



**STEAM FINAL TREND REPORT FOR 2010-2021**

Final

**CONWY COUNTY BOROUGH COUNCIL**

**Global Tourism Solutions (UK) Ltd**

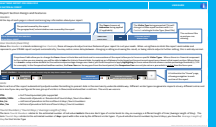
71 Heol Gwys  
Upper Cwmtwrch  
Swansea  
SA9 2XH

Telephone: 0798 445 5388


Email: [cj.gtsuk@btinternet.com](mailto:cj.gtsuk@btinternet.com)

Website: [www.globaltourismsolutions.co.uk](http://www.globaltourismsolutions.co.uk)


|                                                                                                             |             |
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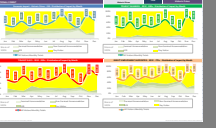
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| <b>KEY MEASURES</b><br> | <b>5-11</b> |
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**KEY IMPACT MEASURES:  
MONTHLY DATA BY  
VISITOR TYPE**

|                                                                                                                                            |           |
|--------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>DISTRIBUTION OF IMPACT: <i>by Visitor Type</i></b><br> | <b>13</b> |
|--------------------------------------------------------------------------------------------------------------------------------------------|-----------|


|                                                                                                                                       |           |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>DISTRIBUTION OF IMPACT: <i>by Month</i></b><br> | <b>14</b> |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------|


|                                                                                                                                        |           |
|----------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>DISTRIBUTION OF IMPACT: <i>by Sector</i></b><br> | <b>15</b> |
|----------------------------------------------------------------------------------------------------------------------------------------|-----------|

|                                                                                                                       |              |
|-----------------------------------------------------------------------------------------------------------------------|--------------|
| <b>UNINDEXED ECONOMIC IMPACT</b><br> | <b>16-22</b> |
|-----------------------------------------------------------------------------------------------------------------------|--------------|


|                                                                                                             |              |
|-------------------------------------------------------------------------------------------------------------|--------------|
| <b>VISITOR NUMBERS</b><br> | <b>23-29</b> |
|-------------------------------------------------------------------------------------------------------------|--------------|

|                                                                                                            |              |
|------------------------------------------------------------------------------------------------------------|--------------|
| <b>VISITOR DAYS</b><br> | <b>30-36</b> |
|------------------------------------------------------------------------------------------------------------|--------------|

|                                                                                                                           |              |
|---------------------------------------------------------------------------------------------------------------------------|--------------|
| <b>DIRECT AND TOTAL EMPLOYMENT</b><br> | <b>37-43</b> |
|---------------------------------------------------------------------------------------------------------------------------|--------------|

|                                                                                                                   |           |
|-------------------------------------------------------------------------------------------------------------------|-----------|
| <b>ACCOMMODATION SUPPLY</b><br> | <b>44</b> |
|-------------------------------------------------------------------------------------------------------------------|-----------|

|              |  |
|--------------|--|
| <b>ANNEX</b> |  |
|--------------|--|

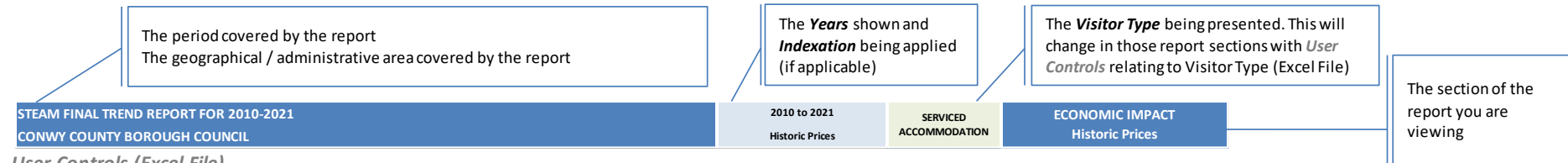
|                                                                                                                       |              |
|-----------------------------------------------------------------------------------------------------------------------|--------------|
| <b>INDEXED FINANCIAL DATA</b><br> | <b>45-59</b> |
|-----------------------------------------------------------------------------------------------------------------------|--------------|



## Report Section Design and Features

### Headers

At the top of each page is a band containing key information about your report



### User Controls (Excel File)

Above the **Headers** is a band containing **User Controls**, these allow you to adjust various features of your report to suit your needs. When using these controls the report recalculates and represents your STEAM report outputs automatically. You may notice some delay between changing a setting and seeing the result, or being able to adjust a further setting, this is entirely normal.

Drop down fields allow you to change the **Years** shown in the tables and charts and in some sections of the report allow you to focus on specific **Visitor Types**. Where there is a financial component to the section you are viewing, you will be able to **index** the historic financial data, by applying an inflationary factor based on the most recent report year shown in that report section. Where there is a **trend** or comparative element to the section and percentage changes are shown, you have the option to apply **highlighting** to those values that are above a certain percentage threshold (+/-3% for example). In the Comparative Headlines section, the **Focus Year** can be any year from the trend period, the **Comparison Year** can only be set as a year which is earlier than the focus year.



### Units

Each section of the report automatically adjusts number formatting to present data in the most easily understandable way. Different visitor types can generate impacts at very different scales and as a result you may see figures for one group of visitors in thousands and another in millions. The units we use are:

- FTEs** = Full Time Equivalent jobs supported
- £000s / 000s** = thousands of pounds or thousands of tourist days / tourist numbers
- £m / m** = millions of pounds or millions of tourist days / tourist numbers
- £bn / bn** = billions of pounds or billions of tourist days / tourist numbers

### Visitor Numbers / Visitor Days / Average Length of Stay

The term **Visitor Numbers** relates to the estimated number of individual **visits** to the area. Each type of visitor tends to stay, on average, a different length of time (Average Length of Stay). The term **Visitor Days** relates to the estimated number of **days** spent within the area by the different visitor types. If you divide the visitor days by visitor numbers, you have the **Average Length of Stay** for that Visitor Type

**STEAM FINAL TREND REPORT FOR 2010-2021**  
**CONWY COUNTY BOROUGH COUNCIL**

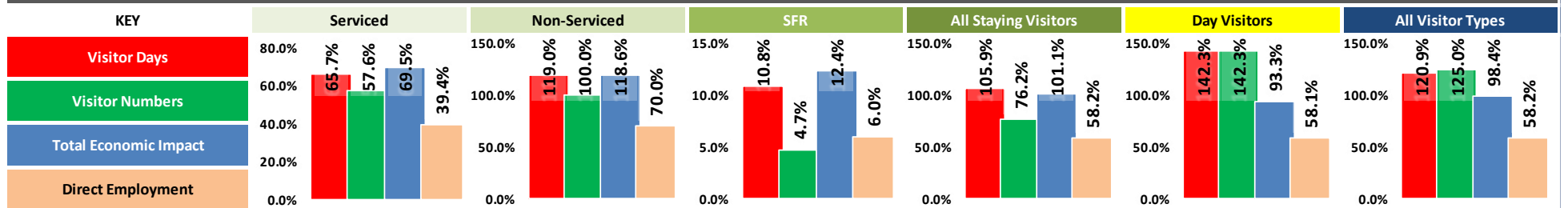
Comparing 2021 and 2020  
All £'s Historic Prices

**COMPARATIVE HEADLINES**

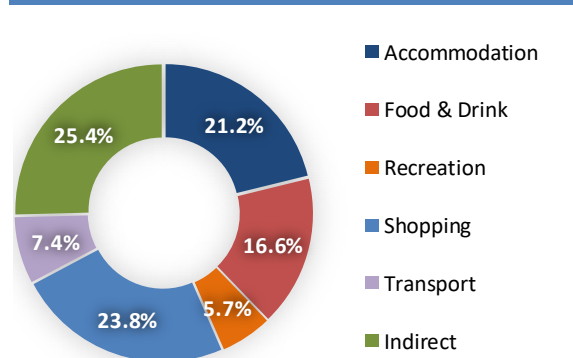
**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 & 2020 - IN HISTORIC PRICES**

| KEY                | Staying in Paid Accommodation |        |       |       |        |        |              |       |       |       |        |        | Staying with Friends and Relatives (SFR) |        |        | All Staying Visitors |        |        | Day Visitors |  |  | All Visitor Types |  |  |
|--------------------|-------------------------------|--------|-------|-------|--------|--------|--------------|-------|-------|-------|--------|--------|------------------------------------------|--------|--------|----------------------|--------|--------|--------------|--|--|-------------------|--|--|
|                    | Serviced                      |        |       |       |        |        | Non-Serviced |       |       |       |        |        |                                          |        |        |                      |        |        |              |  |  |                   |  |  |
|                    | 2021                          | 2020   | +/- % | 2021  | 2020   | +/- %  | 2021         | 2020  | +/- % | 2021  | 2020   | +/- %  | 2021                                     | 2020   | +/- %  | 2021                 | 2020   | +/- %  |              |  |  |                   |  |  |
| Visitor Days       | M                             | 1.162  | 0.701 | 65.7% | 6.303  | 2.878  | 119.0%       | 0.113 | 0.102 | 10.8% | 7.578  | 3.681  | 105.9%                                   | 6.263  | 2.585  | 142.3%               | 13.84  | 6.266  | 120.9%       |  |  |                   |  |  |
| Visitor Numbers    | M                             | 0.649  | 0.412 | 57.6% | 0.917  | 0.458  | 100.0%       | 0.047 | 0.045 | 4.7%  | 1.613  | 0.915  | 76.2%                                    | 6.263  | 2.585  | 142.3%               | 7.876  | 3.501  | 125.0%       |  |  |                   |  |  |
| Direct Expenditure | £M                            |        |       |       |        |        |              |       |       |       |        |        |                                          |        |        |                      | 551.64 | 278.10 | 98.4%        |  |  |                   |  |  |
| Economic Impact    | £M                            | 134.22 | 79.17 | 69.5% | 352.27 | 161.12 | 118.6%       | 4.111 | 3.658 | 12.4% | 490.60 | 243.95 | 101.1%                                   | 248.93 | 128.81 | 93.3%                | 739.53 | 372.76 | 98.4%        |  |  |                   |  |  |
| Direct Employment  | FTEs                          | 1,557  | 1,117 | 39.4% | 3,279  | 1,928  | 70.0%        | 38    | 36    | 6.0%  | 4,874  | 3,081  | 58.2%                                    | 2,089  | 1,321  | 58.1%                | 6,963  | 4,402  | 58.2%        |  |  |                   |  |  |
| Total Employment   | FTEs                          |        |       |       |        |        |              |       |       |       |        |        |                                          |        |        |                      | 8,783  | 5,493  | 59.9%        |  |  |                   |  |  |

**PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2021 & 2020 - IN HISTORIC PRICES**

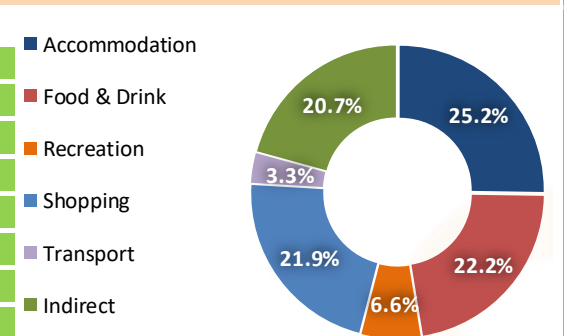


**Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices**



| Sectors             | 2021          | 2020          | +/- %        |
|---------------------|---------------|---------------|--------------|
| Accommodation       | 156.53        | 83.18         | 88.2%        |
| Food & Drink        | 122.96        | 59.95         | 105.1%       |
| Recreation          | 41.86         | 18.68         | 124.1%       |
| Shopping            | 175.86        | 89.68         | 96.1%        |
| Transport           | 54.42         | 26.61         | 104.5%       |
| <b>TOTAL DIRECT</b> | <b>551.64</b> | <b>278.10</b> | <b>98.4%</b> |
| Indirect            | 187.89        | 94.66         | 98.5%        |
| <b>TOTAL</b>        | <b>739.53</b> | <b>372.76</b> | <b>98.4%</b> |

**Sectoral Distribution of Employment - FTEs**



## Unindexed Key Measures by Year and Visitor Type for the Period 2010 to 2021

**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

STEAM FINAL TREND REPORT FOR 2010-2021  
CONWY COUNTY BOROUGH COUNCIL

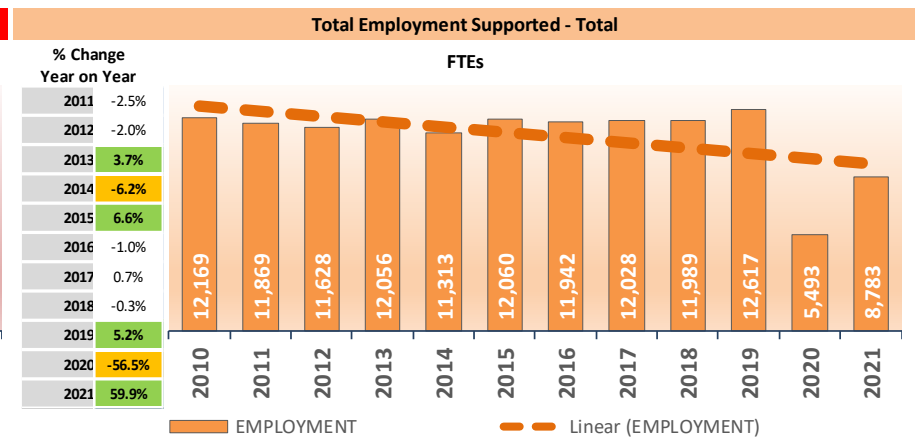
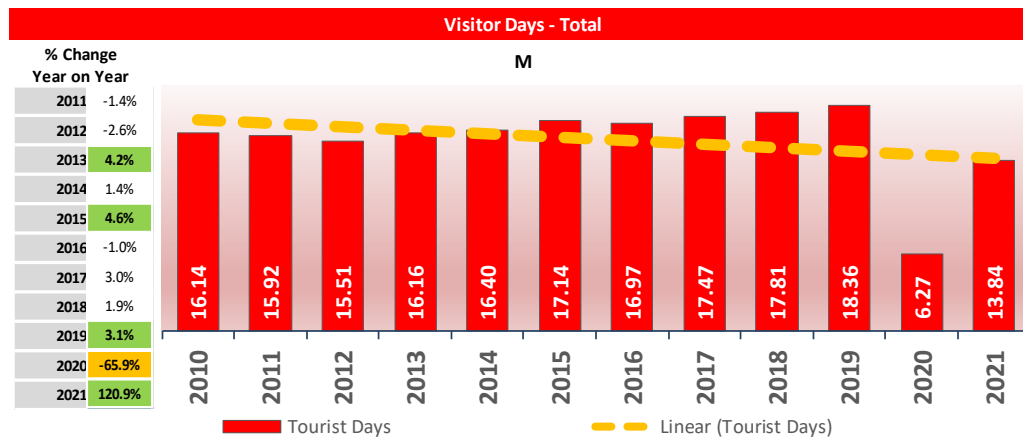
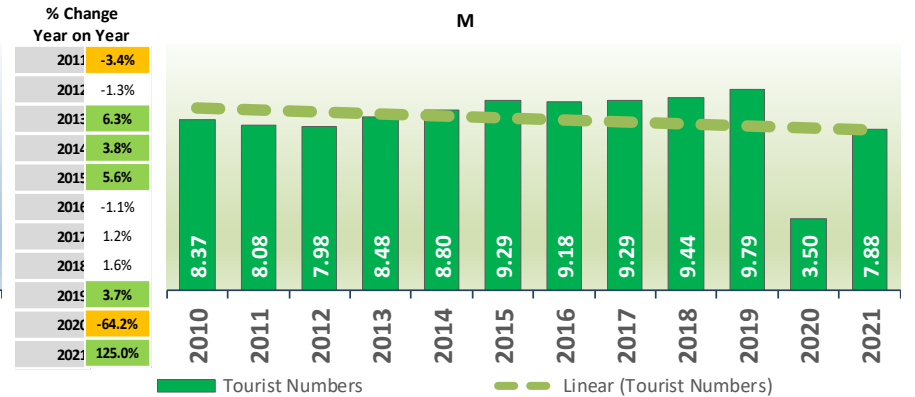
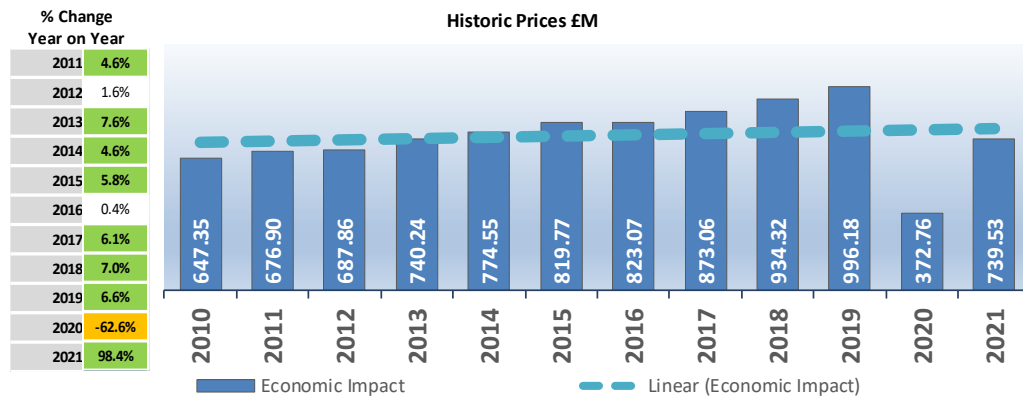
2010 to 2021  
Historic Prices

TOTAL

KEY MEASURES  
Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - Total



| % Change from 2010                | 2010 | 2011  | 2012  | 2013  | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  | 2020   | 2021   |
|-----------------------------------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| Economic Impact - Historic Prices |      | 4.6%  | 6.3%  | 14.3% | 19.6% | 26.6% | 27.1% | 34.9% | 44.3% | 53.9% | -42.4% | 14.2%  |
| Visitor Numbers                   |      | -3.4% | -4.6% | 1.3%  | 5.2%  | 11.0% | 9.8%  | 11.0% | 12.9% | 17.0% | -58.2% | -5.9%  |
| Visitor Days                      |      | -1.4% | -4.0% | 0.1%  | 1.6%  | 6.2%  | 5.1%  | 8.2%  | 10.3% | 13.7% | -61.2% | -14.3% |
| Total Employment                  |      | -2.5% | -4.4% | -0.9% | -7.0% | -0.9% | -1.9% | -1.2% | -1.5% | 3.7%  | -54.9% | -27.8% |

"Linear" = Linear Trendline

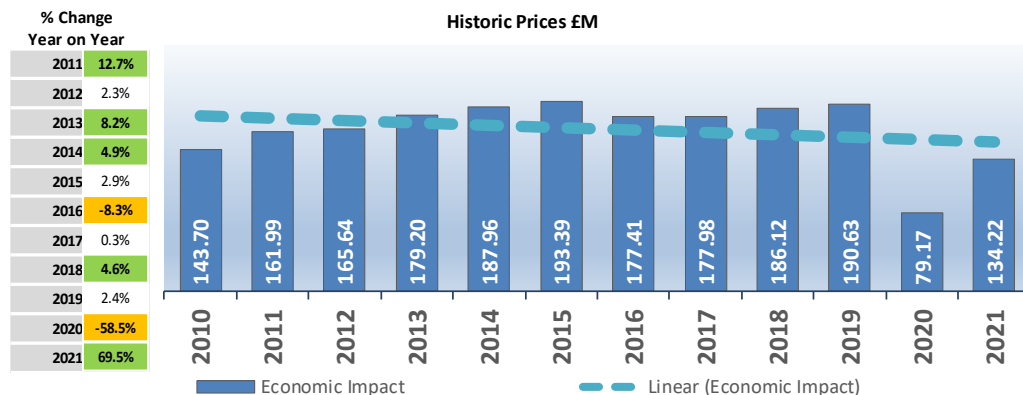
**STEAM FINAL TREND REPORT FOR 2010-2021**  
**CONWY COUNTY BOROUGH COUNCIL**

2010 to 2021  
 Historic Prices

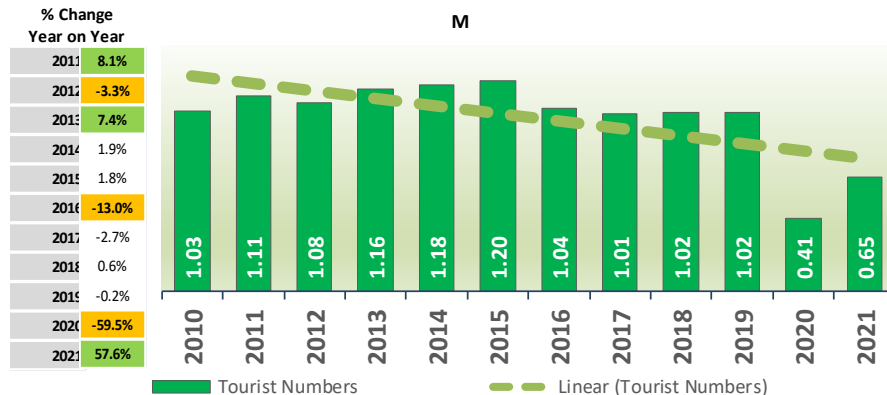
SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Historic Prices

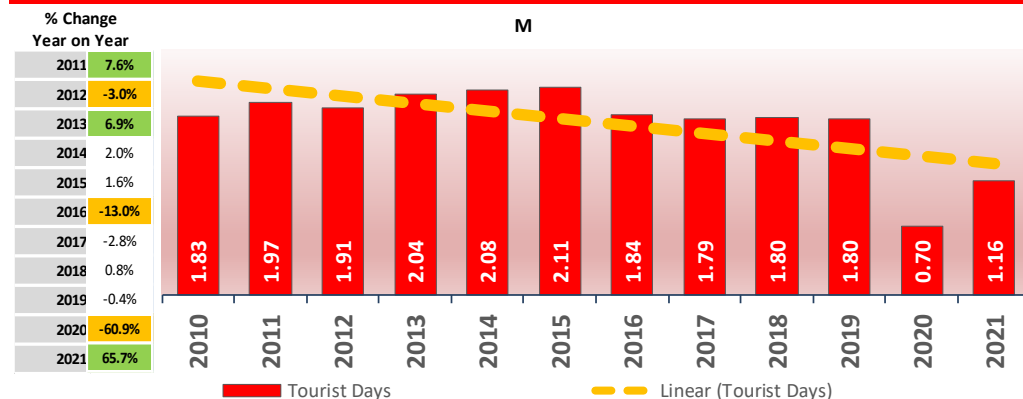
**Economic Impact - Historic Prices - Serviced Accommodation**



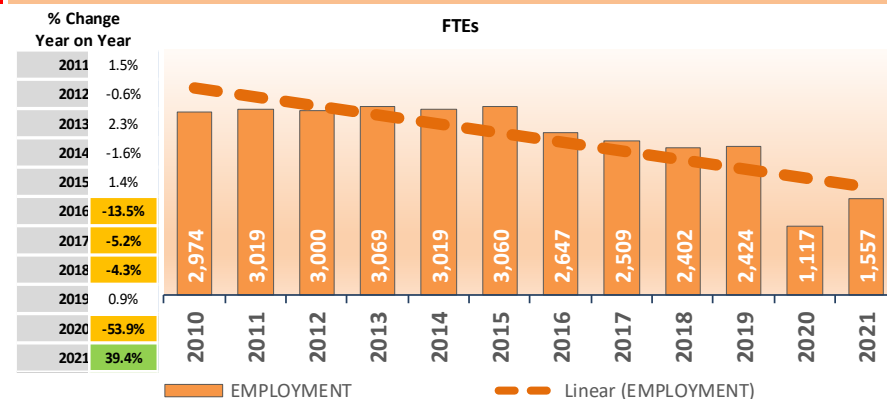
**Visitor Numbers - Serviced Accommodation**



**Visitor Days - Serviced Accommodation**



**Direct Employment Supported - Serviced Accommodation**



| % Change from 2010                       | 2010 | 2011  | 2012  | 2013  | 2014  | 2015  | 2016   | 2017   | 2018   | 2019   | 2020   | 2021   |
|------------------------------------------|------|-------|-------|-------|-------|-------|--------|--------|--------|--------|--------|--------|
| <b>Economic Impact - Historic Prices</b> |      | 12.7% | 15.3% | 24.7% | 30.8% | 34.6% | 23.5%  | 23.8%  | 29.5%  | 32.7%  | -44.9% | -6.6%  |
| <b>Visitor Numbers</b>                   |      | 8.1%  | 4.6%  | 12.3% | 14.4% | 16.4% | 1.3%   | -1.5%  | -0.9%  | -1.1%  | -60.0% | -36.9% |
| <b>Visitor Days</b>                      |      | 7.6%  | 4.4%  | 11.6% | 13.9% | 15.7% | 0.6%   | -2.2%  | -1.4%  | -1.7%  | -61.6% | -36.4% |
| <b>Direct Employment</b>                 |      | 1.5%  | 0.9%  | 3.2%  | 1.5%  | 2.9%  | -11.0% | -15.6% | -19.2% | -18.5% | -62.5% | -47.7% |

"Linear" = Linear Trendline

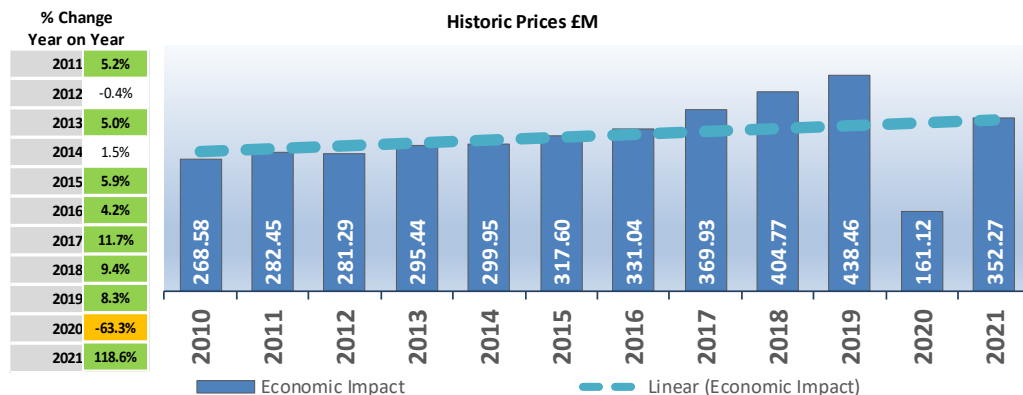
**STEAM FINAL TREND REPORT FOR 2010-2021**  
**CONWY COUNTY BOROUGH COUNCIL**

2010 to 2021  
 Historic Prices

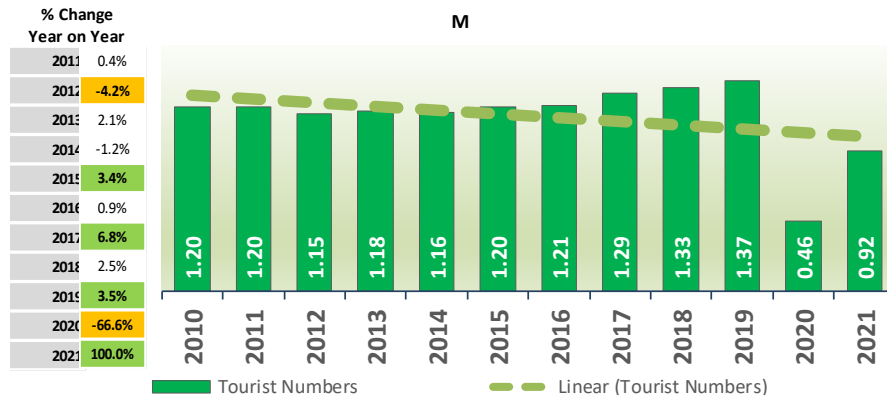
NON-SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Historic Prices

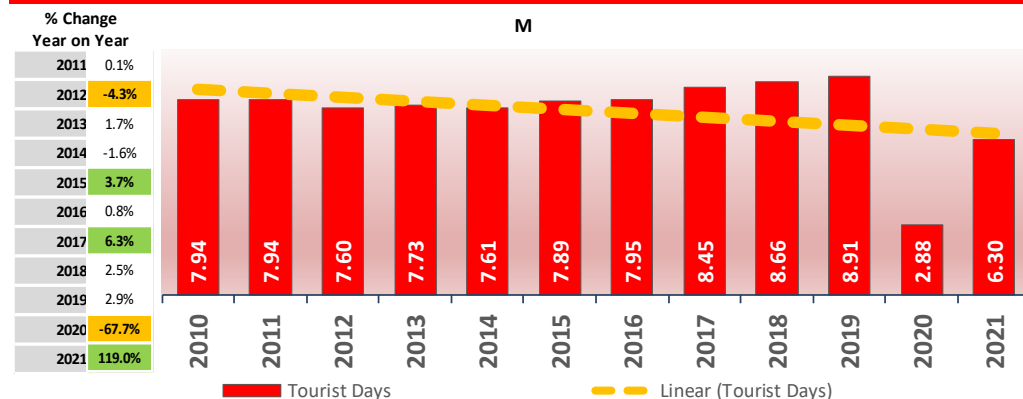
**Economic Impact - Historic Prices - Non-Serviced Accommodation**



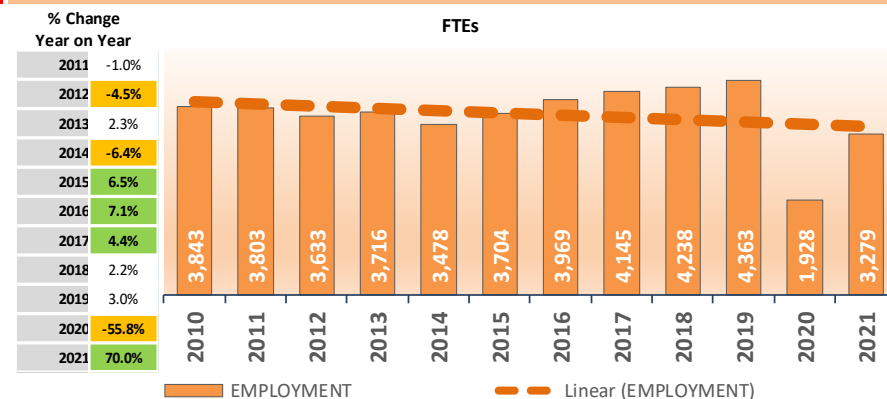
**Visitor Numbers - Non-Serviced Accommodation**



**Visitor Days - Non-Serviced Accommodation**



**Direct Employment Supported - Non-Serviced Accommodation**



| % Change from 2010                | 2010 | 2011  | 2012  | 2013  | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  | 2020   | 2021   |
|-----------------------------------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| Economic Impact - Historic Prices |      | 5.2%  | 4.7%  | 10.0% | 11.7% | 18.3% | 23.3% | 37.7% | 50.7% | 63.3% | -40.0% | 31.2%  |
| Visitor Numbers                   |      | 0.4%  | -3.8% | -1.8% | -3.0% | 0.3%  | 1.2%  | 8.1%  | 10.9% | 14.8% | -61.7% | -23.4% |
| Visitor Days                      |      | 0.1%  | -4.3% | -2.6% | -4.2% | -0.6% | 0.2%  | 6.5%  | 9.1%  | 12.2% | -63.8% | -20.6% |
| Direct Employment                 |      | -1.0% | -5.5% | -3.3% | -9.5% | -3.6% | 3.3%  | 7.8%  | 10.3% | 13.5% | -49.8% | -14.7% |

"Linear" = Linear Trendline



STEAM FINAL TREND REPORT FOR 2010-2021  
CONWY COUNTY BOROUGH COUNCIL

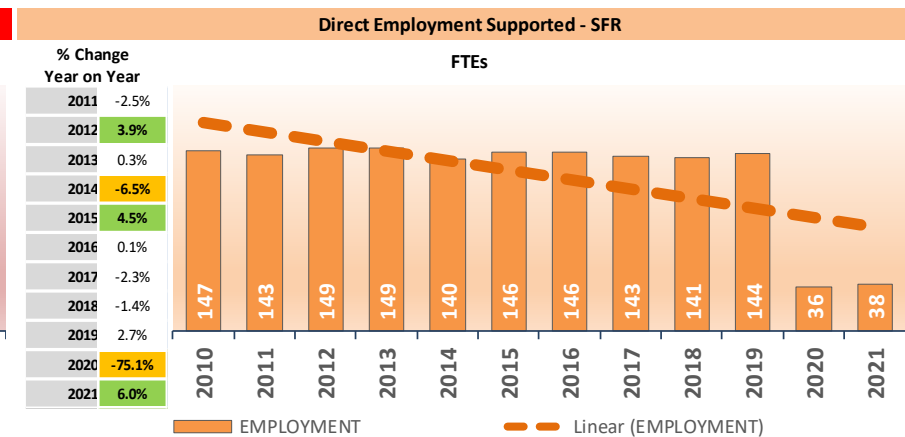
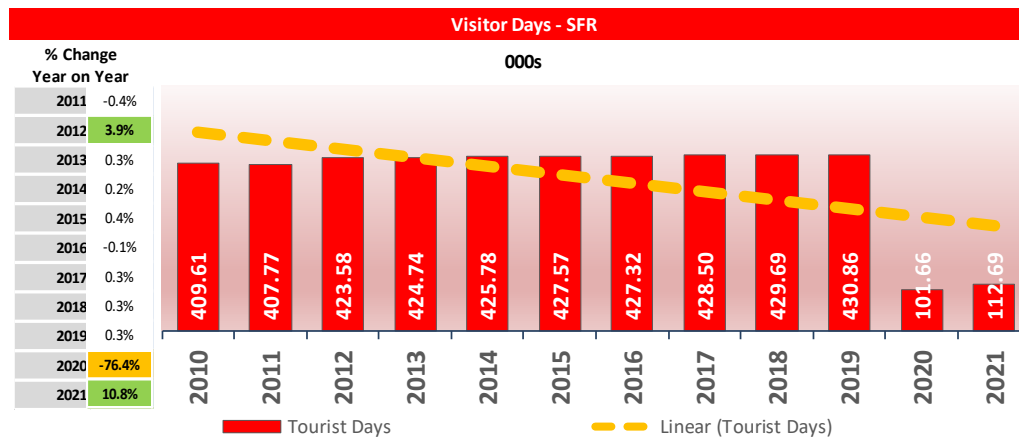
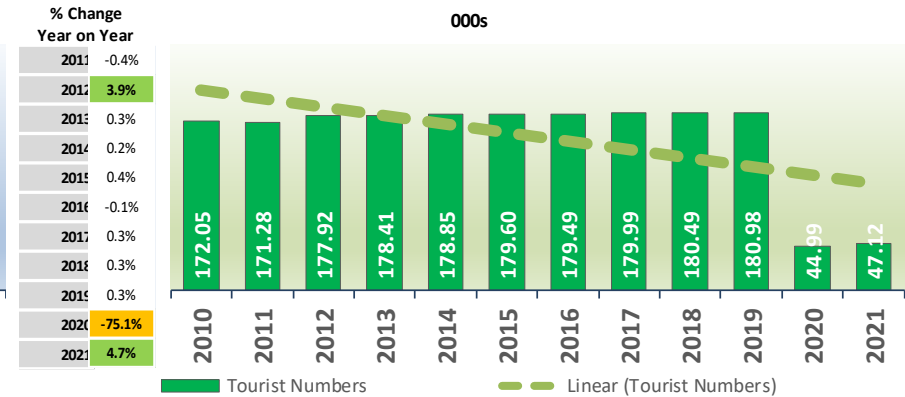
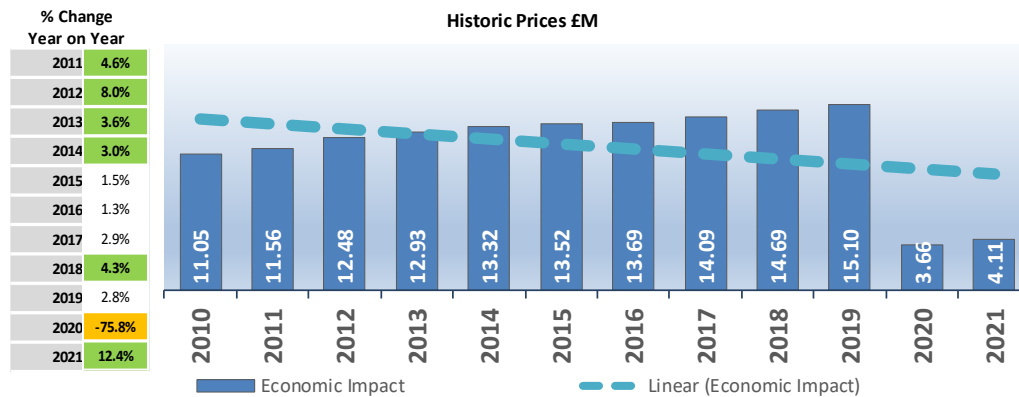
2010 to 2021  
Historic Prices

SFR

KEY MEASURES  
Historic Prices

Economic Impact - Historic Prices - SFR

Visitor Numbers - SFR



| % Change from 2010                | 2010 | 2011  | 2012  | 2013  | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  | 2020   | 2021   |
|-----------------------------------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| Economic Impact - Historic Prices |      | 4.6%  | 12.9% | 17.0% | 20.5% | 22.4% | 23.9% | 27.5% | 32.9% | 36.6% | -66.9% | -62.8% |
| Visitor Numbers                   |      | -0.4% | 3.4%  | 3.7%  | 3.9%  | 4.4%  | 4.3%  | 4.6%  | 4.9%  | 5.2%  | -73.8% | -72.6% |
| Visitor Days                      |      | -0.4% | 3.4%  | 3.7%  | 3.9%  | 4.4%  | 4.3%  | 4.6%  | 4.9%  | 5.2%  | -75.2% | -72.5% |
| Direct Employment                 |      | -2.5% | 1.3%  | 1.5%  | -5.1% | -0.8% | -0.6% | -2.9% | -4.3% | -1.7% | -75.5% | -74.1% |

"Linear" = Linear Trendline

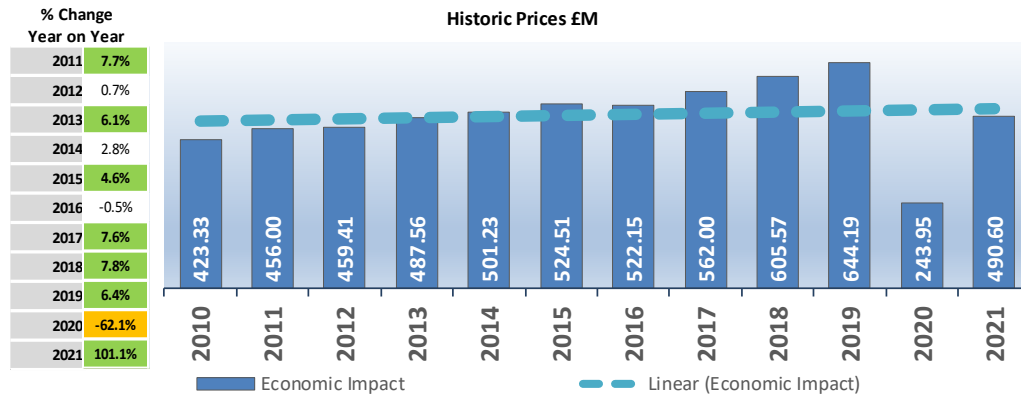
STEAM FINAL TREND REPORT FOR 2010-2021  
CONWY COUNTY BOROUGH COUNCIL

2010 to 2021  
Historic Prices

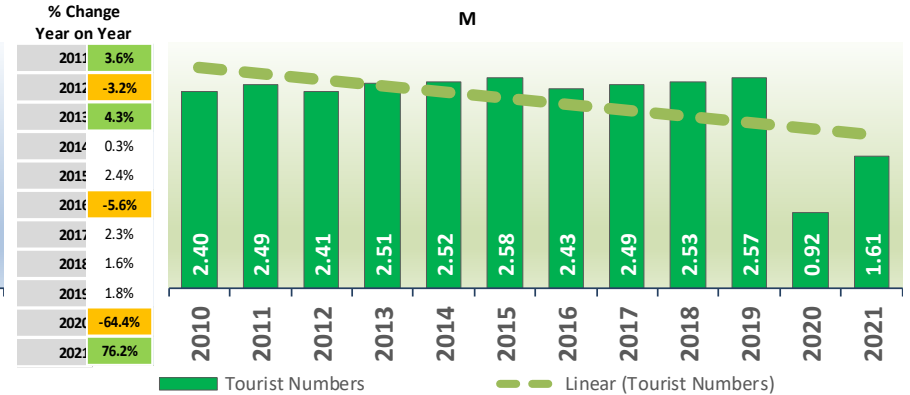
STAYING VISITOR

KEY MEASURES  
Historic Prices

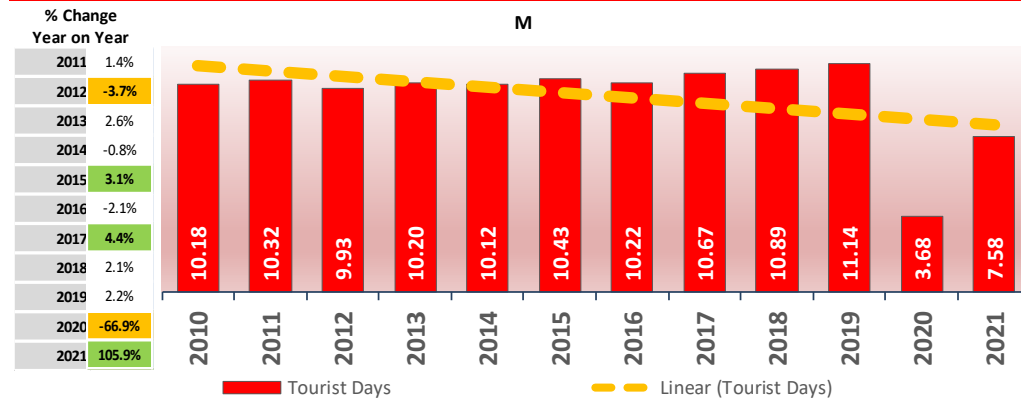
Economic Impact - Historic Prices - Staying Visitor



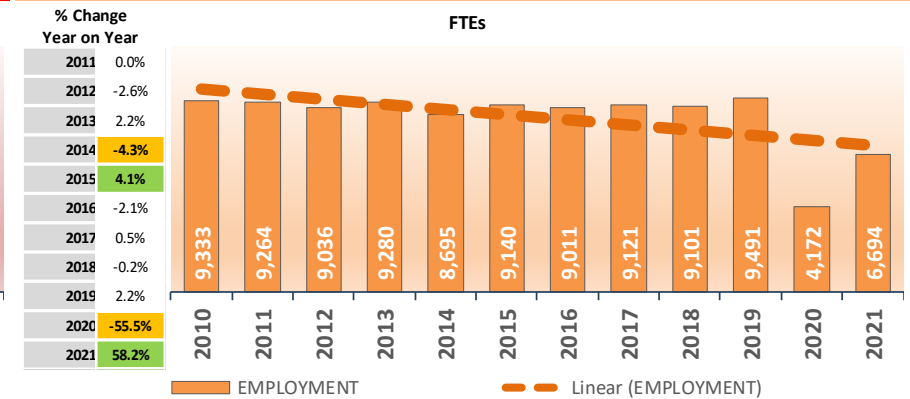
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



| % Change from 2010                | 2010 | 2011  | 2012  | 2013  | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  | 2020   | 2021   |
|-----------------------------------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| Economic Impact - Historic Prices |      | 7.7%  | 8.5%  | 15.2% | 18.4% | 23.9% | 23.3% | 32.8% | 43.0% | 52.2% | -42.4% | 15.9%  |
| Visitor Numbers                   |      | 3.6%  | 0.3%  | 4.6%  | 5.0%  | 7.5%  | 1.5%  | 3.8%  | 5.4%  | 7.3%  | -61.8% | -32.7% |
| Visitor Days                      |      | 1.4%  | -2.4% | 0.2%  | -0.6% | 2.5%  | 0.4%  | 4.8%  | 7.0%  | 9.4%  | -63.8% | -25.5% |
| Direct Employment                 |      | -0.7% | -3.2% | -0.6% | -6.8% | -2.1% | -3.5% | -2.3% | -2.5% | 1.7%  | -55.3% | -28.3% |

"Linear" = Linear Trendline

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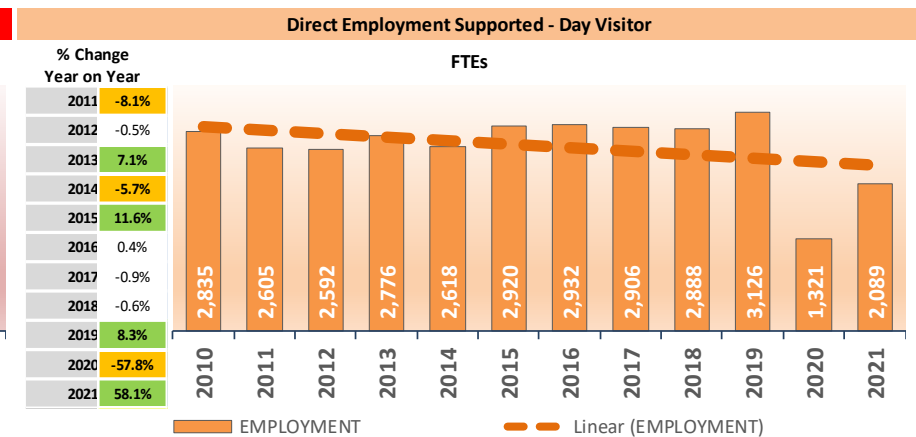
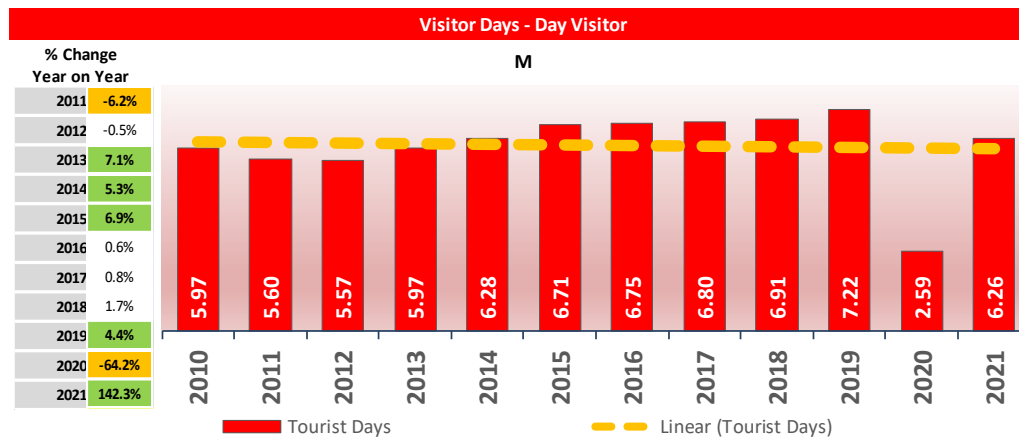
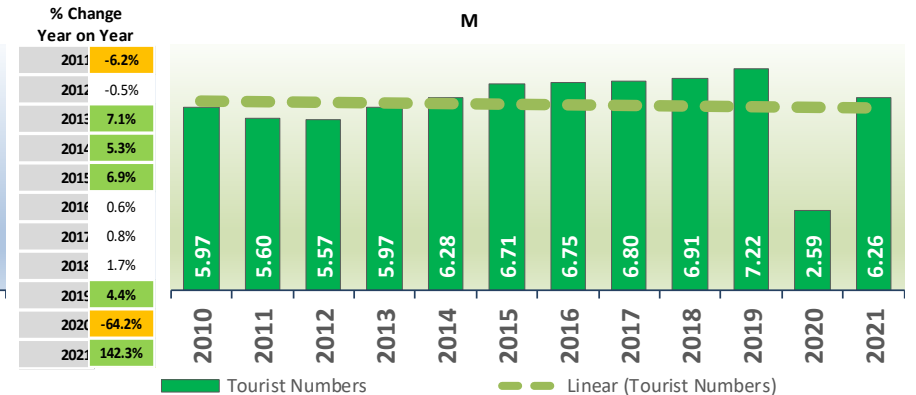
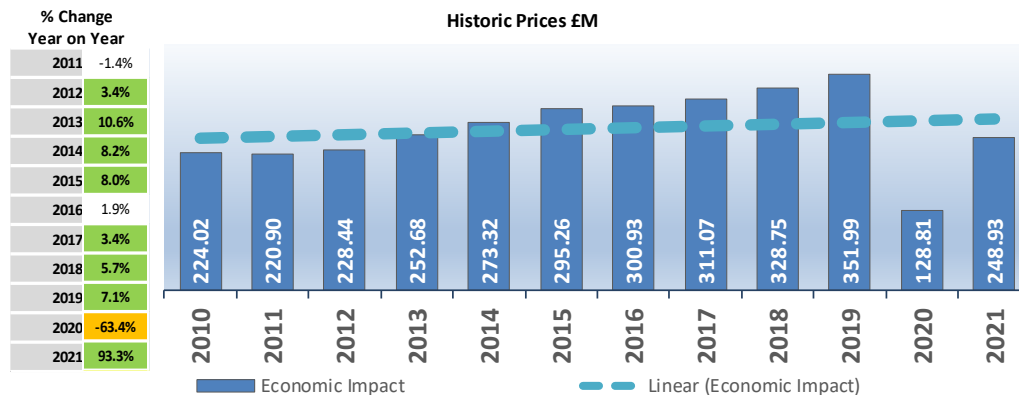
2010 to 2021  
Historic Prices

DAY VISITOR

KEY MEASURES  
Historic Prices

Economic Impact - Historic Prices - Day Visitor

Visitor Numbers - Day Visitor



| % Change from 2010                | 2010 | 2011  | 2012  | 2013  | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  | 2020   | 2021   |
|-----------------------------------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| Economic Impact - Historic Prices |      | -1.4% | 2.0%  | 12.8% | 22.0% | 31.8% | 34.3% | 38.9% | 46.8% | 57.1% | -42.5% | 11.1%  |
| Visitor Numbers                   |      | -6.2% | -6.6% | 0.0%  | 5.2%  | 12.4% | 13.1% | 14.0% | 15.9% | 21.0% | -56.7% | 5.0%   |
| Visitor Days                      |      | -6.2% | -6.6% | 0.0%  | 5.2%  | 12.4% | 13.1% | 14.0% | 15.9% | 21.0% | -56.7% | 5.0%   |
| Direct Employment                 |      | -8.1% | -8.6% | -2.1% | -7.7% | 3.0%  | 3.4%  | 2.5%  | 1.9%  | 10.3% | -53.4% | -26.3% |

"Linear" = Linear Trendline

## Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2010 to 2021

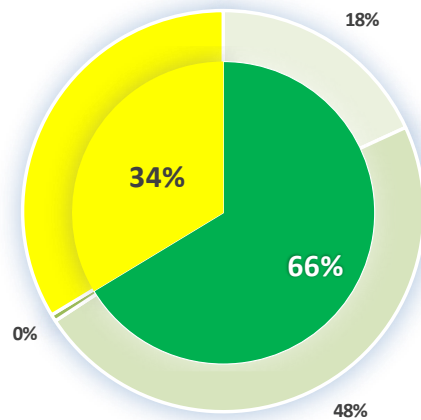
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

Economic Impact - Historic Prices - £M - Share of Total

Visitor Numbers - 2021 - M - Share of Total

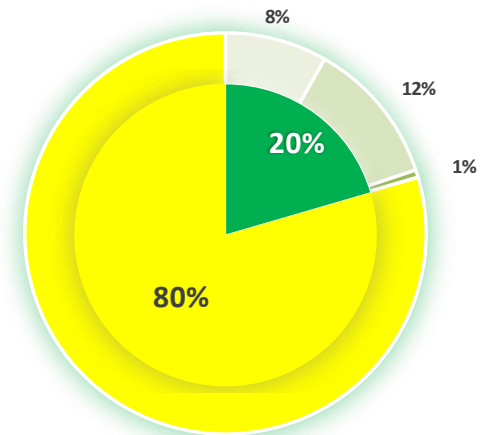
**TOTAL**  
**£739.53m**

|                 | £M            |
|-----------------|---------------|
| Serviced        | 134.22        |
| Non-Serviced    | 352.27        |
| SFR             | 4.11          |
| Staying Visitor | 490.60        |
| Day Visitor     | 248.93        |
| <b>Total</b>    | <b>739.53</b> |



**TOTAL**  
**7.88m**

|                 | M           |
|-----------------|-------------|
| Serviced        | 0.65        |
| Non-Serviced    | 0.92        |
| SFR             | 0.05        |
| Staying Visitor | 1.61        |
| Day Visitor     | 6.26        |
| <b>Total</b>    | <b>7.88</b> |

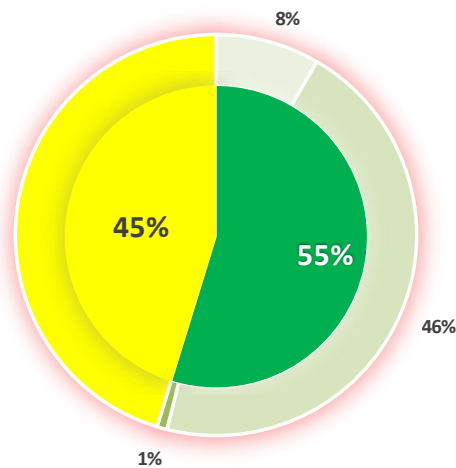


Visitor Days - 2021 - M - Share of Total

Direct Employment Supported - 2021 - FTEs - Share of Total

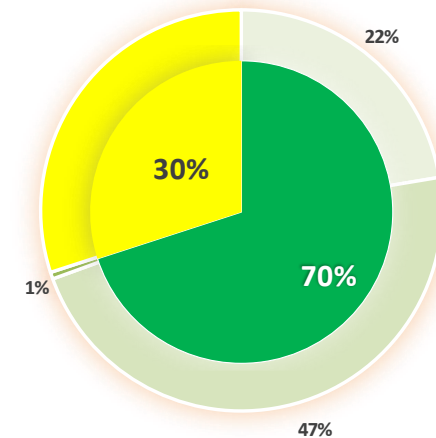
**TOTAL**  
**13.84m**

|                 | M            |
|-----------------|--------------|
| Serviced        | 1.16         |
| Non-Serviced    | 6.30         |
| SFR             | 0.11         |
| Staying Visitor | 7.58         |
| Day Visitor     | 6.26         |
| <b>Total</b>    | <b>13.84</b> |



**TOTAL**  
**6,963 Direct FTEs**  
**8,783 Total FTEs**

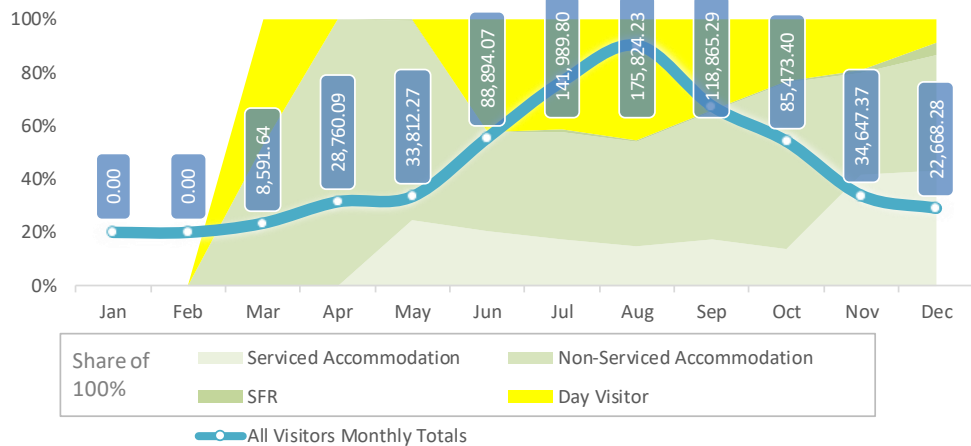
|                 | FTEs         |
|-----------------|--------------|
| Serviced        | 1,557        |
| Non-Serviced    | 3,279        |
| SFR             | 38           |
| Staying Visitor | 4,874        |
| Day Visitor     | 2,089        |
| <b>Total</b>    | <b>6,963</b> |



**STEAM FINAL TREND REPORT FOR 2010-2021**  
**CONWY COUNTY BOROUGH COUNCIL**

**2021**  
 Historic Prices      **TOTAL**      **DISTRIBUTION BY MONTH**  
 Historic Prices

**Economic Impact - Historic Prices - £000s - Distribution of Impact by Month**



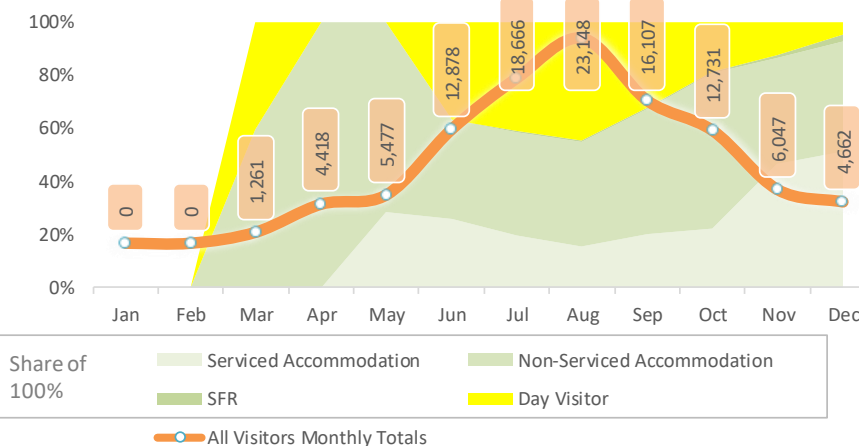
**Visitor Numbers - 2021 - 000s - Distribution of Impact by Month**



**Visitor Days - 2021 - 000s - Distribution of Impact by Month**

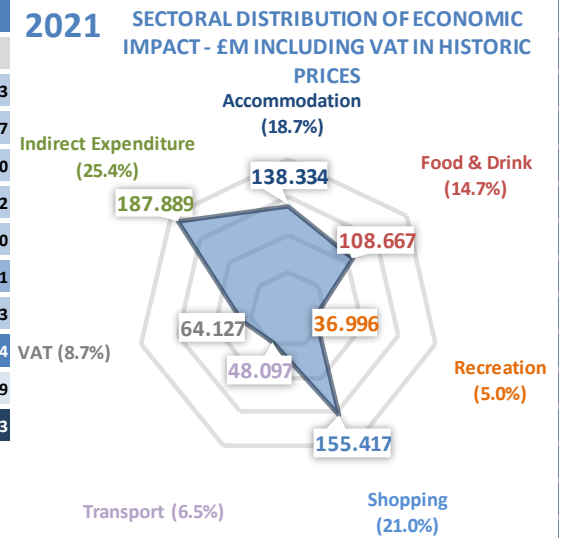


**Direct Employment Supported - 2021 - FTEs - Distribution of Impact by Month**



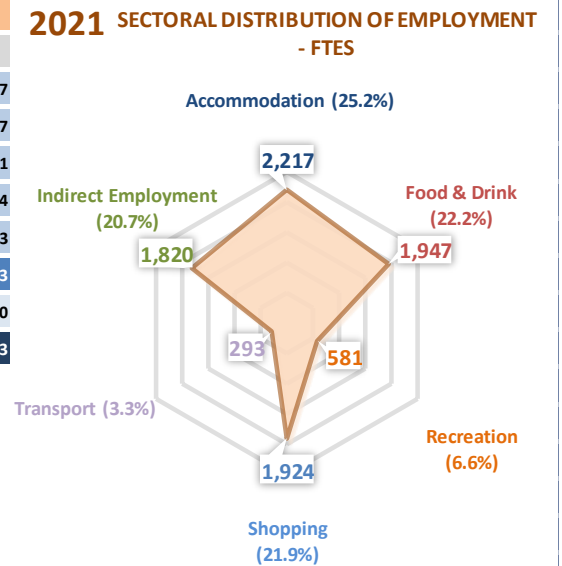
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

| SECTOR / YEAR        |    | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017   | 2018   | 2019   | 2020   | 2021   |
|----------------------|----|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Accommodation        | £M | 88.65  | 94.31  | 98.02  | 103.95 | 108.80 | 112.98 | 114.18 | 123.73 | 137.54 | 149.73 | 72.43  | 138.33 |
| Food & Drink         | £M | 97.72  | 99.58  | 100.84 | 108.67 | 112.75 | 119.09 | 118.95 | 125.56 | 133.03 | 140.48 | 52.20  | 108.67 |
| Recreation           | £M | 30.80  | 31.81  | 31.16  | 33.79  | 34.59  | 37.43  | 37.21  | 39.79  | 42.10  | 44.46  | 16.27  | 37.00  |
| Shopping             | £M | 151.33 | 152.23 | 154.34 | 167.14 | 176.62 | 188.05 | 188.65 | 197.23 | 207.72 | 219.73 | 78.09  | 155.42 |
| Transport            | £M | 46.45  | 47.43  | 47.51  | 51.37  | 53.39  | 56.98  | 56.73  | 59.78  | 63.09  | 66.61  | 23.17  | 48.10  |
| Direct Revenue       | £M | 414.95 | 425.37 | 431.88 | 464.92 | 486.15 | 514.54 | 515.72 | 546.10 | 583.48 | 621.00 | 242.15 | 487.51 |
| VAT                  | £M | 72.62  | 85.07  | 86.38  | 92.98  | 97.23  | 102.91 | 103.14 | 109.22 | 116.70 | 124.20 | 35.94  | 64.13  |
| Direct Expenditure   | £M | 487.56 | 510.44 | 518.25 | 557.90 | 583.37 | 617.45 | 618.86 | 655.32 | 700.17 | 745.20 | 278.10 | 551.64 |
| Indirect Expenditure | £M | 159.78 | 166.46 | 169.61 | 182.34 | 191.17 | 202.33 | 204.21 | 217.74 | 234.15 | 250.98 | 94.66  | 187.89 |
| TOTAL                | £M | 647.35 | 676.90 | 687.86 | 740.24 | 774.55 | 819.77 | 823.07 | 873.06 | 934.32 | 996.18 | 372.76 | 739.53 |



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

| SECTOR / YEAR       |      | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017   | 2018   | 2019   | 2020  | 2021  |
|---------------------|------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-------|
| Accommodation       | FTEs | 3,199  | 3,196  | 3,191  | 3,237  | 3,247  | 3,255  | 3,192  | 3,169  | 3,169  | 3,149  | 1,543 | 2,217 |
| Food & Drink        | FTEs | 2,195  | 2,129  | 2,074  | 2,164  | 2,373  | 2,591  | 2,555  | 2,475  | 2,551  | 2,571  | 1,203 | 1,947 |
| Recreation          | FTEs | 840    | 825    | 778    | 817    | 644    | 667    | 704    | 747    | 696    | 786    | 384   | 581   |
| Shopping            | FTEs | 3,099  | 2,967  | 2,894  | 3,035  | 2,610  | 2,897  | 2,826  | 2,884  | 2,832  | 3,092  | 1,110 | 1,924 |
| Transport           | FTEs | 466    | 453    | 437    | 457    | 380    | 421    | 416    | 427    | 420    | 461    | 161   | 293   |
| Direct Employment   | FTEs | 9,800  | 9,570  | 9,374  | 9,710  | 9,254  | 9,830  | 9,693  | 9,703  | 9,668  | 10,058 | 4,402 | 6,963 |
| Indirect Employment | FTEs | 2,369  | 2,299  | 2,254  | 2,346  | 2,059  | 2,230  | 2,250  | 2,324  | 2,320  | 2,559  | 1,091 | 1,820 |
| TOTAL               | FTEs | 12,169 | 11,869 | 11,628 | 12,056 | 11,313 | 12,060 | 11,942 | 12,028 | 11,989 | 12,617 | 5,493 | 8,783 |



## Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2010 to 2021

**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*



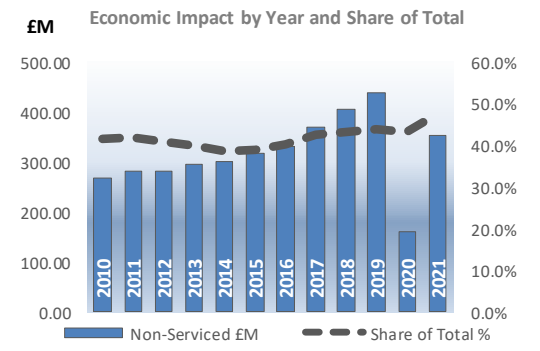




**STEAM FINAL TREND REPORT FOR 2010-2021**  
**CONWY COUNTY BOROUGH COUNCIL**

| ECONOMIC IMPACT BY:                                          |    |       |       |       |       |       |       |       |       |       |       |       | 2010 to 2021<br>Historic Prices |         | NON-SERVICED<br>ACCOMMODATION |       | ECONOMIC IMPACT<br>Historic Prices |        |          |       |       |        |        |        |        |               |        |      |       |        |     |  |     |  |     |  |       |  |          |  |
|--------------------------------------------------------------|----|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------------------------------|---------|-------------------------------|-------|------------------------------------|--------|----------|-------|-------|--------|--------|--------|--------|---------------|--------|------|-------|--------|-----|--|-----|--|-----|--|-------|--|----------|--|
| MONTH AND QUARTER                                            |    |       |       |       |       |       |       |       |       |       |       |       | CALENDAR YEAR                   |         | QUARTER                       |       |                                    |        |          |       |       |        |        |        |        |               |        |      |       |        |     |  |     |  |     |  |       |  |          |  |
| NON-SERVICED ACCOMMODATION                                   |    |       |       |       |       |       |       |       |       |       |       |       | TOTAL                           |         |                               |       |                                    |        | % Change |       |       |        |        |        |        |               |        |      |       |        |     |  |     |  |     |  |       |  |          |  |
| ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES |    |       |       |       |       |       |       |       |       |       |       |       |                                 |         |                               |       |                                    |        |          |       |       |        |        |        |        |               |        |      |       |        |     |  |     |  |     |  |       |  |          |  |
| KEY                                                          |    |       |       |       |       |       |       |       |       |       |       |       |                                 |         |                               |       |                                    |        |          |       |       |        |        |        |        |               |        |      |       |        |     |  |     |  |     |  |       |  |          |  |
| An increase of 3% or more                                    |    |       |       |       |       |       |       |       |       |       |       |       |                                 |         |                               |       |                                    |        |          |       |       |        |        |        |        |               |        |      |       |        |     |  |     |  |     |  |       |  |          |  |
| Less than 3% change                                          |    |       |       |       |       |       |       |       |       |       |       |       |                                 |         |                               |       |                                    |        |          |       |       |        |        |        |        |               |        |      |       |        |     |  |     |  |     |  |       |  |          |  |
| A Fall of 3% or more                                         |    |       |       |       |       |       |       |       |       |       |       |       |                                 |         |                               |       |                                    |        |          |       |       |        |        |        |        |               |        |      |       |        |     |  |     |  |     |  |       |  |          |  |
|                                                              |    |       |       |       |       |       |       |       |       |       |       |       | Q1                              |         | Q2                            |       | Q3                                 |        | Q4       |       |       |        |        |        |        |               |        |      |       |        |     |  |     |  |     |  |       |  |          |  |
|                                                              |    |       |       |       |       |       |       |       |       |       |       |       | JAN                             |         | FEB                           |       | MAR                                |        | APR      |       | MAY   |        | JUN    |        | JUL    |               | AUG    |      | SEP   |        | OCT |  | NOV |  | DEC |  | TOTAL |  | % Change |  |
| % Change 2010 to 2021                                        |    |       |       |       |       |       |       |       |       |       |       |       | -100.0%                         | -100.0% | -70.3%                        | 18.4% | -13.4%                             | 6.9%   | 28.4%    | 45.8% | 57.1% | 117.9% | 42.8%  | 264.1% | 31.2%  | Annual Change | -76.0% | 3.2% | 43.0% | 109.7% |     |  |     |  |     |  |       |  |          |  |
| % Change 2020 to 2021                                        |    |       |       |       |       |       |       |       |       |       |       |       | -100.0%                         | -100.0% | -79.6%                        |       |                                    |        | 163.2%   | 41.8% | 24.2% |        | 192.7% | 166.1% | 118.6% |               | -87.3% |      | 57.5% | 829.8% |     |  |     |  |     |  |       |  |          |  |
| Average Annual Change                                        |    |       |       |       |       |       |       |       |       |       |       |       | -9.1%                           | -9.1%   | -6.4%                         | 1.7%  | -1.2%                              | 0.6%   | 2.6%     | 4.2%  | 5.2%  | 10.7%  | 3.9%   | 24.0%  | 2.8%   |               | -6.9%  | 0.3% | 3.9%  | 10.0%  |     |  |     |  |     |  |       |  |          |  |
| 2010                                                         | £M | 1.277 | 2.367 | 15.32 | 24.28 | 29.21 | 30.87 | 44.66 | 47.63 | 36.46 | 24.53 | 9.267 | 2.714                           | 268.58  |                               | 18.96 | 84.36                              | 128.74 | 36.51    |       |       |        |        |        |        |               |        |      |       |        |     |  |     |  |     |  |       |  |          |  |
| 2011                                                         | £M | 1.584 | 2.550 | 16.84 | 29.65 | 33.51 | 34.10 | 44.99 | 47.76 | 35.30 | 23.79 | 9.919 | 2.460                           | 282.45  | 5.2%                          | 20.97 | 97.25                              | 128.05 | 36.17    |       |       |        |        |        |        |               |        |      |       |        |     |  |     |  |     |  |       |  |          |  |
| 2012                                                         | £M | 1.407 | 2.893 | 16.82 | 26.30 | 27.90 | 33.74 | 43.76 | 47.92 | 36.72 | 28.10 | 11.61 | 4.123                           | 281.29  | -0.4%                         | 21.12 | 87.94                              | 128.40 | 43.83    |       |       |        |        |        |        |               |        |      |       |        |     |  |     |  |     |  |       |  |          |  |
| 2013                                                         | £M | 2.365 | 3.081 | 20.87 | 24.69 | 31.36 | 36.82 | 45.54 | 53.49 | 37.20 | 24.86 | 11.68 | 3.498                           | 295.44  | 5.0%                          | 26.31 | 92.87                              | 136.23 | 40.03    |       |       |        |        |        |        |               |        |      |       |        |     |  |     |  |     |  |       |  |          |  |
| 2014                                                         | £M | 2.327 | 4.042 | 21.48 | 25.79 | 34.42 | 33.10 | 46.29 | 54.13 | 37.55 | 23.44 | 12.62 | 4.756                           | 299.95  | 1.5%                          | 27.85 | 93.32                              | 137.97 | 40.81    |       |       |        |        |        |        |               |        |      |       |        |     |  |     |  |     |  |       |  |          |  |
| 2015                                                         | £M | 2.944 | 3.590 | 21.81 | 28.07 | 36.50 | 34.95 | 51.66 | 59.26 | 37.91 | 25.29 | 12.39 | 3.226                           | 317.60  | 5.9%                          | 28.34 | 99.53                              | 148.82 | 40.90    |       |       |        |        |        |        |               |        |      |       |        |     |  |     |  |     |  |       |  |          |  |
| 2016                                                         | £M | 2.292 | 3.217 | 25.44 | 31.08 | 31.48 | 44.39 | 57.41 | 54.96 | 38.78 | 25.62 | 12.58 | 3.785                           | 331.04  | 4.2%                          | 30.95 | 106.95                             | 151.15 | 41.99    |       |       |        |        |        |        |               |        |      |       |        |     |  |     |  |     |  |       |  |          |  |
| 2017                                                         | £M | 4.024 | 4.940 | 26.93 | 40.58 | 37.64 | 44.31 | 58.41 | 57.20 | 41.93 | 35.25 | 13.24 | 5.497                           | 369.93  | 11.7%                         | 35.90 | 122.52                             | 157.53 | 53.98    |       |       |        |        |        |        |               |        |      |       |        |     |  |     |  |     |  |       |  |          |  |
| 2018                                                         | £M | 3.564 | 5.430 | 30.32 | 40.32 | 44.36 | 47.77 | 63.04 | 61.88 | 45.72 | 39.08 | 16.35 | 6.933                           | 404.77  | 9.4%                          | 39.32 | 132.45                             | 170.64 | 62.36    |       |       |        |        |        |        |               |        |      |       |        |     |  |     |  |     |  |       |  |          |  |
| 2019                                                         | £M | 6.661 | 6.482 | 31.93 | 45.47 | 47.71 | 49.81 | 65.76 | 64.00 | 49.20 | 42.86 | 17.82 | 10.75                           | 438.46  | 8.3%                          | 45.07 | 142.99                             | 178.96 | 71.44    |       |       |        |        |        |        |               |        |      |       |        |     |  |     |  |     |  |       |  |          |  |
| 2020                                                         | £M | 6.798 | 6.828 | 22.36 |       |       |       | 21.79 | 48.98 | 46.13 |       | 4.521 | 3.714                           | 161.12  | -63.3%                        | 35.99 |                                    | 116.90 | 8.235    |       |       |        |        |        |        |               |        |      |       |        |     |  |     |  |     |  |       |  |          |  |
| 2021                                                         | £M |       |       | 4.556 | 28.76 | 25.30 | 33.00 | 57.33 | 69.46 | 57.29 | 53.45 | 13.23 | 9.881                           | 352.27  | 118.6%                        | 4.556 | 87.06                              | 184.08 | 76.57    |       |       |        |        |        |        |               |        |      |       |        |     |  |     |  |     |  |       |  |          |  |

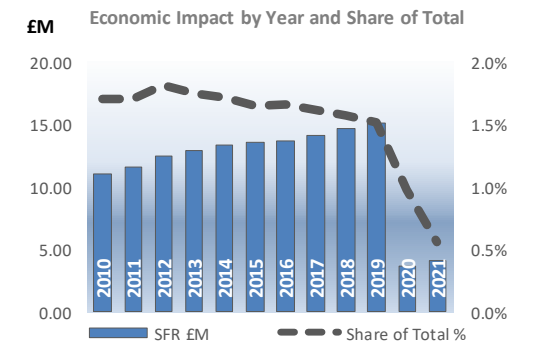
| ECONOMIC IMPACT - IN HISTORIC PRICES |  |  |  |  |  |  |  |  |  |  |  |  | NON-SERVICED ACCOMMODATION |        |        |        |                                            |        |        |        |        |        |        |        |        |        |  |  |      |       |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |
|--------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|----------------------------|--------|--------|--------|--------------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--|--|------|-------|--|--|------|--|--|--|------|--|--|--|------|--|--|--|------|--|--|--|------|--|--|--|------|--|--|--|------|--|--|--|
| SHARE OF MARKET                      |  |  |  |  |  |  |  |  |  |  |  |  | £M                         |        |        |        | Economic Impact by Year and Share of Total |        |        |        |        |        |        |        |        |        |  |  |      |       |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |
|                                      |  |  |  |  |  |  |  |  |  |  |  |  | 2010                       |        |        |        | 2011                                       |        |        |        | 2012   |        |        |        | 2013   |        |  |  | 2014 |       |  |  | 2015 |  |  |  | 2016 |  |  |  | 2017 |  |  |  | 2018 |  |  |  | 2019 |  |  |  | 2020 |  |  |  | 2021 |  |  |  |
| Non-Serviced                         |  |  |  |  |  |  |  |  |  |  |  |  | £M                         | 268.58 | 282.45 | 281.29 | 295.44                                     | 299.95 | 317.60 | 331.04 | 369.93 | 404.77 | 438.46 | 161.12 | 352.27 | 500.00 |  |  |      | 60.0% |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |
| All Visitor Types                    |  |  |  |  |  |  |  |  |  |  |  |  | £M                         | 647.35 | 676.90 | 687.86 | 740.24                                     | 774.55 | 819.77 | 823.07 | 873.06 | 934.32 | 996.18 | 372.76 | 739.53 | 400.00 |  |  |      | 50.0% |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |
| Share of Total                       |  |  |  |  |  |  |  |  |  |  |  |  | %                          | 41.5%  | 41.7%  | 40.9%  | 39.9%                                      | 38.7%  | 38.7%  | 40.2%  | 42.4%  | 43.3%  | 44.0%  | 43.2%  | 47.6%  | 300.00 |  |  |      | 40.0% |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |
| Annual Change in Share               |  |  |  |  |  |  |  |  |  |  |  |  | %                          |        | 0.6%   | -2.0%  | -2.4%                                      | -3.0%  | 0.0%   | 3.8%   | 5.4%   | 2.2%   | 1.6%   | -1.8%  | 10.2%  | 200.00 |  |  |      | 30.0% |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |
| Change in Share from 2010            |  |  |  |  |  |  |  |  |  |  |  |  | %                          |        | 0.6%   | -1.4%  | -3.8%                                      | -6.7%  | -6.6%  | -3.1%  | 2.1%   | 4.4%   | 6.1%   | 4.2%   | 14.8%  | 100.00 |  |  |      | 20.0% |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |
| Avg Ann. Change in Share             |  |  |  |  |  |  |  |  |  |  |  |  | %                          |        | 0.6%   | -0.7%  | -1.3%                                      | -1.7%  | -1.3%  | -0.5%  | 0.3%   | 0.6%   | 0.7%   | 0.4%   | 1.3%   | 0.00   |  |  |      | 0.0%  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |      |  |  |  |



**STEAM FINAL TREND REPORT FOR 2010-2021**  
**CONWY COUNTY BOROUGH COUNCIL**

| ECONOMIC IMPACT BY:                                          |         |         |         |         |        |        |        |        |        |        |        |        | 2010 to 2021<br>Historic Prices |          | SFR     | ECONOMIC IMPACT<br>Historic Prices |        |        |       |  |  |  |
|--------------------------------------------------------------|---------|---------|---------|---------|--------|--------|--------|--------|--------|--------|--------|--------|---------------------------------|----------|---------|------------------------------------|--------|--------|-------|--|--|--|
| MONTH AND QUARTER                                            |         |         |         |         |        |        |        |        |        |        |        |        | CALENDAR YEAR                   |          | QUARTER |                                    |        |        |       |  |  |  |
| SFR                                                          |         |         |         |         |        |        |        |        |        |        |        |        | TOTAL                           | % Change |         |                                    |        |        |       |  |  |  |
| ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES |         |         |         |         |        |        |        |        |        |        |        |        |                                 |          |         |                                    |        |        |       |  |  |  |
| KEY                                                          | Q1      |         |         |         |        |        |        |        |        |        |        |        | Q2                              |          | Q3      |                                    | Q4     |        |       |  |  |  |
| An increase of 3% or more                                    | Q1      |         |         |         |        |        |        |        |        |        |        |        | Q2                              |          | Q3      |                                    | Q4     |        |       |  |  |  |
| Less than 3% change                                          | JAN     | FEB     | MAR     | APR     | MAY    | JUN    | JUL    | AUG    | SEP    | OCT    | NOV    | DEC    | TOTAL                           | % Change | Q1      | Q2                                 | Q3     | Q4     |       |  |  |  |
| A Fall of 3% or more                                         |         |         |         |         |        |        |        |        |        |        |        |        |                                 |          |         |                                    |        |        |       |  |  |  |
| % Change 2010 to 2021                                        | -100.0% | -100.0% | -100.0% | -100.0% | -85.7% | -85.7% | -28.3% | -28.3% | -28.3% | -28.3% | -28.3% | -28.3% | -62.8%                          |          |         | -92.4%                             | -28.3% | -28.3% |       |  |  |  |
| % Change 2020 to 2021                                        | -100.0% | -100.0% | -100.0% |         |        |        | 411.1% | 411.1% |        |        |        |        | 12.4%                           |          |         | 546.5%                             |        |        |       |  |  |  |
| Average Annual Change                                        | -9.1%   | -9.1%   | -9.1%   | -9.1%   | -7.8%  | -7.8%  | -2.6%  | -2.6%  | -2.6%  | -2.6%  | -2.6%  | -2.6%  | -5.7%                           |          |         | -8.4%                              | -2.6%  | -2.6%  |       |  |  |  |
| 2010                                                         | £M      | 1.537   | 0.516   | 0.587   | 1.402  | 0.902  | 0.695  | 1.127  | 1.193  | 0.615  | 0.614  | 0.478  | 1.385                           | 11.05    |         | 2.641                              | 2.998  | 2.935  | 2.478 |  |  |  |
| 2011                                                         | £M      | 1.608   | 0.540   | 0.615   | 1.467  | 0.943  | 0.727  | 1.179  | 1.248  | 0.643  | 0.642  | 0.501  | 1.449                           | 11.56    | 4.6%    | 2.763                              | 3.137  | 3.071  | 2.592 |  |  |  |
| 2012                                                         | £M      | 1.736   | 0.583   | 0.664   | 1.583  | 1.018  | 0.785  | 1.273  | 1.348  | 0.694  | 0.693  | 0.540  | 1.565                           | 12.48    | 8.0%    | 2.983                              | 3.386  | 3.315  | 2.799 |  |  |  |
| 2013                                                         | £M      | 1.798   | 0.604   | 0.687   | 1.640  | 1.055  | 0.813  | 1.318  | 1.396  | 0.719  | 0.718  | 0.560  | 1.621                           | 12.93    | 3.6%    | 3.089                              | 3.507  | 3.433  | 2.898 |  |  |  |
| 2014                                                         | £M      | 1.852   | 0.622   | 0.708   | 1.689  | 1.087  | 0.837  | 1.358  | 1.438  | 0.741  | 0.740  | 0.577  | 1.670                           | 13.32    | 3.0%    | 3.183                              | 3.613  | 3.537  | 2.986 |  |  |  |
| 2015                                                         | £M      | 1.881   | 0.632   | 0.719   | 1.715  | 1.103  | 0.850  | 1.379  | 1.460  | 0.752  | 0.751  | 0.585  | 1.695                           | 13.52    | 1.5%    | 3.231                              | 3.668  | 3.591  | 3.032 |  |  |  |
| 2016                                                         | £M      | 1.905   | 0.640   | 0.728   | 1.737  | 1.117  | 0.861  | 1.397  | 1.479  | 0.762  | 0.761  | 0.593  | 1.717                           | 13.69    | 1.3%    | 3.273                              | 3.715  | 3.637  | 3.070 |  |  |  |
| 2017                                                         | £M      | 1.959   | 0.658   | 0.749   | 1.787  | 1.149  | 0.885  | 1.437  | 1.521  | 0.783  | 0.783  | 0.610  | 1.766                           | 14.09    | 2.9%    | 3.366                              | 3.821  | 3.741  | 3.158 |  |  |  |
| 2018                                                         | £M      | 2.042   | 0.686   | 0.781   | 1.863  | 1.198  | 0.923  | 1.498  | 1.586  | 0.817  | 0.816  | 0.636  | 1.841                           | 14.69    | 4.3%    | 3.509                              | 3.984  | 3.900  | 3.293 |  |  |  |
| 2019                                                         | £M      | 2.100   | 0.706   | 0.803   | 1.915  | 1.232  | 0.949  | 1.540  | 1.630  | 0.840  | 0.839  | 0.654  | 1.893                           | 15.10    | 2.8%    | 3.608                              | 4.096  | 4.010  | 3.385 |  |  |  |
| 2020                                                         | £M      | 2.157   | 0.725   | 0.451   |        |        |        | 0.158  | 0.167  |        |        |        |                                 | 3.658    | -75.8%  | 3.333                              |        | 0.326  |       |  |  |  |
| 2021                                                         | £M      |         |         |         |        | 0.129  | 0.100  | 0.808  | 0.856  | 0.441  | 0.440  | 0.343  | 0.994                           | 4.111    | 12.4%   |                                    | 0.229  | 2.105  | 1.777 |  |  |  |

| ECONOMIC IMPACT - IN HISTORIC PRICES |    |        |        |        |        |        |        |        |        |        |        |        | SFR    |  |  |
|--------------------------------------|----|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--|--|
| SHARE OF MARKET                      |    | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017   | 2018   | 2019   | 2020   | 2021   |  |  |
| SFR                                  | £M | 11.05  | 11.56  | 12.48  | 12.93  | 13.32  | 13.52  | 13.69  | 14.09  | 14.69  | 15.10  | 3.658  | 4.111  |  |  |
| All Visitor Types                    | £M | 647.35 | 676.90 | 687.86 | 740.24 | 774.55 | 819.77 | 823.07 | 873.06 | 934.32 | 996.18 | 372.76 | 739.53 |  |  |
| Share of Total                       | %  | 1.7%   | 1.7%   | 1.8%   | 1.7%   | 1.7%   | 1.6%   | 1.7%   | 1.6%   | 1.6%   | 1.5%   | 1.0%   | 0.6%   |  |  |
| Annual Change in Share               | %  |        | 0.1%   | 6.2%   | -3.8%  | -1.5%  | -4.1%  | 0.9%   | -3.0%  | -2.6%  | -3.6%  | -35.2% | -43.4% |  |  |
| Change in Share from 2010            | %  |        | 0.1%   | 6.3%   | 2.3%   | 0.7%   | -3.4%  | -2.5%  | -5.5%  | -7.9%  | -11.2% | -42.5% | -67.4% |  |  |
| Avg Ann. Change in Share             | %  |        | 0.1%   | 3.1%   | 0.8%   | 0.2%   | -0.7%  | -0.4%  | -0.8%  | -1.0%  | -1.2%  | -4.3%  | -6.1%  |  |  |



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Report Prepared by: Cathy James. Date of Issue: 04/08/22





## Visitor Numbers by Month, Year and Visitor Type for the Period 2010 to 2021

**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

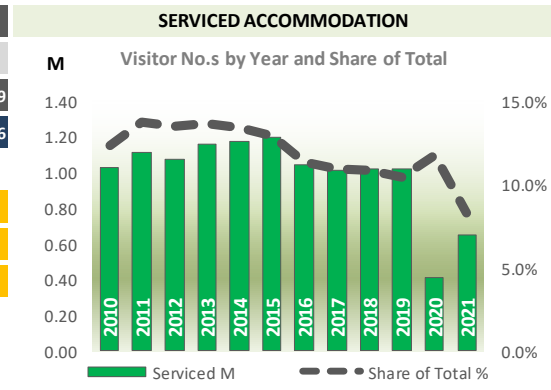




**STEAM FINAL TREND REPORT FOR 2010-2021**  
**CONWY COUNTY BOROUGH COUNCIL**

| VISITOR NUMBERS BY:                              |  |  |  |  |  |  |  |  |  |  |  |  | 2010 to 2021  |  | SERVICED |  | VISITOR NUMBERS |  |          |  |
|--------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|---------------|--|----------|--|-----------------|--|----------|--|
| MONTH AND QUARTER                                |  |  |  |  |  |  |  |  |  |  |  |  | CALENDAR YEAR |  | QUARTER  |  |                 |  |          |  |
| KEY                                              |  |  |  |  |  |  |  |  |  |  |  |  | TOTAL         |  |          |  |                 |  | % Change |  |
| SERVICED ACCOMMODATION                           |  |  |  |  |  |  |  |  |  |  |  |  | Annual Change |  |          |  |                 |  |          |  |
| VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| An increase of 3% or more                        |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| Less than 3% change                              |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| A Fall of 3% or more                             |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
|                                                  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| Q1                                               |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| Q2                                               |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| Q3                                               |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| Q4                                               |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| JAN                                              |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| FEB                                              |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| MAR                                              |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| APR                                              |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| MAY                                              |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| JUN                                              |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| JUL                                              |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| AUG                                              |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| SEP                                              |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| OCT                                              |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| NOV                                              |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| DEC                                              |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| % Change 2010 to 2021                            |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| % Change 2020 to 2021                            |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| Average Annual Change                            |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| 2010                                             |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| 2011                                             |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| 2012                                             |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| 2013                                             |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| 2014                                             |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| 2015                                             |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| 2016                                             |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| 2017                                             |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| 2018                                             |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| 2019                                             |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| 2020                                             |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |
| 2021                                             |  |  |  |  |  |  |  |  |  |  |  |  |               |  |          |  |                 |  |          |  |

| VISITOR NUMBERS           |   |       |       |       |       |       |       |        |        |        |        |       |        |
|---------------------------|---|-------|-------|-------|-------|-------|-------|--------|--------|--------|--------|-------|--------|
| SHARE OF MARKET           |   |       |       |       |       |       |       |        |        |        |        |       |        |
| 2010                      |   |       |       |       |       |       |       |        |        |        |        |       |        |
| 2011                      |   |       |       |       |       |       |       |        |        |        |        |       |        |
| 2012                      |   |       |       |       |       |       |       |        |        |        |        |       |        |
| 2013                      |   |       |       |       |       |       |       |        |        |        |        |       |        |
| 2014                      |   |       |       |       |       |       |       |        |        |        |        |       |        |
| 2015                      |   |       |       |       |       |       |       |        |        |        |        |       |        |
| 2016                      |   |       |       |       |       |       |       |        |        |        |        |       |        |
| 2017                      |   |       |       |       |       |       |       |        |        |        |        |       |        |
| 2018                      |   |       |       |       |       |       |       |        |        |        |        |       |        |
| 2019                      |   |       |       |       |       |       |       |        |        |        |        |       |        |
| 2020                      |   |       |       |       |       |       |       |        |        |        |        |       |        |
| 2021                      |   |       |       |       |       |       |       |        |        |        |        |       |        |
| Serviced                  | M | 1.029 | 1.112 | 1.076 | 1.156 | 1.177 | 1.198 | 1.043  | 1.014  | 1.020  | 1.017  | 0.412 | 0.649  |
| All Visitor Types         | M | 8.366 | 8.085 | 7.977 | 8.476 | 8.797 | 9.288 | 9.183  | 9.290  | 9.441  | 9.792  | 3.501 | 7.876  |
| Share of Total            | % | 12.3% | 13.8% | 13.5% | 13.6% | 13.4% | 12.9% | 11.4%  | 10.9%  | 10.8%  | 10.4%  | 11.8% | 8.2%   |
| Annual Change in Share    | % |       | 11.8% | -2.0% | 1.1%  | -1.9% | -3.6% | -12.0% | -3.9%  | -1.0%  | -3.8%  | 13.3% | -30.0% |
| Change in Share from 2010 | % |       | 11.8% | 9.6%  | 10.8% | 8.8%  | 4.8%  | -7.7%  | -11.3% | -12.2% | -15.5% | -4.3% | -33.0% |
| Avg Ann. Change in Share  | % |       | 11.8% | 4.8%  | 3.6%  | 2.2%  | 1.0%  | -1.3%  | -1.6%  | -1.5%  | -1.7%  | -0.4% | -3.0%  |



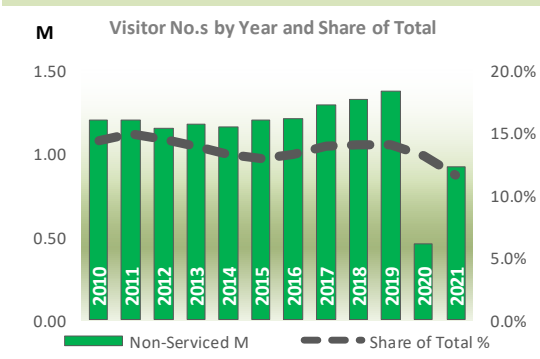
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Report Prepared by: Cathy James. Date of Issue: 04/08/22

**STEAM FINAL TREND REPORT FOR 2010-2021**  
**CONWY COUNTY BOROUGH COUNCIL**

| VISITOR NUMBERS BY:                              |   |       |       |       |       |       |       |       |       |       |       |       | 2010 to 2021  |          | NON-SERVICED  |        | VISITOR NUMBERS |        |        |       |       |       |        |        |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
|--------------------------------------------------|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------------|----------|---------------|--------|-----------------|--------|--------|-------|-------|-------|--------|--------|--------|--------|--------|-------|--------|--|--|--|--|--|--|--|--|--|-----|--|--|--|--|--|--|--|--|--|--|--|--|-----|--|--|--|--|--|--|--|--|--|--|--|--|-----|--|--|--|--|--|--|--|--|--|--|--|--|-----|--|--|--|--|--|--|--|--|--|--|--|--|-----|--|--|--|--|--|--|--|--|--|--|--|--|-----|--|--|--|--|--|--|--|--|--|--|--|--|-----|--|--|--|--|--|--|--|--|--|--|--|--|-----|--|--|--|--|--|--|--|--|--|--|--|--|-----|--|--|--|--|--|--|--|--|--|--|--|--|
| MONTH AND QUARTER                                |   |       |       |       |       |       |       |       |       |       |       |       | CALENDAR YEAR |          | QUARTER       |        |                 |        |        |       |       |       |        |        |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| NON-SERVICED ACCOMMODATION                       |   |       |       |       |       |       |       |       |       |       |       |       | TOTAL         | % Change |               |        |                 |        |        |       |       |       |        |        |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES |   |       |       |       |       |       |       |       |       |       |       |       |               |          | Annual Change |        |                 |        |        |       |       |       |        |        |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| KEY                                              |   |       |       |       |       |       |       |       |       |       |       |       | Q1            | Q2       |               |        | Q3              | Q4     |        |       |       |       |        |        |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| An increase of 3% or more                        |   |       |       |       |       |       |       |       |       |       |       |       |               |          |               |        |                 |        |        |       |       |       |        |        |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| Less than 3% change                              |   |       |       |       |       |       |       |       |       |       |       |       |               |          |               |        |                 |        |        |       |       |       |        |        |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| A Fall of 3% or more                             |   |       |       |       |       |       |       |       |       |       |       |       |               |          |               |        |                 |        |        |       |       |       |        |        |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| Q1                                               |   |       |       |       |       |       |       |       |       |       |       |       | Q2            |          |               |        |                 |        |        |       |       |       |        |        |        | Q3     |        |       |        |  |  |  |  |  |  |  |  |  | Q4  |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| JAN                                              |   |       |       |       |       |       |       |       |       |       |       |       | FEB           |          |               |        |                 |        |        |       |       |       |        |        |        | MAR    |        |       |        |  |  |  |  |  |  |  |  |  | APR |  |  |  |  |  |  |  |  |  |  |  |  | MAY |  |  |  |  |  |  |  |  |  |  |  |  | JUN |  |  |  |  |  |  |  |  |  |  |  |  | JUL |  |  |  |  |  |  |  |  |  |  |  |  | AUG |  |  |  |  |  |  |  |  |  |  |  |  | SEP |  |  |  |  |  |  |  |  |  |  |  |  | OCT |  |  |  |  |  |  |  |  |  |  |  |  | NOV |  |  |  |  |  |  |  |  |  |  |  |  | DEC |  |  |  |  |  |  |  |  |  |  |  |  |
| % Change 2010 to 2021                            |   |       |       |       |       |       |       |       |       |       |       |       | -100.0%       | -100.0%  | -81.8%        | -39.0% | -55.5%          | -44.9% | -28.2% | 0.3%  | 11.1% | 46.5% | -35.4% | 75.6%  | -23.4% | -85.2% | -46.7% | -6.9% | 20.3%  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| % Change 2020 to 2021                            |   |       |       |       |       |       |       |       |       |       |       |       | -100.0%       | -100.0%  | -79.0%        |        |                 |        | 174.5% | 45.8% | 24.9% |       | 191.7% | 169.7% | 100.0% | -86.6% |        | 57.3% | 909.1% |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| Average Annual Change                            |   |       |       |       |       |       |       |       |       |       |       |       | -9.1%         | -9.1%    | -7.4%         | -3.5%  | -5.0%           | -4.1%  | -2.6%  | 0.0%  | 1.0%  | 4.2%  | -3.2%  | 6.9%   | -2.1%  | -7.7%  | -4.2%  | -0.6% | 1.8%   |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| 2010                                             | M | 0.009 | 0.014 | 0.100 | 0.116 | 0.131 | 0.135 | 0.183 | 0.181 | 0.145 | 0.109 | 0.063 | 0.012         | 1.197    |               | 0.122  | 0.382           | 0.508  | 0.184  |       |       |       |        |        |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| 2011                                             | M | 0.010 | 0.014 | 0.104 | 0.131 | 0.140 | 0.139 | 0.177 | 0.175 | 0.136 | 0.101 | 0.065 | 0.011         | 1.202    | 0.4%          | 0.129  | 0.410           | 0.487  | 0.177  |       |       |       |        |        |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| 2012                                             | M | 0.008 | 0.013 | 0.100 | 0.115 | 0.117 | 0.132 | 0.167 | 0.168 | 0.135 | 0.112 | 0.070 | 0.015         | 1.152    | -4.2%         | 0.121  | 0.363           | 0.471  | 0.197  |       |       |       |        |        |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| 2013                                             | M | 0.012 | 0.014 | 0.116 | 0.107 | 0.125 | 0.141 | 0.170 | 0.179 | 0.133 | 0.098 | 0.069 | 0.013         | 1.175    | 2.1%          | 0.142  | 0.373           | 0.482  | 0.179  |       |       |       |        |        |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| 2014                                             | M | 0.012 | 0.017 | 0.115 | 0.107 | 0.131 | 0.125 | 0.166 | 0.177 | 0.131 | 0.091 | 0.071 | 0.016         | 1.161    | -1.2%         | 0.145  | 0.363           | 0.474  | 0.179  |       |       |       |        |        |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| 2015                                             | M | 0.015 | 0.015 | 0.116 | 0.113 | 0.136 | 0.130 | 0.179 | 0.188 | 0.131 | 0.096 | 0.070 | 0.011         | 1.200    | 3.4%          | 0.146  | 0.378           | 0.498  | 0.177  |       |       |       |        |        |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| 2016                                             | M | 0.011 | 0.014 | 0.128 | 0.121 | 0.119 | 0.154 | 0.188 | 0.171 | 0.129 | 0.095 | 0.069 | 0.012         | 1.212    | 0.9%          | 0.153  | 0.394           | 0.488  | 0.176  |       |       |       |        |        |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| 2017                                             | M | 0.019 | 0.020 | 0.132 | 0.147 | 0.136 | 0.149 | 0.184 | 0.170 | 0.131 | 0.121 | 0.069 | 0.016         | 1.294    | 6.8%          | 0.171  | 0.432           | 0.486  | 0.206  |       |       |       |        |        |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| 2018                                             | M | 0.016 | 0.021 | 0.140 | 0.141 | 0.147 | 0.152 | 0.188 | 0.173 | 0.134 | 0.125 | 0.074 | 0.016         | 1.327    | 2.5%          | 0.177  | 0.440           | 0.495  | 0.215  |       |       |       |        |        |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| 2019                                             | M | 0.028 | 0.024 | 0.140 | 0.148 | 0.150 | 0.151 | 0.187 | 0.172 | 0.139 | 0.131 | 0.077 | 0.025         | 1.374    | 3.5%          | 0.193  | 0.449           | 0.498  | 0.233  |       |       |       |        |        |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| 2020                                             | M | 0.026 | 0.023 | 0.087 |       |       |       | 0.048 | 0.124 | 0.129 |       | 0.014 | 0.008         | 0.458    | -66.6%        | 0.135  |                 | 0.301  | 0.022  |       |       |       |        |        |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| 2021                                             | M |       |       | 0.018 | 0.071 | 0.058 | 0.074 | 0.131 | 0.181 | 0.161 | 0.159 | 0.041 | 0.021         | 0.917    | 100.0%        | 0.018  | 0.203           | 0.474  | 0.222  |       |       |       |        |        |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |

| VISITOR NUMBERS           |   |       |       |       |       |       |       |       |       |       |       |       | NON-SERVICED ACCOMMODATION |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |
|---------------------------|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|----------------------------|--|--|--|--|--|--|--|--|--|--|--|--|------|--|--|--|--|--|--|--|--|--|--|--|--|------|--|--|--|--|--|--|--|--|--|--|--|--|------|--|--|--|--|--|--|--|--|--|--|--|--|------|--|--|--|--|--|--|--|--|--|--|--|--|------|--|--|--|--|--|--|--|--|--|--|--|--|------|--|--|--|--|--|--|--|--|--|--|--|--|------|--|--|--|--|--|--|--|--|--|--|--|--|------|--|--|--|--|--|--|--|--|--|--|--|--|------|--|--|--|--|--|--|--|--|--|--|--|--|------|--|--|--|--|--|--|--|--|--|--|--|--|
| SHARE OF MARKET           |   |       |       |       |       |       |       |       |       |       |       |       |                            |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |
| 2010                      |   |       |       |       |       |       |       |       |       |       |       |       | 2011                       |  |  |  |  |  |  |  |  |  |  |  |  | 2012 |  |  |  |  |  |  |  |  |  |  |  |  | 2013 |  |  |  |  |  |  |  |  |  |  |  |  | 2014 |  |  |  |  |  |  |  |  |  |  |  |  | 2015 |  |  |  |  |  |  |  |  |  |  |  |  | 2016 |  |  |  |  |  |  |  |  |  |  |  |  | 2017 |  |  |  |  |  |  |  |  |  |  |  |  | 2018 |  |  |  |  |  |  |  |  |  |  |  |  | 2019 |  |  |  |  |  |  |  |  |  |  |  |  | 2020 |  |  |  |  |  |  |  |  |  |  |  |  | 2021 |  |  |  |  |  |  |  |  |  |  |  |  |
| Non-Serviced              | M | 1.197 | 1.202 | 1.152 | 1.175 | 1.161 | 1.200 | 1.212 | 1.294 | 1.327 | 1.374 | 0.458 | 0.917                      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |
| All Visitor Types         | M | 8.366 | 8.085 | 7.977 | 8.476 | 8.797 | 9.288 | 9.183 | 9.290 | 9.441 | 9.792 | 3.501 | 7.876                      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |
| Share of Total            | % | 14.3% | 14.9% | 14.4% | 13.9% | 13.2% | 12.9% | 13.2% | 13.9% | 14.1% | 14.0% | 13.1% | 11.6%                      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |
| Annual Change in Share    | % |       | 3.9%  | -2.9% | -4.0% | -4.8% | -2.1% | 2.1%  | 5.6%  | 0.9%  | -0.2% | -6.6% | -11.1%                     |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |
| Change in Share from 2010 | % |       | 3.9%  | 0.9%  | -3.1% | -7.8% | -9.7% | -7.8% | -2.6% | -1.8% | -2.0% | -8.5% | -18.6%                     |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |
| Avg Ann. Change in Share  | % |       | 3.9%  | 0.5%  | -1.0% | -1.9% | -1.9% | -1.3% | -0.4% | -0.2% | -0.2% | -0.8% | -1.7%                      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |



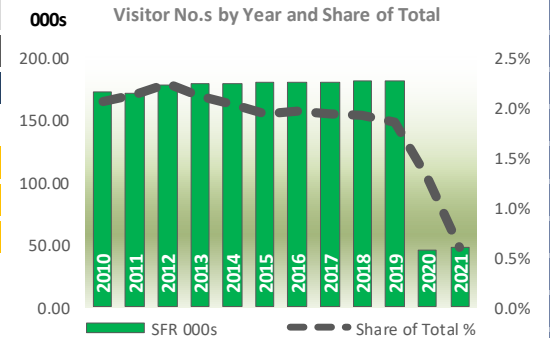
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Report Prepared by: Cathy James. Date of Issue: 04/08/22

**STEAM FINAL TREND REPORT FOR 2010-2021**  
**CONWY COUNTY BOROUGH COUNCIL**

| VISITOR NUMBERS BY:                               |      |      |     |      |      |      |      |      |      |      |      |      | 2010 to 2021  |          | SFR     |      | VISITOR NUMBERS |      |      |  |
|---------------------------------------------------|------|------|-----|------|------|------|------|------|------|------|------|------|---------------|----------|---------|------|-----------------|------|------|--|
| MONTH AND QUARTER                                 |      |      |     |      |      |      |      |      |      |      |      |      | CALENDAR YEAR |          | QUARTER |      |                 |      |      |  |
| KEY                                               |      |      |     |      |      |      |      |      |      |      |      |      | SFR           |          |         |      |                 |      |      |  |
| VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES |      |      |     |      |      |      |      |      |      |      |      |      | TOTAL         | % Change |         |      |                 |      |      |  |
| Q1                                                |      |      | Q2  |      |      | Q3   |      |      | Q4   |      |      |      |               |          |         |      |                 |      |      |  |
| An increase of 3% or more                         |      |      |     |      |      |      |      |      |      |      |      |      | Annual Change |          |         |      |                 |      |      |  |
| Less than 3% change                               |      |      |     |      |      |      |      |      |      |      |      |      |               |          |         |      |                 |      |      |  |
| A Fall of 3% or more                              |      |      |     |      |      |      |      |      |      |      |      |      |               |          |         |      |                 |      |      |  |
| JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC   |      |      |     |      |      |      |      |      |      |      |      |      |               |          |         |      |                 |      |      |  |
| % Change 2010 to 2021                             |      |      |     |      |      |      |      |      |      |      |      |      |               |          |         |      |                 |      |      |  |
| % Change 2020 to 2021                             |      |      |     |      |      |      |      |      |      |      |      |      |               |          |         |      |                 |      |      |  |
| Average Annual Change                             |      |      |     |      |      |      |      |      |      |      |      |      |               |          |         |      |                 |      |      |  |
| 2010                                              | 000s | 22.8 | 9.1 | 10.1 | 19.2 | 15.2 | 12.3 | 16.7 | 17.0 | 10.5 | 10.6 | 8.7  | 19.7          | 172.1    |         | 42.0 | 46.7            | 44.2 | 39.1 |  |
| 2011                                              | 000s | 22.7 | 9.1 | 10.1 | 19.2 | 15.1 | 12.2 | 16.6 | 16.9 | 10.4 | 10.6 | 8.7  | 19.7          | 171.3    | -0.4%   | 41.8 | 46.5            | 44.0 | 38.9 |  |
| 2012                                              | 000s | 23.6 | 9.4 | 10.5 | 19.9 | 15.7 | 12.7 | 17.3 | 17.6 | 10.9 | 11.0 | 9.0  | 20.4          | 177.9    | 3.9%    | 43.5 | 48.3            | 45.7 | 40.5 |  |
| 2013                                              | 000s | 23.6 | 9.5 | 10.5 | 20.0 | 15.8 | 12.7 | 17.3 | 17.6 | 10.9 | 11.0 | 9.1  | 20.5          | 178.4    | 0.3%    | 43.6 | 48.4            | 45.8 | 40.6 |  |
| 2014                                              | 000s | 23.7 | 9.5 | 10.5 | 20.0 | 15.8 | 12.7 | 17.4 | 17.7 | 10.9 | 11.1 | 9.1  | 20.5          | 178.8    | 0.2%    | 43.7 | 48.5            | 46.0 | 40.7 |  |
| 2015                                              | 000s | 23.8 | 9.5 | 10.6 | 20.1 | 15.9 | 12.8 | 17.4 | 17.8 | 11.0 | 11.1 | 9.1  | 20.6          | 179.6    | 0.4%    | 43.9 | 48.7            | 46.2 | 40.8 |  |
| 2016                                              | 000s | 23.8 | 9.5 | 10.6 | 20.1 | 15.8 | 12.8 | 17.4 | 17.7 | 11.0 | 11.1 | 9.1  | 20.6          | 179.5    | -0.1%   | 43.8 | 48.7            | 46.1 | 40.8 |  |
| 2017                                              | 000s | 23.8 | 9.5 | 10.6 | 20.1 | 15.9 | 12.8 | 17.5 | 17.8 | 11.0 | 11.1 | 9.1  | 20.7          | 180.0    | 0.3%    | 44.0 | 48.8            | 46.3 | 40.9 |  |
| 2018                                              | 000s | 23.9 | 9.6 | 10.6 | 20.2 | 15.9 | 12.9 | 17.5 | 17.8 | 11.0 | 11.2 | 9.2  | 20.7          | 180.5    | 0.3%    | 44.1 | 49.0            | 46.4 | 41.0 |  |
| 2019                                              | 000s | 24.0 | 9.6 | 10.7 | 20.2 | 16.0 | 12.9 | 17.6 | 17.9 | 11.0 | 11.2 | 9.2  | 20.8          | 181.0    | 0.3%    | 44.2 | 49.1            | 46.5 | 41.1 |  |
| 2020                                              | 000s | 24.0 | 9.6 | 7.9  |      |      |      | 1.8  | 1.8  |      |      |      |               | 45.0     | -75.1%  | 41.4 |                 | 3.5  |      |  |
| 2021                                              | 000s |      |     |      | 1.6  | 1.3  | 8.9  | 9.0  | 5.6  | 5.6  | 4.6  | 10.5 | 47.1          | 4.7%     |         | 2.9  | 23.5            | 20.7 |      |  |

| VISITOR NUMBERS                                             |      |       |       |       |       |       |       |       |       |       |        |        | SFR    |  |                                         |  |  |
|-------------------------------------------------------------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|--|-----------------------------------------|--|--|
| SHARE OF MARKET                                             |      |       |       |       |       |       |       |       |       |       |        |        | 000s   |  | Visitor No.s by Year and Share of Total |  |  |
| 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 |      |       |       |       |       |       |       |       |       |       |        |        |        |  |                                         |  |  |
| SFR                                                         | 000s | 172.1 | 171.3 | 177.9 | 178.4 | 178.8 | 179.6 | 179.5 | 180.0 | 180.5 | 181.0  | 45.0   | 47.1   |  |                                         |  |  |
| All Visitor Types                                           | M    | 8.4   | 8.1   | 8.0   | 8.5   | 8.8   | 9.3   | 9.2   | 9.3   | 9.4   | 9.8    | 3.5    | 7.9    |  |                                         |  |  |
| Share of Total                                              | %    | 2.1%  | 2.1%  | 2.2%  | 2.1%  | 2.0%  | 1.9%  | 2.0%  | 1.9%  | 1.9%  | 1.8%   | 1.3%   | 0.6%   |  |                                         |  |  |
| Annual Change in Share                                      | %    |       | 3.0%  | 5.3%  | -5.6% | -3.4% | -4.9% | 1.1%  | -0.9% | -1.3% | -3.3%  | -30.5% | -53.5% |  |                                         |  |  |
| Change in Share from 2010                                   | %    |       | 3.0%  | 8.4%  | 2.3%  | -1.2% | -6.0% | -5.0% | -5.8% | -7.0% | -10.1% | -37.5% | -70.9% |  |                                         |  |  |
| Avg Ann. Change in Share                                    | %    |       | 3.0%  | 4.2%  | 0.8%  | -0.3% | -1.2% | -0.8% | -0.8% | -0.9% | -1.1%  | -3.8%  | -6.4%  |  |                                         |  |  |



**STEAM FINAL TREND REPORT FOR 2010-2021**  
**CONWY COUNTY BOROUGH COUNCIL**

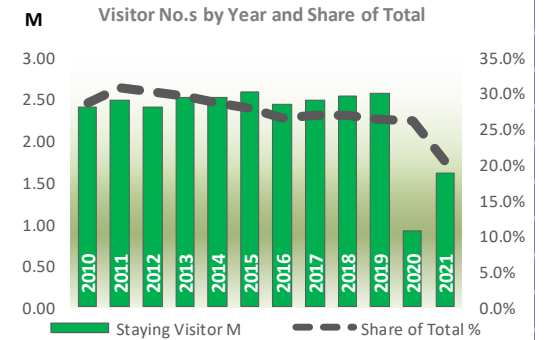
2010 to 2021

STAYING VISITOR

VISITOR NUMBERS

| VISITOR NUMBERS BY:       |   | MONTH AND QUARTER                                |         |        |        |        |        |        |        |       |       |        |        | CALENDAR YEAR |        | QUARTER       |        |        |        |
|---------------------------|---|--------------------------------------------------|---------|--------|--------|--------|--------|--------|--------|-------|-------|--------|--------|---------------|--------|---------------|--------|--------|--------|
| KEY                       |   | STAYING VISITOR                                  |         |        |        |        |        |        |        |       |       |        |        | TOTAL         |        | ANNUAL CHANGE |        |        |        |
| An increase of 3% or more |   | VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES |         |        |        |        |        |        |        |       |       |        |        |               |        |               |        |        |        |
| Less than 3% change       |   | Q1                                               |         |        | Q2     |        |        | Q3     |        |       | Q4    |        |        |               |        |               |        |        |        |
| A Fall of 3% or more      |   | JAN                                              | FEB     | MAR    | APR    | MAY    | JUN    | JUL    | AUG    | SEP   | OCT   | NOV    | DEC    |               |        | Q1            | Q2     | Q3     | Q4     |
| % Change 2010 to 2021     |   | -100.0%                                          | -100.0% | -88.9% | -68.5% | -57.0% | -32.0% | -20.3% | -11.1% | -4.3% | 9.8%  | -6.1%  | 1.6%   | -32.7%        |        | -94.5%        | -51.6% | -12.3% | 3.1%   |
| % Change 2020 to 2021     |   | -100.0%                                          | -100.0% | -84.9% |        |        |        | 364.4% | 40.5%  | 24.2% |       | 199.4% | 503.9% | 76.2%         |        | -95.4%        |        | 70.9%  | 681.3% |
| Average Annual Change     |   | -9.1%                                            | -9.1%   | -8.1%  | -6.2%  | -5.2%  | -2.9%  | -1.8%  | -1.0%  | -0.4% | 0.9%  | -0.6%  | 0.1%   | -3.0%         |        | -8.6%         | -4.7%  | -1.1%  | 0.3%   |
| 2010                      | M | 0.077                                            | 0.090   | 0.164  | 0.225  | 0.240  | 0.260  | 0.312  | 0.337  | 0.257 | 0.212 | 0.136  | 0.090  | 2.398         |        | 0.331         | 0.725  | 0.905  | 0.437  |
| 2011                      | M | 0.079                                            | 0.098   | 0.180  | 0.247  | 0.254  | 0.255  | 0.307  | 0.330  | 0.242 | 0.234 | 0.163  | 0.097  | 2.485         | 3.6%   | 0.358         | 0.756  | 0.878  | 0.494  |
| 2012                      | M | 0.075                                            | 0.101   | 0.180  | 0.225  | 0.243  | 0.261  | 0.284  | 0.315  | 0.235 | 0.218 | 0.164  | 0.104  | 2.405         | -3.2%  | 0.357         | 0.728  | 0.834  | 0.486  |
| 2013                      | M | 0.084                                            | 0.130   | 0.190  | 0.219  | 0.266  | 0.266  | 0.308  | 0.334  | 0.233 | 0.202 | 0.170  | 0.108  | 2.509         | 4.3%   | 0.404         | 0.751  | 0.874  | 0.480  |
| 2014                      | M | 0.095                                            | 0.126   | 0.193  | 0.229  | 0.275  | 0.258  | 0.303  | 0.330  | 0.236 | 0.210 | 0.168  | 0.096  | 2.517         | 0.3%   | 0.413         | 0.763  | 0.868  | 0.473  |
| 2015                      | M | 0.094                                            | 0.130   | 0.194  | 0.233  | 0.285  | 0.263  | 0.327  | 0.342  | 0.234 | 0.214 | 0.168  | 0.093  | 2.578         | 2.4%   | 0.419         | 0.781  | 0.902  | 0.476  |
| 2016                      | M | 0.104                                            | 0.112   | 0.201  | 0.224  | 0.244  | 0.256  | 0.296  | 0.304  | 0.226 | 0.180 | 0.165  | 0.120  | 2.434         | -5.6%  | 0.418         | 0.724  | 0.827  | 0.465  |
| 2017                      | M | 0.117                                            | 0.126   | 0.202  | 0.255  | 0.256  | 0.253  | 0.296  | 0.296  | 0.220 | 0.199 | 0.161  | 0.105  | 2.488         | 2.3%   | 0.446         | 0.765  | 0.812  | 0.465  |
| 2018                      | M | 0.110                                            | 0.125   | 0.205  | 0.242  | 0.276  | 0.261  | 0.300  | 0.294  | 0.229 | 0.205 | 0.170  | 0.111  | 2.528         | 1.6%   | 0.439         | 0.779  | 0.824  | 0.486  |
| 2019                      | M | 0.145                                            | 0.114   | 0.197  | 0.248  | 0.277  | 0.262  | 0.301  | 0.299  | 0.236 | 0.209 | 0.175  | 0.110  | 2.572         | 1.8%   | 0.456         | 0.787  | 0.836  | 0.494  |
| 2020                      | M | 0.142                                            | 0.131   | 0.121  |        |        |        | 0.053  | 0.213  | 0.198 |       | 0.043  | 0.015  | 0.915         | -64.4% | 0.394         |        | 0.464  | 0.058  |
| 2021                      | M |                                                  |         | 0.018  | 0.071  | 0.103  | 0.176  | 0.248  | 0.299  | 0.246 | 0.232 | 0.128  | 0.091  | 1.613         | 76.2%  | 0.018         | 0.351  | 0.793  | 0.451  |

|                           |   | VISITOR NUMBERS |       |       |       |       |       |       |       |       |       |       |        | STAYING VISITOR |  |
|---------------------------|---|-----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|-----------------|--|
| SHARE OF MARKET           |   | 2010            | 2011  | 2012  | 2013  | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  | 2020  | 2021   |                 |  |
| Staying Visitor           | M | 2.398           | 2.485 | 2.405 | 2.509 | 2.517 | 2.578 | 2.434 | 2.488 | 2.528 | 2.572 | 0.915 | 1.613  |                 |  |
| All Visitor Types         | M | 8.366           | 8.085 | 7.977 | 8.476 | 8.797 | 9.288 | 9.183 | 9.290 | 9.441 | 9.792 | 3.501 | 7.876  |                 |  |
| Share of Total            | % | 28.7%           | 30.7% | 30.2% | 29.6% | 28.6% | 27.8% | 26.5% | 26.8% | 26.8% | 26.3% | 26.2% | 20.5%  |                 |  |
| Annual Change in Share    | % |                 | 7.2%  | -1.9% | -1.8% | -3.4% | -3.0% | -4.5% | 1.1%  | -0.1% | -1.9% | -0.4% | -21.7% |                 |  |
| Change in Share from 2010 | % |                 | 7.2%  | 5.2%  | 3.3%  | -0.2% | -3.2% | -7.5% | -6.6% | -6.6% | -8.4% | -8.8% | -28.6% |                 |  |
| Avg Ann. Change in Share  | % |                 | 7.2%  | 2.6%  | 1.1%  | 0.0%  | -0.6% | -1.3% | -0.9% | -0.8% | -0.9% | -0.9% | -2.6%  |                 |  |



**STEAM FINAL TREND REPORT FOR 2010-2021  
CONWY COUNTY BOROUGH COUNCIL**

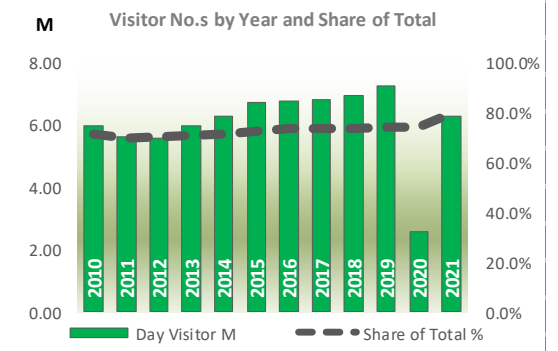
2010 to 2021

DAY VISITOR

VISITOR NUMBERS

| VISITOR NUMBERS BY:       |   | MONTH AND QUARTER                                |         |        |          |         |         |        |       |       |         |        |       | CALENDAR YEAR |          | QUARTER |       |        |       |
|---------------------------|---|--------------------------------------------------|---------|--------|----------|---------|---------|--------|-------|-------|---------|--------|-------|---------------|----------|---------|-------|--------|-------|
| KEY                       |   | DAY VISITOR                                      |         |        |          |         |         |        |       |       |         |        |       |               |          |         |       |        |       |
| An increase of 3% or more |   | VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES |         |        |          |         |         |        |       |       |         |        |       |               |          |         |       |        |       |
| Less than 3% change       |   | Q1                                               |         |        | Q2       |         |         | Q3     |       |       | Q4      |        |       | TOTAL         | % Change | QUARTER |       |        |       |
| A Fall of 3% or more      |   | JAN                                              | FEB     | MAR    | APR      | MAY     | JUN     | JUL    | AUG   | SEP   | OCT     | NOV    | DEC   |               |          | Q1      | Q2    | Q3     | Q4    |
| % Change 2010 to 2021     |   | -100.0%                                          | -100.0% | -62.4% | -10.6%   | -5.3%   | 6.5%    | 24.4%  | 30.7% | 28.3% | -0.2%   | 101.3% | 88.5% | 5.0%          | -85.9%   | -3.5%   | 28.0% | 17.3%  |       |
| % Change 2020 to 2021     |   | -100.0%                                          | -100.0% | -58.8% | 13480.5% | 9239.3% | 5308.5% | 183.4% | 80.9% | 44.2% | 2679.8% | 109.7% | 97.7% | 142.3%        | -87.4%   | 8017.1% | 92.7% | 485.3% |       |
| Average Annual Change     |   | -9.1%                                            | -9.1%   | -5.7%  | -1.0%    | -0.5%   | 0.6%    | 2.2%   | 2.8%  | 2.6%  | 0.0%    | 9.2%   | 8.0%  | 0.5%          | -7.8%    | -0.3%   | 2.5%  | 1.6%   |       |
| 2010                      | M | 0.071                                            | 0.281   | 0.212  | 0.790    | 0.689   | 0.693   | 0.932  | 1.203 | 0.622 | 0.390   | 0.064  | 0.021 | 5.968         | 0.564    | 2.172   | 2.757 | 0.475  |       |
| 2011                      | M | 0.068                                            | 0.277   | 0.203  | 0.761    | 0.618   | 0.643   | 0.802  | 1.084 | 0.611 | 0.404   | 0.098  | 0.031 | 5.599         | -6.2%    | 0.548   | 2.021 | 2.497  | 0.533 |
| 2012                      | M | 0.059                                            | 0.297   | 0.285  | 0.686    | 0.639   | 0.580   | 0.862  | 1.025 | 0.642 | 0.366   | 0.092  | 0.039 | 5.572         | -0.5%    | 0.641   | 1.905 | 2.529  | 0.497 |
| 2013                      | M | 0.053                                            | 0.243   | 0.252  | 0.632    | 0.891   | 0.628   | 1.003  | 1.174 | 0.624 | 0.336   | 0.097  | 0.034 | 5.967         | 7.1%     | 0.548   | 2.151 | 2.801  | 0.466 |
| 2014                      | M | 0.057                                            | 0.256   | 0.272  | 0.752    | 0.858   | 0.629   | 0.997  | 1.284 | 0.687 | 0.361   | 0.094  | 0.033 | 6.280         | 5.3%     | 0.585   | 2.240 | 2.968  | 0.488 |
| 2015                      | M | 0.061                                            | 0.283   | 0.287  | 0.786    | 0.903   | 0.664   | 1.091  | 1.372 | 0.745 | 0.385   | 0.099  | 0.035 | 6.710         | 6.9%     | 0.631   | 2.353 | 3.208  | 0.519 |
| 2016                      | M | 0.061                                            | 0.286   | 0.355  | 0.655    | 0.822   | 0.742   | 1.083  | 1.446 | 0.750 | 0.403   | 0.107  | 0.040 | 6.749         | 0.6%     | 0.702   | 2.218 | 3.279  | 0.550 |
| 2017                      | M | 0.060                                            | 0.297   | 0.239  | 0.845    | 0.823   | 0.722   | 1.124  | 1.405 | 0.764 | 0.349   | 0.131  | 0.043 | 6.801         | 0.8%     | 0.597   | 2.389 | 3.293  | 0.522 |
| 2018                      | M | 0.063                                            | 0.331   | 0.241  | 0.753    | 0.836   | 0.848   | 1.127  | 1.364 | 0.803 | 0.378   | 0.126  | 0.043 | 6.914         | 1.7%     | 0.635   | 2.437 | 3.294  | 0.548 |
| 2019                      | M | 0.069                                            | 0.379   | 0.255  | 0.858    | 0.854   | 0.788   | 1.162  | 1.466 | 0.789 | 0.406   | 0.145  | 0.049 | 7.220         | 4.4%     | 0.704   | 2.499 | 3.417  | 0.599 |
| 2020                      | M | 0.070                                            | 0.369   | 0.193  | 0.005    | 0.007   | 0.014   | 0.409  | 0.869 | 0.553 | 0.014   | 0.062  | 0.020 | 2.585         | -64.2%   | 0.632   | 0.026 | 1.832  | 0.095 |
| 2021                      | M |                                                  |         | 0.080  | 0.706    | 0.652   | 0.738   | 1.160  | 1.573 | 0.798 | 0.389   | 0.129  | 0.039 | 6.263         | 142.3%   | 0.080   | 2.097 | 3.530  | 0.557 |

|                           |   | VISITOR NUMBERS |       |       |       |       |       |       |       |       |       |       |       | DAY VISITOR |  |
|---------------------------|---|-----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------------|--|
| SHARE OF MARKET           |   | 2010            | 2011  | 2012  | 2013  | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  | 2020  | 2021  |             |  |
| Day Visitor               | M | 5.968           | 5.599 | 5.572 | 5.967 | 6.280 | 6.710 | 6.749 | 6.801 | 6.914 | 7.220 | 2.585 | 6.263 |             |  |
| All Visitor Types         | M | 8.366           | 8.085 | 7.977 | 8.476 | 8.797 | 9.288 | 9.183 | 9.290 | 9.441 | 9.792 | 3.501 | 7.876 |             |  |
| Share of Total            | % | 71.3%           | 69.3% | 69.8% | 70.4% | 71.4% | 72.2% | 73.5% | 73.2% | 73.2% | 73.7% | 73.8% | 79.5% |             |  |
| Annual Change in Share    | % |                 | -2.9% | 0.8%  | 0.8%  | 1.4%  | 1.2%  | 1.7%  | -0.4% | 0.0%  | 0.7%  | 0.2%  | 7.7%  |             |  |
| Change in Share from 2010 | % |                 | -2.9% | -2.1% | -1.3% | 0.1%  | 1.3%  | 3.0%  | 2.6%  | 2.7%  | 3.4%  | 3.5%  | 11.5% |             |  |
| Avg Ann. Change in Share  | % |                 | -2.9% | -1.0% | -0.4% | 0.0%  | 0.3%  | 0.5%  | 0.4%  | 0.3%  | 0.4%  | 0.4%  | 1.0%  |             |  |



## Visitor Days by Month, Year and Visitor Type for the Period 2010 to 2021

**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*



**STEAM FINAL TREND REPORT FOR 2010-2021**  
**CONWY COUNTY BOROUGH COUNCIL**

| VISITOR DAYS BY:                              |   |       |       |       |       |       |       |       |       |       |       |       | 2010 to 2021                                  |         | SERVICED      |         | VISITOR DAYS |        |          |        |        |        |          |      |        |        |       |       |       |       |  |  |  |  |  |  |  |
|-----------------------------------------------|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----------------------------------------------|---------|---------------|---------|--------------|--------|----------|--------|--------|--------|----------|------|--------|--------|-------|-------|-------|-------|--|--|--|--|--|--|--|
| MONTH AND QUARTER                             |   |       |       |       |       |       |       |       |       |       |       |       | CALENDAR YEAR                                 |         | QUARTER       |         |              |        |          |        |        |        |          |      |        |        |       |       |       |       |  |  |  |  |  |  |  |
| KEY                                           |   |       |       |       |       |       |       |       |       |       |       |       | TOTAL                                         |         |               |         |              |        | % Change |        |        |        |          |      |        |        |       |       |       |       |  |  |  |  |  |  |  |
| SERVICED ACCOMMODATION                        |   |       |       |       |       |       |       |       |       |       |       |       | VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES |         | Annual Change |         |              |        |          |        |        |        |          |      |        |        |       |       |       |       |  |  |  |  |  |  |  |
| VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES |   |       |       |       |       |       |       |       |       |       |       |       |                                               |         |               |         |              |        |          |        |        |        |          |      |        |        |       |       |       |       |  |  |  |  |  |  |  |
| An increase of 3% or more                     |   |       |       |       |       |       |       |       |       |       |       |       |                                               |         |               |         |              |        |          |        |        |        |          |      |        |        |       |       |       |       |  |  |  |  |  |  |  |
| Less than 3% change                           |   |       |       |       |       |       |       |       |       |       |       |       |                                               |         |               |         |              |        |          |        |        |        |          |      |        |        |       |       |       |       |  |  |  |  |  |  |  |
| A Fall of 3% or more                          |   |       |       |       |       |       |       |       |       |       |       |       |                                               |         |               |         |              |        |          |        |        |        |          |      |        |        |       |       |       |       |  |  |  |  |  |  |  |
|                                               |   |       |       |       |       |       |       |       |       |       |       |       | Q1                                            |         | Q2            |         | Q3           |        | Q4       |        | TOTAL  |        | % Change |      |        |        |       |       |       |       |  |  |  |  |  |  |  |
|                                               |   |       |       |       |       |       |       |       |       |       |       |       | JAN                                           | FEB     | MAR           | APR     | MAY          | JUN    | JUL      | AUG    | SEP    | OCT    | NOV      | DEC  |        |        |       |       |       |       |  |  |  |  |  |  |  |
| % Change 2010 to 2021                         |   |       |       |       |       |       |       |       |       |       |       |       | -100.0%                                       | -100.0% | -100.0%       | -100.0% | -53.8%       | -10.6% | -4.1%    | -18.9% | -20.4% | -26.9% | 26.5%    | 2.9% | -36.4% |        |       |       |       |       |  |  |  |  |  |  |  |
| % Change 2020 to 2021                         |   |       |       |       |       |       |       |       |       |       |       |       | -100.0%                                       | -100.0% | -100.0%       |         |              |        | 2639.8%  | 25.3%  | 14.9%  |        |          |      | 187.0% | 731.5% | 65.7% |       |       |       |  |  |  |  |  |  |  |
| Average Annual Change                         |   |       |       |       |       |       |       |       |       |       |       |       | -9.1%                                         | -9.1%   | -9.1%         | -9.1%   | -4.9%        | -1.0%  | -0.4%    | -1.7%  | -1.9%  | -2.4%  | 2.4%     | 0.3% | -3.3%  |        |       |       |       |       |  |  |  |  |  |  |  |
| 2010                                          | M | 0.069 | 0.100 | 0.112 | 0.163 | 0.178 | 0.201 | 0.201 | 0.241 | 0.197 | 0.159 | 0.113 | 0.094                                         | 1.827   |               |         |              |        |          |        |        |        |          |      |        |        | 0.280 | 0.542 | 0.639 | 0.365 |  |  |  |  |  |  |  |
| 2011                                          | M | 0.071 | 0.113 | 0.136 | 0.176 | 0.186 | 0.186 | 0.199 | 0.239 | 0.190 | 0.211 | 0.154 | 0.107                                         | 1.966   | 7.6%          |         |              |        |          |        |        |        |          |      |        |        | 0.320 | 0.548 | 0.627 | 0.471 |  |  |  |  |  |  |  |
| 2012                                          | M | 0.068 | 0.117 | 0.144 | 0.164 | 0.208 | 0.206 | 0.173 | 0.226 | 0.177 | 0.163 | 0.147 | 0.113                                         | 1.907   | -3.0%         |         |              |        |          |        |        |        |          |      |        |        | 0.329 | 0.579 | 0.576 | 0.423 |  |  |  |  |  |  |  |
| 2013                                          | M | 0.073 | 0.159 | 0.132 | 0.168 | 0.236 | 0.199 | 0.210 | 0.242 | 0.176 | 0.161 | 0.159 | 0.125                                         | 2.039   | 6.9%          |         |              |        |          |        |        |        |          |      |        |        | 0.364 | 0.603 | 0.628 | 0.445 |  |  |  |  |  |  |  |
| 2014                                          | M | 0.092 | 0.146 | 0.138 | 0.186 | 0.242 | 0.214 | 0.206 | 0.239 | 0.185 | 0.184 | 0.150 | 0.097                                         | 2.080   | 2.0%          |         |              |        |          |        |        |        |          |      |        |        | 0.377 | 0.642 | 0.630 | 0.431 |  |  |  |  |  |  |  |
| 2015                                          | M | 0.087 | 0.155 | 0.140 | 0.182 | 0.252 | 0.215 | 0.226 | 0.239 | 0.181 | 0.184 | 0.154 | 0.100                                         | 2.113   | 1.6%          |         |              |        |          |        |        |        |          |      |        |        | 0.381 | 0.648 | 0.646 | 0.438 |  |  |  |  |  |  |  |
| 2016                                          | M | 0.105 | 0.132 | 0.129 | 0.152 | 0.205 | 0.158 | 0.161 | 0.204 | 0.171 | 0.127 | 0.151 | 0.142                                         | 1.838   | -13.0%        |         |              |        |          |        |        |        |          |      |        |        | 0.367 | 0.515 | 0.537 | 0.420 |  |  |  |  |  |  |  |
| 2017                                          | M | 0.114 | 0.144 | 0.123 | 0.160 | 0.198 | 0.163 | 0.168 | 0.193 | 0.155 | 0.116 | 0.145 | 0.111                                         | 1.787   | -2.8%         |         |              |        |          |        |        |        |          |      |        |        | 0.380 | 0.521 | 0.515 | 0.371 |  |  |  |  |  |  |  |
| 2018                                          | M | 0.106 | 0.140 | 0.112 | 0.147 | 0.214 | 0.171 | 0.169 | 0.186 | 0.167 | 0.120 | 0.149 | 0.121                                         | 1.802   | 0.8%          |         |              |        |          |        |        |        |          |      |        |        | 0.358 | 0.532 | 0.522 | 0.390 |  |  |  |  |  |  |  |
| 2019                                          | M | 0.142 | 0.118 | 0.095 | 0.144 | 0.211 | 0.174 | 0.171 | 0.196 | 0.171 | 0.114 | 0.154 | 0.105                                         | 1.795   | -0.4%         |         |              |        |          |        |        |        |          |      |        |        | 0.355 | 0.530 | 0.537 | 0.373 |  |  |  |  |  |  |  |
| 2020                                          | M | 0.141 | 0.146 | 0.053 |       |       |       | 0.007 | 0.156 | 0.137 |       | 0.050 | 0.012                                         | 0.701   | -60.9%        |         |              |        |          |        |        |        |          |      |        |        | 0.340 |       | 0.300 | 0.061 |  |  |  |  |  |  |  |
| 2021                                          | M |       |       |       |       | 0.082 | 0.180 | 0.193 | 0.195 | 0.157 | 0.116 | 0.143 | 0.096                                         | 1.162   | 65.7%         |         |              |        |          |        |        |        |          |      |        |        |       | 0.262 | 0.545 | 0.355 |  |  |  |  |  |  |  |

| VISITOR DAYS              |   |       |       |       |       |       |       |        |       |        |        |       |        |
|---------------------------|---|-------|-------|-------|-------|-------|-------|--------|-------|--------|--------|-------|--------|
| SHARE OF MARKET           |   | 2010  | 2011  | 2012  | 2013  | 2014  | 2015  | 2016   | 2017  | 2018   | 2019   | 2020  | 2021   |
| Serviced                  | M | 1.827 | 1.966 | 1.907 | 2.039 | 2.080 | 2.113 | 1.838  | 1.787 | 1.802  | 1.795  | 0.701 | 1.162  |
| All Visitor Types         | M | 16.14 | 15.92 | 15.51 | 16.16 | 16.40 | 17.14 | 16.97  | 17.47 | 17.81  | 18.36  | 6.266 | 13.84  |
| Share of Total            | % | 11.3% | 12.4% | 12.3% | 12.6% | 12.7% | 12.3% | 10.8%  | 10.2% | 10.1%  | 9.8%   | 11.2% | 8.4%   |
| Annual Change in Share    | % |       | 9.1%  | -0.4% | 2.6%  | 0.5%  | -2.8% | -12.1% | -5.6% | -1.1%  | -3.3%  | 14.5% | -25.0% |
| Change in Share from 2010 | % |       | 9.1%  | 8.7%  | 11.5% | 12.1% | 8.9%  | -4.3%  | -9.6% | -10.6% | -13.6% | -1.1% | -25.8% |
| Avg Ann. Change in Share  | % |       | 9.1%  | 4.3%  | 3.8%  | 3.0%  | 1.8%  | -0.7%  | -1.4% | -1.3%  | -1.5%  | -0.1% | -2.3%  |



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Report Prepared by: Cathy James. Date of Issue: 04/08/22



**STEAM FINAL TREND REPORT FOR 2010-2021  
CONWY COUNTY BOROUGH COUNCIL**

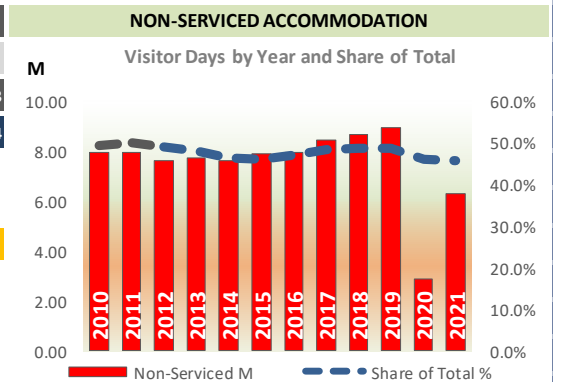
2010 to 2021

NON-SERVICED

VISITOR DAYS

| VISITOR DAYS BY:          |   | MONTH AND QUARTER                             |         |        |        |        |        |        |       |       |       |        |        | CALENDAR YEAR |               | QUARTER |        |       |         |
|---------------------------|---|-----------------------------------------------|---------|--------|--------|--------|--------|--------|-------|-------|-------|--------|--------|---------------|---------------|---------|--------|-------|---------|
| KEY                       |   | NON-SERVICED ACCOMMODATION                    |         |        |        |        |        |        |       |       |       |        |        |               |               |         |        |       |         |
| An increase of 3% or more |   | VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES |         |        |        |        |        |        |       |       |       |        |        |               |               |         |        |       |         |
| Less than 3% change       |   | Q1                                            |         |        | Q2     |        |        | Q3     |       |       | Q4    |        |        | TOTAL         | % Change      | QUARTER |        |       |         |
| A Fall of 3% or more      |   | JAN                                           | FEB     | MAR    | APR    | MAY    | JUN    | JUL    | AUG   | SEP   | OCT   | NOV    | DEC    |               |               | Q1      | Q2     | Q3    | Q4      |
| % Change 2010 to 2021     |   | -100.0%                                       | -100.0% | -81.8% | -39.0% | -55.5% | -44.9% | -28.2% | 0.3%  | 11.1% | 46.5% | -35.4% | 75.6%  | -20.6%        | Annual Change | -84.5%  | -46.9% | -6.8% | 27.3%   |
| % Change 2020 to 2021     |   | -100.0%                                       | -100.0% | -79.0% |        |        |        | 174.5% | 45.8% | 24.9% |       | 191.7% | 169.7% | 119.0%        |               | -85.4%  |        | 57.3% | 1219.1% |
| Average Annual Change     |   | -9.1%                                         | -9.1%   | -7.4%  | -3.5%  | -5.0%  | -4.1%  | -2.6%  | 0.0%  | 1.0%  | 4.2%  | -3.2%  | 6.9%   | -1.9%         |               | -7.7%   | -4.3%  | -0.6% | 2.5%    |
| 2010                      | M | 0.030                                         | 0.055   | 0.479  | 0.745  | 0.901  | 0.945  | 1.296  | 1.376 | 0.999 | 0.761 | 0.285  | 0.069  | 7.940         |               | 0.564   | 2.590  | 3.671 | 1.114   |
| 2011                      | M | 0.035                                         | 0.056   | 0.500  | 0.838  | 0.968  | 0.972  | 1.253  | 1.328 | 0.935 | 0.709 | 0.291  | 0.060  | 7.945         | 0.1%          | 0.592   | 2.777  | 3.516 | 1.060   |
| 2012                      | M | 0.026                                         | 0.053   | 0.479  | 0.733  | 0.805  | 0.926  | 1.186  | 1.281 | 0.931 | 0.784 | 0.315  | 0.083  | 7.603         | -4.3%         | 0.558   | 2.464  | 3.398 | 1.183   |
| 2013                      | M | 0.042                                         | 0.055   | 0.555  | 0.684  | 0.860  | 0.990  | 1.204  | 1.361 | 0.918 | 0.683 | 0.310  | 0.071  | 7.732         | 1.7%          | 0.652   | 2.533  | 3.483 | 1.064   |
| 2014                      | M | 0.040                                         | 0.070   | 0.554  | 0.685  | 0.903  | 0.878  | 1.181  | 1.343 | 0.906 | 0.639 | 0.321  | 0.090  | 7.610         | -1.6%         | 0.664   | 2.466  | 3.430 | 1.051   |
| 2015                      | M | 0.050                                         | 0.062   | 0.558  | 0.724  | 0.935  | 0.909  | 1.272  | 1.430 | 0.903 | 0.672 | 0.315  | 0.064  | 7.893         | 3.7%          | 0.669   | 2.568  | 3.605 | 1.051   |
| 2016                      | M | 0.038                                         | 0.054   | 0.616  | 0.771  | 0.825  | 1.080  | 1.332  | 1.302 | 0.890 | 0.666 | 0.308  | 0.069  | 7.952         | 0.8%          | 0.709   | 2.676  | 3.524 | 1.043   |
| 2017                      | M | 0.064                                         | 0.080   | 0.634  | 0.941  | 0.937  | 1.042  | 1.307  | 1.295 | 0.906 | 0.849 | 0.309  | 0.090  | 8.453         | 6.3%          | 0.778   | 2.920  | 3.508 | 1.247   |
| 2018                      | M | 0.055                                         | 0.084   | 0.671  | 0.905  | 1.013  | 1.065  | 1.333  | 1.313 | 0.927 | 0.873 | 0.335  | 0.088  | 8.662         | 2.5%          | 0.811   | 2.984  | 3.573 | 1.296   |
| 2019                      | M | 0.095                                         | 0.097   | 0.674  | 0.948  | 1.034  | 1.059  | 1.328  | 1.309 | 0.959 | 0.919 | 0.346  | 0.141  | 8.909         | 2.9%          | 0.867   | 3.041  | 3.596 | 1.406   |
| 2020                      | M | 0.087                                         | 0.093   | 0.416  |        |        |        | 0.339  | 0.946 | 0.889 |       | 0.063  | 0.045  | 2.878         | -67.7%        | 0.596   |        | 2.174 | 0.108   |
| 2021                      | M |                                               |         | 0.087  | 0.454  | 0.401  | 0.521  | 0.931  | 1.379 | 1.110 | 1.115 | 0.184  | 0.120  | 6.303         | 119.0%        | 0.087   | 1.376  | 3.420 | 1.419   |

|                           |   | VISITOR DAYS |       |       |       |       |       |       |       |       |       |       |       |
|---------------------------|---|--------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| SHARE OF MARKET           |   | 2010         | 2011  | 2012  | 2013  | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  | 2020  | 2021  |
| Non-Serviced              | M | 7.940        | 7.945 | 7.603 | 7.732 | 7.610 | 7.893 | 7.952 | 8.453 | 8.662 | 8.909 | 2.878 | 6.303 |
| All Visitor Types         | M | 16.14        | 15.92 | 15.51 | 16.16 | 16.40 | 17.14 | 16.97 | 17.47 | 17.81 | 18.36 | 6.266 | 13.84 |
| Share of Total            | % | 49.2%        | 49.9% | 49.0% | 47.8% | 46.4% | 46.0% | 46.9% | 48.4% | 48.6% | 48.5% | 45.9% | 45.5% |
| Annual Change in Share    | % |              | 1.5%  | -1.8% | -2.4% | -3.0% | -0.8% | 1.8%  | 3.2%  | 0.5%  | -0.2% | -5.4% | -0.8% |
| Change in Share from 2010 | % |              | 1.5%  | -0.3% | -2.7% | -5.6% | -6.4% | -4.7% | -1.6% | -1.1% | -1.3% | -6.6% | -7.4% |
| Avg Ann. Change in Share  | % |              | 1.5%  | -0.2% | -0.9% | -1.4% | -1.3% | -0.8% | -0.2% | -0.1% | -0.1% | -0.7% | -0.7% |

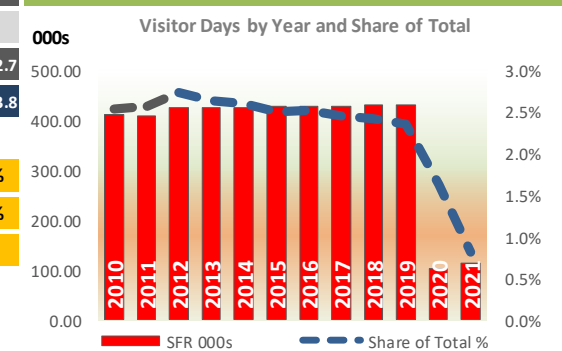


**STEAM FINAL TREND REPORT FOR 2010-2021**  
**CONWY COUNTY BOROUGH COUNCIL**

| 2010 to 2021                                   |  |  |  |  |  |  |  |  |  |  |  |  | SFR           | VISITOR DAYS |         |  |  |  |
|------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|---------------|--------------|---------|--|--|--|
| VISITOR DAYS BY:                               |  |  |  |  |  |  |  |  |  |  |  |  | CALENDAR YEAR |              | QUARTER |  |  |  |
| MONTH AND QUARTER                              |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| KEY                                            |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| SFR                                            |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| An increase of 3% or more                      |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| Less than 3% change                            |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| A Fall of 3% or more                           |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| Q1                                             |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| Q2                                             |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| Q3                                             |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| Q4                                             |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| JAN                                            |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| FEB                                            |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| MAR                                            |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| APR                                            |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| MAY                                            |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| JUN                                            |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| JUL                                            |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| AUG                                            |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| SEP                                            |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| OCT                                            |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| NOV                                            |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| DEC                                            |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| TOTAL                                          |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| % Change                                       |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| % Change 2010 to 2021                          |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| % Change 2020 to 2021                          |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| Average Annual Change                          |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| 2010 000s                                      |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| 2011 000s                                      |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| 2012 000s                                      |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| 2013 000s                                      |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| 2014 000s                                      |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| 2015 000s                                      |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| 2016 000s                                      |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| 2017 000s                                      |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| 2018 000s                                      |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| 2019 000s                                      |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| 2020 000s                                      |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |
| 2021 000s                                      |  |  |  |  |  |  |  |  |  |  |  |  |               |              |         |  |  |  |

| VISITOR DAYS    |  |  |  |  |  |  |  |  |  |  |  |  | SFR  |  |  |  |
|-----------------|--|--|--|--|--|--|--|--|--|--|--|--|------|--|--|--|
| SHARE OF MARKET |  |  |  |  |  |  |  |  |  |  |  |  | 000s |  |  |  |
| 2010            |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |
| 2011            |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |
| 2012            |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |
| 2013            |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |
| 2014            |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |
| 2015            |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |
| 2016            |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |
| 2017            |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |
| 2018            |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |
| 2019            |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |
| 2020            |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |
| 2021            |  |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |

| SFR                       |  |  |  |  |  |  |  |  |  |  |  |  | Share of Total % |  |  |  |
|---------------------------|--|--|--|--|--|--|--|--|--|--|--|--|------------------|--|--|--|
| All Visitor Types         |  |  |  |  |  |  |  |  |  |  |  |  |                  |  |  |  |
| Share of Total            |  |  |  |  |  |  |  |  |  |  |  |  |                  |  |  |  |
| Annual Change in Share    |  |  |  |  |  |  |  |  |  |  |  |  |                  |  |  |  |
| Change in Share from 2010 |  |  |  |  |  |  |  |  |  |  |  |  |                  |  |  |  |
| Avg Ann. Change in Share  |  |  |  |  |  |  |  |  |  |  |  |  |                  |  |  |  |



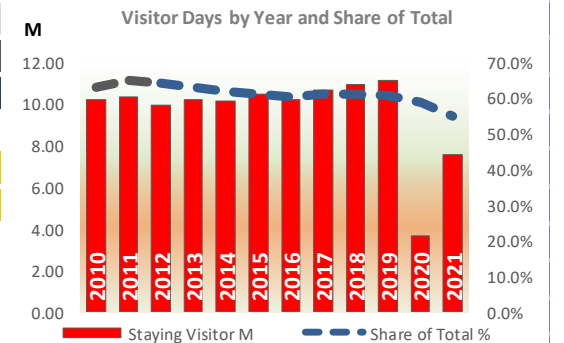
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Report Prepared by: Cathy James. Date of Issue: 04/08/22

**STEAM FINAL TREND REPORT FOR 2010-2021**  
**CONWY COUNTY BOROUGH COUNCIL**

| 2010 to 2021              |   |                                               |         |        |        |        |        |        |       |       |       |        | STAYING VISITOR |               | VISITOR DAYS  |               |        |        |       |       |        |
|---------------------------|---|-----------------------------------------------|---------|--------|--------|--------|--------|--------|-------|-------|-------|--------|-----------------|---------------|---------------|---------------|--------|--------|-------|-------|--------|
| VISITOR DAYS BY:          |   | MONTH AND QUARTER                             |         |        |        |        |        |        |       |       |       |        |                 | CALENDAR YEAR |               | QUARTER       |        |        |       |       |        |
| KEY                       |   | STAYING VISITOR                               |         |        |        |        |        |        |       |       |       |        |                 | TOTAL         |               | ANNUAL CHANGE |        |        |       |       |        |
| An increase of 3% or more |   | VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES |         |        |        |        |        |        |       |       |       |        |                 |               |               |               |        |        |       |       |        |
| Less than 3% change       |   | Q1                                            |         |        | Q2     |        |        | Q3     |       |       | Q4    |        |                 |               |               |               |        |        |       |       |        |
| A Fall of 3% or more      |   | JAN                                           | FEB     | MAR    | APR    | MAY    | JUN    | JUL    | AUG   | SEP   | OCT   | NOV    | DEC             |               |               | Q1            | Q2     | Q3     | Q4    |       |        |
| % Change 2010 to 2021     |   | -100.0%                                       | -100.0% | -85.8% | -52.7% | -56.2% | -40.0% | -25.5% | -3.8% | 4.9%  | 31.8% | -19.1% | 14.2%           | -25.5%        | Annual Change |               | -90.7% | -49.3% | -9.0% | 16.0% |        |
| % Change 2020 to 2021     |   | -100.0%                                       | -100.0% | -81.9% |        |        |        | 226.8% | 44.4% | 24.7% |       |        | 198.0%          | 334.1%        | 105.9%        |               |        | -91.5% |       | 62.1% | 979.7% |
| Average Annual Change     |   | -9.1%                                         | -9.1%   | -7.8%  | -4.8%  | -5.1%  | -3.6%  | -2.3%  | -0.3% | 0.4%  | 2.9%  | -1.7%  | 1.3%            | -2.3%         |               |               | -8.2%  | -4.5%  | -0.8% | 1.5%  |        |
| 2010                      | M | 0.156                                         | 0.174   | 0.613  | 0.960  | 1.112  | 1.171  | 1.539  | 1.661 | 1.220 | 0.943 | 0.415  | 0.214           | 10.18         |               |               | 0.942  | 3.243  | 4.419 | 1.572 |        |
| 2011                      | M | 0.163                                         | 0.188   | 0.658  | 1.066  | 1.187  | 1.183  | 1.494  | 1.610 | 1.148 | 0.943 | 0.462  | 0.218           | 10.32         | 1.4%          |               |        | 1.009  | 3.436 | 4.251 | 1.623  |
| 2012                      | M | 0.153                                         | 0.191   | 0.645  | 0.951  | 1.048  | 1.159  | 1.403  | 1.553 | 1.131 | 0.971 | 0.480  | 0.249           | 9.933         | -3.7%         |               |        | 0.989  | 3.157 | 4.087 | 1.700  |
| 2013                      | M | 0.174                                         | 0.234   | 0.709  | 0.906  | 1.130  | 1.215  | 1.458  | 1.649 | 1.117 | 0.868 | 0.487  | 0.248           | 10.20         | 2.6%          |               |        | 1.117  | 3.252 | 4.223 | 1.604  |
| 2014                      | M | 0.192                                         | 0.236   | 0.715  | 0.925  | 1.180  | 1.119  | 1.431  | 1.628 | 1.114 | 0.847 | 0.489  | 0.240           | 10.12         | -0.8%         |               |        | 1.143  | 3.224 | 4.173 | 1.577  |
| 2015                      | M | 0.196                                         | 0.236   | 0.720  | 0.960  | 1.222  | 1.151  | 1.542  | 1.714 | 1.108 | 0.880 | 0.487  | 0.218           | 10.43         | 3.1%          |               |        | 1.152  | 3.332 | 4.365 | 1.584  |
| 2016                      | M | 0.203                                         | 0.207   | 0.768  | 0.978  | 1.064  | 1.266  | 1.537  | 1.552 | 1.085 | 0.816 | 0.477  | 0.265           | 10.22         | -2.1%         |               |        | 1.178  | 3.307 | 4.174 | 1.559  |
| 2017                      | M | 0.237                                         | 0.243   | 0.780  | 1.156  | 1.170  | 1.232  | 1.518  | 1.534 | 1.085 | 0.988 | 0.472  | 0.255           | 10.67         | 4.4%          |               |        | 1.260  | 3.557 | 4.137 | 1.714  |
| 2018                      | M | 0.221                                         | 0.245   | 0.806  | 1.106  | 1.262  | 1.263  | 1.546  | 1.545 | 1.118 | 1.016 | 0.503  | 0.263           | 10.89         | 2.1%          |               |        | 1.272  | 3.632 | 4.208 | 1.782  |
| 2019                      | M | 0.297                                         | 0.236   | 0.792  | 1.147  | 1.280  | 1.260  | 1.543  | 1.551 | 1.154 | 1.057 | 0.519  | 0.300           | 11.14         | 2.2%          |               |        | 1.325  | 3.687 | 4.248 | 1.876  |
| 2020                      | M | 0.288                                         | 0.259   | 0.482  |        |        |        | 0.351  | 1.106 | 1.026 |       | 0.113  | 0.056           | 3.681         | -66.9%        |               |        | 1.029  |       | 2.483 | 0.169  |
| 2021                      | M |                                               |         | 0.087  | 0.454  | 0.487  | 0.703  | 1.146  | 1.598 | 1.279 | 1.243 | 0.336  | 0.244           | 7.578         | 105.9%        |               |        | 0.087  | 1.644 | 4.024 | 1.823  |

| VISITOR DAYS              |   |       |       |       |       |       |       |       |       |       |       |       | STAYING VISITOR |  |  |  |  |
|---------------------------|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----------------|--|--|--|--|
| SHARE OF MARKET           |   | 2010  | 2011  | 2012  | 2013  | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  | 2020  | 2021            |  |  |  |  |
| Staying Visitor           | M | 10.18 | 10.32 | 9.933 | 10.20 | 10.12 | 10.43 | 10.22 | 10.67 | 10.89 | 11.14 | 3.681 | 7.578           |  |  |  |  |
| All Visitor Types         | M | 16.14 | 15.92 | 15.51 | 16.16 | 16.40 | 17.14 | 16.97 | 17.47 | 17.81 | 18.36 | 6.266 | 13.84           |  |  |  |  |
| Share of Total            | % | 63.0% | 64.8% | 64.1% | 63.1% | 61.7% | 60.9% | 60.2% | 61.1% | 61.2% | 60.7% | 58.7% | 54.7%           |  |  |  |  |
| Annual Change in Share    | % |       | 2.8%  | -1.2% | -1.5% | -2.2% | -1.4% | -1.0% | 1.4%  | 0.2%  | -0.8% | -3.2% | -6.8%           |  |  |  |  |
| Change in Share from 2010 | % |       | 2.8%  | 1.6%  | 0.1%  | -2.1% | -3.5% | -4.5% | -3.1% | -3.0% | -3.8% | -6.8% | -13.1%          |  |  |  |  |
| Avg Ann. Change in Share  | % |       | 2.8%  | 0.8%  | 0.0%  | -0.5% | -0.7% | -0.7% | -0.4% | -0.4% | -0.4% | -0.7% | -1.2%           |  |  |  |  |

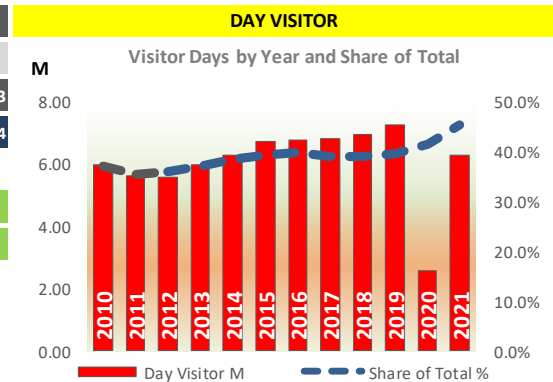


**STEAM FINAL TREND REPORT FOR 2010-2021  
CONWY COUNTY BOROUGH COUNCIL**

2010 to 2021 DAY VISITOR VISITOR DAYS

| VISITOR DAYS BY:          |   | MONTH AND QUARTER                             |         |        |          |         |         |        |       |       |         |        |       | CALENDAR YEAR |        | QUARTER       |       |        |       |
|---------------------------|---|-----------------------------------------------|---------|--------|----------|---------|---------|--------|-------|-------|---------|--------|-------|---------------|--------|---------------|-------|--------|-------|
| KEY                       |   | DAY VISITOR                                   |         |        |          |         |         |        |       |       |         |        |       | TOTAL         |        | ANNUAL CHANGE |       |        |       |
| An increase of 3% or more |   | VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES |         |        |          |         |         |        |       |       |         |        |       |               |        |               |       |        |       |
| Less than 3% change       |   | Q1                                            |         |        | Q2       |         |         | Q3     |       |       | Q4      |        |       |               |        |               |       |        |       |
| A Fall of 3% or more      |   | JAN                                           | FEB     | MAR    | APR      | MAY     | JUN     | JUL    | AUG   | SEP   | OCT     | NOV    | DEC   |               |        | Q1            | Q2    | Q3     | Q4    |
| % Change 2010 to 2021     |   | -100.0%                                       | -100.0% | -62.4% | -10.6%   | -5.3%   | 6.5%    | 24.4%  | 30.7% | 28.3% | -0.2%   | 101.3% | 88.5% | 5.0%          | -85.9% | -3.5%         | 28.0% | 17.3%  |       |
| % Change 2020 to 2021     |   | -100.0%                                       | -100.0% | -58.8% | 13480.5% | 9239.3% | 5308.5% | 183.4% | 80.9% | 44.2% | 2679.8% | 109.7% | 97.7% | 142.3%        | -87.4% | 8017.1%       | 92.7% | 485.3% |       |
| Average Annual Change     |   | -9.1%                                         | -9.1%   | -5.7%  | -1.0%    | -0.5%   | 0.6%    | 2.2%   | 2.8%  | 2.6%  | 0.0%    | 9.2%   | 8.0%  | 0.5%          | -7.8%  | -0.3%         | 2.5%  | 1.6%   |       |
| 2010                      | M | 0.071                                         | 0.281   | 0.212  | 0.790    | 0.689   | 0.693   | 0.932  | 1.203 | 0.622 | 0.390   | 0.064  | 0.021 | 5.968         | 0.564  | 2.172         | 2.757 | 0.475  |       |
| 2011                      | M | 0.068                                         | 0.277   | 0.203  | 0.761    | 0.618   | 0.643   | 0.802  | 1.084 | 0.611 | 0.404   | 0.098  | 0.031 | 5.599         | -6.2%  | 0.548         | 2.021 | 2.497  | 0.533 |
| 2012                      | M | 0.059                                         | 0.297   | 0.285  | 0.686    | 0.639   | 0.580   | 0.862  | 1.025 | 0.642 | 0.366   | 0.092  | 0.039 | 5.572         | -0.5%  | 0.641         | 1.905 | 2.529  | 0.497 |
| 2013                      | M | 0.053                                         | 0.243   | 0.252  | 0.632    | 0.891   | 0.628   | 1.003  | 1.174 | 0.624 | 0.336   | 0.097  | 0.034 | 5.967         | 7.1%   | 0.548         | 2.151 | 2.801  | 0.466 |
| 2014                      | M | 0.057                                         | 0.256   | 0.272  | 0.752    | 0.858   | 0.629   | 0.997  | 1.284 | 0.687 | 0.361   | 0.094  | 0.033 | 6.280         | 5.3%   | 0.585         | 2.240 | 2.968  | 0.488 |
| 2015                      | M | 0.061                                         | 0.283   | 0.287  | 0.786    | 0.903   | 0.664   | 1.091  | 1.372 | 0.745 | 0.385   | 0.099  | 0.035 | 6.710         | 6.9%   | 0.631         | 2.353 | 3.208  | 0.519 |
| 2016                      | M | 0.061                                         | 0.286   | 0.355  | 0.655    | 0.822   | 0.742   | 1.083  | 1.446 | 0.750 | 0.403   | 0.107  | 0.040 | 6.749         | 0.6%   | 0.702         | 2.218 | 3.279  | 0.550 |
| 2017                      | M | 0.060                                         | 0.297   | 0.239  | 0.845    | 0.823   | 0.722   | 1.124  | 1.405 | 0.764 | 0.349   | 0.131  | 0.043 | 6.801         | 0.8%   | 0.597         | 2.389 | 3.293  | 0.522 |
| 2018                      | M | 0.063                                         | 0.331   | 0.241  | 0.753    | 0.836   | 0.848   | 1.127  | 1.364 | 0.803 | 0.378   | 0.126  | 0.043 | 6.914         | 1.7%   | 0.635         | 2.437 | 3.294  | 0.548 |
| 2019                      | M | 0.069                                         | 0.379   | 0.255  | 0.858    | 0.854   | 0.788   | 1.162  | 1.466 | 0.789 | 0.406   | 0.145  | 0.049 | 7.220         | 4.4%   | 0.704         | 2.499 | 3.417  | 0.599 |
| 2020                      | M | 0.070                                         | 0.369   | 0.193  | 0.005    | 0.007   | 0.014   | 0.409  | 0.869 | 0.553 | 0.014   | 0.062  | 0.020 | 2.585         | -64.2% | 0.632         | 0.026 | 1.832  | 0.095 |
| 2021                      | M |                                               |         | 0.080  | 0.706    | 0.652   | 0.738   | 1.160  | 1.573 | 0.798 | 0.389   | 0.129  | 0.039 | 6.263         | 142.3% | 0.080         | 2.097 | 3.530  | 0.557 |

| SHARE OF MARKET           |   | 2010  | 2011  | 2012  | 2013  | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  | 2020  | 2021  |
|---------------------------|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Day Visitor               | M | 5.968 | 5.599 | 5.572 | 5.967 | 6.280 | 6.710 | 6.749 | 6.801 | 6.914 | 7.220 | 2.585 | 6.263 |
| All Visitor Types         | M | 16.14 | 15.92 | 15.51 | 16.16 | 16.40 | 17.14 | 16.97 | 17.47 | 17.81 | 18.36 | 6.266 | 13.84 |
| Share of Total            | % | 37.0% | 35.2% | 35.9% | 36.9% | 38.3% | 39.1% | 39.8% | 38.9% | 38.8% | 39.3% | 41.3% | 45.3% |
| Annual Change in Share    | % |       | -4.8% | 2.2%  | 2.7%  | 3.8%  | 2.2%  | 1.6%  | -2.1% | -0.3% | 1.3%  | 4.9%  | 9.7%  |
| Change in Share from 2010 | % |       | -4.8% | -2.8% | -0.1% | 3.6%  | 5.9%  | 7.6%  | 5.3%  | 5.0%  | 6.4%  | 11.6% | 22.4% |
| Avg Ann. Change in Share  | % |       | -4.8% | -1.4% | 0.0%  | 0.9%  | 1.2%  | 1.3%  | 0.8%  | 0.6%  | 0.7%  | 1.2%  | 2.0%  |



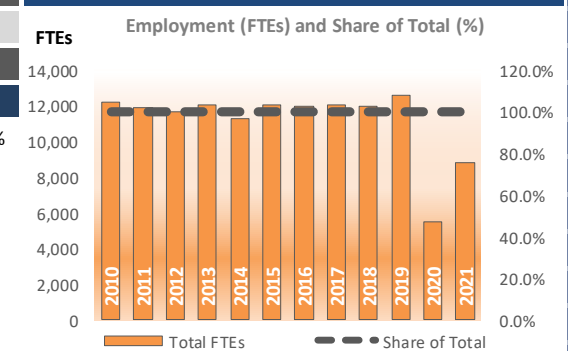
## Direct and Total Employment by Month, Year and Visitor Type for the Period 2010 to 2021

**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

STEAM FINAL TREND REPORT FOR 2010-2021  
 CONWY COUNTY BOROUGH COUNCIL

| EMPLOYMENT BY:                                                        |  |  |  |  |  |  |  |  |  |  |  |  | 2010 to 2021  |       | TOTAL     |        | TOTAL EMPLOYMENT |        |           |        |           |        |           |       |           |        |           |        |           |       |           |  |           |  |
|-----------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|---------------|-------|-----------|--------|------------------|--------|-----------|--------|-----------|--------|-----------|-------|-----------|--------|-----------|--------|-----------|-------|-----------|--|-----------|--|
| MONTH AND QUARTER                                                     |  |  |  |  |  |  |  |  |  |  |  |  | CALENDAR YEAR |       | QUARTER   |        |                  |        |           |        |           |        |           |       |           |        |           |        |           |       |           |  |           |  |
| TOTAL                                                                 |  |  |  |  |  |  |  |  |  |  |  |  | TOTAL         |       |           |        |                  |        | % Change  |        |           |        |           |       |           |        |           |        |           |       |           |  |           |  |
| TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES |  |  |  |  |  |  |  |  |  |  |  |  |               |       |           |        |                  |        |           |        |           |        |           |       |           |        |           |        |           |       |           |  |           |  |
| KEY                                                                   |  |  |  |  |  |  |  |  |  |  |  |  |               |       |           |        |                  |        |           |        |           |        |           |       |           |        |           |        |           |       |           |  |           |  |
| An increase of 3% or more                                             |  |  |  |  |  |  |  |  |  |  |  |  |               |       |           |        |                  |        |           |        |           |        |           |       |           |        |           |        |           |       |           |  |           |  |
| Less than 3% change                                                   |  |  |  |  |  |  |  |  |  |  |  |  |               |       |           |        |                  |        |           |        |           |        |           |       |           |        |           |        |           |       |           |  |           |  |
| A Fall of 3% or more                                                  |  |  |  |  |  |  |  |  |  |  |  |  |               |       |           |        |                  |        |           |        |           |        |           |       |           |        |           |        |           |       |           |  |           |  |
| TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES |  |  |  |  |  |  |  |  |  |  |  |  |               |       |           |        |                  |        |           |        |           |        |           |       |           |        |           |        |           |       |           |  |           |  |
| Q1                                                                    |  |  |  |  |  |  |  |  |  |  |  |  | Q2            |       | Q3        |        | Q4               |        |           |        |           |        |           |       |           |        |           |        |           |       |           |  |           |  |
| JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC                       |  |  |  |  |  |  |  |  |  |  |  |  |               |       |           |        |                  |        |           |        |           |        |           |       |           |        |           |        |           |       |           |  |           |  |
| % Change 2010 to 2021                                                 |  |  |  |  |  |  |  |  |  |  |  |  |               |       |           |        |                  |        |           |        |           |        |           |       |           |        |           |        |           |       |           |  |           |  |
| % Change 2020 to 2021                                                 |  |  |  |  |  |  |  |  |  |  |  |  |               |       |           |        |                  |        |           |        |           |        |           |       |           |        |           |        |           |       |           |  |           |  |
| Average Annual Change                                                 |  |  |  |  |  |  |  |  |  |  |  |  |               |       |           |        |                  |        |           |        |           |        |           |       |           |        |           |        |           |       |           |  |           |  |
| 2010 FTEs                                                             |  |  |  |  |  |  |  |  |  |  |  |  | 2011 FTEs     |       | 2012 FTEs |        | 2013 FTEs        |        | 2014 FTEs |        | 2015 FTEs |        | 2016 FTEs |       | 2017 FTEs |        | 2018 FTEs |        | 2019 FTEs |       | 2020 FTEs |  | 2021 FTEs |  |
|                                                                       |  |  |  |  |  |  |  |  |  |  |  |  | 4,149         | 6,129 | 8,474     | 15,108 | 15,342           | 15,717 | 19,912    | 22,878 | 15,918    | 11,918 | 6,129     | 4,349 | 12,169    | -2.5%  | 6,251     | 15,389 | 19,569    | 7,465 |           |  |           |  |
|                                                                       |  |  |  |  |  |  |  |  |  |  |  |  | 4,144         | 6,139 | 8,586     | 15,451 | 15,073           | 15,324 | 18,351    | 21,188 | 15,128    | 11,979 | 6,639     | 4,429 | 11,869    | -2.0%  | 6,290     | 15,283 | 18,223    | 7,682 |           |  |           |  |
|                                                                       |  |  |  |  |  |  |  |  |  |  |  |  | 4,023         | 6,318 | 9,137     | 14,078 | 14,340           | 14,708 | 18,145    | 20,433 | 15,104    | 11,777 | 6,730     | 4,741 | 11,628    | 3.7%   | 6,493     | 14,375 | 17,894    | 7,750 |           |  |           |  |
|                                                                       |  |  |  |  |  |  |  |  |  |  |  |  | 4,155         | 6,278 | 9,366     | 13,394 | 16,779           | 15,337 | 19,585    | 22,302 | 14,881    | 11,014 | 6,844     | 4,737 | 12,056    | -6.2%  | 6,600     | 15,170 | 18,923    | 7,532 |           |  |           |  |
|                                                                       |  |  |  |  |  |  |  |  |  |  |  |  | 4,151         | 5,995 | 8,930     | 13,330 | 15,560           | 13,603 | 17,728    | 21,131 | 14,114    | 10,281 | 6,468     | 4,462 | 11,313    | 6.6%   | 6,359     | 14,164 | 17,657    | 7,070 |           |  |           |  |
|                                                                       |  |  |  |  |  |  |  |  |  |  |  |  | 4,264         | 6,310 | 9,286     | 14,231 | 16,668           | 14,456 | 19,697    | 23,027 | 14,866    | 10,924 | 6,614     | 4,383 | 12,060    | -1.0%  | 6,620     | 15,118 | 19,197    | 7,307 |           |  |           |  |
|                                                                       |  |  |  |  |  |  |  |  |  |  |  |  | 4,358         | 6,127 | 10,049    | 13,374 | 14,908           | 15,748 | 19,623    | 22,429 | 14,746    | 10,590 | 6,587     | 4,771 | 11,942    | 0.7%   | 6,845     | 14,677 | 18,933    | 7,316 |           |  |           |  |
|                                                                       |  |  |  |  |  |  |  |  |  |  |  |  | 4,570         | 6,423 | 9,177     | 15,529 | 15,246           | 15,102 | 19,455    | 21,901 | 14,608    | 11,002 | 6,631     | 4,687 | 12,028    | -0.3%  | 6,723     | 15,292 | 18,655    | 7,440 |           |  |           |  |
|                                                                       |  |  |  |  |  |  |  |  |  |  |  |  | 4,430         | 6,548 | 9,160     | 14,185 | 15,634           | 15,804 | 19,252    | 21,480 | 14,788    | 11,141 | 6,706     | 4,732 | 11,989    | 5.2%   | 6,713     | 15,208 | 18,507    | 7,527 |           |  |           |  |
|                                                                       |  |  |  |  |  |  |  |  |  |  |  |  | 5,169         | 6,942 | 9,402     | 15,631 | 16,371           | 15,816 | 20,062    | 22,570 | 15,390    | 11,896 | 7,079     | 5,079 | 12,617    | -56.5% | 7,171     | 15,939 | 19,341    | 8,018 |           |  |           |  |
|                                                                       |  |  |  |  |  |  |  |  |  |  |  |  | 5,173         | 7,196 | 6,595     | -      | -                | 300    | 7,442     | 18,557 | 15,135    | 126    | 3,282     | 2,105 | 5,493     | 59.9%  | 6,321     | 100    | 13,711    | 1,838 |           |  |           |  |
|                                                                       |  |  |  |  |  |  |  |  |  |  |  |  | -             | -     | 1,261     | 4,418  | 5,477            | 12,878 | 18,666    | 23,148 | 16,107    | 12,731 | 6,047     | 4,662 | 8,783     |        | 420       | 7,591  | 19,307    | 7,813 |           |  |           |  |

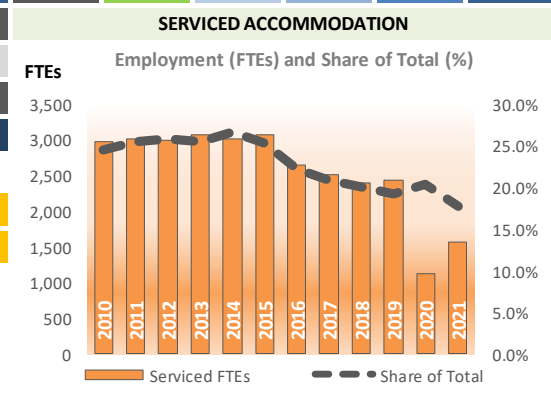
| EMPLOYMENT                                                  |  |  |  |  |  |  |  |  |  |  |  |  | TOTAL  |        |                                          |        |        |        |        |        |        |        |        |        |        |        |
|-------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--------|--------|------------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| SHARE OF MARKET                                             |  |  |  |  |  |  |  |  |  |  |  |  | FTEs   |        | Employment (FTEs) and Share of Total (%) |        |        |        |        |        |        |        |        |        |        |        |
| 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 |  |  |  |  |  |  |  |  |  |  |  |  |        |        |                                          |        |        |        |        |        |        |        |        |        |        |        |
| Total FTEs                                                  |  |  |  |  |  |  |  |  |  |  |  |  | 12,169 | 11,869 | 11,628                                   | 12,056 | 11,313 | 12,060 | 11,942 | 12,028 | 11,989 | 12,617 | 5,493  | 8,783  | 14,000 | 120.0% |
| Total Employment FTEs                                       |  |  |  |  |  |  |  |  |  |  |  |  | 12,169 | 11,869 | 11,628                                   | 12,056 | 11,313 | 12,060 | 11,942 | 12,028 | 11,989 | 12,617 | 5,493  | 8,783  | 12,000 | 100.0% |
| Share of Total %                                            |  |  |  |  |  |  |  |  |  |  |  |  | 100.0% | 100.0% | 100.0%                                   | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 8,000  | 80.0%  |
| Annual Change in Share %                                    |  |  |  |  |  |  |  |  |  |  |  |  |        |        |                                          |        |        |        |        |        |        |        |        |        | 6,000  | 60.0%  |
| Change in Share from 2010 %                                 |  |  |  |  |  |  |  |  |  |  |  |  |        |        |                                          |        |        |        |        |        |        |        |        |        | 4,000  | 40.0%  |
| Avg Ann. Change in Share %                                  |  |  |  |  |  |  |  |  |  |  |  |  |        |        |                                          |        |        |        |        |        |        |        |        |        | 2,000  | 20.0%  |



**STEAM FINAL TREND REPORT FOR 2010-2021**  
**CONWY COUNTY BOROUGH COUNCIL**

| EMPLOYMENT BY:                                                         |         |         |         |         |        |        |         |        |        |        |        |        | 2010 to 2021  |        | SERVICED |        | DIRECT EMPLOYMENT |        |  |  |
|------------------------------------------------------------------------|---------|---------|---------|---------|--------|--------|---------|--------|--------|--------|--------|--------|---------------|--------|----------|--------|-------------------|--------|--|--|
| MONTH AND QUARTER                                                      |         |         |         |         |        |        |         |        |        |        |        |        | CALENDAR YEAR |        | QUARTER  |        |                   |        |  |  |
| KEY                                                                    |         |         |         |         |        |        |         |        |        |        |        |        | TOTAL         |        |          |        |                   |        |  |  |
| SERVICED ACCOMMODATION                                                 |         |         |         |         |        |        |         |        |        |        |        |        | Annual Change |        |          |        |                   |        |  |  |
| DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES |         |         |         |         |        |        |         |        |        |        |        |        | Annual Change |        |          |        |                   |        |  |  |
| Less than 3% change                                                    |         |         |         |         |        |        |         |        |        |        |        |        |               |        |          |        |                   |        |  |  |
| A Fall of 3% or more                                                   |         |         |         |         |        |        |         |        |        |        |        |        |               |        |          |        |                   |        |  |  |
|                                                                        | JAN     | FEB     | MAR     | APR     | MAY    | JUN    | JUL     | AUG    | SEP    | OCT    | NOV    | DEC    |               |        | Q1       | Q2     | Q3                | Q4     |  |  |
| % Change 2010 to 2021                                                  | -100.0% | -100.0% | -100.0% | -100.0% | -61.3% | -21.1% | -16.0%  | -23.4% | -23.7% | -25.4% | -13.5% | -16.5% | -47.7%        |        |          | -59.9% | -21.1%            | -18.8% |  |  |
| % Change 2020 to 2021                                                  | -100.0% | -100.0% | -100.0% |         |        |        | 1075.2% | 6.7%   | 3.4%   |        | 83.5%  | 171.7% | 39.4%         |        |          |        | 53.9%             | 228.9% |  |  |
| Average Annual Change                                                  | -9.1%   | -9.1%   | -9.1%   | -9.1%   | -5.6%  | -1.9%  | -1.5%   | -2.1%  | -2.2%  | -2.3%  | -1.2%  | -1.5%  | -4.3%         |        |          | -5.4%  | -1.9%             | -1.7%  |  |  |
| 2010 FTEs                                                              | 2,168   | 2,516   | 2,786   | 3,142   | 3,224  | 3,350  | 3,357   | 3,577  | 3,327  | 3,078  | 2,725  | 2,445  | 2,974         |        | 2,490    | 3,238  | 3,420             | 2,749  |  |  |
| 2011 FTEs                                                              | 2,172   | 2,571   | 2,895   | 3,194   | 3,242  | 3,248  | 3,306   | 3,538  | 3,304  | 3,340  | 2,912  | 2,500  | 3,019         | 1.5%   | 2,546    | 3,228  | 3,383             | 2,917  |  |  |
| 2012 FTEs                                                              | 2,167   | 2,593   | 2,935   | 3,135   | 3,371  | 3,364  | 3,214   | 3,483  | 3,219  | 3,088  | 2,890  | 2,542  | 3,000         | -0.6%  | 2,565    | 3,290  | 3,305             | 2,840  |  |  |
| 2013 FTEs                                                              | 2,197   | 2,806   | 2,891   | 3,157   | 3,537  | 3,340  | 3,411   | 3,579  | 3,226  | 3,091  | 2,963  | 2,630  | 3,069         | 2.3%   | 2,631    | 3,345  | 3,405             | 2,895  |  |  |
| 2014 FTEs                                                              | 2,266   | 2,683   | 2,870   | 3,186   | 3,483  | 3,331  | 3,302   | 3,474  | 3,208  | 3,126  | 2,859  | 2,438  | 3,019         | -1.6%  | 2,606    | 3,333  | 3,328             | 2,808  |  |  |
| 2015 FTEs                                                              | 2,251   | 2,751   | 2,896   | 3,198   | 3,574  | 3,369  | 3,438   | 3,513  | 3,208  | 3,149  | 2,901  | 2,467  | 3,060         | 1.4%   | 2,633    | 3,380  | 3,386             | 2,839  |  |  |
| 2016 FTEs                                                              | 2,119   | 2,392   | 2,538   | 2,717   | 3,000  | 2,767  | 2,805   | 3,003  | 2,831  | 2,578  | 2,601  | 2,412  | 2,647         | -13.5% | 2,350    | 2,828  | 2,879             | 2,530  |  |  |
| 2017 FTEs                                                              | 2,072   | 2,362   | 2,391   | 2,636   | 2,833  | 2,651  | 2,694   | 2,807  | 2,612  | 2,405  | 2,463  | 2,186  | 2,509         | -5.2%  | 2,275    | 2,706  | 2,704             | 2,352  |  |  |
| 2018 FTEs                                                              | 1,959   | 2,253   | 2,229   | 2,440   | 2,794  | 2,557  | 2,568   | 2,646  | 2,554  | 2,304  | 2,375  | 2,143  | 2,402         | -4.3%  | 2,147    | 2,597  | 2,590             | 2,274  |  |  |
| 2019 FTEs                                                              | 2,219   | 2,148   | 2,169   | 2,446   | 2,802  | 2,597  | 2,597   | 2,721  | 2,598  | 2,294  | 2,415  | 2,086  | 2,424         | 0.9%   | 2,179    | 2,615  | 2,639             | 2,265  |  |  |
| 2020 FTEs                                                              | 2,229   | 2,339   | 1,536   | -       | -      | -      | 240     | 2,566  | 2,455  | -      | 1,284  | 752    | 1,117         | -53.9% | 2,035    |        | 1,754             | 679    |  |  |
| 2021 FTEs                                                              | -       | -       | -       | -       | 1,249  | 2,643  | 2,821   | 2,738  | 2,537  | 2,298  | 2,356  | 2,042  | 1,557         | 39.4%  |          | 1,297  | 2,699             | 2,232  |  |  |

| EMPLOYMENT                  |        |        |        |        |        |        |        |        |        |        |        |        |  |
|-----------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--|
| SHARE OF MARKET             | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017   | 2018   | 2019   | 2020   | 2021   |  |
| Serviced FTEs               | 2,974  | 3,019  | 3,000  | 3,069  | 3,019  | 3,060  | 2,647  | 2,509  | 2,402  | 2,424  | 1,117  | 1,557  |  |
| Total Employment FTEs       | 12,169 | 11,869 | 11,628 | 12,056 | 11,313 | 12,060 | 11,942 | 12,028 | 11,989 | 12,617 | 5,493  | 8,783  |  |
| Share of Total %            | 24.4%  | 25.4%  | 25.8%  | 25.5%  | 26.7%  | 25.4%  | 22.2%  | 20.9%  | 20.0%  | 19.2%  | 20.3%  | 17.7%  |  |
| Annual Change in Share %    |        | 4.0%   | 1.5%   | -1.3%  | 4.8%   | -4.9%  | -12.6% | -5.9%  | -4.0%  | -4.1%  | 5.8%   | -12.8% |  |
| Change in Share from 2010 % |        | 4.0%   | 5.5%   | 4.1%   | 9.2%   | 3.8%   | -9.3%  | -14.6% | -18.0% | -21.4% | -16.8% | -27.5% |  |
| Avg Ann. Change in Share %  |        | 4.0%   | 2.8%   | 1.4%   | 2.3%   | 0.8%   | -1.6%  | -2.1%  | -2.3%  | -2.4%  | -1.7%  | -2.5%  |  |



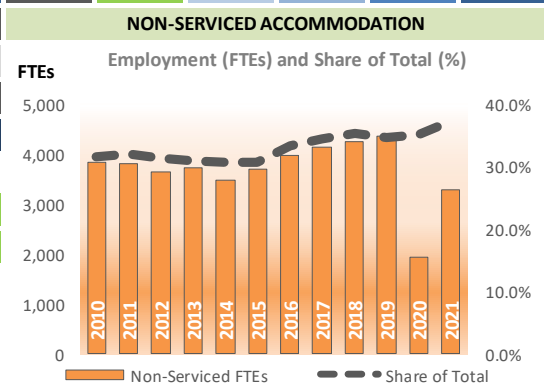
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Report Prepared by: Cathy James. Date of Issue: 04/08/22

STEAM FINAL TREND REPORT FOR 2010-2021  
 CONWY COUNTY BOROUGH COUNCIL

| EMPLOYMENT BY:                                                         |      |       |       |       |       |       |       |       |       |       |       |       | 2010 to 2021  |          | NON-SERVICED  |        | DIRECT EMPLOYMENT |        |        |       |       |       |       |       |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
|------------------------------------------------------------------------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------------|----------|---------------|--------|-------------------|--------|--------|-------|-------|-------|-------|-------|--------|--------|--------|-------|--------|--|--|--|--|--|--|--|--|--|-----|--|--|--|--|--|--|--|--|--|--|--|--|-----|--|--|--|--|--|--|--|--|--|--|--|--|-----|--|--|--|--|--|--|--|--|--|--|--|--|-----|--|--|--|--|--|--|--|--|--|--|--|--|-----|--|--|--|--|--|--|--|--|--|--|--|--|-----|--|--|--|--|--|--|--|--|--|--|--|--|-----|--|--|--|--|--|--|--|--|--|--|--|--|-----|--|--|--|--|--|--|--|--|--|--|--|--|-----|--|--|--|--|--|--|--|--|--|--|--|--|
| MONTH AND QUARTER                                                      |      |       |       |       |       |       |       |       |       |       |       |       | CALENDAR YEAR |          | QUARTER       |        |                   |        |        |       |       |       |       |       |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| NON-SERVICED ACCOMMODATION                                             |      |       |       |       |       |       |       |       |       |       |       |       | TOTAL         | % Change |               |        |                   |        |        |       |       |       |       |       |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES |      |       |       |       |       |       |       |       |       |       |       |       |               |          | Annual Change |        |                   |        |        |       |       |       |       |       |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| KEY                                                                    |      |       |       |       |       |       |       |       |       |       |       |       | Q1            | Q2       |               |        | Q3                | Q4     |        |       |       |       |       |       |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| An increase of 3% or more                                              |      |       |       |       |       |       |       |       |       |       |       |       |               |          |               |        |                   |        |        |       |       |       |       |       |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| Less than 3% change                                                    |      |       |       |       |       |       |       |       |       |       |       |       |               |          |               |        |                   |        |        |       |       |       |       |       |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| A Fall of 3% or more                                                   |      |       |       |       |       |       |       |       |       |       |       |       |               |          |               |        |                   |        |        |       |       |       |       |       |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| Q1                                                                     |      |       |       |       |       |       |       |       |       |       |       |       | Q2            |          |               |        |                   |        |        |       |       |       |       |       |        | Q3     |        |       |        |  |  |  |  |  |  |  |  |  | Q4  |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| JAN                                                                    |      |       |       |       |       |       |       |       |       |       |       |       | FEB           |          |               |        |                   |        |        |       |       |       |       |       |        | MAR    |        |       |        |  |  |  |  |  |  |  |  |  | APR |  |  |  |  |  |  |  |  |  |  |  |  | MAY |  |  |  |  |  |  |  |  |  |  |  |  | JUN |  |  |  |  |  |  |  |  |  |  |  |  | JUL |  |  |  |  |  |  |  |  |  |  |  |  | AUG |  |  |  |  |  |  |  |  |  |  |  |  | SEP |  |  |  |  |  |  |  |  |  |  |  |  | OCT |  |  |  |  |  |  |  |  |  |  |  |  | NOV |  |  |  |  |  |  |  |  |  |  |  |  | DEC |  |  |  |  |  |  |  |  |  |  |  |  |
| % Change 2010 to 2021                                                  |      |       |       |       |       |       |       |       |       |       |       |       | -100.0%       | -100.0%  | -80.1%        | -18.0% | -36.7%            | -25.6% | -16.2% | -1.1% | 7.1%  | 40.1% | -3.6% | 54.0% | -14.7% | -87.9% | -27.2% | -4.0% | 29.8%  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| % Change 2020 to 2021                                                  |      |       |       |       |       |       |       |       |       |       |       |       | -100.0%       | -100.0%  | -78.7%        |        |                   |        | 103.4% | 8.9%  | -0.3% |       | 87.7% | 72.1% | 70.0%  | -89.9% |        | 22.5% | 373.2% |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| Average Annual Change                                                  |      |       |       |       |       |       |       |       |       |       |       |       | -9.1%         | -9.1%    | -7.3%         | -1.6%  | -3.3%             | -2.3%  | -1.5%  | -0.1% | 0.6%  | 3.6%  | -0.3% | 4.9%  | -1.3%  | -8.0%  | -2.5%  | -0.4% | 2.7%   |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| 2010                                                                   | FTEs | 887   | 1,024 | 2,990 | 4,264 | 5,002 | 5,126 | 6,701 | 7,156 | 5,530 | 4,267 | 2,095 | 1,077         | 3,843    | 1,634         | 4,798  | 6,462             | 2,480  |        |       |       |       |       |       |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| 2011                                                                   | FTEs | 909   | 1,025 | 3,019 | 4,723 | 5,239 | 5,325 | 6,429 | 6,725 | 5,121 | 4,008 | 2,088 | 1,029         | 3,803    | 1,651         | 5,095  | 6,092             | 2,375  |        |       |       |       |       |       |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| 2012                                                                   | FTEs | 865   | 1,011 | 2,930 | 4,140 | 4,433 | 5,048 | 6,051 | 6,499 | 4,967 | 4,316 | 2,199 | 1,141         | 3,633    | 1,602         | 4,540  | 5,839             | 2,552  |        |       |       |       |       |       |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| 2013                                                                   | FTEs | 959   | 1,039 | 3,345 | 3,931 | 4,705 | 5,308 | 6,160 | 6,999 | 4,911 | 3,938 | 2,194 | 1,099         | 3,716    | 1,781         | 4,648  | 6,023             | 2,410  |        |       |       |       |       |       |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| 2014                                                                   | FTEs | 934   | 1,077 | 3,162 | 3,735 | 4,670 | 4,494 | 5,640 | 6,644 | 4,566 | 3,506 | 2,148 | 1,156         | 3,478    | 1,724         | 4,300  | 5,617             | 2,270  |        |       |       |       |       |       |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| 2015                                                                   | FTEs | 985   | 1,052 | 3,274 | 4,085 | 5,011 | 4,795 | 6,270 | 7,311 | 4,682 | 3,770 | 2,167 | 1,051         | 3,704    | 1,770         | 4,630  | 6,088             | 2,329  |        |       |       |       |       |       |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| 2016                                                                   | FTEs | 1,173 | 1,255 | 3,817 | 4,538 | 4,613 | 5,950 | 6,840 | 6,915 | 4,864 | 3,978 | 2,363 | 1,317         | 3,969    | 2,082         | 5,034  | 6,206             | 2,553  |        |       |       |       |       |       |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| 2017                                                                   | FTEs | 1,365 | 1,444 | 3,891 | 5,275 | 5,041 | 5,652 | 6,610 | 6,996 | 4,897 | 4,701 | 2,397 | 1,468         | 4,145    | 2,233         | 5,323  | 6,168             | 2,855  |        |       |       |       |       |       |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| 2018                                                                   | FTEs | 1,394 | 1,533 | 4,051 | 5,007 | 5,368 | 5,744 | 6,708 | 7,266 | 4,967 | 4,764 | 2,539 | 1,515         | 4,238    | 2,326         | 5,373  | 6,314             | 2,939  |        |       |       |       |       |       |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| 2019                                                                   | FTEs | 1,582 | 1,605 | 4,137 | 5,309 | 5,575 | 5,740 | 6,755 | 7,026 | 5,202 | 5,080 | 2,610 | 1,736         | 4,363    | 2,441         | 5,541  | 6,328             | 3,142  |        |       |       |       |       |       |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| 2020                                                                   | FTEs | 1,535 | 1,575 | 2,790 | -     | -     | -     | 2,760 | 6,500 | 5,942 | -     | 1,076 | 964           | 1,928    | 1,966         |        | 5,067             | 680    |        |       |       |       |       |       |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |
| 2021                                                                   | FTEs | -     | -     | 594   | 3,496 | 3,167 | 3,815 | 5,615 | 7,079 | 5,923 | 5,976 | 2,021 | 1,658         | 3,279    | 198           | 3,493  | 6,205             | 3,219  |        |       |       |       |       |       |        |        |        |       |        |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |     |  |  |  |  |  |  |  |  |  |  |  |  |

| EMPLOYMENT                |      |        |        |        |        |        |        |        |        |        |        |       | NON-SERVICED ACCOMMODATION |                                          |  |
|---------------------------|------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----------------------------|------------------------------------------|--|
| SHARE OF MARKET           |      |        |        |        |        |        |        |        |        |        |        |       | FTEs                       |                                          |  |
| Non-Serviced              | FTEs | 3,843  | 3,803  | 3,633  | 3,716  | 3,478  | 3,704  | 3,969  | 4,145  | 4,238  | 4,363  | 1,928 | 3,279                      | Employment (FTEs) and Share of Total (%) |  |
| Total Employment          | FTEs | 12,169 | 11,869 | 11,628 | 12,056 | 11,313 | 12,060 | 11,942 | 12,028 | 11,989 | 12,617 | 5,493 | 8,783                      | 40.0%                                    |  |
| Share of Total            | %    | 31.6%  | 32.0%  | 31.2%  | 30.8%  | 30.7%  | 30.7%  | 33.2%  | 34.5%  | 35.4%  | 34.6%  | 35.1% | 37.3%                      | 30.0%                                    |  |
| Annual Change in Share    | %    |        | 1.5%   | -2.5%  | -1.4%  | -0.3%  | -0.1%  | 8.2%   | 3.7%   | 2.6%   | -2.2%  | 1.5%  | 6.3%                       | 20.0%                                    |  |
| Change in Share from 2010 | %    |        | 1.5%   | -1.1%  | -2.4%  | -2.7%  | -2.8%  | 5.2%   | 9.1%   | 11.9%  | 9.5%   | 11.2% | 18.2%                      | 10.0%                                    |  |
| Avg Ann. Change in Share  | %    |        | 1.5%   | -0.5%  | -0.8%  | -0.7%  | -0.6%  | 0.9%   | 1.3%   | 1.5%   | 1.1%   | 1.1%  | 1.7%                       | 0.0%                                     |  |





STEAM FINAL TREND REPORT FOR 2010-2021  
CONWY COUNTY BOROUGH COUNCIL

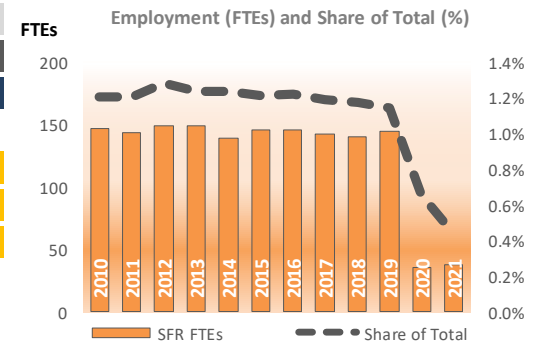
2010 to 2021

SFR

DIRECT EMPLOYMENT

| EMPLOYMENT BY:            |      | MONTH AND QUARTER                                                      |         |         |         |        |        |        |        |        |        |        |        | CALENDAR YEAR |               | QUARTER |        |        |        |
|---------------------------|------|------------------------------------------------------------------------|---------|---------|---------|--------|--------|--------|--------|--------|--------|--------|--------|---------------|---------------|---------|--------|--------|--------|
| KEY                       |      | SFR                                                                    |         |         |         |        |        |        |        |        |        |        |        |               |               |         |        |        |        |
| An increase of 3% or more |      | DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES |         |         |         |        |        |        |        |        |        |        |        | TOTAL         | % Change      |         |        |        |        |
| Less than 3% change       |      | Q1                                                                     |         |         | Q2      |        |        | Q3     |        |        | Q4     |        |        |               |               | Q1      | Q2     | Q3     | Q4     |
| A Fall of 3% or more      |      | JAN                                                                    | FEB     | MAR     | APR     | MAY    | JUN    | JUL    | AUG    | SEP    | OCT    | NOV    | DEC    |               |               |         |        |        |        |
| % Change 2010 to 2021     |      | -100.0%                                                                | -100.0% | -100.0% | -100.0% | -89.9% | -89.9% | -49.4% | -49.4% | -49.4% | -50.9% | -50.9% | -50.9% | -74.1%        | Annual Change |         | -94.6% | -49.4% | -50.9% |
| % Change 2020 to 2021     |      | -100.0%                                                                | -100.0% | -100.0% |         |        |        | 266.4% | 304.4% |        |        |        |        | 6.0%          |               |         |        | 387.0% |        |
| Average Annual Change     |      | -9.1%                                                                  | -9.1%   | -9.1%   | -9.1%   | -8.2%  | -8.2%  | -4.5%  | -4.5%  | -4.5%  | -4.6%  | -4.6%  | -4.6%  | -6.7%         |               |         | -8.6%  | -4.5%  | -4.6%  |
| 2010                      | FTEs | 245                                                                    | 82      | 94      | 224     | 144    | 111    | 180    | 190    | 98     | 98     | 76     | 221    | 147           |               | 141     | 160    | 156    | 132    |
| 2011                      | FTEs | 239                                                                    | 80      | 91      | 218     | 140    | 108    | 175    | 186    | 96     | 96     | 74     | 216    | 143           | -2.5%         | 137     | 155    | 152    | 129    |
| 2012                      | FTEs | 248                                                                    | 83      | 95      | 227     | 146    | 112    | 182    | 193    | 99     | 99     | 77     | 224    | 149           | 3.9%          | 142     | 162    | 158    | 133    |
| 2013                      | FTEs | 249                                                                    | 84      | 95      | 227     | 146    | 113    | 183    | 193    | 100    | 100    | 78     | 225    | 149           | 0.3%          | 143     | 162    | 159    | 134    |
| 2014                      | FTEs | 233                                                                    | 78      | 89      | 212     | 137    | 105    | 171    | 181    | 93     | 93     | 72     | 210    | 140           | -6.5%         | 133     | 151    | 148    | 125    |
| 2015                      | FTEs | 243                                                                    | 82      | 93      | 222     | 143    | 110    | 178    | 189    | 97     | 97     | 76     | 219    | 146           | 4.5%          | 139     | 158    | 155    | 131    |
| 2016                      | FTEs | 244                                                                    | 82      | 93      | 222     | 143    | 110    | 179    | 189    | 97     | 97     | 76     | 220    | 146           | 0.1%          | 140     | 158    | 155    | 131    |
| 2017                      | FTEs | 238                                                                    | 80      | 91      | 217     | 140    | 108    | 175    | 185    | 95     | 95     | 74     | 215    | 143           | -2.3%         | 136     | 155    | 152    | 128    |
| 2018                      | FTEs | 235                                                                    | 79      | 90      | 214     | 138    | 106    | 172    | 182    | 94     | 94     | 73     | 212    | 141           | -1.4%         | 134     | 153    | 149    | 126    |
| 2019                      | FTEs | 241                                                                    | 81      | 92      | 220     | 141    | 109    | 177    | 187    | 96     | 96     | 75     | 217    | 144           | 2.7%          | 138     | 157    | 153    | 130    |
| 2020                      | FTEs | 248                                                                    | 83      | 52      | -       | -      | -      | 25     | 24     | -      | -      | -      | -      | 36            | -75.1%        | 128     |        | 16     |        |
| 2021                      | FTEs | -                                                                      | -       | -       | -       | 15     | 11     | 91     | 96     | 50     | 48     | 38     | 109    | 38            | 6.0%          |         | 9      | 79     | 65     |

| EMPLOYMENT                |      | SHARE OF MARKET |        |        |        |        |        |        |        |        |        |        |        |
|---------------------------|------|-----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|                           |      | 2010            | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017   | 2018   | 2019   | 2020   | 2021   |
| SFR                       | FTEs | 147             | 143    | 149    | 149    | 140    | 146    | 146    | 143    | 141    | 144    | 36     | 38     |
| Total Employment          | FTEs | 12,169          | 11,869 | 11,628 | 12,056 | 11,313 | 12,060 | 11,942 | 12,028 | 11,989 | 12,617 | 5,493  | 8,783  |
| Share of Total            | %    | 1.2%            | 1.2%   | 1.3%   | 1.2%   | 1.2%   | 1.2%   | 1.2%   | 1.2%   | 1.2%   | 1.1%   | 0.7%   | 0.4%   |
| Annual Change in Share    | %    |                 | -0.1%  | 6.0%   | -3.3%  | -0.4%  | -1.9%  | 1.1%   | -3.0%  | -1.1%  | -2.4%  | -42.8% | -33.7% |
| Change in Share from 2010 | %    |                 | -0.1%  | 6.0%   | 2.5%   | 2.1%   | 0.1%   | 1.2%   | -1.8%  | -2.9%  | -5.2%  | -45.8% | -64.1% |
| Avg Ann. Change in Share  | %    |                 | -0.1%  | 3.0%   | 0.8%   | 0.5%   | 0.0%   | 0.2%   | -0.3%  | -0.4%  | -0.6%  | -4.6%  | -5.8%  |



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Report Prepared by: Cathy James. Date of Issue: 04/08/22

STEAM FINAL TREND REPORT FOR 2010-2021

CONWY COUNTY BOROUGH COUNCIL

2010 to 2021

STAYING VISITOR

DIRECT EMPLOYMENT

| EMPLOYMENT BY:            | MONTH AND QUARTER                                                      |         |        |        |        |        |        |        |        |       |       |        | CALENDAR YEAR | QUARTER       |         |        |        |        |       |
|---------------------------|------------------------------------------------------------------------|---------|--------|--------|--------|--------|--------|--------|--------|-------|-------|--------|---------------|---------------|---------|--------|--------|--------|-------|
| KEY                       | STAYING VISITOR                                                        |         |        |        |        |        |        |        |        |       |       |        |               |               |         |        |        |        |       |
| An increase of 3% or more | DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES |         |        |        |        |        |        |        |        |       |       |        | TOTAL         | % Change      | QUARTER |        |        |        |       |
| Less than 3% change       | Q1                                                                     |         |        | Q2     |        |        | Q3     |        |        | Q4    |       |        |               |               |         |        |        |        |       |
| A Fall of 3% or more      | JAN                                                                    | FEB     | MAR    | APR    | MAY    | JUN    | JUL    | AUG    | SEP    | OCT   | NOV   | DEC    |               |               | Q1      | Q2     | Q3     | Q4     |       |
| % Change 2010 to 2021     | -100.0%                                                                | -100.0% | -89.9% | -54.2% | -47.1% | -24.7% | -16.7% | -9.2%  | -5.0%  | 11.8% | -9.8% | 1.8%   | -30.0%        |               | -95.4%  | -41.4% | -10.5% | 2.9%   |       |
| % Change 2020 to 2021     | -100.0%                                                                | -100.0% | -86.4% |        |        |        | 181.9% | 9.1%   | 1.3%   |       | 87.0% | 122.0% | 58.2%         | Annual Change | -95.2%  |        | 31.4%  | 305.9% |       |
| Average Annual Change     | -9.1%                                                                  | -9.1%   | -8.2%  | -4.9%  | -4.3%  | -2.2%  | -1.5%  | -0.8%  | -0.5%  | 1.1%  | -0.9% | 0.2%   | -2.7%         |               | -8.7%   | -3.8%  | -1.0%  | 0.3%   |       |
| 2010                      | FTEs                                                                   | 3,300   | 3,622  | 5,870  | 7,630  | 8,370  | 8,587  | 10,238 | 10,923 | 8,955 | 7,443 | 4,897  | 3,743         | 6,965         |         | 4,264  | 8,195  | 10,039 | 5,361 |
| 2011                      | FTEs                                                                   | 3,320   | 3,676  | 6,006  | 8,135  | 8,621  | 8,681  | 9,911  | 10,449 | 8,521 | 7,444 | 5,074  | 3,744         | 6,965         | 0.0%    | 4,334  | 8,479  | 9,627  | 5,421 |
| 2012                      | FTEs                                                                   | 3,280   | 3,687  | 5,960  | 7,501  | 7,950  | 8,524  | 9,447  | 10,175 | 8,285 | 7,503 | 5,167  | 3,907         | 6,782         | -2.6%   | 4,309  | 7,992  | 9,302  | 5,526 |
| 2013                      | FTEs                                                                   | 3,405   | 3,928  | 6,331  | 7,315  | 8,388  | 8,761  | 9,753  | 10,772 | 8,236 | 7,129 | 5,235  | 3,953         | 6,934         | 2.2%    | 4,555  | 8,155  | 9,587  | 5,439 |
| 2014                      | FTEs                                                                   | 3,432   | 3,838  | 6,121  | 7,134  | 8,290  | 7,930  | 9,113  | 10,299 | 7,867 | 6,725 | 5,079  | 3,804         | 6,636         | -4.3%   | 4,464  | 7,785  | 9,093  | 5,203 |
| 2015                      | FTEs                                                                   | 3,480   | 3,885  | 6,263  | 7,505  | 8,728  | 8,274  | 9,886  | 11,013 | 7,987 | 7,016 | 5,144  | 3,738         | 6,910         | 4.1%    | 4,543  | 8,169  | 9,629  | 5,299 |
| 2016                      | FTEs                                                                   | 3,535   | 3,729  | 6,449  | 7,477  | 7,756  | 8,827  | 9,823  | 10,107 | 7,792 | 6,653 | 5,040  | 3,949         | 6,761         | -2.1%   | 4,571  | 8,020  | 9,241  | 5,214 |
| 2017                      | FTEs                                                                   | 3,675   | 3,886  | 6,374  | 8,128  | 8,014  | 8,411  | 9,478  | 9,988  | 7,604 | 7,201 | 4,935  | 3,870         | 6,797         | 0.5%    | 4,645  | 8,184  | 9,024  | 5,335 |
| 2018                      | FTEs                                                                   | 3,588   | 3,864  | 6,370  | 7,661  | 8,300  | 8,408  | 9,448  | 10,095 | 7,615 | 7,161 | 4,987  | 3,869         | 6,781         | -0.2%   | 4,608  | 8,123  | 9,053  | 5,339 |
| 2019                      | FTEs                                                                   | 4,042   | 3,835  | 6,398  | 7,975  | 8,518  | 8,445  | 9,529  | 9,934  | 7,897 | 7,470 | 5,100  | 4,039         | 6,932         | 2.2%    | 4,758  | 8,313  | 9,120  | 5,536 |
| 2020                      | FTEs                                                                   | 4,012   | 3,997  | 4,378  | -      | -      | -      | 3,025  | 9,090  | 8,397 | -     | 2,361  | 1,715         | 3,081         | -55.5%  | 4,129  |        | 6,837  | 1,359 |
| 2021                      | FTEs                                                                   | -       | -      | 594    | 3,496  | 4,430  | 6,469  | 8,527  | 9,914  | 8,510 | 8,322 | 4,415  | 3,809         | 4,874         | 58.2%   | 198    | 4,799  | 8,984  | 5,515 |

| EMPLOYMENT                |      |        |        |        |        |        |        |        |        |        |        |       | STAYING VISITOR                          |  |  |  |  |
|---------------------------|------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|------------------------------------------|--|--|--|--|
| SHARE OF MARKET           | 2010 | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017   | 2018   | 2019   | 2020   | 2021  | Employment (FTEs) and Share of Total (%) |  |  |  |  |
| Staying Visitor           | FTEs | 9,333  | 9,264  | 9,036  | 9,280  | 8,695  | 9,140  | 9,011  | 9,121  | 9,101  | 9,491  | 4,172 | 6,694                                    |  |  |  |  |
| Total Employment          | FTEs | 12,169 | 11,869 | 11,628 | 12,056 | 11,313 | 12,060 | 11,942 | 12,028 | 11,989 | 12,617 | 5,493 | 8,783                                    |  |  |  |  |
| Share of Total            | %    | 76.7%  | 78.1%  | 77.7%  | 77.0%  | 76.9%  | 75.8%  | 75.5%  | 75.8%  | 75.9%  | 75.2%  | 76.0% | 76.2%                                    |  |  |  |  |
| Annual Change in Share    | %    |        | 1.8%   | -0.4%  | -0.9%  | -0.2%  | -1.4%  | -0.4%  | 0.5%   | 0.1%   | -0.9%  | 1.0%  | 0.3%                                     |  |  |  |  |
| Change in Share from 2010 | %    |        | 1.8%   | 1.3%   | 0.4%   | 0.2%   | -1.2%  | -1.6%  | -1.1%  | -1.0%  | -1.9%  | -1.0% | -0.6%                                    |  |  |  |  |
| Avg Ann. Change in Share  | %    |        | 1.8%   | 0.7%   | 0.1%   | 0.1%   | -0.2%  | -0.3%  | -0.2%  | -0.1%  | -0.2%  | -0.1% | -0.1%                                    |  |  |  |  |

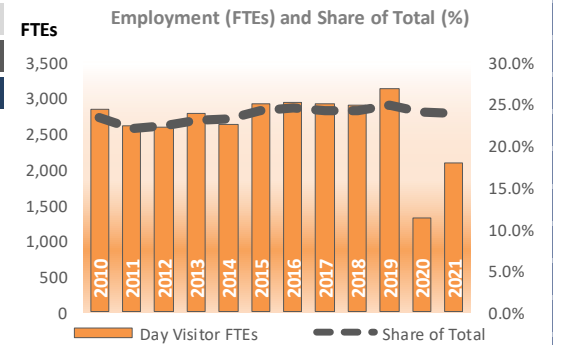
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Report Prepared by: Cathy James. Date of Issue: 04/08/22

STEAM FINAL TREND REPORT FOR 2010-2021  
 CONWY COUNTY BOROUGH COUNCIL

| EMPLOYMENT BY:                                                         |      |     |       |       |       |       |       |       |       |       |       |     | 2010 to 2021  |        | DAY VISITOR |       | DIRECT EMPLOYMENT |       |          |  |    |  |
|------------------------------------------------------------------------|------|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----|---------------|--------|-------------|-------|-------------------|-------|----------|--|----|--|
| MONTH AND QUARTER                                                      |      |     |       |       |       |       |       |       |       |       |       |     | CALENDAR YEAR |        | QUARTER     |       |                   |       |          |  |    |  |
| KEY                                                                    |      |     |       |       |       |       |       |       |       |       |       |     | TOTAL         |        |             |       |                   |       | % Change |  |    |  |
| DAY VISITOR                                                            |      |     |       |       |       |       |       |       |       |       |       |     | Annual Change |        | Q1          |       | Q2                |       | Q3       |  | Q4 |  |
| DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES |      |     |       |       |       |       |       |       |       |       |       |     | Annual Change |        | Q1          |       | Q2                |       | Q3       |  | Q4 |  |
| Less than 3% change                                                    |      |     |       |       |       |       |       |       |       |       |       |     | Annual Change |        | Q1          |       | Q2                |       | Q3       |  | Q4 |  |
| A Fall of 3% or more                                                   |      |     |       |       |       |       |       |       |       |       |       |     | Annual Change |        | Q1          |       | Q2                |       | Q3       |  | Q4 |  |
| Q1                                                                     |      |     |       |       |       |       |       |       |       |       |       |     | Annual Change |        | Q1          |       | Q2                |       | Q3       |  | Q4 |  |
| Q2                                                                     |      |     |       |       |       |       |       |       |       |       |       |     | Annual Change |        | Q1          |       | Q2                |       | Q3       |  | Q4 |  |
| Q3                                                                     |      |     |       |       |       |       |       |       |       |       |       |     | Annual Change |        | Q1          |       | Q2                |       | Q3       |  | Q4 |  |
| Q4                                                                     |      |     |       |       |       |       |       |       |       |       |       |     | Annual Change |        | Q1          |       | Q2                |       | Q3       |  | Q4 |  |
| JAN                                                                    |      |     |       |       |       |       |       |       |       |       |       |     | Annual Change |        | Q1          |       | Q2                |       | Q3       |  | Q4 |  |
| FEB                                                                    |      |     |       |       |       |       |       |       |       |       |       |     | Annual Change |        | Q1          |       | Q2                |       | Q3       |  | Q4 |  |
| MAR                                                                    |      |     |       |       |       |       |       |       |       |       |       |     | Annual Change |        | Q1          |       | Q2                |       | Q3       |  | Q4 |  |
| APR                                                                    |      |     |       |       |       |       |       |       |       |       |       |     | Annual Change |        | Q1          |       | Q2                |       | Q3       |  | Q4 |  |
| MAY                                                                    |      |     |       |       |       |       |       |       |       |       |       |     | Annual Change |        | Q1          |       | Q2                |       | Q3       |  | Q4 |  |
| JUN                                                                    |      |     |       |       |       |       |       |       |       |       |       |     | Annual Change |        | Q1          |       | Q2                |       | Q3       |  | Q4 |  |
| JUL                                                                    |      |     |       |       |       |       |       |       |       |       |       |     | Annual Change |        | Q1          |       | Q2                |       | Q3       |  | Q4 |  |
| AUG                                                                    |      |     |       |       |       |       |       |       |       |       |       |     | Annual Change |        | Q1          |       | Q2                |       | Q3       |  | Q4 |  |
| SEP                                                                    |      |     |       |       |       |       |       |       |       |       |       |     | Annual Change |        | Q1          |       | Q2                |       | Q3       |  | Q4 |  |
| OCT                                                                    |      |     |       |       |       |       |       |       |       |       |       |     | Annual Change |        | Q1          |       | Q2                |       | Q3       |  | Q4 |  |
| NOV                                                                    |      |     |       |       |       |       |       |       |       |       |       |     | Annual Change |        | Q1          |       | Q2                |       | Q3       |  | Q4 |  |
| DEC                                                                    |      |     |       |       |       |       |       |       |       |       |       |     | Annual Change |        | Q1          |       | Q2                |       | Q3       |  | Q4 |  |
| % Change 2010 to 2021                                                  |      |     |       |       |       |       |       |       |       |       |       |     | -26.3%        | -87.3% | -69.5%      | 15.0% | 3.3%              |       |          |  |    |  |
| % Change 2020 to 2021                                                  |      |     |       |       |       |       |       |       |       |       |       |     | 58.1%         | -87.9% | 1465.4%     | 56.4% | 315.8%            |       |          |  |    |  |
| Average Annual Change                                                  |      |     |       |       |       |       |       |       |       |       |       |     | -2.4%         | -7.9%  | -6.3%       | 1.4%  | 0.3%              |       |          |  |    |  |
| 2010                                                                   | FTEs | 404 | 1,603 | 1,207 | 4,503 | 3,928 | 3,951 | 5,316 | 6,858 | 3,545 | 2,223 | 365 | 117           | 2,835  | 1,072       | 4,128 | 5,240             | 902   |          |  |    |  |
| 2011                                                                   | FTEs | 377 | 1,547 | 1,132 | 4,246 | 3,450 | 3,589 | 4,477 | 6,049 | 3,413 | 2,255 | 548 | 175           | 2,605  | -8.1%       | 1,019 | 3,761             | 4,647 | 993      |  |    |  |
| 2012                                                                   | FTEs | 330 | 1,656 | 1,592 | 3,832 | 3,566 | 3,237 | 4,811 | 5,720 | 3,586 | 2,044 | 512 | 217           | 2,592  | -0.5%       | 1,193 | 3,545             | 4,705 | 924      |  |    |  |
| 2013                                                                   | FTEs | 295 | 1,358 | 1,407 | 3,527 | 4,974 | 3,508 | 5,600 | 6,551 | 3,486 | 1,876 | 539 | 188           | 2,776  | 7.1%        | 1,020 | 4,003             | 5,212 | 868      |  |    |  |
| 2014                                                                   | FTEs | 283 | 1,280 | 1,362 | 3,764 | 4,293 | 3,148 | 4,988 | 6,420 | 3,437 | 1,807 | 469 | 163           | 2,618  | -5.7%       | 975   | 3,735             | 4,948 | 813      |  |    |  |
| 2015                                                                   | FTEs | 316 | 1,477 | 1,500 | 4,104 | 4,715 | 3,469 | 5,700 | 7,165 | 3,889 | 2,010 | 517 | 183           | 2,920  | 11.6%       | 1,098 | 4,096             | 5,585 | 903      |  |    |  |
| 2016                                                                   | FTEs | 320 | 1,491 | 1,850 | 3,412 | 4,282 | 3,866 | 5,646 | 7,535 | 3,908 | 2,103 | 555 | 211           | 2,932  | 0.4%        | 1,220 | 3,853             | 5,696 | 956      |  |    |  |
| 2017                                                                   | FTEs | 309 | 1,525 | 1,227 | 4,330 | 4,218 | 3,701 | 5,762 | 7,206 | 3,916 | 1,789 | 672 | 218           | 2,906  | -0.9%       | 1,020 | 4,083             | 5,628 | 893      |  |    |  |
| 2018                                                                   | FTEs | 314 | 1,657 | 1,210 | 3,775 | 4,191 | 4,250 | 5,649 | 6,837 | 4,025 | 1,896 | 632 | 216           | 2,888  | -0.6%       | 1,060 | 4,072             | 5,504 | 915      |  |    |  |
| 2019                                                                   | FTEs | 359 | 1,970 | 1,327 | 4,457 | 4,436 | 4,093 | 6,038 | 7,619 | 4,100 | 2,107 | 753 | 254           | 3,126  | 8.3%        | 1,218 | 4,329             | 5,919 | 1,038    |  |    |  |
| 2020                                                                   | FTEs | 375 | 1,969 | 1,030 | -     | -     | 241   | 2,733 | 5,396 | 3,433 | 99    | 435 | 138           | 1,321  | -57.8%      | 1,125 | 80                | 3,854 | 224      |  |    |  |
| 2021                                                                   | FTEs | -   | -     | 407   | -     | -     | 3,780 | 5,941 | 8,056 | 4,086 | 1,952 | 647 | 195           | 2,089  | 58.1%       | 136   | 1,260             | 6,028 | 931      |  |    |  |

| EMPLOYMENT                |  |  |  |  |  |  |  |  |  |  |  |  | DAY VISITOR |        |                                          |        |        |        |        |        |        |        |       |       |
|---------------------------|--|--|--|--|--|--|--|--|--|--|--|--|-------------|--------|------------------------------------------|--------|--------|--------|--------|--------|--------|--------|-------|-------|
| SHARE OF MARKET           |  |  |  |  |  |  |  |  |  |  |  |  | FTEs        |        | Employment (FTEs) and Share of Total (%) |        |        |        |        |        |        |        |       |       |
| 2010                      |  |  |  |  |  |  |  |  |  |  |  |  | FTEs        |        | Employment (FTEs) and Share of Total (%) |        |        |        |        |        |        |        |       |       |
| 2011                      |  |  |  |  |  |  |  |  |  |  |  |  | FTEs        |        | Employment (FTEs) and Share of Total (%) |        |        |        |        |        |        |        |       |       |
| 2012                      |  |  |  |  |  |  |  |  |  |  |  |  | FTEs        |        | Employment (FTEs) and Share of Total (%) |        |        |        |        |        |        |        |       |       |
| 2013                      |  |  |  |  |  |  |  |  |  |  |  |  | FTEs        |        | Employment (FTEs) and Share of Total (%) |        |        |        |        |        |        |        |       |       |
| 2014                      |  |  |  |  |  |  |  |  |  |  |  |  | FTEs        |        | Employment (FTEs) and Share of Total (%) |        |        |        |        |        |        |        |       |       |
| 2015                      |  |  |  |  |  |  |  |  |  |  |  |  | FTEs        |        | Employment (FTEs) and Share of Total (%) |        |        |        |        |        |        |        |       |       |
| 2016                      |  |  |  |  |  |  |  |  |  |  |  |  | FTEs        |        | Employment (FTEs) and Share of Total (%) |        |        |        |        |        |        |        |       |       |
| 2017                      |  |  |  |  |  |  |  |  |  |  |  |  | FTEs        |        | Employment (FTEs) and Share of Total (%) |        |        |        |        |        |        |        |       |       |
| 2018                      |  |  |  |  |  |  |  |  |  |  |  |  | FTEs        |        | Employment (FTEs) and Share of Total (%) |        |        |        |        |        |        |        |       |       |
| 2019                      |  |  |  |  |  |  |  |  |  |  |  |  | FTEs        |        | Employment (FTEs) and Share of Total (%) |        |        |        |        |        |        |        |       |       |
| 2020                      |  |  |  |  |  |  |  |  |  |  |  |  | FTEs        |        | Employment (FTEs) and Share of Total (%) |        |        |        |        |        |        |        |       |       |
| 2021                      |  |  |  |  |  |  |  |  |  |  |  |  | FTEs        |        | Employment (FTEs) and Share of Total (%) |        |        |        |        |        |        |        |       |       |
| Day Visitor               |  |  |  |  |  |  |  |  |  |  |  |  | 2,835       | 2,605  | 2,592                                    | 2,776  | 2,618  | 2,920  | 2,932  | 2,906  | 2,888  | 3,126  | 1,321 | 2,089 |
| Total Employment          |  |  |  |  |  |  |  |  |  |  |  |  | 12,169      | 11,869 | 11,628                                   | 12,056 | 11,313 | 12,060 | 11,942 | 12,028 | 11,989 | 12,617 | 5,493 | 8,783 |
| Share of Total            |  |  |  |  |  |  |  |  |  |  |  |  | 23.3%       | 21.9%  | 22.3%                                    | 23.0%  | 23.1%  | 24.2%  | 24.5%  | 24.2%  | 24.1%  | 24.8%  | 24.0% | 23.8% |
| Annual Change in Share    |  |  |  |  |  |  |  |  |  |  |  |  | -5.8%       | 1.6%   | 3.3%                                     | 0.5%   | 4.6%   | 1.4%   | -1.6%  | -0.3%  | 2.9%   | -2.9%  | -1.1% |       |
| Change in Share from 2010 |  |  |  |  |  |  |  |  |  |  |  |  | -5.8%       | -4.3%  | -1.2%                                    | -0.7%  | 3.9%   | 5.4%   | 3.7%   | 3.4%   | 6.3%   | 3.2%   | 2.1%  |       |
| Avg Ann. Change in Share  |  |  |  |  |  |  |  |  |  |  |  |  | -5.8%       | -2.2%  | -0.4%                                    | -0.2%  | 0.8%   | 0.9%   | 0.5%   | 0.4%   | 0.7%   | 0.3%   | 0.2%  |       |



**STEAM FINAL TREND REPORT FOR 2010-2021  
CONWY COUNTY BOROUGH COUNCIL**

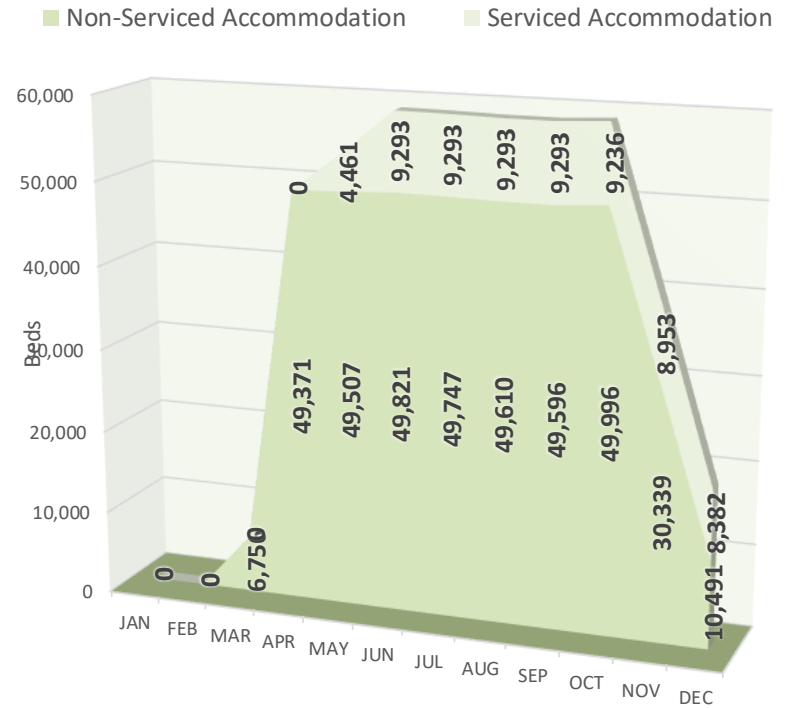
**2021**

**STAYING VISITORS**

**ACCOMMODATION SUPPLY  
DISTRIBUTION BY TYPE**

| SERVICED ACCOMMODATION<br>2021      | 2021       |              | Change on 2020 |             | Change on 2010 |               |
|-------------------------------------|------------|--------------|----------------|-------------|----------------|---------------|
|                                     | Est.       | Beds         | Est.           | Beds        | Est.           | Beds          |
| <b>Serviced Accommodation Total</b> | <b>317</b> | <b>9,293</b> | <b>+31</b>     | <b>+904</b> | <b>-92</b>     | <b>-2,392</b> |
| +50 room hotels                     | 22         | 3,535        | +2             | +304        | -4             | -408          |
| 10-50 room hotels                   | 68         | 3,022        | +6             | +283        | -36            | -1,370        |
| <10 room hotels/others              | 227        | 2,736        | +23            | +317        | -52            | -614          |

**SEASONAL AVAILABILITY OF BED SUPPLY  
2021**



| NON-SERVICED ACCOMMODATION<br>2021      | 2021       |               | Change on 2020 |               | Change on 2010 |             |
|-----------------------------------------|------------|---------------|----------------|---------------|----------------|-------------|
|                                         | Est.       | Beds          | Est.           | Beds          | Est.           | Beds        |
| <b>Non-Serviced Accommodation Total</b> | <b>916</b> | <b>50,187</b> | <b>+10</b>     | <b>+9,578</b> | <b>+262</b>    | <b>+842</b> |
| Self catering                           | 770        | 4,827         | +9             | +62           | +255           | +494        |
| Static caravans/chalets                 | 88         | 6,895         | +1             | +1,438        | -1             | -212        |
| Touring caravans/camping                | 58         | 7,113         | +1             | +1,480        | +8             | -1,602      |
| Not-for-hire static                     | 0          | 28,318        | 0              | +5,890        | 0              | -872        |
| Airbnb                                  | 0          | 3,034         | 0              | +708          |                |             |

| DISTRIBUTION BY TYPE OF ACCOMMODATION<br>2021 | 2021         |               | Change on 2020 |                | Change on 2010 |               |
|-----------------------------------------------|--------------|---------------|----------------|----------------|----------------|---------------|
|                                               | Est.         | Beds          | Est.           | Beds           | Est.           | Beds          |
| <b>All Paid Accommodation Total</b>           | <b>1,233</b> | <b>59,480</b> | <b>+41</b>     | <b>+10,482</b> | <b>+170</b>    | <b>-1,550</b> |
| Serviced Accommodation Share of Total         | 26%          | 16%           |                |                |                |               |
| Non-Serviced Accommodation Share of Total     | 74%          | 84%           |                |                |                |               |

| SEASONAL AVAILABILITY OF BED SUPPLY<br>2021 | 2021     |          |              |               |               |               |               |               |               |               |               |               |
|---------------------------------------------|----------|----------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                                             | JAN      | FEB      | MAR          | APR           | MAY           | JUN           | JUL           | AUG           | SEP           | OCT           | NOV           | DEC           |
| <b>All Paid Accommodation Total</b>         | <b>0</b> | <b>0</b> | <b>6,756</b> | <b>49,371</b> | <b>53,968</b> | <b>59,114</b> | <b>59,040</b> | <b>58,903</b> | <b>58,889</b> | <b>59,232</b> | <b>39,292</b> | <b>18,873</b> |
| Serviced Accommodation                      | 0        | 0        | 0            | 0             | 4,461         | 9,293         | 9,293         | 9,293         | 9,293         | 9,236         | 8,953         | 8,382         |
| Non-Serviced Accommodation                  | 0        | 0        | 6,756        | 49,371        | 49,507        | 49,821        | 49,747        | 49,610        | 49,596        | 49,996        | 30,339        | 10,491        |

## Report Sections With Historic Financial Data Indexed to 2021 Prices

|                  |                              |                       |                                   |
|------------------|------------------------------|-----------------------|-----------------------------------|
| <b>Sections:</b> | <i>Comparative Headlines</i> | <b>Visitor Types:</b> | <i>Total</i>                      |
|                  | <i>Key Measures</i>          |                       | <i>Serviced Accommodation</i>     |
|                  | <i>Economic Impact</i>       |                       | <i>Non-Serviced Accommodation</i> |
|                  | <i>Sectoral Analysis</i>     |                       | <i>SFR</i>                        |
|                  |                              |                       | <i>Staying Visitor</i>            |
|                  |                              |                       | <i>Day Visitor</i>                |

### **Indexation:** *Indexation to: 2021*

|             |             |
|-------------|-------------|
| <b>2010</b> | <i>1.35</i> |
| <b>2011</b> | <i>1.29</i> |
| <b>2012</b> | <i>1.24</i> |
| <b>2013</b> | <i>1.20</i> |
| <b>2014</b> | <i>1.17</i> |
| <b>2015</b> | <i>1.15</i> |
| <b>2016</b> | <i>1.14</i> |
| <b>2017</b> | <i>1.11</i> |
| <b>2018</b> | <i>1.07</i> |
| <b>2019</b> | <i>1.04</i> |
| <b>2020</b> | <i>1.01</i> |
| <b>2021</b> | <i>1.00</i> |

**STEAM FINAL TREND REPORT FOR 2010-2021**  
**CONWY COUNTY BOROUGH COUNCIL**

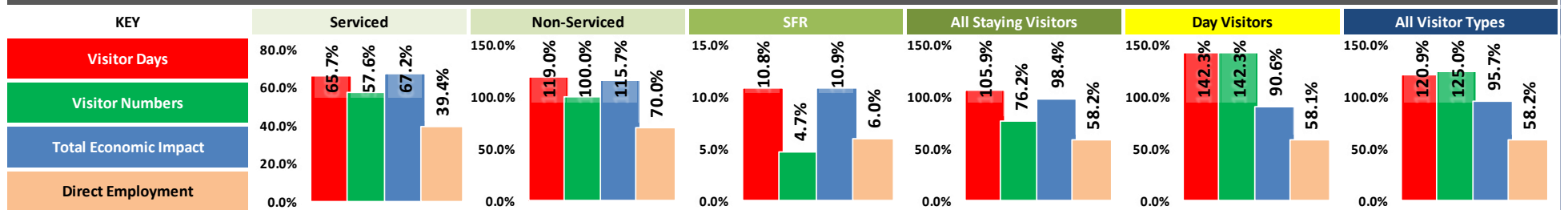
Comparing 2021 and 2020  
2020 in 2021 prices (1.014)

**COMPARATIVE HEADLINES**

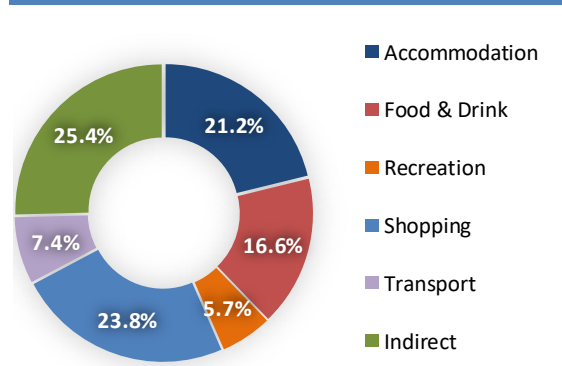
**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 & 2020 - INDEXED TO 2021**

| KEY                | Staying in Paid Accommodation |        |       |       |        |        |              |       |       |       |        |        | Staying with Friends and Relatives (SFR) |        |        | All Staying Visitors |        |        | Day Visitors |  |  | All Visitor Types |  |  |
|--------------------|-------------------------------|--------|-------|-------|--------|--------|--------------|-------|-------|-------|--------|--------|------------------------------------------|--------|--------|----------------------|--------|--------|--------------|--|--|-------------------|--|--|
|                    | Serviced                      |        |       |       |        |        | Non-Serviced |       |       |       |        |        |                                          |        |        |                      |        |        |              |  |  |                   |  |  |
|                    | 2021                          | 2020   | +/- % | 2021  | 2020   | +/- %  | 2021         | 2020  | +/- % | 2021  | 2020   | +/- %  | 2021                                     | 2020   | +/- %  | 2021                 | 2020   | +/- %  |              |  |  |                   |  |  |
| Visitor Days       | M                             | 1.162  | 0.701 | 65.7% | 6.303  | 2.878  | 119.0%       | 0.113 | 0.102 | 10.8% | 7.578  | 3.681  | 105.9%                                   | 6.263  | 2.585  | 142.3%               | 13.84  | 6.266  | 120.9%       |  |  |                   |  |  |
| Visitor Numbers    | M                             | 0.649  | 0.412 | 57.6% | 0.917  | 0.458  | 100.0%       | 0.047 | 0.045 | 4.7%  | 1.613  | 0.915  | 76.2%                                    | 6.263  | 2.585  | 142.3%               | 7.876  | 3.501  | 125.0%       |  |  |                   |  |  |
| Direct Expenditure | £M                            |        |       |       |        |        |              |       |       |       |        |        |                                          |        |        |                      | 551.64 | 281.93 | 95.7%        |  |  |                   |  |  |
| Economic Impact    | £M                            | 134.22 | 80.26 | 67.2% | 352.27 | 163.34 | 115.7%       | 4.111 | 3.709 | 10.9% | 490.60 | 247.31 | 98.4%                                    | 248.93 | 130.58 | 90.6%                | 739.53 | 377.89 | 95.7%        |  |  |                   |  |  |
| Direct Employment  | FTEs                          | 1,557  | 1,117 | 39.4% | 3,279  | 1,928  | 70.0%        | 38    | 36    | 6.0%  | 4,874  | 3,081  | 58.2%                                    | 2,089  | 1,321  | 58.1%                | 6,963  | 4,402  | 58.2%        |  |  |                   |  |  |
| Total Employment   | FTEs                          |        |       |       |        |        |              |       |       |       |        |        |                                          |        |        |                      | 8,783  | 5,493  | 59.9%        |  |  |                   |  |  |

**PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2021 & 2020 - INDEXED TO 2021**

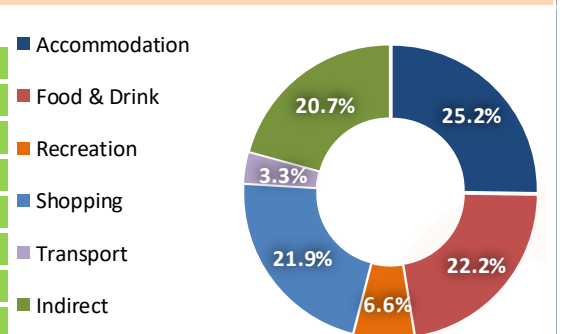


**Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2021**



| Sectors             | 2021          | 2020          | +/- %        |
|---------------------|---------------|---------------|--------------|
| Accommodation       | 156.53        | 84.33         | 85.6%        |
| Food & Drink        | 122.96        | 60.77         | 102.3%       |
| Recreation          | 41.86         | 18.94         | 121.1%       |
| Shopping            | 175.86        | 90.91         | 93.4%        |
| Transport           | 54.42         | 26.98         | 101.7%       |
| <b>TOTAL DIRECT</b> | <b>551.64</b> | <b>281.93</b> | <b>95.7%</b> |
| Indirect            | 187.89        | 95.96         | 95.8%        |
| <b>TOTAL</b>        | <b>739.53</b> | <b>377.89</b> | <b>95.7%</b> |

**Sectoral Distribution of Employment - FTEs**



STEAM FINAL TREND REPORT FOR 2010-2021  
CONWY COUNTY BOROUGH COUNCIL

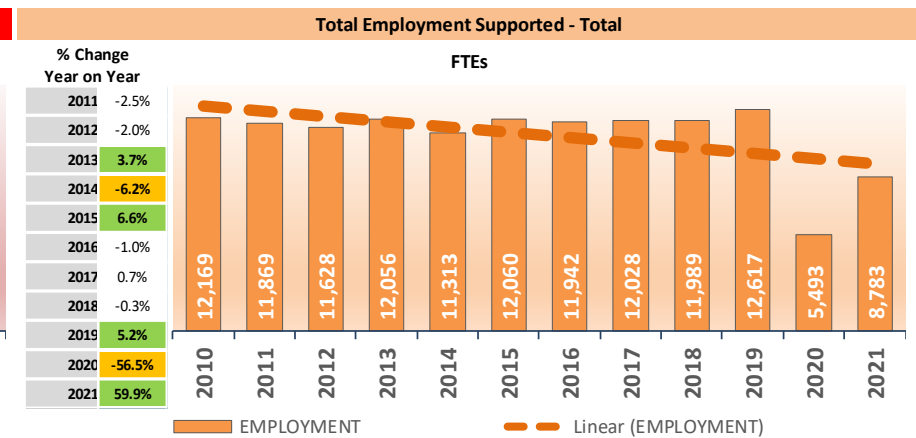
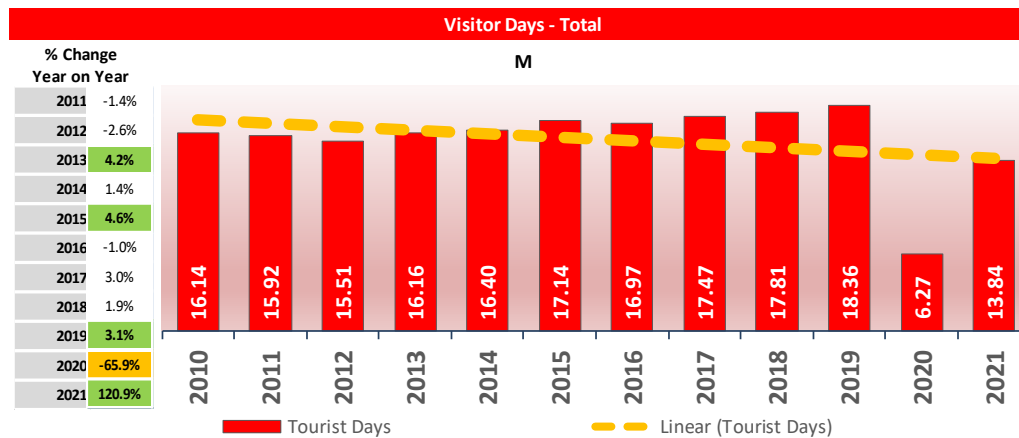
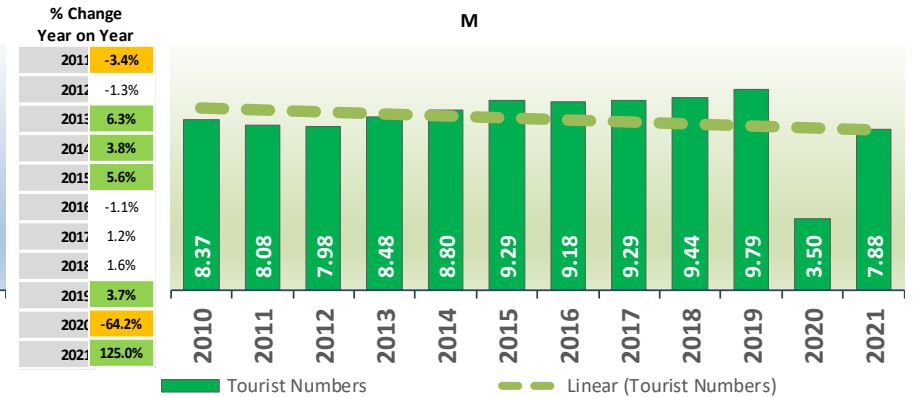
2010 to 2021  
2021 Prices

TOTAL

KEY MEASURES  
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total



| % Change from 2010        | 2010 | 2011  | 2012  | 2013  | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  | 2020   | 2021   |
|---------------------------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| Economic Impact - Indexed |      | -0.5% | -2.7% | 1.4%  | 3.2%  | 8.0%  | 7.0%  | 10.7% | 13.9% | 18.5% | -56.8% | -15.5% |
| Visitor Numbers           |      | -3.4% | -4.6% | 1.3%  | 5.2%  | 11.0% | 9.8%  | 11.0% | 12.9% | 17.0% | -58.2% | -5.9%  |
| Visitor Days              |      | -1.4% | -4.0% | 0.1%  | 1.6%  | 6.2%  | 5.1%  | 8.2%  | 10.3% | 13.7% | -61.2% | -14.3% |
| Total Employment          |      | -2.5% | -4.4% | -0.9% | -7.0% | -0.9% | -1.9% | -1.2% | -1.5% | 3.7%  | -54.9% | -27.8% |

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2010-2021  
CONWY COUNTY BOROUGH COUNCIL

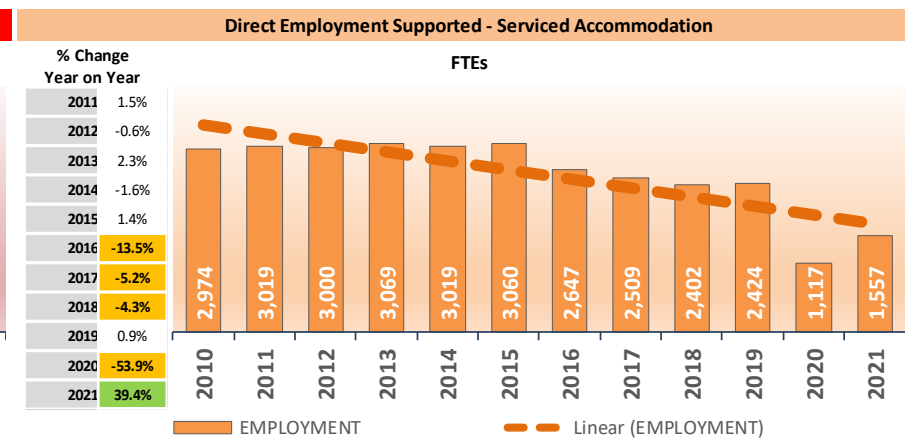
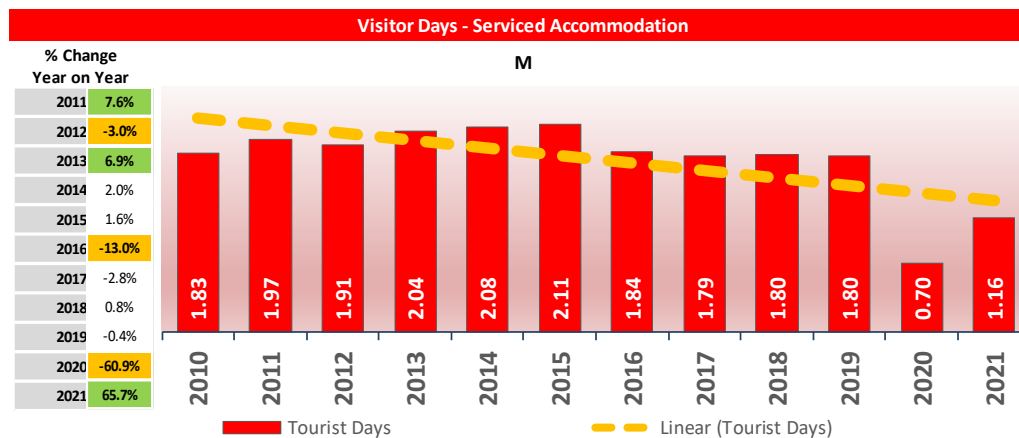
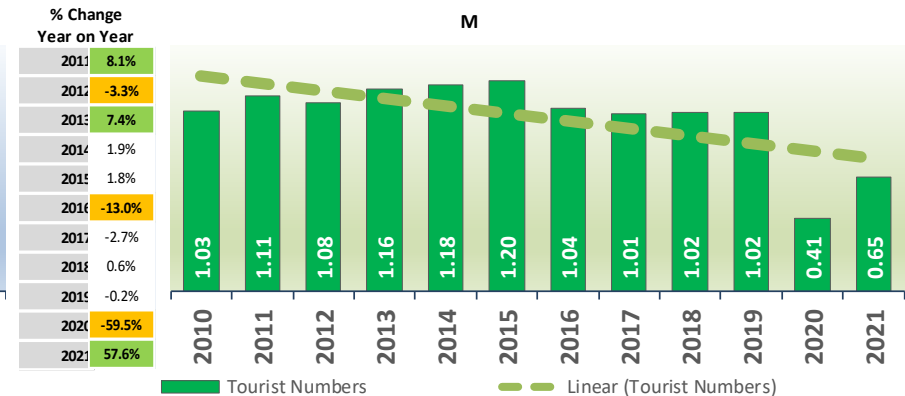
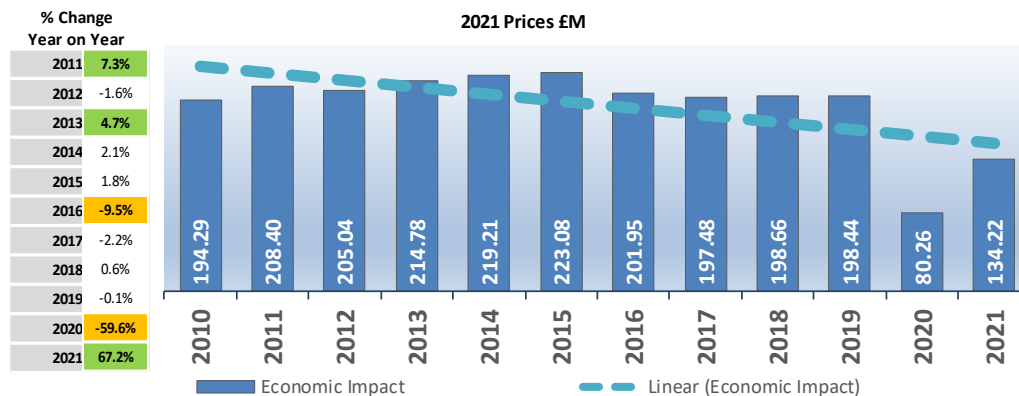
2010 to 2021  
2021 Prices

SERVICED  
ACCOMMODATION

KEY MEASURES  
Indexed

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



| % Change from 2010        | 2010 | 2011 | 2012 | 2013  | 2014  | 2015  | 2016   | 2017   | 2018   | 2019   | 2020   | 2021   |
|---------------------------|------|------|------|-------|-------|-------|--------|--------|--------|--------|--------|--------|
| Economic Impact - Indexed |      | 7.3% | 5.5% | 10.5% | 12.8% | 14.8% | 3.9%   | 1.6%   | 2.2%   | 2.1%   | -58.7% | -30.9% |
| Visitor Numbers           |      | 8.1% | 4.6% | 12.3% | 14.4% | 16.4% | 1.3%   | -1.5%  | -0.9%  | -1.1%  | -60.0% | -36.9% |
| Visitor Days              |      | 7.6% | 4.4% | 11.6% | 13.9% | 15.7% | 0.6%   | -2.2%  | -1.4%  | -1.7%  | -61.6% | -36.4% |
| Direct Employment         |      | 1.5% | 0.9% | 3.2%  | 1.5%  | 2.9%  | -11.0% | -15.6% | -19.2% | -18.5% | -62.5% | -47.7% |

"Linear" = Linear Trendline



STEAM FINAL TREND REPORT FOR 2010-2021  
CONWY COUNTY BOROUGH COUNCIL

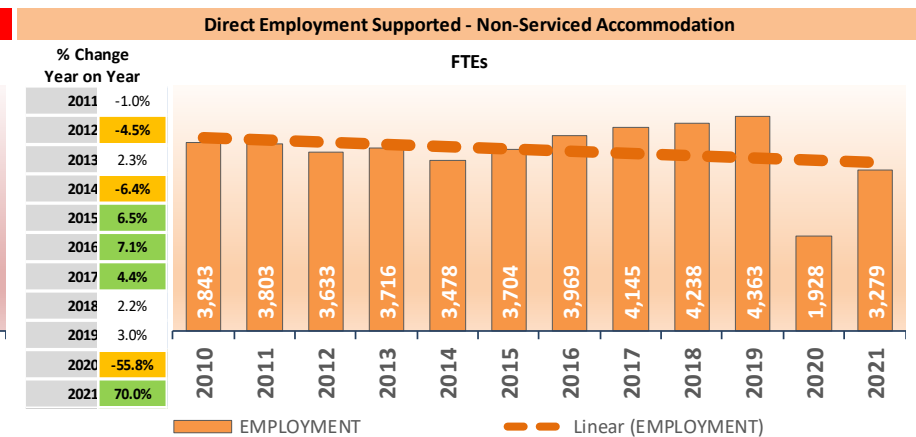
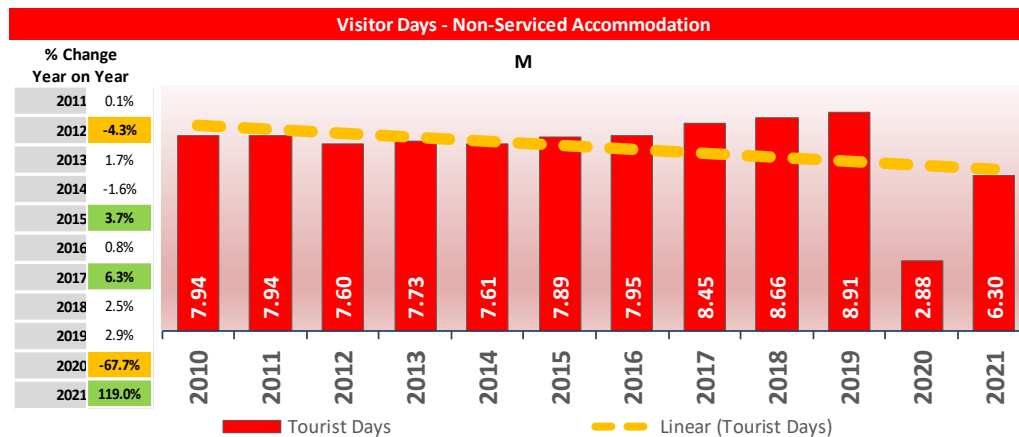
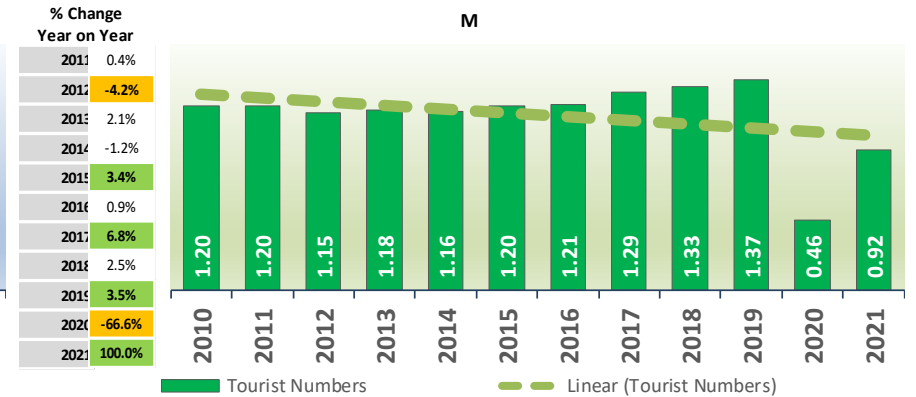
2010 to 2021  
2021 Prices

NON-SERVICED  
ACCOMMODATION

KEY MEASURES  
Indexed

Economic Impact - Indexed - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation



| % Change from 2010        | 2010  | 2011  | 2012  | 2013  | 2014  | 2015 | 2016  | 2017  | 2018  | 2019   | 2020   | 2021 |
|---------------------------|-------|-------|-------|-------|-------|------|-------|-------|-------|--------|--------|------|
| Economic Impact - Indexed | 0.1%  | -4.1% | -2.5% | -3.7% | 0.9%  | 3.8% | 13.0% | 19.0% | 25.7% | -55.0% | -3.0%  |      |
| Visitor Numbers           | 0.4%  | -3.8% | -1.8% | -3.0% | 0.3%  | 1.2% | 8.1%  | 10.9% | 14.8% | -61.7% | -23.4% |      |
| Visitor Days              | 0.1%  | -4.3% | -2.6% | -4.2% | -0.6% | 0.2% | 6.5%  | 9.1%  | 12.2% | -63.8% | -20.6% |      |
| Direct Employment         | -1.0% | -5.5% | -3.3% | -9.5% | -3.6% | 3.3% | 7.8%  | 10.3% | 13.5% | -49.8% | -14.7% |      |

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2010-2021  
CONWY COUNTY BOROUGH COUNCIL

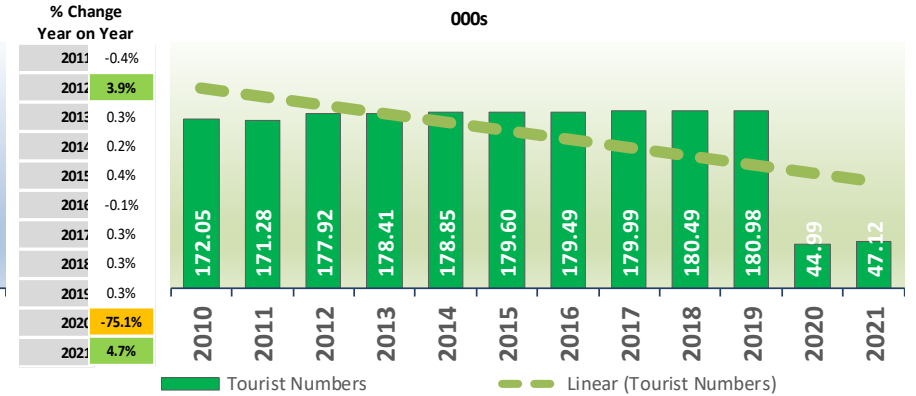
2010 to 2021  
2021 Prices

SFR

KEY MEASURES  
Indexed

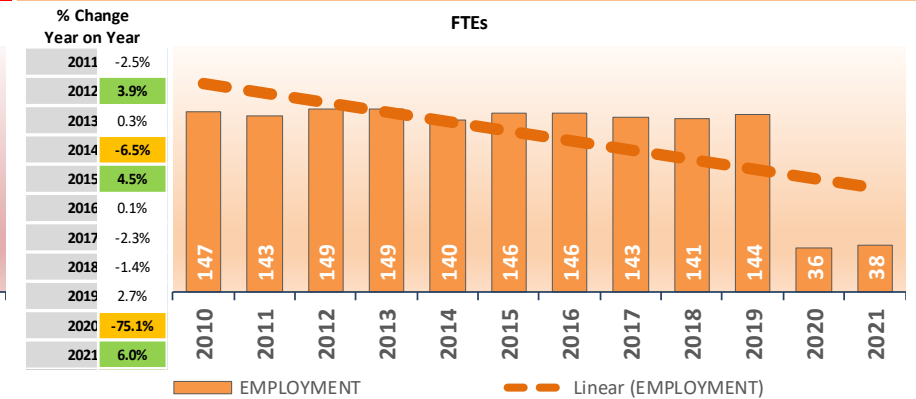
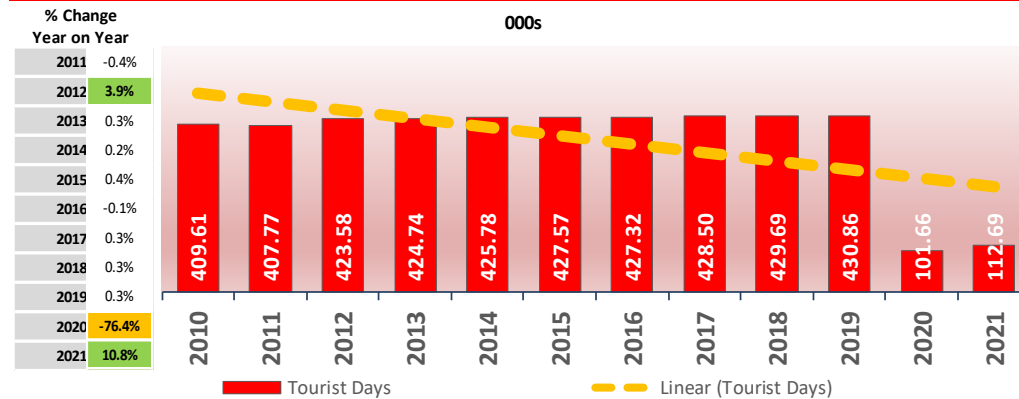
Economic Impact - Indexed - SFR

Visitor Numbers - SFR



Visitor Days - SFR

Direct Employment Supported - SFR



| % Change from 2010        | 2010 | 2011  | 2012 | 2013 | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  | 2020   | 2021   |
|---------------------------|------|-------|------|------|-------|-------|-------|-------|-------|-------|--------|--------|
| Economic Impact - Indexed |      | -0.4% | 3.4% | 3.7% | 4.0%  | 4.4%  | 4.3%  | 4.6%  | 4.9%  | 5.2%  | -75.2% | -72.5% |
| Visitor Numbers           |      | -0.4% | 3.4% | 3.7% | 3.9%  | 4.4%  | 4.3%  | 4.6%  | 4.9%  | 5.2%  | -73.8% | -72.6% |
| Visitor Days              |      | -0.4% | 3.4% | 3.7% | 3.9%  | 4.4%  | 4.3%  | 4.6%  | 4.9%  | 5.2%  | -75.2% | -72.5% |
| Direct Employment         |      | -2.5% | 1.3% | 1.5% | -5.1% | -0.8% | -0.6% | -2.9% | -4.3% | -1.7% | -75.5% | -74.1% |

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2010-2021  
CONWY COUNTY BOROUGH COUNCIL

2010 to 2021  
2021 Prices

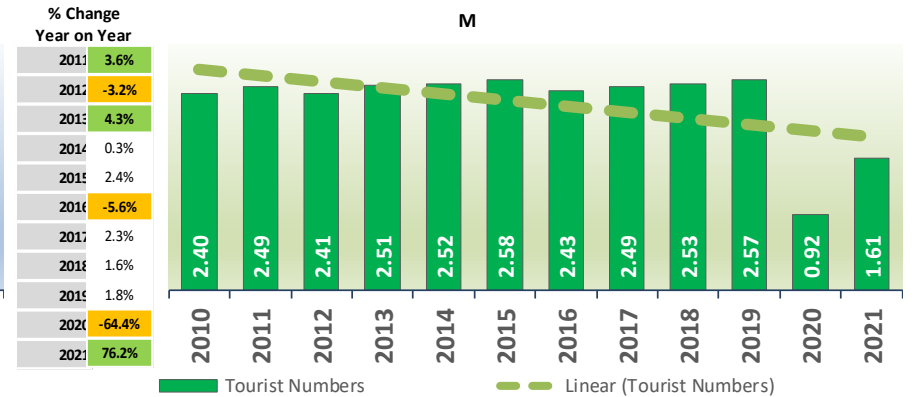
STAYING VISITOR

KEY MEASURES  
Indexed

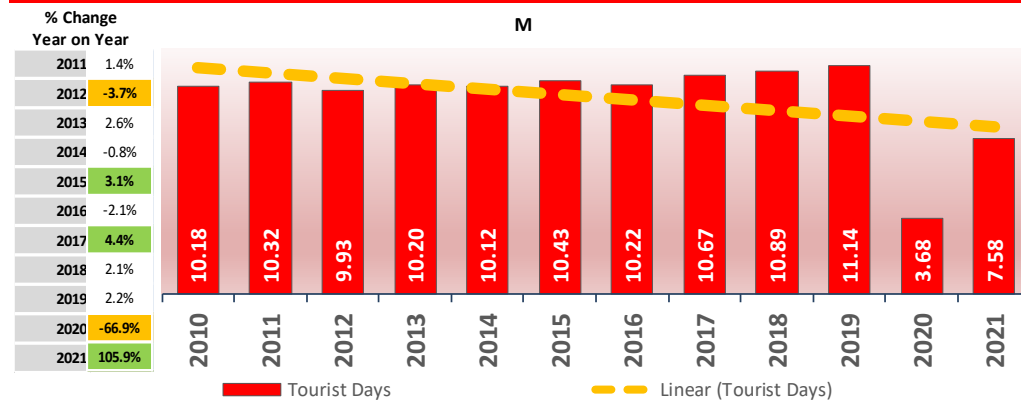
Economic Impact - Indexed - Staying Visitor



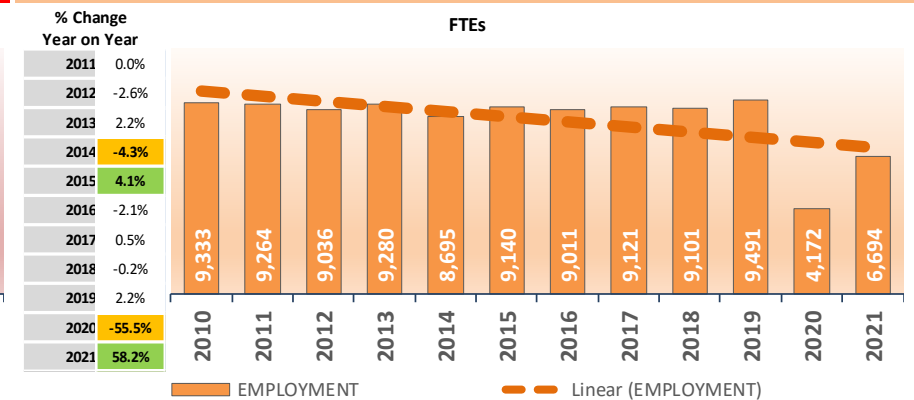
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



| % Change from 2010        | 2010 | 2011  | 2012  | 2013  | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  | 2020   | 2021   |
|---------------------------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| Economic Impact - Indexed |      | 2.5%  | -0.6% | 2.1%  | 2.1%  | 5.7%  | 3.8%  | 9.0%  | 12.9% | 17.2% | -56.8% | -14.3% |
| Visitor Numbers           |      | 3.6%  | 0.3%  | 4.6%  | 5.0%  | 7.5%  | 1.5%  | 3.8%  | 5.4%  | 7.3%  | -61.8% | -32.7% |
| Visitor Days              |      | 1.4%  | -2.4% | 0.2%  | -0.6% | 2.5%  | 0.4%  | 4.8%  | 7.0%  | 9.4%  | -63.8% | -25.5% |
| Direct Employment         |      | -0.7% | -3.2% | -0.6% | -6.8% | -2.1% | -3.5% | -2.3% | -2.5% | 1.7%  | -55.3% | -28.3% |

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2010-2021  
CONWY COUNTY BOROUGH COUNCIL

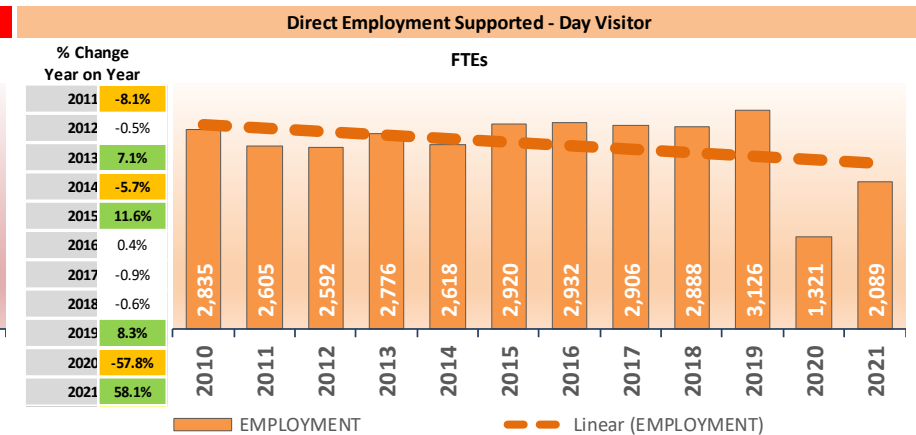
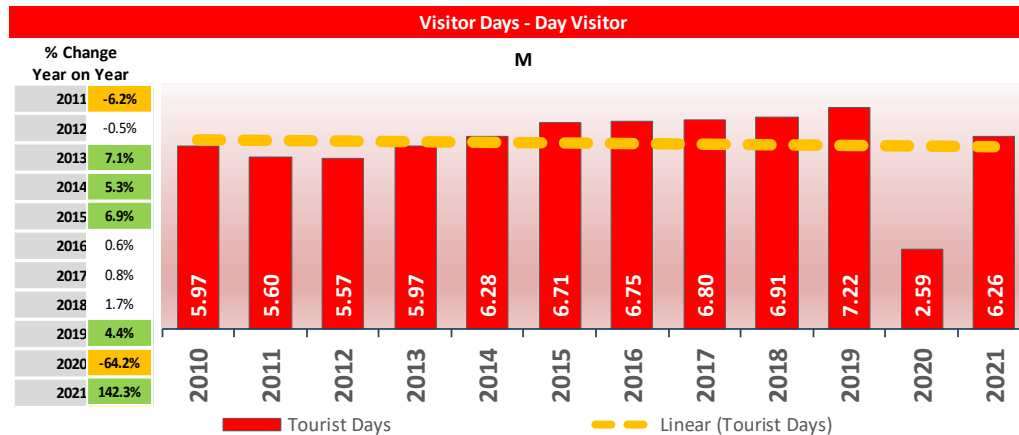
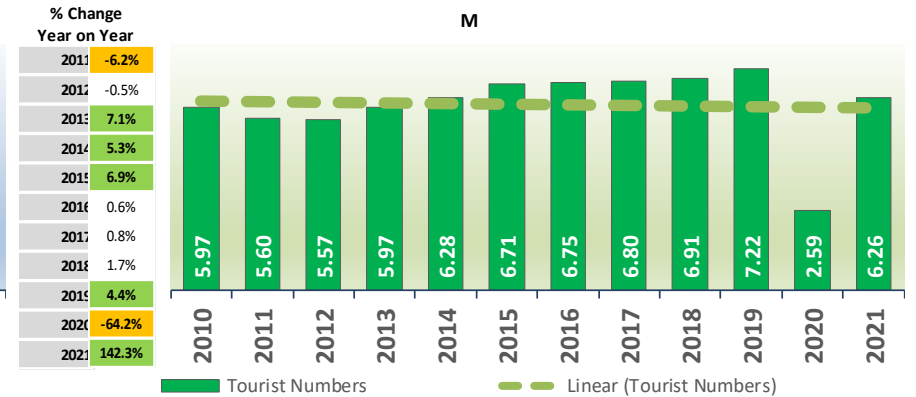
2010 to 2021  
2021 Prices

DAY VISITOR

KEY MEASURES  
Indexed

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor

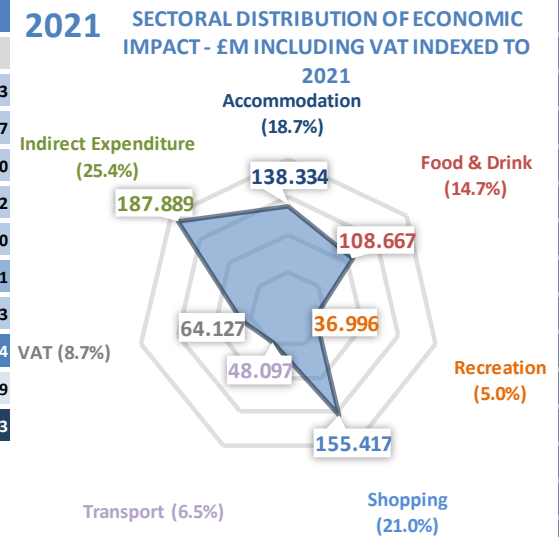


| % Change from 2010        | 2010 | 2011  | 2012  | 2013  | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  | 2020   | 2021   |
|---------------------------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| Economic Impact - Indexed | -    | -6.2% | -6.6% | 0.0%  | 5.2%  | 12.4% | 13.1% | 14.0% | 15.9% | 21.0% | -56.9% | -17.8% |
| Visitor Numbers           | -    | -6.2% | -6.6% | 0.0%  | 5.2%  | 12.4% | 13.1% | 14.0% | 15.9% | 21.0% | -56.7% | 5.0%   |
| Visitor Days              | -    | -6.2% | -6.6% | 0.0%  | 5.2%  | 12.4% | 13.1% | 14.0% | 15.9% | 21.0% | -56.7% | 5.0%   |
| Direct Employment         | -    | -8.1% | -8.6% | -2.1% | -7.7% | 3.0%  | 3.4%  | 2.5%  | 1.9%  | 10.3% | -53.4% | -26.3% |

"Linear" = Linear Trendline

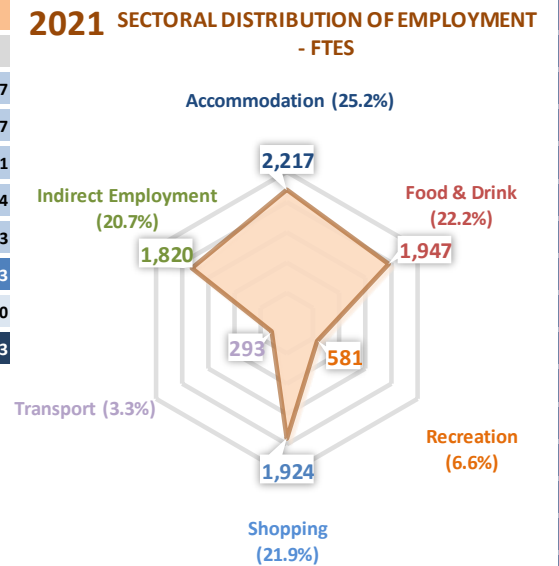
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2021

| SECTOR / YEAR        |    | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017   | 2018   | 2019     | 2020   | 2021   |
|----------------------|----|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------|--------|--------|
| Accommodation        | £M | 119.85 | 121.33 | 121.33 | 124.59 | 126.89 | 130.33 | 129.98 | 137.29 | 146.81 | 155.86   | 73.43  | 138.33 |
| Food & Drink         | £M | 132.12 | 128.11 | 124.83 | 130.24 | 131.49 | 137.37 | 135.40 | 139.32 | 142.00 | 146.24   | 52.92  | 108.67 |
| Recreation           | £M | 41.64  | 40.93  | 38.57  | 40.51  | 40.34  | 43.18  | 42.35  | 44.15  | 44.94  | 46.28    | 16.49  | 37.00  |
| Shopping             | £M | 204.61 | 195.85 | 191.06 | 200.33 | 205.99 | 216.91 | 214.74 | 218.85 | 221.72 | 228.73   | 79.16  | 155.42 |
| Transport            | £M | 62.80  | 61.03  | 58.81  | 61.58  | 62.26  | 65.72  | 64.58  | 66.33  | 67.34  | 69.34    | 23.49  | 48.10  |
| Direct Revenue       | £M | 561.02 | 547.25 | 534.62 | 557.24 | 566.98 | 593.51 | 587.06 | 605.95 | 622.80 | 646.46   | 245.49 | 487.51 |
| VAT                  | £M | 98.18  | 109.45 | 106.92 | 111.45 | 113.40 | 118.70 | 117.41 | 121.19 | 124.56 | 129.29   | 36.44  | 64.13  |
| Direct Expenditure   | £M | 659.20 | 656.70 | 641.54 | 668.68 | 680.37 | 712.22 | 704.47 | 727.14 | 747.36 | 775.75   | 281.93 | 551.64 |
| Indirect Expenditure | £M | 216.03 | 214.15 | 209.95 | 218.55 | 222.96 | 233.38 | 232.46 | 241.61 | 249.93 | 261.27   | 95.96  | 187.89 |
| TOTAL                | £M | 875.23 | 870.86 | 851.49 | 887.23 | 903.33 | 945.60 | 936.93 | 968.75 | 997.29 | 1,037.02 | 377.89 | 739.53 |

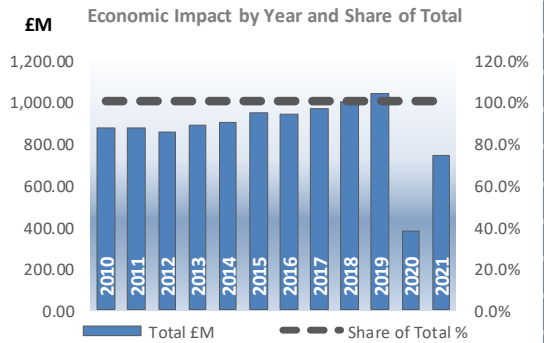


SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

| SECTOR / YEAR       |      | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017   | 2018   | 2019   | 2020  | 2021  |
|---------------------|------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-------|
| Accommodation       | FTEs | 3,199  | 3,196  | 3,191  | 3,237  | 3,247  | 3,255  | 3,192  | 3,169  | 3,169  | 3,149  | 1,543 | 2,217 |
| Food & Drink        | FTEs | 2,195  | 2,129  | 2,074  | 2,164  | 2,373  | 2,591  | 2,555  | 2,475  | 2,551  | 2,571  | 1,203 | 1,947 |
| Recreation          | FTEs | 840    | 825    | 778    | 817    | 644    | 667    | 704    | 747    | 696    | 786    | 384   | 581   |
| Shopping            | FTEs | 3,099  | 2,967  | 2,894  | 3,035  | 2,610  | 2,897  | 2,826  | 2,884  | 2,832  | 3,092  | 1,110 | 1,924 |
| Transport           | FTEs | 466    | 453    | 437    | 457    | 380    | 421    | 416    | 427    | 420    | 461    | 161   | 293   |
| Direct Employment   | FTEs | 9,800  | 9,570  | 9,374  | 9,710  | 9,254  | 9,830  | 9,693  | 9,703  | 9,668  | 10,058 | 4,402 | 6,963 |
| Indirect Employment | FTEs | 2,369  | 2,299  | 2,254  | 2,346  | 2,059  | 2,230  | 2,250  | 2,324  | 2,320  | 2,559  | 1,091 | 1,820 |
| TOTAL               | FTEs | 12,169 | 11,869 | 11,628 | 12,056 | 11,313 | 12,060 | 11,942 | 12,028 | 11,989 | 12,617 | 5,493 | 8,783 |



| STEAM FINAL TREND REPORT FOR 2010-2021<br>CONWY COUNTY BOROUGH COUNCIL |                                                           |         |        |        |        |          |        |        |        |          | 2010 to 2021<br>2021 Prices |          | TOTAL         | ECONOMIC IMPACT<br>Indexed |          |        |          |        |        |  |  |
|------------------------------------------------------------------------|-----------------------------------------------------------|---------|--------|--------|--------|----------|--------|--------|--------|----------|-----------------------------|----------|---------------|----------------------------|----------|--------|----------|--------|--------|--|--|
| ECONOMIC IMPACT BY:                                                    | MONTH AND QUARTER                                         |         |        |        |        |          |        |        |        |          |                             |          | CALENDAR YEAR |                            | QUARTER  |        |          |        |        |  |  |
| KEY                                                                    | TOTAL                                                     |         |        |        |        |          |        |        |        |          |                             |          |               |                            |          |        |          |        |        |  |  |
| An increase of 3% or more                                              | ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES |         |        |        |        |          |        |        |        |          |                             |          |               |                            |          |        |          |        |        |  |  |
| Less than 3% change                                                    | Q1                                                        |         |        | Q2     |        |          | Q3     |        |        | Q4       |                             |          | TOTAL         |                            | % Change |        |          |        |        |  |  |
| A Fall of 3% or more                                                   | JAN                                                       | FEB     | MAR    | APR    | MAY    | JUN      | JUL    | AUG    | SEP    | OCT      | NOV                         | DEC      |               |                            |          | Q1     | Q2       | Q3     | Q4     |  |  |
| % Change 2010 to 2021                                                  | -100.0%                                                   | -100.0% | -80.2% | -68.4% | -63.7% | -8.9%    | 6.5%   | 12.8%  | 12.9%  | 22.9%    | 25.1%                       | 42.2%    | -15.5%        | Annual Change              |          | -90.0% | -46.2%   | 10.7%  | 26.2%  |  |  |
| % Change 2020 to 2021                                                  | -100.0%                                                   | -100.0% | -77.6% |        |        | 12737.0% | 223.2% | 53.6%  | 28.1%  | 11933.2% | 171.4%                      | 281.5%   | 95.7%         |                            |          | -91.9% | 21773.0% | 73.8%  | 635.3% |  |  |
| Average Annual Change                                                  | -9.1%                                                     | -9.1%   | -7.3%  | -6.2%  | -5.8%  | -0.8%    | 0.6%   | 1.2%   | 1.2%   | 2.1%     | 2.3%                        | 3.8%     | -1.4%         |                            |          | -8.2%  | -4.2%    | 1.0%   | 2.4%   |  |  |
| 2010                                                                   | £M                                                        | 14.26   | 28.11  | 43.40  | 90.90  | 93.23    | 97.62  | 133.38 | 155.86 | 105.32   | 69.53                       | 27.69    | 15.94         | 875.23                     |          | 85.77  | 281.75   | 394.56 | 113.15 |  |  |
| 2011                                                                   | £M                                                        | 14.58   | 29.25  | 46.32  | 96.01  | 94.02    | 95.71  | 124.11 | 146.80 | 100.50   | 72.79                       | 33.56    | 17.20         | 870.86                     | -0.5%    | 90.15  | 285.75   | 371.42 | 123.54 |  |  |
| 2012                                                                   | £M                                                        | 13.56   | 31.08  | 50.31  | 85.72  | 88.96    | 92.56  | 121.18 | 141.98 | 101.43   | 70.24                       | 34.24    | 20.24         | 851.49                     | -2.2%    | 94.95  | 267.24   | 364.59 | 124.71 |  |  |
| 2013                                                                   | £M                                                        | 14.73   | 32.29  | 51.40  | 80.10  | 107.12   | 96.30  | 132.64 | 155.51 | 98.97    | 63.30                       | 34.98    | 19.90         | 887.23                     | 4.2%     | 98.42  | 283.52   | 387.12 | 118.18 |  |  |
| 2014                                                                   | £M                                                        | 16.65   | 32.77  | 53.08  | 88.42  | 108.64   | 92.33  | 131.59 | 159.82 | 102.43   | 64.33                       | 34.69    | 18.58         | 903.33                     | 1.8%     | 102.50 | 289.38   | 393.84 | 117.61 |  |  |
| 2015                                                                   | £M                                                        | 17.00   | 34.37  | 54.09  | 92.07  | 113.79   | 95.88  | 144.21 | 169.62 | 105.07   | 67.35                       | 34.91    | 17.24         | 945.60                     | 4.7%     | 105.45 | 301.74   | 418.90 | 119.50 |  |  |
| 2016                                                                   | £M                                                        | 18.51   | 32.34  | 60.89  | 86.03  | 99.62    | 105.24 | 142.51 | 164.42 | 105.55   | 63.38                       | 35.68    | 22.75         | 936.93                     | -0.9%    | 111.74 | 290.89   | 412.47 | 121.82 |  |  |
| 2017                                                                   | £M                                                        | 21.27   | 35.96  | 55.37  | 106.27 | 105.03   | 103.45 | 145.15 | 161.90 | 106.55   | 69.47                       | 36.77    | 21.56         | 968.75                     | 3.4%     | 112.60 | 314.75   | 413.60 | 127.81 |  |  |
| 2018                                                                   | £M                                                        | 19.98   | 37.55  | 56.84  | 98.20  | 112.88   | 112.46 | 147.97 | 161.46 | 112.33   | 73.96                       | 39.74    | 23.92         | 997.29                     | 2.9%     | 114.37 | 323.53   | 421.77 | 137.62 |  |  |
| 2019                                                                   | £M                                                        | 27.06   | 38.76  | 56.71  | 107.59 | 115.77   | 110.61 | 151.13 | 168.47 | 114.60   | 77.69                       | 42.27    | 26.37         | 1,037.02                   | 4.0%     | 122.52 | 333.97   | 434.20 | 146.33 |  |  |
| 2020                                                                   | £M                                                        | 26.99   | 41.24  | 38.36  |        |          | 0.692  | 43.93  | 114.44 | 92.82    | 0.710                       | 12.77    | 5.942         | 377.89                     | -63.6%   | 106.59 | 0.692    | 251.19 | 19.42  |  |  |
| 2021                                                                   | £M                                                        |         |        | 8.592  | 28.76  | 33.81    | 88.89  | 141.99 | 175.82 | 118.87   | 85.47                       | 34.65    | 22.67         | 739.53                     | 95.7%    | 8.592  | 151.47   | 436.68 | 142.79 |  |  |
| ECONOMIC IMPACT - INDEXED TO 2021                                      |                                                           |         |        |        |        |          |        |        |        |          |                             |          | TOTAL         |                            |          |        |          |        |        |  |  |
| SHARE OF MARKET                                                        |                                                           | 2010    | 2011   | 2012   | 2013   | 2014     | 2015   | 2016   | 2017   | 2018     | 2019                        | 2020     | 2021          | £M                         |          |        |          |        |        |  |  |
| Total                                                                  |                                                           | £M      | 875.23 | 870.86 | 851.49 | 887.23   | 903.33 | 945.60 | 936.93 | 968.75   | 997.29                      | 1,037.02 | 377.89        | 739.53                     | 1,200.00 |        |          |        |        |  |  |
| All Visitor Types                                                      |                                                           | £M      | 875.23 | 870.86 | 851.49 | 887.23   | 903.33 | 945.60 | 936.93 | 968.75   | 997.29                      | 1,037.02 | 377.89        | 739.53                     | 800.00   |        |          |        |        |  |  |
| Share of Total                                                         |                                                           | %       | 100.0% | 100.0% | 100.0% | 100.0%   | 100.0% | 100.0% | 100.0% | 100.0%   | 100.0%                      | 100.0%   | 100.0%        | 100.0%                     | 600.00   |        |          |        |        |  |  |
| Annual Change in Share                                                 |                                                           | %       |        |        |        |          |        |        |        |          |                             |          |               | 400.00                     |          |        |          |        |        |  |  |
| Change in Share from 2010                                              |                                                           | %       |        |        |        |          |        |        |        |          |                             |          |               | 200.00                     |          |        |          |        |        |  |  |
| Avg Ann. Change in Share                                               |                                                           | %       |        |        |        |          |        |        |        |          |                             |          |               | 0.00                       |          |        |          |        |        |  |  |



|                                               |  |  |  |  |  |  |  |  |  |  |  |  |              |  |                        |  |                                |  |  |  |
|-----------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--------------|--|------------------------|--|--------------------------------|--|--|--|
| <b>STEAM FINAL TREND REPORT FOR 2010-2021</b> |  |  |  |  |  |  |  |  |  |  |  |  | 2010 to 2021 |  | SERVICED ACCOMMODATION |  | <b>ECONOMIC IMPACT Indexed</b> |  |  |  |
| <b>CONWY COUNTY BOROUGH COUNCIL</b>           |  |  |  |  |  |  |  |  |  |  |  |  | 2021 Prices  |  |                        |  |                                |  |  |  |

| ECONOMIC IMPACT BY:       |    | MONTH AND QUARTER                                         |         |         |         |        |       |         |        |        |        |        | CALENDAR YEAR |          | QUARTER |    |        |       |        |       |
|---------------------------|----|-----------------------------------------------------------|---------|---------|---------|--------|-------|---------|--------|--------|--------|--------|---------------|----------|---------|----|--------|-------|--------|-------|
| KEY                       |    | SERVICED ACCOMMODATION                                    |         |         |         |        |       |         |        |        |        |        |               |          |         |    |        |       |        |       |
| An increase of 3% or more |    | ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES |         |         |         |        |       |         |        |        |        |        |               |          |         |    |        |       |        |       |
| Less than 3% change       |    | Q1                                                        |         |         | Q2      |        |       | Q3      |        |        | Q4     |        | TOTAL         | % Change | QUARTER |    |        |       |        |       |
| A Fall of 3% or more      |    | JAN                                                       | FEB     | MAR     | APR     | MAY    | JUN   | JUL     | AUG    | SEP    | OCT    | NOV    |               |          | DEC     | Q1 | Q2     | Q3    | Q4     |       |
| % Change 2010 to 2021     |    | -100.0%                                                   | -100.0% | -100.0% | -100.0% | -52.2% | -7.3% | 3.5%    | -10.8% | -12.6% | -24.8% | 29.0%  | 5.1%          | -30.9%   |         |    | -50.0% | -6.9% | -0.5%  |       |
| % Change 2020 to 2021     |    | -100.0%                                                   | -100.0% | -100.0% |         |        |       | 2639.8% | 25.3%  | 14.9%  |        | 187.0% | 731.5%        | 67.2%    |         |    |        | 81.1% | 479.7% |       |
| Average Annual Change     |    | -9.1%                                                     | -9.1%   | -9.1%   | -9.1%   | -4.7%  | -0.7% | 0.3%    | -1.0%  | -1.1%  | -2.3%  | 2.6%   | 0.5%          | -2.8%    |         |    | -4.5%  | -0.6% | 0.0%   |       |
| 2010                      | £M | 6.855                                                     | 9.943   | 11.15   | 16.08   | 17.55  | 19.78 | 24.15   | 28.80  | 23.64  | 15.74  | 11.26  | 9.353         | 194.29   |         |    | 27.95  | 53.40 | 76.59  | 36.35 |
| 2011                      | £M | 7.039                                                     | 11.21   | 13.57   | 17.38   | 18.34  | 18.28 | 24.01   | 28.75  | 23.22  | 20.85  | 15.17  | 10.57         | 208.40   | 7.3%    |    | 31.82  | 54.00 | 75.99  | 46.60 |
| 2012                      | £M | 6.664                                                     | 11.71   | 14.19   | 16.37   | 20.74  | 20.39 | 21.69   | 28.99  | 22.52  | 16.02  | 14.54  | 11.23         | 205.04   | -1.6%   |    | 32.57  | 57.50 | 73.20  | 41.78 |
| 2013                      | £M | 7.059                                                     | 15.52   | 12.77   | 16.48   | 23.04  | 19.30 | 25.56   | 30.16  | 21.82  | 15.59  | 15.41  | 12.06         | 214.78   | 4.7%    |    | 35.35  | 58.82 | 77.55  | 43.06 |
| 2014                      | £M | 8.904                                                     | 14.35   | 13.38   | 18.17   | 23.67  | 20.80 | 25.41   | 29.86  | 22.90  | 17.80  | 14.54  | 9.439         | 219.21   | 2.1%    |    | 36.63  | 62.64 | 78.17  | 41.78 |
| 2015                      | £M | 8.356                                                     | 15.15   | 13.53   | 17.83   | 24.60  | 20.86 | 27.64   | 29.95  | 22.68  | 17.78  | 14.92  | 9.779         | 223.08   | 1.8%    |    | 37.04  | 63.29 | 80.28  | 42.48 |
| 2016                      | £M | 10.62                                                     | 13.43   | 13.09   | 15.46   | 20.82  | 16.08 | 20.59   | 26.80  | 22.48  | 12.87  | 15.28  | 14.44         | 201.95   | -9.5%   |    | 37.14  | 52.36 | 69.87  | 42.58 |
| 2017                      | £M | 11.57                                                     | 14.66   | 12.51   | 16.40   | 20.24  | 16.68 | 21.72   | 25.42  | 20.40  | 11.79  | 14.76  | 11.34         | 197.48   | -2.2%   |    | 38.74  | 53.32 | 67.54  | 37.89 |
| 2018                      | £M | 10.81                                                     | 14.24   | 11.39   | 14.94   | 21.82  | 17.45 | 21.87   | 24.48  | 21.91  | 12.18  | 15.21  | 12.36         | 198.66   | 0.6%    |    | 36.44  | 54.21 | 68.26  | 39.75 |
| 2019                      | £M | 14.44                                                     | 12.03   | 9.675   | 14.72   | 21.49  | 17.79 | 22.09   | 25.73  | 22.46  | 11.61  | 15.69  | 10.72         | 198.44   | -0.1%   |    | 36.14  | 54.00 | 70.28  | 38.02 |
| 2020                      | £M | 14.34                                                     | 14.85   | 5.439   |         |        |       | 0.912   | 20.49  | 17.98  |        | 5.060  | 1.182         | 80.26    | -59.6%  |    | 34.64  |       | 39.38  | 6.242 |
| 2021                      | £M |                                                           |         |         |         | 8.378  | 18.34 | 24.98   | 25.69  | 20.65  | 11.83  | 14.52  | 9.825         | 134.22   | 67.2%   |    |        | 26.72 | 71.32  | 36.18 |

| ECONOMIC IMPACT - INDEXED TO 2021 |    |        |        |        |        |        |        |        |        |        |          |        | SERVICED ACCOMMODATION |                                            |  |  |  |
|-----------------------------------|----|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------|--------|------------------------|--------------------------------------------|--|--|--|
| SHARE OF MARKET                   |    | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017   | 2018   | 2019     | 2020   | 2021                   | Economic Impact by Year and Share of Total |  |  |  |
| Serviced                          | £M | 194.29 | 208.40 | 205.04 | 214.78 | 219.21 | 223.08 | 201.95 | 197.48 | 198.66 | 198.44   | 80.26  | 134.22                 |                                            |  |  |  |
| All Visitor Types                 | £M | 875.23 | 870.86 | 851.49 | 887.23 | 903.33 | 945.60 | 936.93 | 968.75 | 997.29 | 1,037.02 | 377.89 | 739.53                 |                                            |  |  |  |
| Share of Total                    | %  | 22.2%  | 23.9%  | 24.1%  | 24.2%  | 24.3%  | 23.6%  | 21.6%  | 20.4%  | 19.9%  | 19.1%    | 21.2%  | 18.1%                  |                                            |  |  |  |
| Annual Change in Share            | %  |        | 7.8%   | 0.6%   | 0.5%   | 0.2%   | -2.8%  | -8.6%  | -5.4%  | -2.3%  | -3.9%    | 11.0%  | -14.5%                 |                                            |  |  |  |
| Change in Share from 2010         | %  |        | 7.8%   | 8.5%   | 9.1%   | 9.3%   | 6.3%   | -2.9%  | -8.2%  | -10.3% | -13.8%   | -4.3%  | -18.2%                 |                                            |  |  |  |
| Avg Ann. Change in Share          | %  |        | 7.8%   | 4.2%   | 3.0%   | 2.3%   | 1.3%   | -0.5%  | -1.2%  | -1.3%  | -1.5%    | -0.4%  | -1.7%                  |                                            |  |  |  |

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Report Prepared by: Cathy James. Date of Issue: 04/08/22

**STEAM FINAL TREND REPORT FOR 2010-2021**  
**CONWY COUNTY BOROUGH COUNCIL**

2010 to 2021  
 2021 Prices

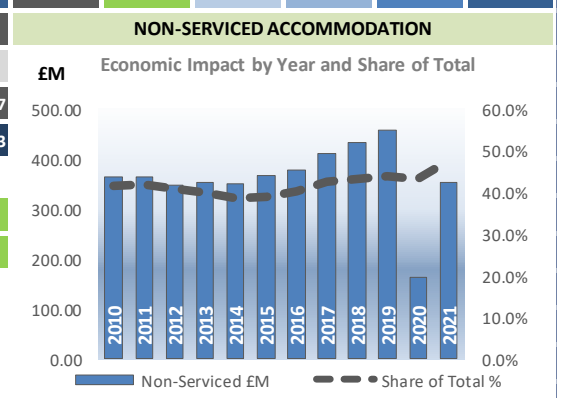
NON-SERVICED  
 ACCOMMODATION

ECONOMIC IMPACT  
 Indexed

| ECONOMIC IMPACT BY:       |    | MONTH AND QUARTER                                         |         |        |        |        |        |        |       |       |       |        |        | CALENDAR YEAR |               | QUARTER |        |        |        |
|---------------------------|----|-----------------------------------------------------------|---------|--------|--------|--------|--------|--------|-------|-------|-------|--------|--------|---------------|---------------|---------|--------|--------|--------|
| KEY                       |    | NON-SERVICED ACCOMMODATION                                |         |        |        |        |        |        |       |       |       |        |        |               |               |         |        |        |        |
| An increase of 3% or more |    | ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES |         |        |        |        |        |        |       |       |       |        |        |               |               |         |        |        |        |
| Less than 3% change       |    | Q1                                                        |         |        | Q2     |        |        | Q3     |       |       | Q4    |        |        | TOTAL         | % Change      | QUARTER |        |        |        |
| A Fall of 3% or more      |    | JAN                                                       | FEB     | MAR    | APR    | MAY    | JUN    | JUL    | AUG   | SEP   | OCT   | NOV    | DEC    |               |               | Q1      | Q2     | Q3     | Q4     |
| % Change 2010 to 2021     |    | -100.0%                                                   | -100.0% | -78.0% | -12.4% | -35.9% | -20.9% | -5.0%  | 7.9%  | 16.2% | 61.2% | 5.6%   | 169.3% | -3.0%         | Annual Change | -82.2%  | -23.7% | 5.8%   | 55.1%  |
| % Change 2020 to 2021     |    | -100.0%                                                   | -100.0% | -79.9% |        |        |        | 159.6% | 39.9% | 22.5% |       | 188.7% | 162.5% | 115.7%        |               | -87.5%  |        | 55.3%  | 817.2% |
| Average Annual Change     |    | -9.1%                                                     | -9.1%   | -7.1%  | -1.1%  | -3.3%  | -1.9%  | -0.5%  | 0.7%  | 1.5%  | 5.6%  | 0.5%   | 15.4%  | -0.3%         |               | -7.5%   | -2.2%  | 0.5%   | 5.0%   |
| 2010                      | £M | 1.726                                                     | 3.200   | 20.71  | 32.83  | 39.49  | 41.73  | 60.38  | 64.39 | 49.29 | 33.17 | 12.53  | 3.669  | 363.12        |               | 25.63   | 114.06 | 174.06 | 49.37  |
| 2011                      | £M | 2.038                                                     | 3.280   | 21.66  | 38.14  | 43.11  | 43.87  | 57.88  | 61.45 | 45.42 | 30.61 | 12.76  | 3.166  | 363.38        | 0.1%          | 26.98   | 125.12 | 164.74 | 46.53  |
| 2012                      | £M | 1.742                                                     | 3.582   | 20.82  | 32.55  | 34.54  | 41.77  | 54.17  | 59.32 | 45.46 | 34.78 | 14.37  | 5.104  | 348.21        | -4.2%         | 26.15   | 108.86 | 158.94 | 54.26  |
| 2013                      | £M | 2.834                                                     | 3.692   | 25.01  | 29.59  | 37.59  | 44.13  | 54.59  | 64.11 | 44.59 | 29.79 | 14.00  | 4.193  | 354.11        | 1.7%          | 31.53   | 111.31 | 163.28 | 47.98  |
| 2014                      | £M | 2.714                                                     | 4.714   | 25.06  | 30.08  | 40.15  | 38.60  | 53.98  | 63.13 | 43.79 | 27.33 | 14.72  | 5.546  | 349.83        | -1.2%         | 32.48   | 108.83 | 160.91 | 47.60  |
| 2015                      | £M | 3.396                                                     | 4.141   | 25.15  | 32.38  | 42.10  | 40.32  | 59.59  | 68.35 | 43.73 | 29.17 | 14.29  | 3.721  | 366.34        | 4.7%          | 32.69   | 114.80 | 171.67 | 47.18  |
| 2016                      | £M | 2.609                                                     | 3.662   | 28.96  | 35.38  | 35.83  | 50.53  | 65.35  | 62.56 | 44.15 | 29.17 | 14.32  | 4.309  | 376.84        | 2.9%          | 35.23   | 121.74 | 172.06 | 47.80  |
| 2017                      | £M | 4.465                                                     | 5.481   | 29.88  | 45.02  | 41.76  | 49.17  | 64.81  | 63.47 | 46.52 | 39.12 | 14.69  | 6.100  | 410.48        | 8.9%          | 39.83   | 135.95 | 174.80 | 59.90  |
| 2018                      | £M | 3.804                                                     | 5.796   | 32.37  | 43.04  | 47.35  | 50.99  | 67.29  | 66.05 | 48.80 | 41.71 | 17.45  | 7.400  | 432.05        | 5.3%          | 41.97   | 141.37 | 182.14 | 66.56  |
| 2019                      | £M | 6.934                                                     | 6.747   | 33.24  | 47.34  | 49.67  | 51.85  | 68.46  | 66.62 | 51.22 | 44.62 | 18.55  | 11.20  | 456.43        | 5.6%          | 46.92   | 148.85 | 186.30 | 74.37  |
| 2020                      | £M | 6.892                                                     | 6.922   | 22.67  |        |        |        | 22.09  | 49.66 | 46.76 |       | 4.583  | 3.765  | 163.34        | -64.2%        | 36.48   |        | 118.51 | 8.348  |
| 2021                      | £M |                                                           |         | 4.556  | 28.76  | 25.30  | 33.00  | 57.33  | 69.46 | 57.29 | 53.45 | 13.23  | 9.881  | 352.27        | 115.7%        | 4.556   | 87.06  | 184.08 | 76.57  |

**ECONOMIC IMPACT - INDEXED TO 2021**

| SHARE OF MARKET           |    | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017   | 2018   | 2019     | 2020   | 2021   |
|---------------------------|----|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------|--------|--------|
| Non-Serviced              | £M | 363.12 | 363.38 | 348.21 | 354.11 | 349.83 | 366.34 | 376.84 | 410.48 | 432.05 | 456.43   | 163.34 | 352.27 |
| All Visitor Types         | £M | 875.23 | 870.86 | 851.49 | 887.23 | 903.33 | 945.60 | 936.93 | 968.75 | 997.29 | 1,037.02 | 377.89 | 739.53 |
| Share of Total            | %  | 41.5%  | 41.7%  | 40.9%  | 39.9%  | 38.7%  | 38.7%  | 40.2%  | 42.4%  | 43.3%  | 44.0%    | 43.2%  | 47.6%  |
| Annual Change in Share    | %  |        | 0.6%   | -2.0%  | -2.4%  | -3.0%  | 0.0%   | 3.8%   | 5.4%   | 2.2%   | 1.6%     | -1.8%  | 10.2%  |
| Change in Share from 2010 | %  |        | 0.6%   | -1.4%  | -3.8%  | -6.7%  | -6.6%  | -3.1%  | 2.1%   | 4.4%   | 6.1%     | 4.2%   | 14.8%  |
| Avg Ann. Change in Share  | %  |        | 0.6%   | -0.7%  | -1.3%  | -1.7%  | -1.3%  | -0.5%  | 0.3%   | 0.6%   | 0.7%     | 0.4%   | 1.3%   |



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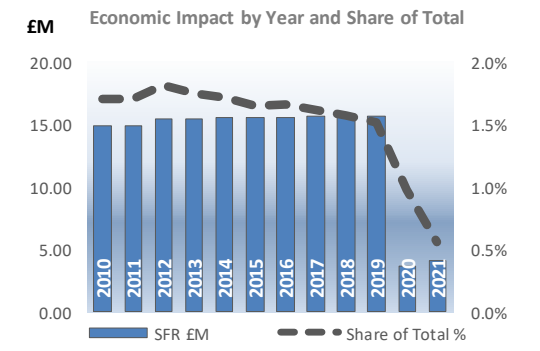
Report Prepared by: Cathy James. Date of Issue: 04/08/22



**STEAM FINAL TREND REPORT FOR 2010-2021**  
**CONWY COUNTY BOROUGH COUNCIL**

| ECONOMIC IMPACT BY:       |    |       |       |       |       |       |       |       |       |       |       |       | 2010 to 2021<br>2021 Prices                               |         | SFR           | ECONOMIC IMPACT<br>Indexed |        |        |          |        |        |        |        |        |        |          |    |    |        |        |        |
|---------------------------|----|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----------------------------------------------------------|---------|---------------|----------------------------|--------|--------|----------|--------|--------|--------|--------|--------|--------|----------|----|----|--------|--------|--------|
| MONTH AND QUARTER         |    |       |       |       |       |       |       |       |       |       |       |       | CALENDAR YEAR                                             |         | QUARTER       |                            |        |        |          |        |        |        |        |        |        |          |    |    |        |        |        |
| KEY                       |    |       |       |       |       |       |       |       |       |       |       |       | TOTAL                                                     |         |               |                            |        |        | % Change |        |        |        |        |        |        |          |    |    |        |        |        |
| An increase of 3% or more |    |       |       |       |       |       |       |       |       |       |       |       | ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES |         | Annual Change |                            |        |        |          |        |        |        |        |        |        |          |    |    |        |        |        |
| Less than 3% change       |    |       |       |       |       |       |       |       |       |       |       |       | Q1                                                        |         | Q2            |                            | Q3     |        | Q4       |        |        |        |        |        |        |          |    |    |        |        |        |
| A Fall of 3% or more      |    |       |       |       |       |       |       |       |       |       |       |       | JAN                                                       | FEB     | MAR           | APR                        | MAY    | JUN    | JUL      | AUG    | SEP    | OCT    | NOV    | DEC    | TOTAL  | % Change | Q1 | Q2 | Q3     | Q4     |        |
| % Change 2010 to 2021     |    |       |       |       |       |       |       |       |       |       |       |       | -100.0%                                                   | -100.0% | -100.0%       | -100.0%                    | -89.4% | -89.4% | -47.0%   | -47.0% | -47.0% | -47.0% | -47.0% | -47.0% | -72.5% |          |    |    | -94.4% | -47.0% | -47.0% |
| % Change 2020 to 2021     |    |       |       |       |       |       |       |       |       |       |       |       | -100.0%                                                   | -100.0% | -100.0%       |                            |        |        | 404.2%   | 404.2% |        |        |        |        | 10.9%  |          |    |    | 537.8% |        |        |
| Average Annual Change     |    |       |       |       |       |       |       |       |       |       |       |       | -9.1%                                                     | -9.1%   | -9.1%         | -9.1%                      | -8.1%  | -8.1%  | -4.3%    | -4.3%  | -4.3%  | -4.3%  | -4.3%  | -4.3%  | -6.6%  |          |    |    | -8.6%  | -4.3%  | -4.3%  |
| 2010                      | £M | 2.078 | 0.698 | 0.794 | 1.895 | 1.219 | 0.939 | 1.524 | 1.613 | 0.831 | 0.830 | 0.647 | 1.873                                                     | 14.94   |               | 3.571                      | 4.054  | 3.968  | 3.350    |        |        |        |        |        |        |          |    |    |        |        |        |
| 2011                      | £M | 2.069 | 0.695 | 0.791 | 1.887 | 1.214 | 0.935 | 1.517 | 1.606 | 0.827 | 0.826 | 0.644 | 1.865                                                     | 14.88   | -0.4%         | 3.555                      | 4.036  | 3.951  | 3.335    |        |        |        |        |        |        |          |    |    |        |        |        |
| 2012                      | £M | 2.149 | 0.722 | 0.821 | 1.960 | 1.261 | 0.971 | 1.576 | 1.668 | 0.859 | 0.858 | 0.669 | 1.937                                                     | 15.45   | 3.9%          | 3.693                      | 4.192  | 4.104  | 3.464    |        |        |        |        |        |        |          |    |    |        |        |        |
| 2013                      | £M | 2.155 | 0.724 | 0.824 | 1.965 | 1.264 | 0.974 | 1.580 | 1.673 | 0.862 | 0.861 | 0.671 | 1.942                                                     | 15.50   | 0.3%          | 3.703                      | 4.203  | 4.115  | 3.474    |        |        |        |        |        |        |          |    |    |        |        |        |
| 2014                      | £M | 2.160 | 0.726 | 0.826 | 1.970 | 1.267 | 0.976 | 1.584 | 1.677 | 0.864 | 0.863 | 0.672 | 1.947                                                     | 15.53   | 0.2%          | 3.712                      | 4.214  | 4.125  | 3.483    |        |        |        |        |        |        |          |    |    |        |        |        |
| 2015                      | £M | 2.169 | 0.729 | 0.829 | 1.978 | 1.273 | 0.980 | 1.591 | 1.684 | 0.867 | 0.867 | 0.675 | 1.955                                                     | 15.60   | 0.4%          | 3.727                      | 4.231  | 4.142  | 3.497    |        |        |        |        |        |        |          |    |    |        |        |        |
| 2016                      | £M | 2.168 | 0.728 | 0.829 | 1.977 | 1.272 | 0.980 | 1.590 | 1.683 | 0.867 | 0.866 | 0.675 | 1.954                                                     | 15.59   | -0.1%         | 3.725                      | 4.229  | 4.140  | 3.495    |        |        |        |        |        |        |          |    |    |        |        |        |
| 2017                      | £M | 2.174 | 0.730 | 0.831 | 1.983 | 1.275 | 0.982 | 1.594 | 1.688 | 0.869 | 0.868 | 0.677 | 1.959                                                     | 15.63   | 0.3%          | 3.735                      | 4.240  | 4.151  | 3.504    |        |        |        |        |        |        |          |    |    |        |        |        |
| 2018                      | £M | 2.180 | 0.733 | 0.833 | 1.988 | 1.279 | 0.985 | 1.599 | 1.692 | 0.872 | 0.871 | 0.679 | 1.965                                                     | 15.68   | 0.3%          | 3.746                      | 4.252  | 4.163  | 3.514    |        |        |        |        |        |        |          |    |    |        |        |        |
| 2019                      | £M | 2.186 | 0.734 | 0.836 | 1.994 | 1.282 | 0.988 | 1.603 | 1.697 | 0.874 | 0.873 | 0.680 | 1.970                                                     | 15.72   | 0.3%          | 3.756                      | 4.264  | 4.174  | 3.524    |        |        |        |        |        |        |          |    |    |        |        |        |
| 2020                      | £M | 2.186 | 0.735 | 0.458 |       |       |       | 0.160 | 0.170 |       |       |       |                                                           | 3.709   | -76.4%        | 3.379                      |        | 0.330  |          |        |        |        |        |        |        |          |    |    |        |        |        |
| 2021                      | £M |       |       |       |       | 0.129 | 0.100 | 0.808 | 0.856 | 0.441 | 0.440 | 0.343 | 0.994                                                     | 4.111   | 10.9%         |                            | 0.229  | 2.105  | 1.777    |        |        |        |        |        |        |          |    |    |        |        |        |

| ECONOMIC IMPACT - INDEXED TO 2021 |    |        |        |        |        |        |        |        |        |        |          |        | SFR    |  |
|-----------------------------------|----|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------|--------|--------|--|
| SHARE OF MARKET                   |    | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017   | 2018   | 2019     | 2020   | 2021   |  |
| SFR                               | £M | 14.94  | 14.88  | 15.45  | 15.50  | 15.53  | 15.60  | 15.59  | 15.63  | 15.68  | 15.72    | 3.709  | 4.111  |  |
| All Visitor Types                 | £M | 875.23 | 870.86 | 851.49 | 887.23 | 903.33 | 945.60 | 936.93 | 968.75 | 997.29 | 1,037.02 | 377.89 | 739.53 |  |
| Share of Total                    | %  | 1.7%   | 1.7%   | 1.8%   | 1.7%   | 1.7%   | 1.6%   | 1.7%   | 1.6%   | 1.6%   | 1.5%     | 1.0%   | 0.6%   |  |
| Annual Change in Share            | %  |        | 0.1%   | 6.2%   | -3.8%  | -1.5%  | -4.1%  | 0.9%   | -3.0%  | -2.6%  | -3.6%    | -35.2% | -43.4% |  |
| Change in Share from 2010         | %  |        | 0.1%   | 6.3%   | 2.3%   | 0.7%   | -3.4%  | -2.5%  | -5.5%  | -7.9%  | -11.2%   | -42.5% | -67.4% |  |
| Avg Ann. Change in Share          | %  |        | 0.1%   | 3.1%   | 0.8%   | 0.2%   | -0.7%  | -0.4%  | -0.8%  | -1.0%  | -1.2%    | -4.3%  | -6.1%  |  |



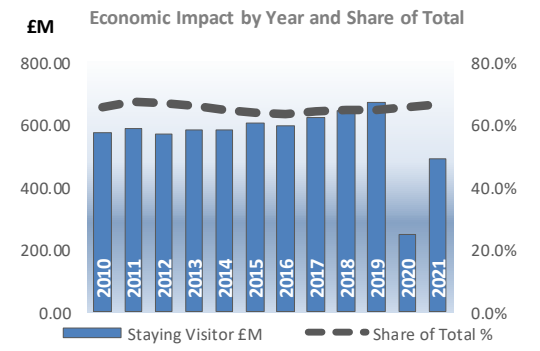
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Report Prepared by: Cathy James. Date of Issue: 04/08/22

**STEAM FINAL TREND REPORT FOR 2010-2021**  
**CONWY COUNTY BOROUGH COUNCIL**

| ECONOMIC IMPACT BY:                                       |    |       |       |       |       |       |       |       |       |       |       |       | 2010 to 2021<br>2021 Prices |        | STAYING VISITOR |  | ECONOMIC IMPACT<br>Indexed |        |          |        |
|-----------------------------------------------------------|----|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----------------------------|--------|-----------------|--|----------------------------|--------|----------|--------|
| MONTH AND QUARTER                                         |    |       |       |       |       |       |       |       |       |       |       |       | CALENDAR YEAR               |        | QUARTER         |  |                            |        |          |        |
| KEY                                                       |    |       |       |       |       |       |       |       |       |       |       |       | TOTAL                       |        |                 |  |                            |        | % Change |        |
| An increase of 3% or more                                 |    |       |       |       |       |       |       |       |       |       |       |       | Annual Change               |        |                 |  |                            |        |          |        |
| ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES |    |       |       |       |       |       |       |       |       |       |       |       |                             |        |                 |  |                            |        |          |        |
| Less than 3% change                                       |    |       |       |       |       |       |       |       |       |       |       |       |                             |        |                 |  |                            |        |          |        |
| A Fall of 3% or more                                      |    |       |       |       |       |       |       |       |       |       |       |       |                             |        |                 |  |                            |        |          |        |
| Q1                                                        |    |       |       |       |       |       |       |       |       |       |       |       | Q2                          |        | Q3              |  | Q4                         |        |          |        |
| JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC           |    |       |       |       |       |       |       |       |       |       |       |       |                             |        |                 |  |                            |        |          |        |
| % Change 2010 to 2021                                     |    |       |       |       |       |       |       |       |       |       |       |       |                             |        |                 |  |                            |        |          |        |
| % Change 2020 to 2021                                     |    |       |       |       |       |       |       |       |       |       |       |       |                             |        |                 |  |                            |        |          |        |
| Average Annual Change                                     |    |       |       |       |       |       |       |       |       |       |       |       |                             |        |                 |  |                            |        |          |        |
| 2010                                                      | £M | 10.66 | 13.84 | 32.65 | 50.81 | 58.26 | 62.45 | 86.05 | 94.81 | 73.76 | 49.74 | 24.43 | 14.90                       | 572.35 |                 |  | 57.15                      | 171.52 | 254.62   | 89.07  |
| 2011                                                      | £M | 11.15 | 15.18 | 36.03 | 57.41 | 62.66 | 63.08 | 83.41 | 91.80 | 69.47 | 52.29 | 28.58 | 15.60                       | 586.66 | 2.5%            |  | 62.35                      | 183.16 | 244.68   | 96.47  |
| 2012                                                      | £M | 10.56 | 16.02 | 35.83 | 50.88 | 56.54 | 63.13 | 77.44 | 89.98 | 68.83 | 51.65 | 29.58 | 18.27                       | 568.70 | -3.1%           |  | 62.40                      | 170.55 | 236.25   | 99.50  |
| 2013                                                      | £M | 12.05 | 19.94 | 38.60 | 48.04 | 61.89 | 64.41 | 81.73 | 95.94 | 67.27 | 46.24 | 30.08 | 18.19                       | 584.38 | 2.8%            |  | 70.59                      | 174.34 | 244.95   | 94.51  |
| 2014                                                      | £M | 13.78 | 19.79 | 39.26 | 50.23 | 65.08 | 60.38 | 80.98 | 94.67 | 67.56 | 46.00 | 29.93 | 16.93                       | 584.57 | 0.0%            |  | 72.82                      | 175.69 | 243.20   | 92.86  |
| 2015                                                      | £M | 13.92 | 20.02 | 39.51 | 52.19 | 67.97 | 62.16 | 88.82 | 99.99 | 67.27 | 47.82 | 29.89 | 15.45                       | 605.02 | 3.5%            |  | 73.45                      | 182.32 | 256.08   | 93.16  |
| 2016                                                      | £M | 15.40 | 17.82 | 42.88 | 52.81 | 57.92 | 67.59 | 87.53 | 91.05 | 67.50 | 42.90 | 30.27 | 20.70                       | 594.38 | -1.8%           |  | 76.10                      | 178.32 | 246.07   | 93.88  |
| 2017                                                      | £M | 18.21 | 20.87 | 43.22 | 63.41 | 63.28 | 66.82 | 88.12 | 90.57 | 67.79 | 51.77 | 30.12 | 19.40                       | 623.59 | 4.9%            |  | 82.30                      | 193.51 | 246.49   | 101.30 |
| 2018                                                      | £M | 16.80 | 20.77 | 44.59 | 59.96 | 70.44 | 69.43 | 90.76 | 92.23 | 71.57 | 54.76 | 33.34 | 21.73                       | 646.38 | 3.7%            |  | 82.15                      | 199.83 | 254.56   | 109.83 |
| 2019                                                      | £M | 23.56 | 19.51 | 43.75 | 64.05 | 72.44 | 70.63 | 92.15 | 94.05 | 74.55 | 57.10 | 34.92 | 23.89                       | 670.60 | 3.7%            |  | 86.81                      | 207.12 | 260.75   | 115.91 |
| 2020                                                      | £M | 23.42 | 22.51 | 28.56 |       |       |       | 23.16 | 70.32 | 64.74 |       | 9.643 | 4.946                       | 247.31 | -63.1%          |  | 74.50                      |        | 158.22   | 14.59  |
| 2021                                                      | £M |       |       | 4.556 | 28.76 | 33.81 | 51.44 | 83.12 | 96.00 | 78.38 | 65.73 | 28.10 | 20.70                       | 490.60 | 98.4%           |  | 4.556                      | 114.01 | 257.50   | 114.53 |

| ECONOMIC IMPACT - INDEXED TO 2021 |    |        |        |        |        |        |        |        |        |        |          |        | STAYING VISITOR |  |  |  |  |  |  |  |
|-----------------------------------|----|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------|--------|-----------------|--|--|--|--|--|--|--|
| SHARE OF MARKET                   |    |        |        |        |        |        |        |        |        |        |          |        |                 |  |  |  |  |  |  |  |
| Staying Visitor                   | £M | 572.35 | 586.66 | 568.70 | 584.38 | 584.57 | 605.02 | 594.38 | 623.59 | 646.38 | 670.60   | 247.31 | 490.60          |  |  |  |  |  |  |  |
| All Visitor Types                 | £M | 875.23 | 870.86 | 851.49 | 887.23 | 903.33 | 945.60 | 936.93 | 968.75 | 997.29 | 1,037.02 | 377.89 | 739.53          |  |  |  |  |  |  |  |
| Share of Total                    | %  | 65.4%  | 67.4%  | 66.8%  | 65.9%  | 64.7%  | 64.0%  | 63.4%  | 64.4%  | 64.8%  | 64.7%    | 65.4%  | 66.3%           |  |  |  |  |  |  |  |
| Annual Change in Share            | %  |        | 3.0%   | -0.9%  | -1.4%  | -1.8%  | -1.1%  | -0.9%  | 1.5%   | 0.7%   | -0.2%    | 1.2%   | 1.4%            |  |  |  |  |  |  |  |
| Change in Share from 2010         | %  |        | 3.0%   | 2.1%   | 0.7%   | -1.0%  | -2.2%  | -3.0%  | -1.6%  | -0.9%  | -1.1%    | 0.1%   | 1.4%            |  |  |  |  |  |  |  |
| Avg Ann. Change in Share          | %  |        | 3.0%   | 1.1%   | 0.2%   | -0.3%  | -0.4%  | -0.5%  | -0.2%  | -0.1%  | -0.1%    | 0.0%   | 0.1%            |  |  |  |  |  |  |  |



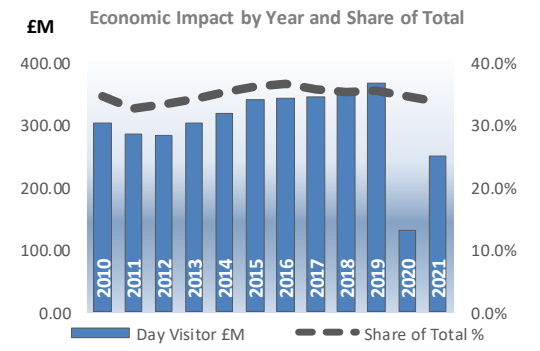
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**STEAM FINAL TREND REPORT FOR 2010-2021**  
**CONWY COUNTY BOROUGH COUNCIL**

| ECONOMIC IMPACT BY:       |    |       |       |       |       |       |       |       |       |       |       |       | 2010 to 2021<br>2021 Prices                               |         | DAY VISITOR   |         | ECONOMIC IMPACT<br>Indexed |         |          |       |       |         |        |       |        |               |        |         |       |        |
|---------------------------|----|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----------------------------------------------------------|---------|---------------|---------|----------------------------|---------|----------|-------|-------|---------|--------|-------|--------|---------------|--------|---------|-------|--------|
| MONTH AND QUARTER         |    |       |       |       |       |       |       |       |       |       |       |       | CALENDAR YEAR                                             |         | QUARTER       |         |                            |         |          |       |       |         |        |       |        |               |        |         |       |        |
| DAY VISITOR               |    |       |       |       |       |       |       |       |       |       |       |       | TOTAL                                                     |         |               |         |                            |         | % Change |       |       |         |        |       |        |               |        |         |       |        |
| KEY                       |    |       |       |       |       |       |       |       |       |       |       |       | ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES |         | Annual Change |         |                            |         |          |       |       |         |        |       |        |               |        |         |       |        |
| An increase of 3% or more |    |       |       |       |       |       |       |       |       |       |       |       |                                                           |         |               |         |                            |         |          |       |       |         |        |       |        |               |        |         |       |        |
| Less than 3% change       |    |       |       |       |       |       |       |       |       |       |       |       |                                                           |         |               |         |                            |         |          |       |       |         |        |       |        |               |        |         |       |        |
| A Fall of 3% or more      |    |       |       |       |       |       |       |       |       |       |       |       |                                                           |         |               |         |                            |         |          |       |       |         |        |       |        |               |        |         |       |        |
|                           |    |       |       |       |       |       |       |       |       |       |       |       | Q1                                                        |         | Q2            |         | Q3                         |         | Q4       |       |       |         |        |       |        |               |        |         |       |        |
|                           |    |       |       |       |       |       |       |       |       |       |       |       | JAN                                                       | FEB     | MAR           | APR     | MAY                        | JUN     | JUL      | AUG   | SEP   | OCT     | NOV    | DEC   | TOTAL  | % Change      | Q1     | Q2      | Q3    | Q4     |
| % Change 2010 to 2021     |    |       |       |       |       |       |       |       |       |       |       |       | -100.0%                                                   | -100.0% | -62.4%        | -100.0% | -100.0%                    | 6.5%    | 24.4%    | 30.7% | 28.3% | -0.2%   | 101.3% | 88.5% | -17.8% | Annual Change | -85.9% | -66.0%  | 28.0% | 17.3%  |
| % Change 2020 to 2021     |    |       |       |       |       |       |       |       |       |       |       |       | -100.0%                                                   | -100.0% | -58.8%        |         |                            | 5308.8% | 183.4%   | 80.9% | 44.2% | 2680.0% | 109.7% | 97.7% | 90.6%  |               | -87.4% | 5308.8% | 92.7% | 485.3% |
| Average Annual Change     |    |       |       |       |       |       |       |       |       |       |       |       | -9.1%                                                     | -9.1%   | -5.7%         | -9.1%   | -9.1%                      | 0.6%    | 2.2%     | 2.8%  | 2.6%  | 0.0%    | 9.2%   | 8.0%  | -1.6%  |               | -7.8%  | -6.0%   | 2.5%  | 1.6%   |
| 2010                      | £M | 3.597 | 14.27 | 10.75 | 40.09 | 34.97 | 35.17 | 47.33 | 61.05 | 31.56 | 19.79 | 3.253 | 1.044                                                     | 302.88  |               | 28.62   | 110.23                     | 139.94  | 24.09    |       |       |         |        |       |        |               |        |         |       |        |
| 2011                      | £M | 3.432 | 14.07 | 10.29 | 38.60 | 31.36 | 32.63 | 40.71 | 55.00 | 31.03 | 20.50 | 4.981 | 1.592                                                     | 284.20  | -6.2%         | 27.79   | 102.59                     | 126.74  | 27.08    |       |       |         |        |       |        |               |        |         |       |        |
| 2012                      | £M | 3.003 | 15.06 | 14.48 | 34.84 | 32.42 | 29.43 | 43.74 | 52.00 | 32.60 | 18.58 | 4.653 | 1.973                                                     | 282.79  | -0.5%         | 32.54   | 96.69                      | 128.35  | 25.21    |       |       |         |        |       |        |               |        |         |       |        |
| 2013                      | £M | 2.679 | 12.35 | 12.80 | 32.07 | 45.22 | 31.89 | 50.91 | 59.56 | 31.70 | 17.06 | 4.904 | 1.706                                                     | 302.85  | 7.1%          | 27.83   | 109.19                     | 142.17  | 23.67    |       |       |         |        |       |        |               |        |         |       |        |
| 2014                      | £M | 2.869 | 12.99 | 13.82 | 38.19 | 43.56 | 31.95 | 50.61 | 65.15 | 34.88 | 18.33 | 4.764 | 1.652                                                     | 318.76  | 5.3%          | 29.68   | 113.70                     | 150.64  | 24.75    |       |       |         |        |       |        |               |        |         |       |        |
| 2015                      | £M | 3.074 | 14.35 | 14.58 | 39.89 | 45.82 | 33.72 | 55.39 | 69.63 | 37.80 | 19.53 | 5.021 | 1.782                                                     | 340.58  | 6.8%          | 32.00   | 119.42                     | 162.82  | 26.33    |       |       |         |        |       |        |               |        |         |       |        |
| 2016                      | £M | 3.113 | 14.52 | 18.01 | 33.22 | 41.70 | 37.65 | 54.98 | 73.37 | 38.05 | 20.48 | 5.408 | 2.050                                                     | 342.56  | 0.6%          | 35.64   | 112.57                     | 166.40  | 27.94    |       |       |         |        |       |        |               |        |         |       |        |
| 2017                      | £M | 3.059 | 15.09 | 12.14 | 42.86 | 41.75 | 36.63 | 57.03 | 71.32 | 38.76 | 17.70 | 6.649 | 2.160                                                     | 345.16  | 0.8%          | 30.29   | 121.24                     | 167.11  | 26.51    |       |       |         |        |       |        |               |        |         |       |        |
| 2018                      | £M | 3.178 | 16.78 | 12.25 | 38.23 | 42.43 | 43.03 | 57.21 | 69.24 | 40.76 | 19.20 | 6.403 | 2.188                                                     | 350.91  | 1.7%          | 32.22   | 123.70                     | 167.20  | 27.79    |       |       |         |        |       |        |               |        |         |       |        |
| 2019                      | £M | 3.503 | 19.25 | 12.96 | 43.54 | 43.33 | 39.98 | 58.98 | 74.42 | 40.05 | 20.58 | 7.351 | 2.485                                                     | 366.42  | 4.4%          | 35.71   | 126.85                     | 173.44  | 30.42    |       |       |         |        |       |        |               |        |         |       |        |
| 2020                      | £M | 3.566 | 18.73 | 9.795 |       |       | 0.692 | 20.77 | 44.12 | 28.07 | 0.710 | 3.123 | 0.995                                                     | 130.58  | -64.4%        | 32.09   | 0.692                      | 92.97   | 4.829    |       |       |         |        |       |        |               |        |         |       |        |
| 2021                      | £M |       |       | 4.035 |       |       | 37.45 | 58.87 | 79.82 | 40.49 | 19.75 | 6.549 | 1.968                                                     | 248.93  | 90.6%         | 4.035   | 37.45                      | 179.18  | 28.26    |       |       |         |        |       |        |               |        |         |       |        |

| ECONOMIC IMPACT - INDEXED TO 2021 |  |  |  |  |  |  |  |  |  |  |  |  | DAY VISITOR |        |        |        |        |        |        |        |        |        |          |        |        |  |  |  |  |
|-----------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|-------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------|--------|--------|--|--|--|--|
| SHARE OF MARKET                   |  |  |  |  |  |  |  |  |  |  |  |  |             |        |        |        |        |        |        |        |        |        |          |        |        |  |  |  |  |
|                                   |  |  |  |  |  |  |  |  |  |  |  |  | 2010        | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017   | 2018   | 2019   | 2020     | 2021   |        |  |  |  |  |
| Day Visitor                       |  |  |  |  |  |  |  |  |  |  |  |  | £M          | 302.88 | 284.20 | 282.79 | 302.85 | 318.76 | 340.58 | 342.56 | 345.16 | 350.91 | 366.42   | 130.58 | 248.93 |  |  |  |  |
| All Visitor Types                 |  |  |  |  |  |  |  |  |  |  |  |  | £M          | 875.23 | 870.86 | 851.49 | 887.23 | 903.33 | 945.60 | 936.93 | 968.75 | 997.29 | 1,037.02 | 377.89 | 739.53 |  |  |  |  |
| Share of Total                    |  |  |  |  |  |  |  |  |  |  |  |  | %           | 34.6%  | 32.6%  | 33.2%  | 34.1%  | 35.3%  | 36.0%  | 36.6%  | 35.6%  | 35.2%  | 35.3%    | 34.6%  | 33.7%  |  |  |  |  |
| Annual Change in Share            |  |  |  |  |  |  |  |  |  |  |  |  | %           |        | -5.7%  | 1.8%   | 2.8%   | 3.4%   | 2.1%   | 1.5%   | -2.5%  | -1.2%  | 0.4%     | -2.2%  | -2.6%  |  |  |  |  |
| Change in Share from 2010         |  |  |  |  |  |  |  |  |  |  |  |  | %           |        | -5.7%  | -4.0%  | -1.4%  | 2.0%   | 4.1%   | 5.7%   | 3.0%   | 1.7%   | 2.1%     | -0.1%  | -2.7%  |  |  |  |  |
| Avg Ann. Change in Share          |  |  |  |  |  |  |  |  |  |  |  |  | %           |        | -5.7%  | -2.0%  | -0.5%  | 0.5%   | 0.8%   | 0.9%   | 0.4%   | 0.2%   | 0.2%     | 0.0%   | -0.2%  |  |  |  |  |



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