



STEAM SUMMARY 2022 CONWY COUNTY BOROUGH COUNCIL

Total economic impact of tourism £Bn	1.10
% change on 2021 (£'s 2022)	37.6%

Total visitor days (Millions)	17.96
% change on 2021	29.7%
Staying visitor days (Millions)	11.06
% change on 2021	45.9%

Total visitor numbers (Millions)	9.47
% change on 2021	20.3%
Number of staying visitors (Millions)	2.57
% change on 2021	59.5%
Number of day visitors (Millions)	6.90
% change on 2021	10.2%

Number of FTE jobs supported by tourism spend	11,871
% change on 2021	35.2%