



STEAM FINAL TREND REPORT FOR 2011-2022

Final

NORTH WALES

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REPORT SECTIONS	Page
-----------------	------

USER GUIDE	3
------------	---

COMPARATIVE HEADLINES	4
-----------------------	---

KEY MEASURES	5-11
--------------	------

**KEY IMPACT MEASURES:
MONTHLY DATA BY
VISITOR TYPE**

DISTRIBUTION OF IMPACT: <i>by Visitor Type</i>	13
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DISTRIBUTION OF IMPACT: <i>by Month</i>	14
---	----

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

UNINDEXED ECONOMIC IMPACT	16-22
---------------------------	-------

VISITOR NUMBERS	23-29
-----------------	-------

VISITOR DAYS	30-36
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DIRECT AND TOTAL EMPLOYMENT	37-43
-----------------------------	-------

ACCOMMODATION SUPPLY	44
----------------------	----

ANNEX	
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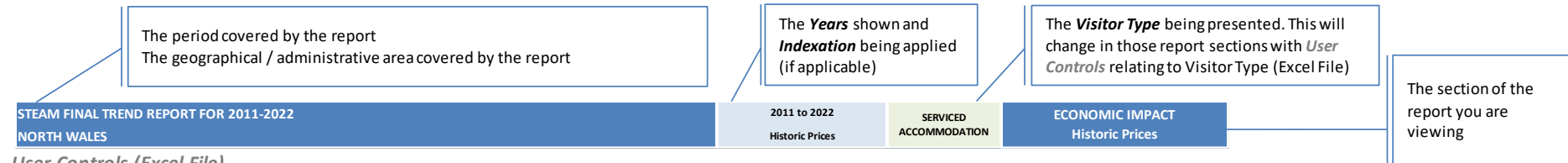
INDEXED FINANCIAL DATA	45-59
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Report Section Design and Features

Headers

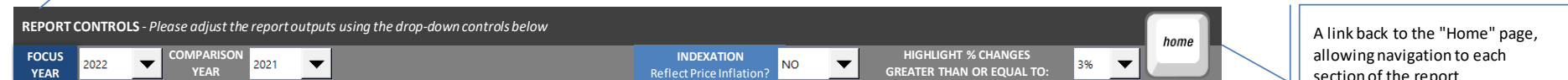
At the top of each page is a band containing key information about your report



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 2011-2022
NORTH WALES

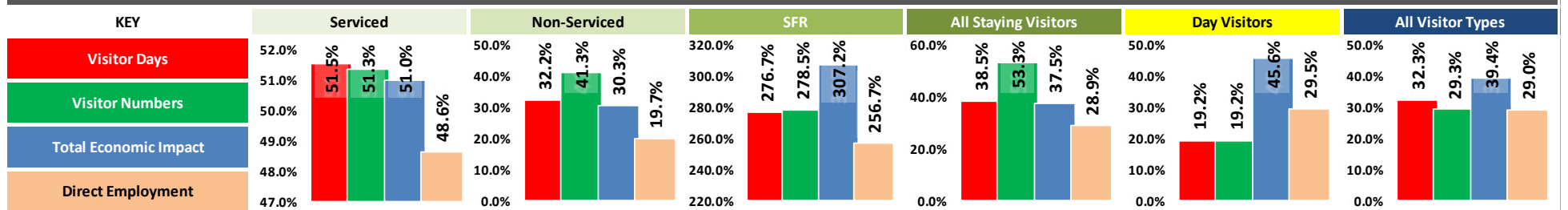
Comparing 2022 and 2021
All £'s Historic Prices

COMPARATIVE HEADLINES

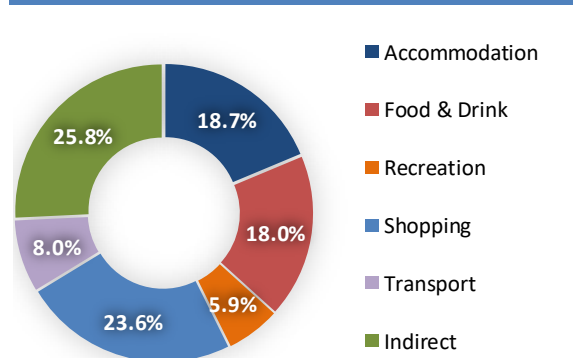
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation										Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																		
	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %				
Visitor Days	M	4,911	3,241	51.5%	42.37	32.06	32.2%	2,526	0.671	276.7%	49.81	35.97	38.5%	20.17	16.92	19.2%	69.98	52.89	32.3%			
Visitor Numbers	M	2,769	1,830	51.3%	6,964	4,930	41.3%	1,061	0.280	278.5%	10.79	7,040	53.3%	20.17	16.92	19.2%	30.96	23.96	29.3%			
Direct Expenditure	£Bn																3,087	2,206	39.9%			
Economic Impact	£Bn	0.625	0.414	51.0%	2.415	1.853	30.3%	0.118	0.029	307.2%	3.158	2.296	37.5%	1.000	0.687	45.6%	4.158	2.983	39.4%			
Direct Employment	FTEs	7,122	4,792	48.6%	20,380	17,022	19.7%	968	271	256.7%	28,470	22,085	28.9%	7,595	5,864	29.5%	36,065	27,949	29.0%			
Total Employment	FTEs																45,201	35,498	27.3%			

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2022 & 2021 - IN HISTORIC PRICES

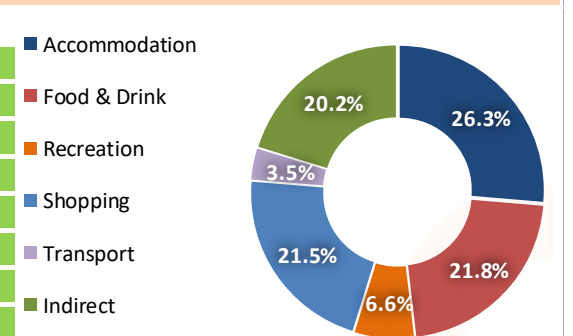


Sectoral Distribution of Economic Impact - £Bn including VAT in Historic Prices



Sectors	2022	2021	+/- %
Accommodation	0.777	0.653	19.1%
Food & Drink	0.749	0.512	46.2%
Recreation	0.247	0.190	29.8%
Shopping	0.983	0.632	55.5%
Transport	0.331	0.219	51.3%
TOTAL DIRECT	3,087	2,206	39.9%
Indirect	1.071	0.776	37.9%
TOTAL	4,158	2,983	39.4%

Sectoral Distribution of Employment - FTEs



Unindexed Key Measures by Year and Visitor Type for the Period 2011 to 2022

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

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

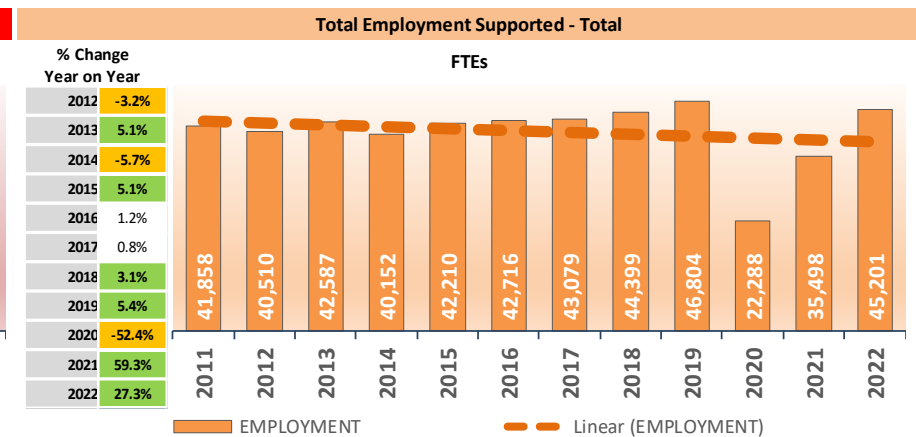
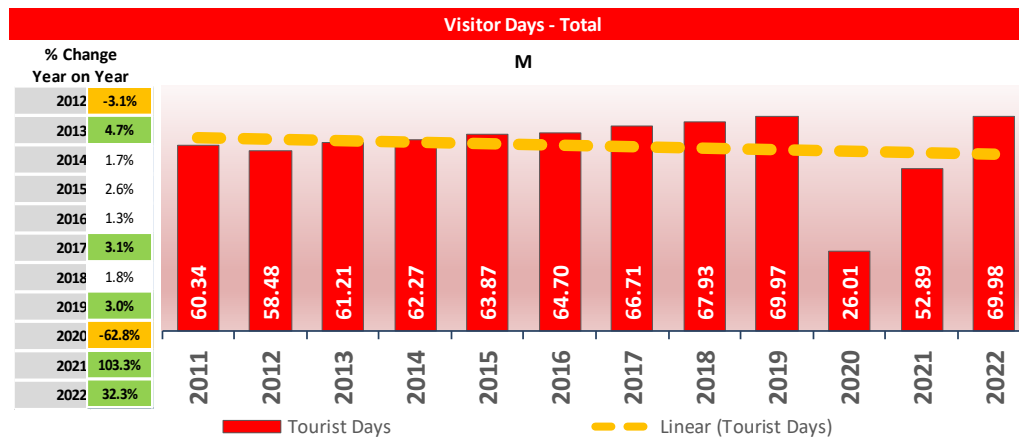
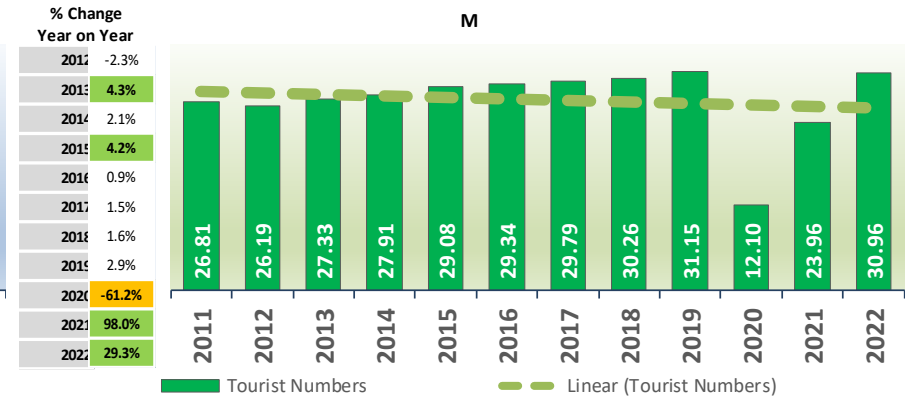
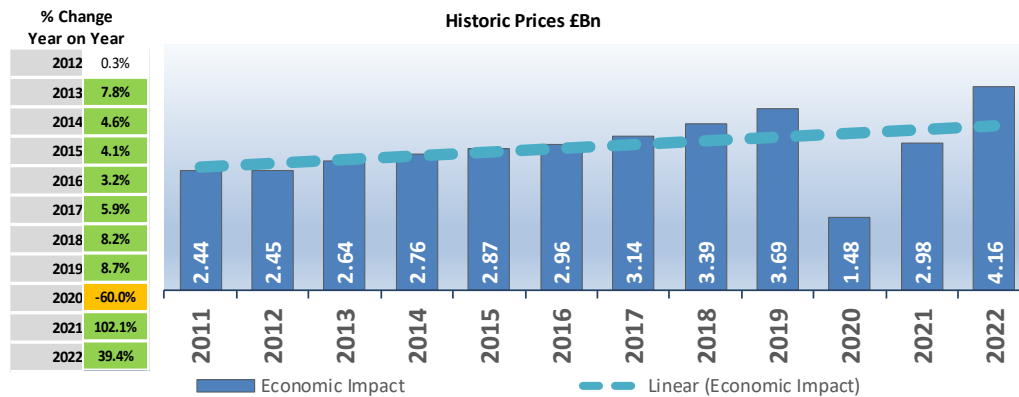
2011 to 2022
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - Total



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		0.3%	8.1%	13.0%	17.6%	21.4%	28.5%	39.0%	51.2%	-39.6%	22.2%	70.3%
Visitor Numbers		-2.3%	2.0%	4.1%	8.5%	9.4%	11.1%	12.9%	16.2%	-54.9%	-10.6%	15.5%
Visitor Days		-3.1%	1.4%	3.2%	5.8%	7.2%	10.5%	12.6%	16.0%	-56.9%	-12.4%	16.0%
Total Employment		-3.2%	1.7%	-4.1%	0.8%	2.1%	2.9%	6.1%	11.8%	-46.8%	-15.2%	8.0%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

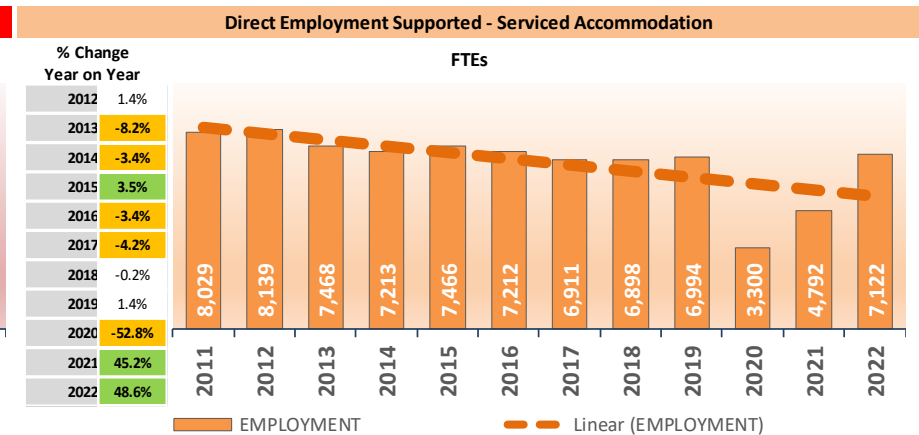
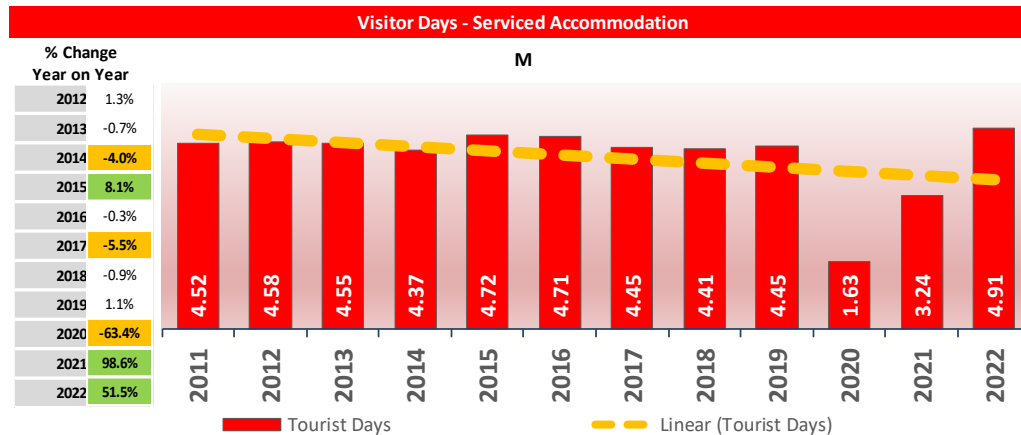
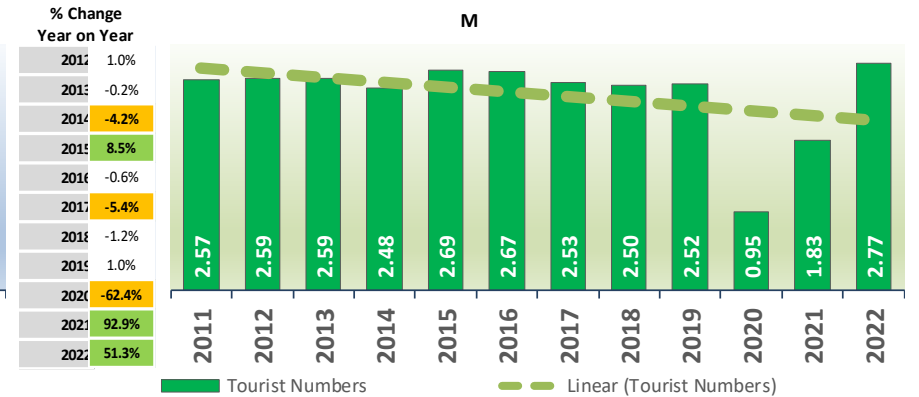
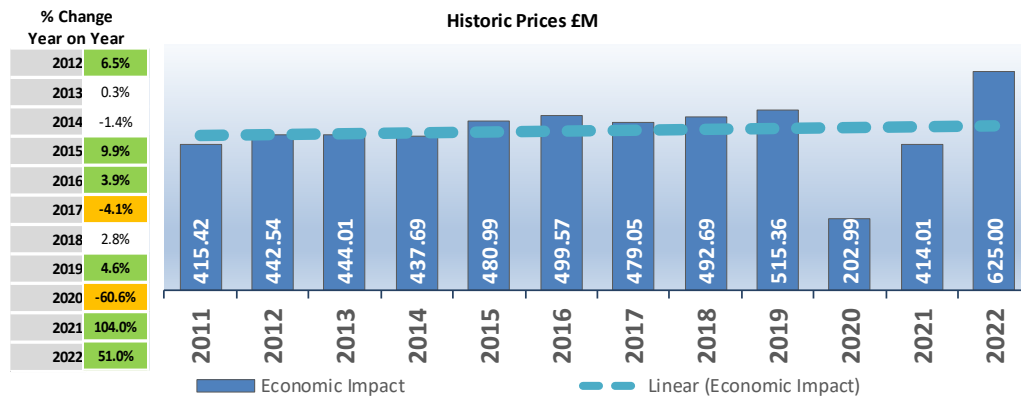
2011 to 2022
Historic Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		6.5%	6.9%	5.4%	15.8%	20.3%	15.3%	18.6%	24.1%	-51.1%	-0.3%	50.4%
Visitor Numbers		1.0%	0.8%	-3.5%	4.8%	4.2%	-1.4%	-2.6%	-1.7%	-63.0%	-28.7%	7.9%
Visitor Days		1.3%	0.6%	-3.4%	4.4%	4.1%	-1.6%	-2.5%	-1.5%	-63.9%	-28.3%	8.6%
Direct Employment		1.4%	-7.0%	-10.2%	-7.0%	-10.2%	-13.9%	-14.1%	-12.9%	-58.9%	-40.3%	-11.3%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

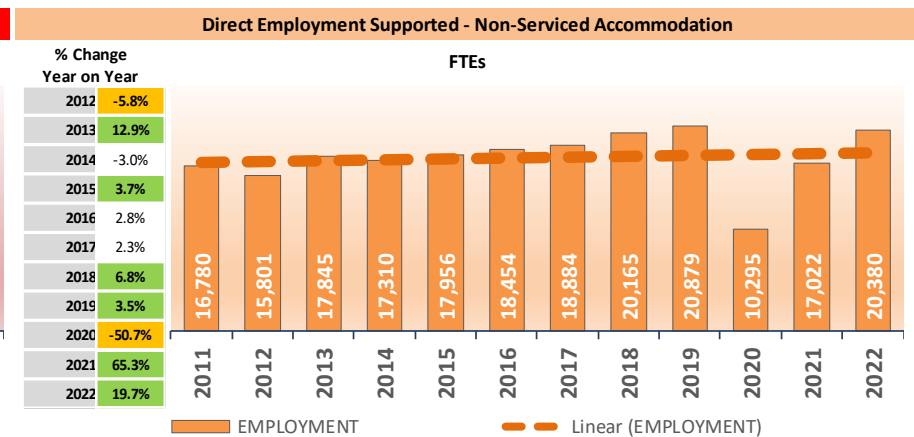
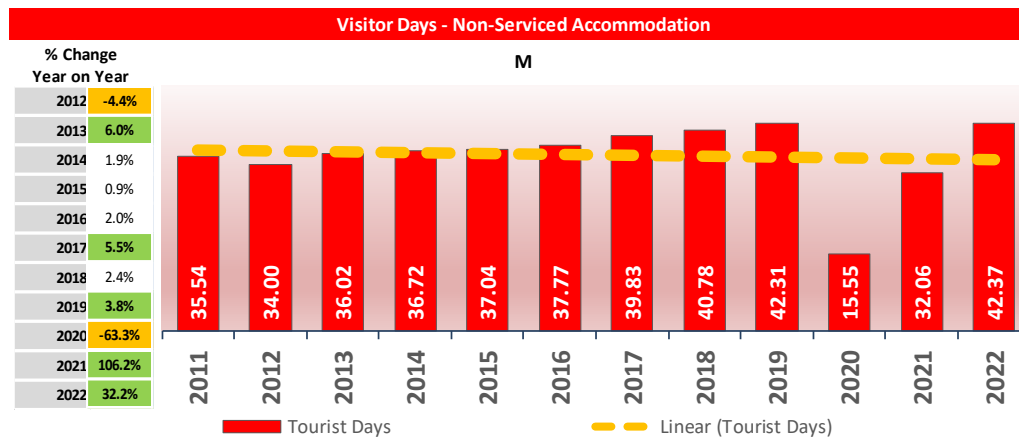
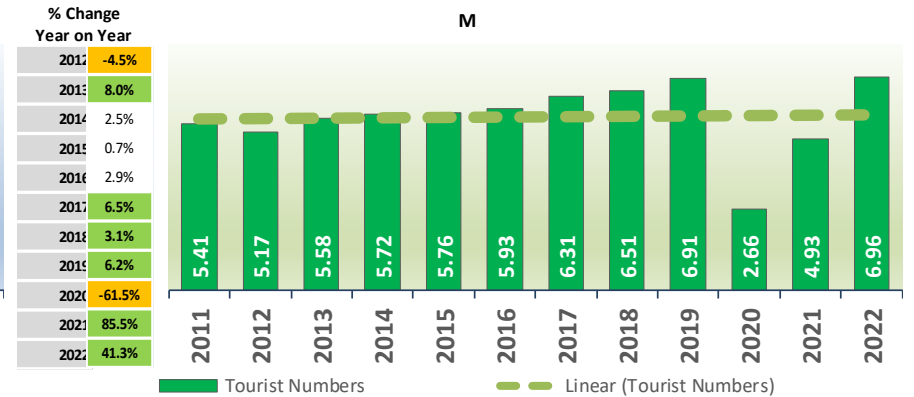
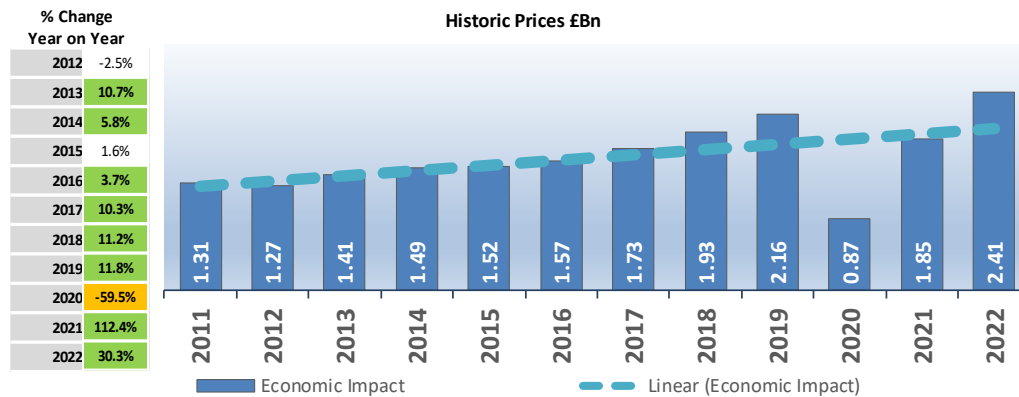
2011 to 2022
Historic Prices

NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		-2.5%	7.9%	14.2%	16.0%	20.3%	32.7%	47.5%	64.9%	-33.2%	41.8%	84.7%
Visitor Numbers		-4.5%	3.2%	5.8%	6.5%	9.5%	16.6%	20.3%	27.7%	-50.9%	-8.9%	28.7%
Visitor Days		-4.4%	1.4%	3.3%	4.2%	6.2%	12.0%	14.7%	19.0%	-56.3%	-9.8%	19.2%
Direct Employment		-5.8%	6.3%	3.2%	7.0%	10.0%	12.5%	20.2%	24.4%	-38.6%	1.4%	21.5%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

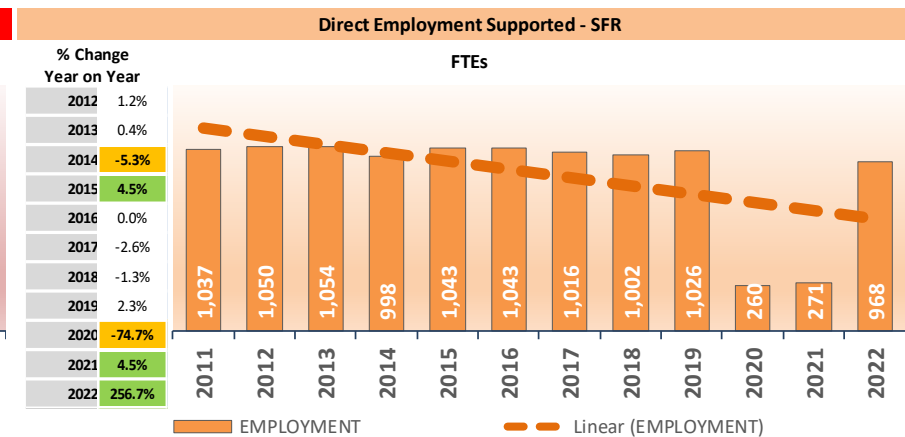
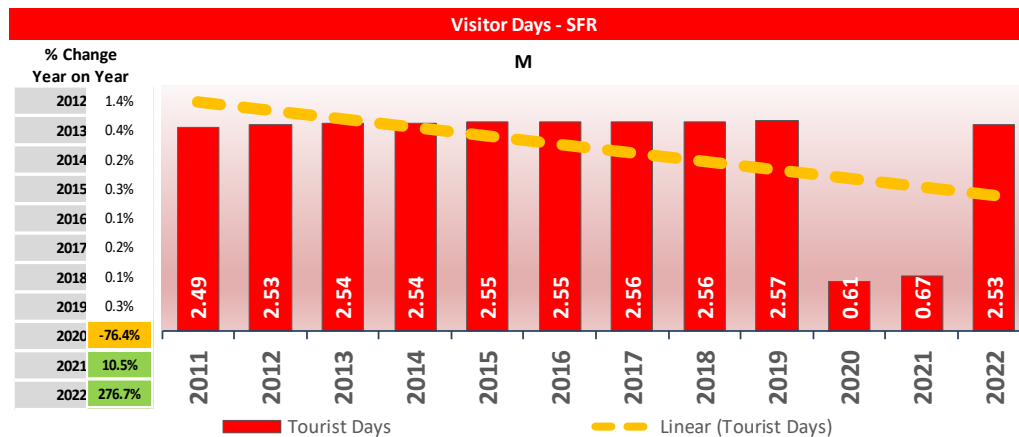
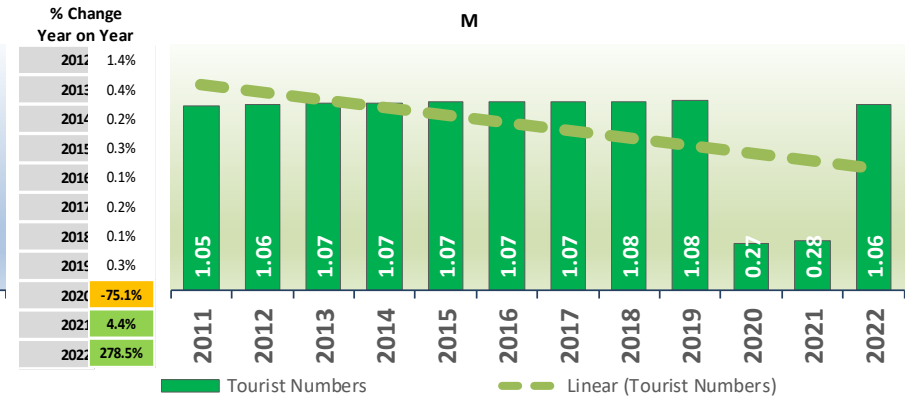
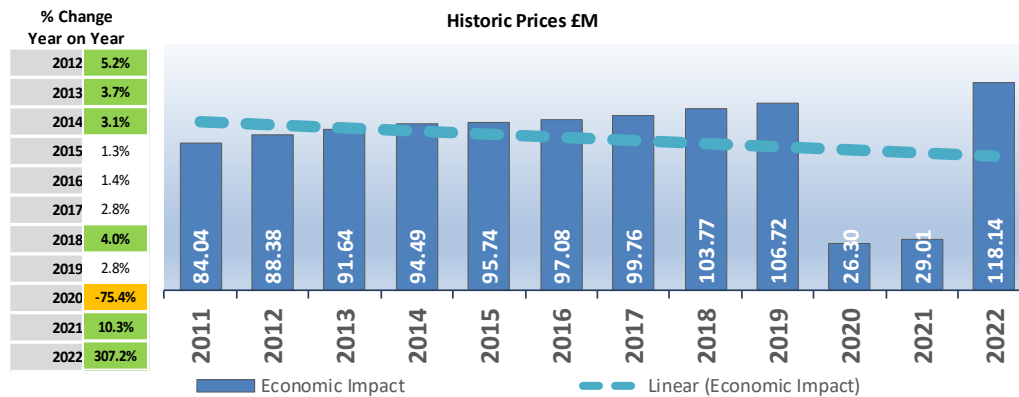
2011 to 2022
Historic Prices

SFR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - SFR

Visitor Numbers - SFR



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		5.2%	9.1%	12.4%	13.9%	15.5%	18.7%	23.5%	27.0%	-68.7%	-65.5%	40.6%
Visitor Numbers		1.4%	1.8%	2.0%	2.3%	2.4%	2.6%	2.6%	2.9%	-74.4%	-73.2%	1.3%
Visitor Days		1.4%	1.8%	2.0%	2.3%	2.4%	2.6%	2.6%	2.9%	-75.7%	-73.1%	1.3%
Direct Employment		1.2%	1.6%	-3.8%	0.5%	0.6%	-2.1%	-3.4%	-1.1%	-75.0%	-73.8%	-6.7%

"Linear" = Linear Trendline

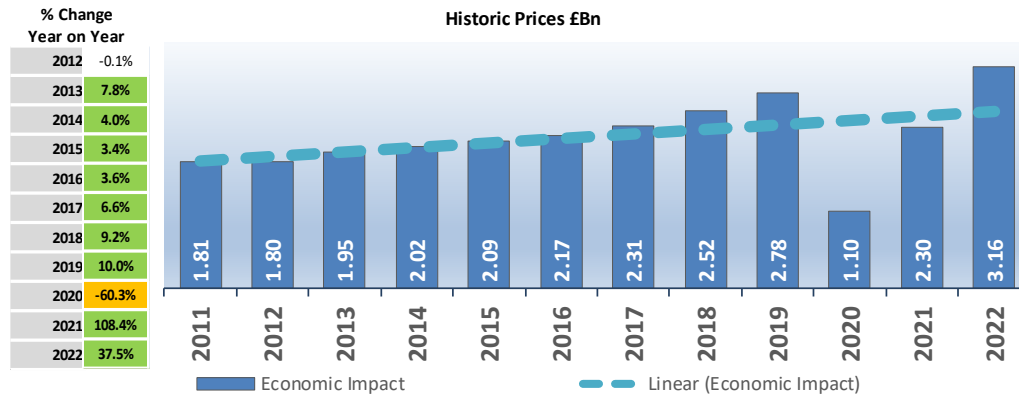
STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

2011 to 2022
Historic Prices

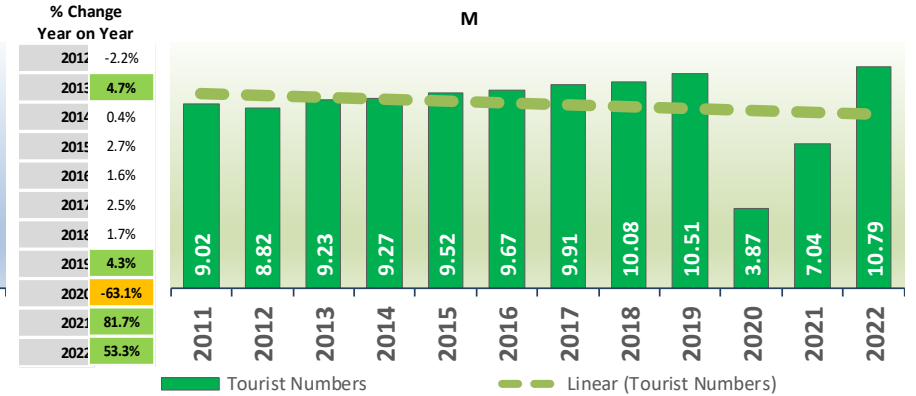
STAYING VISITOR

KEY MEASURES
Historic Prices

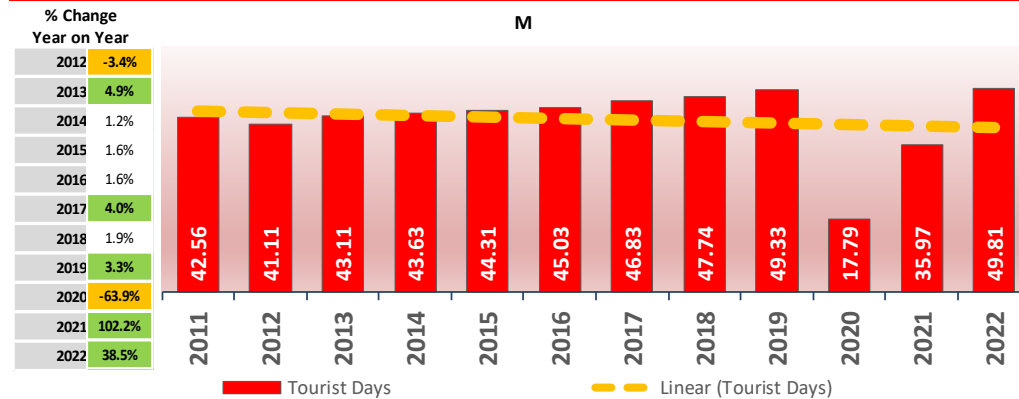
Economic Impact - Historic Prices - Staying Visitor



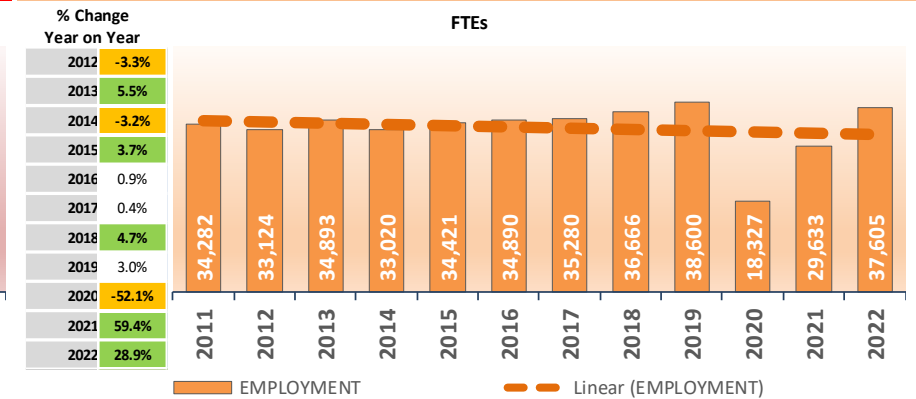
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		-0.1%	7.7%	12.1%	15.8%	20.1%	28.0%	39.8%	53.7%	-39.0%	27.1%	74.8%
Visitor Numbers		-2.2%	2.3%	2.7%	5.5%	7.2%	9.9%	11.7%	16.5%	-57.1%	-22.0%	19.6%
Visitor Days		-3.4%	1.3%	2.5%	4.1%	5.8%	10.0%	12.2%	15.9%	-58.2%	-15.5%	17.0%
Direct Employment		-3.4%	1.8%	-3.7%	0.4%	1.8%	2.9%	7.0%	12.6%	-46.5%	-13.6%	9.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

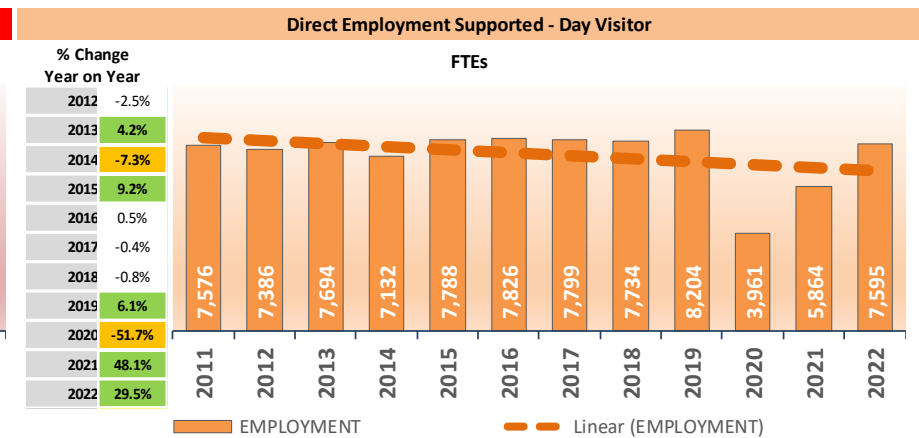
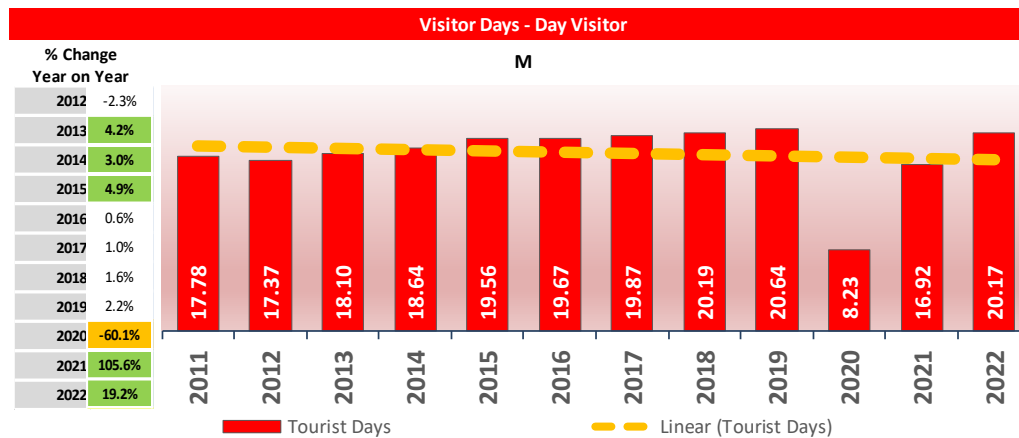
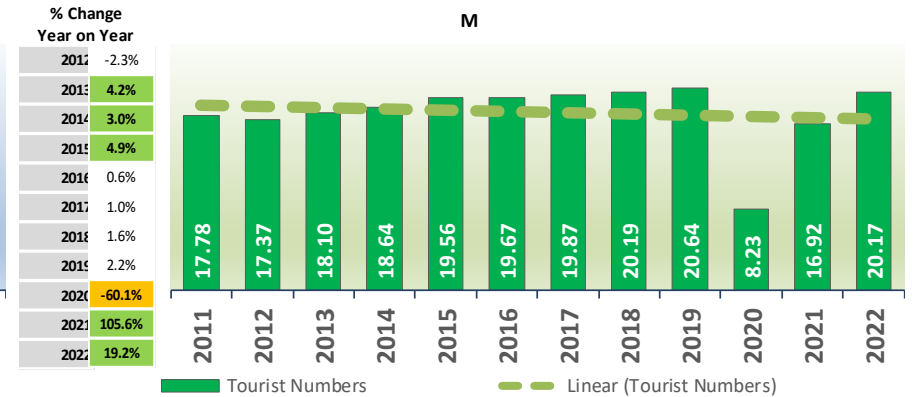
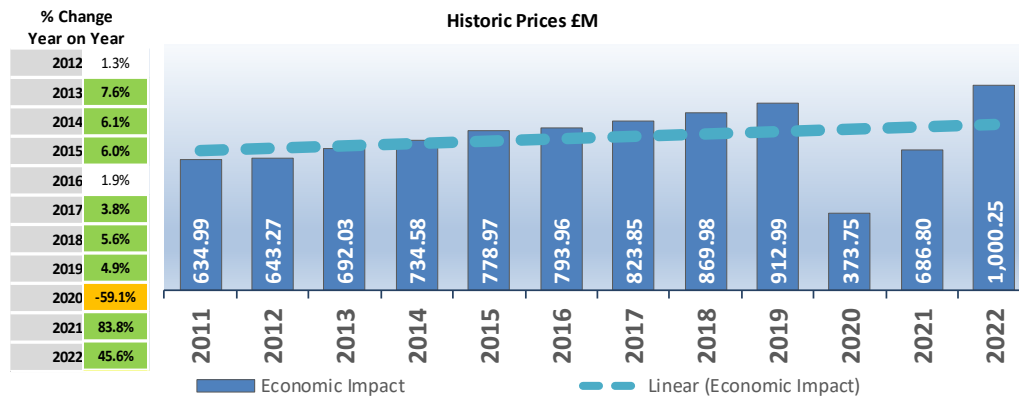
2011 to 2022
Historic Prices

DAY VISITOR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Day Visitor

Visitor Numbers - Day Visitor



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		1.3%	9.0%	15.7%	22.7%	25.0%	29.7%	37.0%	43.8%	-41.1%	8.2%	57.5%
Visitor Numbers		-2.3%	1.8%	4.8%	10.0%	10.6%	11.8%	13.5%	16.1%	-53.7%	-4.9%	13.4%
Visitor Days		-2.3%	1.8%	4.8%	10.0%	10.6%	11.8%	13.5%	16.1%	-53.7%	-4.9%	13.4%
Direct Employment		-2.5%	1.6%	-5.9%	2.8%	3.3%	2.9%	2.1%	8.3%	-47.7%	-22.6%	0.3%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2011 to 2022

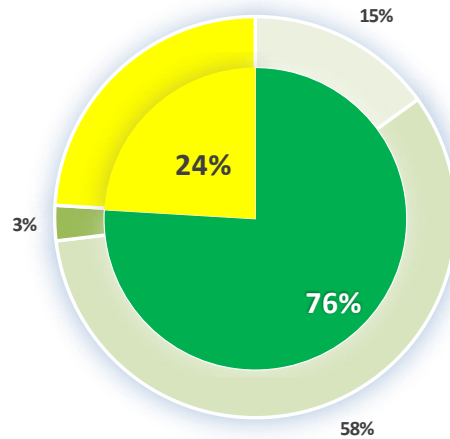
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2022 - M - Share of Total

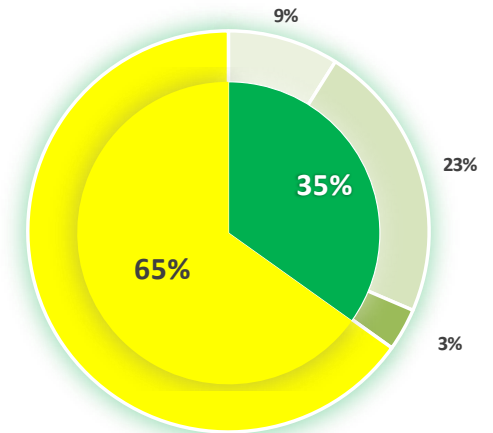
TOTAL
£4,158.13m

	£M
Serviced	625.00
Non-Serviced	2,414.74
SFR	118.14
Staying Visitor	3,157.88
Day Visitor	1,000.25
Total	4,158.13



TOTAL
30.96m

	M
Serviced	2.77
Non-Serviced	6.96
SFR	1.06
Staying Visitor	10.79
Day Visitor	20.17
Total	30.96

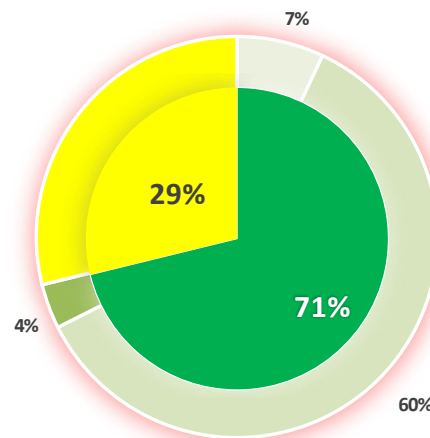


Visitor Days - 2022 - M - Share of Total

Direct Employment Supported - 2022 - FTEs - Share of Total

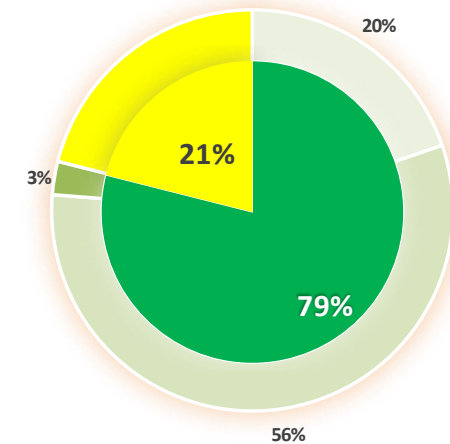
TOTAL
69.98m

	M
Serviced	4.91
Non-Serviced	42.37
SFR	2.53
Staying Visitor	49.81
Day Visitor	20.17
Total	69.98



TOTAL
36,065 Direct FTEs
45,201 Total FTEs

	FTEs
Serviced	7,122
Non-Serviced	20,380
SFR	968
Staying Visitor	28,470
Day Visitor	7,595
Total	36,065



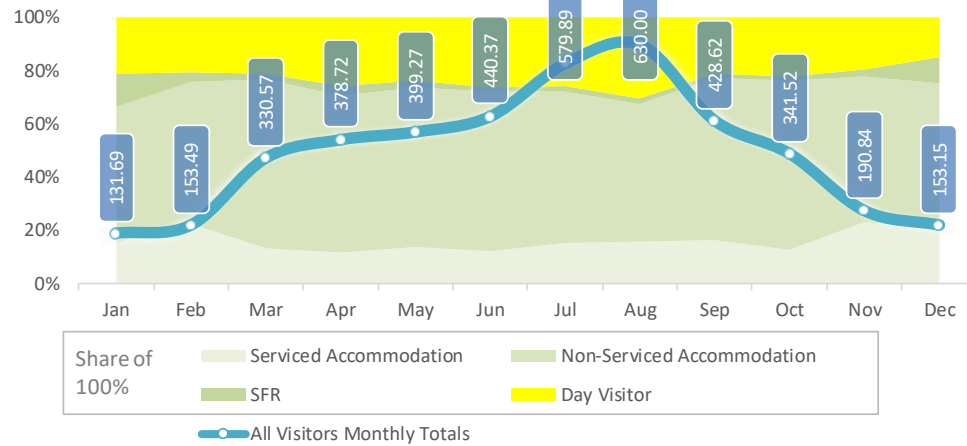
STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

2022
Historic Prices

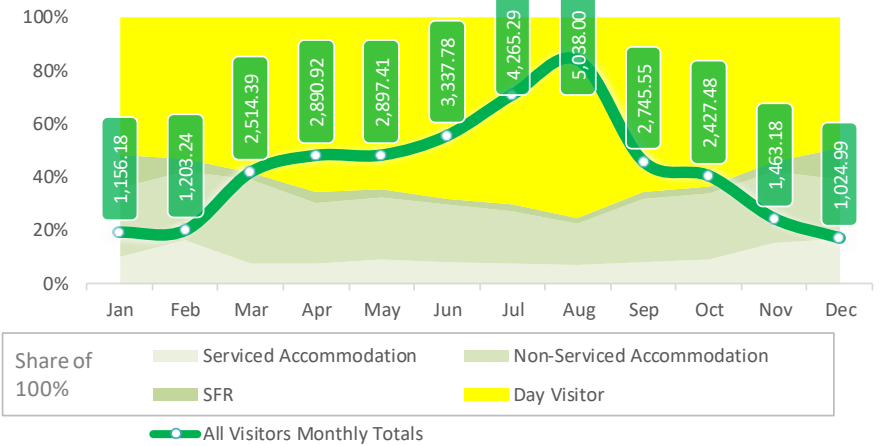
TOTAL

DISTRIBUTION BY MONTH
Historic Prices

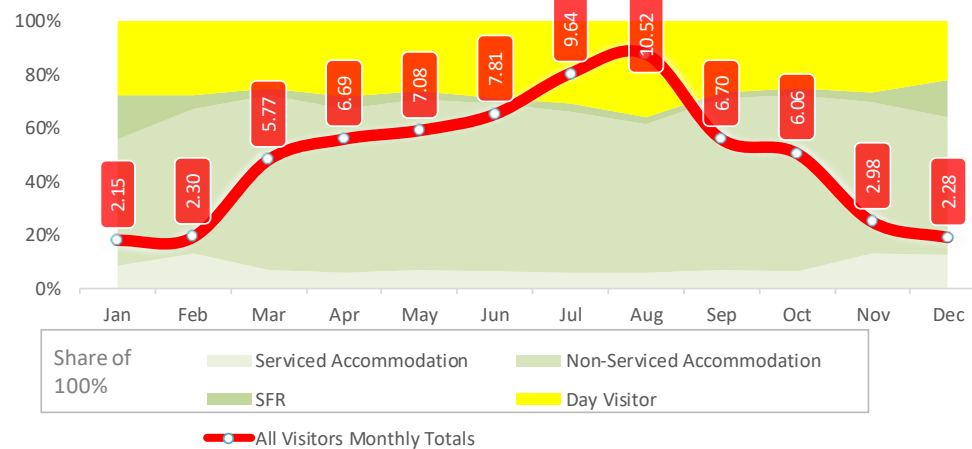
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



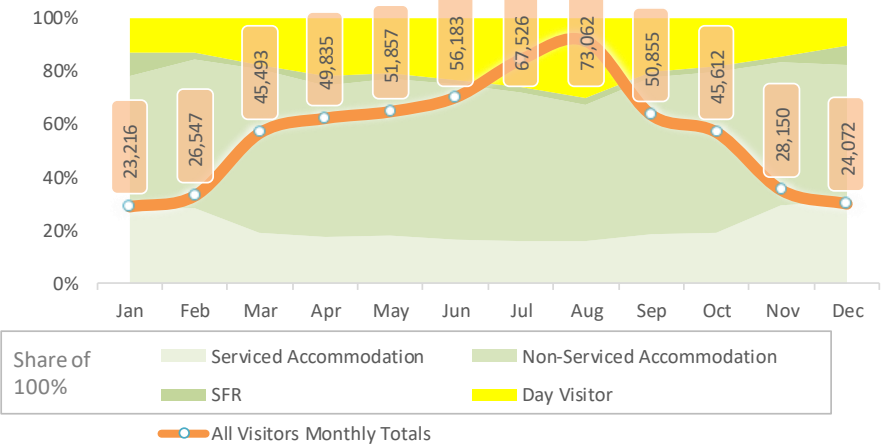
Visitor Numbers - 2022 - 000s - Distribution of Impact by Month



Visitor Days - 2022 - M - Distribution of Impact by Month



Direct Employment Supported - 2022 - FTEs - Distribution of Impact by Month



STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

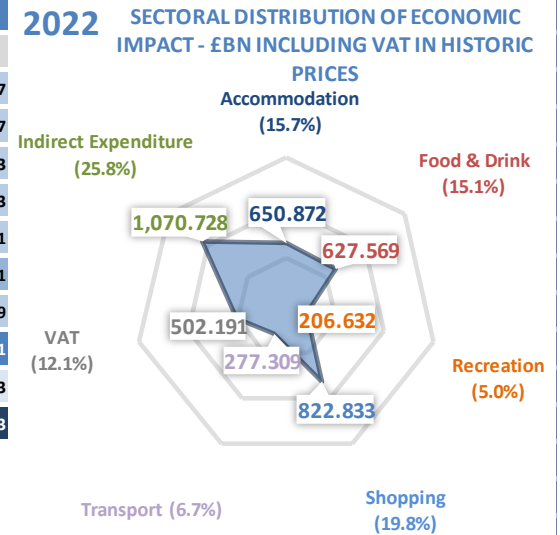
2011 to 2022
Historic Prices

TOTAL

SECTORAL ANALYSIS
Historic Prices

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

SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	£M	292.01	304.92	335.57	346.73	364.68	383.35	406.55	476.02	566.88	275.38	578.51	650.87
Food & Drink	£M	389.46	392.41	422.35	440.61	456.92	469.96	495.57	522.91	552.84	223.22	454.18	627.57
Recreation	£M	138.71	131.69	137.45	143.04	149.46	154.65	164.48	172.30	182.39	73.58	168.51	206.63
Shopping	£M	524.66	523.55	562.49	591.67	615.26	630.13	663.16	700.44	733.81	285.81	560.10	822.83
Transport	£M	180.76	177.51	188.70	197.20	205.37	211.09	223.12	234.13	246.64	93.60	193.99	277.31
Direct Revenue	£M	1,525.61	1,530.08	1,646.55	1,719.24	1,791.69	1,849.18	1,952.88	2,105.80	2,282.56	951.59	1,955.28	2,585.21
VAT	£M	305.12	306.02	329.31	343.85	358.34	369.84	390.58	421.16	456.51	138.50	251.06	502.19
Direct Expenditure	£M	1,830.73	1,836.10	1,975.86	2,063.09	2,150.02	2,219.02	2,343.46	2,526.96	2,739.08	1,090.09	2,206.35	3,087.41
Indirect Expenditure	£M	610.80	612.11	662.65	696.38	721.75	743.97	793.36	867.94	951.33	385.46	776.32	1,070.73
TOTAL	£M	2,441.53	2,448.21	2,638.51	2,759.46	2,871.78	2,962.98	3,136.82	3,394.90	3,690.40	1,475.55	2,982.66	4,158.13



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTEs

SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	FTEs	9,546	9,569	10,436	10,570	10,657	10,554	10,458	11,815	11,732	6,158	9,050	11,903
Food & Drink	FTEs	8,326	8,071	8,411	9,274	9,940	10,096	9,770	10,029	10,117	5,172	8,139	9,860
Recreation	FTEs	3,599	3,287	3,322	2,663	2,663	2,899	3,089	2,847	3,225	1,757	2,645	3,001
Shopping	FTEs	10,225	9,817	10,212	8,742	9,477	9,439	9,697	9,551	10,325	4,075	6,935	9,720
Transport	FTEs	1,726	1,631	1,679	1,403	1,517	1,547	1,595	1,557	1,706	653	1,180	1,581
Direct Employment	FTEs	33,422	32,376	34,060	32,652	34,254	34,535	34,609	35,799	37,103	17,815	27,949	36,065
Indirect Employment	FTEs	8,436	8,134	8,526	7,500	7,956	8,181	8,469	8,600	9,701	4,473	7,548	9,136
TOTAL	FTEs	41,858	40,510	42,587	40,152	42,210	42,716	43,079	44,399	46,804	22,288	35,498	45,201



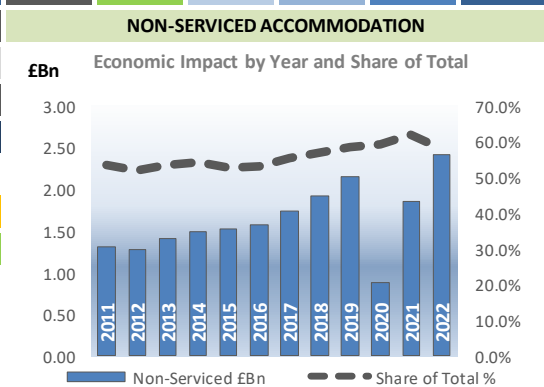
Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2011 to 2022

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

STEAM FINAL TREND REPORT FOR 2011-2022 NORTH WALES	2011 to 2022 Historic Prices	NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices
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ECONOMIC IMPACT BY:	MONTH AND QUARTER													CALENDAR YEAR		QUARTER			
KEY	NON-SERVICED ACCOMMODATION													TOTAL	% Change				
An increase of 3% or more	ECONOMIC IMPACT £Bn - IN HISTORIC PRICES / 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 2011 to 2022	278.8%	250.1%	329.8%	55.7%	55.3%	60.5%	55.6%	47.4%	61.6%	119.5%	204.1%	270.6%	84.7%	Annual Change	299.1%	57.3%	54.2%	160.0%	
% Change 2021 to 2022	27043.7%	35288.3%	672.6%	59.6%	70.4%	33.2%	16.0%	-3.7%	-12.5%	-17.9%	36.7%	5.8%	30.3%		1197.7%	51.9%	-0.5%	-3.4%	
Average Annual Change	25.3%	22.7%	30.0%	5.1%	5.0%	5.5%	5.1%	4.3%	5.6%	10.9%	18.6%	24.6%	7.7%		27.2%	5.2%	4.9%	14.5%	

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
Non-Serviced	£Bn	1.307	1.274	1.411	1.493	1.516	1.572	1.734	1.928	2.155	0.873	1.853	2.415
All Visitor Types	£Bn	2.442	2.448	2.639	2.759	2.872	2.963	3.137	3.395	3.690	1.476	2.983	4.158
Share of Total	%	53.5%	52.0%	53.5%	54.1%	52.8%	53.1%	55.3%	56.8%	58.4%	59.1%	62.1%	58.1%
Annual Change in Share	%		-2.8%	2.8%	1.2%	-2.4%	0.5%	4.2%	2.8%	2.8%	1.2%	5.1%	-6.5%
Change in Share from 2011	%		-2.8%	-0.1%	1.0%	-1.4%	-0.9%	3.3%	6.1%	9.1%	10.5%	16.0%	8.5%
Avg Ann. Change in Share	%		-2.8%	-0.1%	0.3%	-0.3%	-0.2%	0.5%	0.9%	1.1%	1.2%	1.6%	0.8%



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Report Prepared by: Cathy James. Date of Issue: 05/09/23

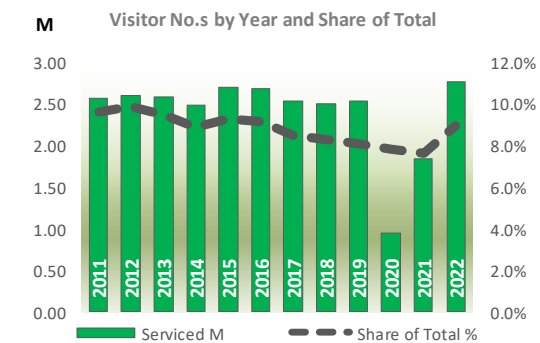
Visitor Numbers by Month, Year and Visitor Type for the Period 2011 to 2022

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

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

VISITOR NUMBERS BY:													2011 to 2022		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 2011 to 2022																				
% Change 2021 to 2022																				
Average Annual Change																				
2011	M	0.102	0.147	0.134	0.228	0.234	0.262	0.312	0.353	0.242	0.261	0.163	0.129	2.566		0.383	0.724	0.906	0.552	
2012	M	0.108	0.167	0.148	0.221	0.253	0.286	0.275	0.353	0.244	0.231	0.168	0.138	2.591	1.0%	0.424	0.760	0.872	0.536	
2013	M	0.115	0.212	0.145	0.204	0.257	0.254	0.290	0.331	0.221	0.218	0.187	0.153	2.587	-0.2%	0.472	0.715	0.841	0.558	
2014	M	0.122	0.182	0.139	0.211	0.249	0.250	0.282	0.318	0.227	0.215	0.163	0.121	2.477	-4.2%	0.443	0.709	0.827	0.498	
2015	M	0.132	0.207	0.154	0.228	0.258	0.275	0.318	0.337	0.213	0.249	0.185	0.133	2.689	8.5%	0.493	0.761	0.868	0.567	
2016	M	0.137	0.188	0.148	0.226	0.266	0.270	0.297	0.339	0.249	0.205	0.189	0.161	2.673	-0.6%	0.472	0.762	0.885	0.554	
2017	M	0.157	0.209	0.159	0.225	0.237	0.240	0.281	0.283	0.217	0.196	0.169	0.156	2.529	-5.4%	0.525	0.703	0.781	0.521	
2018	M	0.144	0.197	0.153	0.196	0.254	0.251	0.268	0.295	0.221	0.191	0.167	0.161	2.498	-1.2%	0.495	0.701	0.784	0.518	
2019	M	0.174	0.179	0.153	0.197	0.228	0.252	0.275	0.325	0.233	0.188	0.175	0.146	2.523	1.0%	0.506	0.677	0.832	0.509	
2020	M	0.177	0.191	0.079				0.010	0.231	0.172	0.016	0.056	0.016	0.948	-62.4%	0.447		0.413	0.088	
2021	M					0.082	0.241	0.321	0.365	0.240	0.220	0.212	0.150	1.830	92.9%		0.323	0.926	0.581	
2022	M	0.115	0.200	0.185	0.214	0.259	0.270	0.323	0.355	0.228	0.223	0.224	0.172	2.769	51.3%	0.500	0.743	0.906	0.620	

VISITOR NUMBERS													SERVICED ACCOMMODATION		
SHARE OF MARKET															
2011															
2012															
2013															
2014															
2015															
2016															
2017															
2018															
2019															
2020															
2021															
2022															
Serviced	M	2.566	2.591	2.587	2.477	2.689	2.673	2.529	2.498	2.523	0.948	1.830	2.769		
All Visitor Types	M	26.81	26.19	27.33	27.91	29.08	29.34	29.79	30.26	31.15	12.10	23.96	30.96		
Share of Total	%	9.6%	9.9%	9.5%	8.9%	9.2%	9.1%	8.5%	8.3%	8.1%	7.8%	7.6%	8.9%		
Annual Change in Share	%		3.3%	-4.3%	-6.2%	4.2%	-1.5%	-6.8%	-2.8%	-1.8%	-3.3%	-2.5%	17.1%		
Change in Share from 2011	%		3.3%	-1.1%	-7.3%	-3.4%	-4.8%	-11.3%	-13.8%	-15.4%	-18.1%	-20.2%	-6.6%		
Avg Ann. Change in Share	%		3.3%	-0.6%	-2.4%	-0.9%	-1.0%	-1.9%	-2.0%	-1.9%	-2.0%	-2.0%	-0.6%		



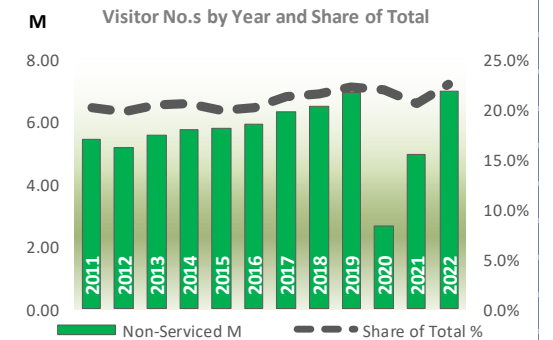
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Report Prepared by: Cathy James. Date of Issue: 05/09/23

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

VISITOR NUMBERS BY:													2011 to 2022		NON-SERVICED		VISITOR NUMBERS						
MONTH AND QUARTER																							
NON-SERVICED ACCOMMODATION													CALENDAR YEAR		QUARTER								
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES													TOTAL	% Change	Q1	Q2	Q3	Q4					
KEY		Q1		Q2		Q3		Q4															
An increase of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4					
Less than 3% change																							
A Fall of 3% or more																							
% Change 2011 to 2022		102.1%	101.2%	161.1%	7.5%	7.5%	11.6%	6.1%	1.2%	8.3%	44.6%	79.4%	107.9%						28.7%	131.5%	8.9%	4.9%	64.2%
% Change 2021 to 2022		34599.0%	45836.6%	647.1%	78.4%	98.0%	50.8%	25.1%	-9.9%	-19.4%	-24.2%	43.2%	5.5%						41.3%	1201.5%	72.9%	-3.2%	-4.6%
Average Annual Change		9.3%	9.2%	14.6%	0.7%	0.7%	1.1%	0.6%	0.1%	0.8%	4.1%	7.2%	9.8%	2.6%	12.0%	0.8%	0.4%	5.8%					
2011	M	0.149	0.155	0.306	0.612	0.627	0.647	0.791	0.776	0.604	0.413	0.220	0.110	5.410	0.610	1.887	2.170	0.743					
2012	M	0.125	0.135	0.326	0.514	0.511	0.632	0.750	0.767	0.590	0.480	0.225	0.112	5.167	-4.5%	0.586	1.657	2.107	0.818				
2013	M	0.161	0.175	0.544	0.489	0.561	0.633	0.775	0.811	0.580	0.431	0.279	0.141	5.581	8.0%	0.881	1.683	2.166	0.851				
2014	M	0.164	0.211	0.601	0.512	0.596	0.594	0.780	0.821	0.585	0.413	0.281	0.164	5.722	2.5%	0.976	1.702	2.185	0.858				
2015	M	0.160	0.191	0.590	0.499	0.598	0.591	0.824	0.857	0.552	0.425	0.322	0.150	5.761	0.7%	0.942	1.688	2.233	0.898				
2016	M	0.156	0.196	0.705	0.512	0.526	0.662	0.824	0.790	0.572	0.442	0.360	0.180	5.926	2.9%	1.056	1.700	2.186	0.983				
2017	M	0.200	0.243	0.685	0.620	0.583	0.686	0.810	0.795	0.593	0.528	0.370	0.196	6.310	6.5%	1.129	1.889	2.198	1.093				
2018	M	0.211	0.237	0.714	0.604	0.643	0.720	0.845	0.818	0.624	0.556	0.370	0.164	6.506	3.1%	1.163	1.967	2.287	1.089				
2019	M	0.254	0.257	0.746	0.647	0.686	0.715	0.856	0.825	0.672	0.603	0.397	0.250	6.907	6.2%	1.257	2.048	2.352	1.250				
2020	M	0.217	0.234	0.475				0.228	0.601	0.622	0.165	0.076	0.038	2.657	-61.5%	0.926		1.452	0.280				
2021	M	0.001	0.001	0.107	0.369	0.341	0.479	0.671	0.871	0.810	0.788	0.275	0.217	4.930	85.5%	0.108	1.189	2.353	1.280				
2022	M	0.301	0.311	0.798	0.658	0.675	0.722	0.839	0.785	0.653	0.597	0.394	0.229	6.964	41.3%	1.411	2.055	2.278	1.221				

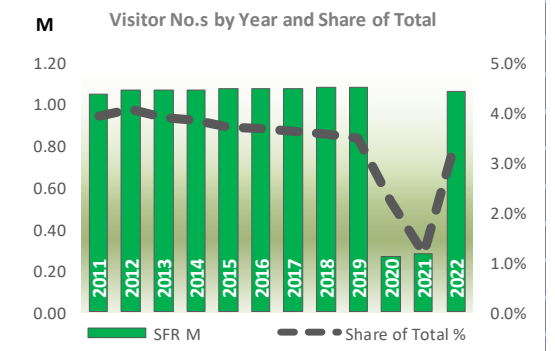
VISITOR NUMBERS													NON-SERVICED ACCOMMODATION	
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
Non-Serviced	M	5.410	5.167	5.581	5.722	5.761	5.926	6.310	6.506	6.907	2.657	4.930	6.964	
All Visitor Types	M	26.81	26.19	27.33	27.91	29.08	29.34	29.79	30.26	31.15	12.10	23.96	30.96	
Share of Total	%	20.2%	19.7%	20.4%	20.5%	19.8%	20.2%	21.2%	21.5%	22.2%	22.0%	20.6%	22.5%	
Annual Change in Share	%		-2.2%	3.5%	0.4%	-3.4%	2.0%	4.9%	1.5%	3.2%	-1.0%	-6.3%	9.3%	
Change in Share from 2011	%		-2.2%	1.2%	1.6%	-1.8%	0.1%	5.0%	6.5%	9.9%	8.8%	2.0%	11.4%	
Avg Ann. Change in Share	%		-2.2%	0.6%	0.5%	-0.5%	0.0%	0.8%	0.9%	1.2%	1.0%	0.2%	1.0%	



STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

2011 to 2022													SFR	VISITOR NUMBERS						
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change					
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	TOTAL		% Change				
% Change 2011 to 2022		1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%			
% Change 2021 to 2022						876.9%	876.9%	95.4%	95.4%	95.4%	95.4%	95.4%	95.4%	278.5%			1561.6%	95.4%	95.4%	
Average Annual Change		0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	
2011	M	0.139	0.056	0.062	0.117	0.093	0.075	0.102	0.104	0.064	0.065	0.053	0.120	1.048			0.256	0.284	0.269	0.238
2012	M	0.141	0.056	0.063	0.119	0.094	0.076	0.103	0.105	0.065	0.066	0.054	0.122	1.062	1.4%		0.259	0.288	0.273	0.242
2013	M	0.141	0.056	0.063	0.119	0.094	0.076	0.104	0.105	0.065	0.066	0.054	0.122	1.066	0.4%		0.260	0.289	0.274	0.242
2014	M	0.142	0.057	0.063	0.120	0.094	0.076	0.104	0.106	0.065	0.066	0.054	0.123	1.069	0.2%		0.261	0.290	0.275	0.243
2015	M	0.142	0.057	0.063	0.120	0.095	0.076	0.104	0.106	0.065	0.066	0.054	0.123	1.072	0.3%		0.262	0.291	0.275	0.244
2016	M	0.142	0.057	0.063	0.120	0.095	0.076	0.104	0.106	0.065	0.066	0.054	0.123	1.073	0.1%		0.262	0.291	0.276	0.244
2017	M	0.142	0.057	0.063	0.120	0.095	0.077	0.104	0.106	0.066	0.066	0.055	0.123	1.075	0.2%		0.263	0.292	0.276	0.244
2018	M	0.142	0.057	0.063	0.120	0.095	0.077	0.104	0.106	0.066	0.066	0.055	0.123	1.075	0.1%		0.263	0.292	0.276	0.244
2019	M	0.143	0.057	0.063	0.121	0.095	0.077	0.105	0.107	0.066	0.067	0.055	0.124	1.079	0.3%		0.263	0.293	0.277	0.245
2020	M	0.143	0.057	0.047				0.010	0.011					0.269	-75.1%		0.247		0.021	
2021	M					0.010	0.008	0.053	0.054	0.033	0.034	0.028	0.062	0.280	4.4%			0.017	0.140	0.123
2022	M	0.141	0.056	0.062	0.119	0.094	0.076	0.103	0.105	0.065	0.066	0.054	0.122	1.061	278.5%		0.259	0.288	0.273	0.241

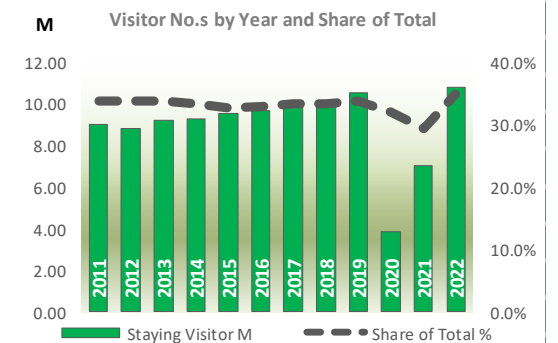
VISITOR NUMBERS													SFR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	SFR	
SFR	M	1.048	1.062	1.066	1.069	1.072	1.073	1.075	1.075	1.079	0.269	0.280	1.061		
All Visitor Types	M	26.81	26.19	27.33	27.91	29.08	29.34	29.79	30.26	31.15	12.10	23.96	30.96		
Share of Total	%	3.9%	4.1%	3.9%	3.8%	3.7%	3.7%	3.6%	3.6%	3.5%	2.2%	1.2%	3.4%		
Annual Change in Share	%		3.7%	-3.8%	-1.9%	-3.7%	-0.8%	-1.3%	-1.5%	-2.5%	-35.9%	-47.3%	192.8%		
Change in Share from 2011	%		3.7%	-0.2%	-2.1%	-5.7%	-6.5%	-7.7%	-9.1%	-11.4%	-43.2%	-70.1%	-12.3%		
Avg Ann. Change in Share	%		3.7%	-0.1%	-0.7%	-1.4%	-1.3%	-1.3%	-1.3%	-1.4%	-4.8%	-7.0%	-1.1%		



**STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES**

2011 to 2022													STAYING VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING 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 2011 to 2022		42.8%	58.8%	108.8%	3.5%	7.7%	8.5%	5.1%	1.0%	4.0%	19.9%	54.3%	45.5%	19.6%	73.9%	6.6%	3.3%	35.7%	
% Change 2021 to 2022		64035.0%	83597.8%	879.0%	168.4%	137.8%	46.7%	21.1%	-3.5%	-12.7%	-14.9%	30.7%	21.9%	53.3%	1901.9%	101.9%	1.1%	4.9%	
Average Annual Change		3.9%	5.3%	9.9%	0.3%	0.7%	0.8%	0.5%	0.1%	0.4%	1.8%	4.9%	4.1%	1.8%	6.7%	0.6%	0.3%	3.2%	
2011	M	0.390	0.357	0.501	0.958	0.954	0.983	1.204	1.232	0.910	0.739	0.436	0.359	9.023	1.248	2.895	3.346	1.534	
2012	M	0.374	0.358	0.537	0.854	0.858	0.993	1.128	1.225	0.898	0.777	0.447	0.372	8.821	1.269	2.705	3.251	1.595	
2013	M	0.417	0.443	0.753	0.812	0.912	0.963	1.169	1.247	0.866	0.716	0.520	0.416	9.234	1.613	2.687	3.282	1.652	
2014	M	0.428	0.450	0.803	0.843	0.939	0.920	1.165	1.244	0.877	0.694	0.498	0.408	9.267	1.680	2.702	3.287	1.599	
2015	M	0.434	0.455	0.808	0.847	0.950	0.942	1.245	1.301	0.830	0.740	0.562	0.407	9.521	1.697	2.739	3.376	1.709	
2016	M	0.435	0.440	0.916	0.859	0.886	1.008	1.225	1.235	0.886	0.713	0.604	0.464	9.671	1.791	2.753	3.347	1.781	
2017	M	0.499	0.509	0.908	0.966	0.914	1.003	1.196	1.184	0.876	0.790	0.594	0.475	9.914	1.916	2.884	3.255	1.859	
2018	M	0.498	0.491	0.931	0.920	0.992	1.048	1.218	1.219	0.910	0.813	0.591	0.448	10.08	1.920	2.960	3.347	1.852	
2019	M	0.571	0.493	0.962	0.966	1.009	1.043	1.235	1.256	0.970	0.858	0.626	0.520	10.51	2.026	3.018	3.461	2.004	
2020	M	0.537	0.483	0.600				0.248	0.843	0.794	0.181	0.132	0.055	3.874	1.620		1.886	0.368	
2021	M	0.001	0.001	0.107	0.369	0.432	0.727	1.045	1.290	1.084	1.041	0.514	0.429	7.040	0.108	1.529	3.418	1.984	
2022	M	0.557	0.567	1.046	0.991	1.028	1.067	1.265	1.245	0.946	0.886	0.672	0.523	10.79	2.170	3.086	3.457	2.081	

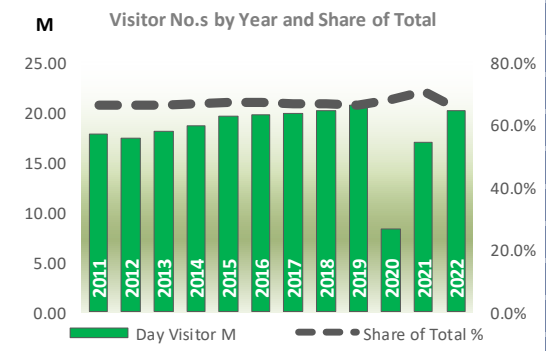
VISITOR NUMBERS													STAYING VISITOR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
Staying Visitor	M	9.023	8.821	9.234	9.267	9.521	9.671	9.914	10.08	10.51	3.874	7.040	10.79		
All Visitor Types	M	26.81	26.19	27.33	27.91	29.08	29.34	29.79	30.26	31.15	12.10	23.96	30.96		
Share of Total	%	33.7%	33.7%	33.8%	33.2%	32.7%	33.0%	33.3%	33.3%	33.7%	32.0%	29.4%	34.9%		
Annual Change in Share	%		0.0%	0.3%	-1.7%	-1.4%	0.7%	1.0%	0.1%	1.3%	-5.1%	-8.2%	18.6%		
Change in Share from 2011	%		0.0%	0.4%	-1.4%	-2.7%	-2.1%	-1.1%	-1.1%	0.2%	-4.9%	-12.7%	3.6%		
Avg Ann. Change in Share	%		0.0%	0.2%	-0.5%	-0.7%	-0.4%	-0.2%	-0.2%	0.0%	-0.5%	-1.3%	0.3%		



STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

2011 to 2022													DAY VISITOR	VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR											TOTAL	% Change					
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / 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	Annual Change	Q1	Q2	Q3	Q4	
% Change 2011 to 2022		9.9%	-14.2%	53.4%	-9.5%	11.6%	10.4%	21.5%	26.7%	13.0%	9.1%	9.4%	-2.9%		13.4%	20.5%	3.6%	21.8%	6.9%
% Change 2021 to 2022				289.9%	28.9%	20.2%	7.5%	7.5%	1.0%	-8.2%	-0.5%	-3.1%	-4.4%		19.2%	618.0%	17.5%	1.0%	-1.9%
Average Annual Change		0.9%	-1.3%	4.9%	-0.9%	1.1%	0.9%	2.0%	2.4%	1.2%	0.8%	0.9%	-0.3%		1.2%	1.9%	0.3%	2.0%	0.6%
2011	M	0.545	0.742	0.957	2.098	1.676	2.056	2.470	2.993	1.593	1.412	0.723	0.517	17.78	2.244	5.831	7.055	2.653	
2012	M	0.511	0.770	1.047	1.847	1.692	1.915	2.494	2.901	1.606	1.361	0.678	0.549	17.37	2.328	5.454	7.001	2.588	
2013	M	0.492	0.740	0.976	1.746	2.000	1.926	2.596	3.251	1.658	1.413	0.718	0.579	18.10	2.208	5.672	7.506	2.710	
2014	M	0.498	0.759	1.074	1.958	2.009	1.951	2.578	3.324	1.723	1.486	0.712	0.567	18.64	2.331	5.918	7.625	2.765	
2015	M	0.538	0.819	1.144	2.043	2.099	2.020	2.693	3.477	1.801	1.576	0.758	0.593	19.56	2.500	6.163	7.970	2.927	
2016	M	0.519	0.776	1.462	1.765	1.978	2.088	2.750	3.632	1.816	1.524	0.748	0.608	19.67	2.757	5.831	8.199	2.880	
2017	M	0.514	0.768	1.248	2.130	2.035	2.101	2.852	3.604	1.815	1.443	0.755	0.611	19.87	2.529	6.265	8.271	2.808	
2018	M	0.504	0.807	1.272	1.819	2.122	2.296	2.898	3.592	1.902	1.543	0.812	0.618	20.19	2.583	6.238	8.392	2.973	
2019	M	0.533	0.884	1.289	2.067	2.175	2.169	2.891	3.654	1.897	1.577	0.843	0.661	20.64	2.705	6.411	8.441	3.081	
2020	M	0.538	0.847	0.976	0.039	0.047	0.063	1.093	2.347	1.439	0.189	0.377	0.270	8.227	2.362	0.149	4.879	0.836	
2021	M			0.377	1.474	1.556	2.112	2.791	3.755	1.960	1.549	0.817	0.525	16.92	0.377	5.142	8.507	2.890	
2022	M	0.599	0.636	1.468	1.900	1.870	2.271	3.000	3.793	1.799	1.541	0.791	0.502	20.17	2.703	6.040	8.592	2.834	

VISITOR NUMBERS													DAY VISITOR				
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022				
Day Visitor	M	17.78	17.37	18.10	18.64	19.56	19.67	19.87	20.19	20.64	8.227	16.92	20.17				
All Visitor Types	M	26.81	26.19	27.33	27.91	29.08	29.34	29.79	30.26	31.15	12.10	23.96	30.96				
Share of Total	%	66.3%	66.3%	66.2%	66.8%	67.3%	67.0%	66.7%	66.7%	66.3%	68.0%	70.6%	65.1%				
Annual Change in Share	%		0.0%	-0.2%	0.9%	0.7%	-0.3%	-0.5%	0.0%	-0.7%	2.6%	3.9%	-7.7%				
Change in Share from 2011	%		0.0%	-0.2%	0.7%	1.4%	1.1%	0.6%	0.5%	-0.1%	2.5%	6.4%	-1.8%				
Avg Ann. Change in Share	%		0.0%	-0.1%	0.2%	0.3%	0.2%	0.1%	0.1%	0.0%	0.3%	0.6%	-0.2%				



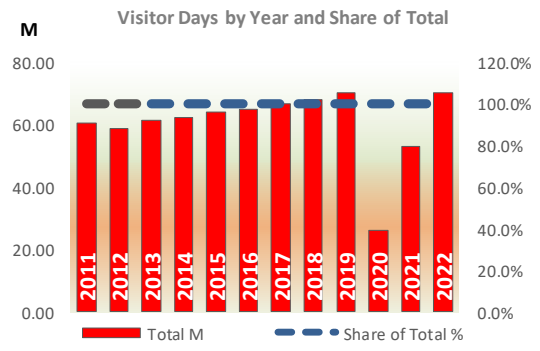
Visitor Days by Month, Year and Visitor Type for the Period 2011 to 2022

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

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

VISITOR DAYS BY:													2011 to 2022	TOTAL	VISITOR DAYS				
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
TOTAL													TOTAL	% Change					
VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES													TOTAL	% Change					
Q1			Q2			Q3			Q4			Q1			Q2	Q3	Q4		
KEY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
An increase of 3% or more																			
Less than 3% change																			
A Fall of 3% or more																			
% Change 2011 to 2022	38.5%	35.2%	103.5%	-0.8%	6.5%	8.4%	8.7%	7.7%	5.1%	23.8%	42.2%	37.8%	16.0%	67.9%	4.8%	7.4%	31.0%		
% Change 2021 to 2022	72873.3%	84595.6%	551.7%	79.7%	80.0%	36.2%	19.3%	-4.4%	-14.8%	-16.5%	25.6%	12.0%	32.3%	1047.5%	61.2%	-0.3%	-2.9%		
Average Annual Change	3.5%	3.2%	9.4%	-0.1%	0.6%	0.8%	0.8%	0.7%	0.5%	2.2%	3.8%	3.4%	1.5%	6.2%	0.4%	0.7%	2.8%		
2011	M	1.556	1.697	2.833	6.749	6.648	7.206	8.873	9.766	6.370	4.895	2.098	1.655	60.34	6.086	20.60	25.01	8.648	
2012	M	1.454	1.680	3.050	5.862	5.901	7.001	8.552	9.614	6.293	5.264	2.089	1.720	58.48	-3.1%	6.185	18.76	24.46	9.072
2013	M	1.571	1.875	4.024	5.566	6.561	6.967	8.859	10.26	6.233	4.951	2.402	1.940	61.21	4.7%	7.470	19.09	25.36	9.293
2014	M	1.600	1.995	4.380	5.943	6.797	6.713	8.859	10.39	6.345	4.889	2.365	2.000	62.27	1.7%	7.975	19.45	25.59	9.255
2015	M	1.641	2.011	4.431	5.977	6.916	6.805	9.348	10.85	6.165	5.123	2.635	1.972	63.87	2.6%	8.083	19.70	26.36	9.730
2016	M	1.616	1.960	5.284	5.779	6.315	7.360	9.374	10.50	6.391	5.117	2.805	2.199	64.70	1.3%	8.860	19.46	26.26	10.12
2017	M	1.793	2.174	4.996	6.819	6.693	7.462	9.324	10.37	6.434	5.571	2.808	2.265	66.71	3.1%	8.962	20.97	26.13	10.64
2018	M	1.801	2.167	5.132	6.295	7.209	7.880	9.552	10.51	6.680	5.776	2.839	2.085	67.93	1.8%	9.099	21.38	26.75	10.70
2019	M	2.022	2.300	5.287	6.780	7.406	7.627	9.560	10.60	6.881	6.052	2.957	2.505	69.97	3.0%	9.609	21.81	27.04	11.51
2020	M	1.908	2.188	3.462	0.039	0.047	0.063	2.657	7.215	5.854	1.265	0.811	0.504	26.01	-62.8%	7.558	0.149	15.73	2.581
2021	M	0.003	0.003	0.885	3.724	3.934	5.733	8.080	11.00	7.860	7.252	2.376	2.037	52.89	103.3%	0.890	13.39	26.94	11.66
2022	M	2.155	2.296	5.765	6.693	7.080	7.809	9.642	10.52	6.696	6.059	2.985	2.281	69.98	32.3%	10.22	21.58	26.86	11.32

VISITOR DAYS													TOTAL				
SHARE OF MARKET	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022					
Total	M	60.34	58.48	61.21	62.27	63.87	64.70	66.71	67.93	69.97	26.01	52.89	69.98				
All Visitor Types	M	60.34	58.48	61.21	62.27	63.87	64.70	66.71	67.93	69.97	26.01	52.89	69.98				
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%					
Annual Change in Share	%																
Change in Share from 2011	%																
Avg Ann. Change in Share	%																



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Report Prepared by: Cathy James. Date of Issue: 05/09/23

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

VISITOR DAYS BY:													2011 to 2022		SERVICED		VISITOR DAYS					
MONTH AND QUARTER													CALENDAR YEAR		QUARTER							
SERVICED ACCOMMODATION													TOTAL						% Change			
VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES													Annual Change		Q1		Q2		Q3		Q4	
KEY													Annual Change		Q1		Q2		Q3		Q4	
An increase of 3% or more													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 2011 to 2022													Annual Change		Q1		Q2		Q3		Q4	
% Change 2021 to 2022													Annual Change		Q1		Q2		Q3		Q4	
Average Annual Change													Annual Change		Q1		Q2		Q3		Q4	
2011	M	0.157	0.220	0.275	0.414	0.439	0.465	0.535	0.607	0.473	0.451	0.279	0.208	4.523	0.652	1.318	1.615	0.938				
2012	M	0.168	0.251	0.306	0.402	0.474	0.507	0.473	0.614	0.476	0.399	0.288	0.225	4.582	0.724	1.383	1.562	0.913				
2013	M	0.178	0.316	0.300	0.371	0.482	0.452	0.501	0.572	0.430	0.377	0.320	0.252	4.552	0.794	1.305	1.504	0.950				
2014	M	0.191	0.271	0.286	0.383	0.467	0.444	0.487	0.552	0.444	0.370	0.279	0.198	4.371	0.748	1.294	1.483	0.846				
2015	M	0.204	0.307	0.318	0.414	0.484	0.489	0.547	0.583	0.415	0.429	0.317	0.216	4.723	0.829	1.387	1.545	0.962				
2016	M	0.211	0.281	0.304	0.411	0.498	0.479	0.512	0.586	0.486	0.354	0.324	0.263	4.710	0.796	1.388	1.584	0.941				
2017	M	0.242	0.313	0.327	0.410	0.445	0.427	0.484	0.493	0.424	0.340	0.290	0.256	4.450	0.882	1.281	1.401	0.886				
2018	M	0.222	0.295	0.315	0.356	0.479	0.445	0.468	0.516	0.433	0.330	0.287	0.263	4.408	0.832	1.280	1.416	0.879				
2019	M	0.267	0.269	0.315	0.359	0.429	0.447	0.480	0.568	0.457	0.325	0.300	0.240	4.455	0.851	1.234	1.505	0.865				
2020	M	0.271	0.287	0.162				0.018	0.405	0.338	0.028	0.097	0.026	1.632	0.721		0.760	0.151				
2021	M					0.154	0.428	0.560	0.638	0.472	0.380	0.363	0.245	3.241		0.582	1.670	0.989				
2022	M	0.177	0.301	0.381	0.389	0.488	0.479	0.568	0.625	0.449	0.386	0.386	0.282	4.911	0.859	1.356	1.642	1.054				

VISITOR DAYS													
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Serviced	M	4.523	4.582	4.552	4.371	4.723	4.710	4.450	4.408	4.455	1.632	3.241	4.911
All Visitor Types	M	60.34	58.48	61.21	62.27	63.87	64.70	66.71	67.93	69.97	26.01	52.89	69.98
Share of Total	%	7.5%	7.8%	7.4%	7.0%	7.4%	7.3%	6.7%	6.5%	6.4%	6.3%	6.1%	7.0%
Annual Change in Share	%		4.5%	-5.1%	-5.6%	5.3%	-1.5%	-8.4%	-2.7%	-1.9%	-1.5%	-2.3%	14.5%
Change in Share from 2011	%		4.5%	-0.8%	-6.4%	-1.3%	-2.9%	-11.0%	-13.4%	-15.1%	-16.3%	-18.2%	-6.4%
Avg Ann. Change in Share	%		4.5%	-0.4%	-2.1%	-0.3%	-0.6%	-1.8%	-1.9%	-1.9%	-1.8%	-1.8%	-0.6%



STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

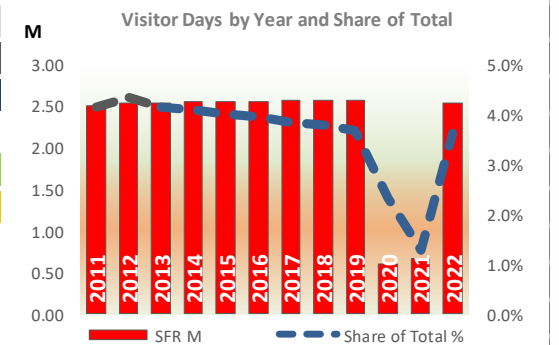
2011 to 2022													NON-SERVICED		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			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 2011 to 2022		102.7%	100.5%	157.7%	4.2%	4.3%	8.2%	3.6%	-1.2%	3.4%	38.0%	71.8%	91.2%	19.2%	133.3%	5.7%	1.8%	52.7%	
% Change 2021 to 2022		34698.2%	45680.1%	644.2%	81.5%	104.9%	54.3%	26.5%	-9.9%	-19.6%	-24.0%	48.9%	6.9%	32.2%	1077.5%	76.9%	-2.9%	-8.3%	
Average Annual Change		9.3%	9.1%	14.3%	0.4%	0.4%	0.7%	0.3%	-0.1%	0.3%	3.5%	6.5%	8.3%	1.7%	12.1%	0.5%	0.2%	4.8%	
2011	M	0.507	0.619	1.468	3.920	4.329	4.528	5.614	5.896	4.165	2.893	0.988	0.617	35.54	2.593	12.78	15.68	4.498	
2012	M	0.424	0.542	1.563	3.292	3.528	4.421	5.327	5.826	4.071	3.363	1.012	0.628	34.00	-4.4%	2.528	11.24	15.22	5.004
2013	M	0.548	0.700	2.613	3.127	3.872	4.430	5.503	6.166	4.002	3.020	1.254	0.790	36.02	6.0%	3.861	11.43	15.67	5.063
2014	M	0.557	0.845	2.885	3.279	4.113	4.158	5.535	6.236	4.036	2.892	1.265	0.917	36.72	1.9%	4.288	11.55	15.81	5.074
2015	M	0.545	0.765	2.834	3.196	4.124	4.136	5.848	6.515	3.808	2.976	1.450	0.843	37.04	0.9%	4.144	11.46	16.17	5.269
2016	M	0.530	0.783	3.383	3.279	3.631	4.633	5.851	6.003	3.947	3.097	1.622	1.008	37.77	2.0%	4.696	11.54	15.80	5.726
2017	M	0.682	0.973	3.285	3.955	4.005	4.774	5.726	5.997	4.052	3.646	1.652	1.078	39.83	5.5%	4.940	12.73	15.78	6.376
2018	M	0.719	0.944	3.408	3.795	4.399	4.977	5.925	6.130	4.203	3.762	1.629	0.883	40.78	2.4%	5.072	13.17	16.26	6.275
2019	M	0.865	1.027	3.547	4.029	4.593	4.850	5.928	6.096	4.384	4.008	1.702	1.282	42.31	3.8%	5.439	13.47	16.41	6.992
2020	M	0.740	0.933	2.249				1.520	4.435	4.078	1.048	0.337	0.208	15.55	-63.3%	3.923		10.03	1.594
2021	M	0.003	0.003	0.508	2.250	2.204	3.176	4.596	6.466	5.356	5.251	1.140	1.104	32.06	106.2%	0.514	7.630	16.42	7.495
2022	M	1.028	1.241	3.782	4.084	4.516	4.900	5.816	5.826	4.308	3.991	1.698	1.181	42.37	32.2%	6.050	13.50	15.95	6.870

VISITOR DAYS													NON-SERVICED ACCOMMODATION				
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M			
Non-Serviced	M	35.54	34.00	36.02	36.72	37.04	37.77	39.83	40.78	42.31	15.55	32.06	42.37	Visitor Days by Year and Share of Total			
All Visitor Types	M	60.34	58.48	61.21	62.27	63.87	64.70	66.71	67.93	69.97	26.01	52.89	69.98				
Share of Total	%	58.9%	58.1%	58.9%	59.0%	58.0%	58.4%	59.7%	60.0%	60.5%	59.8%	60.6%	60.5%				
Annual Change in Share	%		-1.3%	1.2%	0.2%	-1.7%	0.7%	2.3%	0.5%	0.7%	-1.2%	1.4%	-0.1%				
Change in Share from 2011	%		-1.3%	-0.1%	0.1%	-1.6%	-0.9%	1.4%	1.9%	2.7%	1.5%	2.9%	2.8%				
Avg Ann. Change in Share	%		-1.3%	0.0%	0.0%	-0.4%	-0.2%	0.2%	0.3%	0.3%	0.2%	0.3%	0.3%				

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

2011 to 2022													SFR	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
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 2011 to 2022		1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%
% Change 2021 to 2022						876.9%	876.9%	95.4%	95.4%	95.4%	95.4%	95.4%	95.4%	276.7%	Annual Change		1734.7%	95.4%	95.4%
Average Annual Change		0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%		0.1%	0.1%	0.1%	0.1%
2011	M	0.347	0.117	0.133	0.316	0.204	0.157	0.254	0.269	0.139	0.139	0.108	0.313	2.495		0.596	0.677	0.663	0.559
2012	M	0.352	0.118	0.134	0.321	0.206	0.159	0.258	0.273	0.141	0.140	0.109	0.317	2.529	1.4%	0.604	0.686	0.672	0.567
2013	M	0.353	0.119	0.135	0.322	0.207	0.160	0.259	0.274	0.141	0.141	0.110	0.318	2.539	0.4%	0.607	0.689	0.674	0.569
2014	M	0.354	0.119	0.135	0.323	0.208	0.160	0.259	0.275	0.141	0.141	0.110	0.319	2.544	0.2%	0.608	0.690	0.676	0.570
2015	M	0.355	0.119	0.136	0.324	0.208	0.160	0.260	0.276	0.142	0.142	0.110	0.320	2.552	0.3%	0.610	0.692	0.678	0.572
2016	M	0.355	0.119	0.136	0.324	0.208	0.160	0.260	0.276	0.142	0.142	0.111	0.320	2.554	0.1%	0.610	0.693	0.678	0.572
2017	M	0.356	0.120	0.136	0.325	0.209	0.161	0.261	0.276	0.142	0.142	0.111	0.321	2.558	0.2%	0.611	0.694	0.679	0.574
2018	M	0.356	0.120	0.136	0.325	0.209	0.161	0.261	0.276	0.142	0.142	0.111	0.321	2.560	0.1%	0.612	0.695	0.680	0.574
2019	M	0.357	0.120	0.136	0.326	0.210	0.161	0.262	0.277	0.143	0.143	0.111	0.322	2.568	0.3%	0.614	0.697	0.682	0.576
2020	M	0.358	0.120	0.075				0.026	0.028					0.607	-76.4%	0.553		0.054	
2021	M					0.021	0.016	0.132	0.140	0.072	0.072	0.056	0.162	0.671	10.5%		0.037	0.343	0.290
2022	M	0.351	0.118	0.134	0.320	0.206	0.159	0.258	0.273	0.140	0.140	0.109	0.317	2.526	276.7%	0.604	0.685	0.671	0.566

VISITOR DAYS													SFR				
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022				
SFR	M	2.495	2.529	2.539	2.544	2.552	2.554	2.558	2.560	2.568	0.607	0.671	2.526				
All Visitor Types	M	60.34	58.48	61.21	62.27	63.87	64.70	66.71	67.93	69.97	26.01	52.89	69.98				
Share of Total	%	4.1%	4.3%	4.1%	4.1%	4.0%	3.9%	3.8%	3.8%	3.7%	2.3%	1.3%	3.6%				
Annual Change in Share	%		4.6%	-4.1%	-1.5%	-2.2%	-1.2%	-2.8%	-1.7%	-2.6%	-36.4%	-45.6%	184.7%				
Change in Share from 2011	%		4.6%	0.3%	-1.2%	-3.4%	-4.5%	-7.2%	-8.8%	-11.2%	-43.6%	-69.3%	-12.7%				
Avg Ann. Change in Share	%		4.6%	0.2%	-0.4%	-0.8%	-0.9%	-1.2%	-1.3%	-1.4%	-4.8%	-6.9%	-1.2%				



STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

2011 to 2022													STAYING VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR											TOTAL					
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change			
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	TOTAL		% Change		
% Change 2011 to 2022		53.9%	73.6%	129.1%	3.1%	4.8%	7.6%	3.7%	-0.7%	2.5%	29.7%	59.5%	56.3%	17.0%	95.5%	5.2%	1.7%	41.6%
% Change 2021 to 2022		52583.6%	61124.9%	745.7%	113.0%	119.0%	53.0%	25.6%	-7.2%	-17.0%	-20.8%	40.7%	17.7%	38.5%	1362.2%	88.4%	-0.9%	-3.2%
Average Annual Change		4.9%	6.7%	11.7%	0.3%	0.4%	0.7%	0.3%	-0.1%	0.2%	2.7%	5.4%	5.1%	1.5%	8.7%	0.5%	0.2%	3.8%
2011	M	1.011	0.956	1.875	4.650	4.972	5.149	6.404	6.773	4.777	3.482	1.375	1.138	42.56	3.842	14.77	17.95	5.996
2012	M	0.943	0.911	2.003	4.015	4.209	5.086	6.058	6.713	4.687	3.903	1.410	1.170	41.11	3.857	13.31	17.46	6.484
2013	M	1.079	1.134	3.048	3.820	4.561	5.041	6.263	7.013	4.574	3.538	1.684	1.361	43.11	5.261	13.42	17.85	6.582
2014	M	1.102	1.235	3.306	3.985	4.787	4.762	6.281	7.063	4.622	3.403	1.653	1.434	43.63	5.644	13.53	17.97	6.490
2015	M	1.104	1.192	3.287	3.933	4.817	4.785	6.655	7.373	4.365	3.547	1.877	1.379	44.31	5.583	13.54	18.39	6.804
2016	M	1.096	1.184	3.823	4.014	4.337	5.272	6.623	6.865	4.575	3.592	2.056	1.591	45.03	6.103	13.62	18.06	7.240
2017	M	1.279	1.406	3.748	4.690	4.658	5.361	6.471	6.766	4.619	4.128	2.053	1.654	46.83	6.433	14.71	17.86	7.836
2018	M	1.297	1.359	3.860	4.476	5.087	5.583	6.654	6.922	4.778	4.234	2.027	1.467	47.74	6.516	15.15	18.35	7.728
2019	M	1.489	1.416	3.998	4.713	5.231	5.458	6.669	6.942	4.984	4.475	2.114	1.844	49.33	6.904	15.40	18.60	8.433
2020	M	1.369	1.341	2.486				1.564	4.867	4.415	1.076	0.434	0.235	17.79	5.196		10.85	1.744
2021	M	0.003	0.003	0.508	2.250	2.379	3.620	5.289	7.244	5.900	5.703	1.559	1.512	35.97	0.514	8.249	18.43	8.774
2022	M	1.556	1.659	4.297	4.793	5.210	5.538	6.642	6.724	4.897	4.518	2.193	1.780	49.81	7.512	15.54	18.26	8.491

VISITOR DAYS													STAYING VISITOR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	STAYING VISITOR	
Staying Visitor	M	42.56	41.11	43.11	43.63	44.31	45.03	46.83	47.74	49.33	17.79	35.97	49.81		
All Visitor Types	M	60.34	58.48	61.21	62.27	63.87	64.70	66.71	67.93	69.97	26.01	52.89	69.98		
Share of Total	%	70.5%	70.3%	70.4%	70.1%	69.4%	69.6%	70.2%	70.3%	70.5%	68.4%	68.0%	71.2%		
Annual Change in Share	%		-0.3%	0.2%	-0.5%	-1.0%	0.3%	0.9%	0.1%	0.3%	-3.0%	-0.5%	4.6%		
Change in Share from 2011	%		-0.3%	-0.1%	-0.7%	-1.6%	-1.3%	-0.5%	-0.4%	0.0%	-3.1%	-3.6%	0.9%		
Avg Ann. Change in Share	%		-0.3%	-0.1%	-0.2%	-0.4%	-0.3%	-0.1%	-0.1%	0.0%	-0.3%	-0.4%	0.1%		



STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

2011 to 2022													DAY VISITOR	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
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 2011 to 2022		9.9%	-14.2%	53.4%	-9.5%	11.6%	10.4%	21.5%	26.7%	13.0%	9.1%	9.4%	-2.9%	13.4%	20.5%	3.6%	21.8%	6.9%	
% Change 2021 to 2022				289.9%	28.9%	20.2%	7.5%	7.5%	1.0%	-8.2%	-0.5%	-3.1%	-4.4%	19.2%	618.0%	17.5%	1.0%	-1.9%	
Average Annual Change		0.9%	-1.3%	4.9%	-0.9%	1.1%	0.9%	2.0%	2.4%	1.2%	0.8%	0.9%	-0.3%	1.2%	1.9%	0.3%	2.0%	0.6%	
2011	M	0.545	0.742	0.957	2.098	1.676	2.056	2.470	2.993	1.593	1.412	0.723	0.517	17.78	2.244	5.831	7.055	2.653	
2012	M	0.511	0.770	1.047	1.847	1.692	1.915	2.494	2.901	1.606	1.361	0.678	0.549	17.37	2.328	5.454	7.001	2.588	
2013	M	0.492	0.740	0.976	1.746	2.000	1.926	2.596	3.251	1.658	1.413	0.718	0.579	18.10	2.208	5.672	7.506	2.710	
2014	M	0.498	0.759	1.074	1.958	2.009	1.951	2.578	3.324	1.723	1.486	0.712	0.567	18.64	2.331	5.918	7.625	2.765	
2015	M	0.538	0.819	1.144	2.043	2.099	2.020	2.693	3.477	1.801	1.576	0.758	0.593	19.56	2.500	6.163	7.970	2.927	
2016	M	0.519	0.776	1.462	1.765	1.978	2.088	2.750	3.632	1.816	1.524	0.748	0.608	19.67	2.757	5.831	8.199	2.880	
2017	M	0.514	0.768	1.248	2.130	2.035	2.101	2.852	3.604	1.815	1.443	0.755	0.611	19.87	2.529	6.265	8.271	2.808	
2018	M	0.504	0.807	1.272	1.819	2.122	2.296	2.898	3.592	1.902	1.543	0.812	0.618	20.19	2.583	6.238	8.392	2.973	
2019	M	0.533	0.884	1.289	2.067	2.175	2.169	2.891	3.654	1.897	1.577	0.843	0.661	20.64	2.705	6.411	8.441	3.081	
2020	M	0.538	0.847	0.976	0.039	0.047	0.063	1.093	2.347	1.439	0.189	0.377	0.270	8.227	2.362	0.149	4.879	0.836	
2021	M			0.377	1.474	1.556	2.112	2.791	3.755	1.960	1.549	0.817	0.525	16.92	0.377	5.142	8.507	2.890	
2022	M	0.599	0.636	1.468	1.900	1.870	2.271	3.000	3.793	1.799	1.541	0.791	0.502	20.17	2.703	6.040	8.592	2.834	

VISITOR DAYS													DAY VISITOR					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M				
Day Visitor		M	17.78	17.37	18.10	18.64	19.56	19.67	19.87	20.19	20.64	8.227	16.92	20.17	Visitor Days by Year and Share of Total			
All Visitor Types		M	60.34	58.48	61.21	62.27	63.87	64.70	66.71	67.93	69.97	26.01	52.89	69.98				
Share of Total		%	29.5%	29.7%	29.6%	29.9%	30.6%	30.4%	29.8%	29.7%	29.5%	31.6%	32.0%	28.8%				
Annual Change in Share		%		0.8%	-0.5%	1.2%	2.3%	-0.7%	-2.0%	-0.3%	-0.7%	7.2%	1.1%	-9.9%				
Change in Share from 2011		%		0.8%	0.3%	1.6%	3.9%	3.2%	1.1%	0.8%	0.1%	7.3%	8.5%	-2.2%				
Avg Ann. Change in Share		%		0.8%	0.2%	0.5%	1.0%	0.6%	0.2%	0.1%	0.0%	0.8%	0.9%	-0.2%				

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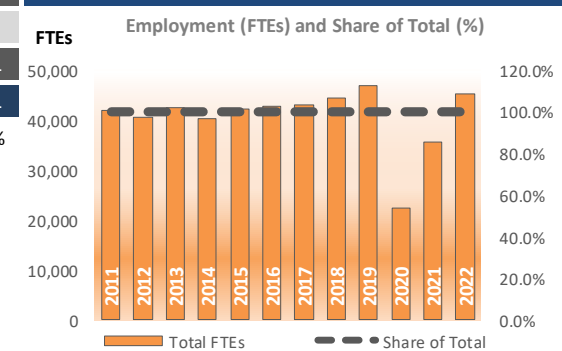
Direct and Total Employment by Month, Year and Visitor Type for the Period 2011 to 2022

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

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

EMPLOYMENT BY:													2011 to 2022		TOTAL		TOTAL EMPLOYMENT			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
TOTAL													TOTAL							
TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES													% Change							
KEY													Annual Change							
An increase of 3% or more													Annual Change							
Less than 3% change													Annual Change							
A Fall of 3% or more													Annual Change							
TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES													Annual Change							
Q1													Annual Change							
Q2													Annual Change							
Q3													Annual Change							
Q4													Annual Change							
JAN													Annual Change							
FEB													Annual Change							
MAR													Annual Change							
APR													Annual Change							
MAY													Annual Change							
JUN													Annual Change							
JUL													Annual Change							
AUG													Annual Change							
SEP													Annual Change							
OCT													Annual Change							
NOV													Annual Change							
DEC													Annual Change							
% Change 2011 to 2022													Annual Change							
% Change 2021 to 2022													Annual Change							
Average Annual Change													Annual Change							
2011	FTEs	17,002	18,775	25,731	54,446	53,273	57,392	68,192	74,413	52,762	41,216	21,059	18,037	41,858	20,503	55,037	65,122	26,771		
2012	FTEs	16,431	18,647	27,225	47,895	47,755	55,560	65,230	73,027	51,609	43,255	20,992	18,497	40,510	-3.2%	20,768	50,403	63,289	27,581	
2013	FTEs	18,884	21,744	35,488	45,626	52,101	54,642	67,057	77,059	50,758	41,258	24,748	21,677	42,587	5.1%	25,372	50,790	64,958	29,228	
2014	FTEs	18,133	21,178	35,226	44,710	49,450	48,746	61,651	73,300	47,658	37,900	22,992	20,879	40,152	-5.7%	24,846	47,635	60,869	27,257	
2015	FTEs	18,747	21,760	36,458	46,127	51,636	50,836	67,341	79,092	47,705	40,505	25,271	21,037	42,210	5.1%	25,655	49,533	64,713	28,938	
2016	FTEs	18,658	21,460	42,236	44,809	47,885	54,668	67,098	76,389	49,708	40,587	26,507	22,592	42,716	1.2%	27,451	49,121	64,398	29,895	
2017	FTEs	19,795	22,833	39,542	50,727	49,250	54,417	65,554	74,155	49,167	42,436	26,202	22,868	43,079	0.8%	27,390	51,465	62,959	30,502	
2018	FTEs	20,775	23,560	40,904	47,676	52,958	57,318	67,100	76,988	51,207	44,320	27,241	22,745	44,399	3.1%	28,413	52,651	65,098	31,435	
2019	FTEs	22,788	24,953	43,342	52,463	55,944	57,519	69,553	79,083	54,157	47,243	28,658	25,948	46,804	5.4%	30,361	55,309	67,598	33,950	
2020	FTEs	22,379	24,666	30,294	-	-	1,391	26,704	67,283	56,151	15,499	13,278	9,807	22,288	-52.4%	25,780	464	50,046	12,861	
2021	FTEs	20	18	6,399	24,366	28,812	50,734	66,884	83,038	62,086	53,950	25,986	23,678	35,498	59.3%	2,146	34,637	70,670	34,538	
2022	FTEs	23,216	26,547	45,493	49,835	51,857	56,183	67,526	73,062	50,855	45,612	28,150	24,072	45,201	27.3%	31,752	52,625	63,815	32,611	

EMPLOYMENT													TOTAL												
SHARE OF MARKET													TOTAL												
2011													TOTAL												
2012													TOTAL												
2013													TOTAL												
2014													TOTAL												
2015													TOTAL												
2016													TOTAL												
2017													TOTAL												
2018													TOTAL												
2019													TOTAL												
2020													TOTAL												
2021													TOTAL												
2022													TOTAL												
Total	FTEs	41,858	40,510	42,587	40,152	42,210	42,716	43,079	44,399	46,804	22,288	35,498	45,201	45,201	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Total Employment	FTEs	41,858	40,510	42,587	40,152	42,210	42,716	43,079	44,399	46,804	22,288	35,498	45,201	45,201	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Annual Change in Share	%																								
Change in Share from 2011	%																								
Avg Ann. Change in Share	%																								



STEAM FINAL TREND REPORT FOR 2011-2022

NORTH WALES

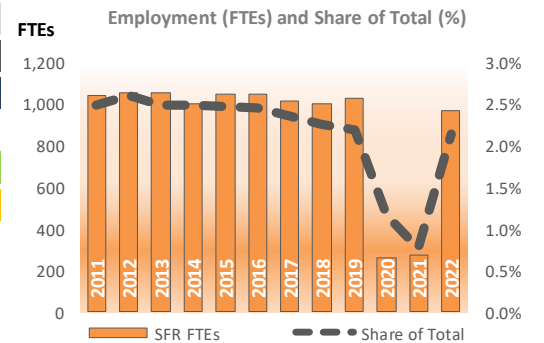
EMPLOYMENT BY:													2011 to 2022		SERVICED		DIRECT EMPLOYMENT													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																														
An 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			Q1	Q2	Q3	Q4
% Change 2011 to 2022													-6.8%	-2.0%	0.6%	-19.9%	-14.8%	-17.6%	-10.0%	-8.5%	-19.8%	-21.5%	-2.0%	-2.4%	-11.3%		-2.5%	-17.4%	-12.6%	-9.9%
% Change 2021 to 2022																	127.8%	-1.6%	-2.7%	-7.4%	-6.5%	-3.5%	-2.4%	-0.8%	48.6%			102.1%	-5.6%	-2.3%
Average Annual Change													-0.6%	-0.2%	0.1%	-1.8%	-1.3%	-1.6%	-0.9%	-0.8%	-1.8%	-2.0%	-0.2%	-0.2%	-1.0%		-0.2%	-1.6%	-1.1%	-0.9%
2011	FTEs	5,840	6,443	7,005	8,702	8,850	9,003	9,423	9,886	9,115	8,860	6,918	6,306	8,029		6,429	8,852	9,474	7,361											
2012	FTEs	5,998	6,683	7,265	8,722	9,122	9,310	9,168	10,014	9,153	8,656	7,072	6,507	8,139	1.4%	6,649	9,052	9,445	7,411											
2013	FTEs	5,769	6,780	7,044	7,554	8,200	8,037	8,355	8,939	7,948	7,571	7,000	6,423	7,468	-8.2%	6,531	7,930	8,414	6,998											
2014	FTEs	5,759	6,395	6,844	7,483	7,905	7,777	8,048	8,513	7,838	7,338	6,629	6,023	7,213	-3.4%	6,333	7,721	8,133	6,663											
2015	FTEs	5,882	6,664	7,088	7,748	8,086	8,153	8,531	8,842	7,733	7,784	6,915	6,168	7,466	3.5%	6,545	7,996	8,369	6,956											
2016	FTEs	5,686	6,267	6,696	7,450	7,912	7,896	8,121	8,699	7,901	7,079	6,689	6,144	7,212	-3.4%	6,216	7,752	8,241	6,637											
2017	FTEs	5,771	6,356	6,731	7,243	7,407	7,317	7,710	7,787	7,336	6,867	6,359	6,046	6,911	-4.2%	6,286	7,322	7,611	6,424											
2018	FTEs	5,740	6,312	6,673	6,940	7,585	7,382	7,564	7,850	7,359	6,808	6,387	6,179	6,898	-0.2%	6,242	7,302	7,591	6,458											
2019	FTEs	6,083	6,214	6,799	6,996	7,319	7,458	7,681	8,386	7,574	6,838	6,494	6,089	6,994	1.4%	6,365	7,257	7,880	6,474											
2020	FTEs	6,140	6,384	4,652	-	-	-	687	7,560	6,964	1,520	3,471	2,221	3,300	-52.8%	5,725		5,070	2,404											
2021	FTEs	-	-	-	-	3,310	7,538	8,714	9,768	7,815	7,204	6,946	6,210	4,792	45.2%		3,616	8,765	6,787											
2022	FTEs	5,446	6,317	7,047	6,968	7,539	7,419	8,481	9,044	7,310	6,951	6,782	6,157	7,122	48.6%	6,270	7,309	8,278	6,630											

EMPLOYMENT														SERVICED ACCOMMODATION													
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs													
Serviced	FTEs	8,029	8,139	7,468	7,213	7,466	7,212	6,911	6,898	6,994	3,300	4,792	7,122	Employment (FTEs) and Share of Total (%)													
Total Employment	FTEs	41,858	40,510	42,587	40,152	42,210	42,716	43,079	44,399	46,804	22,288	35,498	45,201														
Share of Total	%	19.2%	20.1%	17.5%	18.0%	17.7%	16.9%	16.0%	15.5%	14.9%	14.8%	13.5%	15.8%														
Annual Change in Share	%		4.7%	-12.7%	2.4%	-1.5%	-4.6%	-5.0%	-3.2%	-3.8%	-0.9%	-8.8%	16.7%														
Change in Share from 2011	%		4.7%	-8.6%	-6.4%	-7.8%	-12.0%	-16.4%	-19.0%	-22.1%	-22.8%	-29.6%	-17.9%														
Avg Ann. Change in Share	%		4.7%	-4.3%	-2.1%	-1.9%	-2.4%	-2.7%	-2.7%	-2.8%	-2.5%	-3.0%	-1.6%														

STEAM FINAL TREND REPORT FOR 2011-2022													2011 to 2022		NON-SERVICED		DIRECT EMPLOYMENT			
NORTH WALES																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / 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 2011 to 2022		125.8%	150.2%	157.2%	1.4%	1.9%	3.5%	-1.2%	-5.3%	0.7%	33.2%	88.4%	107.4%	21.5%	147.7%	2.3%	-2.2%	59.1%		
% Change 2021 to 2022		91523.7%	#####	571.7%	33.6%	44.4%	16.5%	0.7%	-19.3%	-22.9%	-21.4%	17.6%	-0.5%	19.7%	1234.0%	30.0%	-14.4%	-8.6%		
Average Annual Change		11.4%	13.7%	14.3%	0.1%	0.2%	0.3%	-0.1%	-0.5%	0.1%	3.0%	8.0%	9.8%	2.0%	13.4%	0.2%	-0.2%	5.4%		
2011	FTEs	4,364	4,993	8,704	22,374	23,881	25,197	29,525	30,748	23,306	16,692	6,613	4,957	16,780	6,021	23,817	27,860	9,421		
2012	FTEs	3,933	4,546	9,059	18,622	19,472	24,126	27,497	30,075	22,056	18,669	6,627	4,930	15,801	-5.8%	5,846	20,740	26,543	10,075	
2013	FTEs	6,436	7,249	16,250	18,607	21,893	24,660	28,950	32,343	22,385	18,014	9,707	7,643	17,845	12.9%	9,978	21,720	27,892	11,788	
2014	FTEs	6,310	7,691	16,720	18,352	21,771	21,871	27,333	32,599	21,260	16,488	9,369	7,955	17,310	-3.0%	10,240	20,665	27,064	11,271	
2015	FTEs	6,337	7,452	16,910	18,396	22,414	22,341	30,043	35,275	20,760	17,298	10,481	7,771	17,956	3.7%	10,233	21,050	28,693	11,850	
2016	FTEs	6,513	7,778	20,188	18,983	20,311	25,102	29,888	32,339	21,792	18,176	11,568	8,809	18,454	2.8%	11,493	21,466	28,006	12,851	
2017	FTEs	7,219	8,636	19,127	21,732	21,578	25,362	28,628	31,769	21,861	20,121	11,551	9,024	18,884	2.3%	11,661	22,891	27,419	13,566	
2018	FTEs	8,388	9,398	20,473	21,673	24,149	27,028	30,260	34,810	23,260	21,382	12,154	9,000	20,165	6.8%	12,753	24,283	29,444	14,179	
2019	FTEs	9,099	9,889	21,611	23,039	25,388	26,596	30,632	33,786	24,411	22,844	12,566	10,692	20,879	3.5%	13,533	25,007	29,610	15,367	
2020	FTEs	8,570	9,515	14,746	-	-	-	12,690	30,390	27,915	9,772	5,359	4,578	10,295	-50.7%	10,944		23,665	6,569	
2021	FTEs	11	10	3,333	16,979	16,844	22,387	28,968	36,078	30,443	28,274	10,597	10,337	17,022	65.3%	1,118	18,737	31,830	16,403	
2022	FTEs	9,854	12,493	22,384	22,682	24,323	26,079	29,174	29,128	23,477	22,227	12,459	10,283	20,380	19.7%	14,910	24,361	27,260	14,989	

EMPLOYMENT													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs	Employment (FTEs) and Share of Total (%)
Non-Serviced	FTEs	16,780	15,801	17,845	17,310	17,956	18,454	18,884	20,165	20,879	10,295	17,022	20,380		
Total Employment	FTEs	41,858	40,510	42,587	40,152	42,210	42,716	43,079	44,399	46,804	22,288	35,498	45,201		
Share of Total	%	40.1%	39.0%	41.9%	43.1%	42.5%	43.2%	43.8%	45.4%	44.6%	46.2%	48.0%	45.1%		
Annual Change in Share	%		-2.7%	7.4%	2.9%	-1.3%	1.6%	1.5%	3.6%	-1.8%	3.5%	3.8%	-6.0%		
Change in Share from 2011	%		-2.7%	4.5%	7.5%	6.1%	7.8%	9.4%	13.3%	11.3%	15.2%	19.6%	12.5%		
Avg Ann. Change in Share	%		-2.7%	2.3%	2.5%	1.5%	1.6%	1.6%	1.9%	1.4%	1.7%	2.0%	1.1%		

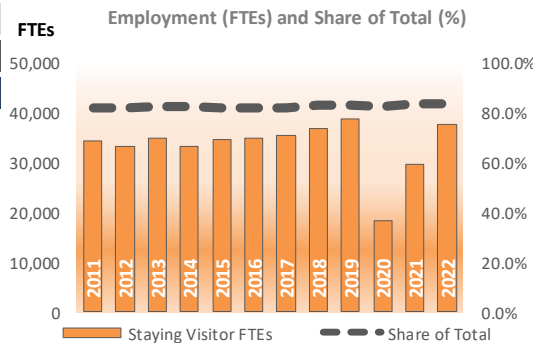
STEAM FINAL TREND REPORT FOR 2011-2022													2011 to 2022		SFR		DIRECT EMPLOYMENT				
NORTH WALES																					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		SFR																			
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																			
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 2011 to 2022		-4.7%	-4.7%	-4.7%	-7.3%	-7.3%	-7.3%	-7.3%	-7.3%	-7.3%	-7.3%	-7.3%	-7.3%	-6.7%				-4.7%	-7.3%	-7.3%	-7.3%
% Change 2021 to 2022						806.9%	806.9%	81.4%	81.4%	81.4%	87.0%	87.0%	87.0%	256.7%					1603.3%	81.4%	87.0%
Average Annual Change		-0.4%	-0.4%	-0.4%	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%	-0.6%				-0.4%	-0.7%	-0.7%	-0.7%
2011	FTEs	1,731	582	662	1,579	1,016	782	1,269	1,344	692	692	539	1,560	1,037				991	1,126	1,102	930
2012	FTEs	1,752	589	670	1,598	1,028	792	1,285	1,360	700	700	545	1,579	1,050	1.2%			1,003	1,139	1,115	941
2013	FTEs	1,759	591	672	1,604	1,032	795	1,290	1,365	703	703	547	1,585	1,054	0.4%			1,007	1,143	1,119	945
2014	FTEs	1,665	559	636	1,518	977	752	1,221	1,292	666	665	518	1,501	998	-5.3%			954	1,082	1,060	895
2015	FTEs	1,740	585	665	1,587	1,021	787	1,276	1,351	696	695	542	1,569	1,043	4.5%			997	1,132	1,108	935
2016	FTEs	1,741	585	665	1,588	1,021	787	1,277	1,351	696	695	542	1,569	1,043	0.0%			997	1,132	1,108	935
2017	FTEs	1,695	570	648	1,546	995	766	1,243	1,316	678	677	528	1,528	1,016	-2.6%			971	1,102	1,079	911
2018	FTEs	1,673	562	639	1,526	981	756	1,227	1,299	669	668	521	1,508	1,002	-1.3%			958	1,088	1,065	899
2019	FTEs	1,712	575	654	1,561	1,004	774	1,255	1,329	684	684	533	1,543	1,026	2.3%			980	1,113	1,090	920
2020	FTEs	1,788	601	374	-	-	-	180	172	-	-	-	-	260	-74.7%			921		117	
2021	FTEs	-	-	-	-	104	80	649	687	354	343	267	773	271	4.5%				61	563	461
2022	FTEs	1,650	554	631	1,464	941	725	1,177	1,246	642	641	500	1,446	968	256.7%			945	1,043	1,021	862
EMPLOYMENT															SFR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022								
SFR	FTEs	1,037	1,050	1,054	998	1,043	1,043	1,016	1,002	1,026	260	271	968								
Total Employment	FTEs	41,858	40,510	42,587	40,152	42,210	42,716	43,079	44,399	46,804	22,288	35,498	45,201								
Share of Total	%	2.5%	2.6%	2.5%	2.5%	2.5%	2.4%	2.4%	2.3%	2.2%	1.2%	0.8%	2.1%								
Annual Change in Share	%		4.6%	-4.5%	0.4%	-0.6%	-1.2%	-3.4%	-4.3%	-2.9%	-46.8%	-34.4%	180.1%								
Change in Share from 2011	%		4.6%	-0.1%	0.3%	-0.3%	-1.5%	-4.8%	-8.9%	-11.6%	-53.0%	-69.1%	-13.6%								
Avg Ann. Change in Share	%		4.6%	-0.1%	0.1%	-0.1%	-0.3%	-0.8%	-1.3%	-1.4%	-5.9%	-6.9%	-1.2%								



STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

2011 to 2022													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																	
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 2011 to 2022		42.0%	61.1%	83.6%	-4.7%	-2.8%	-2.2%	-3.4%	-6.1%	-5.1%	13.6%	40.3%	39.5%	10.2%	64.6%	-3.2%	-4.9%	26.9%	
% Change 2021 to 2022		#####	#####	802.0%	83.2%	61.9%	14.1%	1.3%	-15.3%	-18.6%	-16.8%	10.8%	3.3%	28.9%	1879.4%	46.0%	-11.2%	-4.9%	
Average Annual Change		3.8%	5.6%	7.6%	-0.4%	-0.3%	-0.2%	-0.3%	-0.6%	-0.5%	1.2%	3.7%	3.6%	0.9%	5.9%	-0.3%	-0.4%	2.4%	
2011	FTEs	11,935	12,018	16,371	32,655	33,747	34,983	40,218	41,978	33,112	26,243	14,069	12,824	25,846	13,441	33,795	38,436	17,712	
2012	FTEs	11,683	11,818	16,994	28,942	29,622	34,228	37,950	41,449	31,909	28,024	14,244	13,016	24,990	-3.3%	13,498	30,931	37,103	18,428
2013	FTEs	13,963	14,620	23,966	27,765	31,125	33,492	38,594	42,647	31,036	26,288	17,254	15,652	26,367	5.5%	17,516	30,794	37,426	19,731
2014	FTEs	13,734	14,645	24,200	27,353	30,652	30,400	36,602	42,404	29,765	24,491	16,517	15,478	25,520	-3.2%	17,526	29,468	36,257	18,829
2015	FTEs	13,959	14,702	24,663	27,731	31,521	31,281	39,850	45,468	29,189	25,776	17,938	15,508	26,466	3.7%	17,775	30,178	38,169	19,741
2016	FTEs	13,940	14,629	27,549	28,020	29,244	33,785	39,285	42,390	30,390	25,951	18,798	16,523	26,709	0.9%	18,706	30,350	37,355	20,424
2017	FTEs	14,685	15,561	26,507	30,522	29,979	33,445	37,581	40,872	29,874	27,665	18,438	16,598	26,811	0.4%	18,918	31,315	36,109	20,900
2018	FTEs	15,801	16,273	27,786	30,138	32,716	35,165	39,051	43,958	31,288	28,858	19,062	16,686	28,065	4.7%	19,953	32,673	38,099	21,535
2019	FTEs	16,894	16,678	29,064	31,596	33,711	34,827	39,568	43,501	32,669	30,366	19,593	18,324	28,899	3.0%	20,879	33,378	38,579	22,761
2020	FTEs	16,498	16,500	19,772	-	-	-	13,556	38,123	34,879	11,292	8,830	6,799	13,854	-52.1%	17,590		28,853	8,974
2021	FTEs	11	10	3,333	16,979	20,257	30,006	38,331	46,533	38,611	35,821	17,810	17,320	22,085	59.4%	1,118	22,414	41,158	23,650
2022	FTEs	16,950	19,365	30,062	31,114	32,804	34,223	38,831	39,418	31,428	29,818	19,740	17,887	28,470	28.9%	22,125	32,713	36,559	22,482

EMPLOYMENT													STAYING VISITOR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs	Employment (FTEs) and Share of Total (%)
Staying Visitor	FTEs	34,282	33,124	34,893	33,020	34,421	34,890	35,280	36,666	38,600	18,327	29,633	37,605		
Total Employment	FTEs	41,858	40,510	42,587	40,152	42,210	42,716	43,079	44,399	46,804	22,288	35,498	45,201		
Share of Total	%	81.9%	81.8%	81.9%	82.2%	81.5%	81.7%	81.9%	82.6%	82.5%	82.2%	83.5%	83.2%		
Annual Change in Share	%		-0.2%	0.2%	0.4%	-0.8%	0.2%	0.3%	0.8%	-0.1%	-0.3%	1.5%	-0.3%		
Change in Share from 2011	%		-0.2%	0.0%	0.4%	-0.4%	-0.3%	0.0%	0.8%	0.7%	0.4%	1.9%	1.6%		
Avg Ann. Change in Share	%		-0.2%	0.0%	0.1%	-0.1%	-0.1%	0.0%	0.1%	0.1%	0.0%	0.2%	0.1%		



STEAM FINAL TREND REPORT FOR 2011-2022													2011 to 2022		DAY VISITOR		DIRECT EMPLOYMENT			
NORTH WALES																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / 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							
% Change 2011 to 2022		0.6%	-22.3%	34.9%	-19.2%	-2.0%	-2.4%	7.5%	11.4%	-0.4%	-5.1%	-2.5%	-13.8%	0.3%	Annual Change	7.7%	-8.3%	7.4%	-6.0%	
% Change 2021 to 2022				279.3%	298.3%	220.2%	2.3%	2.0%	-4.0%	-12.8%	-3.4%	-6.1%	-6.9%	29.5%		599.9%	84.3%	-4.1%	-4.7%	
Average Annual Change		0.1%	-2.0%	3.2%	-1.7%	-0.2%	-0.2%	0.7%	1.0%	0.0%	-0.5%	-0.2%	-1.3%	0.0%		0.7%	-0.8%	0.7%	-0.5%	
2011	FTEs	2,584	3,776	4,851	10,850	8,744	10,667	12,631	15,485	8,208	7,160	3,493	2,460	7,576		3,737	10,087	12,108	4,371	
2012	FTEs	2,427	3,912	5,324	9,582	8,789	9,902	12,746	14,921	8,278	6,860	3,280	2,611	7,386	-2.5%	3,888	9,425	11,981	4,250	
2013	FTEs	2,338	3,724	4,954	9,022	10,437	9,962	13,358	16,659	8,515	7,096	3,504	2,753	7,694	4.2%	3,672	9,807	12,844	4,451	
2014	FTEs	2,135	3,444	4,892	9,107	9,398	9,065	11,907	15,379	7,989	6,728	3,118	2,421	7,132	-7.3%	3,490	9,190	11,758	4,089	
2015	FTEs	2,390	3,866	5,418	9,878	10,225	9,761	12,972	16,760	8,712	7,412	3,440	2,628	7,788	9.2%	3,891	9,954	12,815	4,493	
2016	FTEs	2,318	3,681	6,909	8,480	9,564	10,140	13,196	17,493	8,778	7,219	3,421	2,717	7,826	0.5%	4,303	9,395	13,156	4,452	
2017	FTEs	2,277	3,611	5,702	10,238	9,715	10,034	13,487	17,114	8,644	6,660	3,421	2,682	7,799	-0.4%	3,863	9,996	13,082	4,254	
2018	FTEs	2,179	3,716	5,685	8,538	9,901	10,763	13,379	16,629	8,849	6,953	3,567	2,646	7,734	-0.8%	3,860	9,734	12,952	4,389	
2019	FTEs	2,395	4,228	5,957	10,094	10,542	10,518	13,850	17,597	9,125	7,359	3,850	2,936	8,204	6.1%	4,193	10,385	13,524	4,715	
2020	FTEs	2,506	4,169	4,672	-	-	1,118	7,030	13,893	8,536	1,335	2,499	1,775	3,961	-51.7%	3,782	373	9,819	1,870	
2021	FTEs	-	-	1,726	2,202	2,675	10,174	13,319	17,963	9,379	7,033	3,626	2,277	5,864	48.1%	575	5,017	13,554	4,312	
2022	FTEs	2,600	2,932	6,546	8,771	8,565	10,408	13,582	17,243	8,176	6,797	3,405	2,119	7,595	29.5%	4,026	9,248	13,000	4,107	

EMPLOYMENT													DAY VISITOR				
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs		Employment (FTEs) and Share of Total (%)	
Day Visitor	FTEs	7,576	7,386	7,694	7,132	7,788	7,826	7,799	7,734	8,204	3,961	5,864	7,595				
Total Employment	FTEs	41,858	40,510	42,587	40,152	42,210	42,716	43,079	44,399	46,804	22,288	35,498	45,201				
Share of Total	%	18.1%	18.2%	18.1%	17.8%	18.5%	18.3%	18.1%	17.4%	17.5%	17.8%	16.5%	16.8%				
Annual Change in Share	%		0.7%	-0.9%	-1.7%	3.9%	-0.7%	-1.2%	-3.8%	0.6%	1.4%	-7.0%	1.7%				
Change in Share from 2011	%		0.7%	-0.2%	-1.9%	2.0%	1.2%	0.0%	-3.8%	-3.1%	-1.8%	-8.7%	-7.2%				
Avg Ann. Change in Share	%		0.7%	-0.1%	-0.6%	0.5%	0.2%	0.0%	-0.5%	-0.4%	-0.2%	-0.9%	-0.7%				

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

2022

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

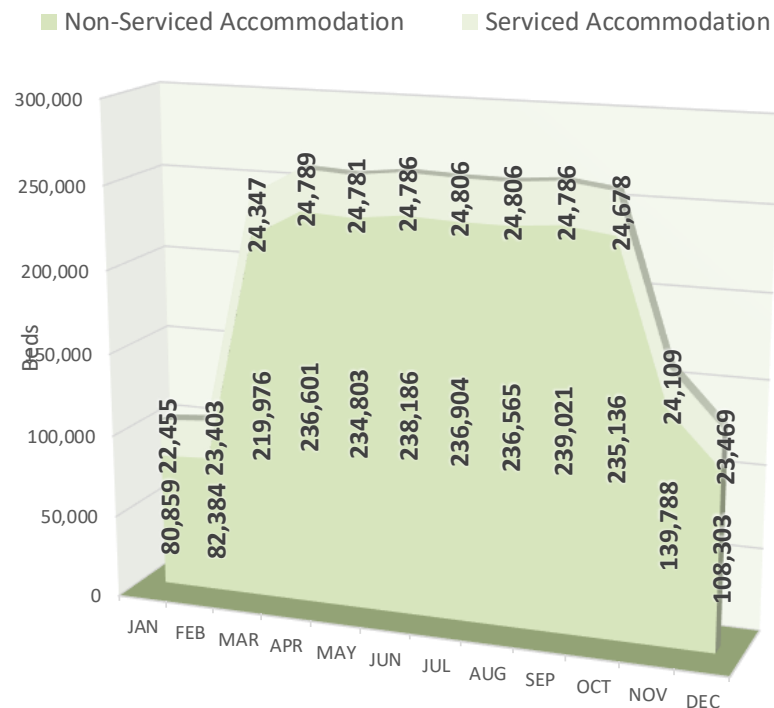
SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	1,006	24,806	-47	-325		+24,806
+50 room hotels	49	8,620	-2	+401		+8,620
10-50 room hotels	191	8,319	-1	-325		+8,319
<10 room hotels/others	766	7,867	-44	-401		

NON-SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	4,532	223,307	+163	-467		
Self catering	3,793	35,744	+160	+643		
Static caravans/chalets	347	24,445	+19	+117		+24,445
Touring caravans/camping	392	50,532	-16	-885		
Not-for-hire static	0	112,586	0	-342		+112,586

DISTRIBUTION BY TYPE OF ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	5,538	248,113	+116	-792	0	+24,806
Serviced Accommodation Share of Total	18%	10%				
Non-Serviced Accommodation Share of Total	82%	90%				

SEASONAL AVAILABILITY OF BED SUPPLY 2022	2022											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	103,314	105,787	244,323	261,390	259,584	262,972	261,710	261,371	263,807	259,814	163,897	131,772
Serviced Accommodation	22,455	23,403	24,347	24,789	24,781	24,786	24,806	24,806	24,786	24,678	24,109	23,469
Non-Serviced Accommodation	80,859	82,384	219,976	236,601	234,803	238,186	236,904	236,565	239,021	235,136	139,788	108,303

SEASONAL AVAILABILITY OF BED SUPPLY
2022



Report Sections With Historic Financial Data Indexed to 2022 Prices

Sections:	<i>Comparative Headlines</i>	Visitor Types:	<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: 2022*

2011	<i>1.39</i>
2012	<i>1.33</i>
2013	<i>1.29</i>
2014	<i>1.26</i>
2015	<i>1.24</i>
2016	<i>1.23</i>
2017	<i>1.20</i>
2018	<i>1.15</i>
2019	<i>1.12</i>
2020	<i>1.09</i>
2021	<i>1.08</i>
2022	<i>1.00</i>

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

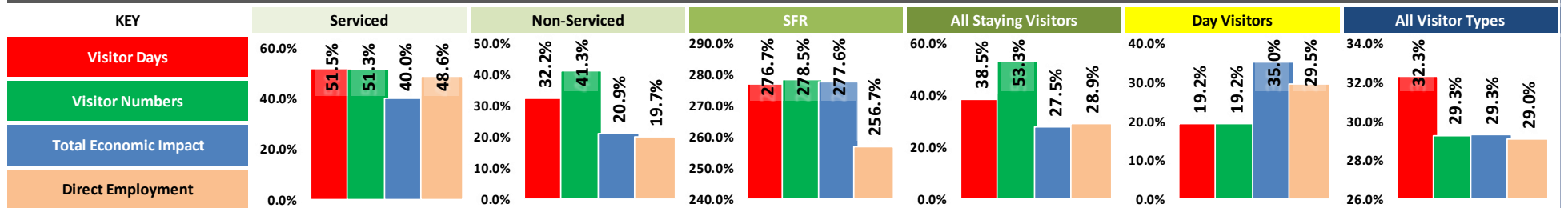
Comparing 2022 and 2021
2021 in 2022 prices (1.078)

COMPARATIVE HEADLINES

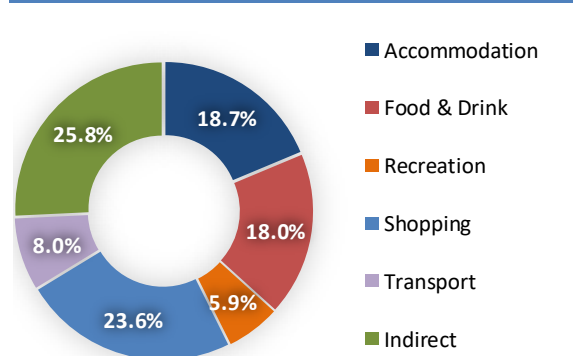
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - INDEXED TO 2022

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %			
Visitor Days	M	4,911	3,241	51.5%	42.37	32.06	32.2%	2,526	0,671	276.7%	49.81	35.97	38.5%	20.17	16.92	19.2%	69.98	52.89	32.3%		
Visitor Numbers	M	2,769	1,830	51.3%	6,964	4,930	41.3%	1,061	0,280	278.5%	10.79	7,040	53.3%	20.17	16.92	19.2%	30.96	23.96	29.3%		
Direct Expenditure	£Bn																3,087	2,379	29.8%		
Economic Impact	£Bn	0.625	0,446	40.0%	2,415	1,998	20.9%	0,118	0,031	277.6%	3,158	2,476	27.5%	1,000	0,741	35.0%	4,158	3,217	29.3%		
Direct Employment	FTEs	7,122	4,792	48.6%	20,380	17,022	19.7%	968	271	256.7%	28,470	22,085	28.9%	7,595	5,864	29.5%	36,065	27,949	29.0%		
Total Employment	FTEs																45,201	35,498	27.3%		

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2022 & 2021 - INDEXED TO 2022



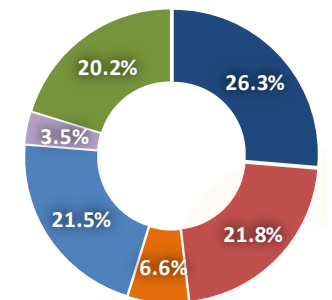
Sectoral Distribution of Economic Impact - £Bn including VAT Indexed to 2022



Sectors	2022	2021	+/- %
Accommodation	0.777	0.704	10.4%
Food & Drink	0.749	0.553	35.6%
Recreation	0.247	0.205	20.3%
Shopping	0.983	0.682	44.2%
Transport	0.331	0.236	40.3%
TOTAL DIRECT	3,087	2,379	29.8%
Indirect	1,071	0,837	27.9%
TOTAL	4,158	3,217	29.3%

Sectoral Distribution of Employment - FTEs

Sectors	2022	2021	+/- %
Accommodation	11,903	9,050	31.5%
Food & Drink	9,860	8,139	21.1%
Recreation	3,001	2,645	13.5%
Shopping	9,720	6,935	40.2%
Transport	1,581	1,180	33.9%
TOTAL DIRECT	36,065	27,949	29.0%
Indirect	9,136	7,548	21.0%
TOTAL	45,201	35,498	27.3%



STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

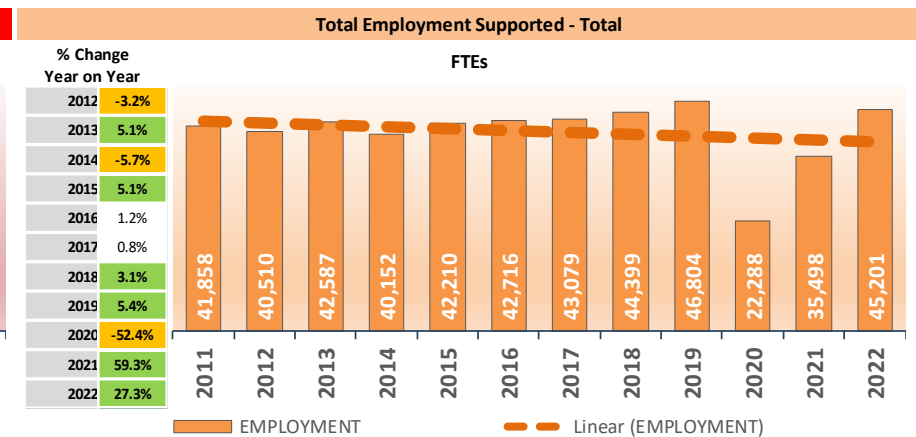
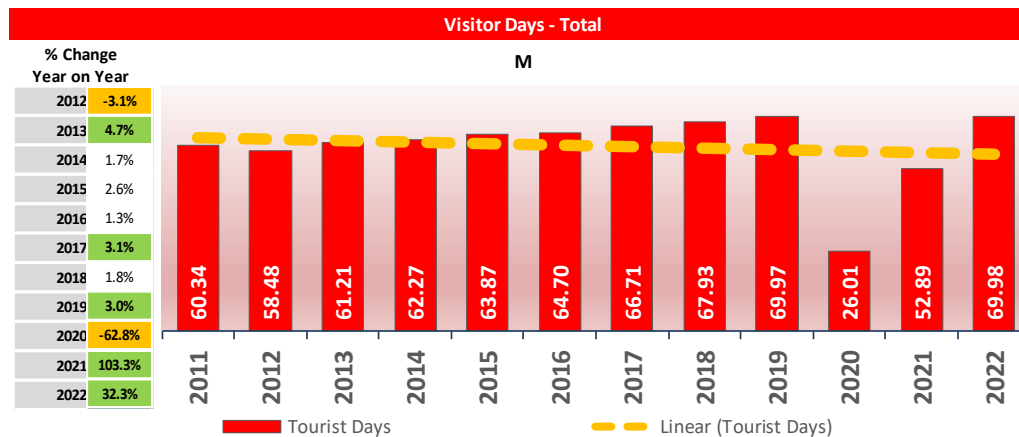
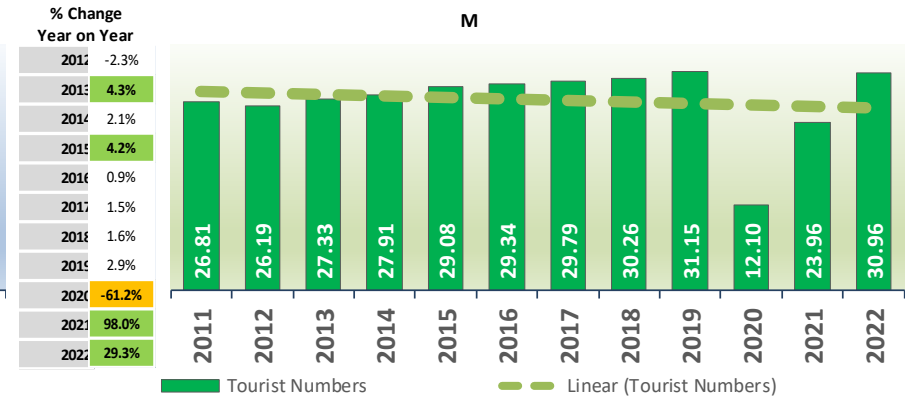
2011 to 2022
2022 Prices

TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-3.5%	0.7%	2.5%	5.5%	7.4%	10.8%	15.4%	22.3%	-52.4%	-5.0%	22.8%
Visitor Numbers		-2.3%	2.0%	4.1%	8.5%	9.4%	11.1%	12.9%	16.2%	-54.9%	-10.6%	15.5%
Visitor Days		-3.1%	1.4%	3.2%	5.8%	7.2%	10.5%	12.6%	16.0%	-56.9%	-12.4%	16.0%
Total Employment		-3.2%	1.7%	-4.1%	0.8%	2.1%	2.9%	6.1%	11.8%	-46.8%	-15.2%	8.0%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

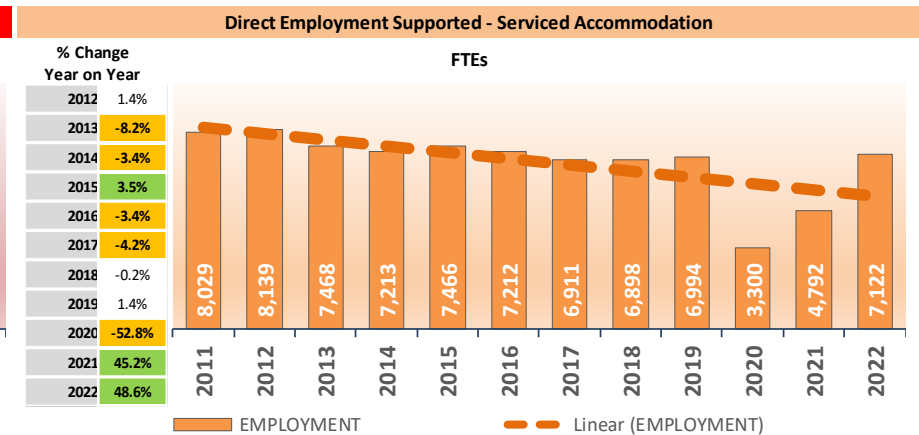
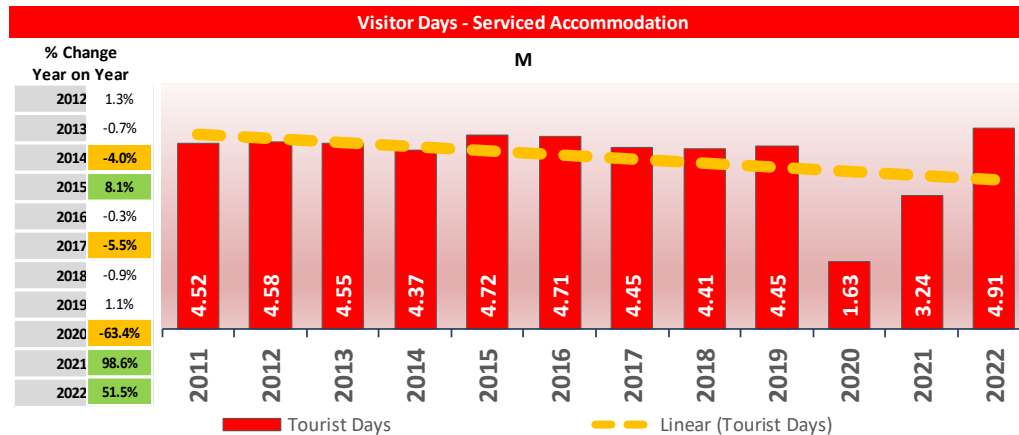
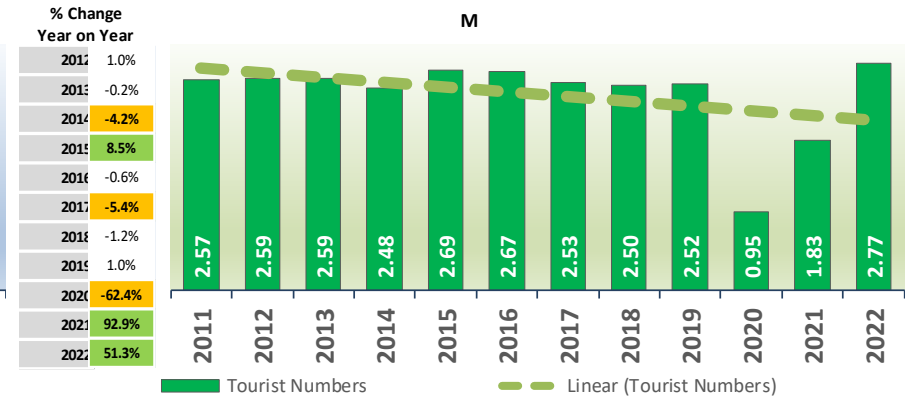
2011 to 2022
2022 Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		2.5%	-0.4%	-4.5%	3.8%	6.4%	-0.5%	-1.6%	0.4%	-61.5%	-22.5%	8.4%
Visitor Numbers		1.0%	0.8%	-3.5%	4.8%	4.2%	-1.4%	-2.6%	-1.7%	-63.0%	-28.7%	7.9%
Visitor Days		1.3%	0.6%	-3.4%	4.4%	4.1%	-1.6%	-2.5%	-1.5%	-63.9%	-28.3%	8.6%
Direct Employment		1.4%	-7.0%	-10.2%	-7.0%	-10.2%	-13.9%	-14.1%	-12.9%	-58.9%	-40.3%	-11.3%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

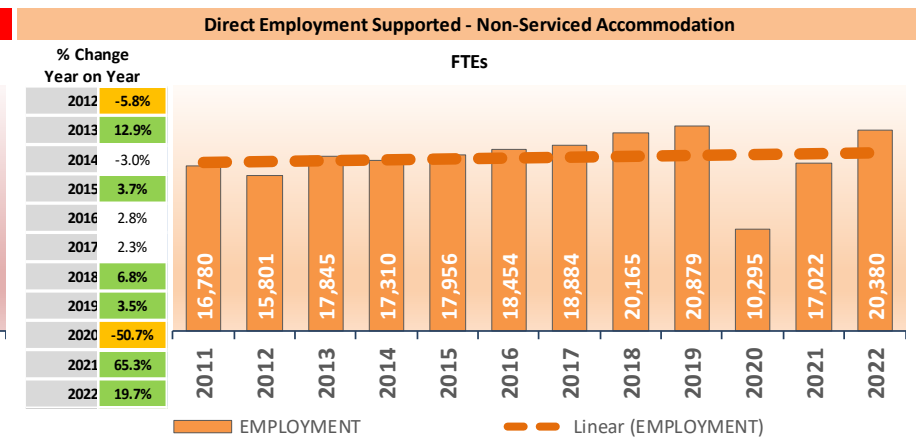
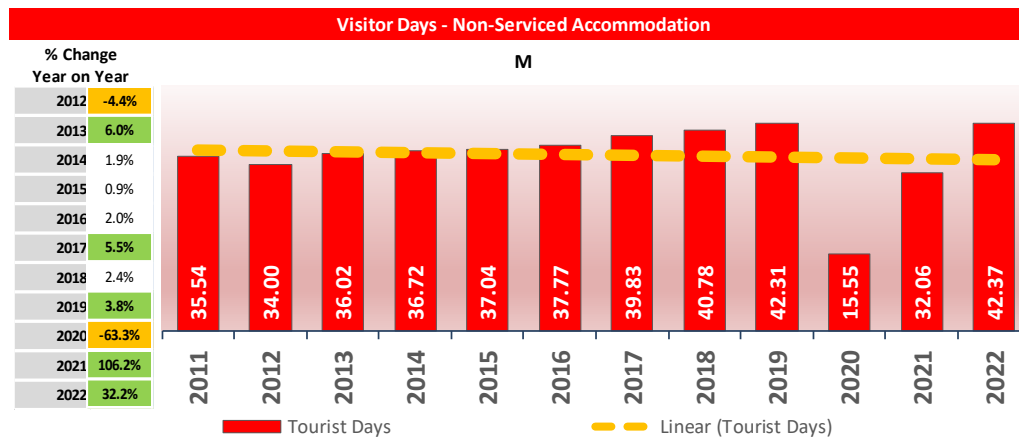
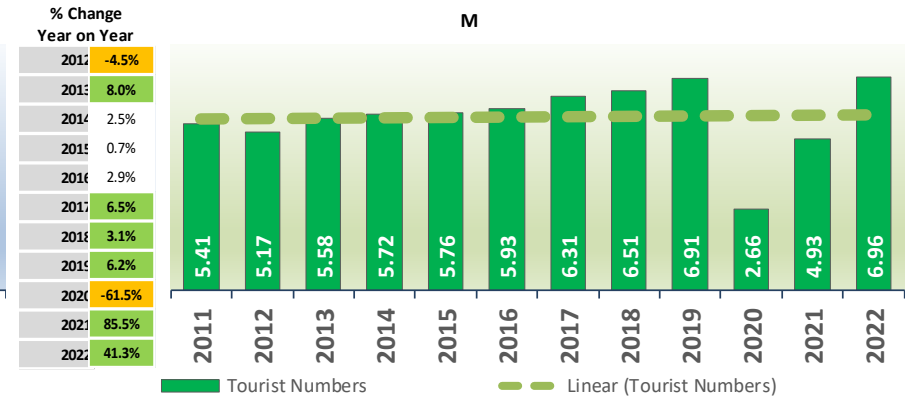
2011 to 2022
2022 Prices

NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-6.2%	0.6%	3.5%	4.0%	6.4%	14.4%	22.4%	33.4%	-47.4%	10.2%	33.2%
Visitor Numbers		-4.5%	3.2%	5.8%	6.5%	9.5%	16.6%	20.3%	27.7%	-50.9%	-8.9%	28.7%
Visitor Days		-4.4%	1.4%	3.3%	4.2%	6.2%	12.0%	14.7%	19.0%	-56.3%	-9.8%	19.2%
Direct Employment		-5.8%	6.3%	3.2%	7.0%	10.0%	12.5%	20.2%	24.4%	-38.6%	1.4%	21.5%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

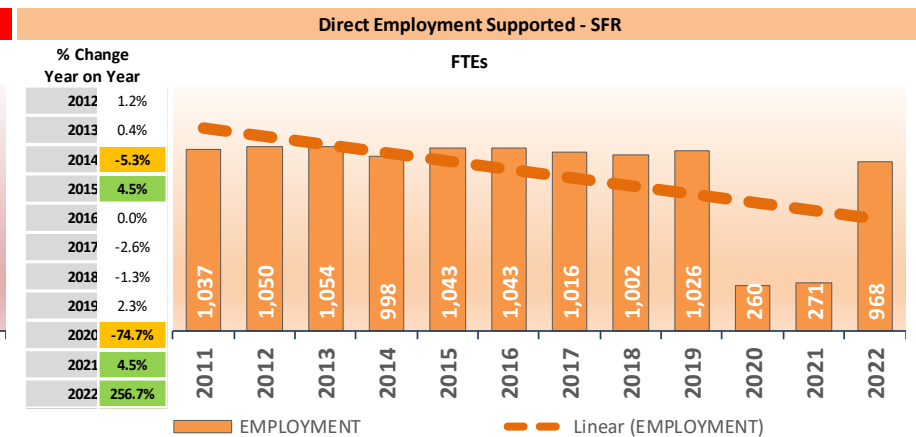
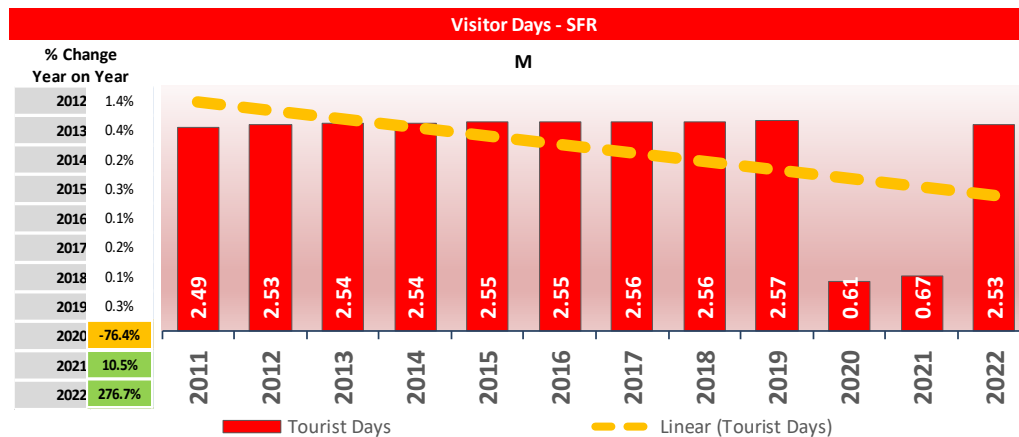
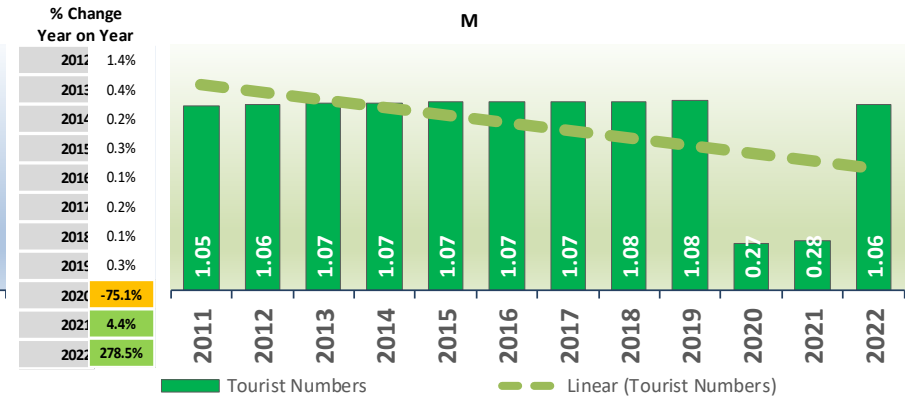
2011 to 2022
2022 Prices

SFR

KEY MEASURES
Indexed

Economic Impact - Indexed - SFR

Visitor Numbers - SFR



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		1.2%	1.6%	1.9%	2.1%	2.2%	2.4%	2.5%	2.8%	-75.3%	-73.2%	1.3%
Visitor Numbers		1.4%	1.8%	2.0%	2.3%	2.4%	2.6%	2.6%	2.9%	-74.4%	-73.2%	1.3%
Visitor Days		1.4%	1.8%	2.0%	2.3%	2.4%	2.6%	2.6%	2.9%	-75.7%	-73.1%	1.3%
Direct Employment		1.2%	1.6%	-3.8%	0.5%	0.6%	-2.1%	-3.4%	-1.1%	-75.0%	-73.8%	-6.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

2011 to 2022
2022 Prices

STAYING VISITOR

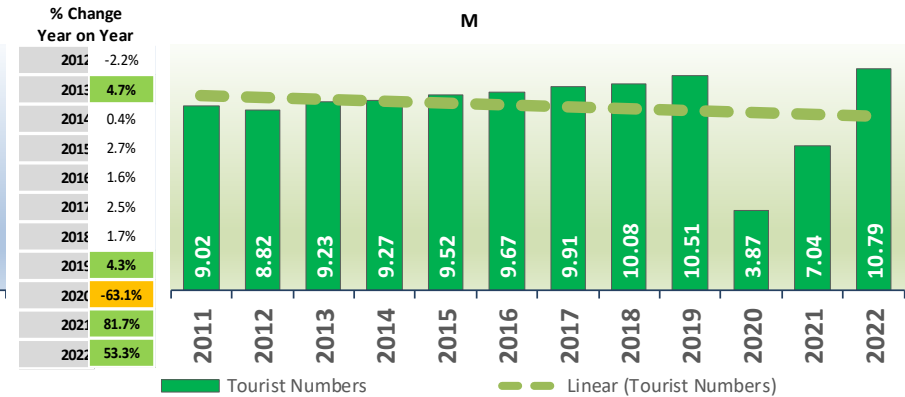
KEY MEASURES
Indexed

Economic Impact - Indexed - Staying Visitor



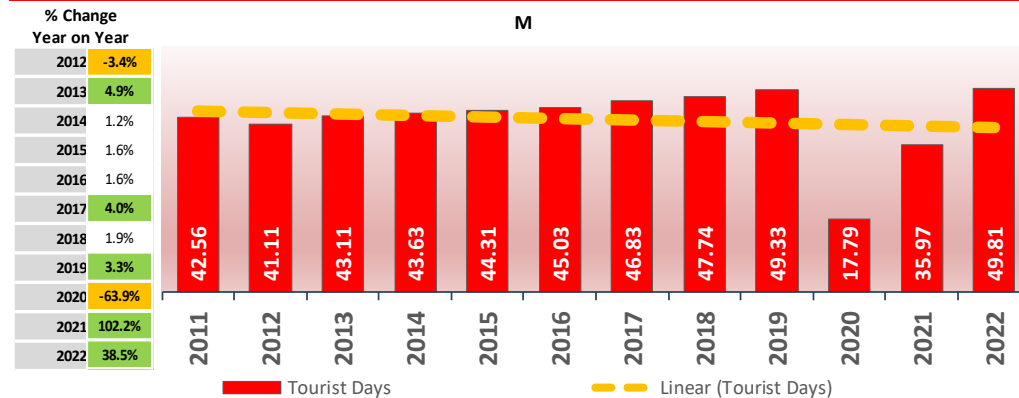
Year	% Change Year on Year
2012	-3.9%
2013	4.4%
2014	1.2%
2015	2.2%
2016	2.3%
2017	3.9%
2018	5.0%
2019	7.3%
2020	-61.4%
2021	105.5%
2022	27.5%

Visitor Numbers - Staying Visitor



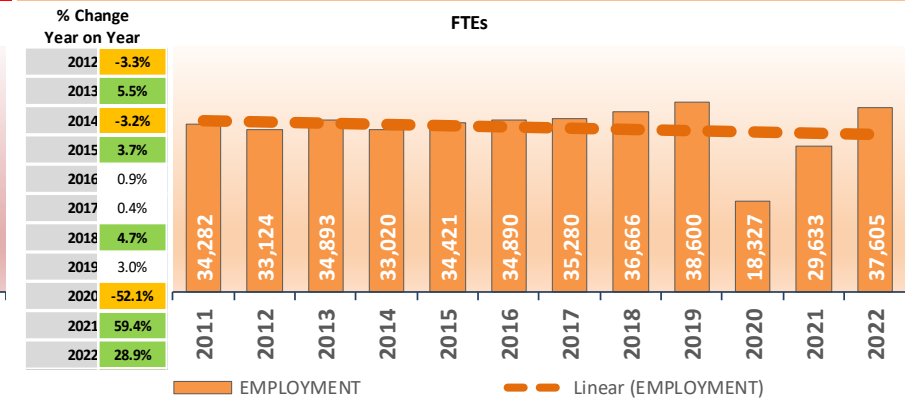
Year	% Change Year on Year
2012	-2.2%
2013	4.7%
2014	0.4%
2015	2.7%
2016	1.6%
2017	2.5%
2018	1.7%
2019	4.3%
2020	-63.1%
2021	81.7%
2022	53.3%

Visitor Days - Staying Visitor



Year	% Change Year on Year
2012	-3.4%
2013	4.9%
2014	1.2%
2015	1.6%
2016	1.6%
2017	4.0%
2018	1.9%
2019	3.3%
2020	-63.9%
2021	102.2%
2022	38.5%

Direct Employment Supported - Staying Visitor



Year	% Change Year on Year
2012	-3.3%
2013	5.5%
2014	-3.2%
2015	3.7%
2016	0.9%
2017	0.4%
2018	4.7%
2019	3.0%
2020	-52.1%
2021	59.4%
2022	28.9%

% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-3.9%	0.4%	1.6%	3.9%	6.2%	10.4%	16.0%	24.4%	-51.9%	-1.2%	26.0%
Visitor Numbers		-2.2%	2.3%	2.7%	5.5%	7.2%	9.9%	11.7%	16.5%	-57.1%	-22.0%	19.6%
Visitor Days		-3.4%	1.3%	2.5%	4.1%	5.8%	10.0%	12.2%	15.9%	-58.2%	-15.5%	17.0%
Direct Employment		-3.4%	1.8%	-3.7%	0.4%	1.8%	2.9%	7.0%	12.6%	-46.5%	-13.6%	9.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

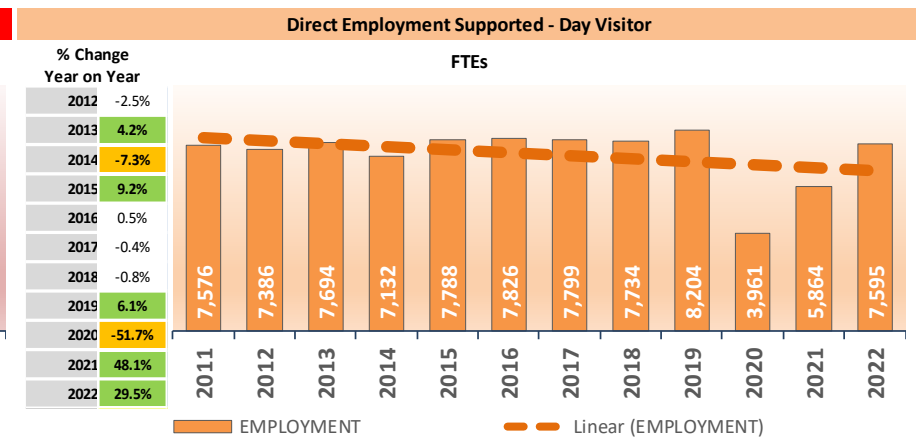
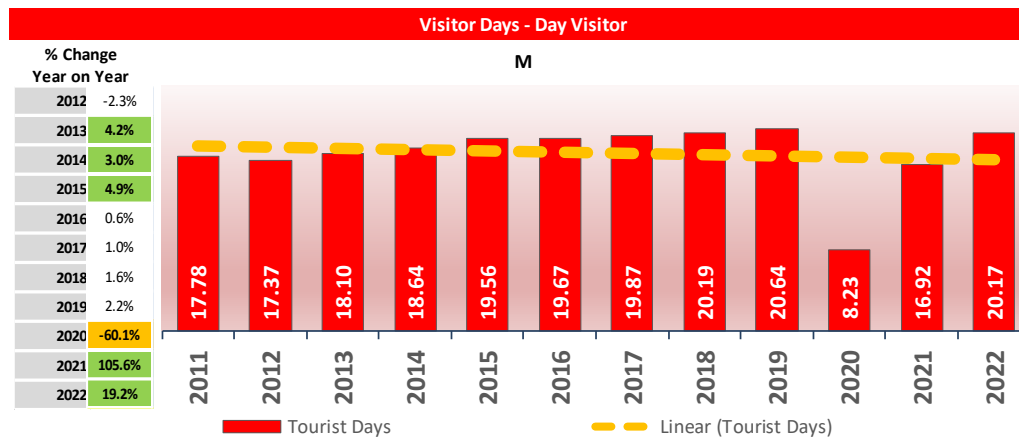
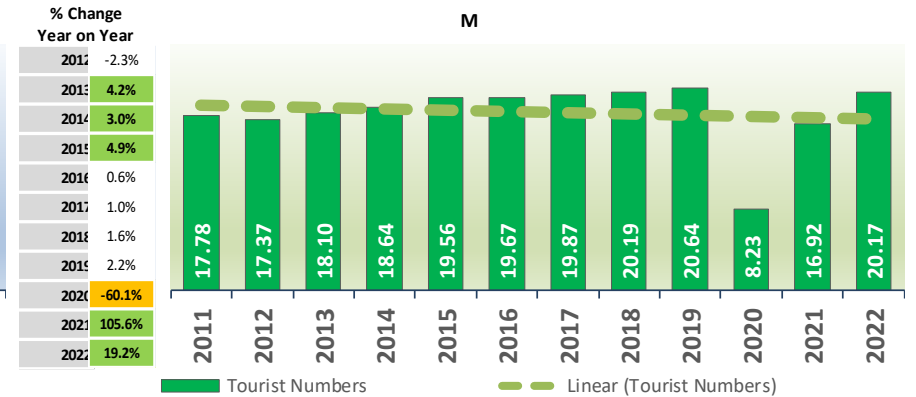
2011 to 2022
2022 Prices

DAY VISITOR

KEY MEASURES
Indexed

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor



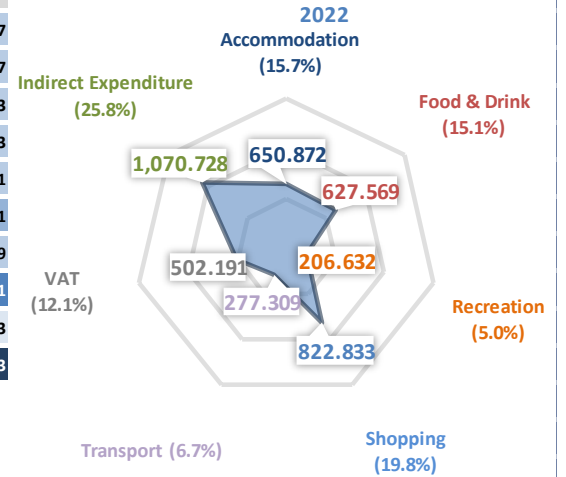
% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-2.5%	1.5%	4.9%	10.0%	10.6%	11.9%	13.7%	16.3%	-53.6%	-15.9%	13.5%
Visitor Numbers		-2.3%	1.8%	4.8%	10.0%	10.6%	11.8%	13.5%	16.1%	-53.7%	-4.9%	13.4%
Visitor Days		-2.3%	1.8%	4.8%	10.0%	10.6%	11.8%	13.5%	16.1%	-53.7%	-4.9%	13.4%
Direct Employment		-2.5%	1.6%	-5.9%	2.8%	3.3%	2.9%	2.1%	8.3%	-47.7%	-22.6%	0.3%

"Linear" = Linear Trendline

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT INDEXED TO 2022

SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	£M	405.14	407.05	433.74	436.09	453.63	470.60	486.48	547.94	636.39	301.06	623.87	650.87
Food & Drink	£M	540.35	523.84	545.91	554.16	568.37	576.91	593.01	601.91	620.63	244.03	489.79	627.57
Recreation	£M	192.45	175.80	177.66	179.90	185.92	189.85	196.82	198.34	204.75	80.44	181.72	206.63
Shopping	£M	727.93	698.92	727.05	744.15	765.34	773.54	793.54	806.26	823.79	312.47	604.02	822.83
Transport	£M	250.79	236.97	243.90	248.02	255.47	259.13	266.99	269.51	276.88	102.33	209.20	277.31
Direct Revenue	£M	2,116.66	2,042.59	2,128.26	2,162.32	2,228.73	2,270.03	2,336.84	2,423.96	2,562.44	1,040.33	2,108.60	2,585.21
VAT	£M	423.33	408.52	425.65	432.46	445.75	454.01	467.37	484.79	512.49	151.42	270.75	502.19
Direct Expenditure	£M	2,539.99	2,451.11	2,553.91	2,594.78	2,674.48	2,724.04	2,804.21	2,908.75	3,074.93	1,191.75	2,379.35	3,087.41
Indirect Expenditure	£M	847.43	817.14	856.51	875.85	897.81	913.29	949.35	999.08	1,067.97	421.41	837.19	1,070.73
TOTAL	£M	3,387.42	3,268.25	3,410.43	3,470.63	3,572.29	3,637.33	3,753.55	3,907.83	4,142.90	1,613.15	3,216.54	4,158.13

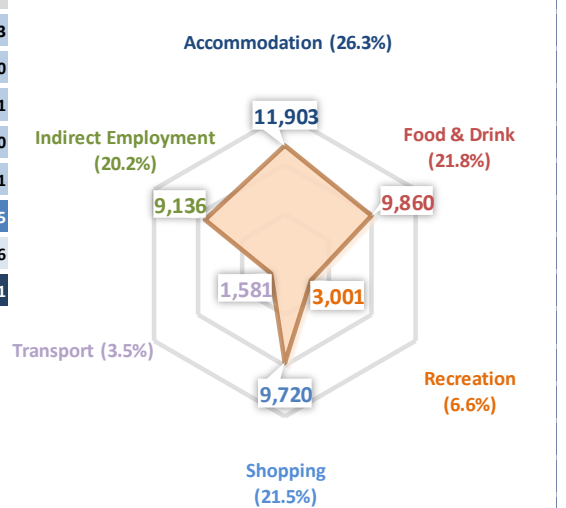
2022 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT INDEXED TO 2022



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	FTEs	9,546	9,569	10,436	10,570	10,657	10,554	10,458	11,815	11,732	6,158	9,050	11,903
Food & Drink	FTEs	8,326	8,071	8,411	9,274	9,940	10,096	9,770	10,029	10,117	5,172	8,139	9,860
Recreation	FTEs	3,599	3,287	3,322	2,663	2,663	2,899	3,089	2,847	3,225	1,757	2,645	3,001
Shopping	FTEs	10,225	9,817	10,212	8,742	9,477	9,439	9,697	9,551	10,325	4,075	6,935	9,720
Transport	FTEs	1,726	1,631	1,679	1,403	1,517	1,547	1,595	1,557	1,706	653	1,180	1,581
Direct Employment	FTEs	33,422	32,376	34,060	32,652	34,254	34,535	34,609	35,799	37,103	17,815	27,949	36,065
Indirect Employment	FTEs	8,436	8,134	8,526	7,500	7,956	8,181	8,469	8,600	9,701	4,473	7,548	9,136
TOTAL	FTEs	41,858	40,510	42,587	40,152	42,210	42,716	43,079	44,399	46,804	22,288	35,498	45,201

2022 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

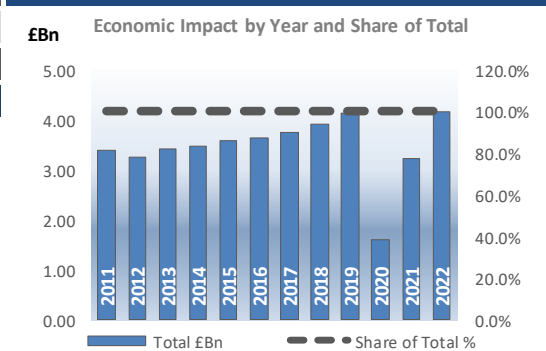


STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

ECONOMIC IMPACT BY:													2011 to 2022	TOTAL	ECONOMIC IMPACT Indexed				
MONTH AND QUARTER													2022 Prices	CALENDAR YEAR		QUARTER			
KEY													TOTAL		TOTAL				
ECONOMIC IMPACT £Bn - INDEXED TO 2022 / PERCENTAGE CHANGES													TOTAL	% Change	QUARTER				
Q1			Q2			Q3			Q4			Q1			Q2	Q3	Q4		
An increase of 3% or more													Annual Change	TOTAL					
Less than 3% change														TOTAL					
A Fall of 3% or more													TOTAL						
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC													TOTAL						
% Change 2011 to 2022													22.8%	83.5%	9.3%	12.1%	44.2%		
% Change 2021 to 2022													29.3%	1187.4%	64.0%	-4.0%	-4.7%		
Average Annual Change													2.1%	7.6%	0.8%	1.1%	4.0%		
2011	£Bn	0.084	0.100	0.152	0.365	0.359	0.391	0.512	0.565	0.384	0.264	0.118	0.093	3.387	0.336	1.115	1.462	0.475	
2012	£Bn	0.079	0.099	0.165	0.313	0.313	0.380	0.485	0.557	0.383	0.279	0.118	0.098	3.268	-3.5%	0.343	1.006	1.424	0.495
2013	£Bn	0.087	0.115	0.218	0.294	0.351	0.372	0.503	0.589	0.373	0.262	0.136	0.111	3.410	4.4%	0.421	1.016	1.465	0.508
2014	£Bn	0.089	0.120	0.237	0.317	0.363	0.357	0.506	0.597	0.382	0.257	0.131	0.114	3.471	1.8%	0.446	1.037	1.485	0.503
2015	£Bn	0.092	0.122	0.240	0.318	0.369	0.365	0.541	0.628	0.365	0.273	0.149	0.110	3.572	2.9%	0.453	1.052	1.534	0.532
2016	£Bn	0.091	0.118	0.288	0.308	0.337	0.397	0.539	0.608	0.391	0.272	0.161	0.127	3.637	1.8%	0.497	1.042	1.538	0.560
2017	£Bn	0.106	0.136	0.274	0.368	0.355	0.403	0.534	0.593	0.391	0.297	0.162	0.134	3.754	3.2%	0.516	1.126	1.519	0.593
2018	£Bn	0.107	0.135	0.284	0.341	0.393	0.432	0.556	0.619	0.417	0.319	0.173	0.131	3.908	4.1%	0.526	1.167	1.592	0.623
2019	£Bn	0.126	0.144	0.300	0.383	0.416	0.434	0.575	0.641	0.440	0.337	0.184	0.163	4.143	6.0%	0.569	1.233	1.656	0.685
2020	£Bn	0.119	0.139	0.202			0.003	0.168	0.449	0.372	0.075	0.053	0.032	1.613	-61.1%	0.460	0.003	0.989	0.160
2021	£Bn	0.000	0.000	0.047	0.173	0.198	0.371	0.541	0.666	0.500	0.407	0.166	0.145	3.217	99.4%	0.048	0.743	1.707	0.719
2022	£Bn	0.132	0.153	0.331	0.379	0.399	0.440	0.580	0.630	0.429	0.342	0.191	0.153	4.158	29.3%	0.616	1.218	1.639	0.686

ECONOMIC IMPACT - INDEXED TO 2022

SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Total	£Bn	3.387	3.268	3.410	3.471	3.572	3.637	3.754	3.908	4.143	1.613	3.217	4.158
All Visitor Types	£Bn	3.387	3.268	3.410	3.471	3.572	3.637	3.754	3.908	4.143	1.613	3.217	4.158
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%
Annual Change in Share	%												
Change in Share from 2011	%												
Avg Ann. Change in Share	%												



STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

ECONOMIC IMPACT BY:													2011 to 2022 2022 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
An increase of 3% or more													ECONOMIC IMPACT £M - INDEXED TO 2022 / 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			Q1	Q2	Q3	Q4
% Change 2011 to 2022													11.9%	37.0%	40.2%	-5.1%	10.9%	4.0%	5.7%	5.9%	-4.3%	-14.3%	36.4%	33.6%	8.4%		32.3%	3.4%	2.8%	11.7%
% Change 2021 to 2022																	210.8%	8.7%	0.0%	-3.6%	-6.5%	-1.3%	2.8%	11.6%	40.0%			126.9%	-3.2%	3.4%
Average Annual Change													1.1%	3.4%	3.7%	-0.5%	1.0%	0.4%	0.5%	0.5%	-0.4%	-1.3%	3.3%	3.1%	0.8%		2.9%	0.3%	0.3%	1.1%
2011	£M	18.08	25.17	31.26	45.97	48.74	51.46	82.96	92.62	73.35	50.69	32.00	24.08	576.37		74.51	146.17	248.92	106.77											
2012	£M	19.21	28.41	34.69	44.94	52.83	56.23	76.07	98.10	76.73	44.57	33.03	25.97	590.77	2.5%	82.31	154.00	250.89	103.58											
2013	£M	20.28	35.88	33.81	41.57	53.93	50.55	76.31	87.76	66.16	42.68	36.37	28.60	573.90	-2.9%	89.97	146.04	230.24	107.65											
2014	£M	21.63	30.52	32.16	43.00	51.80	49.17	74.29	84.47	68.16	41.34	31.34	22.60	550.49	-4.1%	84.31	143.97	226.91	95.29											
2015	£M	23.50	35.00	36.21	47.04	53.78	55.21	83.84	90.08	63.57	48.91	36.23	24.96	598.31	8.7%	94.71	156.03	237.48	110.10											
2016	£M	24.56	32.36	34.97	48.03	57.68	55.89	80.62	92.68	77.07	41.13	37.89	30.38	613.27	2.5%	91.89	161.60	250.37	109.41											
2017	£M	28.58	36.50	38.50	47.33	50.92	48.88	75.95	76.44	66.44	39.71	33.94	30.06	573.24	-6.5%	103.58	147.13	218.82	103.71											
2018	£M	25.66	33.82	36.75	41.00	54.70	50.74	73.00	81.25	67.72	38.29	33.24	30.98	567.13	-1.1%	96.23	146.43	221.97	102.50											
2019	£M	30.93	31.00	37.52	41.18	48.00	51.00	75.32	90.62	72.28	37.84	34.74	28.11	578.55	2.0%	99.45	140.19	238.22	100.69											
2020	£M	31.37	33.06	19.37				2.795	64.43	53.71	2.863	11.22	3.105	221.92	-61.6%	83.79		120.94	17.19											
2021	£M					17.39	49.25	87.63	101.78	75.09	44.03	42.47	28.82	446.47	101.2%		66.64	264.50	115.33											
2022	£M	20.24	34.49	43.84	43.60	54.05	53.52	87.67	98.11	70.23	43.45	43.66	32.16	625.00	40.0%	98.57	151.17	256.01	119.26											

ECONOMIC IMPACT - INDEXED TO 2022													SERVICED ACCOMMODATION				
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	Economic Impact by Year and Share of Total			
Serviced	£M	576.37	590.77	573.90	550.49	598.31	613.27	573.24	567.13	578.55	221.92	446.47	625.00	£M			
All Visitor Types	£Bn	3.387	3.268	3.410	3.471	3.572	3.637	3.754	3.908	4.143	1.613	3.217	4.158	Share of Total %			
Share of Total	%	17.0%	18.1%	16.8%	15.9%	16.7%	16.9%	15.3%	14.5%	14.0%	13.8%	13.9%	15.0%	700.00			
Annual Change in Share	%		6.2%	-6.9%	-5.7%	5.6%	0.7%	-9.4%	-5.0%	-3.8%	-1.5%	0.9%	8.3%	600.00			
Change in Share from 2011	%		6.2%	-1.1%	-6.8%	-1.6%	-0.9%	-10.2%	-14.7%	-17.9%	-19.1%	-18.4%	-11.7%	500.00			
Avg Ann. Change in Share	%		6.2%	-0.5%	-2.3%	-0.4%	-0.2%	-1.7%	-2.1%	-2.2%	-2.1%	-1.8%	-1.1%	400.00			

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Report Prepared by: Cathy James. Date of Issue: 05/09/23

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

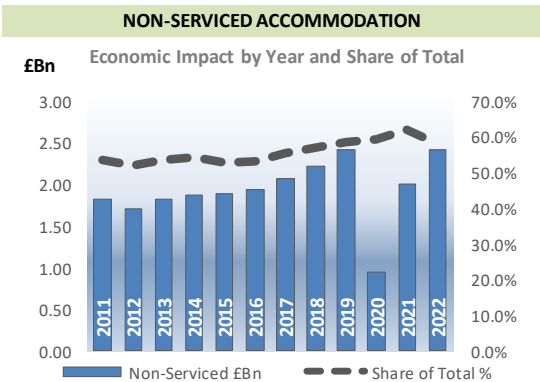
2011 to 2022
2022 Prices

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 £Bn - INDEXED TO 2022 / 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	Annual Change	Q1	Q2	Q3	Q4	
% Change 2011 to 2022		173.0%	152.4%	209.8%	12.2%	11.9%	15.7%	12.1%	6.2%	16.5%	58.2%	119.2%	167.1%		33.2%	187.6%	13.3%	11.1%	87.4%
% Change 2021 to 2022		25070.1%	32715.2%	616.4%	48.0%	58.0%	23.5%	7.5%	-10.7%	-18.9%	-23.8%	26.8%	-1.9%		20.9%	1103.4%	40.8%	-7.7%	-10.5%
Average Annual Change		15.7%	13.9%	19.1%	1.1%	1.1%	1.4%	1.1%	0.6%	1.5%	5.3%	10.8%	15.2%		3.0%	17.1%	1.2%	1.0%	7.9%
2011	£Bn	0.025	0.032	0.068	0.199	0.215	0.229	0.295	0.310	0.225	0.137	0.048	0.031	1.813	0.125	0.643	0.829	0.216	
2012	£Bn	0.020	0.027	0.072	0.160	0.166	0.220	0.273	0.302	0.219	0.162	0.048	0.032	1.701	-6.2%	0.120	0.545	0.794	0.242
2013	£Bn	0.028	0.038	0.130	0.150	0.186	0.217	0.285	0.327	0.218	0.144	0.060	0.041	1.824	7.2%	0.196	0.553	0.830	0.245
2014	£Bn	0.028	0.047	0.146	0.160	0.199	0.203	0.291	0.333	0.221	0.137	0.061	0.051	1.877	3.0%	0.221	0.562	0.845	0.249
2015	£Bn	0.027	0.041	0.141	0.153	0.199	0.201	0.311	0.351	0.204	0.141	0.072	0.043	1.886	0.5%	0.210	0.554	0.866	0.257
2016	£Bn	0.026	0.042	0.175	0.157	0.170	0.228	0.310	0.320	0.216	0.150	0.083	0.053	1.930	2.4%	0.243	0.555	0.846	0.286
2017	£Bn	0.037	0.056	0.169	0.198	0.191	0.241	0.304	0.323	0.227	0.181	0.087	0.061	2.075	7.5%	0.262	0.630	0.855	0.329
2018	£Bn	0.041	0.056	0.180	0.193	0.222	0.257	0.327	0.345	0.247	0.199	0.096	0.057	2.220	7.0%	0.277	0.672	0.919	0.352
2019	£Bn	0.053	0.063	0.194	0.222	0.248	0.265	0.343	0.354	0.266	0.216	0.105	0.090	2.420	9.0%	0.310	0.735	0.964	0.411
2020	£Bn	0.046	0.058	0.132				0.107	0.264	0.245	0.062	0.024	0.016	0.954	-60.6%	0.235		0.616	0.102
2021	£Bn	0.000	0.000	0.029	0.151	0.153	0.214	0.307	0.368	0.323	0.285	0.083	0.085	1.998	109.5%	0.030	0.518	0.998	0.452
2022	£Bn	0.067	0.082	0.210	0.223	0.241	0.265	0.331	0.329	0.262	0.217	0.105	0.083	2.415	20.9%	0.359	0.729	0.921	0.405

ECONOMIC IMPACT - INDEXED TO 2022													
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Non-Serviced	£Bn	1.813	1.701	1.824	1.877	1.886	1.930	2.075	2.220	2.420	0.954	1.998	2.415
All Visitor Types	£Bn	3.387	3.268	3.410	3.471	3.572	3.637	3.754	3.908	4.143	1.613	3.217	4.158
Share of Total	%	53.5%	52.0%	53.5%	54.1%	52.8%	53.1%	55.3%	56.8%	58.4%	59.1%	62.1%	58.1%
Annual Change in Share	%		-2.8%	2.8%	1.2%	-2.4%	0.5%	4.2%	2.8%	2.8%	1.2%	5.1%	-6.5%
Change in Share from 2011	%		-2.8%	-0.1%	1.0%	-1.4%	-0.9%	3.3%	6.1%	9.1%	10.5%	16.0%	8.5%
Avg Ann. Change in Share	%		-2.8%	-0.1%	0.3%	-0.3%	-0.2%	0.5%	0.9%	1.1%	1.2%	1.6%	0.8%

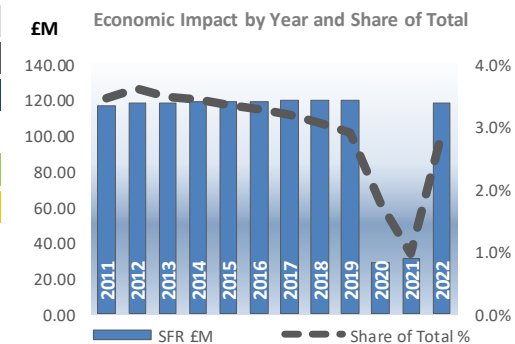


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Report Prepared by: Cathy James. Date of Issue: 05/09/23

STEAM FINAL TREND REPORT FOR 2011-2022 NORTH WALES													2011 to 2022 2022 Prices		SFR	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	SFR												TOTAL						% Change
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2022 / 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 2011 to 2022	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	
% Change 2021 to 2022						879.1%	879.1%	95.8%	95.8%	95.8%	95.8%	95.8%	277.6%	Annual Change		1738.9%	95.8%	95.8%	
Average Annual Change	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%		0.1%	0.1%	0.1%	0.1%	
2011	£M	16.22	5.448	6.198	14.79	9.513	7.328	11.89	12.59	6.484	6.478	5.047	14.62	116.60		27.86	31.63	30.96	26.14
2012	£M	16.41	5.513	6.272	14.96	9.627	7.416	12.03	12.74	6.561	6.555	5.108	14.79	117.99	1.2%	28.19	32.01	31.33	26.45
2013	£M	16.47	5.535	6.297	15.02	9.665	7.445	12.08	12.79	6.587	6.581	5.128	14.85	118.45	0.4%	28.31	32.13	31.46	26.56
2014	£M	16.53	5.553	6.317	15.07	9.697	7.469	12.12	12.83	6.609	6.602	5.145	14.90	118.84	0.3%	28.40	32.24	31.56	26.64
2015	£M	16.56	5.565	6.331	15.11	9.717	7.485	12.15	12.86	6.623	6.617	5.156	14.93	119.10	0.2%	28.46	32.31	31.63	26.70
2016	£M	16.57	5.569	6.335	15.11	9.723	7.490	12.15	12.87	6.627	6.620	5.159	14.94	119.17	0.1%	28.48	32.33	31.65	26.72
2017	£M	16.60	5.578	6.346	15.14	9.740	7.503	12.18	12.89	6.639	6.632	5.168	14.96	119.38	0.2%	28.53	32.38	31.70	26.76
2018	£M	16.61	5.582	6.350	15.15	9.746	7.508	12.18	12.90	6.643	6.636	5.171	14.97	119.45	0.1%	28.54	32.40	31.72	26.78
2019	£M	16.66	5.599	6.369	15.20	9.775	7.530	12.22	12.93	6.663	6.656	5.186	15.02	119.81	0.3%	28.63	32.50	31.82	26.86
2020	£M	16.95	5.695	3.548				1.243	1.316					28.75	-76.0%	26.19		2.559	
2021	£M					0.984	0.758	6.153	6.513	3.355	3.352	2.612	7.562	31.29	8.8%		1.743	16.02	13.53
2022	£M	16.43	5.521	6.280	14.98	9.639	7.425	12.05	12.75	6.570	6.563	5.114	14.81	118.14	277.6%	28.23	32.05	31.37	26.49

ECONOMIC IMPACT - INDEXED TO 2022													SFR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
SFR	£M	116.60	117.99	118.45	118.84	119.10	119.17	119.38	119.45	119.81	28.75	31.29	118.14		
All Visitor Types	£Bn	3.387	3.268	3.410	3.471	3.572	3.637	3.754	3.908	4.143	1.613	3.217	4.158		
Share of Total	%	3.4%	3.6%	3.5%	3.4%	3.3%	3.3%	3.2%	3.1%	2.9%	1.8%	1.0%	2.8%		
Annual Change in Share	%		4.9%	-3.8%	-1.4%	-2.6%	-1.7%	-2.9%	-3.9%	-5.4%	-38.4%	-45.4%	192.1%		
Change in Share from 2011	%		4.9%	0.9%	-0.5%	-3.1%	-4.8%	-7.6%	-11.2%	-16.0%	-48.2%	-71.7%	-17.5%		
Avg Ann. Change in Share	%		4.9%	0.5%	-0.2%	-0.8%	-1.0%	-1.3%	-1.6%	-2.0%	-5.4%	-7.2%	-1.6%		



STEAM FINAL TREND REPORT FOR 2011-2022 NORTH WALES													2011 to 2022 2022 Prices		STAYING VISITOR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		STAYING VISITOR											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £Bn - INDEXED TO 2022 / PERCENTAGE CHANGES													TOTAL		% Change				
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	TOTAL		% Change					
% Change 2011 to 2022		76.4%	93.3%	147.2%	8.5%	11.4%	13.2%	10.4%	6.0%	11.2%	37.4%	81.0%	86.3%	26.0%	Annual Change	113.9%	11.1%	9.0%	57.8%		
% Change 2021 to 2022		38786.8%	48757.1%	787.2%	86.8%	78.3%	23.2%	7.3%	-7.7%	-15.6%	-19.6%	20.2%	7.4%	27.5%	Annual Change	1528.0%	55.7%	-5.5%	-5.2%		
Average Annual Change		6.9%	8.5%	13.4%	0.8%	1.0%	1.2%	0.9%	0.5%	1.0%	3.4%	7.4%	7.8%	2.4%	Annual Change	10.4%	1.0%	0.8%	5.3%		
2011	£Bn	0.059	0.063	0.105	0.260	0.274	0.287	0.390	0.415	0.304	0.194	0.085	0.070	2.506		0.227	0.821	1.109	0.349		
2012	£Bn	0.056	0.061	0.113	0.220	0.228	0.284	0.361	0.412	0.302	0.213	0.086	0.073	2.410	-3.9%	0.230	0.731	1.076	0.372		
2013	£Bn	0.065	0.079	0.170	0.207	0.249	0.275	0.373	0.428	0.290	0.193	0.102	0.084	2.516	4.4%	0.314	0.731	1.092	0.379		
2014	£Bn	0.066	0.083	0.184	0.219	0.261	0.259	0.377	0.431	0.296	0.185	0.098	0.088	2.547	1.2%	0.333	0.739	1.104	0.371		
2015	£Bn	0.067	0.082	0.184	0.216	0.263	0.264	0.407	0.454	0.275	0.197	0.113	0.083	2.603	2.2%	0.333	0.742	1.135	0.393		
2016	£Bn	0.067	0.080	0.216	0.220	0.237	0.291	0.402	0.426	0.299	0.197	0.126	0.099	2.663	2.3%	0.364	0.749	1.128	0.422		
2017	£Bn	0.082	0.098	0.214	0.260	0.252	0.297	0.392	0.413	0.300	0.228	0.126	0.106	2.768	3.9%	0.394	0.809	1.105	0.459		
2018	£Bn	0.084	0.095	0.223	0.249	0.286	0.316	0.412	0.439	0.322	0.244	0.135	0.103	2.906	5.0%	0.402	0.851	1.173	0.481		
2019	£Bn	0.101	0.100	0.238	0.278	0.306	0.324	0.431	0.458	0.345	0.261	0.145	0.133	3.118	7.3%	0.439	0.907	1.234	0.538		
2020	£Bn	0.094	0.097	0.154				0.111	0.330	0.299	0.064	0.035	0.020	1.205	-61.4%	0.345		0.740	0.119		
2021	£Bn	0.000	0.000	0.029	0.151	0.171	0.264	0.401	0.477	0.401	0.332	0.128	0.121	2.476	105.5%	0.030	0.586	1.279	0.581		
2022	£Bn	0.104	0.122	0.260	0.282	0.305	0.326	0.430	0.440	0.339	0.267	0.154	0.130	3.158	27.5%	0.486	0.912	1.209	0.551		
ECONOMIC IMPACT - INDEXED TO 2022													STAYING VISITOR								
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£Bn Economic Impact by Year and Share of Total							
Staying Visitor		£Bn	2.506	2.410	2.516	2.547	2.603	2.663	2.768	2.906	3.118	1.205	2.476	3.158							
All Visitor Types		£Bn	3.387	3.268	3.410	3.471	3.572	3.637	3.754	3.908	4.143	1.613	3.217	4.158							
Share of Total		%	74.0%	73.7%	73.8%	73.4%	72.9%	73.2%	73.7%	74.4%	75.3%	74.7%	77.0%	75.9%							
Annual Change in Share		%		-0.4%	0.1%	-0.5%	-0.7%	0.5%	0.7%	0.9%	1.2%	-0.8%	3.1%	-1.3%							
Change in Share from 2011		%		-0.4%	-0.3%	-0.8%	-1.5%	-1.1%	-0.3%	0.5%	1.7%	0.9%	4.0%	2.6%							
Avg Ann. Change in Share		%		-0.4%	-0.1%	-0.3%	-0.4%	-0.2%	-0.1%	0.1%	0.2%	0.1%	0.4%	0.2%							

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

ECONOMIC IMPACT BY:													2011 to 2022 2022 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
DAY VISITOR													TOTAL						% Change											
ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES													Annual Change																	
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	Q1	Q2	Q3	Q4
% Change 2011 to 2022													12.0%	-13.5%	49.4%	-8.0%	11.2%	10.8%	22.2%	26.4%	13.1%	7.6%	10.9%	-2.1%	13.5%		19.6%	4.2%	21.9%	6.7%
% Change 2021 to 2022															290.7%	329.8%	245.1%	7.1%	6.8%	0.6%	-8.7%	-0.9%	-3.6%	-4.2%	35.0%		621.2%	94.9%	0.5%	-2.2%
Average Annual Change													1.1%	-1.2%	4.5%	-0.7%	1.0%	1.0%	2.0%	2.4%	1.2%	0.7%	1.0%	-0.2%	1.2%		1.8%	0.4%	2.0%	0.6%
2011	£M	24.77	36.57	46.96	105.31	84.98	103.58	122.42	150.31	79.63	69.31	33.57	23.59	881.00		108.30	293.87	352.36	126.47											
2012	£M	23.27	37.89	51.56	93.05	85.37	96.11	123.52	144.73	80.32	66.35	31.53	25.04	858.73	-2.5%	112.71	274.54	348.56	122.92											
2013	£M	22.42	36.01	47.97	87.57	101.43	96.71	129.57	161.51	82.57	68.60	33.74	26.40	894.49	4.2%	106.40	285.71	373.65	128.74											
2014	£M	22.78	37.10	52.75	98.52	101.76	98.05	128.66	166.24	86.39	72.46	33.38	25.81	923.90	3.3%	112.63	298.34	381.29	131.65											
2015	£M	24.54	40.02	56.11	102.56	106.27	101.34	134.63	173.96	90.47	76.69	35.42	26.98	968.98	4.9%	120.67	310.17	399.05	139.09											
2016	£M	23.82	38.16	71.60	88.08	99.43	105.48	137.09	181.85	91.25	74.78	35.22	27.90	974.65	0.6%	133.57	292.99	410.19	137.90											
2017	£M	23.75	38.02	59.77	108.20	102.57	105.94	142.16	180.52	91.22	69.93	35.81	27.92	985.82	1.1%	121.54	316.71	413.91	133.66											
2018	£M	23.30	40.10	61.08	92.41	107.06	116.46	144.45	179.62	95.65	74.80	38.24	28.25	1,001.43	1.6%	124.48	315.93	419.73	141.29											
2019	£M	24.71	44.03	61.74	105.44	110.00	109.76	144.27	183.45	95.11	76.37	39.82	30.25	1,024.94	2.3%	130.48	325.19	422.83	146.43											
2020	£M	25.18	42.25	47.16			3.458	56.03	119.73	73.64	10.34	18.10	12.68	408.60	-60.1%	114.60	3.458	249.41	41.13											
2021	£M			17.96	22.53	27.38	107.19	140.02	188.95	98.67	75.24	38.61	24.12	740.65	81.3%	17.96	157.10	427.63	137.96											
2022	£M	27.74	31.62	70.18	96.84	94.48	114.81	149.58	190.00	90.09	74.57	37.23	23.11	1,000.25	35.0%	129.53	306.14	429.67	134.91											

ECONOMIC IMPACT - INDEXED TO 2022

SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Day Visitor	£M	881.00	858.73	894.49	923.90	968.98	974.65	985.82	1,001.43	1,024.94	408.60	740.65	1,000.25
All Visitor Types	£Bn	3.387	3.268	3.410	3.471	3.572	3.637	3.754	3.908	4.143	1.613	3.217	4.158
Share of Total	%	26.0%	26.3%	26.2%	26.6%	27.1%	26.8%	26.3%	25.6%	24.7%	25.3%	23.0%	24.1%
Annual Change in Share	%		1.0%	-0.2%	1.5%	1.9%	-1.2%	-2.0%	-2.4%	-3.5%	2.4%	-9.1%	4.5%
Change in Share from 2011	%		1.0%	0.8%	2.4%	4.3%	3.0%	1.0%	-1.5%	-4.9%	-2.6%	-11.5%	-7.5%
Avg Ann. Change in Share	%		1.0%	0.4%	0.8%	1.1%	0.6%	0.2%	-0.2%	-0.6%	-0.3%	-1.1%	-0.7%

DAY VISITOR

