



STEAM FINAL TREND REPORT FOR 2010-2021

Final

CONWY COUNTY BOROUGH COUNCIL

Global Tourism Solutions (UK) Ltd

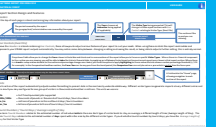
71 Heol Gwys
Upper Cwmtwrch
Swansea
SA9 2XH

Telephone: 0798 445 5388


Email: cj.gtsuk@btinternet.com

Website: www.globaltourismsolutions.co.uk


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
--	-----------


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
--	--------------

DIRECT AND TOTAL EMPLOYMENT 	37-43
---	--------------

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

ANNEX	
--------------	--

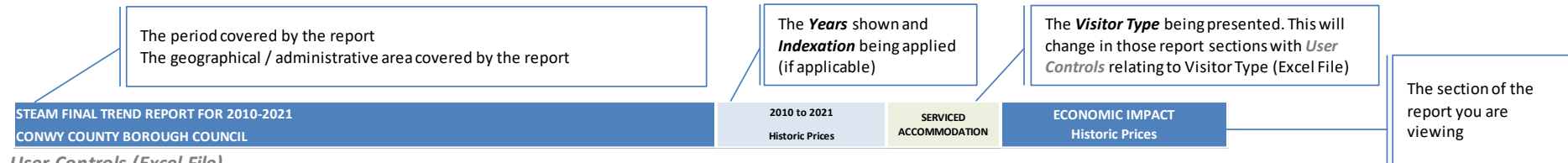
INDEXED FINANCIAL DATA 	45-59
---	--------------



Report Section Design and Features

Headers

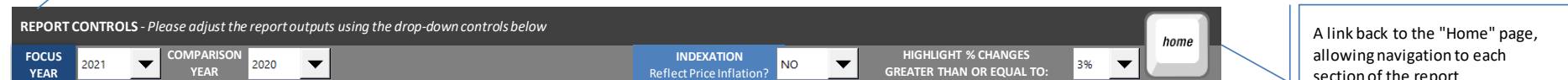
At the top of each page is a band containing key information about your report



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

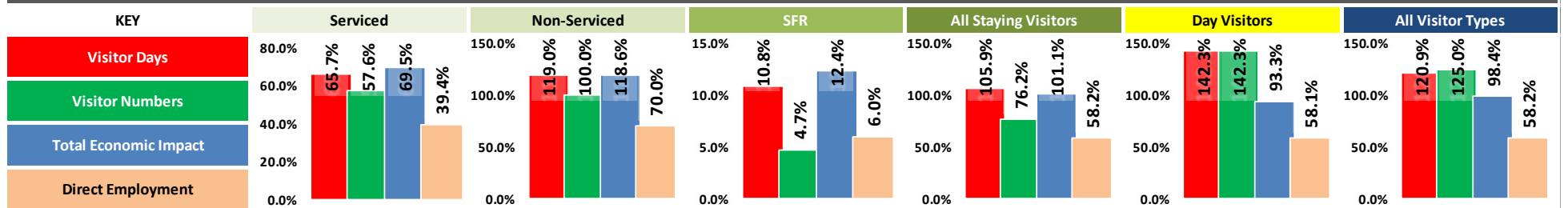
Visitor Numbers / Visitor Days / Average Length of Stay

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

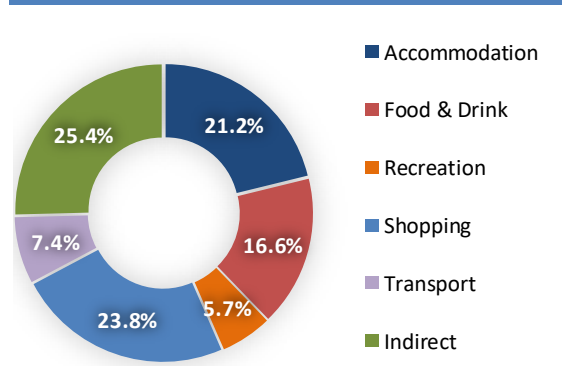
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 & 2020 - IN HISTORIC PRICES

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

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

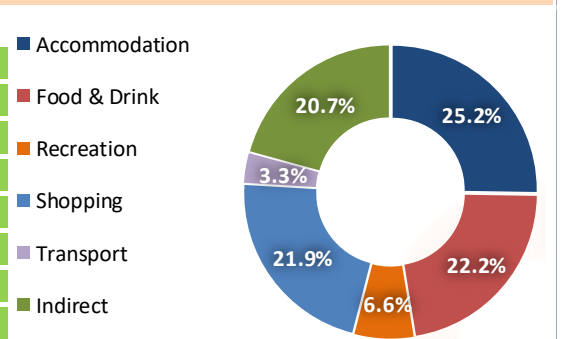


Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



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

Sectoral Distribution of Employment - FTEs



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

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

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

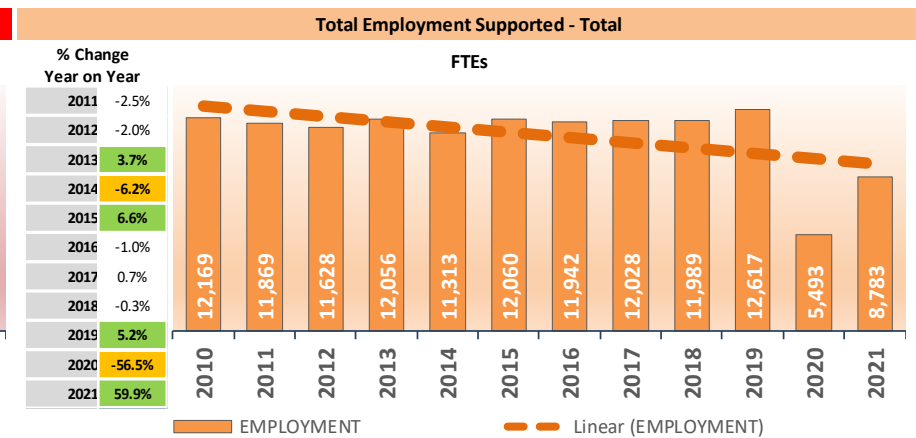
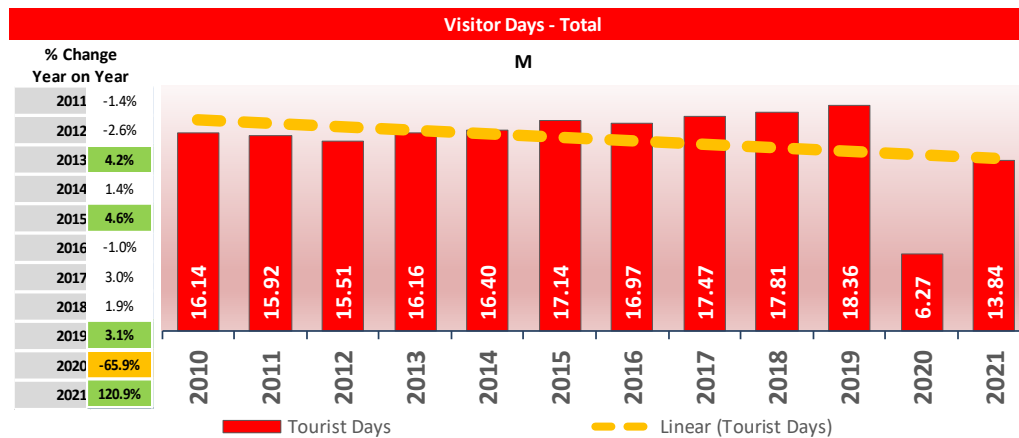
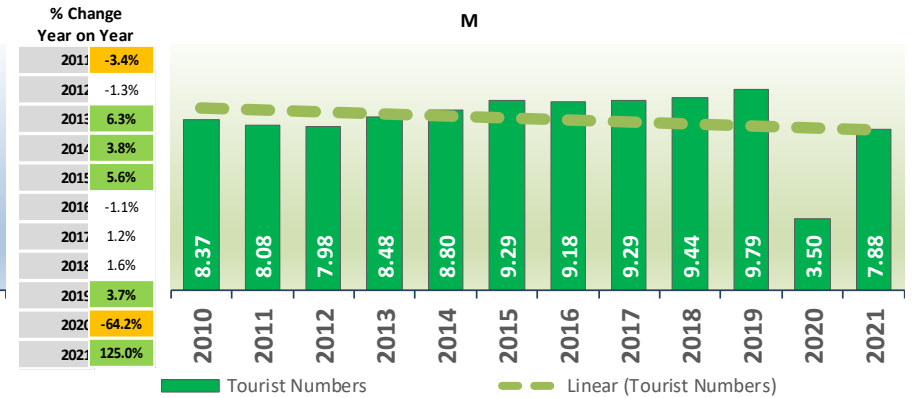
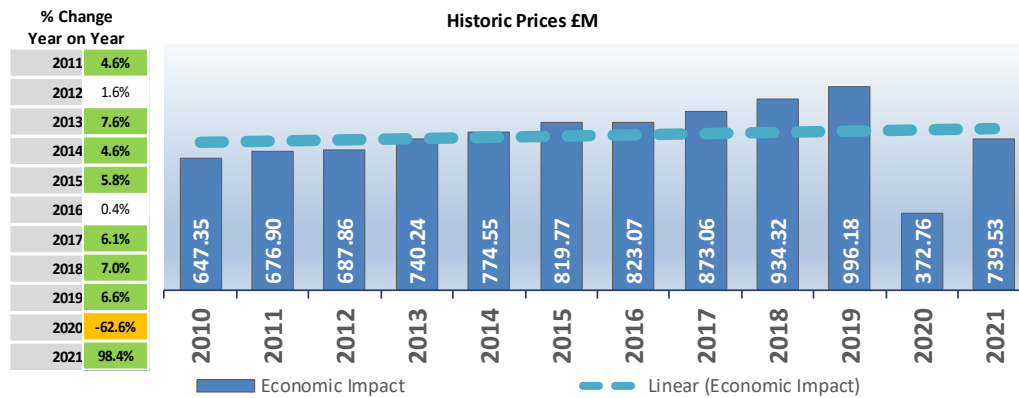
2010 to 2021
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - Total



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

"Linear" = Linear Trendline

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

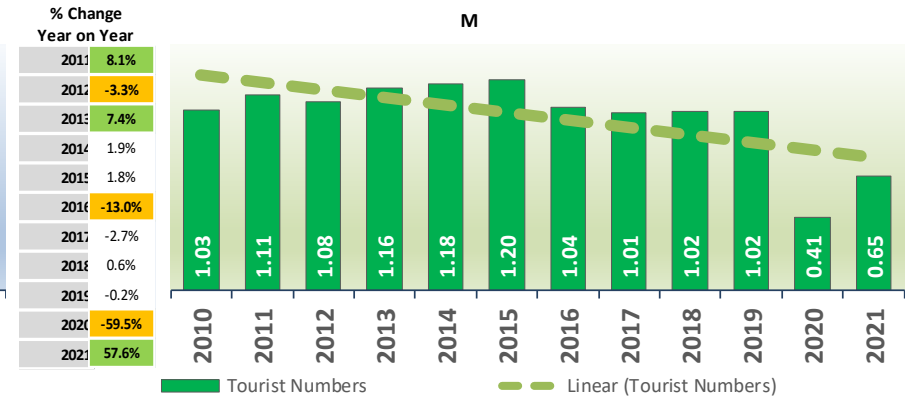
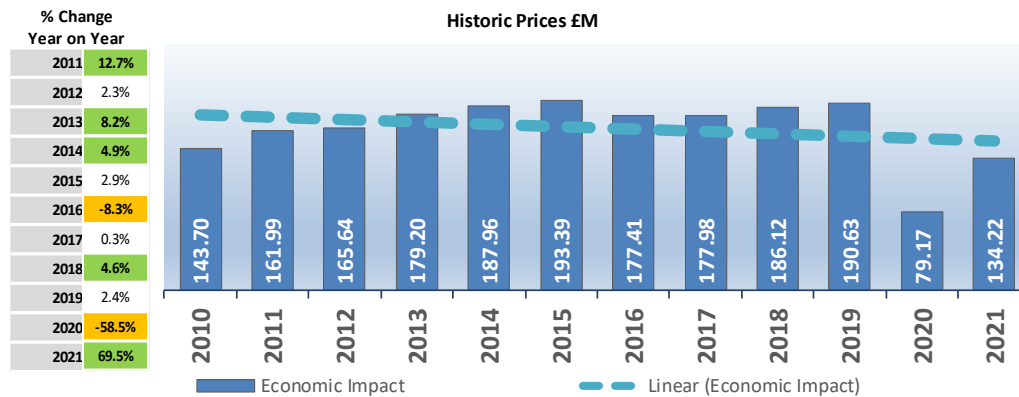
2010 to 2021
 Historic Prices

SERVICED
 ACCOMMODATION

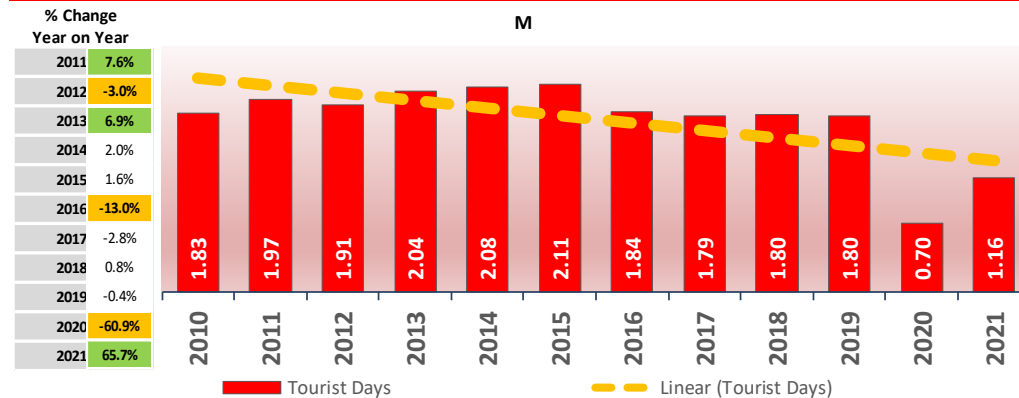
KEY MEASURES
 Historic Prices

Economic Impact - Historic Prices - Serviced Accommodation

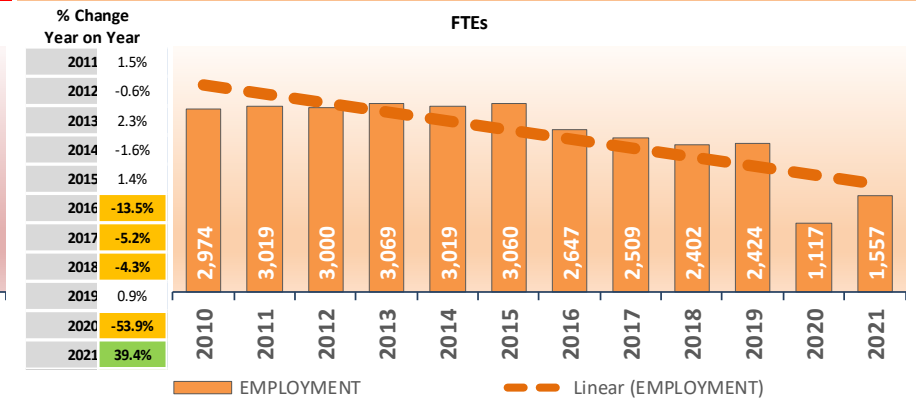
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



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

"Linear" = Linear Trendline

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

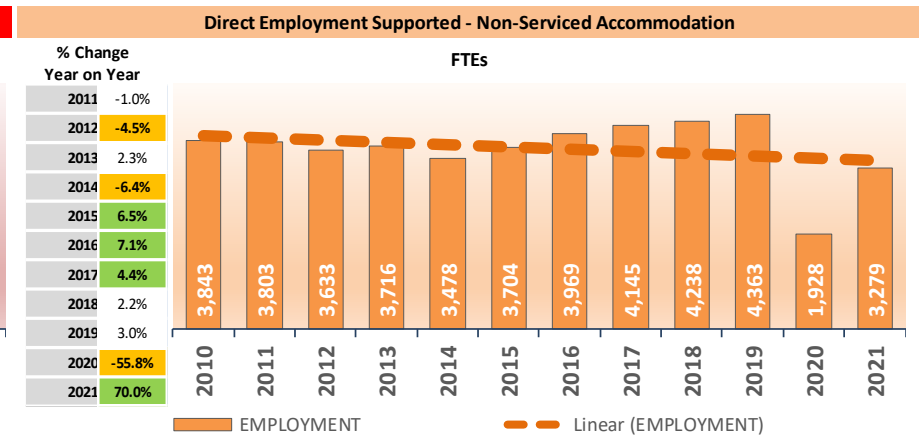
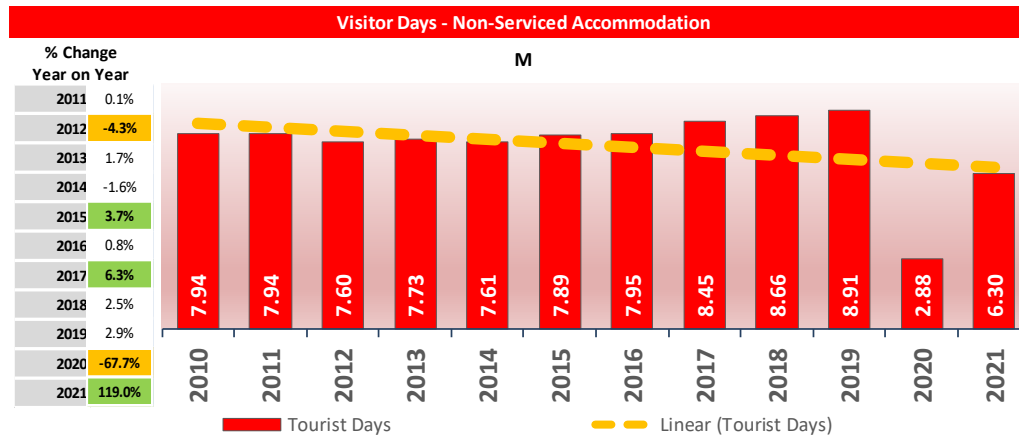
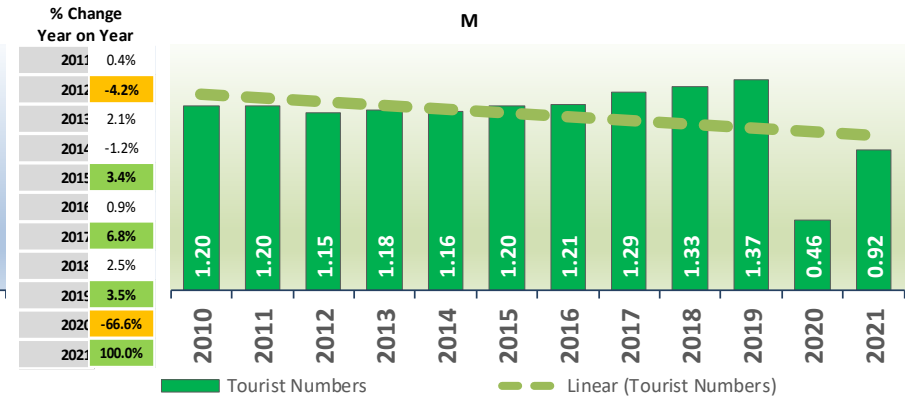
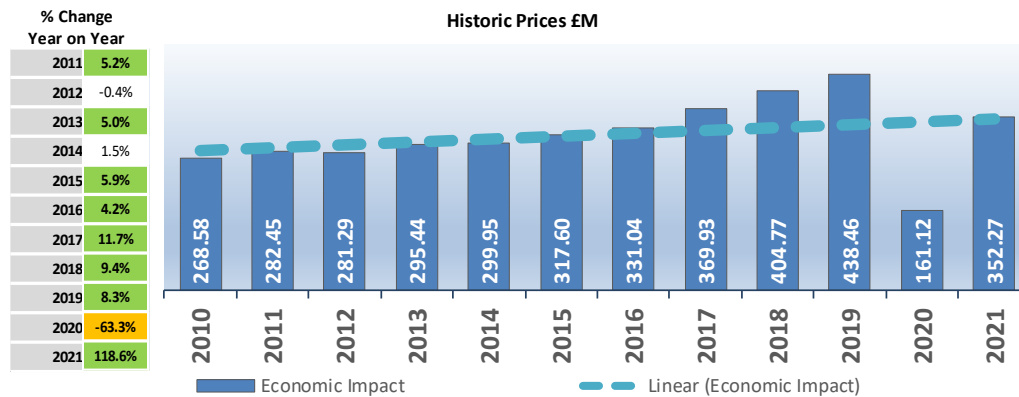
2010 to 2021
 Historic Prices

NON-SERVICED
 ACCOMMODATION

KEY MEASURES
 Historic Prices

Economic Impact - Historic Prices - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation



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

"Linear" = Linear Trendline

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

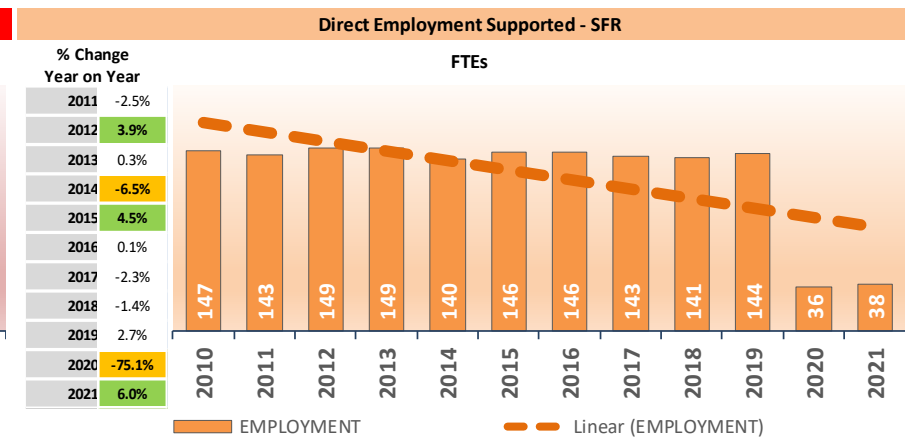
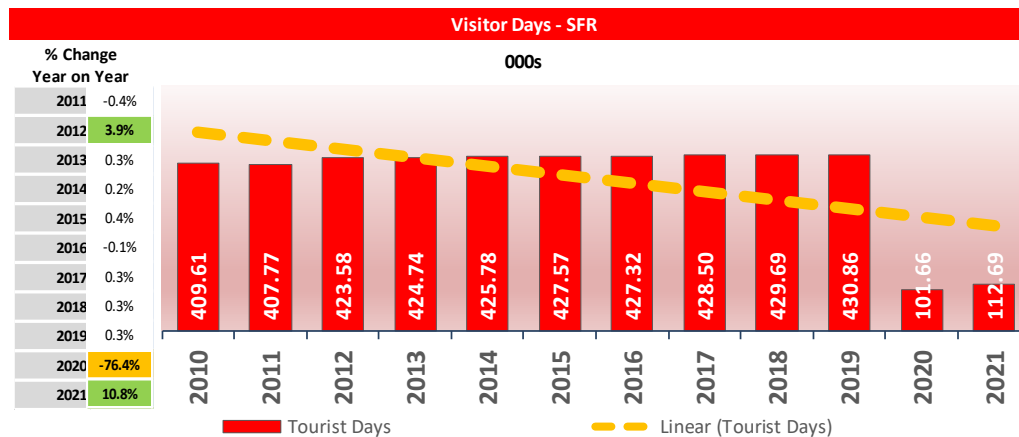
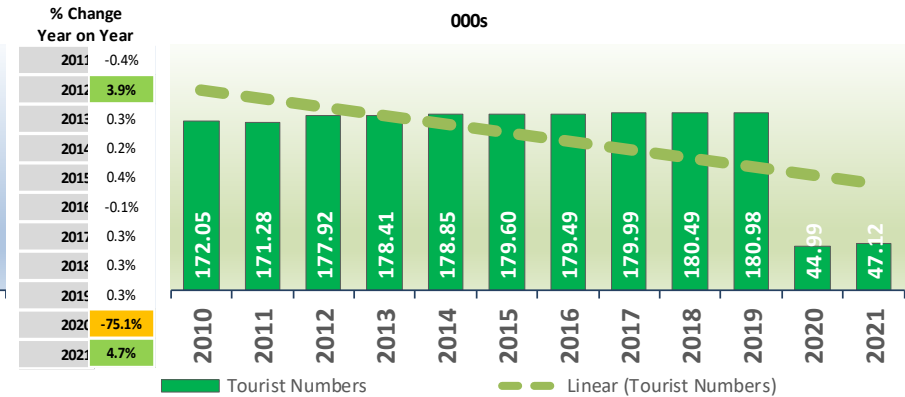
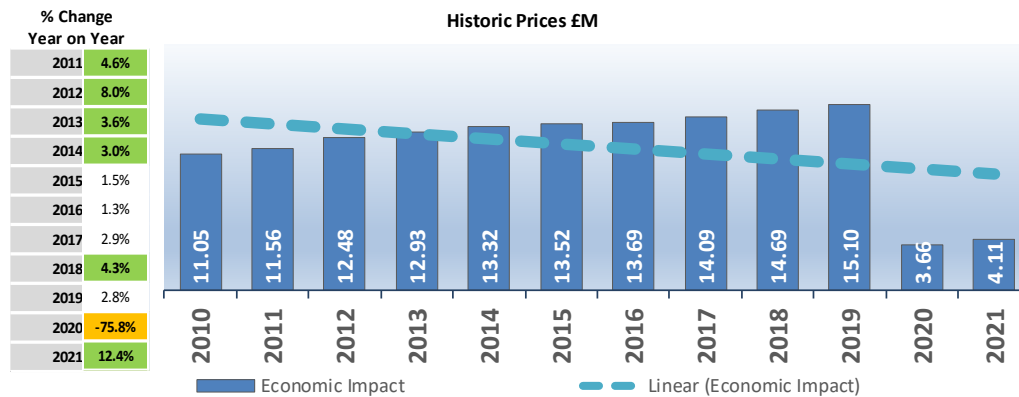
2010 to 2021
Historic Prices

SFR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - SFR

Visitor Numbers - SFR



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

"Linear" = Linear Trendline

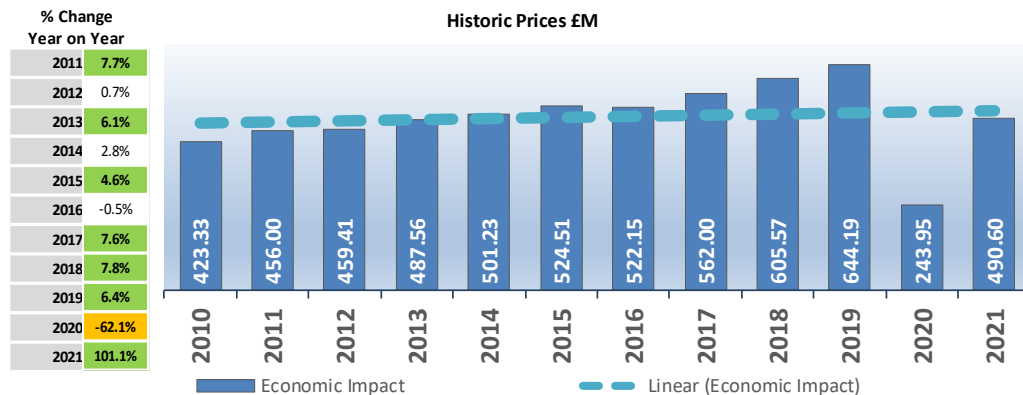
STEAM FINAL TREND REPORT FOR 2010-2021
CONWY COUNTY BOROUGH COUNCIL

2010 to 2021
Historic Prices

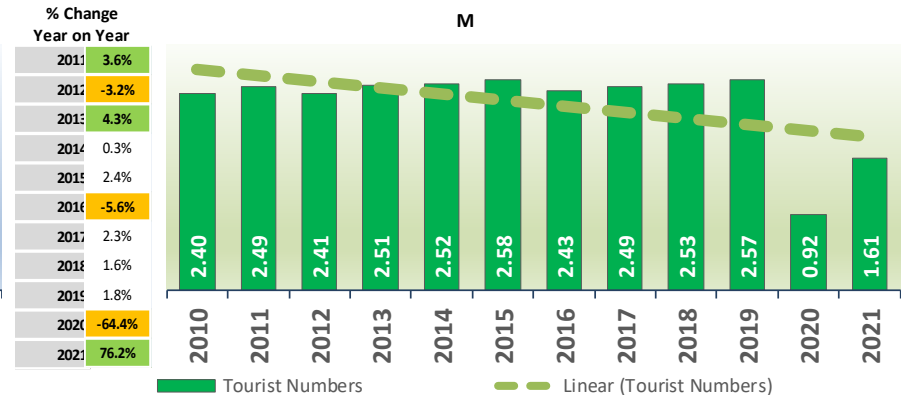
STAYING VISITOR

KEY MEASURES
Historic Prices

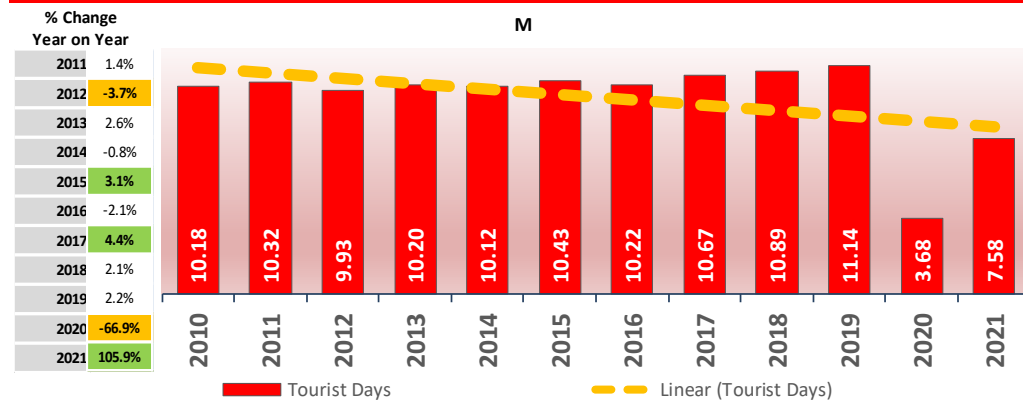
Economic Impact - Historic Prices - Staying Visitor



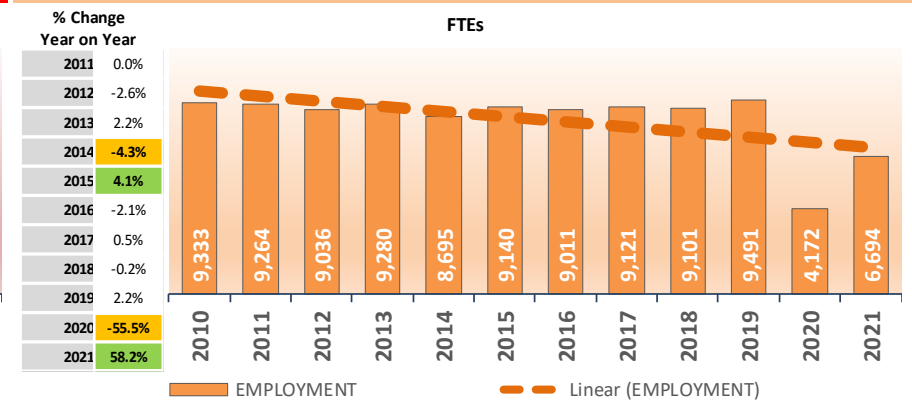
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



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

"Linear" = Linear Trendline

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

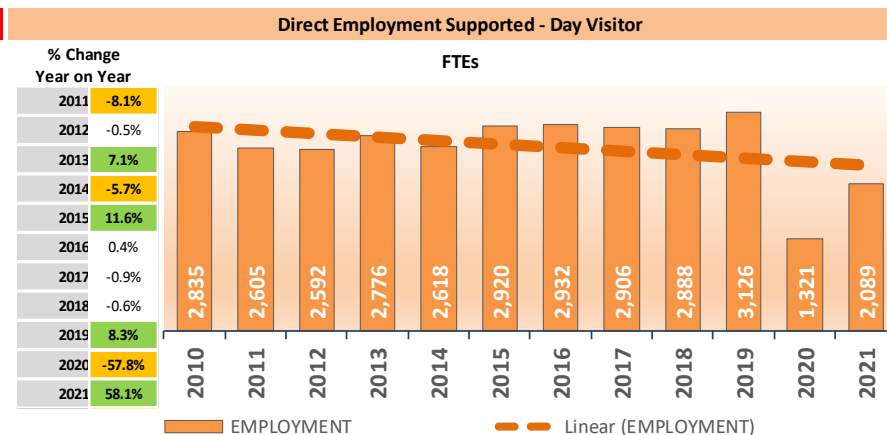
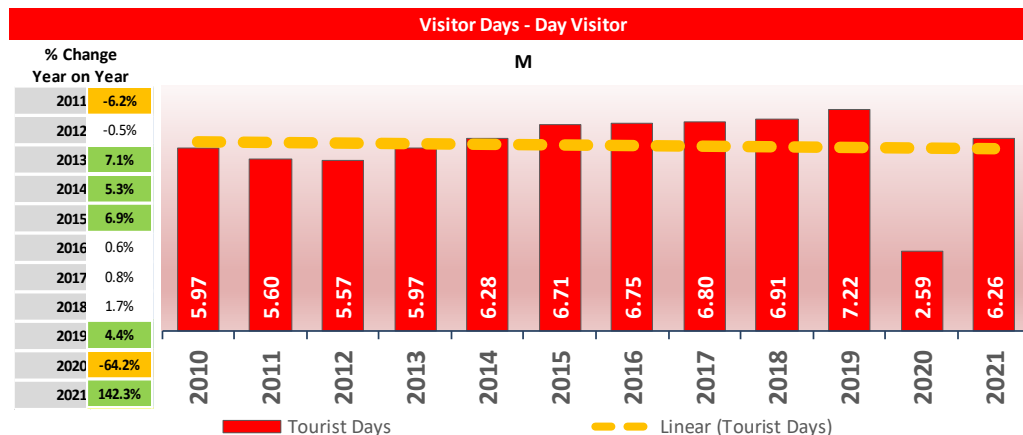
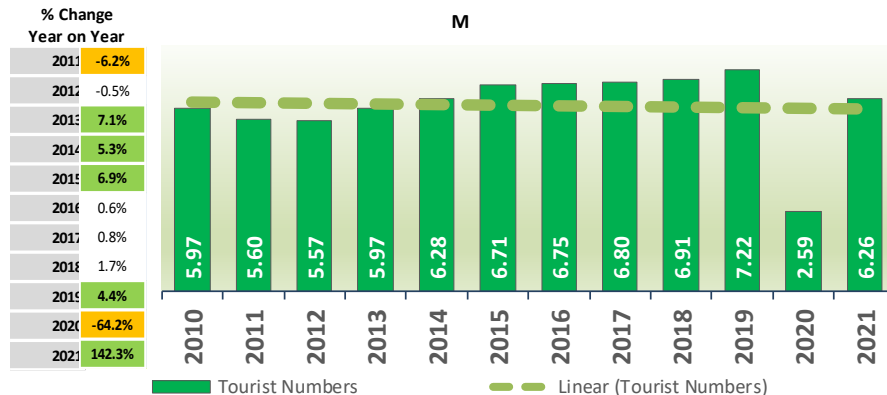
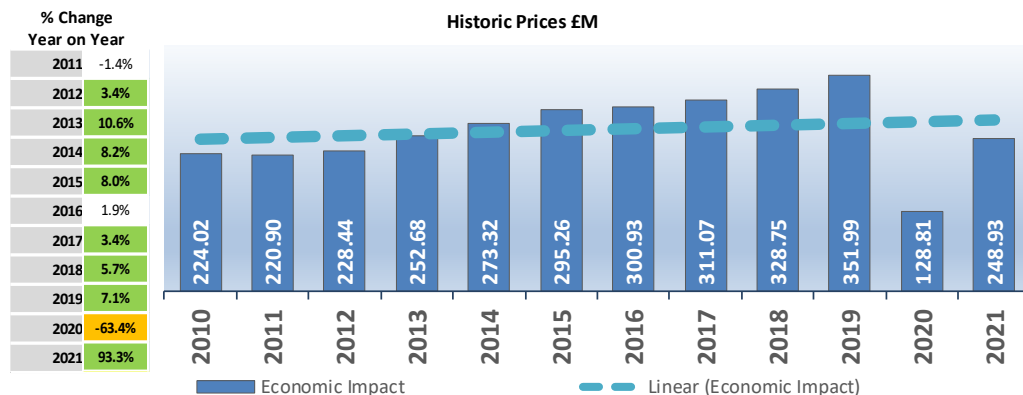
2010 to 2021
Historic Prices

DAY VISITOR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Day Visitor

Visitor Numbers - Day Visitor



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

"Linear" = Linear Trendline

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

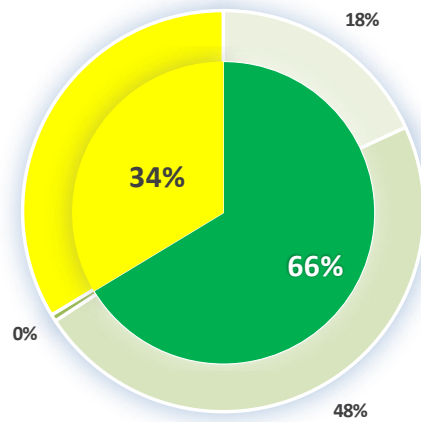
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2021 - M - Share of Total

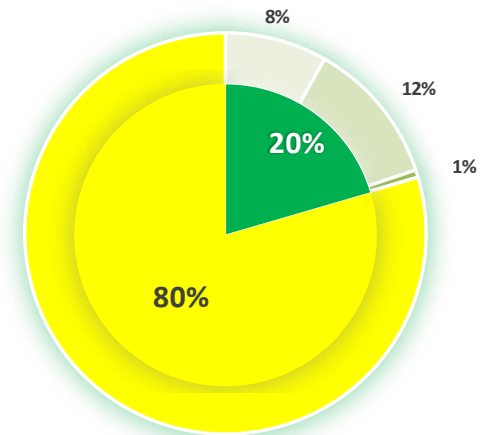
TOTAL
£739.53m

	£M
Serviced	134.22
Non-Serviced	352.27
SFR	4.11
Staying Visitor	490.60
Day Visitor	248.93
Total	739.53



TOTAL
7.88m

	M
Serviced	0.65
Non-Serviced	0.92
SFR	0.05
Staying Visitor	1.61
Day Visitor	6.26
Total	7.88

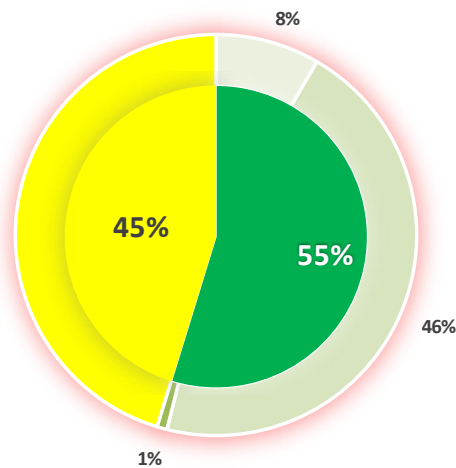


Visitor Days - 2021 - M - Share of Total

Direct Employment Supported - 2021 - FTEs - Share of Total

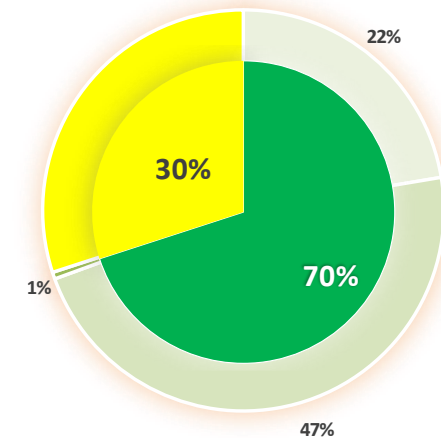
TOTAL
13.84m

	M
Serviced	1.16
Non-Serviced	6.30
SFR	0.11
Staying Visitor	7.58
Day Visitor	6.26
Total	13.84



TOTAL
6,963 Direct FTEs
8,783 Total FTEs

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



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

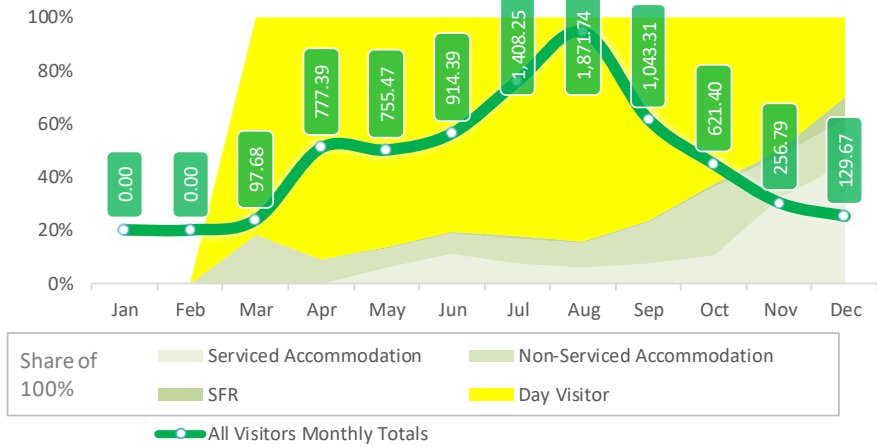
2021
 Historic Prices

TOTAL

DISTRIBUTION BY MONTH
 Historic Prices

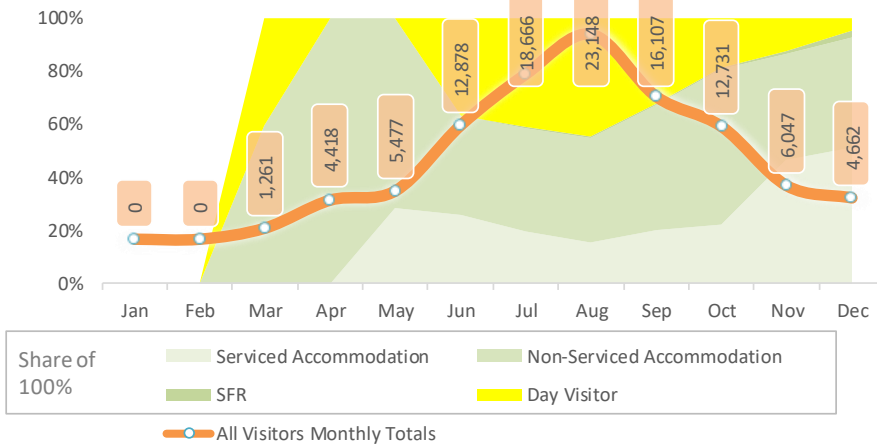
Economic Impact - Historic Prices - £000s - Distribution of Impact by Month

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



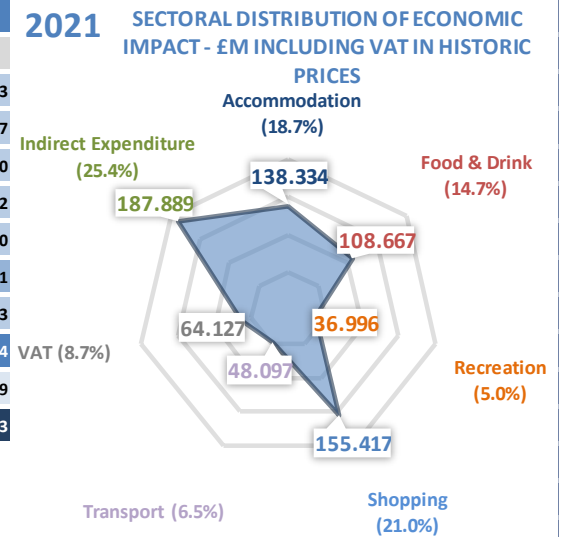
Visitor Days - 2021 - 000s - Distribution of Impact by Month

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



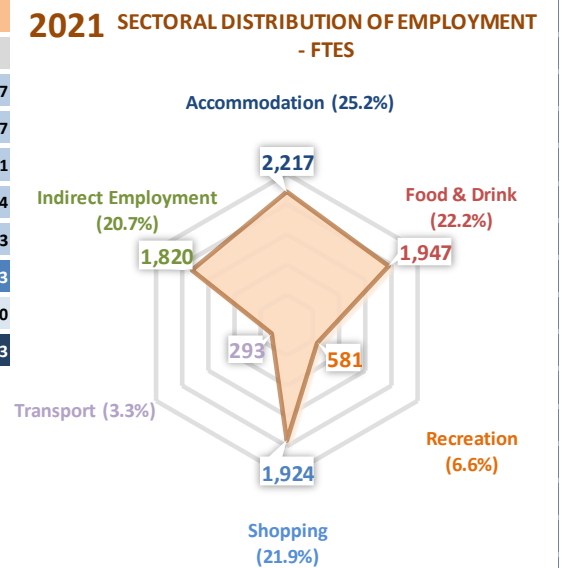
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

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



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

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



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

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

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

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

ECONOMIC IMPACT - IN HISTORIC PRICES													NON-SERVICED ACCOMMODATION												
SHARE OF MARKET													Economic Impact by Year and Share of Total												
													£M				%								
Non-Serviced	£M	268.58	282.45	281.29	295.44	299.95	317.60	331.04	369.93	404.77	438.46	161.12	352.27	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
All Visitor Types	£M	647.35	676.90	687.86	740.24	774.55	819.77	823.07	873.06	934.32	996.18	372.76	739.53	300.00	350.00	400.00	450.00	500.00	550.00	600.00	650.00	700.00	750.00		
Share of Total	%	41.5%	41.7%	40.9%	39.9%	38.7%	38.7%	40.2%	42.4%	43.3%	44.0%	43.2%	47.6%	30.0%	35.0%	40.0%	45.0%	50.0%	55.0%	60.0%	65.0%	70.0%	75.0%		
Annual Change in Share	%	0.6%	-2.0%	-2.4%	-3.0%	0.0%	3.8%	5.4%	2.2%	1.6%	-1.8%	10.2%	40.0%	45.0%	50.0%	55.0%	60.0%	65.0%	70.0%	75.0%	80.0%	85.0%			
Change in Share from 2010	%	0.6%	-1.4%	-3.8%	-6.7%	-6.6%	-3.1%	2.1%	4.4%	6.1%	4.2%	14.8%	50.0%	55.0%	60.0%	65.0%	70.0%	75.0%	80.0%	85.0%	90.0%	95.0%			
Avg Ann. Change in Share	%	0.6%	-0.7%	-1.3%	-1.7%	-1.3%	-0.5%	0.3%	0.6%	0.7%	0.4%	1.3%	60.0%	65.0%	70.0%	75.0%	80.0%	85.0%	90.0%	95.0%	100.0%	105.0%			

This report is copyright © Global Tourism Solutions (UK) Ltd 2022

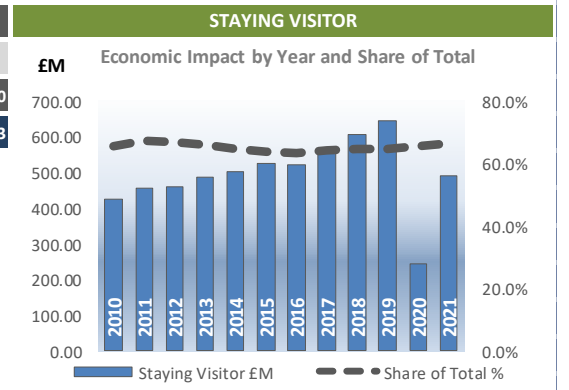
Report Prepared by: Cathy James. Date of Issue: 04/08/22

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

ECONOMIC IMPACT BY:													2010 to 2021 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																														
An increase of 3% or more																														
Less than 3% change																														
A Fall of 3% or more																														
													Q1		Q2		Q3		Q4											
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2010 to 2021													-100.0%	-100.0%	-81.1%	-23.5%	-21.5%	11.4%	30.6%	36.9%	43.7%	78.7%	55.5%	87.9%	15.9%	Annual Change	-89.2%	-10.1%	36.7%	73.8%
% Change 2020 to 2021													-100.0%	-100.0%	-83.8%				263.9%	38.4%	22.7%		195.4%	324.3%	101.1%		-93.8%		65.0%	695.8%
Average Annual Change													-9.1%	-9.1%	-7.4%	-2.1%	-2.0%	1.0%	2.8%	3.4%	4.0%	7.2%	5.0%	8.0%	1.4%		-8.1%	-0.9%	3.3%	6.7%
2010	£M	7.884	10.24	24.15	37.58	43.09	46.19	63.65	70.12	54.55	36.79	18.07	11.02	423.33		42.27	126.86	188.32	65.88											
2011	£M	8.663	11.80	28.00	44.63	48.71	49.03	64.83	71.35	54.00	40.64	22.21	12.13	456.00	7.7%	48.47	142.37	190.18	74.98											
2012	£M	8.527	12.94	28.95	41.10	45.68	51.00	62.56	72.69	55.60	41.73	23.90	14.76	459.41	0.7%	50.41	137.77	190.85	80.38											
2013	£M	10.05	16.64	32.21	40.08	51.64	53.74	68.19	80.05	56.13	38.58	25.10	15.18	487.56	6.1%	58.90	145.45	204.36	78.85											
2014	£M	11.81	16.96	33.66	43.06	55.80	51.77	69.43	81.17	57.93	39.44	25.66	14.52	501.23	2.8%	62.44	150.64	208.53	79.62											
2015	£M	12.07	17.36	34.25	45.24	58.93	53.89	77.00	86.68	58.32	41.46	25.91	13.40	524.51	4.6%	63.68	158.06	222.01	80.77											
2016	£M	13.53	15.65	37.67	46.39	50.88	59.38	76.89	79.98	59.29	37.69	26.60	18.19	522.15	-0.5%	66.85	156.65	216.17	82.47											
2017	£M	16.41	18.81	38.95	57.14	57.03	60.22	79.42	81.62	61.09	46.66	27.15	17.48	562.00	7.6%	74.17	174.39	222.14	91.29											
2018	£M	15.74	19.46	41.77	56.18	65.99	65.04	85.03	86.41	67.05	51.30	31.24	20.36	605.57	7.8%	76.97	187.22	238.49	102.90											
2019	£M	22.63	18.74	42.03	61.53	69.58	67.85	88.52	90.35	71.62	54.86	33.55	22.94	644.19	6.4%	83.40	198.96	250.49	111.35											
2020	£M	23.10	22.20	28.18				22.84	69.36	63.86		9.513	4.879	243.95	-62.1%	73.49		156.07	14.39											
2021	£M			4.556	28.76	33.81	51.44	83.12	96.00	78.38	65.73	28.10	20.70	490.60	101.1%	4.556	114.01	257.50	114.53											

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Staying Visitor	£M	423.33	456.00	459.41	487.56	501.23	524.51	522.15	562.00	605.57	644.19	243.95	490.60
All Visitor Types	£M	647.35	676.90	687.86	740.24	774.55	819.77	823.07	873.06	934.32	996.18	372.76	739.53
Share of Total	%	65.4%	67.4%	66.8%	65.9%	64.7%	64.0%	63.4%	64.4%	64.8%	64.7%	65.4%	66.3%
Annual Change in Share	%		3.0%	-0.9%	-1.4%	-1.8%	-1.1%	-0.9%	1.5%	0.7%	-0.2%	1.2%	1.4%
Change in Share from 2010	%		3.0%	2.1%	0.7%	-1.0%	-2.2%	-3.0%	-1.6%	-0.9%	-1.1%	0.1%	1.4%
Avg Ann. Change in Share	%		3.0%	1.1%	0.2%	-0.3%	-0.4%	-0.5%	-0.2%	-0.1%	-0.1%	0.0%	0.1%



This report is copyright © Global Tourism Solutions (UK) Ltd 2022

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

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

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

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

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

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



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

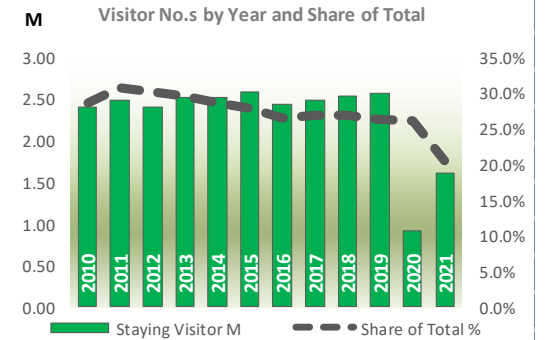
2010 to 2021

STAYING VISITOR

VISITOR NUMBERS

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

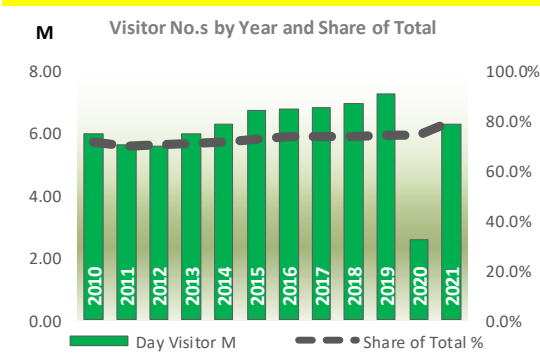
		VISITOR NUMBERS												STAYING VISITOR	
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Staying Visitor	M	2.398	2.485	2.405	2.509	2.517	2.578	2.434	2.488	2.528	2.572	0.915	1.613		
All Visitor Types	M	8.366	8.085	7.977	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501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



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

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

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



This report is copyright © Global Tourism Solutions (UK) Ltd 2022

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

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

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

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

VISITOR DAYS BY:													2010 to 2021		SERVICED		VISITOR DAYS													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
An increase of 3% or more													VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES		Annual Change															
Less than 3% change													Q1		Q2		Q3		Q4											
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2010 to 2021													-100.0%	-100.0%	-100.0%	-100.0%	-53.8%	-10.6%	-4.1%	-18.9%	-20.4%	-26.9%	26.5%	2.9%	-36.4%			-51.7%	-14.7%	-2.8%
% Change 2020 to 2021													-100.0%	-100.0%	-100.0%				2639.8%	25.3%	14.9%		187.0%	731.5%	65.7%				82.0%	479.7%
Average Annual Change													-9.1%	-9.1%	-9.1%	-9.1%	-4.9%	-1.0%	-0.4%	-1.7%	-1.9%	-2.4%	2.4%	0.3%	-3.3%			-4.7%	-1.3%	-0.3%
2010	M	0.069	0.100	0.112	0.163	0.178	0.201	0.201	0.241	0.197	0.159	0.113	0.094	1.827		0.280	0.542	0.639	0.365											
2011	M	0.071	0.113	0.136	0.176	0.186	0.186	0.199	0.239	0.190	0.211	0.154	0.107	1.966	7.6%	0.320	0.548	0.627	0.471											
2012	M	0.068	0.117	0.144	0.164	0.208	0.206	0.173	0.226	0.177	0.163	0.147	0.113	1.907	-3.0%	0.329	0.579	0.576	0.423											
2013	M	0.073	0.159	0.132	0.168	0.236	0.199	0.210	0.242	0.176	0.161	0.159	0.125	2.039	6.9%	0.364	0.603	0.628	0.445											
2014	M	0.092	0.146	0.138	0.186	0.242	0.214	0.206	0.239	0.185	0.184	0.150	0.097	2.080	2.0%	0.377	0.642	0.630	0.431											
2015	M	0.087	0.155	0.140	0.182	0.252	0.215	0.226	0.239	0.181	0.184	0.154	0.100	2.113	1.6%	0.381	0.648	0.646	0.438											
2016	M	0.105	0.132	0.129	0.152	0.205	0.158	0.161	0.204	0.171	0.127	0.151	0.142	1.838	-13.0%	0.367	0.515	0.537	0.420											
2017	M	0.114	0.144	0.123	0.160	0.198	0.163	0.168	0.193	0.155	0.116	0.145	0.111	1.787	-2.8%	0.380	0.521	0.515	0.371											
2018	M	0.106	0.140	0.112	0.147	0.214	0.171	0.169	0.186	0.167	0.120	0.149	0.121	1.802	0.8%	0.358	0.532	0.522	0.390											
2019	M	0.142	0.118	0.095	0.144	0.211	0.174	0.171	0.196	0.171	0.114	0.154	0.105	1.795	-0.4%	0.355	0.530	0.537	0.373											
2020	M	0.141	0.146	0.053				0.007	0.156	0.137		0.050	0.012	0.701	-60.9%	0.340		0.300	0.061											
2021	M					0.082	0.180	0.193	0.195	0.157	0.116	0.143	0.096	1.162	65.7%		0.262	0.545	0.355											

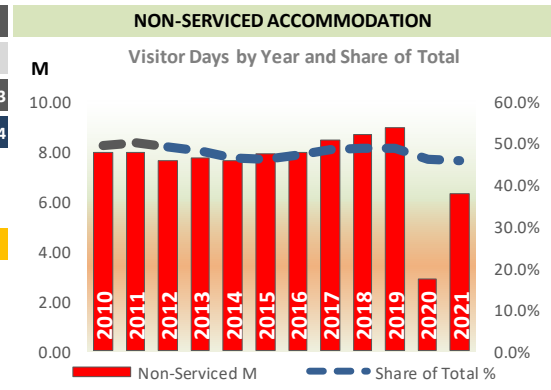
VISITOR DAYS													
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Serviced	M	1.827	1.966	1.907	2.039	2.080	2.113	1.838	1.787	1.802	1.795	0.701	1.162
All Visitor Types	M	16.14	15.92	15.51	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84
Share of Total	%	11.3%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



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

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

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



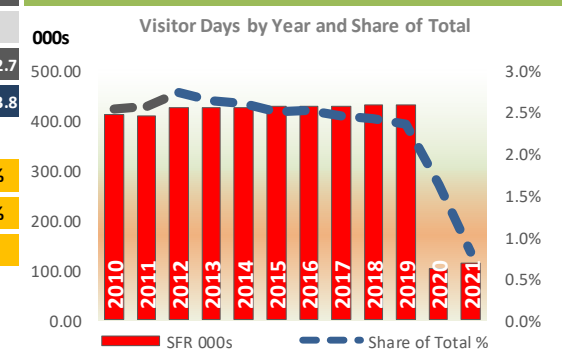
This report is copyright © Global Tourism Solutions (UK) Ltd 2022

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

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

2010 to 2021													SFR	VISITOR DAYS																															
VISITOR DAYS BY:													CALENDAR YEAR		QUARTER																														
MONTH AND QUARTER																																													
KEY																																													
SFR																																													
VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																																													
An increase of 3% or more																																													
Less than 3% change																																													
A Fall of 3% or more																																													
													TOTAL	% Change	Q1	Q2	Q3	Q4																											
Q1													Q2			Q3			Q4																										
JAN													FEB			MAR			APR			MAY			JUN			JUL			AUG			SEP			OCT			NOV			DEC		
% Change 2010 to 2021													-100.0%	-100.0%	-100.0%	-100.0%	-89.4%	-89.4%	-47.0%	-47.0%	-47.0%	-47.0%	-47.0%	-47.0%	-72.5%			-94.4%	-47.0%	-47.0%															
% Change 2020 to 2021													-100.0%	-100.0%	-100.0%				404.2%	404.2%					10.8%				537.7%																
Average Annual Change													-9.1%	-9.1%	-9.1%	-9.1%	-8.1%	-8.1%	-4.3%	-4.3%	-4.3%	-4.3%	-4.3%	-4.3%	-6.6%			-8.6%	-4.3%	-4.3%															
2010	000s	57.0	19.1	21.8	52.0	33.4	25.7	41.8	44.2	22.8	22.8	17.7	51.3	409.6			97.9	111.1	108.8	91.8																									
2011	000s	56.7	19.1	21.7	51.7	33.3	25.6	41.6	44.0	22.7	22.7	17.7	51.1	407.8	-0.4%		97.4	110.6	108.3	91.4																									
2012	000s	58.9	19.8	22.5	53.7	34.6	26.6	43.2	45.7	23.6	23.5	18.3	53.1	423.6	3.9%		101.2	114.9	112.5	95.0																									
2013	000s	59.1	19.8	22.6	53.9	34.7	26.7	43.3	45.9	23.6	23.6	18.4	53.2	424.7	0.3%		101.5	115.2	112.8	95.2																									
2014	000s	59.2	19.9	22.6	54.0	34.7	26.8	43.4	46.0	23.7	23.7	18.4	53.4	425.8	0.2%		101.7	115.5	113.1	95.5																									
2015	000s	59.5	20.0	22.7	54.2	34.9	26.9	43.6	46.2	23.8	23.8	18.5	53.6	427.6	0.4%		102.2	116.0	113.5	95.9																									
2016	000s	59.4	20.0	22.7	54.2	34.9	26.9	43.6	46.1	23.8	23.7	18.5	53.6	427.3	-0.1%		102.1	115.9	113.5	95.8																									
2017	000s	59.6	20.0	22.8	54.3	35.0	26.9	43.7	46.3	23.8	23.8	18.5	53.7	428.5	0.3%		102.4	116.2	113.8	96.1																									
2018	000s	59.8	20.1	22.8	54.5	35.1	27.0	43.8	46.4	23.9	23.9	18.6	53.9	429.7	0.3%		102.7	116.6	114.1	96.3																									
2019	000s	59.9	20.1	22.9	54.6	35.2	27.1	43.9	46.5	24.0	23.9	18.7	54.0	430.9	0.3%		103.0	116.9	114.4	96.6																									
2020	000s	59.9	20.1	12.5				4.4	4.7					101.7	-76.4%		92.6		9.0																										
2021	000s					3.5	2.7	22.2	23.5	12.1	12.1	9.4	27.2	112.7	10.8%			6.3	57.7	48.7																									

VISITOR DAYS													SFR																							
SHARE OF MARKET													000s																							
2010													2011		2012		2013		2014		2015		2016		2017		2018		2019		2020		2021			
SFR	000s	409.6	407.8	423.6	424.7	425.8	427.6	427.3	428.5	429.7	430.9	101.7	112.7																							
All Visitor Types	M	16.1	15.9	15.5	16.2	16.4	17.1	17.0	17.5	17.8	18.4	6.3	13.8																							
Share of Total	%	2.5%	2.6%	2.7%	2.6%	2.6%	2.5%	2.5%	2.5%	2.4%	2.3%	1.6%	0.8%																							
Annual Change in Share	%		1.0%	6.6%	-3.8%	-1.2%	-4.0%	1.0%	-2.6%	-1.6%	-2.7%	-30.9%	-49.8%																							
Change in Share from 2010	%		1.0%	7.7%	3.6%	2.4%	-1.7%	-0.7%	-3.3%	-4.9%	-7.5%	-36.0%	-67.9%																							
Avg Ann. Change in Share	%		1.0%	3.8%	1.2%	0.6%	-0.3%	-0.1%	-0.5%	-0.6%	-0.8%	-3.6%	-6.2%																							



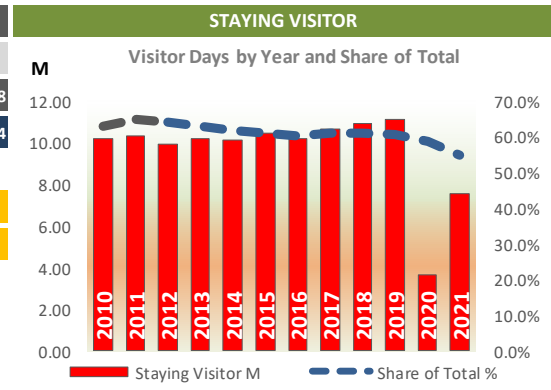
This report is copyright © Global Tourism Solutions (UK) Ltd 2022

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

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

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

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



This report is copyright © Global Tourism Solutions (UK) Ltd 2022

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

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

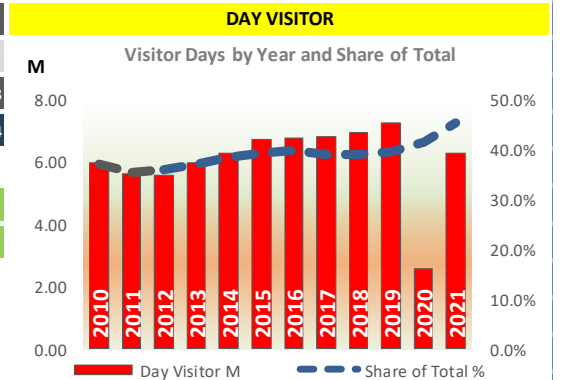
2010 to 2021

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

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



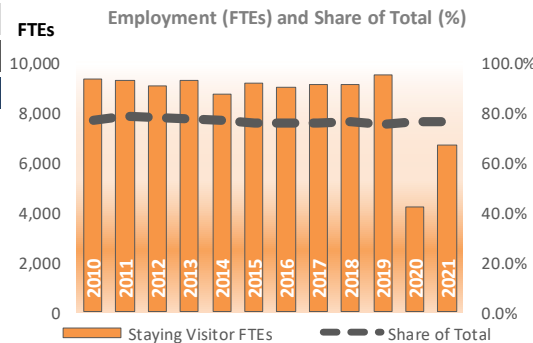
Direct and Total Employment by Month, Year and Visitor Type for the Period 2010 to 2021

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

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

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

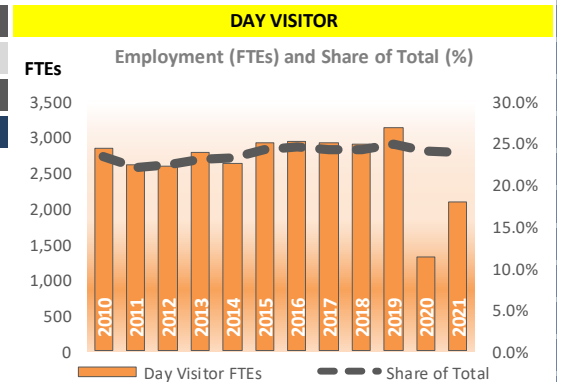
EMPLOYMENT													STAYING VISITOR						
SHARE OF MARKET													FTEs		Employment (FTEs) and Share of Total (%)				
2010													FTEs		Employment (FTEs) and Share of Total (%)				
2011													FTEs		Employment (FTEs) and Share of Total (%)				
2012													FTEs		Employment (FTEs)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



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

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

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



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

2021

STAYING VISITORS

**ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE**

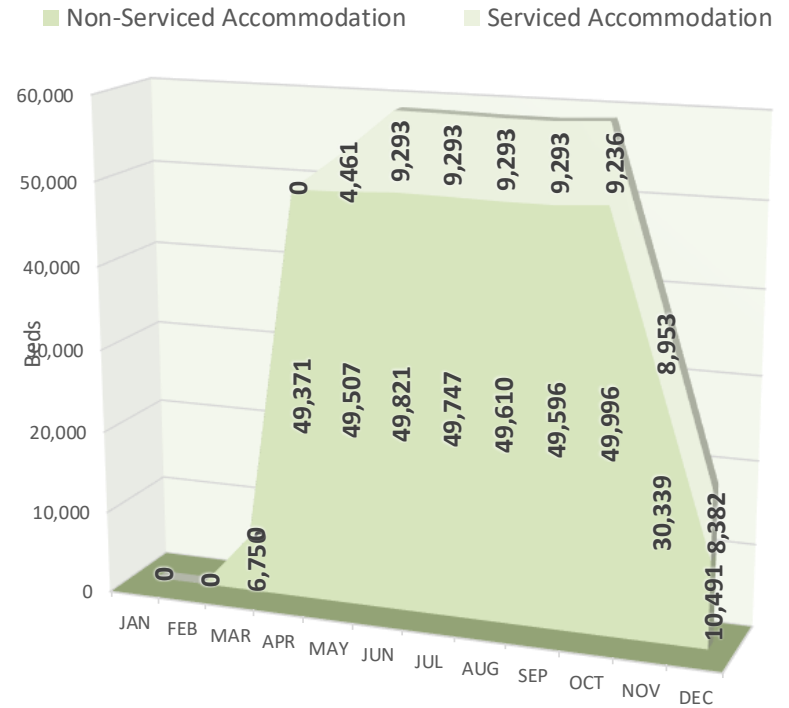
SERVICED ACCOMMODATION 2021	2021		Change on 2020		Change on 2010	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	317	9,293	+31	+904	-92	-2,392
+50 room hotels	22	3,535	+2	+304	-4	-408
10-50 room hotels	68	3,022	+6	+283	-36	-1,370
<10 room hotels/others	227	2,736	+23	+317	-52	-614

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

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

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

**SEASONAL AVAILABILITY OF BED SUPPLY
2021**



Report Sections With Historic Financial Data Indexed to 2021 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: 2021*

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

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

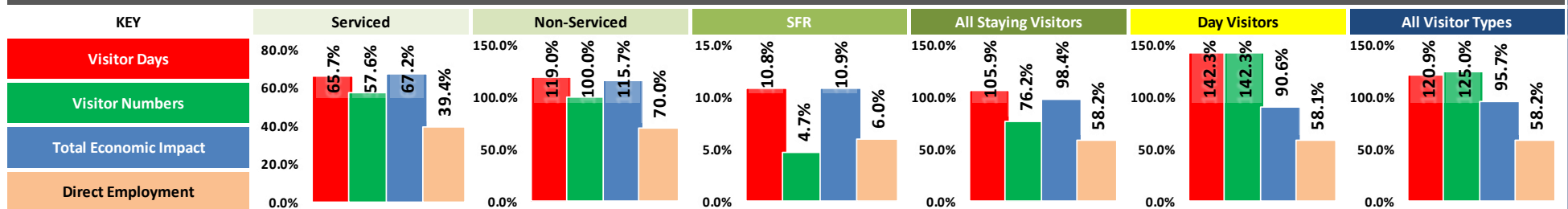
Comparing 2021 and 2020
 2020 in 2021 prices (1.014)

COMPARATIVE HEADLINES

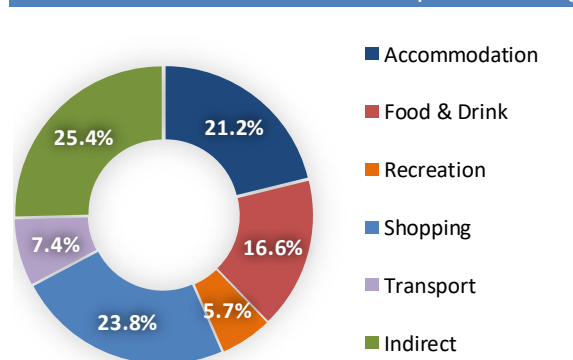
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 & 2020 - INDEXED TO 2021

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

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

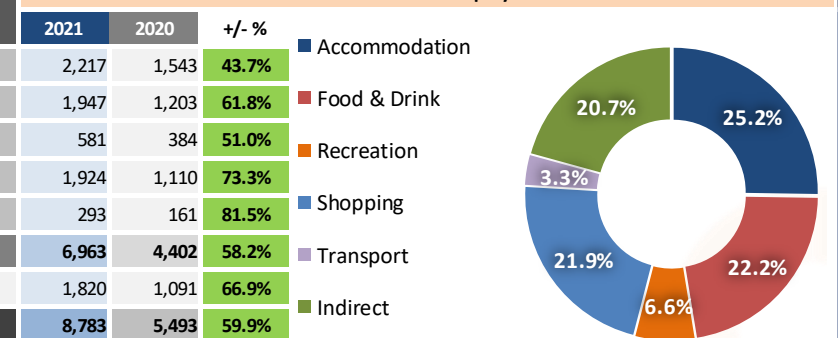


Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2021



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

Sectoral Distribution of Employment - FTEs



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

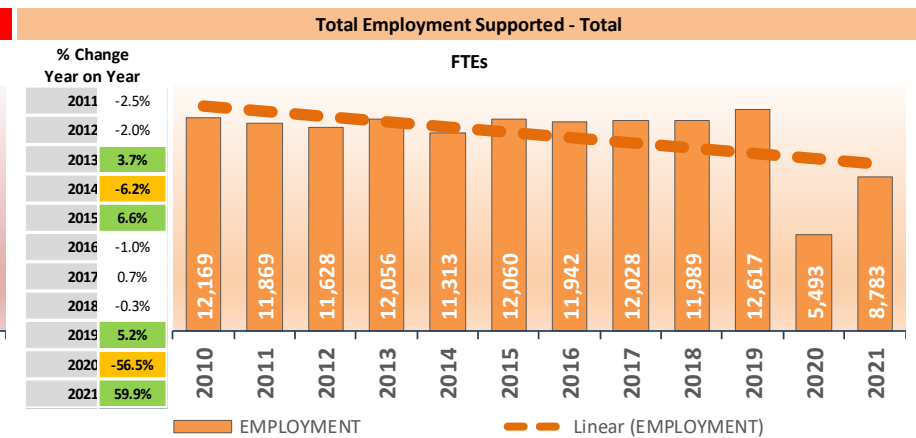
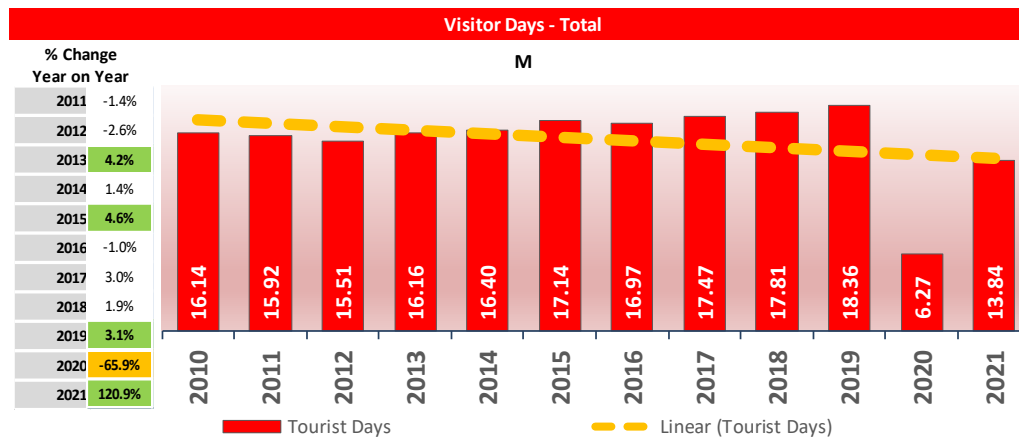
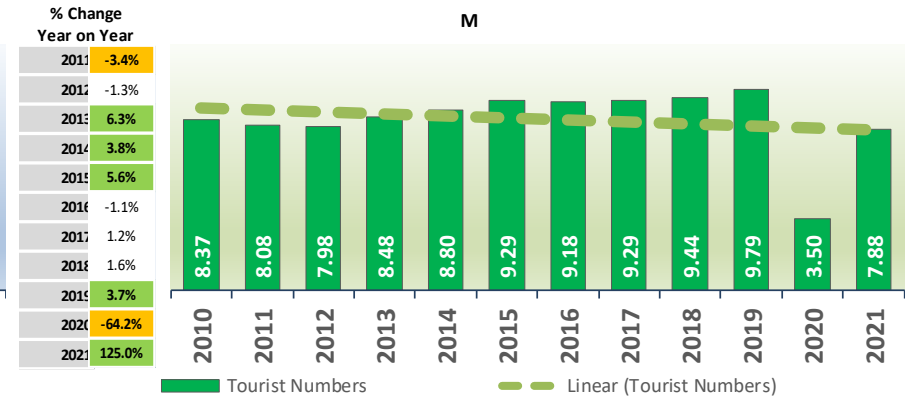
2010 to 2021
2021 Prices

TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total



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

"Linear" = Linear Trendline

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

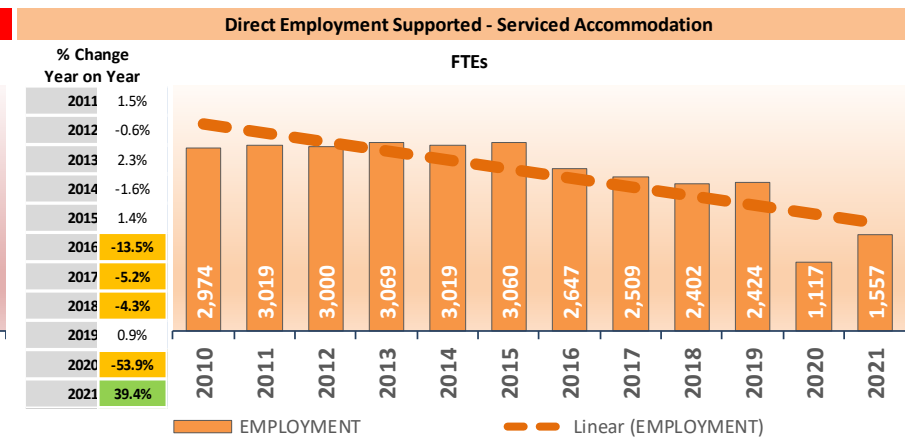
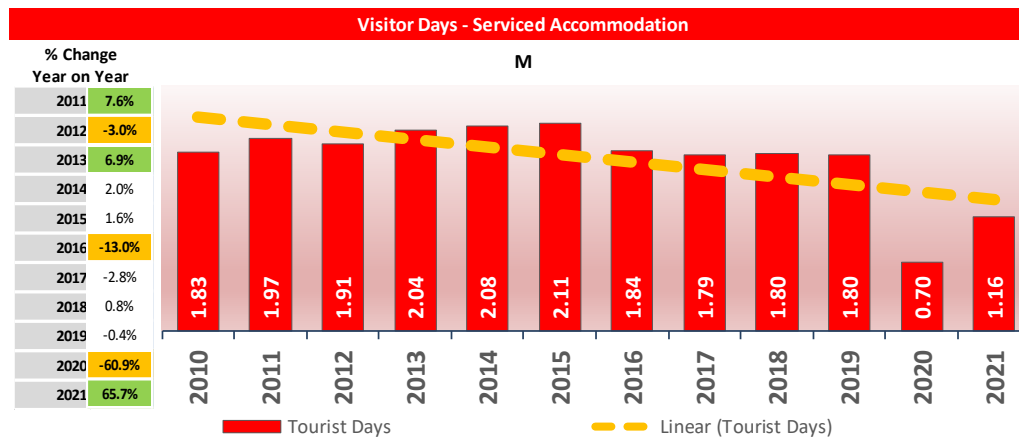
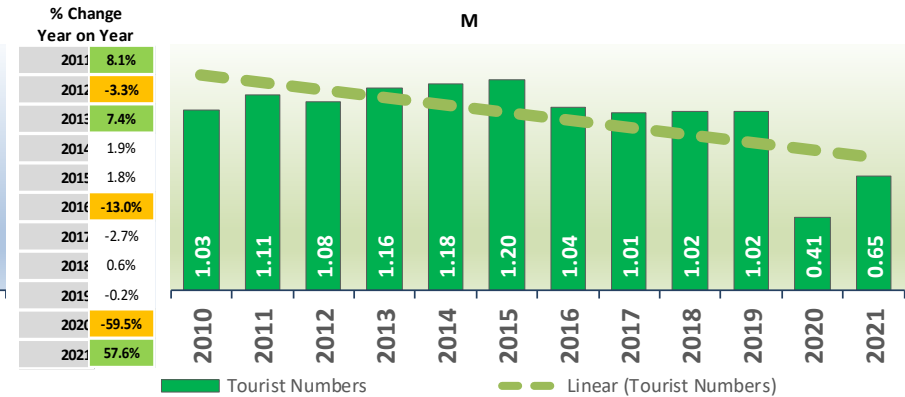
2010 to 2021
2021 Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



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

"Linear" = Linear Trendline

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

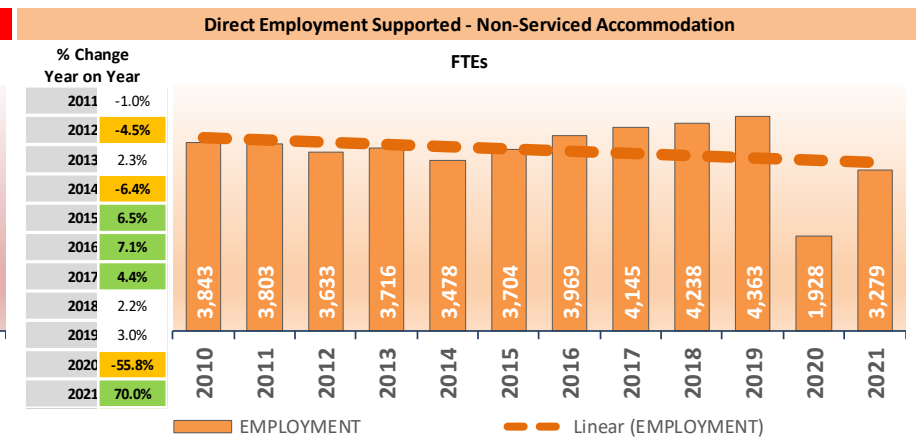
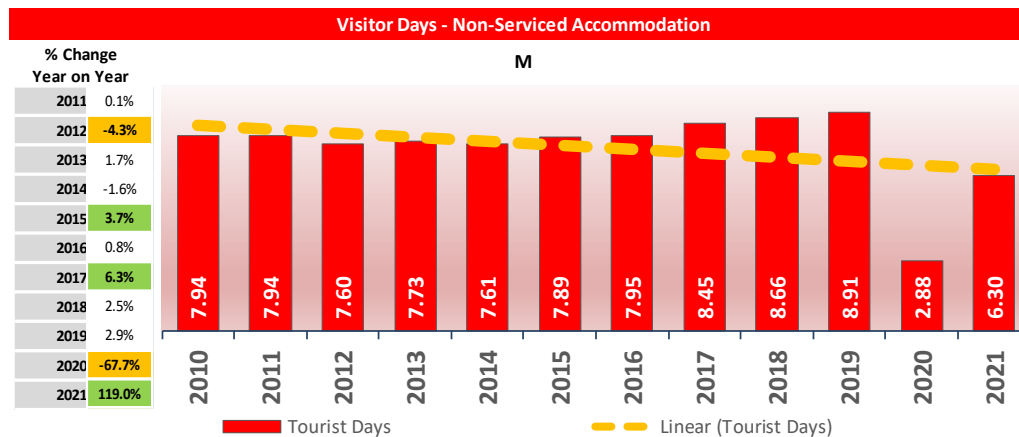
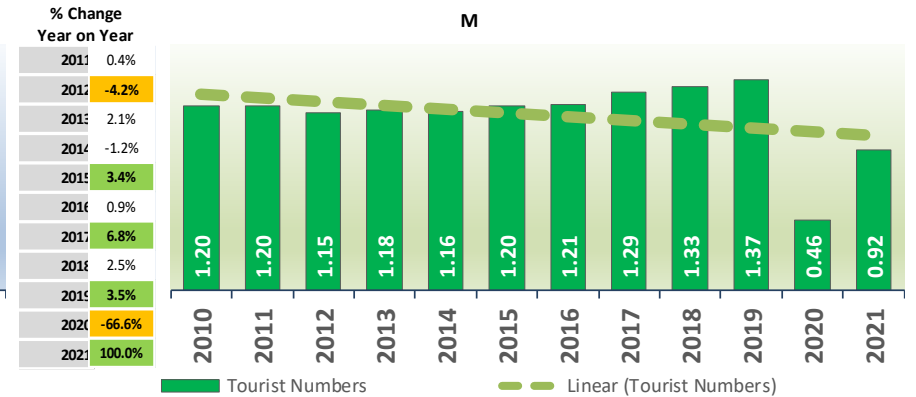
2010 to 2021
 2021 Prices

NON-SERVICED
 ACCOMMODATION

KEY MEASURES
 Indexed

Economic Impact - Indexed - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation



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

"Linear" = Linear Trendline

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

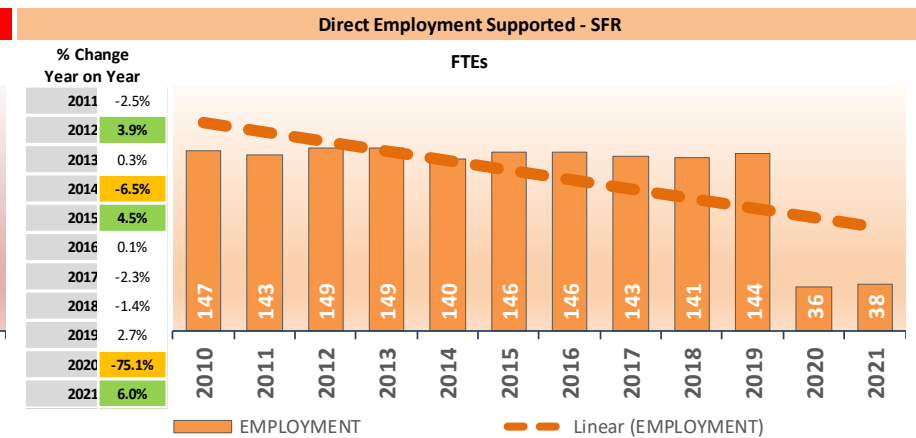
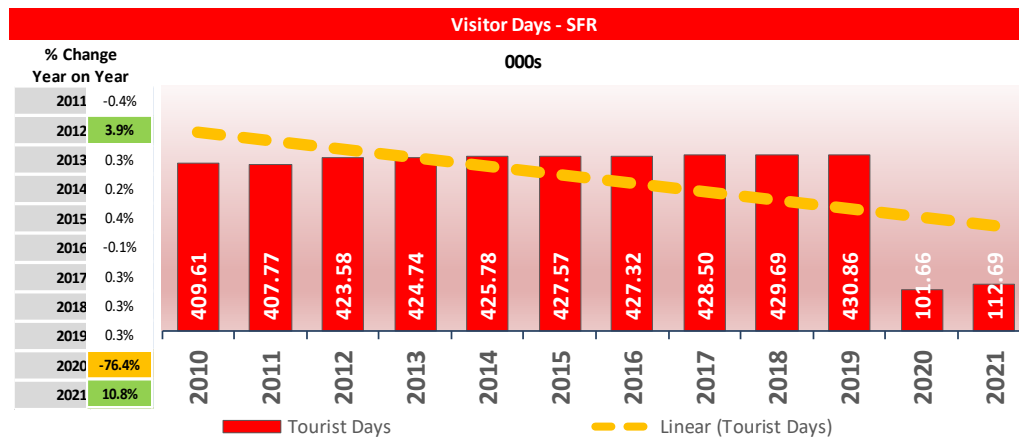
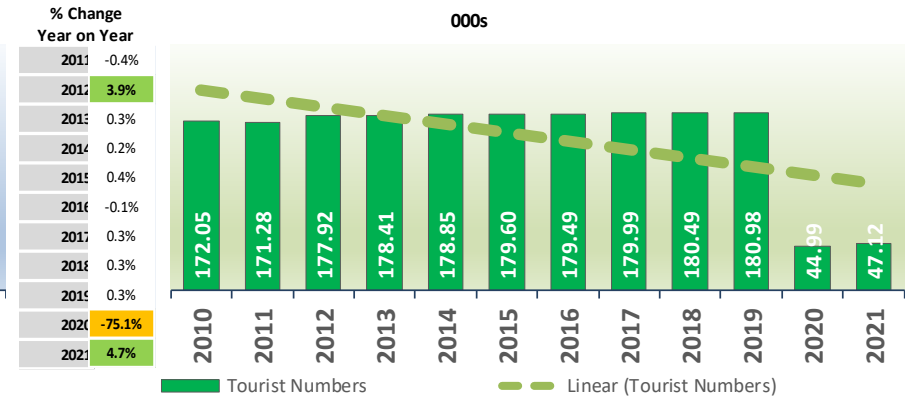
2010 to 2021
2021 Prices

SFR

KEY MEASURES
Indexed

Economic Impact - Indexed - SFR

Visitor Numbers - SFR



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

"Linear" = Linear Trendline

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

2010 to 2021
2021 Prices

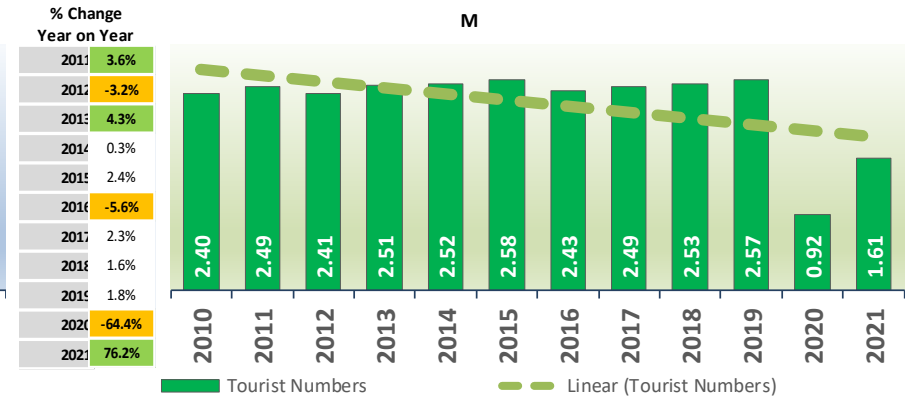
STAYING VISITOR

KEY MEASURES
Indexed

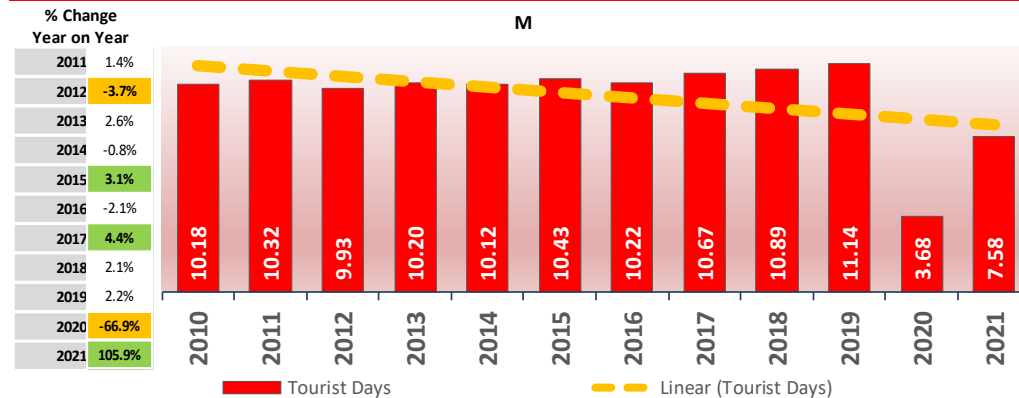
Economic Impact - Indexed - Staying Visitor



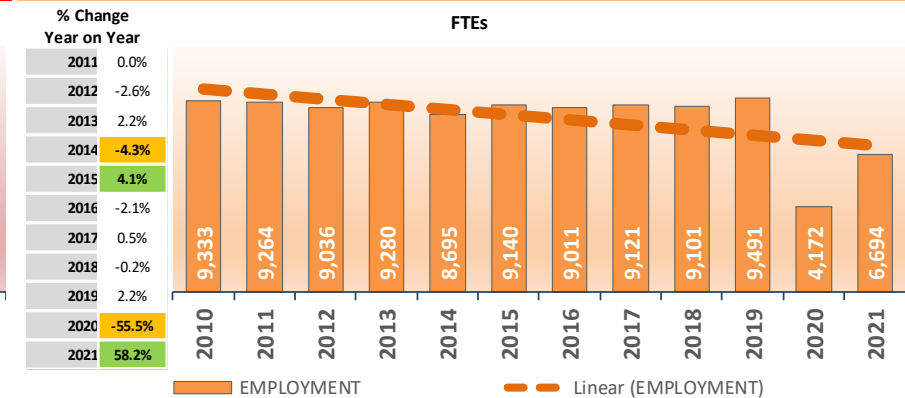
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



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

"Linear" = Linear Trendline

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

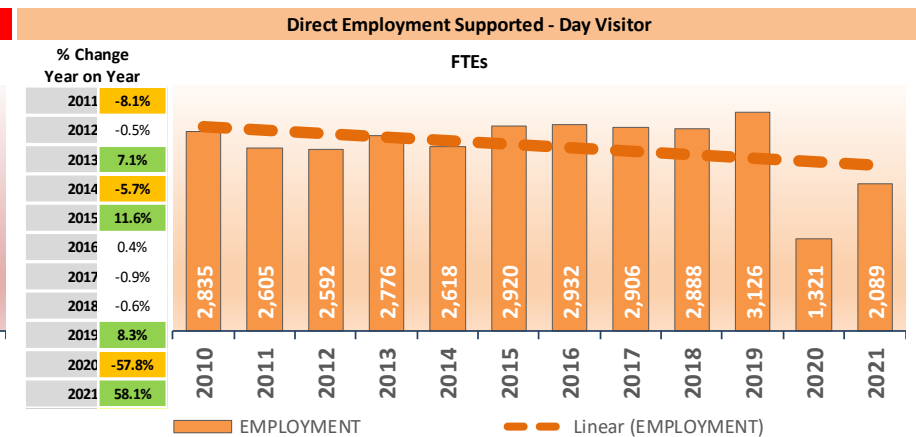
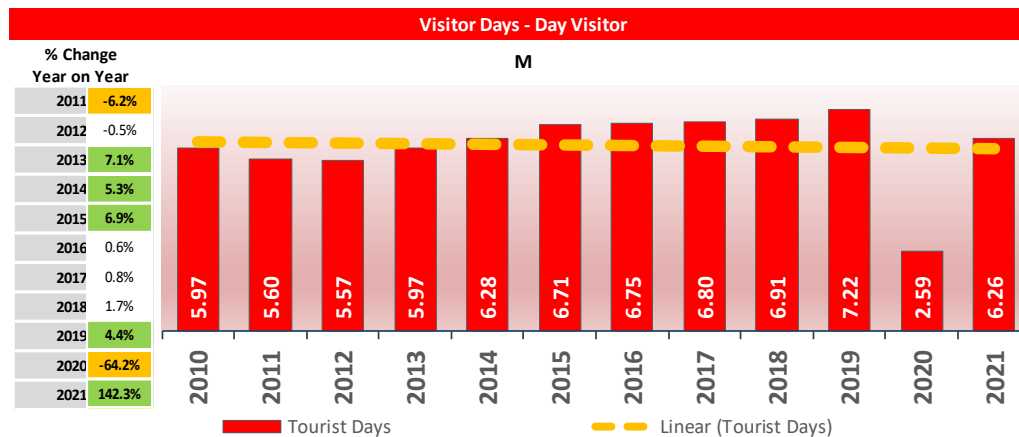
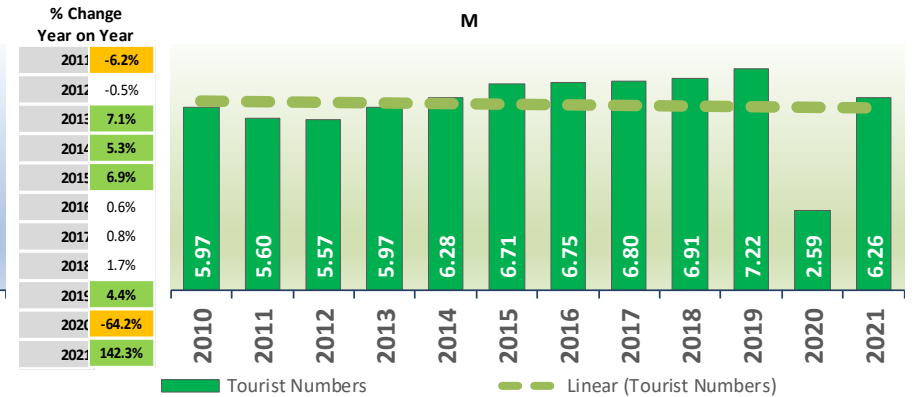
2010 to 2021
2021 Prices

DAY VISITOR

KEY MEASURES
Indexed

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor

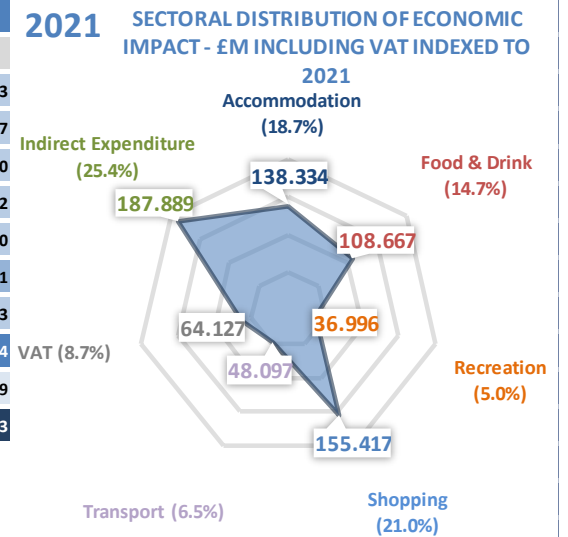


% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		-6.2%	-6.6%	0.0%	5.2%	12.4%	13.1%	14.0%	15.9%	21.0%	-56.9%	-17.8%
Visitor Numbers		-6.2%	-6.6%	0.0%	5.2%	12.4%	13.1%	14.0%	15.9%	21.0%	-56.7%	5.0%
Visitor Days		-6.2%	-6.6%	0.0%	5.2%	12.4%	13.1%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

"Linear" = Linear Trendline

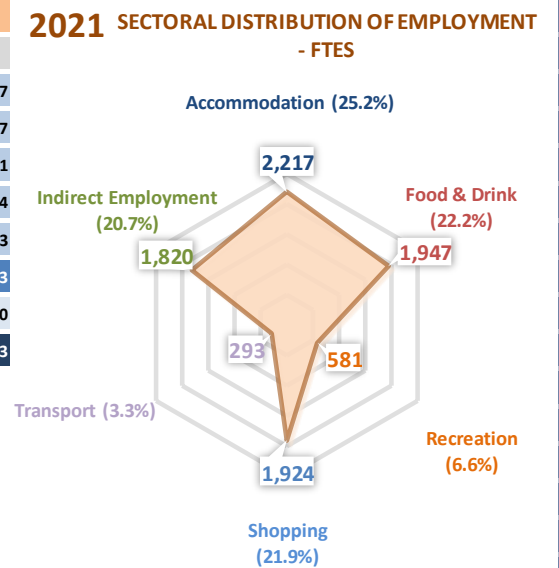
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2021

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



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

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

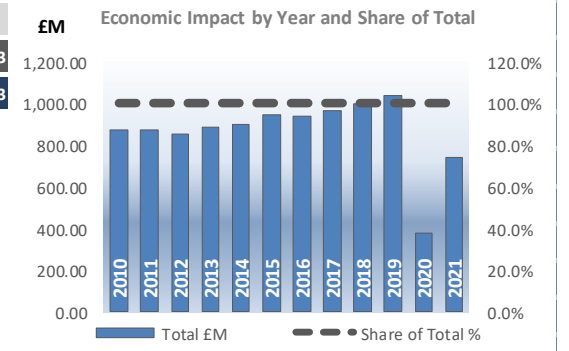


STEAM FINAL TREND REPORT FOR 2010-2021
CONWY COUNTY BOROUGH COUNCIL

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

ECONOMIC IMPACT - INDEXED TO 2021

SHARE OF MARKET													TOTAL		
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021			
Total	£M	875.23	870.86	851.49	887.23	903.33	945.60	936.93	968.75	997.29	1,037.02	377.89	739.53		
All Visitor Types	£M	875.23	870.86	851.49	887.23	903.33	945.60	936.93	968.75	997.29	1,037.02	377.89	739.53		
Share of Total	%	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 2010	%														
Avg Ann. Change in Share	%														



This report is copyright © Global Tourism Solutions (UK) Ltd 2022

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

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

2010 to 2021
2021 Prices

NON-SERVICED
ACCOMMODATION

ECONOMIC IMPACT
Indexed

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

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

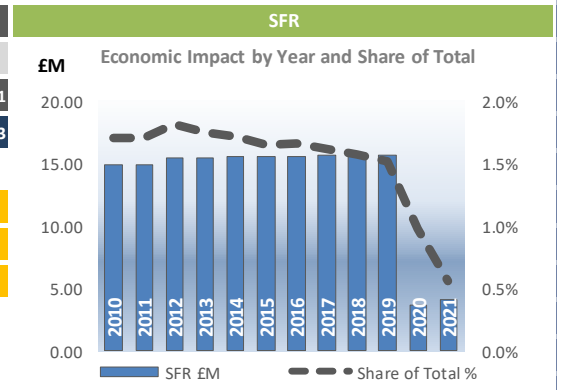
This report is copyright © Global Tourism Solutions (UK) Ltd 2022

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

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

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

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



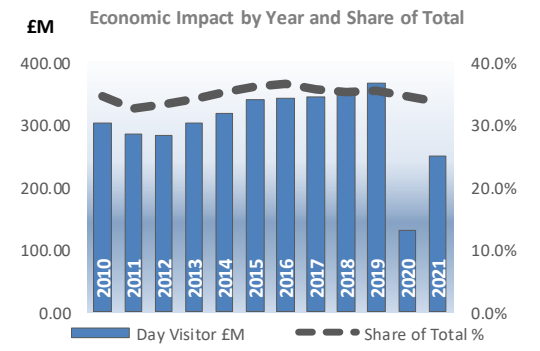
This report is copyright © Global Tourism Solutions (UK) Ltd 2022

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

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

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

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



This report is copyright © Global Tourism Solutions (UK) Ltd 2022

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