

STEAM FINAL TREND REPORT FOR 2010-2021

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CONWY COUNTY BOROUGH COUNCIL

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

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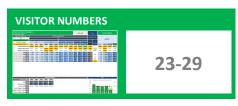
KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE





















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CONWY COUNTY BOROUGH COUNCIL



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.



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:

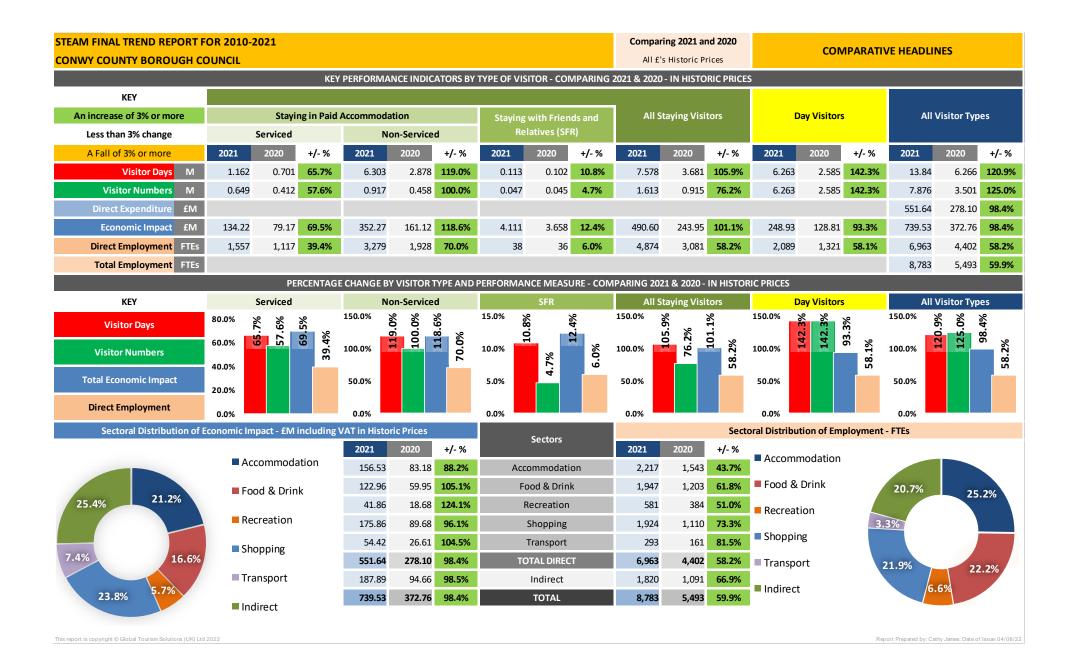
FTEs = Full Time Equivalent jobs supported

= thousands of pounds or thousands of tourist days / tourist numbers £000s / 000s £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

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

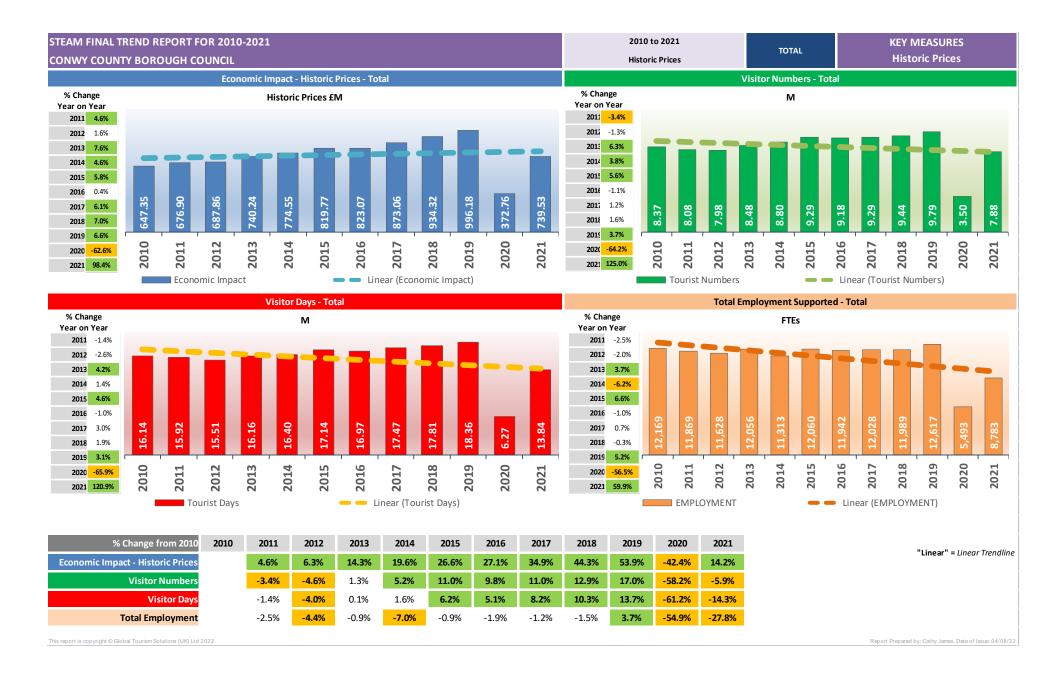
Visitor Types: Total

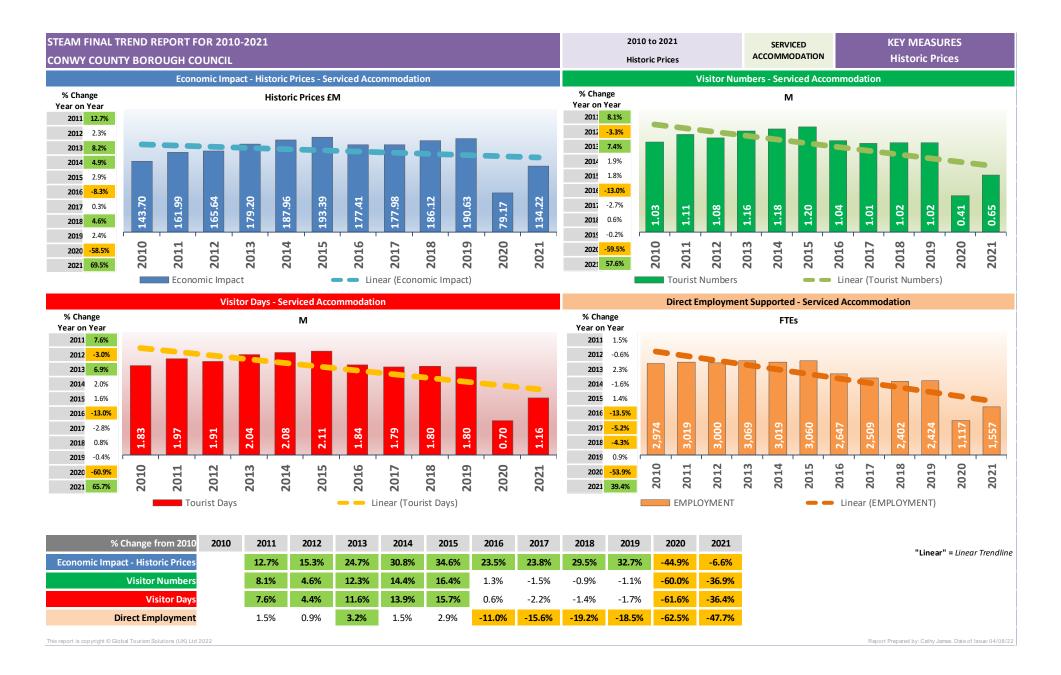
Serviced Accommodation

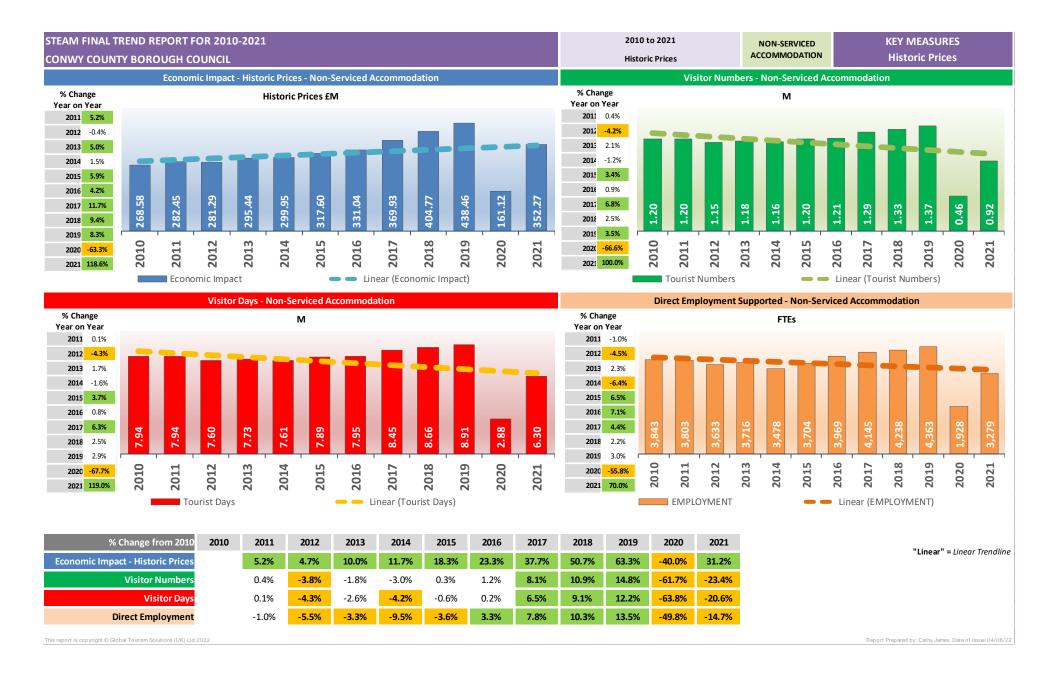
Non-Serviced Accommodation

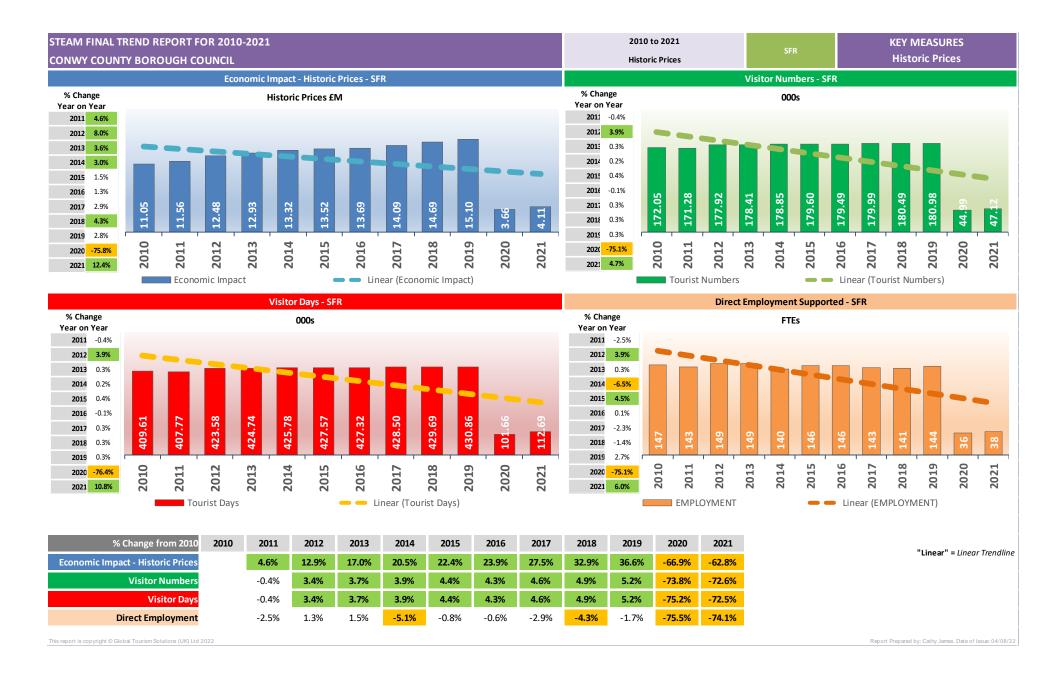
SFR

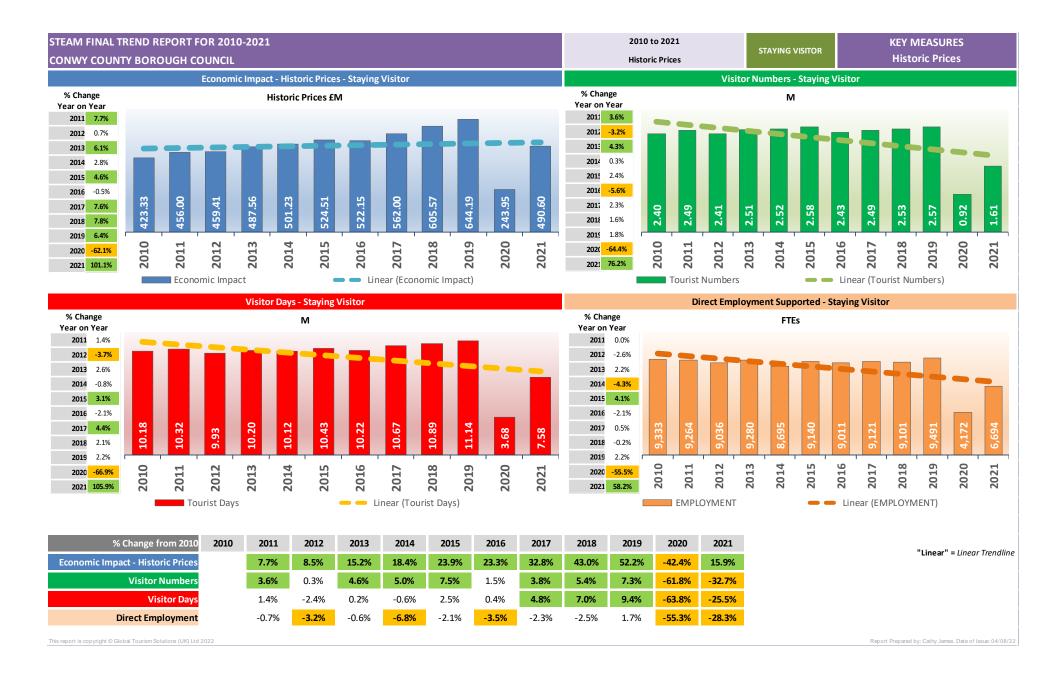
Staying Visitor Day Visitor

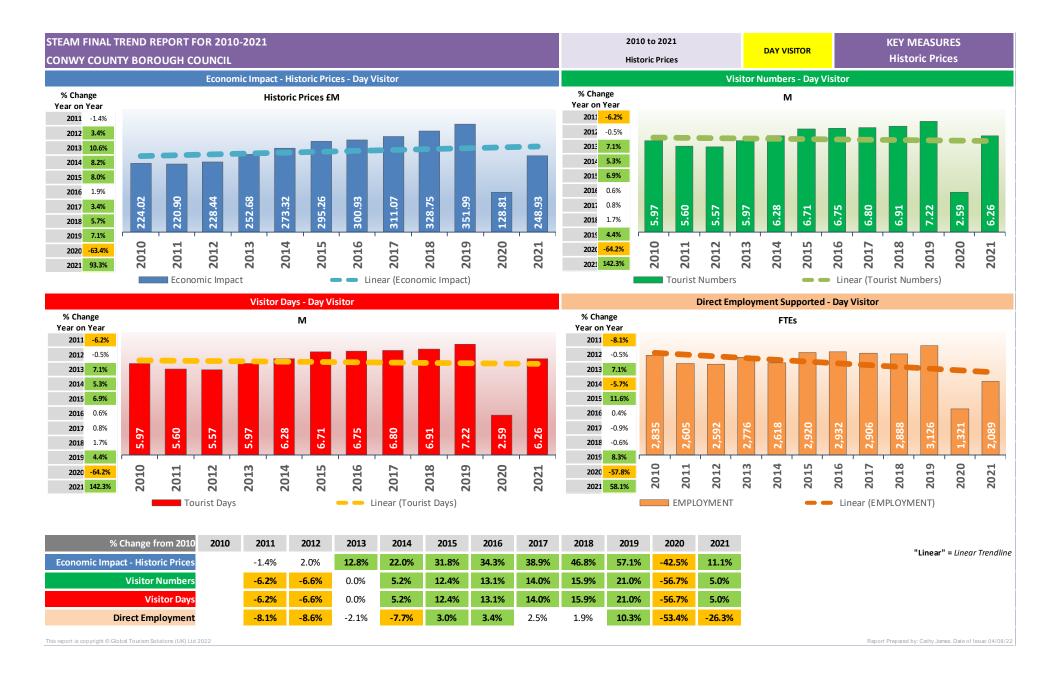












Distributions

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

Visitor Types: Total

Serviced Accommodation

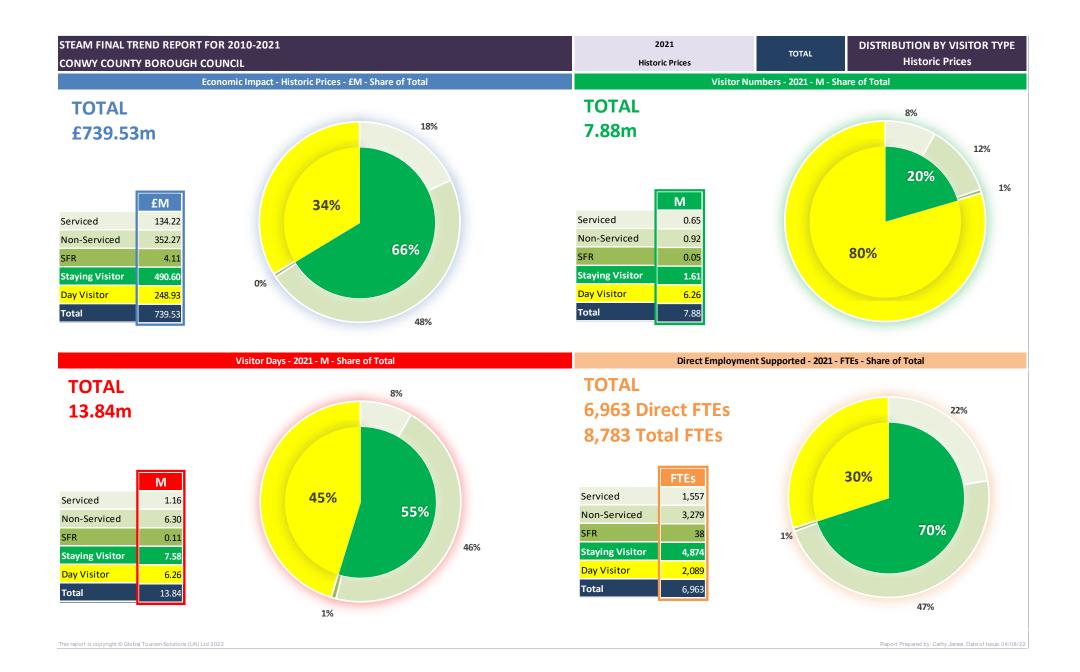
Non-Serviced Accommodation

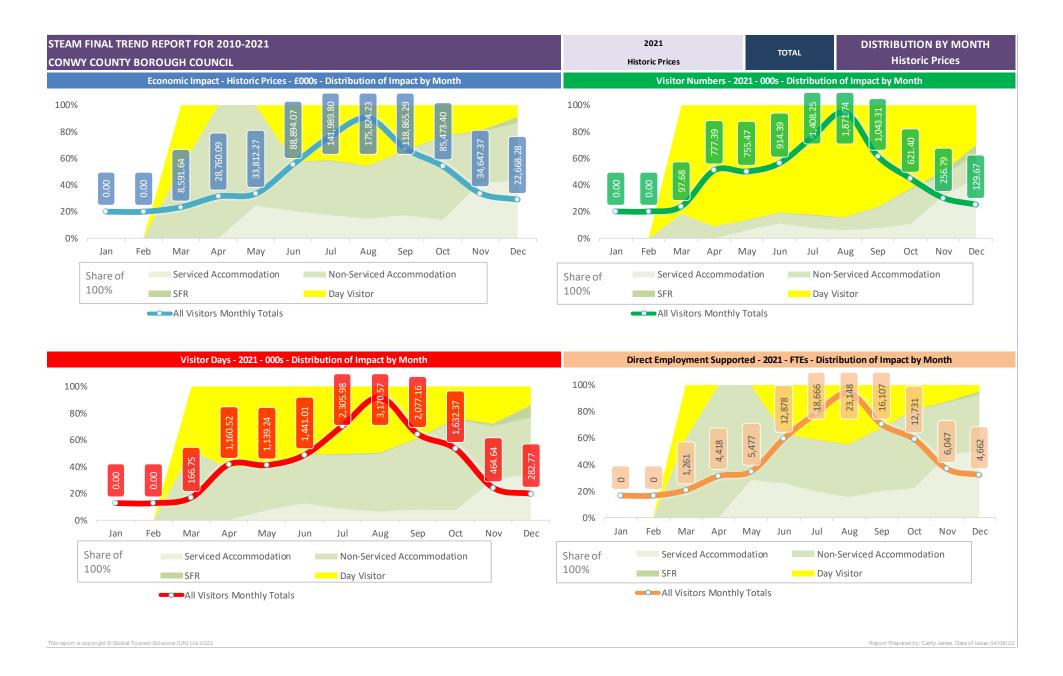
SFR

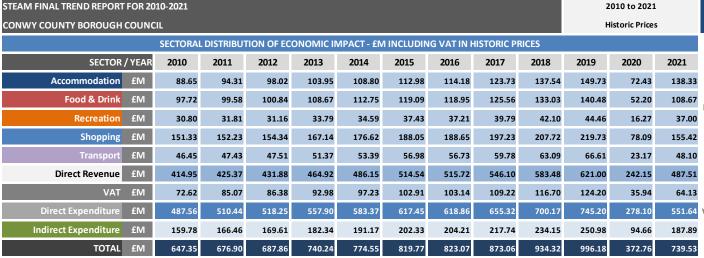
Staying Visitor Day Visitor

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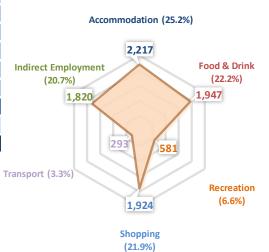




	TOTAL	Historic	Prices
	ZUZI	DRAL DISTRIBUTION	
	IMPAC	T - £M INCLUDING V	AT IN HISTORIC
.33		PRICES Accommodation	
.67		(18.7%)	
.00	Indirect Expenditur (25.4%)	e 138.334	Food & Drink
.42	187.88	9	(14.7%)
.10		108.0	667
.51			
.13	/	36.996) \
.64	VAT (8.7%)	48.097	Recreation
.89		13.037	(5.0%)
.53		155.417	1
	Transport (6	1.5%1	opping 21.0%)

SECTORAL ANALYSIS

			5	SECTORAL D	DISTRIBUTION	ON OF EMP	LOYMENT	- 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



2021 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

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

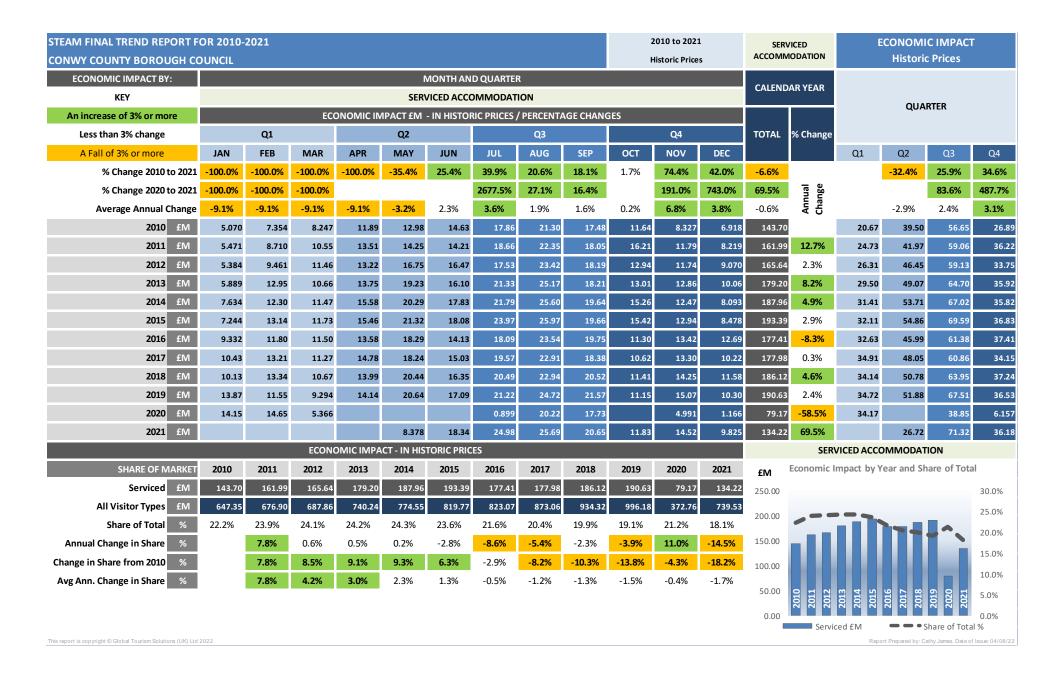
Visitor Types: Total

Serviced Accommodation
Non-Serviced Accommodation

SFR

Staying Visitor Day Visitor

STEAM FINAL TREND REPORT F		2021									010 to 2021		то	TAL	ŀ	CONOMI Historic		
ECONOMIC IMPACT BY:					N	лоnth an	D QUARTEI	R										
KEY						TO	ΓAL						CALEND	AR YEAR				
An increase of 3% or more			ECC	NOMIC IN	IPACT £M ·	- IN HISTOF	RIC PRICES ,	/ PERCENTA	GE CHANG	ES						QUAF	RTER	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-100.0%	-100.0%	-73.2%	-57.2%	-51.0%	23.1%	43.9%	52.5%	52.6%	66.2%	69.2%	92.3%	14.2%		-86.5%	-27.3%	49.6%	70.6%
% Change 2020 to 2021	-100.0%	-100.0%	-77.3%			12913.7%	227.7%	55.7%	29.8%	12098.8%	175.1%	286.8%	98.4%	Annual Change	-91.8%	22074.1%	76.2%	645.4%
Average Annual Change	-9.1%	-9.1%	-6.7%	-5.2%	-4.6%	2.1%	4.0%	4.8%	4.8%	6.0%	6.3%	8.4%	1.3%	Ą Ś	-7.9%	-2.5%	4.5%	6.4%
2010 £M	10.54	20.79	32.10	67.23	68.96	72.20	98.65	115.28	77.90	51.42	20.48	11.79	647.35		63.44	208.39	291.83	83.69
2011 £M	11.33	22.73	36.01	74.63	73.08	74.39	96.47	114.10	78.12	56.58	26.08	13.37 16.35	676.90 687.86	4.6% 1.6%	70.07	222.11	288.69	96.03
2012 £M	2013 EM 12.29 26.94 42.88 66.83 89.37 80.34 110.67 129.74 82.57 52.81 29.19														76.70	215.88	294.53	100.75
	2013 EM 12.29 26.94 42.88 66.83 89.37 80.34 110.67 129.74 82.57 52.81 29.19 2014 EM 14.27 28.10 45.51 75.81 93.15 79.16 112.83 137.03 87.83 55.16 29.75														82.11 87.89	236.55 248.13	322.98 337.69	98.60 100.84
															91.42	261.59	363.16	103.60
2016 £M	2015 EM 14.73 29.80 46.89 79.82 98.65 83.12 125.02 147.05 91.09 58.39 30														98.16	255.54	362.35	107.02
2017 £M	19.17	32.41	49.90	95.77	94.65	93.24	130.82	145.90	96.03	62.61	33.14	19.99 19.43	823.07 873.06	0.4% 6.1%	101.47	283.66	372.75	115.18
2018 £M	18.71	35.18	53.25	92.00	105.75	105.36	138.63	151.27	105.24	69.29	37.23	22.41	934.32	7.0%	107.15	303.11	395.14	128.93
2019 £M	25.99	37.23	54.47	103.35	111.21	106.25	145.18	161.83	110.09	74.63	40.61	25.33	996.18	6.6%	117.70	320.82	417.10	140.57
2020 £M	26.62	40.68	37.84			0.683	43.33	112.89	91.56	0.701	12.59	5.861	372.76	-62.6%	105.14	0.683	247.78	19.15
2021 £M			8.592	28.76	33.81	88.89	141.99	175.82	118.87	85.47	34.65	22.67	739.53	98.4%	8.592	151.47	436.68	142.79
			ECONO	MIC IMPA	CT - IN HIST	TORIC PRIC	ES								TO [*]	ΓAL		
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic II	mpact by \	ear and Sh	are of Tota	ıl
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	1,200.00					120.0%
All Visitor Types £M	647.35	676.90	687.86	740.24	774.55	819.77	823.07	873.06	934.32	996.18	372.76	739.53	1,000.00					100.0%
Share of Total %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	800.00		_ =			80.0%
Annual Change in Share %													600.00		Ш			60.0%
Change in Share from 2010 %													400.00					40.0%
Avg Ann. Change in Share %													200.00	2010	2013	2016 2017 2018	2019	20.0%
													0.00	2 2 2	2 2 2	2 2 2	20,20,20	0.0%
													0.00	Tota			are of Total	%
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STEAM FINAL TREND REPORT F		2021									:010 to 2021 listoric Price:			ERVICED IODATION	E	CONOMI Historic					
ECONOMIC IMPACT BY:					١	/IONTH AN	D QUARTE	R					CALEND	AR YEAR							
KEY					NON-SI	ERVICED AC	ссоммор	ATION					CALEND	AN ILAN		QUAI	OTED.				
An increase of 3% or more			ECC	NOMIC IN	IPACT £M -	- IN HISTOF	RIC PRICES ,	/ PERCENT	AGE CHANG	ES						QUA	_\\				
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change							
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4			
% 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%	Annual Change	-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%	GP.	-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	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	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	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			
			ECONC	MIC IMPA	CT - IN HIST	TORIC PRIC	ES							NON-SI	ERVICED AC	соммор	ATION				
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£Μ	Economic I	mpact by Y	ear and Sh	are of Tota	ıl			
Non-Serviced £M	268.58	282.45	281.29	295.44	299.95	317.60	331.04	369.93	404.77	438.46	161.12	352.27	500.00					60.0%			
All Visitor Types £M	647.35	676.90	687.86	740.24	774.55	819.77	823.07	873.06	934.32	996.18	372.76	739.53	400.00			_		50.0%			
Share of Total %	41.5%	41.7%	40.9%	39.9%	38.7%	38.7%	40.2%	42.4%	43.3%	44.0%	43.2%	47.6%	+00.00				-/	40.0%			
Annual Change in Share %		0.6%	-2.0%	-2.4%	-3.0%	0.0%	3.8%	5.4%	2.2%	1.6%	-1.8%	10.2%	300.00								
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%	200.00					30.0%			
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%	100.00					20.0%			
													100.00	2010	2013	2016	2019	10.0%			
													0.00	Non-Se	rviced £M		Share of To	0.0% tal %			
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STEAM FINAL TREND REPORT F		2021									010 to 2021 listoric Prices	:	SI	FR	E	ECONOMI Historic		
ECONOMIC IMPACT BY:					N	лоnth an	D QUARTE	R					CALEND	AR YEAR				
KEY						SF	R						CALLIND	AN ILAN		QUAI	RTFR	
An increase of 3% or more			ECC	DNOMIC IN	IPACT £M	- IN HISTOR	RIC PRICES	PERCENTA	AGE CHANG	ES						Qo7		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-100.0%	-100.0%	-100.0%	-100.0%	-85.7%	-85.7%	-28.3%	-28.3%	-28.3%	-28.3%	-28.3%	-28.3%	-62.8%	_ 4:		-92.4%	-28.3%	-28.3%
% Change 2020 to 2021	-100.0%	-100.0%	-100.0%				411.1%	411.1%					12.4%	Annual Change			546.5%	
Average Annual Change	-9.1%	-9.1%	-9.1%	-9.1%	-7.8%	-7.8%	-2.6%	-2.6%	-2.6%	-2.6%	-2.6%	-2.6%	-5.7%	A 유		-8.4%	-2.6%	-2.6%
2010 £M	1.537	0.516	0.587	1.402	0.902	0.695	1.127	1.193	0.615	0.614	0.478	1.385	11.05		2.641	2.998	2.935	2.478
2011 £M	1.608	0.540	0.615	1.467	0.943	0.727	1.179	1.248	0.643 0.694	0.642	0.501	1.449	11.56	4.6%	2.763	3.137	3.071	2.592
2012 £M	1.736	0.583	0.664	1.583	1.018	0.693	0.540	1.565	12.48	8.0%	2.983	3.386	3.315	2.799				
2013 £M	1.798	0.604	0.687	1.640	1.055	0.813	0.718	0.560	1.621	12.93	3.6%	3.089	3.507	3.433	2.898			
2014 £M	1.852	0.622	0.708	1.689	1.087	0.837	1.358	0.741	0.740	0.577	1.670	13.32	3.0%	3.183	3.613	3.537	2.986	
2015 £M	1.881	0.632	0.719	1.715	1.103	0.850	1.379	1.460	0.752	0.751	0.585	1.695	13.52	1.5%	3.231	3.668	3.591	3.032
2016 £M	1.905	0.640	0.728	1.737	1.117	0.861	1.397	1.479	0.762	0.761	0.593	1.717	13.69	1.3%	3.273	3.715	3.637	3.070
2017 £M 2018 £M	1.959 2.042	0.658	0.749 0.781	1.787	1.149 1.198	0.885	1.437 1.498	1.521	0.783	0.783 0.816	0.610 0.636	1.766 1.841	14.09	2.9% 4.3%	3.366 3.509	3.821	3.741 3.900	3.158 3.293
2018 £W	2.100	0.586	0.803	1.863	1.198	0.923	1.498	1.630	0.817 0.840	0.816	0.654	1.841	15.10	2.8%	3.608	4.096	4.010	3.385
2020 £M	2.100	0.706	0.803	1.915	1.232	0.949	0.158	0.167	0.840	0.839	0.654	1.893	3.658	- 75.8 %	3.333	4.096	0.326	3.385
2021 £M	2.137	0.723	0.451		0.129	0.100	0.808	0.167	0.441	0.440	0.343	0.994	4.111	12.4%	3.333	0.229	2.105	1.777
2021			FCONC	OMIC IMPA				0.830	0.441	0.440	0.545	0.554	4.111	12.4/0	SI		2.103	1.777
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic I		ear and Sh	are of Tota	ıl
SFR £M	11.05	11.56	12.48	12.93	13.32	13.52	13.69	14.09	14.69	15.10	3.658	4.111	20.00					2.0%
All Visitor Types £M	647.35	676.90	687.86	740.24	774.55	819.77	823.07	873.06	934.32	996.18	372.76	739.53	20.00					2.070
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%	15.00		_			1.5%
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%	10.00					1.0%
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%	5.00					0.5%
														2010	2013	2016	2020	
													0.00	SFR		Sha	are of Total	0.0%
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STEAM FINAL TREND REPORT F		2021									010 to 2021		STAYING	VISITOR	E	CONOMI Historic		
ECONOMIC IMPACT BY:	ONCIL					/ONTH AN	D OUARTEI	R		·								
KEY						STAYING							CALEND	AR YEAR				
An increase of 3% or more			ECC	NOMIC IN	IPACT £M -	- IN HISTOF	RIC PRICES ,	/ PERCENTA	AGE CHANG	iES						QUAI	RTER	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC			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%		-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%	Annual Change	-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%	Cha	-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	2013 £M 10.05 16.64 32.21 40.08 51.64 53.74 68.19 80.05 56.13 38.58 25.10 2014 £M 11.81 16.96 33.66 43.06 55.80 51.77 69.43 81.17 57.93 39.44 25.66															145.45	204.36	78.85
2014 £M	2014 £M 11.81 16.96 33.66 43.06 55.80 51.77 69.43 81.17 57.93 39.44 25.66															150.64	208.53	79.62
2015 £M	2015 £M 12.07 17.36 34.25 45.24 58.93 53.89 77.00 86.68 58.32 41.46 25.91															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
CHARE OF MARRYET	2010	2011	_	_	CT - IN HIST			2017	2010	2010	2020	2024		Economic II	STAYING		are of Tota	al.
SHARE OF MARKET Staying Visitor £M	2010 423.33	2011 456.00	2012 459.41	2013 487.56	2014 501.23	2015 524.51	2016 522.15	2017 562.00	2018 605.57	201 9 644.19	2020	490.60	£IVI	ECOHOITIC II	inpact by i	ear and Sn	are or rota	
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	700.00					80.0%
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%	600.00					60.0%
Annual Change in Share %	05.470	3.0%	-0.9%	-1.4%	-1.8%	-1.1%	-0.9%	1.5%	0.7%	-0.2%	1.2%	1.4%	500.00 400.00					
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%	300.00					40.0%
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%	200.00					20.00/
		3.370	/0	5.270	5.5/0	5. 1/0	3.370	0.270	J.1/0	J.1/0	3.370	0.2/0	100.00	2010	2013	2016 2017 2018	2019	20.0%
													0.00	7 7 7	ממא			0.0%
This report is converget @ Clot - I Tarrian Calabata (1991)	2022													Staying	Visitor £M	art Brongrad but Co	Share of To	
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STEAM FINAL TREND REPORT FOR		2021									2010 to 2021		DAY V	ISITOR	l	ECONOMI Historic		
ECONOMIC IMPACT BY:	ONCIL				N	MONTH AN	D QUARTEI	R										
KEY						DAY VI	-	-					CALEND	AR YEAR				
An increase of 3% or more			ECC	DNOMIC IN	1PACT £M	- IN HISTOF	RIC PRICES ,	/ PERCENTA	AGE CHANG	GES						QUAI	RTER	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-100.0%	-100.0%	-49.2%	-100.0%	-100.0%	44.0%	68.2%	76.8%	73.4%	34.9%	172.2%	154.8%	11.1%		-80.9%	-54.1%	73.1%	58.7%
% Change 2020 to 2021	-100.0%	-100.0%	-58.2%			5383.2%	187.3%	83.4%	46.2%	2718.2%	112.6%	100.4%	93.3%	Annual Change	-87.3%	5383.2%	95.4%	493.4%
Average Annual Change	-9.1%	-9.1%	-4.5%	-9.1%	-9.1%	4.0%	6.2%	7.0%	6.7%	3.2%	15.7%	14.1%	1.0%	Ann Cha	-7.4%	-4.9%	6.6%	5.3%
2010 £M	2.661	10.56	7.948	29.65	25.87	26.01	35.00	45.16	23.34	14.64	2.406	0.772	224.02		21.17	81.53	103.50	17.81
2011 £M	2.667	10.93	8.002	30.00	24.38	25.36	31.64	42.75	24.12	15.94	3.872	1.237	220.90	-1.4%	21.60	79.74	98.51	21.05
2012 £M	2.426	12.17	11.70	28.15	26.19	23.78	35.33	42.01	26.34	15.01	3.759	1.594	228.44	3.4%	26.29	78.11	103.68	20.36
2013 £M	2013 £M 2.235 10.30 10.68 26.76 37.73 26.61 42.48 49.69 26.44 14.23 4.091 2014 £M 2.460 11.14 11.85 32.75 37.35 27.39 43.40 55.86 29.91 15.72 4.085															91.10	118.62	19.74
2014 £M																97.49	129.16	21.22
2015 £M	2015 £M 2.665 12.44 12.64 34.58 39.72 29.23 48.02 60.36 32.77 16.93														27.74	103.53	141.15	22.83
2016 £M	2.735	12.75	15.82	29.18	36.63	33.07	48.30	64.46	33.43	17.99	4.751	1.801	300.93	1.9%	31.31	98.89	146.18	24.54
2017 £M	2.757	13.60	10.94	38.63	37.63	33.01	51.40	64.28	34.93	15.95	5.992	1.947	311.07	3.4%	27.30	109.27	150.61	23.89
2018 £M	2.977	15.72	11.48	35.82	39.76	40.32	53.60	64.87	38.19	17.99	5.999	2.050	328.75	5.7%	30.18	115.89	156.65	26.03
2019 £M	3.365	18.49	12.45	41.83	41.63	38.40	56.66	71.49	38.47	19.77	7.062	2.387	351.99	7.1%	34.30	121.86	166.61	29.22
2020 £M	3.518	18.48	9.662			0.683	20.49	43.53	27.69	0.701	3.081	0.982	128.81	-63.4%	31.66	0.683	91.71	4.763
2021 £M			4.035			37.45	58.87	79.82	40.49	19.75	6.549	1.968	248.93	93.3%	4.035	37.45	179.18	28.26
			ECONO	OMIC IMPA	CT - IN HIS	TORIC PRIC	ES								DAY V	ISITOR		
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£Μ	Economic I	mpact by \	ear and Sh	are of Tota	ıl
Day Visitor £M	224.02	220.90	228.44	252.68	273.32	295.26	300.93	311.07	328.75	351.99	128.81	248.93	400.00			_		40.0%
All Visitor Types £M	647.35	676.90	687.86	740.24	774.55	819.77	823.07	873.06	934.32	996.18	372.76	739.53			. – – '			
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% -2.6%	300.00				_	30.0%
•													200.00					20.0%
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%	100.00	0 7 7	ε 4 v	9 7 8	1	10.0%
													2.25	2010	2013	2016 2017 2018	2019	0.00/
													0.00	Day Vi	sitor £M		Share of Tot	0.0% al %
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Visitor Numbers

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

Visitor Types: Total

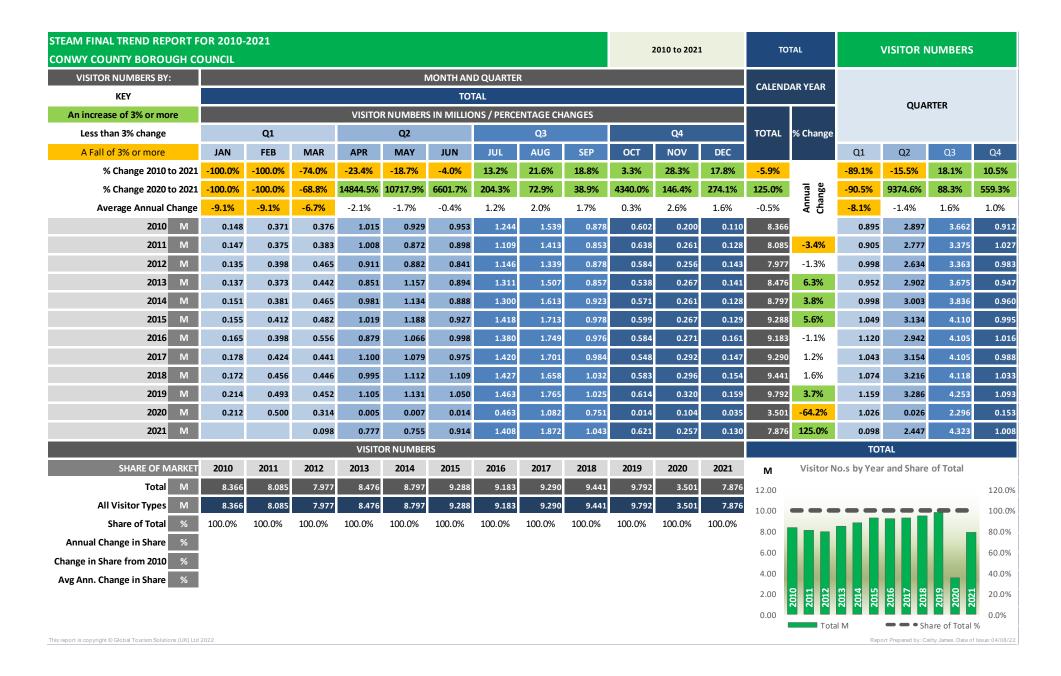
Serviced Accommodation

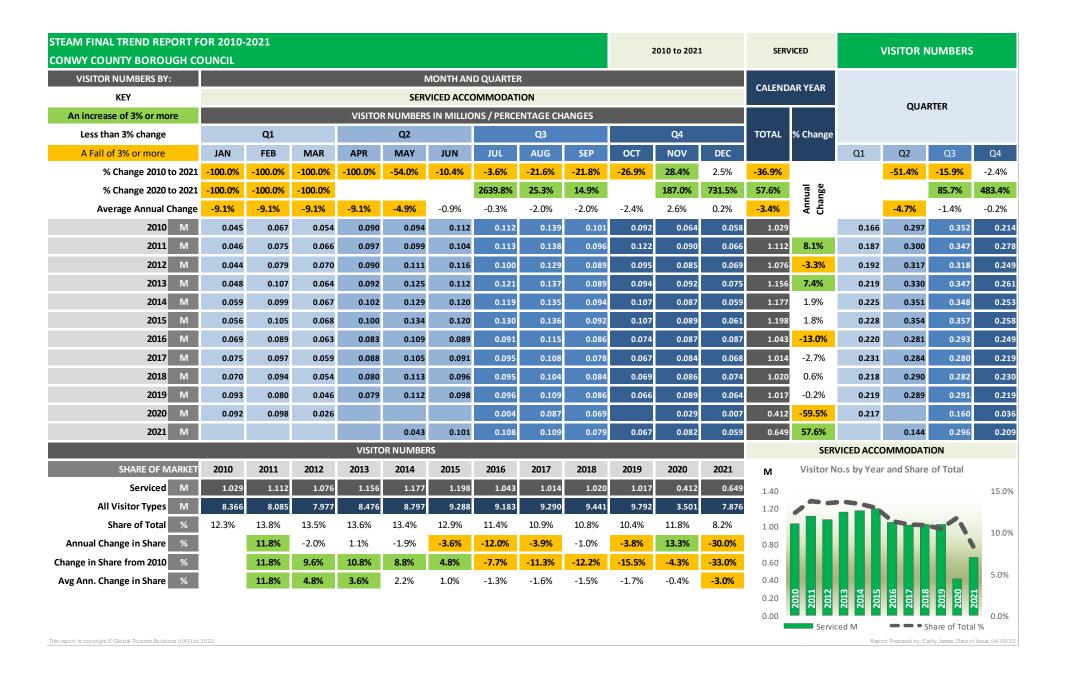
Non-Serviced Accommodation

SFR

Staying Visitor Day Visitor

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STEAM FINAL TREND REPORT FO		2021								2	010 to 2021		NON-SI	ERVICED	,	/ISITOR N	IUMBERS						
CONWY COUNTY BOROUGH CO	JUNCIL																						
VISITOR NUMBERS BY:							D QUARTE						CALEND	AR YEAR									
KEY				MOTO			COMMOD		ANGES							QUAI	RTER						
An increase of 3% or more				VISITOR		IN MILLIO	NS / PERCE	NTAGE CH	ANGES		0.1		T0741	o/ GI									
Less than 3% change	1001	Q1	A4AD	APR	Q2	JUN	JUL	Q3	CED	OCT	Q4	DEC	TOTAL	% Change	Q1	02	03	04					
A Fall of 3% or more % Change 2010 to 2021	JAN -100.0%	FEB -100.0%	MAR -81.8%	-39.0%	-55.5%	-44.9%	-28.2%	AUG 0.3%	SEP 11.1%	OCT 46.5%	-35.4%	75.6%	-23,4%		- 85.2 %	Q2 -46.7%	Q3 - 6.9 %	Q4 20.3 %					
% Change 2010 to 2021 % Change 2020 to 2021	-100.0%	-100.0%	-79.0%	-39.0%	-33.3%	-44.5%	174.5%	45.8%	24.9%	40.5%	191.7%	169.7%	100.0%	- e e	-86.6%	-40.7%	57.3%	909.1%					
_	-9.1%	-9.1%	-73.0%	-3.5%	-5.0%	-4.1%	-2.6%	0.0%	1.0%	4.2%	-3.2%	6.9%	-2.1%	Annual Change	-7.7%	-4.2%	-0.6%	1.8%					
Average Annual Change 2010 M	0.009	0.014		0.116	0.131	0.135	0.183		0.145	0.109	0.063	0.012		∢ ਹ 	0.122	0.382	0.508	0.184					
2010 M	0.009	0.014	0.100	0.116	0.131	0.135	0.183	0.181 0.175	0.145	0.109	0.063	0.012	1.197	0.4%	0.122	0.382	0.508	0.184					
2012 M	0.008	0.014	0.104	0.115	0.140	0.133	0.177	0.173	0.135	0.101	0.003	0.011	1.152	- 4.2%	0.123	0.363	0.471	0.177					
	2013 M 0.012 0.014 0.116 0.107 0.125 0.141 0.170 0.179 0.133 0.098 0.069															0.373	0.482	0.179					
	2014 M 0.012 0.017 0.115 0.107 0.131 0.125 0.166 0.177 0.131 0.091															0.363	0.474	0.179					
	2014 M 0.012 0.017 0.115 0.107 0.131 0.125 0.166 0.177 0.131 0.095 2015 M 0.015 0.015 0.116 0.113 0.136 0.130 0.179 0.188 0.131 0.096														0.145 0.146	0.378	0.498	0.177					
2016 M	0.011	0.014	0.128	0.121	0.119	0.154	0.095	0.070	0.011	1.200	3.4% 0.9%	0.153	0.394	0.488	0.176								
2017 M	0.019	0.020	0.132	0.147	0.136	0.149	0.188	0.171 0.170	0.129 0.131	0.121	0.069	0.016	1.294	6.8%	0.171	0.432	0.486	0.206					
2018 M	0.016	0.021	0.140	0.141	0.147	0.152	0.188	0.173	0.134	0.125	0.074	0.016	1.327	2.5%	0.177	0.440	0.495	0.215					
2019 M	0.028	0.024	0.140	0.148	0.150	0.151	0.187	0.172	0.139	0.131	0.077	0.025	1.374	3.5%	0.193	0.449	0.498	0.233					
2020 M	0.026	0.023	0.087				0.048	0.124	0.129		0.014	0.008	0.458	-66.6%	0.135		0.301	0.022					
2021 M			0.018	0.071	0.058	0.074	0.131	0.181	0.161	0.159	0.041	0.021	0.917	100.0%	0.018	0.203	0.474	0.222					
				VISITO	R NUMBER	RS								NON-SI	ERVICED AC	соммор	ATION						
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	М	Visitor N	o.s by Year	and Share	of Total						
Non-Serviced M	1.197	1.202	1.152	1.175	1.161	1.200	1.212	1.294	1.327	1.374	0.458	0.917	1.50					20.0%					
All Visitor Types M	8.366	8.085	7.977	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876											
Share of Total %	14.3%	14.9%	14.4%	13.9%	13.2%	12.9%	13.2%	13.9%	14.1%	14.0%	13.1%	11.6%	1.00					15.0%					
Annual Change in Share %		3.9%	-2.9%	-4.0%	-4.8%	-2.1%	2.1%	5.6%	0.9%	-0.2%	-6.6%	-11.1%	1.00										
Change in Share from 2010 %		3.9%	0.9%	-3.1%	-7.8%	-9.7%	-7.8%	-2.6%	-1.8%	-2.0%	-8.5%	-18.6%						10.0%					
Avg Ann. Change in Share %		3.9%	0.5%	-1.0%	-1.9%	-1.9%	-1.3%	-0.4%	-0.2%	-0.2%	-0.8%	-1.7%	0.50					5.0%					
														2010	2013 2014 2015	2016 2017 2018	2019						
													0.00	Non-Se	rviced M		Share of Tot	0.0%					
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Visiting Number Visiting N	STEAM FINAL TREND REPORT F		2021								2	2010 to 2021	L	SF	-R	,	VISITOR N	IUMBERS	
Key S S S S S S S S S		JUNCIL					4001711.401	D 0114 DT5											
The contract of 3% or more in the c						, N			К					CALEND	AR YEAR				
Less than 3% change Q1					VICITOR				05NTA 05 0	UANGES.							QUAI	RTER	
A Fall of 3% or more JAN FEB MAR APR MAY JUN JUN AUG SEP OCT NOV DEC NOV CL Q2 Q3 Q4 Q4 Q4 Q5 Q5 Q5 Q5 Q5			01		VISITORI		N IHOUSA	INDS / PER		HANGES		04		TOTAL	0/ C l				
% Change 2020 1 2021 1 2021 1 2020 1 100.0% 1 100.0% 1 100.0% 1 20		1001		144D	4.00					CED	OCT		DEC	IOIAL	% Cnange	01	02	03	04
**************************************		-												72 (9/		QI	-		
2010 0005 22.8 9.1 10.1 19.2 15.2 12.8 16.7 17.0 10.5 10.6 8.7 19.7 17.1					-100.0%	-89.4%	-89.4%			-47.0%	-47.0%	-47.0%	-47.0%		- e		-93.8%		-47.0%
2010 0005 22.8 9.1 10.1 19.2 15.2 12.8 16.7 17.0 10.5 10.6 8.7 19.7 17.1	•				0.10/	0.10/	0.10/			4.30/	4 20/	4.20/	4.30/		nnuk hang		0.50/		4 30/
2011 006 22.7 9.1 10.1 19.2 15.1 12.2 16.6 16.0 10.4 10.6 8.7 19.7 17.3 -0.4% 41.8 46.5 44.0 38. 2012 0005 23.6 9.4 10.5 19.9 15.7 12.7 17.3 17.6 10.9 11.0 9.0 20.4 17.7 3.5% 43.5 48.3 45.7 40.3 2013 0005 23.6 9.5 10.5 20.0 15.8 11.2 17.7 17.3 17.6 10.9 11.0 9.1 20.5 17.8 0.2% 43.5 48.3 45.7 40.3 2014 0005 23.7 9.5 10.5 20.0 15.8 11.2 17.4 17.7 10.9 11.1 9.1 20.5 17.8 0.2% 43.7 48.5 46.0 40.0 2016 0005 23.8 9.5 10.6 20.1 15.9 12.8 17.4 17.7 11.0 11.1 9.1 20.5 17.8 0.2% 43.7 48.5 48.7 46.0 40.0 2016 0005 23.8 9.5 10.6 20.1 15.8 11.2 17.5 17.8 11.0 11.1 9.1 20.5 17.9 0.4% 43.9 48.7 46.0 40.0 2017 0005 23.8 9.5 10.6 20.1 15.9 12.8 17.4 17.7 11.0 11.1 9.1 20.5 17.9 0.4% 43.9 48.7 46.0 40.0 2018 0005 23.8 9.5 10.6 20.1 15.9 12.8 17.5 17.8 11.0 11.1 9.1 20.5 17.9 0.3% 44.0 48.8 46.7 46.0 40.0 2018 0005 23.8 9.5 10.6 20.1 15.9 12.8 17.5 17.8 11.0 11.1 9.1 20.5 17.9 0.3% 44.0 48.8 46.7 46.0 40.0 2018 0005 23.0 9.6 10.6 20.2 15.9 12.9 17.5 17.8 11.0 11.1 9.1 20.7 18.0 0.3% 44.0 48.8 46.3 40.0 2018 0005 23.0 9.6 10.6 20.2 15.9 12.9 17.5 17.8 11.0 11.2 9.2 20.7 18.0 0.3% 44.0 48.8 46.3 40.0 2019 0005 24.0 9.6 10.7 20.2 16.0 12.9 17.5 17.8 11.0 11.2 9.2 20.0 18.0 0.3% 44.1 48.0 46.8 41.0 2020 0005 24.0 9.6 10.7 20.2 16.0 12.9 17.5 17.8 11.0 11.2 9.2 20.0 18.0 0.3% 44.1 48.0 46.8 41.0 2020 0005 24.0 9.6 10.7 20.2 16.0 12.9 17.5 17.8 11.0 11.0 11.0 11.0 11.0 11.0 11.0 11															ס א				
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2021 000s					20.2	16.0	12.9			11.0	11.2	9.2	20.8				49.1		41.1
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SHARE OF MARKET 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 000s Visitor No.s by Year and Share of Total SFR 000s 172.1 171.3 177.9 178.4 178.8 179.6 179.5 180.0 180.5 181.0 45.0 47.1 200.00 All Visitor Types M 8.4 8.1 8.0 8.5 8.8 9.3 9.2 9.3 9.4 9.8 3.5 7.9 Share of Total % 2.1% 2.1% 2.2% 2.1% 2.0% 1.9% 2.0% 1.9% 1.9% 1.8% 1.3% 0.6% 150.00 Annual Change in Share % 3.0% 5.3% 5.6% 5.6% 5.4% 5.6% 5.0% 5.0% 5.8% 5.0% 5.3% 5.00 Avg Ann. Change in Share % 3.0% 4.2% 0.8% 5.3% 5.0.0 0.8% 5.0% 5.0% 5.0% 5.0% 5.0% 5.0% 5.0% 5.0	2021 0003				VISITO			6.5	9.0	5.0	5.0	4.0	10.5	47.1	4.770	SI		25.5	20.7
SFR 000s 172.1 171.3 177.9 178.4 178.8 179.6 179.5 180.0 180.5 181.0 45.0 47.1 200.00 2.5% All Visitor Types M 8.4 8.1 8.0 8.5 8.8 9.3 9.2 9.3 9.4 9.8 3.5 7.9 Share of Total % 2.1% 2.2% 2.1% 2.0% 1.9% 2.0% 1.9% 1.9% 1.8% 1.8% 1.3% 0.6% 150.00 150.00 Annual Change in Share % 3.0% 5.3% -5.6% -3.4% -4.9% 1.1% -0.9% -1.3% -3.3% -30.5% -53.5% 100.00 Avg Ann. Change in Share from 2010 % 3.0% 4.2% 0.8% -0.3% -1.2% -0.8% -0.8% -0.8% -0.8% -0.8% -0.8% -0.9% -1.1% -3.8% -6.4% 50.00 0.0%	SHARE OF MARKET	2010	2011	2012				2016	2017	2018	2019	2020	2021	000-	Visitor N			of Total	
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SPR WUUS Share of Total % Report Prepared by: Cathy James. Date of Issue: 04/08/2	This report is convigable (Clobal Tourism Col. 11-1-17 (110 144)	2022													SFR (

STEAM FINAL TREND REPORT FOR		2021								2	1010 to 2021		STAYING	VISITOR	,	VISITOR N	IUMBERS	
VISITOR NUMBERS BY:	OTTOIL				ľ	MONTH AN	D QUARTEI	₹										
KEY						STAYING	VISITOR						CALEND	AR YEAR				
An increase of 3% or more				VISITO	RNUMBERS	S IN MILLIO	NS / PERCE	NTAGE CH	ANGES							QUAI	RTER	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-100.0%	-100.0%	-88.9%	-68.5%	-57.0%	-32.0%	-20.3%	-11.1%	-4.3%	9.8%	-6.1%	1.6%	-32.7%		-94.5%	-51.6%	-12.3%	3.1%
% Change 2020 to 2021	-100.0%	-100.0%	-84.9%				364.4%	40.5%	24.2%		199.4%	503.9%	76.2%	Annual Change	-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%	G, A	-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	2013 M 0.084 0.130 0.190 0.219 0.266 0.266 0.308 0.334 0.233 0.202 0.170 2014 M 0.095 0.126 0.193 0.229 0.275 0.258 0.303 0.330 0.236 0.210 0.168														0.404	0.751	0.874	0.480
															0.413	0.763	0.868	0.473
2015 M	0.094	0.130	0.194	0.233	0.285	0.263	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
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		Visitor N	STAYING		of Total	
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	М	VISITORIN	o.s by rear	and Share	or rotal	
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	3.00					35.0%
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%	2.50					30.0% 25.0%
Annual Change in Share %	20.770	7.2%	-1.9%	-1.8%	-3.4%	-3.0%	- 4.5 %	1.1%	-0.1%	-1.9%	-0.4%	- 21.7%	2.00					25.0%
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%	1.50					15.0%
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%	1.00					10.0%
70		3.275	2.075	2.2,0	0.0,0	0.0,0	2.0,0	0.070	0.0,0	0.070	0.570	2.0,0	0.50	2010	2013 2014 2015	2016	019	5.0%
													0.00					0.0%
This report is copyright © Global Tourism Solutions (UK) Ltd	2022													Staying	Visitor M	ort Prepared by: Ca	Share of To	
This report is copyright to diodal Tourism Solutions (UK) Ltd	LV44														керо	ль гтерагей ру: Са	kiny James, Date 01	133US. U4/U8/ZZ

STEAM FINAL TREND REPORT F		2021								2	010 to 2021		DAY V	ISITOR	,	VISITOR N	IUMBERS	
VISITOR NUMBERS BY:	7011012				N	MONTH AN	D QUARTE	R			-							
KEY						DAY VI	SITOR						CALEND	AR YEAR				
An increase of 3% or more				VISITO	R NUMBER:	S IN MILLIO	NS / PERCE	ENTAGE CH	ANGES							QUAI	RTER	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-100.0%	-100.0%	-62.4%	-10.6%	-5.3%	6.5%	24.4%	30.7%	28.3%	-0.2%	101.3%	88.5%	5.0%		-85.9%	-3.5%	28.0%	17.3%
% Change 2020 to 2021	-100.0%	-100.0%	-58.8%	13480.5%	9239.3%	5308.5%	183.4%	80.9%	44.2%	2679.8%	109.7%	97.7%	142.3%	Annual Change	-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%	Ę, Ą	-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 1.174	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	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	0.094	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	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 2020 M	0.069	0.379	0.255	0.858	0.854	0.788	1.162 0.409	1.466 0.869	0.789	0.406	0.145	0.049 0.020	7.220 2.585	4.4% -64.2%	0.704	2.499 0.026	3.417 1.832	0.599
2021 M	0.070	0.369	0.080	0.706	0.652	0.014	1.160	1.573	0.553	0.389	0.062	0.020	6.263		0.080	2.097	3.530	0.095
2021			0.080		OR NUMBER		1.100	1.373	0.738	0.389	0.123	0.039	0.203	142.3/0	DAY V		3.330	0.557
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	М	Visitor N		r and Share	of Total	
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	8.00		,			100.0%
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	0.00		_			
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%	6.00				-1	80.0%
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%			-		_	60.0%
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%	4.00	ш	111	ш		40.0%
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%	2.00	\mathbf{III}				
														2010	2013 2014 2015	2016 2017 2018	2019	20.0%
													0.00	Day Vi	sitor M		Share of Tota	0.0%
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Visitor Days

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

Visitor Types: Total

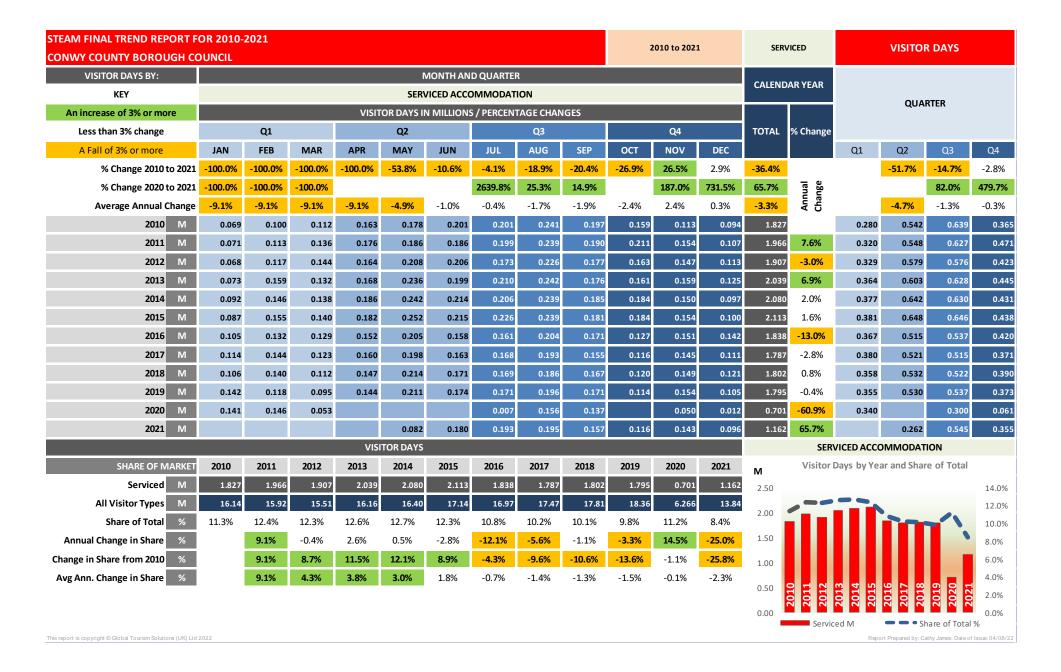
Serviced Accommodation
Non-Serviced Accommodation

SFR

Staying Visitor Day Visitor

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STEAM FINAL TREND REPORT F		2021								2	010 to 2021		то	TAL		VISITOR	RDAYS	
VISITOR DAYS BY:					N	лоnth an	D QUARTEI	₹					CALEND	AR YEAR				
KEY						TO	ΓAL						CALEND	AN TEAN		QUAF	TED	
An increase of 3% or more				VISIT	OR DAYS I	MILLIONS	/ PERCEN	TAGE CHAN	IGES							QUAI	VIEIV	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-100.0%	-100.0%	-79.8%	-33.7%	-36.7%	-22.7%	-6.7%	10.7%	12.8%	22.5%	-3.0%	20.7%	-14.3%	_	-88.9%	-30.9%	5.3%	16.3%
% Change 2020 to 2021	-100.0%	-100.0%		22209.7%	16213.1%	10461.4%	203.5%	60.5%	31.6%	11563.6%	166.8%	273.0%	120.9%	Annual Change	-90.0%	14382.5%	75.1%	801.5%
Average Annual Change	-9.1%	-9.1%	-7.3%	-3.1%	-3.3%	-2.1%	-0.6%	1.0%	1.2%	2.0%	-0.3%	1.9%	-1.3%	F P	-8.1%	-2.8%	0.5%	1.5%
2010 M	0.227	0.455	0.824	1.750	1.801	1.864	2.472	2.864	1.841	1.333	0.479	0.234	16.14		1.506	5.415	7.177	2.046
2011 M	0.230	0.465	0.861	1.827	1.805	1.826	2.296	2.694	1.759	1.347	0.560	0.249	15.92	-1.4%	1.557	5.457	6.748	2.156
2012 M	0.212	0.487	0.931	1.637	1.686	1.739	2.265	2.577	1.774	1.337	0.572	0.288	15.51	-2.6%	1.630	5.062	6.616	2.197
2013 M	0.227	0.477	0.961	1.538	2.021	1.844	2.461	2.822	1.742	1.204	0.584	0.282	16.16	4.2%	1.665	5.403	7.025	2.070
2014 M	0.248	0.492	0.987	1.677	2.038	1.748	2.428	2.911	1.802	1.208	0.583	0.273	16.40	1.4%	1.727	5.464	7.141	2.064
2015 M 2016 M	0.256	0.519	1.008	1.746	2.124	1.815	2.633	3.086	1.853 1.834	1.265	0.586	0.253	17.14 16.97	4.6% -1.0%	1.783	5.685	7.573	2.10
2016 W	0.264	0.493	1.123	1.632 2.001	1.886	2.008 1.954	2.642	2.998	1.834	1.220	0.584	0.306 0.297		3.0%	1.880	5.525 5.946	7.453	2.109
2017 IVI	0.298	0.541	1.019	1.860	2.098	2.111	2.642	2.940	1.921	1.337	0.629	0.297	17.47 17.81	1.9%	1.906	6.069	7.430 7.503	2.23
2019 M	0.366	0.575	1.047	2.005	2.134	2.048	2.705	3.018	1.921	1.463	0.664	0.349	18.36	3.1%	2.028	6.187	7.665	2.47
2020 M	0.358	0.628	0.675	0.005	0.007	0.014	0.760	1.976	1.579	0.014	0.174	0.076	6.266	-65.9%	1.661	0.026	4.315	0.26
2021 M	0.550	0.020	0.167	1.161	1.139	1.441	2.306	3.171	2.077	1.632	0.465	0.283	13.84		0.167	3.741	7.554	2.380
					TOR DAYS										TO ⁻			
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	М	Visitor [Days by Ye	ar and Shar	e of Total	
Total 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	20.00					120.0%
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	20.00					100.0%
Share of Total %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	15.00	Ш				
Annual Change in Share %														ш	ш			80.0%
Change in Share from 2010 %													10.00	ш	Ш			60.0%
Avg Ann. Change in Share %													5.00			10 5 00		40.0%
															2014	2016 2017 2018	2019	20.0%
													0.00	Total	M	— — • Sha	ro of Total 9	0.0%
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STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL												2010 to 2021 NON-SERVICED				VISITOR DAYS			
VISITOR DAYS BY:	JUNCIL					AONTH AN	D QUARTE	•											
KEY	_	NON-SERVICED ACCOMMODATION																	
An increase of 3% or more	-	-	-	VISIT	OR DAYS II					QUAI	RTER								
Less than 3% change		Q1			Q2		,,	Q3	Q4			TOTAL	% Change						
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	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%		-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%	ual Ige	-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%	Annual Change	-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	ı	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	
				VISI	TOR DAYS									NON-SI	SERVICED ACCOMMODATION				
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	М	Visitor [Days by Yea	ar and Shar	e of Total		
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	10.00					60.0%	
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	8.00					50.0%	
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%	0.00	ΙП	$\Pi\Pi$			40.0%	
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%	6.00	ш	Ш			30.0%	
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 %	4.00	ш	Ш			20.0%	
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%	2.00	0 7 7	w 4 n	9 7 8	020		
														70 Z0 Z	2013 2014 2015	2016 2017 2018	202	10.0%	
													0.00	Non-Ser	viced M		Share of Tot	0.0% al %	
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STEAM FINAL TREND REPORT FO	TREND REPORT FOR 2010-2021 NTY BOROUGH COUNCIL												2010 to 2021 SFR			VISITOR DAYS			
VISITOR DAYS BY:	ONCIL				N	/ONTH AN	D QUARTE	R						AR YEAR					
KEY	SFR																		
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES															QUAI	RTER		
Less than 3% change		Q1		Q2 Q3							Q4			% Change					
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	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%					10.8%	Annual Change			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%	G _R		-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 2019 000s	59.8 59.9	20.1	22.8	54.5 54.6	35.1 35.2	27.0 27.1	43.8 43.9	46.4 46.5	23.9 24.0	23.9	18.6	53.9 54.0	429.7 430.9	0.3% 0.3%	102.7 103.0	116.6 116.9	114.1 114.4	96.3 96.6	
2019 000s	59.9	20.1	12.5	54.6	35.2	27.1	43.9	46.5	24.0	23.9	18./	54.0	101.7	- 76.4 %	92.6	116.9	9.0	96.6	
2021 000s	39.9	20.1	12.5		3.5	2.7	22.2	23.5	12.1	12.1	9.4	27.2	112.7	10.8%	92.0	6.3	57.7	48.7	
2022 0003				VISI	TOR DAYS	2.7	22.2	23.3	12.12	12.12	3.14	27.2		10.070	SI		37.7	40.7	
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	Visitor [Days by Ye	ar and Shar	e of Total		
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	500.00					3.0%	
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					_	2.5%	
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%	400.00	ш				2.0%	
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%	300.00	ш	ш				
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%	200.00	ш	Ш			1.5%	
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%	100.00		2 L	9 7 8	6 .0 .	1.0%	
													100.00	2010 2011 2012	2013 2014 2015	2016 2017 2018	2019	0.5%	
													0.00	SFR 0		Sh:	are of Total	0.0%	
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	TEAM FINAL TREND REPORT FOR 2010-2021 DNWY COUNTY BOROUGH COUNCIL												STAYING	VISITOR	VISITOR DAYS				
VISITOR DAYS BY:					N	MONTH AN	D QUARTEF	₹											
KEY						STAYING	VISITOR						CALEND	AR YEAR	QUARTER				
An increase of 3% or more	VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES															QUAI	KIEK		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change					
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021	-100.0%	-100.0%	-85.8%	-52.7%	-56.2%	-40.0%	-25.5%	-3.8%	4.9%	31.8%	-19.1%	14.2%	-25.5%		-90.7%	-49.3%	-9.0%	16.0%	
% Change 2020 to 2021	-100.0%	-100.0%	-81.9%				226.8%	44.4%	24.7%		198.0%	334.1%	105.9%	Annual Change	-91.5%		62.1%	979.7%	
Average Annual Change	-9.1%	-9.1%	-7.8%	-4.8%	-5.1%	-3.6%	-2.3%	-0.3%	0.4%	2.9%	-1.7%	1.3%	-2.3%	Ą Š	-8.2%	-4.5%	-0.8%	1.5%	
2010 M	0.156	0.174	0.613	0.960	1.112	1.171	1.539	1.661	1.220	0.943	0.415	0.214	10.18		0.942	3.243	4.419	1.572	
2011 M	0.163	0.188	0.658	1.066	1.187	1.183	1.494	1.610	1.148	0.943	0.462	0.218	10.32	1.4%	1.009	3.436	4.251	1.623	
2012 M	0.153	0.191	0.645	0.951	1.048	1.159	1.403	1.553	1.131	0.971	0.480	0.249	9.933	-3.7%	0.989	3.157	4.087	1.700	
2013 M	0.174	0.234	0.709	0.906	1.130	1.215	1.458	1.649	1.117	0.868	0.487	0.248	10.20	2.6%	1.117	3.252	4.223	1.604	
2014 M	0.192	0.236	0.715	0.925	1.180	1.119	1.431	1.628	1.114	0.847	0.489	0.240	10.12	-0.8%	1.143	3.224	4.173	1.577	
2015 M	0.196	0.236	0.720	0.960	1.222	1.151	1.542	1.714	1.108	0.880	0.487	0.218	10.43	3.1%	1.152	3.332	4.365	1.584	
2016 M	0.203	0.207	0.768	0.978	1.064	1.266	1.537	1.552	1.085	0.816	0.477	0.265	10.22	-2.1%	1.178	3.307	4.174	1.559	
2017 M 2018 M	0.237	0.243	0.780	1.156 1.106	1.170 1.262	1.232	1.518 1.546	1.534 1.545	1.085	0.988 1.016	0.472 0.503	0.255 0.263	10.67	4.4% 2.1%	1.260 1.272	3.557	4.137 4.208	1.714	
2019 M	0.221	0.245	0.806	1.106	1.282	1.263	1.546	1.545	1.118	1.016	0.503	0.263	11.14	2.1%	1.325	3.687	4.208	1.782	
2020 M	0.288	0.259	0.792	1.147	1.280	1.200	0.351	1.106	1.026	1.057	0.519	0.056	3.681	-66.9%	1.029	3.007	2.483	0.169	
2021 M	0.200	0.233	0.087	0.454	0.487	0.703	1.146	1.598	1.279	1.243	0.336	0.244	7.578		0.087	1.644	4.024	1.823	
			U.UU:		TOR DAYS	000		2,000			0.000	0.211	7.575	200.070	STAYING			1.020	
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	М	Visitor [ar and Shar	e of Total		
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	12.00					70.0%	
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	10.00			-95	.	60.0%	
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%		ш				50.0%	
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%	8.00	ш				40.0%	
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%	6.00	ш	ш			30.0%	
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%	4.00		w 4 10	10 N M		20.0%	
													2.00		2013 2014 2015	2016 2017 2018	2020	10.0%	
													0.00	Staving	Visitor M		Share of Tot	0.0%	
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STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL												2010 to 2021 DAY VISITOR			VISITOR DAYS					
VISITOR DAYS BY:					ı	MONTH AN	D QUARTE	R												
KEY						DAY VI	SITOR						CALEND	AR YEAR						
An increase of 3% or more	VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES														QUARTER					
Less than 3% change	Q1 Q2 Q3 Q4 TOTAL % Char									% Change										
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2010 to 2021	-100.0%	-100.0%	-62.4%	-10.6%	-5.3%	6.5%	24.4%	30.7%	28.3%	-0.2%	101.3%	88.5%	5.0%		-85.9%	-3.5%	28.0%	17.3%		
% Change 2020 to 2021	-100.0%	-100.0%	-58.8%	13480.5%	9239.3%	5308.5%	183.4%	80.9%	44.2%	2679.8%	109.7%	97.7%	142.3%	Annual Change	-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%	r Ä	-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 2016 M	0.061	0.283	0.287	0.786	0.903	0.664	1.091	1.372 1.446	0.745 0.750	0.385	0.099	0.035 0.040	6.710 6.749	6.9% 0.6%	0.631	2.353	3.208 3.279	0.519 0.550		
2016 W	0.061	0.286	0.355	0.845	0.822	0.742	1.083	1.446	0.750	0.403	0.107	0.040	6.749	0.8%	0.702	2.218	3.279	0.550		
2017 M	0.063	0.297	0.239	0.845	0.823	0.722	1.124	1.405	0.764	0.349	0.131	0.043	6.801	1.7%	0.635	2.389	3.293	0.522		
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		0.080	2.097	3.530	0.557		
				VISI	TOR DAYS										DAY VISITOR					
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	М	Visitor I	Days by Ye	ar and Shar	e of Total			
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	8.00					50.0%		
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			_	a		40.0%		
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%	6.00					40.0%		
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%	4.00	ш	ш			30.0%		
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%	4.00	ш	ш			20.0%		
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%	2.00	0 4 7	w 4 w	9 / 8	6 0 -	10.0%		
														2010 2011 2012	2013 2014 2015	2016 2017 2018	2019 2020 2021			
													0.00	Day Vis	sitor M	- • s	hare of Tota	0.0% I %		
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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 20										20	10 to 202	21	то	TAL	T	OTAL EMP	LOYMEN	т
CONWY COUNTY BOROUGH COUNC	:IL																	
EMPLOYMENT BY:					-	MONTH AN		R					CALEND	AR YEAR				
KEY						TO	ΓAL									QUAI	RTER	
An increase of 3% or more			TOTAL E	MPLOYMEN	NT IN FULL	TIME EQUI	VALENTS (F	TEs) / PERC	ENTAGE C	HANGES								
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-100.0%	-100.0%	-85.1%	-70.8%	-64.3%	-18.1%	-6.3%	1.2%	1.2%	6.8%	-1.3%	7.2%	-27.8%		-93.3%	-50.7%	-1.3%	4.7%
% Change 2020 to 2021	-100.0%	-100.0%	-80.9%			4187.2%	150.8%	24.7%	6.4%	10037.1%	84.3%	121.4%	59.9%	Annual Change	-93.4%	7481.4%	40.8%	325.2%
Average Annual Change	-9.1%	-9.1%	-7.7%	-6.4%	-5.8%	-1.6%	-0.6%	0.1%	0.1%	0.6%	-0.1%	0.7%	-2.5%	Ch ₈	-8.5%	-4.6%	-0.1%	0.4%
2010 FTEs	4,149	6,129	8,474	15,108	15,342	15,717	19,912	22,878	15,918	11,918	6,129	4,349	12,169		6,251	15,389	19,569	7,465
2011 FTEs	4,144	6,139	8,586	15,451	15,073	15,324	18,351	21,188	15,128	11,979	6,639	4,429	11,869	-2.5%	6,290	15,283	18,223	7,682
2012 FTEs	4,023	6,318	9,137	14,078	14,340	14,708	18,145	20,433	15,104	11,777	6,730	4,741	11,628	-2.0%	6,493	14,375	17,894	7,750
2013 FTEs	4,155	6,278	9,366	13,394	16,779	15,337	19,585	22,302	14,881	11,014	6,844	4,737	12,056	3.7%	6,600	15,170	18,923	7,532
2014 FTEs	4,151	5,995	8,930	13,330	15,560	13,603	17,728	21,131	14,114	10,281	6,468	4,462	11,313	-6.2%	6,359	14,164	17,657	7,070
2015 FTEs	4,264	6,310	9,286	14,231	16,668	14,456	19,697	23,027	14,866	10,924	6,614	4,383	12,060	6.6%	6,620	15,118	19,197	7,307
2016 FTEs	4,358	6,127	10,049	13,374	14,908	15,748	19,623	22,429	14,746	10,590	6,587	4,771	11,942	-1.0%	6,845	14,677	18,933	7,316
2017 FTEs	4,570	6,423	9,177	15,529	15,246	15,102	19,455	21,901	14,608	11,002	6,631	4,687	12,028	0.7%	6,723	15,292	18,655	7,440
2018 FTEs	4,430	6,548	9,160	14,185	15,634	15,804	19,252	21,480	14,788	11,141	6,706	4,732	11,989	-0.3%	6,713	15,208	18,507	7,527
2019 FTEs	5,169	6,942	9,402	15,631	16,371	15,816	20,062	22,570	15,390	11,896	7,079	5,079	12,617	5.2%	7,171	15,939	19,341	8,018
2020 FTEs	5,173	7,196	6,595	-	-	300	7,442	18,557	15,135	126	3,282	2,105	5,493	-56.5%	6,321	100	13,711	1,838
2021 FTEs	-	-	1,261	4,418	5,477	12,878	18,666	23,148	16,107	12,731	6,047	4,662	8,783	59.9%	420	7,591	19,307	7,813
				EMF	PLOYMENT										TO	ΓAL		
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs	Employm	ent (FTEs)	and Share	of Total (%)
Total FTEs	12,169	11,869	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	14,000					120.0%
Total Employment FTEs	12,169	11,869	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	12,000					100.0%
Share of Total %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	10,000					80.0%
Annual Change in Share %													8,000					
Change in Share from 2010 %													6,000					60.0%
Avg Ann. Change in Share %													4,000					40.0%
													2,000	2017	2014	2016	2019 2020 2021	20.0%
													0	Total	ETEc		hare of Tota	0.0%
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STEAM FINAL TREND REPORT FOR 20										20	10 to 202	21	SERV	/ICED	D	IRECT EMI	PLOYMEN	IT
CONWY COUNTY BOROUGH COUNC	:IL																	
EMPLOYMENT BY:						MONTH AN							CALEND	AR YEAR				
KEY						/ICED ACCO										QUAI	RTER	
An increase of 3% or more			DIRECT E	MPLOYME		TIME EQUI	VALENTS (I	, ,	CENTAGE C	HANGES								
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-100.0%	-100.0%	-100.0%	-100.0%	-61.3%	-21.1%	-16.0%	-23.4%	-23.7%	-25.4%	-13.5%	-16.5%	-47.7%	_ a		-59.9%	-21.1%	-18.8%
% Change 2020 to 2021	-100.0%	-100.0%	-100.0%				1075.2%	6.7%	3.4%		83.5%	171.7%	39.4%	Annual Change			53.9%	228.9%
Average Annual Change	-9.1%	-9.1%	-9.1%	-9.1%	-5.6%	-1.9%	-1.5%	-2.1%	-2.2%	-2.3%	-1.2%	-1.5%	-4.3%	≨ 5		-5.4%	-1.9%	-1.7%
2010 FTEs	2,168	2,516	2,786	3,142	3,224	3,350	3,357	3,577	3,327	3,078	2,725	2,445	2,974		2,490	3,238	3,420	2,749
2011 FTEs	2,172	2,571	2,895	3,194	3,242	3,248	3,306	3,538	3,304	3,340	2,912	2,500	3,019	1.5%	2,546	3,228	3,383	2,917
2012 FTEs	2,167	2,593	2,935	3,135	3,371	3,364	3,214	3,483	3,219	3,088	2,890	2,542	3,000	-0.6%	2,565	3,290	3,305	2,840
2013 FTEs	2,197	2,806	2,891	3,157	3,537	3,340	3,411	3,579	3,226	3,091	2,963	2,630	3,069	2.3%	2,631	3,345	3,405	2,895
2014 FTEs	2,266	2,683	2,870	3,186	3,483	3,331	3,302	3,474	3,208	3,126	2,859	2,438	3,019	-1.6%	2,606	3,333	3,328	2,808
2015 FTEs	2,251	2,751	2,896	3,198	3,574	3,369	3,438	3,513	3,208	3,149	2,901	2,467	3,060	1.4%	2,633	3,380	3,386	2,839
2016 FTEs	2,119	2,392	2,538	2,717	3,000	2,767	2,805	3,003	2,831	2,578	2,601	2,412	2,647	-13.5%	2,350	2,828	2,879	2,530
2017 FTEs	2,072	2,362	2,391	2,636	2,833	2,651	2,694	2,807	2,612	2,405	2,463	2,186	2,509	-5.2%	2,275	2,706	2,704	2,352
2018 FTEs	1,959	2,253	2,229	2,440	2,794	2,557	2,568	2,646	2,554	2,304	2,375	2,143	2,402	-4.3%	2,147	2,597	2,590	2,274
2019 FTEs	2,219	2,148	2,169	2,446	2,802	2,597	2,597	2,721	2,598	2,294	2,415	2,086	2,424	0.9%	2,179	2,615	2,639	2,265
2020 FTEs	2,229	2,339	1,536	-	-	-	240	2,566	2,455	-	1,284	752	1,117	-53.9%	2,035		1,754	679
2021 FTEs	-	-	-	-	1,249	2,643	2,821	2,738	2,537	2,298	2,356	2,042	1,557	39.4%		1,297	2,699	2,232
				EMF	PLOYMENT									SER\	/ICED ACC	DMMODAT	ION	
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs	Employm	ent (FTEs)	and Share	of Total (%)
Serviced FTEs	2,974	3,019	3,000	3,069	3,019	3,060	2,647	2,509	2,402	2,424	1,117	1,557	3,500					30.0%
Total Employment FTEs	12,169	11,869	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	3,000	- 77				25.0%
Share of Total %	24.4%	25.4%	25.8%	25.5%	26.7%	25.4%	22.2%	20.9%	20.0%	19.2%	20.3%	17.7%	2,500					20.0%
Annual Change in Share %		4.0%	1.5%	-1.3%	4.8%	-4.9%	-12.6%	-5.9%	-4.0%	-4.1%	5.8%	-12.8%	2,000					15.0%
Change in Share from 2010 %		4.0%	5.5%	4.1%	9.2%	3.8%	-9.3%	-14.6%	-18.0%	-21.4%	-16.8%	-27.5%	1,500					
Avg Ann. Change in Share %		4.0%	2.8%	1.4%	2.3%	0.8%	-1.6%	-2.1%	-2.3%	-2.4%	-1.7%	-2.5%	1,000			10 5 80		10.0%
													500	2012	2012	2017	2019	5.0%
													0	Service	ed FTFs		Share of Tot	0.0%
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STEAM FINAL TREND REPORT FOR 20										20	10 to 202	!1	NON-SE	ERVICED	D	IRECT EMI	PLOYMEN	IT
CONWY COUNTY BOROUGH COUNC	.IL				_	ACNITU AN	D OLLA DEFE				_							
EMPLOYMENT BY:						MONTH AN							CALEND	AR YEAR				
KEY						ERVICED AC			0-0-0-0							QUAI	RTER	
An increase of 3% or more			DIRECT E	MPLOYME		TIME EQUI	VALENTS (I		CENTAGE C	HANGES								
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	44.70/		Q1	Q2	Q3	Q4
% Change 2010 to 2021	-100.0%	-100.0%	-80.1%	-18.0%	-36.7%	-25.6%	-16.2%	-1.1%	7.1%	40.1%	-3.6%	54.0%	-14.7%	= o	-87.9%	-27.2%	-4.0%	29.8%
% Change 2020 to 2021	-100.0%	-100.0%	-78.7%	4.50/	2.20/	2.20/	103.4%	8.9%	-0.3%	2.50/	87.7%	72.1%	70.0%	Annual Change	-89.9%	2.50/	22.5%	373.2%
Average Annual Change	-9.1%	-9.1%	-7.3%	-1.6%	-3.3%	-2.3%	-1.5%	-0.1%	0.6%	3.6%	-0.3%	4.9%	-1.3%	δĐ	-8.0%	-2.5%	-0.4%	2.7%
2010 FTEs 2011 FTEs	887	1,024	2,990	4,264	5,002	5,126	6,701 6,429	7,156	5,530	4,267 4,008	2,095	1,077	3,843	-1.0%	1,634	4,798	6,462 6,092	2,480
	909	1,025	3,019	4,723	5,239	5,325		6,725	5,121	,	2,088	1,029	3,803		1,651	5,095		2,375
2012 FTEs	865	1,011	2,930	4,140	4,433	5,048	6,051	6,499	4,967	4,316	2,199	1,141	3,633	- 4.5%	1,602	4,540	5,839	2,552
2013 FTEs	959	1,039	3,345	3,931	4,705	5,308	6,160	6,999	4,911	3,938	2,194	1,099	3,716	2.3%	1,781	4,648	6,023	2,410
2014 FTEs	934	1,077	3,162	3,735	4,670	4,494	5,640	6,644	4,566	3,506	2,148	1,156	3,478	-6.4%	1,724	4,300	5,617	2,270
2015 FTEs	985	1,052	3,274	4,085	5,011	4,795	6,270	7,311	4,682	3,770	2,167	1,051	3,704	6.5%	1,770	4,630	6,088	2,329
2016 FTEs	1,173	1,255	3,817	4,538	4,613	5,950	6,840	6,915	4,864	3,978	2,363	1,317	3,969	7.1%	2,082	5,034	6,206	2,553
2017 FTEs	1,365	1,444	3,891	5,275	5,041	5,652	6,610	6,996	4,897	4,701	2,397	1,468	4,145	4.4%	2,233	5,323	6,168	2,855
2018 FTEs	1,394	1,533	4,051	5,007	5,368	5,744	6,708	7,266	4,967	4,764	2,539	1,515	4,238	2.2%	2,326	5,373	6,314	2,939
2019 FTEs	1,582	1,605	4,137	5,309	5,575	5,740	6,755	7,026	5,202	5,080	2,610	1,736	4,363	3.0%	2,441	5,541	6,328	3,142
2020 FTEs 2021 FTEs	1,535	1,575	2,790	- 2.405	- 2467	- 2.045	2,760	6,500	5,942	-	1,076	964	1,928	-55.8%	1,966	2 402	5,067	680
ZUZI FIES	•	-	594	3,496	3,167 PLOYMENT	3,815	5,615	7,079	5,923	5,976	2,021	1,658	3,279	70.0%	198	3,493 CCOMMOD	6,205	3,219
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021				and Share)
Non-Serviced FTEs	3,843	3,803	3,633	3,716	3,478	3,704	3,969	4,145	4,238	4,363	1,928	3,279	FTEs	Linployiii	(1123)	and onaic	51 10tai (70	
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	5,000					40.0%
Share of Total %	31.6%	32.0%	31.2%	30.8%	30.7%	30.7%	33.2%	34.5%	35.4%	34.6%	35.1%	37.3%	4,000					30.0%
Annual Change in Share %	52.5/0	1.5%	-2.5%	-1.4%	-0.3%	-0.1%	8.2%	3.7%	2.6%	-2.2%	1.5%	6.3%	3,000					
Change in Share from 2010 %		1.5%	-1.1%	-2.4%	-2.7%	-2.8%	5.2%	9.1%	11.9%	9.5%	11.2%	18.2%	2.000					20.0%
Avg Ann. Change in Share %		1.5%	-0.5%	-0.8%	-0.7%	-0.6%	0.9%	1.3%	1.5%	1.1%	1.1%	1.7%	2,000					10.00/
70		2.0,0	0.070	0.0,0	3.7,3	0.0,0	0.570	2.0,0	2.575	2.2,0	2.2,0	2	1,000	011 211	0114	016 017 018	020	10.0%
													0		מאוא	7 7 7	N N N	0.0%
														Non-Ser	viced FTEs		Share of T	
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STEAM FINAL TREND REPORT FOR 20	10-2021									20	10 to 202	21	SF	FR	DI	RECT EM	PLOYMEN	IT
CONWY COUNTY BOROUGH COUNC	IL									_,	10 10 201						20 1111211	
EMPLOYMENT BY:					P	/ONTH AN	D QUARTE	R					CALEND	AR YEAR				
KEY						SF	R						CALLIND	7.11. T Z 7.11.		QUA	RTFR	
An increase of 3% or more			DIRECT EI	MPLOYME	NT IN FULL	TIME EQUI	VALENTS (FTEs) / PERG	CENTAGE C	HANGES						Qo7.		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-100.0%	-100.0%	-100.0%	-100.0%	-89.9%	-89.9%	-49.4%	-49.4%	-49.4%	-50.9%	-50.9%	-50.9%	-74.1%			-94.6%	-49.4%	-50.9%
% Change 2020 to 2021	-100.0%	-100.0%	-100.0%				266.4%	304.4%					6.0%	Annual Change			387.0%	
Average Annual Change	-9.1%	-9.1%	-9.1%	-9.1%	-8.2%	-8.2%	-4.5%	-4.5%	-4.5%	-4.6%	-4.6%	-4.6%	-6.7%	r A		-8.6%	-4.5%	-4.6%
2010 FTEs	245	82	94	224	144	111	180	190	98	98	76	221	147		141	160	156	132
2011 FTEs	239	80	91	218	140	108	175	186	96	96	74	216	143	-2.5%	137	155	152	129
2012 FTEs	248	83	95	227	146	112	182	193	99	99	77	224	149	3.9%	142	162	158	133
2013 FTEs	249	84	95	227	146	113	183	193	100	100	78	225	149	0.3%	143	162	159	134
2014 FTEs	233	78	89	212	137	105	171	181	93	93	72	210	140	-6.5%	133	151	148	125
2015 FTEs	243	82	93	222	143	110	178	189	97	97	76	219	146	4.5%	139	158	155	131
2016 FTEs	244	82	93	222	143	110	179	189	97	97	76	220	146	0.1%	140	158	155	131
2017 FTEs	238	80	91	217	140	108	175	185	95	95	74	215	143	-2.3%	136	155	152	128
2018 FTEs	235	79	90	214	138	106	172	182	94	94	73	212	141	-1.4%	134	153	149	126
2019 FTEs	241	81	92	220	141	109	177	187	96	96	75	217	144	2.7%	138	157	153	130
2020 FTEs	248	83	52	-	-	-	25	24	-	-	-	-	36	-75.1%	128		16	
2021 FTEs	-	-	-	-	15	11	91	96	50	48	38	109	38	6.0%		9	79	65
				EMP	LOYMENT										SF	R		
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs	Employm	ent (FTEs)	and Share	of Total (%)
SFR FTEs	147	143	149	149	140	146	146	143	141	144	36	38	200					1.4%
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	•					1.2%
Share of Total %	1.2%	1.2%	1.3%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.1%	0.7%	0.4%	150					1.0%
Annual Change in Share %		-0.1%	6.0%	-3.3%	-0.4%	-1.9%	1.1%	-3.0%	-1.1%	-2.4%	-42.8%	-33.7%	100					0.8%
Change in Share from 2010 %		-0.1%	6.0%	2.5%	2.1%	0.1%	1.2%	-1.8%	-2.9%	-5 .2 %	-45.8%	-64.1%	100					0.6%
Avg Ann. Change in Share %		-0.1%	3.0%	0.8%	0.5%	0.0%	0.2%	-0.3%	-0.4%	-0.6%	-4.6%	-5.8%	50					0.4%
														2012	2013	2017	2019	0.2%
													0	SFR	FTFc		hare of Tota	0.0%
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STEAM FINAL TREND REPORT FOR 20										20	10 to 202	1	STAYING	VISITOR	D	IRECT EM	PLOYMEN	IT
CONWY COUNTY BOROUGH COUNC	:IL																	
EMPLOYMENT BY:					N		D QUARTE	R					CALEND	AR YEAR				
KEY						STAYING										QUA	RTER	
An increase of 3% or more			DIRECT E	MPLOYMEI	NT IN FULL	TIME EQUI	VALENTS (I	FTEs) / PER	CENTAGE C	HANGES								
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-100.0%	-100.0%	-89.9%	-54.2%	-47.1%	- 24.7 %	-16.7%	-9.2%	-5.0%	11.8%	-9.8%	1.8%	-30.0%		-95.4%	-41.4%	-10.5%	2.9%
% Change 2020 to 2021	-100.0%	-100.0%	-86.4%				181.9%	9.1%	1.3%		87.0%	122.0%	58.2%	Annual Change	-95.2%		31.4%	305.9%
Average Annual Change	-9.1%	-9.1%	-8.2%	-4.9%	-4.3%	-2.2%	-1.5%	-0.8%	-0.5%	1.1%	-0.9%	0.2%	-2.7%	G, A	-8.7%	-3.8%	-1.0%	0.3%
2010 FTEs	3,300	3,622	5,870	7,630	8,370	8,587	10,238	10,923	8,955	7,443	4,897	3,743	6,965		4,264	8,195	10,039	5,361
2011 FTEs	3,320	3,676	6,006	8,135	8,621	8,681	9,911	10,449	8,521	7,444	5,074	3,744	6,965	0.0%	4,334	8,479	9,627	5,421
2012 FTEs	3,280	3,687	5,960	7,501	7,950	8,524	9,447	10,175	8,285	7,503	5,167	3,907	6,782	-2.6%	4,309	7,992	9,302	5,526
2013 FTEs	3,405	3,928	6,331	7,315	8,388	8,761	9,753	10,772	8,236	7,129	5,235	3,953	6,934	2.2%	4,555	8,155	9,587	5,439
2014 FTEs	3,432	3,838	6,121	7,134	8,290	7,930	9,113	10,299	7,867	6,725	5,079	3,804	6,636	-4.3%	4,464	7,785	9,093	5,203
2015 FTEs	3,480	3,885	6,263	7,505	8,728	8,274	9,886	11,013	7,987	7,016	5,144	3,738	6,910	4.1%	4,543	8,169	9,629	5,299
2016 FTEs	3,535	3,729	6,449	7,477	7,756	8,827	9,823	10,107	7,792	6,653	5,040	3,949	6,761	-2.1%	4,571	8,020	9,241	5,214
2017 FTEs	3,675	3,886	6,374	8,128	8,014	8,411	9,478	9,988	7,604	7,201	4,935	3,870	6,797	0.5%	4,645	8,184	9,024	5,335
2018 FTEs	3,588	3,864	6,370	7,661	8,300	8,408	9,448	10,095	7,615	7,161	4,987	3,869	6,781	-0.2%	4,608	8,123	9,053	5,339
2019 FTEs	4,042	3,835	6,398	7,975	8,518	8,445	9,529	9,934	7,897	7,470	5,100	4,039	6,932	2.2%	4,758	8,313	9,120	5,536
2020 FTEs	4,012	3,997	4,378	-	-	-	3,025	9,090	8,397	-	2,361	1,715	3,081	-55.5%	4,129		6,837	1,359
2021 FTEs	-	-	594	3,496	4,430	6,469	8,527	9,914	8,510	8,322	4,415	3,809	4,874	58.2%	198	4,799	8,984	5,515
				EMF	LOYMENT										STAYING	VISITOR		
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs	Employm	ent (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	10,000					100.0%
Total Employment FTEs	12,169	11,869	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	8,000					80.0%
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%	8,000	177				80.0%
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%	6,000					60.0%
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%	4,000					40.0%
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%	2.000					20.004
													2,000	2017	2013	2016	2020	20.0%
													0	Charin - 1	Visitor FTF -		• Share of T	0.0%
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STEAM FINAL TREND REPORT FOR 20										20	10 to 202	!1	DAY V	ISITOR	D	IRECT EMI	PLOYMEN	IT
CONWY COUNTY BOROUGH COUNC																		
EMPLOYMENT BY:					1	MONTH AN	-	₹					CALEND	AR YEAR				
KEY						DAY VI										QUAI	RTER	
An increase of 3% or more			DIRECT E	MPLOYME		TIME EQUI	VALENTS (I		CENTAGE C	HANGES								
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-100.0%	-100.0%	-66.3%	-100.0%	-100.0%	-4.3%	11.8%	17.5%	15.3%	-12.2%	77.1%	65.8%	-26.3%	_ 4:	-87.3%	-69.5%	15.0%	3.3%
% Change 2020 to 2021	-100.0%	-100.0%	-60.4%			1465.4%	117.4%	49.3%	19.0%	1875.0%	49.0%	40.5%	58.1%	Annual Change	-87.9%	1465.4%	56.4%	315.8%
Average Annual Change	-9.1%	-9.1%	-6.0%	-9.1%	-9.1%	-0.4%	1.1%	1.6%	1.4%	-1.1%	7.0%	6.0%	-2.4%	Ą Š	-7.9%	-6.3%	1.4%	0.3%
2010 FTEs	404	1,603	1,207	4,503	3,928	3,951	5,316	6,858	3,545	2,223	365	117	2,835		1,072	4,128	5,240	902
2011 FTEs	377	1,547	1,132	4,246	3,450	3,589	4,477	6,049	3,413	2,255	548	175	2,605	-8.1%	1,019	3,761	4,647	993
2012 FTEs	330	1,656	1,592	3,832	3,566	3,237	4,811	5,720	3,586	2,044	512	217	2,592	-0.5%	1,193	3,545	4,705	924
2013 FTEs	295	1,358	1,407	3,527	4,974	3,508	5,600	6,551	3,486	1,876	539	188	2,776	7.1%	1,020	4,003	5,212	868
2014 FTEs	283	1,280	1,362	3,764	4,293	3,148	4,988	6,420	3,437	1,807	469	163	2,618	-5.7%	975	3,735	4,948	813
2015 FTEs	316	1,477	1,500	4,104	4,715	3,469	5,700	7,165	3,889	2,010	517	183	2,920	11.6%	1,098	4,096	5,585	903
2016 FTEs	320	1,491	1,850	3,412	4,282	3,866	5,646	7,535	3,908	2,103	555	211	2,932	0.4%	1,220	3,853	5,696	956
2017 FTEs	309	1,525	1,227	4,330	4,218	3,701	5,762	7,206	3,916	1,789	672	218	2,906	-0.9%	1,020	4,083	5,628	893
2018 FTEs	314	1,657	1,210	3,775	4,191	4,250	5,649	6,837	4,025	1,896	632	216	2,888	-0.6%	1,060	4,072	5,504	915
2019 FTEs	359	1,970	1,327	4,457	4,436	4,093	6,038	7,619	4,100	2,107	753	254	3,126	8.3%	1,218	4,329	5,919	1,038
2020 FTEs	375	1,969	1,030	-	-	241	2,733	5,396	3,433	99	435	138	1,321	-57.8%	1,125	80	3,854	224
2021 FTEs	-	-	407	-	-	3,780	5,941	8,056	4,086	1,952	647	195	2,089	58.1%	136	1,260	6,028	931
				EMF	PLOYMENT										DAY V	ISITOR		
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs	Employm	ent (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	3,500					30.0%
Total Employment FTEs	12,169	11,869	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	3,000	_				25.0%
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%	2,500					20.0%
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%	2,000					
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%	1,500					15.0%
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%	1,000					10.0%
													500	2010	2013	2016	2019	5.0%
													0	Daw Ville	itor ETFo		Chara of T	0.0%
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STEAM FINAL TREND REPORT FOR 2010-2021						
CONWY COUNTY BOROUGH COUNCIL						
SERVICED ACCOMMODATION	20)21	Change	on 2020	Change	on 2010
2021	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	20)21	Change	on 2020	Change	on 2010
2021	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		

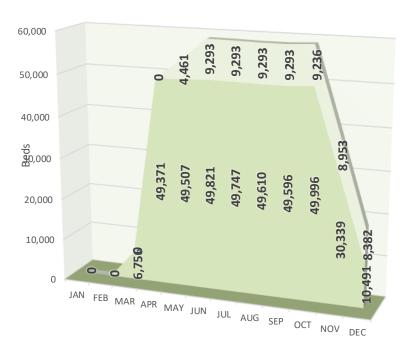
DISTRIBUTION BY TYPE OF ACCOMMODATION	20	21	Change	on 2020	Change	on 2010
2021	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	1,233	59,480	+41	+10,482	+170	-1,550
Serviced Accommodation Share of Total	26%	16%				
Non-Serviced Accommodation Share of Total	74%	84%				



ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE

SEASONAL AVAILABILITY OF BED SUPPLY 2021





SEASONAL AVAILABILITY OF BED SUPPLY						20	21					
2021	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	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

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

Report Sections With Historic Financial Data Indexed to 2021 Prices

Sections: Comparative Headlines Visitor Types: Total

Key MeasuresServiced AccommodationEconomic ImpactNon-Serviced Accommodation

Sectoral Analysis

Staying Visitor Day Visitor

SFR

Indexation: Indexation to: 2021

2010 1.35

2011 1.29

2012 1.24

2013 1.20

2014 1.17

2015 1.15

2016 1.14

2017 1.11

2018 1.07

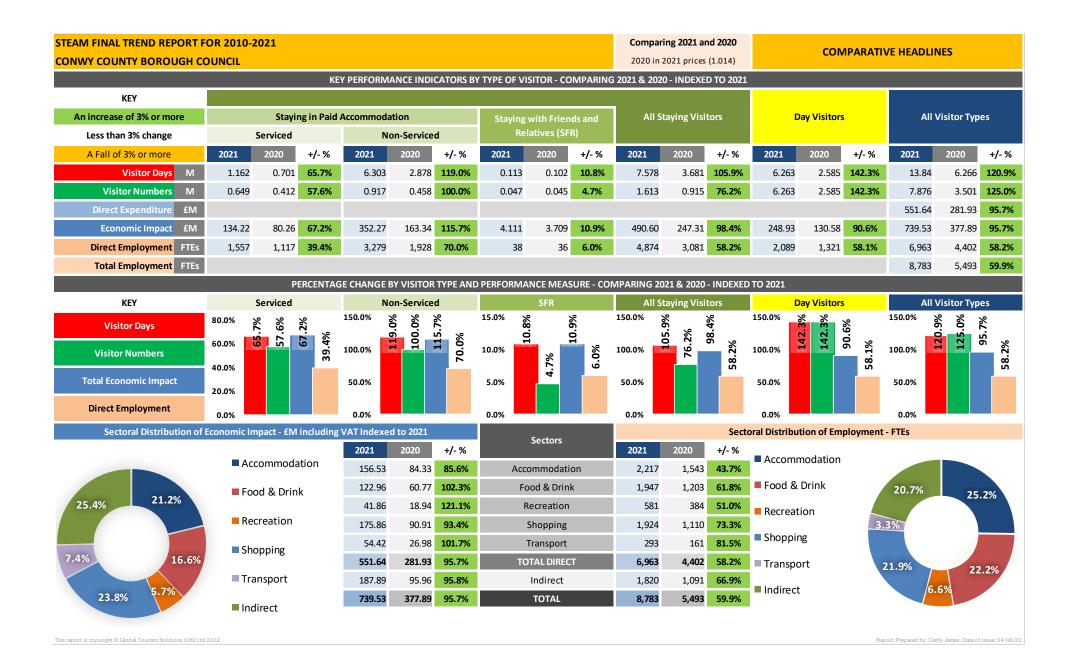
2019 1.04

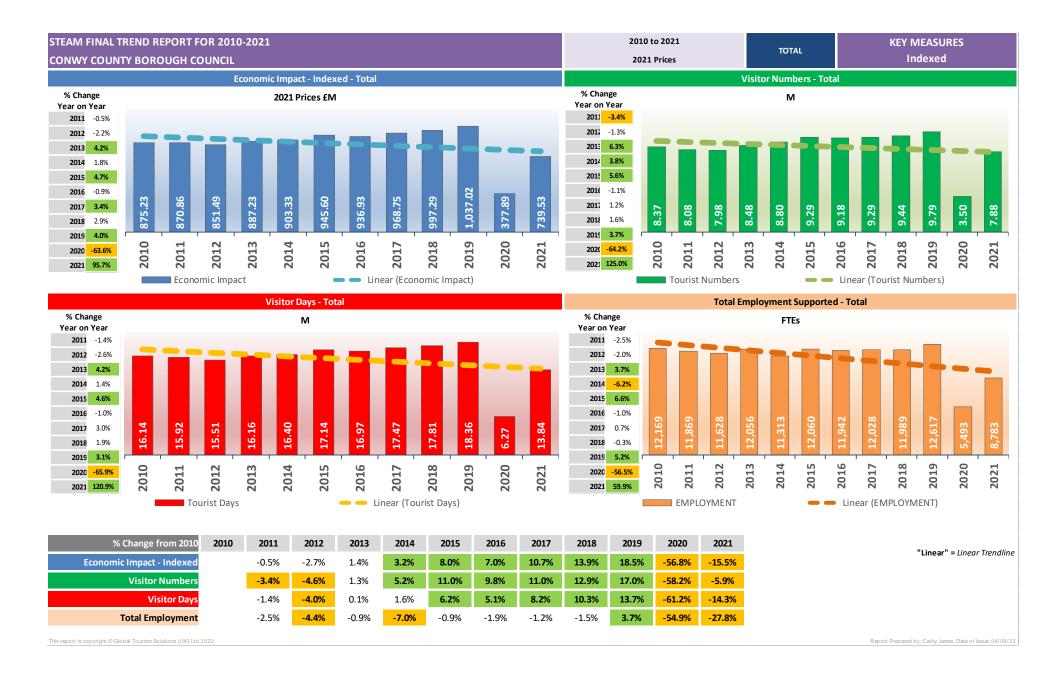
2020 1.01

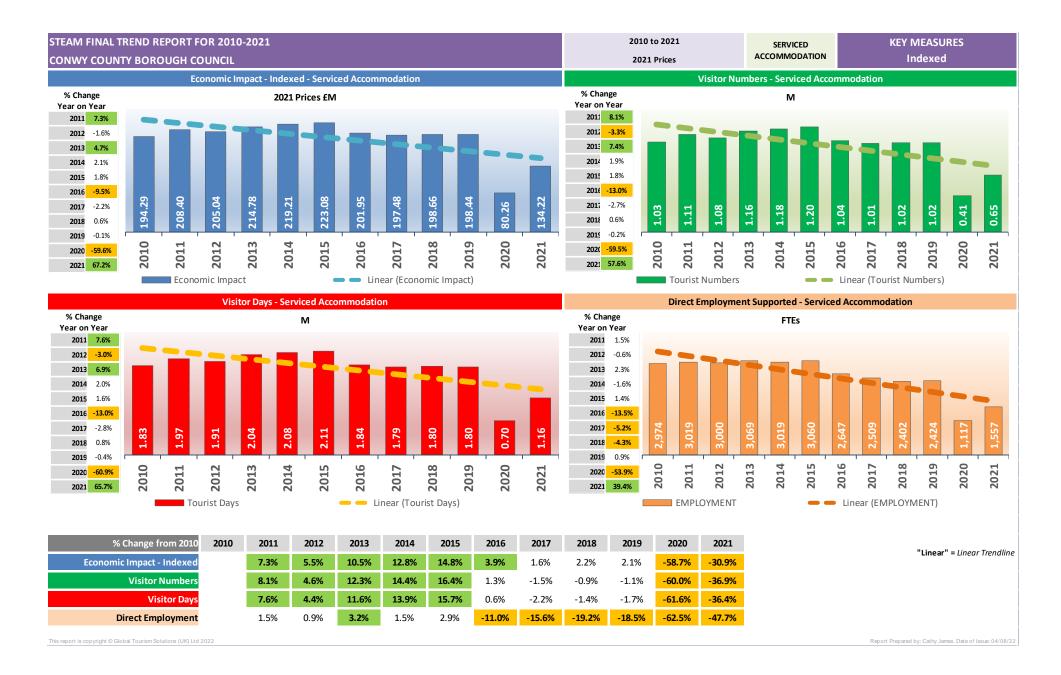
2021 1.00

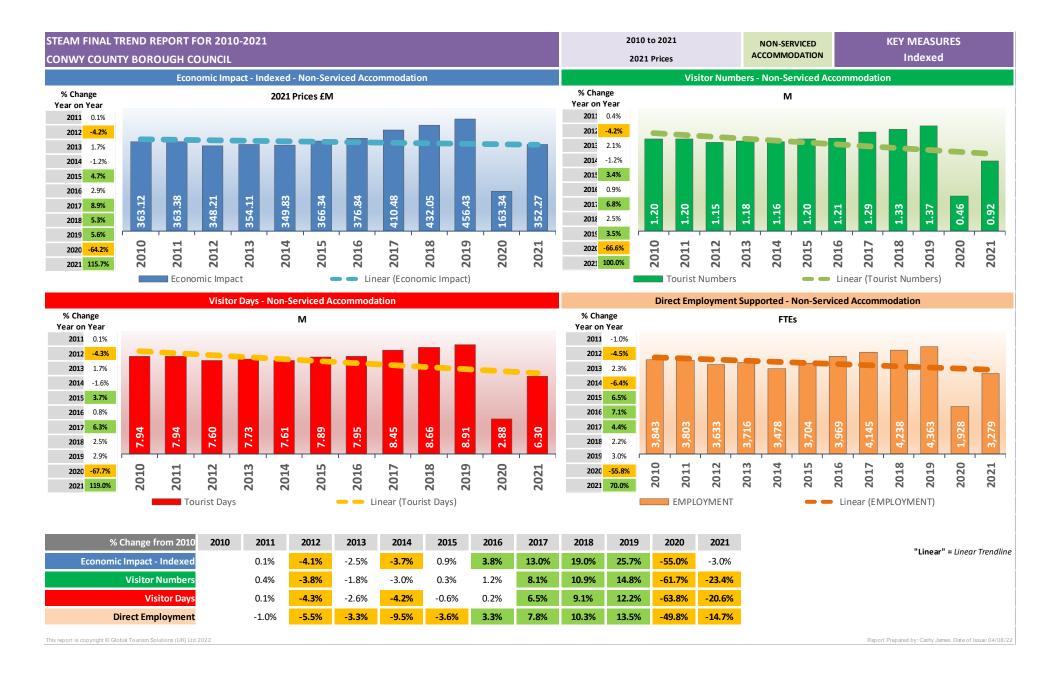
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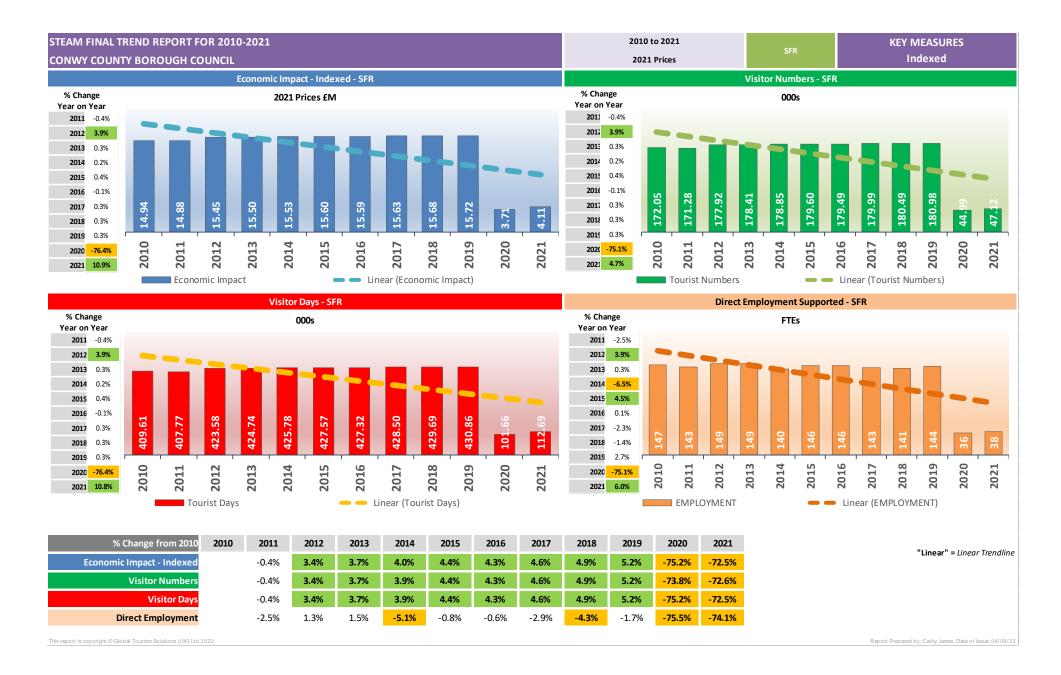
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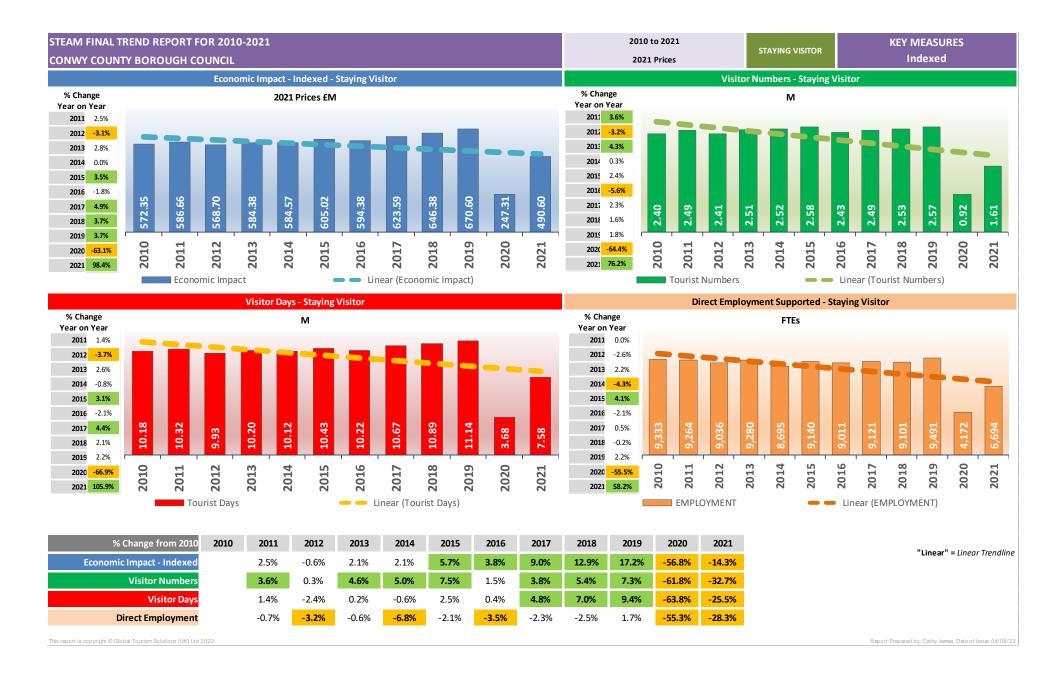


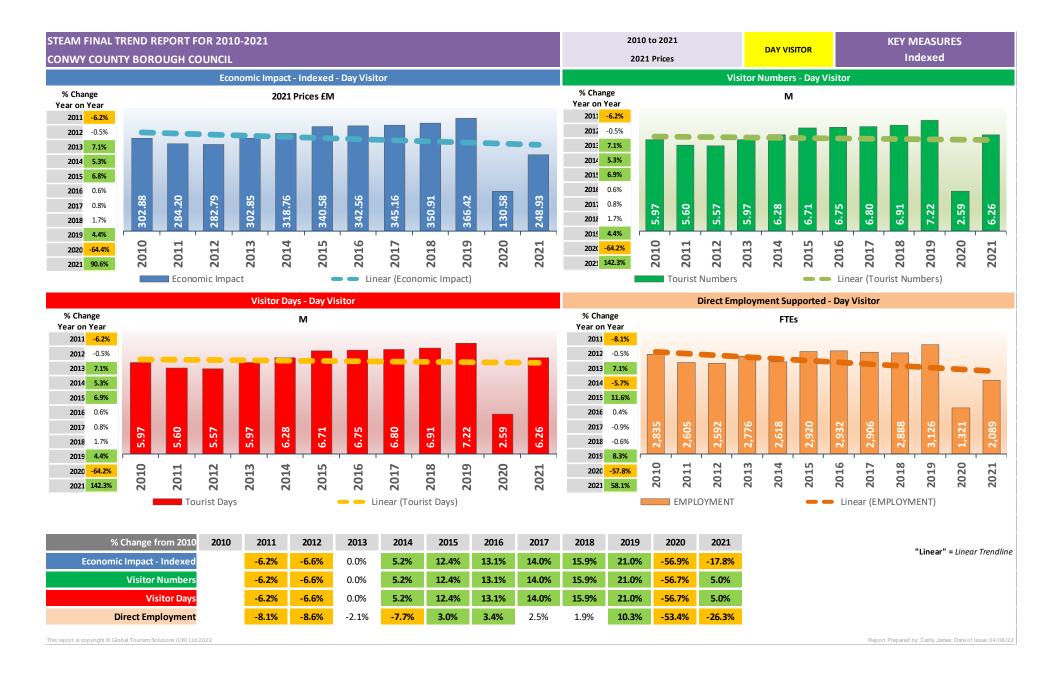


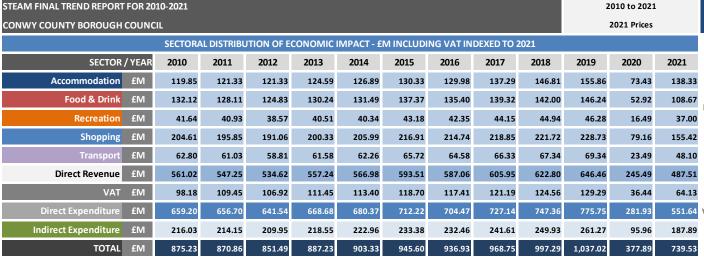








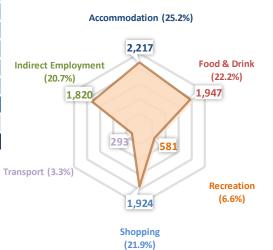




	IOIAL	Index	ed
	2021	RAL DISTRIBUTION (T - £M INCLUDING V	
.33		2021 Accommodation	
.67	Indirect Expenditure	(18.7%)	
.00	(25.4%)	138.334	Food & Drink
.42	187.889		(14.7%)
.10		108.6	567
.51			
.13	/ /	36.996	\ \
.64	VAT (8.7%)	48.097	Recreation
.89		48.037	(5.0%)
.53		155.417	1
	Transport (6	.5%1	opping 21.0%)

SECTORAL ANALYSIS

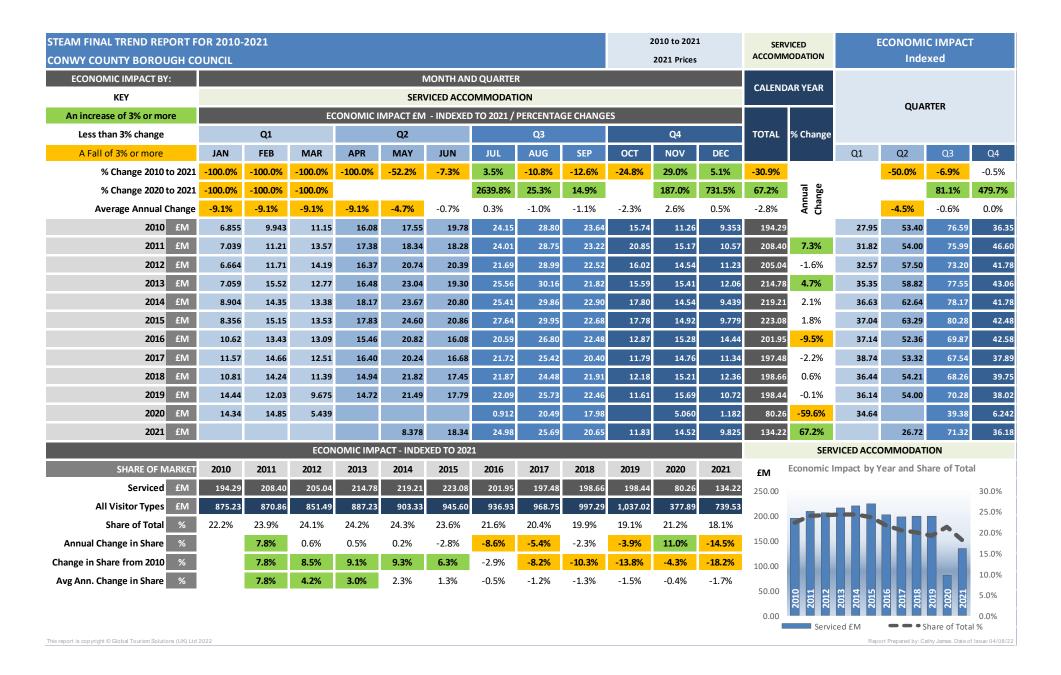
		9	SECTORAL E	DISTRIBUTIO	ON OF EMP	LOYMENT	- FTES						2021 SECTORAL DISTRIBUTION OF EMPLOYMENT
SECTOR / YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	- FTES
Accommodation FTEs	3,199	3,196	3,191	3,237	3,247	3,255	3,192	3,169	3,169	3,149	1,543	2,217	Accommodation (25.2%)
Food & Drink 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	2,217
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	Indirect Employment Food & Drink (20.7%) (22.2%)
Transport FTEs	466	453	437	457	380	421	416	427	420	461	161	293	(20.7%) (22.2%) 1,820 1,947
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	1,020
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	293 581



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STEAM FINAL TREND REPORT FOR CONWY COUNTY BOROUGH CO	2010 to 2021 2021 Prices			то	TAL	ECONOMIC IMPACT Indexed													
ECONOMIC IMPACT BY:					N	/ONTH AN	D QUARTE	R											
KEY						TO	ΓAL						CALEND	AR YEAR	QUARTER				
An increase of 3% or more			EC	ONOMIC II	MPACT £M	- INDEXED	TO 2021 /	PERCENTAC	GE CHANGI	ES						QUAI	KIEK		
Less than 3% change		Q1			Q2		Q3		Q4			TOTAL							
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-100.0%	-80.2%	-68.4%	-63.7%	-8.9%	6.5%	12.8%	12.9%	22.9%	25.1%	42.2%	-15.5%	_ a	-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%	Annual Change	-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%	ቅ 5	-8.2%	-4.2%	1.0%	2.4%	
2010 £M 2011 £M	14.26	28.11	43.40	90.90	93.23	97.62	133.38 124.11	155.86	105.32	69.53	27.69	15.94	875.23	-0.5%	85.77	281.75	394.56	113.15	
2011 £W	14.58 13.56	29.25 31.08	46.32 50.31	96.01 85.72	94.02 88.96	95.71 92.56	124.11	146.80 141.98	100.50 101.43	72.79 70.24	33.56 34.24	17.20 20.24	870.86 851.49	-0.5%	90.15	285.75 267.24	371.42 364.59	123.54 124.71	
2013 £M	14.73	32.29	51.40	80.10	107.12	96.30	132.64	155.51	98.97	63.30	34.24	19.90	887.23	-2.2% 4.2%	98.42		387.12	118.18	
2014 £M	16.65	32.77	53.08	88.42	107.12	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		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	
			ECON	OMIC IMP	ACT - INDE	KED TO 202	1									TAL			
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic II	mpact by	Year and Sh	are of Tota	I	
Total £M	875.23	870.86	851.49	887.23	903.33	945.60	936.93	968.75	997.29	1,037.02	377.89	739.53	1,200.00					120.0%	
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	1,000.00					100.0%	
Share of Total % Annual Change in Share %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	800.00					80.0%	
Change in Share from 2010 %													600.00		ш			60.0%	
Avg Ann. Change in Share %													400.00					40.0%	
gram energe monare - 70													200.00	2010	2013	2016 2017 2018	2019	20.0%	
													0.00	7 7 7				0.0%	
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STEAM FINAL TREND REPORT FOR		2010 to 2021 2021 Prices			ERVICED IODATION	ECONOMIC IMPACT Indexed														
ECONOMIC IMPACT BY:					ľ	MONTH AN	D QUARTEI	₹					CALEND	AR YEAR						
KEY					NON-S	ERVICED AC	ссоммор	ATION					CALEIND	AR ILAR		QUAI	DTED			
An increase of 3% or more			EC	ONOMIC II	MPACT £M	- INDEXED	TO 2021 /	PERCENTA(GE CHANG	ES						QUA	VI EIV			
Less than 3% change		Q1			Q2		Q3			Q4			TOTAL	% Change						
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	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%		-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%	Annual Change	-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%	S, A	-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		
			ECON	OMIC IMP	ACT - INDE	XED TO 202	1							NON-SI	ERVICED AC	COMMOD	ATION			
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic II	mpact by Y	ear and Sh	are of Tota	ıl		
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	500.00					60.0%		
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	400.00					50.0%		
Share of Total %	41.5%	41.7%	40.9%	39.9%	38.7%	38.7%	40.2%	42.4%	43.3%	44.0%	43.2%	47.6%						40.0%		
Annual Change in Share %		0.6%	-2.0%	-2.4%	-3.0%	0.0%	3.8%	5.4%	2.2%	1.6%	-1.8%	10.2%	300.00					30.0%		
Change in Share from 2010 %		0.6%	-1.4%	-3.8%	-6.7%	-6.6%	-3.1%	2.1%	4.4%	6.1%	4.2%	14.8%	200.00					20.0%		
Avg Ann. Change in Share %		0.6%	-0.7%	-1.3%	-1.7%	-1.3%	-0.5%	0.3%	0.6%	0.7%	0.4%	1.3%	100.00	0 5 5	ω 4 v	9 2 8	0 1	10.0%		
													0.00 Non-Serviced £M Share of Total %							
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STEAM FINAL TREND REPORT FO	2010 to 2021 2021 Prices			S	FR	ECONOMIC IMPACT Indexed																
ECONOMIC IMPACT BY:					N	/ONTH AN	D QUARTE	R					CALEND	AR YEAR								
KEY						SF	R						CALEND	AN TEAN		QUAI	RTFR					
An increase of 3% or more			EC	ONOMIC II	MPACT £M	- INDEXED	TO 2021/	PERCENTA	GE CHANGI	ES						QUAI	NI LIN					
Less than 3% change		Q1	Q1 Q2					Q3			Q4		TOTAL	% Change								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	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%	Annual Change			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%	A G		-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 2018 £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% 0.3%	3.735	4.240	4.151	3.504				
2018 EM	2.180 2.186	0.733 0.734	0.833	1.988	1.279 1.282	0.985	1.599 1.603	1.692	0.872 0.874	0.871	0.679 0.680	1.965 1.970	15.68 15.72	0.3%	3.746 3.756	4.252 4.264	4.163 4.174	3.514 3.524				
2020 £M	2.186	0.734	0.458	1.994	1.282	0.988	0.160	0.170	0.874	0.873	0.680	1.970	3.709	- 76.4 %	3.756	4.264	0.330	3.524				
2020 £M	2.186	0.735	0.458		0.129	0.100	0.808	0.170	0.441	0.440	0.343	0.994	4.111	10.9%	3.379	0.229	2.105	1.777				
EUZI ZIVI			FCON	OMIC IMP		KED TO 202		0.030	0.441	0.440	0.545	0.554	7.111	10.570	SF		2.103	1.///				
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic II			are of Tota	al				
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	20.00					2.0%				
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	20.00		-			2.070				
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%	15.00				7	1.5%				
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%	10.00					1.0%				
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%	5.00					0.5%				
														2010	2013	2016	2019 2020 2021					
													0.00		SFR £M Share of Total %							
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STEAM FINAL TREND REPORT FOR CONWY COUNTY BOROUGH CO		2021									2010 to 2021 2021 Prices			VISITOR	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:					N	ΛΟΝΤΗ AN	D QUARTER	R											
KEY						STAYING	VISITOR						CALEND	AR YEAR	QUARTER				
An increase of 3% or more			EC	ONOMIC II	MPACT £M	- INDEXED	TO 2021/	PERCENTA	GE CHANGI	ES						QUAF	RTER		
Less than 3% change		Q1			Q2			Q3		Q4			TOTAL	% Change					
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021	-100.0%	-100.0%	-86.0%	-43.4%	-42.0%	-17.6%	-3.4%	1.3%	6.3%	32.1%	15.0%	39.0%	-14.3%		-92.0%	-33.5%	1.1%	28.6%	
% Change 2020 to 2021	-100.0%	-100.0%	-84.0%				258.9%	36.5%	21.1%		191.4%	318.5%	98.4%	Annual Change	-93.9%		62.8%	685.0%	
Average Annual Change	-9.1%	-9.1%	-7.8%	-3.9%	-3.8%	-1.6%	-0.3%	0.1%	0.6%	2.9%	1.4%	3.5%	-1.3%	Ę Ÿ	-8.4%	-3.0%	0.1%	2.6%	
2010 £M	10.66	13.84	32.65	50.81	58.26	62.45	86.05	94.81	73.76	49.74	24.43	14.90	572.35		57.15	171.52	254.62	89.07	
2011 £M	11.15	15.18	36.03	57.41	62.66	63.08	83.41	91.80	69.47	52.29	28.58	15.60	586.66	2.5%	62.35	183.16	244.68	96.47	
2012 £M	10.56	16.02	35.83	50.88	56.54	63.13	77.44	89.98	68.83	51.65	29.58	18.27	568.70	-3.1%	62.40	170.55	236.25	99.50	
2013 £M	12.05	19.94	38.60	48.04	61.89	64.41	81.73	95.94	67.27	46.24	30.08	18.19	584.38	2.8%	70.59	174.34	244.95	94.51	
2014 £M 2015 £M	13.78	19.79	39.26	50.23	65.08	60.38	80.98	94.67	67.56	46.00	29.93	16.93	584.57	0.0% 3.5%	72.82	175.69	243.20	92.86	
2015 £W	13.92 15.40	20.02 17.82	39.51 42.88	52.19 52.81	67.97 57.92	62.16 67.59	88.82 87.53	99.99	67.27 67.50	47.82 42.90	29.89	15.45 20.70	605.02 594.38	-1.8%	73.45 76.10	182.32 178.32	256.08 246.07	93.16	
2017 £M	18.21	20.87	43.22	63.41	63.28	66.82	88.12	90.57	67.79	51.77	30.12	19.40	623.59	4.9%	82.30	193.51	246.49	101.30	
2018 £M	16.80	20.77	44.59	59.96	70.44	69.43	90.76	92.23	71.57	54.76	33.34	21.73	646.38	3.7%	82.15	199.83	254.56	109.83	
2019 £M	23.56	19.51	43.75	64.05	72.44	70.63	92.15	94.05	74.55	57.10	34.92	23.89	670.60	3.7%	86.81	207.12	260.75	115.91	
2020 £M	23.42	22.51	28.56				23.16	70.32	64.74		9.643	4.946	247.31	-63.1%	74.50		158.22	14.59	
2021 £M			4.556	28.76	33.81	51.44	83.12	96.00	78.38	65.73	28.10	20.70	490.60	98.4%	4.556	114.01	257.50	114.53	
			ECON	OMIC IMP	ACT - INDE	XED TO 202	1								STAYING	VISITOR			
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic I	mpact by Y	ear and Sh	are of Tota	ıl	
Staying Visitor £M	572.35	586.66	568.70	584.38	584.57	605.02	594.38	623.59	646.38	670.60	247.31	490.60	800.00					80.0%	
All Visitor Types £M	875.23	870.86	851.49	887.23	903.33	945.60	936.93	968.75	997.29	1,037.02	377.89	739.53			-				
Share of Total %	65.4%	67.4%	66.8%	65.9%	64.7%	64.0%	63.4%	64.4%	64.8%	64.7%	65.4%	66.3%	600.00					60.0%	
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%	400.00					40.0%	
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%	100.00					.0.070	
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%	200.00	0 1 7	ω 4 ω	9 2 8	1 0	20.0%	
													2010 2011 2012 2013 2014 2016 2016 2016 2019 2019 2019 2019 2019						
													0.00	Staying	Visitor £M		Share of To	0.0% tal %	
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	STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL													ISITOR	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:					ľ	MONTH AN	D QUARTE	₹					CALEND	AR YEAR					
KEY						DAY VI	SITOR						CALEND	AN TEAN		QUAI	RTER		
An increase of 3% or more			EC	ONOMIC II	MPACT £M	- INDEXED	TO 2021 /	PERCENTAC	GE CHANGI	ES						QOAI	_\\\		
Less than 3% change		Q1			Q2			Q3	Q4				TOTAL	% Change					
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC			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%	_ 4:	-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%	Annual Change	-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%	A A	-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 2016 £M	3.074	14.35	14.58 18.01	39.89	45.82 41.70	33.72 37.65	55.39 54.98	69.63 73.37	37.80 38.05	19.53	5.021 5.408	1.782 2.050	340.58 342.56	6.8% 0.6%	32.00 35.64	119.42 112.57	162.82 166.40	26.33 27.94	
2016 £W	3.113	14.52 15.09	12.14	42.86	41.70	36.63	54.98	71.32	38.05	20.48 17.70	6.649	2.050	342.56	0.8%	30.29	121.24	165.40	26.51	
2018 £M	3.178	16.78	12.14	38.23	42.43	43.03	57.03	69.24	40.76	19.20	6.403	2.188	350.91	1.7%	32.22	123.70	167.11	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	43.54	43.33	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	0.000	20.70	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	
				OMIC IMP	ACT - INDE	XED TO 202	1								DAY V	ISITOR			
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic II	mpact by Y	ear and Sh	are of Tota	I	
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	400.00					40.0%	
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%	300.00					30.0%	
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%	200.00					20.0%	
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%	200.00					20.0%	
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%	100.00			10 5 8		10.0%	
														2010	2013	2016 2017 2018	2019		
													0.00	Day Vis	0.0%/isitor £M Share of Total %				
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