



STEAM SUMMARY 2021 CONWY COUNTY BOROUGH COUNCIL

Total economic impact of tourism £M	739.53
% change on 2019 (£'s 2021)	-28.7%

Total visitor days (Millions)	13.84
% change on 2019	-24.6%

Staying visitor days (Millions)	7.58
% change on 2019	-31.9%

Total visitor numbers (Millions)	7.88
% change on 2019	-19.6%

Number of staying visitors (Millions)	1.61
% change on 2019	-37.3%

Number of day visitors (Millions)	6.26
% change on 2019	-13.2%

Number of FTE jobs supported by tourism spend	8,783
% change on 2019	-30.4%