



## STEAM SUMMARY 2022 CONWY COUNTY BOROUGH COUNCIL

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

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

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

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