



## STEAM FINAL TREND REPORT FOR 2011-2022

Final

## CONWY COUNTY BOROUGH COUNCIL


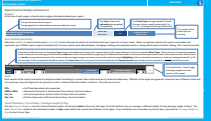



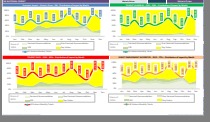







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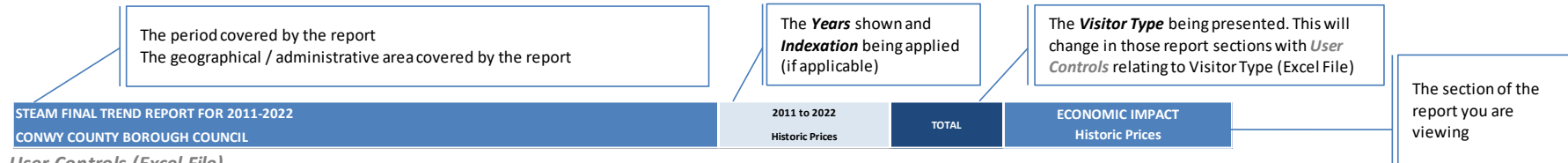
<p><b>REPORT SECTIONS</b></p>  <p>Page</p>	<p><b>USER GUIDE</b></p>  <p>3</p>	<p><b>COMPARATIVE HEADLINES</b></p>  <p>4</p>	<p><b>KEY MEASURES</b></p>  <p>5-11</p>
<p><b>KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE</b></p>	<p><b>DISTRIBUTION OF IMPACT: <i>by Visitor Type</i></b></p>  <p>13</p>	<p><b>DISTRIBUTION OF IMPACT: <i>by Month</i></b></p>  <p>14</p>	<p><b>DISTRIBUTION OF IMPACT: <i>by Sector</i></b></p>  <p>15</p>
<p><b>UNINDEXED ECONOMIC IMPACT</b></p>  <p>16-22</p>	<p><b>VISITOR NUMBERS</b></p>  <p>23-29</p>	<p><b>VISITOR DAYS</b></p>  <p>30-36</p>	<p><b>DIRECT AND TOTAL EMPLOYMENT</b></p>  <p>37-43</p>
<p><b>ACCOMMODATION SUPPLY</b></p>  <p>44</p>	<p><b>ANNEX</b></p>	<p><b>INDEXED FINANCIAL DATA</b></p>  <p>45-59</p>	



## Report Section Design and Features

### Headers

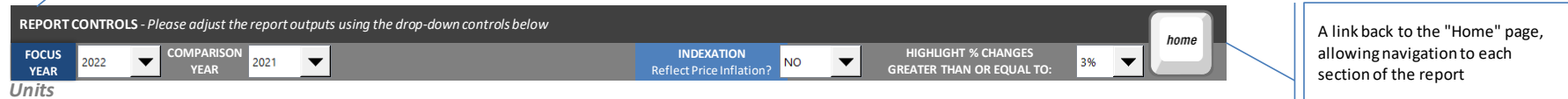
At the top of each page is a band containing key information about your report



### User Controls (Excel File)

Above the **Headers** is a band containing **User Controls**, these allow you to adjust various features of your report to suit your needs. When using these controls the report recalculates and represents your STEAM report outputs automatically. You may notice some delay between changing a setting and seeing the result, or being able to adjust a further setting, this is entirely normal.

Drop down fields allow you to change the **Years** shown in the tables and charts and in some sections of the report allow you to focus on specific **Visitor Types**. Where there is a financial component to the section you are viewing, you will be able to **Index** the historic financial data, by applying an inflationary factor based on the most recent report year shown in that report section. Where there is a **trend** or comparative element to the section and percentage changes are shown, you have the option to apply **highlighting** to those values that are above a certain percentage threshold (+/-3% for example). In the Comparative Headlines section, the **Focus Year** can be any year from the trend period, the **Comparison Year** can only be set as a year which is earlier than the focus year.



### Units

Each section of the report automatically adjusts number formatting to present data in the most easily understandable way. Different visitor types can generate impacts at very different scales and as a result you may see figures for one group of visitors in thousands and another in millions. The units we use are:

- FTEs** = Full Time Equivalent jobs supported
- £000s / 000s** = thousands of pounds or thousands of tourist days / tourist numbers
- £m / m** = millions of pounds or millions of tourist days / tourist numbers
- £bn / bn** = billions of pounds or billions of tourist days / tourist numbers

### Visitor Numbers / Visitor Days / Average Length of Stay

The term **Visitor Numbers** relates to the estimated number of individual **visits** to the area. Each type of visitor tends to stay, on average, a different length of time (Average Length of Stay). The term **Visitor Days** relates to the estimated number of **days** spent within the area by the different visitor types. If you divide the visitor days by visitor numbers, you have the **Average Length of Stay** for that Visitor Type

**STEAM FINAL TREND REPORT FOR 2011-2022**  
**CONWY COUNTY BOROUGH COUNCIL**

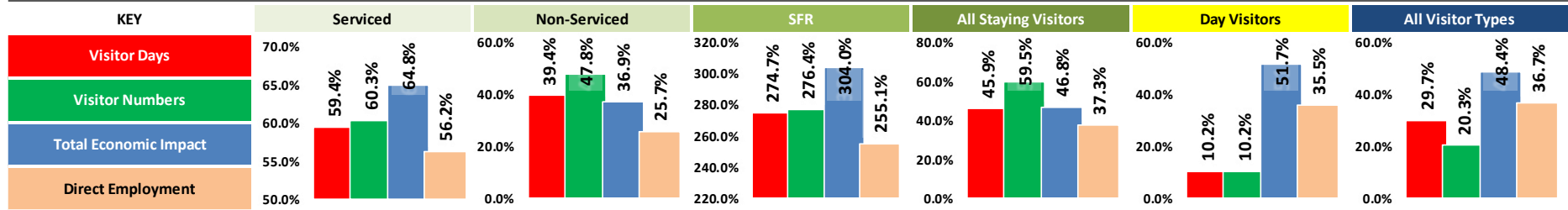
Comparing 2022 and 2021  
 All £'s Historic Prices

**COMPARATIVE HEADLINES**

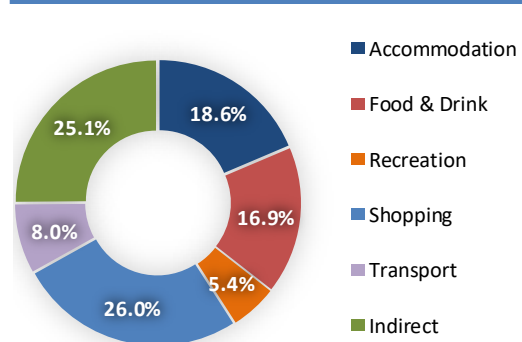
**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - IN HISTORIC PRICES**

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %			
<b>Visitor Days</b>	M	1.852	1.162	59.4%	8.784	6.303	39.4%	0.422	0.113	274.7%	11.06	7.578	45.9%	6.899	6.263	10.2%	17.96	13.84	29.7%		
<b>Visitor Numbers</b>	M	1.040	0.649	60.3%	1.355	0.917	47.8%	0.177	0.047	276.4%	2.573	1.613	59.5%	6.899	6.263	10.2%	9.472	7.876	20.3%		
<b>Direct Expenditure</b>	£Bn																0.822	0.552	49.0%		
<b>Economic Impact</b>	£Bn	0.221	0.134	64.8%	0.482	0.352	36.9%	0.017	0.004	304.0%	0.720	0.491	46.8%	0.378	0.249	51.7%	1.098	0.740	48.4%		
<b>Direct Employment</b>	FTEs	2,432	1,557	56.2%	4,122	3,279	25.7%	135	38	255.1%	6,690	4,874	37.3%	2,831	2,089	35.5%	9,521	6,963	36.7%		
<b>Total Employment</b>	FTEs																11,871	8,783	35.2%		

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

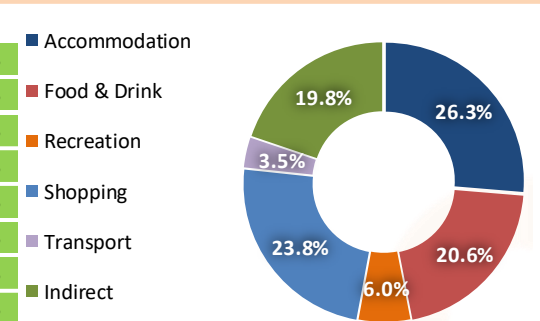


**Sectoral Distribution of Economic Impact - £Bn including VAT in Historic Prices**



Sectors	2022	2021	+/- %
Accommodation	0.204	0.157	30.5%
Food & Drink	0.186	0.123	51.3%
Recreation	0.059	0.042	40.6%
Shopping	0.285	0.176	62.3%
Transport	0.087	0.054	60.6%
<b>TOTAL DIRECT</b>	<b>0.822</b>	<b>0.552</b>	<b>49.0%</b>
Indirect	0.276	0.188	46.8%
<b>TOTAL</b>	<b>1.098</b>	<b>0.740</b>	<b>48.4%</b>

**Sectoral Distribution of Employment - FTEs**



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

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

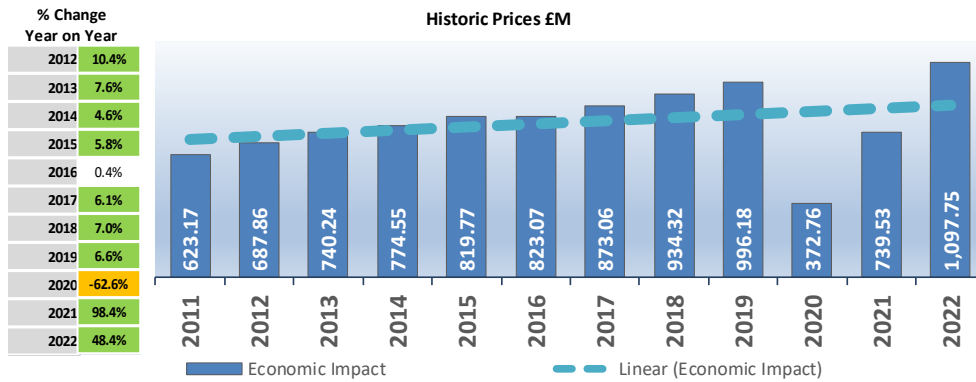
**STEAM FINAL TREND REPORT FOR 2011-2022**  
**CONWY COUNTY BOROUGH COUNCIL**

2011 to 2022  
 Historic Prices

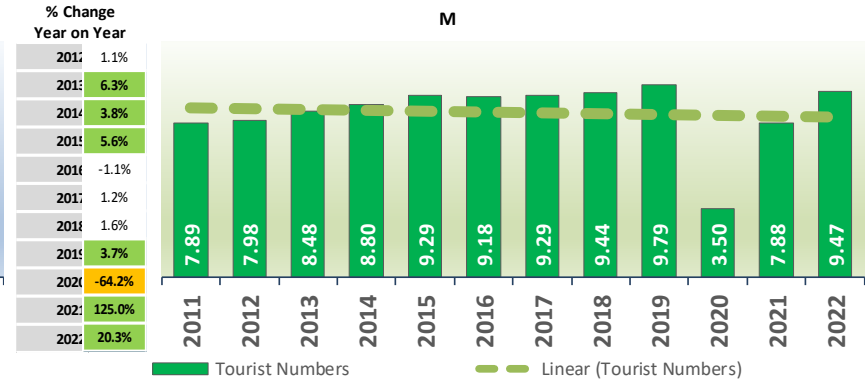
TOTAL

KEY MEASURES  
 Historic Prices

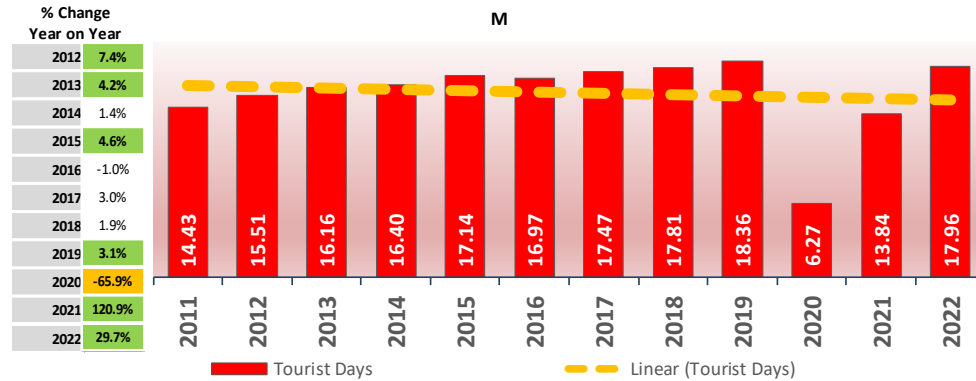
**Economic Impact - Historic Prices - Total**



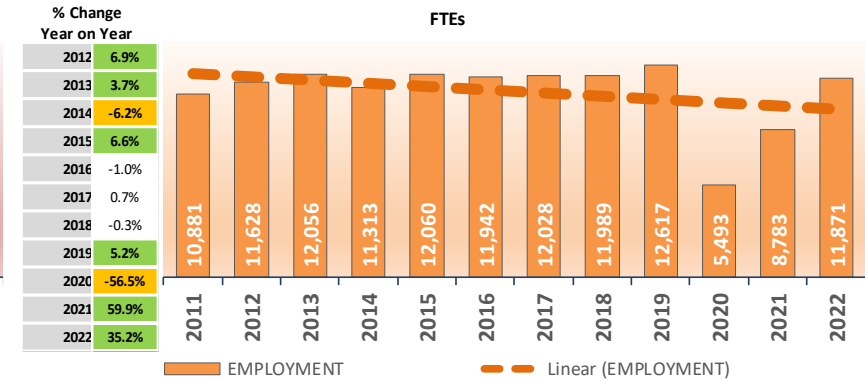
**Visitor Numbers - Total**



**Visitor Days - Total**



**Total Employment Supported - Total**



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		10.4%	18.8%	24.3%	31.5%	32.1%	40.1%	49.9%	59.9%	-40.2%	18.7%	76.2%
Visitor Numbers		1.1%	7.4%	11.5%	17.7%	16.3%	17.7%	19.6%	24.1%	-55.7%	-0.2%	20.0%
Visitor Days		7.4%	12.0%	13.6%	18.8%	17.6%	21.1%	23.4%	27.2%	-56.6%	-4.1%	24.4%
Total Employment		6.9%	10.8%	4.0%	10.8%	9.8%	10.5%	10.2%	16.0%	-49.5%	-19.3%	9.1%

"Linear" = Linear Trendline

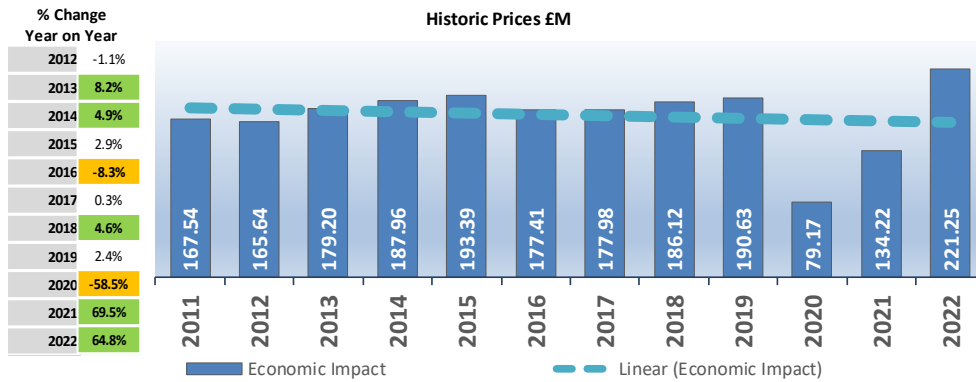
**STEAM FINAL TREND REPORT FOR 2011-2022**  
**CONWY COUNTY BOROUGH COUNCIL**

2011 to 2022  
 Historic Prices

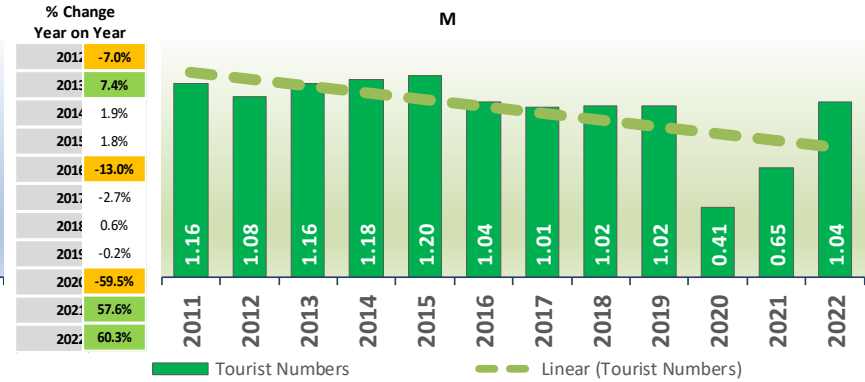
SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Historic Prices

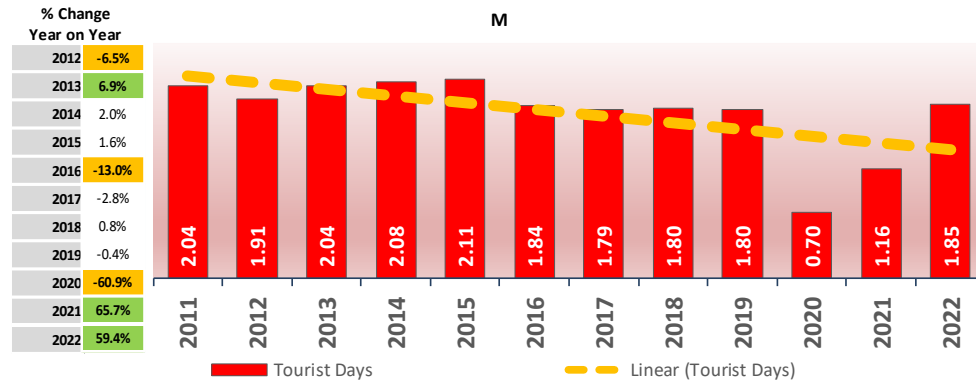
**Economic Impact - Historic Prices - Serviced Accommodation**



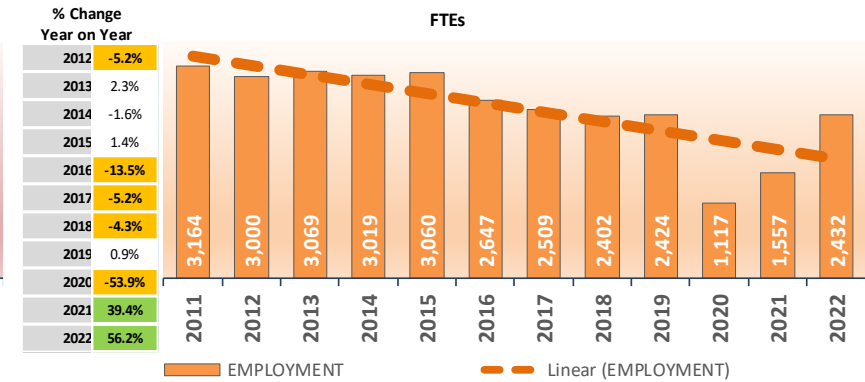
**Visitor Numbers - Serviced Accommodation**



**Visitor Days - Serviced Accommodation**



**Direct Employment Supported - Serviced Accommodation**



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		-1.1%	7.0%	12.2%	15.4%	5.9%	6.2%	11.1%	13.8%	-52.7%	-19.9%	32.1%
Visitor Numbers		-7.0%	-0.1%	1.8%	3.6%	-9.8%	-12.3%	-11.8%	-12.0%	-64.4%	-43.9%	-10.0%
Visitor Days		-6.5%	0.0%	2.0%	3.6%	-9.9%	-12.4%	-11.7%	-12.0%	-65.6%	-43.0%	-9.2%
Direct Employment		-5.2%	-3.0%	-4.6%	-3.3%	-16.4%	-20.7%	-24.1%	-23.4%	-64.7%	-50.8%	-23.1%

"Linear" = Linear Trendline

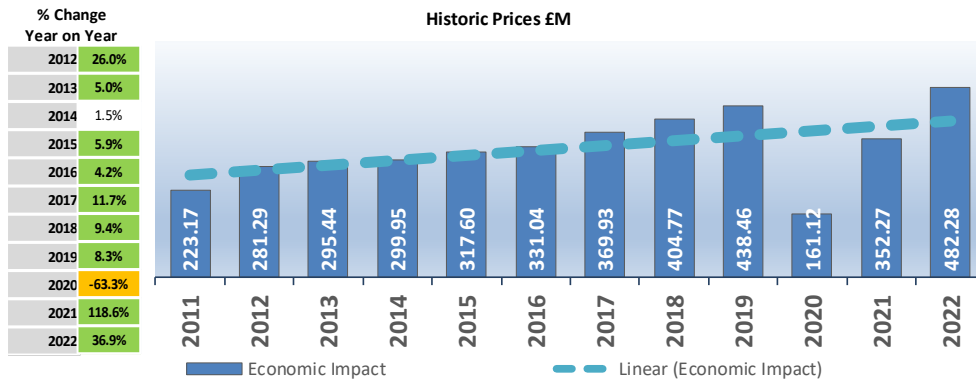
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2011 to 2022  
 Historic Prices

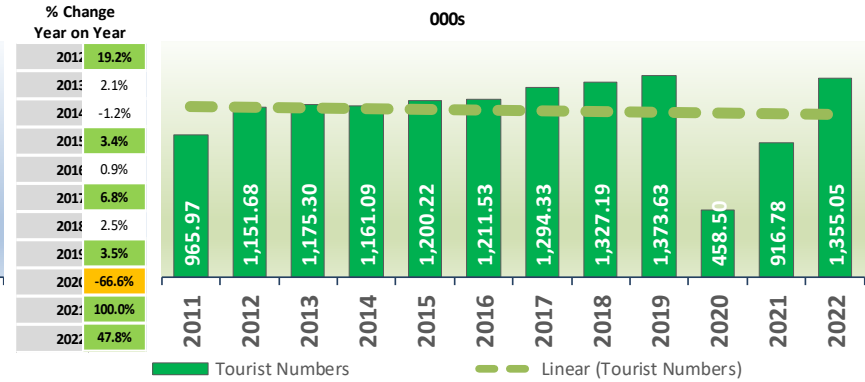
NON-SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Historic Prices

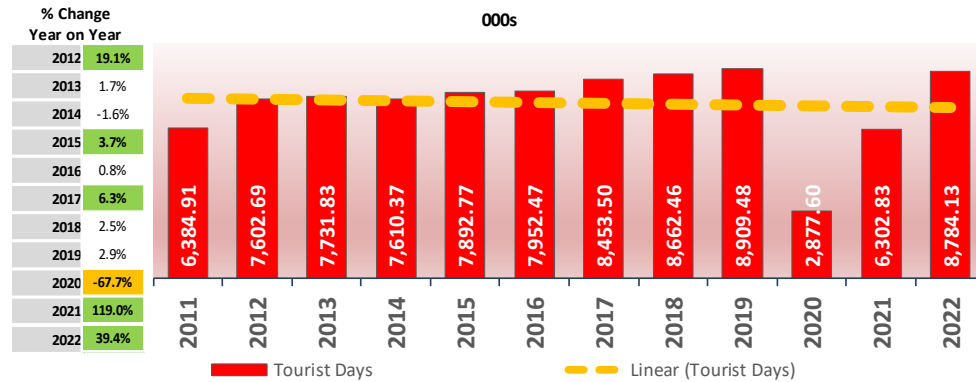
**Economic Impact - Historic Prices - Non-Serviced Accommodation**



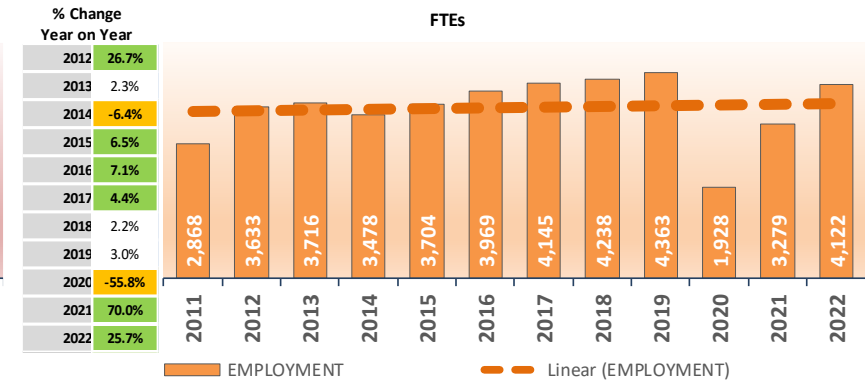
**Visitor Numbers - Non-Serviced Accommodation**



**Visitor Days - Non-Serviced Accommodation**



**Direct Employment Supported - Non-Serviced Accommodation**



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		26.0%	32.4%	34.4%	42.3%	48.3%	65.8%	81.4%	96.5%	-27.8%	57.8%	116.1%
Visitor Numbers		19.2%	21.7%	20.2%	24.3%	25.4%	34.0%	37.4%	42.2%	-52.5%	-5.1%	40.3%
Visitor Days		19.1%	21.1%	19.2%	23.6%	24.6%	32.4%	35.7%	39.5%	-54.9%	-1.3%	37.6%
Direct Employment		26.7%	29.5%	21.2%	29.2%	38.4%	44.5%	47.8%	52.1%	-32.8%	14.3%	43.7%

"Linear" = Linear Trendline



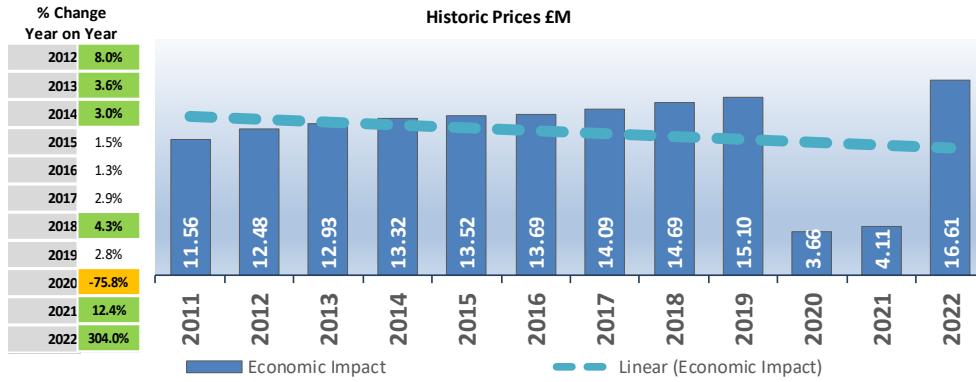
**STEAM FINAL TREND REPORT FOR 2011-2022**  
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2011 to 2022  
 Historic Prices

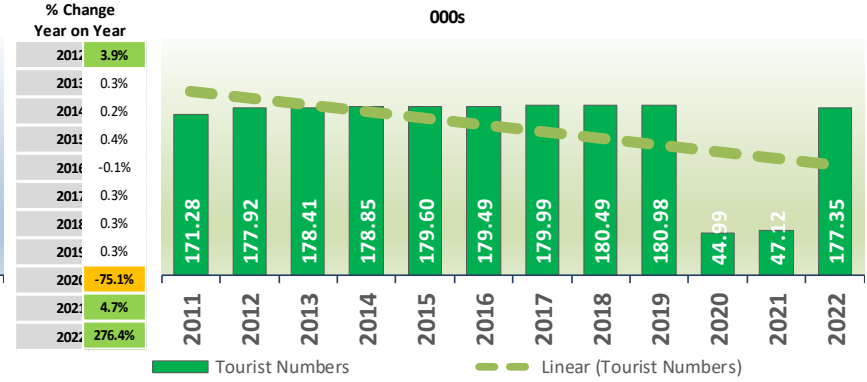
SFR

**KEY MEASURES**  
 Historic Prices

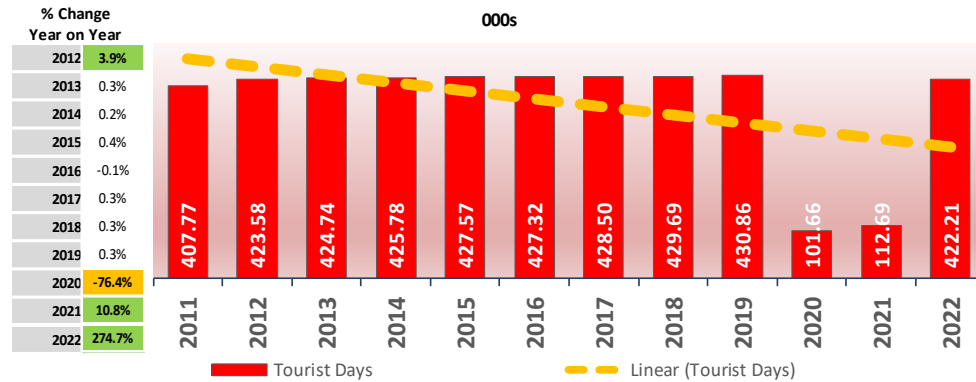
**Economic Impact - Historic Prices - SFR**



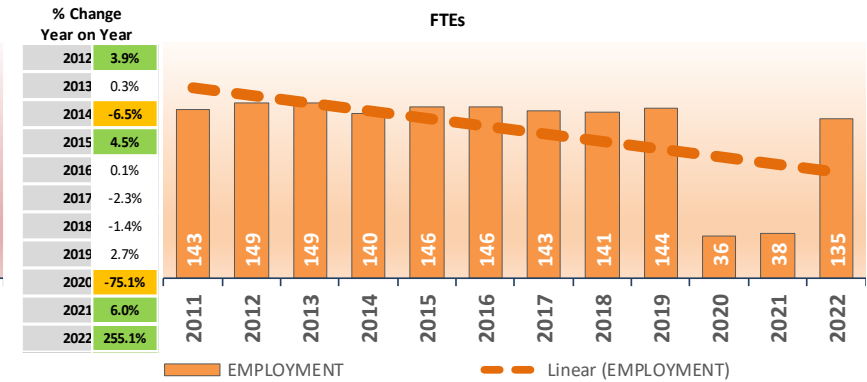
**Visitor Numbers - SFR**



**Visitor Days - SFR**



**Direct Employment Supported - SFR**



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
<b>Economic Impact - Historic Prices</b>		8.0%	11.8%	15.2%	16.9%	18.4%	21.8%	27.0%	30.6%	-68.4%	-64.4%	43.7%
<b>Visitor Numbers</b>		3.9%	4.2%	4.4%	4.9%	4.8%	5.1%	5.4%	5.7%	-73.7%	-72.5%	3.5%
<b>Visitor Days</b>		3.9%	4.2%	4.4%	4.9%	4.8%	5.1%	5.4%	5.7%	-75.1%	-72.4%	3.5%
<b>Direct Employment</b>		3.9%	4.2%	-2.6%	1.8%	1.9%	-0.4%	-1.8%	0.8%	-74.9%	-73.4%	-5.6%

"Linear" = Linear Trendline

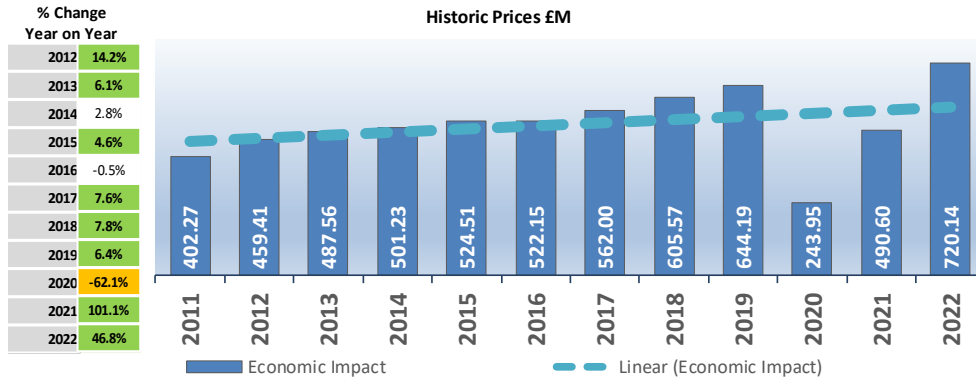
**STEAM FINAL TREND REPORT FOR 2011-2022**  
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2011 to 2022  
 Historic Prices

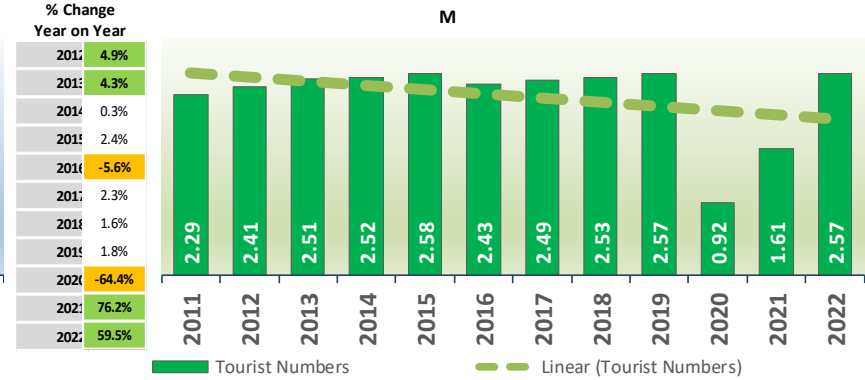
STAYING VISITOR

KEY MEASURES  
 Historic Prices

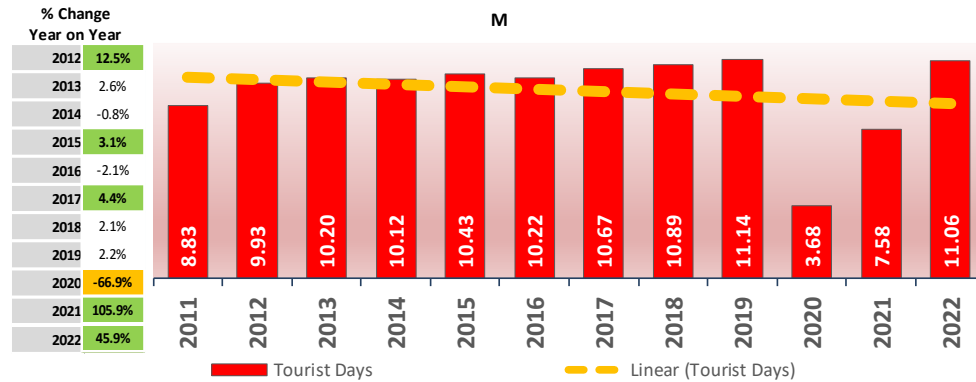
**Economic Impact - Historic Prices - Staying Visitor**



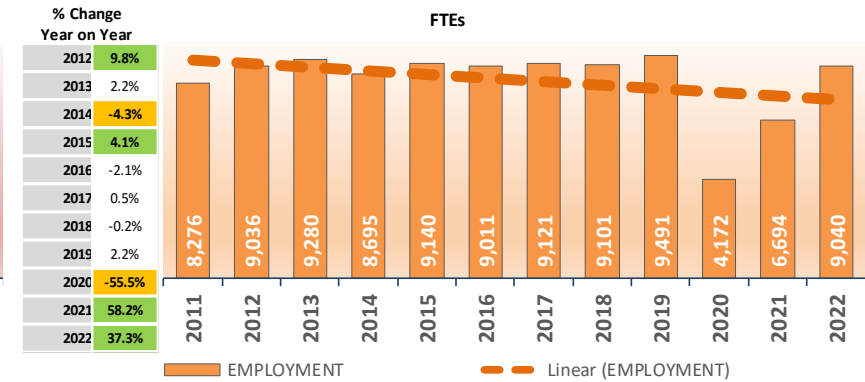
**Visitor Numbers - Staying Visitor**



**Visitor Days - Staying Visitor**



**Direct Employment Supported - Staying Visitor**



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		14.2%	21.2%	24.6%	30.4%	29.8%	39.7%	50.5%	60.1%	-39.4%	22.0%	79.0%
Visitor Numbers		4.9%	9.4%	9.7%	12.4%	6.1%	8.5%	10.2%	12.1%	-60.1%	-29.7%	12.2%
Visitor Days		12.5%	15.4%	14.5%	18.1%	15.7%	20.8%	23.3%	26.1%	-58.3%	-14.2%	25.2%
Direct Employment		9.2%	12.1%	5.1%	10.4%	8.9%	10.2%	10.0%	14.7%	-49.6%	-19.1%	9.2%

"Linear" = Linear Trendline

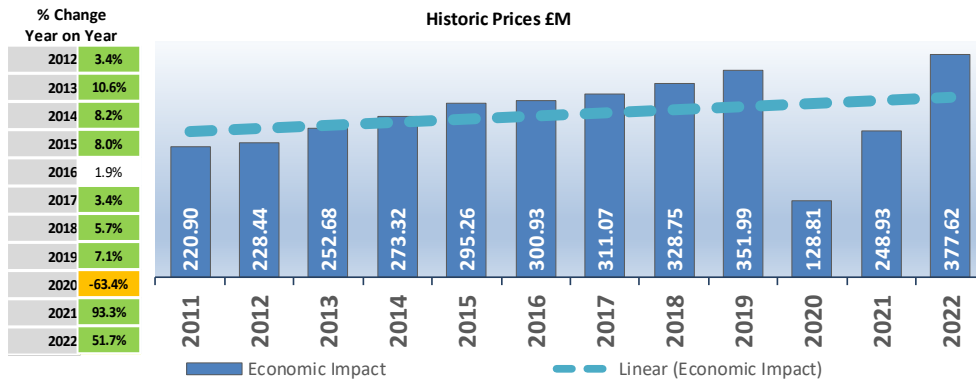
STEAM FINAL TREND REPORT FOR 2011-2022  
CONWY COUNTY BOROUGH COUNCIL

2011 to 2022  
Historic Prices

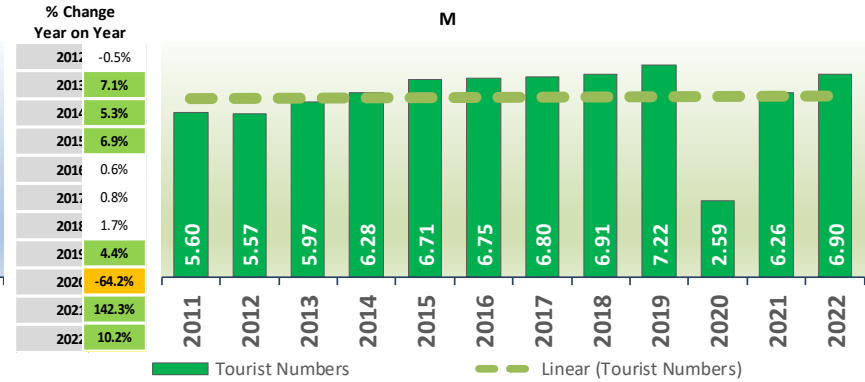
DAY VISITOR

KEY MEASURES  
Historic Prices

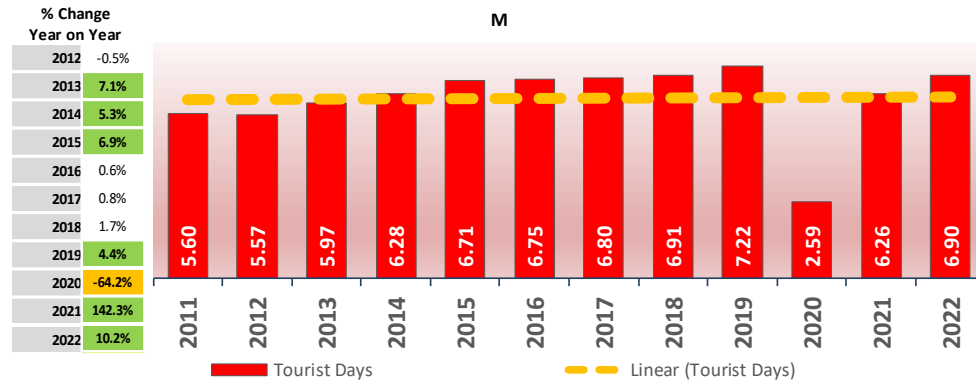
Economic Impact - Historic Prices - Day Visitor



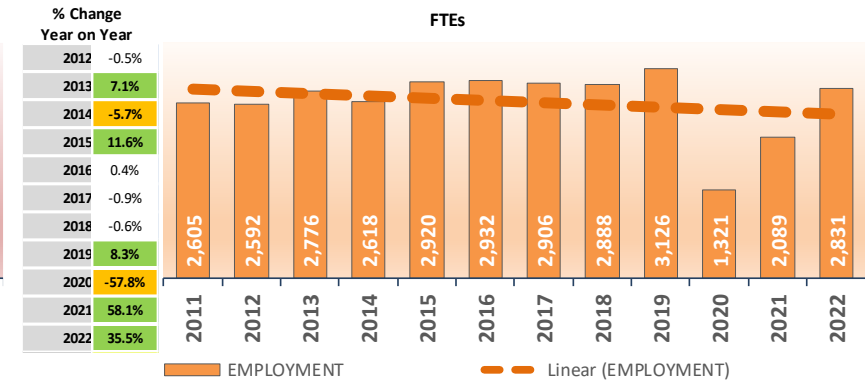
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		3.4%	14.4%	23.7%	33.7%	36.2%	40.8%	48.8%	59.3%	-41.7%	12.7%	70.9%
Visitor Numbers		-0.5%	6.6%	12.2%	19.8%	20.5%	21.5%	23.5%	28.9%	-53.8%	11.9%	23.2%
Visitor Days		-0.5%	6.6%	12.2%	19.8%	20.5%	21.5%	23.5%	28.9%	-53.8%	11.9%	23.2%
Direct Employment		-0.5%	6.6%	0.5%	12.1%	12.5%	11.6%	10.9%	20.0%	-49.3%	-19.8%	8.7%

"Linear" = Linear Trendline

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

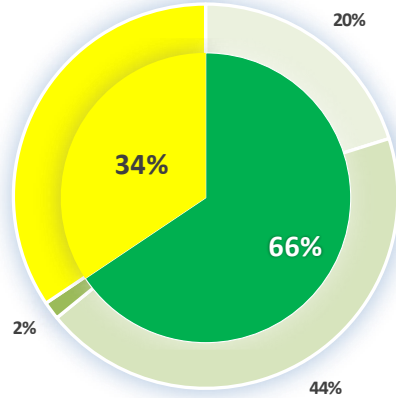
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

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

Visitor Numbers - 2022 - M - Share of Total

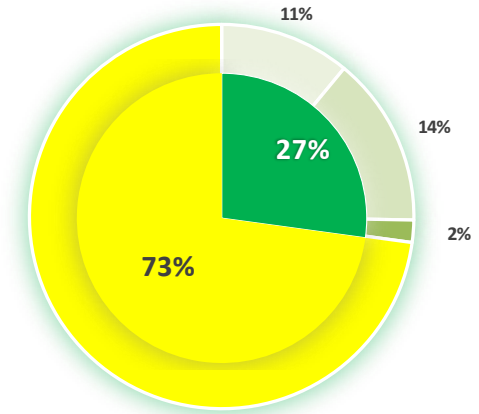
**TOTAL**  
**£1,097.75m**

	£M
Serviced	221.25
Non-Serviced	482.28
SFR	16.61
Staying Visitor	720.14
Day Visitor	377.62
<b>Total</b>	<b>1,097.75</b>



**TOTAL**  
**9.47m**

	M
Serviced	1.04
Non-Serviced	1.36
SFR	0.18
Staying Visitor	2.57
Day Visitor	6.90
<b>Total</b>	<b>9.47</b>

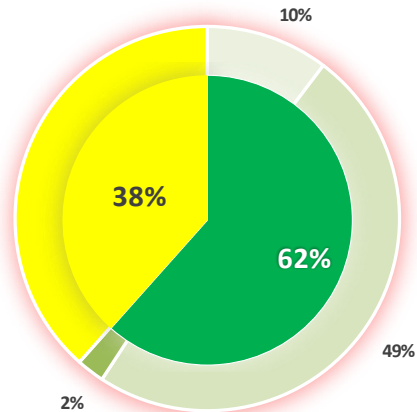


Visitor Days - 2022 - M - Share of Total

Direct Employment Supported - 2022 - FTEs - Share of Total

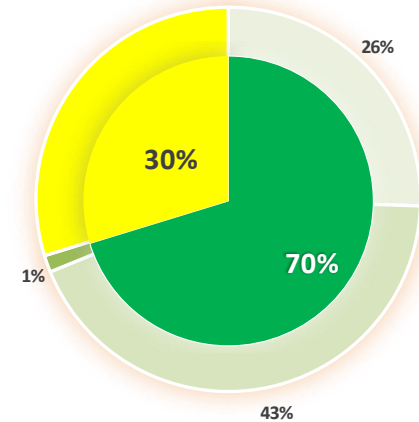
**TOTAL**  
**17.96m**

	M
Serviced	1.85
Non-Serviced	8.78
SFR	0.42
Staying Visitor	11.06
Day Visitor	6.90
<b>Total</b>	<b>17.96</b>



**TOTAL**  
**9,521 Direct FTEs**  
**11,871 Total FTEs**

	FTEs
Serviced	2,432
Non-Serviced	4,122
SFR	135
Staying Visitor	6,690
Day Visitor	2,831
<b>Total</b>	<b>9,521</b>



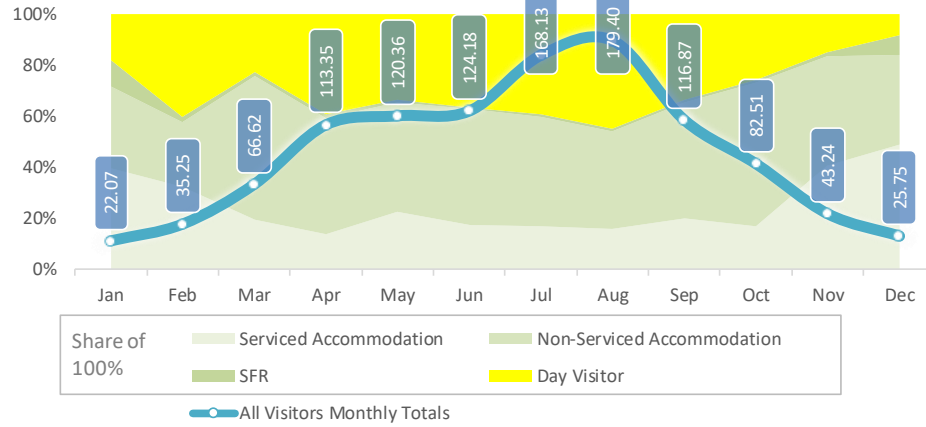
**STEAM FINAL TREND REPORT FOR 2011-2022**  
**CONWY COUNTY BOROUGH COUNCIL**

**2022**  
 Historic Prices

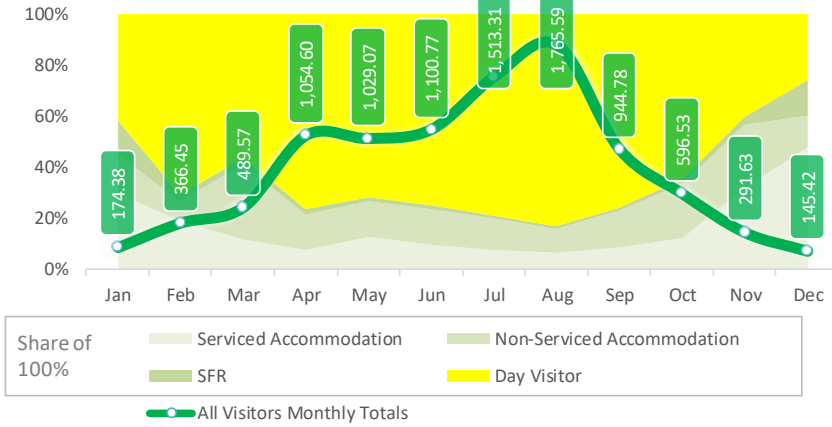
**TOTAL**

**DISTRIBUTION BY MONTH**  
 Historic Prices

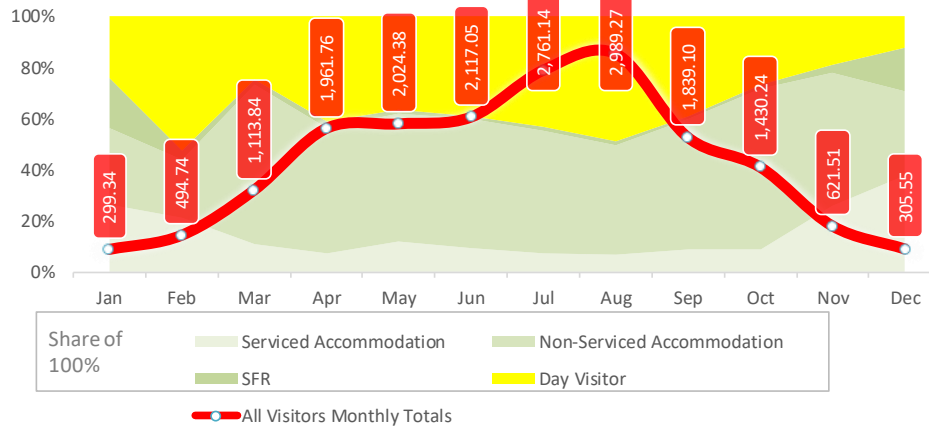
**Economic Impact - Historic Prices - £M - Distribution of Impact by Month**



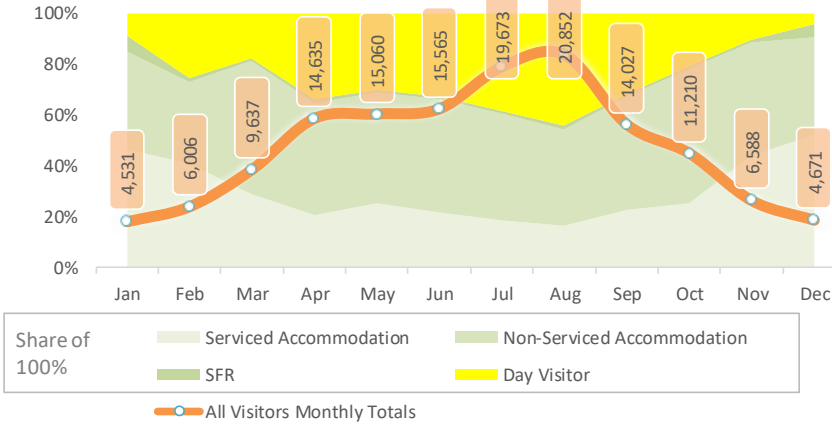
**Visitor Numbers - 2022 - 000s - Distribution of Impact by Month**



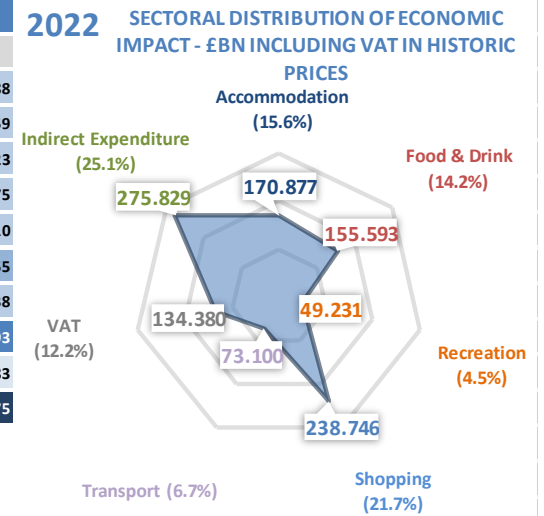
**Visitor Days - 2022 - 000s - Distribution of Impact by Month**



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



STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL										2011 to 2022 Historic Prices		TOTAL	SECTORAL ANALYSIS Historic Prices		
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT IN HISTORIC PRICES													2022	SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT IN HISTORIC PRICES	
SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
Accommodation	£M	90.14	98.02	103.95	108.80	112.98	114.18	123.73	137.54	149.73	72.43	138.33	170.88	Accommodation (15.6%)	
Food & Drink	£M	90.06	100.84	108.67	112.75	119.09	118.95	125.56	133.03	140.48	52.20	108.67	155.59	Food & Drink (14.2%)	
Recreation	£M	28.28	31.16	33.79	34.59	37.43	37.21	39.79	42.10	44.46	16.27	37.00	49.23	Recreation (4.5%)	
Shopping	£M	141.13	154.34	167.14	176.62	188.05	188.65	197.23	207.72	219.73	78.09	155.42	238.75	Shopping (21.7%)	
Transport	£M	43.00	47.51	51.37	53.39	56.98	56.73	59.78	63.09	66.61	23.17	48.10	73.10	Transport (6.7%)	
Direct Revenue	£M	392.61	431.88	464.92	486.15	514.54	515.72	546.10	583.48	621.00	242.15	487.51	687.55		
VAT	£M	78.52	86.38	92.98	97.23	102.91	103.14	109.22	116.70	124.20	35.94	64.13	134.38	VAT (12.2%)	
Direct Expenditure	£M	471.13	518.25	557.90	583.37	617.45	618.86	655.32	700.17	745.20	278.10	551.64	821.93		
Indirect Expenditure	£M	152.04	169.61	182.34	191.17	202.33	204.21	217.74	234.15	250.98	94.66	187.89	275.83	Indirect Expenditure (25.1%)	
TOTAL	£M	623.17	687.86	740.24	774.55	819.77	823.07	873.06	934.32	996.18	372.76	739.53	1,097.75		



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	FTEs	2,961	3,191	3,237	3,247	3,255	3,192	3,169	3,169	3,149	1,543	2,217	3,124
Food & Drink	FTEs	1,925	2,074	2,164	2,373	2,591	2,555	2,475	2,551	2,571	1,203	1,947	2,445
Recreation	FTEs	734	778	817	644	667	704	747	696	786	384	581	715
Shopping	FTEs	2,751	2,894	3,035	2,610	2,897	2,826	2,884	2,832	3,092	1,110	1,924	2,820
Transport	FTEs	411	437	457	380	421	416	427	420	461	161	293	417
Direct Employment	FTEs	8,781	9,374	9,710	9,254	9,830	9,693	9,703	9,668	10,058	4,402	6,963	9,521
Indirect Employment	FTEs	2,100	2,254	2,346	2,059	2,230	2,250	2,324	2,320	2,559	1,091	1,820	2,351
TOTAL	FTEs	10,881	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871



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

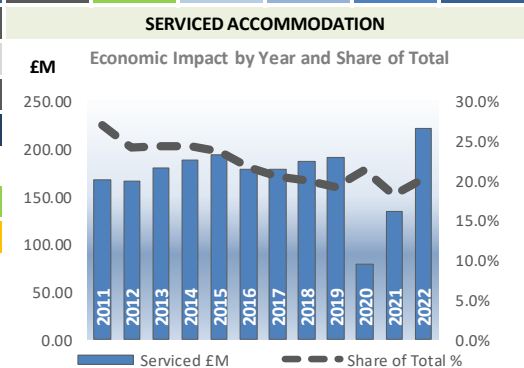
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*



STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL											2011 to 2022 Historic Prices		TOTAL		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2011 to 2022		97.1%	54.6%	87.6%	64.3%	80.6%	83.2%	91.4%	70.9%	64.5%	57.5%	116.6%	83.8%	76.2%	78.3%	76.0%	76.0%	75.4%		
% Change 2021 to 2022				675.5%	294.1%	256.0%	39.7%	18.4%	2.0%	-1.7%	-3.5%	24.8%	13.6%	48.4%	1342.7%	136.3%	6.3%	6.1%		
Average Annual Change		8.8%	5.0%	8.0%	5.8%	7.3%	7.6%	8.3%	6.4%	5.9%	5.2%	10.6%	7.6%	6.9%	7.1%	6.9%	6.9%	6.9%		
2011	£M	11.20	22.80	35.52	68.99	66.63	67.78	87.82	105.00	71.06	52.40	19.96	14.01	623.17	69.52	203.40	263.88	86.37		
2012	£M	10.95	25.10	40.64	69.25	71.87	74.77	97.89	114.70	81.94	56.74	27.66	16.35	687.86	10.4%	76.70	215.88	294.53	100.75	
2013	£M	12.29	26.94	42.88	66.83	89.37	80.34	110.67	129.74	82.57	52.81	29.19	16.60	740.24	7.6%	82.11	236.55	322.98	98.60	
2014	£M	14.27	28.10	45.51	75.81	93.15	79.16	112.83	137.03	87.83	55.16	29.75	15.93	774.55	4.6%	87.89	248.13	337.69	100.84	
2015	£M	14.73	29.80	46.89	79.82	98.65	83.12	125.02	147.05	91.09	58.39	30.26	14.94	819.77	5.8%	91.42	261.59	363.16	103.60	
2016	£M	16.26	28.41	53.49	75.58	87.52	92.45	125.19	144.44	92.72	55.68	31.35	19.99	823.07	0.4%	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	19.43	873.06	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	
2022	£M	22.07	35.25	66.62	113.35	120.36	124.18	168.13	179.40	116.87	82.51	43.24	25.75	1,097.75	48.4%	123.95	357.90	464.41	151.50	
ECONOMIC IMPACT - IN HISTORIC PRICES													TOTAL							
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M	Economic Impact by Year and Share of Total					
Total	£M	623.17	687.86	740.24	774.55	819.77	823.07	873.06	934.32	996.18	372.76	739.53	1,097.75	1,200.00	Total £M					
All Visitor Types	£Bn	0.623	0.688	0.740	0.775	0.820	0.823	0.873	0.934	0.996	0.373	0.740	1.098	1,000.00	Share of Total %					
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%	80.00	Total £M					
Annual Change in Share	%													600.00	Share of Total %					
Change in Share from 2011	%													400.00	Share of Total %					
Avg Ann. Change in Share	%													200.00	Share of Total %					
														0.00	Share of Total %					

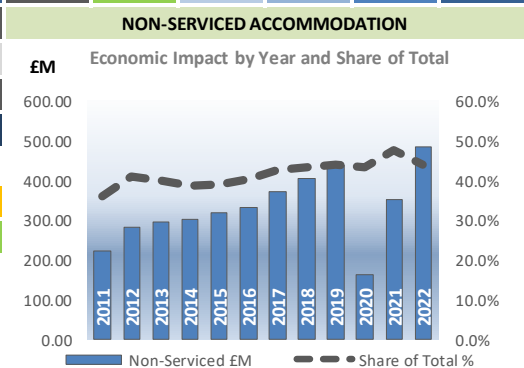
STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL											2011 to 2022 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		69.3%	28.8%	17.6%	11.5%	82.1%	44.6%	45.8%	23.6%	26.2%	-18.5%	45.0%	42.8%	32.1%	Annual Change	32.1%	46.7%	31.4%	16.2%
% Change 2021 to 2022						221.4%	16.2%	13.0%	11.4%	13.0%	16.3%	21.6%	28.0%	64.8%			139.1%	12.4%	21.6%
Average Annual Change		6.3%	2.6%	1.6%	1.0%	7.5%	4.1%	4.2%	2.1%	2.4%	-1.7%	4.1%	3.9%	2.9%		2.9%	4.2%	2.9%	1.5%
2011	£M	5.154	8.841	11.13	14.02	14.79	14.74	19.35	23.15	18.49	16.88	12.18	8.805	167.54		25.12	43.55	60.99	37.87
2012	£M	5.384	9.461	11.46	13.22	16.75	16.47	17.53	23.42	18.19	12.94	11.74	9.070	165.64	-1.1%	26.31	46.45	59.13	33.75
2013	£M	5.889	12.95	10.66	13.75	19.23	16.10	21.33	25.17	18.21	13.01	12.86	10.06	179.20	8.2%	29.50	49.07	64.70	35.92
2014	£M	7.634	12.30	11.47	15.58	20.29	17.83	21.79	25.60	19.64	15.26	12.47	8.093	187.96	4.9%	31.41	53.71	67.02	35.82
2015	£M	7.244	13.14	11.73	15.46	21.32	18.08	23.97	25.97	19.66	15.42	12.94	8.478	193.39	2.9%	32.11	54.86	69.59	36.83
2016	£M	9.332	11.80	11.50	13.58	18.29	14.13	18.09	23.54	19.75	11.30	13.42	12.69	177.41	-8.3%	32.63	45.99	61.38	37.41
2017	£M	10.43	13.21	11.27	14.78	18.24	15.03	19.57	22.91	18.38	10.62	13.30	10.22	177.98	0.3%	34.91	48.05	60.86	34.15
2018	£M	10.13	13.34	10.67	13.99	20.44	16.35	20.49	22.94	20.52	11.41	14.25	11.58	186.12	4.6%	34.14	50.78	63.95	37.24
2019	£M	13.87	11.55	9.294	14.14	20.64	17.09	21.22	24.72	21.57	11.15	15.07	10.30	190.63	2.4%	34.72	51.88	67.51	36.53
2020	£M	14.15	14.65	5.366				0.899	20.22	17.73		4.991	1.166	79.17	-58.5%	34.17		38.85	6.157
2021	£M					8.378	18.34	24.98	25.69	20.65	11.83	14.52	9.825	134.22	69.5%		26.72	71.32	36.18
2022	£M	8.727	11.39	13.08	15.63	26.93	21.31	28.22	28.61	23.34	13.77	17.66	12.58	221.25	64.8%	33.20	63.87	80.17	44.00

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Serviced	£M	167.54	165.64	179.20	187.96	193.39	177.41	177.98	186.12	190.63	79.17	134.22	221.25
All Visitor Types	£Bn	0.623	0.688	0.740	0.775	0.820	0.823	0.873	0.934	0.996	0.373	0.740	1.098
Share of Total	%	26.9%	24.1%	24.2%	24.3%	23.6%	21.6%	20.4%	19.9%	19.1%	21.2%	18.1%	20.2%
Annual Change in Share	%		-10.4%	0.5%	0.2%	-2.8%	-8.6%	-5.4%	-2.3%	-3.9%	11.0%	-14.5%	11.0%
Change in Share from 2011	%		-10.4%	-10.0%	-9.7%	-12.2%	-19.8%	-24.2%	-25.9%	-28.8%	-21.0%	-32.5%	-25.0%
Avg Ann. Change in Share	%		-10.4%	-5.0%	-3.2%	-3.1%	-4.0%	-4.0%	-3.7%	-3.6%	-2.3%	-3.2%	-2.3%



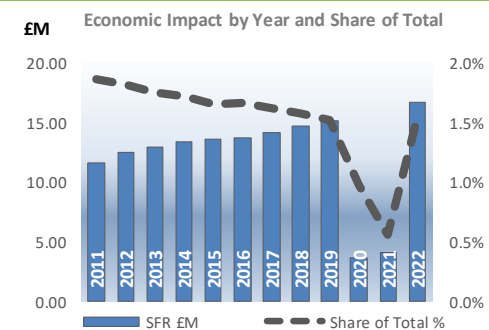
STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022 Historic Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		298.9%	258.8%	137.9%	118.9%	94.9%	110.0%	104.0%	81.3%	92.3%	146.9%	440.8%	260.4%	116.1%	Annual Change	167.1%	107.5%	92.3%	198.7%
% Change 2021 to 2022				723.6%	78.9%	104.3%	71.4%	26.8%	-1.2%	-6.7%	-12.5%	39.2%	-8.3%	36.9%		1073.9%	83.5%	5.8%	-3.0%
Average Annual Change		27.2%	23.5%	12.5%	10.8%	8.6%	10.0%	9.5%	7.4%	8.4%	13.4%	40.1%	23.7%	10.6%		15.2%	9.8%	8.4%	18.1%
2011	£M	1.768	2.484	15.77	23.50	26.53	26.95	35.65	37.85	27.80	18.94	3.407	2.515	223.17		20.03	76.98	101.31	24.86
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	26.0%	21.12	87.94	128.40	43.83
2013	£M	2.365	3.081	20.87	24.69	31.36	36.82	45.54	53.49	37.20	24.86	11.68	3.498	295.44	5.0%	26.31	92.87	136.23	40.03
2014	£M	2.327	4.042	21.48	25.79	34.42	33.10	46.29	54.13	37.55	23.44	12.62	4.756	299.95	1.5%	27.85	93.32	137.97	40.81
2015	£M	2.944	3.590	21.81	28.07	36.50	34.95	51.66	59.26	37.91	25.29	12.39	3.226	317.60	5.9%	28.34	99.53	148.82	40.90
2016	£M	2.292	3.217	25.44	31.08	31.48	44.39	57.41	54.96	38.78	25.62	12.58	3.785	331.04	4.2%	30.95	106.95	151.15	41.99
2017	£M	4.024	4.940	26.93	40.58	37.64	44.31	58.41	57.20	41.93	35.25	13.24	5.497	369.93	11.7%	35.90	122.52	157.53	53.98
2018	£M	3.564	5.430	30.32	40.32	44.36	47.77	63.04	61.88	45.72	39.08	16.35	6.933	404.77	9.4%	39.32	132.45	170.64	62.36
2019	£M	6.661	6.482	31.93	45.47	47.71	49.81	65.76	64.00	49.20	42.86	17.82	10.75	438.46	8.3%	45.07	142.99	178.96	71.44
2020	£M	6.798	6.828	22.36				21.79	48.98	46.13		4.521	3.714	161.12	-63.3%	35.99		116.90	8.235
2021	£M			4.556	28.76	25.30	33.00	57.33	69.46	57.29	53.45	13.23	9.881	352.27	118.6%	4.556	87.06	184.08	76.57
2022	£M	7.051	8.912	37.52	51.45	51.71	56.58	72.72	68.64	53.45	46.76	18.42	9.064	482.28	36.9%	53.49	159.74	194.81	74.25

ECONOMIC IMPACT - IN HISTORIC PRICES													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total	
Non-Serviced	£M	223.17	281.29	295.44	299.95	317.60	331.04	369.93	404.77	438.46	161.12	352.27	482.28		
All Visitor Types	£Bn	0.623	0.688	0.740	0.775	0.820	0.823	0.873	0.934	0.996	0.373	0.740	1.098		
Share of Total	%	35.8%	40.9%	39.9%	38.7%	38.7%	40.2%	42.4%	43.3%	44.0%	43.2%	47.6%	43.9%		
Annual Change in Share	%		14.2%	-2.4%	-3.0%	0.0%	3.8%	5.4%	2.2%	1.6%	-1.8%	10.2%	-7.8%		
Change in Share from 2011	%		14.2%	11.4%	8.1%	8.2%	12.3%	18.3%	21.0%	22.9%	20.7%	33.0%	22.7%		
Avg Ann. Change in Share	%		14.2%	5.7%	2.7%	2.0%	2.5%	3.1%	3.0%	2.9%	2.3%	3.3%	2.1%		



STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2011 to 2022		43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%		
% Change 2021 to 2022						947.7%	947.7%	109.5%	109.5%	109.5%	109.5%	109.5%	109.5%	304.0%					
Average Annual Change		4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%		
2011	£M	1.608	0.540	0.615	1.467	0.943	0.727	1.179	1.248	0.643	0.642	0.501	1.449	11.56		2.763	3.137	3.071	2.592
2012	£M	1.736	0.583	0.664	1.583	1.018	0.785	1.273	1.348	0.694	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	1.318	1.396	0.719	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	1.438	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	1.959	0.658	0.749	1.787	1.149	0.885	1.437	1.521	0.783	0.783	0.610	1.766	14.09	2.9%	3.366	3.821	3.741	3.158
2018	£M	2.042	0.686	0.781	1.863	1.198	0.923	1.498	1.586	0.817	0.816	0.636	1.841	14.69	4.3%	3.509	3.984	3.900	3.293
2019	£M	2.100	0.706	0.803	1.915	1.232	0.949	1.540	1.630	0.840	0.839	0.654	1.893	15.10	2.8%	3.608	4.096	4.010	3.385
2020	£M	2.157	0.725	0.451				0.158	0.167					3.658	-75.8%	3.333		0.326	
2021	£M					0.129	0.100	0.808	0.856	0.441	0.440	0.343	0.994	4.111	12.4%		0.229	2.105	1.777
2022	£M	2.310	0.776	0.883	2.107	1.355	1.044	1.694	1.793	0.924	0.923	0.719	2.082	16.61	304.0%	3.969	4.506	4.411	3.724

ECONOMIC IMPACT - IN HISTORIC PRICES													SFR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	SFR	
SFR	£M	11.56	12.48	12.93	13.32	13.52	13.69	14.09	14.69	15.10	3.658	4.111	16.61		
All Visitor Types	£Bn	0.623	0.688	0.740	0.775	0.820	0.823	0.873	0.934	0.996	0.373	0.740	1.098		
Share of Total	%	1.9%	1.8%	1.7%	1.7%	1.6%	1.7%	1.6%	1.6%	1.5%	1.0%	0.6%	1.5%		
Annual Change in Share	%		-2.2%	-3.8%	-1.5%	-4.1%	0.9%	-3.0%	-2.6%	-3.6%	-35.2%	-43.4%	172.2%		
Change in Share from 2011	%		-2.2%	-5.9%	-7.3%	-11.1%	-10.3%	-13.0%	-15.3%	-18.3%	-47.1%	-70.0%	-18.5%		
Avg Ann. Change in Share	%		-2.2%	-2.9%	-2.4%	-2.8%	-2.1%	-2.2%	-2.2%	-2.3%	-5.2%	-7.0%	-1.7%		



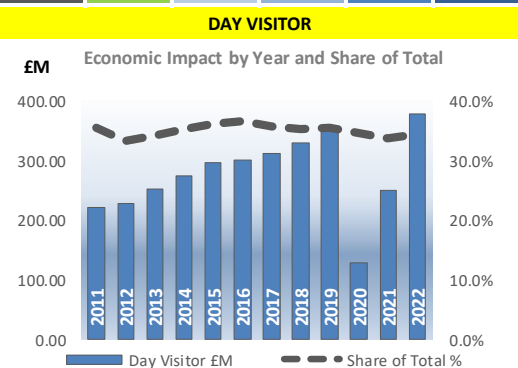
STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													Annual Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		112.0%	77.6%	87.1%	77.5%	89.3%	86.1%	82.7%	59.1%	65.6%	68.5%	128.7%	85.8%	79.0%	89.2%	84.5%	68.9%	86.7%		
% Change 2021 to 2022				1030.1%	140.6%	136.6%	53.5%	23.5%	3.2%	-0.8%	-6.5%	31.0%	14.6%	46.8%	1889.7%	100.1%	8.5%	6.5%		
Average Annual Change		10.2%	7.1%	7.9%	7.0%	8.1%	7.8%	7.5%	5.4%	6.0%	6.2%	11.7%	7.8%	7.2%	8.1%	7.7%	6.3%	7.9%		
2011	£M	8.530	11.87	27.52	38.99	42.26	42.42	56.18	62.25	46.94	36.46	16.09	12.77	402.27	47.91	123.66	165.37	65.32		
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	50.41	137.77	190.85	80.38		
2013	£M	10.05	16.64	32.21	40.08	51.64	53.74	68.19	80.05	56.13	38.58	25.10	15.18	487.56	58.90	145.45	204.36	78.85		
2014	£M	11.81	16.96	33.66	43.06	55.80	51.77	69.43	81.17	57.93	39.44	25.66	14.52	501.23	62.44	150.64	208.53	79.62		
2015	£M	12.07	17.36	34.25	45.24	58.93	53.89	77.00	86.68	58.32	41.46	25.91	13.40	524.51	63.68	158.06	222.01	80.77		
2016	£M	13.53	15.65	37.67	46.39	50.88	59.38	76.89	79.98	59.29	37.69	26.60	18.19	522.15	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	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	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	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	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	4.556	114.01	257.50	114.53		
2022	£M	18.09	21.08	51.49	69.19	79.99	78.93	102.63	99.04	77.72	61.45	36.80	23.72	720.14	90.66	228.12	279.39	121.98		

ECONOMIC IMPACT - IN HISTORIC PRICES													STAYING VISITOR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
Staying Visitor	£M	402.27	459.41	487.56	501.23	524.51	522.15	562.00	605.57	644.19	243.95	490.60	720.14		
All Visitor Types	£Bn	0.623	0.688	0.740	0.775	0.820	0.823	0.873	0.934	0.996	0.373	0.740	1.098		
Share of Total	%	64.6%	66.8%	65.9%	64.7%	64.0%	63.4%	64.4%	64.8%	64.7%	65.4%	66.3%	65.6%		
Annual Change in Share	%		3.5%	-1.4%	-1.8%	-1.1%	-0.9%	1.5%	0.7%	-0.2%	1.2%	1.4%	-1.1%		
Change in Share from 2011	%		3.5%	2.0%	0.2%	-0.9%	-1.7%	-0.3%	0.4%	0.2%	1.4%	2.8%	1.6%		
Avg Ann. Change in Share	%		3.5%	1.0%	0.1%	-0.2%	-0.3%	0.0%	0.1%	0.0%	0.2%	0.3%	0.1%		



STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2011 to 2022		49.3%	29.7%	89.1%	47.2%	65.6%	78.4%	107.0%	88.0%	62.3%	32.1%	66.3%	63.8%	70.9%	54.1%	62.8%	87.8%	40.3%		
% Change 2021 to 2022				275.0%			20.8%	11.3%	0.7%	-3.3%	6.6%	-1.7%	3.0%	51.7%	725.0%	246.5%	3.3%	4.5%		
Average Annual Change		4.5%	2.7%	8.1%	4.3%	6.0%	7.1%	9.7%	8.0%	5.7%	2.9%	6.0%	5.8%	6.4%	4.9%	5.7%	8.0%	3.7%		
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	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	26.29	78.11	103.68	20.36		
2013	£M	2.235	10.30	10.68	26.76	37.73	26.61	42.48	49.69	26.44	14.23	4.091	1.423	252.68	23.22	91.10	118.62	19.74		
2014	£M	2.460	11.14	11.85	32.75	37.35	27.39	43.40	55.86	29.91	15.72	4.085	1.416	273.32	25.45	97.49	129.16	21.22		
2015	£M	2.665	12.44	12.64	34.58	39.72	29.23	48.02	60.36	32.77	16.93	4.353	1.545	295.26	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	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	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	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	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	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	4.035	37.45	179.18	28.26		
2022	£M	3.983	14.18	15.13	44.16	40.37	45.25	65.50	80.36	39.16	21.06	6.438	2.027	377.62	33.29	129.78	185.02	29.52		

ECONOMIC IMPACT - IN HISTORIC PRICES													DAY VISITOR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	DAY VISITOR	
Day Visitor	£M	220.90	228.44	252.68	273.32	295.26	300.93	311.07	328.75	351.99	128.81	248.93	377.62	£M	
All Visitor Types	£Bn	0.623	0.688	0.740	0.775	0.820	0.823	0.873	0.934	0.996	0.373	0.740	1.098	Share of Total %	
Share of Total	%	35.4%	33.2%	34.1%	35.3%	36.0%	36.6%	35.6%	35.2%	35.3%	34.6%	33.7%	34.4%	Annual Change in Share %	
Annual Change in Share	%		-6.3%	2.8%	3.4%	2.1%	1.5%	-2.5%	-1.2%	0.4%	-2.2%	-2.6%	2.2%	Change in Share from 2011 %	
Change in Share from 2011	%		-6.3%	-3.7%	-0.5%	1.6%	3.1%	0.5%	-0.7%	-0.3%	-2.5%	-5.0%	-3.0%	Avg Ann. Change in Share %	
Avg Ann. Change in Share	%		-6.3%	-1.9%	-0.2%	0.4%	0.6%	0.1%	-0.1%	0.0%	-0.3%	-0.5%	-0.3%		



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

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

STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL											2011 to 2022			TOTAL	VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL																		
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		17.2%	-3.1%	28.3%	7.0%	21.3%	25.9%	40.1%	27.4%	13.9%	-4.4%	31.5%	8.2%	20.0%	Annual Change	13.4%	17.6%	28.2%	5.4%	
% Change 2021 to 2022				401.2%	35.7%	36.2%	20.4%	7.5%	-5.7%	-9.4%	-4.0%	13.6%	12.1%	20.3%		954.9%	30.1%	-2.3%	2.6%	
Average Annual Change		1.6%	-0.3%	2.6%	0.6%	1.9%	2.4%	3.6%	2.5%	1.3%	-0.4%	2.9%	0.7%	1.8%		1.2%	1.6%	2.6%	0.5%	
2011	M	0.149	0.378	0.382	0.986	0.849	0.874	1.080	1.386	0.829	0.624	0.222	0.134	7.893	Annual Change	0.909	2.708	3.296	0.980	
2012	M	0.135	0.398	0.465	0.911	0.882	0.841	1.146	1.339	0.878	0.584	0.256	0.143	7.977		1.1%	0.998	2.634	3.363	0.983
2013	M	0.137	0.373	0.442	0.851	1.157	0.894	1.311	1.507	0.857	0.538	0.267	0.141	8.476		6.3%	0.952	2.902	3.675	0.947
2014	M	0.151	0.381	0.465	0.981	1.134	0.888	1.300	1.613	0.923	0.571	0.261	0.128	8.797		3.8%	0.998	3.003	3.836	0.960
2015	M	0.155	0.412	0.482	1.019	1.188	0.927	1.418	1.713	0.978	0.599	0.267	0.129	9.288		5.6%	1.049	3.134	4.110	0.995
2016	M	0.165	0.398	0.556	0.879	1.066	0.998	1.380	1.749	0.976	0.584	0.271	0.161	9.183		-1.1%	1.120	2.942	4.105	1.016
2017	M	0.178	0.424	0.441	1.100	1.079	0.975	1.420	1.701	0.984	0.548	0.292	0.147	9.290		1.2%	1.043	3.154	4.105	0.988
2018	M	0.172	0.456	0.446	0.995	1.112	1.109	1.427	1.658	1.032	0.583	0.296	0.154	9.441		1.6%	1.074	3.216	4.118	1.033
2019	M	0.214	0.493	0.452	1.105	1.131	1.050	1.463	1.765	1.025	0.614	0.320	0.159	9.792		3.7%	1.159	3.286	4.253	1.093
2020	M	0.212	0.500	0.314	0.005	0.007	0.014	0.463	1.082	0.751	0.014	0.104	0.035	3.501		-64.2%	1.026	0.026	2.296	0.153
2021	M			0.098	0.777	0.755	0.914	1.408	1.872	1.043	0.621	0.257	0.130	7.876		125.0%	0.098	2.447	4.323	1.008
2022	M	0.174	0.366	0.490	1.055	1.029	1.101	1.513	1.766	0.945	0.597	0.292	0.145	9.472		20.3%	1.030	3.184	4.224	1.034
VISITOR NUMBERS													TOTAL							
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M Visitor No.s by Year and Share of Total						
Total	M	7.893	7.977	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876	9.472	12.00						
All Visitor Types	M	7.893	7.977	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876	9.472	10.00						
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%	8.00						
Annual Change in Share	%													6.00						
Change in Share from 2011	%													4.00						
Avg Ann. Change in Share	%													2.00						



**STEAM FINAL TREND REPORT FOR 2011-2022**  
**CONWY COUNTY BOROUGH COUNCIL**

VISITOR NUMBERS BY:													MONTH AND QUARTER		SERVICED		VISITOR NUMBERS			
KEY		SERVICED ACCOMMODATION											CALENDAR YEAR		QUARTER					
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change	QUARTER					
Less than 3% change		Q1			Q2			Q3			Q4				QUARTER					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2011 to 2022		18.9%	-7.8%	-17.4%	-22.7%	25.9%	0.6%	-4.9%	-22.5%	-16.0%	-43.1%	-0.2%	-1.6%		-10.0%	-5.2%	1.5%	-15.0%	-19.3%	
% Change 2021 to 2022						198.5%	7.8%	4.7%	3.3%	4.8%	7.9%	12.8%	18.7%		60.3%	119.3%	4.2%	12.9%		
Average Annual Change		1.7%	-0.7%	-1.6%	-2.1%	2.4%	0.1%	-0.4%	-2.0%	-1.5%	-3.9%	0.0%	-0.1%		-0.9%	-0.5%	0.1%	-1.4%	-1.8%	
2011	M	0.044	0.076	0.070	0.101	0.103	0.108	0.119	0.145	0.099	0.128	0.093	0.071	1.156	0.190	0.312	0.363	0.292		
2012	M	0.044	0.079	0.070	0.090	0.111	0.116	0.100	0.129	0.089	0.095	0.085	0.069	1.076	-7.0%	0.192	0.317	0.318	0.249	
2013	M	0.048	0.107	0.064	0.092	0.125	0.112	0.121	0.137	0.089	0.094	0.092	0.075	1.156	7.4%	0.219	0.330	0.347	0.261	
2014	M	0.059	0.099	0.067	0.102	0.129	0.120	0.119	0.135	0.094	0.107	0.087	0.059	1.177	1.9%	0.225	0.351	0.348	0.253	
2015	M	0.056	0.105	0.068	0.100	0.134	0.120	0.130	0.136	0.092	0.107	0.089	0.061	1.198	1.8%	0.228	0.354	0.357	0.258	
2016	M	0.069	0.089	0.063	0.083	0.109	0.089	0.091	0.115	0.086	0.074	0.087	0.087	1.043	-13.0%	0.220	0.281	0.293	0.249	
2017	M	0.075	0.097	0.059	0.088	0.105	0.091	0.095	0.108	0.078	0.067	0.084	0.068	1.014	-2.7%	0.231	0.284	0.280	0.219	
2018	M	0.070	0.094	0.054	0.080	0.113	0.096	0.095	0.104	0.084	0.069	0.086	0.074	1.020	0.6%	0.218	0.290	0.282	0.230	
2019	M	0.093	0.080	0.046	0.079	0.112	0.098	0.096	0.109	0.086	0.066	0.089	0.064	1.017	-0.2%	0.219	0.289	0.291	0.219	
2020	M	0.092	0.098	0.026				0.004	0.087	0.069		0.029	0.007	0.412	-59.5%	0.217		0.160	0.036	
2021	M					0.043	0.101	0.108	0.109	0.079	0.067	0.082	0.059	0.649	57.6%		0.144	0.296	0.209	
2022	M	0.052	0.070	0.058	0.078	0.130	0.109	0.114	0.112	0.083	0.073	0.093	0.070	1.040	60.3%	0.180	0.316	0.309	0.235	

VISITOR NUMBERS													SERVICED ACCOMMODATION		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
Serviced	M	1.156	1.076	1.156	1.177	1.198	1.043	1.014	1.020	1.017	0.412	0.649	1.040		
All Visitor Types	M	7.893	7.977	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876	9.472		
Share of Total	%	14.7%	13.5%	13.6%	13.4%	12.9%	11.4%	10.9%	10.8%	10.4%	11.8%	8.2%	11.0%		
Annual Change in Share	%		-8.0%	1.1%	-1.9%	-3.6%	-12.0%	-3.9%	-1.0%	-3.8%	13.3%	-30.0%	33.3%		
Change in Share from 2011	%		-8.0%	-6.9%	-8.7%	-12.0%	-22.5%	-25.5%	-26.3%	-29.1%	-19.7%	-43.8%	-25.0%		
Avg Ann. Change in Share	%		-8.0%	-3.5%	-2.9%	-3.0%	-4.5%	-4.2%	-3.8%	-3.6%	-2.2%	-4.4%	-2.3%		

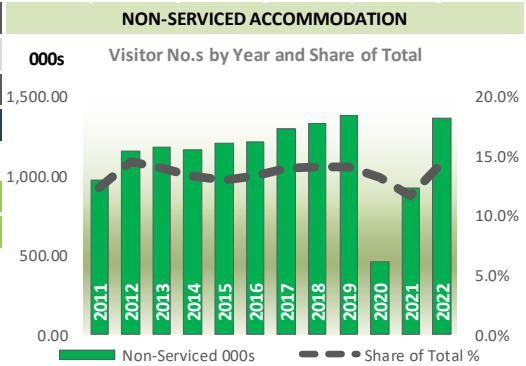


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Report Prepared by: Cathy James, Date of Issue: 14/08/23

STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022		NON-SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		77.5%	73.6%	46.7%	42.7%	29.8%	37.6%	30.6%	19.0%	24.8%	56.7%	229.1%	47.0%	40.3%	53.6%		36.5%	24.8%	88.3%	
% Change 2021 to 2022				697.4%	111.2%	151.1%	105.6%	41.7%	-7.6%	-15.7%	-19.6%	76.9%	-16.0%	47.8%	994.6%		120.5%	3.3%	-1.5%	
Average Annual Change		7.0%	6.7%	4.2%	3.9%	2.7%	3.4%	2.8%	1.7%	2.3%	5.2%	20.8%	4.3%	3.7%	4.9%		3.3%	2.3%	8.0%	
2011	000s	14.6	16.1	98.8	105.0	112.5	111.1	142.3	140.8	108.6	81.7	21.9	12.3	966.0	129.6		328.7	391.7	116.0	
2012	000s	7.7	13.4	99.8	114.5	116.6	132.3	167.1	168.5	135.0	112.1	70.0	14.8	1,151.7	120.8		363.4	470.5	196.9	
2013	000s	12.3	13.9	115.6	106.9	124.6	141.4	169.6	179.0	133.1	97.6	68.9	12.6	1,175.3	141.7		372.8	481.7	179.1	
2014	000s	11.8	17.4	115.4	107.0	130.9	125.4	166.4	176.7	131.3	91.3	71.4	16.1	1,161.1	144.6		363.4	474.4	178.8	
2015	000s	14.6	15.4	116.2	113.1	135.5	129.9	179.2	188.1	130.9	96.0	69.9	11.4	1,200.2	146.2		378.5	498.2	177.3	
2016	000s	11.3	13.6	128.4	120.5	119.5	154.4	187.6	171.3	128.9	95.1	68.5	12.4	1,211.5	153.3		394.4	487.9	176.0	
2017	000s	18.9	20.0	132.2	147.1	135.8	148.8	184.0	170.5	131.3	121.2	68.6	16.0	1,294.3	171.0		431.7	485.8	205.9	
2018	000s	16.2	21.1	139.8	141.5	146.8	152.2	187.7	172.7	134.3	124.7	74.4	15.8	1,327.2	177.1		440.4	494.8	214.8	
2019	000s	28.0	24.3	140.5	148.1	149.9	151.2	187.1	172.3	139.0	131.3	76.9	25.1	1,373.6	192.8		449.2	498.3	233.3	
2020	000s	25.5	23.2	86.7				47.8	124.5	128.8		14.0	8.0	458.5	135.5			301.1	22.0	
2021	000s			18.2	71.0	58.2	74.4	131.1	181.5	160.9	159.3	40.8	21.5	916.8	18.2		203.5	473.5	221.6	
2022	000s	26.0	28.0	144.9	149.9	146.0	152.9	185.8	167.6	135.6	128.1	72.2	18.1	1,355.1	199.0		448.8	489.0	218.4	

VISITOR NUMBERS													NON-SERVICED ACCOMMODATION			
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	Visitor No.s by Year and Share of Total	
Non-Serviced	000s	966.0	1,151.7	1,175.3	1,161.1	1,200.2	1,211.5	1,294.3	1,327.2	1,373.6	458.5	916.8	1,355.1	1,500.00		
All Visitor Types	M	7.9	8.0	8.5	8.8	9.3	9.2	9.3	9.4	9.8	3.5	7.9	9.5	1,000.00		
Share of Total	%	12.2%	14.4%	13.9%	13.2%	12.9%	13.2%	13.9%	14.1%	14.0%	13.1%	11.6%	14.3%	500.00		
Annual Change in Share	%		18.0%	-4.0%	-4.8%	-2.1%	2.1%	5.6%	0.9%	-0.2%	-6.6%	-11.1%	22.9%	500.00		
Change in Share from 2011	%		18.0%	13.3%	7.8%	5.6%	7.8%	13.8%	14.9%	14.6%	7.0%	-4.9%	16.9%	500.00		
Avg Ann. Change in Share	%		18.0%	6.7%	2.6%	1.4%	1.6%	2.3%	2.1%	1.8%	0.8%	-0.5%	1.5%	500.00		

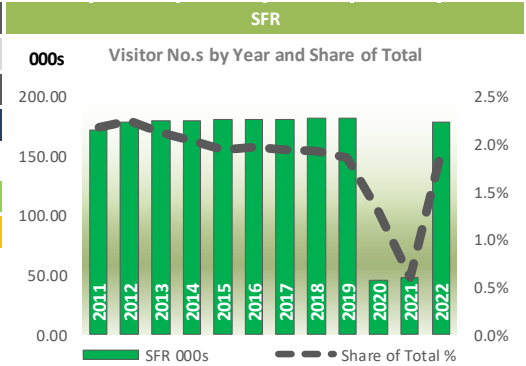


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Report Prepared by: Cathy James, Date of Issue: 14/08/23

STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022	SFR	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4
% Change 2011 to 2022		3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%
% Change 2021 to 2022						871.6%	871.6%	94.3%	94.3%	94.3%	94.3%	94.3%	94.3%	276.4%			1552.7%	94.3%	94.3%
Average Annual Change		0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
2011	000s	22.7	9.1	10.1	19.2	15.1	12.2	16.6	16.9	10.4	10.6	8.7	19.7	171.3		41.8	46.5	44.0	38.9
2012	000s	23.6	9.4	10.5	19.9	15.7	12.7	17.3	17.6	10.9	11.0	9.0	20.4	177.9	3.9%	43.5	48.3	45.7	40.5
2013	000s	23.6	9.5	10.5	20.0	15.8	12.7	17.3	17.6	10.9	11.0	9.1	20.5	178.4	0.3%	43.6	48.4	45.8	40.6
2014	000s	23.7	9.5	10.5	20.0	15.8	12.7	17.4	17.7	10.9	11.1	9.1	20.5	178.8	0.2%	43.7	48.5	46.0	40.7
2015	000s	23.8	9.5	10.6	20.1	15.9	12.8	17.4	17.8	11.0	11.1	9.1	20.6	179.6	0.4%	43.9	48.7	46.2	40.8
2016	000s	23.8	9.5	10.6	20.1	15.8	12.8	17.4	17.7	11.0	11.1	9.1	20.6	179.5	-0.1%	43.8	48.7	46.1	40.8
2017	000s	23.8	9.5	10.6	20.1	15.9	12.8	17.5	17.8	11.0	11.1	9.1	20.7	180.0	0.3%	44.0	48.8	46.3	40.9
2018	000s	23.9	9.6	10.6	20.2	15.9	12.9	17.5	17.8	11.0	11.2	9.2	20.7	180.5	0.3%	44.1	49.0	46.4	41.0
2019	000s	24.0	9.6	10.7	20.2	16.0	12.9	17.6	17.9	11.0	11.2	9.2	20.8	181.0	0.3%	44.2	49.1	46.5	41.1
2020	000s	24.0	9.6	7.9				1.8	1.8					45.0	-75.1%	41.4		3.5	
2021	000s					1.6	1.3	8.9	9.0	5.6	5.6	4.6	10.5	47.1	4.7%		2.9	23.5	20.7
2022	000s	23.5	9.4	10.4	19.8	15.7	12.6	17.2	17.5	10.8	11.0	9.0	20.4	177.3	276.4%	43.3	48.1	45.6	40.3

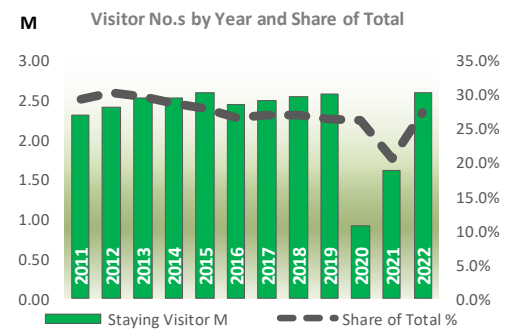
VISITOR NUMBERS													SFR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	
SFR	000s	171.3	177.9	178.4	178.8	179.6	179.5	180.0	180.5	181.0	45.0	47.1	177.3		
All Visitor Types	M	7.9	8.0	8.5	8.8	9.3	9.2	9.3	9.4	9.8	3.5	7.9	9.5		
Share of Total	%	2.2%	2.2%	2.1%	2.0%	1.9%	2.0%	1.9%	1.9%	1.8%	1.3%	0.6%	1.9%		
Annual Change in Share	%		2.8%	-5.6%	-3.4%	-4.9%	1.1%	-0.9%	-1.3%	-3.3%	-30.5%	-53.5%	213.0%		
Change in Share from 2011	%		2.8%	-3.0%	-6.3%	-10.9%	-9.9%	-10.7%	-11.9%	-14.8%	-40.8%	-72.4%	-13.7%		
Avg Ann. Change in Share	%		2.8%	-1.5%	-2.1%	-2.7%	-2.0%	-1.8%	-1.7%	-1.9%	-4.5%	-7.2%	-1.2%		



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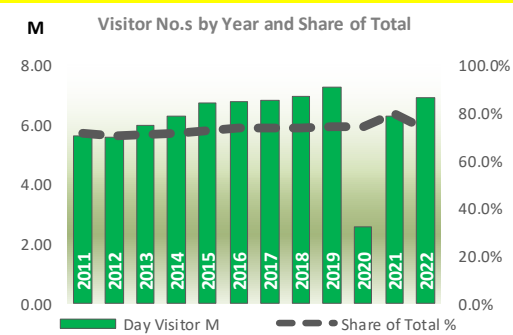
STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022		STAYING VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR												TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2011 to 2022		25.2%	6.2%	19.2%	10.0%	26.3%	18.5%	13.7%	-1.7%	5.3%	-3.8%	40.7%	5.2%	12.2%	16.9%	18.4%	5.6%	10.6%		
% Change 2021 to 2022				1072.4%	249.1%	182.3%	55.4%	27.4%	-0.6%	-6.6%	-8.8%	36.2%	19.2%	59.5%	2222.4%	131.9%	6.3%	9.6%		
Average Annual Change		2.3%	0.6%	1.7%	0.9%	2.4%	1.7%	1.2%	-0.2%	0.5%	-0.3%	3.7%	0.5%	1.1%	1.5%	1.7%	0.5%	1.0%		
2011	M	0.081	0.101	0.179	0.225	0.231	0.231	0.278	0.303	0.218	0.220	0.124	0.103	2.294	0.361	0.687	0.799	0.447		
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	4.9%	0.357	0.728	0.834	0.486	
2013	M	0.084	0.130	0.190	0.219	0.266	0.266	0.308	0.334	0.233	0.202	0.170	0.108	2.509	4.3%	0.404	0.751	0.874	0.480	
2014	M	0.095	0.126	0.193	0.229	0.275	0.258	0.303	0.330	0.236	0.210	0.168	0.096	2.517	0.3%	0.413	0.763	0.868	0.473	
2015	M	0.094	0.130	0.194	0.233	0.285	0.263	0.327	0.342	0.234	0.214	0.168	0.093	2.578	2.4%	0.419	0.781	0.902	0.476	
2016	M	0.104	0.112	0.201	0.224	0.244	0.256	0.296	0.304	0.226	0.180	0.165	0.120	2.434	-5.6%	0.418	0.724	0.827	0.465	
2017	M	0.117	0.126	0.202	0.255	0.256	0.253	0.296	0.296	0.220	0.199	0.161	0.105	2.488	2.3%	0.446	0.765	0.812	0.465	
2018	M	0.110	0.125	0.205	0.242	0.276	0.261	0.300	0.294	0.229	0.205	0.170	0.111	2.528	1.6%	0.439	0.779	0.824	0.486	
2019	M	0.145	0.114	0.197	0.248	0.277	0.262	0.301	0.299	0.236	0.209	0.175	0.110	2.572	1.8%	0.456	0.787	0.836	0.494	
2020	M	0.142	0.131	0.121				0.053	0.213	0.198		0.043	0.015	0.915	-64.4%	0.394		0.464	0.058	
2021	M			0.018	0.071	0.103	0.176	0.248	0.299	0.246	0.232	0.128	0.091	1.613	76.2%	0.018	0.351	0.793	0.451	
2022	M	0.102	0.107	0.213	0.248	0.291	0.274	0.317	0.297	0.229	0.212	0.174	0.108	2.573	59.5%	0.422	0.813	0.843	0.494	
VISITOR NUMBERS													STAYING VISITOR							
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022							
Staying Visitor		M	2.294	2.405	2.509	2.517	2.578	2.434	2.488	2.528	2.572	0.915	1.613	2.573						
All Visitor Types		M	7.893	7.977	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876	9.472						
Share of Total		%	29.1%	30.2%	29.6%	28.6%	27.8%	26.5%	26.8%	26.3%	26.2%	20.5%	27.2%							
Annual Change in Share		%		3.8%	-1.8%	-3.4%	-3.0%	-4.5%	1.1%	-0.1%	-1.9%	-0.4%	-21.7%	32.6%						
Change in Share from 2011		%		3.8%	1.9%	-1.5%	-4.5%	-8.8%	-7.8%	-7.9%	-9.6%	-10.0%	-29.5%	-6.5%						
Avg Ann. Change in Share		%		3.8%	0.9%	-0.5%	-1.1%	-1.8%	-1.3%	-1.1%	-1.2%	-1.1%	-3.0%	-0.6%						



**STEAM FINAL TREND REPORT FOR 2011-2022**  
**CONWY COUNTY BOROUGH COUNCIL**

2011 to 2022													DAY VISITOR	VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		7.6%	-6.5%	36.3%	6.1%	19.4%	28.6%	49.2%	35.5%	17.0%	-4.8%	19.8%	18.1%	23.2%		11.1%	17.3%	35.4%	1.1%
% Change 2021 to 2022				247.8%	14.2%	13.1%	12.0%	3.2%	-6.6%	-10.3%	-1.1%	-8.8%	-4.5%	10.2%	Annual Change	665.1%	13.1%	-4.2%	-3.1%
Average Annual Change		0.7%	-0.6%	3.3%	0.6%	1.8%	2.6%	4.5%	3.2%	1.5%	-0.4%	1.8%	1.6%	2.1%		1.0%	1.6%	3.2%	0.1%
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		0.548	2.021	2.497	0.533
2012	M	0.059	0.297	0.285	0.686	0.639	0.580	0.862	1.025	0.642	0.366	0.092	0.039	5.572	-0.5%	0.641	1.905	2.529	0.497
2013	M	0.053	0.243	0.252	0.632	0.891	0.628	1.003	1.174	0.624	0.336	0.097	0.034	5.967	7.1%	0.548	2.151	2.801	0.466
2014	M	0.057	0.256	0.272	0.752	0.858	0.629	0.997	1.284	0.687	0.361	0.094	0.033	6.280	5.3%	0.585	2.240	2.968	0.488
2015	M	0.061	0.283	0.287	0.786	0.903	0.664	1.091	1.372	0.745	0.385	0.099	0.035	6.710	6.9%	0.631	2.353	3.208	0.519
2016	M	0.061	0.286	0.355	0.655	0.822	0.742	1.083	1.446	0.750	0.403	0.107	0.040	6.749	0.6%	0.702	2.218	3.279	0.550
2017	M	0.060	0.297	0.239	0.845	0.823	0.722	1.124	1.405	0.764	0.349	0.131	0.043	6.801	0.8%	0.597	2.389	3.293	0.522
2018	M	0.063	0.331	0.241	0.753	0.836	0.848	1.127	1.364	0.803	0.378	0.126	0.043	6.914	1.7%	0.635	2.437	3.294	0.548
2019	M	0.069	0.379	0.255	0.858	0.854	0.788	1.162	1.466	0.789	0.406	0.145	0.049	7.220	4.4%	0.704	2.499	3.417	0.599
2020	M	0.070	0.369	0.193	0.005	0.007	0.014	0.409	0.869	0.553	0.014	0.062	0.020	2.585	-64.2%	0.632	0.026	1.832	0.095
2021	M			0.080	0.706	0.652	0.738	1.160	1.573	0.798	0.389	0.129	0.039	6.263	142.3%	0.080	2.097	3.530	0.557
2022	M	0.073	0.259	0.276	0.807	0.738	0.827	1.197	1.468	0.715	0.385	0.118	0.037	6.899	10.2%	0.608	2.371	3.380	0.539

VISITOR NUMBERS													DAY VISITOR				
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022				
Day Visitor	M	5.599	5.572	5.967	6.280	6.710	6.749	6.801	6.914	7.220	2.585	6.263	6.899				
All Visitor Types	M	7.893	7.977	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876	9.472				
Share of Total	%	70.9%	69.8%	70.4%	71.4%	72.2%	73.5%	73.2%	73.2%	73.7%	73.8%	79.5%	72.8%				
Annual Change in Share	%		-1.5%	0.8%	1.4%	1.2%	1.7%	-0.4%	0.0%	0.7%	0.2%	7.7%	-8.4%				
Change in Share from 2011	%		-1.5%	-0.8%	0.6%	1.8%	3.6%	3.2%	3.2%	3.9%	4.1%	12.1%	2.7%				
Avg Ann. Change in Share	%		-1.5%	-0.4%	0.2%	0.5%	0.7%	0.5%	0.5%	0.5%	0.5%	1.2%	0.2%				



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Report Prepared by: Cathy James, Date of Issue: 14/08/23

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

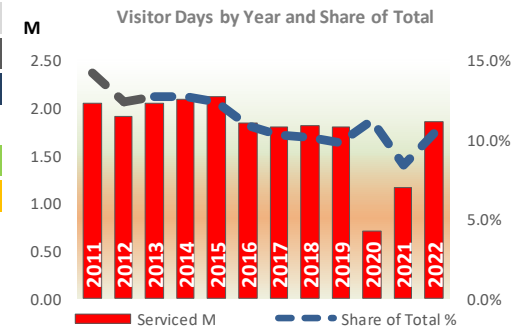
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL											2011 to 2022		TOTAL	VISITOR DAYS						
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL											TOTAL						% Change	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2011 to 2022		24.2%	4.0%	32.2%	17.6%	24.9%	29.1%	34.0%	22.2%	16.5%	17.3%	66.3%	14.9%	24.4%	22.4%	23.8%	24.7%	26.8%		
% Change 2021 to 2022				568.0%	69.0%	77.7%	46.9%	19.7%	-5.7%	-11.5%	-12.4%	33.8%	8.1%	29.7%	1044.2%	63.2%	0.5%	-0.9%		
Average Annual Change		2.2%	0.4%	2.9%	1.6%	2.3%	2.6%	3.1%	2.0%	1.5%	1.6%	6.0%	1.4%	2.2%	2.0%	2.2%	2.2%	2.4%		
2011	M	0.241	0.476	0.843	1.668	1.621	1.639	2.061	2.446	1.579	1.219	0.374	0.266	14.43	1.559	4.928	6.086	1.858		
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	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	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	1.727	5.464	7.141	2.064		
2015	M	0.256	0.519	1.008	1.746	2.124	1.815	2.633	3.086	1.853	1.265	0.586	0.253	17.14	1.783	5.685	7.573	2.103		
2016	M	0.264	0.493	1.123	1.632	1.886	2.008	2.620	2.998	1.834	1.220	0.584	0.306	16.97	1.880	5.525	7.453	2.109		
2017	M	0.298	0.541	1.019	2.001	1.992	1.954	2.642	2.940	1.848	1.337	0.603	0.297	17.47	1.857	5.946	7.430	2.237		
2018	M	0.284	0.575	1.047	1.860	2.098	2.111	2.673	2.909	1.921	1.394	0.629	0.307	17.81	1.906	6.069	7.503	2.330		
2019	M	0.366	0.615	1.047	2.005	2.134	2.048	2.705	3.018	1.943	1.463	0.664	0.349	18.36	2.028	6.187	7.665	2.475		
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	1.661	0.026	4.315	0.264		
2021	M			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		
2022	M	0.299	0.495	1.114	1.962	2.024	2.117	2.761	2.989	1.839	1.430	0.622	0.306	17.96	1.908	6.103	7.590	2.357		
VISITOR DAYS													TOTAL							
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M						
Total	M	14.43	15.51	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84	17.96	Visitor Days by Year and Share of Total						
All Visitor Types	M	14.43	15.51	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84	17.96							
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							
Annual Change in Share	%																			
Change in Share from 2011	%																			
Avg Ann. Change in Share	%																			

**STEAM FINAL TREND REPORT FOR 2011-2022**  
**CONWY COUNTY BOROUGH COUNCIL**

VISITOR DAYS BY:													MONTH AND QUARTER		CALENDAR YEAR		VISITOR DAYS													
KEY													SERVICED ACCOMMODATION		TOTAL		QUARTER													
An increase of 3% or more													VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES		Annual Change															
Less than 3% change													Q1		Q2		Q3		Q4											
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2011 to 2022													18.7%	-9.5%	-17.2%	-22.5%	26.7%	0.4%	-2.3%	-18.8%	-15.7%	-43.1%	1.0%	-0.1%	-9.2%	Annual Change	-7.1%	1.9%	-12.6%	-18.9%
% Change 2021 to 2022																	198.0%	7.8%	4.7%	3.3%	4.8%	7.9%	12.8%	18.7%	59.4%			121.8%	4.2%	12.8%
Average Annual Change													1.7%	-0.9%	-1.6%	-2.0%	2.4%	0.0%	-0.2%	-1.7%	-1.4%	-3.9%	0.1%	0.0%	-0.8%		-0.6%	0.2%	-1.1%	-1.7%
2011	M	0.067	0.115	0.144	0.183	0.193	0.207	0.248	0.196	0.220	0.159	0.115	2.040		0.326	0.570	0.651	0.494												
2012	M	0.068	0.117	0.144	0.164	0.208	0.206	0.173	0.226	0.177	0.163	0.147	1.907	-6.5%	0.329	0.579	0.576	0.423												
2013	M	0.073	0.159	0.132	0.168	0.236	0.199	0.210	0.242	0.176	0.161	0.159	2.039	6.9%	0.364	0.603	0.628	0.445												
2014	M	0.092	0.146	0.138	0.186	0.242	0.214	0.206	0.239	0.185	0.184	0.150	2.080	2.0%	0.377	0.642	0.630	0.431												
2015	M	0.087	0.155	0.140	0.182	0.252	0.215	0.226	0.239	0.181	0.184	0.154	2.113	1.6%	0.381	0.648	0.646	0.438												
2016	M	0.105	0.132	0.129	0.152	0.205	0.158	0.161	0.204	0.171	0.127	0.142	1.838	-13.0%	0.367	0.515	0.537	0.420												
2017	M	0.114	0.144	0.123	0.160	0.198	0.163	0.168	0.193	0.155	0.116	0.145	1.787	-2.8%	0.380	0.521	0.515	0.371												
2018	M	0.106	0.140	0.112	0.147	0.214	0.171	0.169	0.186	0.167	0.120	0.149	1.802	0.8%	0.358	0.532	0.522	0.390												
2019	M	0.142	0.118	0.095	0.144	0.211	0.174	0.171	0.196	0.171	0.114	0.154	1.795	-0.4%	0.355	0.530	0.537	0.373												
2020	M	0.141	0.146	0.053				0.007	0.156	0.137		0.050	0.701	-60.9%	0.340		0.300	0.061												
2021	M					0.082	0.180	0.193	0.195	0.157	0.116	0.143	1.162	65.7%		0.262	0.545	0.355												
2022	M	0.079	0.104	0.119	0.142	0.245	0.194	0.202	0.202	0.165	0.125	0.161	1.852	59.4%	0.303	0.581	0.569	0.400												

VISITOR DAYS													SERVICED ACCOMMODATION		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
Serviced	M	2.040	1.907	2.039	2.080	2.113	1.838	1.787	1.802	1.795	0.701	1.162	1.852		
All Visitor Types	M	14.43	15.51	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84	17.96		
Share of Total	%	14.1%	12.3%	12.6%	12.7%	12.3%	10.8%	10.2%	10.1%	9.8%	11.2%	8.4%	10.3%		
Annual Change in Share	%		-13.0%	2.6%	0.5%	-2.8%	-12.1%	-5.6%	-1.1%	-3.3%	14.5%	-25.0%	22.8%		
Change in Share from 2011	%		-13.0%	-10.7%	-10.3%	-12.8%	-23.4%	-27.6%	-28.4%	-30.8%	-20.8%	-40.6%	-27.0%		
Avg Ann. Change in Share	%		-13.0%	-5.4%	-3.4%	-3.2%	-4.7%	-4.6%	-4.1%	-3.9%	-2.3%	-4.1%	-2.5%		



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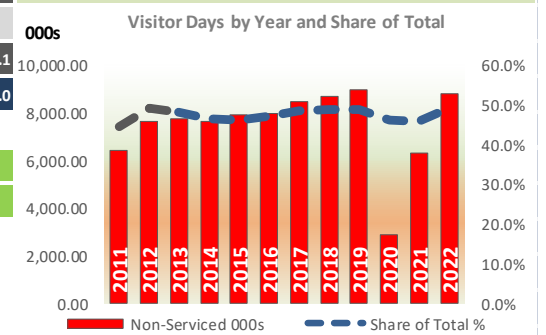
Report Prepared by: Cathy James, Date of Issue: 14/08/23



**STEAM FINAL TREND REPORT FOR 2011-2022**  
**CONWY COUNTY BOROUGH COUNCIL**

2011 to 2022													NON-SERVICED		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2011 to 2022		77.5%	73.6%	46.7%	42.7%	29.8%	37.6%	30.6%	19.0%	24.8%	56.7%	229.1%	47.0%	37.6%	52.3%	36.4%	24.7%	78.8%	
% Change 2021 to 2022				697.4%	111.2%	151.1%	105.6%	41.7%	-7.6%	-15.7%	-19.6%	76.9%	-16.0%	39.4%	927.2%	120.7%	3.2%	-6.8%	
Average Annual Change		7.0%	6.7%	4.2%	3.9%	2.7%	3.4%	2.8%	1.7%	2.3%	5.2%	20.8%	4.3%	3.4%	4.8%	3.3%	2.2%	7.2%	
2011	000s	49.8	64.6	474.1	672.3	776.4	777.9	1,010.5	1,070.3	749.3	572.2	98.7	68.7	6,384.9	588.5	2,226.6	2,830.1	739.7	
2012	000s	26.1	53.4	478.9	733.0	804.8	925.9	1,186.2	1,280.5	931.3	784.5	315.0	83.1	7,602.7	19.1%	558.4	2,463.7	3,398.0	1,182.6
2013	000s	41.7	55.4	554.6	684.2	859.5	989.6	1,204.2	1,360.7	918.1	683.2	310.0	70.6	7,731.8	1.7%	651.7	2,533.3	3,483.0	1,063.8
2014	000s	40.0	69.7	553.9	685.0	903.3	878.0	1,181.1	1,342.9	906.0	639.2	321.3	90.0	7,610.4	-1.6%	663.6	2,466.3	3,430.0	1,050.5
2015	000s	49.6	61.7	557.7	723.5	935.1	909.3	1,272.4	1,429.6	903.4	672.2	314.6	63.9	7,892.8	3.7%	669.0	2,567.9	3,605.3	1,050.6
2016	000s	38.5	54.5	616.1	771.4	824.5	1,080.5	1,332.1	1,301.9	889.7	665.6	308.4	69.4	7,952.5	0.8%	709.1	2,676.3	3,523.7	1,043.3
2017	000s	64.1	79.8	634.3	941.3	936.8	1,041.7	1,306.6	1,295.5	906.1	848.7	308.8	89.8	8,453.5	6.3%	778.3	2,919.8	3,508.2	1,247.3
2018	000s	55.0	84.4	671.3	905.4	1,012.7	1,065.5	1,332.8	1,312.8	927.0	872.6	334.9	88.3	8,662.5	2.5%	810.7	2,983.5	3,572.6	1,295.7
2019	000s	95.2	97.3	674.2	947.9	1,034.2	1,058.5	1,328.1	1,309.1	959.0	919.2	346.1	140.6	8,909.5	2.9%	866.7	3,040.7	3,596.2	1,405.9
2020	000s	86.8	92.7	416.4				339.2	945.9	889.0		63.0	44.6	2,877.6	-67.7%	595.9		2,174.1	107.6
2021	000s			87.2	454.1	401.3	520.7	931.1	1,379.2	1,110.2	1,115.1	183.7	120.3	6,302.8	119.0%	87.2	1,376.0	3,420.4	1,419.1
2022	000s	88.4	112.1	695.7	959.1	1,007.5	1,070.2	1,319.3	1,273.7	935.4	896.8	324.9	101.1	8,784.1	39.4%	896.2	3,036.8	3,528.4	1,322.8

VISITOR DAYS													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	
Non-Serviced	000s	6,384.9	7,602.7	7,731.8	7,610.4	7,892.8	7,952.5	8,453.5	8,662.5	8,909.5	2,877.6	6,302.8	8,784.1	10,000.00	
All Visitor Types	M	14.4	15.5	16.2	16.4	17.1	17.0	17.5	17.8	18.4	6.3	13.8	18.0	8,000.00	
Share of Total	%	44.2%	49.0%	47.8%	46.4%	46.0%	46.9%	48.4%	48.6%	48.5%	45.9%	45.5%	48.9%	6,000.00	
Annual Change in Share	%		10.8%	-2.4%	-3.0%	-0.8%	1.8%	3.2%	0.5%	-0.2%	-5.4%	-0.8%	7.4%	4,000.00	
Change in Share from 2011	%		10.8%	8.1%	4.9%	4.1%	5.9%	9.4%	10.0%	9.7%	3.8%	2.9%	10.6%	2,000.00	
Avg Ann. Change in Share	%		10.8%	4.1%	1.6%	1.0%	1.2%	1.6%	1.4%	1.2%	0.4%	0.3%	1.0%	0.00	



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Report Prepared by: Cathy James, Date of Issue: 14/08/23

STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022	SFR	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR											TOTAL						% Change	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2011 to 2022		3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%			
% Change 2021 to 2022						871.6%	871.6%	94.3%	94.3%	94.3%	94.3%	94.3%	94.3%	274.7%			1724.8%	94.3%	94.3%	
Average Annual Change		0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	
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			97.4	110.6	108.3	91.4
2012	000s	58.9	19.8	22.5	53.7	34.6	26.6	43.2	45.7	23.6	23.5	18.3	53.1	423.6	3.9%		101.2	114.9	112.5	95.0
2013	000s	59.1	19.8	22.6	53.9	34.7	26.7	43.3	45.9	23.6	23.6	18.4	53.2	424.7	0.3%		101.5	115.2	112.8	95.2
2014	000s	59.2	19.9	22.6	54.0	34.7	26.8	43.4	46.0	23.7	23.7	18.4	53.4	425.8	0.2%		101.7	115.5	113.1	95.5
2015	000s	59.5	20.0	22.7	54.2	34.9	26.9	43.6	46.2	23.8	23.8	18.5	53.6	427.6	0.4%		102.2	116.0	113.5	95.9
2016	000s	59.4	20.0	22.7	54.2	34.9	26.9	43.6	46.1	23.8	23.7	18.5	53.6	427.3	-0.1%		102.1	115.9	113.5	95.8
2017	000s	59.6	20.0	22.8	54.3	35.0	26.9	43.7	46.3	23.8	23.8	18.5	53.7	428.5	0.3%		102.4	116.2	113.8	96.1
2018	000s	59.8	20.1	22.8	54.5	35.1	27.0	43.8	46.4	23.9	23.9	18.6	53.9	429.7	0.3%		102.7	116.6	114.1	96.3
2019	000s	59.9	20.1	22.9	54.6	35.2	27.1	43.9	46.5	24.0	23.9	18.7	54.0	430.9	0.3%		103.0	116.9	114.4	96.6
2020	000s	59.9	20.1	12.5				4.4	4.7					101.7	-76.4%		92.6		9.0	
2021	000s					3.5	2.7	22.2	23.5	12.1	12.1	9.4	27.2	112.7	10.8%			6.3	57.7	48.7
2022	000s	58.7	19.7	22.4	53.6	34.4	26.5	43.1	45.6	23.5	23.5	18.3	52.9	422.2	274.7%		100.9	114.5	112.1	94.7

VISITOR DAYS													SFR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	
SFR	000s	407.8	423.6	424.7	425.8	427.6	427.3	428.5	429.7	430.9	101.7	112.7	422.2	500.00	
All Visitor Types	M	14.4	15.5	16.2	16.4	17.1	17.0	17.5	17.8	18.4	6.3	13.8	18.0	400.00	
Share of Total	%	2.8%	2.7%	2.6%	2.6%	2.5%	2.5%	2.5%	2.4%	2.3%	1.6%	0.8%	2.4%	300.00	
Annual Change in Share	%		-3.3%	-3.8%	-1.2%	-4.0%	1.0%	-2.6%	-1.6%	-2.7%	-30.9%	-49.8%	188.8%	200.00	
Change in Share from 2011	%		-3.3%	-7.0%	-8.1%	-11.7%	-10.9%	-13.2%	-14.6%	-16.9%	-42.6%	-71.2%	-16.8%	100.00	
Avg Ann. Change in Share	%		-3.3%	-3.5%	-2.7%	-2.9%	-2.2%	-2.2%	-2.1%	-2.1%	-4.7%	-7.1%	-1.5%	0.00	

**STEAM FINAL TREND REPORT FOR 2011-2022**  
**CONWY COUNTY BOROUGH COUNCIL**

2011 to 2022													STAYING VISITOR	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR											TOTAL	% Change					
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES													Annual Change	Q1	Q2	Q3	Q4
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2011 to 2022		30.6%	18.8%	30.9%	27.3%	28.3%	29.5%	24.3%	11.6%	16.1%	28.3%	82.9%	14.5%	25.2%	28.5%	28.4%	17.3%	37.2%	
% Change 2021 to 2022				859.8%	154.3%	164.2%	83.5%	36.5%	-4.8%	-12.2%	-15.9%	50.1%	10.0%	45.9%	1389.7%	127.0%	4.6%	-0.3%	
Average Annual Change		2.8%	1.7%	2.8%	2.5%	2.6%	2.7%	2.2%	1.1%	1.5%	2.6%	7.5%	1.3%	2.3%	2.6%	2.6%	1.6%	3.4%	
2011	M	0.173	0.198	0.640	0.907	1.003	0.996	1.259	1.363	0.968	0.815	0.276	0.234	8.833	1.012	2.907	3.589	1.325	
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	12.5%	0.989	3.157	4.087	1.700
2013	M	0.174	0.234	0.709	0.906	1.130	1.215	1.458	1.649	1.117	0.868	0.487	0.248	10.20	2.6%	1.117	3.252	4.223	1.604
2014	M	0.192	0.236	0.715	0.925	1.180	1.119	1.431	1.628	1.114	0.847	0.489	0.240	10.12	-0.8%	1.143	3.224	4.173	1.577
2015	M	0.196	0.236	0.720	0.960	1.222	1.151	1.542	1.714	1.108	0.880	0.487	0.218	10.43	3.1%	1.152	3.332	4.365	1.584
2016	M	0.203	0.207	0.768	0.978	1.064	1.266	1.537	1.552	1.085	0.816	0.477	0.265	10.22	-2.1%	1.178	3.307	4.174	1.559
2017	M	0.237	0.243	0.780	1.156	1.170	1.232	1.518	1.534	1.085	0.988	0.472	0.255	10.67	4.4%	1.260	3.557	4.137	1.714
2018	M	0.221	0.245	0.806	1.106	1.262	1.263	1.546	1.545	1.118	1.016	0.503	0.263	10.89	2.1%	1.272	3.632	4.208	1.782
2019	M	0.297	0.236	0.792	1.147	1.280	1.260	1.543	1.551	1.154	1.057	0.519	0.300	11.14	2.2%	1.325	3.687	4.248	1.876
2020	M	0.288	0.259	0.482				0.351	1.106	1.026		0.113	0.056	3.681	-66.9%	1.029		2.483	0.169
2021	M			0.087	0.454	0.487	0.703	1.146	1.598	1.279	1.243	0.336	0.244	7.578	105.9%	0.087	1.644	4.024	1.823
2022	M	0.227	0.236	0.837	1.155	1.287	1.290	1.564	1.521	1.124	1.045	0.504	0.269	11.06	45.9%	1.300	3.732	4.209	1.818

VISITOR DAYS													STAYING VISITOR	
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
Staying Visitor	M	8.833	9.933	10.20	10.12	10.43	10.22	10.67	10.89	11.14	3.681	7.578	11.06	
All Visitor Types	M	14.43	15.51	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84	17.96	
Share of Total	%	61.2%	64.1%	63.1%	61.7%	60.9%	60.2%	61.1%	61.2%	60.7%	58.7%	54.7%	61.6%	
Annual Change in Share	%		4.7%	-1.5%	-2.2%	-1.4%	-1.0%	1.4%	0.2%	-0.8%	-3.2%	-6.8%	12.5%	
Change in Share from 2011	%		4.7%	3.1%	0.8%	-0.6%	-1.6%	-0.2%	0.0%	-0.9%	-4.0%	-10.5%	0.6%	
Avg Ann. Change in Share	%		4.7%	1.5%	0.3%	-0.1%	-0.3%	0.0%	0.0%	-0.1%	-0.4%	-1.1%	0.1%	



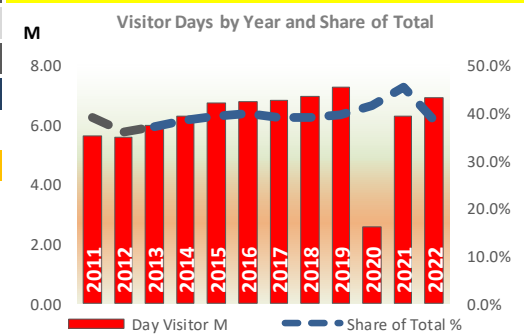
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Report Prepared by: Cathy James, Date of Issue: 14/08/23

**STEAM FINAL TREND REPORT FOR 2011-2022**  
**CONWY COUNTY BOROUGH COUNCIL**

VISITOR DAYS BY:													2011 to 2022		DAY VISITOR		VISITOR DAYS															
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																	
KEY													DAY VISITOR																			
An increase of 3% or more													VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES		TOTAL				% Change													
Less than 3% change													Q1								Q2		Q3		Q4							
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Q1		Q2		Q3		Q4	
% Change 2011 to 2022													7.6%	-6.5%	36.3%	6.1%	19.4%	28.6%	49.2%	35.5%	17.0%	-4.8%	19.8%	18.1%	23.2%	11.1%	17.3%	35.4%	1.1%			
% Change 2021 to 2022															247.8%	14.2%	13.1%	12.0%	3.2%	-6.6%	-10.3%	-1.1%	-8.8%	-4.5%	10.2%	665.1%	13.1%	-4.2%	-3.1%			
Average Annual Change													0.7%	-0.6%	3.3%	0.6%	1.8%	2.6%	4.5%	3.2%	1.5%	-0.4%	1.8%	1.6%	2.1%	1.0%	1.6%	3.2%	0.1%			
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		0.548	2.021	2.497	0.533													
2012	M	0.059	0.297	0.285	0.686	0.639	0.580	0.862	1.025	0.642	0.366	0.092	0.039	5.572	-0.5%	0.641	1.905	2.529	0.497													
2013	M	0.053	0.243	0.252	0.632	0.891	0.628	1.003	1.174	0.624	0.336	0.097	0.034	5.967	7.1%	0.548	2.151	2.801	0.466													
2014	M	0.057	0.256	0.272	0.752	0.858	0.629	0.997	1.284	0.687	0.361	0.094	0.033	6.280	5.3%	0.585	2.240	2.968	0.488													
2015	M	0.061	0.283	0.287	0.786	0.903	0.664	1.091	1.372	0.745	0.385	0.099	0.035	6.710	6.9%	0.631	2.353	3.208	0.519													
2016	M	0.061	0.286	0.355	0.655	0.822	0.742	1.083	1.446	0.750	0.403	0.107	0.040	6.749	0.6%	0.702	2.218	3.279	0.550													
2017	M	0.060	0.297	0.239	0.845	0.823	0.722	1.124	1.405	0.764	0.349	0.131	0.043	6.801	0.8%	0.597	2.389	3.293	0.522													
2018	M	0.063	0.331	0.241	0.753	0.836	0.848	1.127	1.364	0.803	0.378	0.126	0.043	6.914	1.7%	0.635	2.437	3.294	0.548													
2019	M	0.069	0.379	0.255	0.858	0.854	0.788	1.162	1.466	0.789	0.406	0.145	0.049	7.220	4.4%	0.704	2.499	3.417	0.599													
2020	M	0.070	0.369	0.193	0.005	0.007	0.014	0.409	0.869	0.553	0.014	0.062	0.020	2.585	-64.2%	0.632	0.026	1.832	0.095													
2021	M			0.080	0.706	0.652	0.738	1.160	1.573	0.798	0.389	0.129	0.039	6.263	142.3%	0.080	2.097	3.530	0.557													
2022	M	0.073	0.259	0.276	0.807	0.738	0.827	1.197	1.468	0.715	0.385	0.118	0.037	6.899	10.2%	0.608	2.371	3.380	0.539													

VISITOR DAYS													DAY VISITOR	
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
Day Visitor	M	5.599	5.572	5.967	6.280	6.710	6.749	6.801	6.914	7.220	2.585	6.263	6.899	
All Visitor Types	M	14.43	15.51	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84	17.96	
Share of Total	%	38.8%	35.9%	36.9%	38.3%	39.1%	39.8%	38.9%	38.8%	39.3%	41.3%	45.3%	38.4%	
Annual Change in Share	%		-7.4%	2.7%	3.8%	2.2%	1.6%	-2.1%	-0.3%	1.3%	4.9%	9.7%	-15.1%	
Change in Share from 2011	%		-7.4%	-4.8%	-1.3%	0.9%	2.5%	0.3%	0.1%	1.4%	6.3%	16.6%	-1.0%	
Avg Ann. Change in Share	%		-7.4%	-2.4%	-0.4%	0.2%	0.5%	0.1%	0.0%	0.2%	0.7%	1.7%	-0.1%	



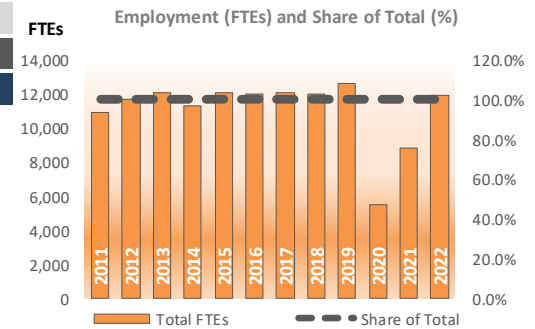
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Report Prepared by: Cathy James, Date of Issue: 14/08/23

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

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

STEAM FINAL TREND REPORT FOR 2011-2022													2011 to 2022		TOTAL		TOTAL EMPLOYMENT				
CONWY COUNTY BOROUGH COUNCIL																					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		TOTAL																			
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2011 to 2022		21.5%	3.8%	15.2%	2.2%	9.2%	11.1%	17.4%	6.8%	1.4%	1.0%	27.7%	10.8%	9.1%	Annual Change		12.8%	7.5%	8.9%	9.8%	
% Change 2021 to 2022				664.5%	231.3%	175.0%	20.9%	5.4%	-9.9%	-12.9%	-11.9%	8.9%	0.2%	35.2%			1500.4%	98.7%	-5.8%	-4.1%	
Average Annual Change		2.0%	0.3%	1.4%	0.2%	0.8%	1.0%	1.6%	0.6%	0.1%	0.1%	2.5%	1.0%	0.8%			1.2%	0.7%	0.8%	0.9%	
2011	FTEs	3,729	5,787	8,367	14,318	13,791	14,009	16,752	19,516	13,831	11,095	5,160	4,215	10,881			5,961	14,039	16,700	6,824	
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	6.9%			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
2022	FTEs	4,531	6,006	9,637	14,635	15,060	15,565	19,673	20,852	14,027	11,210	6,588	4,671	11,871	35.2%			6,725	15,087	18,184	7,490
EMPLOYMENT													TOTAL								
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022								
Total	FTEs	10,881	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871								
Total Employment	FTEs	10,881	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871								
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%								
Annual Change in Share	%																				
Change in Share from 2011	%																				
Avg Ann. Change in Share	%																				



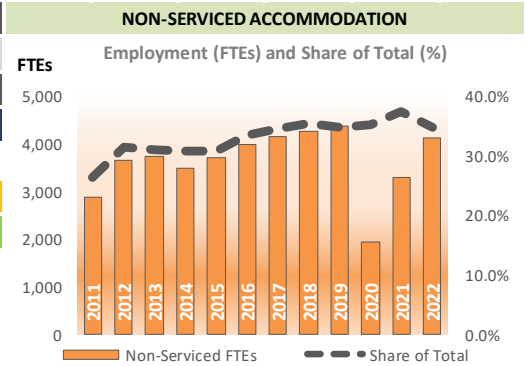
STEAM FINAL TREND REPORT FOR 2011-2022											2011 to 2022			SERVICED		DIRECT EMPLOYMENT			
CONWY COUNTY BOROUGH COUNCIL																			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2011 to 2022		-14.3%	-21.7%	-26.8%	-28.7%	-11.4%	-22.3%	-17.1%	-27.2%	-27.1%	-34.6%	-20.5%	-21.4%	-23.1%	Annual Change	-21.7%	-20.7%	-23.9%	-26.2%
% Change 2021 to 2022						142.1%	0.4%	2.2%	-1.2%	-0.5%	0.8%	2.2%	2.9%	56.2%			107.6%	0.2%	1.9%
Average Annual Change		-1.3%	-2.0%	-2.4%	-2.6%	-1.0%	-2.0%	-1.6%	-2.5%	-2.5%	-3.1%	-1.9%	-1.9%	-2.1%		-2.0%	-1.9%	-2.2%	-2.4%
2011	FTEs	2,152	2,639	3,090	3,365	3,411	3,415	3,477	3,715	3,465	3,542	3,029	2,674	3,164		2,627	3,397	3,552	3,082
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	-5.2%	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
2022	FTEs	1,843	2,068	2,262	2,401	3,023	2,655	2,883	2,706	2,524	2,315	2,408	2,100	2,432	56.2%	2,058	2,693	2,705	2,274

EMPLOYMENT													SERVICED ACCOMMODATION				
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs			
Serviced	FTEs	3,164	3,000	3,069	3,019	3,060	2,647	2,509	2,402	2,424	1,117	1,557	2,432	Employment (FTEs) and Share of Total (%)			
Total Employment	FTEs	10,881	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871				
Share of Total	%	29.1%	25.8%	25.5%	26.7%	25.4%	22.2%	20.9%	20.0%	19.2%	20.3%	17.7%	20.5%				
Annual Change in Share	%		-11.3%	-1.3%	4.8%	-4.9%	-12.6%	-5.9%	-4.0%	-4.1%	5.8%	-12.8%	15.6%				
Change in Share from 2011	%		-11.3%	-12.5%	-8.2%	-12.8%	-23.8%	-28.3%	-31.1%	-33.9%	-30.1%	-39.0%	-29.5%				
Avg Ann. Change in Share	%		-11.3%	-6.2%	-2.7%	-3.2%	-4.8%	-4.7%	-4.4%	-4.2%	-3.3%	-3.9%	-2.7%				

STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022		NON-SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		187.5%	166.4%	57.2%	40.2%	28.3%	34.6%	27.6%	16.3%	23.4%	54.1%	226.1%	146.9%	43.7%	93.0%	34.1%	22.3%	95.9%		
% Change 2021 to 2022				597.6%	47.0%	64.9%	45.8%	14.5%	-13.3%	-17.2%	-19.8%	21.6%	-7.1%	25.7%	1125.9%	52.0%	-6.2%	-9.0%		
Average Annual Change		17.0%	15.1%	5.2%	3.7%	2.6%	3.1%	2.5%	1.5%	2.1%	4.9%	20.6%	13.4%	4.0%	8.5%	3.1%	2.0%	8.7%		
2011	FTEs	525	612	2,636	3,666	4,071	4,132	5,039	5,277	3,974	3,109	754	624	2,868	1,257	3,957	4,763	1,496		
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	26.7%	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	1,535	1,575	2,790	-	-	-	2,760	6,500	5,942	-	1,076	964	1,928	-55.8%	1,966		5,067	680	
2021	FTEs	-	-	594	3,496	3,167	3,815	5,615	7,079	5,923	5,976	2,021	1,658	3,279	70.0%	198	3,493	6,205	3,219	
2022	FTEs	1,509	1,629	4,143	5,140	5,222	5,560	6,430	6,138	4,903	4,792	2,457	1,541	4,122	25.7%	2,427	5,307	5,824	2,930	

EMPLOYMENT													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs	
Non-Serviced	FTEs	2,868	3,633	3,716	3,478	3,704	3,969	4,145	4,238	4,363	1,928	3,279	4,122	Employment (FTEs) and Share of Total (%)	
Total Employment	FTEs	10,881	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871	Non-Serviced FTEs	
Share of Total	%	26.4%	31.2%	30.8%	30.7%	30.7%	33.2%	34.5%	35.4%	34.6%	35.1%	37.3%	34.7%	Share of Total	
Annual Change in Share	%		18.5%	-1.4%	-0.3%	-0.1%	8.2%	3.7%	2.6%	-2.2%	1.5%	6.3%	-7.0%		
Change in Share from 2011	%		18.5%	16.9%	16.6%	16.5%	26.1%	30.7%	34.1%	31.2%	33.2%	41.6%	31.7%		
Avg Ann. Change in Share	%		18.5%	8.5%	5.5%	4.1%	5.2%	5.1%	4.9%	3.9%	3.7%	4.2%	2.9%		



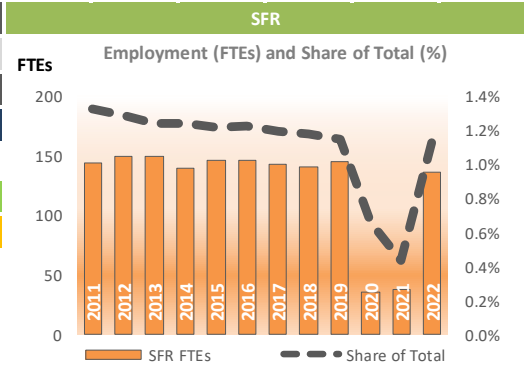
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Report Prepared by: Cathy James, Date of Issue: 14/08/23



STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022		SFR	DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		-3.6%	-3.6%	-3.6%	-6.2%	-6.2%	-6.2%	-6.2%	-6.2%	-6.2%	-6.2%	-6.2%	-6.2%	-5.6%		-3.6%	-6.2%	-6.2%	-6.2%
% Change 2021 to 2022						803.1%	803.1%	80.6%	80.6%	80.6%	86.1%	86.1%	86.1%	255.1%			1596.2%	80.6%	86.1%
Average Annual Change		-0.3%	-0.3%	-0.3%	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%	-0.5%		-0.3%	-0.6%	-0.6%	-0.6%
2011	FTEs	239	80	91	218	140	108	175	186	96	96	74	216	143		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
2022	FTEs	230	77	88	205	132	101	164	174	90	90	70	202	135	255.1%	132	146	143	121

EMPLOYMENT													SFR				
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022				
SFR	FTEs	143	149	149	140	146	146	143	141	144	36	38	135				
Total Employment	FTEs	10,881	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871				
Share of Total	%	1.3%	1.3%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.1%	0.7%	0.4%	1.1%				
Annual Change in Share	%		-2.8%	-3.3%	-0.4%	-1.9%	1.1%	-3.0%	-1.1%	-2.4%	-42.8%	-33.7%	162.7%				
Change in Share from 2011	%		-2.8%	-6.0%	-6.4%	-8.2%	-7.1%	-9.9%	-10.9%	-13.0%	-50.3%	-67.1%	-13.5%				
Avg Ann. Change in Share	%		-2.8%	-3.0%	-2.1%	-2.0%	-1.4%	-1.7%	-1.6%	-1.6%	-5.6%	-6.7%	-1.2%				

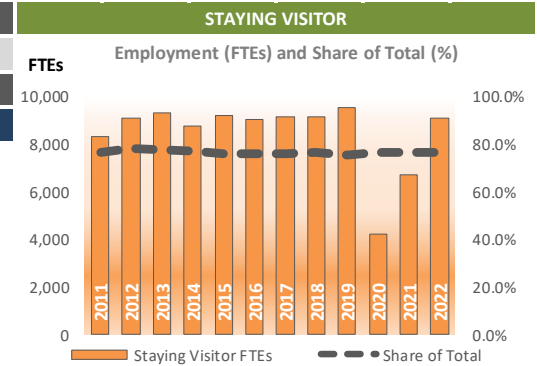


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Report Prepared by: Cathy James, Date of Issue: 14/08/23

STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022		STAYING VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2011 to 2022		22.9%	13.3%	11.6%	6.8%	9.9%	8.6%	9.0%	-1.7%	-0.2%	6.7%	27.9%	9.4%	8.3%	14.8%	8.5%	2.4%	13.2%		
% Change 2021 to 2022				993.2%	121.5%	89.1%	28.5%	11.1%	-9.0%	-11.7%	-13.5%	11.8%	0.9%	37.3%	2231.9%	69.8%	-3.5%	-3.5%		
Average Annual Change		2.1%	1.2%	1.1%	0.6%	0.9%	0.8%	0.8%	-0.2%	0.0%	0.6%	2.5%	0.9%	0.8%	1.3%	0.8%	0.2%	1.2%		
2011	FTEs	2,916	3,331	5,817	7,249	7,623	7,655	8,691	9,178	7,534	6,746	3,857	3,513	6,176	4,021	7,509	8,468	4,706		
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	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	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	4,464	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	4,543	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	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	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	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	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	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	198	4,799	8,984	5,515		
2022	FTEs	3,583	3,774	6,493	7,745	8,377	8,316	9,478	9,018	7,517	7,197	4,934	3,843	6,690	4,616	8,146	8,671	5,325		

EMPLOYMENT													STAYING VISITOR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	STAYING VISITOR	
Staying Visitor	FTEs	8,276	9,036	9,280	8,695	9,140	9,011	9,121	9,101	9,491	4,172	6,694	9,040	FTEs	
Total Employment	FTEs	10,881	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871	Share of Total (%)	
Share of Total	%	76.1%	77.7%	77.0%	76.9%	75.8%	75.5%	75.8%	75.9%	75.2%	76.0%	76.2%	76.2%		
Annual Change in Share	%		2.2%	-0.9%	-0.2%	-1.4%	-0.4%	0.5%	0.1%	-0.9%	1.0%	0.3%	-0.1%		
Change in Share from 2011	%		2.2%	1.2%	1.1%	-0.4%	-0.8%	-0.3%	-0.2%	-1.1%	-0.1%	0.2%	0.1%		
Avg Ann. Change in Share	%		2.2%	0.6%	0.4%	-0.1%	-0.2%	0.0%	0.0%	-0.1%	0.0%	0.0%	0.0%		



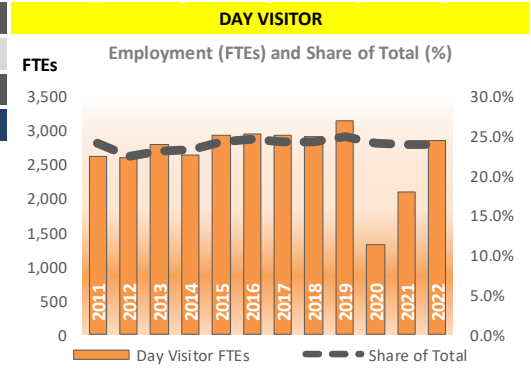
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Report Prepared by: Cathy James, Date of Issue: 14/08/23

STEAM FINAL TREND REPORT FOR 2011-2022  
CONWY COUNTY BOROUGH COUNCIL

2011 to 2022													DAY VISITOR		DIRECT EMPLOYMENT				
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	DAY VISITOR												TOTAL	% Change	QUARTER				
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES														Annual Change	Q1	Q2	Q3	Q4
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2011 to 2022	-3.5%	-16.2%	22.3%	-6.6%	5.1%	13.2%	31.4%	19.3%	3.0%	-16.1%	5.5%	4.0%	8.7%		-0.4%	3.3%	19.2%	-11.0%	
% Change 2021 to 2022			239.9%			7.5%	-1.0%	-10.4%	-13.9%	-3.1%	-10.7%	-6.4%	35.5%		647.9%	208.4%	-8.1%	-5.1%	
Average Annual Change	-0.3%	-1.5%	2.0%	-0.6%	0.5%	1.2%	2.9%	1.8%	0.3%	-1.5%	0.5%	0.4%	0.8%		0.0%	0.3%	1.7%	-1.0%	
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		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	
2022 FTEs	364	1,297	1,384	3,967	3,626	4,064	5,883	7,218	3,517	1,891	578	182	2,831	35.5%	1,015	3,885	5,539	884	

EMPLOYMENT													DAY VISITOR			
SHARE OF MARKET	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022				
Day Visitor FTEs	2,605	2,592	2,776	2,618	2,920	2,932	2,906	2,888	3,126	1,321	2,089	2,831				
Total Employment FTEs	10,881	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871				
Share of Total %	23.9%	22.3%	23.0%	23.1%	24.2%	24.5%	24.2%	24.1%	24.8%	24.0%	23.8%	23.8%				
Annual Change in Share %		-6.9%	3.3%	0.5%	4.6%	1.4%	-1.6%	-0.3%	2.9%	-2.9%	-1.1%	0.3%				
Change in Share from 2011 %		-6.9%	-3.8%	-3.3%	1.1%	2.5%	0.9%	0.6%	3.5%	0.4%	-0.7%	-0.4%				
Avg Ann. Change in Share %		-6.9%	-1.9%	-1.1%	0.3%	0.5%	0.2%	0.1%	0.4%	0.0%	-0.1%	0.0%				



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Report Prepared by: Cathy James, Date of Issue: 14/08/23

**STEAM FINAL TREND REPORT FOR 2011-2022**  
**CONWY COUNTY BOROUGH COUNCIL**

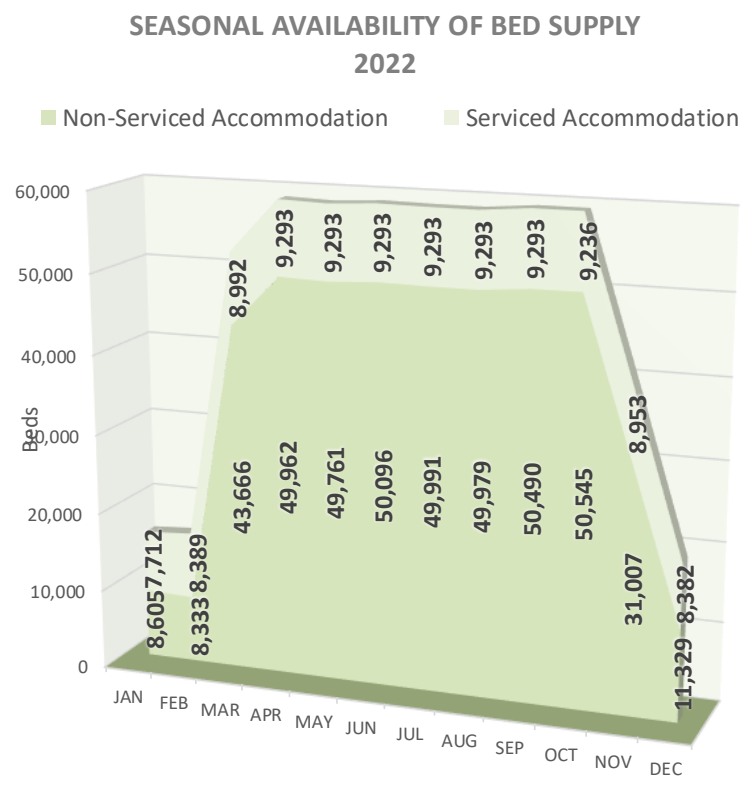
**2022**      **STAYING VISITORS**      **ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE**

SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>Serviced Accommodation Total</b>	317	9,293	0	0	-127	-2,937
+50 room hotels	22	3,535	0	0	-3	-325
10-50 room hotels	68	3,022	0	0	-45	-1,775
<10 room hotels/others	227	2,736	0	0	-79	-837

NON-SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>Non-Serviced Accommodation Total</b>	916	50,963	0	+776	+472	+11,039
Self catering	770	4,827	0	0	+481	+1,924
Static caravans/chalets	88	6,895	0	0	-16	+969
Touring caravans/camping	58	7,113	0	0	+7	+564
Not-for-hire static	0	28,318	0	0	0	+3,771
Airbnb	0	3,810	0	+776		

DISTRIBUTION BY TYPE OF ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>All Paid Accommodation Total</b>	1,233	60,256	0	+776	+345	+8,102
Serviced Accommodation Share of Total	26%	15%				
Non-Serviced Accommodation Share of Total	74%	85%				

SEASONAL AVAILABILITY OF BED SUPPLY 2022	2022											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>All Paid Accommodation Total</b>	16,317	16,722	52,658	59,255	59,054	59,389	59,284	59,272	59,783	59,781	39,960	19,711
Serviced Accommodation	7,712	8,389	8,992	9,293	9,293	9,293	9,293	9,293	9,293	9,236	8,953	8,382
Non-Serviced Accommodation	8,605	8,333	43,666	49,962	49,761	50,096	49,991	49,979	50,490	50,545	31,007	11,329



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Report Prepared by: Cathy James, Date of Issue: 14/08/23

## Report Sections With Historic Financial Data Indexed to 2022 Prices

<b>Sections:</b>	<i>Comparative Headlines</i>	<b>Visitor Types:</b>	<i>Total</i>
	<i>Key Measures</i>		<i>Serviced Accommodation</i>
	<i>Economic Impact</i>		<i>Non-Serviced Accommodation</i>
	<i>Sectoral Analysis</i>		<i>SFR</i>
			<i>Staying Visitor</i>
			<i>Day Visitor</i>

### **Indexation:** *Indexation to: 2022*

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

**STEAM FINAL TREND REPORT FOR 2011-2022**  
**CONWY COUNTY BOROUGH COUNCIL**

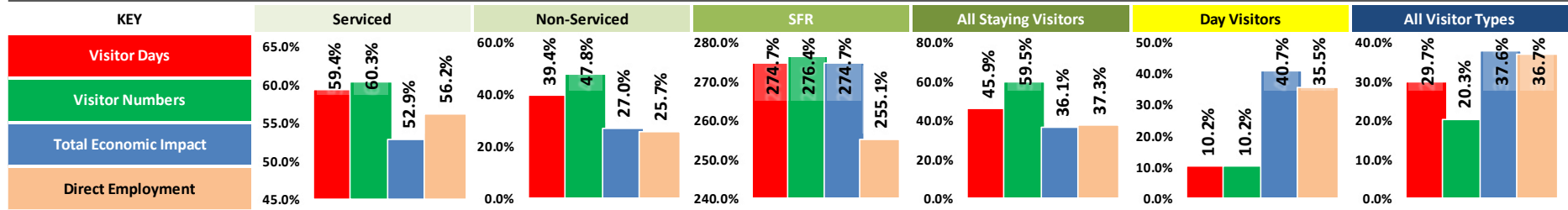
Comparing 2022 and 2021  
2021 in 2022 prices (1.078)

**COMPARATIVE HEADLINES**

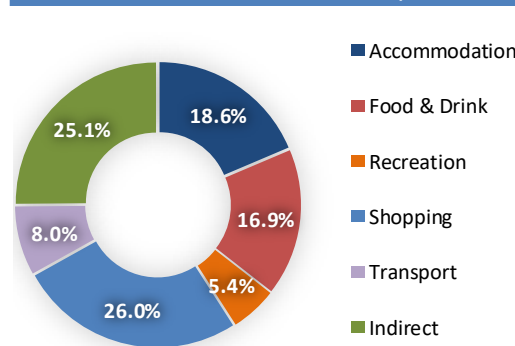
**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - INDEXED TO 2022**

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %			
<b>Visitor Days</b>	M	1.852	1.162	59.4%	8.784	6.303	39.4%	0.422	0.113	274.7%	11.06	7.578	45.9%	6.899	6.263	10.2%	17.96	13.84	29.7%		
<b>Visitor Numbers</b>	M	1.040	0.649	60.3%	1.355	0.917	47.8%	0.177	0.047	276.4%	2.573	1.613	59.5%	6.899	6.263	10.2%	9.472	7.876	20.3%		
<b>Direct Expenditure</b>	£Bn																0.822	0.595	38.2%		
<b>Economic Impact</b>	£Bn	0.221	0.145	52.9%	0.482	0.380	27.0%	0.017	0.004	274.7%	0.720	0.529	36.1%	0.378	0.268	40.7%	1.098	0.798	37.6%		
<b>Direct Employment</b>	FTEs	2,432	1,557	56.2%	4,122	3,279	25.7%	135	38	255.1%	6,690	4,874	37.3%	2,831	2,089	35.5%	9,521	6,963	36.7%		
<b>Total Employment</b>	FTEs																11,871	8,783	35.2%		

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

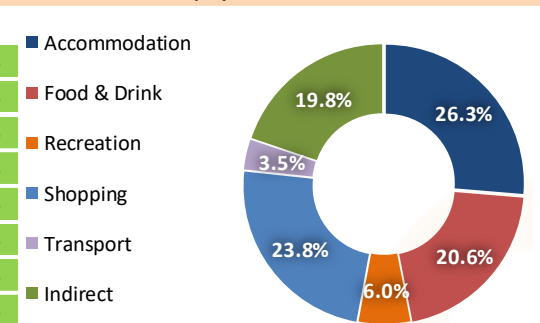


**Sectoral Distribution of Economic Impact - £Bn including VAT Indexed to 2022**



Sectors	2022	2021	+/- %
Accommodation	0.204	0.169	21.0%
Food & Drink	0.186	0.133	40.3%
Recreation	0.059	0.045	30.4%
Shopping	0.285	0.190	50.5%
Transport	0.087	0.059	48.9%
<b>TOTAL DIRECT</b>	<b>0.822</b>	<b>0.595</b>	<b>38.2%</b>
Indirect	0.276	0.203	36.1%
<b>TOTAL</b>	<b>1.098</b>	<b>0.798</b>	<b>37.6%</b>

**Sectoral Distribution of Employment - FTEs**



**STEAM FINAL TREND REPORT FOR 2011-2022**  
**CONWY COUNTY BOROUGH COUNCIL**

2011 to 2022  
 2022 Prices

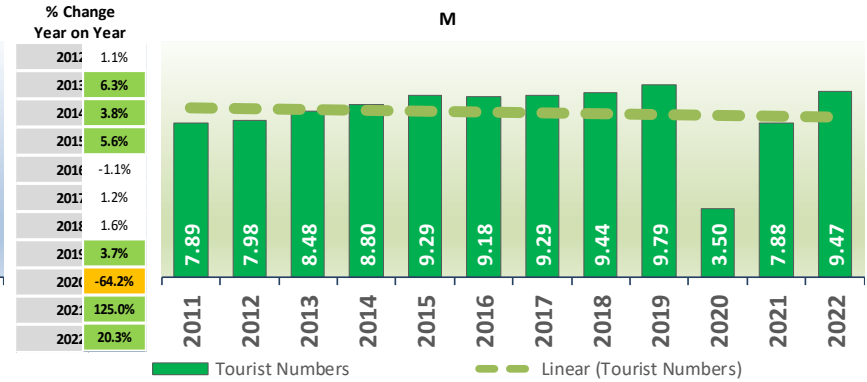
TOTAL

KEY MEASURES  
 Indexed

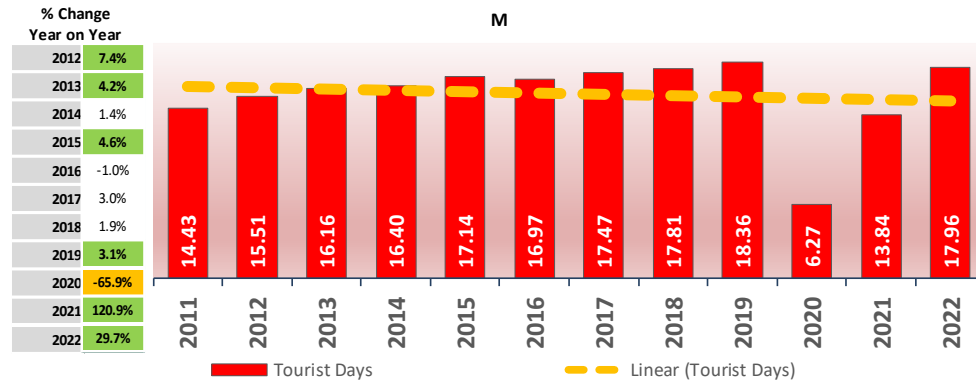
**Economic Impact - Indexed - Total**



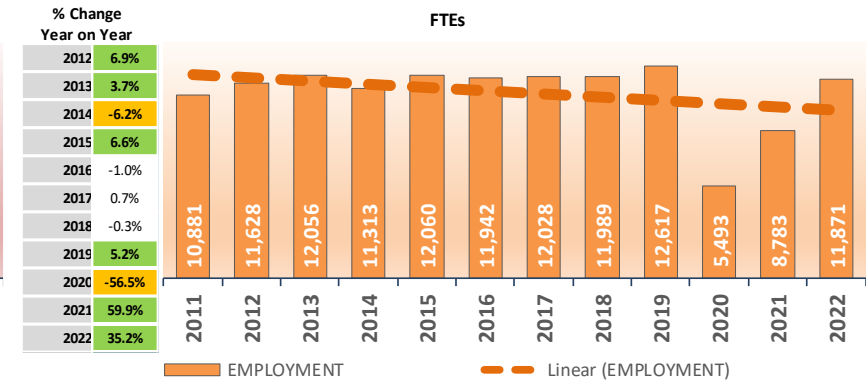
**Visitor Numbers - Total**



**Visitor Days - Total**



**Total Employment Supported - Total**



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		6.2%	10.7%	12.7%	17.9%	16.9%	20.8%	24.4%	29.3%	-52.9%	-7.8%	27.0%
Visitor Numbers		1.1%	7.4%	11.5%	17.7%	16.3%	17.7%	19.6%	24.1%	-55.7%	-0.2%	20.0%
Visitor Days		7.4%	12.0%	13.6%	18.8%	17.6%	21.1%	23.4%	27.2%	-56.6%	-4.1%	24.4%
Total Employment		6.9%	10.8%	4.0%	10.8%	9.8%	10.5%	10.2%	16.0%	-49.5%	-19.3%	9.1%

"Linear" = Linear Trendline

**STEAM FINAL TREND REPORT FOR 2011-2022**  
**CONWY COUNTY BOROUGH COUNCIL**

2011 to 2022  
 2022 Prices

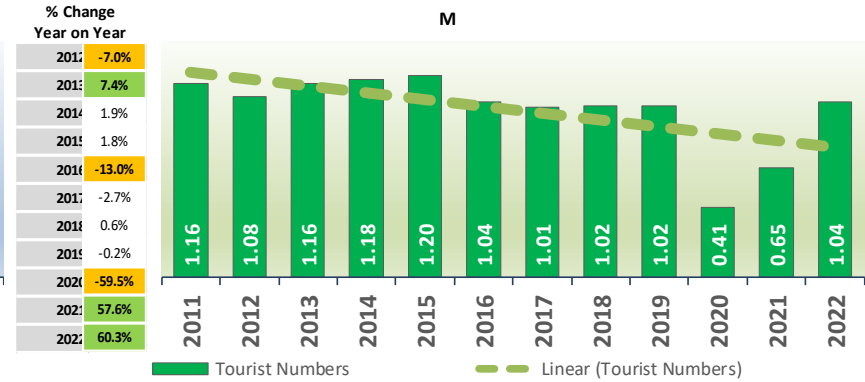
SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Indexed

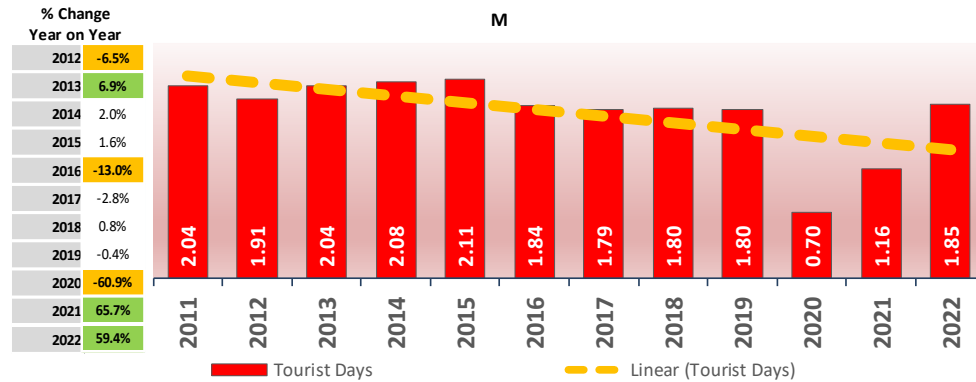
**Economic Impact - Indexed - Serviced Accommodation**



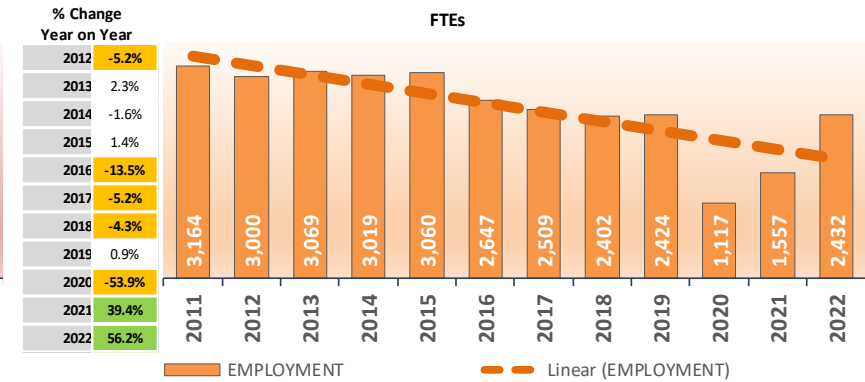
**Visitor Numbers - Serviced Accommodation**



**Visitor Days - Serviced Accommodation**



**Direct Employment Supported - Serviced Accommodation**



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-4.9%	-0.4%	1.7%	3.5%	-6.3%	-8.4%	-7.8%	-7.9%	-62.8%	-37.7%	-4.8%
Visitor Numbers		-7.0%	-0.1%	1.8%	3.6%	-9.8%	-12.3%	-11.8%	-12.0%	-64.4%	-43.9%	-10.0%
Visitor Days		-6.5%	0.0%	2.0%	3.6%	-9.9%	-12.4%	-11.7%	-12.0%	-65.6%	-43.0%	-9.2%
Direct Employment		-5.2%	-3.0%	-4.6%	-3.3%	-16.4%	-20.7%	-24.1%	-23.4%	-64.7%	-50.8%	-23.1%

"Linear" = Linear Trendline



**STEAM FINAL TREND REPORT FOR 2011-2022**  
**CONWY COUNTY BOROUGH COUNCIL**

2011 to 2022  
 2022 Prices

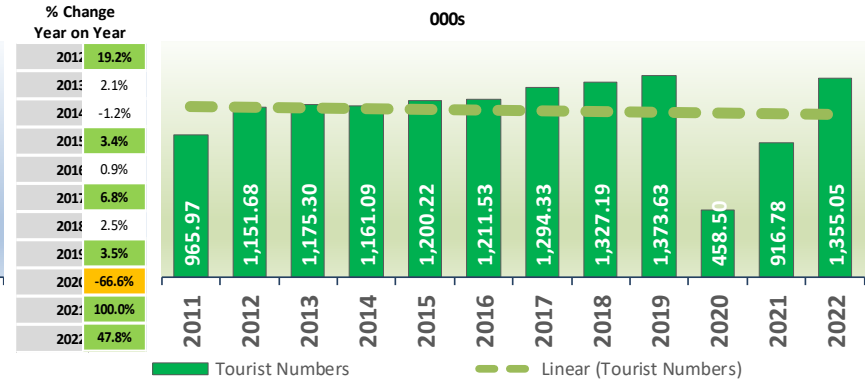
NON-SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Indexed

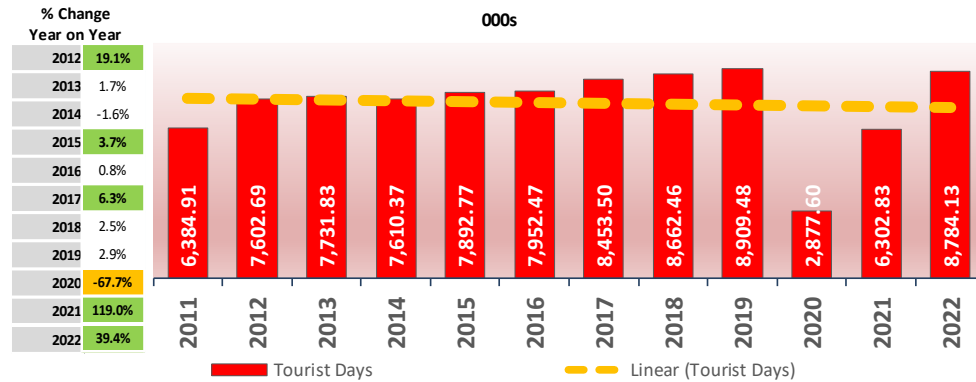
**Economic Impact - Indexed - Non-Serviced Accommodation**



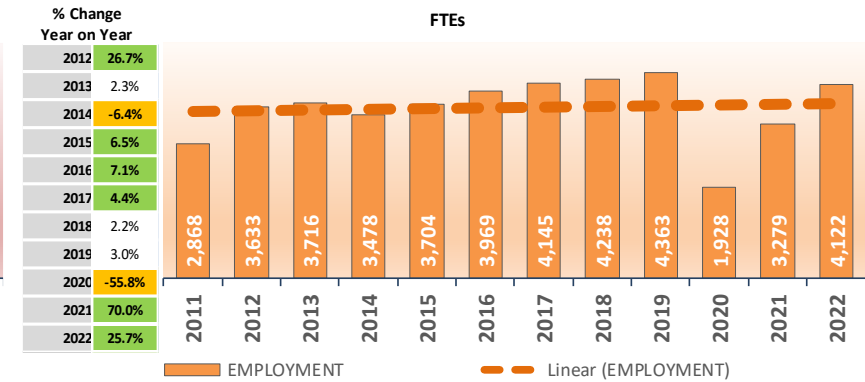
**Visitor Numbers - Non-Serviced Accommodation**



**Visitor Days - Non-Serviced Accommodation**



**Direct Employment Supported - Non-Serviced Accommodation**



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		21.3%	23.3%	21.8%	27.6%	31.2%	43.0%	50.5%	59.0%	-43.1%	22.7%	55.8%
Visitor Numbers		19.2%	21.7%	20.2%	24.3%	25.4%	34.0%	37.4%	42.2%	-52.5%	-5.1%	40.3%
Visitor Days		19.1%	21.1%	19.2%	23.6%	24.6%	32.4%	35.7%	39.5%	-54.9%	-1.3%	37.6%
Direct Employment		26.7%	29.5%	21.2%	29.2%	38.4%	44.5%	47.8%	52.1%	-32.8%	14.3%	43.7%

"Linear" = Linear Trendline

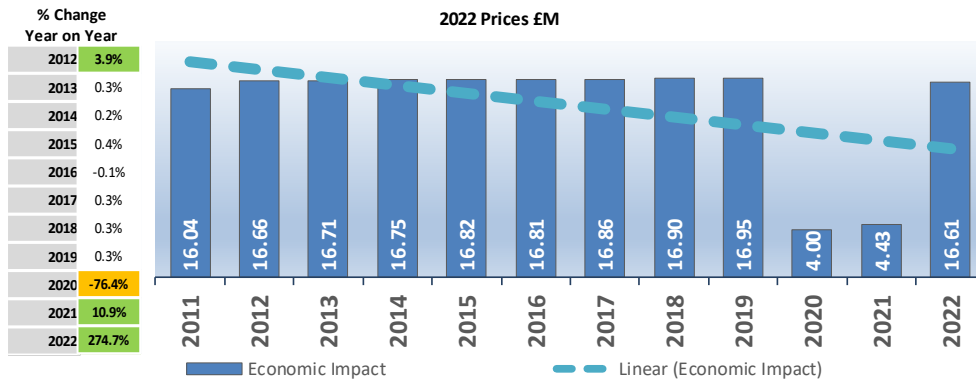
STEAM FINAL TREND REPORT FOR 2011-2022  
CONWY COUNTY BOROUGH COUNCIL

2011 to 2022  
2022 Prices

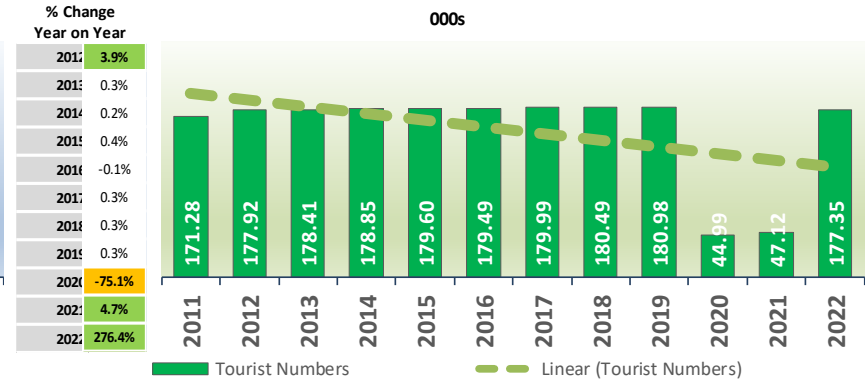
SFR

KEY MEASURES  
Indexed

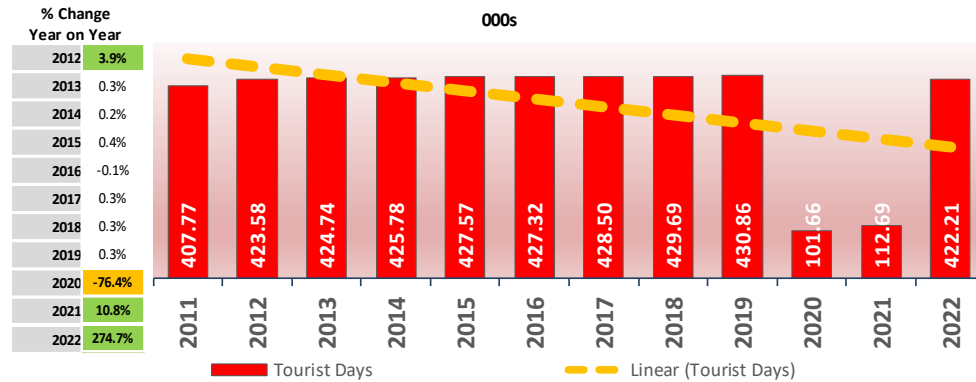
Economic Impact - Indexed - SFR



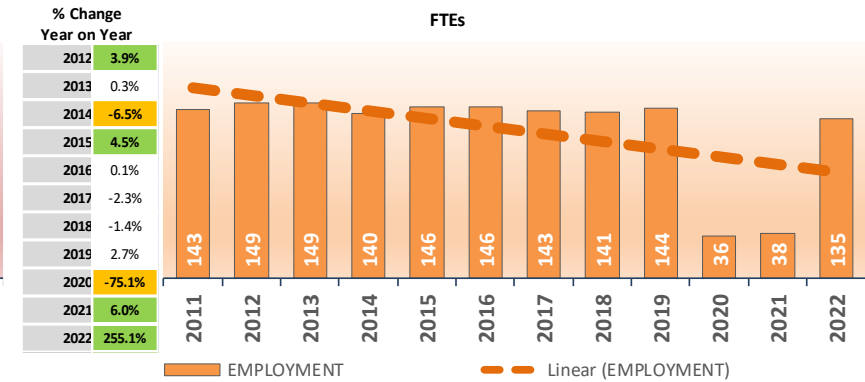
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		3.9%	4.2%	4.4%	4.9%	4.8%	5.1%	5.4%	5.7%	-75.1%	-72.4%	3.5%
Visitor Numbers		3.9%	4.2%	4.4%	4.9%	4.8%	5.1%	5.4%	5.7%	-73.7%	-72.5%	3.5%
Visitor Days		3.9%	4.2%	4.4%	4.9%	4.8%	5.1%	5.4%	5.7%	-75.1%	-72.4%	3.5%
Direct Employment		3.9%	4.2%	-2.6%	1.8%	1.9%	-0.4%	-1.8%	0.8%	-74.9%	-73.4%	-5.6%

"Linear" = Linear Trendline

**STEAM FINAL TREND REPORT FOR 2011-2022**  
**CONWY COUNTY BOROUGH COUNCIL**

2011 to 2022  
 2022 Prices

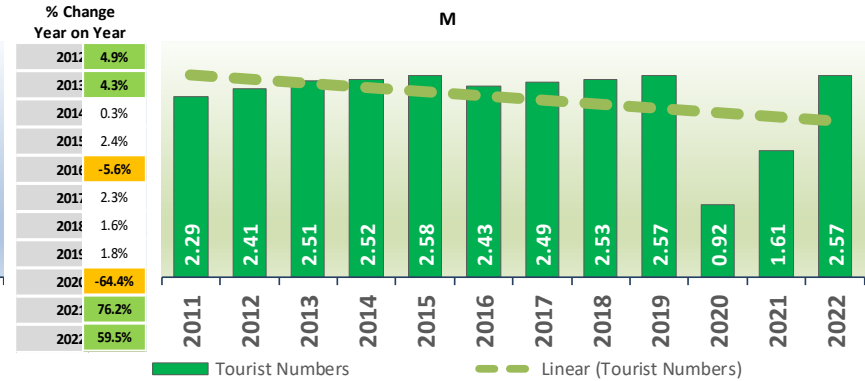
STAYING VISITOR

KEY MEASURES  
 Indexed

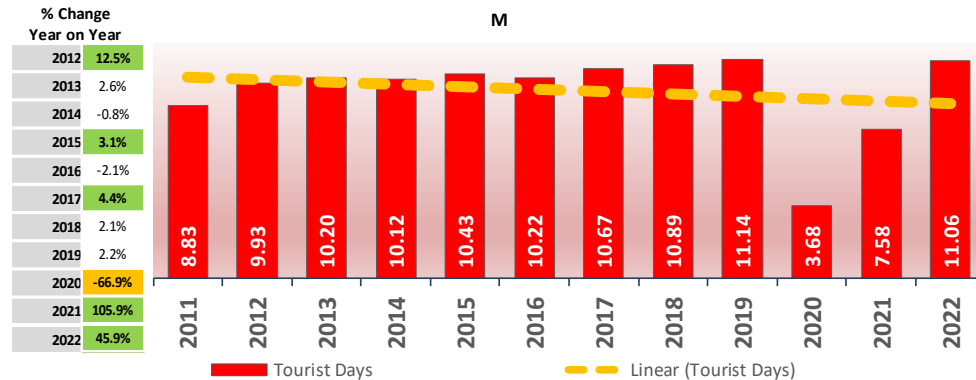
**Economic Impact - Indexed - Staying Visitor**



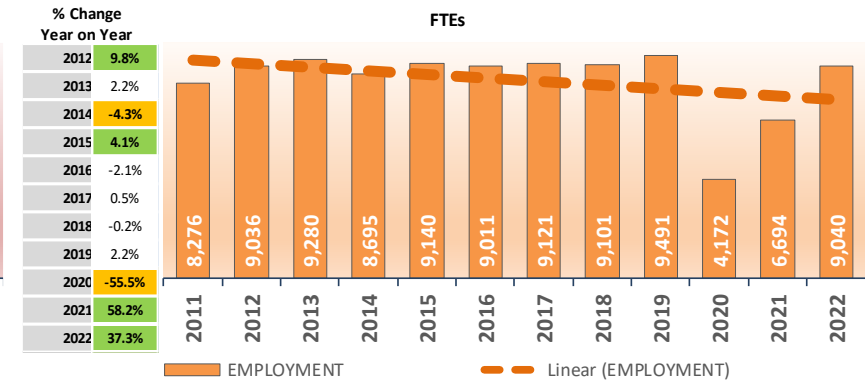
**Visitor Numbers - Staying Visitor**



**Visitor Days - Staying Visitor**



**Direct Employment Supported - Staying Visitor**



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		9.9%	12.9%	13.0%	16.9%	14.8%	20.5%	24.9%	29.6%	-52.2%	-5.2%	29.0%
Visitor Numbers		4.9%	9.4%	9.7%	12.4%	6.1%	8.5%	10.2%	12.1%	-60.1%	-29.7%	12.2%
Visitor Days		12.5%	15.4%	14.5%	18.1%	15.7%	20.8%	23.3%	26.1%	-58.3%	-14.2%	25.2%
Direct Employment		9.2%	12.1%	5.1%	10.4%	8.9%	10.2%	10.0%	14.7%	-49.6%	-19.1%	9.2%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022  
CONWY COUNTY BOROUGH COUNCIL

2011 to 2022  
2022 Prices

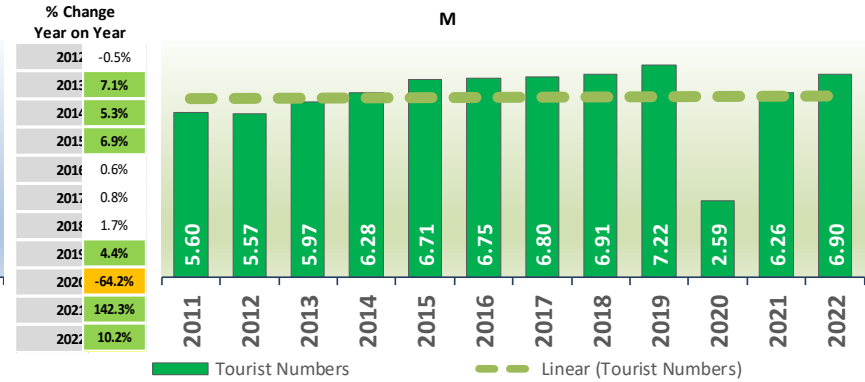
DAY VISITOR

KEY MEASURES  
Indexed

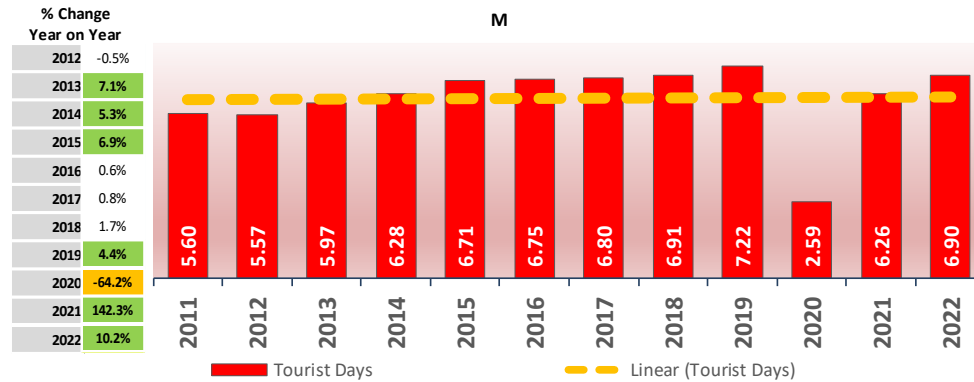
Economic Impact - Indexed - Day Visitor



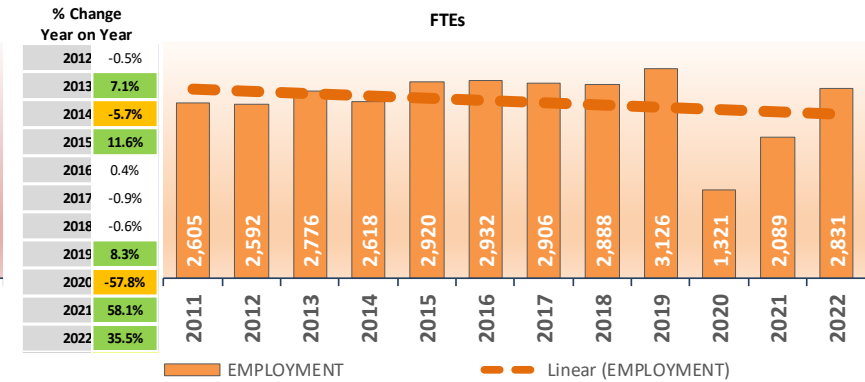
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



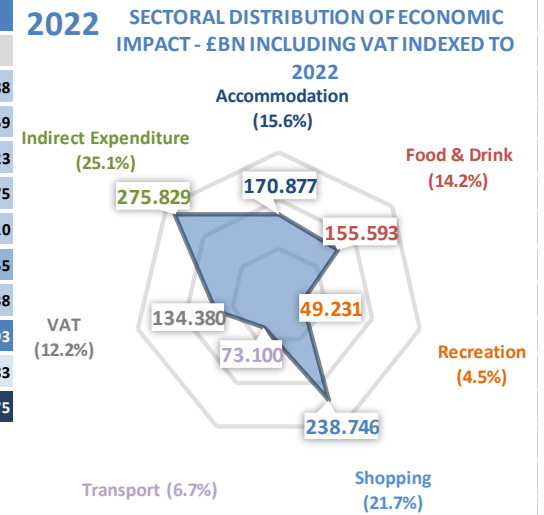
Direct Employment Supported - Day Visitor



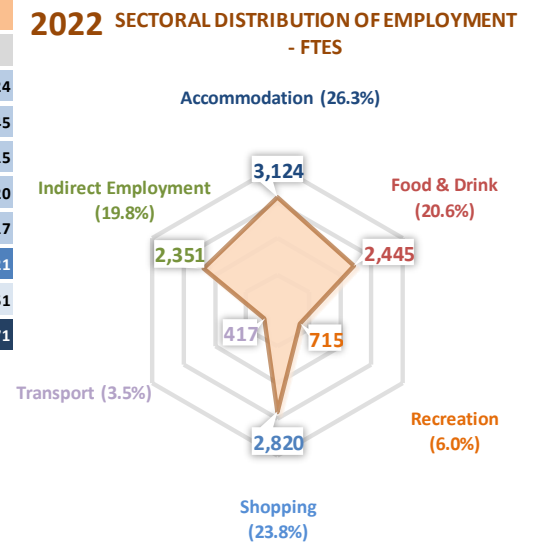
% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-0.5%	6.6%	12.2%	19.8%	20.5%	21.5%	23.5%	28.9%	-54.1%	-12.4%	23.2%
Visitor Numbers		-0.5%	6.6%	12.2%	19.8%	20.5%	21.5%	23.5%	28.9%	-53.8%	11.9%	23.2%
Visitor Days		-0.5%	6.6%	12.2%	19.8%	20.5%	21.5%	23.5%	28.9%	-53.8%	11.9%	23.2%
Direct Employment		-0.5%	6.6%	0.5%	12.1%	12.5%	11.6%	10.9%	20.0%	-49.3%	-19.8%	8.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL											2011 to 2022 2022 Prices		TOTAL	SECTORAL ANALYSIS Indexed
2022 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT INDEXED TO 2022														
SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
Accommodation	£M	125.06	130.85	134.36	136.84	140.54	140.17	148.06	158.32	168.08	79.18	149.18	170.88	
Food & Drink	£M	124.95	134.62	140.46	141.80	148.14	146.02	150.25	153.13	157.71	57.07	117.19	155.59	
Recreation	£M	39.23	41.60	43.68	43.50	46.56	45.67	47.61	48.46	49.91	17.78	39.90	49.23	
Shopping	£M	195.81	206.04	216.03	222.14	233.92	231.58	236.01	239.10	246.67	85.37	167.60	238.75	
Transport	£M	59.66	63.43	66.40	67.14	70.88	69.64	71.53	72.62	74.78	25.33	51.87	73.10	
Direct Revenue	£M	544.72	576.54	600.93	611.43	640.05	633.09	653.47	671.63	697.15	264.74	525.74	687.55	
VAT	£M	108.94	115.31	120.19	122.29	128.01	126.62	130.69	134.33	139.43	39.30	69.15	134.38	
Direct Expenditure	£M	653.66	691.84	721.12	733.72	768.06	759.71	784.16	805.96	836.58	304.03	594.89	821.93	
Indirect Expenditure	£M	210.94	226.42	235.69	240.44	251.68	250.69	260.56	269.53	281.75	103.49	202.62	275.83	
TOTAL	£M	864.60	918.26	956.80	974.16	1,019.74	1,010.40	1,044.71	1,075.49	1,118.33	407.52	797.51	1,097.75	



2022 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	FTEs	2,961	3,191	3,237	3,247	3,255	3,192	3,169	3,169	3,149	1,543	2,217	3,124
Food & Drink	FTEs	1,925	2,074	2,164	2,373	2,591	2,555	2,475	2,551	2,571	1,203	1,947	2,445
Recreation	FTEs	734	778	817	644	667	704	747	696	786	384	581	715
Shopping	FTEs	2,751	2,894	3,035	2,610	2,897	2,826	2,884	2,832	3,092	1,110	1,924	2,820
Transport	FTEs	411	437	457	380	421	416	427	420	461	161	293	417
Direct Employment	FTEs	8,781	9,374	9,710	9,254	9,830	9,693	9,703	9,668	10,058	4,402	6,963	9,521
Indirect Employment	FTEs	2,100	2,254	2,346	2,059	2,230	2,250	2,324	2,320	2,559	1,091	1,820	2,351
TOTAL	FTEs	10,881	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871

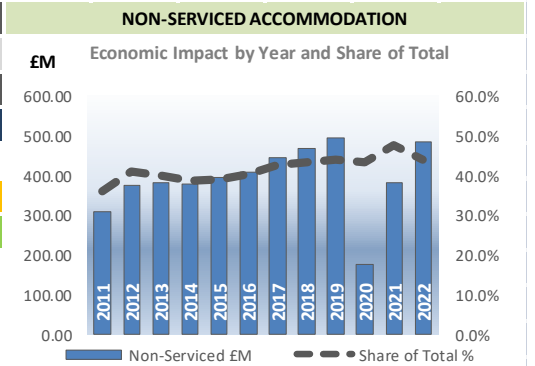


STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022 2022 Prices		TOTAL		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		TOTAL											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER				
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change		Q1	Q2	Q3	Q4
% Change 2011 to 2022		42.1%	11.4%	35.2%	18.4%	30.2%	32.1%	38.0%	23.1%	18.5%	13.5%	56.1%	32.5%	27.0%	Annual Change		28.5%	26.8%	26.8%	26.4%	
% Change 2021 to 2022				619.1%	265.5%	230.1%	29.5%	9.8%	-5.4%	-8.8%	-10.5%	15.7%	5.3%	37.6%	Annual Change		1237.8%	119.1%	-1.4%	-1.6%	
Average Annual Change		3.8%	1.0%	3.2%	1.7%	2.7%	2.9%	3.5%	2.1%	1.7%	1.2%	5.1%	3.0%	2.5%	Annual Change		2.6%	2.4%	2.4%	2.4%	
2011	£M	15.54	31.63	49.28	95.72	92.45	94.03	121.85	145.68	98.59	72.70	27.70	19.43	864.60	Annual Change		96.45	282.21	366.11	119.83	
2012	£M	14.62	33.51	54.26	92.44	95.94	99.82	130.68	153.12	109.39	75.74	36.92	21.83	918.26	Annual Change		102.39	288.20	393.18	134.49	
2013	£M	15.88	34.82	55.43	86.39	115.52	103.85	143.04	167.70	106.73	68.26	37.73	21.46	956.80	Annual Change		106.13	305.75	417.47	127.44	
2014	£M	17.95	35.34	57.24	95.35	117.16	99.57	141.91	172.35	110.47	69.38	37.42	20.04	974.16	Annual Change		110.54	312.07	424.72	126.83	
2015	£M	18.33	37.07	58.33	99.29	122.72	103.39	155.52	182.92	113.31	72.63	37.64	18.59	1,019.74	Annual Change		113.72	325.41	451.75	128.87	
2016	£M	19.96	34.87	65.67	92.78	107.43	113.49	153.68	177.31	113.82	68.35	38.48	24.54	1,010.40	Annual Change		120.51	313.70	444.82	131.37	
2017	£M	22.94	38.78	59.71	114.60	113.26	111.57	156.53	174.59	114.91	74.92	39.66	23.25	1,044.71	Annual Change		121.42	339.43	446.03	137.83	
2018	£M	21.54	40.50	61.30	105.89	121.73	121.28	159.57	174.13	121.14	79.76	42.86	25.79	1,075.49	Annual Change		123.34	348.90	454.84	148.41	
2019	£M	29.18	41.79	61.15	116.03	124.85	119.28	162.98	181.68	123.58	83.78	45.59	28.44	1,118.33	Annual Change		132.13	360.15	468.24	157.81	
2020	£M	29.10	44.47	41.37			0.747	47.37	123.42	100.09	0.766	13.77	6.407	407.52	Annual Change		114.95	0.747	270.88	20.94	
2021	£M			9.265	31.02	36.46	95.86	153.12	189.61	128.19	92.18	37.36	24.45	797.51	Annual Change		9.265	163.34	470.92	153.99	
2022	£M	22.07	35.25	66.62	113.35	120.36	124.18	168.13	179.40	116.87	82.51	43.24	25.75	1,097.75	Annual Change		123.95	357.90	464.41	151.50	
ECONOMIC IMPACT - INDEXED TO 2022													TOTAL								
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	TOTAL		Economic Impact by Year and Share of Total					
Total	£M	864.60	918.26	956.80	974.16	1,019.74	1,010.40	1,044.71	1,075.49	1,118.33	407.52	797.51	1,097.75	£M		%					
All Visitor Types	£Bn	0.865	0.918	0.957	0.974	1.020	1.010	1.045	1.075	1.118	0.408	0.798	1.098	Total £M		Share of Total %					
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%								
Annual Change in Share	%						0.0%														
Change in Share from 2011	%						0.0%														
Avg Ann. Change in Share	%						0.0%														

STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022 2022 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER							
KEY		SERVICED ACCOMMODATION											TOTAL						% Change			
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES											Annual Change		Q1		Q2		Q3		Q4	
Less than 3% change		Q1			Q2			Q3			Q4											
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC									
% Change 2011 to 2022		22.0%	-7.2%	-15.3%	-19.6%	31.3%	4.2%	5.1%	-10.9%	-9.0%	-41.2%	4.5%	3.0%	-4.8%	-4.8%	5.7%	-5.3%	-16.2%				
% Change 2021 to 2022						198.0%	7.8%	4.7%	3.3%	4.8%	7.9%	12.8%	18.7%	52.9%		121.7%	4.2%	12.8%				
Average Annual Change		2.0%	-0.7%	-1.4%	-1.8%	2.8%	0.4%	0.5%	-1.0%	-0.8%	-3.7%	0.4%	0.3%	-0.4%	-0.4%	0.5%	-0.5%	-1.5%				
2011	£M	7.151	12.27	15.44	19.45	20.52	20.46	26.85	32.12	25.66	23.42	16.90	12.22	232.44		34.86	60.42	84.62	52.54			
2012	£M	7.187	12.63	15.30	17.65	22.37	21.99	23.40	31.26	24.28	17.27	15.68	12.11	221.12	-4.9%	35.12	62.00	78.94	45.06			
2013	£M	7.612	16.74	13.77	17.77	24.85	20.81	27.57	32.53	23.54	16.81	16.62	13.00	231.62	4.7%	38.12	63.43	83.63	46.43			
2014	£M	9.602	15.47	14.43	19.60	25.52	22.43	27.40	32.20	24.70	19.20	15.68	10.18	236.40	2.1%	39.50	67.55	84.30	45.06			
2015	£M	9.011	16.34	14.59	19.23	26.53	22.50	29.81	32.30	24.46	19.18	16.09	10.55	240.57	1.8%	39.94	68.25	86.57	45.81			
2016	£M	11.46	14.48	14.11	16.67	22.45	17.34	22.21	28.90	24.24	13.88	16.47	15.57	217.79	-9.5%	40.05	56.46	75.35	45.92			
2017	£M	12.48	15.80	13.49	17.69	21.83	17.99	23.42	27.41	22.00	12.71	15.92	12.23	212.97	-2.2%	41.77	57.50	72.83	40.86			
2018	£M	11.66	15.36	12.28	16.11	23.53	18.82	23.59	26.40	23.62	13.13	16.40	13.33	214.24	0.6%	39.30	58.46	73.61	42.87			
2019	£M	15.57	12.97	10.43	15.88	23.17	19.19	23.82	27.75	24.22	12.52	16.92	11.56	214.00	-0.1%	38.97	58.24	75.79	41.00			
2020	£M	15.47	16.02	5.866				0.983	22.10	19.39		5.457	1.274	86.55	-59.6%	37.35		42.47	6.731			
2021	£M					9.035	19.78	26.94	27.70	22.27	12.76	15.66	10.60	144.74	67.2%		28.81	76.91	39.02			
2022	£M	8.727	11.39	13.08	15.63	26.93	21.31	28.22	28.61	23.34	13.77	17.66	12.58	221.25	52.9%	33.20	63.87	80.17	44.00			
ECONOMIC IMPACT - INDEXED TO 2022													SERVICED ACCOMMODATION									
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total								
Serviced	£M	232.44	221.12	231.62	236.40	240.57	217.79	212.97	214.24	214.00	86.55	144.74	221.25									
All Visitor Types	£Bn	0.865	0.918	0.957	0.974	1.020	1.010	1.045	1.075	1.118	0.408	0.798	1.098									
Share of Total	%	26.9%	24.1%	24.2%	24.3%	23.6%	21.6%	20.4%	19.9%	19.1%	21.2%	18.1%	20.2%									
Annual Change in Share	%		-10.4%	0.5%	0.2%	-2.8%	-8.6%	-5.4%	-2.3%	-3.9%	11.0%	-14.5%	11.0%									
Change in Share from 2011	%		-10.4%	-10.0%	-9.7%	-12.2%	-19.8%	-24.2%	-25.9%	-28.8%	-21.0%	-32.5%	-25.0%									
Avg Ann. Change in Share	%		-10.4%	-5.0%	-3.2%	-3.1%	-4.0%	-4.0%	-3.7%	-3.6%	-2.3%	-3.2%	-2.3%									

STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022 2022 Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2011 to 2022		187.5%	158.6%	71.5%	57.8%	40.5%	51.3%	47.0%	30.7%	38.6%	78.0%	289.8%	159.8%	55.8%	92.5%	49.6%	38.6%	115.3%	
% Change 2021 to 2022				663.7%	65.9%	89.5%	59.0%	17.6%	-8.4%	-13.5%	-18.9%	29.1%	-14.9%	27.0%	988.6%	70.1%	-1.9%	-10.1%	
Average Annual Change		17.0%	14.4%	6.5%	5.3%	3.7%	4.7%	4.3%	2.8%	3.5%	7.1%	26.3%	14.5%	5.1%	8.4%	4.5%	3.5%	10.5%	
2011	£M	2.453	3.446	21.89	32.61	36.80	37.39	49.47	52.52	38.57	26.28	4.726	3.489	309.63	27.79	106.80	140.56	34.49	
2012	£M	1.879	3.863	22.46	35.10	37.25	45.04	58.41	63.97	49.02	37.51	15.50	5.504	375.51	21.3%	28.20	117.40	171.41	58.51
2013	£M	3.056	3.982	26.97	31.91	40.53	47.59	58.87	69.13	48.08	32.13	15.09	4.521	381.87	1.7%	34.01	120.04	176.08	51.74
2014	£M	2.927	5.084	27.02	32.44	43.30	41.63	58.22	68.08	47.23	29.48	15.87	5.981	377.26	-1.2%	35.03	117.37	173.53	51.33
2015	£M	3.662	4.465	27.13	34.92	45.41	43.48	64.26	73.71	47.16	31.46	15.41	4.012	395.07	4.7%	35.25	123.81	185.13	50.88
2016	£M	2.814	3.949	31.23	38.15	38.64	54.50	70.47	67.47	47.61	31.46	15.45	4.647	406.38	2.9%	38.00	131.28	185.55	51.55
2017	£M	4.815	5.911	32.23	48.55	45.03	53.02	69.89	68.44	50.17	42.18	15.84	6.578	442.67	8.9%	42.95	146.61	188.51	64.60
2018	£M	4.103	6.251	34.90	46.41	51.06	54.99	72.57	71.23	52.62	44.98	18.82	7.980	465.92	5.3%	45.26	152.46	196.43	71.78
2019	£M	7.477	7.276	35.84	51.05	53.56	55.91	73.83	71.84	55.24	48.12	20.01	12.07	492.22	5.6%	50.60	160.52	200.91	80.20
2020	£M	7.432	7.465	24.45				23.82	53.55	50.43		4.943	4.060	176.14	-64.2%	39.34		127.80	9.003
2021	£M			4.914	31.02	27.29	35.59	61.83	74.91	61.78	57.64	14.27	10.66	379.89	115.7%	4.914	93.89	198.51	82.57
2022	£M	7.051	8.912	37.52	51.45	51.71	56.58	72.72	68.64	53.45	46.76	18.42	9.064	482.28	27.0%	53.49	159.74	194.81	74.25

ECONOMIC IMPACT - INDEXED TO 2022													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M	
Non-Serviced	£M	309.63	375.51	381.87	377.26	395.07	406.38	442.67	465.92	492.22	176.14	379.89	482.28	Economic Impact by Year and Share of Total	
All Visitor Types	£Bn	0.865	0.918	0.957	0.974	1.020	1.010	1.045	1.075	1.118	0.408	0.798	1.098		
Share of Total	%	35.8%	40.9%	39.9%	38.7%	38.7%	40.2%	42.4%	43.3%	44.0%	43.2%	47.6%	43.9%		
Annual Change in Share	%		14.2%	-2.4%	-3.0%	0.0%	3.8%	5.4%	2.2%	1.6%	-1.8%	10.2%	-7.8%		
Change in Share from 2011	%		14.2%	11.4%	8.1%	8.2%	12.3%	18.3%	21.0%	22.9%	20.7%	33.0%	22.7%		
Avg Ann. Change in Share	%		14.2%	5.7%	2.7%	2.0%	2.5%	3.1%	3.0%	2.9%	2.3%	3.3%	2.1%		



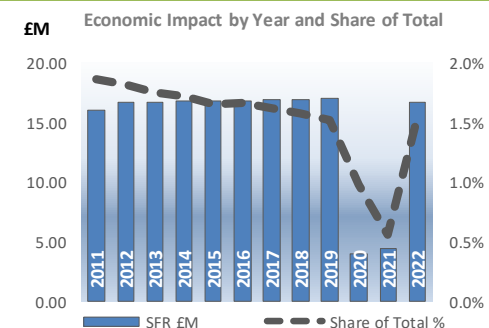
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Report Prepared by: Cathy James, Date of Issue: 14/08/23



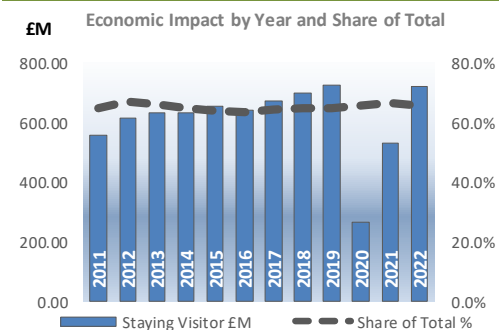
STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022 2022 Prices		SFR	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2011 to 2022		3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%			
% Change 2021 to 2022						871.6%	871.6%	94.3%	94.3%	94.3%	94.3%	94.3%	94.3%	274.7%			1724.7%	94.3%	94.3%	
Average Annual Change		0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%			0.3%	0.3%	0.3%	0.3%
2011	£M	2.231	0.750	0.853	2.035	1.309	1.008	1.636	1.732	0.892	0.891	0.694	2.011	16.04			3.834	4.352	4.260	3.597
2012	£M	2.318	0.779	0.886	2.114	1.360	1.047	1.700	1.799	0.927	0.926	0.721	2.089	16.66	3.9%		3.982	4.521	4.425	3.736
2013	£M	2.324	0.781	0.888	2.119	1.363	1.050	1.704	1.804	0.929	0.928	0.723	2.095	16.71	0.3%		3.993	4.533	4.438	3.746
2014	£M	2.330	0.783	0.890	2.125	1.367	1.053	1.708	1.809	0.932	0.931	0.725	2.100	16.75	0.2%		4.003	4.544	4.449	3.756
2015	£M	2.339	0.786	0.894	2.134	1.372	1.057	1.716	1.816	0.935	0.935	0.728	2.109	16.82	0.4%		4.020	4.563	4.467	3.771
2016	£M	2.338	0.786	0.894	2.132	1.372	1.057	1.715	1.815	0.935	0.934	0.728	2.107	16.81	-0.1%		4.017	4.561	4.465	3.769
2017	£M	2.344	0.788	0.896	2.138	1.375	1.059	1.719	1.820	0.937	0.936	0.730	2.113	16.86	0.3%		4.028	4.573	4.476	3.779
2018	£M	2.351	0.790	0.899	2.144	1.379	1.062	1.724	1.825	0.940	0.939	0.732	2.119	16.90	0.3%		4.040	4.586	4.489	3.790
2019	£M	2.357	0.792	0.901	2.150	1.383	1.065	1.729	1.830	0.943	0.942	0.734	2.125	16.95	0.3%		4.051	4.598	4.501	3.800
2020	£M	2.358	0.792	0.494				0.173	0.183					4.000	-76.4%		3.644		0.356	
2021	£M					0.139	0.107	0.872	0.923	0.475	0.475	0.370	1.072	4.434	10.9%			0.247	2.270	1.916
2022	£M	2.310	0.776	0.883	2.107	1.355	1.044	1.694	1.793	0.924	0.923	0.719	2.082	16.61	274.7%		3.969	4.506	4.411	3.724

ECONOMIC IMPACT - INDEXED TO 2022													SFR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	SFR	
SFR	£M	16.04	16.66	16.71	16.75	16.82	16.81	16.86	16.90	16.95	4.000	4.434	16.61		
All Visitor Types	£Bn	0.865	0.918	0.957	0.974	1.020	1.010	1.045	1.075	1.118	0.408	0.798	1.098		
Share of Total	%	1.9%	1.8%	1.7%	1.7%	1.6%	1.7%	1.6%	1.6%	1.5%	1.0%	0.6%	1.5%		
Annual Change in Share	%		-2.2%	-3.8%	-1.5%	-4.1%	0.9%	-3.0%	-2.6%	-3.6%	-35.2%	-43.4%	172.2%		
Change in Share from 2011	%		-2.2%	-5.9%	-7.3%	-11.1%	-10.3%	-13.0%	-15.3%	-18.3%	-47.1%	-70.0%	-18.5%		
Avg Ann. Change in Share	%		-2.2%	-2.9%	-2.4%	-2.8%	-2.1%	-2.2%	-2.2%	-2.3%	-5.2%	-7.0%	-1.7%		



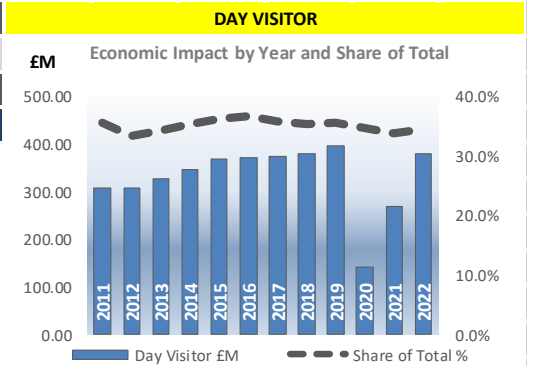
STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022 2022 Prices		STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES													Annual Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		52.8%	28.0%	34.9%	27.9%	36.4%	34.1%	31.7%	14.7%	19.3%	21.5%	64.9%	33.9%	29.0%		36.4%	33.0%	21.8%	34.6%	
% Change 2021 to 2022				948.0%	123.1%	119.4%	42.3%	14.5%	-4.3%	-8.1%	-13.3%	21.4%	6.3%	36.1%		1745.0%	85.5%	0.6%	-1.2%	
Average Annual Change		4.8%	2.5%	3.2%	2.5%	3.3%	3.1%	2.9%	1.3%	1.8%	2.0%	5.9%	3.1%	2.6%		3.3%	3.0%	2.0%	3.1%	
2011	£M	11.83	16.46	38.18	54.10	58.63	58.85	77.95	86.37	65.12	50.59	22.32	17.72	558.12		66.48	171.57	229.44	90.63	
2012	£M	11.38	17.27	38.64	54.87	60.98	68.08	83.51	97.03	74.23	55.70	31.90	19.70	613.30	9.9%	67.30	183.92	254.77	107.31	
2013	£M	12.99	21.50	41.63	51.80	66.75	69.46	88.14	103.47	72.55	49.87	32.44	19.62	630.21	2.8%	76.13	188.01	264.15	101.92	
2014	£M	14.86	21.34	42.34	54.16	70.19	65.11	87.33	102.09	72.85	49.61	32.28	18.26	630.41	0.0%	78.53	189.46	262.27	100.14	
2015	£M	15.01	21.59	42.61	56.28	73.30	67.03	95.79	107.83	72.55	51.57	32.23	16.67	652.46	3.5%	79.21	196.62	276.16	100.47	
2016	£M	16.61	19.22	46.24	56.95	62.46	72.89	94.39	98.19	72.79	46.27	32.65	22.33	640.98	-1.8%	82.07	192.31	265.37	101.24	
2017	£M	19.64	22.50	46.61	68.38	68.24	72.06	95.03	97.67	73.11	55.83	32.49	20.92	672.49	4.9%	88.75	208.68	265.81	109.24	
2018	£M	18.11	22.40	48.08	64.67	75.97	74.87	97.88	99.46	77.18	59.06	35.95	23.43	697.07	3.7%	88.59	215.50	274.52	118.44	
2019	£M	25.40	21.04	47.18	69.07	78.12	76.17	99.38	101.42	80.40	61.58	37.66	25.76	723.18	3.7%	93.62	223.36	281.20	125.00	
2020	£M	25.26	24.28	30.80				24.97	75.83	69.82		10.40	5.334	266.70	-63.1%	80.34		170.63	15.73	
2021	£M			4.914	31.02	36.46	55.47	89.64	103.53	84.52	70.88	30.30	22.32	529.07	98.4%	4.914	122.95	277.69	123.51	
2022	£M	18.09	21.08	51.49	69.19	79.99	78.93	102.63	99.04	77.72	61.45	36.80	23.72	720.14	36.1%	90.66	228.12	279.39	121.98	

ECONOMIC IMPACT - INDEXED TO 2022													STAYING VISITOR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
Staying Visitor	£M	558.12	613.30	630.21	630.41	652.46	640.98	672.49	697.07	723.18	266.70	529.07	720.14		
All Visitor Types	£Bn	0.865	0.918	0.957	0.974	1.020	1.010	1.045	1.075	1.118	0.408	0.798	1.098		
Share of Total	%	64.6%	66.8%	65.9%	64.7%	64.0%	63.4%	64.4%	64.8%	64.7%	65.4%	66.3%	65.6%		
Annual Change in Share	%		3.5%	-1.4%	-1.8%	-1.1%	-0.9%	1.5%	0.7%	-0.2%	1.2%	1.4%	-1.1%		
Change in Share from 2011	%		3.5%	2.0%	0.2%	-0.9%	-1.7%	-0.3%	0.4%	0.2%	1.4%	2.8%	1.6%		
Avg Ann. Change in Share	%		3.5%	1.0%	0.1%	-0.2%	-0.3%	0.0%	0.1%	0.0%	0.2%	0.3%	0.1%		



STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022 2022 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES													Annual Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2011 to 2022		7.6%	-6.6%	36.3%	6.1%	19.4%	28.6%	49.2%	35.5%	17.0%	-4.8%	19.8%	18.1%	23.2%	11.1%	17.3%	35.4%	1.1%		
% Change 2021 to 2022				247.7%			12.0%	3.2%	-6.6%	-10.3%	-1.1%	-8.8%	-4.5%	40.7%	665.1%	221.3%	-4.2%	-3.1%		
Average Annual Change		0.7%	-0.6%	3.3%	0.6%	1.8%	2.6%	4.5%	3.2%	1.5%	-0.4%	1.8%	1.6%	2.1%	1.0%	1.6%	3.2%	0.1%		
2011	£M	3.701	15.17	11.10	41.63	33.82	35.18	43.90	59.31	33.47	22.11	5.372	1.717	306.48	29.97	110.63	136.68	29.20		
2012	£M	3.239	16.24	15.61	37.57	34.96	31.74	47.17	56.08	35.16	20.04	5.018	2.127	304.96	35.09	104.28	138.41	27.18		
2013	£M	2.889	13.32	13.80	34.58	48.77	34.39	54.91	64.23	34.18	18.39	5.288	1.840	326.60	30.01	117.75	153.32	25.52		
2014	£M	3.093	14.01	14.90	41.18	46.98	34.45	54.58	70.26	37.61	19.77	5.138	1.781	343.75	32.00	122.61	162.45	26.69		
2015	£M	3.315	15.47	15.72	43.02	49.41	36.36	59.73	75.09	40.76	21.06	5.415	1.922	367.28	34.51	128.79	175.58	28.40		
2016	£M	3.357	15.66	19.42	35.83	44.97	40.60	59.29	79.13	41.04	22.09	5.832	2.211	369.42	38.44	121.40	179.45	30.13		
2017	£M	3.299	16.28	13.09	46.22	45.03	39.50	61.50	76.92	41.80	19.09	7.171	2.330	372.23	32.67	130.75	180.22	28.59		
2018	£M	3.427	18.10	13.22	41.23	45.76	46.41	61.69	74.67	43.95	20.70	6.905	2.360	378.42	34.74	133.40	180.31	29.97		
2019	£M	3.778	20.76	13.97	46.95	46.73	43.11	63.60	80.25	43.19	22.20	7.928	2.680	395.15	38.51	136.80	187.04	32.80		
2020	£M	3.846	20.20	10.56			0.747	22.40	47.58	30.28	0.766	3.368	1.073	140.82	34.61	0.747	100.26	5.208		
2021	£M			4.352			40.39	63.48	86.08	43.66	21.29	7.063	2.122	268.45	43.52	40.39	193.23	30.48		
2022	£M	3.983	14.18	15.13	44.16	40.37	45.25	65.50	80.36	39.16	21.06	6.438	2.027	377.62	33.29	129.78	185.02	29.52		

ECONOMIC IMPACT - INDEXED TO 2022													DAY VISITOR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M	
Day Visitor	£M	306.48	304.96	326.60	343.75	367.28	369.42	372.23	378.42	395.15	140.82	268.45	377.62	Economic Impact by Year and Share of Total	
All Visitor Types	£Bn	0.865	0.918	0.957	0.974	1.020	1.010	1.045	1.075	1.118	0.408	0.798	1.098		
Share of Total	%	35.4%	33.2%	34.1%	35.3%	36.0%	36.6%	35.6%	35.2%	35.3%	34.6%	33.7%	34.4%		
Annual Change in Share	%		-6.3%	2.8%	3.4%	2.1%	1.5%	-2.5%	-1.2%	0.4%	-2.2%	-2.6%	2.2%		
Change in Share from 2011	%		-6.3%	-3.7%	-0.5%	1.6%	3.1%	0.5%	-0.7%	-0.3%	-2.5%	-5.0%	-3.0%		
Avg Ann. Change in Share	%		-6.3%	-1.9%	-0.2%	0.4%	0.6%	0.1%	-0.1%	0.0%	-0.3%	-0.5%	-0.3%		



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Report Prepared by: Cathy James, Date of Issue: 14/08/23