



STEAM FINAL TREND REPORT FOR 2011-2022

Final

NORTH WALES

Global Tourism Solutions (UK) Ltd

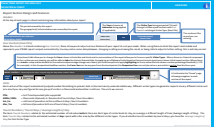
71 Heol Gwys
Upper Cwmtwrch
Swansea
SA9 2XH

Telephone: 0798 445 5388


Email: cathryn.j@gtsuk.co.uk

Website: www.globaltourismsolutions.co.uk


REPORT SECTIONS 	Page
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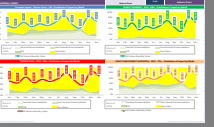
USER GUIDE 	3
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COMPARATIVE HEADLINES 	4
---	----------


KEY MEASURES 	5-11
--	-------------


**KEY IMPACT MEASURES:
MONTHLY DATA BY
VISITOR TYPE**

DISTRIBUTION OF IMPACT: <i>by Visitor Type</i> 	13
--	-----------


DISTRIBUTION OF IMPACT: <i>by Month</i> 	14
---	-----------


DISTRIBUTION OF IMPACT: <i>by Sector</i> 	15
--	-----------

UNINDEXED ECONOMIC IMPACT 	16-22
---	--------------


VISITOR NUMBERS 	23-29
---	--------------

VISITOR DAYS 	30-36
--	--------------

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

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

ANNEX

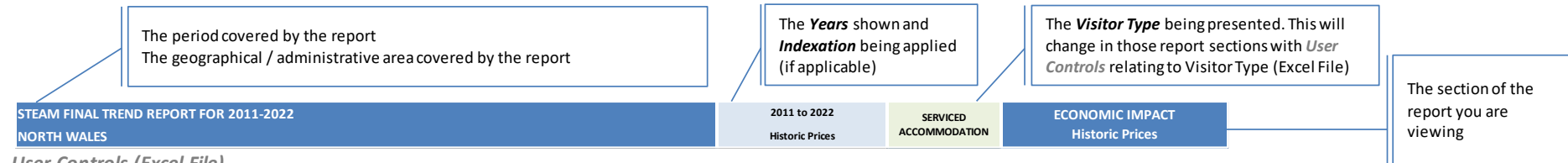
INDEXED FINANCIAL DATA 	45-59
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Report Section Design and Features

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
NORTH WALES

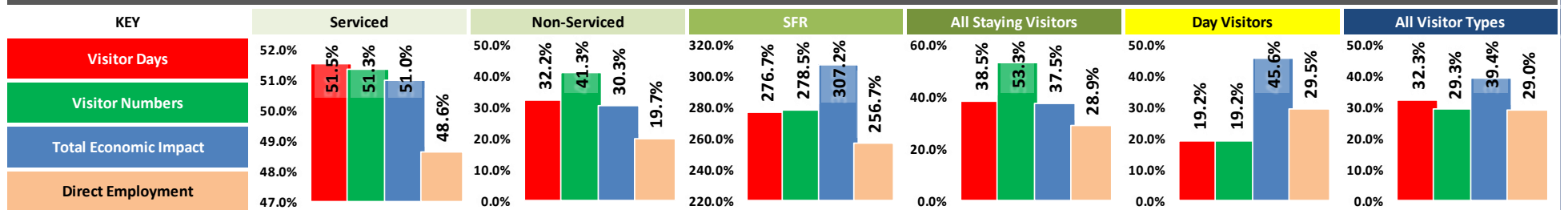
Comparing 2022 and 2021
All £'s Historic Prices

COMPARATIVE HEADLINES

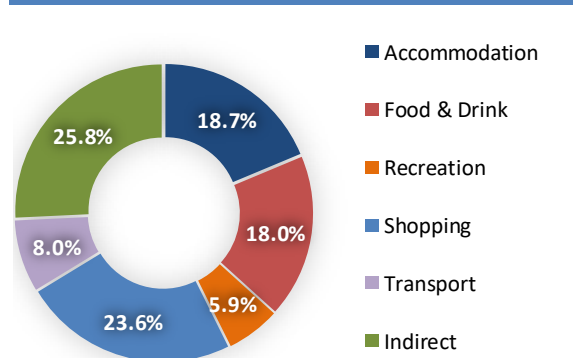
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - IN HISTORIC PRICES

KEY	KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - IN HISTORIC PRICES																		
	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	+/- %	
Visitor Days	M	4,911	3,241	51.5%	42.37	32.06	32.2%	2,526	0,671	276.7%	49.81	35.97	38.5%	20.17	16.92	19.2%	69.98	52.89	32.3%
Visitor Numbers	M	2,769	1,830	51.3%	6,964	4,930	41.3%	1,061	0,280	278.5%	10.79	7,040	53.3%	20.17	16.92	19.2%	30.96	23.96	29.3%
Direct Expenditure	£Bn																3,087	2,206	39.9%
Economic Impact	£Bn	0.625	0.414	51.0%	2.415	1.853	30.3%	0.118	0.029	307.2%	3.158	2.296	37.5%	1.000	0.687	45.6%	4.158	2.983	39.4%
Direct Employment	FTEs	7,122	4,792	48.6%	20,380	17,022	19.7%	968	271	256.7%	28,470	22,085	28.9%	7,595	5,864	29.5%	36,065	27,949	29.0%
Total Employment	FTEs																45,201	35,498	27.3%

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

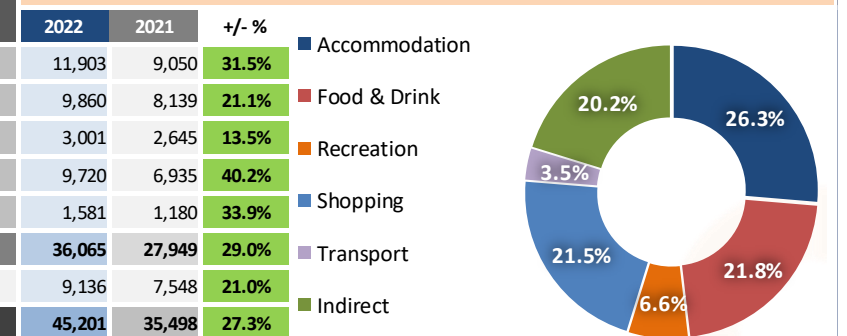


Sectoral Distribution of Economic Impact - £Bn including VAT in Historic Prices



Sectors	2022	2021	+/- %
Accommodation	0.777	0.653	19.1%
Food & Drink	0.749	0.512	46.2%
Recreation	0.247	0.190	29.8%
Shopping	0.983	0.632	55.5%
Transport	0.331	0.219	51.3%
TOTAL DIRECT	3.087	2.206	39.9%
Indirect	1.071	0.776	37.9%
TOTAL	4.158	2.983	39.4%

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
NORTH WALES

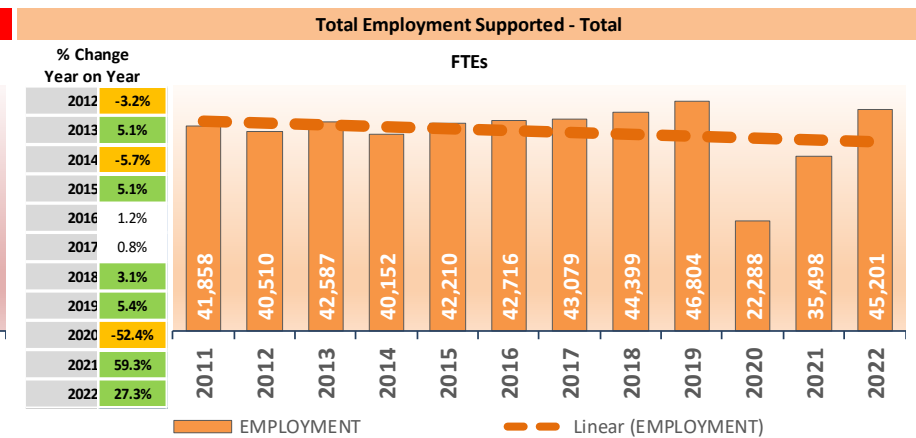
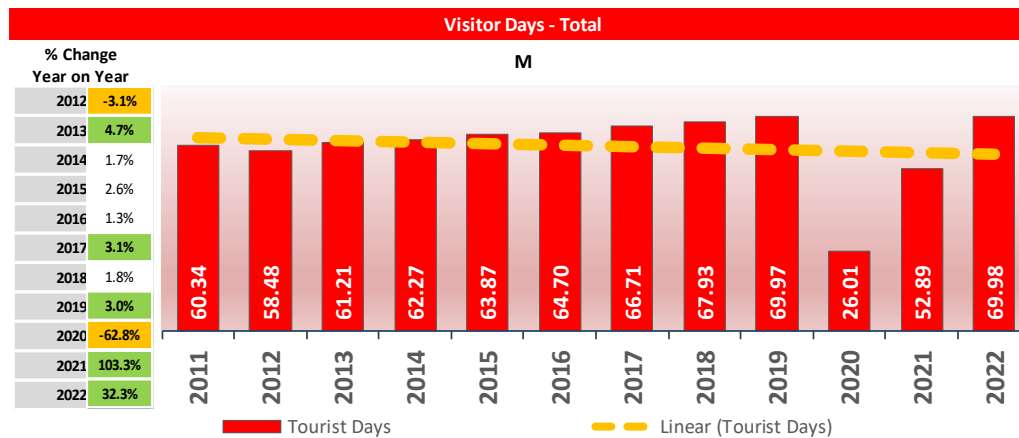
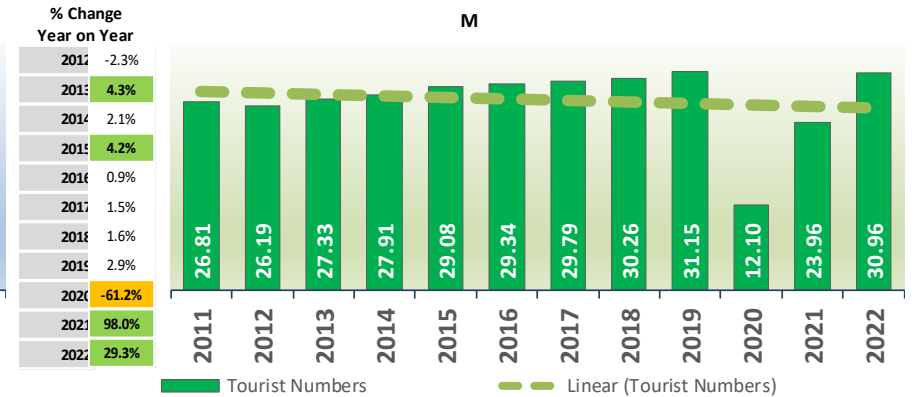
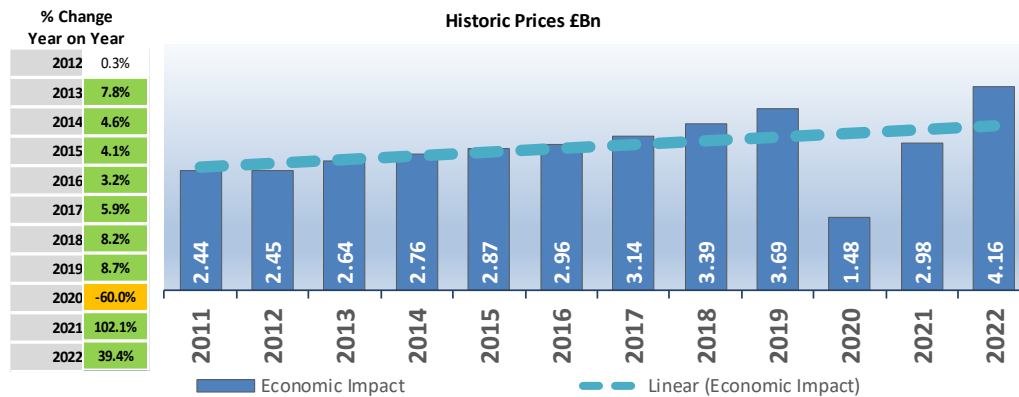
2011 to 2022
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - Total



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		0.3%	8.1%	13.0%	17.6%	21.4%	28.5%	39.0%	51.2%	-39.6%	22.2%	70.3%
Visitor Numbers		-2.3%	2.0%	4.1%	8.5%	9.4%	11.1%	12.9%	16.2%	-54.9%	-10.6%	15.5%
Visitor Days		-3.1%	1.4%	3.2%	5.8%	7.2%	10.5%	12.6%	16.0%	-56.9%	-12.4%	16.0%
Total Employment		-3.2%	1.7%	-4.1%	0.8%	2.1%	2.9%	6.1%	11.8%	-46.8%	-15.2%	8.0%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

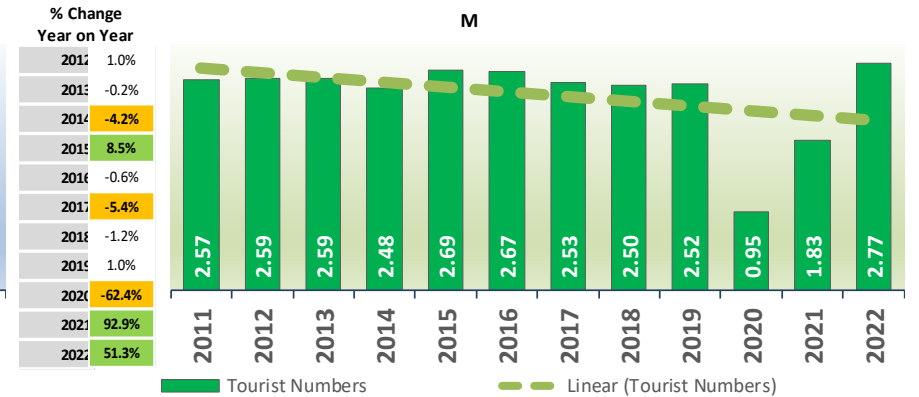
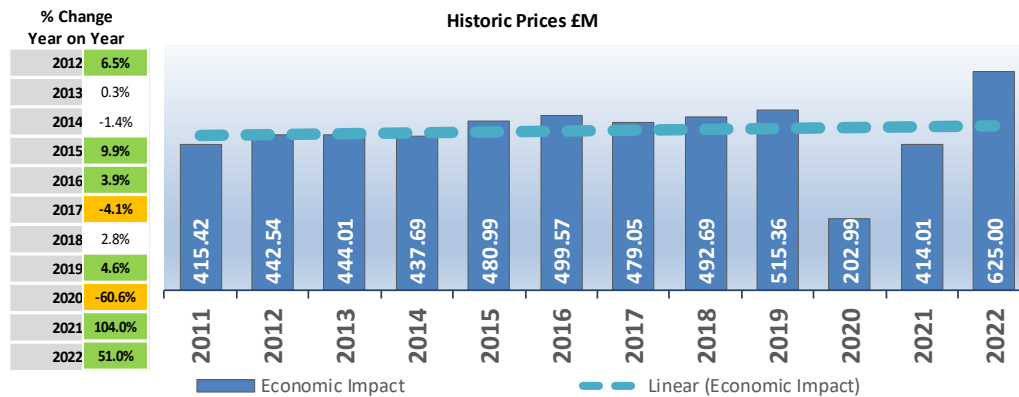
2011 to 2022
Historic Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

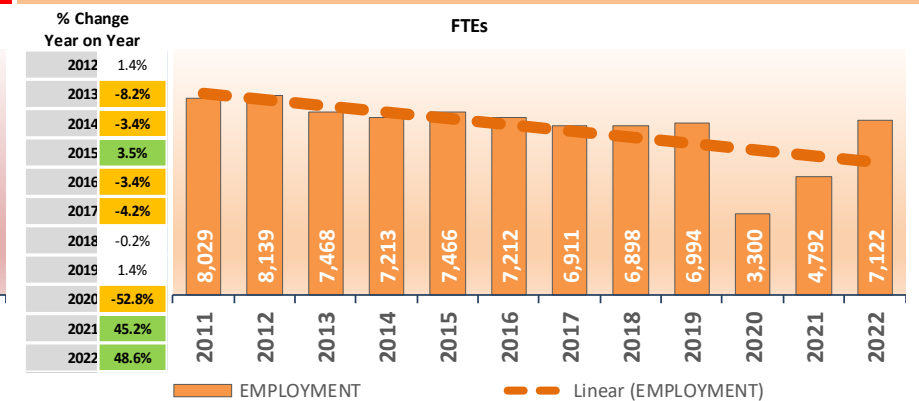
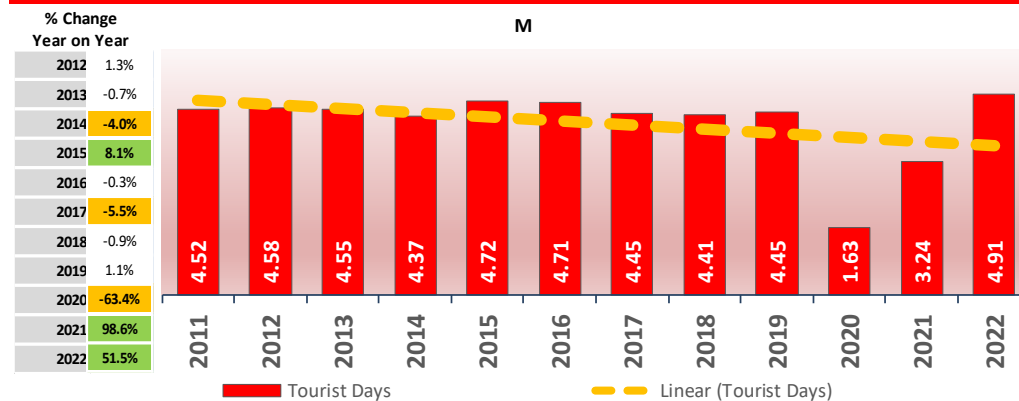
Economic Impact - Historic Prices - Serviced Accommodation

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		6.5%	6.9%	5.4%	15.8%	20.3%	15.3%	18.6%	24.1%	-51.1%	-0.3%	50.4%
Visitor Numbers		1.0%	0.8%	-3.5%	4.8%	4.2%	-1.4%	-2.6%	-1.7%	-63.0%	-28.7%	7.9%
Visitor Days		1.3%	0.6%	-3.4%	4.4%	4.1%	-1.6%	-2.5%	-1.5%	-63.9%	-28.3%	8.6%
Direct Employment		1.4%	-7.0%	-10.2%	-7.0%	-10.2%	-13.9%	-14.1%	-12.9%	-58.9%	-40.3%	-11.3%

"Linear" = Linear Trendline

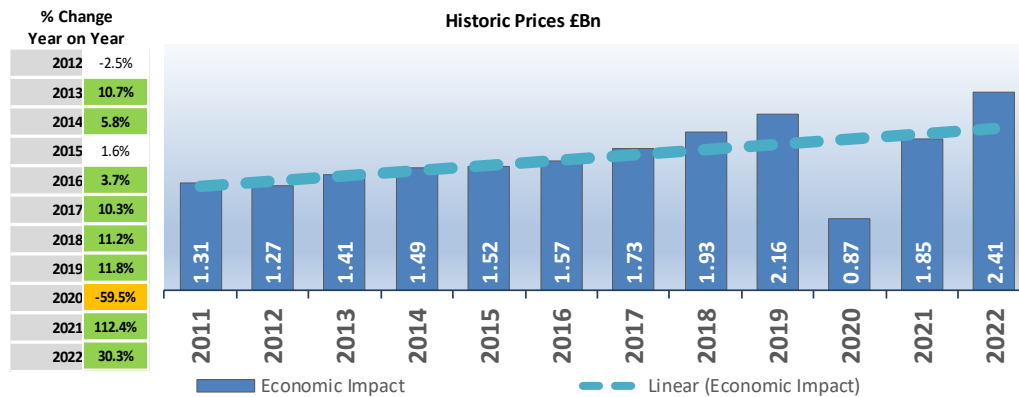
STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

2011 to 2022
Historic Prices

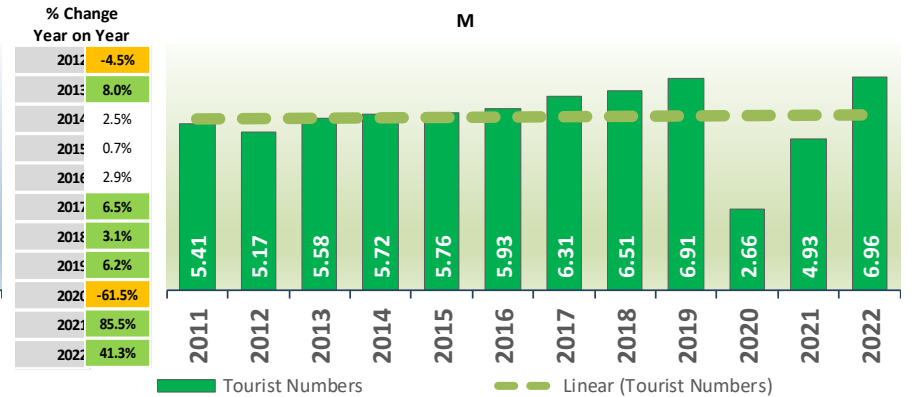
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

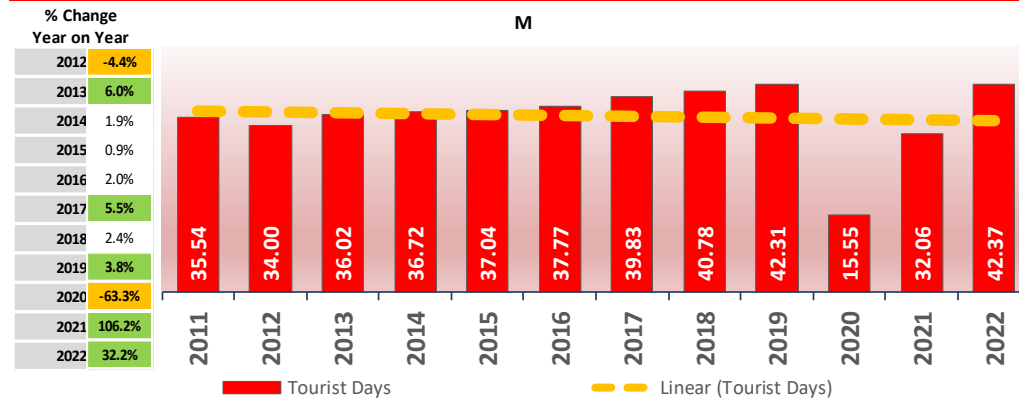
Economic Impact - Historic Prices - Non-Serviced Accommodation



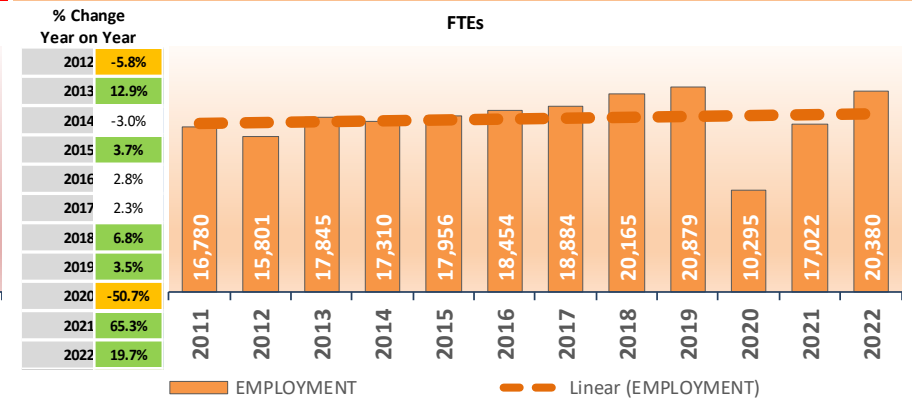
Visitor Numbers - Non-Serviced Accommodation



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		-2.5%	7.9%	14.2%	16.0%	20.3%	32.7%	47.5%	64.9%	-33.2%	41.8%	84.7%
Visitor Numbers		-4.5%	3.2%	5.8%	6.5%	9.5%	16.6%	20.3%	27.7%	-50.9%	-8.9%	28.7%
Visitor Days		-4.4%	1.4%	3.3%	4.2%	6.2%	12.0%	14.7%	19.0%	-56.3%	-9.8%	19.2%
Direct Employment		-5.8%	6.3%	3.2%	7.0%	10.0%	12.5%	20.2%	24.4%	-38.6%	1.4%	21.5%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

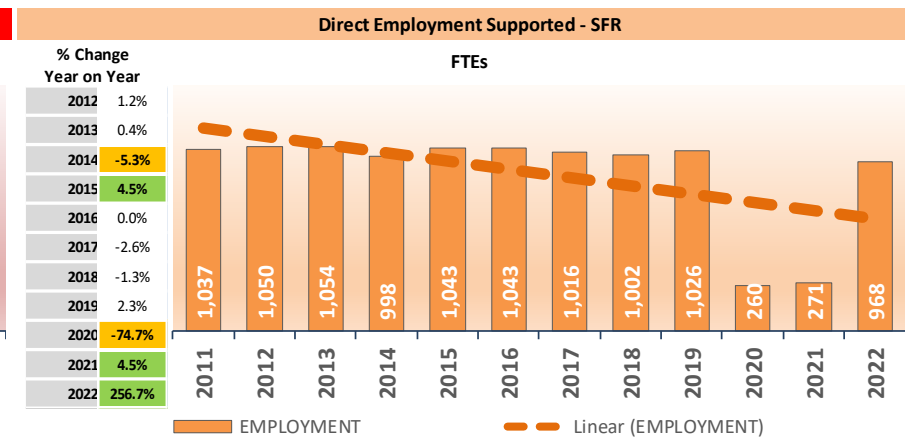
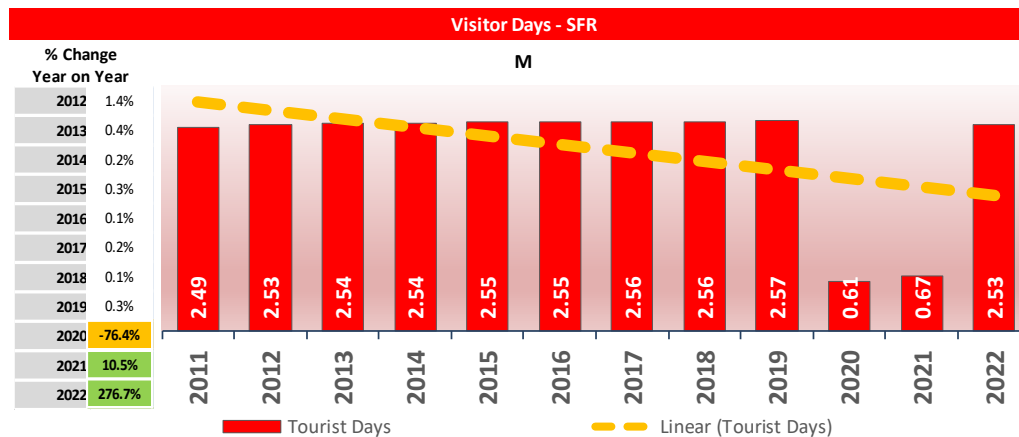
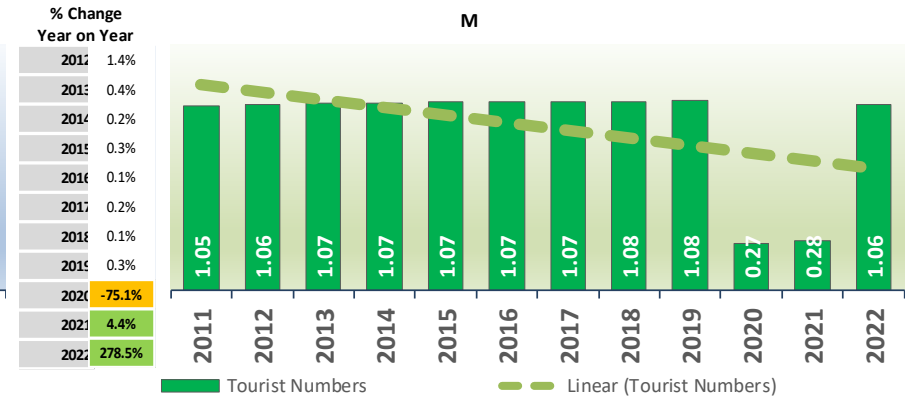
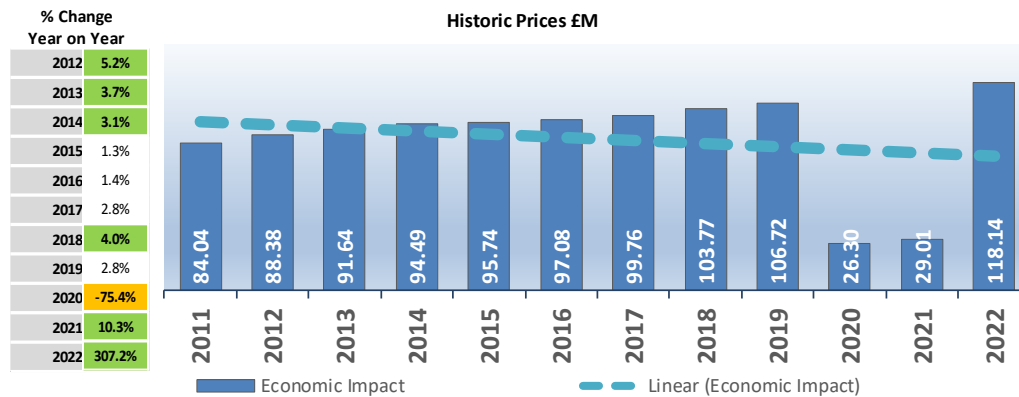
2011 to 2022
Historic Prices

SFR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - SFR

Visitor Numbers - SFR



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		5.2%	9.1%	12.4%	13.9%	15.5%	18.7%	23.5%	27.0%	-68.7%	-65.5%	40.6%
Visitor Numbers		1.4%	1.8%	2.0%	2.3%	2.4%	2.6%	2.6%	2.9%	-74.4%	-73.2%	1.3%
Visitor Days		1.4%	1.8%	2.0%	2.3%	2.4%	2.6%	2.6%	2.9%	-75.7%	-73.1%	1.3%
Direct Employment		1.2%	1.6%	-3.8%	0.5%	0.6%	-2.1%	-3.4%	-1.1%	-75.0%	-73.8%	-6.7%

"Linear" = Linear Trendline

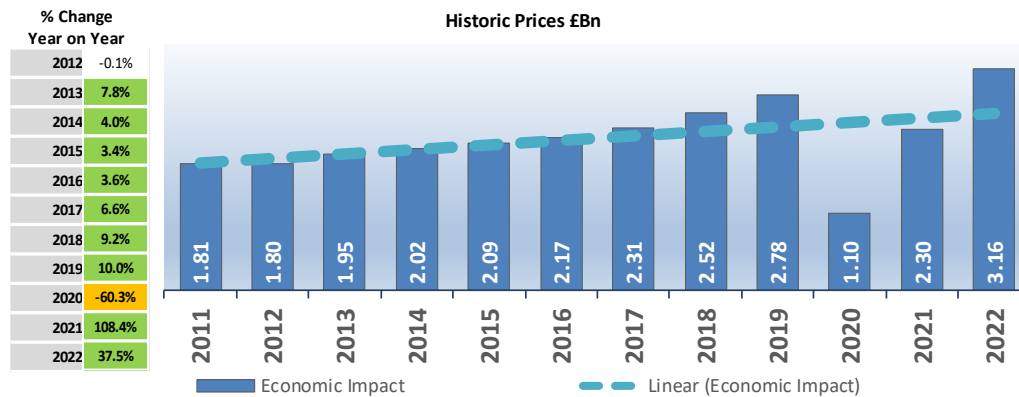
STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

2011 to 2022
Historic Prices

STAYING VISITOR

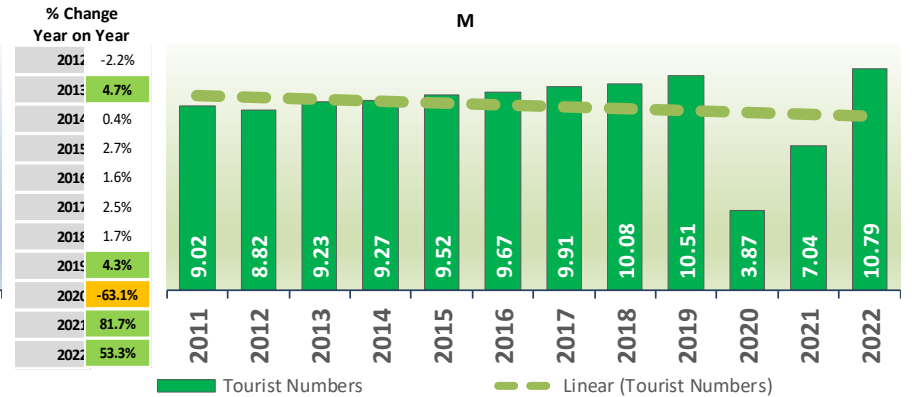
KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Staying Visitor



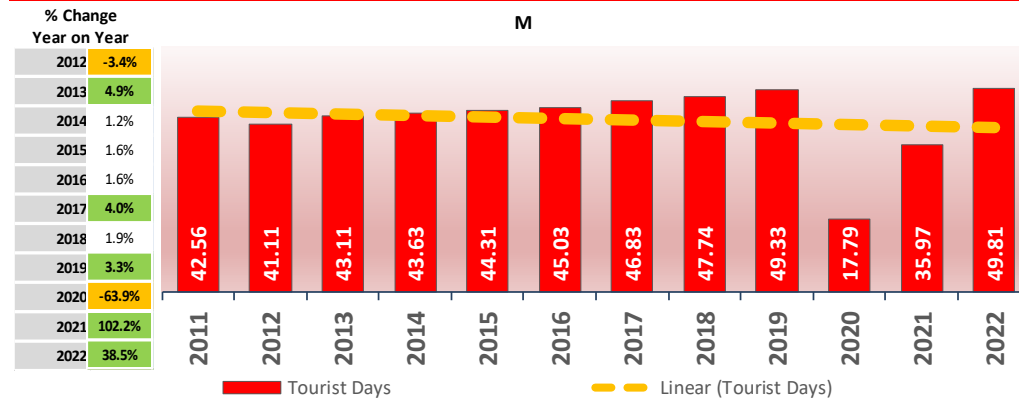
Year	% Change Year on Year
2012	-0.1%
2013	7.8%
2014	4.0%
2015	3.4%
2016	3.6%
2017	6.6%
2018	9.2%
2019	10.0%
2020	-60.3%
2021	108.4%
2022	37.5%

Visitor Numbers - Staying Visitor



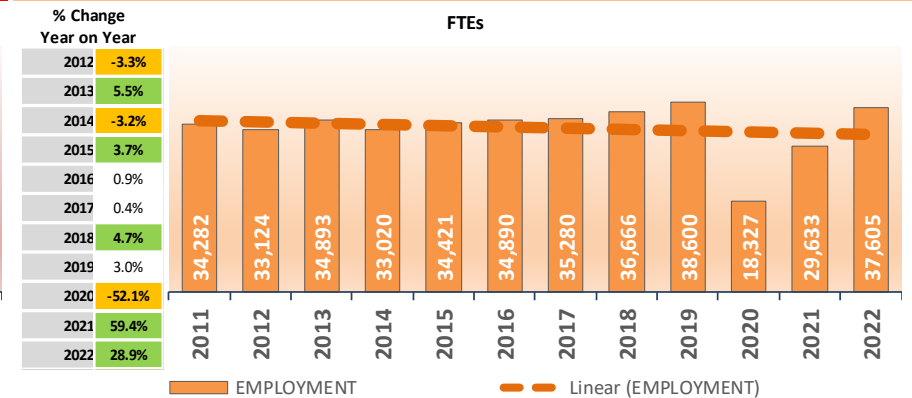
Year	% Change Year on Year
2012	-2.2%
2013	4.7%
2014	0.4%
2015	2.7%
2016	1.6%
2017	2.5%
2018	1.7%
2019	4.3%
2020	-63.1%
2021	81.7%
2022	53.3%

Visitor Days - Staying Visitor



Year	% Change Year on Year
2012	-3.4%
2013	4.9%
2014	1.2%
2015	1.6%
2016	1.6%
2017	4.0%
2018	1.9%
2019	3.3%
2020	-63.9%
2021	102.2%
2022	38.5%

Direct Employment Supported - Staying Visitor



Year	% Change Year on Year
2012	-3.3%
2013	5.5%
2014	-3.2%
2015	3.7%
2016	0.9%
2017	0.4%
2018	4.7%
2019	3.0%
2020	-52.1%
2021	59.4%
2022	28.9%

% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		-0.1%	7.7%	12.1%	15.8%	20.1%	28.0%	39.8%	53.7%	-39.0%	27.1%	74.8%
Visitor Numbers		-2.2%	2.3%	2.7%	5.5%	7.2%	9.9%	11.7%	16.5%	-57.1%	-22.0%	19.6%
Visitor Days		-3.4%	1.3%	2.5%	4.1%	5.8%	10.0%	12.2%	15.9%	-58.2%	-15.5%	17.0%
Direct Employment		-3.4%	1.8%	-3.7%	0.4%	1.8%	2.9%	7.0%	12.6%	-46.5%	-13.6%	9.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

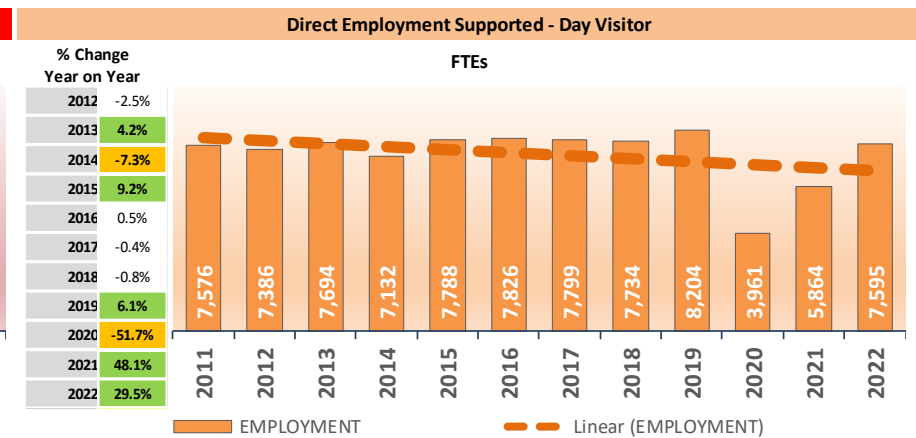
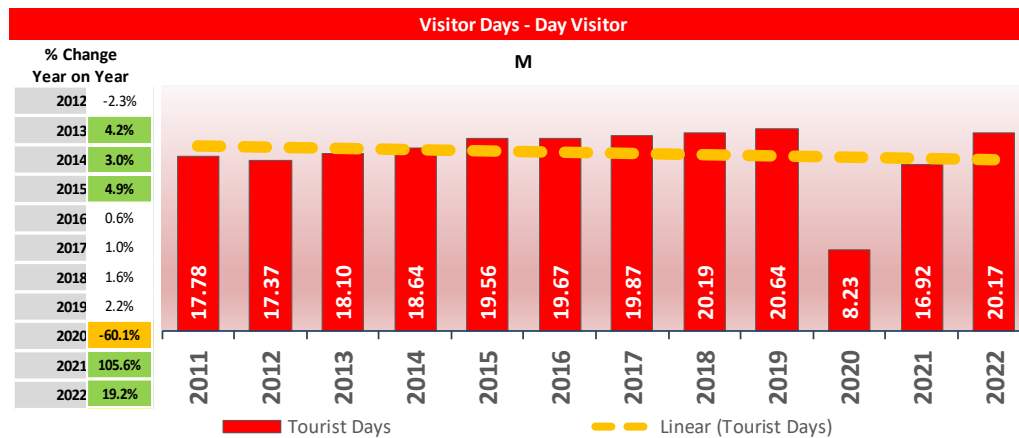
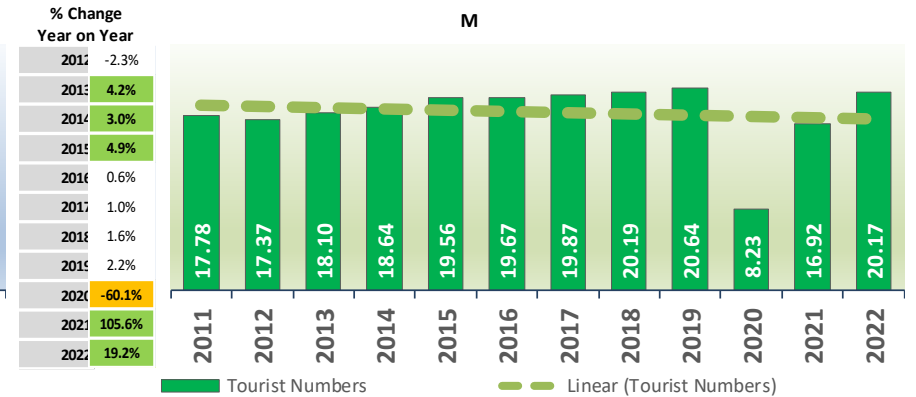
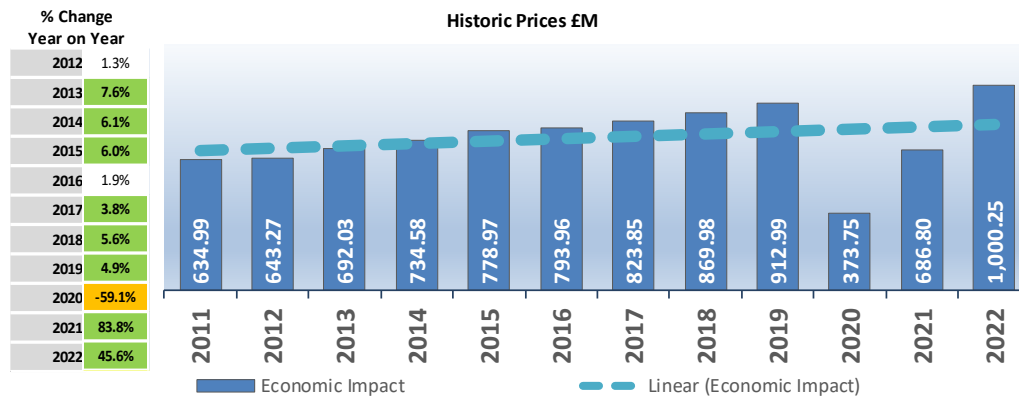
2011 to 2022
Historic Prices

DAY VISITOR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Day Visitor

Visitor Numbers - Day Visitor



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		1.3%	9.0%	15.7%	22.7%	25.0%	29.7%	37.0%	43.8%	-41.1%	8.2%	57.5%
Visitor Numbers		-2.3%	1.8%	4.8%	10.0%	10.6%	11.8%	13.5%	16.1%	-53.7%	-4.9%	13.4%
Visitor Days		-2.3%	1.8%	4.8%	10.0%	10.6%	11.8%	13.5%	16.1%	-53.7%	-4.9%	13.4%
Direct Employment		-2.5%	1.6%	-5.9%	2.8%	3.3%	2.9%	2.1%	8.3%	-47.7%	-22.6%	0.3%

"Linear" = Linear Trendline

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

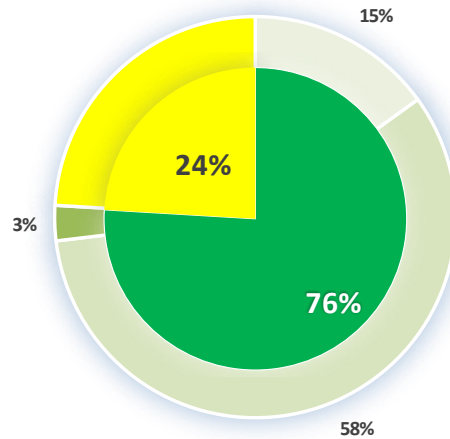
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2022 - M - Share of Total

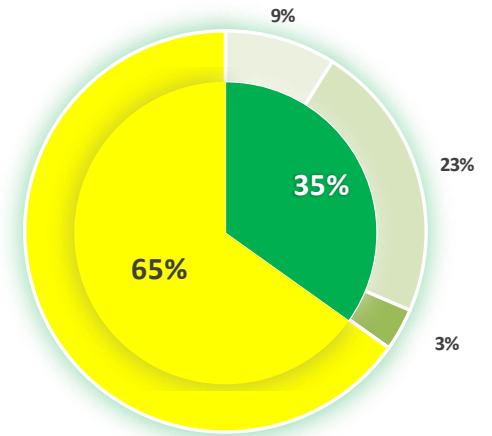
TOTAL
£4,158.13m

	£M
Serviced	625.00
Non-Serviced	2,414.74
SFR	118.14
Staying Visitor	3,157.88
Day Visitor	1,000.25
Total	4,158.13



TOTAL
30.96m

	M
Serviced	2.77
Non-Serviced	6.96
SFR	1.06
Staying Visitor	10.79
Day Visitor	20.17
Total	30.96

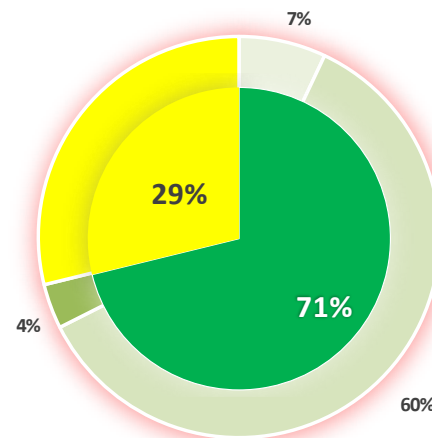


Visitor Days - 2022 - M - Share of Total

Direct Employment Supported - 2022 - FTEs - Share of Total

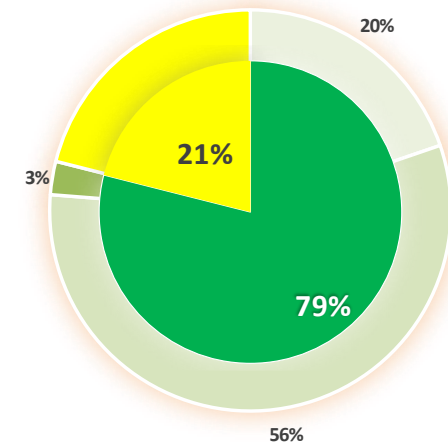
TOTAL
69.98m

	M
Serviced	4.91
Non-Serviced	42.37
SFR	2.53
Staying Visitor	49.81
Day Visitor	20.17
Total	69.98



TOTAL
36,065 Direct FTEs
45,201 Total FTEs

	FTEs
Serviced	7,122
Non-Serviced	20,380
SFR	968
Staying Visitor	28,470
Day Visitor	7,595
Total	36,065



STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

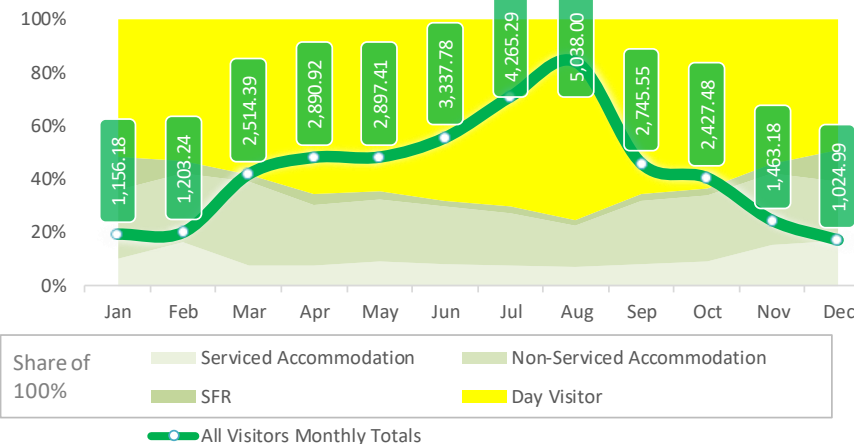
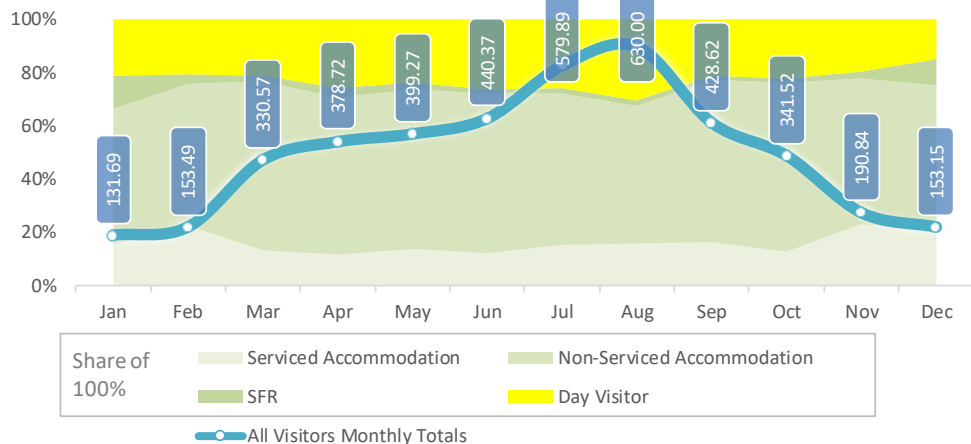
2022
Historic Prices

TOTAL

DISTRIBUTION BY MONTH
Historic Prices

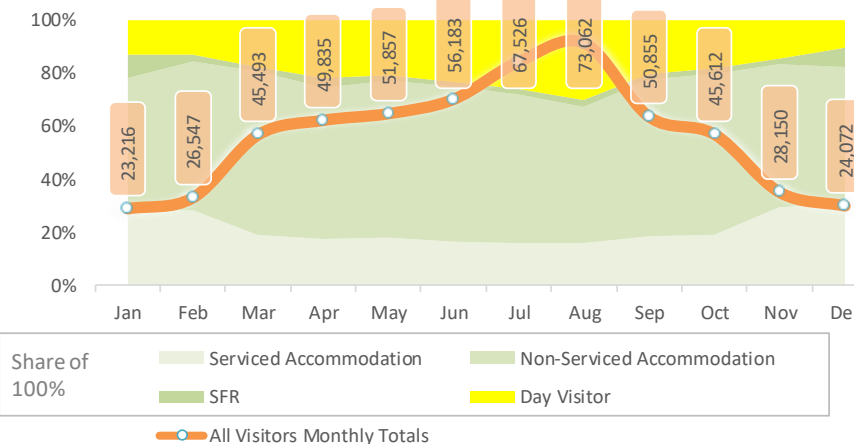
Economic Impact - Historic Prices - £M - Distribution of Impact by Month

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



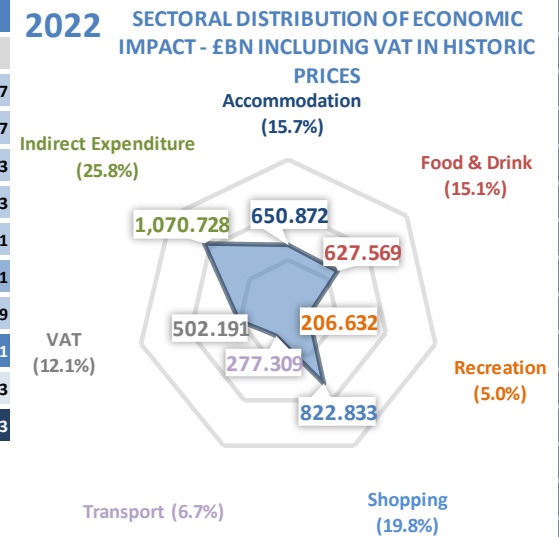
Visitor Days - 2022 - M - Distribution of Impact by Month

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



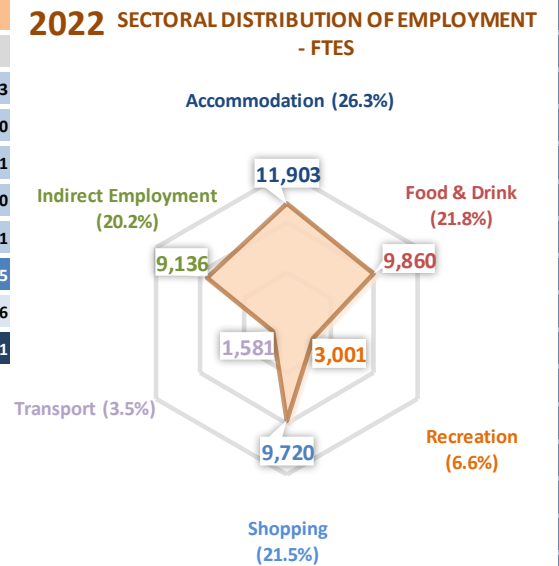
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	£M	292.01	304.92	335.57	346.73	364.68	383.35	406.55	476.02	566.88	275.38	578.51	650.87
Food & Drink	£M	389.46	392.41	422.35	440.61	456.92	469.96	495.57	522.91	552.84	223.22	454.18	627.57
Recreation	£M	138.71	131.69	137.45	143.04	149.46	154.65	164.48	172.30	182.39	73.58	168.51	206.63
Shopping	£M	524.66	523.55	562.49	591.67	615.26	630.13	663.16	700.44	733.81	285.81	560.10	822.83
Transport	£M	180.76	177.51	188.70	197.20	205.37	211.09	223.12	234.13	246.64	93.60	193.99	277.31
Direct Revenue	£M	1,525.61	1,530.08	1,646.55	1,719.24	1,791.69	1,849.18	1,952.88	2,105.80	2,282.56	951.59	1,955.28	2,585.21
VAT	£M	305.12	306.02	329.31	343.85	358.34	369.84	390.58	421.16	456.51	138.50	251.06	502.19
Direct Expenditure	£M	1,830.73	1,836.10	1,975.86	2,063.09	2,150.02	2,219.02	2,343.46	2,526.96	2,739.08	1,090.09	2,206.35	3,087.41
Indirect Expenditure	£M	610.80	612.11	662.65	696.38	721.75	743.97	793.36	867.94	951.33	385.46	776.32	1,070.73
TOTAL	£M	2,441.53	2,448.21	2,638.51	2,759.46	2,871.78	2,962.98	3,136.82	3,394.90	3,690.40	1,475.55	2,982.66	4,158.13



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

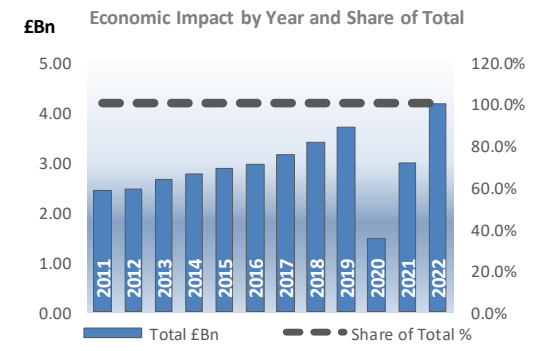
SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	FTEs	9,546	9,569	10,436	10,570	10,657	10,554	10,458	11,815	11,732	6,158	9,050	11,903
Food & Drink	FTEs	8,326	8,071	8,411	9,274	9,940	10,096	9,770	10,029	10,117	5,172	8,139	9,860
Recreation	FTEs	3,599	3,287	3,322	2,663	2,663	2,899	3,089	2,847	3,225	1,757	2,645	3,001
Shopping	FTEs	10,225	9,817	10,212	8,742	9,477	9,439	9,697	9,551	10,325	4,075	6,935	9,720
Transport	FTEs	1,726	1,631	1,679	1,403	1,517	1,547	1,595	1,557	1,706	653	1,180	1,581
Direct Employment	FTEs	33,422	32,376	34,060	32,652	34,254	34,535	34,609	35,799	37,103	17,815	27,949	36,065
Indirect Employment	FTEs	8,436	8,134	8,526	7,500	7,956	8,181	8,469	8,600	9,701	4,473	7,548	9,136
TOTAL	FTEs	41,858	40,510	42,587	40,152	42,210	42,716	43,079	44,399	46,804	22,288	35,498	45,201



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

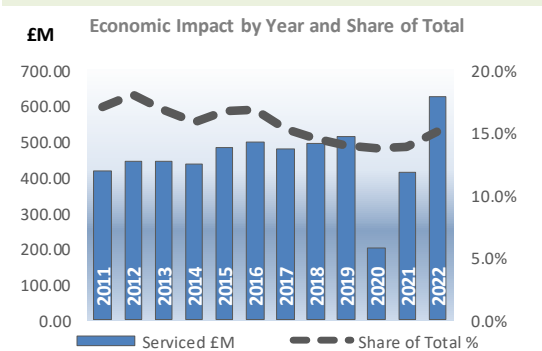
STEAM FINAL TREND REPORT FOR 2011-2022 NORTH WALES													2011 to 2022 Historic Prices		TOTAL		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY	TOTAL												TOTAL						% Change	
An increase of 3% or more	ECONOMIC IMPACT £Bn - 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	118.2%	113.8%	201.2%	43.9%	54.4%	56.2%	57.1%	54.6%	54.8%	79.8%	123.5%	127.5%	70.3%	Annual Change	154.5%	51.6%	55.5%	100.1%		
% Change 2021 to 2022	53025.9%	66258.7%	653.5%	135.5%	117.1%	27.9%	15.5%	2.1%	-7.5%	-9.6%	23.7%	13.8%	39.4%		1288.3%	76.8%	3.5%	2.8%		
Average Annual Change	10.7%	10.3%	18.3%	4.0%	4.9%	5.1%	5.2%	5.0%	5.0%	7.3%	11.2%	11.6%	6.4%		14.0%	4.7%	5.0%	9.1%		
2011	£Bn	0.060	0.072	0.110	0.263	0.259	0.282	0.369	0.407	0.277	0.190	0.085	0.067	2.442	0.3%	0.242	0.804	1.053	0.343	
2012	£Bn	0.059	0.074	0.123	0.234	0.235	0.284	0.363	0.417	0.287	0.209	0.088	0.073	2.448		0.257	0.753	1.067	0.371	
2013	£Bn	0.067	0.089	0.169	0.228	0.271	0.288	0.389	0.456	0.288	0.202	0.105	0.086	2.639		7.8%	0.325	0.786	1.134	0.393
2014	£Bn	0.071	0.095	0.188	0.252	0.288	0.284	0.402	0.475	0.304	0.205	0.104	0.091	2.759		4.6%	0.355	0.825	1.181	0.400
2015	£Bn	0.074	0.098	0.193	0.256	0.297	0.294	0.435	0.505	0.293	0.220	0.119	0.089	2.872		4.1%	0.364	0.846	1.233	0.428
2016	£Bn	0.074	0.096	0.235	0.251	0.274	0.323	0.439	0.495	0.318	0.222	0.131	0.103	2.963		3.2%	0.405	0.849	1.253	0.456
2017	£Bn	0.089	0.114	0.229	0.308	0.296	0.337	0.447	0.496	0.327	0.249	0.135	0.112	3.137		5.9%	0.431	0.941	1.269	0.496
2018	£Bn	0.093	0.118	0.246	0.297	0.341	0.375	0.483	0.538	0.362	0.277	0.150	0.114	3.395		8.2%	0.457	1.014	1.383	0.541
2019	£Bn	0.112	0.128	0.267	0.342	0.370	0.386	0.512	0.571	0.392	0.300	0.164	0.146	3.690		8.7%	0.507	1.098	1.475	0.610
2020	£Bn	0.109	0.127	0.184			0.003	0.153	0.411	0.341	0.068	0.049	0.029	1.476		-60.0%	0.421	0.003	0.905	0.147
2021	£Bn	0.000	0.000	0.044	0.161	0.184	0.344	0.502	0.617	0.463	0.378	0.154	0.135	2.983		102.1%	0.044	0.689	1.583	0.667
2022	£Bn	0.132	0.153	0.331	0.379	0.399	0.440	0.580	0.630	0.429	0.342	0.191	0.153	4.158		39.4%	0.616	1.218	1.639	0.686
ECONOMIC IMPACT - IN HISTORIC PRICES													TOTAL							
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022							
Total	£Bn	2.442	2.448	2.639	2.759	2.872	2.963	3.137	3.395	3.690	1.476	2.983	4.158							
All Visitor Types	£Bn	2.442	2.448	2.639	2.759	2.872	2.963	3.137	3.395	3.690	1.476	2.983	4.158							
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
NORTH WALES

ECONOMIC IMPACT BY:													2011 to 2022 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices																													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																															
KEY													TOTAL						% Change																											
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																																														
An increase of 3% or more																																														
Less than 3% change																																														
A Fall of 3% or more																																														
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																																														
Q1													Q2		Q3		Q4		TOTAL		% Change																									
JAN													FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC		TOTAL		% Change									
% Change 2011 to 2022													55.3%		90.1%		94.6%		31.6%		53.9%		44.3%		46.6%		47.0%		32.8%		18.9%		89.3%		85.3%		50.4%		83.5%		43.5%		42.7%		55.0%	
% Change 2021 to 2022																			235.2%		17.2%		7.9%		4.0%		0.9%		6.4%		10.8%		20.3%		51.0%				144.6%		4.4%		11.5%			
Average Annual Change													5.0%		8.2%		8.6%		2.9%		4.9%		4.0%		4.2%		4.3%		3.0%		1.7%		8.1%		7.8%		4.6%		7.6%		4.0%		3.9%		5.0%	
2011	£M	13.03	18.14	22.53	33.13	35.13	37.09	59.79	66.75	52.86	36.53	23.07	17.35	415.42		53.71	105.35	179.41	76.95																											
2012	£M	14.39	21.28	25.99	33.66	39.57	42.12	56.98	73.48	57.47	33.39	24.74	19.46	442.54	6.5%	61.66	115.36	187.94	77.59																											
2013	£M	15.69	27.76	26.16	32.16	41.72	39.10	59.04	67.90	51.19	33.02	28.14	22.13	444.01	0.3%	69.61	112.99	178.12	83.29																											
2014	£M	17.20	24.27	25.57	34.19	41.19	39.09	59.06	67.16	54.19	32.87	24.92	17.97	437.69	-1.4%	67.04	114.47	180.42	75.76																											
2015	£M	18.89	28.14	29.11	37.82	43.23	44.38	67.40	72.42	51.10	39.32	29.13	20.06	480.99	9.9%	76.14	125.43	190.91	88.51																											
2016	£M	20.01	26.36	28.49	39.12	46.99	45.53	65.67	75.50	62.78	33.51	30.87	24.75	499.57	3.9%	74.86	131.64	203.96	89.12																											
2017	£M	23.88	30.51	32.17	39.55	42.55	40.85	63.47	63.88	55.52	33.18	28.36	25.12	479.05	-4.1%	86.56	122.95	182.87	86.67																											
2018	£M	22.29	29.39	31.92	35.62	47.52	44.08	63.41	70.59	58.83	33.26	28.87	26.91	492.69	2.8%	83.60	127.21	192.83	89.05																											
2019	£M	27.55	27.61	33.42	36.68	42.76	45.43	67.09	80.72	64.39	33.71	30.94	25.04	515.36	4.6%	88.59	124.88	212.20	89.70																											
2020	£M	28.69	30.24	17.72				2.557	58.94	49.13	2.618	10.27	2.840	202.99	-60.6%	76.65		110.62	15.73																											
2021	£M					16.13	45.67	81.26	94.38	69.63	40.83	39.39	26.73	414.01	104.0%		61.79	245.27	106.95																											
2022	£M	20.24	34.49	43.84	43.60	54.05	53.52	87.67	98.11	70.23	43.45	43.66	32.16	625.00	51.0%	98.57	151.17	256.01	119.26																											

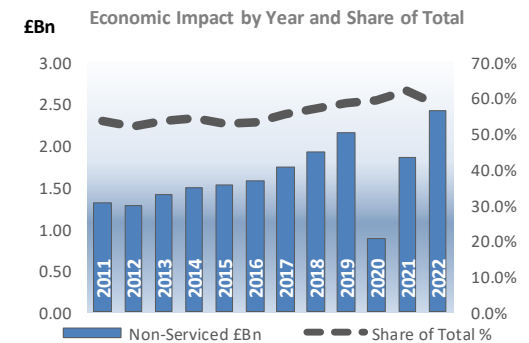
ECONOMIC IMPACT - IN HISTORIC PRICES													SERVICED ACCOMMODATION																					
SHARE OF MARKET													£M		Economic Impact by Year and Share of Total																			
2011													2012		2013		2014		2015		2016		2017		2018		2019		2020		2021		2022	
Serviced	£M	415.42	442.54	444.01	437.69	480.99	499.57	479.05	492.69	515.36	202.99	414.01	625.00																					
All Visitor Types	£Bn	2.442	2.448	2.639	2.759	2.872	2.963	3.137	3.395	3.690	1.476	2.983	4.158																					
Share of Total	%	17.0%	18.1%	16.8%	15.9%	16.7%	16.9%	15.3%	14.5%	14.0%	13.8%	13.9%	15.0%																					
Annual Change in Share	%		6.2%	-6.9%	-5.7%	5.6%	0.7%	-9.4%	-5.0%	-3.8%	-1.5%	0.9%	8.3%																					
Change in Share from 2011	%		6.2%	-1.1%	-6.8%	-1.6%	-0.9%	-10.2%	-14.7%	-17.9%	-19.1%	-18.4%	-11.7%																					
Avg Ann. Change in Share	%		6.2%	-0.5%	-2.3%	-0.4%	-0.2%	-1.7%	-2.1%	-2.2%	-2.1%	-1.8%	-1.1%																					



STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

ECONOMIC IMPACT BY:													2011 to 2022 Historic Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices																											
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																													
NON-SERVICED ACCOMMODATION													TOTAL						% Change																									
ECONOMIC IMPACT £Bn - IN HISTORIC PRICES / PERCENTAGE CHANGES																																												
KEY																																												
An increase of 3% or more																																												
Less than 3% change																																												
A Fall of 3% or more																																												
													Q1		Q2		Q3		Q4		TOTAL		% Change																					
													JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC									
% Change 2011 to 2022													278.8%	250.1%	329.8%	55.7%	55.3%	60.5%	55.6%	47.4%	61.6%	119.5%	204.1%	270.6%	84.7%	299.1%	57.3%	54.2%	160.0%															
% Change 2021 to 2022													27043.7%	35288.3%	672.6%	59.6%	70.4%	33.2%	16.0%	-3.7%	-12.5%	-17.9%	36.7%	5.8%	30.3%	1197.7%	51.9%	-0.5%	-3.4%															
Average Annual Change													25.3%	22.7%	30.0%	5.1%	5.0%	5.5%	5.1%	4.3%	5.6%	10.9%	18.6%	24.6%	7.7%	27.2%	5.2%	4.9%	14.5%															
2011	£Bn	0.018	0.023	0.049	0.143	0.155	0.165	0.212	0.223	0.162	0.099	0.034	0.022	1.307	0.090	0.464	0.598	0.156																										
2012	£Bn	0.015	0.020	0.054	0.120	0.124	0.165	0.204	0.226	0.164	0.121	0.036	0.024	1.274	-2.5%	0.090	0.408	0.595	0.181																									
2013	£Bn	0.022	0.029	0.101	0.116	0.144	0.168	0.221	0.253	0.168	0.111	0.047	0.032	1.411	10.7%	0.152	0.427	0.642	0.190																									
2014	£Bn	0.022	0.037	0.116	0.128	0.158	0.161	0.231	0.265	0.176	0.109	0.049	0.040	1.493	5.8%	0.176	0.447	0.672	0.198																									
2015	£Bn	0.022	0.033	0.114	0.123	0.160	0.162	0.250	0.282	0.164	0.114	0.058	0.035	1.516	1.6%	0.168	0.445	0.696	0.206																									
2016	£Bn	0.021	0.034	0.143	0.128	0.139	0.186	0.252	0.261	0.176	0.122	0.068	0.044	1.572	3.7%	0.198	0.452	0.689	0.233																									
2017	£Bn	0.031	0.047	0.141	0.165	0.160	0.201	0.254	0.270	0.190	0.151	0.073	0.051	1.734	10.3%	0.219	0.526	0.714	0.275																									
2018	£Bn	0.036	0.049	0.156	0.168	0.193	0.224	0.284	0.300	0.215	0.173	0.084	0.049	1.928	11.2%	0.240	0.584	0.798	0.306																									
2019	£Bn	0.048	0.056	0.173	0.197	0.221	0.236	0.306	0.315	0.237	0.193	0.093	0.080	2.155	11.8%	0.277	0.654	0.858	0.366																									
2020	£Bn	0.042	0.053	0.120				0.098	0.241	0.224	0.056	0.022	0.015	0.873	-59.5%	0.215		0.564	0.093																									
2021	£Bn	0.000	0.000	0.027	0.140	0.141	0.199	0.285	0.342	0.299	0.264	0.077	0.079	1.853	112.4%	0.028	0.480	0.926	0.419																									
2022	£Bn	0.067	0.082	0.210	0.223	0.241	0.265	0.331	0.329	0.262	0.217	0.105	0.083	2.415	30.3%	0.359	0.729	0.921	0.405																									

ECONOMIC IMPACT - IN HISTORIC PRICES													NON-SERVICED ACCOMMODATION												
SHARE OF MARKET													Economic Impact by Year and Share of Total												
													£Bn				%								
Non-Serviced	£Bn	1.307	1.274	1.411	1.493	1.516	1.572	1.734	1.928	2.155	0.873	1.853	2.415	1.307	1.274	1.411	1.493	1.516	1.572	1.734	1.928	2.155	0.873	1.853	2.415
All Visitor Types	£Bn	2.442	2.448	2.639	2.759	2.872	2.963	3.137	3.395	3.690	1.476	2.983	4.158	2.442	2.448	2.639	2.759	2.872	2.963	3.137	3.395	3.690	1.476	2.983	4.158
Share of Total	%	53.5%	52.0%	53.5%	54.1%	52.8%	53.1%	55.3%	56.8%	58.4%	59.1%	62.1%	58.1%	53.5%	52.0%	53.5%	54.1%	52.8%	53.1%	55.3%	56.8%	58.4%	59.1%	62.1%	58.1%
Annual Change in Share	%		-2.8%	2.8%	1.2%	-2.4%	0.5%	4.2%	2.8%	2.8%	1.2%	5.1%	-6.5%												
Change in Share from 2011	%		-2.8%	-0.1%	1.0%	-1.4%	-0.9%	3.3%	6.1%	9.1%	10.5%	16.0%	8.5%												
Avg Ann. Change in Share	%		-2.8%	-0.1%	0.3%	-0.3%	-0.2%	0.5%	0.9%	1.1%	1.2%	1.6%	0.8%												

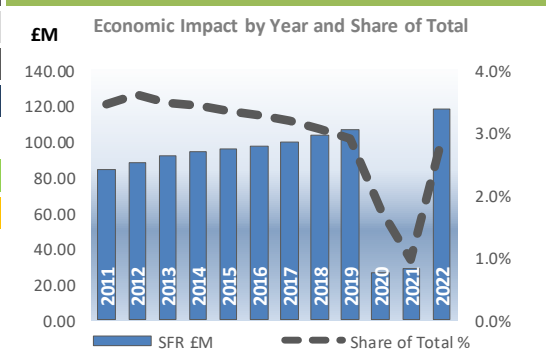


STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

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	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	40.6%	40.6%	40.6%	40.6%	40.6%	40.6%	40.6%	40.6%	40.6%	40.6%	40.6%	40.6%	40.6%	40.6%	40.6%	40.6%	40.6%		
% Change 2021 to 2022					955.9%	955.9%	111.2%	111.2%	111.2%	111.2%	111.2%	111.2%	111.2%	307.2%		1883.1%	111.2%	111.2%	
Average Annual Change	3.7%	3.7%	3.7%	3.7%	3.7%	3.7%	3.7%	3.7%	3.7%	3.7%	3.7%	3.7%	3.7%	3.7%	3.7%	3.7%	3.7%		
2011	£M	11.69	3.927	4.467	10.66	6.857	5.282	8.571	9.073	4.673	4.669	3.638	10.53	84.04		20.08	22.80	22.32	18.84
2012	£M	12.29	4.130	4.698	11.21	7.211	5.555	9.014	9.542	4.915	4.910	3.826	11.08	88.38	5.2%	21.12	23.98	23.47	19.82
2013	£M	12.75	4.282	4.872	11.62	7.477	5.760	9.347	9.894	5.096	5.091	3.967	11.49	91.64	3.7%	21.90	24.86	24.34	20.55
2014	£M	13.14	4.415	5.023	11.98	7.710	5.939	9.637	10.20	5.255	5.250	4.090	11.84	94.49	3.1%	22.58	25.63	25.09	21.18
2015	£M	13.32	4.474	5.089	12.14	7.812	6.017	9.765	10.34	5.324	5.319	4.145	12.00	95.74	1.3%	22.88	25.97	25.43	21.47
2016	£M	13.50	4.536	5.160	12.31	7.920	6.101	9.901	10.48	5.398	5.393	4.202	12.17	97.08	1.4%	23.20	26.33	25.78	21.76
2017	£M	13.87	4.662	5.303	12.65	8.140	6.270	10.17	10.77	5.548	5.542	4.319	12.51	99.76	2.8%	23.84	27.06	26.49	22.37
2018	£M	14.43	4.849	5.516	13.16	8.467	6.522	10.58	11.20	5.771	5.765	4.492	13.01	103.77	4.0%	24.80	28.15	27.56	23.27
2019	£M	14.84	4.987	5.673	13.54	8.708	6.708	10.88	11.52	5.935	5.929	4.620	13.38	106.72	2.8%	25.50	28.95	28.34	23.93
2020	£M	15.50	5.209	3.245				1.137	1.204					26.30	-75.4%	23.96		2.341	
2021	£M					0.913	0.703	5.705	6.040	3.111	3.108	2.422	7.013	29.01	10.3%		1.616	14.86	12.54
2022	£M	16.43	5.521	6.280	14.98	9.639	7.425	12.05	12.75	6.570	6.563	5.114	14.81	118.14	307.2%	28.23	32.05	31.37	26.49

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
SFR	£M	84.04	88.38	91.64	94.49	95.74	97.08	99.76	103.77	106.72	26.30	29.01	118.14
All Visitor Types	£Bn	2.442	2.448	2.639	2.759	2.872	2.963	3.137	3.395	3.690	1.476	2.983	4.158
Share of Total	%	3.4%	3.6%	3.5%	3.4%	3.3%	3.3%	3.2%	3.1%	2.9%	1.8%	1.0%	2.8%
Annual Change in Share	%		4.9%	-3.8%	-1.4%	-2.6%	-1.7%	-2.9%	-3.9%	-5.4%	-38.4%	-45.4%	192.1%
Change in Share from 2011	%		4.9%	0.9%	-0.5%	-3.1%	-4.8%	-7.6%	-11.2%	-16.0%	-48.2%	-71.7%	-17.5%
Avg Ann. Change in Share	%		4.9%	0.5%	-0.2%	-0.8%	-1.0%	-1.3%	-1.6%	-2.0%	-5.4%	-7.2%	-1.6%

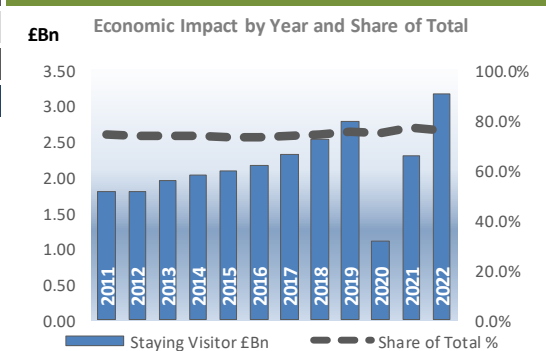


STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

ECONOMIC IMPACT BY:													2011 to 2022 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
An increase of 3% or more													ECONOMIC IMPACT £Bn - 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	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2011 to 2022													144.7%	168.2%	243.0%	50.6%	54.5%	57.1%	53.2%	47.1%	54.3%	90.6%	151.1%	158.5%	74.8%		196.7%	54.2%	51.2%	118.9%
% Change 2021 to 2022													41835.9%	52588.1%	856.8%	101.5%	92.3%	32.9%	15.7%	-0.5%	-9.0%	-13.3%	29.6%	15.8%	37.5%		1655.6%	67.9%	1.9%	2.2%
Average Annual Change													13.2%	15.3%	22.1%	4.6%	5.0%	5.2%	4.8%	4.3%	4.9%	8.2%	13.7%	14.4%	6.8%		17.9%	4.9%	4.7%	10.8%
2011	£Bn	0.042	0.045	0.076	0.187	0.197	0.207	0.281	0.299	0.219	0.140	0.061	0.050	1.807		0.164	0.592	0.799	0.252											
2012	£Bn	0.042	0.046	0.085	0.164	0.171	0.212	0.270	0.309	0.227	0.159	0.065	0.054	1.805	-0.1%	0.173	0.548	0.806	0.279											
2013	£Bn	0.050	0.061	0.132	0.160	0.193	0.213	0.289	0.331	0.225	0.149	0.079	0.065	1.946	7.8%	0.243	0.565	0.845	0.294											
2014	£Bn	0.053	0.066	0.146	0.174	0.207	0.206	0.300	0.342	0.235	0.147	0.078	0.070	2.025	4.0%	0.265	0.587	0.877	0.295											
2015	£Bn	0.054	0.066	0.148	0.173	0.211	0.212	0.327	0.365	0.221	0.158	0.091	0.067	2.093	3.4%	0.267	0.597	0.913	0.316											
2016	£Bn	0.055	0.065	0.176	0.179	0.193	0.237	0.328	0.347	0.244	0.161	0.103	0.080	2.169	3.6%	0.296	0.610	0.919	0.344											
2017	£Bn	0.069	0.082	0.179	0.217	0.211	0.248	0.328	0.345	0.251	0.190	0.105	0.088	2.313	6.6%	0.329	0.676	0.924	0.384											
2018	£Bn	0.073	0.083	0.193	0.216	0.248	0.274	0.358	0.382	0.279	0.212	0.117	0.089	2.525	9.2%	0.349	0.739	1.019	0.418											
2019	£Bn	0.090	0.089	0.212	0.248	0.272	0.288	0.384	0.408	0.307	0.232	0.129	0.119	2.777	10.0%	0.391	0.808	1.099	0.480											
2020	£Bn	0.086	0.089	0.141				0.102	0.301	0.273	0.059	0.032	0.018	1.102	-60.3%	0.316		0.677	0.109											
2021	£Bn	0.000	0.000	0.027	0.140	0.159	0.245	0.372	0.442	0.372	0.308	0.118	0.112	2.296	108.4%	0.028	0.543	1.186	0.539											
2022	£Bn	0.104	0.122	0.260	0.282	0.305	0.326	0.430	0.440	0.339	0.267	0.154	0.130	3.158	37.5%	0.486	0.912	1.209	0.551											

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Staying Visitor	£Bn	1.807	1.805	1.946	2.025	2.093	2.169	2.313	2.525	2.777	1.102	2.296	3.158
All Visitor Types	£Bn	2.442	2.448	2.639	2.759	2.872	2.963	3.137	3.395	3.690	1.476	2.983	4.158
Share of Total	%	74.0%	73.7%	73.8%	73.4%	72.9%	73.2%	73.7%	74.4%	75.3%	74.7%	77.0%	75.9%
Annual Change in Share	%		-0.4%	0.1%	-0.5%	-0.7%	0.5%	0.7%	0.9%	1.2%	-0.8%	3.1%	-1.3%
Change in Share from 2011	%		-0.4%	-0.3%	-0.8%	-1.5%	-1.1%	-0.3%	0.5%	1.7%	0.9%	4.0%	2.6%
Avg Ann. Change in Share	%		-0.4%	-0.1%	-0.3%	-0.4%	-0.2%	-0.1%	0.1%	0.2%	0.1%	0.4%	0.2%



STEAM FINAL TREND REPORT FOR 2011-2022 NORTH WALES												2011 to 2022 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR												TOTAL					
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		55.3%	20.0%	107.3%	27.6%	54.2%	53.8%	69.5%	75.4%	57.0%	49.3%	53.9%	35.9%	57.5%	Annual Change	65.9%	44.5%	69.2%	48.0%
% Change 2021 to 2022				321.3%	363.5%	272.1%	15.5%	15.2%	8.4%	-1.5%	6.9%	4.0%	3.3%	45.6%		677.7%	110.1%	8.4%	5.5%
Average Annual Change		5.0%	1.8%	9.8%	2.5%	4.9%	4.9%	6.3%	6.9%	5.2%	4.5%	4.9%	3.3%	5.2%		6.0%	4.0%	6.3%	4.4%
2011	£M	17.86	26.36	33.85	75.91	61.25	74.66	88.23	108.34	57.40	49.95	24.20	17.01	634.99		78.06	211.81	253.97	91.16
2012	£M	17.43	28.38	38.62	69.71	63.95	72.00	92.53	108.41	60.16	49.70	23.62	18.75	643.27	1.3%	84.43	205.66	261.10	92.08
2013	£M	17.34	27.86	37.11	67.75	78.48	74.82	100.24	124.95	63.88	53.07	26.10	20.43	692.03	7.6%	82.31	221.04	289.07	99.60
2014	£M	18.11	29.50	41.94	78.34	80.91	77.96	102.30	132.17	68.69	57.61	26.54	20.52	734.58	6.1%	89.55	237.21	303.16	104.67
2015	£M	19.73	32.17	45.11	82.45	85.43	81.47	108.23	139.84	72.73	61.65	28.48	21.69	778.97	6.0%	97.01	249.35	320.80	111.81
2016	£M	19.40	31.08	58.32	71.75	81.00	85.92	111.67	148.14	74.33	60.91	28.69	22.73	793.96	1.9%	108.81	238.67	334.14	112.33
2017	£M	19.84	31.78	49.95	90.42	85.72	88.53	118.80	150.86	76.24	58.44	29.92	23.33	823.85	3.8%	101.57	264.67	345.90	111.70
2018	£M	20.24	34.84	53.07	80.28	93.01	101.17	125.49	156.05	83.10	64.99	33.22	24.54	869.98	5.6%	108.15	274.46	364.64	122.74
2019	£M	22.01	39.22	54.99	93.93	97.98	97.77	128.51	163.41	84.73	68.03	35.47	26.94	912.99	4.9%	116.23	289.68	376.65	130.44
2020	£M	23.04	38.65	43.14			3.163	51.25	109.52	67.36	9.462	16.56	11.60	373.75	-59.1%	104.83	3.163	228.13	37.62
2021	£M			16.66	20.89	25.39	99.40	129.84	175.21	91.49	69.77	35.80	22.36	686.80	83.8%	16.66	145.68	396.54	127.93
2022	£M	27.74	31.62	70.18	96.84	94.48	114.81	149.58	190.00	90.09	74.57	37.23	23.11	1,000.25	45.6%	129.53	306.14	429.67	134.91
ECONOMIC IMPACT - IN HISTORIC PRICES														DAY VISITOR					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total					
Day Visitor	£M	634.99	643.27	692.03	734.58	778.97	793.96	823.85	869.98	912.99	373.75	686.80	1,000.25						
All Visitor Types	£Bn	2.442	2.448	2.639	2.759	2.872	2.963	3.137	3.395	3.690	1.476	2.983	4.158						
Share of Total	%	26.0%	26.3%	26.2%	26.6%	27.1%	26.8%	26.3%	25.6%	24.7%	25.3%	23.0%	24.1%						
Annual Change in Share	%		1.0%	-0.2%	1.5%	1.9%	-1.2%	-2.0%	-2.4%	-3.5%	2.4%	-9.1%	4.5%						
Change in Share from 2011	%		1.0%	0.8%	2.4%	4.3%	3.0%	1.0%	-1.5%	-4.9%	-2.6%	-11.5%	-7.5%						
Avg Ann. Change in Share	%		1.0%	0.4%	0.8%	1.1%	0.6%	0.2%	-0.2%	-0.6%	-0.3%	-1.1%	-0.7%						

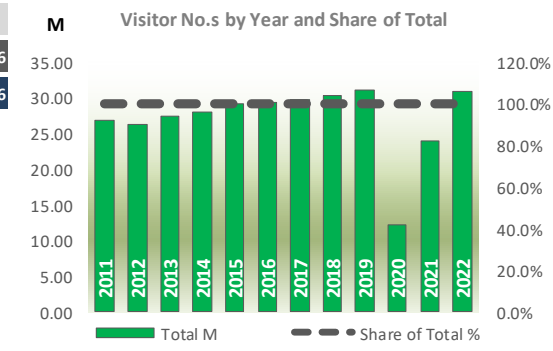
Visitor Numbers by Month, Year and Visitor Type for the Period 2011 to 2022

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

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

VISITOR NUMBERS BY:													2011 to 2022	TOTAL	VISITOR NUMBERS				
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
TOTAL													TOTAL	% Change					
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES													TOTAL	% Change					
Q1			Q2			Q3			Q4			Q1			Q2	Q3	Q4		
KEY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
An increase of 3% or more																			
Less than 3% change																			
A Fall of 3% or more																			
% Change 2011 to 2022	23.6%	9.5%	72.4%	-5.4%	10.2%	9.8%	16.1%	19.2%	9.7%	12.9%	26.3%	16.9%	15.5%		39.6%	4.6%	15.8%	17.4%	
% Change 2021 to 2022	#####	#####	420.2%	56.8%	45.8%	17.5%	11.2%	-0.1%	-9.8%	-6.3%	10.0%	7.4%	29.3%		905.1%	36.8%	1.0%	0.8%	
Average Annual Change	2.1%	0.9%	6.6%	-0.5%	0.9%	0.9%	1.5%	1.7%	0.9%	1.2%	2.4%	1.5%	1.4%		3.6%	0.4%	1.4%	1.6%	
2011	M	0.935	1.099	1.458	3.056	2.630	3.040	3.674	4.225	2.502	2.151	1.159	0.876	26.81		3.492	8.726	10.40	4.186
2012	M	0.885	1.128	1.583	2.702	2.550	2.908	3.622	4.126	2.504	2.138	1.125	0.921	26.19	-2.3%	3.596	8.159	10.25	4.184
2013	M	0.910	1.183	1.729	2.558	2.913	2.889	3.765	4.498	2.524	2.129	1.238	0.995	27.33	4.3%	3.822	8.359	10.79	4.362
2014	M	0.926	1.209	1.876	2.801	2.948	2.871	3.744	4.568	2.601	2.180	1.210	0.974	27.91	2.1%	4.011	8.620	10.91	4.364
2015	M	0.972	1.274	1.951	2.890	3.050	2.962	3.938	4.777	2.630	2.316	1.320	1.000	29.08	4.2%	4.197	8.902	11.35	4.636
2016	M	0.954	1.216	2.377	2.624	2.865	3.096	3.976	4.867	2.702	2.237	1.352	1.072	29.34	0.9%	4.548	8.585	11.55	4.661
2017	M	1.013	1.277	2.155	3.096	2.949	3.104	4.048	4.788	2.690	2.233	1.348	1.086	29.79	1.5%	4.446	9.149	11.53	4.667
2018	M	1.002	1.299	2.203	2.739	3.115	3.344	4.116	4.811	2.812	2.355	1.403	1.066	30.26	1.6%	4.503	9.198	11.74	4.824
2019	M	1.104	1.377	2.251	3.032	3.183	3.212	4.126	4.909	2.867	2.434	1.469	1.181	31.15	2.9%	4.732	9.428	11.90	5.085
2020	M	1.075	1.330	1.576	0.039	0.047	0.063	1.341	3.190	2.233	0.370	0.510	0.324	12.10	-61.2%	3.982	0.149	6.765	1.204
2021	M	0.001	0.001	0.483	1.843	1.988	2.840	3.835	5.046	3.044	2.590	1.331	0.954	23.96	98.0%	0.485	6.670	11.93	4.875
2022	M	1.156	1.203	2.514	2.891	2.897	3.338	4.265	5.038	2.746	2.427	1.463	1.025	30.96	29.3%	4.874	9.126	12.05	4.916

VISITOR NUMBERS													TOTAL	
SHARE OF MARKET	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M	%
Total	M	26.81	26.19	27.33	27.91	29.08	29.34	29.79	30.26	31.15	12.10	23.96	30.96	100.0%
All Visitor Types	M	26.81	26.19	27.33	27.91	29.08	29.34	29.79	30.26	31.15	12.10	23.96	30.96	100.0%
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%													
Change in Share from 2011	%													
Avg Ann. Change in Share	%													



STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

VISITOR NUMBERS BY:													2011 to 2022		SERVICED		VISITOR NUMBERS			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
KEY													TOTAL						% Change	
SERVICED ACCOMMODATION													Annual Change							
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																				
An increase of 3% or more																				
Less than 3% change																				
A Fall of 3% or more																				
Q1																				
Q2																				
Q3																				
Q4																				
JAN																				
FEB																				
MAR																				
APR																				
MAY																				
JUN																				
JUL																				
AUG																				
SEP																				
OCT																				
NOV																				
DEC																				
% Change 2011 to 2022																				
% Change 2021 to 2022																				
Average Annual Change																				
2011	M	0.102	0.147	0.134	0.228	0.234	0.262	0.312	0.353	0.242	0.261	0.163	0.129	2.566		0.383	0.724	0.906	0.552	
2012	M	0.108	0.167	0.148	0.221	0.253	0.286	0.275	0.353	0.244	0.231	0.168	0.138	2.591	1.0%	0.424	0.760	0.872	0.536	
2013	M	0.115	0.212	0.145	0.204	0.257	0.254	0.290	0.331	0.221	0.218	0.187	0.153	2.587	-0.2%	0.472	0.715	0.841	0.558	
2014	M	0.122	0.182	0.139	0.211	0.249	0.250	0.282	0.318	0.227	0.215	0.163	0.121	2.477	-4.2%	0.443	0.709	0.827	0.498	
2015	M	0.132	0.207	0.154	0.228	0.258	0.275	0.318	0.337	0.213	0.249	0.185	0.133	2.689	8.5%	0.493	0.761	0.868	0.567	
2016	M	0.137	0.188	0.148	0.226	0.266	0.270	0.297	0.339	0.249	0.205	0.189	0.161	2.673	-0.6%	0.472	0.762	0.885	0.554	
2017	M	0.157	0.209	0.159	0.225	0.237	0.240	0.281	0.283	0.217	0.196	0.169	0.156	2.529	-5.4%	0.525	0.703	0.781	0.521	
2018	M	0.144	0.197	0.153	0.196	0.254	0.251	0.268	0.295	0.221	0.191	0.167	0.161	2.498	-1.2%	0.495	0.701	0.784	0.518	
2019	M	0.174	0.179	0.153	0.197	0.228	0.252	0.275	0.325	0.233	0.188	0.175	0.146	2.523	1.0%	0.506	0.677	0.832	0.509	
2020	M	0.177	0.191	0.079				0.010	0.231	0.172	0.016	0.056	0.016	0.948	-62.4%	0.447		0.413	0.088	
2021	M					0.082	0.241	0.321	0.365	0.240	0.220	0.212	0.150	1.830	92.9%		0.323	0.926	0.581	
2022	M	0.115	0.200	0.185	0.214	0.259	0.270	0.323	0.355	0.228	0.223	0.224	0.172	2.769	51.3%	0.500	0.743	0.906	0.620	

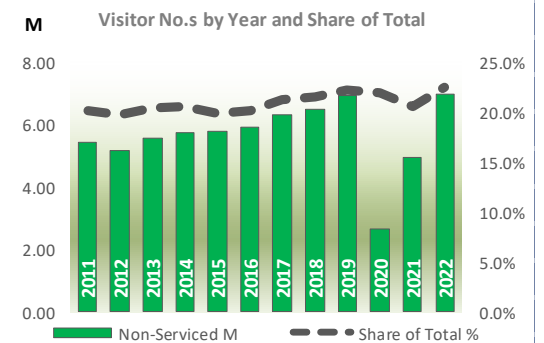
VISITOR NUMBERS													
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Serviced	M	2.566	2.591	2.587	2.477	2.689	2.673	2.529	2.498	2.523	0.948	1.830	2.769
All Visitor Types	M	26.81	26.19	27.33	27.91	29.08	29.34	29.79	30.26	31.15	12.10	23.96	30.96
Share of Total	%	9.6%	9.9%	9.5%	8.9%	9.2%	9.1%	8.5%	8.3%	8.1%	7.8%	7.6%	8.9%
Annual Change in Share	%		3.3%	-4.3%	-6.2%	4.2%	-1.5%	-6.8%	-2.8%	-1.8%	-3.3%	-2.5%	17.1%
Change in Share from 2011	%		3.3%	-1.1%	-7.3%	-3.4%	-4.8%	-11.3%	-13.8%	-15.4%	-18.1%	-20.2%	-6.6%
Avg Ann. Change in Share	%		3.3%	-0.6%	-2.4%	-0.9%	-1.0%	-1.9%	-2.0%	-1.9%	-2.0%	-2.0%	-0.6%



STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

VISITOR NUMBERS BY:													2011 to 2022		NON-SERVICED		VISITOR NUMBERS						
MONTH AND QUARTER													CALENDAR YEAR		QUARTER								
NON-SERVICED ACCOMMODATION													TOTAL						% Change				
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																							
KEY																							
An increase of 3% or more																							
Less than 3% change																							
A Fall of 3% or more																							
Q1													Q2			Q3			Q4				
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC																							
% Change 2011 to 2022													131.5%		8.9%		4.9%		64.2%				
% Change 2021 to 2022													1201.5%		72.9%		-3.2%		-4.6%				
Average Annual Change													12.0%		0.8%		0.4%		5.8%				
2011	M	0.149	0.155	0.306	0.612	0.627	0.647	0.791	0.776	0.604	0.413	0.220	0.110	5.410		0.610	1.887	2.170	0.743				
2012	M	0.125	0.135	0.326	0.514	0.511	0.632	0.750	0.767	0.590	0.480	0.225	0.112	5.167	-4.5%	0.586	1.657	2.107	0.818				
2013	M	0.161	0.175	0.544	0.489	0.561	0.633	0.775	0.811	0.580	0.431	0.279	0.141	5.581	8.0%	0.881	1.683	2.166	0.851				
2014	M	0.164	0.211	0.601	0.512	0.596	0.594	0.780	0.821	0.585	0.413	0.281	0.164	5.722	2.5%	0.976	1.702	2.185	0.858				
2015	M	0.160	0.191	0.590	0.499	0.598	0.591	0.824	0.857	0.552	0.425	0.322	0.150	5.761	0.7%	0.942	1.688	2.233	0.898				
2016	M	0.156	0.196	0.705	0.512	0.526	0.662	0.824	0.790	0.572	0.442	0.360	0.180	5.926	2.9%	1.056	1.700	2.186	0.983				
2017	M	0.200	0.243	0.685	0.620	0.583	0.686	0.810	0.795	0.593	0.528	0.370	0.196	6.310	6.5%	1.129	1.889	2.198	1.093				
2018	M	0.211	0.237	0.714	0.604	0.643	0.720	0.845	0.818	0.624	0.556	0.370	0.164	6.506	3.1%	1.163	1.967	2.287	1.089				
2019	M	0.254	0.257	0.746	0.647	0.686	0.715	0.856	0.825	0.672	0.603	0.397	0.250	6.907	6.2%	1.257	2.048	2.352	1.250				
2020	M	0.217	0.234	0.475				0.228	0.601	0.622	0.165	0.076	0.038	2.657	-61.5%	0.926		1.452	0.280				
2021	M	0.001	0.001	0.107	0.369	0.341	0.479	0.671	0.871	0.810	0.788	0.275	0.217	4.930	85.5%	0.108	1.189	2.353	1.280				
2022	M	0.301	0.311	0.798	0.658	0.675	0.722	0.839	0.785	0.653	0.597	0.394	0.229	6.964	41.3%	1.411	2.055	2.278	1.221				

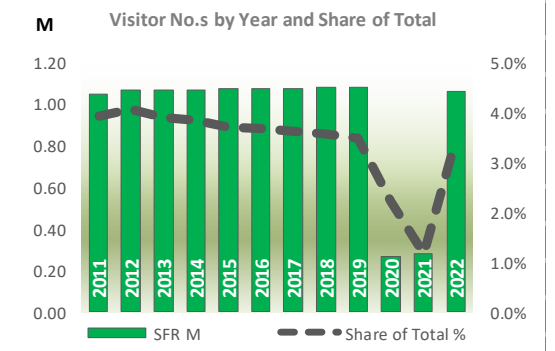
VISITOR NUMBERS													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET															
2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022															
Non-Serviced	M	5.410	5.167	5.581	5.722	5.761	5.926	6.310	6.506	6.907	2.657	4.930	6.964		
All Visitor Types	M	26.81	26.19	27.33	27.91	29.08	29.34	29.79	30.26	31.15	12.10	23.96	30.96		
Share of Total	%	20.2%	19.7%	20.4%	20.5%	19.8%	20.2%	21.2%	21.5%	22.2%	22.0%	20.6%	22.5%		
Annual Change in Share	%		-2.2%	3.5%	0.4%	-3.4%	2.0%	4.9%	1.5%	3.2%	-1.0%	-6.3%	9.3%		
Change in Share from 2011	%		-2.2%	1.2%	1.6%	-1.8%	0.1%	5.0%	6.5%	9.9%	8.8%	2.0%	11.4%		
Avg Ann. Change in Share	%		-2.2%	0.6%	0.5%	-0.5%	0.0%	0.8%	0.9%	1.2%	1.0%	0.2%	1.0%		



STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

2011 to 2022													SFR	VISITOR NUMBERS						
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR																		
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%
% Change 2021 to 2022						876.9%	876.9%	95.4%	95.4%	95.4%	95.4%	95.4%	95.4%	278.5%	Annual Change		1561.6%	95.4%	95.4%	
Average Annual Change		0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%		0.1%	0.1%	0.1%	0.1%	
2011	M	0.139	0.056	0.062	0.117	0.093	0.075	0.102	0.104	0.064	0.065	0.053	0.120	1.048		0.256	0.284	0.269	0.238	
2012	M	0.141	0.056	0.063	0.119	0.094	0.076	0.103	0.105	0.065	0.066	0.054	0.122	1.062	1.4%	0.259	0.288	0.273	0.242	
2013	M	0.141	0.056	0.063	0.119	0.094	0.076	0.104	0.105	0.065	0.066	0.054	0.122	1.066	0.4%	0.260	0.289	0.274	0.242	
2014	M	0.142	0.057	0.063	0.120	0.094	0.076	0.104	0.106	0.065	0.066	0.054	0.123	1.069	0.2%	0.261	0.290	0.275	0.243	
2015	M	0.142	0.057	0.063	0.120	0.095	0.076	0.104	0.106	0.065	0.066	0.054	0.123	1.072	0.3%	0.262	0.291	0.275	0.244	
2016	M	0.142	0.057	0.063	0.120	0.095	0.076	0.104	0.106	0.065	0.066	0.054	0.123	1.073	0.1%	0.262	0.291	0.276	0.244	
2017	M	0.142	0.057	0.063	0.120	0.095	0.077	0.104	0.106	0.066	0.066	0.055	0.123	1.075	0.2%	0.263	0.292	0.276	0.244	
2018	M	0.142	0.057	0.063	0.120	0.095	0.077	0.104	0.106	0.066	0.066	0.055	0.123	1.075	0.1%	0.263	0.292	0.276	0.244	
2019	M	0.143	0.057	0.063	0.121	0.095	0.077	0.105	0.107	0.066	0.067	0.055	0.124	1.079	0.3%	0.263	0.293	0.277	0.245	
2020	M	0.143	0.057	0.047				0.010	0.011					0.269	-75.1%	0.247		0.021		
2021	M					0.010	0.008	0.053	0.054	0.033	0.034	0.028	0.062	0.280	4.4%		0.017	0.140	0.123	
2022	M	0.141	0.056	0.062	0.119	0.094	0.076	0.103	0.105	0.065	0.066	0.054	0.122	1.061	278.5%	0.259	0.288	0.273	0.241	

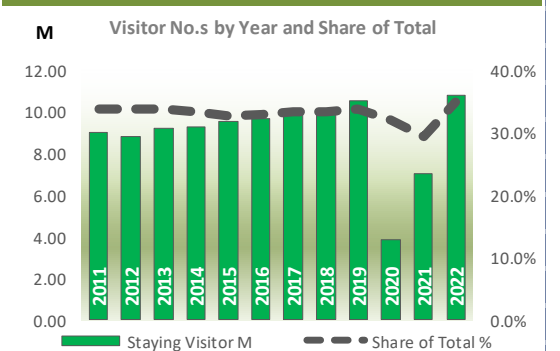
VISITOR NUMBERS													SFR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
SFR	M	1.048	1.062	1.066	1.069	1.072	1.073	1.075	1.075	1.079	0.269	0.280	1.061		
All Visitor Types	M	26.81	26.19	27.33	27.91	29.08	29.34	29.79	30.26	31.15	12.10	23.96	30.96		
Share of Total	%	3.9%	4.1%	3.9%	3.8%	3.7%	3.7%	3.6%	3.6%	3.5%	2.2%	1.2%	3.4%		
Annual Change in Share	%		3.7%	-3.8%	-1.9%	-3.7%	-0.8%	-1.3%	-1.5%	-2.5%	-35.9%	-47.3%	192.8%		
Change in Share from 2011	%		3.7%	-0.2%	-2.1%	-5.7%	-6.5%	-7.7%	-9.1%	-11.4%	-43.2%	-70.1%	-12.3%		
Avg Ann. Change in Share	%		3.7%	-0.1%	-0.7%	-1.4%	-1.3%	-1.3%	-1.3%	-1.4%	-4.8%	-7.0%	-1.1%		



**STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES**

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																	
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		42.8%	58.8%	108.8%	3.5%	7.7%	8.5%	5.1%	1.0%	4.0%	19.9%	54.3%	45.5%	19.6%	73.9%	6.6%	3.3%	35.7%	
% Change 2021 to 2022		64035.0%	83597.8%	879.0%	168.4%	137.8%	46.7%	21.1%	-3.5%	-12.7%	-14.9%	30.7%	21.9%	53.3%	1901.9%	101.9%	1.1%	4.9%	
Average Annual Change		3.9%	5.3%	9.9%	0.3%	0.7%	0.8%	0.5%	0.1%	0.4%	1.8%	4.9%	4.1%	1.8%	6.7%	0.6%	0.3%	3.2%	
2011	M	0.390	0.357	0.501	0.958	0.954	0.983	1.204	1.232	0.910	0.739	0.436	0.359	9.023	1.248	2.895	3.346	1.534	
2012	M	0.374	0.358	0.537	0.854	0.858	0.993	1.128	1.225	0.898	0.777	0.447	0.372	8.821	-2.2%	1.269	2.705	3.251	1.595
2013	M	0.417	0.443	0.753	0.812	0.912	0.963	1.169	1.247	0.866	0.716	0.520	0.416	9.234	4.7%	1.613	2.687	3.282	1.652
2014	M	0.428	0.450	0.803	0.843	0.939	0.920	1.165	1.244	0.877	0.694	0.498	0.408	9.267	0.4%	1.680	2.702	3.287	1.599
2015	M	0.434	0.455	0.808	0.847	0.950	0.942	1.245	1.301	0.830	0.740	0.562	0.407	9.521	2.7%	1.697	2.739	3.376	1.709
2016	M	0.435	0.440	0.916	0.859	0.886	1.008	1.225	1.235	0.886	0.713	0.604	0.464	9.671	1.6%	1.791	2.753	3.347	1.781
2017	M	0.499	0.509	0.908	0.966	0.914	1.003	1.196	1.184	0.876	0.790	0.594	0.475	9.914	2.5%	1.916	2.884	3.255	1.859
2018	M	0.498	0.491	0.931	0.920	0.992	1.048	1.218	1.219	0.910	0.813	0.591	0.448	10.08	1.7%	1.920	2.960	3.347	1.852
2019	M	0.571	0.493	0.962	0.966	1.009	1.043	1.235	1.256	0.970	0.858	0.626	0.520	10.51	4.3%	2.026	3.018	3.461	2.004
2020	M	0.537	0.483	0.600				0.248	0.843	0.794	0.181	0.132	0.055	3.874	-63.1%	1.620		1.886	0.368
2021	M	0.001	0.001	0.107	0.369	0.432	0.727	1.045	1.290	1.084	1.041	0.514	0.429	7.040	81.7%	0.108	1.529	3.418	1.984
2022	M	0.557	0.567	1.046	0.991	1.028	1.067	1.265	1.245	0.946	0.886	0.672	0.523	10.79	53.3%	2.170	3.086	3.457	2.081

VISITOR NUMBERS													STAYING VISITOR			
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022			
Staying Visitor	M	9.023	8.821	9.234	9.267	9.521	9.671	9.914	10.08	10.51	3.874	7.040	10.79			
All Visitor Types	M	26.81	26.19	27.33	27.91	29.08	29.34	29.79	30.26	31.15	12.10	23.96	30.96			
Share of Total	%	33.7%	33.7%	33.8%	33.2%	32.7%	33.0%	33.3%	33.3%	33.7%	32.0%	29.4%	34.9%			
Annual Change in Share	%		0.0%	0.3%	-1.7%	-1.4%	0.7%	1.0%	0.1%	1.3%	-5.1%	-8.2%	18.6%			
Change in Share from 2011	%		0.0%	0.4%	-1.4%	-2.7%	-2.1%	-1.1%	-1.1%	0.2%	-4.9%	-12.7%	3.6%			
Avg Ann. Change in Share	%		0.0%	0.2%	-0.5%	-0.7%	-0.4%	-0.2%	-0.2%	0.0%	-0.5%	-1.3%	0.3%			



STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

2011 to 2022													DAY VISITOR	VISITOR NUMBERS									
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER								
KEY		DAY VISITOR											TOTAL	% Change									
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% 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	Annual Change	Q1	Q2	Q3	Q4					
% Change 2011 to 2022		9.9%	-14.2%	53.4%	-9.5%	11.6%	10.4%	21.5%	26.7%	13.0%	9.1%	9.4%	-2.9%						13.4%	20.5%	3.6%	21.8%	6.9%
% Change 2021 to 2022				289.9%	28.9%	20.2%	7.5%	7.5%	1.0%	-8.2%	-0.5%	-3.1%	-4.4%						19.2%	618.0%	17.5%	1.0%	-1.9%
Average Annual Change		0.9%	-1.3%	4.9%	-0.9%	1.1%	0.9%	2.0%	2.4%	1.2%	0.8%	0.9%	-0.3%						1.2%	1.9%	0.3%	2.0%	0.6%
2011	M	0.545	0.742	0.957	2.098	1.676	2.056	2.470	2.993	1.593	1.412	0.723	0.517	17.78	2.244	5.831	7.055	2.653					
2012	M	0.511	0.770	1.047	1.847	1.692	1.915	2.494	2.901	1.606	1.361	0.678	0.549	17.37	2.328	5.454	7.001	2.588					
2013	M	0.492	0.740	0.976	1.746	2.000	1.926	2.596	3.251	1.658	1.413	0.718	0.579	18.10	2.208	5.672	7.506	2.710					
2014	M	0.498	0.759	1.074	1.958	2.009	1.951	2.578	3.324	1.723	1.486	0.712	0.567	18.64	2.331	5.918	7.625	2.765					
2015	M	0.538	0.819	1.144	2.043	2.099	2.020	2.693	3.477	1.801	1.576	0.758	0.593	19.56	2.500	6.163	7.970	2.927					
2016	M	0.519	0.776	1.462	1.765	1.978	2.088	2.750	3.632	1.816	1.524	0.748	0.608	19.67	2.757	5.831	8.199	2.880					
2017	M	0.514	0.768	1.248	2.130	2.035	2.101	2.852	3.604	1.815	1.443	0.755	0.611	19.87	2.529	6.265	8.271	2.808					
2018	M	0.504	0.807	1.272	1.819	2.122	2.296	2.898	3.592	1.902	1.543	0.812	0.618	20.19	2.583	6.238	8.392	2.973					
2019	M	0.533	0.884	1.289	2.067	2.175	2.169	2.891	3.654	1.897	1.577	0.843	0.661	20.64	2.705	6.411	8.441	3.081					
2020	M	0.538	0.847	0.976	0.039	0.047	0.063	1.093	2.347	1.439	0.189	0.377	0.270	8.227	2.362	0.149	4.879	0.836					
2021	M			0.377	1.474	1.556	2.112	2.791	3.755	1.960	1.549	0.817	0.525	16.92	0.377	5.142	8.507	2.890					
2022	M	0.599	0.636	1.468	1.900	1.870	2.271	3.000	3.793	1.799	1.541	0.791	0.502	20.17	2.703	6.040	8.592	2.834					

VISITOR NUMBERS													DAY VISITOR				
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			
Day Visitor	M	17.78	17.37	18.10	18.64	19.56	19.67	19.87	20.19	20.64	8.227	16.92	20.17				
All Visitor Types	M	26.81	26.19	27.33	27.91	29.08	29.34	29.79	30.26	31.15	12.10	23.96	30.96				
Share of Total	%	66.3%	66.3%	66.2%	66.8%	67.3%	67.0%	66.7%	66.7%	66.3%	68.0%	70.6%	65.1%				
Annual Change in Share	%		0.0%	-0.2%	0.9%	0.7%	-0.3%	-0.5%	0.0%	-0.7%	2.6%	3.9%	-7.7%				
Change in Share from 2011	%		0.0%	-0.2%	0.7%	1.4%	1.1%	0.6%	0.5%	-0.1%	2.5%	6.4%	-1.8%				
Avg Ann. Change in Share	%		0.0%	-0.1%	0.2%	0.3%	0.2%	0.1%	0.1%	0.0%	0.3%	0.6%	-0.2%				

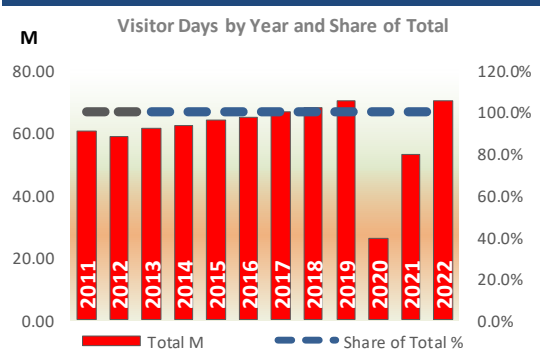
Visitor Days by Month, Year and Visitor Type for the Period 2011 to 2022

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

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

VISITOR DAYS BY:													2011 to 2022		TOTAL		VISITOR DAYS			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
TOTAL													TOTAL							
VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES													TOTAL	% Change						
Q1			Q2			Q3			Q4											
KEY													TOTAL	% Change						
An increase of 3% or more																				
Less than 3% change																				
A Fall of 3% or more																				
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC																				
% Change 2011 to 2022																				
% Change 2021 to 2022																				
Average Annual Change																				
2011	M	1.556	1.697	2.833	6.749	6.648	7.206	8.873	9.766	6.370	4.895	2.098	1.655	60.34	6.086	20.60	25.01	8.648		
2012	M	1.454	1.680	3.050	5.862	5.901	7.001	8.552	9.614	6.293	5.264	2.089	1.720	58.48	-3.1%	6.185	18.76	24.46	9.072	
2013	M	1.571	1.875	4.024	5.566	6.561	6.967	8.859	10.26	6.233	4.951	2.402	1.940	61.21	4.7%	7.470	19.09	25.36	9.293	
2014	M	1.600	1.995	4.380	5.943	6.797	6.713	8.859	10.39	6.345	4.889	2.365	2.000	62.27	1.7%	7.975	19.45	25.59	9.255	
2015	M	1.641	2.011	4.431	5.977	6.916	6.805	9.348	10.85	6.165	5.123	2.635	1.972	63.87	2.6%	8.083	19.70	26.36	9.730	
2016	M	1.616	1.960	5.284	5.779	6.315	7.360	9.374	10.50	6.391	5.117	2.805	2.199	64.70	1.3%	8.860	19.46	26.26	10.12	
2017	M	1.793	2.174	4.996	6.819	6.693	7.462	9.324	10.37	6.434	5.571	2.808	2.265	66.71	3.1%	8.962	20.97	26.13	10.64	
2018	M	1.801	2.167	5.132	6.295	7.209	7.880	9.552	10.51	6.680	5.776	2.839	2.085	67.93	1.8%	9.099	21.38	26.75	10.70	
2019	M	2.022	2.300	5.287	6.780	7.406	7.627	9.560	10.60	6.881	6.052	2.957	2.505	69.97	3.0%	9.609	21.81	27.04	11.51	
2020	M	1.908	2.188	3.462	0.039	0.047	0.063	2.657	7.215	5.854	1.265	0.811	0.504	26.01	-62.8%	7.558	0.149	15.73	2.581	
2021	M	0.003	0.003	0.885	3.724	3.934	5.733	8.080	11.00	7.860	7.252	2.376	2.037	52.89	103.3%	0.890	13.39	26.94	11.66	
2022	M	2.155	2.296	5.765	6.693	7.080	7.809	9.642	10.52	6.696	6.059	2.985	2.281	69.98	32.3%	10.22	21.58	26.86	11.32	

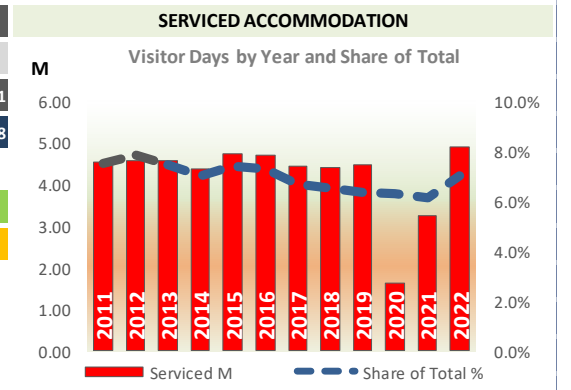
VISITOR DAYS													TOTAL			
SHARE OF MARKET													TOTAL M		SHARE OF TOTAL %	
2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022																
Total	M	60.34	58.48	61.21	62.27	63.87	64.70	66.71	67.93	69.97	26.01	52.89	69.98	60.34	100.0%	
All Visitor Types	M	60.34	58.48	61.21	62.27	63.87	64.70	66.71	67.93	69.97	26.01	52.89	69.98	60.34	100.0%	
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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
NORTH WALES

2011 to 2022													SERVICED	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION												TOTAL					
An increase of 3% or more		VISITOR DAYS 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		12.7%	36.4%	38.6%	-6.1%	11.2%	3.1%	6.2%	2.9%	-5.1%	-14.4%	38.5%	35.5%	8.6%	31.7%	2.9%	1.7%	12.4%	
% Change 2021 to 2022						216.8%	12.0%	1.4%	-2.1%	-4.8%	1.6%	6.3%	15.0%	51.5%		133.0%	-1.7%	6.6%	
Average Annual Change		1.2%	3.3%	3.5%	-0.6%	1.0%	0.3%	0.6%	0.3%	-0.5%	-1.3%	3.5%	3.2%	0.8%	2.9%	0.3%	0.2%	1.1%	
2011	M	0.157	0.220	0.275	0.414	0.439	0.465	0.535	0.607	0.473	0.451	0.279	0.208	4.523		0.652	1.318	1.615	0.938
2012	M	0.168	0.251	0.306	0.402	0.474	0.507	0.473	0.614	0.476	0.399	0.288	0.225	4.582	1.3%	0.724	1.383	1.562	0.913
2013	M	0.178	0.316	0.300	0.371	0.482	0.452	0.501	0.572	0.430	0.377	0.320	0.252	4.552	-0.7%	0.794	1.305	1.504	0.950
2014	M	0.191	0.271	0.286	0.383	0.467	0.444	0.487	0.552	0.444	0.370	0.279	0.198	4.371	-4.0%	0.748	1.294	1.483	0.846
2015	M	0.204	0.307	0.318	0.414	0.484	0.489	0.547	0.583	0.415	0.429	0.317	0.216	4.723	8.1%	0.829	1.387	1.545	0.962
2016	M	0.211	0.281	0.304	0.411	0.498	0.479	0.512	0.586	0.486	0.354	0.324	0.263	4.710	-0.3%	0.796	1.388	1.584	0.941
2017	M	0.242	0.313	0.327	0.410	0.445	0.427	0.484	0.493	0.424	0.340	0.290	0.256	4.450	-5.5%	0.882	1.281	1.401	0.886
2018	M	0.222	0.295	0.315	0.356	0.479	0.445	0.468	0.516	0.433	0.330	0.287	0.263	4.408	-0.9%	0.832	1.280	1.416	0.879
2019	M	0.267	0.269	0.315	0.359	0.429	0.447	0.480	0.568	0.457	0.325	0.300	0.240	4.455	1.1%	0.851	1.234	1.505	0.865
2020	M	0.271	0.287	0.162				0.018	0.405	0.338	0.028	0.097	0.026	1.632	-63.4%	0.721		0.760	0.151
2021	M					0.154	0.428	0.560	0.638	0.472	0.380	0.363	0.245	3.241	98.6%		0.582	1.670	0.989
2022	M	0.177	0.301	0.381	0.389	0.488	0.479	0.568	0.625	0.449	0.386	0.386	0.282	4.911	51.5%	0.859	1.356	1.642	1.054

VISITOR DAYS													
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Serviced	M	4.523	4.582	4.552	4.371	4.723	4.710	4.450	4.408	4.455	1.632	3.241	4.911
All Visitor Types	M	60.34	58.48	61.21	62.27	63.87	64.70	66.71	67.93	69.97	26.01	52.89	69.98
Share of Total	%	7.5%	7.8%	7.4%	7.0%	7.4%	7.3%	6.7%	6.5%	6.4%	6.3%	6.1%	7.0%
Annual Change in Share	%		4.5%	-5.1%	-5.6%	5.3%	-1.5%	-8.4%	-2.7%	-1.9%	-1.5%	-2.3%	14.5%
Change in Share from 2011	%		4.5%	-0.8%	-6.4%	-1.3%	-2.9%	-11.0%	-13.4%	-15.1%	-16.3%	-18.2%	-6.4%
Avg Ann. Change in Share	%		4.5%	-0.4%	-2.1%	-0.3%	-0.6%	-1.8%	-1.9%	-1.9%	-1.8%	-1.8%	-0.6%



STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

2011 to 2022													NON-SERVICED	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION												TOTAL					
An increase of 3% or more		VISITOR DAYS 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		102.7%	100.5%	157.7%	4.2%	4.3%	8.2%	3.6%	-1.2%	3.4%	38.0%	71.8%	91.2%	19.2%	133.3%	5.7%	1.8%	52.7%	
% Change 2021 to 2022		34698.2%	45680.1%	644.2%	81.5%	104.9%	54.3%	26.5%	-9.9%	-19.6%	-24.0%	48.9%	6.9%	32.2%	1077.5%	76.9%	-2.9%	-8.3%	
Average Annual Change		9.3%	9.1%	14.3%	0.4%	0.4%	0.7%	0.3%	-0.1%	0.3%	3.5%	6.5%	8.3%	1.7%	12.1%	0.5%	0.2%	4.8%	
2011	M	0.507	0.619	1.468	3.920	4.329	4.528	5.614	5.896	4.165	2.893	0.988	0.617	35.54	2.593	12.78	15.68	4.498	
2012	M	0.424	0.542	1.563	3.292	3.528	4.421	5.327	5.826	4.071	3.363	1.012	0.628	34.00	-4.4%	2.528	11.24	15.22	5.004
2013	M	0.548	0.700	2.613	3.127	3.872	4.430	5.503	6.166	4.002	3.020	1.254	0.790	36.02	6.0%	3.861	11.43	15.67	5.063
2014	M	0.557	0.845	2.885	3.279	4.113	4.158	5.535	6.236	4.036	2.892	1.265	0.917	36.72	1.9%	4.288	11.55	15.81	5.074
2015	M	0.545	0.765	2.834	3.196	4.124	4.136	5.848	6.515	3.808	2.976	1.450	0.843	37.04	0.9%	4.144	11.46	16.17	5.269
2016	M	0.530	0.783	3.383	3.279	3.631	4.633	5.851	6.003	3.947	3.097	1.622	1.008	37.77	2.0%	4.696	11.54	15.80	5.726
2017	M	0.682	0.973	3.285	3.955	4.005	4.774	5.726	5.997	4.052	3.646	1.652	1.078	39.83	5.5%	4.940	12.73	15.78	6.376
2018	M	0.719	0.944	3.408	3.795	4.399	4.977	5.925	6.130	4.203	3.762	1.629	0.883	40.78	2.4%	5.072	13.17	16.26	6.275
2019	M	0.865	1.027	3.547	4.029	4.593	4.850	5.928	6.096	4.384	4.008	1.702	1.282	42.31	3.8%	5.439	13.47	16.41	6.992
2020	M	0.740	0.933	2.249				1.520	4.435	4.078	1.048	0.337	0.208	15.55	-63.3%	3.923		10.03	1.594
2021	M	0.003	0.003	0.508	2.250	2.204	3.176	4.596	6.466	5.356	5.251	1.140	1.104	32.06	106.2%	0.514	7.630	16.42	7.495
2022	M	1.028	1.241	3.782	4.084	4.516	4.900	5.816	5.826	4.308	3.991	1.698	1.181	42.37	32.2%	6.050	13.50	15.95	6.870

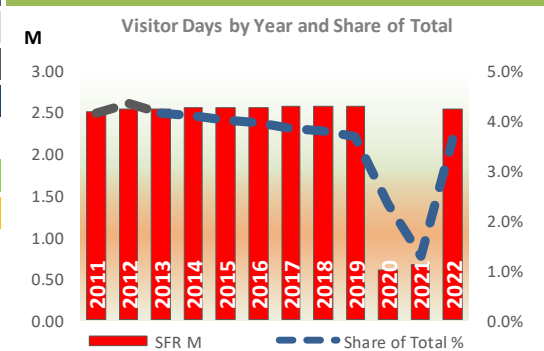
VISITOR DAYS													NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M				
Non-Serviced		M	35.54	34.00	36.02	36.72	37.04	37.77	39.83	40.78	42.31	15.55	32.06	42.37	Visitor Days by Year and Share of Total			
All Visitor Types		M	60.34	58.48	61.21	62.27	63.87	64.70	66.71	67.93	69.97	26.01	52.89	69.98				
Share of Total		%	58.9%	58.1%	58.9%	59.0%	58.0%	59.7%	60.0%	60.5%	59.8%	60.6%	60.5%					
Annual Change in Share		%		-1.3%	1.2%	0.2%	-1.7%	0.7%	2.3%	0.5%	0.7%	-1.2%	1.4%	-0.1%				
Change in Share from 2011		%		-1.3%	-0.1%	0.1%	-1.6%	-0.9%	1.4%	1.9%	2.7%	1.5%	2.9%	2.8%				
Avg Ann. Change in Share		%		-1.3%	0.0%	0.0%	-0.4%	-0.2%	0.2%	0.3%	0.3%	0.2%	0.3%					

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

VISITOR DAYS BY:													2011 to 2022		SFR	VISITOR DAYS																
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																	
KEY													SFR																			
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								
% Change 2011 to 2022													1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	
% Change 2021 to 2022																	876.9%	876.9%	95.4%	95.4%	95.4%	95.4%	95.4%	95.4%	276.7%	Annual Change			1734.7%	95.4%	95.4%	
Average Annual Change													0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	Annual Change			0.1%	0.1%	0.1%	0.1%
2011	M	0.347	0.117	0.133	0.316	0.204	0.157	0.254	0.269	0.139	0.139	0.108	0.313	2.495			0.596	0.677	0.663	0.559												
2012	M	0.352	0.118	0.134	0.321	0.206	0.159	0.258	0.273	0.141	0.140	0.109	0.317	2.529	1.4%		0.604	0.686	0.672	0.567												
2013	M	0.353	0.119	0.135	0.322	0.207	0.160	0.259	0.274	0.141	0.141	0.110	0.318	2.539	0.4%		0.607	0.689	0.674	0.569												
2014	M	0.354	0.119	0.135	0.323	0.208	0.160	0.259	0.275	0.141	0.141	0.110	0.319	2.544	0.2%		0.608	0.690	0.676	0.570												
2015	M	0.355	0.119	0.136	0.324	0.208	0.160	0.260	0.276	0.142	0.142	0.110	0.320	2.552	0.3%		0.610	0.692	0.678	0.572												
2016	M	0.355	0.119	0.136	0.324	0.208	0.160	0.260	0.276	0.142	0.142	0.111	0.320	2.554	0.1%		0.610	0.693	0.678	0.572												
2017	M	0.356	0.120	0.136	0.325	0.209	0.161	0.261	0.276	0.142	0.142	0.111	0.321	2.558	0.2%		0.611	0.694	0.679	0.574												
2018	M	0.356	0.120	0.136	0.325	0.209	0.161	0.261	0.276	0.142	0.142	0.111	0.321	2.560	0.1%		0.612	0.695	0.680	0.574												
2019	M	0.357	0.120	0.136	0.326	0.210	0.161	0.262	0.277	0.143	0.143	0.111	0.322	2.568	0.3%		0.614	0.697	0.682	0.576												
2020	M	0.358	0.120	0.075				0.026	0.028					0.607	-76.4%		0.553		0.054													
2021	M					0.021	0.016	0.132	0.140	0.072	0.072	0.056	0.162	0.671	10.5%			0.037	0.343	0.290												
2022	M	0.351	0.118	0.134	0.320	0.206	0.159	0.258	0.273	0.140	0.140	0.109	0.317	2.526	276.7%		0.604	0.685	0.671	0.566												

VISITOR DAYS

SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
SFR	M	2.495	2.529	2.539	2.544	2.552	2.554	2.558	2.560	2.568	0.607	0.671	2.526
All Visitor Types	M	60.34	58.48	61.21	62.27	63.87	64.70	66.71	67.93	69.97	26.01	52.89	69.98
Share of Total	%	4.1%	4.3%	4.1%	4.1%	4.0%	3.9%	3.8%	3.8%	3.7%	2.3%	1.3%	3.6%
Annual Change in Share	%		4.6%	-4.1%	-1.5%	-2.2%	-1.2%	-2.8%	-1.7%	-2.6%	-36.4%	-45.6%	184.7%
Change in Share from 2011	%		4.6%	0.3%	-1.2%	-3.4%	-4.5%	-7.2%	-8.8%	-11.2%	-43.6%	-69.3%	-12.7%
Avg Ann. Change in Share	%		4.6%	0.2%	-0.4%	-0.8%	-0.9%	-1.2%	-1.3%	-1.4%	-4.8%	-6.9%	-1.2%



STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

2011 to 2022													STAYING VISITOR		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		53.9%	73.6%	129.1%	3.1%	4.8%	7.6%	3.7%	-0.7%	2.5%	29.7%	59.5%	56.3%	17.0%	Annual Change	95.5%	5.2%	1.7%	41.6%
% Change 2021 to 2022		52583.6%	61124.9%	745.7%	113.0%	119.0%	53.0%	25.6%	-7.2%	-17.0%	-20.8%	40.7%	17.7%	38.5%		1362.2%	88.4%	-0.9%	-3.2%
Average Annual Change		4.9%	6.7%	11.7%	0.3%	0.4%	0.7%	0.3%	-0.1%	0.2%	2.7%	5.4%	5.1%	1.5%		8.7%	0.5%	0.2%	3.8%
2011	M	1.011	0.956	1.875	4.650	4.972	5.149	6.404	6.773	4.777	3.482	1.375	1.138	42.56		3.842	14.77	17.95	5.996
2012	M	0.943	0.911	2.003	4.015	4.209	5.086	6.058	6.713	4.687	3.903	1.410	1.170	41.11	-3.4%	3.857	13.31	17.46	6.484
2013	M	1.079	1.134	3.048	3.820	4.561	5.041	6.263	7.013	4.574	3.538	1.684	1.361	43.11	4.9%	5.261	13.42	17.85	6.582
2014	M	1.102	1.235	3.306	3.985	4.787	4.762	6.281	7.063	4.622	3.403	1.653	1.434	43.63	1.2%	5.644	13.53	17.97	6.490
2015	M	1.104	1.192	3.287	3.933	4.817	4.785	6.655	7.373	4.365	3.547	1.877	1.379	44.31	1.6%	5.583	13.54	18.39	6.804
2016	M	1.096	1.184	3.823	4.014	4.337	5.272	6.623	6.865	4.575	3.592	2.056	1.591	45.03	1.6%	6.103	13.62	18.06	7.240
2017	M	1.279	1.406	3.748	4.690	4.658	5.361	6.471	6.766	4.619	4.128	2.053	1.654	46.83	4.0%	6.433	14.71	17.86	7.836
2018	M	1.297	1.359	3.860	4.476	5.087	5.583	6.654	6.922	4.778	4.234	2.027	1.467	47.74	1.9%	6.516	15.15	18.35	7.728
2019	M	1.489	1.416	3.998	4.713	5.231	5.458	6.669	6.942	4.984	4.475	2.114	1.844	49.33	3.3%	6.904	15.40	18.60	8.433
2020	M	1.369	1.341	2.486				1.564	4.867	4.415	1.076	0.434	0.235	17.79	-63.9%	5.196		10.85	1.744
2021	M	0.003	0.003	0.508	2.250	2.379	3.620	5.289	7.244	5.900	5.703	1.559	1.512	35.97	102.2%	0.514	8.249	18.43	8.774
2022	M	1.556	1.659	4.297	4.793	5.210	5.538	6.642	6.724	4.897	4.518	2.193	1.780	49.81	38.5%	7.512	15.54	18.26	8.491

VISITOR DAYS													STAYING VISITOR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
Staying Visitor	M	42.56	41.11	43.11	43.63	44.31	45.03	46.83	47.74	49.33	17.79	35.97	49.81		
All Visitor Types	M	60.34	58.48	61.21	62.27	63.87	64.70	66.71	67.93	69.97	26.01	52.89	69.98		
Share of Total	%	70.5%	70.3%	70.4%	70.1%	69.4%	69.6%	70.2%	70.3%	70.5%	68.4%	68.0%	71.2%		
Annual Change in Share	%		-0.3%	0.2%	-0.5%	-1.0%	0.3%	0.9%	0.1%	0.3%	-3.0%	-0.5%	4.6%		
Change in Share from 2011	%		-0.3%	-0.1%	-0.7%	-1.6%	-1.3%	-0.5%	-0.4%	0.0%	-3.1%	-3.6%	0.9%		
Avg Ann. Change in Share	%		-0.3%	-0.1%	-0.2%	-0.4%	-0.3%	-0.1%	-0.1%	0.0%	-0.3%	-0.4%	0.1%		



**STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES**

2011 to 2022													DAY VISITOR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change	QUARTER			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3
% Change 2011 to 2022		9.9%	-14.2%	53.4%	-9.5%	11.6%	10.4%	21.5%	26.7%	13.0%	9.1%	9.4%	-2.9%	13.4%	20.5%	3.6%	21.8%	6.9%
% Change 2021 to 2022				289.9%	28.9%	20.2%	7.5%	7.5%	1.0%	-8.2%	-0.5%	-3.1%	-4.4%	19.2%	618.0%	17.5%	1.0%	-1.9%
Average Annual Change		0.9%	-1.3%	4.9%	-0.9%	1.1%	0.9%	2.0%	2.4%	1.2%	0.8%	0.9%	-0.3%	1.2%	1.9%	0.3%	2.0%	0.6%
2011	M	0.545	0.742	0.957	2.098	1.676	2.056	2.470	2.993	1.593	1.412	0.723	0.517	17.78	2.244	5.831	7.055	2.653
2012	M	0.511	0.770	1.047	1.847	1.692	1.915	2.494	2.901	1.606	1.361	0.678	0.549	17.37	2.328	5.454	7.001	2.588
2013	M	0.492	0.740	0.976	1.746	2.000	1.926	2.596	3.251	1.658	1.413	0.718	0.579	18.10	2.208	5.672	7.506	2.710
2014	M	0.498	0.759	1.074	1.958	2.009	1.951	2.578	3.324	1.723	1.486	0.712	0.567	18.64	2.331	5.918	7.625	2.765
2015	M	0.538	0.819	1.144	2.043	2.099	2.020	2.693	3.477	1.801	1.576	0.758	0.593	19.56	2.500	6.163	7.970	2.927
2016	M	0.519	0.776	1.462	1.765	1.978	2.088	2.750	3.632	1.816	1.524	0.748	0.608	19.67	2.757	5.831	8.199	2.880
2017	M	0.514	0.768	1.248	2.130	2.035	2.101	2.852	3.604	1.815	1.443	0.755	0.611	19.87	2.529	6.265	8.271	2.808
2018	M	0.504	0.807	1.272	1.819	2.122	2.296	2.898	3.592	1.902	1.543	0.812	0.618	20.19	2.583	6.238	8.392	2.973
2019	M	0.533	0.884	1.289	2.067	2.175	2.169	2.891	3.654	1.897	1.577	0.843	0.661	20.64	2.705	6.411	8.441	3.081
2020	M	0.538	0.847	0.976	0.039	0.047	0.063	1.093	2.347	1.439	0.189	0.377	0.270	8.227	2.362	0.149	4.879	0.836
2021	M			0.377	1.474	1.556	2.112	2.791	3.755	1.960	1.549	0.817	0.525	16.92	0.377	5.142	8.507	2.890
2022	M	0.599	0.636	1.468	1.900	1.870	2.271	3.000	3.793	1.799	1.541	0.791	0.502	20.17	2.703	6.040	8.592	2.834

VISITOR DAYS													
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Day Visitor	M	17.78	17.37	18.10	18.64	19.56	19.67	19.87	20.19	20.64	8.227	16.92	20.17
All Visitor Types	M	60.34	58.48	61.21	62.27	63.87	64.70	66.71	67.93	69.97	26.01	52.89	69.98
Share of Total	%	29.5%	29.7%	29.6%	29.9%	30.6%	30.4%	29.8%	29.7%	29.5%	31.6%	32.0%	28.8%
Annual Change in Share	%		0.8%	-0.5%	1.2%	2.3%	-0.7%	-2.0%	-0.3%	-0.7%	7.2%	1.1%	-9.9%
Change in Share from 2011	%		0.8%	0.3%	1.6%	3.9%	3.2%	1.1%	0.8%	0.1%	7.3%	8.5%	-2.2%
Avg Ann. Change in Share	%		0.8%	0.2%	0.5%	1.0%	0.6%	0.2%	0.1%	0.0%	0.8%	0.9%	-0.2%



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

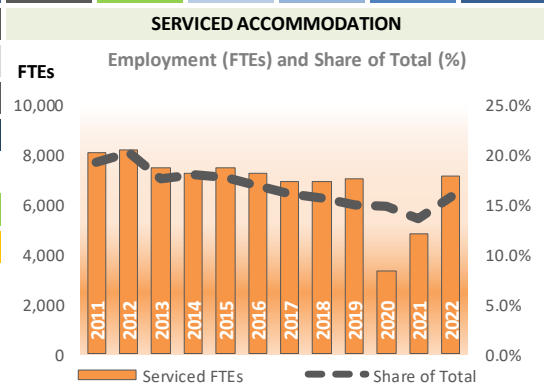
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM FINAL TREND REPORT FOR 2011-2022													2011 to 2022		TOTAL		TOTAL EMPLOYMENT			
NORTH WALES																				
EMPLOYMENT BY:		MONTH AND QUARTER																		
KEY		TOTAL											CALENDAR YEAR		QUARTER					
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / 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	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2011 to 2022		36.5%	41.4%	76.8%	-8.5%	-2.7%	-2.1%	-1.0%	-1.8%	-3.6%	10.7%	33.7%	33.5%	8.0%	Annual Change	54.9%	-4.4%	-2.0%	21.8%	
% Change 2021 to 2022		#####	#####	611.0%	104.5%	80.0%	10.7%	1.0%	-12.0%	-18.1%	-15.5%	8.3%	1.7%	27.3%	1379.9%	51.9%	-9.7%	-5.6%		
Average Annual Change		3.3%	3.8%	7.0%	-0.8%	-0.2%	-0.2%	-0.1%	-0.2%	-0.3%	1.0%	3.1%	3.0%	0.7%	5.0%	-0.4%	-0.2%	2.0%		
2011	FTEs	17,002	18,775	25,731	54,446	53,273	57,392	68,192	74,413	52,762	41,216	21,059	18,037	41,858		20,503	55,037	65,122	26,771	
2012	FTEs	16,431	18,647	27,225	47,895	47,755	55,560	65,230	73,027	51,609	43,255	20,992	18,497	40,510	-3.2%	20,768	50,403	63,289	27,581	
2013	FTEs	18,884	21,744	35,488	45,626	52,101	54,642	67,057	77,059	50,758	41,258	24,748	21,677	42,587	5.1%	25,372	50,790	64,958	29,228	
2014	FTEs	18,133	21,178	35,226	44,710	49,450	48,746	61,651	73,300	47,658	37,900	22,992	20,879	40,152	-5.7%	24,846	47,635	60,869	27,257	
2015	FTEs	18,747	21,760	36,458	46,127	51,636	50,836	67,341	79,092	47,705	40,505	25,271	21,037	42,210	5.1%	25,655	49,533	64,713	28,938	
2016	FTEs	18,658	21,460	42,236	44,809	47,885	54,668	67,098	76,389	49,708	40,587	26,507	22,592	42,716	1.2%	27,451	49,121	64,398	29,895	
2017	FTEs	19,795	22,833	39,542	50,727	49,250	54,417	65,554	74,155	49,167	42,436	26,202	22,868	43,079	0.8%	27,390	51,465	62,959	30,502	
2018	FTEs	20,775	23,560	40,904	47,676	52,958	57,318	67,100	76,988	51,207	44,320	27,241	22,745	44,399	3.1%	28,413	52,651	65,098	31,435	
2019	FTEs	22,788	24,953	43,342	52,463	55,944	57,519	69,553	79,083	54,157	47,243	28,658	25,948	46,804	5.4%	30,361	55,309	67,598	33,950	
2020	FTEs	22,379	24,666	30,294	-	-	1,391	26,704	67,283	56,151	15,499	13,278	9,807	22,288	-52.4%	25,780	464	50,046	12,861	
2021	FTEs	20	18	6,399	24,366	28,812	50,734	66,884	83,038	62,086	53,950	25,986	23,678	35,498	59.3%	2,146	34,637	70,670	34,538	
2022	FTEs	23,216	26,547	45,493	49,835	51,857	56,183	67,526	73,062	50,855	45,612	28,150	24,072	45,201	27.3%	31,752	52,625	63,815	32,611	
EMPLOYMENT													TOTAL							
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs	Employment (FTEs) and Share of Total (%)					
Total	FTEs	41,858	40,510	42,587	40,152	42,210	42,716	43,079	44,399	46,804	22,288	35,498	45,201							
Total Employment	FTEs	41,858	40,510	42,587	40,152	42,210	42,716	43,079	44,399	46,804	22,288	35,498	45,201							
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
NORTH WALES

EMPLOYMENT BY:													2011 to 2022		SERVICED		DIRECT EMPLOYMENT			
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													TOTAL							
A Fall of 3% or more													% Change							
													Annual Change							
DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																				
Q1																				
Q2																				
Q3																				
Q4																				
JAN																				
FEB																				
MAR																				
APR																				
MAY																				
JUN																				
JUL																				
AUG																				
SEP																				
OCT																				
NOV																				
DEC																				
% Change 2011 to 2022													-11.3%		-2.5% -17.4% -12.6% -9.9%					
% Change 2021 to 2022													48.6%		102.1% -5.6% -2.3%					
Average Annual Change													-1.0%		-0.2% -1.6% -1.1% -0.9%					
2011	FTEs	5,840	6,443	7,005	8,702	8,850	9,003	9,423	9,886	9,115	8,860	6,918	6,306	8,029		6,429	8,852	9,474	7,361	
2012	FTEs	5,998	6,683	7,265	8,722	9,122	9,310	9,168	10,014	9,153	8,656	7,072	6,507	8,139	1.4%	6,649	9,052	9,445	7,411	
2013	FTEs	5,769	6,780	7,044	7,554	8,200	8,037	8,355	8,939	7,948	7,571	7,000	6,423	7,468	-8.2%	6,531	7,930	8,414	6,998	
2014	FTEs	5,759	6,395	6,844	7,483	7,905	7,777	8,048	8,513	7,838	7,338	6,629	6,023	7,213	-3.4%	6,333	7,721	8,133	6,663	
2015	FTEs	5,882	6,664	7,088	7,748	8,086	8,153	8,531	8,842	7,733	7,784	6,915	6,168	7,466	3.5%	6,545	7,996	8,369	6,956	
2016	FTEs	5,686	6,267	6,696	7,450	7,912	7,896	8,121	8,699	7,901	7,079	6,689	6,144	7,212	-3.4%	6,216	7,752	8,241	6,637	
2017	FTEs	5,771	6,356	6,731	7,243	7,407	7,317	7,710	7,787	7,336	6,867	6,359	6,046	6,911	-4.2%	6,286	7,322	7,611	6,424	
2018	FTEs	5,740	6,312	6,673	6,940	7,585	7,382	7,564	7,850	7,359	6,808	6,387	6,179	6,898	-0.2%	6,242	7,302	7,591	6,458	
2019	FTEs	6,083	6,214	6,799	6,996	7,319	7,458	7,681	8,386	7,574	6,838	6,494	6,089	6,994	1.4%	6,365	7,257	7,880	6,474	
2020	FTEs	6,140	6,384	4,652	-	-	-	687	7,560	6,964	1,520	3,471	2,221	3,300	-52.8%	5,725		5,070	2,404	
2021	FTEs	-	-	-	-	3,310	7,538	8,714	9,768	7,815	7,204	6,946	6,210	4,792	45.2%		3,616	8,765	6,787	
2022	FTEs	5,446	6,317	7,047	6,968	7,539	7,419	8,481	9,044	7,310	6,951	6,782	6,157	7,122	48.6%	6,270	7,309	8,278	6,630	

EMPLOYMENT													SERVICED ACCOMMODATION						
SHARE OF MARKET													FTEs						
2011													2011						
2012													2012						
2013													2013						
2014													2014						
2015													2015						
2016													2016						
2017													2017						
2018													2018						
2019													2019						
2020													2020						
2021													2021						
2022													2022						
Serviced	FTEs	8,029	8,139	7,468	7,213	7,466	7,212	6,911	6,898	6,994	3,300	4,792	7,122						
Total Employment	FTEs	41,858	40,510	42,587	40,152	42,210	42,716	43,079	44,399	46,804	22,288	35,498	45,201						
Share of Total	%	19.2%	20.1%	17.5%	18.0%	17.7%	16.9%	16.0%	15.5%	14.9%	14.8%	13.5%	15.8%						
Annual Change in Share	%		4.7%	-12.7%	2.4%	-1.5%	-4.6%	-5.0%	-3.2%	-3.8%	-0.9%	-8.8%	16.7%						
Change in Share from 2011	%		4.7%	-8.6%	-6.4%	-7.8%	-12.0%	-16.4%	-19.0%	-22.1%	-22.8%	-29.6%	-17.9%						
Avg Ann. Change in Share	%		4.7%	-4.3%	-2.1%	-1.9%	-2.4%	-2.7%	-2.7%	-2.8%	-2.5%	-3.0%	-1.6%						



STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

2011 to 2022													NON-SERVED	DIRECT EMPLOYMENT				
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	NON-SERVED ACCOMMODATION												TOTAL	% Change	Q1	Q2	Q3	Q4
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			Annual 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	125.8%	150.2%	157.2%	1.4%	1.9%	3.5%	-1.2%	-5.3%	0.7%	33.2%	88.4%	107.4%	21.5%	147.7%	2.3%	-2.2%	59.1%	
% Change 2021 to 2022	91523.7%	#####	571.7%	33.6%	44.4%	16.5%	0.7%	-19.3%	-22.9%	-21.4%	17.6%	-0.5%	19.7%	1234.0%	30.0%	-14.4%	-8.6%	
Average Annual Change	11.4%	13.7%	14.3%	0.1%	0.2%	0.3%	-0.1%	-0.5%	0.1%	3.0%	8.0%	9.8%	2.0%	13.4%	0.2%	-0.2%	5.4%	
2011 FTEs	4,364	4,993	8,704	22,374	23,881	25,197	29,525	30,748	23,306	16,692	6,613	4,957	16,780	6,021	23,817	27,860	9,421	
2012 FTEs	3,933	4,546	9,059	18,622	19,472	24,126	27,497	30,075	22,056	18,669	6,627	4,930	15,801	-5.8%	5,846	20,740	26,543	10,075
2013 FTEs	6,436	7,249	16,250	18,607	21,893	24,660	28,950	32,343	22,385	18,014	9,707	7,643	17,845	12.9%	9,978	21,720	27,892	11,788
2014 FTEs	6,310	7,691	16,720	18,352	21,771	21,871	27,333	32,599	21,260	16,488	9,369	7,955	17,310	-3.0%	10,240	20,665	27,064	11,271
2015 FTEs	6,337	7,452	16,910	18,396	22,414	22,341	30,043	35,275	20,760	17,298	10,481	7,771	17,956	3.7%	10,233	21,050	28,693	11,850
2016 FTEs	6,513	7,778	20,188	18,983	20,311	25,102	29,888	32,339	21,792	18,176	11,568	8,809	18,454	2.8%	11,493	21,466	28,006	12,851
2017 FTEs	7,219	8,636	19,127	21,732	21,578	25,362	28,628	31,769	21,861	20,121	11,551	9,024	18,884	2.3%	11,661	22,891	27,419	13,566
2018 FTEs	8,388	9,398	20,473	21,673	24,149	27,028	30,260	34,810	23,260	21,382	12,154	9,000	20,165	6.8%	12,753	24,283	29,444	14,179
2019 FTEs	9,099	9,889	21,611	23,039	25,388	26,596	30,632	33,786	24,411	22,844	12,566	10,692	20,879	3.5%	13,533	25,007	29,610	15,367
2020 FTEs	8,570	9,515	14,746	-	-	-	12,690	30,390	27,915	9,772	5,359	4,578	10,295	-50.7%	10,944		23,665	6,569
2021 FTEs	11	10	3,333	16,979	16,844	22,387	28,968	36,078	30,443	28,274	10,597	10,337	17,022	65.3%	1,118	18,737	31,830	16,403
2022 FTEs	9,854	12,493	22,384	22,682	24,323	26,079	29,174	29,128	23,477	22,227	12,459	10,283	20,380	19.7%	14,910	24,361	27,260	14,989

EMPLOYMENT													NON-SERVED ACCOMMODATION			
SHARE OF MARKET	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs Employment (FTEs) and Share of Total (%)			
Non-Served FTEs	16,780	15,801	17,845	17,310	17,956	18,454	18,884	20,165	20,879	10,295	17,022	20,380				
Total Employment FTEs	41,858	40,510	42,587	40,152	42,210	42,716	43,079	44,399	46,804	22,288	35,498	45,201				
Share of Total %	40.1%	39.0%	41.9%	43.1%	42.5%	43.2%	43.8%	45.4%	44.6%	46.2%	48.0%	45.1%				
Annual Change in Share %		-2.7%	7.4%	2.9%	-1.3%	1.6%	1.5%	3.6%	-1.8%	3.5%	3.8%	-6.0%				
Change in Share from 2011 %		-2.7%	4.5%	7.5%	6.1%	7.8%	9.4%	13.3%	11.3%	15.2%	19.6%	12.5%				
Avg Ann. Change in Share %		-2.7%	2.3%	2.5%	1.5%	1.6%	1.6%	1.9%	1.4%	1.7%	2.0%	1.1%				

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Report Prepared by: Cathy James. Date of Issue: 05/09/23

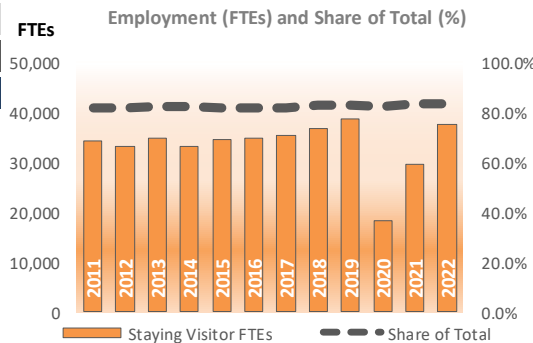
STEAM FINAL TREND REPORT FOR 2011-2022													2011 to 2022		SFR		DIRECT EMPLOYMENT			
NORTH WALES																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / 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		-4.7%	-4.7%	-4.7%	-7.3%	-7.3%	-7.3%	-7.3%	-7.3%	-7.3%	-7.3%	-7.3%	-7.3%	-6.7%	Annual Change	-4.7%	-7.3%	-7.3%	-7.3%	
% Change 2021 to 2022					806.9%	806.9%	81.4%	81.4%	81.4%	87.0%	87.0%	87.0%	256.7%			1603.3%	81.4%	87.0%		
Average Annual Change		-0.4%	-0.4%	-0.4%	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%	-0.6%			-0.4%	-0.7%	-0.7%	-0.7%
2011	FTEs	1,731	582	662	1,579	1,016	782	1,269	1,344	692	692	539	1,560	1,037		991	1,126	1,102	930	
2012	FTEs	1,752	589	670	1,598	1,028	792	1,285	1,360	700	700	545	1,579	1,050	1.2%	1,003	1,139	1,115	941	
2013	FTEs	1,759	591	672	1,604	1,032	795	1,290	1,365	703	703	547	1,585	1,054	0.4%	1,007	1,143	1,119	945	
2014	FTEs	1,665	559	636	1,518	977	752	1,221	1,292	666	665	518	1,501	998	-5.3%	954	1,082	1,060	895	
2015	FTEs	1,740	585	665	1,587	1,021	787	1,276	1,351	696	695	542	1,569	1,043	4.5%	997	1,132	1,108	935	
2016	FTEs	1,741	585	665	1,588	1,021	787	1,277	1,351	696	695	542	1,569	1,043	0.0%	997	1,132	1,108	935	
2017	FTEs	1,695	570	648	1,546	995	766	1,243	1,316	678	677	528	1,528	1,016	-2.6%	971	1,102	1,079	911	
2018	FTEs	1,673	562	639	1,526	981	756	1,227	1,299	669	668	521	1,508	1,002	-1.3%	958	1,088	1,065	899	
2019	FTEs	1,712	575	654	1,561	1,004	774	1,255	1,329	684	684	533	1,543	1,026	2.3%	980	1,113	1,090	920	
2020	FTEs	1,788	601	374	-	-	-	180	172	-	-	-	-	260	-74.7%	921		117		
2021	FTEs	-	-	-	-	104	80	649	687	354	343	267	773	271	4.5%		61	563	461	
2022	FTEs	1,650	554	631	1,464	941	725	1,177	1,246	642	641	500	1,446	968	256.7%	945	1,043	1,021	862	

EMPLOYMENT													SFR				
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs		Employment (FTEs) and Share of Total (%)	
SFR	FTEs	1,037	1,050	1,054	998	1,043	1,043	1,016	1,002	1,026	260	271	968	1,200		3.0%	
Total Employment	FTEs	41,858	40,510	42,587	40,152	42,210	42,716	43,079	44,399	46,804	22,288	35,498	45,201	800		2.5%	
Share of Total	%	2.5%	2.6%	2.5%	2.5%	2.5%	2.4%	2.4%	2.3%	2.2%	1.2%	0.8%	2.1%	600		2.0%	
Annual Change in Share	%		4.6%	-4.5%	0.4%	-0.6%	-1.2%	-3.4%	-4.3%	-2.9%	-46.8%	-34.4%	180.1%	400		1.5%	
Change in Share from 2011	%		4.6%	-0.1%	0.3%	-0.3%	-1.5%	-4.8%	-8.9%	-11.6%	-53.0%	-69.1%	-13.6%	200		1.0%	
Avg Ann. Change in Share	%		4.6%	-0.1%	0.1%	-0.1%	-0.3%	-0.8%	-1.3%	-1.4%	-5.9%	-6.9%	-1.2%	0		0.0%	

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

2011 to 2022													STAYING VISITOR		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
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		42.0%	61.1%	83.6%	-4.7%	-2.8%	-2.2%	-3.4%	-6.1%	-5.1%	13.6%	40.3%	39.5%	10.2%	64.6%	-3.2%	-4.9%	26.9%	
% Change 2021 to 2022		#####	#####	802.0%	83.2%	61.9%	14.1%	1.3%	-15.3%	-18.6%	-16.8%	10.8%	3.3%	28.9%	1879.4%	46.0%	-11.2%	-4.9%	
Average Annual Change		3.8%	5.6%	7.6%	-0.4%	-0.3%	-0.2%	-0.3%	-0.6%	-0.5%	1.2%	3.7%	3.6%	0.9%	5.9%	-0.3%	-0.4%	2.4%	
2011	FTEs	11,935	12,018	16,371	32,655	33,747	34,983	40,218	41,978	33,112	26,243	14,069	12,824	25,846	13,441	33,795	38,436	17,712	
2012	FTEs	11,683	11,818	16,994	28,942	29,622	34,228	37,950	41,449	31,909	28,024	14,244	13,016	24,990	-3.3%	13,498	30,931	37,103	18,428
2013	FTEs	13,963	14,620	23,966	27,765	31,125	33,492	38,594	42,647	31,036	26,288	17,254	15,652	26,367	5.5%	17,516	30,794	37,426	19,731
2014	FTEs	13,734	14,645	24,200	27,353	30,652	30,400	36,602	42,404	29,765	24,491	16,517	15,478	25,520	-3.2%	17,526	29,468	36,257	18,829
2015	FTEs	13,959	14,702	24,663	27,731	31,521	31,281	39,850	45,468	29,189	25,776	17,938	15,508	26,466	3.7%	17,775	30,178	38,169	19,741
2016	FTEs	13,940	14,629	27,549	28,020	29,244	33,785	39,285	42,390	30,390	25,951	18,798	16,523	26,709	0.9%	18,706	30,350	37,355	20,424
2017	FTEs	14,685	15,561	26,507	30,522	29,979	33,445	37,581	40,872	29,874	27,665	18,438	16,598	26,811	0.4%	18,918	31,315	36,109	20,900
2018	FTEs	15,801	16,273	27,786	30,138	32,716	35,165	39,051	43,958	31,288	28,858	19,062	16,686	28,065	4.7%	19,953	32,673	38,099	21,535
2019	FTEs	16,894	16,678	29,064	31,596	33,711	34,827	39,568	43,501	32,669	30,366	19,593	18,324	28,899	3.0%	20,879	33,378	38,579	22,761
2020	FTEs	16,498	16,500	19,772	-	-	-	13,556	38,123	34,879	11,292	8,830	6,799	13,854	-52.1%	17,590		28,853	8,974
2021	FTEs	11	10	3,333	16,979	20,257	30,006	38,331	46,533	38,611	35,821	17,810	17,320	22,085	59.4%	1,118	22,414	41,158	23,650
2022	FTEs	16,950	19,365	30,062	31,114	32,804	34,223	38,831	39,418	31,428	29,818	19,740	17,887	28,470	28.9%	22,125	32,713	36,559	22,482

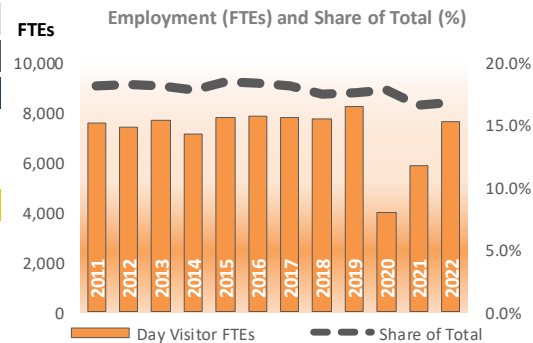
EMPLOYMENT													STAYING VISITOR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs	Employment (FTEs) and Share of Total (%)
Staying Visitor	FTEs	34,282	33,124	34,893	33,020	34,421	34,890	35,280	36,666	38,600	18,327	29,633	37,605		
Total Employment	FTEs	41,858	40,510	42,587	40,152	42,210	42,716	43,079	44,399	46,804	22,288	35,498	45,201		
Share of Total	%	81.9%	81.8%	81.9%	82.2%	81.5%	81.7%	81.9%	82.6%	82.5%	82.2%	83.5%	83.2%		
Annual Change in Share	%		-0.2%	0.2%	0.4%	-0.8%	0.2%	0.3%	0.8%	-0.1%	-0.3%	1.5%	-0.3%		
Change in Share from 2011	%		-0.2%	0.0%	0.4%	-0.4%	-0.3%	0.0%	0.8%	0.7%	0.4%	1.9%	1.6%		
Avg Ann. Change in Share	%		-0.2%	0.0%	0.1%	-0.1%	-0.1%	0.0%	0.1%	0.1%	0.0%	0.2%	0.1%		



STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

EMPLOYMENT BY:													2011 to 2022		DAY VISITOR		DIRECT EMPLOYMENT																									
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																											
KEY													DAY VISITOR		QUARTER																											
An increase of 3% or more													DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES		QUARTER																											
Less than 3% change													TOTAL		QUARTER																											
A Fall of 3% or more													Annual Change		QUARTER																											
DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES													Annual Change		QUARTER																											
Q1													Q2		Q3		Q4		Q1		Q2		Q3		Q4																	
JAN													FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC		Q1		Q2		Q3		Q4	
% Change 2011 to 2022													0.6%	-22.3%	34.9%	-19.2%	-2.0%	-2.4%	7.5%	11.4%	-0.4%	-5.1%	-2.5%	-13.8%	0.3%	7.7%	-8.3%	7.4%	-6.0%													
% Change 2021 to 2022															279.3%	298.3%	220.2%	2.3%	2.0%	-4.0%	-12.8%	-3.4%	-6.1%	-6.9%	29.5%	599.9%	84.3%	-4.1%	-4.7%													
Average Annual Change													0.1%	-2.0%	3.2%	-1.7%	-0.2%	-0.2%	0.7%	1.0%	0.0%	-0.5%	-0.2%	-1.3%	0.0%	0.7%	-0.8%	0.7%	-0.5%													
2011	FTEs	2,584	3,776	4,851	10,850	8,744	10,667	12,631	15,485	8,208	7,160	3,493	2,460	7,576	3,737	10,087	12,108	4,371																								
2012	FTEs	2,427	3,912	5,324	9,582	8,789	9,902	12,746	14,921	8,278	6,860	3,280	2,611	7,386	3,888	9,425	11,981	4,250																								
2013	FTEs	2,338	3,724	4,954	9,022	10,437	9,962	13,358	16,659	8,515	7,096	3,504	2,753	7,694	3,672	9,807	12,844	4,451																								
2014	FTEs	2,135	3,444	4,892	9,107	9,398	9,065	11,907	15,379	7,989	6,728	3,118	2,421	7,132	3,490	9,190	11,758	4,089																								
2015	FTEs	2,390	3,866	5,418	9,878	10,225	9,761	12,972	16,760	8,712	7,412	3,440	2,628	7,788	3,891	9,954	12,815	4,493																								
2016	FTEs	2,318	3,681	6,909	8,480	9,564	10,140	13,196	17,493	8,778	7,219	3,421	2,717	7,826	4,303	9,395	13,156	4,452																								
2017	FTEs	2,277	3,611	5,702	10,238	9,715	10,034	13,487	17,114	8,644	6,660	3,421	2,682	7,799	3,863	9,996	13,082	4,254																								
2018	FTEs	2,179	3,716	5,685	8,538	9,901	10,763	13,379	16,629	8,849	6,953	3,567	2,646	7,734	3,860	9,734	12,952	4,389																								
2019	FTEs	2,395	4,228	5,957	10,094	10,542	10,518	13,850	17,597	9,125	7,359	3,850	2,936	8,204	4,193	10,385	13,524	4,715																								
2020	FTEs	2,506	4,169	4,672	-	-	1,118	7,030	13,893	8,536	1,335	2,499	1,775	3,961	3,782	373	9,819	1,870																								
2021	FTEs	-	-	1,726	2,202	2,675	10,174	13,319	17,963	9,379	7,033	3,626	2,277	5,864	575	5,017	13,554	4,312																								
2022	FTEs	2,600	2,932	6,546	8,771	8,565	10,408	13,582	17,243	8,176	6,797	3,405	2,119	7,595	4,026	9,248	13,000	4,107																								

EMPLOYMENT													DAY VISITOR																										
SHARE OF MARKET													FTEs		Employment (FTEs) and Share of Total (%)																								
2011													2012		2013		2014		2015		2016		2017		2018		2019		2020		2021		2022						
Day Visitor													FTEs	7,576	7,386	7,694	7,132	7,788	7,826	7,799	7,734	8,204	3,961	5,864	7,595														
Total Employment													FTEs	41,858	40,510	42,587	40,152	42,210	42,716	43,079	44,399	46,804	22,288	35,498	45,201														
Share of Total													%	18.1%	18.2%	18.1%	17.8%	18.5%	18.3%	18.1%	17.4%	17.5%	17.8%	16.5%	16.8%														
Annual Change in Share													%		0.7%	-0.9%	-1.7%	3.9%	-0.7%	-1.2%	-3.8%	0.6%	1.4%	-7.0%	1.7%														
Change in Share from 2011													%		0.7%	-0.2%	-1.9%	2.0%	1.2%	0.0%	-3.8%	-3.1%	-1.8%	-8.7%	-7.2%														
Avg Ann. Change in Share													%		0.7%	-0.1%	-0.6%	0.5%	0.2%	0.0%	-0.5%	-0.4%	-0.2%	-0.9%	-0.7%														



STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

2022

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

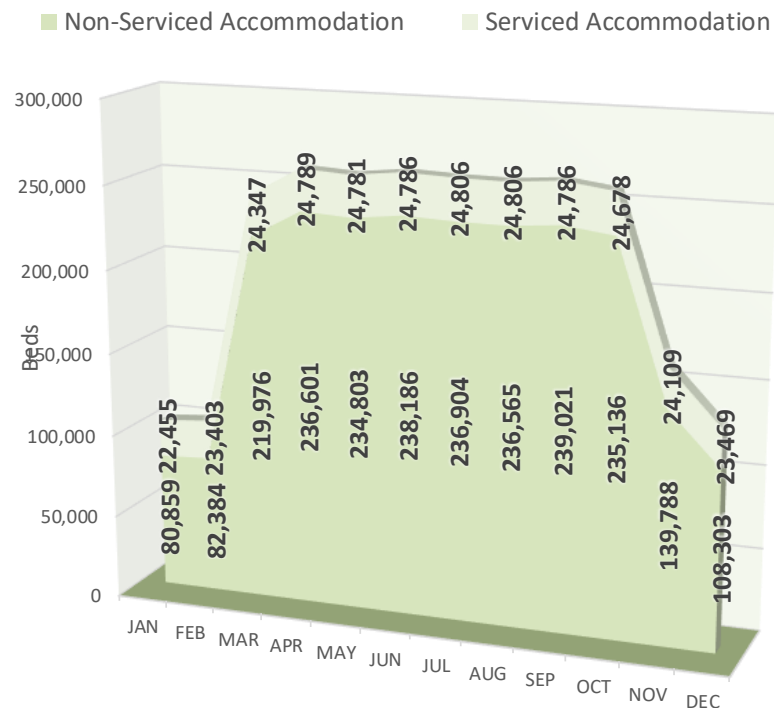
SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	1,006	24,806	-47	-325		+24,806
+50 room hotels	49	8,620	-2	+401		+8,620
10-50 room hotels	191	8,319	-1	-325		+8,319
<10 room hotels/others	766	7,867	-44	-401		

NON-SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	4,532	223,307	+163	-467		
Self catering	3,793	35,744	+160	+643		
Static caravans/chalets	347	24,445	+19	+117		+24,445
Touring caravans/camping	392	50,532	-16	-885		
Not-for-hire static	0	112,586	0	-342		+112,586

DISTRIBUTION BY TYPE OF ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	5,538	248,113	+116	-792	0	+24,806
Serviced Accommodation Share of Total	18%	10%				
Non-Serviced Accommodation Share of Total	82%	90%				

SEASONAL AVAILABILITY OF BED SUPPLY 2022	2022											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	103,314	105,787	244,323	261,390	259,584	262,972	261,710	261,371	263,807	259,814	163,897	131,772
Serviced Accommodation	22,455	23,403	24,347	24,789	24,781	24,786	24,806	24,806	24,786	24,678	24,109	23,469
Non-Serviced Accommodation	80,859	82,384	219,976	236,601	234,803	238,186	236,904	236,565	239,021	235,136	139,788	108,303

SEASONAL AVAILABILITY OF BED SUPPLY
2022



Report Sections With Historic Financial Data Indexed to 2022 Prices

Sections:

*Comparative Headlines
Key Measures
Economic Impact
Sectoral Analysis*

Visitor Types:

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

Indexation:

Indexation to: 2022

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

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

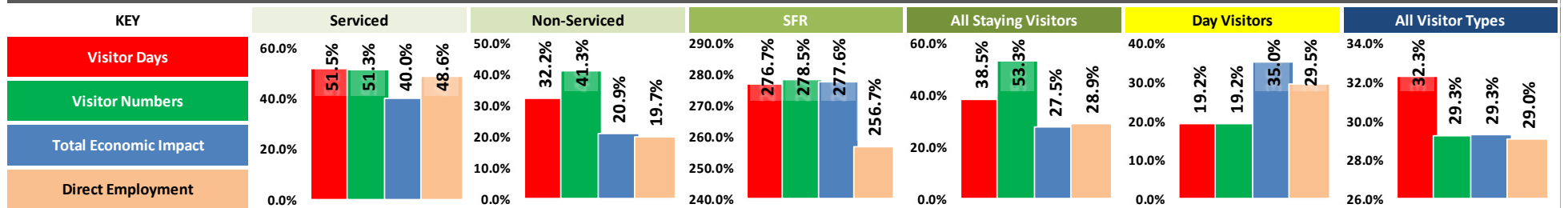
Comparing 2022 and 2021
2021 in 2022 prices (1.078)

COMPARATIVE HEADLINES

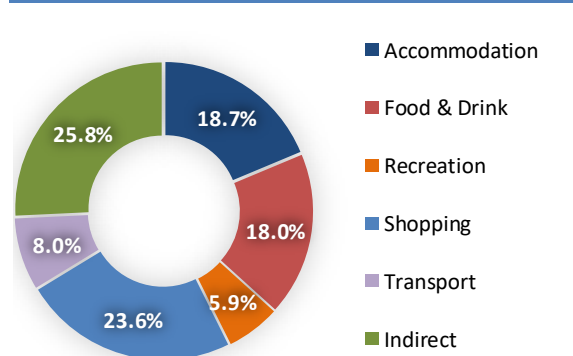
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - INDEXED TO 2022

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	+/- %			
Visitor Days	M	4,911	3,241	51.5%	42.37	32.06	32.2%	2,526	0,671	276.7%	49.81	35.97	38.5%	20.17	16.92	19.2%	69.98	52.89	32.3%		
Visitor Numbers	M	2,769	1,830	51.3%	6,964	4,930	41.3%	1,061	0,280	278.5%	10.79	7,040	53.3%	20.17	16.92	19.2%	30.96	23.96	29.3%		
Direct Expenditure	£Bn																3,087	2,379	29.8%		
Economic Impact	£Bn	0.625	0,446	40.0%	2,415	1,998	20.9%	0,118	0,031	277.6%	3,158	2,476	27.5%	1,000	0,741	35.0%	4,158	3,217	29.3%		
Direct Employment	FTEs	7,122	4,792	48.6%	20,380	17,022	19.7%	968	271	256.7%	28,470	22,085	28.9%	7,595	5,864	29.5%	36,065	27,949	29.0%		
Total Employment	FTEs																45,201	35,498	27.3%		

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



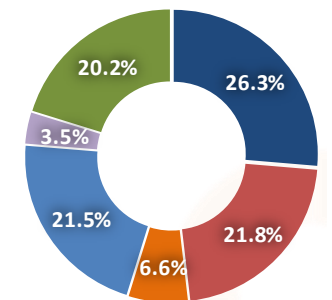
Sectoral Distribution of Economic Impact - £Bn including VAT Indexed to 2022



Sectors	2022	2021	+/- %
Accommodation	0.777	0.704	10.4%
Food & Drink	0.749	0.553	35.6%
Recreation	0.247	0.205	20.3%
Shopping	0.983	0.682	44.2%
Transport	0.331	0.236	40.3%
TOTAL DIRECT	3,087	2,379	29.8%
Indirect	1,071	0,837	27.9%
TOTAL	4,158	3,217	29.3%

Sectoral Distribution of Employment - FTEs

Sectors	2022	2021	+/- %
Accommodation	11,903	9,050	31.5%
Food & Drink	9,860	8,139	21.1%
Recreation	3,001	2,645	13.5%
Shopping	9,720	6,935	40.2%
Transport	1,581	1,180	33.9%
TOTAL DIRECT	36,065	27,949	29.0%
Indirect	9,136	7,548	21.0%
TOTAL	45,201	35,498	27.3%



STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

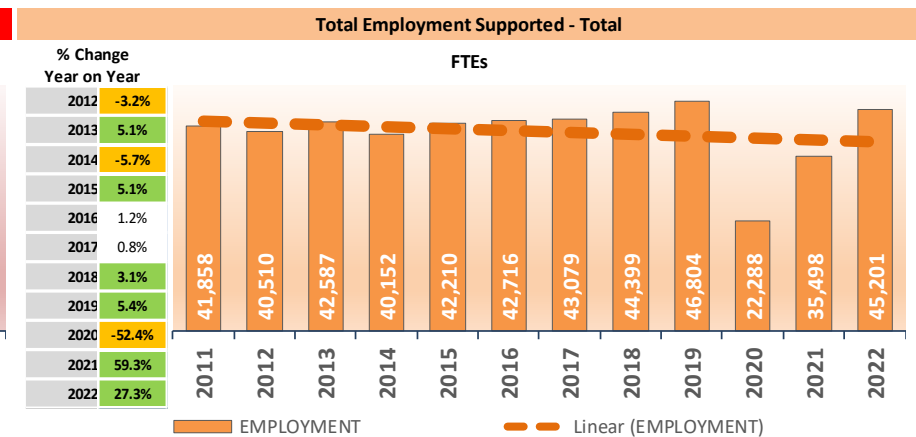
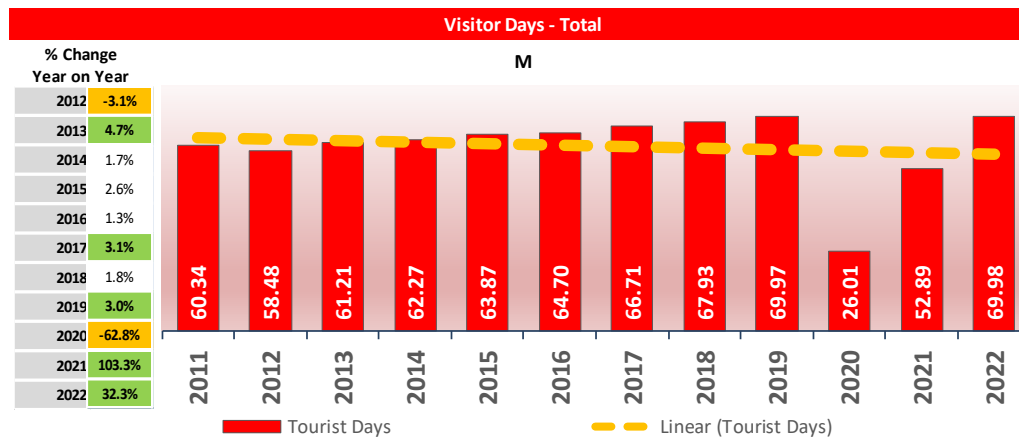
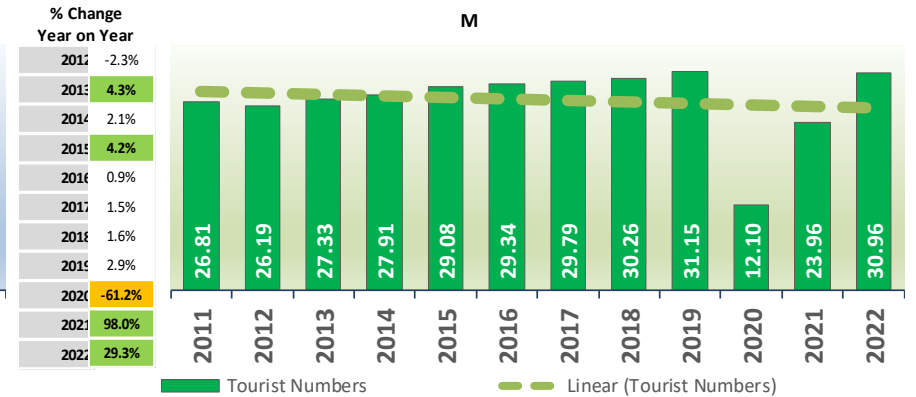
2011 to 2022
2022 Prices

TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-3.5%	0.7%	2.5%	5.5%	7.4%	10.8%	15.4%	22.3%	-52.4%	-5.0%	22.8%
Visitor Numbers		-2.3%	2.0%	4.1%	8.5%	9.4%	11.1%	12.9%	16.2%	-54.9%	-10.6%	15.5%
Visitor Days		-3.1%	1.4%	3.2%	5.8%	7.2%	10.5%	12.6%	16.0%	-56.9%	-12.4%	16.0%
Total Employment		-3.2%	1.7%	-4.1%	0.8%	2.1%	2.9%	6.1%	11.8%	-46.8%	-15.2%	8.0%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

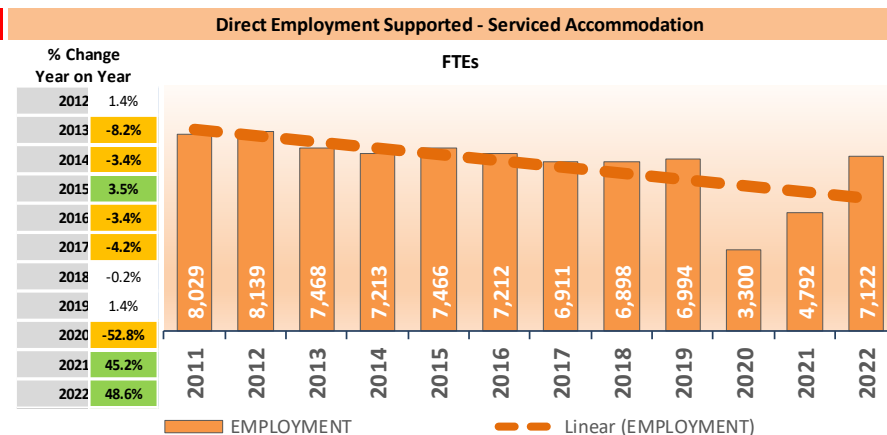
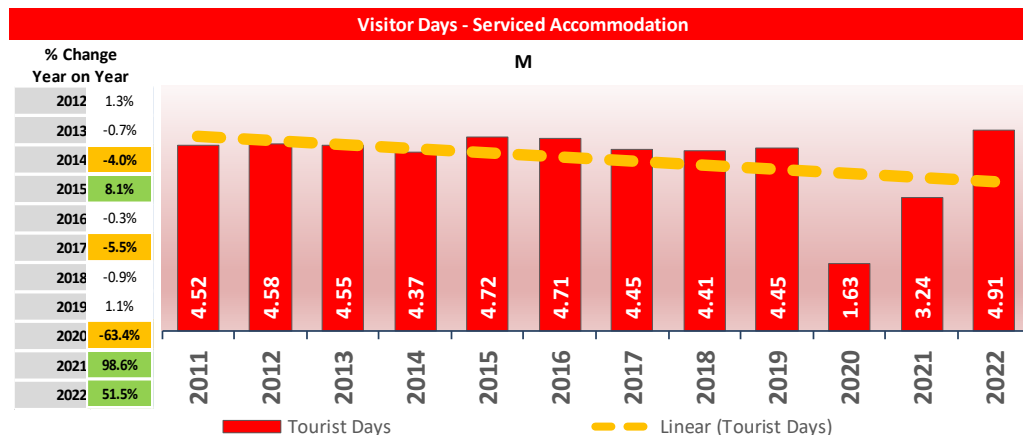
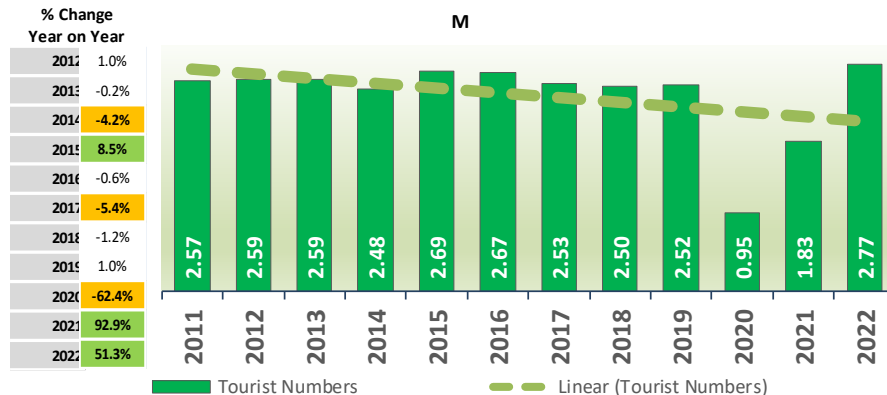
2011 to 2022
2022 Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		2.5%	-0.4%	-4.5%	3.8%	6.4%	-0.5%	-1.6%	0.4%	-61.5%	-22.5%	8.4%
Visitor Numbers		1.0%	0.8%	-3.5%	4.8%	4.2%	-1.4%	-2.6%	-1.7%	-63.0%	-28.7%	7.9%
Visitor Days		1.3%	0.6%	-3.4%	4.4%	4.1%	-1.6%	-2.5%	-1.5%	-63.9%	-28.3%	8.6%
Direct Employment		1.4%	-7.0%	-10.2%	-7.0%	-10.2%	-13.9%	-14.1%	-12.9%	-58.9%	-40.3%	-11.3%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

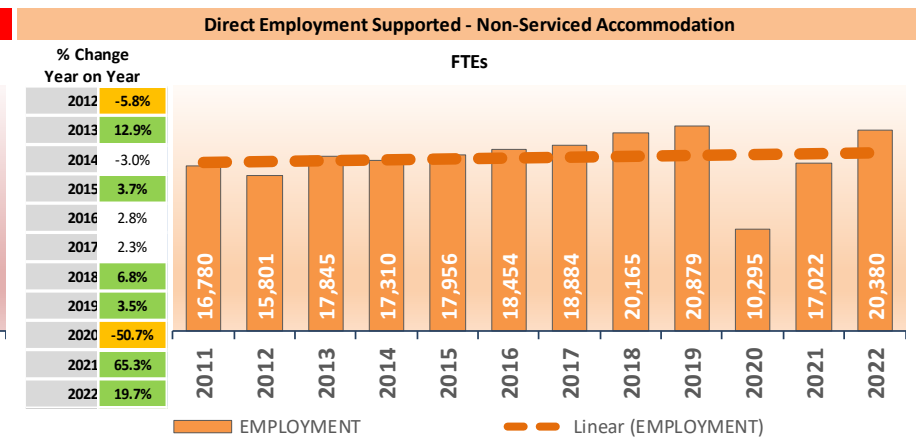
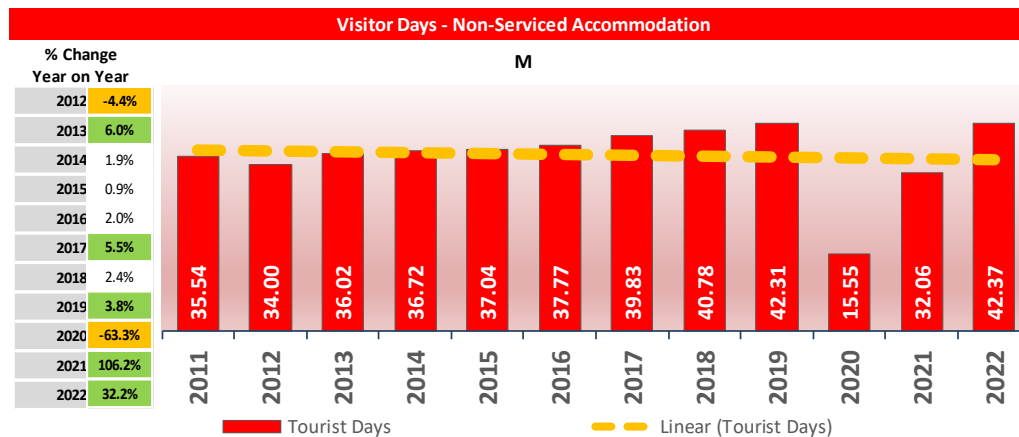
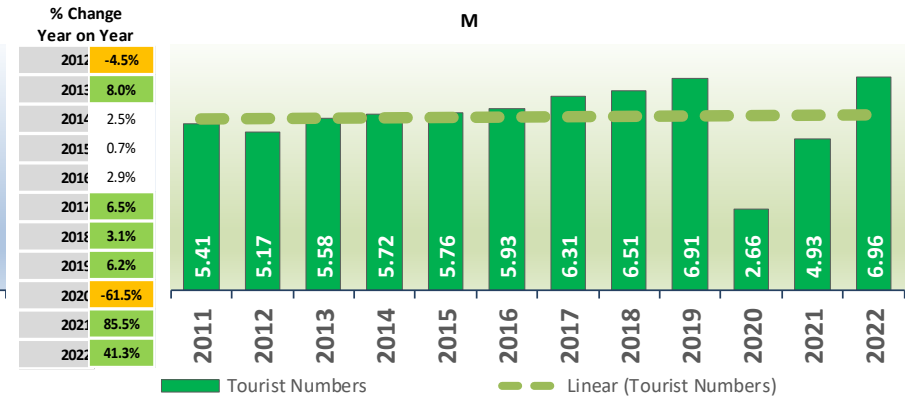
2011 to 2022
2022 Prices

NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-6.2%	0.6%	3.5%	4.0%	6.4%	14.4%	22.4%	33.4%	-47.4%	10.2%	33.2%
Visitor Numbers		-4.5%	3.2%	5.8%	6.5%	9.5%	16.6%	20.3%	27.7%	-50.9%	-8.9%	28.7%
Visitor Days		-4.4%	1.4%	3.3%	4.2%	6.2%	12.0%	14.7%	19.0%	-56.3%	-9.8%	19.2%
Direct Employment		-5.8%	6.3%	3.2%	7.0%	10.0%	12.5%	20.2%	24.4%	-38.6%	1.4%	21.5%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

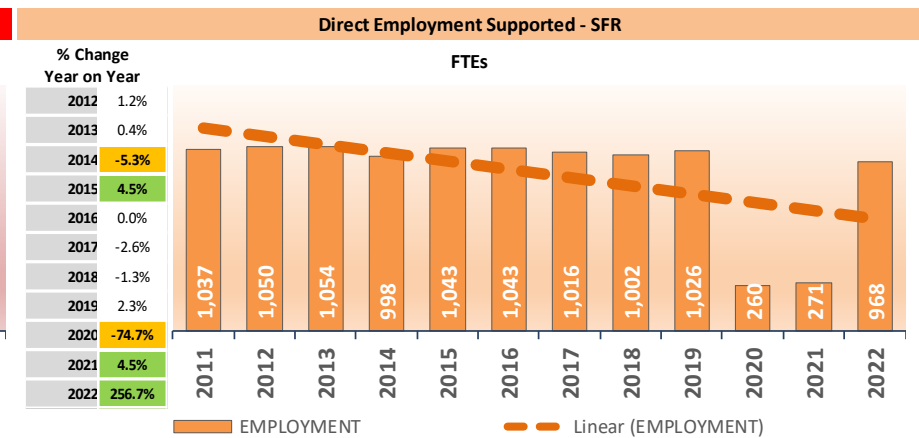
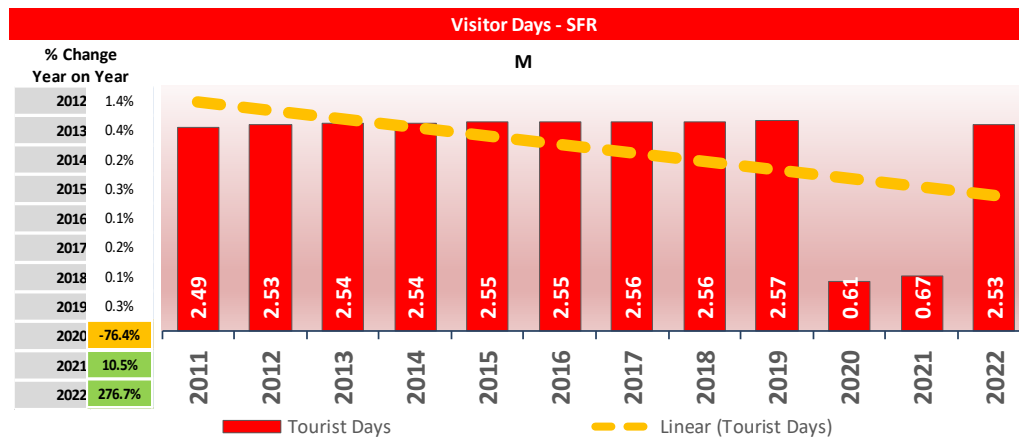
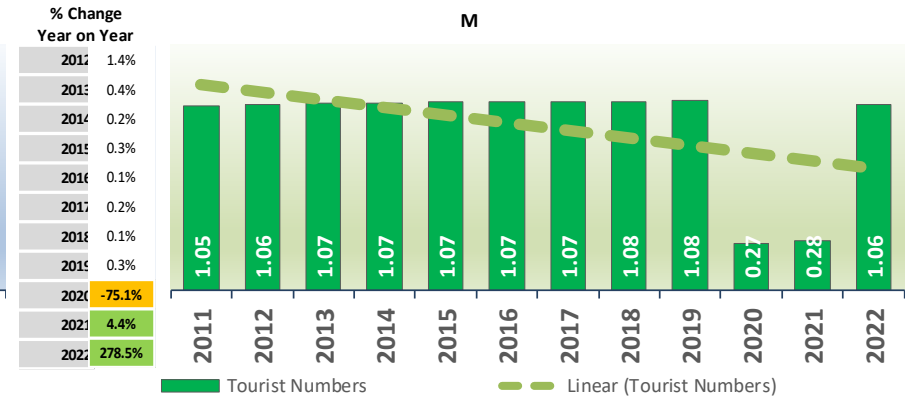
2011 to 2022
2022 Prices

SFR

KEY MEASURES
Indexed

Economic Impact - Indexed - SFR

Visitor Numbers - SFR



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		1.2%	1.6%	1.9%	2.1%	2.2%	2.4%	2.5%	2.8%	-75.3%	-73.2%	1.3%
Visitor Numbers		1.4%	1.8%	2.0%	2.3%	2.4%	2.6%	2.6%	2.9%	-74.4%	-73.2%	1.3%
Visitor Days		1.4%	1.8%	2.0%	2.3%	2.4%	2.6%	2.6%	2.9%	-75.7%	-73.1%	1.3%
Direct Employment		1.2%	1.6%	-3.8%	0.5%	0.6%	-2.1%	-3.4%	-1.1%	-75.0%	-73.8%	-6.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

2011 to 2022
2022 Prices

STAYING VISITOR

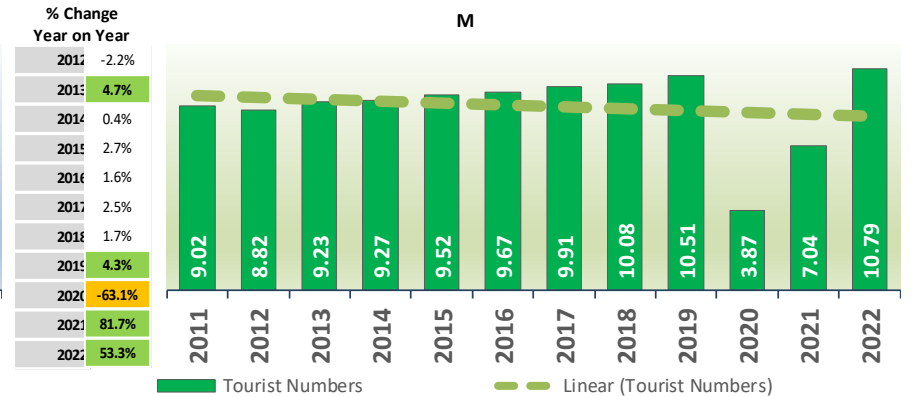
KEY MEASURES
Indexed

Economic Impact - Indexed - Staying Visitor



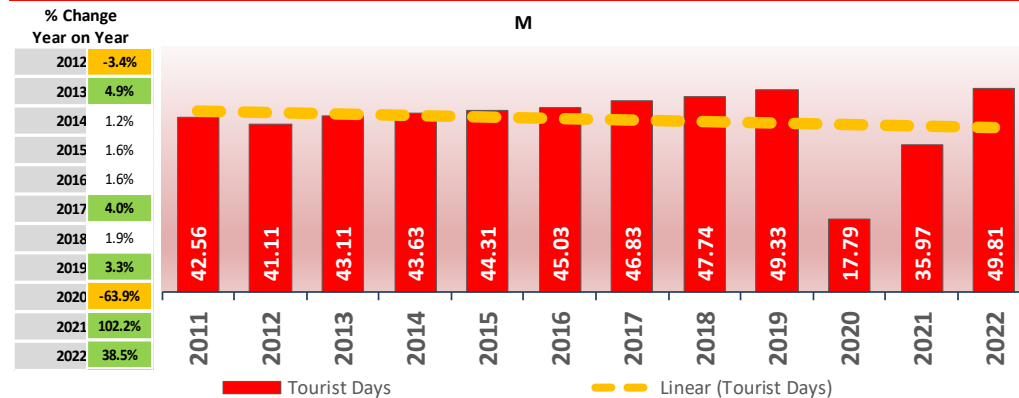
Year	% Change Year on Year
2012	-3.9%
2013	4.4%
2014	1.2%
2015	2.2%
2016	2.3%
2017	3.9%
2018	5.0%
2019	7.3%
2020	-61.4%
2021	105.5%
2022	27.5%

Visitor Numbers - Staying Visitor



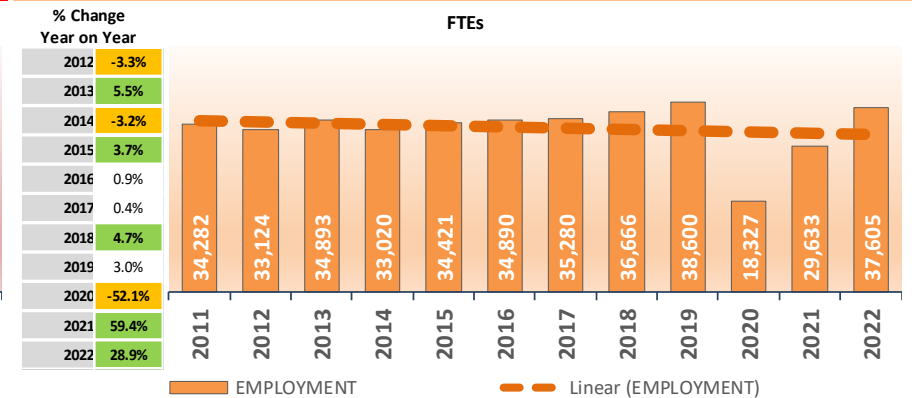
Year	% Change Year on Year
2012	-2.2%
2013	4.7%
2014	0.4%
2015	2.7%
2016	1.6%
2017	2.5%
2018	1.7%
2019	4.3%
2020	-63.1%
2021	81.7%
2022	53.3%

Visitor Days - Staying Visitor



Year	% Change Year on Year
2012	-3.4%
2013	4.9%
2014	1.2%
2015	1.6%
2016	1.6%
2017	4.0%
2018	1.9%
2019	3.3%
2020	-63.9%
2021	102.2%
2022	38.5%

Direct Employment Supported - Staying Visitor



Year	% Change Year on Year
2012	-3.3%
2013	5.5%
2014	-3.2%
2015	3.7%
2016	0.9%
2017	0.4%
2018	4.7%
2019	3.0%
2020	-52.1%
2021	59.4%
2022	28.9%

% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-3.9%	0.4%	1.6%	3.9%	6.2%	10.4%	16.0%	24.4%	-51.9%	-1.2%	26.0%
Visitor Numbers		-2.2%	2.3%	2.7%	5.5%	7.2%	9.9%	11.7%	16.5%	-57.1%	-22.0%	19.6%
Visitor Days		-3.4%	1.3%	2.5%	4.1%	5.8%	10.0%	12.2%	15.9%	-58.2%	-15.5%	17.0%
Direct Employment		-3.4%	1.8%	-3.7%	0.4%	1.8%	2.9%	7.0%	12.6%	-46.5%	-13.6%	9.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

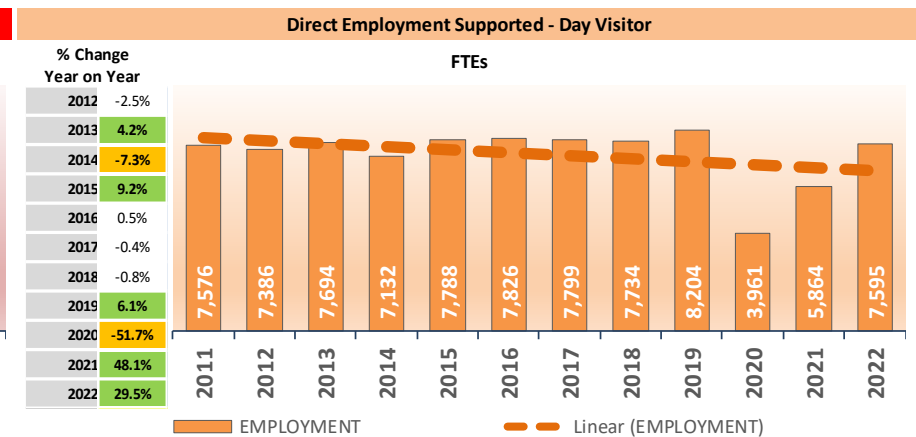
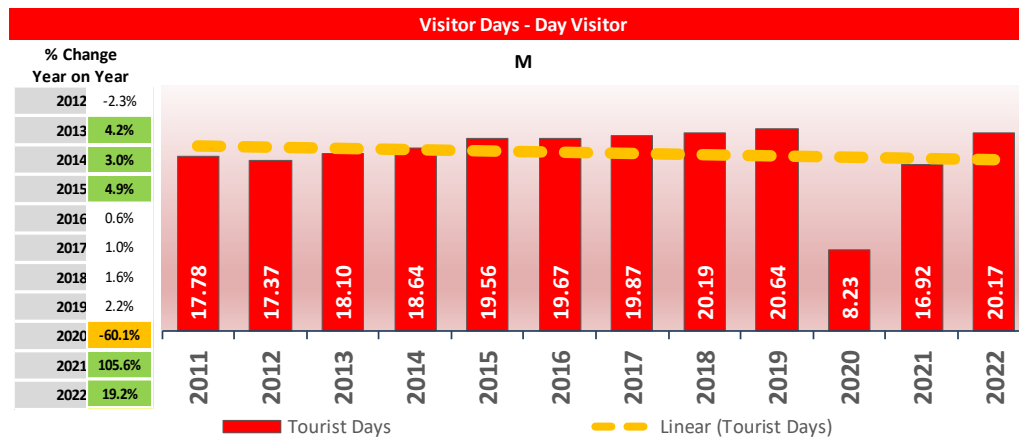
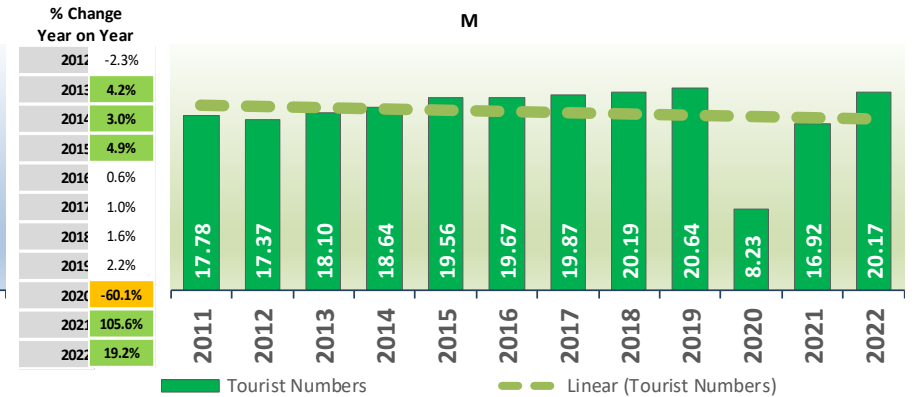
2011 to 2022
2022 Prices

DAY VISITOR

KEY MEASURES
Indexed

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor



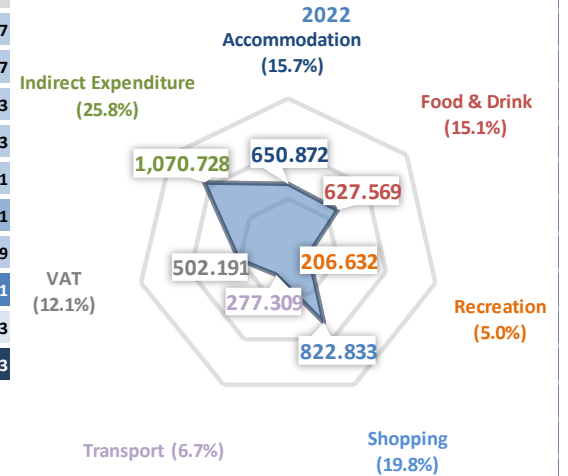
% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed	-	-2.5%	1.5%	4.9%	10.0%	10.6%	11.9%	13.7%	16.3%	-53.6%	-15.9%	13.5%
Visitor Numbers	-	-2.3%	1.8%	4.8%	10.0%	10.6%	11.8%	13.5%	16.1%	-53.7%	-4.9%	13.4%
Visitor Days	-	-2.3%	1.8%	4.8%	10.0%	10.6%	11.8%	13.5%	16.1%	-53.7%	-4.9%	13.4%
Direct Employment	-	-2.5%	1.6%	-5.9%	2.8%	3.3%	2.9%	2.1%	8.3%	-47.7%	-22.6%	0.3%

"Linear" = Linear Trendline

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	405.14	407.05	433.74	436.09	453.63	470.60	486.48	547.94	636.39	301.06	623.87	650.87
Food & Drink	£M	540.35	523.84	545.91	554.16	568.37	576.91	593.01	601.91	620.63	244.03	489.79	627.57
Recreation	£M	192.45	175.80	177.66	179.90	185.92	189.85	196.82	198.34	204.75	80.44	181.72	206.63
Shopping	£M	727.93	698.92	727.05	744.15	765.34	773.54	793.54	806.26	823.79	312.47	604.02	822.83
Transport	£M	250.79	236.97	243.90	248.02	255.47	259.13	266.99	269.51	276.88	102.33	209.20	277.31
Direct Revenue	£M	2,116.66	2,042.59	2,128.26	2,162.32	2,228.73	2,270.03	2,336.84	2,423.96	2,562.44	1,040.33	2,108.60	2,585.21
VAT	£M	423.33	408.52	425.65	432.46	445.75	454.01	467.37	484.79	512.49	151.42	270.75	502.19
Direct Expenditure	£M	2,539.99	2,451.11	2,553.91	2,594.78	2,674.48	2,724.04	2,804.21	2,908.75	3,074.93	1,191.75	2,379.35	3,087.41
Indirect Expenditure	£M	847.43	817.14	856.51	875.85	897.81	913.29	949.35	999.08	1,067.97	421.41	837.19	1,070.73
TOTAL	£M	3,387.42	3,268.25	3,410.43	3,470.63	3,572.29	3,637.33	3,753.55	3,907.83	4,142.90	1,613.15	3,216.54	4,158.13

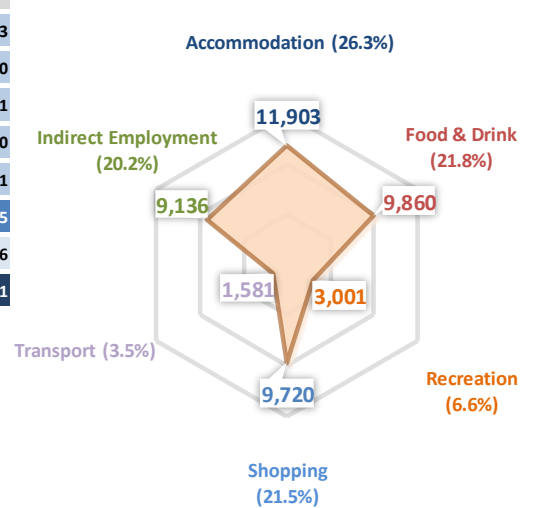
2022 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT INDEXED TO 2022



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	FTEs	9,546	9,569	10,436	10,570	10,657	10,554	10,458	11,815	11,732	6,158	9,050	11,903
Food & Drink	FTEs	8,326	8,071	8,411	9,274	9,940	10,096	9,770	10,029	10,117	5,172	8,139	9,860
Recreation	FTEs	3,599	3,287	3,322	2,663	2,663	2,899	3,089	2,847	3,225	1,757	2,645	3,001
Shopping	FTEs	10,225	9,817	10,212	8,742	9,477	9,439	9,697	9,551	10,325	4,075	6,935	9,720
Transport	FTEs	1,726	1,631	1,679	1,403	1,517	1,547	1,595	1,557	1,706	653	1,180	1,581
Direct Employment	FTEs	33,422	32,376	34,060	32,652	34,254	34,535	34,609	35,799	37,103	17,815	27,949	36,065
Indirect Employment	FTEs	8,436	8,134	8,526	7,500	7,956	8,181	8,469	8,600	9,701	4,473	7,548	9,136
TOTAL	FTEs	41,858	40,510	42,587	40,152	42,210	42,716	43,079	44,399	46,804	22,288	35,498	45,201

2022 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

ECONOMIC IMPACT BY:													2011 to 2022 2022 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													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													11.9%	37.0%	40.2%	-5.1%	10.9%	4.0%	5.7%	5.9%	-4.3%	-14.3%	36.4%	33.6%	8.4%		32.3%	3.4%	2.8%	11.7%
% Change 2021 to 2022																	210.8%	8.7%	0.0%	-3.6%	-6.5%	-1.3%	2.8%	11.6%	40.0%			126.9%	-3.2%	3.4%
Average Annual Change													1.1%	3.4%	3.7%	-0.5%	1.0%	0.4%	0.5%	0.5%	-0.4%	-1.3%	3.3%	3.1%	0.8%		2.9%	0.3%	0.3%	1.1%
2011	£M	18.08	25.17	31.26	45.97	48.74	51.46	82.96	92.62	73.35	50.69	32.00	24.08	576.37		74.51	146.17	248.92	106.77											
2012	£M	19.21	28.41	34.69	44.94	52.83	56.23	76.07	98.10	76.73	44.57	33.03	25.97	590.77	2.5%	82.31	154.00	250.89	103.58											
2013	£M	20.28	35.88	33.81	41.57	53.93	50.55	76.31	87.76	66.16	42.68	36.37	28.60	573.90	-2.9%	89.97	146.04	230.24	107.65											
2014	£M	21.63	30.52	32.16	43.00	51.80	49.17	74.29	84.47	68.16	41.34	31.34	22.60	550.49	-4.1%	84.31	143.97	226.91	95.29											
2015	£M	23.50	35.00	36.21	47.04	53.78	55.21	83.84	90.08	63.57	48.91	36.23	24.96	598.31	8.7%	94.71	156.03	237.48	110.10											
2016	£M	24.56	32.36	34.97	48.03	57.68	55.89	80.62	92.68	77.07	41.13	37.89	30.38	613.27	2.5%	91.89	161.60	250.37	109.41											
2017	£M	28.58	36.50	38.50	47.33	50.92	48.88	75.95	76.44	66.44	39.71	33.94	30.06	573.24	-6.5%	103.58	147.13	218.82	103.71											
2018	£M	25.66	33.82	36.75	41.00	54.70	50.74	73.00	81.25	67.72	38.29	33.24	30.98	567.13	-1.1%	96.23	146.43	221.97	102.50											
2019	£M	30.93	31.00	37.52	41.18	48.00	51.00	75.32	90.62	72.28	37.84	34.74	28.11	578.55	2.0%	99.45	140.19	238.22	100.69											
2020	£M	31.37	33.06	19.37				2.795	64.43	53.71	2.863	11.22	3.105	221.92	-61.6%	83.79		120.94	17.19											
2021	£M					17.39	49.25	87.63	101.78	75.09	44.03	42.47	28.82	446.47	101.2%		66.64	264.50	115.33											
2022	£M	20.24	34.49	43.84	43.60	54.05	53.52	87.67	98.11	70.23	43.45	43.66	32.16	625.00	40.0%	98.57	151.17	256.01	119.26											

ECONOMIC IMPACT - INDEXED TO 2022													SERVICED ACCOMMODATION				
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	Economic Impact by Year and Share of Total			
Serviced	£M	576.37	590.77	573.90	550.49	598.31	613.27	573.24	567.13	578.55	221.92	446.47	625.00	£M			
All Visitor Types	£Bn	3.387	3.268	3.410	3.471	3.572	3.637	3.754	3.908	4.143	1.613	3.217	4.158	Share of Total %			
Share of Total	%	17.0%	18.1%	16.8%	15.9%	16.7%	16.9%	15.3%	14.5%	14.0%	13.8%	13.9%	15.0%	700.00			
Annual Change in Share	%		6.2%	-6.9%	-5.7%	5.6%	0.7%	-9.4%	-5.0%	-3.8%	-1.5%	0.9%	8.3%	600.00			
Change in Share from 2011	%		6.2%	-1.1%	-6.8%	-1.6%	-0.9%	-10.2%	-14.7%	-17.9%	-19.1%	-18.4%	-11.7%	500.00			
Avg Ann. Change in Share	%		6.2%	-0.5%	-2.3%	-0.4%	-0.2%	-1.7%	-2.1%	-2.2%	-2.1%	-1.8%	-1.1%	400.00			

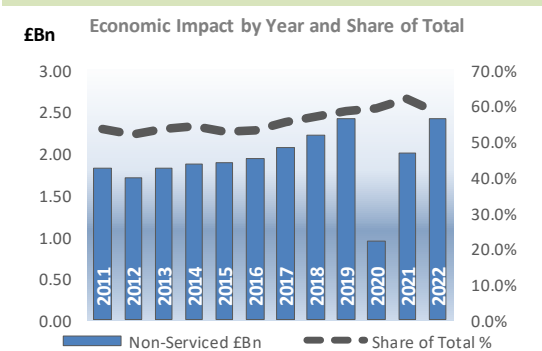
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Report Prepared by: Cathy James. Date of Issue: 05/09/23

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

ECONOMIC IMPACT BY:													2011 to 2022 2022 Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
NON-SERVICED ACCOMMODATION													TOTAL						% Change											
ECONOMIC IMPACT £Bn - INDEXED TO 2022 / PERCENTAGE CHANGES																														
KEY																														
An increase of 3% or more																														
Less than 3% change																														
A Fall of 3% or more																														
													Q1		Q2		Q3		Q4											
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022													173.0%	152.4%	209.8%	12.2%	11.9%	15.7%	12.1%	6.2%	16.5%	58.2%	119.2%	167.1%	33.2%	Annual Change	187.6%	13.3%	11.1%	87.4%
% Change 2021 to 2022													25070.1%	32715.2%	616.4%	48.0%	58.0%	23.5%	7.5%	-10.7%	-18.9%	-23.8%	26.8%	-1.9%	20.9%	Annual Change	1103.4%	40.8%	-7.7%	-10.5%
Average Annual Change													15.7%	13.9%	19.1%	1.1%	1.1%	1.4%	1.1%	0.6%	1.5%	5.3%	10.8%	15.2%	3.0%	Annual Change	17.1%	1.2%	1.0%	7.9%
2011	£Bn	0.025	0.032	0.068	0.199	0.215	0.229	0.295	0.310	0.225	0.137	0.048	0.031	1.813		0.125	0.643	0.829	0.216											
2012	£Bn	0.020	0.027	0.072	0.160	0.166	0.220	0.273	0.302	0.219	0.162	0.048	0.032	1.701	-6.2%	0.120	0.545	0.794	0.242											
2013	£Bn	0.028	0.038	0.130	0.150	0.186	0.217	0.285	0.327	0.218	0.144	0.060	0.041	1.824	7.2%	0.196	0.553	0.830	0.245											
2014	£Bn	0.028	0.047	0.146	0.160	0.199	0.203	0.291	0.333	0.221	0.137	0.061	0.051	1.877	3.0%	0.221	0.562	0.845	0.249											
2015	£Bn	0.027	0.041	0.141	0.153	0.199	0.201	0.311	0.351	0.204	0.141	0.072	0.043	1.886	0.5%	0.210	0.554	0.866	0.257											
2016	£Bn	0.026	0.042	0.175	0.157	0.170	0.228	0.310	0.320	0.216	0.150	0.083	0.053	1.930	2.4%	0.243	0.555	0.846	0.286											
2017	£Bn	0.037	0.056	0.169	0.198	0.191	0.241	0.304	0.323	0.227	0.181	0.087	0.061	2.075	7.5%	0.262	0.630	0.855	0.329											
2018	£Bn	0.041	0.056	0.180	0.193	0.222	0.257	0.327	0.345	0.247	0.199	0.096	0.057	2.220	7.0%	0.277	0.672	0.919	0.352											
2019	£Bn	0.053	0.063	0.194	0.222	0.248	0.265	0.343	0.354	0.266	0.216	0.105	0.090	2.420	9.0%	0.310	0.735	0.964	0.411											
2020	£Bn	0.046	0.058	0.132				0.107	0.264	0.245	0.062	0.024	0.016	0.954	-60.6%	0.235		0.616	0.102											
2021	£Bn	0.000	0.000	0.029	0.151	0.153	0.214	0.307	0.368	0.323	0.285	0.083	0.085	1.998	109.5%	0.030	0.518	0.998	0.452											
2022	£Bn	0.067	0.082	0.210	0.223	0.241	0.265	0.331	0.329	0.262	0.217	0.105	0.083	2.415	20.9%	0.359	0.729	0.921	0.405											

ECONOMIC IMPACT - INDEXED TO 2022													NON-SERVICED ACCOMMODATION				
SHARE OF MARKET													Economic Impact by Year and Share of Total				
													£Bn				
Non-Serviced	£Bn	1.813	1.701	1.824	1.877	1.886	1.930	2.075	2.220	2.420	0.954	1.998	2.415	70.0%			
All Visitor Types	£Bn	3.387	3.268	3.410	3.471	3.572	3.637	3.754	3.908	4.143	1.613	3.217	4.158	50.0%			
Share of Total	%	53.5%	52.0%	53.5%	54.1%	52.8%	53.1%	55.3%	56.8%	58.4%	59.1%	62.1%	58.1%	40.0%			
Annual Change in Share	%		-2.8%	2.8%	1.2%	-2.4%	0.5%	4.2%	2.8%	2.8%	1.2%	5.1%	-6.5%	30.0%			
Change in Share from 2011	%		-2.8%	-0.1%	1.0%	-1.4%	-0.9%	3.3%	6.1%	9.1%	10.5%	16.0%	8.5%	20.0%			
Avg Ann. Change in Share	%		-2.8%	-0.1%	0.3%	-0.3%	-0.2%	0.5%	0.9%	1.1%	1.2%	1.6%	0.8%	10.0%			

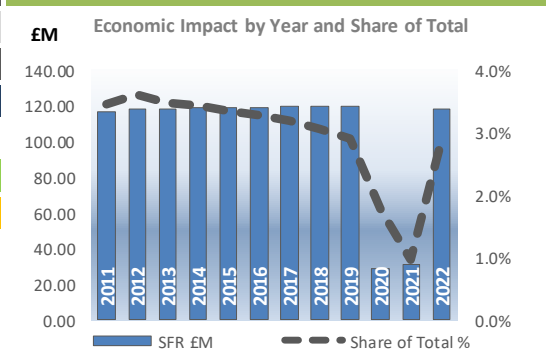


STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

2011 to 2022 2022 Prices													SFR	ECONOMIC IMPACT Indexed																										
ECONOMIC IMPACT BY:													CALENDAR YEAR		QUARTER																									
MONTH AND QUARTER													TOTAL	% Change																										
KEY													SFR																											
An increase of 3% or more													ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES																											
Less than 3% change													Q1		Q2		Q3		Q4		TOTAL	% 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													1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%
% Change 2021 to 2022																	879.1%	879.1%	95.8%	95.8%	95.8%	95.8%	95.8%	95.8%	95.8%	277.6%	Annual Change			1738.9%	95.8%	95.8%								
Average Annual Change													0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	Annual Change			0.1%	0.1%	0.1%	0.1%							
2011	£M	16.22	5.448	6.198	14.79	9.513	7.328	11.89	12.59	6.484	6.478	5.047	14.62	116.60			27.86	31.63	30.96	26.14																				
2012	£M	16.41	5.513	6.272	14.96	9.627	7.416	12.03	12.74	6.561	6.555	5.108	14.79	117.99	1.2%		28.19	32.01	31.33	26.45																				
2013	£M	16.47	5.535	6.297	15.02	9.665	7.445	12.08	12.79	6.587	6.581	5.128	14.85	118.45	0.4%		28.31	32.13	31.46	26.56																				
2014	£M	16.53	5.553	6.317	15.07	9.697	7.469	12.12	12.83	6.609	6.602	5.145	14.90	118.84	0.3%		28.40	32.24	31.56	26.64																				
2015	£M	16.56	5.565	6.331	15.11	9.717	7.485	12.15	12.86	6.623	6.617	5.156	14.93	119.10	0.2%		28.46	32.31	31.63	26.70																				
2016	£M	16.57	5.569	6.335	15.11	9.723	7.490	12.15	12.87	6.627	6.620	5.159	14.94	119.17	0.1%		28.48	32.33	31.65	26.72																				
2017	£M	16.60	5.578	6.346	15.14	9.740	7.503	12.18	12.89	6.639	6.632	5.168	14.96	119.38	0.2%		28.53	32.38	31.70	26.76																				
2018	£M	16.61	5.582	6.350	15.15	9.746	7.508	12.18	12.90	6.643	6.636	5.171	14.97	119.45	0.1%		28.54	32.40	31.72	26.78																				
2019	£M	16.66	5.599	6.369	15.20	9.775	7.530	12.22	12.93	6.663	6.656	5.186	15.02	119.81	0.3%		28.63	32.50	31.82	26.86																				
2020	£M	16.95	5.695	3.548				1.243	1.316					28.75	-76.0%		26.19		2.559																					
2021	£M					0.984	0.758	6.153	6.513	3.355	3.352	2.612	7.562	31.29	8.8%			1.743	16.02	13.53																				
2022	£M	16.43	5.521	6.280	14.98	9.639	7.425	12.05	12.75	6.570	6.563	5.114	14.81	118.14	277.6%		28.23	32.05	31.37	26.49																				

ECONOMIC IMPACT - INDEXED TO 2022

SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
SFR	£M	116.60	117.99	118.45	118.84	119.10	119.17	119.38	119.45	119.81	28.75	31.29	118.14
All Visitor Types	£Bn	3.387	3.268	3.410	3.471	3.572	3.637	3.754	3.908	4.143	1.613	3.217	4.158
Share of Total	%	3.4%	3.6%	3.5%	3.4%	3.3%	3.3%	3.2%	3.1%	2.9%	1.8%	1.0%	2.8%
Annual Change in Share	%		4.9%	-3.8%	-1.4%	-2.6%	-1.7%	-2.9%	-3.9%	-5.4%	-38.4%	-45.4%	192.1%
Change in Share from 2011	%		4.9%	0.9%	-0.5%	-3.1%	-4.8%	-7.6%	-11.2%	-16.0%	-48.2%	-71.7%	-17.5%
Avg Ann. Change in Share	%		4.9%	0.5%	-0.2%	-0.8%	-1.0%	-1.3%	-1.6%	-2.0%	-5.4%	-7.2%	-1.6%



STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES 2011 to 2022
2022 Prices STAYING VISITOR ECONOMIC IMPACT
Indexed

ECONOMIC IMPACT BY:	MONTH AND QUARTER												TOTAL	% Change	QUARTER				
KEY	STAYING VISITOR														CALENDAR YEAR				
An increase of 3% or more	ECONOMIC IMPACT £Bn - 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	76.4%	93.3%	147.2%	8.5%	11.4%	13.2%	10.4%	6.0%	11.2%	37.4%	81.0%	86.3%	26.0%	113.9%	11.1%	9.0%	57.8%		
% Change 2021 to 2022	38786.8%	48757.1%	787.2%	86.8%	78.3%	23.2%	7.3%	-7.7%	-15.6%	-19.6%	20.2%	7.4%	27.5%	1528.0%	55.7%	-5.5%	-5.2%		
Average Annual Change	6.9%	8.5%	13.4%	0.8%	1.0%	1.2%	0.9%	0.5%	1.0%	3.4%	7.4%	7.8%	2.4%	10.4%	1.0%	0.8%	5.3%		
2011	£Bn	0.059	0.063	0.105	0.260	0.274	0.287	0.390	0.415	0.304	0.194	0.085	0.070	2.506	0.227	0.821	1.109	0.349	
2012	£Bn	0.056	0.061	0.113	0.220	0.228	0.284	0.361	0.412	0.302	0.213	0.086	0.073	2.410	-3.9%	0.230	0.731	1.076	0.372
2013	£Bn	0.065	0.079	0.170	0.207	0.249	0.275	0.373	0.428	0.290	0.193	0.102	0.084	2.516	4.4%	0.314	0.731	1.092	0.379
2014	£Bn	0.066	0.083	0.184	0.219	0.261	0.259	0.377	0.431	0.296	0.185	0.098	0.088	2.547	1.2%	0.333	0.739	1.104	0.371
2015	£Bn	0.067	0.082	0.184	0.216	0.263	0.264	0.407	0.454	0.275	0.197	0.113	0.083	2.603	2.2%	0.333	0.742	1.135	0.393
2016	£Bn	0.067	0.080	0.216	0.220	0.237	0.291	0.402	0.426	0.299	0.197	0.126	0.099	2.663	2.3%	0.364	0.749	1.128	0.422
2017	£Bn	0.082	0.098	0.214	0.260	0.252	0.297	0.392	0.413	0.300	0.228	0.126	0.106	2.768	3.9%	0.394	0.809	1.105	0.459
2018	£Bn	0.084	0.095	0.223	0.249	0.286	0.316	0.412	0.439	0.322	0.244	0.135	0.103	2.906	5.0%	0.402	0.851	1.173	0.481
2019	£Bn	0.101	0.100	0.238	0.278	0.306	0.324	0.431	0.458	0.345	0.261	0.145	0.133	3.118	7.3%	0.439	0.907	1.234	0.538
2020	£Bn	0.094	0.097	0.154				0.111	0.330	0.299	0.064	0.035	0.020	1.205	-61.4%	0.345		0.740	0.119
2021	£Bn	0.000	0.000	0.029	0.151	0.171	0.264	0.401	0.477	0.401	0.332	0.128	0.121	2.476	105.5%	0.030	0.586	1.279	0.581
2022	£Bn	0.104	0.122	0.260	0.282	0.305	0.326	0.430	0.440	0.339	0.267	0.154	0.130	3.158	27.5%	0.486	0.912	1.209	0.551

ECONOMIC IMPACT - INDEXED TO 2022													STAYING VISITOR				
SHARE OF MARKET	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	Economic Impact by Year and Share of Total				
Staying Visitor	£Bn	2.506	2.410	2.516	2.547	2.603	2.663	2.768	2.906	3.118	1.205	2.476	3.158				
All Visitor Types	£Bn	3.387	3.268	3.410	3.471	3.572	3.637	3.754	3.908	4.143	1.613	3.217	4.158				
Share of Total	%	74.0%	73.7%	73.8%	73.4%	72.9%	73.2%	73.7%	74.4%	75.3%	74.7%	77.0%	75.9%				
Annual Change in Share	%		-0.4%	0.1%	-0.5%	-0.7%	0.5%	0.7%	0.9%	1.2%	-0.8%	3.1%	-1.3%				
Change in Share from 2011	%		-0.4%	-0.3%	-0.8%	-1.5%	-1.1%	-0.3%	0.5%	1.7%	0.9%	4.0%	2.6%				
Avg Ann. Change in Share	%		-0.4%	-0.1%	-0.3%	-0.4%	-0.2%	-0.1%	0.1%	0.2%	0.1%	0.4%	0.2%				

STEAM FINAL TREND REPORT FOR 2011-2022
NORTH WALES

ECONOMIC IMPACT BY:													2011 to 2022 2022 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													DAY VISITOR																	
An increase of 3% or more													ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES																	
Less than 3% change													TOTAL		% Change															
A Fall of 3% or more																														
													Q1		Q2		Q3		Q4											
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022													12.0%	-13.5%	49.4%	-8.0%	11.2%	10.8%	22.2%	26.4%	13.1%	7.6%	10.9%	-2.1%	13.5%		19.6%	4.2%	21.9%	6.7%
% Change 2021 to 2022															290.7%	329.8%	245.1%	7.1%	6.8%	0.6%	-8.7%	-0.9%	-3.6%	-4.2%	35.0%		621.2%	94.9%	0.5%	-2.2%
Average Annual Change													1.1%	-1.2%	4.5%	-0.7%	1.0%	1.0%	2.0%	2.4%	1.2%	0.7%	1.0%	-0.2%	1.2%		1.8%	0.4%	2.0%	0.6%
2011	£M	24.77	36.57	46.96	105.31	84.98	103.58	122.42	150.31	79.63	69.31	33.57	23.59	881.00		108.30	293.87	352.36	126.47											
2012	£M	23.27	37.89	51.56	93.05	85.37	96.11	123.52	144.73	80.32	66.35	31.53	25.04	858.73	-2.5%	112.71	274.54	348.56	122.92											
2013	£M	22.42	36.01	47.97	87.57	101.43	96.71	129.57	161.51	82.57	68.60	33.74	26.40	894.49	4.2%	106.40	285.71	373.65	128.74											
2014	£M	22.78	37.10	52.75	98.52	101.76	98.05	128.66	166.24	86.39	72.46	33.38	25.81	923.90	3.3%	112.63	298.34	381.29	131.65											
2015	£M	24.54	40.02	56.11	102.56	106.27	101.34	134.63	173.96	90.47	76.69	35.42	26.98	968.98	4.9%	120.67	310.17	399.05	139.09											
2016	£M	23.82	38.16	71.60	88.08	99.43	105.48	137.09	181.85	91.25	74.78	35.22	27.90	974.65	0.6%	133.57	292.99	410.19	137.90											
2017	£M	23.75	38.02	59.77	108.20	102.57	105.94	142.16	180.52	91.22	69.93	35.81	27.92	985.82	1.1%	121.54	316.71	413.91	133.66											
2018	£M	23.30	40.10	61.08	92.41	107.06	116.46	144.45	179.62	95.65	74.80	38.24	28.25	1,001.43	1.6%	124.48	315.93	419.73	141.29											
2019	£M	24.71	44.03	61.74	105.44	110.00	109.76	144.27	183.45	95.11	76.37	39.82	30.25	1,024.94	2.3%	130.48	325.19	422.83	146.43											
2020	£M	25.18	42.25	47.16			3.458	56.03	119.73	73.64	10.34	18.10	12.68	408.60	-60.1%	114.60	3.458	249.41	41.13											
2021	£M			17.96	22.53	27.38	107.19	140.02	188.95	98.67	75.24	38.61	24.12	740.65	81.3%	17.96	157.10	427.63	137.96											
2022	£M	27.74	31.62	70.18	96.84	94.48	114.81	149.58	190.00	90.09	74.57	37.23	23.11	1,000.25	35.0%	129.53	306.14	429.67	134.91											

ECONOMIC IMPACT - INDEXED TO 2022

SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Day Visitor	£M	881.00	858.73	894.49	923.90	968.98	974.65	985.82	1,001.43	1,024.94	408.60	740.65	1,000.25
All Visitor Types	£Bn	3.387	3.268	3.410	3.471	3.572	3.637	3.754	3.908	4.143	1.613	3.217	4.158
Share of Total	%	26.0%	26.3%	26.2%	26.6%	27.1%	26.8%	26.3%	25.6%	24.7%	25.3%	23.0%	24.1%
Annual Change in Share	%		1.0%	-0.2%	1.5%	1.9%	-1.2%	-2.0%	-2.4%	-3.5%	2.4%	-9.1%	4.5%
Change in Share from 2011	%		1.0%	0.8%	2.4%	4.3%	3.0%	1.0%	-1.5%	-4.9%	-2.6%	-11.5%	-7.5%
Avg Ann. Change in Share	%		1.0%	0.4%	0.8%	1.1%	0.6%	0.2%	-0.2%	-0.6%	-0.3%	-1.1%	-0.7%

DAY VISITOR

