



STEAM FINAL TREND REPORT FOR 2011-2022

Final

CONWY COUNTY BOROUGH COUNCIL


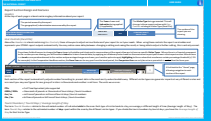











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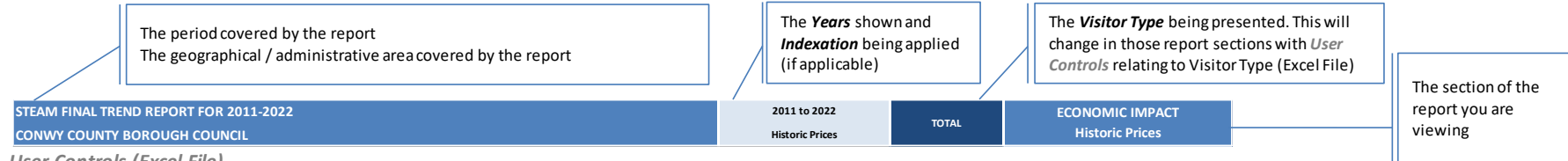
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Report Section Design and Features

Headers

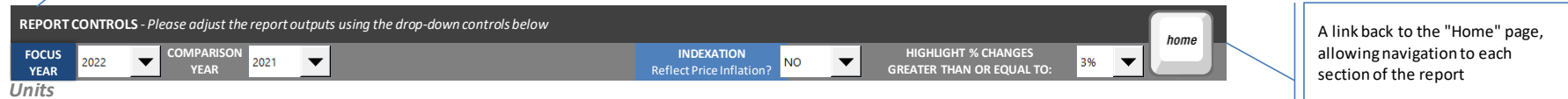
At the top of each page is a band containing key information about your report



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
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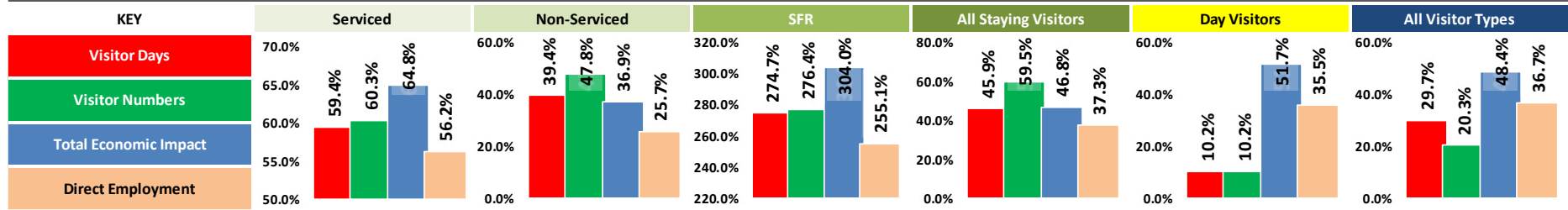
Comparing 2022 and 2021
All £'s Historic Prices

COMPARATIVE HEADLINES

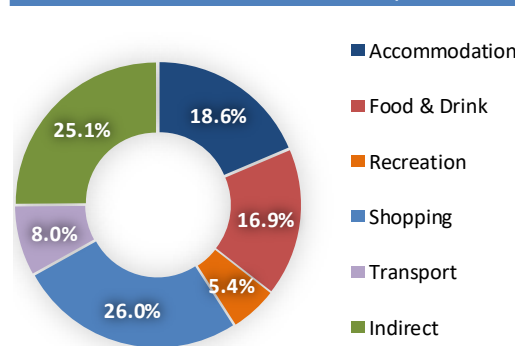
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - IN HISTORIC PRICES

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

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

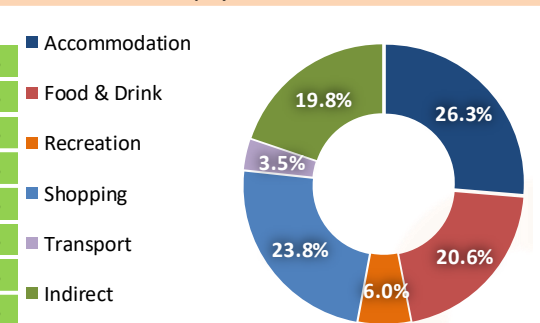


Sectoral Distribution of Economic Impact - £Bn including VAT in Historic Prices



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

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

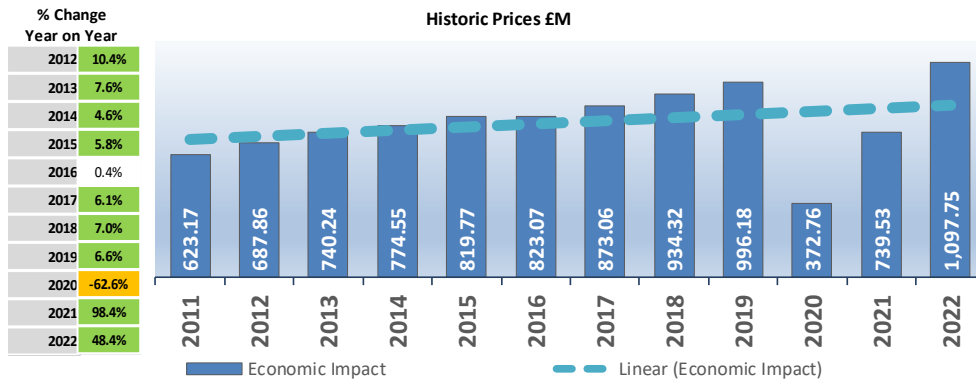
STEAM FINAL TREND REPORT FOR 2011-2022
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2011 to 2022
 Historic Prices

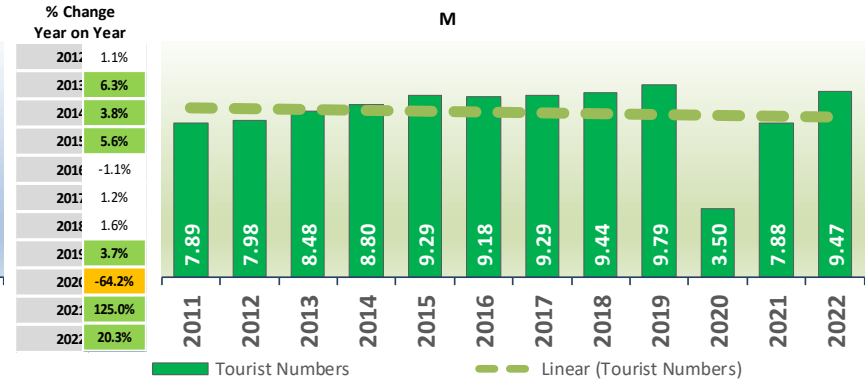
TOTAL

KEY MEASURES
 Historic Prices

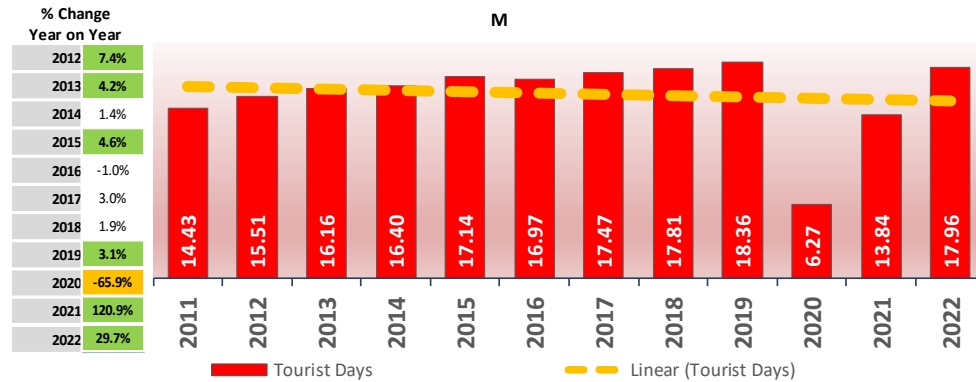
Economic Impact - Historic Prices - Total



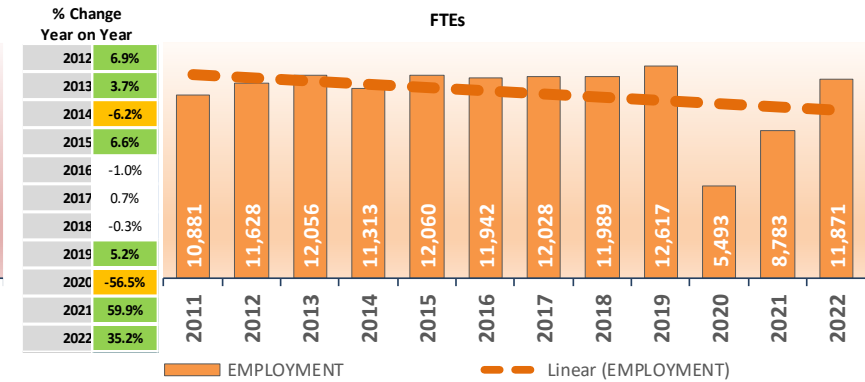
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



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

"Linear" = Linear Trendline

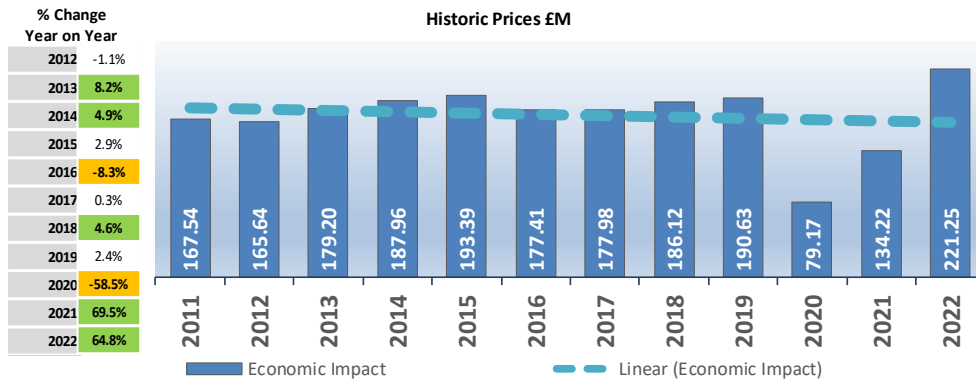
STEAM FINAL TREND REPORT FOR 2011-2022
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2011 to 2022
 Historic Prices

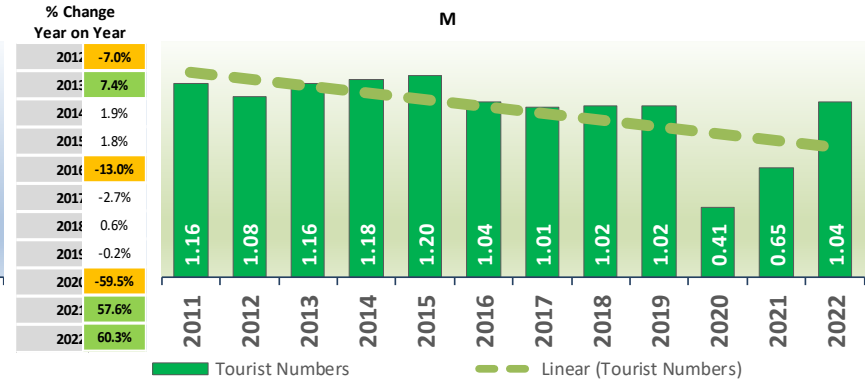
SERVICED
 ACCOMMODATION

KEY MEASURES
 Historic Prices

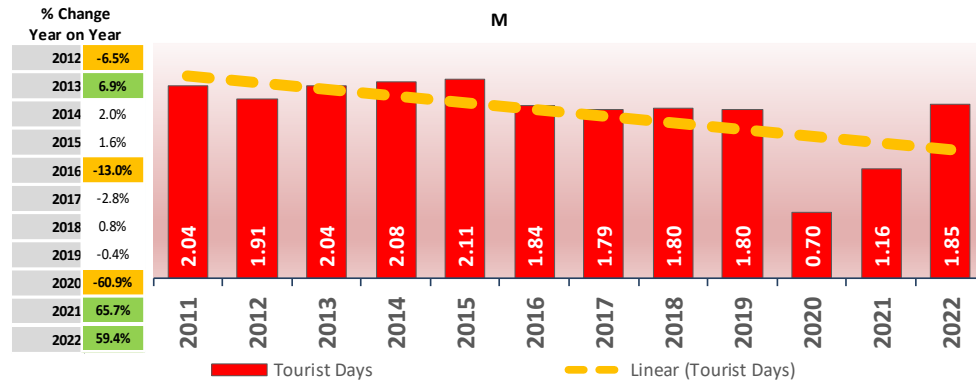
Economic Impact - Historic Prices - Serviced Accommodation



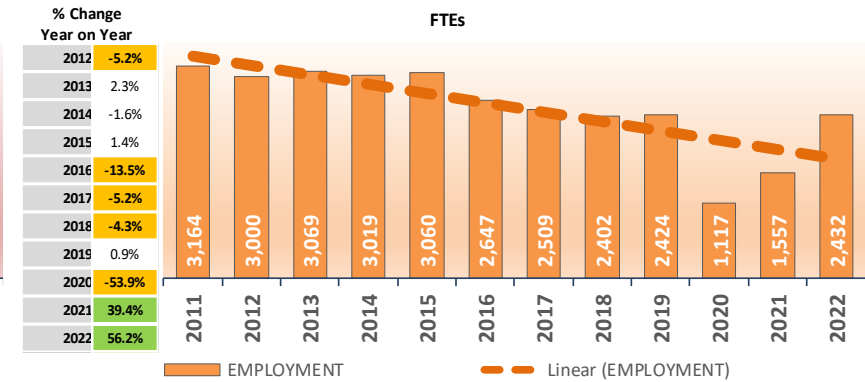
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



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

"Linear" = Linear Trendline

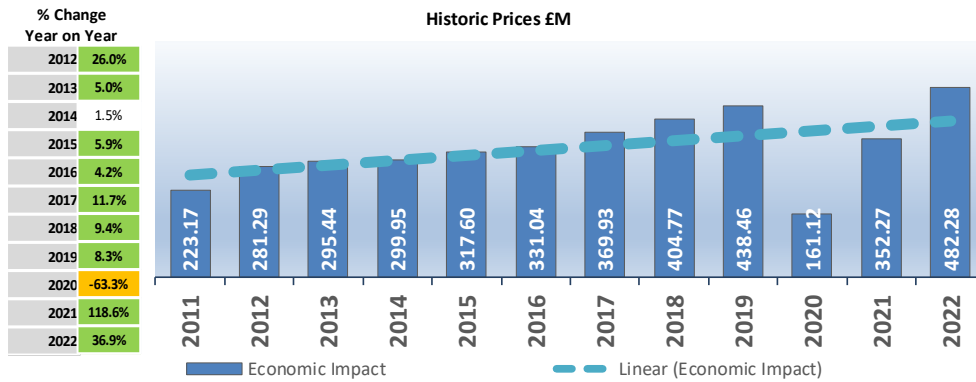
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2011 to 2022
 Historic Prices

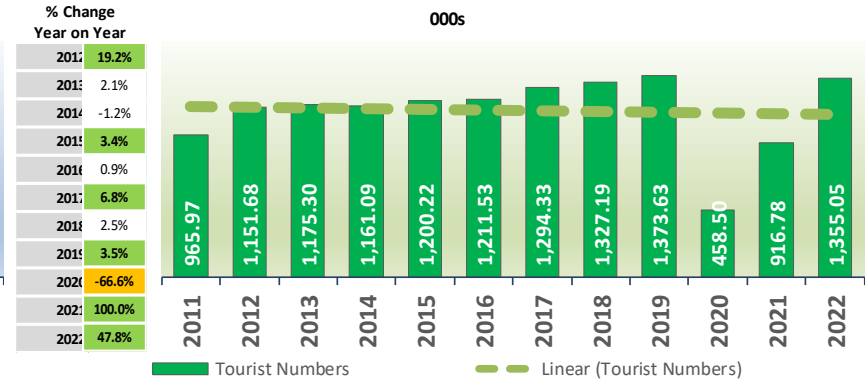
NON-SERVED
 ACCOMMODATION

KEY MEASURES
 Historic Prices

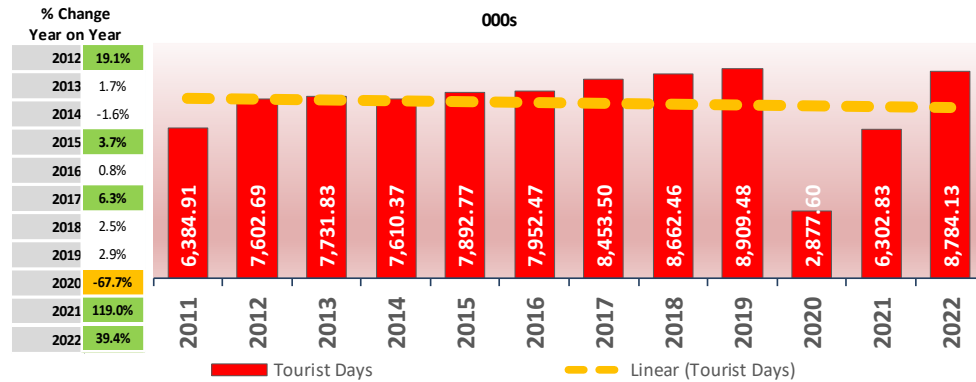
Economic Impact - Historic Prices - Non-Served Accommodation



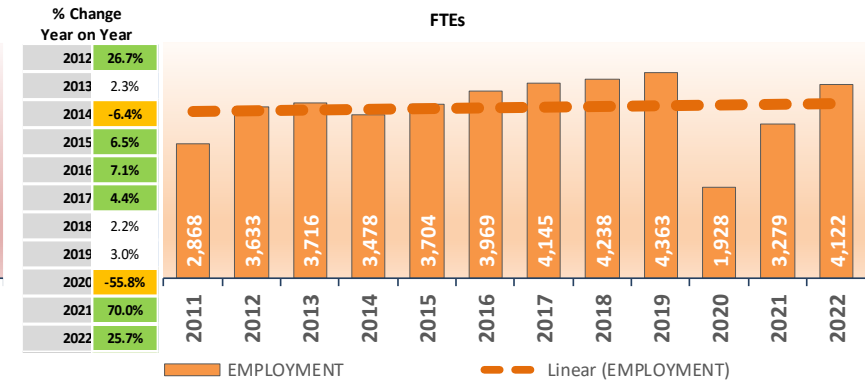
Visitor Numbers - Non-Served Accommodation



Visitor Days - Non-Served Accommodation



Direct Employment Supported - Non-Served Accommodation



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

"Linear" = Linear Trendline

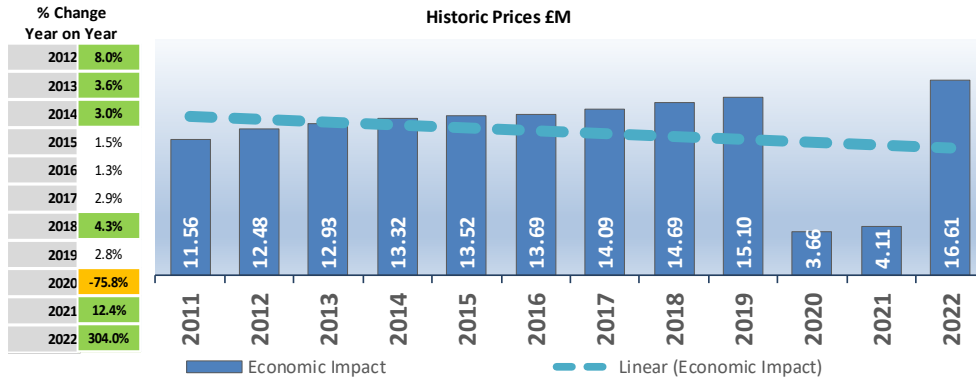
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2011 to 2022
 Historic Prices

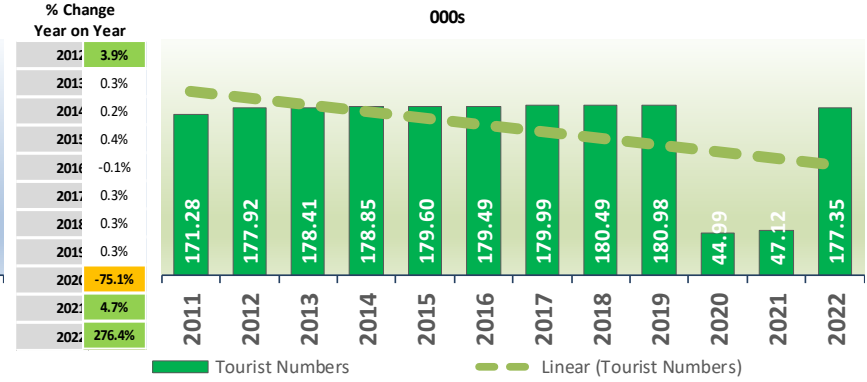
SFR

KEY MEASURES
 Historic Prices

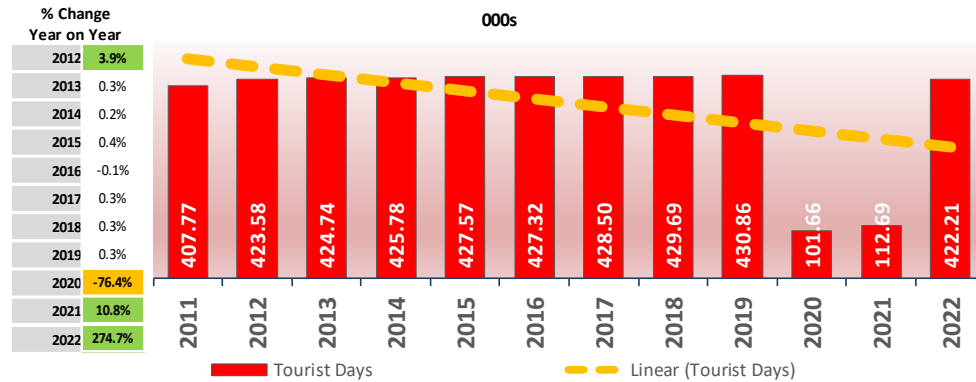
Economic Impact - Historic Prices - SFR



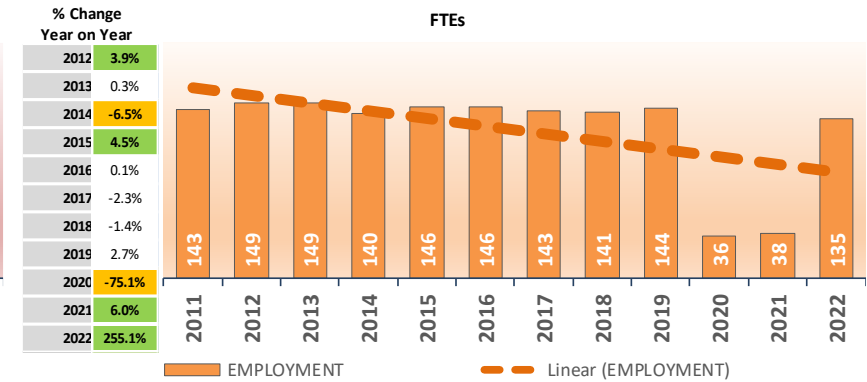
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



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

"Linear" = Linear Trendline

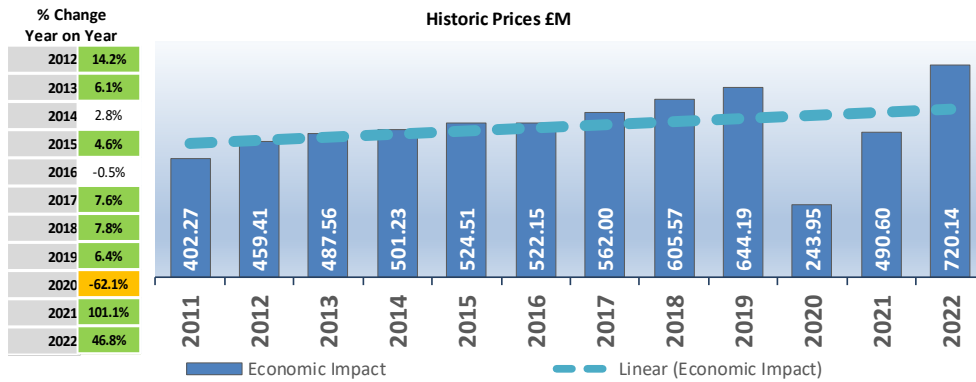
STEAM FINAL TREND REPORT FOR 2011-2022
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2011 to 2022
 Historic Prices

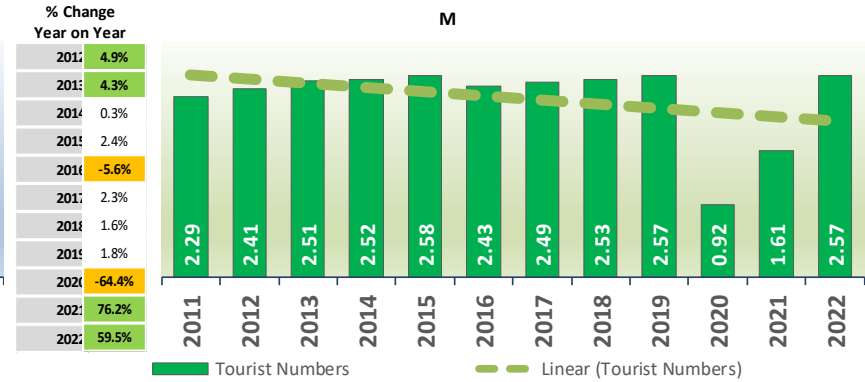
STAYING VISITOR

KEY MEASURES
 Historic Prices

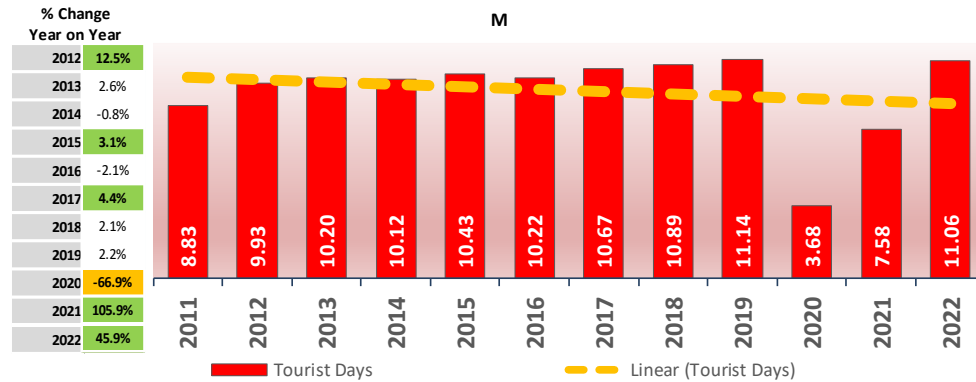
Economic Impact - Historic Prices - Staying Visitor



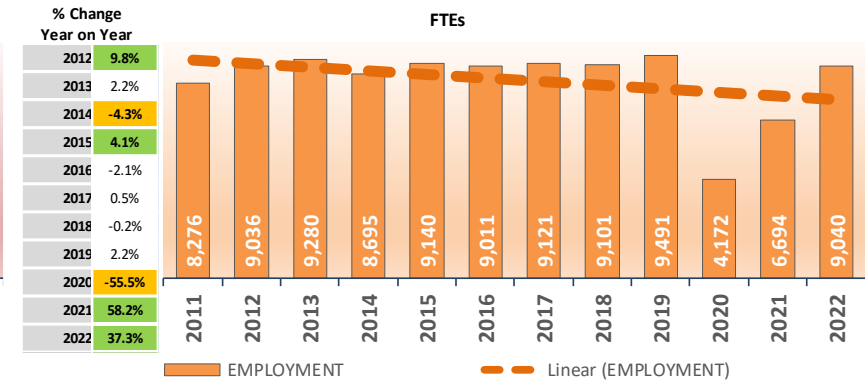
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



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

"Linear" = Linear Trendline

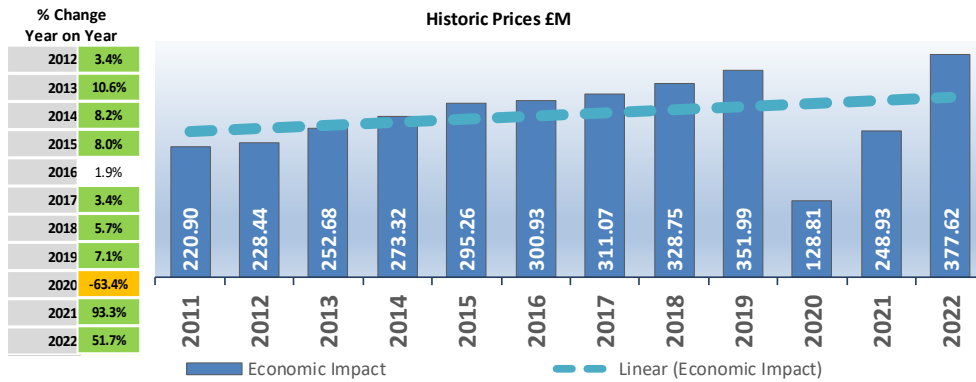
STEAM FINAL TREND REPORT FOR 2011-2022
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2011 to 2022
Historic Prices

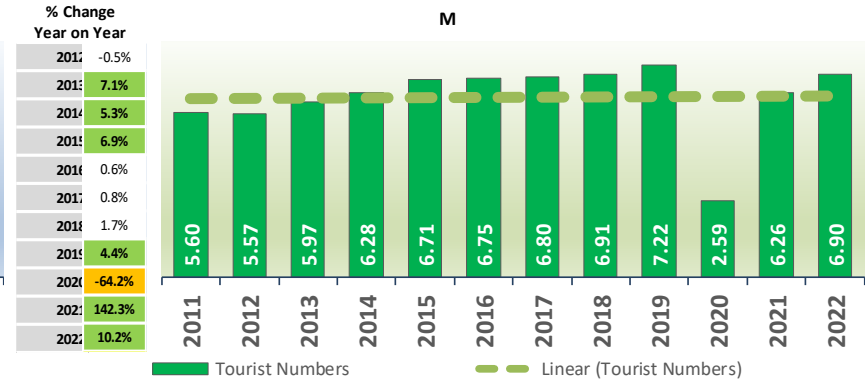
DAY VISITOR

KEY MEASURES
Historic Prices

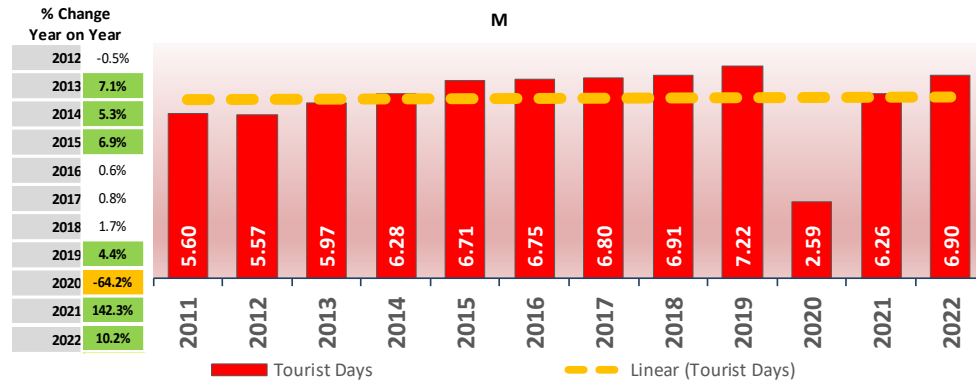
Economic Impact - Historic Prices - Day Visitor



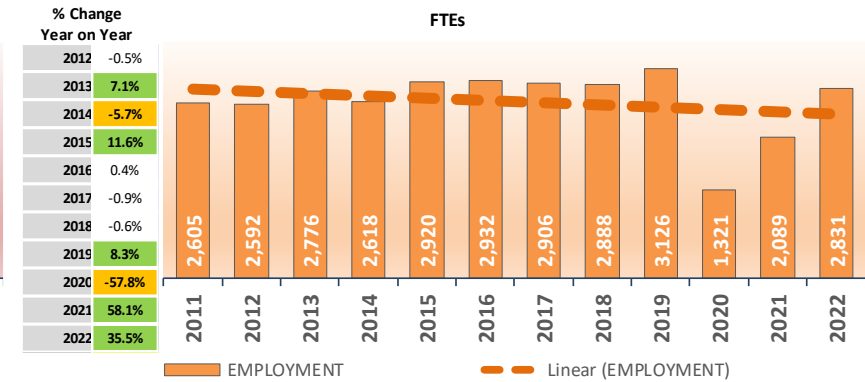
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



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

"Linear" = Linear Trendline

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

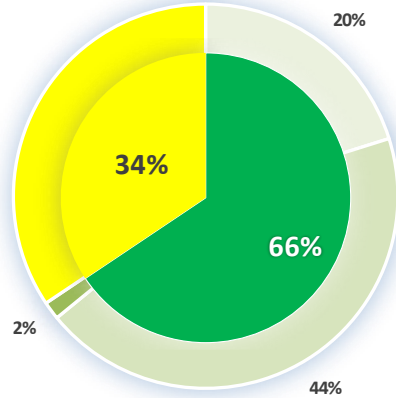
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2022 - M - Share of Total

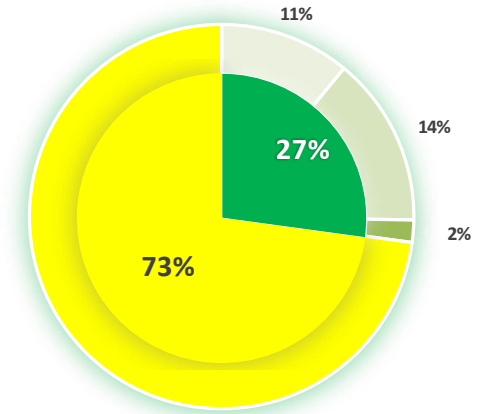
TOTAL
£1,097.75m

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



TOTAL
9.47m

	M
Serviced	1.04
Non-Serviced	1.36
SFR	0.18
Staying Visitor	2.57
Day Visitor	6.90
Total	9.47

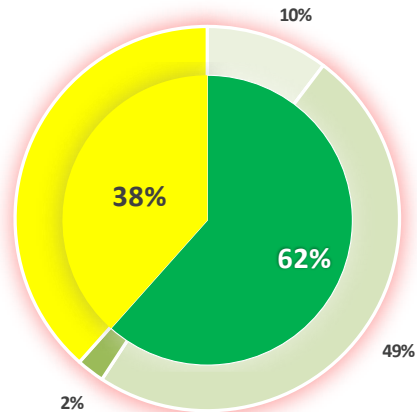


Visitor Days - 2022 - M - Share of Total

Direct Employment Supported - 2022 - FTEs - Share of Total

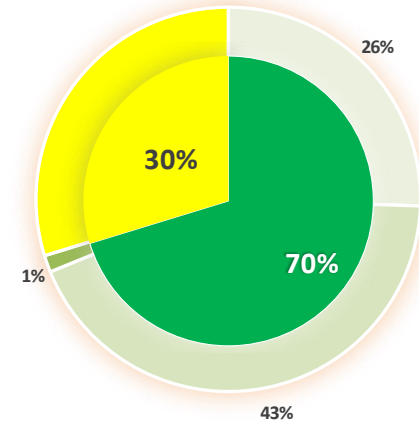
TOTAL
17.96m

	M
Serviced	1.85
Non-Serviced	8.78
SFR	0.42
Staying Visitor	11.06
Day Visitor	6.90
Total	17.96



TOTAL
9,521 Direct FTEs
11,871 Total FTEs

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



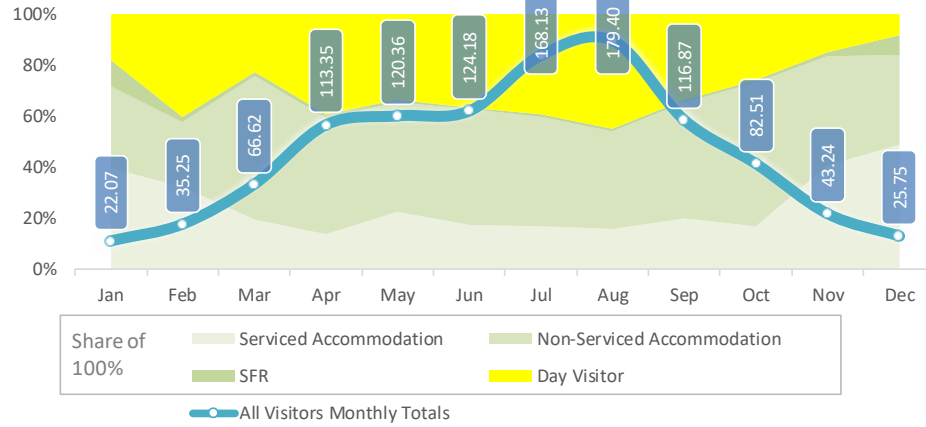
STEAM FINAL TREND REPORT FOR 2011-2022
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2022
 Historic Prices

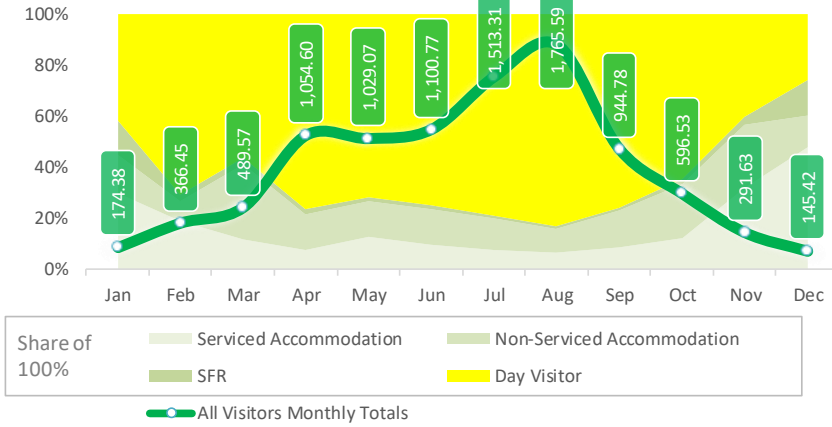
TOTAL

DISTRIBUTION BY MONTH
 Historic Prices

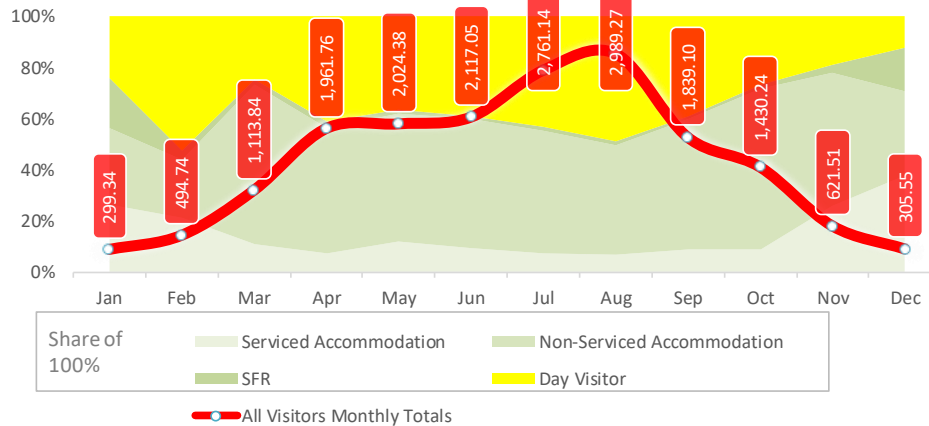
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



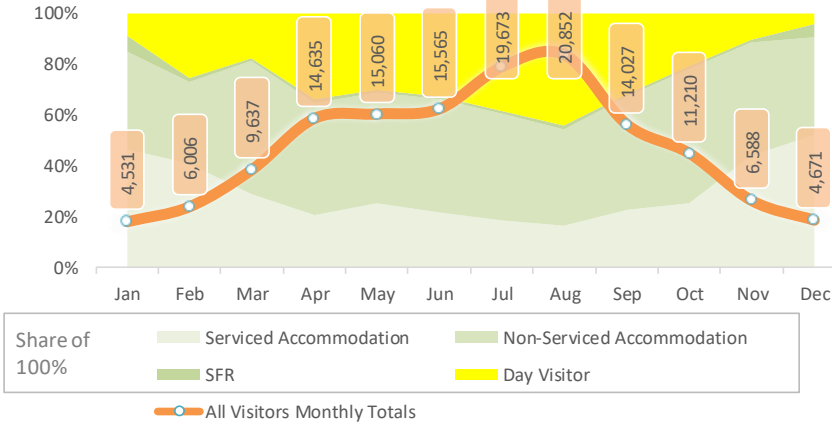
Visitor Numbers - 2022 - 000s - Distribution of Impact by Month



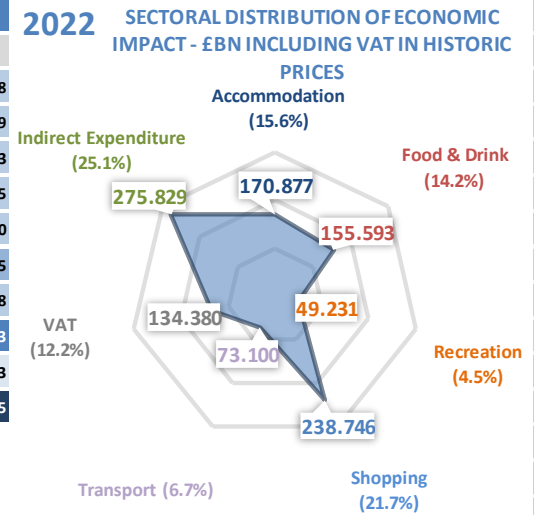
Visitor Days - 2022 - 000s - Distribution of Impact by Month



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



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



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



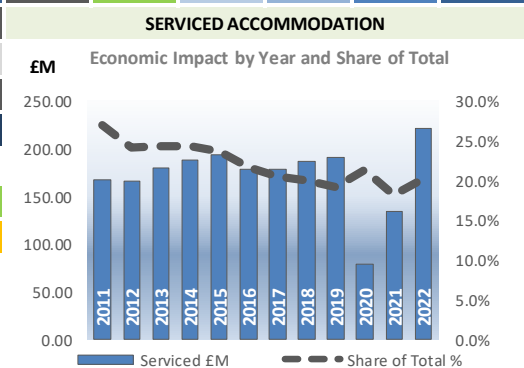
Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2011 to 2022

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

STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL											2011 to 2022 Historic Prices		TOTAL		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		Q1	Q2	Q3	Q4	
% Change 2011 to 2022		97.1%	54.6%	87.6%	64.3%	80.6%	83.2%	91.4%	70.9%	64.5%	57.5%	116.6%	83.8%	76.2%	78.3%	76.0%	76.0%	75.4%		
% Change 2021 to 2022				675.5%	294.1%	256.0%	39.7%	18.4%	2.0%	-1.7%	-3.5%	24.8%	13.6%	48.4%	1342.7%	136.3%	6.3%	6.1%		
Average Annual Change		8.8%	5.0%	8.0%	5.8%	7.3%	7.6%	8.3%	6.4%	5.9%	5.2%	10.6%	7.6%	6.9%	7.1%	6.9%	6.9%	6.9%		
2011	£M	11.20	22.80	35.52	68.99	66.63	67.78	87.82	105.00	71.06	52.40	19.96	14.01	623.17	69.52	203.40	263.88	86.37		
2012	£M	10.95	25.10	40.64	69.25	71.87	74.77	97.89	114.70	81.94	56.74	27.66	16.35	687.86	10.4%	76.70	215.88	294.53	100.75	
2013	£M	12.29	26.94	42.88	66.83	89.37	80.34	110.67	129.74	82.57	52.81	29.19	16.60	740.24	7.6%	82.11	236.55	322.98	98.60	
2014	£M	14.27	28.10	45.51	75.81	93.15	79.16	112.83	137.03	87.83	55.16	29.75	15.93	774.55	4.6%	87.89	248.13	337.69	100.84	
2015	£M	14.73	29.80	46.89	79.82	98.65	83.12	125.02	147.05	91.09	58.39	30.26	14.94	819.77	5.8%	91.42	261.59	363.16	103.60	
2016	£M	16.26	28.41	53.49	75.58	87.52	92.45	125.19	144.44	92.72	55.68	31.35	19.99	823.07	0.4%	98.16	255.54	362.35	107.02	
2017	£M	19.17	32.41	49.90	95.77	94.65	93.24	130.82	145.90	96.03	62.61	33.14	19.43	873.06	6.1%	101.47	283.66	372.75	115.18	
2018	£M	18.71	35.18	53.25	92.00	105.75	105.36	138.63	151.27	105.24	69.29	37.23	22.41	934.32	7.0%	107.15	303.11	395.14	128.93	
2019	£M	25.99	37.23	54.47	103.35	111.21	106.25	145.18	161.83	110.09	74.63	40.61	25.33	996.18	6.6%	117.70	320.82	417.10	140.57	
2020	£M	26.62	40.68	37.84			0.683	43.33	112.89	91.56	0.701	12.59	5.861	372.76	-62.6%	105.14	0.683	247.78	19.15	
2021	£M			8.592	28.76	33.81	88.89	141.99	175.82	118.87	85.47	34.65	22.67	739.53	98.4%	8.592	151.47	436.68	142.79	
2022	£M	22.07	35.25	66.62	113.35	120.36	124.18	168.13	179.40	116.87	82.51	43.24	25.75	1,097.75	48.4%	123.95	357.90	464.41	151.50	
ECONOMIC IMPACT - IN HISTORIC PRICES													TOTAL							
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total						
Total	£M	623.17	687.86	740.24	774.55	819.77	823.07	873.06	934.32	996.18	372.76	739.53	1,097.75							
All Visitor Types	£Bn	0.623	0.688	0.740	0.775	0.820	0.823	0.873	0.934	0.996	0.373	0.740	1.098							
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							
Annual Change in Share	%																			
Change in Share from 2011	%																			
Avg Ann. Change in Share	%																			

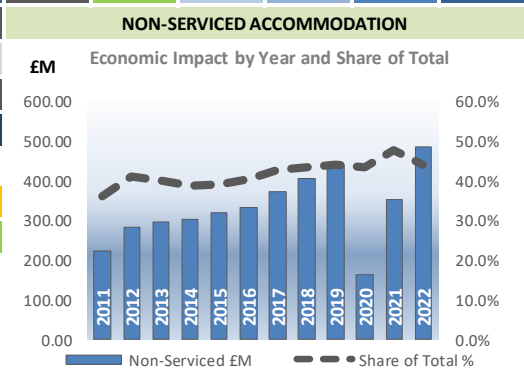
STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL											2011 to 2022 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION											TOTAL						% Change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

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



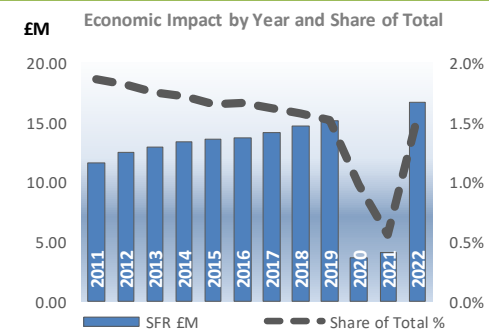
STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022 Historic Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		298.9%	258.8%	137.9%	118.9%	94.9%	110.0%	104.0%	81.3%	92.3%	146.9%	440.8%	260.4%	116.1%	Annual Change	167.1%	107.5%	92.3%	198.7%
% Change 2021 to 2022				723.6%	78.9%	104.3%	71.4%	26.8%	-1.2%	-6.7%	-12.5%	39.2%	-8.3%	36.9%		1073.9%	83.5%	5.8%	-3.0%
Average Annual Change		27.2%	23.5%	12.5%	10.8%	8.6%	10.0%	9.5%	7.4%	8.4%	13.4%	40.1%	23.7%	10.6%		15.2%	9.8%	8.4%	18.1%
2011	£M	1.768	2.484	15.77	23.50	26.53	26.95	35.65	37.85	27.80	18.94	3.407	2.515	223.17		20.03	76.98	101.31	24.86
2012	£M	1.407	2.893	16.82	26.30	27.90	33.74	43.76	47.92	36.72	28.10	11.61	4.123	281.29	26.0%	21.12	87.94	128.40	43.83
2013	£M	2.365	3.081	20.87	24.69	31.36	36.82	45.54	53.49	37.20	24.86	11.68	3.498	295.44	5.0%	26.31	92.87	136.23	40.03
2014	£M	2.327	4.042	21.48	25.79	34.42	33.10	46.29	54.13	37.55	23.44	12.62	4.756	299.95	1.5%	27.85	93.32	137.97	40.81
2015	£M	2.944	3.590	21.81	28.07	36.50	34.95	51.66	59.26	37.91	25.29	12.39	3.226	317.60	5.9%	28.34	99.53	148.82	40.90
2016	£M	2.292	3.217	25.44	31.08	31.48	44.39	57.41	54.96	38.78	25.62	12.58	3.785	331.04	4.2%	30.95	106.95	151.15	41.99
2017	£M	4.024	4.940	26.93	40.58	37.64	44.31	58.41	57.20	41.93	35.25	13.24	5.497	369.93	11.7%	35.90	122.52	157.53	53.98
2018	£M	3.564	5.430	30.32	40.32	44.36	47.77	63.04	61.88	45.72	39.08	16.35	6.933	404.77	9.4%	39.32	132.45	170.64	62.36
2019	£M	6.661	6.482	31.93	45.47	47.71	49.81	65.76	64.00	49.20	42.86	17.82	10.75	438.46	8.3%	45.07	142.99	178.96	71.44
2020	£M	6.798	6.828	22.36				21.79	48.98	46.13		4.521	3.714	161.12	-63.3%	35.99		116.90	8.235
2021	£M			4.556	28.76	25.30	33.00	57.33	69.46	57.29	53.45	13.23	9.881	352.27	118.6%	4.556	87.06	184.08	76.57
2022	£M	7.051	8.912	37.52	51.45	51.71	56.58	72.72	68.64	53.45	46.76	18.42	9.064	482.28	36.9%	53.49	159.74	194.81	74.25

ECONOMIC IMPACT - IN HISTORIC PRICES													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total	
Non-Serviced	£M	223.17	281.29	295.44	299.95	317.60	331.04	369.93	404.77	438.46	161.12	352.27	482.28	600.00	
All Visitor Types	£Bn	0.623	0.688	0.740	0.775	0.820	0.823	0.873	0.934	0.996	0.373	0.740	1.098	500.00	
Share of Total	%	35.8%	40.9%	39.9%	38.7%	38.7%	40.2%	42.4%	43.3%	44.0%	43.2%	47.6%	43.9%	400.00	
Annual Change in Share	%		14.2%	-2.4%	-3.0%	0.0%	3.8%	5.4%	2.2%	1.6%	-1.8%	10.2%	-7.8%	300.00	
Change in Share from 2011	%		14.2%	11.4%	8.1%	8.2%	12.3%	18.3%	21.0%	22.9%	20.7%	33.0%	22.7%	200.00	
Avg Ann. Change in Share	%		14.2%	5.7%	2.7%	2.0%	2.5%	3.1%	3.0%	2.9%	2.3%	3.3%	2.1%	100.00	



STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2011 to 2022		43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%		
% Change 2021 to 2022						947.7%	947.7%	109.5%	109.5%	109.5%	109.5%	109.5%	109.5%	304.0%					
Average Annual Change		4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%		
2011	£M	1.608	0.540	0.615	1.467	0.943	0.727	1.179	1.248	0.643	0.642	0.501	1.449	11.56		2.763	3.137	3.071	2.592
2012	£M	1.736	0.583	0.664	1.583	1.018	0.785	1.273	1.348	0.694	0.693	0.540	1.565	12.48	8.0%	2.983	3.386	3.315	2.799
2013	£M	1.798	0.604	0.687	1.640	1.055	0.813	1.318	1.396	0.719	0.718	0.560	1.621	12.93	3.6%	3.089	3.507	3.433	2.898
2014	£M	1.852	0.622	0.708	1.689	1.087	0.837	1.358	1.438	0.741	0.740	0.577	1.670	13.32	3.0%	3.183	3.613	3.537	2.986
2015	£M	1.881	0.632	0.719	1.715	1.103	0.850	1.379	1.460	0.752	0.751	0.585	1.695	13.52	1.5%	3.231	3.668	3.591	3.032
2016	£M	1.905	0.640	0.728	1.737	1.117	0.861	1.397	1.479	0.762	0.761	0.593	1.717	13.69	1.3%	3.273	3.715	3.637	3.070
2017	£M	1.959	0.658	0.749	1.787	1.149	0.885	1.437	1.521	0.783	0.783	0.610	1.766	14.09	2.9%	3.366	3.821	3.741	3.158
2018	£M	2.042	0.686	0.781	1.863	1.198	0.923	1.498	1.586	0.817	0.816	0.636	1.841	14.69	4.3%	3.509	3.984	3.900	3.293
2019	£M	2.100	0.706	0.803	1.915	1.232	0.949	1.540	1.630	0.840	0.839	0.654	1.893	15.10	2.8%	3.608	4.096	4.010	3.385
2020	£M	2.157	0.725	0.451				0.158	0.167					3.658	-75.8%	3.333		0.326	
2021	£M					0.129	0.100	0.808	0.856	0.441	0.440	0.343	0.994	4.111	12.4%		0.229	2.105	1.777
2022	£M	2.310	0.776	0.883	2.107	1.355	1.044	1.694	1.793	0.924	0.923	0.719	2.082	16.61	304.0%	3.969	4.506	4.411	3.724

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

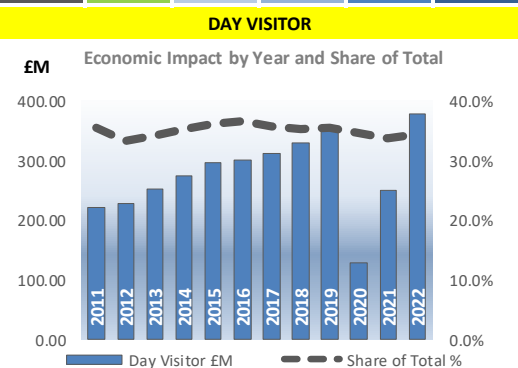


STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022 Historic Prices		STAYING VISITOR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											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	Q1	Q2	Q3	Q4
% Change 2011 to 2022		112.0%	77.6%	87.1%	77.5%	89.3%	86.1%	82.7%	59.1%	65.6%	68.5%	128.7%	85.8%	79.0%	Annual Change	89.2%	84.5%	68.9%	86.7%
% Change 2021 to 2022				1030.1%	140.6%	136.6%	53.5%	23.5%	3.2%	-0.8%	-6.5%	31.0%	14.6%	46.8%		1889.7%	100.1%	8.5%	6.5%
Average Annual Change		10.2%	7.1%	7.9%	7.0%	8.1%	7.8%	7.5%	5.4%	6.0%	6.2%	11.7%	7.8%	7.2%		8.1%	7.7%	6.3%	7.9%
2011	£M	8.530	11.87	27.52	38.99	42.26	42.42	56.18	62.25	46.94	36.46	16.09	12.77	402.27		47.91	123.66	165.37	65.32
2012	£M	8.527	12.94	28.95	41.10	45.68	51.00	62.56	72.69	55.60	41.73	23.90	14.76	459.41	14.2%	50.41	137.77	190.85	80.38
2013	£M	10.05	16.64	32.21	40.08	51.64	53.74	68.19	80.05	56.13	38.58	25.10	15.18	487.56	6.1%	58.90	145.45	204.36	78.85
2014	£M	11.81	16.96	33.66	43.06	55.80	51.77	69.43	81.17	57.93	39.44	25.66	14.52	501.23	2.8%	62.44	150.64	208.53	79.62
2015	£M	12.07	17.36	34.25	45.24	58.93	53.89	77.00	86.68	58.32	41.46	25.91	13.40	524.51	4.6%	63.68	158.06	222.01	80.77
2016	£M	13.53	15.65	37.67	46.39	50.88	59.38	76.89	79.98	59.29	37.69	26.60	18.19	522.15	-0.5%	66.85	156.65	216.17	82.47
2017	£M	16.41	18.81	38.95	57.14	57.03	60.22	79.42	81.62	61.09	46.66	27.15	17.48	562.00	7.6%	74.17	174.39	222.14	91.29
2018	£M	15.74	19.46	41.77	56.18	65.99	65.04	85.03	86.41	67.05	51.30	31.24	20.36	605.57	7.8%	76.97	187.22	238.49	102.90
2019	£M	22.63	18.74	42.03	61.53	69.58	67.85	88.52	90.35	71.62	54.86	33.55	22.94	644.19	6.4%	83.40	198.96	250.49	111.35
2020	£M	23.10	22.20	28.18				22.84	69.36	63.86		9.513	4.879	243.95	-62.1%	73.49		156.07	14.39
2021	£M			4.556	28.76	33.81	51.44	83.12	96.00	78.38	65.73	28.10	20.70	490.60	101.1%	4.556	114.01	257.50	114.53
2022	£M	18.09	21.08	51.49	69.19	79.99	78.93	102.63	99.04	77.72	61.45	36.80	23.72	720.14	46.8%	90.66	228.12	279.39	121.98

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

STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2011 to 2022		49.3%	29.7%	89.1%	47.2%	65.6%	78.4%	107.0%	88.0%	62.3%	32.1%	66.3%	63.8%	70.9%	54.1%	62.8%	87.8%	40.3%		
% Change 2021 to 2022				275.0%			20.8%	11.3%	0.7%	-3.3%	6.6%	-1.7%	3.0%	51.7%	725.0%	246.5%	3.3%	4.5%		
Average Annual Change		4.5%	2.7%	8.1%	4.3%	6.0%	7.1%	9.7%	8.0%	5.7%	2.9%	6.0%	5.8%	6.4%	4.9%	5.7%	8.0%	3.7%		
2011	£M	2.667	10.93	8.002	30.00	24.38	25.36	31.64	42.75	24.12	15.94	3.872	1.237	220.90	21.60	79.74	98.51	21.05		
2012	£M	2.426	12.17	11.70	28.15	26.19	23.78	35.33	42.01	26.34	15.01	3.759	1.594	228.44	26.29	78.11	103.68	20.36		
2013	£M	2.235	10.30	10.68	26.76	37.73	26.61	42.48	49.69	26.44	14.23	4.091	1.423	252.68	23.22	91.10	118.62	19.74		
2014	£M	2.460	11.14	11.85	32.75	37.35	27.39	43.40	55.86	29.91	15.72	4.085	1.416	273.32	25.45	97.49	129.16	21.22		
2015	£M	2.665	12.44	12.64	34.58	39.72	29.23	48.02	60.36	32.77	16.93	4.353	1.545	295.26	27.74	103.53	141.15	22.83		
2016	£M	2.735	12.75	15.82	29.18	36.63	33.07	48.30	64.46	33.43	17.99	4.751	1.801	300.93	31.31	98.89	146.18	24.54		
2017	£M	2.757	13.60	10.94	38.63	37.63	33.01	51.40	64.28	34.93	15.95	5.992	1.947	311.07	27.30	109.27	150.61	23.89		
2018	£M	2.977	15.72	11.48	35.82	39.76	40.32	53.60	64.87	38.19	17.99	5.999	2.050	328.75	30.18	115.89	156.65	26.03		
2019	£M	3.365	18.49	12.45	41.83	41.63	38.40	56.66	71.49	38.47	19.77	7.062	2.387	351.99	34.30	121.86	166.61	29.22		
2020	£M	3.518	18.48	9.662			0.683	20.49	43.53	27.69	0.701	3.081	0.982	128.81	31.66	0.683	91.71	4.763		
2021	£M			4.035			37.45	58.87	79.82	40.49	19.75	6.549	1.968	248.93	4.035	37.45	179.18	28.26		
2022	£M	3.983	14.18	15.13	44.16	40.37	45.25	65.50	80.36	39.16	21.06	6.438	2.027	377.62	33.29	129.78	185.02	29.52		

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



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

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

STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022		TOTAL	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL																		
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		17.2%	-3.1%	28.3%	7.0%	21.3%	25.9%	40.1%	27.4%	13.9%	-4.4%	31.5%	8.2%	20.0%	Annual Change	13.4%	17.6%	28.2%	5.4%	
% Change 2021 to 2022				401.2%	35.7%	36.2%	20.4%	7.5%	-5.7%	-9.4%	-4.0%	13.6%	12.1%	20.3%		954.9%	30.1%	-2.3%	2.6%	
Average Annual Change		1.6%	-0.3%	2.6%	0.6%	1.9%	2.4%	3.6%	2.5%	1.3%	-0.4%	2.9%	0.7%	1.8%		1.2%	1.6%	2.6%	0.5%	
2011	M	0.149	0.378	0.382	0.986	0.849	0.874	1.080	1.386	0.829	0.624	0.222	0.134	7.893	Annual Change	0.909	2.708	3.296	0.980	
2012	M	0.135	0.398	0.465	0.911	0.882	0.841	1.146	1.339	0.878	0.584	0.256	0.143	7.977		1.1%	0.998	2.634	3.363	0.983
2013	M	0.137	0.373	0.442	0.851	1.157	0.894	1.311	1.507	0.857	0.538	0.267	0.141	8.476		6.3%	0.952	2.902	3.675	0.947
2014	M	0.151	0.381	0.465	0.981	1.134	0.888	1.300	1.613	0.923	0.571	0.261	0.128	8.797		3.8%	0.998	3.003	3.836	0.960
2015	M	0.155	0.412	0.482	1.019	1.188	0.927	1.418	1.713	0.978	0.599	0.267	0.129	9.288		5.6%	1.049	3.134	4.110	0.995
2016	M	0.165	0.398	0.556	0.879	1.066	0.998	1.380	1.749	0.976	0.584	0.271	0.161	9.183		-1.1%	1.120	2.942	4.105	1.016
2017	M	0.178	0.424	0.441	1.100	1.079	0.975	1.420	1.701	0.984	0.548	0.292	0.147	9.290		1.2%	1.043	3.154	4.105	0.988
2018	M	0.172	0.456	0.446	0.995	1.112	1.109	1.427	1.658	1.032	0.583	0.296	0.154	9.441		1.6%	1.074	3.216	4.118	1.033
2019	M	0.214	0.493	0.452	1.105	1.131	1.050	1.463	1.765	1.025	0.614	0.320	0.159	9.792		3.7%	1.159	3.286	4.253	1.093
2020	M	0.212	0.500	0.314	0.005	0.007	0.014	0.463	1.082	0.751	0.014	0.104	0.035	3.501		-64.2%	1.026	0.026	2.296	0.153
2021	M			0.098	0.777	0.755	0.914	1.408	1.872	1.043	0.621	0.257	0.130	7.876		125.0%	0.098	2.447	4.323	1.008
2022	M	0.174	0.366	0.490	1.055	1.029	1.101	1.513	1.766	0.945	0.597	0.292	0.145	9.472		20.3%	1.030	3.184	4.224	1.034
VISITOR NUMBERS													TOTAL							
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M						
Total	M	7.893	7.977	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876	9.472	Visitor No.s by Year and Share of Total						
All Visitor Types	M	7.893	7.977	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876	9.472							
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							
Annual Change in Share	%																			
Change in Share from 2011	%																			
Avg Ann. Change in Share	%																			

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

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

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



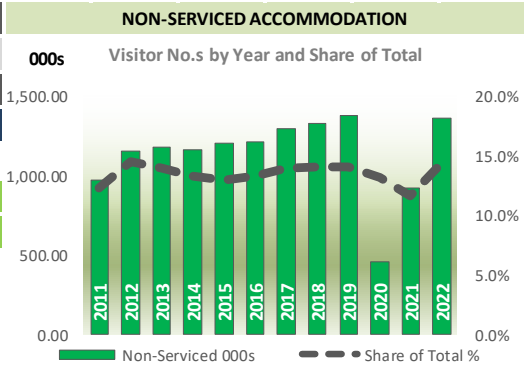
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Report Prepared by: Cathy James, Date of Issue: 14/08/23

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

2011 to 2022													NON-SERVICED		VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2011 to 2022		77.5%	73.6%	46.7%	42.7%	29.8%	37.6%	30.6%	19.0%	24.8%	56.7%	229.1%	47.0%	40.3%	53.6%	36.5%	24.8%	88.3%		
% Change 2021 to 2022				697.4%	111.2%	151.1%	105.6%	41.7%	-7.6%	-15.7%	-19.6%	76.9%	-16.0%	47.8%	994.6%	120.5%	3.3%	-1.5%		
Average Annual Change		7.0%	6.7%	4.2%	3.9%	2.7%	3.4%	2.8%	1.7%	2.3%	5.2%	20.8%	4.3%	3.7%	4.9%	3.3%	2.3%	8.0%		
2011	000s	14.6	16.1	98.8	105.0	112.5	111.1	142.3	140.8	108.6	81.7	21.9	12.3	966.0	129.6	328.7	391.7	116.0		
2012	000s	7.7	13.4	99.8	114.5	116.6	132.3	167.1	168.5	135.0	112.1	70.0	14.8	1,151.7	19.2%	120.8	363.4	470.5	196.9	
2013	000s	12.3	13.9	115.6	106.9	124.6	141.4	169.6	179.0	133.1	97.6	68.9	12.6	1,175.3	2.1%	141.7	372.8	481.7	179.1	
2014	000s	11.8	17.4	115.4	107.0	130.9	125.4	166.4	176.7	131.3	91.3	71.4	16.1	1,161.1	-1.2%	144.6	363.4	474.4	178.8	
2015	000s	14.6	15.4	116.2	113.1	135.5	129.9	179.2	188.1	130.9	96.0	69.9	11.4	1,200.2	3.4%	146.2	378.5	498.2	177.3	
2016	000s	11.3	13.6	128.4	120.5	119.5	154.4	187.6	171.3	128.9	95.1	68.5	12.4	1,211.5	0.9%	153.3	394.4	487.9	176.0	
2017	000s	18.9	20.0	132.2	147.1	135.8	148.8	184.0	170.5	131.3	121.2	68.6	16.0	1,294.3	6.8%	171.0	431.7	485.8	205.9	
2018	000s	16.2	21.1	139.8	141.5	146.8	152.2	187.7	172.7	134.3	124.7	74.4	15.8	1,327.2	2.5%	177.1	440.4	494.8	214.8	
2019	000s	28.0	24.3	140.5	148.1	149.9	151.2	187.1	172.3	139.0	131.3	76.9	25.1	1,373.6	3.5%	192.8	449.2	498.3	233.3	
2020	000s	25.5	23.2	86.7				47.8	124.5	128.8		14.0	8.0	458.5	-66.6%	135.5		301.1	22.0	
2021	000s			18.2	71.0	58.2	74.4	131.1	181.5	160.9	159.3	40.8	21.5	916.8	100.0%	18.2	203.5	473.5	221.6	
2022	000s	26.0	28.0	144.9	149.9	146.0	152.9	185.8	167.6	135.6	128.1	72.2	18.1	1,355.1	47.8%	199.0	448.8	489.0	218.4	

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

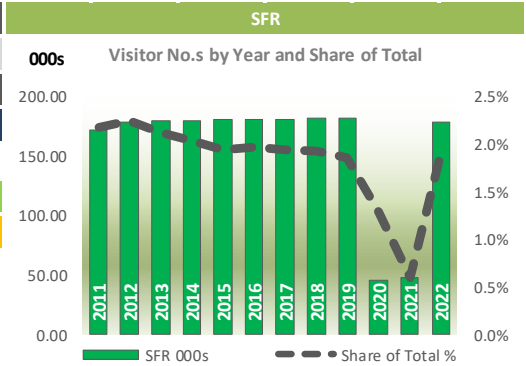


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Report Prepared by: Cathy James, Date of Issue: 14/08/23

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

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



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

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

2011 to 2022													STAYING VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2011 to 2022		25.2%	6.2%	19.2%	10.0%	26.3%	18.5%	13.7%	-1.7%	5.3%	-3.8%	40.7%	5.2%	12.2%	16.9%	18.4%	5.6%	10.6%	
% Change 2021 to 2022				1072.4%	249.1%	182.3%	55.4%	27.4%	-0.6%	-6.6%	-8.8%	36.2%	19.2%	59.5%	2222.4%	131.9%	6.3%	9.6%	
Average Annual Change		2.3%	0.6%	1.7%	0.9%	2.4%	1.7%	1.2%	-0.2%	0.5%	-0.3%	3.7%	0.5%	1.1%	1.5%	1.7%	0.5%	1.0%	
2011	M	0.081	0.101	0.179	0.225	0.231	0.231	0.278	0.303	0.218	0.220	0.124	0.103	2.294	0.361	0.687	0.799	0.447	
2012	M	0.075	0.101	0.180	0.225	0.243	0.261	0.284	0.315	0.235	0.218	0.164	0.104	2.405	4.9%	0.357	0.728	0.834	0.486
2013	M	0.084	0.130	0.190	0.219	0.266	0.266	0.308	0.334	0.233	0.202	0.170	0.108	2.509	4.3%	0.404	0.751	0.874	0.480
2014	M	0.095	0.126	0.193	0.229	0.275	0.258	0.303	0.330	0.236	0.210	0.168	0.096	2.517	0.3%	0.413	0.763	0.868	0.473
2015	M	0.094	0.130	0.194	0.233	0.285	0.263	0.327	0.342	0.234	0.214	0.168	0.093	2.578	2.4%	0.419	0.781	0.902	0.476
2016	M	0.104	0.112	0.201	0.224	0.244	0.256	0.296	0.304	0.226	0.180	0.165	0.120	2.434	-5.6%	0.418	0.724	0.827	0.465
2017	M	0.117	0.126	0.202	0.255	0.256	0.253	0.296	0.296	0.220	0.199	0.161	0.105	2.488	2.3%	0.446	0.765	0.812	0.465
2018	M	0.110	0.125	0.205	0.242	0.276	0.261	0.300	0.294	0.229	0.205	0.170	0.111	2.528	1.6%	0.439	0.779	0.824	0.486
2019	M	0.145	0.114	0.197	0.248	0.277	0.262	0.301	0.299	0.236	0.209	0.175	0.110	2.572	1.8%	0.456	0.787	0.836	0.494
2020	M	0.142	0.131	0.121				0.053	0.213	0.198		0.043	0.015	0.915	-64.4%	0.394		0.464	0.058
2021	M			0.018	0.071	0.103	0.176	0.248	0.299	0.246	0.232	0.128	0.091	1.613	76.2%	0.018	0.351	0.793	0.451
2022	M	0.102	0.107	0.213	0.248	0.291	0.274	0.317	0.297	0.229	0.212	0.174	0.108	2.573	59.5%	0.422	0.813	0.843	0.494

VISITOR NUMBERS													STAYING VISITOR	
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
Staying Visitor	M	2.294	2.405	2.509	2.517	2.578	2.434	2.488	2.528	2.572	0.915	1.613	2.573	
All Visitor Types	M	7.893	7.977	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876	9.472	
Share of Total	%	29.1%	30.2%	29.6%	28.6%	27.8%	26.5%	26.8%	26.8%	26.3%	26.2%	20.5%	27.2%	
Annual Change in Share	%		3.8%	-1.8%	-3.4%	-3.0%	-4.5%	1.1%	-0.1%	-1.9%	-0.4%	-21.7%	32.6%	
Change in Share from 2011	%		3.8%	1.9%	-1.5%	-4.5%	-8.8%	-7.8%	-7.9%	-9.6%	-10.0%	-29.5%	-6.5%	
Avg Ann. Change in Share	%		3.8%	0.9%	-0.5%	-1.1%	-1.8%	-1.3%	-1.1%	-1.2%	-1.1%	-3.0%	-0.6%	



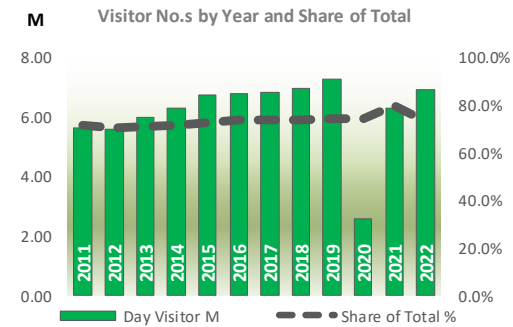
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Report Prepared by: Cathy James, Date of Issue: 14/08/23

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

2011 to 2022													DAY VISITOR	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	QUARTER				
Less than 3% change		Q1			Q2			Q3			Q4				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		7.6%	-6.5%	36.3%	6.1%	19.4%	28.6%	49.2%	35.5%	17.0%	-4.8%	19.8%	18.1%	23.2%	11.1%	17.3%	35.4%	1.1%	
% Change 2021 to 2022				247.8%	14.2%	13.1%	12.0%	3.2%	-6.6%	-10.3%	-1.1%	-8.8%	-4.5%	10.2%	665.1%	13.1%	-4.2%	-3.1%	
Average Annual Change		0.7%	-0.6%	3.3%	0.6%	1.8%	2.6%	4.5%	3.2%	1.5%	-0.4%	1.8%	1.6%	2.1%	1.0%	1.6%	3.2%	0.1%	
2011	M	0.068	0.277	0.203	0.761	0.618	0.643	0.802	1.084	0.611	0.404	0.098	0.031	5.599		0.548	2.021	2.497	0.533
2012	M	0.059	0.297	0.285	0.686	0.639	0.580	0.862	1.025	0.642	0.366	0.092	0.039	5.572	-0.5%	0.641	1.905	2.529	0.497
2013	M	0.053	0.243	0.252	0.632	0.891	0.628	1.003	1.174	0.624	0.336	0.097	0.034	5.967	7.1%	0.548	2.151	2.801	0.466
2014	M	0.057	0.256	0.272	0.752	0.858	0.629	0.997	1.284	0.687	0.361	0.094	0.033	6.280	5.3%	0.585	2.240	2.968	0.488
2015	M	0.061	0.283	0.287	0.786	0.903	0.664	1.091	1.372	0.745	0.385	0.099	0.035	6.710	6.9%	0.631	2.353	3.208	0.519
2016	M	0.061	0.286	0.355	0.655	0.822	0.742	1.083	1.446	0.750	0.403	0.107	0.040	6.749	0.6%	0.702	2.218	3.279	0.550
2017	M	0.060	0.297	0.239	0.845	0.823	0.722	1.124	1.405	0.764	0.349	0.131	0.043	6.801	0.8%	0.597	2.389	3.293	0.522
2018	M	0.063	0.331	0.241	0.753	0.836	0.848	1.127	1.364	0.803	0.378	0.126	0.043	6.914	1.7%	0.635	2.437	3.294	0.548
2019	M	0.069	0.379	0.255	0.858	0.854	0.788	1.162	1.466	0.789	0.406	0.145	0.049	7.220	4.4%	0.704	2.499	3.417	0.599
2020	M	0.070	0.369	0.193	0.005	0.007	0.014	0.409	0.869	0.553	0.014	0.062	0.020	2.585	-64.2%	0.632	0.026	1.832	0.095
2021	M			0.080	0.706	0.652	0.738	1.160	1.573	0.798	0.389	0.129	0.039	6.263	142.3%	0.080	2.097	3.530	0.557
2022	M	0.073	0.259	0.276	0.807	0.738	0.827	1.197	1.468	0.715	0.385	0.118	0.037	6.899	10.2%	0.608	2.371	3.380	0.539

VISITOR NUMBERS													DAY VISITOR				
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M			
Day Visitor	M	5.599	5.572	5.967	6.280	6.710	6.749	6.801	6.914	7.220	2.585	6.263	6.899	Visitor No.s by Year and Share of Total			
All Visitor Types	M	7.893	7.977	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876	9.472	8.00			
Share of Total	%	70.9%	69.8%	70.4%	71.4%	72.2%	73.5%	73.2%	73.2%	73.7%	73.8%	79.5%	72.8%	6.00			
Annual Change in Share	%		-1.5%	0.8%	1.4%	1.2%	1.7%	-0.4%	0.0%	0.7%	0.2%	7.7%	-8.4%	4.00			
Change in Share from 2011	%		-1.5%	-0.8%	0.6%	1.8%	3.6%	3.2%	3.2%	3.9%	4.1%	12.1%	2.7%	2.00			
Avg Ann. Change in Share	%		-1.5%	-0.4%	0.2%	0.5%	0.7%	0.5%	0.5%	0.5%	0.5%	1.2%	0.2%	0.00			



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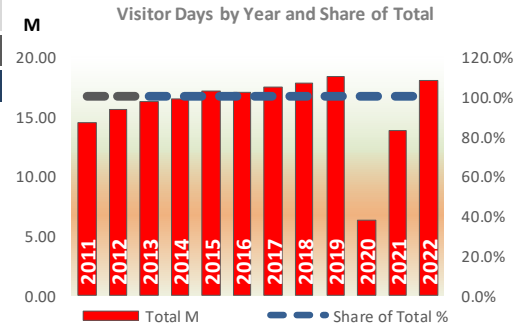
Visitor Days by Month, Year and Visitor Type for the Period 2011 to 2022

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

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

VISITOR DAYS BY:													2011 to 2022		TOTAL	VISITOR DAYS			
KEY	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
An increase of 3% or more	VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change	Q1	Q2	Q3	Q4	
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	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2011 to 2022	24.2%	4.0%	32.2%	17.6%	24.9%	29.1%	34.0%	22.2%	16.5%	17.3%	66.3%	14.9%	24.4%	Annual Change	22.4%	23.8%	24.7%	26.8%	
% Change 2021 to 2022			568.0%	69.0%	77.7%	46.9%	19.7%	-5.7%	-11.5%	-12.4%	33.8%	8.1%	29.7%	Annual Change	1044.2%	63.2%	0.5%	-0.9%	
Average Annual Change	2.2%	0.4%	2.9%	1.6%	2.3%	2.6%	3.1%	2.0%	1.5%	1.6%	6.0%	1.4%	2.2%	Annual Change	2.0%	2.2%	2.2%	2.4%	
2011	M	0.241	0.476	0.843	1.668	1.621	1.639	2.061	2.446	1.579	1.219	0.374	0.266	14.43		1.559	4.928	6.086	1.858
2012	M	0.212	0.487	0.931	1.637	1.686	1.739	2.265	2.577	1.774	1.337	0.572	0.288	15.51	7.4%	1.630	5.062	6.616	2.197
2013	M	0.227	0.477	0.961	1.538	2.021	1.844	2.461	2.822	1.742	1.204	0.584	0.282	16.16	4.2%	1.665	5.403	7.025	2.070
2014	M	0.248	0.492	0.987	1.677	2.038	1.748	2.428	2.911	1.802	1.208	0.583	0.273	16.40	1.4%	1.727	5.464	7.141	2.064
2015	M	0.256	0.519	1.008	1.746	2.124	1.815	2.633	3.086	1.853	1.265	0.586	0.253	17.14	4.6%	1.783	5.685	7.573	2.103
2016	M	0.264	0.493	1.123	1.632	1.886	2.008	2.620	2.998	1.834	1.220	0.584	0.306	16.97	-1.0%	1.880	5.525	7.453	2.109
2017	M	0.298	0.541	1.019	2.001	1.992	1.954	2.642	2.940	1.848	1.337	0.603	0.297	17.47	3.0%	1.857	5.946	7.430	2.237
2018	M	0.284	0.575	1.047	1.860	2.098	2.111	2.673	2.909	1.921	1.394	0.629	0.307	17.81	1.9%	1.906	6.069	7.503	2.330
2019	M	0.366	0.615	1.047	2.005	2.134	2.048	2.705	3.018	1.943	1.463	0.664	0.349	18.36	3.1%	2.028	6.187	7.665	2.475
2020	M	0.358	0.628	0.675	0.005	0.007	0.014	0.760	1.976	1.579	0.014	0.174	0.076	6.266	-65.9%	1.661	0.026	4.315	0.264
2021	M			0.167	1.161	1.139	1.441	2.306	3.171	2.077	1.632	0.465	0.283	13.84	120.9%	0.167	3.741	7.554	2.380
2022	M	0.299	0.495	1.114	1.962	2.024	2.117	2.761	2.989	1.839	1.430	0.622	0.306	17.96	29.7%	1.908	6.103	7.590	2.357

VISITOR DAYS													TOTAL		
SHARE OF MARKET	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M		
Total	M	14.43	15.51	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84	17.96	Visitor Days by Year and Share of Total	
All Visitor Types	M	14.43	15.51	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84	17.96	20.00	
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	15.00	
Annual Change in Share	%													10.00	
Change in Share from 2011	%													5.00	
Avg Ann. Change in Share	%													0.00	



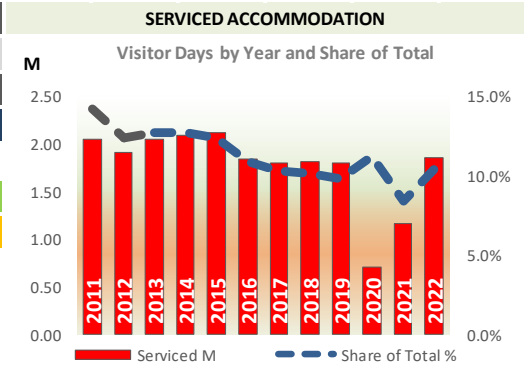
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Report Prepared by: Cathy James, Date of Issue: 14/08/23

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

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

VISITOR DAYS													SERVICED ACCOMMODATION		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M	
Serviced	M	2.040	1.907	2.039	2.080	2.113	1.838	1.787	1.802	1.795	0.701	1.162	1.852	Visitor Days by Year and Share of Total	
All Visitor Types	M	14.43	15.51	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84	17.96	2.50	
Share of Total	%	14.1%	12.3%	12.6%	12.7%	12.3%	10.8%	10.2%	10.1%	9.8%	11.2%	8.4%	10.3%	2.00	
Annual Change in Share	%		-13.0%	2.6%	0.5%	-2.8%	-12.1%	-5.6%	-1.1%	-3.3%	14.5%	-25.0%	22.8%	1.50	
Change in Share from 2011	%		-13.0%	-10.7%	-10.3%	-12.8%	-23.4%	-27.6%	-28.4%	-30.8%	-20.8%	-40.6%	-27.0%	1.00	
Avg Ann. Change in Share	%		-13.0%	-5.4%	-3.4%	-3.2%	-4.7%	-4.6%	-4.1%	-3.9%	-2.3%	-4.1%	-2.5%	0.50	



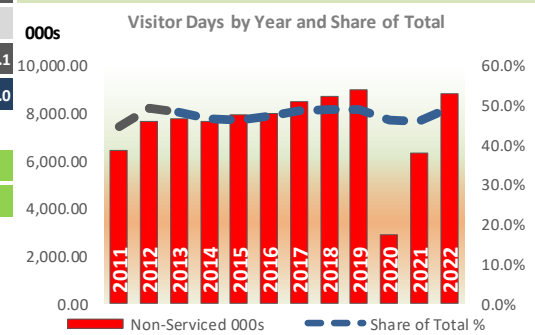
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STEAM FINAL TREND REPORT FOR 2011-2022
CONWY COUNTY BOROUGH COUNCIL

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

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



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

VISITOR DAYS BY:													MONTH AND QUARTER		CALENDAR YEAR		QUARTER																													
KEY													SFR		SFR																															
An increase of 3% or more													VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES		VISITOR DAYS																															
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													3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%
% Change 2021 to 2022																	871.6%	871.6%	94.3%	94.3%	94.3%	94.3%	94.3%	94.3%	94.3%	274.7%																				
Average Annual Change													0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
2011	000s	56.7	19.1	21.7	51.7	33.3	25.6	41.6	44.0	22.7	22.7	17.7	51.1	407.8																																
2012	000s	58.9	19.8	22.5	53.7	34.6	26.6	43.2	45.7	23.6	23.5	18.3	53.1	423.6	3.9%																															
2013	000s	59.1	19.8	22.6	53.9	34.7	26.7	43.3	45.9	23.6	23.6	18.4	53.2	424.7	0.3%																															
2014	000s	59.2	19.9	22.6	54.0	34.7	26.8	43.4	46.0	23.7	23.7	18.4	53.4	425.8	0.2%																															
2015	000s	59.5	20.0	22.7	54.2	34.9	26.9	43.6	46.2	23.8	23.8	18.5	53.6	427.6	0.4%																															
2016	000s	59.4	20.0	22.7	54.2	34.9	26.9	43.6	46.1	23.8	23.7	18.5	53.6	427.3	-0.1%																															
2017	000s	59.6	20.0	22.8	54.3	35.0	26.9	43.7	46.3	23.8	23.8	18.5	53.7	428.5	0.3%																															
2018	000s	59.8	20.1	22.8	54.5	35.1	27.0	43.8	46.4	23.9	23.9	18.6	53.9	429.7	0.3%																															
2019	000s	59.9	20.1	22.9	54.6	35.2	27.1	43.9	46.5	24.0	23.9	18.7	54.0	430.9	0.3%																															
2020	000s	59.9	20.1	12.5				4.4	4.7					101.7	-76.4%																															
2021	000s					3.5	2.7	22.2	23.5	12.1	12.1	9.4	27.2	112.7	10.8%																															
2022	000s	58.7	19.7	22.4	53.6	34.4	26.5	43.1	45.6	23.5	23.5	18.3	52.9	422.2	274.7%																															

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

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

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

VISITOR DAYS BY:													2011 to 2022		STAYING VISITOR		VISITOR DAYS													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
An increase of 3% or more													VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES		Annual Change															
Less than 3% change													Q1		Q2		Q3		Q4											
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2011 to 2022													30.6%	18.8%	30.9%	27.3%	28.3%	29.5%	24.3%	11.6%	16.1%	28.3%	82.9%	14.5%	25.2%		28.5%	28.4%	17.3%	37.2%
% Change 2021 to 2022															859.8%	154.3%	164.2%	83.5%	36.5%	-4.8%	-12.2%	-15.9%	50.1%	10.0%	45.9%		1389.7%	127.0%	4.6%	-0.3%
Average Annual Change													2.8%	1.7%	2.8%	2.5%	2.6%	2.7%	2.2%	1.1%	1.5%	2.6%	7.5%	1.3%	2.3%		2.6%	2.6%	1.6%	3.4%
2011	M	0.173	0.198	0.640	0.907	1.003	0.996	1.259	1.363	0.968	0.815	0.276	0.234	8.833		1.012	2.907	3.589	1.325											
2012	M	0.153	0.191	0.645	0.951	1.048	1.159	1.403	1.553	1.131	0.971	0.480	0.249	9.933	12.5%	0.989	3.157	4.087	1.700											
2013	M	0.174	0.234	0.709	0.906	1.130	1.215	1.458	1.649	1.117	0.868	0.487	0.248	10.20	2.6%	1.117	3.252	4.223	1.604											
2014	M	0.192	0.236	0.715	0.925	1.180	1.119	1.431	1.628	1.114	0.847	0.489	0.240	10.12	-0.8%	1.143	3.224	4.173	1.577											
2015	M	0.196	0.236	0.720	0.960	1.222	1.151	1.542	1.714	1.108	0.880	0.487	0.218	10.43	3.1%	1.152	3.332	4.365	1.584											
2016	M	0.203	0.207	0.768	0.978	1.064	1.266	1.537	1.552	1.085	0.816	0.477	0.265	10.22	-2.1%	1.178	3.307	4.174	1.559											
2017	M	0.237	0.243	0.780	1.156	1.170	1.232	1.518	1.534	1.085	0.988	0.472	0.255	10.67	4.4%	1.260	3.557	4.137	1.714											
2018	M	0.221	0.245	0.806	1.106	1.262	1.263	1.546	1.545	1.118	1.016	0.503	0.263	10.89	2.1%	1.272	3.632	4.208	1.782											
2019	M	0.297	0.236	0.792	1.147	1.280	1.260	1.543	1.551	1.154	1.057	0.519	0.300	11.14	2.2%	1.325	3.687	4.248	1.876											
2020	M	0.288	0.259	0.482				0.351	1.106	1.026		0.113	0.056	3.681	-66.9%	1.029		2.483	0.169											
2021	M			0.087	0.454	0.487	0.703	1.146	1.598	1.279	1.243	0.336	0.244	7.578	105.9%	0.087	1.644	4.024	1.823											
2022	M	0.227	0.236	0.837	1.155	1.287	1.290	1.564	1.521	1.124	1.045	0.504	0.269	11.06	45.9%	1.300	3.732	4.209	1.818											

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



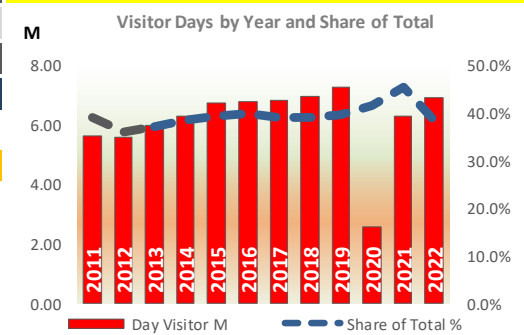
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Report Prepared by: Cathy James, Date of Issue: 14/08/23

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

VISITOR DAYS BY:													2011 to 2022		DAY VISITOR		VISITOR DAYS																																																																																																																																										
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																																																																																																																																												
DAY VISITOR													TOTAL	% Change																																																																																																																																													
VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES															Annual Change																																																																																																																																												
KEY													Q1	Q2		Q3	Q4																																																																																																																																										
An increase of 3% or more																																																																																																																																																											
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Q1													Q2													Q3													Q4																																																																																																																				
JAN													FEB													MAR													APR													MAY													JUN													JUL													AUG													SEP													OCT													NOV													DEC												
% Change 2011 to 2022													7.6%	-6.5%	36.3%	6.1%	19.4%	28.6%	49.2%	35.5%	17.0%	-4.8%	19.8%	18.1%	23.2%	11.1%	17.3%	35.4%	1.1%																																																																																																																														
% Change 2021 to 2022															247.8%	14.2%	13.1%	12.0%	3.2%	-6.6%	-10.3%	-1.1%	-8.8%	-4.5%	10.2%	665.1%	13.1%	-4.2%	-3.1%																																																																																																																														
Average Annual Change													0.7%	-0.6%	3.3%	0.6%	1.8%	2.6%	4.5%	3.2%	1.5%	-0.4%	1.8%	1.6%	2.1%	1.0%	1.6%	3.2%	0.1%																																																																																																																														
2011	M	0.068	0.277	0.203	0.761	0.618	0.643	0.802	1.084	0.611	0.404	0.098	0.031	5.599		0.548	2.021	2.497	0.533																																																																																																																																								
2012	M	0.059	0.297	0.285	0.686	0.639	0.580	0.862	1.025	0.642	0.366	0.092	0.039	5.572	-0.5%	0.641	1.905	2.529	0.497																																																																																																																																								
2013	M	0.053	0.243	0.252	0.632	0.891	0.628	1.003	1.174	0.624	0.336	0.097	0.034	5.967	7.1%	0.548	2.151	2.801	0.466																																																																																																																																								
2014	M	0.057	0.256	0.272	0.752	0.858	0.629	0.997	1.284	0.687	0.361	0.094	0.033	6.280	5.3%	0.585	2.240	2.968	0.488																																																																																																																																								
2015	M	0.061	0.283	0.287	0.786	0.903	0.664	1.091	1.372	0.745	0.385	0.099	0.035	6.710	6.9%	0.631	2.353	3.208	0.519																																																																																																																																								
2016	M	0.061	0.286	0.355	0.655	0.822	0.742	1.083	1.446	0.750	0.403	0.107	0.040	6.749	0.6%	0.702	2.218	3.279	0.550																																																																																																																																								
2017	M	0.060	0.297	0.239	0.845	0.823	0.722	1.124	1.405	0.764	0.349	0.131	0.043	6.801	0.8%	0.597	2.389	3.293	0.522																																																																																																																																								
2018	M	0.063	0.331	0.241	0.753	0.836	0.848	1.127	1.364	0.803	0.378	0.126	0.043	6.914	1.7%	0.635	2.437	3.294	0.548																																																																																																																																								
2019	M	0.069	0.379	0.255	0.858	0.854	0.788	1.162	1.466	0.789	0.406	0.145	0.049	7.220	4.4%	0.704	2.499	3.417	0.599																																																																																																																																								
2020	M	0.070	0.369	0.193	0.005	0.007	0.014	0.409	0.869	0.553	0.014	0.062	0.020	2.585	-64.2%	0.632	0.026	1.832	0.095																																																																																																																																								
2021	M			0.080	0.706	0.652	0.738	1.160	1.573	0.798	0.389	0.129	0.039	6.263	142.3%	0.080	2.097	3.530	0.557																																																																																																																																								
2022	M	0.073	0.259	0.276	0.807	0.738	0.827	1.197	1.468	0.715	0.385	0.118	0.037	6.899	10.2%	0.608	2.371	3.380	0.539																																																																																																																																								

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



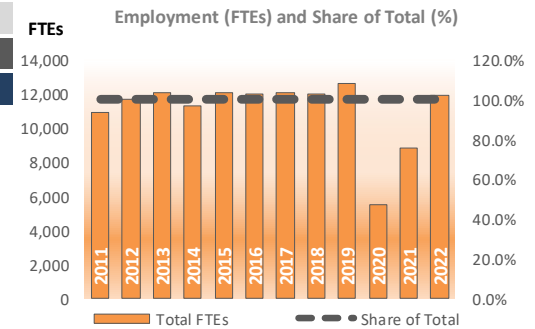
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Report Prepared by: Cathy James, Date of Issue: 14/08/23

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

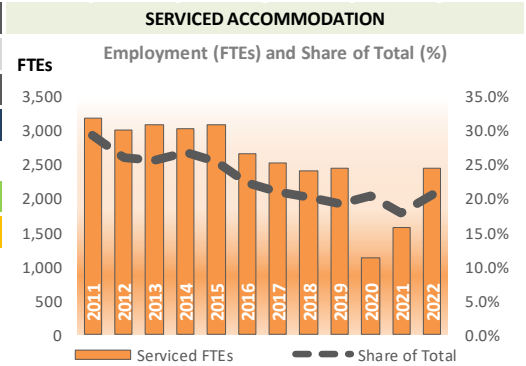
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM FINAL TREND REPORT FOR 2011-2022													2011 to 2022		TOTAL		TOTAL EMPLOYMENT				
CONWY COUNTY BOROUGH COUNCIL																					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		TOTAL																			
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2011 to 2022		21.5%	3.8%	15.2%	2.2%	9.2%	11.1%	17.4%	6.8%	1.4%	1.0%	27.7%	10.8%	9.1%	Annual Change		12.8%	7.5%	8.9%	9.8%	
% Change 2021 to 2022				664.5%	231.3%	175.0%	20.9%	5.4%	-9.9%	-12.9%	-11.9%	8.9%	0.2%	35.2%			1500.4%	98.7%	-5.8%	-4.1%	
Average Annual Change		2.0%	0.3%	1.4%	0.2%	0.8%	1.0%	1.6%	0.6%	0.1%	0.1%	2.5%	1.0%	0.8%			1.2%	0.7%	0.8%	0.9%	
2011	FTEs	3,729	5,787	8,367	14,318	13,791	14,009	16,752	19,516	13,831	11,095	5,160	4,215	10,881			5,961	14,039	16,700	6,824	
2012	FTEs	4,023	6,318	9,137	14,078	14,340	14,708	18,145	20,433	15,104	11,777	6,730	4,741	11,628	6.9%			6,493	14,375	17,894	7,750
2013	FTEs	4,155	6,278	9,366	13,394	16,779	15,337	19,585	22,302	14,881	11,014	6,844	4,737	12,056	3.7%			6,600	15,170	18,923	7,532
2014	FTEs	4,151	5,995	8,930	13,330	15,560	13,603	17,728	21,131	14,114	10,281	6,468	4,462	11,313	-6.2%			6,359	14,164	17,657	7,070
2015	FTEs	4,264	6,310	9,286	14,231	16,668	14,456	19,697	23,027	14,866	10,924	6,614	4,383	12,060	6.6%			6,620	15,118	19,197	7,307
2016	FTEs	4,358	6,127	10,049	13,374	14,908	15,748	19,623	22,429	14,746	10,590	6,587	4,771	11,942	-1.0%			6,845	14,677	18,933	7,316
2017	FTEs	4,570	6,423	9,177	15,529	15,246	15,102	19,455	21,901	14,608	11,002	6,631	4,687	12,028	0.7%			6,723	15,292	18,655	7,440
2018	FTEs	4,430	6,548	9,160	14,185	15,634	15,804	19,252	21,480	14,788	11,141	6,706	4,732	11,989	-0.3%			6,713	15,208	18,507	7,527
2019	FTEs	5,169	6,942	9,402	15,631	16,371	15,816	20,062	22,570	15,390	11,896	7,079	5,079	12,617	5.2%			7,171	15,939	19,341	8,018
2020	FTEs	5,173	7,196	6,595	-	-	300	7,442	18,557	15,135	126	3,282	2,105	5,493	-56.5%			6,321	100	13,711	1,838
2021	FTEs	-	-	1,261	4,418	5,477	12,878	18,666	23,148	16,107	12,731	6,047	4,662	8,783	59.9%			420	7,591	19,307	7,813
2022	FTEs	4,531	6,006	9,637	14,635	15,060	15,565	19,673	20,852	14,027	11,210	6,588	4,671	11,871	35.2%			6,725	15,087	18,184	7,490
EMPLOYMENT													TOTAL								
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022								
Total	FTEs	10,881	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871								
Total Employment	FTEs	10,881	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871								
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%								
Annual Change in Share	%																				
Change in Share from 2011	%																				
Avg Ann. Change in Share	%																				



STEAM FINAL TREND REPORT FOR 2011-2022											2011 to 2022			SERVICED		DIRECT EMPLOYMENT			
CONWY COUNTY BOROUGH COUNCIL											CALENDAR YEAR		QUARTER						
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION											CALENDAR YEAR		QUARTER				
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											CALENDAR YEAR		QUARTER				
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		-14.3%	-21.7%	-26.8%	-28.7%	-11.4%	-22.3%	-17.1%	-27.2%	-27.1%	-34.6%	-20.5%	-21.4%	-23.1%	-21.7%	-20.7%	-23.9%	-26.2%	
% Change 2021 to 2022						142.1%	0.4%	2.2%	-1.2%	-0.5%	0.8%	2.2%	2.9%	56.2%		107.6%	0.2%	1.9%	
Average Annual Change		-1.3%	-2.0%	-2.4%	-2.6%	-1.0%	-2.0%	-1.6%	-2.5%	-2.5%	-3.1%	-1.9%	-1.9%	-2.1%	-2.0%	-1.9%	-2.2%	-2.4%	
2011	FTEs	2,152	2,639	3,090	3,365	3,411	3,415	3,477	3,715	3,465	3,542	3,029	2,674	3,164	2,627	3,397	3,552	3,082	
2012	FTEs	2,167	2,593	2,935	3,135	3,371	3,364	3,214	3,483	3,219	3,088	2,890	2,542	3,000	2,565	3,290	3,305	2,840	
2013	FTEs	2,197	2,806	2,891	3,157	3,537	3,340	3,411	3,579	3,226	3,091	2,963	2,630	3,069	2,631	3,345	3,405	2,895	
2014	FTEs	2,266	2,683	2,870	3,186	3,483	3,331	3,302	3,474	3,208	3,126	2,859	2,438	3,019	2,606	3,333	3,328	2,808	
2015	FTEs	2,251	2,751	2,896	3,198	3,574	3,369	3,438	3,513	3,208	3,149	2,901	2,467	3,060	2,633	3,380	3,386	2,839	
2016	FTEs	2,119	2,392	2,538	2,717	3,000	2,767	2,805	3,003	2,831	2,578	2,601	2,412	2,647	2,350	2,828	2,879	2,530	
2017	FTEs	2,072	2,362	2,391	2,636	2,833	2,651	2,694	2,807	2,612	2,405	2,463	2,186	2,509	2,275	2,706	2,704	2,352	
2018	FTEs	1,959	2,253	2,229	2,440	2,794	2,557	2,568	2,646	2,554	2,304	2,375	2,143	2,402	2,147	2,597	2,590	2,274	
2019	FTEs	2,219	2,148	2,169	2,446	2,802	2,597	2,597	2,721	2,598	2,294	2,415	2,086	2,424	2,179	2,615	2,639	2,265	
2020	FTEs	2,229	2,339	1,536	-	-	-	240	2,566	2,455	-	1,284	752	1,117	2,035		1,754	679	
2021	FTEs	-	-	-	-	1,249	2,643	2,821	2,738	2,537	2,298	2,356	2,042	1,557		1,297	2,699	2,232	
2022	FTEs	1,843	2,068	2,262	2,401	3,023	2,655	2,883	2,706	2,524	2,315	2,408	2,100	2,432	2,058	2,693	2,705	2,274	

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

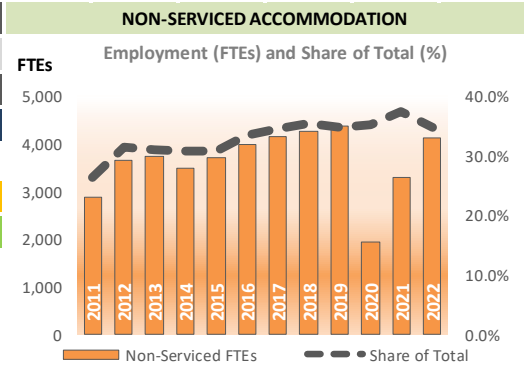


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Report Prepared by: Cathy James, Date of Issue: 14/08/23

STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022		NON-SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2011 to 2022		187.5%	166.4%	57.2%	40.2%	28.3%	34.6%	27.6%	16.3%	23.4%	54.1%	226.1%	146.9%	43.7%	93.0%	34.1%	22.3%	95.9%		
% Change 2021 to 2022				597.6%	47.0%	64.9%	45.8%	14.5%	-13.3%	-17.2%	-19.8%	21.6%	-7.1%	25.7%	1125.9%	52.0%	-6.2%	-9.0%		
Average Annual Change		17.0%	15.1%	5.2%	3.7%	2.6%	3.1%	2.5%	1.5%	2.1%	4.9%	20.6%	13.4%	4.0%	8.5%	3.1%	2.0%	8.7%		
2011	FTEs	525	612	2,636	3,666	4,071	4,132	5,039	5,277	3,974	3,109	754	624	2,868		1,257	3,957	4,763	1,496	
2012	FTEs	865	1,011	2,930	4,140	4,433	5,048	6,051	6,499	4,967	4,316	2,199	1,141	3,633	26.7%	1,602	4,540	5,839	2,552	
2013	FTEs	959	1,039	3,345	3,931	4,705	5,308	6,160	6,999	4,911	3,938	2,194	1,099	3,716	2.3%	1,781	4,648	6,023	2,410	
2014	FTEs	934	1,077	3,162	3,735	4,670	4,494	5,640	6,644	4,566	3,506	2,148	1,156	3,478	-6.4%	1,724	4,300	5,617	2,270	
2015	FTEs	985	1,052	3,274	4,085	5,011	4,795	6,270	7,311	4,682	3,770	2,167	1,051	3,704	6.5%	1,770	4,630	6,088	2,329	
2016	FTEs	1,173	1,255	3,817	4,538	4,613	5,950	6,840	6,915	4,864	3,978	2,363	1,317	3,969	7.1%	2,082	5,034	6,206	2,553	
2017	FTEs	1,365	1,444	3,891	5,275	5,041	5,652	6,610	6,996	4,897	4,701	2,397	1,468	4,145	4.4%	2,233	5,323	6,168	2,855	
2018	FTEs	1,394	1,533	4,051	5,007	5,368	5,744	6,708	7,266	4,967	4,764	2,539	1,515	4,238	2.2%	2,326	5,373	6,314	2,939	
2019	FTEs	1,582	1,605	4,137	5,309	5,575	5,740	6,755	7,026	5,202	5,080	2,610	1,736	4,363	3.0%	2,441	5,541	6,328	3,142	
2020	FTEs	1,535	1,575	2,790	-	-	-	2,760	6,500	5,942	-	1,076	964	1,928	-55.8%	1,966		5,067	680	
2021	FTEs	-	-	594	3,496	3,167	3,815	5,615	7,079	5,923	5,976	2,021	1,658	3,279	70.0%	198	3,493	6,205	3,219	
2022	FTEs	1,509	1,629	4,143	5,140	5,222	5,560	6,430	6,138	4,903	4,792	2,457	1,541	4,122	25.7%	2,427	5,307	5,824	2,930	

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

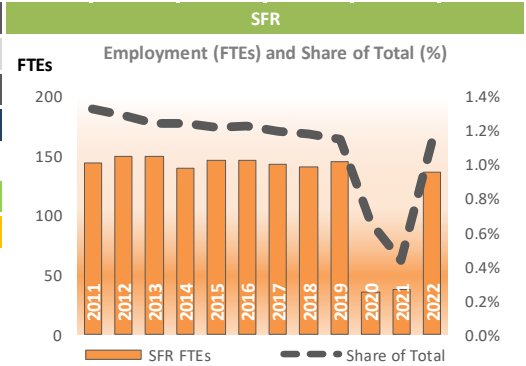


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Report Prepared by: Cathy James, Date of Issue: 14/08/23

STEAM FINAL TREND REPORT FOR 2011-2022													2011 to 2022		SFR	DIRECT EMPLOYMENT			
CONWY COUNTY BOROUGH COUNCIL																			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		-3.6%	-3.6%	-3.6%	-6.2%	-6.2%	-6.2%	-6.2%	-6.2%	-6.2%	-6.2%	-6.2%	-6.2%	-5.6%		-3.6%	-6.2%	-6.2%	-6.2%
% Change 2021 to 2022					803.1%	803.1%	80.6%	80.6%	80.6%	86.1%	86.1%	86.1%	255.1%			1596.2%	80.6%	86.1%	
Average Annual Change		-0.3%	-0.3%	-0.3%	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%	-0.5%			-0.3%	-0.6%	-0.6%	-0.6%
2011	FTEs	239	80	91	218	140	108	175	186	96	96	74	216	143		137	155	152	129
2012	FTEs	248	83	95	227	146	112	182	193	99	99	77	224	149	3.9%	142	162	158	133
2013	FTEs	249	84	95	227	146	113	183	193	100	100	78	225	149	0.3%	143	162	159	134
2014	FTEs	233	78	89	212	137	105	171	181	93	93	72	210	140	-6.5%	133	151	148	125
2015	FTEs	243	82	93	222	143	110	178	189	97	97	76	219	146	4.5%	139	158	155	131
2016	FTEs	244	82	93	222	143	110	179	189	97	97	76	220	146	0.1%	140	158	155	131
2017	FTEs	238	80	91	217	140	108	175	185	95	95	74	215	143	-2.3%	136	155	152	128
2018	FTEs	235	79	90	214	138	106	172	182	94	94	73	212	141	-1.4%	134	153	149	126
2019	FTEs	241	81	92	220	141	109	177	187	96	96	75	217	144	2.7%	138	157	153	130
2020	FTEs	248	83	52	-	-	-	25	24	-	-	-	-	36	-75.1%	128		16	
2021	FTEs	-	-	-	-	15	11	91	96	50	48	38	109	38	6.0%		9	79	65
2022	FTEs	230	77	88	205	132	101	164	174	90	90	70	202	135	255.1%	132	146	143	121

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

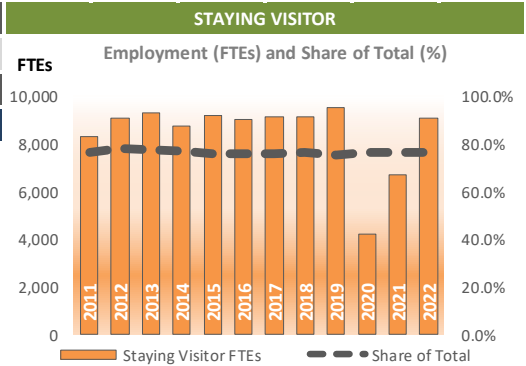


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Report Prepared by: Cathy James, Date of Issue: 14/08/23

STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022		STAYING VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
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		22.9%	13.3%	11.6%	6.8%	9.9%	8.6%	9.0%	-1.7%	-0.2%	6.7%	27.9%	9.4%	8.3%	14.8%	8.5%	2.4%	13.2%		
% Change 2021 to 2022				993.2%	121.5%	89.1%	28.5%	11.1%	-9.0%	-11.7%	-13.5%	11.8%	0.9%	37.3%	2231.9%	69.8%	-3.5%	-3.5%		
Average Annual Change		2.1%	1.2%	1.1%	0.6%	0.9%	0.8%	0.8%	-0.2%	0.0%	0.6%	2.5%	0.9%	0.8%	1.3%	0.8%	0.2%	1.2%		
2011	FTEs	2,916	3,331	5,817	7,249	7,623	7,655	8,691	9,178	7,534	6,746	3,857	3,513	6,176	4,021	7,509	8,468	4,706		
2012	FTEs	3,280	3,687	5,960	7,501	7,950	8,524	9,447	10,175	8,285	7,503	5,167	3,907	6,782	4,309	7,992	9,302	5,526		
2013	FTEs	3,405	3,928	6,331	7,315	8,388	8,761	9,753	10,772	8,236	7,129	5,235	3,953	6,934	4,555	8,155	9,587	5,439		
2014	FTEs	3,432	3,838	6,121	7,134	8,290	7,930	9,113	10,299	7,867	6,725	5,079	3,804	6,636	4,464	7,785	9,093	5,203		
2015	FTEs	3,480	3,885	6,263	7,505	8,728	8,274	9,886	11,013	7,987	7,016	5,144	3,738	6,910	4,543	8,169	9,629	5,299		
2016	FTEs	3,535	3,729	6,449	7,477	7,756	8,827	9,823	10,107	7,792	6,653	5,040	3,949	6,761	4,571	8,020	9,241	5,214		
2017	FTEs	3,675	3,886	6,374	8,128	8,014	8,411	9,478	9,988	7,604	7,201	4,935	3,870	6,797	4,645	8,184	9,024	5,335		
2018	FTEs	3,588	3,864	6,370	7,661	8,300	8,408	9,448	10,095	7,615	7,161	4,987	3,869	6,781	4,608	8,123	9,053	5,339		
2019	FTEs	4,042	3,835	6,398	7,975	8,518	8,445	9,529	9,934	7,897	7,470	5,100	4,039	6,932	4,758	8,313	9,120	5,536		
2020	FTEs	4,012	3,997	4,378	-	-	-	3,025	9,090	8,397	-	2,361	1,715	3,081	4,129	-	6,837	1,359		
2021	FTEs	-	-	594	3,496	4,430	6,469	8,527	9,914	8,510	8,322	4,415	3,809	4,874	198	4,799	8,984	5,515		
2022	FTEs	3,583	3,774	6,493	7,745	8,377	8,316	9,478	9,018	7,517	7,197	4,934	3,843	6,690	4,616	8,146	8,671	5,325		

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



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STEAM FINAL TREND REPORT FOR 2011-2022													2011 to 2022		DAY VISITOR		DIRECT EMPLOYMENT			
CONWY COUNTY BOROUGH COUNCIL																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY 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					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		-3.5%	-16.2%	22.3%	-6.6%	5.1%	13.2%	31.4%	19.3%	3.0%	-16.1%	5.5%	4.0%	8.7%		-0.4%	3.3%	19.2%	-11.0%	
% Change 2021 to 2022				239.9%			7.5%	-1.0%	-10.4%	-13.9%	-3.1%	-10.7%	-6.4%	35.5%	Annual Change	647.9%	208.4%	-8.1%	-5.1%	
Average Annual Change		-0.3%	-1.5%	2.0%	-0.6%	0.5%	1.2%	2.9%	1.8%	0.3%	-1.5%	0.5%	0.4%	0.8%		0.0%	0.3%	1.7%	-1.0%	
2011	FTEs	377	1,547	1,132	4,246	3,450	3,589	4,477	6,049	3,413	2,255	548	175	2,605		1,019	3,761	4,647	993	
2012	FTEs	330	1,656	1,592	3,832	3,566	3,237	4,811	5,720	3,586	2,044	512	217	2,592	-0.5%	1,193	3,545	4,705	924	
2013	FTEs	295	1,358	1,407	3,527	4,974	3,508	5,600	6,551	3,486	1,876	539	188	2,776	7.1%	1,020	4,003	5,212	868	
2014	FTEs	283	1,280	1,362	3,764	4,293	3,148	4,988	6,420	3,437	1,807	469	163	2,618	-5.7%	975	3,735	4,948	813	
2015	FTEs	316	1,477	1,500	4,104	4,715	3,469	5,700	7,165	3,889	2,010	517	183	2,920	11.6%	1,098	4,096	5,585	903	
2016	FTEs	320	1,491	1,850	3,412	4,282	3,866	5,646	7,535	3,908	2,103	555	211	2,932	0.4%	1,220	3,853	5,696	956	
2017	FTEs	309	1,525	1,227	4,330	4,218	3,701	5,762	7,206	3,916	1,789	672	218	2,906	-0.9%	1,020	4,083	5,628	893	
2018	FTEs	314	1,657	1,210	3,775	4,191	4,250	5,649	6,837	4,025	1,896	632	216	2,888	-0.6%	1,060	4,072	5,504	915	
2019	FTEs	359	1,970	1,327	4,457	4,436	4,093	6,038	7,619	4,100	2,107	753	254	3,126	8.3%	1,218	4,329	5,919	1,038	
2020	FTEs	375	1,969	1,030	-	-	241	2,733	5,396	3,433	99	435	138	1,321	-57.8%	1,125	80	3,854	224	
2021	FTEs	-	-	407	-	-	3,780	5,941	8,056	4,086	1,952	647	195	2,089	58.1%	136	1,260	6,028	931	
2022	FTEs	364	1,297	1,384	3,967	3,626	4,064	5,883	7,218	3,517	1,891	578	182	2,831	35.5%	1,015	3,885	5,539	884	

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

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

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

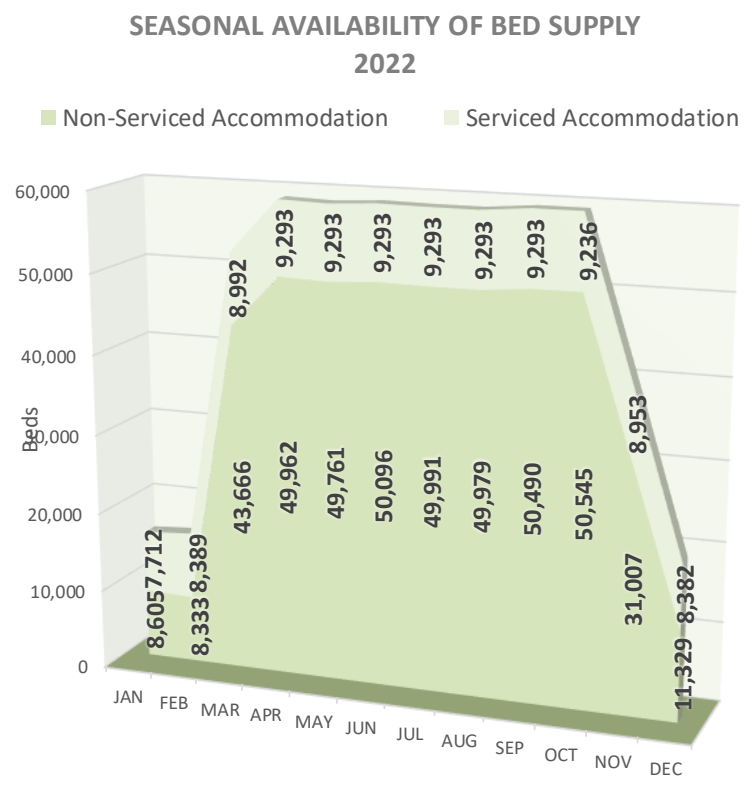
2022 **STAYING VISITORS** **ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE**

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

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

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

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



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

Report Sections With Historic Financial Data Indexed to 2022 Prices

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

Indexation: *Indexation to: 2022*

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
CONWY COUNTY BOROUGH COUNCIL

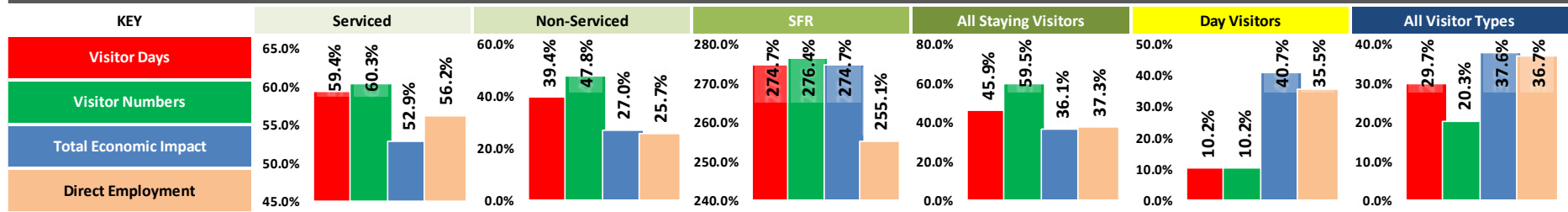
Comparing 2022 and 2021
2021 in 2022 prices (1.078)

COMPARATIVE HEADLINES

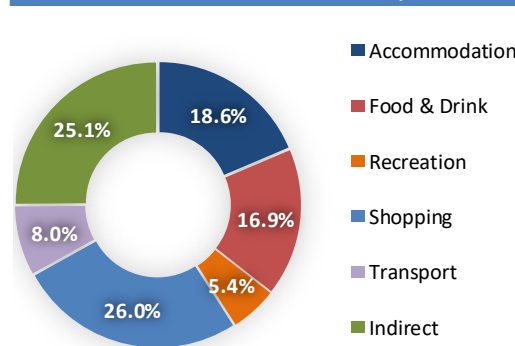
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - INDEXED TO 2022

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

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

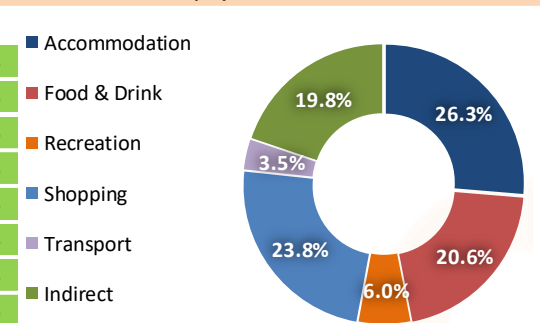


Sectoral Distribution of Economic Impact - £Bn including VAT Indexed to 2022



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

Sectoral Distribution of Employment - FTEs



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

2011 to 2022
 2022 Prices

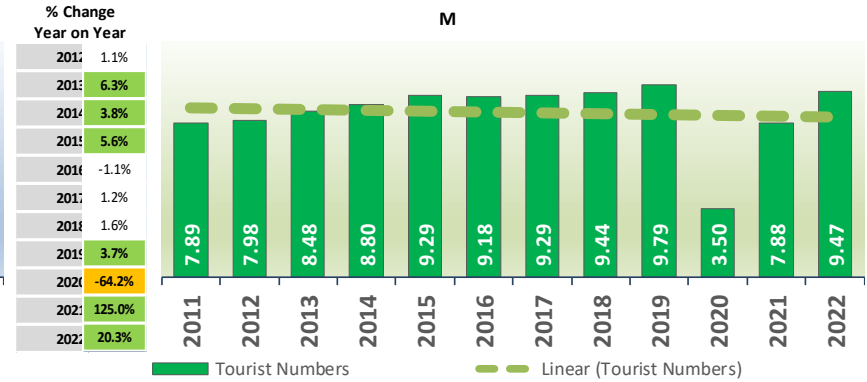
TOTAL

KEY MEASURES
 Indexed

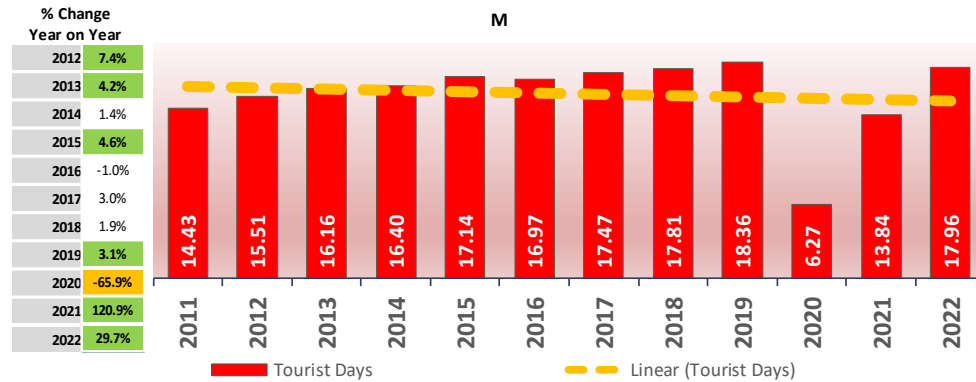
Economic Impact - Indexed - Total



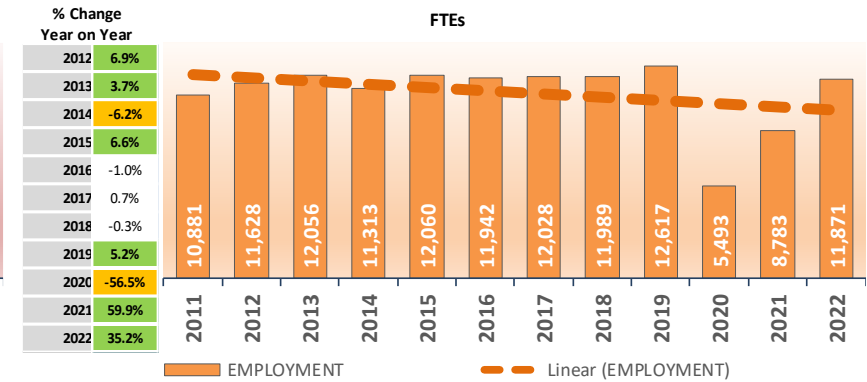
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



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

"Linear" = Linear Trendline

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

2011 to 2022
 2022 Prices

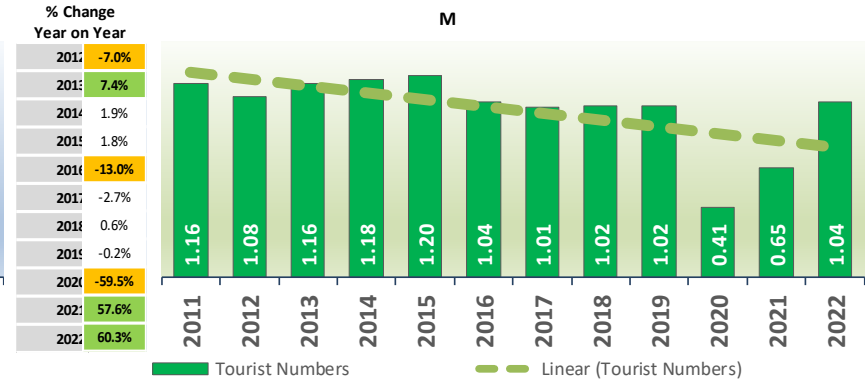
SERVICED
 ACCOMMODATION

KEY MEASURES
 Indexed

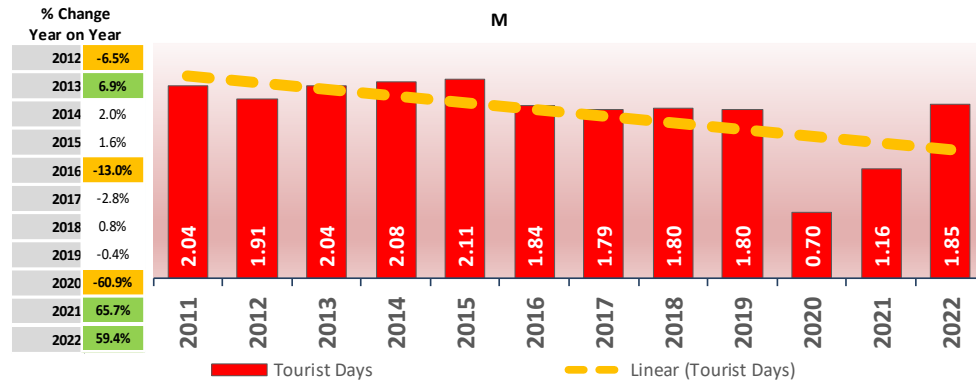
Economic Impact - Indexed - Serviced Accommodation



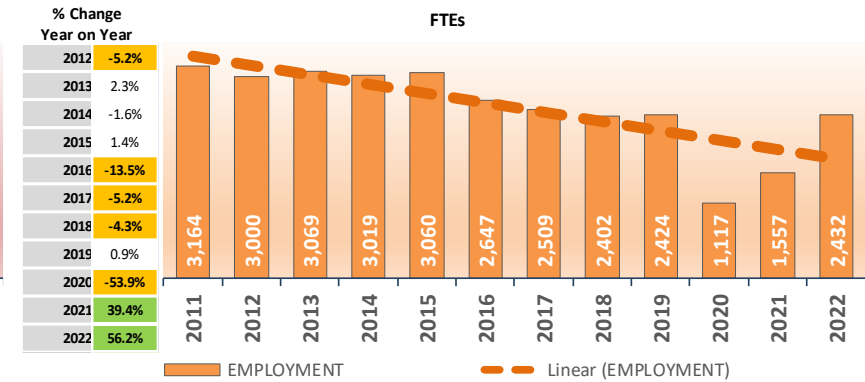
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



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

"Linear" = Linear Trendline

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

2011 to 2022
 2022 Prices

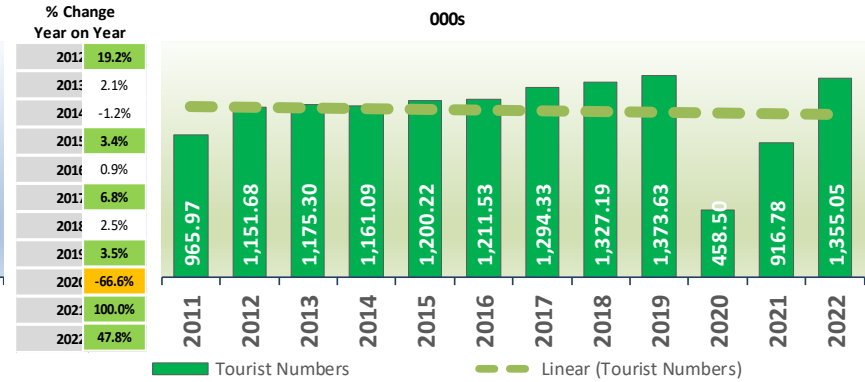
NON-SERVICED
 ACCOMMODATION

KEY MEASURES
 Indexed

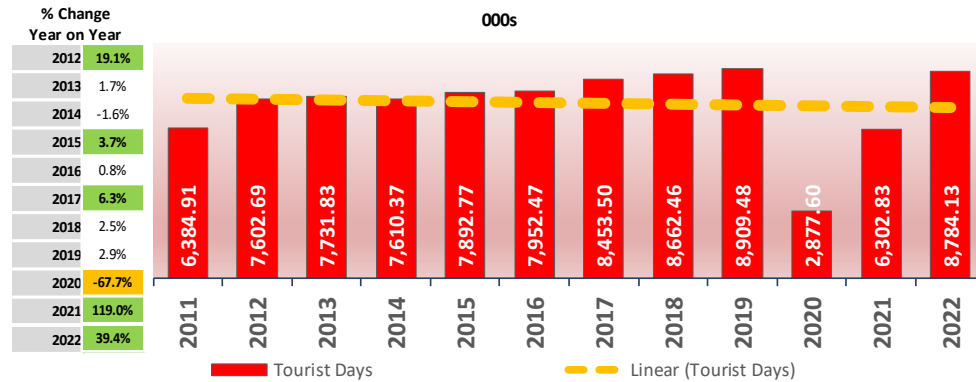
Economic Impact - Indexed - Non-Serviced Accommodation



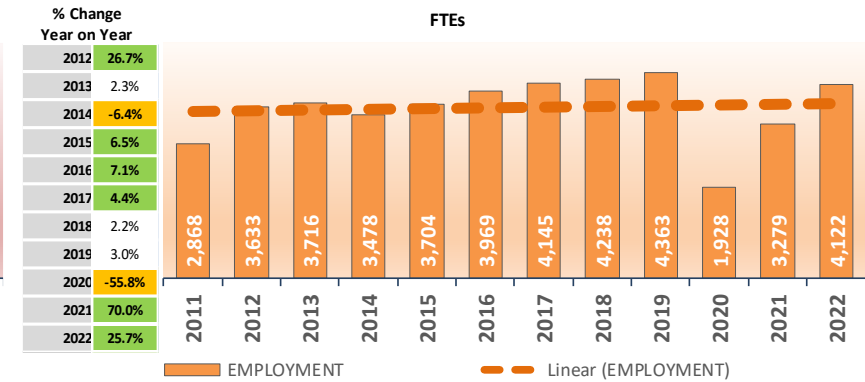
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



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

"Linear" = Linear Trendline

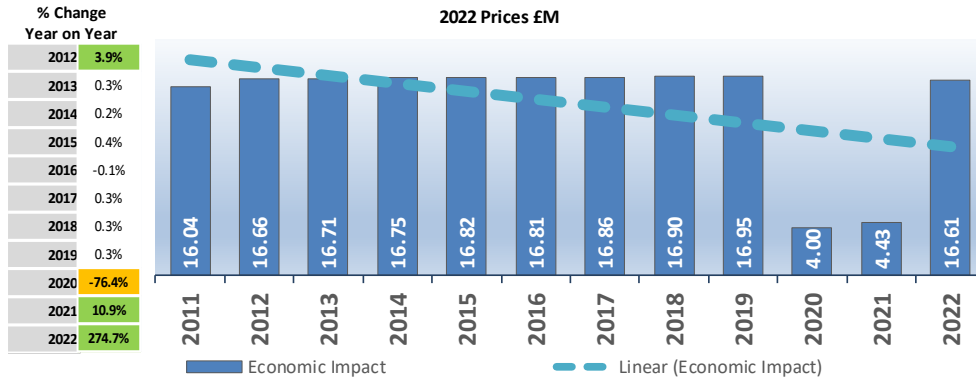
STEAM FINAL TREND REPORT FOR 2011-2022
CONWY COUNTY BOROUGH COUNCIL

2011 to 2022
 2022 Prices

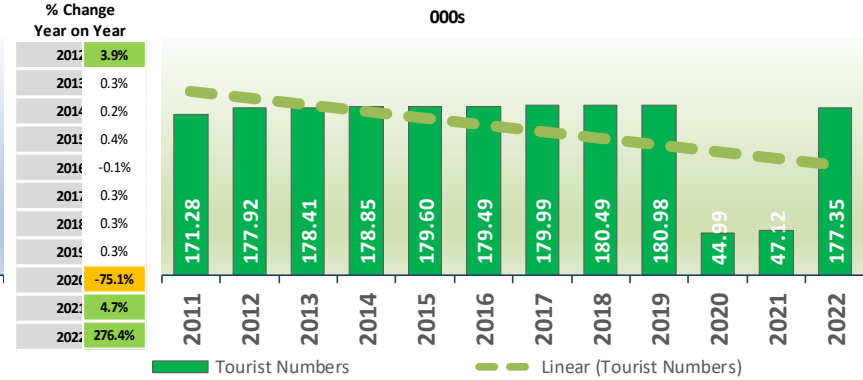
SFR

KEY MEASURES
 Indexed

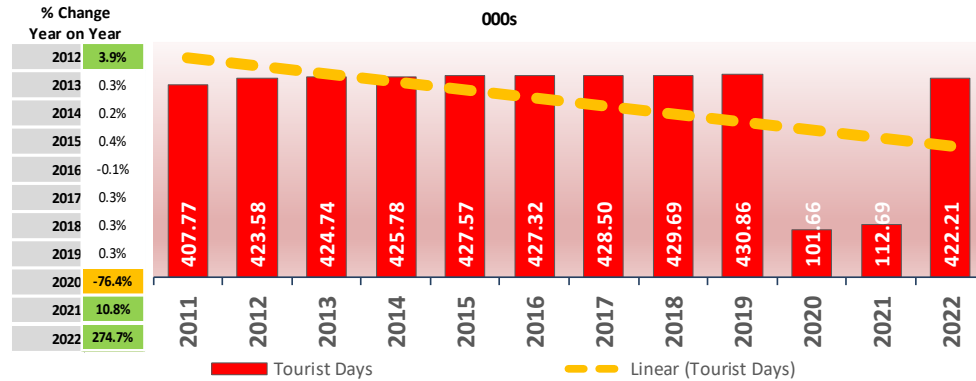
Economic Impact - Indexed - SFR



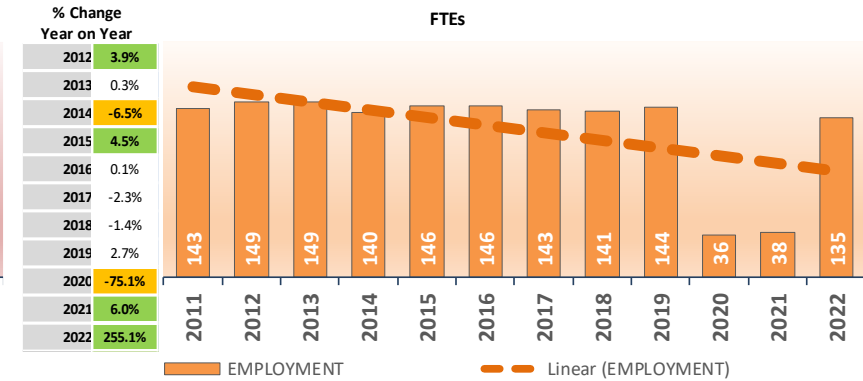
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



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

"Linear" = Linear Trendline

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

2011 to 2022
 2022 Prices

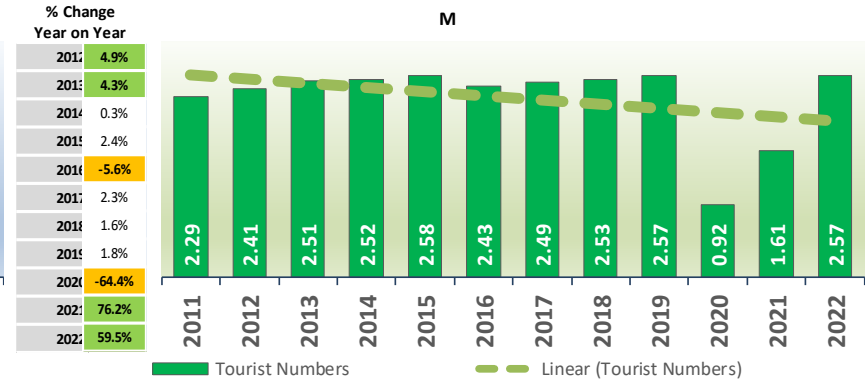
STAYING VISITOR

KEY MEASURES
 Indexed

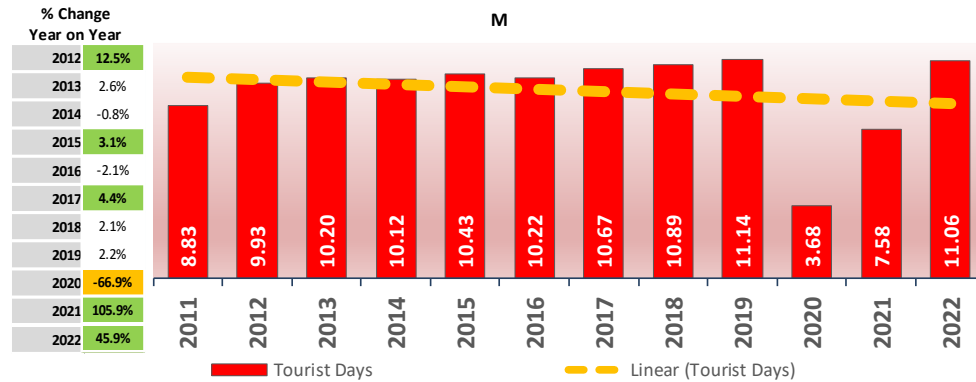
Economic Impact - Indexed - Staying Visitor



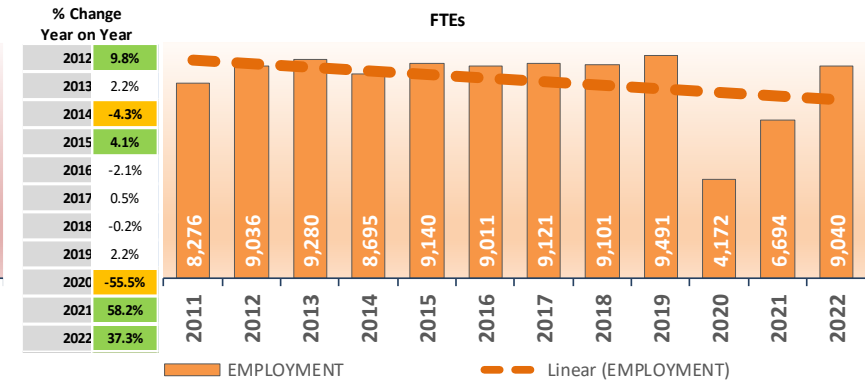
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



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

"Linear" = Linear Trendline

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

2011 to 2022
 2022 Prices

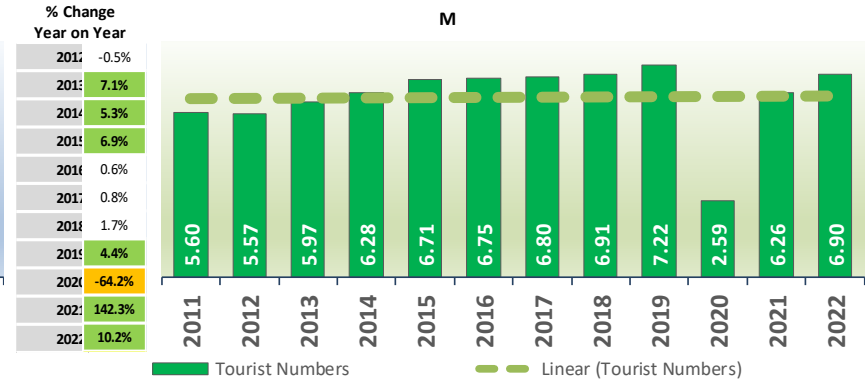
DAY VISITOR

KEY MEASURES
 Indexed

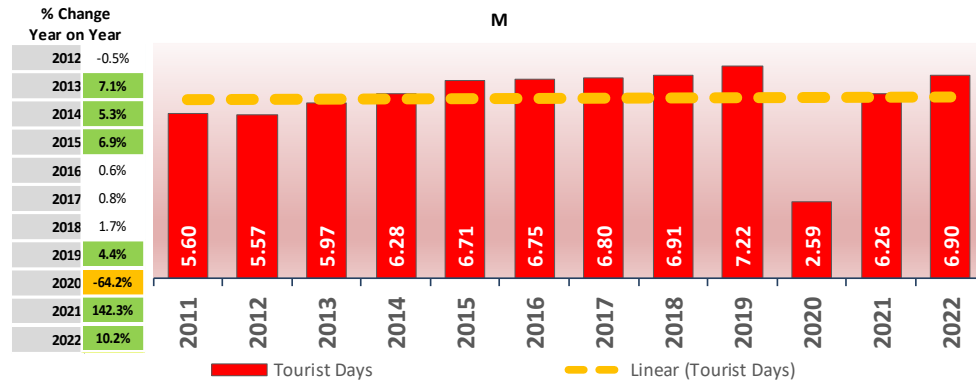
Economic Impact - Indexed - Day Visitor



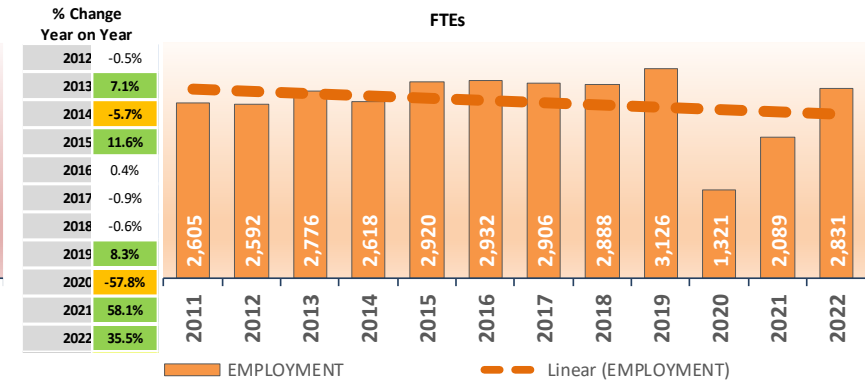
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



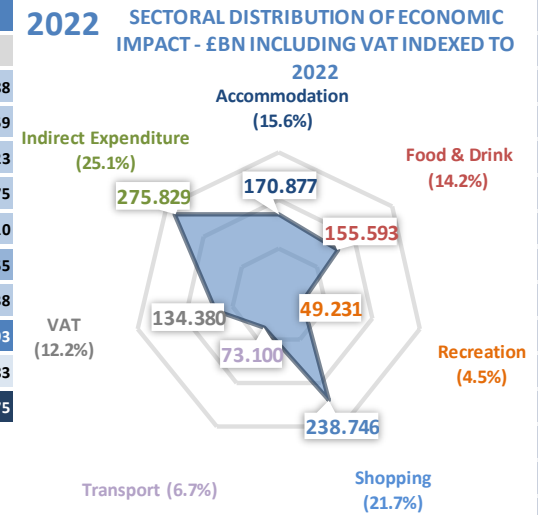
Direct Employment Supported - Day Visitor



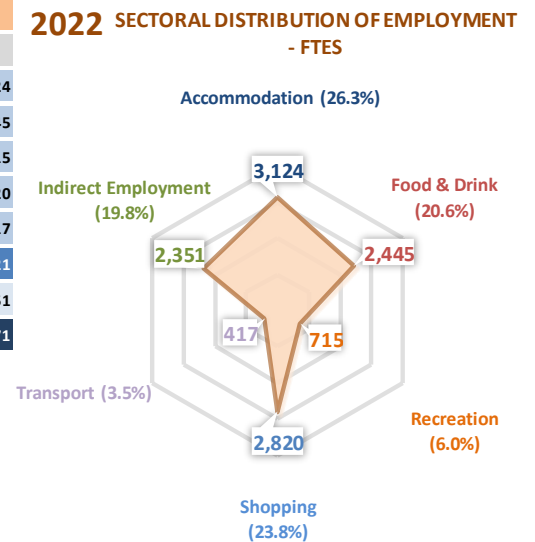
% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-0.5%	6.6%	12.2%	19.8%	20.5%	21.5%	23.5%	28.9%	-54.1%	-12.4%	23.2%
Visitor Numbers		-0.5%	6.6%	12.2%	19.8%	20.5%	21.5%	23.5%	28.9%	-53.8%	11.9%	23.2%
Visitor Days		-0.5%	6.6%	12.2%	19.8%	20.5%	21.5%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

"Linear" = Linear Trendline

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



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

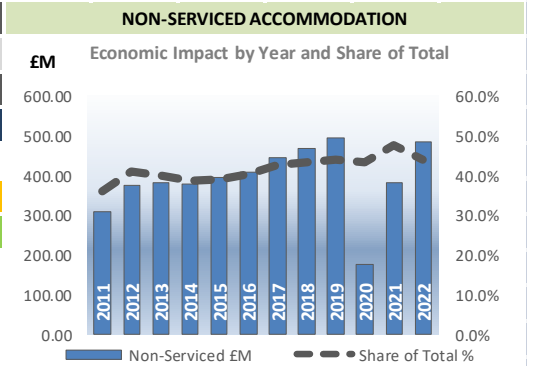


STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022 2022 Prices		TOTAL		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES											TOTAL		% Change					
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		42.1%	11.4%	35.2%	18.4%	30.2%	32.1%	38.0%	23.1%	18.5%	13.5%	56.1%	32.5%	27.0%	28.5%	26.8%	26.8%	26.4%		
% Change 2021 to 2022				619.1%	265.5%	230.1%	29.5%	9.8%	-5.4%	-8.8%	-10.5%	15.7%	5.3%	37.6%	1237.8%	119.1%	-1.4%	-1.6%		
Average Annual Change		3.8%	1.0%	3.2%	1.7%	2.7%	2.9%	3.5%	2.1%	1.7%	1.2%	5.1%	3.0%	2.5%	2.6%	2.4%	2.4%	2.4%		
2011	£M	15.54	31.63	49.28	95.72	92.45	94.03	121.85	145.68	98.59	72.70	27.70	19.43	864.60	96.45	282.21	366.11	119.83		
2012	£M	14.62	33.51	54.26	92.44	95.94	99.82	130.68	153.12	109.39	75.74	36.92	21.83	918.26	102.39	288.20	393.18	134.49		
2013	£M	15.88	34.82	55.43	86.39	115.52	103.85	143.04	167.70	106.73	68.26	37.73	21.46	956.80	106.13	305.75	417.47	127.44		
2014	£M	17.95	35.34	57.24	95.35	117.16	99.57	141.91	172.35	110.47	69.38	37.42	20.04	974.16	110.54	312.07	424.72	126.83		
2015	£M	18.33	37.07	58.33	99.29	122.72	103.39	155.52	182.92	113.31	72.63	37.64	18.59	1,019.74	113.72	325.41	451.75	128.87		
2016	£M	19.96	34.87	65.67	92.78	107.43	113.49	153.68	177.31	113.82	68.35	38.48	24.54	1,010.40	120.51	313.70	444.82	131.37		
2017	£M	22.94	38.78	59.71	114.60	113.26	111.57	156.53	174.59	114.91	74.92	39.66	23.25	1,044.71	121.42	339.43	446.03	137.83		
2018	£M	21.54	40.50	61.30	105.89	121.73	121.28	159.57	174.13	121.14	79.76	42.86	25.79	1,075.49	123.34	348.90	454.84	148.41		
2019	£M	29.18	41.79	61.15	116.03	124.85	119.28	162.98	181.68	123.58	83.78	45.59	28.44	1,118.33	132.13	360.15	468.24	157.81		
2020	£M	29.10	44.47	41.37			0.747	47.37	123.42	100.09	0.766	13.77	6.407	407.52	114.95	0.747	270.88	20.94		
2021	£M			9.265	31.02	36.46	95.86	153.12	189.61	128.19	92.18	37.36	24.45	797.51	9.265	163.34	470.92	153.99		
2022	£M	22.07	35.25	66.62	113.35	120.36	124.18	168.13	179.40	116.87	82.51	43.24	25.75	1,097.75	123.95	357.90	464.41	151.50		
ECONOMIC IMPACT - INDEXED TO 2022													TOTAL							
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total						
Total	£M	864.60	918.26	956.80	974.16	1,019.74	1,010.40	1,044.71	1,075.49	1,118.33	407.52	797.51	1,097.75	1,200.00						
All Visitor Types	£Bn	0.865	0.918	0.957	0.974	1.020	1.010	1.045	1.075	1.118	0.408	0.798	1.098	1,000.00						
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	800.00						
Annual Change in Share	%						0.0%							600.00						
Change in Share from 2011	%						0.0%							400.00						
Avg Ann. Change in Share	%						0.0%							200.00						

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

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

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

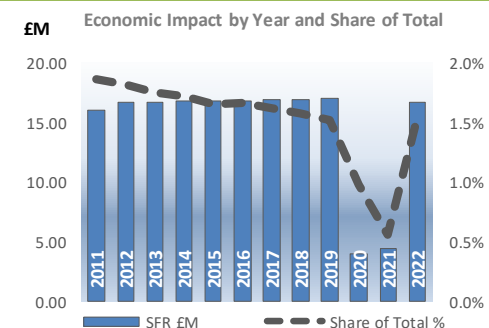


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Report Prepared by: Cathy James, Date of Issue: 14/08/23

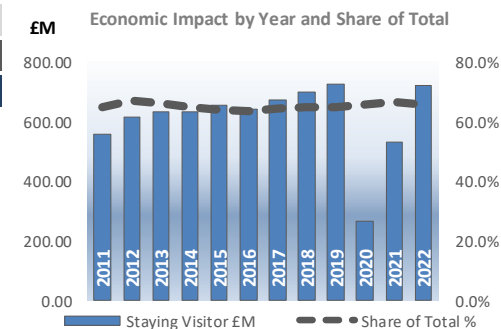
STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022 2022 Prices		SFR	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M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

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



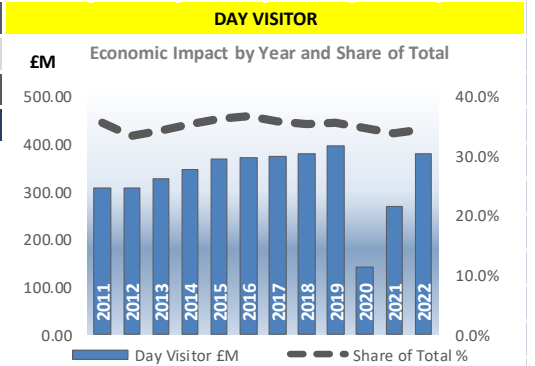
STEAM FINAL TREND REPORT FOR 2011-2022 CONWY COUNTY BOROUGH COUNCIL													2011 to 2022 2022 Prices		STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more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

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



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

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



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