



STEAM SUMMARY 2021

CONWY COUNTY BOROUGH COUNCIL

Total economic impact of tourism £M	739.53
% change on 2020 (£'s 2021)	95.7%

Total visitor days (Millions)	13.84
% change on 2020	120.9%
Staying visitor days (Millions)	7.58
% change on 2020	105.9%

Total visitor numbers (Millions)	7.88
% change on 2020	125.0%
Number of staying visitors (Millions)	1.61
% change on 2020	76.2%
Number of day visitors (Millions)	6.26
% change on 2020	142.3%

Number of FTE jobs supported by tourism spend	8,783
% change on 2020	59.9%