



STEAM FINAL TREND REPORT FOR 2010-2021

Final

CONWY COUNTY BOROUGH COUNCIL

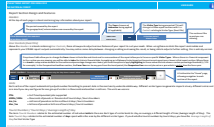
Global Tourism Solutions (UK) Ltd

71 Heol Gwys
Upper Cwmtwrch
Swansea
SA9 2XH

Telephone: 0798 445 5388

Email: cj.gtsuk@btinternet.com

Website: www.globaltourismsolutions.co.uk

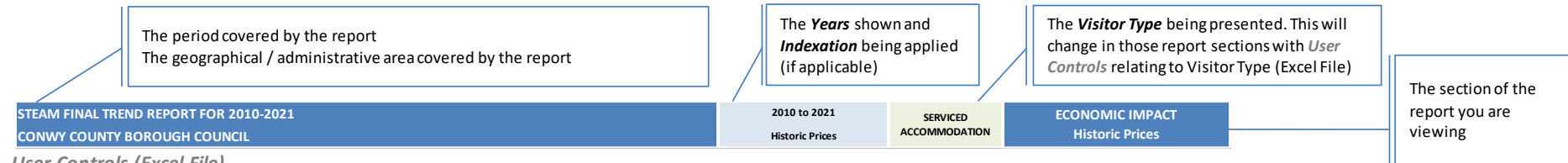
REPORT SECTIONS 	Page	USER GUIDE 	3	COMPARATIVE HEADLINES 	4	KEY MEASURES 	5-11
KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE		DISTRIBUTION OF IMPACT: <i>by Visitor Type</i> 	13	DISTRIBUTION OF IMPACT: <i>by Month</i> 	14	DISTRIBUTION OF IMPACT: <i>by Sector</i> 	15
UNINDEXED ECONOMIC IMPACT 	16-22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



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.

REPORT CONTROLS - Please adjust the report outputs using the drop-down controls below

FOCUS YEAR: 2021 | COMPARISON YEAR: 2020 | INDEXATION: Reflect Price Inflation? NO | HIGHLIGHT % CHANGES GREATER THAN OR EQUAL TO: 3% | [home](#)

A link back to the "Home" page, allowing navigation to each section of the report

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 2010-2021
CONWY COUNTY BOROUGH COUNCIL

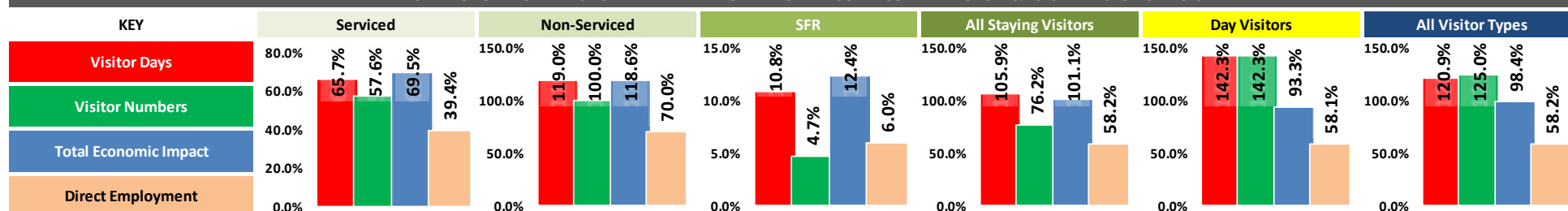
Comparing 2021 and 2020
 All £'s Historic Prices

COMPARATIVE HEADLINES

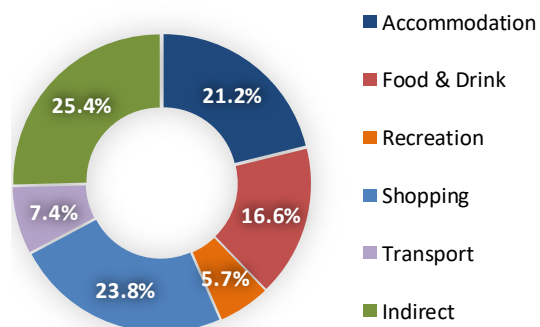
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 & 2020 - IN HISTORIC PRICES

KEY														Day Visitors			All Visitor Types		
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors								
Less than 3% change		Serviced			Non-Serviced														
A Fall of 3% or more		2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %
Visitor Days	M	1.162	0.701	65.7%	6.303	2.878	119.0%	0.113	0.102	10.8%	7.578	3.681	105.9%	6.263	2.585	142.3%	13.84	6.266	120.9%
Visitor Numbers	M	0.649	0.412	57.6%	0.917	0.458	100.0%	0.047	0.045	4.7%	1.613	0.915	76.2%	6.263	2.585	142.3%	7.876	3.501	125.0%
Direct Expenditure	£M																551.64	278.10	98.4%
Economic Impact	£M	134.22	79.17	69.5%	352.27	161.12	118.6%	4.111	3.658	12.4%	490.60	243.95	101.1%	248.93	128.81	93.3%	739.53	372.76	98.4%
Direct Employment	FTEs	1,557	1,117	39.4%	3,279	1,928	70.0%	38	36	6.0%	4,874	3,081	58.2%	2,089	1,321	58.1%	6,963	4,402	58.2%
Total Employment	FTEs															8,783	5,493	59.9%	

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2021 & 2020 - IN HISTORIC PRICES



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



	2021	2020	+/- %
Accommodation	156.53	83.18	88.2%
Food & Drink	122.96	59.95	105.1%
Recreation	41.86	18.68	124.1%
Shopping	175.86	89.68	96.1%
Transport	54.42	26.61	104.5%
TOTAL DIRECT	551.64	278.10	98.4%
Indirect	187.89	94.66	98.5%
TOTAL	739.53	372.76	98.4%

Sectors

Sectoral Distribution of Employment - FTEs

	2021	2020	+/- %
Accommodation	2,217	1,543	43.7%
Food & Drink	1,947	1,203	61.8%
Recreation	581	384	51.0%
Shopping	1,924	1,110	73.3%
Transport	293	161	81.5%
TOTAL DIRECT	6,963	4,402	58.2%
Indirect	1,820	1,091	66.9%
TOTAL	8,783	5,493	59.9%

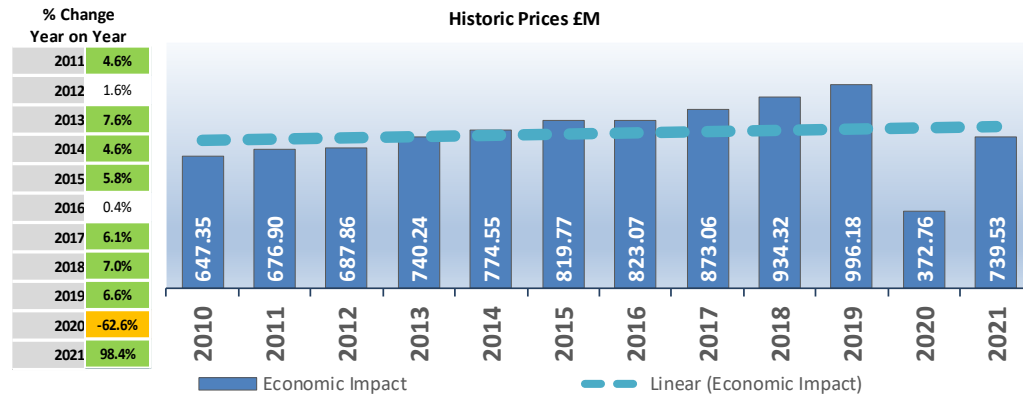


Unindexed Key Measures by Year and Visitor Type for the Period 2010 to 2021

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

STEAM FINAL TREND REPORT FOR 2010-2021
CONWY COUNTY BOROUGH COUNCIL

Economic Impact - Historic Prices - Total

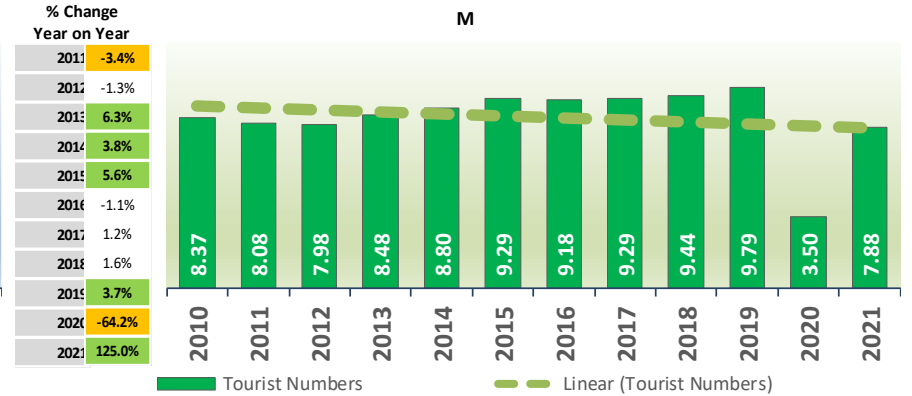


2010 to 2021
 Historic Prices

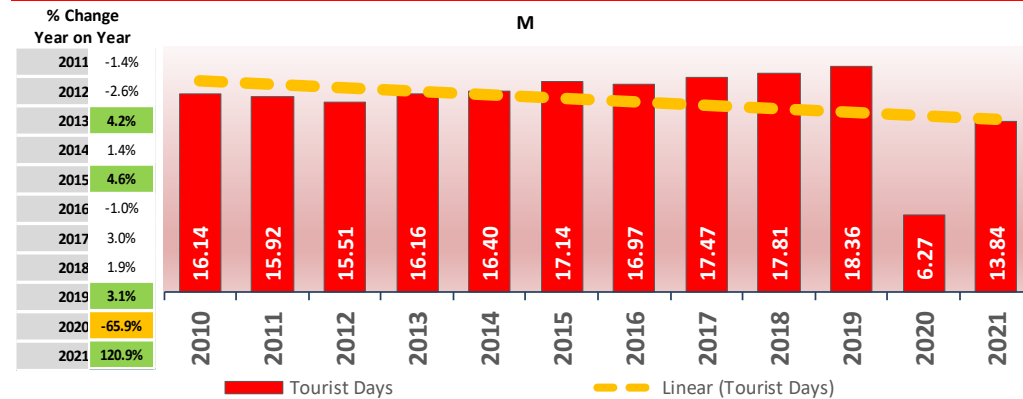
TOTAL

KEY MEASURES
 Historic Prices

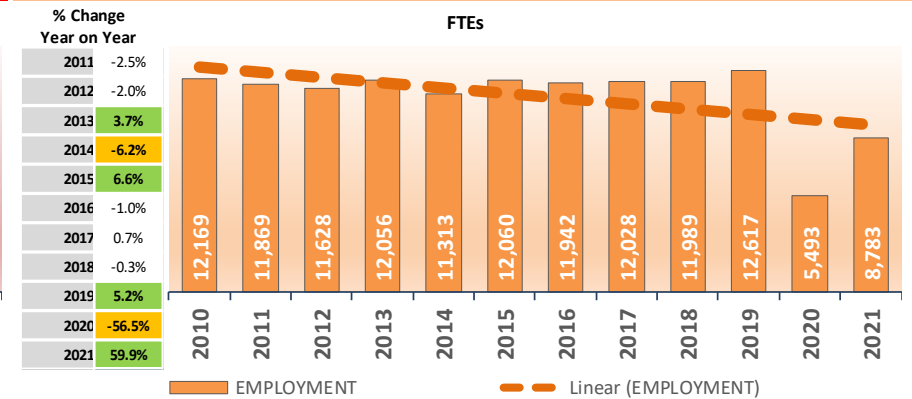
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		4.6%	6.3%	14.3%	19.6%	26.6%	27.1%	34.9%	44.3%	53.9%	-42.4%	14.2%
Visitor Numbers		-3.4%	-4.6%	1.3%	5.2%	11.0%	9.8%	11.0%	12.9%	17.0%	-58.2%	-5.9%
Visitor Days		-1.4%	-4.0%	0.1%	1.6%	6.2%	5.1%	8.2%	10.3%	13.7%	-61.2%	-14.3%
Total Employment		-2.5%	-4.4%	-0.9%	-7.0%	-0.9%	-1.9%	-1.2%	-1.5%	3.7%	-54.9%	-27.8%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2010-2021
CONWY COUNTY BOROUGH COUNCIL

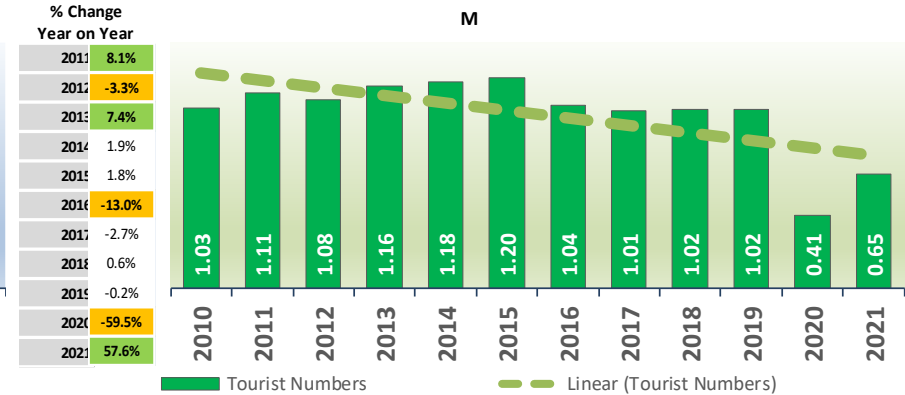
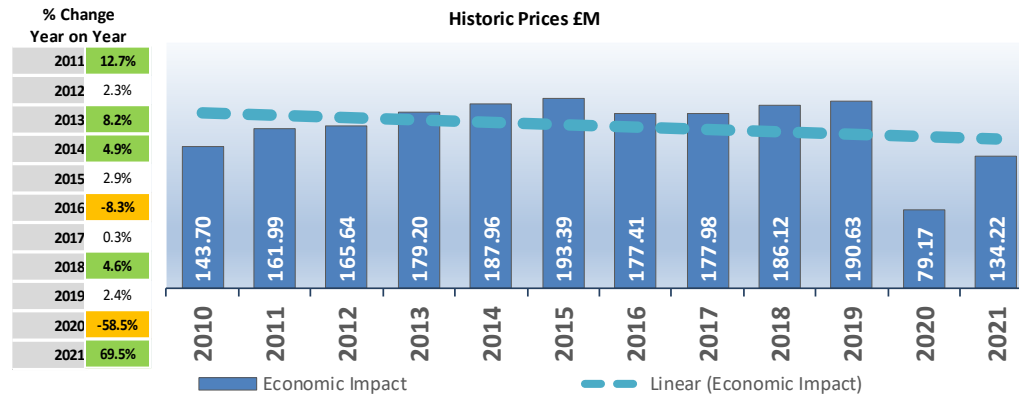
2010 to 2021
 Historic Prices

SERVICED
 ACCOMMODATION

KEY MEASURES
 Historic Prices

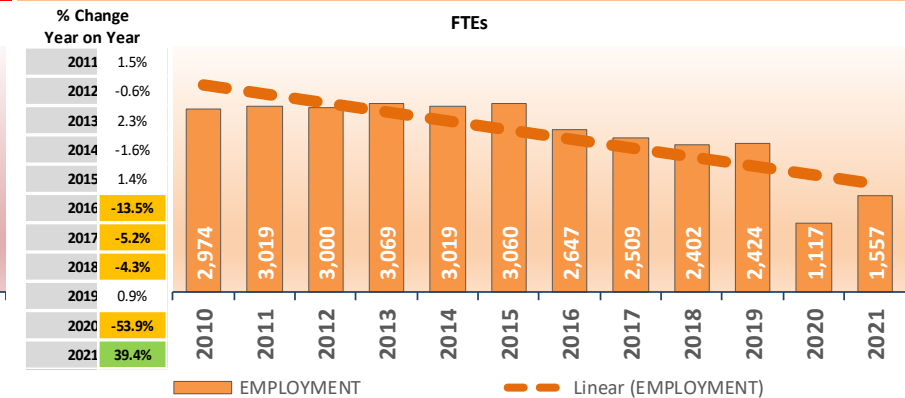
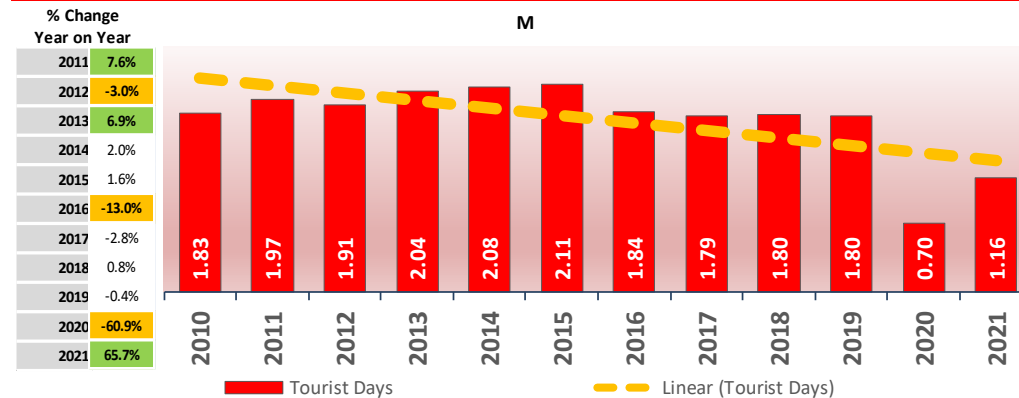
Economic Impact - Historic Prices - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation

Direct Employment Supported - Serviced Accommodation



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		12.7%	15.3%	24.7%	30.8%	34.6%	23.5%	23.8%	29.5%	32.7%	-44.9%	-6.6%
Visitor Numbers		8.1%	4.6%	12.3%	14.4%	16.4%	1.3%	-1.5%	-0.9%	-1.1%	-60.0%	-36.9%
Visitor Days		7.6%	4.4%	11.6%	13.9%	15.7%	0.6%	-2.2%	-1.4%	-1.7%	-61.6%	-36.4%
Direct Employment		1.5%	0.9%	3.2%	1.5%	2.9%	-11.0%	-15.6%	-19.2%	-18.5%	-62.5%	-47.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2010-2021
CONWY COUNTY BOROUGH COUNCIL

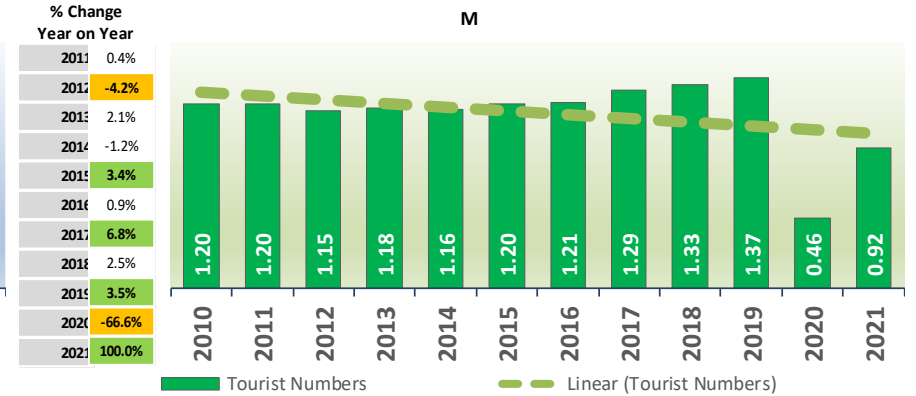
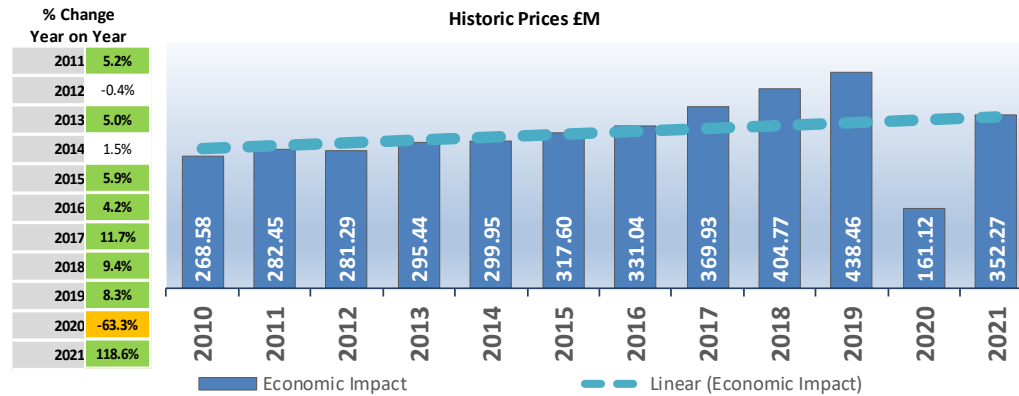
2010 to 2021
 Historic Prices

NON-SERVED
 ACCOMMODATION

KEY MEASURES
 Historic Prices

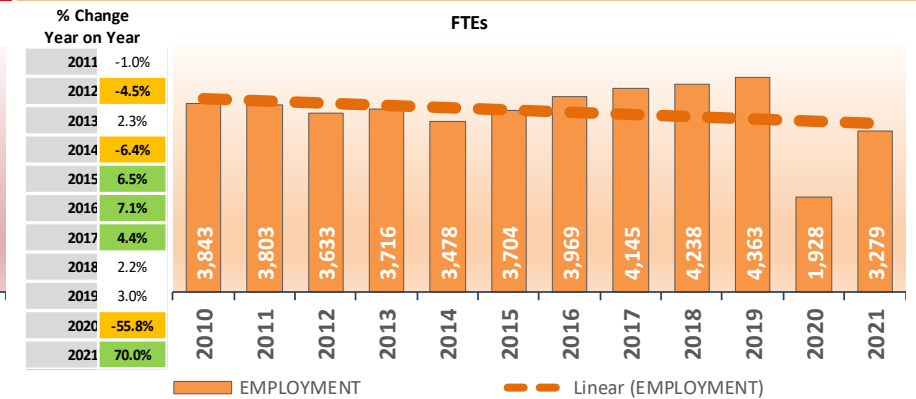
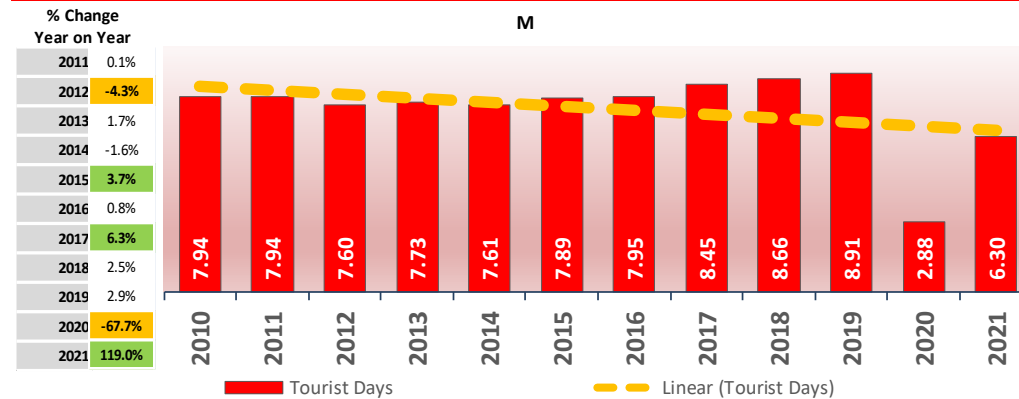
Economic Impact - Historic Prices - Non-Served Accommodation

Visitor Numbers - Non-Served Accommodation



Visitor Days - Non-Served Accommodation

Direct Employment Supported - Non-Served Accommodation

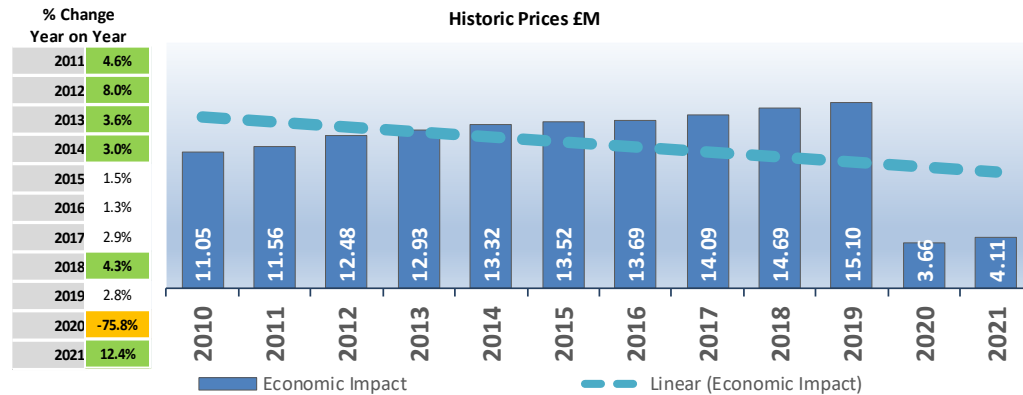


% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		5.2%	4.7%	10.0%	11.7%	18.3%	23.3%	37.7%	50.7%	63.3%	-40.0%	31.2%
Visitor Numbers		0.4%	-3.8%	-1.8%	-3.0%	0.3%	1.2%	8.1%	10.9%	14.8%	-61.7%	-23.4%
Visitor Days		0.1%	-4.3%	-2.6%	-4.2%	-0.6%	0.2%	6.5%	9.1%	12.2%	-63.8%	-20.6%
Direct Employment		-1.0%	-5.5%	-3.3%	-9.5%	-3.6%	3.3%	7.8%	10.3%	13.5%	-49.8%	-14.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2010-2021
CONWY COUNTY BOROUGH COUNCIL

Economic Impact - Historic Prices - SFR

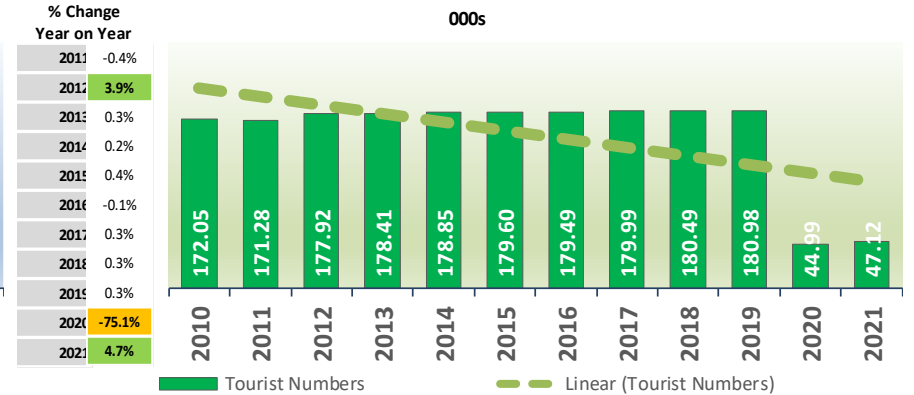


2010 to 2021
 Historic Prices

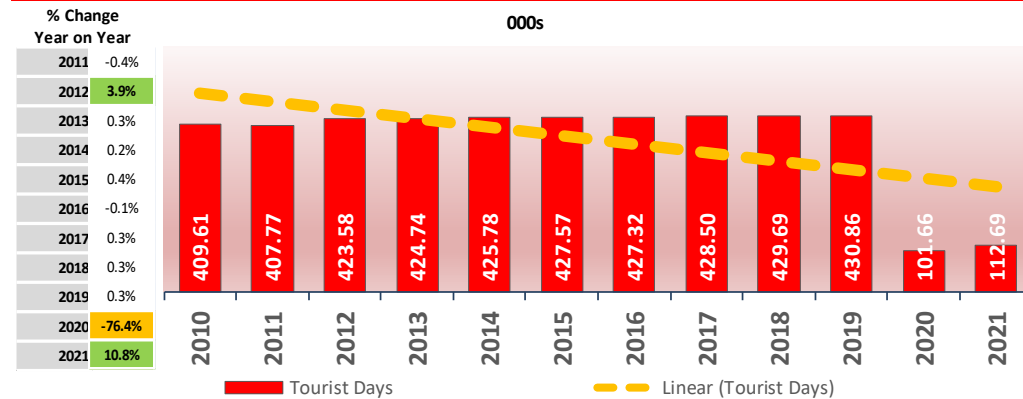
SFR

KEY MEASURES
 Historic Prices

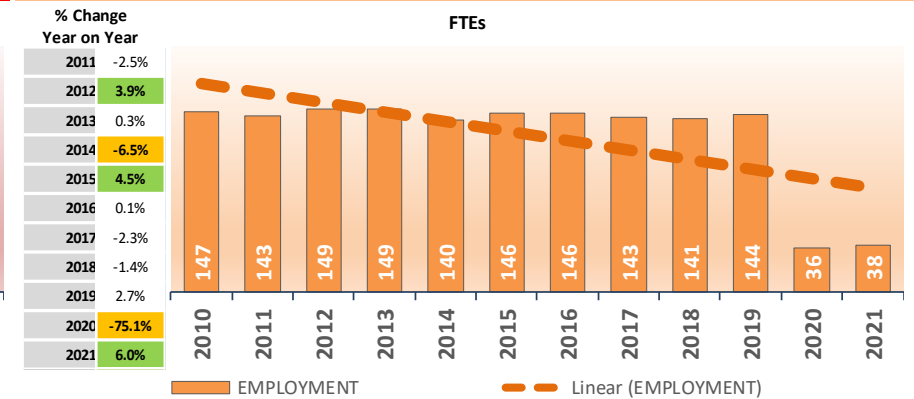
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		4.6%	12.9%	17.0%	20.5%	22.4%	23.9%	27.5%	32.9%	36.6%	-66.9%	-62.8%
Visitor Numbers		-0.4%	3.4%	3.7%	3.9%	4.4%	4.3%	4.6%	4.9%	5.2%	-73.8%	-72.6%
Visitor Days		-0.4%	3.4%	3.7%	3.9%	4.4%	4.3%	4.6%	4.9%	5.2%	-75.2%	-72.5%
Direct Employment		-2.5%	1.3%	1.5%	-5.1%	-0.8%	-0.6%	-2.9%	-4.3%	-1.7%	-75.5%	-74.1%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2010-2021
CONWY COUNTY BOROUGH COUNCIL

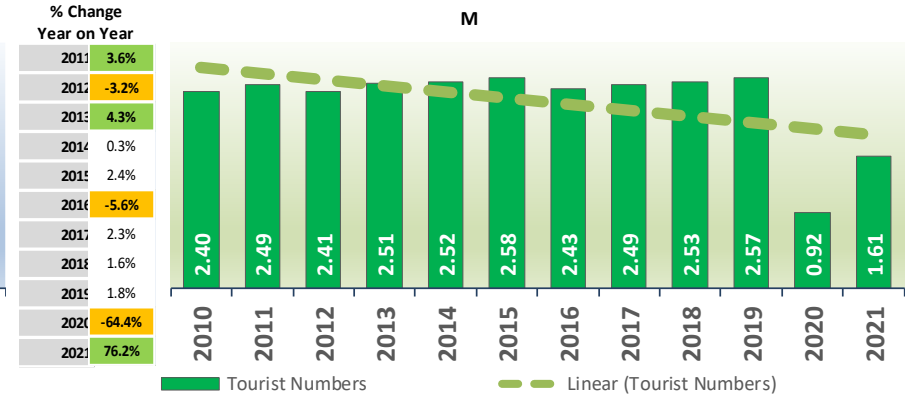
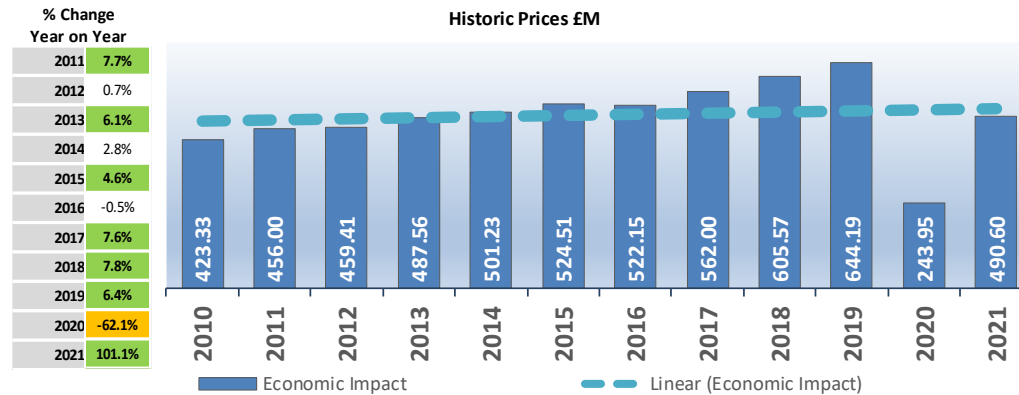
2010 to 2021
 Historic Prices

STAYING VISITOR

KEY MEASURES
 Historic Prices

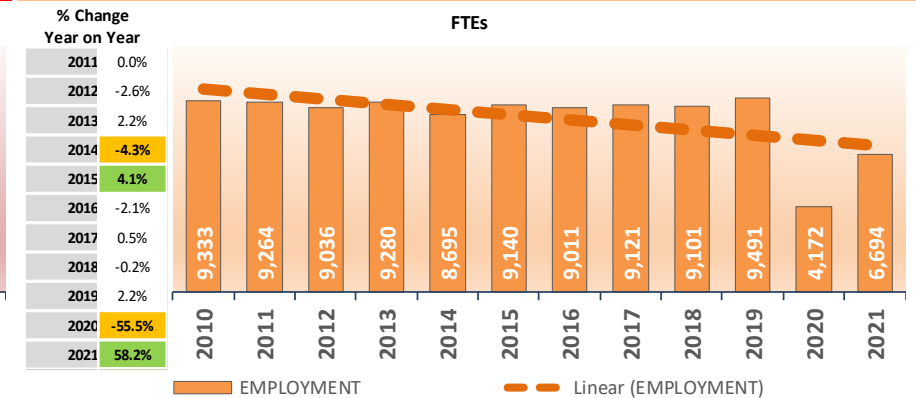
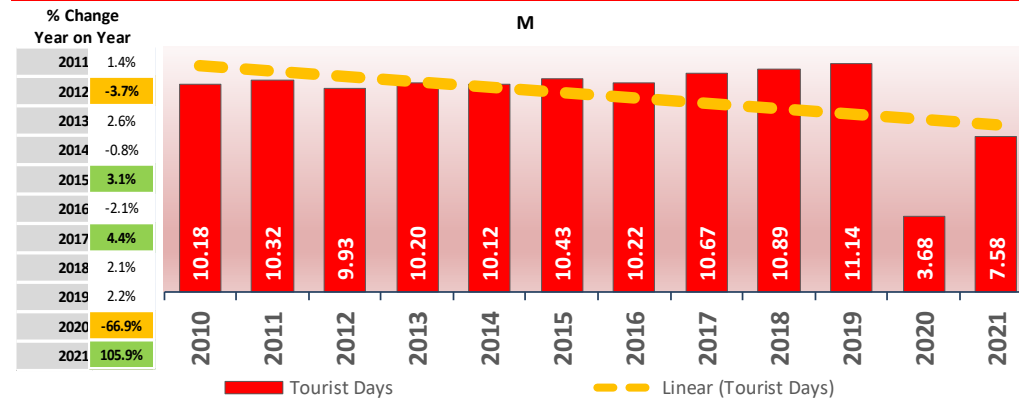
Economic Impact - Historic Prices - Staying Visitor

Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor

Direct Employment Supported - Staying Visitor

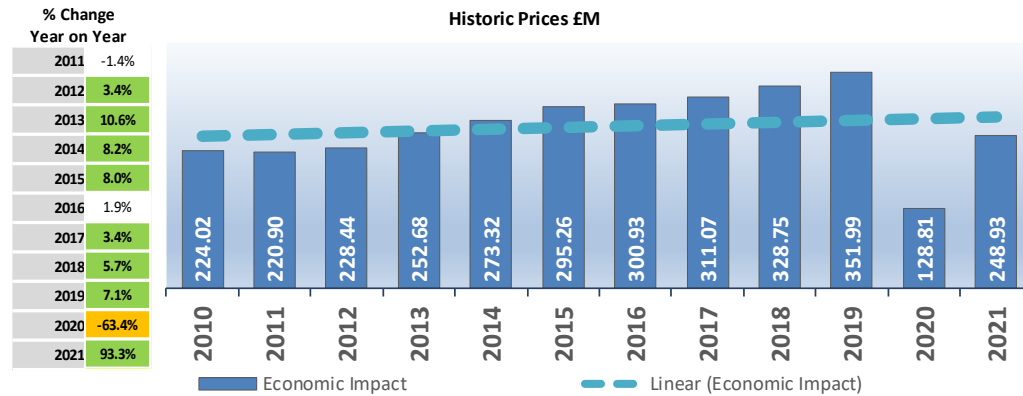


% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		7.7%	8.5%	15.2%	18.4%	23.9%	23.3%	32.8%	43.0%	52.2%	-42.4%	15.9%
Visitor Numbers		3.6%	0.3%	4.6%	5.0%	7.5%	1.5%	3.8%	5.4%	7.3%	-61.8%	-32.7%
Visitor Days		1.4%	-2.4%	0.2%	-0.6%	2.5%	0.4%	4.8%	7.0%	9.4%	-63.8%	-25.5%
Direct Employment		-0.7%	-3.2%	-0.6%	-6.8%	-2.1%	-3.5%	-2.3%	-2.5%	1.7%	-55.3%	-28.3%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2010-2021
CONWY COUNTY BOROUGH COUNCIL

Economic Impact - Historic Prices - Day Visitor

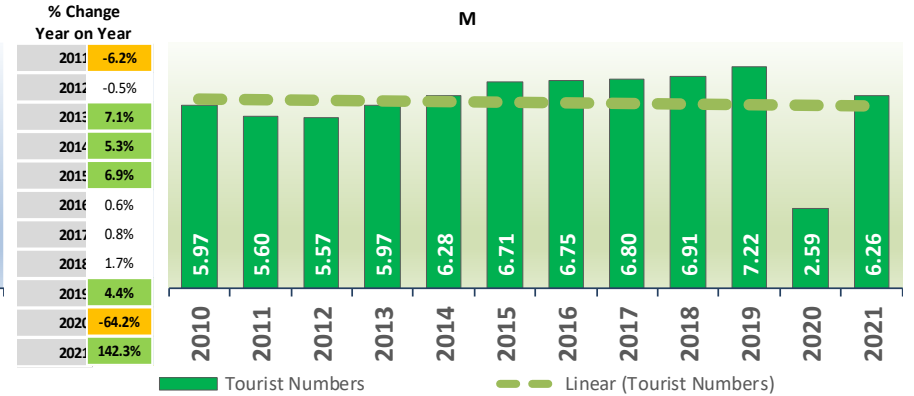


2010 to 2021
 Historic Prices

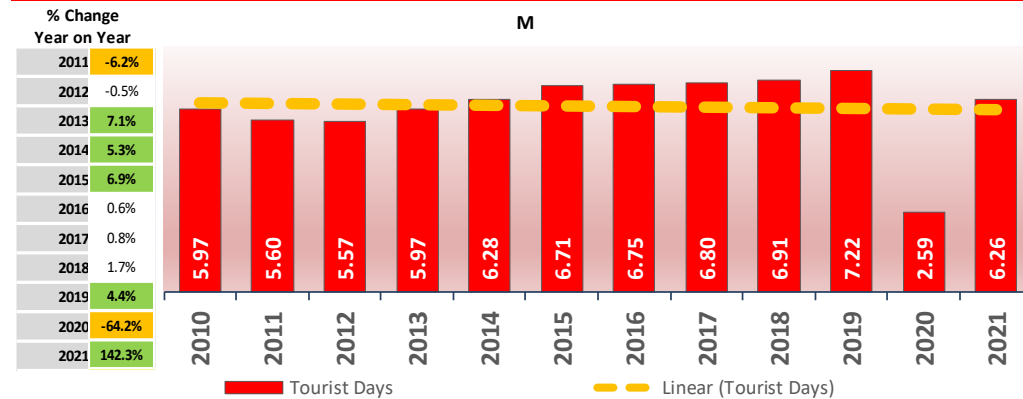
DAY VISITOR

KEY MEASURES
 Historic Prices

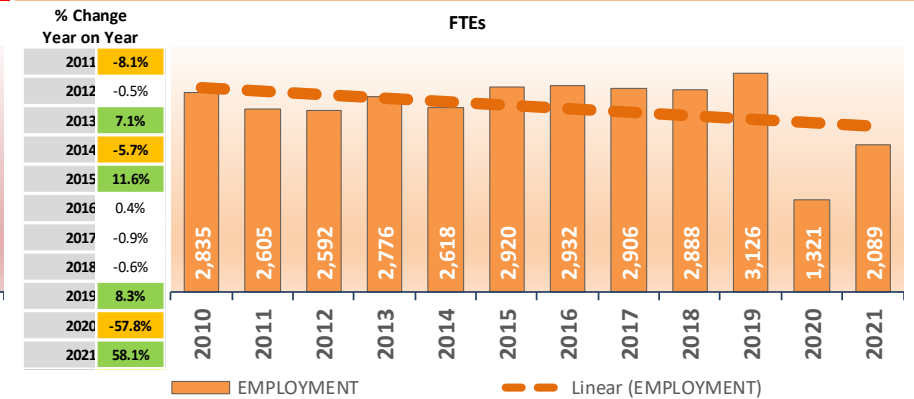
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		-1.4%	2.0%	12.8%	22.0%	31.8%	34.3%	38.9%	46.8%	57.1%	-42.5%	11.1%
Visitor Numbers		-6.2%	-6.6%	0.0%	5.2%	12.4%	13.1%	14.0%	15.9%	21.0%	-56.7%	5.0%
Visitor Days		-6.2%	-6.6%	0.0%	5.2%	12.4%	13.1%	14.0%	15.9%	21.0%	-56.7%	5.0%
Direct Employment		-8.1%	-8.6%	-2.1%	-7.7%	3.0%	3.4%	2.5%	1.9%	10.3%	-53.4%	-26.3%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2010 to 2021

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

STEAM FINAL TREND REPORT FOR 2010-2021
CONWY COUNTY BOROUGH COUNCIL

2021
Historic Prices

TOTAL

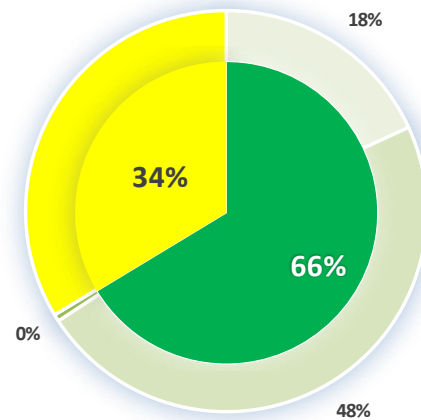
DISTRIBUTION BY VISITOR TYPE
Historic Prices

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

Visitor Numbers - 2021 - M - Share of Total

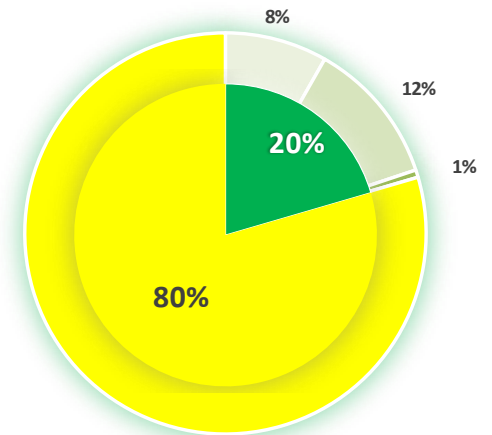
TOTAL
£739.53m

	£M
Serviced	134.22
Non-Serviced	352.27
SFR	4.11
Staying Visitor	490.60
Day Visitor	248.93
Total	739.53



TOTAL
7.88m

	M
Serviced	0.65
Non-Serviced	0.92
SFR	0.05
Staying Visitor	1.61
Day Visitor	6.26
Total	7.88

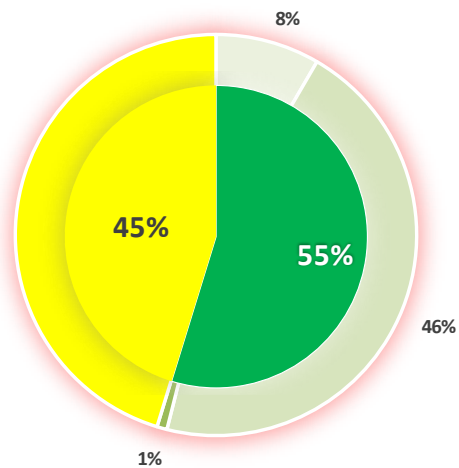


Visitor Days - 2021 - M - Share of Total

Direct Employment Supported - 2021 - FTEs - Share of Total

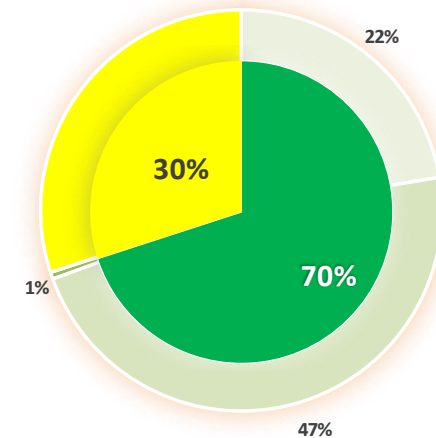
TOTAL
13.84m

	M
Serviced	1.16
Non-Serviced	6.30
SFR	0.11
Staying Visitor	7.58
Day Visitor	6.26
Total	13.84



TOTAL
6,963 Direct FTEs
8,783 Total FTEs

	FTEs
Serviced	1,557
Non-Serviced	3,279
SFR	38
Staying Visitor	4,874
Day Visitor	2,089
Total	6,963



STEAM FINAL TREND REPORT FOR 2010-2021
CONWY COUNTY BOROUGH COUNCIL

2021
Historic Prices

TOTAL

DISTRIBUTION BY MONTH
Historic Prices

Economic Impact - Historic Prices - £000s - Distribution of Impact by Month



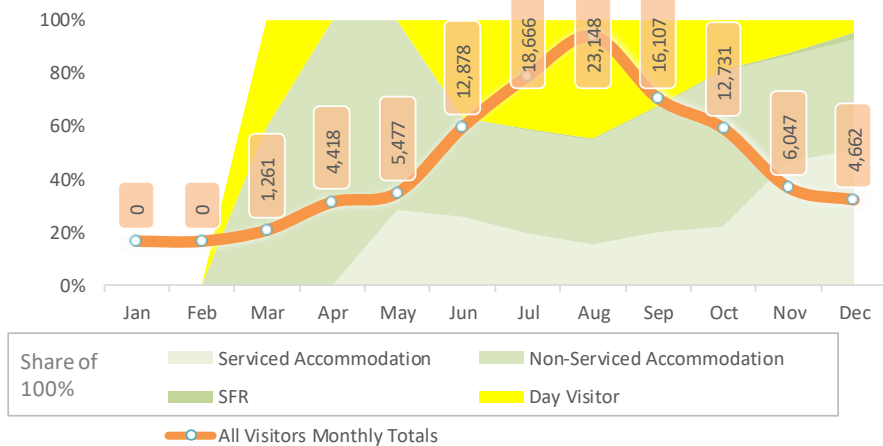
Visitor Numbers - 2021 - 000s - Distribution of Impact by Month



Visitor Days - 2021 - 000s - Distribution of Impact by Month

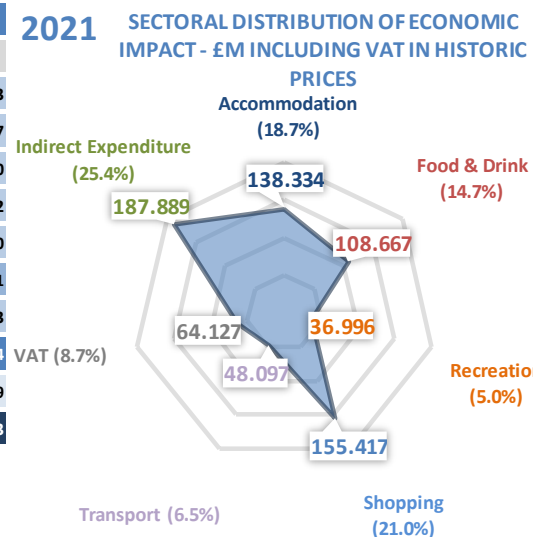


Direct Employment Supported - 2021 - FTEs - Distribution of Impact by Month



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

SECTOR / YEAR		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Accommodation	£M	88.65	94.31	98.02	103.95	108.80	112.98	114.18	123.73	137.54	149.73	72.43	138.33
Food & Drink	£M	97.72	99.58	100.84	108.67	112.75	119.09	118.95	125.56	133.03	140.48	52.20	108.67
Recreation	£M	30.80	31.81	31.16	33.79	34.59	37.43	37.21	39.79	42.10	44.46	16.27	37.00
Shopping	£M	151.33	152.23	154.34	167.14	176.62	188.05	188.65	197.23	207.72	219.73	78.09	155.42
Transport	£M	46.45	47.43	47.51	51.37	53.39	56.98	56.73	59.78	63.09	66.61	23.17	48.10
Direct Revenue	£M	414.95	425.37	431.88	464.92	486.15	514.54	515.72	546.10	583.48	621.00	242.15	487.51
VAT	£M	72.62	85.07	86.38	92.98	97.23	102.91	103.14	109.22	116.70	124.20	35.94	64.13
Direct Expenditure	£M	487.56	510.44	518.25	557.90	583.37	617.45	618.86	655.32	700.17	745.20	278.10	551.64
Indirect Expenditure	£M	159.78	166.46	169.61	182.34	191.17	202.33	204.21	217.74	234.15	250.98	94.66	187.89
TOTAL	£M	647.35	676.90	687.86	740.24	774.55	819.77	823.07	873.06	934.32	996.18	372.76	739.53



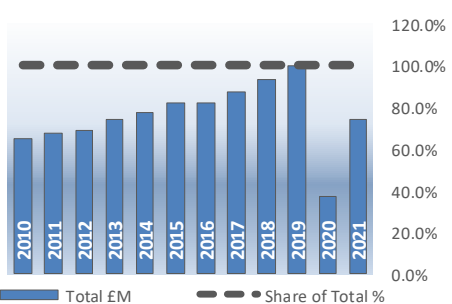
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTEs

SECTOR / YEAR		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Accommodation	FTEs	3,199	3,196	3,191	3,237	3,247	3,255	3,192	3,169	3,169	3,149	1,543	2,217
Food & Drink	FTEs	2,195	2,129	2,074	2,164	2,373	2,591	2,555	2,475	2,551	2,571	1,203	1,947
Recreation	FTEs	840	825	778	817	644	667	704	747	696	786	384	581
Shopping	FTEs	3,099	2,967	2,894	3,035	2,610	2,897	2,826	2,884	2,832	3,092	1,110	1,924
Transport	FTEs	466	453	437	457	380	421	416	427	420	461	161	293
Direct Employment	FTEs	9,800	9,570	9,374	9,710	9,254	9,830	9,693	9,703	9,668	10,058	4,402	6,963
Indirect Employment	FTEs	2,369	2,299	2,254	2,346	2,059	2,230	2,250	2,324	2,320	2,559	1,091	1,820
TOTAL	FTEs	12,169	11,869	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783



Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2010 to 2021

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

STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL										2010 to 2021 Historic Prices		TOTAL		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021		-100.0%	-100.0%	-73.2%	-57.2%	-51.0%	23.1%	43.9%	52.5%	52.6%	66.2%	69.2%	92.3%	14.2%	Annual Change	-86.5%	-27.3%	49.6%	70.6%
% Change 2020 to 2021		-100.0%	-100.0%	-77.3%			12913.7%	227.7%	55.7%	29.8%	12098.8%	175.1%	286.8%	98.4%		-91.8%	22074.1%	76.2%	645.4%
Average Annual Change		-9.1%	-9.1%	-6.7%	-5.2%	-4.6%	2.1%	4.0%	4.8%	4.8%	6.0%	6.3%	8.4%	1.3%		-7.9%	-2.5%	4.5%	6.4%
2010	£M	10.54	20.79	32.10	67.23	68.96	72.20	98.65	115.28	77.90	51.42	20.48	11.79	647.35			63.44	208.39	291.83
2011	£M	11.33	22.73	36.01	74.63	73.08	74.39	96.47	114.10	78.12	56.58	26.08	13.37	676.90	4.6%	70.07	222.11	288.69	96.03
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	1.6%	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
ECONOMIC IMPACT - IN HISTORIC PRICES														TOTAL					
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic Impact by Year and Share of Total				
Total	£M	647.35	676.90	687.86	740.24	774.55	819.77	823.07	873.06	934.32	996.18	372.76	739.53	1,200.00					
All Visitor Types	£M	647.35	676.90	687.86	740.24	774.55	819.77	823.07	873.06	934.32	996.18	372.76	739.53	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	%													600.00					
Change in Share from 2010	%													400.00					
Avg Ann. Change in Share	%													200.00					

This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Cathy James. Date of Issue: 04/08/22

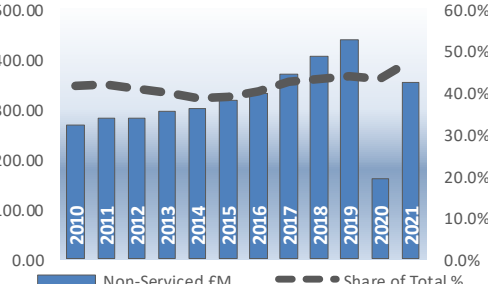
This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Cathy James. Date of Issue: 04/08/22

STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL											2010 to 2021 Historic Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-100.0%	-100.0%	-100.0%	-100.0%	-35.4%	25.4%	39.9%	20.6%	18.1%	1.7%	74.4%	42.0%	-6.6%	Annual Change		-32.4%	25.9%	34.6%	
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				2677.5%	27.1%	16.4%		191.0%	743.0%	69.5%				83.6%	487.7%	
Average Annual Change		-9.1%	-9.1%	-9.1%	-9.1%	-3.2%	2.3%	3.6%	1.9%	1.6%	0.2%	6.8%	3.8%	-0.6%			-2.9%	2.4%	3.1%	
2010	£M	5.070	7.354	8.247	11.89	12.98	14.63	17.86	21.30	17.48	11.64	8.327	6.918	143.70	Annual Change	20.67	39.50	56.65	26.89	
2011	£M	5.471	8.710	10.55	13.51	14.25	14.21	18.66	22.35	18.05	16.21	11.79	8.219	161.99		12.7%	24.73	41.97	59.06	36.22
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		2.3%	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
ECONOMIC IMPACT - IN HISTORIC PRICES														SERVICED ACCOMMODATION						
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M Economic Impact by Year and Share of Total						
Serviced	£M	143.70	161.99	165.64	179.20	187.96	193.39	177.41	177.98	186.12	190.63	79.17	134.22							
All Visitor Types	£M	647.35	676.90	687.86	740.24	774.55	819.77	823.07	873.06	934.32	996.18	372.76	739.53							
Share of Total	%	22.2%	23.9%	24.1%	24.2%	24.3%	23.6%	21.6%	20.4%	19.9%	19.1%	21.2%	18.1%							
Annual Change in Share	%		7.8%	0.6%	0.5%	0.2%	-2.8%	-8.6%	-5.4%	-2.3%	-3.9%	11.0%	-14.5%							
Change in Share from 2010	%		7.8%	8.5%	9.1%	9.3%	6.3%	-2.9%	-8.2%	-10.3%	-13.8%	-4.3%	-18.2%							
Avg Ann. Change in Share	%		7.8%	4.2%	3.0%	2.3%	1.3%	-0.5%	-1.2%	-1.3%	-1.5%	-0.4%	-1.7%							

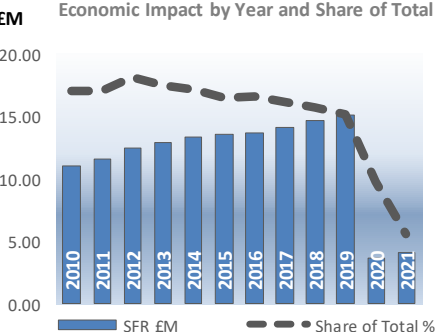
This report is copyright © Global Tourism Solutions (UK) Ltd 2022

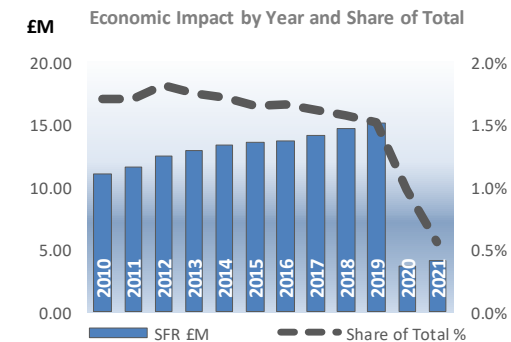
Report Prepared by: Cathy James. Date of Issue: 04/08/22

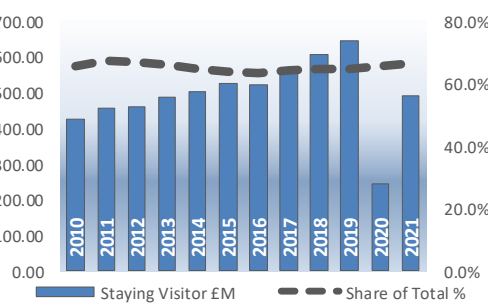
STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL											2010 to 2021 Historic Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021		-100.0%	-100.0%	-70.3%	18.4%	-13.4%	6.9%	28.4%	45.8%	57.1%	117.9%	42.8%	264.1%	31.2%	Annual Change	-76.0%	3.2%	43.0%	109.7%
% Change 2020 to 2021		-100.0%	-100.0%	-79.6%				163.2%	41.8%	24.2%		192.7%	166.1%	118.6%		-87.3%		57.5%	829.8%
Average Annual Change		-9.1%	-9.1%	-6.4%	1.7%	-1.2%	0.6%	2.6%	4.2%	5.2%	10.7%	3.9%	24.0%	2.8%		-6.9%	0.3%	3.9%	10.0%
2010	£M	1.277	2.367	15.32	24.28	29.21	30.87	44.66	47.63	36.46	24.53	9.267	2.714	268.58		18.96	84.36	128.74	36.51
2011	£M	1.584	2.550	16.84	29.65	33.51	34.10	44.99	47.76	35.30	23.79	9.919	2.460	282.45	5.2%	20.97	97.25	128.05	36.17
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	-0.4%	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
ECONOMIC IMPACT - IN HISTORIC PRICES														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M Economic Impact by Year and Share of Total					
Non-Serviced	£M	268.58	282.45	281.29	295.44	299.95	317.60	331.04	369.93	404.77	438.46	161.12	352.27						
All Visitor Types	£M	647.35	676.90	687.86	740.24	774.55	819.77	823.07	873.06	934.32	996.18	372.76	739.53						
Share of Total	%	41.5%	41.7%	40.9%	39.9%	38.7%	38.7%	40.2%	42.4%	43.3%	44.0%	43.2%	47.6%						
Annual Change in Share	%		0.6%	-2.0%	-2.4%	-3.0%	0.0%	3.8%	5.4%	2.2%	1.6%	-1.8%	10.2%						
Change in Share from 2010	%		0.6%	-1.4%	-3.8%	-6.7%	-6.6%	-3.1%	2.1%	4.4%	6.1%	4.2%	14.8%						
Avg Ann. Change in Share	%		0.6%	-0.7%	-1.3%	-1.7%	-1.3%	-0.5%	0.3%	0.6%	0.7%	0.4%	1.3%						

This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Cathy James. Date of Issue: 04/08/22

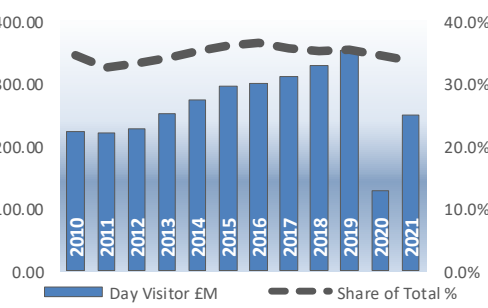
STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL											2010 to 2021 Historic Prices			SFR	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																		
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021	-100.0%	-100.0%	-100.0%	-100.0%	-85.7%	-85.7%	-28.3%	-28.3%	-28.3%	-28.3%	-28.3%	-28.3%	-62.8%	Annual Change		-92.4%	-28.3%	-28.3%	
% Change 2020 to 2021	-100.0%	-100.0%	-100.0%				411.1%	411.1%					12.4%				546.5%		
Average Annual Change	-9.1%	-9.1%	-9.1%	-9.1%	-7.8%	-7.8%	-2.6%	-2.6%	-2.6%	-2.6%	-2.6%	-2.6%	-5.7%			-8.4%	-2.6%	-2.6%	
2010	£M	1.537	0.516	0.587	1.402	0.902	0.695	1.127	1.193	0.615	0.614	0.478	1.385	11.05		2.641	2.998	2.935	2.478
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	4.6%	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
ECONOMIC IMPACT - IN HISTORIC PRICES														SFR					
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M Economic Impact by Year and Share of Total					
SFR	£M	11.05	11.56	12.48	12.93	13.32	13.52	13.69	14.09	14.69	15.10	3.658	4.111						
All Visitor Types	£M	647.35	676.90	687.86	740.24	774.55	819.77	823.07	873.06	934.32	996.18	372.76	739.53						
Share of Total	%	1.7%	1.7%	1.8%	1.7%	1.7%	1.6%	1.7%	1.6%	1.6%	1.5%	1.0%	0.6%						
Annual Change in Share	%		0.1%	6.2%	-3.8%	-1.5%	-4.1%	0.9%	-3.0%	-2.6%	-3.6%	-35.2%	-43.4%						
Change in Share from 2010	%		0.1%	6.3%	2.3%	0.7%	-3.4%	-2.5%	-5.5%	-7.9%	-11.2%	-42.5%	-67.4%						
Avg Ann. Change in Share	%		0.1%	3.1%	0.8%	0.2%	-0.7%	-0.4%	-0.8%	-1.0%	-1.2%	-4.3%	-6.1%						
This report is copyright © Global Tourism Solutions (UK) Ltd 2022														Report Prepared by: Cathy James. Date of Issue: 04/08/22					



STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL											2010 to 2021 Historic Prices			STAYING VISITOR		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / 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 2010 to 2021		-100.0%	-100.0%	-81.1%	-23.5%	-21.5%	11.4%	30.6%	36.9%	43.7%	78.7%	55.5%	87.9%		15.9%	-89.2%	-10.1%	36.7%	73.8%	
% Change 2020 to 2021		-100.0%	-100.0%	-83.8%				263.9%	38.4%	22.7%		195.4%	324.3%		101.1%	-93.8%		65.0%	695.8%	
Average Annual Change		-9.1%	-9.1%	-7.4%	-2.1%	-2.0%	1.0%	2.8%	3.4%	4.0%	7.2%	5.0%	8.0%		1.4%	-8.1%	-0.9%	3.3%	6.7%	
2010	£M	7.884	10.24	24.15	37.58	43.09	46.19	63.65	70.12	54.55	36.79	18.07	11.02		423.33	42.27	126.86	188.32	65.88	
2011	£M	8.663	11.80	28.00	44.63	48.71	49.03	64.83	71.35	54.00	40.64	22.21	12.13		456.00	7.7%	48.47	142.37	190.18	74.98
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	0.7%	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	
ECONOMIC IMPACT - IN HISTORIC PRICES														STAYING VISITOR						
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic Impact by Year and Share of Total					
Staying Visitor	£M	423.33	456.00	459.41	487.56	501.23	524.51	522.15	562.00	605.57	644.19	243.95	490.60							
All Visitor Types	£M	647.35	676.90	687.86	740.24	774.55	819.77	823.07	873.06	934.32	996.18	372.76	739.53							
Share of Total	%	65.4%	67.4%	66.8%	65.9%	64.7%	64.0%	63.4%	64.4%	64.8%	64.7%	65.4%	66.3%							
Annual Change in Share	%		3.0%	-0.9%	-1.4%	-1.8%	-1.1%	-0.9%	1.5%	0.7%	-0.2%	1.2%	1.4%							
Change in Share from 2010	%		3.0%	2.1%	0.7%	-1.0%	-2.2%	-3.0%	-1.6%	-0.9%	-1.1%	0.1%	1.4%							
Avg Ann. Change in Share	%		3.0%	1.1%	0.2%	-0.3%	-0.4%	-0.5%	-0.2%	-0.1%	-0.1%	0.0%	0.1%							

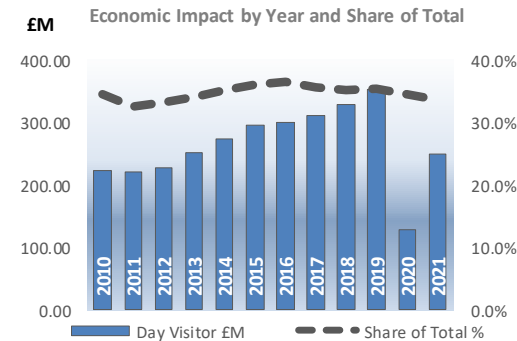
This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Cathy James. Date of Issue: 04/08/22

STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL											2010 to 2021 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / 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 2010 to 2021		-100.0%	-100.0%	-49.2%	-100.0%	-100.0%	44.0%	68.2%	76.8%	73.4%	34.9%	172.2%	154.8%		11.1%	-80.9%	-54.1%	73.1%	58.7%	
% Change 2020 to 2021		-100.0%	-100.0%	-58.2%			5383.2%	187.3%	83.4%	46.2%	2718.2%	112.6%	100.4%		93.3%	-87.3%	5383.2%	95.4%	493.4%	
Average Annual Change		-9.1%	-9.1%	-4.5%	-9.1%	-9.1%	4.0%	6.2%	7.0%	6.7%	3.2%	15.7%	14.1%		1.0%	-7.4%	-4.9%	6.6%	5.3%	
2010	£M	2.661	10.56	7.948	29.65	25.87	26.01	35.00	45.16	23.34	14.64	2.406	0.772	224.02	-1.4%	21.17	81.53	103.50	17.81	
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		3.4%	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		10.6%	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		8.2%	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		8.0%	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		1.9%	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		3.4%	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		5.7%	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		7.1%	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	-63.4%	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	93.3%	4.035	37.45	179.18	28.26	
ECONOMIC IMPACT - IN HISTORIC PRICES														DAY VISITOR						
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic Impact by Year and Share of Total					
Day Visitor	£M	224.02	220.90	228.44	252.68	273.32	295.26	300.93	311.07	328.75	351.99	128.81	248.93							
All Visitor Types	£M	647.35	676.90	687.86	740.24	774.55	819.77	823.07	873.06	934.32	996.18	372.76	739.53							
Share of Total	%	34.6%	32.6%	33.2%	34.1%	35.3%	36.0%	36.6%	35.6%	35.2%	35.3%	34.6%	33.7%							
Annual Change in Share	%		-5.7%	1.8%	2.8%	3.4%	2.1%	1.5%	-2.5%	-1.2%	0.4%	-2.2%	-2.6%							
Change in Share from 2010	%		-5.7%	-4.0%	-1.4%	2.0%	4.1%	5.7%	3.0%	1.7%	2.1%	-0.1%	-2.7%							
Avg Ann. Change in Share	%		-5.7%	-2.0%	-0.5%	0.5%	0.8%	0.9%	0.4%	0.2%	0.2%	0.0%	-0.2%							

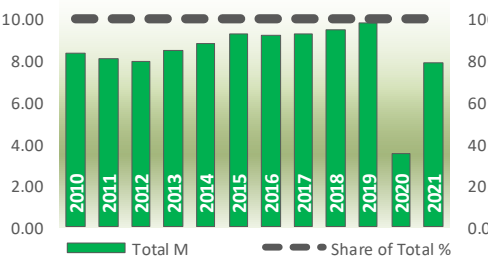
This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Cathy James. Date of Issue: 04/08/22



Visitor Numbers by Month, Year and Visitor Type for the Period 2010 to 2021

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

STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL											2010 to 2021			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												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021		-100.0%	-100.0%	-74.0%	-23.4%	-18.7%	-4.0%	13.2%	21.6%	18.8%	3.3%	28.3%	17.8%	-5.9%	Annual Change	-89.1%	-15.5%	18.1%	10.5%
% Change 2020 to 2021		-100.0%	-100.0%	-68.8%	14844.5%	10717.9%	6601.7%	204.3%	72.9%	38.9%	4340.0%	146.4%	274.1%	125.0%		-90.5%	9374.6%	88.3%	559.3%
Average Annual Change		-9.1%	-9.1%	-6.7%	-2.1%	-1.7%	-0.4%	1.2%	2.0%	1.7%	0.3%	2.6%	1.6%	-0.5%		-8.1%	-1.4%	1.6%	1.0%
2010	M	0.148	0.371	0.376	1.015	0.929	0.953	1.244	1.539	0.878	0.602	0.200	0.110	8.366			0.895	2.897	3.662
2011	M	0.147	0.375	0.383	1.008	0.872	0.898	1.109	1.413	0.853	0.638	0.261	0.128	8.085	-3.4%	0.905	2.777	3.375	1.027
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	-1.3%	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
VISITOR NUMBERS														TOTAL					
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	M Visitor No.s by Year and Share of Total					
Total	M	8.366	8.085	7.977	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876						
All Visitor Types	M	8.366	8.085	7.977	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876						
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 2010	%																		
Avg Ann. Change in Share	%																		

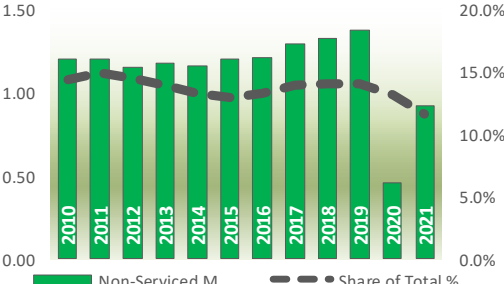
This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Cathy James. Date of Issue: 04/08/22

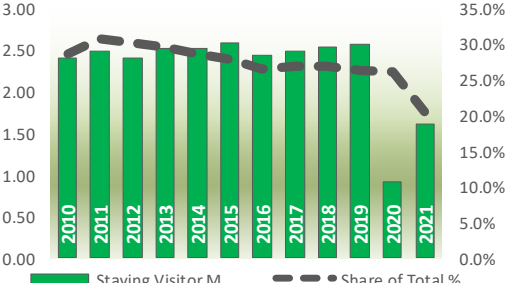
STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL											2010 to 2021			SERVICED		VISITOR NUMBERS																																										
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER																																										
KEY		SERVICED ACCOMMODATION																																																								
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change																																											
Less than 3% change		Q1			Q2			Q3			Q4																																															
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4																																							
% Change 2010 to 2021		-100.0%	-100.0%	-100.0%	-100.0%	-54.0%	-10.4%	-3.6%	-21.6%	-21.8%	-26.9%	28.4%	2.5%	-36.9%	Annual Change		-51.4%	-15.9%	-2.4%																																							
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				2639.8%	25.3%	14.9%		187.0%	731.5%	57.6%				85.7%	483.4%																																							
Average Annual Change		-9.1%	-9.1%	-9.1%	-9.1%	-4.9%	-0.9%	-0.3%	-2.0%	-2.0%	-2.4%	2.6%	0.2%	-3.4%			-4.7%	-1.4%	-0.2%																																							
2010	M	0.045	0.067	0.054	0.090	0.094	0.112	0.112	0.139	0.101	0.092	0.064	0.058	1.029			0.166	0.297	0.352	0.214																																						
2011	M	0.046	0.075	0.066	0.097	0.099	0.104	0.113	0.138	0.096	0.122	0.090	0.066	1.112	8.1%	0.187	0.300	0.347	0.278																																							
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	-3.3%	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																																							
VISITOR NUMBERS														SERVICED ACCOMMODATION																																												
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	M Visitor No.s by Year and Share of Total																																												
Serviced	M	1.029	1.112	1.076	1.156	1.177	1.198	1.043	1.014	1.020	1.017	0.412	0.649	<table><caption>Visitor No.s by Year and Share of Total</caption><thead><tr><th>Year</th><th>Serviced M</th><th>Share of Total %</th></tr></thead><tbody><tr><td>2010</td><td>1.029</td><td>12.3%</td></tr><tr><td>2011</td><td>1.112</td><td>13.8%</td></tr><tr><td>2012</td><td>1.076</td><td>13.5%</td></tr><tr><td>2013</td><td>1.156</td><td>13.6%</td></tr><tr><td>2014</td><td>1.177</td><td>13.4%</td></tr><tr><td>2015</td><td>1.198</td><td>12.9%</td></tr><tr><td>2016</td><td>1.043</td><td>11.4%</td></tr><tr><td>2017</td><td>1.014</td><td>10.9%</td></tr><tr><td>2018</td><td>1.020</td><td>10.8%</td></tr><tr><td>2019</td><td>1.017</td><td>10.4%</td></tr><tr><td>2020</td><td>0.412</td><td>11.8%</td></tr><tr><td>2021</td><td>0.649</td><td>8.2%</td></tr></tbody></table>						Year	Serviced M	Share of Total %	2010	1.029	12.3%	2011	1.112	13.8%	2012	1.076	13.5%	2013	1.156	13.6%	2014	1.177	13.4%	2015	1.198	12.9%	2016	1.043	11.4%	2017	1.014	10.9%	2018	1.020	10.8%	2019	1.017	10.4%	2020	0.412	11.8%	2021	0.649	8.2%
Year	Serviced M	Share of Total %																																																								
2010	1.029	12.3%																																																								
2011	1.112	13.8%																																																								
2012	1.076	13.5%																																																								
2013	1.156	13.6%																																																								
2014	1.177	13.4%																																																								
2015	1.198	12.9%																																																								
2016	1.043	11.4%																																																								
2017	1.014	10.9%																																																								
2018	1.020	10.8%																																																								
2019	1.017	10.4%																																																								
2020	0.412	11.8%																																																								
2021	0.649	8.2%																																																								
All Visitor Types	M	8.366	8.085	7.977	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876																																													
Share of Total	%	12.3%	13.8%	13.5%	13.6%	13.4%	12.9%	11.4%	10.9%	10.8%	10.4%	11.8%	8.2%																																													
Annual Change in Share	%		11.8%	-2.0%	1.1%	-1.9%	-3.6%	-12.0%	-3.9%	-1.0%	-3.8%	13.3%	-30.0%																																													
Change in Share from 2010	%		11.8%	9.6%	10.8%	8.8%	4.8%	-7.7%	-11.3%	-12.2%	-15.5%	-4.3%	-33.0%																																													
Avg Ann. Change in Share	%		11.8%	4.8%	3.6%	2.2%	1.0%	-1.3%	-1.6%	-1.5%	-1.7%	-0.4%	-3.0%																																													

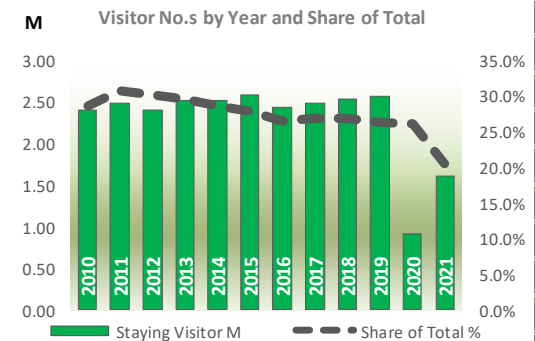
This report is copyright © Global Tourism Solutions (UK) Ltd 2022

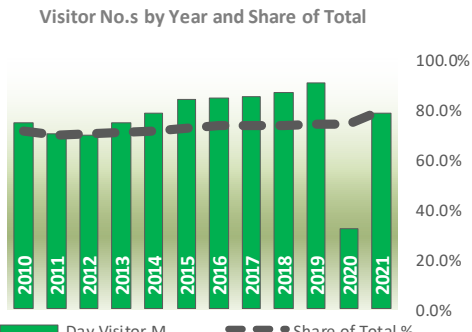
Report Prepared by: Cathy James. Date of Issue: 04/08/22

STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL											2010 to 2021			NON-SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021		-100.0%	-100.0%	-81.8%	-39.0%	-55.5%	-44.9%	-28.2%	0.3%	11.1%	46.5%	-35.4%	75.6%	-23.4%	Annual Change	-85.2%	-46.7%	-6.9%	20.3%
% Change 2020 to 2021		-100.0%	-100.0%	-79.0%				174.5%	45.8%	24.9%		191.7%	169.7%	100.0%		-86.6%		57.3%	909.1%
Average Annual Change		-9.1%	-9.1%	-7.4%	-3.5%	-5.0%	-4.1%	-2.6%	0.0%	1.0%	4.2%	-3.2%	6.9%	-2.1%		-7.7%	-4.2%	-0.6%	1.8%
2010	M	0.009	0.014	0.100	0.116	0.131	0.135	0.183	0.181	0.145	0.109	0.063	0.012	1.197		0.122	0.382	0.508	0.184
2011	M	0.010	0.014	0.104	0.131	0.140	0.139	0.177	0.175	0.136	0.101	0.065	0.011	1.202	0.4%	0.129	0.410	0.487	0.177
2012	M	0.008	0.013	0.100	0.115	0.117	0.132	0.167	0.168	0.135	0.112	0.070	0.015	1.152	-4.2%	0.121	0.363	0.471	0.197
2013	M	0.012	0.014	0.116	0.107	0.125	0.141	0.170	0.179	0.133	0.098	0.069	0.013	1.175	2.1%	0.142	0.373	0.482	0.179
2014	M	0.012	0.017	0.115	0.107	0.131	0.125	0.166	0.177	0.131	0.091	0.071	0.016	1.161	-1.2%	0.145	0.363	0.474	0.179
2015	M	0.015	0.015	0.116	0.113	0.136	0.130	0.179	0.188	0.131	0.096	0.070	0.011	1.200	3.4%	0.146	0.378	0.498	0.177
2016	M	0.011	0.014	0.128	0.121	0.119	0.154	0.188	0.171	0.129	0.095	0.069	0.012	1.212	0.9%	0.153	0.394	0.488	0.176
2017	M	0.019	0.020	0.132	0.147	0.136	0.149	0.184	0.170	0.131	0.121	0.069	0.016	1.294	6.8%	0.171	0.432	0.486	0.206
2018	M	0.016	0.021	0.140	0.141	0.147	0.152	0.188	0.173	0.134	0.125	0.074	0.016	1.327	2.5%	0.177	0.440	0.495	0.215
2019	M	0.028	0.024	0.140	0.148	0.150	0.151	0.187	0.172	0.139	0.131	0.077	0.025	1.374	3.5%	0.193	0.449	0.498	0.233
2020	M	0.026	0.023	0.087				0.048	0.124	0.129		0.014	0.008	0.458	-66.6%	0.135		0.301	0.022
2021	M			0.018	0.071	0.058	0.074	0.131	0.181	0.161	0.159	0.041	0.021	0.917	100.0%	0.018	0.203	0.474	0.222
VISITOR NUMBERS														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	M Visitor No.s by Year and Share of Total					
Non-Serviced	M	1.197	1.202	1.152	1.175	1.161	1.200	1.212	1.294	1.327	1.374	0.458	0.917						
All Visitor Types	M	8.366	8.085	7.977	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876						
Share of Total	%	14.3%	14.9%	14.4%	13.9%	13.2%	12.9%	13.2%	13.9%	14.1%	14.0%	13.1%	11.6%						
Annual Change in Share	%		3.9%	-2.9%	-4.0%	-4.8%	-2.1%	2.1%	5.6%	0.9%	-0.2%	-6.6%	-11.1%						
Change in Share from 2010	%		3.9%	0.9%	-3.1%	-7.8%	-9.7%	-7.8%	-2.6%	-1.8%	-2.0%	-8.5%	-18.6%						
Avg Ann. Change in Share	%		3.9%	0.5%	-1.0%	-1.9%	-1.9%	-1.3%	-0.4%	-0.2%	-0.2%	-0.8%	-1.7%						
This report is copyright © Global Tourism Solutions (UK) Ltd 2022																			
Report Prepared by: Cathy James. Date of Issue: 04/08/22																			

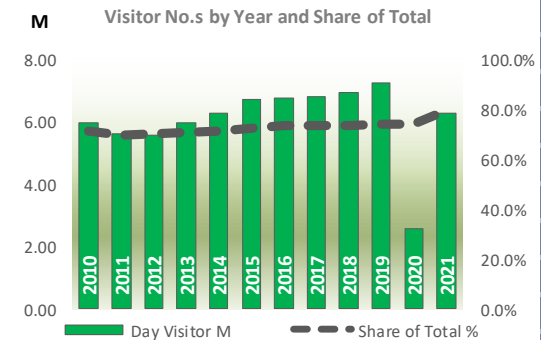
STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL										2010 to 2021			SFR	VISITOR NUMBERS						
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	SFR																			
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change						
Less than 3% change	Q1			Q2			Q3			Q4										
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2010 to 2021	-100.0%	-100.0%	-100.0%	-100.0%	-89.4%	-89.4%	-47.0%	-47.0%	-47.0%	-47.0%	-47.0%	-47.0%	-72.6%	Annual Change		-93.8%	-47.0%	-47.0%		
% Change 2020 to 2021	-100.0%	-100.0%	-100.0%				404.2%	404.2%					4.7%				561.1%			
Average Annual Change	-9.1%	-9.1%	-9.1%	-9.1%	-8.1%	-8.1%	-4.3%	-4.3%	-4.3%	-4.3%	-4.3%	-4.3%	-6.6%			-8.5%	-4.3%	-4.3%		
2010	000s	22.8	9.1	10.1	19.2	15.2	12.3	16.7	17.0	10.5	10.6	8.7	19.7	172.1	-0.4%	42.0	46.7	44.2	39.1	
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	
VISITOR NUMBERS													SFR							
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	Visitor No.s by Year and Share of Total					
SFR	000s	172.1	171.3	177.9	178.4	178.8	179.6	179.5	180.0	180.5	181.0	45.0	47.1							
All Visitor Types	M	8.4	8.1	8.0	8.5	8.8	9.3	9.2	9.3	9.4	9.8	3.5	7.9							
Share of Total	%	2.1%	2.1%	2.2%	2.1%	2.0%	1.9%	2.0%	1.9%	1.9%	1.8%	1.3%	0.6%							
Annual Change in Share	%		3.0%	5.3%	-5.6%	-3.4%	-4.9%	1.1%	-0.9%	-1.3%	-3.3%	-30.5%	-53.5%							
Change in Share from 2010	%		3.0%	8.4%	2.3%	-1.2%	-6.0%	-5.0%	-5.8%	-7.0%	-10.1%	-37.5%	-70.9%							
Avg Ann. Change in Share	%		3.0%	4.2%	0.8%	-0.3%	-1.2%	-0.8%	-0.8%	-0.9%	-1.1%	-3.8%	-6.4%							
This report is copyright © Global Tourism Solutions (UK) Ltd 2022															Report Prepared by: Cathy James, Date of Issue: 04/08/22					

STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL											2010 to 2021			STAYING VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	STAYING VISITOR																		
An increase of 3% or more	VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021	-100.0%	-100.0%	-88.9%	-68.5%	-57.0%	-32.0%	-20.3%	-11.1%	-4.3%	9.8%	-6.1%	1.6%	-32.7%	Annual Change	-94.5%	-51.6%	-12.3%	3.1%	
% Change 2020 to 2021	-100.0%	-100.0%	-84.9%				364.4%	40.5%	24.2%		199.4%	503.9%	76.2%		-95.4%		70.9%	681.3%	
Average Annual Change	-9.1%	-9.1%	-8.1%	-6.2%	-5.2%	-2.9%	-1.8%	-1.0%	-0.4%	0.9%	-0.6%	0.1%	-3.0%		-8.6%	-4.7%	-1.1%	0.3%	
2010	M	0.077	0.090	0.164	0.225	0.240	0.260	0.312	0.337	0.257	0.212	0.136	0.090		2.398	0.331	0.725	0.905	0.437
2011	M	0.079	0.098	0.180	0.247	0.254	0.255	0.307	0.330	0.242	0.234	0.163	0.097	2.485	3.6%	0.358	0.756	0.878	0.494
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	-3.2%	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
VISITOR NUMBERS														STAYING VISITOR					
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	M Visitor No.s by Year and Share of Total					
Staying Visitor	M	2.398	2.485	2.405	2.509	2.517	2.578	2.434	2.488	2.528	2.572	0.915	1.613						
All Visitor Types	M	8.366	8.085	7.977	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876						
Share of Total	%	28.7%	30.7%	30.2%	29.6%	28.6%	27.8%	26.5%	26.8%	26.8%	26.3%	26.2%	20.5%						
Annual Change in Share	%		7.2%	-1.9%	-1.8%	-3.4%	-3.0%	-4.5%	1.1%	-0.1%	-1.9%	-0.4%	-21.7%						
Change in Share from 2010	%		7.2%	5.2%	3.3%	-0.2%	-3.2%	-7.5%	-6.6%	-6.6%	-8.4%	-8.8%	-28.6%						
Avg Ann. Change in Share	%		7.2%	2.6%	1.1%	0.0%	-0.6%	-1.3%	-0.9%	-0.8%	-0.9%	-0.9%	-2.6%						
This report is copyright © Global Tourism Solutions (UK) Ltd 2022																			
Report Prepared by: Cathy James. Date of Issue: 04/08/22																			



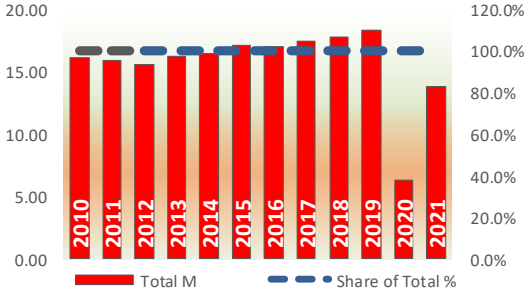
STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL											2010 to 2021			DAY VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												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 2010 to 2021		-100.0%	-100.0%	-62.4%	-10.6%	-5.3%	6.5%	24.4%	30.7%	28.3%	-0.2%	101.3%	88.5%		5.0%	-85.9%	-3.5%	28.0%	17.3%
% Change 2020 to 2021		-100.0%	-100.0%	-58.8%	13480.5%	9239.3%	5308.5%	183.4%	80.9%	44.2%	2679.8%	109.7%	97.7%		142.3%	-87.4%	8017.1%	92.7%	485.3%
Average Annual Change		-9.1%	-9.1%	-5.7%	-1.0%	-0.5%	0.6%	2.2%	2.8%	2.6%	0.0%	9.2%	8.0%		0.5%	-7.8%	-0.3%	2.5%	1.6%
2010	M	0.071	0.281	0.212	0.790	0.689	0.693	0.932	1.203	0.622	0.390	0.064	0.021		5.968	0.564	2.172	2.757	0.475
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	-6.2%	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
VISITOR NUMBERS														DAY VISITOR					
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	M	Visitor No.s by Year and Share of Total				
Day Visitor	M	5.968	5.599	5.572	5.967	6.280	6.710	6.749	6.801	6.914	7.220	2.585	6.263						
All Visitor Types	M	8.366	8.085	7.977	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876						
Share of Total	%	71.3%	69.3%	69.8%	70.4%	71.4%	72.2%	73.5%	73.2%	73.2%	73.7%	73.8%	79.5%						
Annual Change in Share	%		-2.9%	0.8%	0.8%	1.4%	1.2%	1.7%	-0.4%	0.0%	0.7%	0.2%	7.7%						
Change in Share from 2010	%		-2.9%	-2.1%	-1.3%	0.1%	1.3%	3.0%	2.6%	2.7%	3.4%	3.5%	11.5%						
Avg Ann. Change in Share	%		-2.9%	-1.0%	-0.4%	0.0%	0.3%	0.5%	0.4%	0.3%	0.4%	0.4%	1.0%						
																			
															Day Visitor M — Share of Total %				
															Report Prepared by: Cathy James. Date of Issue: 04/08/22				

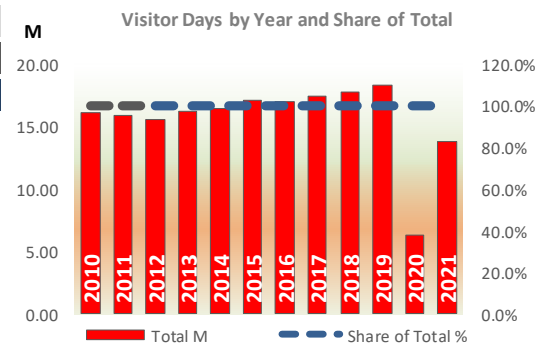
This report is copyright © Global Tourism Solutions (UK) Ltd 2022



Visitor Days by Month, Year and Visitor Type for the Period 2010 to 2021

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

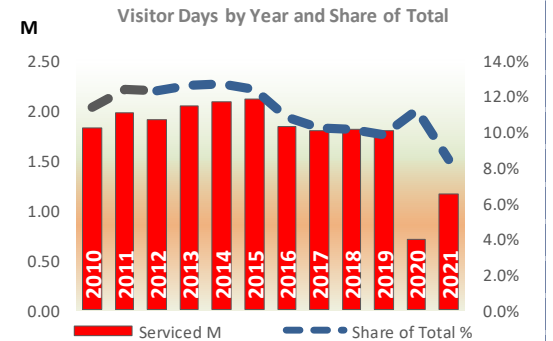
STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL											2010 to 2021			TOTAL		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER													CALENDAR YEAR		QUARTER			
KEY		TOTAL																		
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES													TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-100.0%	-100.0%	-79.8%	-33.7%	-36.7%	-22.7%	-6.7%	10.7%	12.8%	22.5%	-3.0%	20.7%	-14.3%	Annual Change	-88.9%	-30.9%	5.3%	16.3%	
% Change 2020 to 2021		-100.0%	-100.0%	-75.3%	22209.7%	16213.1%	10461.4%	203.5%	60.5%	31.6%	11563.6%	166.8%	273.0%	120.9%		-90.0%	14382.5%	75.1%	801.5%	
Average Annual Change		-9.1%	-9.1%	-7.3%	-3.1%	-3.3%	-2.1%	-0.6%	1.0%	1.2%	2.0%	-0.3%	1.9%	-1.3%		-8.1%	-2.8%	0.5%	1.5%	
2010	M	0.227	0.455	0.824	1.750	1.801	1.864	2.472	2.864	1.841	1.333	0.479	0.234	16.14		-1.4%	1.506	5.415	7.177	2.046
2011	M	0.230	0.465	0.861	1.827	1.805	1.826	2.296	2.694	1.759	1.347	0.560	0.249	15.92	-2.6%	1.557	5.457	6.748	2.156	
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	4.2%	1.630	5.062	6.616	2.197	
2013	M	0.227	0.477	0.961	1.538	2.021	1.844	2.461	2.822	1.742	1.204	0.584	0.282	16.16	1.4%	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	4.6%	1.727	5.464	7.141	2.064	
2015	M	0.256	0.519	1.008	1.746	2.124	1.815	2.633	3.086	1.853	1.265	0.586	0.253	17.14	-1.0%	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	3.0%	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	1.9%	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	3.1%	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	-65.9%	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	120.9%	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		0.167	3.741	7.554	2.380	
VISITOR DAYS														TOTAL						
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	M Visitor Days by Year and Share of Total						
Total	M	16.14	15.92	15.51	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84							
All Visitor Types	M	16.14	15.92	15.51	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84							
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 2010	%																			
Avg Ann. Change in Share	%																			
This report is copyright © Global Tourism Solutions (UK) Ltd 2022														Report Prepared by: Cathy James. Date of Issue: 04/08/22						

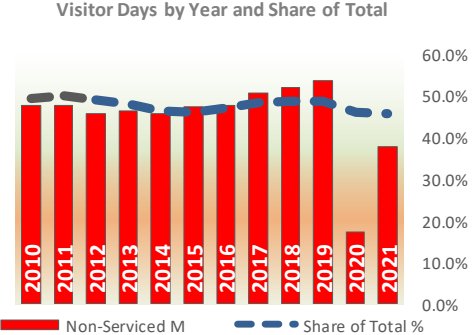


STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL											2010 to 2021			SERVICED		VISITOR DAYS								
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER								
KEY		SERVICED ACCOMMODATION																						
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change									
Less than 3% change		Q1			Q2			Q3			Q4													
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4					
% Change 2010 to 2021		-100.0%	-100.0%	-100.0%	-100.0%	-53.8%	-10.6%	-4.1%	-18.9%	-20.4%	-26.9%	26.5%	2.9%	-36.4%	Annual Change		-51.7%	-14.7%	-2.8%					
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				2639.8%	25.3%	14.9%		187.0%	731.5%	65.7%				82.0%	479.7%					
Average Annual Change		-9.1%	-9.1%	-9.1%	-9.1%	-4.9%	-1.0%	-0.4%	-1.7%	-1.9%	-2.4%	2.4%	0.3%	-3.3%			-4.7%	-1.3%	-0.3%					
2010	M	0.069	0.100	0.112	0.163	0.178	0.201	0.201	0.241	0.197	0.159	0.113	0.094	1.827		0.280	0.542	0.639	0.365					
2011	M	0.071	0.113	0.136	0.176	0.186	0.186	0.199	0.239	0.190	0.211	0.154	0.107	1.966	7.6%	0.320	0.548	0.627	0.471					
2012	M	0.068	0.117	0.144	0.164	0.208	0.206	0.173	0.226	0.177	0.163	0.147	0.113	1.907	-3.0%	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	0.125	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	0.097	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	0.100	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	0.151	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	0.111	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	0.121	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	0.105	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	0.012	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	0.096	1.162	65.7%		0.262	0.545	0.355					
VISITOR DAYS														SERVICED ACCOMMODATION										
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	M Visitor Days by Year and Share of Total										
Serviced	M	1.827	1.966	1.907	2.039	2.080	2.113	1.838	1.787	1.802	1.795	0.701	1.162											
All Visitor Types	M	16.14	15.92	15.51	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84											
Share of Total	%	11.3%	12.4%	12.3%	12.6%	12.7%	12.3%	10.8%	10.2%	10.1%	9.8%	11.2%	8.4%											
Annual Change in Share	%		9.1%	-0.4%	2.6%	0.5%	-2.8%	-12.1%	-5.6%	-1.1%	-3.3%	14.5%	-25.0%											
Change in Share from 2010	%		9.1%	8.7%	11.5%	12.1%	8.9%	-4.3%	-9.6%	-10.6%	-13.6%	-1.1%	-25.8%											
Avg Ann. Change in Share	%		9.1%	4.3%	3.8%	3.0%	1.8%	-0.7%	-1.4%	-1.3%	-1.5%	-0.1%	-2.3%											

This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Cathy James, Date of Issue: 04/08/22

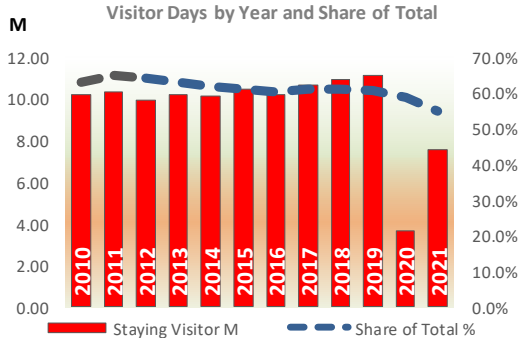


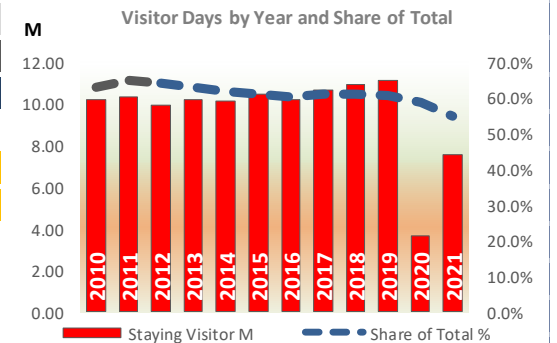
STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL										2010 to 2021			NON-SERVICED		VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2010 to 2021		-100.0%	-100.0%	-81.8%	-39.0%	-55.5%	-44.9%	-28.2%	0.3%	11.1%	46.5%	-35.4%	75.6%	-20.6%	Annual Change	-84.5%	-46.9%	-6.8%	27.3%	
% Change 2020 to 2021		-100.0%	-100.0%	-79.0%				174.5%	45.8%	24.9%		191.7%	169.7%	119.0%		-85.4%		57.3%	1219.1%	
Average Annual Change		-9.1%	-9.1%	-7.4%	-3.5%	-5.0%	-4.1%	-2.6%	0.0%	1.0%	4.2%	-3.2%	6.9%	-1.9%		-7.7%	-4.3%	-0.6%	2.5%	
2010	M	0.030	0.055	0.479	0.745	0.901	0.945	1.296	1.376	0.999	0.761	0.285	0.069	7.940		0.564	2.590	3.671	1.114	
2011	M	0.035	0.056	0.500	0.838	0.968	0.972	1.253	1.328	0.935	0.709	0.291	0.060	7.945	0.1%	0.592	2.777	3.516	1.060	
2012	M	0.026	0.053	0.479	0.733	0.805	0.926	1.186	1.281	0.931	0.784	0.315	0.083	7.603	-4.3%	0.558	2.464	3.398	1.183	
2013	M	0.042	0.055	0.555	0.684	0.860	0.990	1.204	1.361	0.918	0.683	0.310	0.071	7.732	1.7%	0.652	2.533	3.483	1.064	
2014	M	0.040	0.070	0.554	0.685	0.903	0.878	1.181	1.343	0.906	0.639	0.321	0.090	7.610	-1.6%	0.664	2.466	3.430	1.051	
2015	M	0.050	0.062	0.558	0.724	0.935	0.909	1.272	1.430	0.903	0.672	0.315	0.064	7.893	3.7%	0.669	2.568	3.605	1.051	
2016	M	0.038	0.054	0.616	0.771	0.825	1.080	1.332	1.302	0.890	0.666	0.308	0.069	7.952	0.8%	0.709	2.676	3.524	1.043	
2017	M	0.064	0.080	0.634	0.941	0.937	1.042	1.307	1.295	0.906	0.849	0.309	0.090	8.453	6.3%	0.778	2.920	3.508	1.247	
2018	M	0.055	0.084	0.671	0.905	1.013	1.065	1.333	1.313	0.927	0.873	0.335	0.088	8.662	2.5%	0.811	2.984	3.573	1.296	
2019	M	0.095	0.097	0.674	0.948	1.034	1.059	1.328	1.309	0.959	0.919	0.346	0.141	8.909	2.9%	0.867	3.041	3.596	1.406	
2020	M	0.087	0.093	0.416				0.339	0.946	0.889		0.063	0.045	2.878	-67.7%	0.596		2.174	0.108	
2021	M			0.087	0.454	0.401	0.521	0.931	1.379	1.110	1.115	0.184	0.120	6.303	119.0%	0.087	1.376	3.420	1.419	
VISITOR DAYS														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	M	Visitor Days by Year and Share of Total					
Non-Serviced		M	7.940	7.945	7.603	7.732	7.610	7.893	7.952	8.453	8.662	8.909	2.878	6.303						
All Visitor Types		M	16.14	15.92	15.51	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84						
Share of Total		%	49.2%	49.9%	49.0%	47.8%	46.4%	46.0%	46.9%	48.4%	48.6%	48.5%	45.9%	45.5%						
Annual Change in Share		%		1.5%	-1.8%	-2.4%	-3.0%	-0.8%	1.8%	3.2%	0.5%	-0.2%	-5.4%	-0.8%						
Change in Share from 2010		%		1.5%	-0.3%	-2.7%	-5.6%	-6.4%	-4.7%	-1.6%	-1.1%	-1.3%	-6.6%	-7.4%						
Avg Ann. Change in Share		%		1.5%	-0.2%	-0.9%	-1.4%	-1.3%	-0.8%	-0.2%	-0.1%	-0.1%	-0.7%	-0.7%						
This report is copyright © Global Tourism Solutions (UK) Ltd 2022																				
Report Prepared by: Cathy James, Date of Issue: 04/08/22																				

STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL											2010 to 2021			SFR	VISITOR DAYS						
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		SFR												TOTAL						% Change	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																			
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 2010 to 2021		-100.0%	-100.0%	-100.0%	-100.0%	-89.4%	-89.4%	-47.0%	-47.0%	-47.0%	-47.0%	-47.0%	-47.0%	-72.5%	Annual Change		-94.4%	-47.0%	-47.0%		
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				404.2%	404.2%					10.8%				537.7%			
Average Annual Change		-9.1%	-9.1%	-9.1%	-9.1%	-8.1%	-8.1%	-4.3%	-4.3%	-4.3%	-4.3%	-4.3%	-4.3%	-6.6%			-8.6%	-4.3%	-4.3%		
2010 000s		57.0	19.1	21.8	52.0	33.4	25.7	41.8	44.2	22.8	22.8	17.7	51.3	409.6		-0.4%	97.9	111.1	108.8	91.8	
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	-0.4%	97.4	110.6	108.3	91.4		
2012 000s		58.9	19.8	22.5	53.7	34.6	26.6	43.2	45.7	23.6	23.5	18.3	53.1	423.6	3.9%	101.2	114.9	112.5	95.0		
2013 000s		59.1	19.8	22.6	53.9	34.7	26.7	43.3	45.9	23.6	23.6	18.4	53.2	424.7	0.3%	101.5	115.2	112.8	95.2		
2014 000s		59.2	19.9	22.6	54.0	34.7	26.8	43.4	46.0	23.7	23.7	18.4	53.4	425.8	0.2%	101.7	115.5	113.1	95.5		
2015 000s		59.5	20.0	22.7	54.2	34.9	26.9	43.6	46.2	23.8	23.8	18.5	53.6	427.6	0.4%	102.2	116.0	113.5	95.9		
2016 000s		59.4	20.0	22.7	54.2	34.9	26.9	43.6	46.1	23.8	23.7	18.5	53.6	427.3	-0.1%	102.1	115.9	113.5	95.8		
2017 000s		59.6	20.0	22.8	54.3	35.0	26.9	43.7	46.3	23.8	23.8	18.5	53.7	428.5	0.3%	102.4	116.2	113.8	96.1		
2018 000s		59.8	20.1	22.8	54.5	35.1	27.0	43.8	46.4	23.9	23.9	18.6	53.9	429.7	0.3%	102.7	116.6	114.1	96.3		
2019 000s		59.9	20.1	22.9	54.6	35.2	27.1	43.9	46.5	24.0	23.9	18.7	54.0	430.9	0.3%	103.0	116.9	114.4	96.6		
2020 000s		59.9	20.1	12.5				4.4	4.7					101.7	-76.4%	92.6		9.0			
2021 000s						3.5	2.7	22.2	23.5	12.1	12.1	9.4	27.2	112.7	10.8%		6.3	57.7	48.7		
VISITOR DAYS														SFR							
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	Visitor Days by Year and Share of Total						
SFR 000s		409.6	407.8	423.6	424.7	425.8	427.6	427.3	428.5	429.7	430.9	101.7	112.7	500.00							
All Visitor Types M		16.1	15.9	15.5	16.2	16.4	17.1	17.0	17.5	17.8	18.4	6.3	13.8	400.00							
Share of Total %		2.5%	2.6%	2.7%	2.6%	2.6%	2.5%	2.5%	2.5%	2.4%	2.3%	1.6%	0.8%	300.00							
Annual Change in Share %			1.0%	6.6%	-3.8%	-1.2%	-4.0%	1.0%	-2.6%	-1.6%	-2.7%	-30.9%	-49.8%	200.00							
Change in Share from 2010 %			1.0%	7.7%	3.6%	2.4%	-1.7%	-0.7%	-3.3%	-4.9%	-7.5%	-36.0%	-67.9%	100.00							
Avg Ann. Change in Share %			1.0%	3.8%	1.2%	0.6%	-0.3%	-0.1%	-0.5%	-0.6%	-0.8%	-3.6%	-6.2%	0.00	SFR 000s Share of Total %						
This report is copyright © Global Tourism Solutions (UK) Ltd 2022																					
Report Prepared by: Cathy James, Date of Issue: 04/08/22																					

This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Cathy James. Date of Issue: 04/08/22

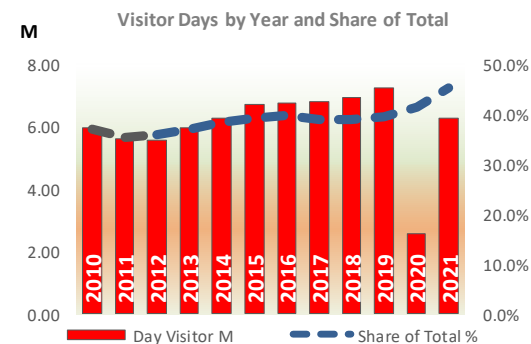
STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL											2010 to 2021			STAYING VISITOR		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER													CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																		
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	Q1	Q2	Q3	Q4	
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2010 to 2021		-100.0%	-100.0%	-85.8%	-52.7%	-56.2%	-40.0%	-25.5%	-3.8%	4.9%	31.8%	-19.1%	14.2%	-25.5%	Annual Change	-90.7%	-49.3%	-9.0%	16.0%	
% Change 2020 to 2021		-100.0%	-100.0%	-81.9%				226.8%	44.4%	24.7%		198.0%	334.1%	105.9%		-91.5%		62.1%	979.7%	
Average Annual Change		-9.1%	-9.1%	-7.8%	-4.8%	-5.1%	-3.6%	-2.3%	-0.3%	0.4%	2.9%	-1.7%	1.3%	-2.3%		-8.2%	-4.5%	-0.8%	1.5%	
2010	M	0.156	0.174	0.613	0.960	1.112	1.171	1.539	1.661	1.220	0.943	0.415	0.214	10.18	1.4%	0.942	3.243	4.419	1.572	
2011	M	0.163	0.188	0.658	1.066	1.187	1.183	1.494	1.610	1.148	0.943	0.462	0.218	10.32		1.009	3.436	4.251	1.623	
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		-3.7%	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	
VISITOR DAYS														STAYING VISITOR						
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	M Visitor Days by Year and Share of Total						
Staying Visitor		M	10.18	10.32	9.933	10.20	10.12	10.43	10.22	10.67	10.89	11.14	3.681	7.578						
All Visitor Types		M	16.14	15.92	15.51	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84						
Share of Total		%	63.0%	64.8%	64.1%	63.1%	61.7%	60.9%	60.2%	61.1%	61.2%	60.7%	58.7%	54.7%						
Annual Change in Share		%		2.8%	-1.2%	-1.5%	-2.2%	-1.4%	-1.0%	1.4%	0.2%	-0.8%	-3.2%	-6.8%						
Change in Share from 2010		%		2.8%	1.6%	0.1%	-2.1%	-3.5%	-4.5%	-3.1%	-3.0%	-3.8%	-6.8%	-13.1%						
Avg Ann. Change in Share		%		2.8%	0.8%	0.0%	-0.5%	-0.7%	-0.7%	-0.4%	-0.4%	-0.4%	-0.7%	-1.2%						
This report is copyright © Global Tourism Solutions (UK) Ltd 2022															Report Prepared by: Cathy James, Date of Issue: 04/08/22					



STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL											2010 to 2021			DAY VISITOR		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												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 2010 to 2021		-100.0%	-100.0%	-62.4%	-10.6%	-5.3%	6.5%	24.4%	30.7%	28.3%	-0.2%	101.3%	88.5%		5.0%	-85.9%	-3.5%	28.0%	17.3%	
% Change 2020 to 2021		-100.0%	-100.0%	-58.8%	13480.5%	9239.3%	5308.5%	183.4%	80.9%	44.2%	2679.8%	109.7%	97.7%		142.3%	-87.4%	8017.1%	92.7%	485.3%	
Average Annual Change		-9.1%	-9.1%	-5.7%	-1.0%	-0.5%	0.6%	2.2%	2.8%	2.6%	0.0%	9.2%	8.0%		0.5%	-7.8%	-0.3%	2.5%	1.6%	
2010	M	0.071	0.281	0.212	0.790	0.689	0.693	0.932	1.203	0.622	0.390	0.064	0.021		5.968	0.564	2.172	2.757	0.475	
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	-6.2%	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	
VISITOR DAYS														DAY VISITOR						
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	M Visitor Days by Year and Share of Total						
Day Visitor	M	5.968	5.599	5.572	5.967	6.280	6.710	6.749	6.801	6.914	7.220	2.585	6.263							
All Visitor Types	M	16.14	15.92	15.51	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84							
Share of Total	%	37.0%	35.2%	35.9%	36.9%	38.3%	39.1%	39.8%	38.9%	38.8%	39.3%	41.3%	45.3%							
Annual Change in Share	%		-4.8%	2.2%	2.7%	3.8%	2.2%	1.6%	-2.1%	-0.3%	1.3%	4.9%	9.7%							
Change in Share from 2010	%		-4.8%	-2.8%	-0.1%	3.6%	5.9%	7.6%	5.3%	5.0%	6.4%	11.6%	22.4%							
Avg Ann. Change in Share	%		-4.8%	-1.4%	0.0%	0.9%	1.2%	1.3%	0.8%	0.6%	0.7%	1.2%	2.0%							

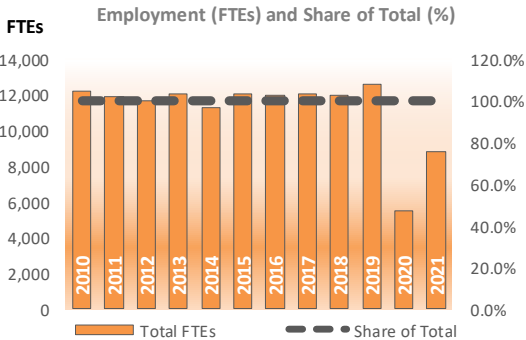
This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Cathy James. Date of Issue: 04/08/22



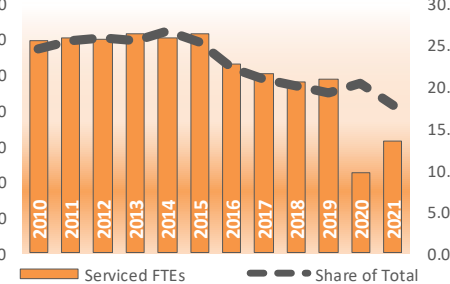
Direct and Total Employment by Month, Year and Visitor Type for the Period 2010 to 2021

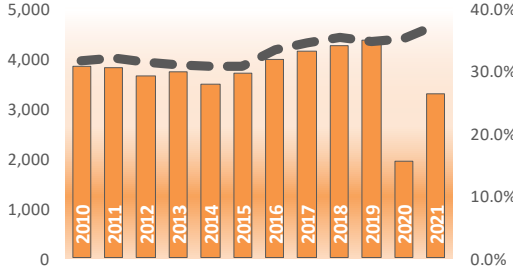
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM FINAL TREND REPORT FOR 2010-2021										2010 to 2021			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											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-100.0%	-100.0%	-85.1%	-70.8%	-64.3%	-18.1%	-6.3%	1.2%	1.2%	6.8%	-1.3%	7.2%	-27.8%	Annual Change	-93.3%	-50.7%	-1.3%	4.7%	
% Change 2020 to 2021		-100.0%	-100.0%	-80.9%			4187.2%	150.8%	24.7%	6.4%	10037.1%	84.3%	121.4%	59.9%		-93.4%	7481.4%	40.8%	325.2%	
Average Annual Change		-9.1%	-9.1%	-7.7%	-6.4%	-5.8%	-1.6%	-0.6%	0.1%	0.1%	0.6%	-0.1%	0.7%	-2.5%		-8.5%	-4.6%	-0.1%	0.4%	
2010	FTEs	4,149	6,129	8,474	15,108	15,342	15,717	19,912	22,878	15,918	11,918	6,129	4,349	12,169			6,251	15,389	19,569	7,465
2011	FTEs	4,144	6,139	8,586	15,451	15,073	15,324	18,351	21,188	15,128	11,979	6,639	4,429	11,869		-2.5%	6,290	15,283	18,223	7,682
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	-2.0%	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	
EMPLOYMENT														TOTAL						
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs	Employment (FTEs) and Share of Total (%)					
Total	FTEs	12,169	11,869	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	14,000						
Total Employment	FTEs	12,169	11,869	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	12,000						
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%	10,000						
Annual Change in Share	%													8,000						
Change in Share from 2010	%													6,000						
Avg Ann. Change in Share	%													4,000						
																				
This report is copyright © Global Tourism Solutions (UK) Ltd 2022																				
Report Prepared by: Cathy James, Date of Issue: 04/08/22																				

This report is copyright © Global Tourism Solutions (UK) Ltd 2022

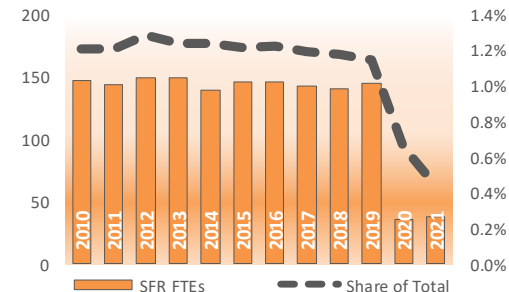
Report Prepared by: Cathy James. Date of Issue: 04/08/22

STEAM FINAL TREND REPORT FOR 2010-2021											2010 to 2021			SERVICED		DIRECT EMPLOYMENT				
CONWY COUNTY BOROUGH COUNCIL																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC					
% Change 2010 to 2021		-100.0%	-100.0%	-100.0%	-100.0%	-61.3%	-21.1%	-16.0%	-23.4%	-23.7%	-25.4%	-13.5%	-16.5%	-47.7%	Annual Change		-59.9%	-21.1%	-18.8%	
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				1075.2%	6.7%	3.4%		83.5%	171.7%	39.4%				53.9%	228.9%	
Average Annual Change		-9.1%	-9.1%	-9.1%	-9.1%	-5.6%	-1.9%	-1.5%	-2.1%	-2.2%	-2.3%	-1.2%	-1.5%	-4.3%			-5.4%	-1.9%	-1.7%	
2010	FTEs	2,168	2,516	2,786	3,142	3,224	3,350	3,357	3,577	3,327	3,078	2,725	2,445	2,974	1.5%	2,490	3,238	3,420	2,749	
2011	FTEs	2,172	2,571	2,895	3,194	3,242	3,248	3,306	3,538	3,304	3,340	2,912	2,500	3,019		2,546	3,228	3,383	2,917	
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		-0.6%	2,565	3,290	3,305	2,840
2013	FTEs	2,197	2,806	2,891	3,157	3,537	3,340	3,411	3,579	3,226	3,091	2,963	2,630	3,069	2.3%	2,631	3,345	3,405	2,895	
2014	FTEs	2,266	2,683	2,870	3,186	3,483	3,331	3,302	3,474	3,208	3,126	2,859	2,438	3,019	-1.6%	2,606	3,333	3,328	2,808	
2015	FTEs	2,251	2,751	2,896	3,198	3,574	3,369	3,438	3,513	3,208	3,149	2,901	2,467	3,060	1.4%	2,633	3,380	3,386	2,839	
2016	FTEs	2,119	2,392	2,538	2,717	3,000	2,767	2,805	3,003	2,831	2,578	2,601	2,412	2,647	-13.5%	2,350	2,828	2,879	2,530	
2017	FTEs	2,072	2,362	2,391	2,636	2,833	2,651	2,694	2,807	2,612	2,405	2,463	2,186	2,509	-5.2%	2,275	2,706	2,704	2,352	
2018	FTEs	1,959	2,253	2,229	2,440	2,794	2,557	2,568	2,646	2,554	2,304	2,375	2,143	2,402	-4.3%	2,147	2,597	2,590	2,274	
2019	FTEs	2,219	2,148	2,169	2,446	2,802	2,597	2,597	2,721	2,598	2,294	2,415	2,086	2,424	0.9%	2,179	2,615	2,639	2,265	
2020	FTEs	2,229	2,339	1,536	-	-	-	240	2,566	2,455	-	1,284	752	1,117	-53.9%	2,035		1,754	679	
2021	FTEs	-	-	-	-	1,249	2,643	2,821	2,738	2,537	2,298	2,356	2,042	1,557	39.4%		1,297	2,699	2,232	
EMPLOYMENT														SERVICED ACCOMMODATION						
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs	Employment (FTEs) and Share of Total (%)					
Serviced		FTEs	2,974	3,019	3,000	3,069	3,019	3,060	2,647	2,509	2,402	2,424	1,117	1,557	3,500					
Total Employment		FTEs	12,169	11,869	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	3,000					
Share of Total		%	24.4%	25.4%	25.8%	25.5%	26.7%	25.4%	22.2%	20.9%	20.0%	19.2%	20.3%	17.7%	2,500					
Annual Change in Share		%		4.0%	1.5%	-1.3%	4.8%	-4.9%	-12.6%	-5.9%	-4.0%	-4.1%	5.8%	-12.8%	2,000					
Change in Share from 2010		%		4.0%	5.5%	4.1%	9.2%	3.8%	-9.3%	-14.6%	-18.0%	-21.4%	-16.8%	-27.5%	1,500					
Avg Ann. Change in Share		%		4.0%	2.8%	1.4%	2.3%	0.8%	-1.6%	-2.1%	-2.3%	-2.4%	-1.7%	-2.5%	1,000					
This report is copyright © Global Tourism Solutions (UK) Ltd 2022																				
Report Prepared by: Cathy James, Date of Issue: 04/08/22																				

STEAM FINAL TREND REPORT FOR 2010-2021											2010 to 2021			NON-SERVICED	DIRECT EMPLOYMENT					
CONWY COUNTY BOROUGH COUNCIL																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2010 to 2021		-100.0%	-100.0%	-80.1%	-18.0%	-36.7%	-25.6%	-16.2%	-1.1%	7.1%	40.1%	-3.6%	54.0%	-14.7%	Annual Change	-87.9%	-27.2%	-4.0%	29.8%	
% Change 2020 to 2021		-100.0%	-100.0%	-78.7%				103.4%	8.9%	-0.3%		87.7%	72.1%	70.0%		-89.9%		22.5%	373.2%	
Average Annual Change		-9.1%	-9.1%	-7.3%	-1.6%	-3.3%	-2.3%	-1.5%	-0.1%	0.6%	3.6%	-0.3%	4.9%	-1.3%		-8.0%	-2.5%	-0.4%	2.7%	
2010	FTEs	887	1,024	2,990	4,264	5,002	5,126	6,701	7,156	5,530	4,267	2,095	1,077	3,843			1,634	4,798	6,462	2,480
2011	FTEs	909	1,025	3,019	4,723	5,239	5,325	6,429	6,725	5,121	4,008	2,088	1,029	3,803	-1.0%	1,651	5,095	6,092	2,375	
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	-4.5%	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	
EMPLOYMENT														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs	Employment (FTEs) and Share of Total (%)					
Non-Serviced		FTEs	3,843	3,803	3,633	3,716	3,478	3,704	3,969	4,145	4,238	4,363	1,928	3,279						
Total Employment		FTEs	12,169	11,869	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783						
Share of Total		%	31.6%	32.0%	31.2%	30.8%	30.7%	30.7%	33.2%	34.5%	35.4%	34.6%	35.1%	37.3%						
Annual Change in Share		%		1.5%	-2.5%	-1.4%	-0.3%	-0.1%	8.2%	3.7%	2.6%	-2.2%	1.5%	6.3%						
Change in Share from 2010		%		1.5%	-1.1%	-2.4%	-2.7%	-2.8%	5.2%	9.1%	11.9%	9.5%	11.2%	18.2%						
Avg Ann. Change in Share		%		1.5%	-0.5%	-0.8%	-0.7%	-0.6%	0.9%	1.3%	1.5%	1.1%	1.1%	1.7%						

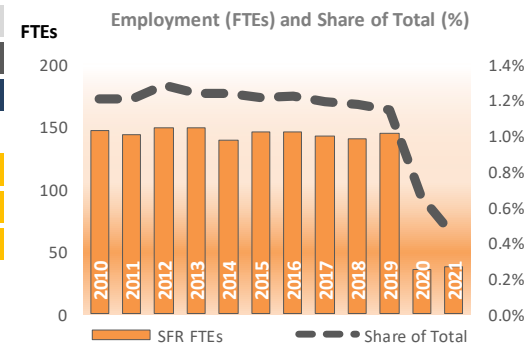
This report is copyright © Global Tourism Solutions (UK) Ltd 2022

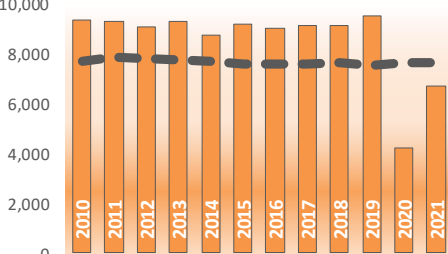
Report Prepared by: Cathy James, Date of Issue: 04/08/22

STEAM FINAL TREND REPORT FOR 2010-2021											2010 to 2021			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												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2010 to 2021		-100.0%	-100.0%	-100.0%	-100.0%	-89.9%	-89.9%	-49.4%	-49.4%	-49.4%	-50.9%	-50.9%	-50.9%	-74.1%	Annual Change		-94.6%	-49.4%	-50.9%	
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				266.4%	304.4%					6.0%				387.0%		
Average Annual Change		-9.1%	-9.1%	-9.1%	-9.1%	-8.2%	-8.2%	-4.5%	-4.5%	-4.5%	-4.6%	-4.6%	-4.6%	-6.7%			-8.6%	-4.5%	-4.6%	
2010	FTEs	245	82	94	224	144	111	180	190	98	98	76	221	147	-2.5%	141	160	156	132	
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	
EMPLOYMENT														SFR						
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs Employment (FTEs) and Share of Total (%)						
SFR		FTEs	147	143	149	149	140	146	146	143	141	144	36	38						
Total Employment		FTEs	12,169	11,869	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783						
Share of Total		%	1.2%	1.2%	1.3%	1.2%	1.2%	1.2%	1.2%	1.2%	1.1%	0.7%	0.4%							
Annual Change in Share		%		-0.1%	6.0%	-3.3%	-0.4%	-1.9%	1.1%	-3.0%	-1.1%	-2.4%	-42.8%	-33.7%						
Change in Share from 2010		%		-0.1%	6.0%	2.5%	2.1%	0.1%	1.2%	-1.8%	-2.9%	-5.2%	-45.8%	-64.1%						
Avg Ann. Change in Share		%		-0.1%	3.0%	0.8%	0.5%	0.0%	0.2%	-0.3%	-0.4%	-0.6%	-4.6%	-5.8%						

This report is copyright © Global Tourism Solutions (UK) Ltd 2022

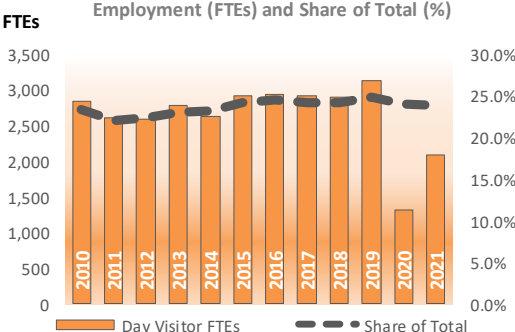
Report Prepared by: Cathy James, Date of Issue: 04/08/22

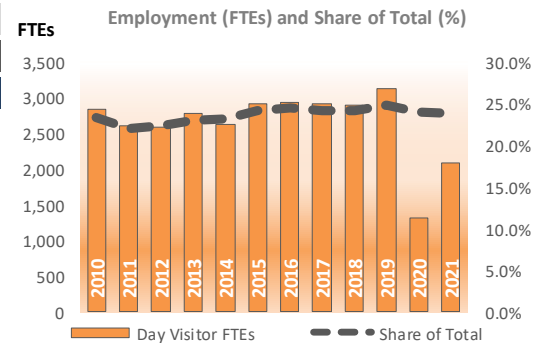


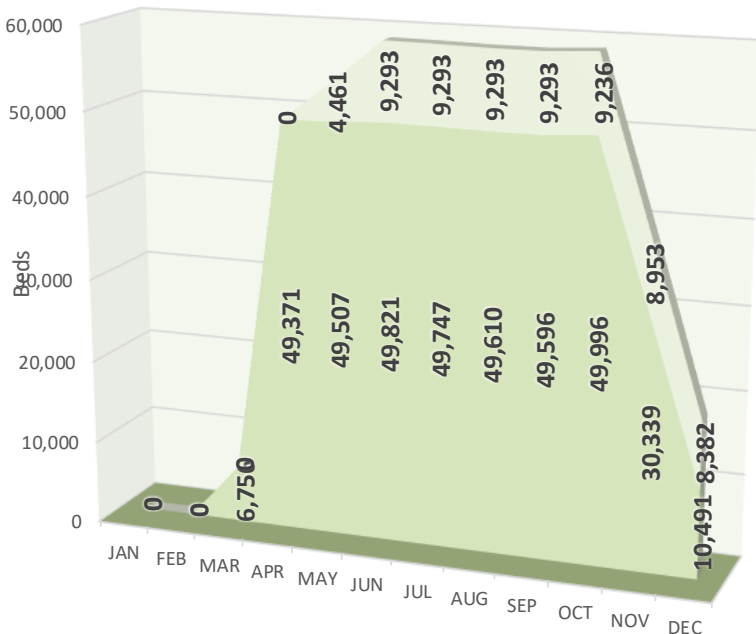
STEAM FINAL TREND REPORT FOR 2010-2021											2010 to 2021			STAYING VISITOR	DIRECT EMPLOYMENT					
CONWY COUNTY BOROUGH COUNCIL																				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL						% Change
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-100.0%	-100.0%	-89.9%	-54.2%	-47.1%	-24.7%	-16.7%	-9.2%	-5.0%	11.8%	-9.8%	1.8%	-30.0%	Annual Change	-95.4%	-41.4%	-10.5%	2.9%	
% Change 2020 to 2021		-100.0%	-100.0%	-86.4%				181.9%	9.1%	1.3%			87.0%	122.0%		58.2%	-95.2%		31.4%	305.9%
Average Annual Change		-9.1%	-9.1%	-8.2%	-4.9%	-4.3%	-2.2%	-1.5%	-0.8%	-0.5%	1.1%	-0.9%	0.2%	-2.7%		-8.7%	-3.8%	-1.0%	0.3%	
2010	FTEs	3,300	3,622	5,870	7,630	8,370	8,587	10,238	10,923	8,955	7,443	4,897	3,743	6,965			4,264	8,195	10,039	5,361
2011	FTEs	3,320	3,676	6,006	8,135	8,621	8,681	9,911	10,449	8,521	7,444	5,074	3,744	6,965	0.0%	4,334	8,479	9,627	5,421	
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	-2.6%	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	2.2%	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	-4.3%	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	4.1%	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	-2.1%	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	0.5%	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	-0.2%	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	2.2%	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	-55.5%	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	58.2%	198	4,799	8,984	5,515	
EMPLOYMENT														STAYING VISITOR						
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs Employment (FTEs) and Share of Total (%)						
Staying Visitor		FTEs	9,333	9,264	9,036	9,280	8,695	9,140	9,011	9,121	9,101	9,491	4,172	6,694	10,000					
Total Employment		FTEs	12,169	11,869	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783						
Share of Total		%	76.7%	78.1%	77.7%	77.0%	76.9%	75.8%	75.5%	75.8%	75.9%	75.2%	76.0%	76.2%						
Annual Change in Share		%		1.8%	-0.4%	-0.9%	-0.2%	-1.4%	-0.4%	0.5%	0.1%	-0.9%	1.0%	0.3%						
Change in Share from 2010		%		1.8%	1.3%	0.4%	0.2%	-1.2%	-1.6%	-1.1%	-1.0%	-1.9%	-1.0%	-0.6%						
Avg Ann. Change in Share		%		1.8%	0.7%	0.1%	0.1%	-0.2%	-0.3%	-0.2%	-0.1%	-0.2%	-0.1%	-0.1%						

This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Cathy James, Date of Issue: 04/08/22

STEAM FINAL TREND REPORT FOR 2010-2021											2010 to 2021			DAY VISITOR		DIRECT EMPLOYMENT									
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER									
KEY		DAY VISITOR												TOTAL	% Change										
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																							
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change		Q1	Q2	Q3	Q4						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC												
% Change 2010 to 2021		-100.0%	-100.0%	-66.3%	-100.0%	-100.0%	-4.3%	11.8%	17.5%	15.3%	-12.2%	77.1%	65.8%							-26.3%		-87.3%	-69.5%	15.0%	3.3%
% Change 2020 to 2021		-100.0%	-100.0%	-60.4%			1465.4%	117.4%	49.3%	19.0%	1875.0%	49.0%	40.5%							58.1%		-87.9%	1465.4%	56.4%	315.8%
Average Annual Change		-9.1%	-9.1%	-6.0%	-9.1%	-9.1%	-0.4%	1.1%	1.6%	1.4%	-1.1%	7.0%	6.0%							-2.4%		-7.9%	-6.3%	1.4%	0.3%
2010	FTEs	404	1,603	1,207	4,503	3,928	3,951	5,316	6,858	3,545	2,223	365	117	2,835		1,072	4,128	5,240	902						
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	-8.1%	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						
EMPLOYMENT														DAY VISITOR											
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs	Employment (FTEs) and Share of Total (%)										
Day Visitor		FTEs	2,835	2,605	2,592	2,776	2,618	2,920	2,932	2,906	2,888	3,126	1,321	2,089	3,500										
Total Employment		FTEs	12,169	11,869	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	3,000										
Share of Total		%	23.3%	21.9%	22.3%	23.0%	23.1%	24.2%	24.5%	24.2%	24.1%	24.8%	24.0%	23.8%	2,500										
Annual Change in Share		%		-5.8%	1.6%	3.3%	0.5%	4.6%	1.4%	-1.6%	-0.3%	2.9%	-2.9%	-1.1%	2,000										
Change in Share from 2010		%		-5.8%	-4.3%	-1.2%	-0.7%	3.9%	5.4%	3.7%	3.4%	6.3%	3.2%	2.1%	1,500										
Avg Ann. Change in Share		%		-5.8%	-2.2%	-0.4%	-0.2%	0.8%	0.9%	0.5%	0.4%	0.7%	0.3%	0.2%	1,000										
																									
Day Visitor FTEs Share of Total																									
This report is copyright © Global Tourism Solutions (UK) Ltd 2022																									
Report Prepared by: Cathy James, Date of Issue: 04/08/22																									



STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL							2021		STAYING VISITORS		ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE			
SERVICED ACCOMMODATION 2021	2021		Change on 2020		Change on 2010		SEASONAL AVAILABILITY OF BED SUPPLY 2021							
	Est.	Beds	Est.	Beds	Est.	Beds								
Serviced Accommodation Total	317	9,293	+31	+904	-92	-2,392	Non-Serviced Accommodation Serviced Accommodation 							
+50 room hotels	22	3,535	+2	+304	-4	-408								
10-50 room hotels	68	3,022	+6	+283	-36	-1,370								
<10 room hotels/others	227	2,736	+23	+317	-52	-614								
NON-SERVICED ACCOMMODATION 2021	2021		Change on 2020		Change on 2010		Non-Serviced Accommodation Serviced Accommodation							
	Est.	Beds	Est.	Beds	Est.	Beds								
Non-Serviced Accommodation Total	916	50,187	+10	+9,578	+262	+842	Non-Serviced Accommodation Serviced Accommodation							
Self catering	770	4,827	+9	+62	+255	+494								
Static caravans/chalets	88	6,895	+1	+1,438	-1	-212								
Touring caravans/camping	58	7,113	+1	+1,480	+8	-1,602								
Not-for-hire static	0	28,318	0	+5,890	0	-872								
Airbnb	0	3,034	0	+708										
DISTRIBUTION BY TYPE OF ACCOMMODATION 2021	2021		Change on 2020		Change on 2010		Non-Serviced Accommodation Serviced Accommodation							
	Est.	Beds	Est.	Beds	Est.	Beds								
All Paid Accommodation Total	1,233	59,480	+41	+10,482	+170	-1,550	Non-Serviced Accommodation Serviced Accommodation							
Serviced Accommodation Share of Total	26%	16%												
Non-Serviced Accommodation Share of Total	74%	84%												
SEASONAL AVAILABILITY OF BED SUPPLY 2021	2021												Non-Serviced Accommodation Serviced Accommodation	
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		
All Paid Accommodation Total	0	0	6,756	49,371	53,968	59,114	59,040	58,903	58,889	59,232	39,292	18,873	Non-Serviced Accommodation Serviced Accommodation	
Serviced Accommodation	0	0	0	0	4,461	9,293	9,293	9,293	9,293	9,236	8,953	8,382		
Non-Serviced Accommodation	0	0	6,756	49,371	49,507	49,821	49,747	49,610	49,596	49,996	30,339	10,491		

Report Sections With Historic Financial Data Indexed to 2021 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: 2021*

2010	<i>1.35</i>
2011	<i>1.29</i>
2012	<i>1.24</i>
2013	<i>1.20</i>
2014	<i>1.17</i>
2015	<i>1.15</i>
2016	<i>1.14</i>
2017	<i>1.11</i>
2018	<i>1.07</i>
2019	<i>1.04</i>
2020	<i>1.01</i>
2021	<i>1.00</i>

STEAM FINAL TREND REPORT FOR 2010-2021
CONWY COUNTY BOROUGH COUNCIL

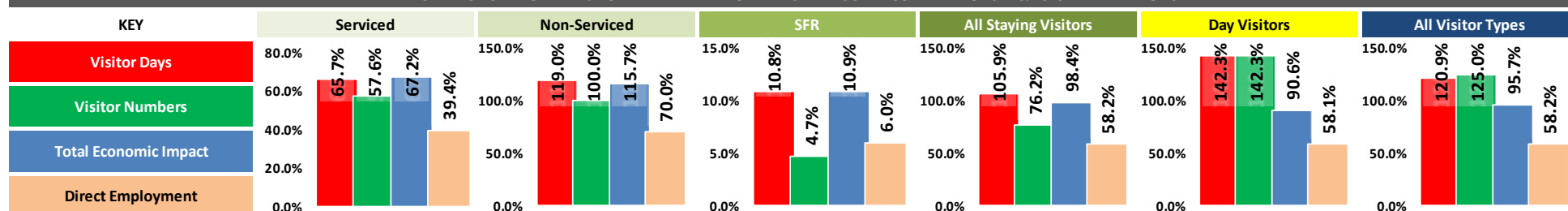
Comparing 2021 and 2020
 2020 in 2021 prices (1.014)

COMPARATIVE HEADLINES

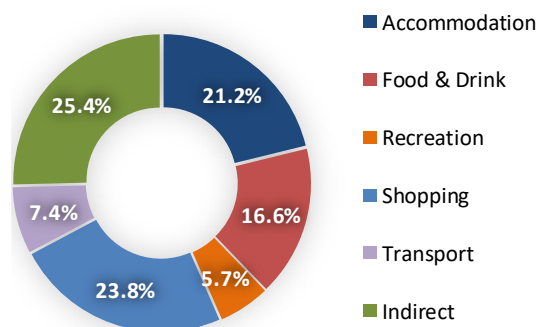
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 & 2020 - INDEXED TO 2021

KEY														Day Visitors			All Visitor Types					
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors											
Less than 3% change		Serviced			Non-Serviced																	
A Fall of 3% or more		2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %			
Visitor Days	M	1.162	0.701	65.7%	6.303	2.878	119.0%	0.113	0.102	10.8%	7.578	3.681	105.9%	6.263	2.585	142.3%	13.84	6.266	120.9%			
Visitor Numbers	M	0.649	0.412	57.6%	0.917	0.458	100.0%	0.047	0.045	4.7%	1.613	0.915	76.2%	6.263	2.585	142.3%	7.876	3.501	125.0%			
Direct Expenditure	£M																			551.64	281.93	95.7%
Economic Impact	£M	134.22	80.26	67.2%	352.27	163.34	115.7%	4.111	3.709	10.9%	490.60	247.31	98.4%	248.93	130.58	90.6%	739.53	377.89	95.7%			
Direct Employment	FTEs	1,557	1,117	39.4%	3,279	1,928	70.0%	38	36	6.0%	4,874	3,081	58.2%	2,089	1,321	58.1%	6,963	4,402	58.2%			
Total Employment	FTEs																8,783	5,493	59.9%			

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2021 & 2020 - INDEXED TO 2021

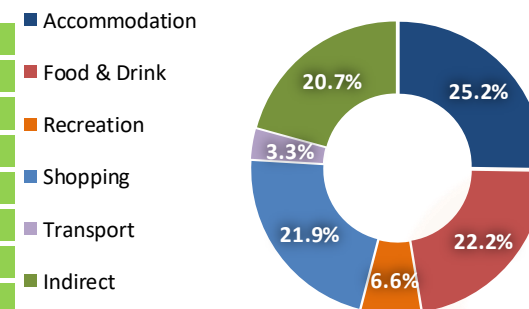


Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2021

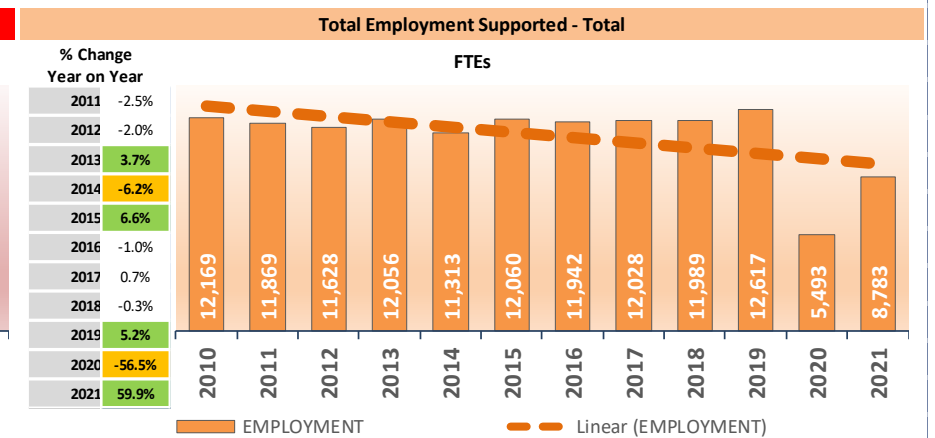
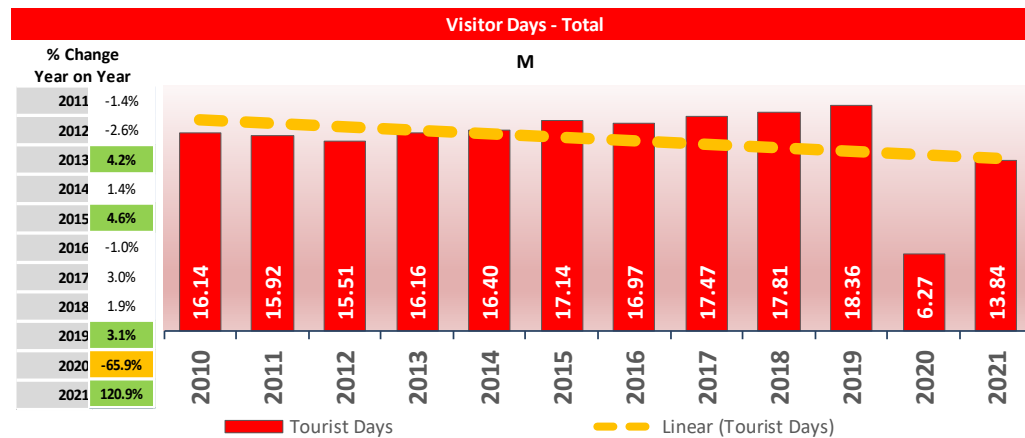
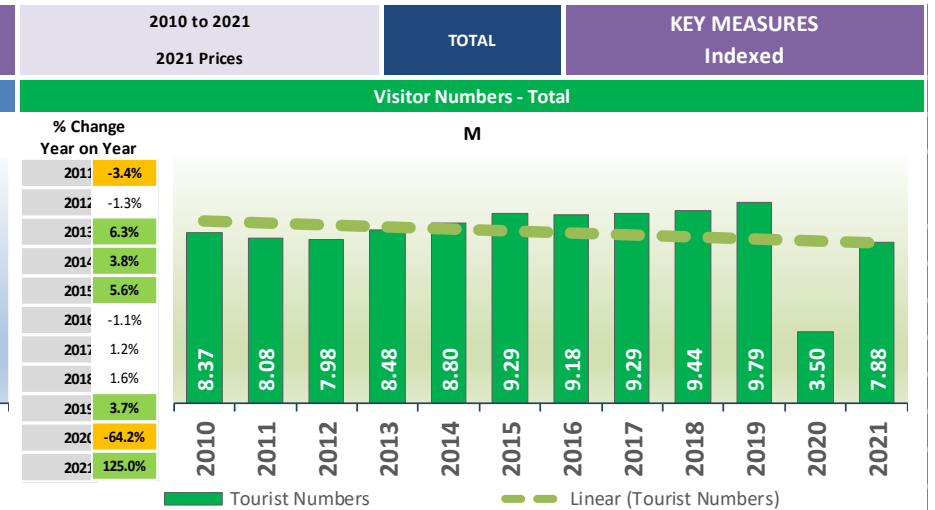
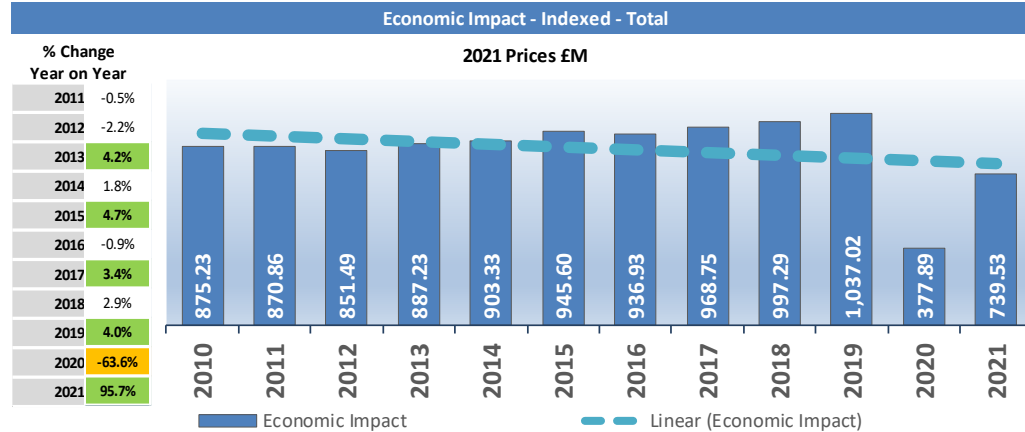


	2021			Sectors	2020		
			+/- %				+/- %
	156.53	84.33	85.6%	Accommodation	2,217	1,543	43.7%
	122.96	60.77	102.3%	Food & Drink	1,947	1,203	61.8%
	41.86	18.94	121.1%	Recreation	581	384	51.0%
	175.86	90.91	93.4%	Shopping	1,924	1,110	73.3%
	54.42	26.98	101.7%	Transport	293	161	81.5%
	551.64	281.93	95.7%	TOTAL DIRECT	6,963	4,402	58.2%
	187.89	95.96	95.8%	Indirect	1,820	1,091	66.9%
	739.53	377.89	95.7%	TOTAL	8,783	5,493	59.9%

Sectoral Distribution of Employment - FTEs



STEAM FINAL TREND REPORT FOR 2010-2021
CONWY COUNTY BOROUGH COUNCIL



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		-0.5%	-2.7%	1.4%	3.2%	8.0%	7.0%	10.7%	13.9%	18.5%	-56.8%	-15.5%
Visitor Numbers		-3.4%	-4.6%	1.3%	5.2%	11.0%	9.8%	11.0%	12.9%	17.0%	-58.2%	-5.9%
Visitor Days		-1.4%	-4.0%	0.1%	1.6%	6.2%	5.1%	8.2%	10.3%	13.7%	-61.2%	-14.3%
Total Employment		-2.5%	-4.4%	-0.9%	-7.0%	-0.9%	-1.9%	-1.2%	-1.5%	3.7%	-54.9%	-27.8%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2010-2021
CONWY COUNTY BOROUGH COUNCIL

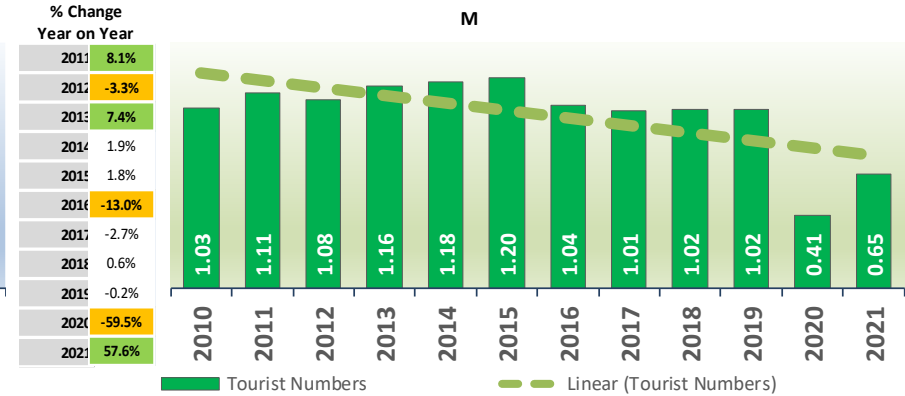
2010 to 2021
 2021 Prices

SERVICED
 ACCOMMODATION

KEY MEASURES
 Indexed

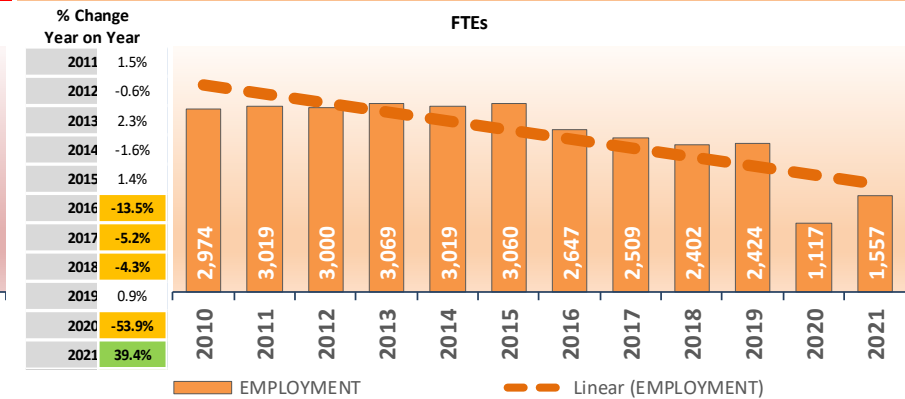
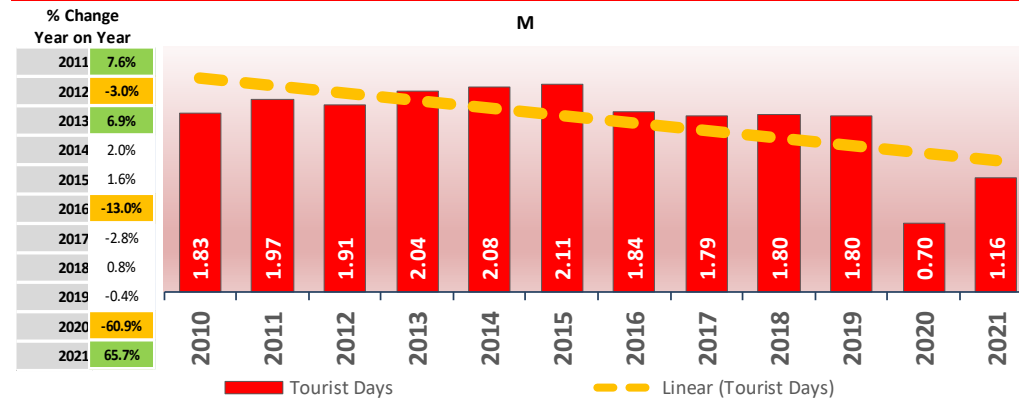
Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation

Direct Employment Supported - Serviced Accommodation



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		7.3%	5.5%	10.5%	12.8%	14.8%	3.9%	1.6%	2.2%	2.1%	-58.7%	-30.9%
Visitor Numbers		8.1%	4.6%	12.3%	14.4%	16.4%	1.3%	-1.5%	-0.9%	-1.1%	-60.0%	-36.9%
Visitor Days		7.6%	4.4%	11.6%	13.9%	15.7%	0.6%	-2.2%	-1.4%	-1.7%	-61.6%	-36.4%
Direct Employment		1.5%	0.9%	3.2%	1.5%	2.9%	-11.0%	-15.6%	-19.2%	-18.5%	-62.5%	-47.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2010-2021
CONWY COUNTY BOROUGH COUNCIL

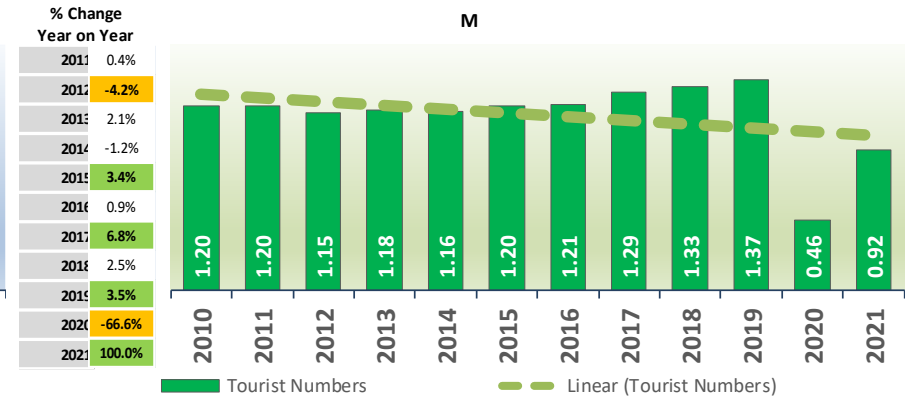
2010 to 2021
 2021 Prices

NON-SERVED
 ACCOMMODATION

KEY MEASURES
 Indexed

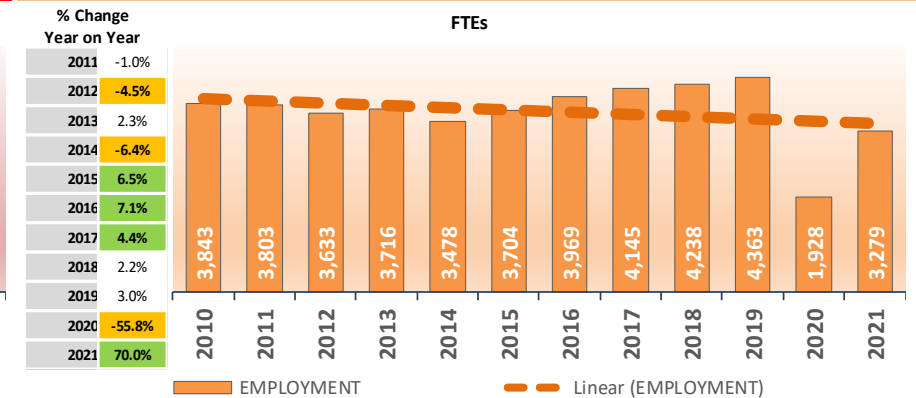
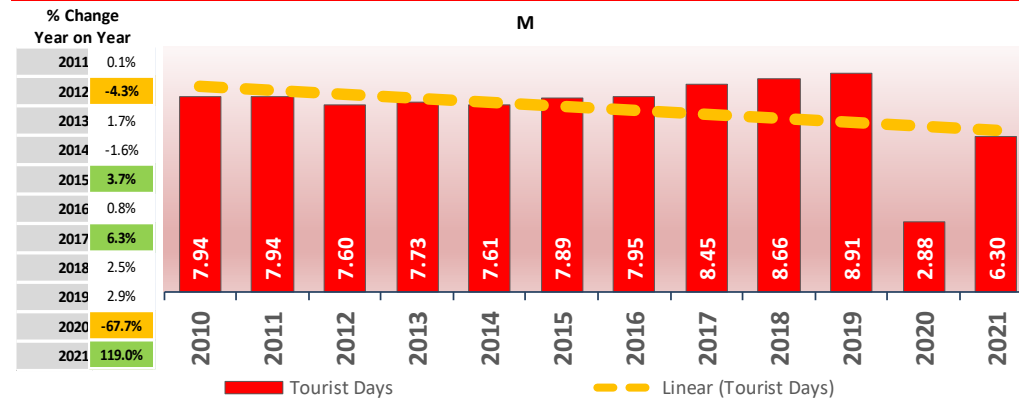
Economic Impact - Indexed - Non-Served Accommodation

Visitor Numbers - Non-Served Accommodation



Visitor Days - Non-Served Accommodation

Direct Employment Supported - Non-Served Accommodation



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		0.1%	-4.1%	-2.5%	-3.7%	0.9%	3.8%	13.0%	19.0%	25.7%	-55.0%	-3.0%
Visitor Numbers		0.4%	-3.8%	-1.8%	-3.0%	0.3%	1.2%	8.1%	10.9%	14.8%	-61.7%	-23.4%
Visitor Days		0.1%	-4.3%	-2.6%	-4.2%	-0.6%	0.2%	6.5%	9.1%	12.2%	-63.8%	-20.6%
Direct Employment		-1.0%	-5.5%	-3.3%	-9.5%	-3.6%	3.3%	7.8%	10.3%	13.5%	-49.8%	-14.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2010-2021
CONWY COUNTY BOROUGH COUNCIL

Economic Impact - Indexed - SFR

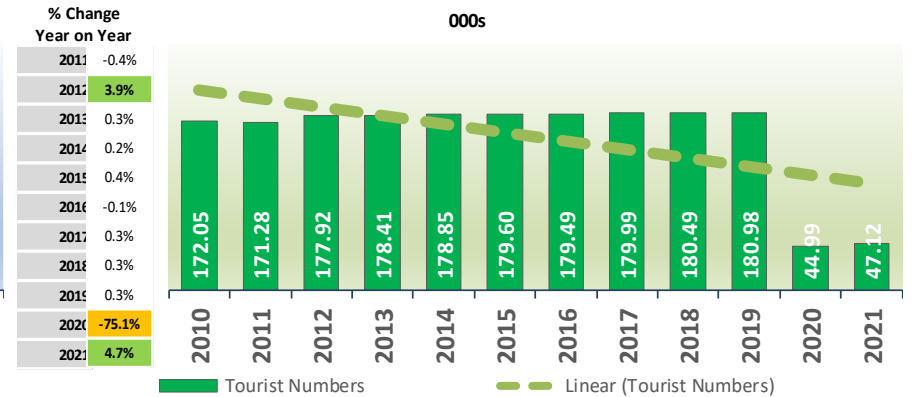


2010 to 2021
2021 Prices

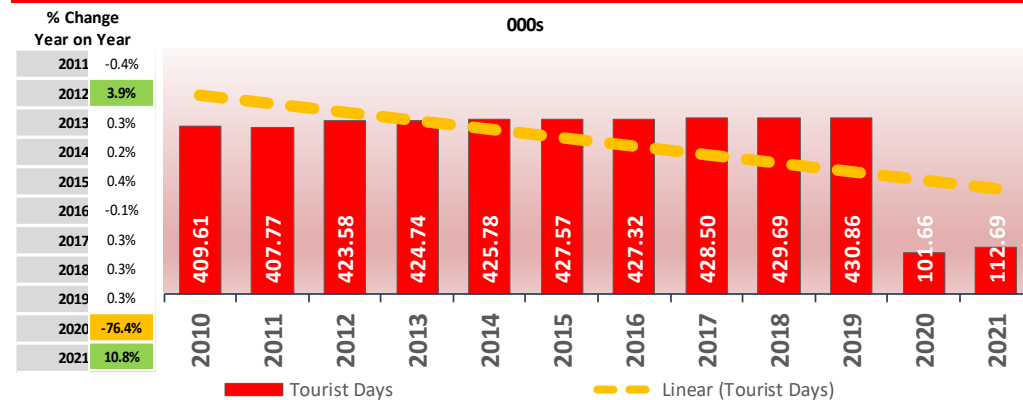
SFR

KEY MEASURES
Indexed

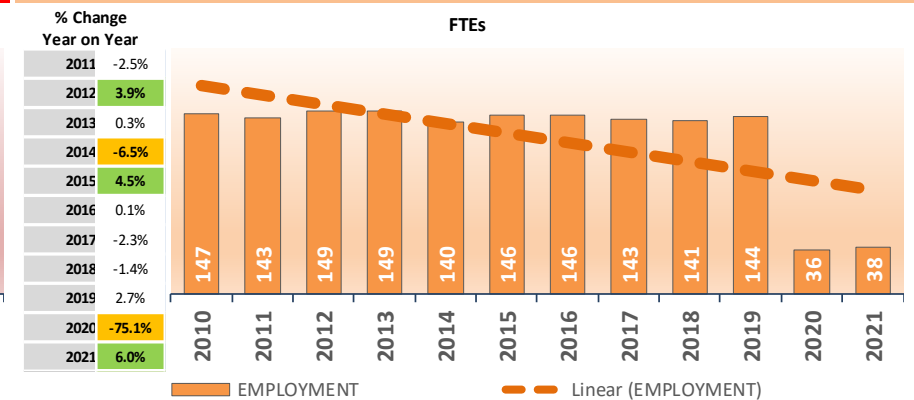
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		-0.4%	3.4%	3.7%	4.0%	4.4%	4.3%	4.6%	4.9%	5.2%	-75.2%	-72.5%
Visitor Numbers		-0.4%	3.4%	3.7%	3.9%	4.4%	4.3%	4.6%	4.9%	5.2%	-73.8%	-72.6%
Visitor Days		-0.4%	3.4%	3.7%	3.9%	4.4%	4.3%	4.6%	4.9%	5.2%	-75.2%	-72.5%
Direct Employment		-2.5%	1.3%	1.5%	-5.1%	-0.8%	-0.6%	-2.9%	-4.3%	-1.7%	-75.5%	-74.1%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2010-2021
CONWY COUNTY BOROUGH COUNCIL

Economic Impact - Indexed - Staying Visitor

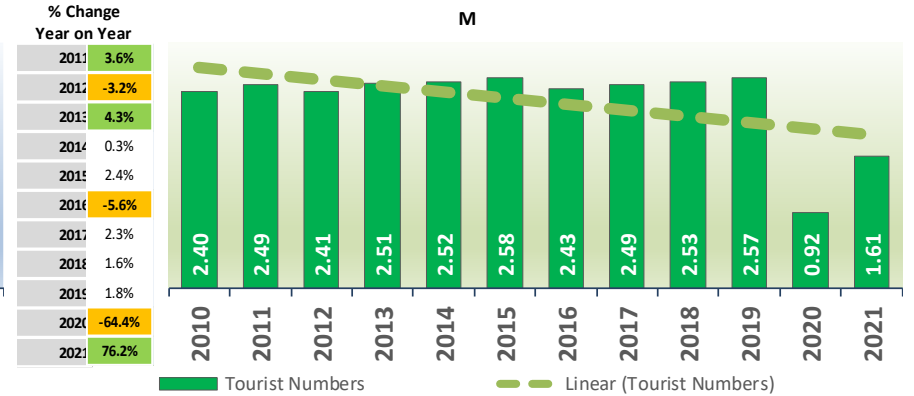


2010 to 2021
 2021 Prices

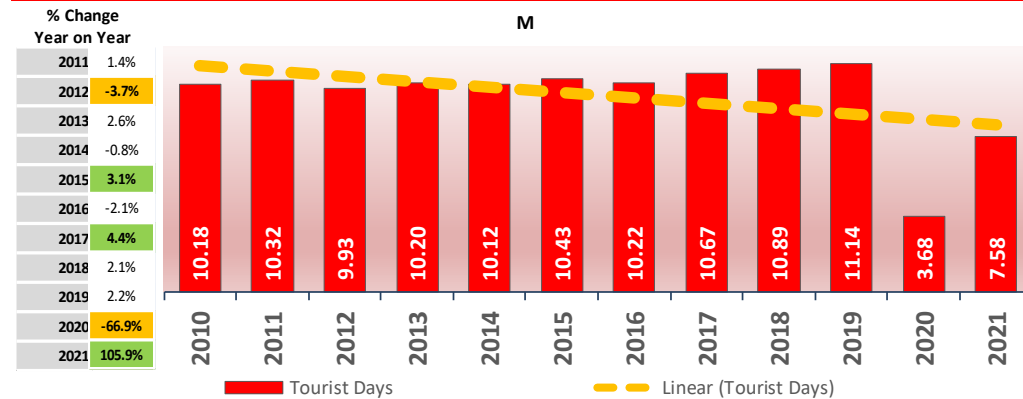
STAYING VISITOR

KEY MEASURES
 Indexed

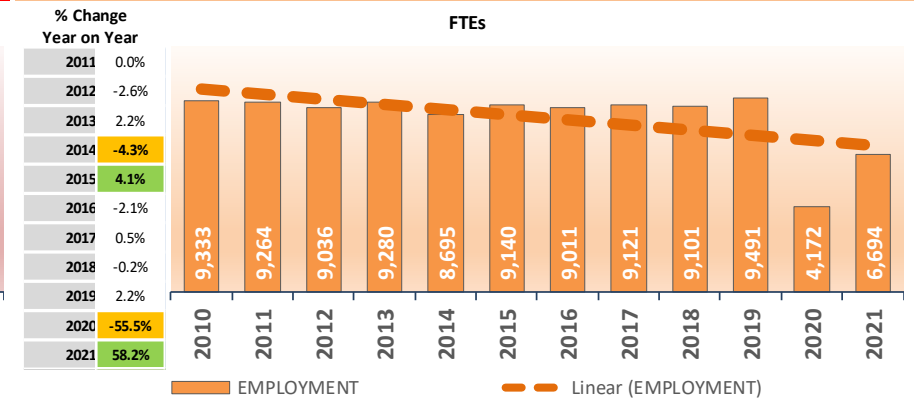
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		2.5%	-0.6%	2.1%	2.1%	5.7%	3.8%	9.0%	12.9%	17.2%	-56.8%	-14.3%
Visitor Numbers		3.6%	0.3%	4.6%	5.0%	7.5%	1.5%	3.8%	5.4%	7.3%	-61.8%	-32.7%
Visitor Days		1.4%	-2.4%	0.2%	-0.6%	2.5%	0.4%	4.8%	7.0%	9.4%	-63.8%	-25.5%
Direct Employment		-0.7%	-3.2%	-0.6%	-6.8%	-2.1%	-3.5%	-2.3%	-2.5%	1.7%	-55.3%	-28.3%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2010-2021
CONWY COUNTY BOROUGH COUNCIL

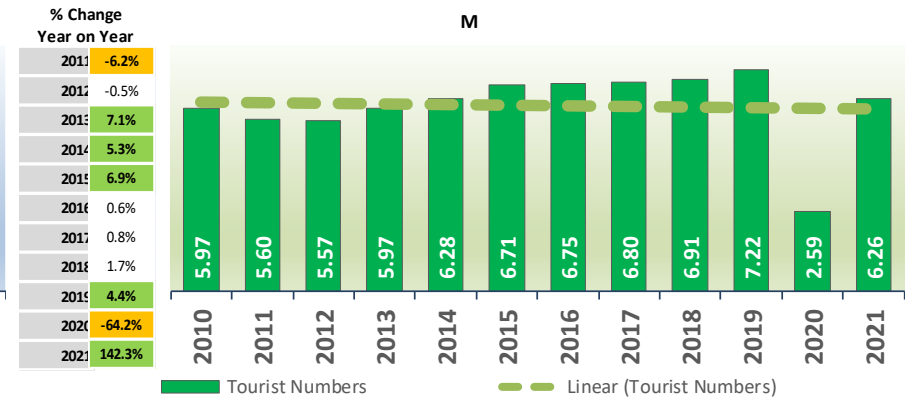
2010 to 2021
 2021 Prices

DAY VISITOR

KEY MEASURES
 Indexed

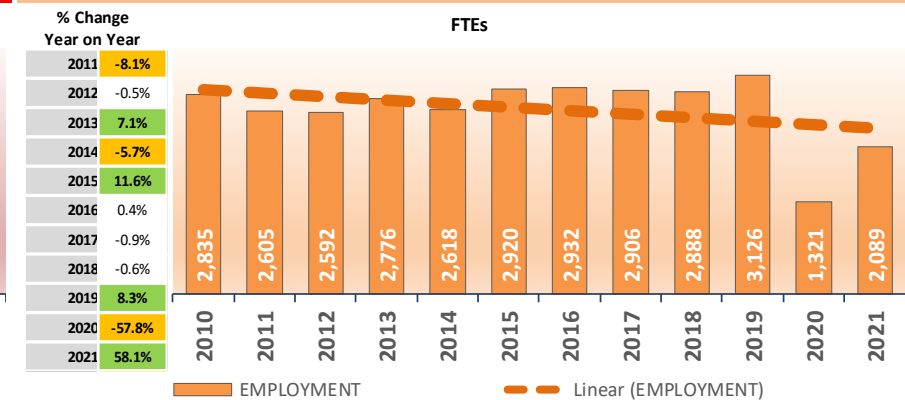
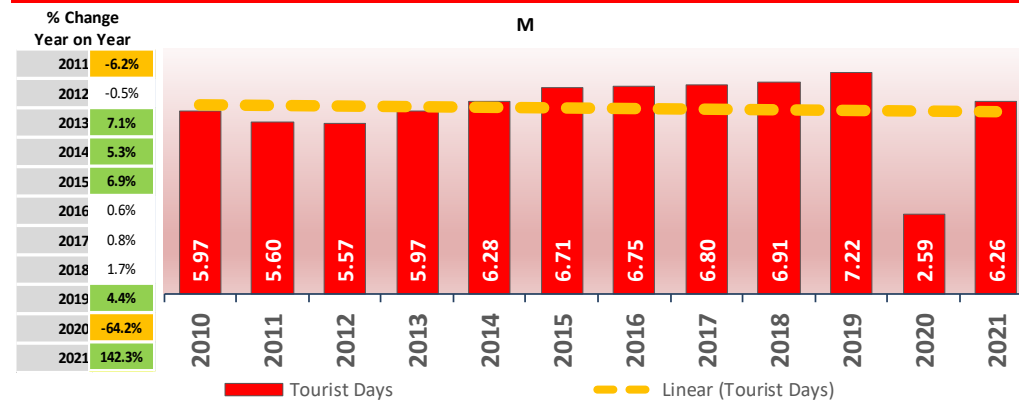
Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor



Visitor Days - Day Visitor

Direct Employment Supported - Day Visitor

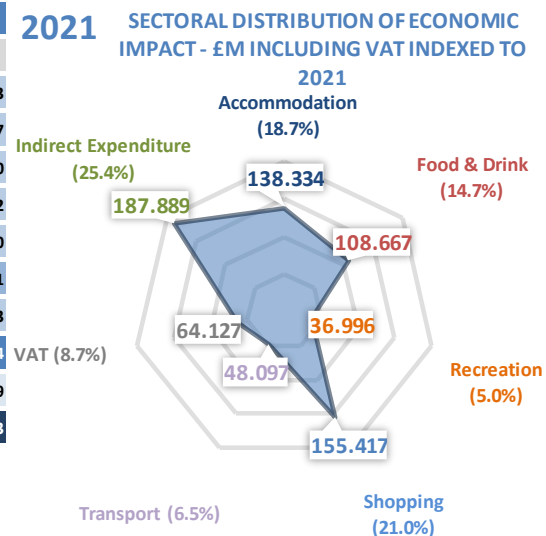


% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		-6.2%	-6.6%	0.0%	5.2%	12.4%	13.1%	14.0%	15.9%	21.0%	-56.9%	-17.8%
Visitor Numbers		-6.2%	-6.6%	0.0%	5.2%	12.4%	13.1%	14.0%	15.9%	21.0%	-56.7%	5.0%
Visitor Days		-6.2%	-6.6%	0.0%	5.2%	12.4%	13.1%	14.0%	15.9%	21.0%	-56.7%	5.0%
Direct Employment		-8.1%	-8.6%	-2.1%	-7.7%	3.0%	3.4%	2.5%	1.9%	10.3%	-53.4%	-26.3%

"Linear" = Linear Trendline

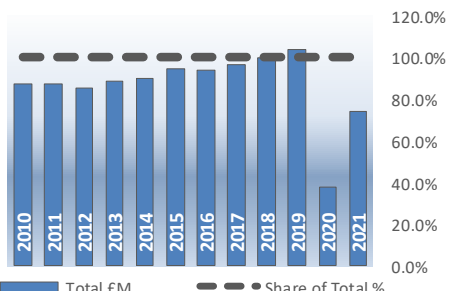
STEAM FINAL TREND REPORT FOR 2010-2021										2010 to 2021	TOTAL	SECTORAL ANALYSIS
CONWY COUNTY BOROUGH COUNCIL										2021 Prices		Indexed

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2021													
SECTOR / YEAR		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Accommodation	£M	119.85	121.33	121.33	124.59	126.89	130.33	129.98	137.29	146.81	155.86	73.43	138.33
Food & Drink	£M	132.12	128.11	124.83	130.24	131.49	137.37	135.40	139.32	142.00	146.24	52.92	108.67
Recreation	£M	41.64	40.93	38.57	40.51	40.34	43.18	42.35	44.15	44.94	46.28	16.49	37.00
Shopping	£M	204.61	195.85	191.06	200.33	205.99	216.91	214.74	218.85	221.72	228.73	79.16	155.42
Transport	£M	62.80	61.03	58.81	61.58	62.26	65.72	64.58	66.33	67.34	69.34	23.49	48.10
Direct Revenue	£M	561.02	547.25	534.62	557.24	566.98	593.51	587.06	605.95	622.80	646.46	245.49	487.51
VAT	£M	98.18	109.45	106.92	111.45	113.40	118.70	117.41	121.19	124.56	129.29	36.44	64.13
Direct Expenditure	£M	659.20	656.70	641.54	668.68	680.37	712.22	704.47	727.14	747.36	775.75	281.93	551.64
Indirect Expenditure	£M	216.03	214.15	209.95	218.55	222.96	233.38	232.46	241.61	249.93	261.27	95.96	187.89
TOTAL	£M	875.23	870.86	851.49	887.23	903.33	945.60	936.93	968.75	997.29	1,037.02	377.89	739.53



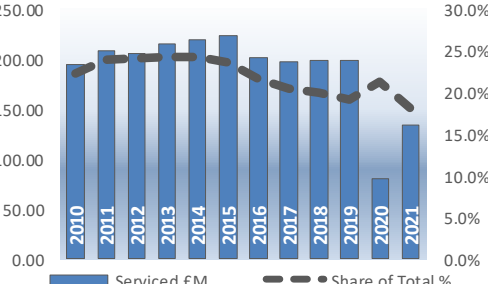
Sectoral Distribution of Employment - FTES													
Sector / Year		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Accommodation	FTEs	3,199	3,196	3,191	3,237	3,247	3,255	3,192	3,169	3,169	3,149	1,543	2,217
Food & Drink	FTEs	2,195	2,129	2,074	2,164	2,373	2,591	2,555	2,475	2,551	2,571	1,203	1,947
Recreation	FTEs	840	825	778	817	644	667	704	747	696	786	384	581
Shopping	FTEs	3,099	2,967	2,894	3,035	2,610	2,897	2,826	2,884	2,832	3,092	1,110	1,924
Transport	FTEs	466	453	437	457	380	421	416	427	420	461	161	293
Direct Employment	FTEs	9,800	9,570	9,374	9,710	9,254	9,830	9,693	9,703	9,668	10,058	4,402	6,963
Indirect Employment	FTEs	2,369	2,299	2,254	2,346	2,059	2,230	2,250	2,324	2,320	2,559	1,091	1,820
TOTAL	FTEs	12,169	11,869	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783



STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL										2010 to 2021 2021 Prices		TOTAL		ECONOMIC IMPACT Indexed						
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		TOTAL																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-100.0%	-100.0%	-80.2%	-68.4%	-63.7%	-8.9%	6.5%	12.8%	12.9%	22.9%	25.1%	42.2%	-15.5%	Annual Change	-90.0%	-46.2%	10.7%	26.2%	
% Change 2020 to 2021		-100.0%	-100.0%	-77.6%			12737.0%	223.2%	53.6%	28.1%	11933.2%	171.4%	281.5%	95.7%		-91.9%	21773.0%	73.8%	635.3%	
Average Annual Change		-9.1%	-9.1%	-7.3%	-6.2%	-5.8%	-0.8%	0.6%	1.2%	1.2%	2.1%	2.3%	3.8%	-1.4%		-8.2%	-4.2%	1.0%	2.4%	
2010	£M	14.26	28.11	43.40	90.90	93.23	97.62	133.38	155.86	105.32	69.53	27.69	15.94	875.23		-0.5%	85.77	281.75	394.56	113.15
2011	£M	14.58	29.25	46.32	96.01	94.02	95.71	124.11	146.80	100.50	72.79	33.56	17.20	870.86		-2.2%	90.15	285.75	371.42	123.54
2012	£M	13.56	31.08	50.31	85.72	88.96	92.56	121.18	141.98	101.43	70.24	34.24	20.24	851.49	4.2%	94.95	267.24	364.59	124.71	
2013	£M	14.73	32.29	51.40	80.10	107.12	96.30	132.64	155.51	98.97	63.30	34.98	19.90	887.23	1.8%	98.42	283.52	387.12	118.18	
2014	£M	16.65	32.77	53.08	88.42	108.64	92.33	131.59	159.82	102.43	64.33	34.69	18.58	903.33	4.7%	102.50	289.38	393.84	117.61	
2015	£M	17.00	34.37	54.09	92.07	113.79	95.88	144.21	169.62	105.07	67.35	34.91	17.24	945.60	-0.9%	105.45	301.74	418.90	119.50	
2016	£M	18.51	32.34	60.89	86.03	99.62	105.24	142.51	164.42	105.55	63.38	35.68	22.75	936.93	3.4%	111.74	290.89	412.47	121.82	
2017	£M	21.27	35.96	55.37	106.27	105.03	103.45	145.15	161.90	106.55	69.47	36.77	21.56	968.75	2.9%	112.60	314.75	413.60	127.81	
2018	£M	19.98	37.55	56.84	98.20	112.88	112.46	147.97	161.46	112.33	73.96	39.74	23.92	997.29	4.0%	114.37	323.53	421.77	137.62	
2019	£M	27.06	38.76	56.71	107.59	115.77	110.61	151.13	168.47	114.60	77.69	42.27	26.37	1,037.02	-63.6%	122.52	333.97	434.20	146.33	
2020	£M	26.99	41.24	38.36			0.692	43.93	114.44	92.82	0.710	12.77	5.942	377.89	95.7%	106.59	0.692	251.19	19.42	
2021	£M			8.592	28.76	33.81	88.89	141.99	175.82	118.87	85.47	34.65	22.67	739.53		8.592	151.47	436.68	142.79	
ECONOMIC IMPACT - INDEXED TO 2021														TOTAL						
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic Impact by Year and Share of Total					
Total	£M	875.23	870.86	851.49	887.23	903.33	945.60	936.93	968.75	997.29	1,037.02	377.89	739.53	1,200.00						
All Visitor Types	£M	875.23	870.86	851.49	887.23	903.33	945.60	936.93	968.75	997.29	1,037.02	377.89	739.53	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	%													600.00						
Change in Share from 2010	%													400.00						
Avg Ann. Change in Share	%													200.00						

This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Cathy James. Date of Issue: 04/08/22

STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL											2010 to 2021 2021 Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-100.0%	-100.0%	-100.0%	-100.0%	-52.2%	-7.3%	3.5%	-10.8%	-12.6%	-24.8%	29.0%	5.1%	-30.9%	Annual Change		-50.0%	-6.9%	-0.5%	
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				2639.8%	25.3%	14.9%		187.0%	731.5%	67.2%				81.1%	479.7%	
Average Annual Change		-9.1%	-9.1%	-9.1%	-9.1%	-4.7%	-0.7%	0.3%	-1.0%	-1.1%	-2.3%	2.6%	0.5%	-2.8%			-4.5%	-0.6%	0.0%	
2010	£M	6.855	9.943	11.15	16.08	17.55	19.78	24.15	28.80	23.64	15.74	11.26	9.353	194.29			27.95	53.40	76.59	36.35
2011	£M	7.039	11.21	13.57	17.38	18.34	18.28	24.01	28.75	23.22	20.85	15.17	10.57	208.40		7.3%	31.82	54.00	75.99	46.60
2012	£M	6.664	11.71	14.19	16.37	20.74	20.39	21.69	28.99	22.52	16.02	14.54	11.23	205.04	-1.6%	32.57	57.50	73.20	41.78	
2013	£M	7.059	15.52	12.77	16.48	23.04	19.30	25.56	30.16	21.82	15.59	15.41	12.06	214.78	4.7%	35.35	58.82	77.55	43.06	
2014	£M	8.904	14.35	13.38	18.17	23.67	20.80	25.41	29.86	22.90	17.80	14.54	9.439	219.21	2.1%	36.63	62.64	78.17	41.78	
2015	£M	8.356	15.15	13.53	17.83	24.60	20.86	27.64	29.95	22.68	17.78	14.92	9.779	223.08	1.8%	37.04	63.29	80.28	42.48	
2016	£M	10.62	13.43	13.09	15.46	20.82	16.08	20.59	26.80	22.48	12.87	15.28	14.44	201.95	-9.5%	37.14	52.36	69.87	42.58	
2017	£M	11.57	14.66	12.51	16.40	20.24	16.68	21.72	25.42	20.40	11.79	14.76	11.34	197.48	-2.2%	38.74	53.32	67.54	37.89	
2018	£M	10.81	14.24	11.39	14.94	21.82	17.45	21.87	24.48	21.91	12.18	15.21	12.36	198.66	0.6%	36.44	54.21	68.26	39.75	
2019	£M	14.44	12.03	9.675	14.72	21.49	17.79	22.09	25.73	22.46	11.61	15.69	10.72	198.44	-0.1%	36.14	54.00	70.28	38.02	
2020	£M	14.34	14.85	5.439				0.912	20.49	17.98		5.060	1.182	80.26	-59.6%	34.64		39.38	6.242	
2021	£M					8.378	18.34	24.98	25.69	20.65	11.83	14.52	9.825	134.22	67.2%		26.72	71.32	36.18	
ECONOMIC IMPACT - INDEXED TO 2021														SERVICED ACCOMMODATION						
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M Economic Impact by Year and Share of Total						
Serviced	£M	194.29	208.40	205.04	214.78	219.21	223.08	201.95	197.48	198.66	198.44	80.26	134.22							
All Visitor Types	£M	875.23	870.86	851.49	887.23	903.33	945.60	936.93	968.75	997.29	1,037.02	377.89	739.53							
Share of Total	%	22.2%	23.9%	24.1%	24.2%	24.3%	23.6%	21.6%	20.4%	19.9%	19.1%	21.2%	18.1%							
Annual Change in Share	%		7.8%	0.6%	0.5%	0.2%	-2.8%	-8.6%	-5.4%	-2.3%	-3.9%	11.0%	-14.5%							
Change in Share from 2010	%		7.8%	8.5%	9.1%	9.3%	6.3%	-2.9%	-8.2%	-10.3%	-13.8%	-4.3%	-18.2%							
Avg Ann. Change in Share	%		7.8%	4.2%	3.0%	2.3%	1.3%	-0.5%	-1.2%	-1.3%	-1.5%	-0.4%	-1.7%							

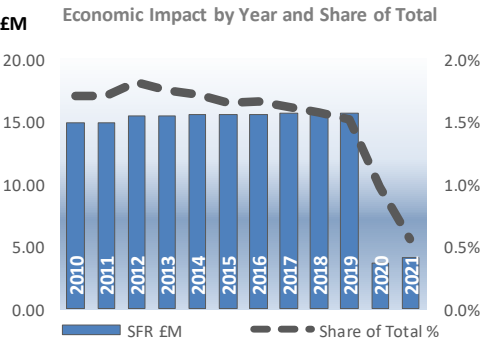
This report is copyright © Global Tourism Solutions (UK) Ltd 2022

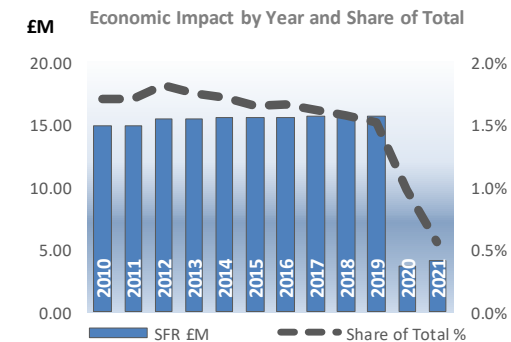
Report Prepared by: Cathy James. Date of Issue: 04/08/22

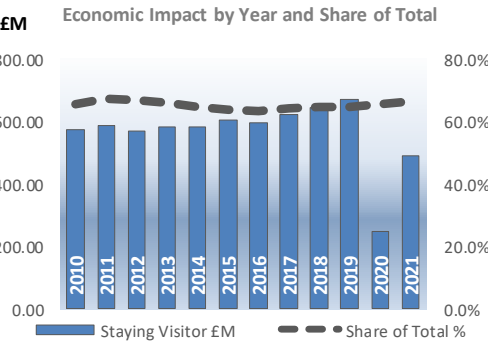
STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL											2010 to 2021 2021 Prices			NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2010 to 2021		-100.0%	-100.0%	-78.0%	-12.4%	-35.9%	-20.9%	-5.0%	7.9%	16.2%	61.2%	5.6%	169.3%	-3.0%	-82.2%	-23.7%	5.8%	55.1%	
% Change 2020 to 2021		-100.0%	-100.0%	-79.9%				159.6%	39.9%	22.5%		188.7%	162.5%	115.7%	-87.5%		55.3%	817.2%	
Average Annual Change		-9.1%	-9.1%	-7.1%	-1.1%	-3.3%	-1.9%	-0.5%	0.7%	1.5%	5.6%	0.5%	15.4%	-0.3%	-7.5%	-2.2%	0.5%	5.0%	
2010	£M	1.726	3.200	20.71	32.83	39.49	41.73	60.38	64.39	49.29	33.17	12.53	3.669	363.12	25.63	114.06	174.06	49.37	
2011	£M	2.038	3.280	21.66	38.14	43.11	43.87	57.88	61.45	45.42	30.61	12.76	3.166	363.38	26.98	125.12	164.74	46.53	
2012	£M	1.742	3.582	20.82	32.55	34.54	41.77	54.17	59.32	45.46	34.78	14.37	5.104	348.21	-4.2%	26.15	108.86	158.94	54.26
2013	£M	2.834	3.692	25.01	29.59	37.59	44.13	54.59	64.11	44.59	29.79	14.00	4.193	354.11	1.7%	31.53	111.31	163.28	47.98
2014	£M	2.714	4.714	25.06	30.08	40.15	38.60	53.98	63.13	43.79	27.33	14.72	5.546	349.83	-1.2%	32.48	108.83	160.91	47.60
2015	£M	3.396	4.141	25.15	32.38	42.10	40.32	59.59	68.35	43.73	29.17	14.29	3.721	366.34	4.7%	32.69	114.80	171.67	47.18
2016	£M	2.609	3.662	28.96	35.38	35.83	50.53	65.35	62.56	44.15	29.17	14.32	4.309	376.84	2.9%	35.23	121.74	172.06	47.80
2017	£M	4.465	5.481	29.88	45.02	41.76	49.17	64.81	63.47	46.52	39.12	14.69	6.100	410.48	8.9%	39.83	135.95	174.80	59.90
2018	£M	3.804	5.796	32.37	43.04	47.35	50.99	67.29	66.05	48.80	41.71	17.45	7.400	432.05	5.3%	41.97	141.37	182.14	66.56
2019	£M	6.934	6.747	33.24	47.34	49.67	51.85	68.46	66.62	51.22	44.62	18.55	11.20	456.43	5.6%	46.92	148.85	186.30	74.37
2020	£M	6.892	6.922	22.67				22.09	49.66	46.76		4.583	3.765	163.34	-64.2%	36.48		118.51	8.348
2021	£M			4.556	28.76	25.30	33.00	57.33	69.46	57.29	53.45	13.23	9.881	352.27	115.7%	4.556	87.06	184.08	76.57
ECONOMIC IMPACT - INDEXED TO 2021														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M Economic Impact by Year and Share of Total					
Non-Serviced	£M	363.12	363.38	348.21	354.11	349.83	366.34	376.84	410.48	432.05	456.43	163.34	352.27						
All Visitor Types	£M	875.23	870.86	851.49	887.23	903.33	945.60	936.93	968.75	997.29	1,037.02	377.89	739.53						
Share of Total	%	41.5%	41.7%	40.9%	39.9%	38.7%	38.7%	40.2%	42.4%	43.3%	44.0%	43.2%	47.6%						
Annual Change in Share	%		0.6%	-2.0%	-2.4%	-3.0%	0.0%	3.8%	5.4%	2.2%	1.6%	-1.8%	10.2%						
Change in Share from 2010	%		0.6%	-1.4%	-3.8%	-6.7%	-6.6%	-3.1%	2.1%	4.4%	6.1%	4.2%	14.8%						
Avg Ann. Change in Share	%		0.6%	-0.7%	-1.3%	-1.7%	-1.3%	-0.5%	0.3%	0.6%	0.7%	0.4%	1.3%						

This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Cathy James. Date of Issue: 04/08/22

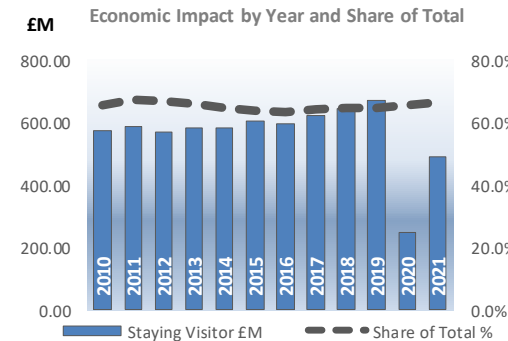
STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL											2010 to 2021 2021 Prices			SFR	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021		-100.0%	-100.0%	-100.0%	-100.0%	-89.4%	-89.4%	-47.0%	-47.0%	-47.0%	-47.0%	-47.0%	-47.0%	-72.5%	Annual Change		-94.4%	-47.0%	-47.0%
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				404.2%	404.2%					10.9%				537.8%	
Average Annual Change		-9.1%	-9.1%	-9.1%	-9.1%	-8.1%	-8.1%	-4.3%	-4.3%	-4.3%	-4.3%	-4.3%	-4.3%	-6.6%			-8.6%	-4.3%	-4.3%
2010	£M	2.078	0.698	0.794	1.895	1.219	0.939	1.524	1.613	0.831	0.830	0.647	1.873	14.94			3.571	4.054	3.968
2011	£M	2.069	0.695	0.791	1.887	1.214	0.935	1.517	1.606	0.827	0.826	0.644	1.865	14.88	-0.4%	3.555	4.036	3.951	3.335
2012	£M	2.149	0.722	0.821	1.960	1.261	0.971	1.576	1.668	0.859	0.858	0.669	1.937	15.45	3.9%	3.693	4.192	4.104	3.464
2013	£M	2.155	0.724	0.824	1.965	1.264	0.974	1.580	1.673	0.862	0.861	0.671	1.942	15.50	0.3%	3.703	4.203	4.115	3.474
2014	£M	2.160	0.726	0.826	1.970	1.267	0.976	1.584	1.677	0.864	0.863	0.672	1.947	15.53	0.2%	3.712	4.214	4.125	3.483
2015	£M	2.169	0.729	0.829	1.978	1.273	0.980	1.591	1.684	0.867	0.867	0.675	1.955	15.60	0.4%	3.727	4.231	4.142	3.497
2016	£M	2.168	0.728	0.829	1.977	1.272	0.980	1.590	1.683	0.867	0.866	0.675	1.954	15.59	-0.1%	3.725	4.229	4.140	3.495
2017	£M	2.174	0.730	0.831	1.983	1.275	0.982	1.594	1.688	0.869	0.868	0.677	1.959	15.63	0.3%	3.735	4.240	4.151	3.504
2018	£M	2.180	0.733	0.833	1.988	1.279	0.985	1.599	1.692	0.872	0.871	0.679	1.965	15.68	0.3%	3.746	4.252	4.163	3.514
2019	£M	2.186	0.734	0.836	1.994	1.282	0.988	1.603	1.697	0.874	0.873	0.680	1.970	15.72	0.3%	3.756	4.264	4.174	3.524
2020	£M	2.186	0.735	0.458				0.160	0.170					3.709	-76.4%	3.379		0.330	
2021	£M					0.129	0.100	0.808	0.856	0.441	0.440	0.343	0.994	4.111	10.9%		0.229	2.105	1.777
ECONOMIC IMPACT - INDEXED TO 2021														SFR					
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M Economic Impact by Year and Share of Total					
SFR	£M	14.94	14.88	15.45	15.50	15.53	15.60	15.59	15.63	15.68	15.72	3.709	4.111						
All Visitor Types	£M	875.23	870.86	851.49	887.23	903.33	945.60	936.93	968.75	997.29	1,037.02	377.89	739.53						
Share of Total	%	1.7%	1.7%	1.8%	1.7%	1.7%	1.6%	1.7%	1.6%	1.6%	1.5%	1.0%	0.6%						
Annual Change in Share	%		0.1%	6.2%	-3.8%	-1.5%	-4.1%	0.9%	-3.0%	-2.6%	-3.6%	-35.2%	-43.4%						
Change in Share from 2010	%		0.1%	6.3%	2.3%	0.7%	-3.4%	-2.5%	-5.5%	-7.9%	-11.2%	-42.5%	-67.4%						
Avg Ann. Change in Share	%		0.1%	3.1%	0.8%	0.2%	-0.7%	-0.4%	-0.8%	-1.0%	-1.2%	-4.3%	-6.1%						
This report is copyright © Global Tourism Solutions (UK) Ltd 2022														Report Prepared by: Cathy James. Date of Issue: 04/08/22					

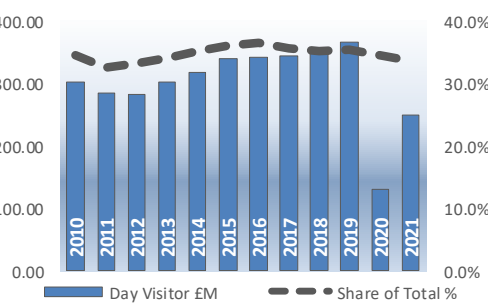


STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL											2010 to 2021 2021 Prices			STAYING VISITOR	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2010 to 2021		-100.0%	-100.0%	-86.0%	-43.4%	-42.0%	-17.6%	-3.4%	1.3%	6.3%	32.1%	15.0%	39.0%	-14.3%	Annual Change	-92.0%	-33.5%	1.1%	28.6%
% Change 2020 to 2021		-100.0%	-100.0%	-84.0%				258.9%	36.5%	21.1%		191.4%	318.5%	98.4%		-93.9%		62.8%	685.0%
Average Annual Change		-9.1%	-9.1%	-7.8%	-3.9%	-3.8%	-1.6%	-0.3%	0.1%	0.6%	2.9%	1.4%	3.5%	-1.3%		-8.4%	-3.0%	0.1%	2.6%
2010	£M	10.66	13.84	32.65	50.81	58.26	62.45	86.05	94.81	73.76	49.74	24.43	14.90	572.35		57.15	171.52	254.62	89.07
2011	£M	11.15	15.18	36.03	57.41	62.66	63.08	83.41	91.80	69.47	52.29	28.58	15.60	586.66	2.5%	62.35	183.16	244.68	96.47
2012	£M	10.56	16.02	35.83	50.88	56.54	63.13	77.44	89.98	68.83	51.65	29.58	18.27	568.70	-3.1%	62.40	170.55	236.25	99.50
2013	£M	12.05	19.94	38.60	48.04	61.89	64.41	81.73	95.94	67.27	46.24	30.08	18.19	584.38	2.8%	70.59	174.34	244.95	94.51
2014	£M	13.78	19.79	39.26	50.23	65.08	60.38	80.98	94.67	67.56	46.00	29.93	16.93	584.57	0.0%	72.82	175.69	243.20	92.86
2015	£M	13.92	20.02	39.51	52.19	67.97	62.16	88.82	99.99	67.27	47.82	29.89	15.45	605.02	3.5%	73.45	182.32	256.08	93.16
2016	£M	15.40	17.82	42.88	52.81	57.92	67.59	87.53	91.05	67.50	42.90	30.27	20.70	594.38	-1.8%	76.10	178.32	246.07	93.88
2017	£M	18.21	20.87	43.22	63.41	63.28	66.82	88.12	90.57	67.79	51.77	30.12	19.40	623.59	4.9%	82.30	193.51	246.49	101.30
2018	£M	16.80	20.77	44.59	59.96	70.44	69.43	90.76	92.23	71.57	54.76	33.34	21.73	646.38	3.7%	82.15	199.83	254.56	109.83
2019	£M	23.56	19.51	43.75	64.05	72.44	70.63	92.15	94.05	74.55	57.10	34.92	23.89	670.60	3.7%	86.81	207.12	260.75	115.91
2020	£M	23.42	22.51	28.56				23.16	70.32	64.74		9.643	4.946	247.31	-63.1%	74.50		158.22	14.59
2021	£M			4.556	28.76	33.81	51.44	83.12	96.00	78.38	65.73	28.10	20.70	490.60	98.4%	4.556	114.01	257.50	114.53
ECONOMIC IMPACT - INDEXED TO 2021														STAYING VISITOR					
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic Impact by Year and Share of Total				
Staying Visitor	£M	572.35	586.66	568.70	584.38	584.57	605.02	594.38	623.59	646.38	670.60	247.31	490.60						
All Visitor Types	£M	875.23	870.86	851.49	887.23	903.33	945.60	936.93	968.75	997.29	1,037.02	377.89	739.53						
Share of Total	%	65.4%	67.4%	66.8%	65.9%	64.7%	64.0%	63.4%	64.4%	64.8%	64.7%	65.4%	66.3%						
Annual Change in Share	%		3.0%	-0.9%	-1.4%	-1.8%	-1.1%	-0.9%	1.5%	0.7%	-0.2%	1.2%	1.4%						
Change in Share from 2010	%		3.0%	2.1%	0.7%	-1.0%	-2.2%	-3.0%	-1.6%	-0.9%	-1.1%	0.1%	1.4%						
Avg Ann. Change in Share	%		3.0%	1.1%	0.2%	-0.3%	-0.4%	-0.5%	-0.2%	-0.1%	-0.1%	0.0%	0.1%						

This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Cathy James. Date of Issue: 04/08/22



STEAM FINAL TREND REPORT FOR 2010-2021 CONWY COUNTY BOROUGH COUNCIL											2010 to 2021 2021 Prices			DAY VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021		-100.0%	-100.0%	-62.4%	-100.0%	-100.0%	6.5%	24.4%	30.7%	28.3%	-0.2%	101.3%	88.5%	-17.8%	Annual Change	-85.9%	-66.0%	28.0%	17.3%
% Change 2020 to 2021		-100.0%	-100.0%	-58.8%			5308.8%	183.4%	80.9%	44.2%	2680.0%	109.7%	97.7%	90.6%		-87.4%	5308.8%	92.7%	485.3%
Average Annual Change		-9.1%	-9.1%	-5.7%	-9.1%	-9.1%	0.6%	2.2%	2.8%	2.6%	0.0%	9.2%	8.0%	-1.6%		-7.8%	-6.0%	2.5%	1.6%
2010	£M	3.597	14.27	10.75	40.09	34.97	35.17	47.33	61.05	31.56	19.79	3.253	1.044	302.88			28.62	110.23	139.94
2011	£M	3.432	14.07	10.29	38.60	31.36	32.63	40.71	55.00	31.03	20.50	4.981	1.592	284.20	-6.2%	27.79	102.59	126.74	27.08
2012	£M	3.003	15.06	14.48	34.84	32.42	29.43	43.74	52.00	32.60	18.58	4.653	1.973	282.79	-0.5%	32.54	96.69	128.35	25.21
2013	£M	2.679	12.35	12.80	32.07	45.22	31.89	50.91	59.56	31.70	17.06	4.904	1.706	302.85	7.1%	27.83	109.19	142.17	23.67
2014	£M	2.869	12.99	13.82	38.19	43.56	31.95	50.61	65.15	34.88	18.33	4.764	1.652	318.76	5.3%	29.68	113.70	150.64	24.75
2015	£M	3.074	14.35	14.58	39.89	45.82	33.72	55.39	69.63	37.80	19.53	5.021	1.782	340.58	6.8%	32.00	119.42	162.82	26.33
2016	£M	3.113	14.52	18.01	33.22	41.70	37.65	54.98	73.37	38.05	20.48	5.408	2.050	342.56	0.6%	35.64	112.57	166.40	27.94
2017	£M	3.059	15.09	12.14	42.86	41.75	36.63	57.03	71.32	38.76	17.70	6.649	2.160	345.16	0.8%	30.29	121.24	167.11	26.51
2018	£M	3.178	16.78	12.25	38.23	42.43	43.03	57.21	69.24	40.76	19.20	6.403	2.188	350.91	1.7%	32.22	123.70	167.20	27.79
2019	£M	3.503	19.25	12.96	43.54	43.33	39.98	58.98	74.42	40.05	20.58	7.351	2.485	366.42	4.4%	35.71	126.85	173.44	30.42
2020	£M	3.566	18.73	9.795			0.692	20.77	44.12	28.07	0.710	3.123	0.995	130.58	-64.4%	32.09	0.692	92.97	4.829
2021	£M			4.035			37.45	58.87	79.82	40.49	19.75	6.549	1.968	248.93	90.6%	4.035	37.45	179.18	28.26
ECONOMIC IMPACT - INDEXED TO 2021														DAY VISITOR					
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M Economic Impact by Year and Share of Total					
Day Visitor	£M	302.88	284.20	282.79	302.85	318.76	340.58	342.56	345.16	350.91	366.42	130.58	248.93						
All Visitor Types	£M	875.23	870.86	851.49	887.23	903.33	945.60	936.93	968.75	997.29	1,037.02	377.89	739.53						
Share of Total	%	34.6%	32.6%	33.2%	34.1%	35.3%	36.0%	36.6%	35.6%	35.2%	35.3%	34.6%	33.7%						
Annual Change in Share	%		-5.7%	1.8%	2.8%	3.4%	2.1%	1.5%	-2.5%	-1.2%	0.4%	-2.2%	-2.6%						
Change in Share from 2010	%		-5.7%	-4.0%	-1.4%	2.0%	4.1%	5.7%	3.0%	1.7%	2.1%	-0.1%	-2.7%						
Avg Ann. Change in Share	%		-5.7%	-2.0%	-0.5%	0.5%	0.8%	0.9%	0.4%	0.2%	0.2%	0.0%	-0.2%						

This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Cathy James. Date of Issue: 04/08/22