



STEAM FINAL TREND REPORT FOR 2009-2020

Final

CONWY COUNTY BOROUGH COUNCIL

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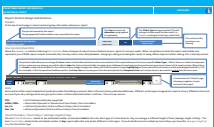
Website: www.globaltourismsolutions.co.uk

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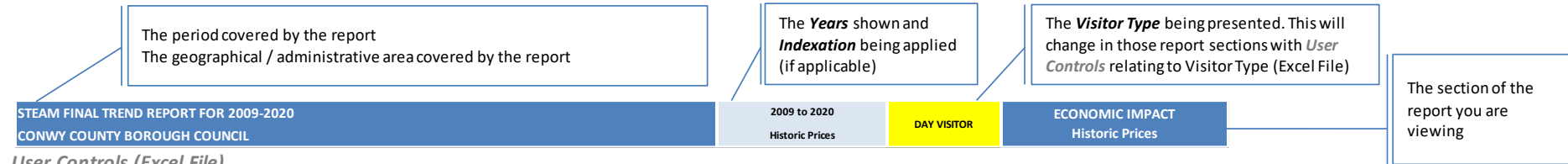
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Report Section Design and Features

Headers

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



User Controls (Excel File)

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

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



Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

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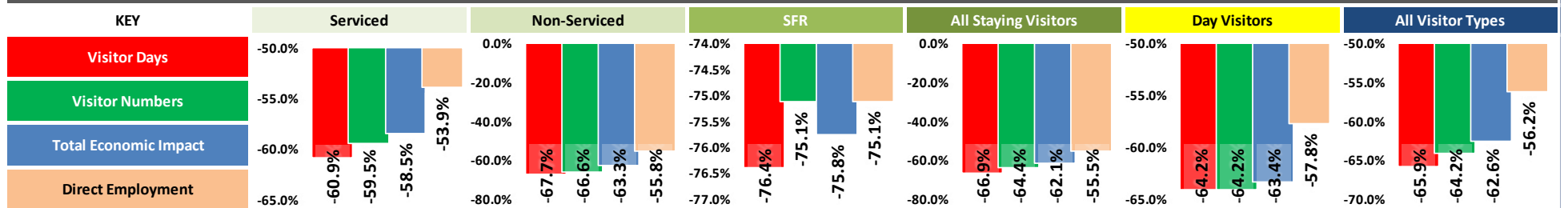
Comparing 2020 and 2019
All £'s Historic Prices

COMPARATIVE HEADLINES

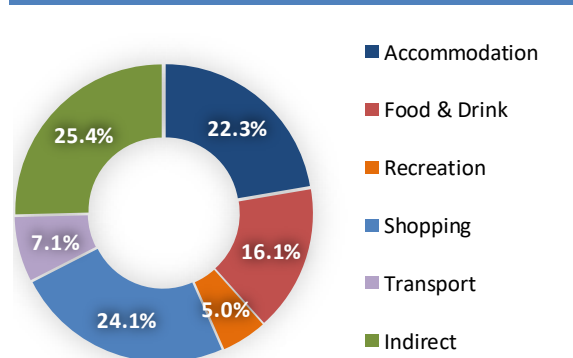
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2020 & 2019 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced						Non-Serviced																	
	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %			
	An increase of 3% or more			Less than 3% change			A Fall of 3% or more																	
Visitor Days	M	0.701	1.795	-60.9%	2.878	8.909	-67.7%	0.102	0.431	-76.4%	3.681	11.14	-66.9%	2.585	7.220	-64.2%	6.266	18.36	-65.9%					
Visitor Numbers	M	0.412	1.017	-59.5%	0.458	1.374	-66.6%	0.045	0.181	-75.1%	0.915	2.572	-64.4%	2.585	7.220	-64.2%	3.501	9.792	-64.2%					
Direct Expenditure	£M																278.10	745.20	-62.7%					
Economic Impact	£M	79.17	190.63	-58.5%	161.12	438.46	-63.3%	3.658	15.10	-75.8%	243.95	644.19	-62.1%	128.81	351.99	-63.4%	372.76	996.18	-62.6%					
Direct Employment	FTEs	1,117	2,424	-53.9%	1,928	4,363	-55.8%	36	144	-75.1%	3,081	6,932	-55.5%	1,321	3,126	-57.8%	4,402	10,058	-56.2%					
Total Employment	FTEs																5,493	12,617	-56.5%					

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2020 & 2019 - IN HISTORIC PRICES



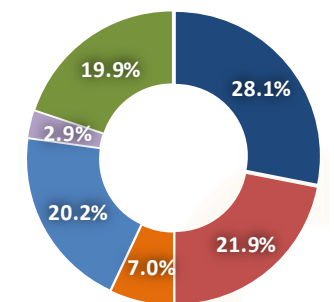
Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Sectors	2020	2019	+/- %
Accommodation	83.18	179.67	-53.7%
Food & Drink	59.95	168.58	-64.4%
Recreation	18.68	53.35	-65.0%
Shopping	89.68	263.67	-66.0%
Transport	26.61	79.93	-66.7%
TOTAL DIRECT	278.10	745.20	-62.7%
Indirect	94.66	250.98	-62.3%
TOTAL	372.76	996.18	-62.6%

Sectoral Distribution of Employment - FTEs

Sectors	2020	2019	+/- %
Accommodation	1,543	3,149	-51.0%
Food & Drink	1,203	2,571	-53.2%
Recreation	384	786	-51.1%
Shopping	1,110	3,092	-64.1%
Transport	161	461	-65.0%
TOTAL DIRECT	4,402	10,058	-56.2%
Indirect	1,091	2,559	-57.4%
TOTAL	5,493	12,617	-56.5%



Unindexed Key Measures by Year and Visitor Type for the Period 2009 to 2020

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

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CONWY COUNTY BOROUGH COUNCIL

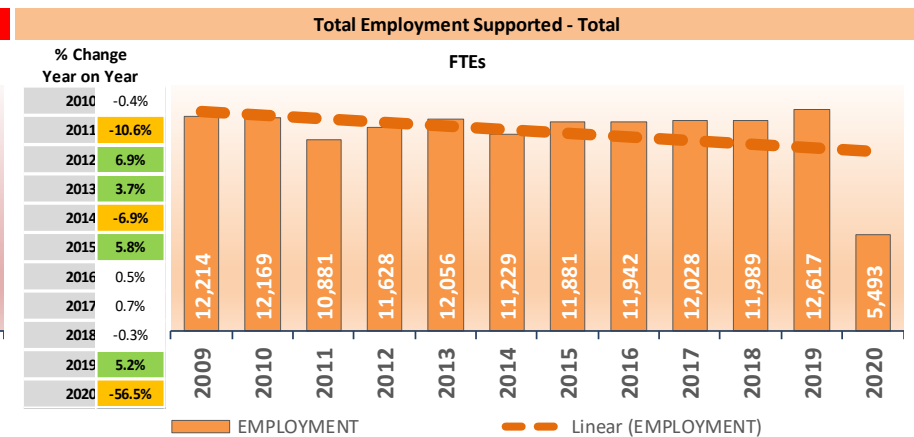
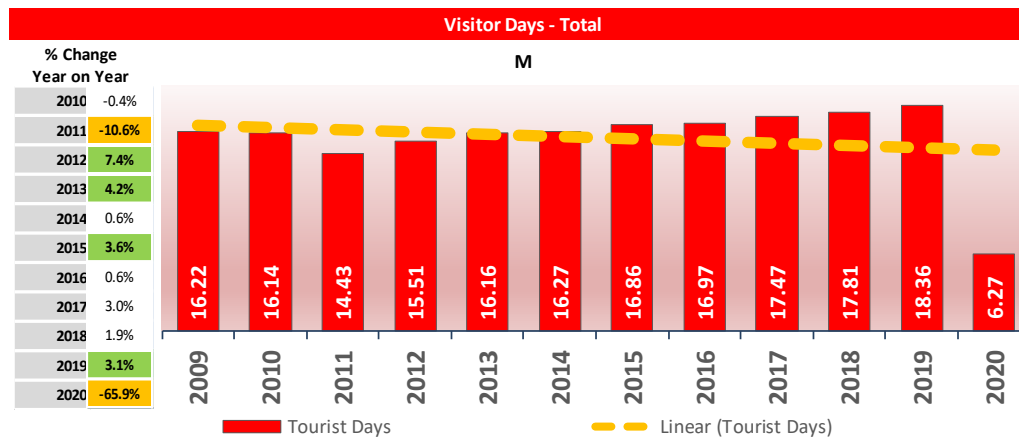
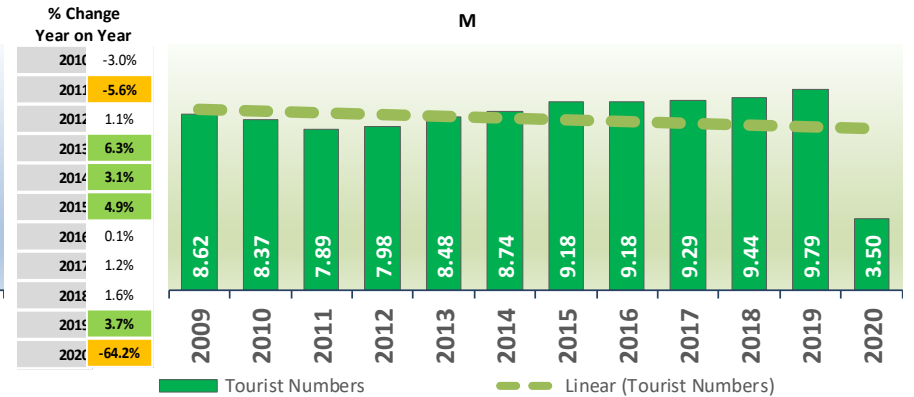
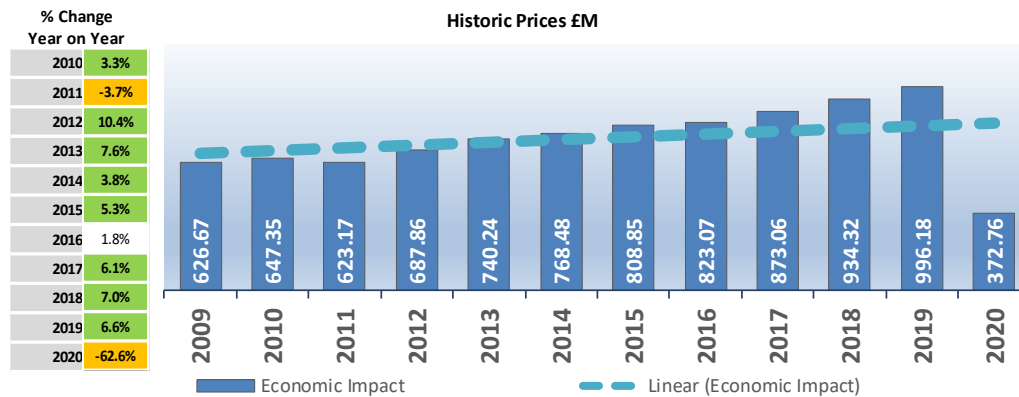
2009 to 2020
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - Total



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		3.3%	-0.6%	9.8%	18.1%	22.6%	29.1%	31.3%	39.3%	49.1%	59.0%	-40.5%
Visitor Numbers		-3.0%	-8.5%	-7.5%	-1.7%	1.4%	6.4%	6.5%	7.7%	9.5%	13.5%	-59.4%
Visitor Days		-0.4%	-11.0%	-4.4%	-0.3%	0.3%	4.0%	4.6%	7.7%	9.8%	13.2%	-61.4%
Total Employment		-0.4%	-10.9%	-4.8%	-1.3%	-8.1%	-2.7%	-2.2%	-1.5%	-1.8%	3.3%	-55.0%

"Linear" = Linear Trendline

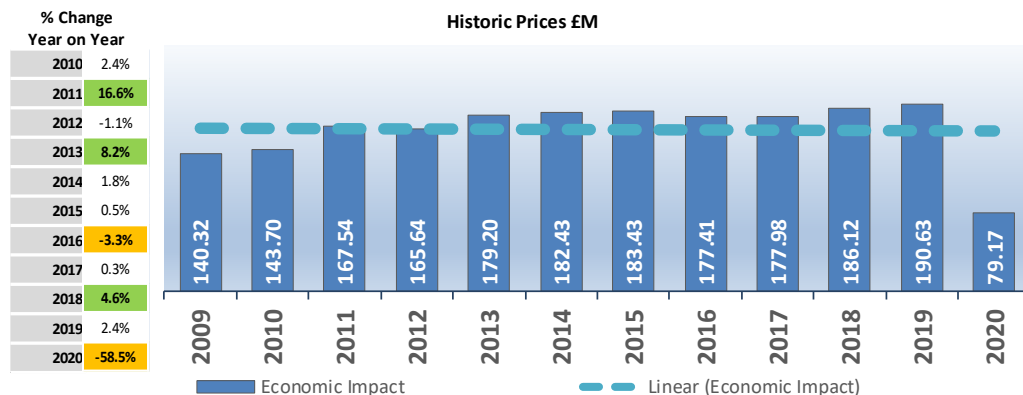
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2009 to 2020
 Historic Prices

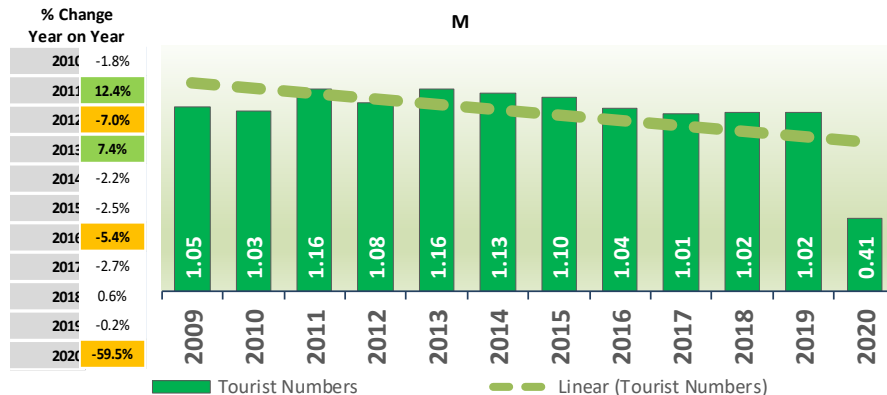
SERVICED
 ACCOMMODATION

KEY MEASURES
 Historic Prices

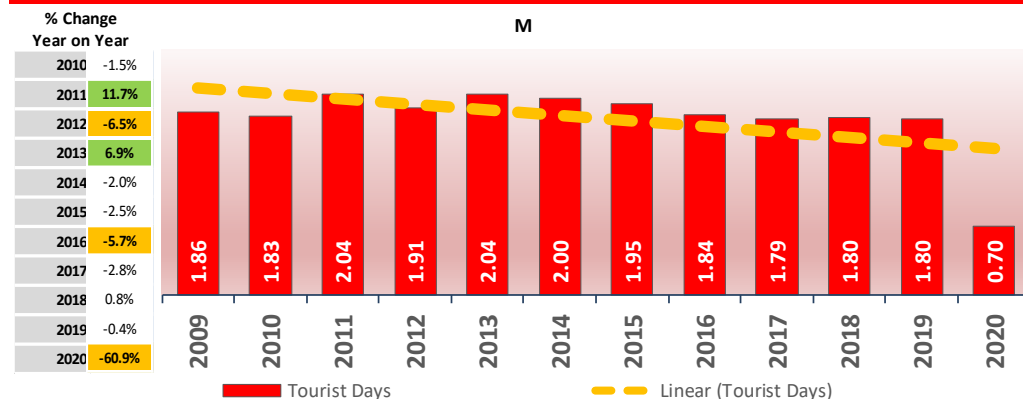
Economic Impact - Historic Prices - Serviced Accommodation



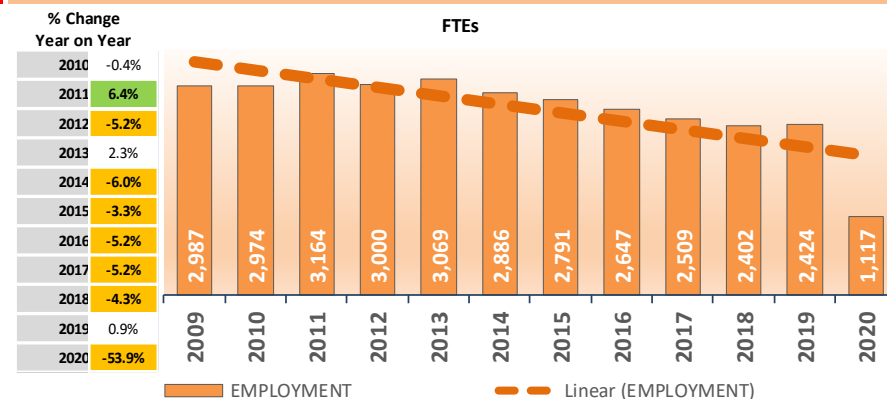
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		2.4%	19.4%	18.0%	27.7%	30.0%	30.7%	26.4%	26.8%	32.6%	35.9%	-43.6%
Visitor Numbers		-1.8%	10.3%	2.6%	10.2%	7.8%	5.1%	-0.5%	-3.3%	-2.7%	-2.9%	-60.7%
Visitor Days		-1.5%	10.0%	2.8%	9.9%	7.7%	5.0%	-0.9%	-3.7%	-2.9%	-3.3%	-62.2%
Direct Employment		-0.4%	5.9%	0.4%	2.7%	-3.4%	-6.6%	-11.4%	-16.0%	-19.6%	-18.8%	-62.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

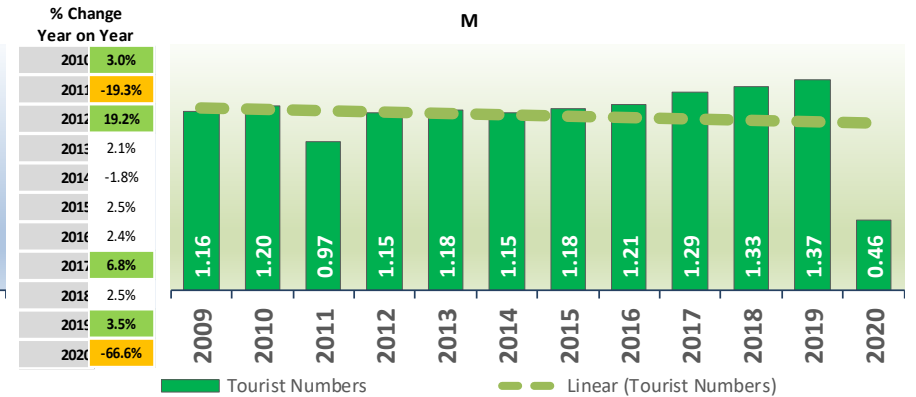
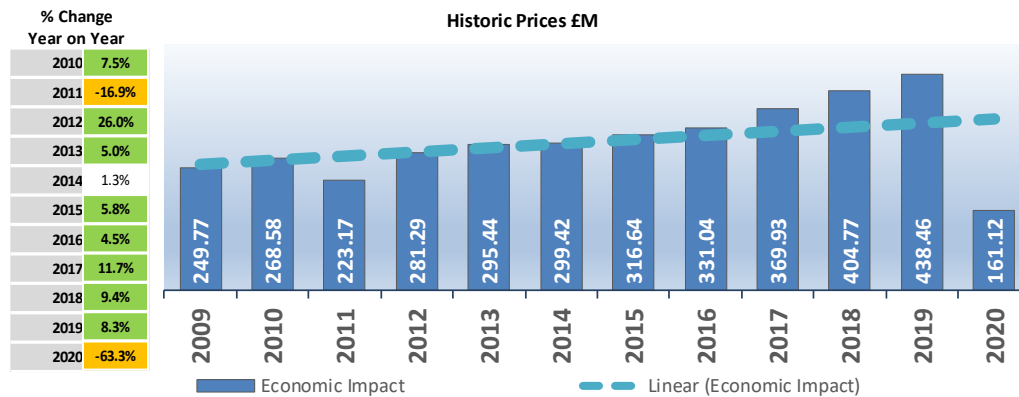
2009 to 2020
Historic Prices

NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

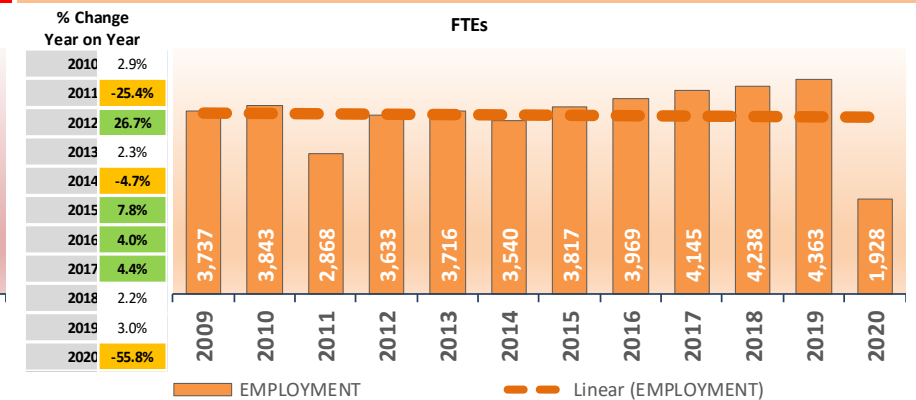
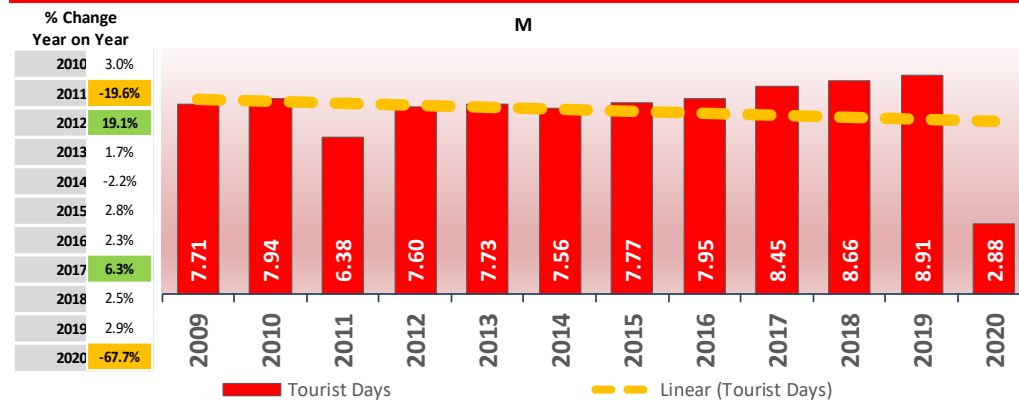
Economic Impact - Historic Prices - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation

Direct Employment Supported - Non-Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		7.5%	-10.6%	12.6%	18.3%	19.9%	26.8%	32.5%	48.1%	62.1%	75.5%	-35.5%
Visitor Numbers		3.0%	-16.9%	-0.9%	1.1%	-0.7%	1.8%	4.3%	11.4%	14.2%	18.2%	-60.5%
Visitor Days		3.0%	-17.2%	-1.4%	0.3%	-1.9%	0.8%	3.1%	9.6%	12.4%	15.6%	-62.7%
Direct Employment		2.9%	-23.2%	-2.8%	-0.6%	-5.3%	2.2%	6.2%	10.9%	13.4%	16.8%	-48.4%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020
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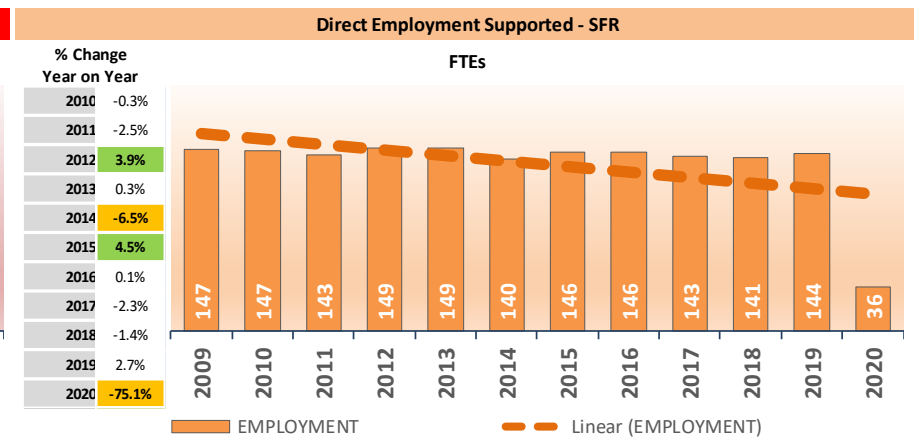
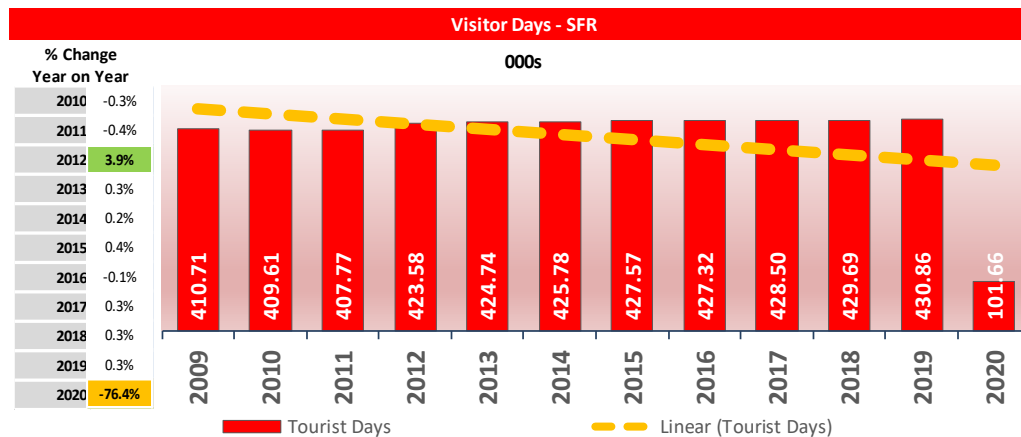
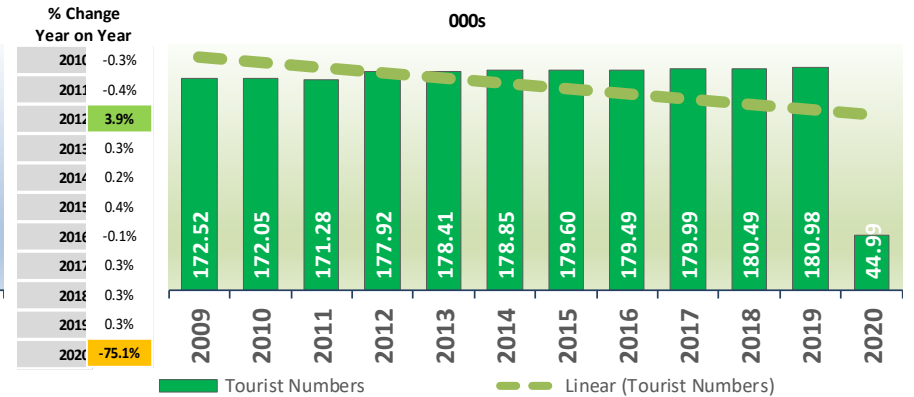
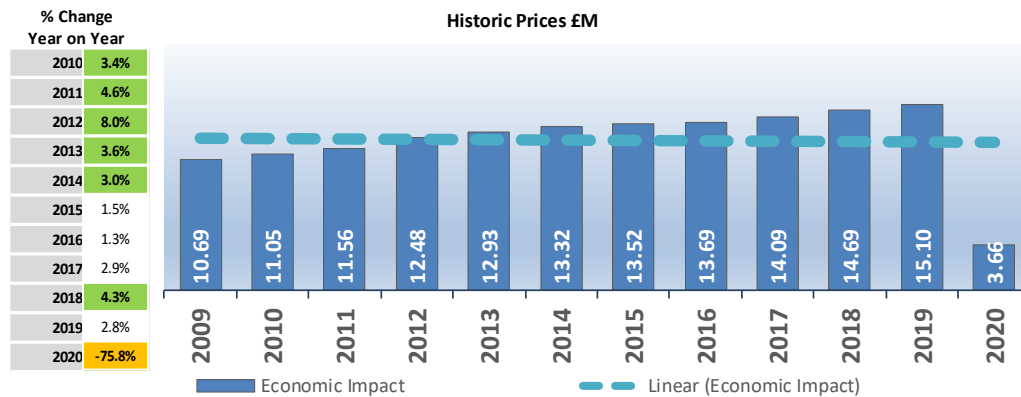
2009 to 2020
Historic Prices

SFR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - SFR

Visitor Numbers - SFR



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		3.4%	8.2%	16.8%	21.0%	24.6%	26.6%	28.2%	31.8%	37.4%	41.3%	-65.8%
Visitor Numbers		-0.3%	-0.7%	3.1%	3.4%	3.7%	4.1%	4.0%	4.3%	4.6%	4.9%	-73.9%
Visitor Days		-0.3%	-0.7%	3.1%	3.4%	3.7%	4.1%	4.0%	4.3%	4.6%	4.9%	-75.2%
Direct Employment		-0.3%	-2.8%	1.0%	1.3%	-5.3%	-1.0%	-0.9%	-3.2%	-4.6%	-2.0%	-75.6%

"Linear" = Linear Trendline

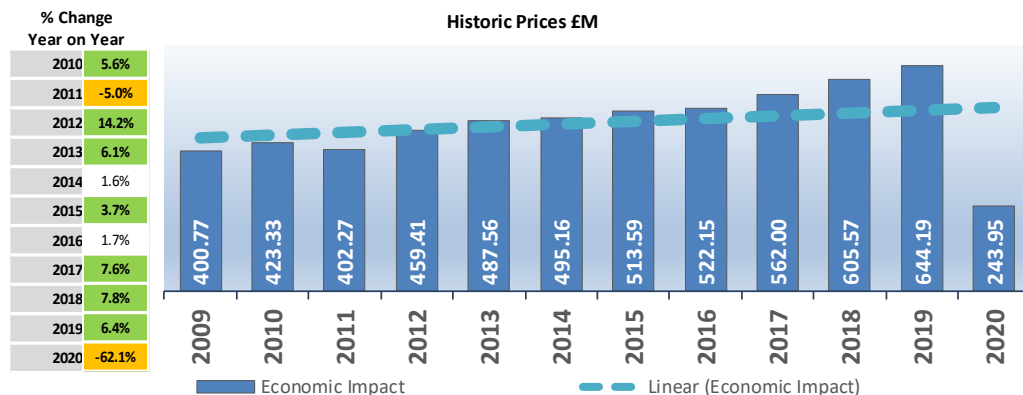
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CONWY COUNTY BOROUGH COUNCIL

2009 to 2020
Historic Prices

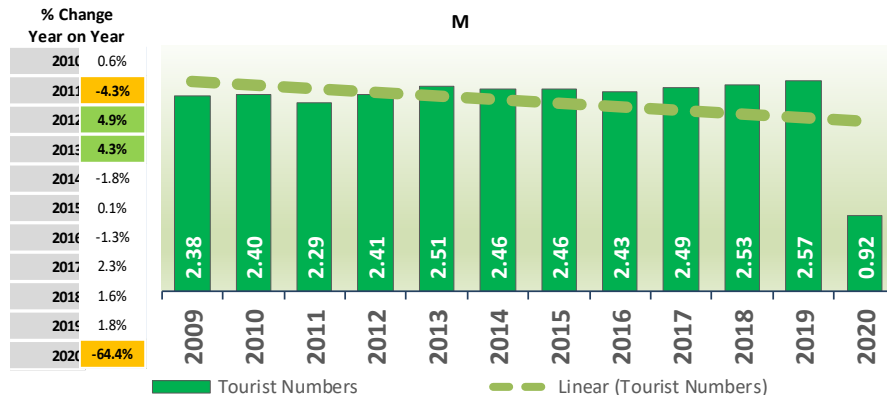
STAYING VISITOR

KEY MEASURES
Historic Prices

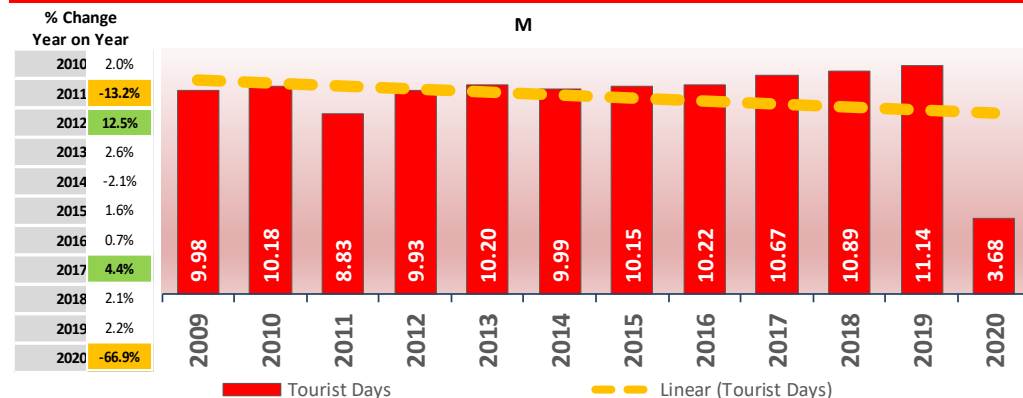
Economic Impact - Historic Prices - Staying Visitor



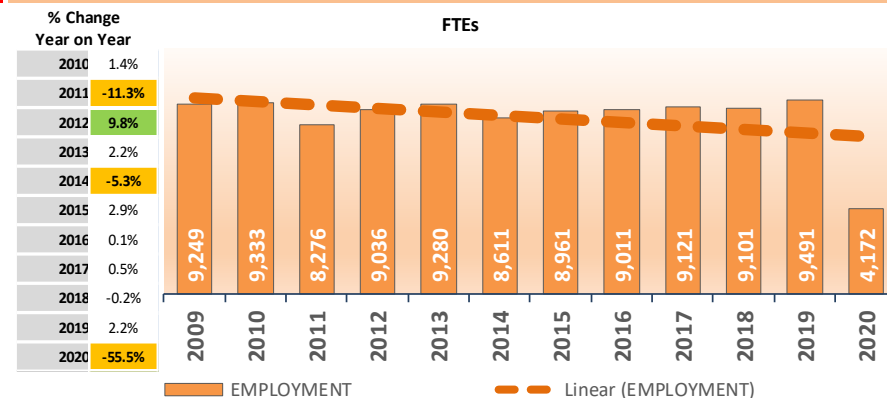
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		5.6%	0.4%	14.6%	21.7%	23.6%	28.2%	30.3%	40.2%	51.1%	60.7%	-39.1%
Visitor Numbers		0.6%	-3.7%	1.0%	5.3%	3.4%	3.4%	2.1%	4.4%	6.1%	7.9%	-61.6%
Visitor Days		2.0%	-11.5%	-0.4%	2.2%	0.1%	1.7%	2.4%	6.9%	9.2%	11.6%	-63.1%
Direct Employment		0.9%	-10.5%	-2.3%	0.3%	-6.9%	-3.1%	-2.6%	-1.4%	-1.6%	2.6%	-54.9%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

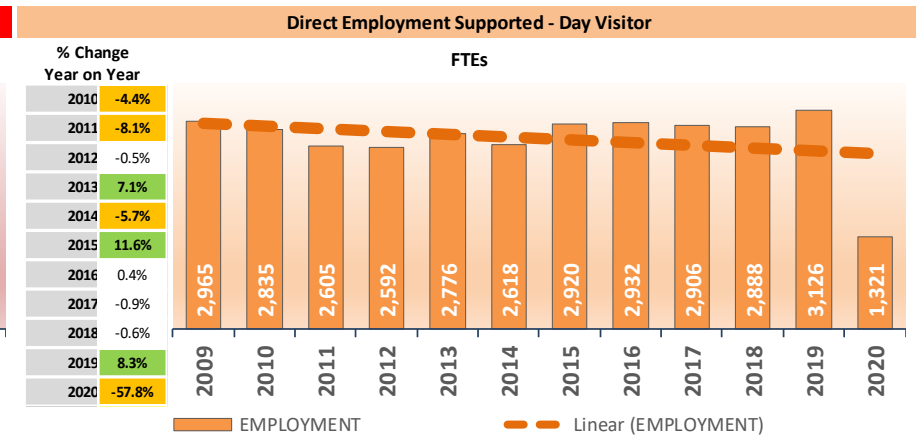
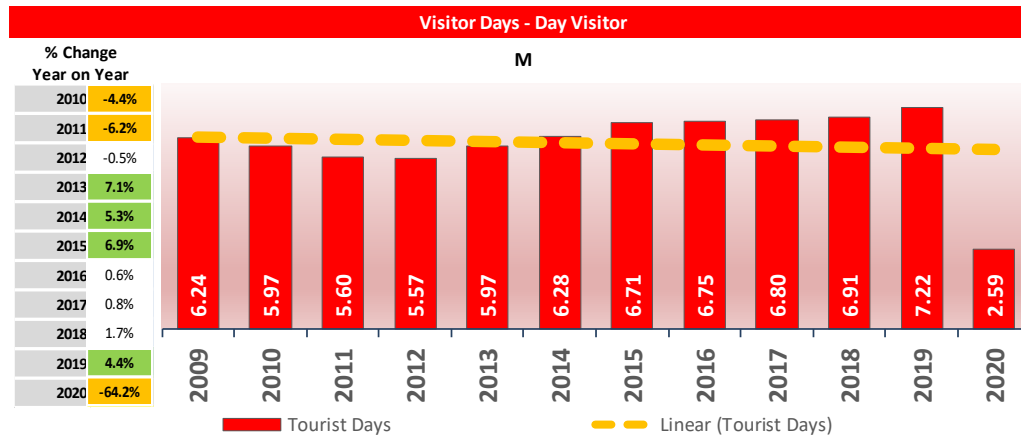
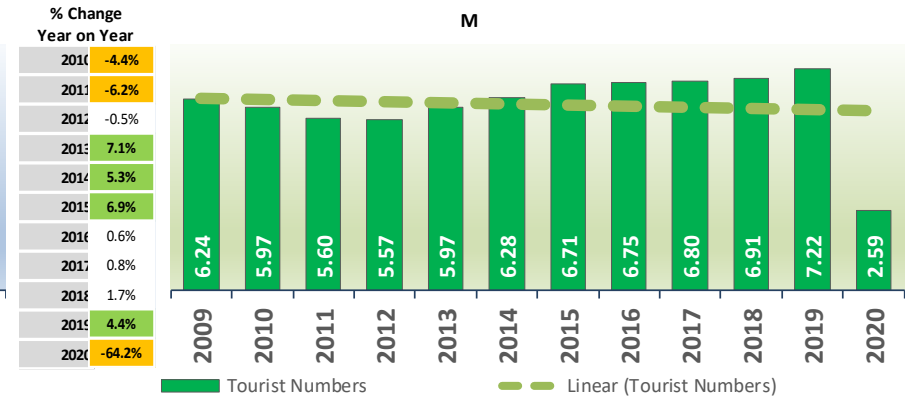
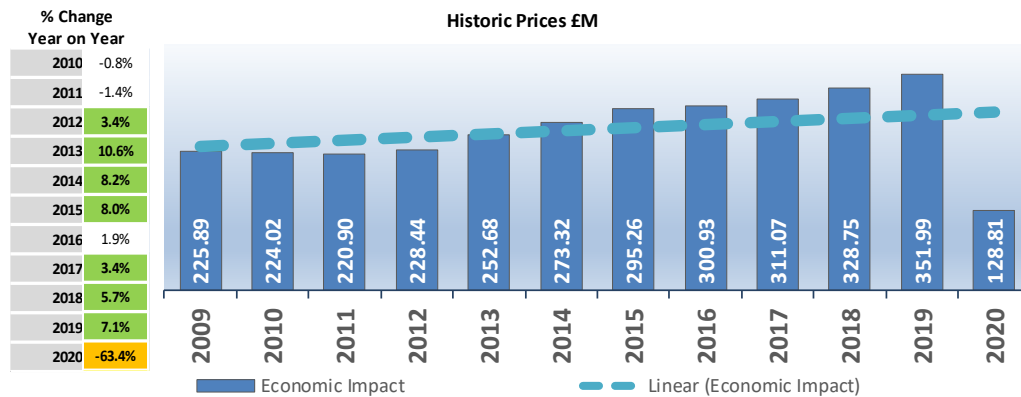
2009 to 2020
Historic Prices

DAY VISITOR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Day Visitor

Visitor Numbers - Day Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		-0.8%	-2.2%	1.1%	11.9%	21.0%	30.7%	33.2%	37.7%	45.5%	55.8%	-43.0%
Visitor Numbers		-4.4%	-10.3%	-10.7%	-4.4%	0.6%	7.5%	8.1%	9.0%	10.8%	15.7%	-58.6%
Visitor Days		-4.4%	-10.3%	-10.7%	-4.4%	0.6%	7.5%	8.1%	9.0%	10.8%	15.7%	-58.6%
Direct Employment		-4.4%	-12.1%	-12.6%	-6.4%	-11.7%	-1.5%	-1.1%	-2.0%	-2.6%	5.4%	-55.5%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2009 to 2020

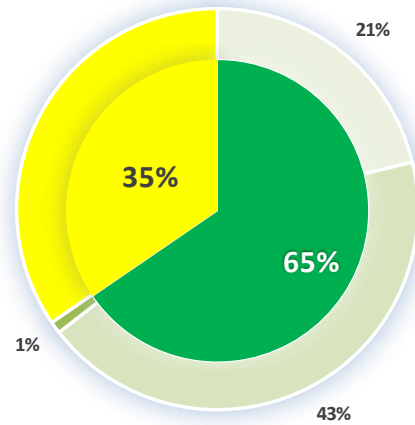
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2020 - M - Share of Total

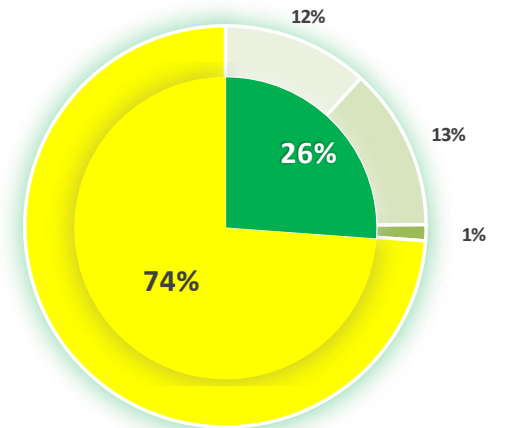
TOTAL
£372.76m

	£M
Serviced	79.17
Non-Serviced	161.12
SFR	3.66
Staying Visitor	243.95
Day Visitor	128.81
Total	372.76



TOTAL
3.50m

	M
Serviced	0.41
Non-Serviced	0.46
SFR	0.04
Staying Visitor	0.92
Day Visitor	2.59
Total	3.50

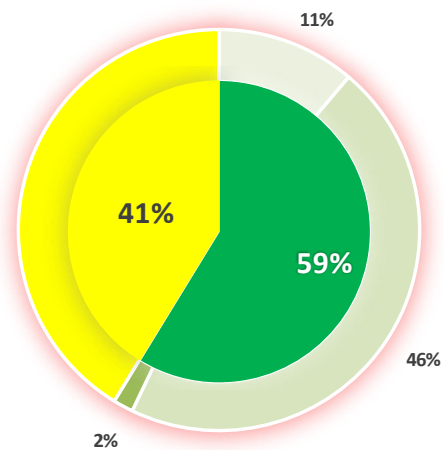


Visitor Days - 2020 - M - Share of Total

Direct Employment Supported - 2020 - FTEs - Share of Total

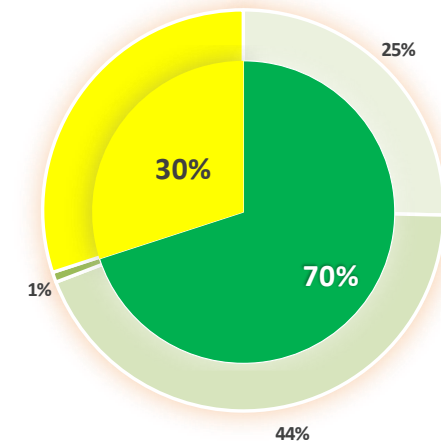
TOTAL
6.27m

	M
Serviced	0.70
Non-Serviced	2.88
SFR	0.10
Staying Visitor	3.68
Day Visitor	2.59
Total	6.27



TOTAL
4,402 Direct FTEs
5,493 Total FTEs

	FTEs
Serviced	1,117
Non-Serviced	1,928
SFR	36
Staying Visitor	3,081
Day Visitor	1,321
Total	4,402



STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

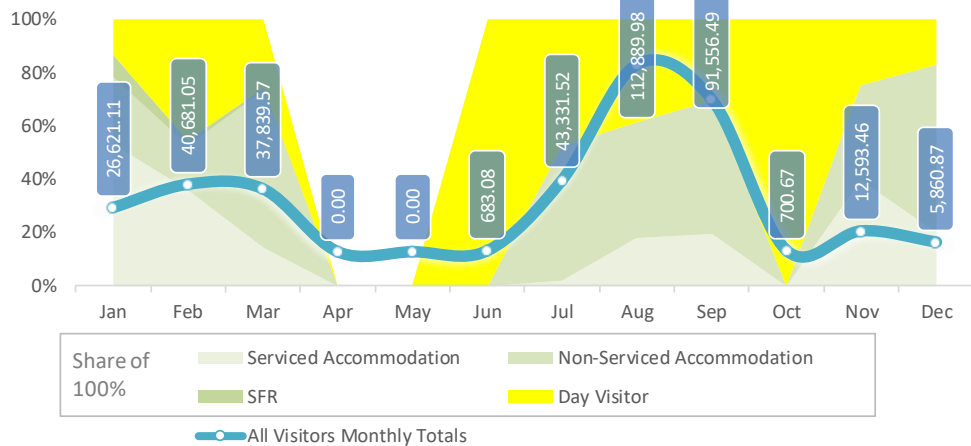
2020
 Historic Prices

TOTAL

DISTRIBUTION BY MONTH
 Historic Prices

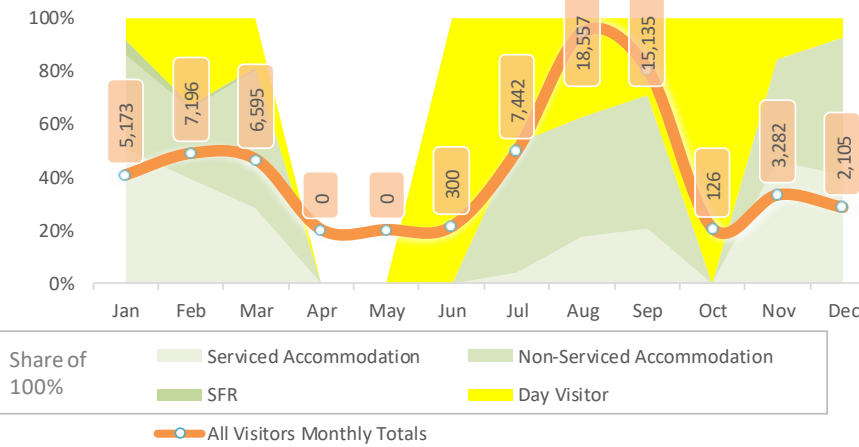
Economic Impact - Historic Prices - £000s - Distribution of Impact by Month

Visitor Numbers - 2020 - 000s - Distribution of Impact by Month



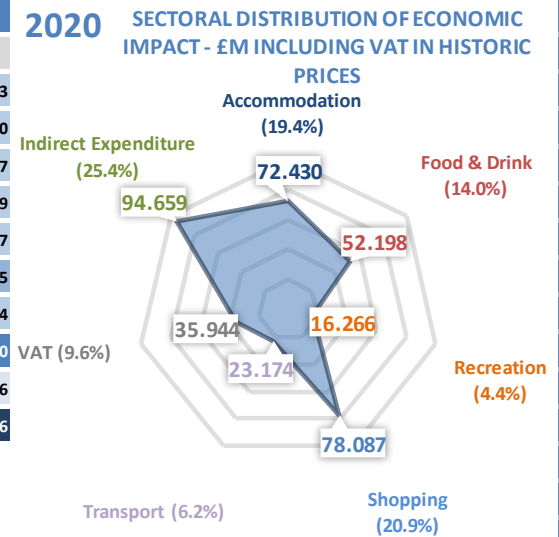
Visitor Days - 2020 - 000s - Distribution of Impact by Month

Direct Employment Supported - 2020 - FTEs - Distribution of Impact by Month



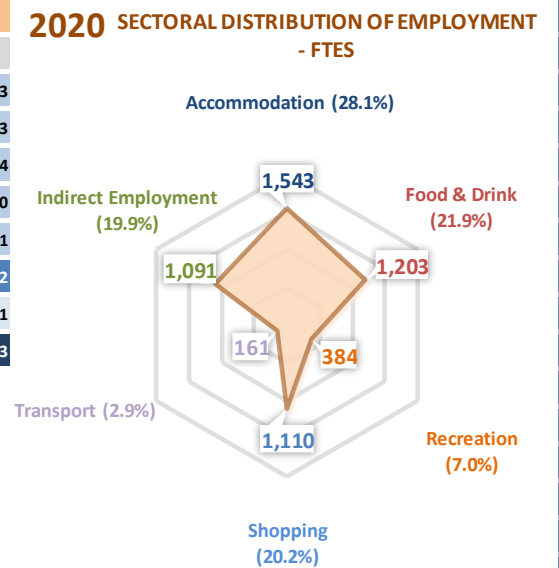
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation	£M	84.83	88.65	90.14	98.02	103.95	107.68	112.24	114.18	123.73	137.54	149.73	72.43
Food & Drink	£M	94.50	97.72	90.06	100.84	108.67	111.72	116.84	118.95	125.56	133.03	140.48	52.20
Recreation	£M	29.31	30.80	28.28	31.16	33.79	34.17	36.46	37.21	39.79	42.10	44.46	16.27
Shopping	£M	148.16	151.33	141.13	154.34	167.14	175.62	185.79	188.65	197.23	207.72	219.73	78.09
Transport	£M	44.89	46.45	43.00	47.51	51.37	52.89	55.86	56.73	59.78	63.09	66.61	23.17
Direct Revenue	£M	401.69	414.95	392.61	431.88	464.92	482.08	507.19	515.72	546.10	583.48	621.00	242.15
VAT	£M	70.30	72.62	78.52	86.38	92.98	96.42	101.44	103.14	109.22	116.70	124.20	35.94
Direct Expenditure	£M	471.98	487.56	471.13	518.25	557.90	578.49	608.63	618.86	655.32	700.17	745.20	278.10
Indirect Expenditure	£M	154.69	159.78	152.04	169.61	182.34	189.98	200.22	204.21	217.74	234.15	250.98	94.66
TOTAL	£M	626.67	647.35	623.17	687.86	740.24	768.48	808.85	823.07	873.06	934.32	996.18	372.76



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation	FTEs	3,191	3,199	2,961	3,191	3,237	3,224	3,208	3,192	3,169	3,169	3,149	1,543
Food & Drink	FTEs	2,202	2,195	1,925	2,074	2,164	2,351	2,542	2,555	2,475	2,551	2,571	1,203
Recreation	FTEs	829	840	734	778	817	636	650	704	747	696	786	384
Shopping	FTEs	3,147	3,099	2,751	2,894	3,035	2,595	2,862	2,826	2,884	2,832	3,092	1,110
Transport	FTEs	467	466	411	437	457	376	413	416	427	420	461	161
Direct Employment	FTEs	9,836	9,800	8,781	9,374	9,710	9,183	9,674	9,693	9,703	9,668	10,058	4,402
Indirect Employment	FTEs	2,378	2,369	2,100	2,254	2,346	2,046	2,207	2,250	2,324	2,320	2,559	1,091
TOTAL	FTEs	12,214	12,169	10,881	11,628	12,056	11,229	11,881	11,942	12,028	11,989	12,617	5,493



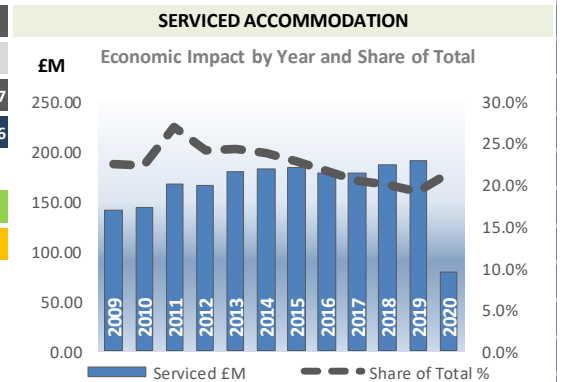
Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2009 to 2020

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

STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

ECONOMIC IMPACT BY:													2009 to 2020 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices					
MONTH AND QUARTER													CALENDAR YEAR		QUARTER							
KEY													TOTAL						Q1		Q2	
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													Annual Change		Q1		Q2		Q3		Q4	
An increase of 3% or more													Annual Change		Q1		Q2		Q3		Q4	
Less than 3% change													Annual Change		Q1		Q2		Q3		Q4	
A Fall of 3% or more													Annual Change		Q1		Q2		Q3		Q4	
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													Annual Change		Q1		Q2		Q3		Q4	
Q1													Annual Change		Q1		Q2		Q3		Q4	
Q2													Annual Change		Q1		Q2		Q3		Q4	
Q3													Annual Change		Q1		Q2		Q3		Q4	
Q4													Annual Change		Q1		Q2		Q3		Q4	
JAN													Annual Change		Q1		Q2		Q3		Q4	
FEB													Annual Change		Q1		Q2		Q3		Q4	
MAR													Annual Change		Q1		Q2		Q3		Q4	
APR													Annual Change		Q1		Q2		Q3		Q4	
MAY													Annual Change		Q1		Q2		Q3		Q4	
JUN													Annual Change		Q1		Q2		Q3		Q4	
JUL													Annual Change		Q1		Q2		Q3		Q4	
AUG													Annual Change		Q1		Q2		Q3		Q4	
SEP													Annual Change		Q1		Q2		Q3		Q4	
OCT													Annual Change		Q1		Q2		Q3		Q4	
NOV													Annual Change		Q1		Q2		Q3		Q4	
DEC													Annual Change		Q1		Q2		Q3		Q4	
TOTAL													Annual Change		Q1		Q2		Q3		Q4	
% Change 2009 to 2020													Annual Change		Q1		Q2		Q3		Q4	
% Change 2019 to 2020													Annual Change		Q1		Q2		Q3		Q4	
Average Annual Change													Annual Change		Q1		Q2		Q3		Q4	
2009													Annual Change		Q1		Q2		Q3		Q4	
2010													Annual Change		Q1		Q2		Q3		Q4	
2011													Annual Change		Q1		Q2		Q3		Q4	
2012													Annual Change		Q1		Q2		Q3		Q4	
2013													Annual Change		Q1		Q2		Q3		Q4	
2014													Annual Change		Q1		Q2		Q3		Q4	
2015													Annual Change		Q1		Q2		Q3		Q4	
2016													Annual Change		Q1		Q2		Q3		Q4	
2017													Annual Change		Q1		Q2		Q3		Q4	
2018													Annual Change		Q1		Q2		Q3		Q4	
2019													Annual Change		Q1		Q2		Q3		Q4	
2020													Annual Change		Q1		Q2		Q3		Q4	

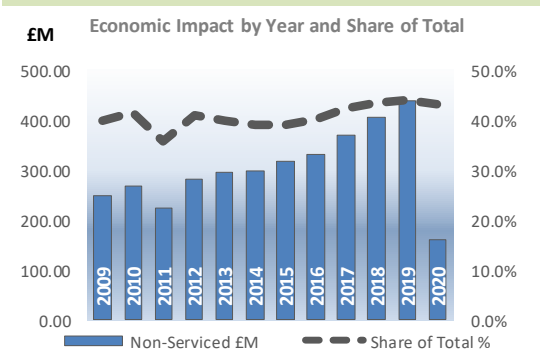
ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Serviced	£M	140.32	143.70	167.54	165.64	179.20	182.43	183.43	177.41	177.98	186.12	190.63	79.17
All Visitor Types	£M	626.67	647.35	623.17	687.86	740.24	768.48	808.85	823.07	873.06	934.32	996.18	372.76
Share of Total	%	22.4%	22.2%	26.9%	24.1%	24.2%	23.7%	22.7%	21.6%	20.4%	19.9%	19.1%	21.2%
Annual Change in Share	%		-0.9%	21.1%	-10.4%	0.5%	-1.9%	-4.5%	-5.0%	-5.4%	-2.3%	-3.9%	11.0%
Change in Share from 2009	%		-0.9%	20.1%	7.5%	8.1%	6.0%	1.3%	-3.7%	-9.0%	-11.0%	-14.5%	-5.1%
Avg Ann. Change in Share	%		-0.9%	10.0%	2.5%	2.0%	1.2%	0.2%	-0.5%	-1.1%	-1.2%	-1.5%	-0.5%



STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

ECONOMIC IMPACT BY:													2009 to 2020 Historic Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices																							
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																									
NON-SERVICED ACCOMMODATION													TOTAL						% Change																					
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																																								
KEY																																								
An increase of 3% or more																																								
Less than 3% change																																								
A Fall of 3% or more																																								
													Q1		Q2		Q3		Q4																					
													JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC		TOTAL		% Change	
% Change 2009 to 2020													383.8%	213.0%	62.2%	-100.0%	-100.0%	-100.0%	-46.1%	9.1%	40.3%	-100.0%	-47.6%	53.9%	-35.5%	107.1%				-1.1%	-76.6%									
% Change 2019 to 2020													2.1%	5.3%	-30.0%	-100.0%	-100.0%	-100.0%	-66.9%	-23.5%	-6.2%	-100.0%	-74.6%	-65.5%	-63.3%	-20.2%				-34.7%	-88.5%									
Average Annual Change													34.9%	19.4%	5.7%	-9.1%	-9.1%	-9.1%	-4.2%	0.8%	3.7%	-9.1%	-4.3%	4.9%	-3.2%	9.7%				-0.1%	-7.0%									
2009	£M	1.405	2.182	13.79	23.32	27.39	28.26	40.43	44.89	32.89	24.17	8.635	2.413	249.77	17.38	78.97	118.20	35.22																						
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	7.5%	18.96	84.36	128.74	36.51																					
2011	£M	1.768	2.484	15.77	23.50	26.53	26.95	35.65	37.85	27.80	18.94	3.407	2.515	223.17	-16.9%	20.03	76.98	101.31	24.86																					
2012	£M	1.407	2.893	16.82	26.30	27.90	33.74	43.76	47.92	36.72	28.10	11.61	4.123	281.29	26.0%	21.12	87.94	128.40	43.83																					
2013	£M	2.365	3.081	20.87	24.69	31.36	36.82	45.54	53.49	37.20	24.86	11.68	3.498	295.44	5.0%	26.31	92.87	136.23	40.03																					
2014	£M	2.406	4.153	21.48	25.71	34.18	32.89	46.28	54.09	37.58	23.37	12.48	4.800	299.42	1.3%	28.04	92.78	137.95	40.65																					
2015	£M	3.162	3.800	21.85	27.85	35.96	34.50	51.63	59.23	38.15	25.14	12.12	3.238	316.64	5.8%	28.81	98.31	149.02	40.50																					
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	4.5%	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																					

ECONOMIC IMPACT - IN HISTORIC PRICES													NON-SERVICED ACCOMMODATION																								
SHARE OF MARKET													£M		Economic Impact by Year and Share of Total																						
													2009		2010		2011		2012		2013		2014		2015		2016		2017		2018		2019		2020		
Non-Serviced													£M	249.77	268.58	223.17	281.29	295.44	299.42	316.64	331.04	369.93	404.77	438.46	161.12	249.77	268.58	223.17	281.29	295.44	299.42	316.64	331.04	369.93	404.77	438.46	161.12
All Visitor Types													£M	626.67	647.35	623.17	687.86	740.24	768.48	808.85	823.07	873.06	934.32	996.18	372.76	626.67	647.35	623.17	687.86	740.24	768.48	808.85	823.07	873.06	934.32	996.18	372.76
Share of Total													%	39.9%	41.5%	35.8%	40.9%	39.9%	39.0%	39.1%	40.2%	42.4%	43.3%	44.0%	43.2%	39.9%	41.5%	35.8%	40.9%	39.9%	39.0%	39.1%	40.2%	42.4%	43.3%	44.0%	43.2%
Annual Change in Share													%		4.1%	-13.7%	14.2%	-2.4%	-2.4%	0.5%	2.7%	5.4%	2.2%	1.6%	-1.8%	4.1%	-13.7%	14.2%	-2.4%	-2.4%	0.5%	2.7%	5.4%	2.2%	1.6%	-1.8%	
Change in Share from 2009													%		4.1%	-10.1%	2.6%	0.1%	-2.2%	-1.8%	0.9%	6.3%	8.7%	10.4%	8.4%	4.1%	-10.1%	2.6%	0.1%	-2.2%	-1.8%	0.9%	6.3%	8.7%	10.4%	8.4%	
Avg Ann. Change in Share													%		4.1%	-5.1%	0.9%	0.0%	-0.4%	-0.3%	0.1%	0.8%	1.0%	1.0%	0.8%	4.1%	-5.1%	0.9%	0.0%	-0.4%	-0.3%	0.1%	0.8%	1.0%	1.0%	0.8%	



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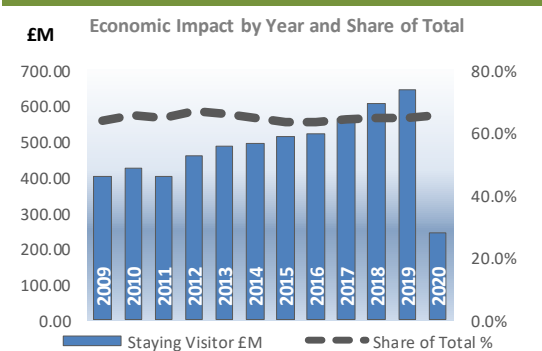
Report Prepared by: Cathy James, Date of Issue: 10/09/21

STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

ECONOMIC IMPACT BY:													2009 to 2020 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices														
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																
KEY													TOTAL						% Change												
An increase of 3% or more													ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES		Annual Change																
Less than 3% change													Q1		Q2		Q3		Q4												
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2009 to 2020													182.6%	124.3%	19.0%	-100.0%	-100.0%	-100.0%	-61.9%	4.8%	29.5%	-100.0%	-46.0%	-57.7%	-39.1%		76.0%			-11.0%	-78.3%
% Change 2019 to 2020													2.1%	18.5%	-33.0%	-100.0%	-100.0%	-100.0%	-74.2%	-23.2%	-10.8%	-100.0%	-71.6%	-78.7%	-62.1%		-11.9%			-37.7%	-87.1%
Average Annual Change													16.6%	11.3%	1.7%	-9.1%	-9.1%	-9.1%	-5.6%	0.4%	2.7%	-9.1%	-4.2%	-5.2%	-3.6%		6.9%			-1.0%	-7.1%
2009	£M	8.176	9.901	23.68	35.03	40.70	41.63	59.94	66.18	49.30	37.10	17.61	11.53	400.77		41.76	117.36	175.42	66.24												
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	5.6%	42.27	126.86	188.32	65.88												
2011	£M	8.530	11.87	27.52	38.99	42.26	42.42	56.18	62.25	46.94	36.46	16.09	12.77	402.27	-5.0%	47.91	123.66	165.37	65.32												
2012	£M	8.527	12.94	28.95	41.10	45.68	51.00	62.56	72.69	55.60	41.73	23.90	14.76	459.41	14.2%	50.41	137.77	190.85	80.38												
2013	£M	10.05	16.64	32.21	40.08	51.64	53.74	68.19	80.05	56.13	38.58	25.10	15.18	487.56	6.1%	58.90	145.45	204.36	78.85												
2014	£M	11.72	16.75	33.30	42.50	54.93	51.00	68.76	80.38	57.41	38.88	25.17	14.38	495.16	1.6%	61.77	148.42	206.55	78.43												
2015	£M	12.00	16.97	33.63	44.18	57.21	52.43	75.76	85.34	57.60	40.40	25.00	13.08	513.59	3.7%	62.60	153.81	218.69	78.49												
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	1.7%	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												

ECONOMIC IMPACT - IN HISTORIC PRICES

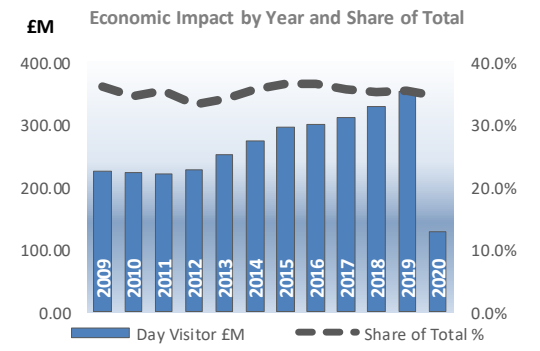
SHARE OF MARKET													2009		2010		2011		2012		2013		2014		2015		2016		2017		2018		2019		2020							
Staying Visitor													£M	400.77	423.33	402.27	459.41	487.56	495.16	513.59	522.15	562.00	605.57	644.19	243.95																	
All Visitor Types													£M	626.67	647.35	623.17	687.86	740.24	768.48	808.85	823.07	873.06	934.32	996.18	372.76																	
Share of Total													%	64.0%	65.4%	64.6%	66.8%	65.9%	64.4%	63.5%	63.4%	64.4%	64.8%	64.7%	65.4%																	
Annual Change in Share													%		2.3%	-1.3%	3.5%	-1.4%	-2.2%	-1.5%	-0.1%	1.5%	0.7%	-0.2%	1.2%																	
Change in Share from 2009													%		2.3%	0.9%	4.4%	3.0%	0.8%	-0.7%	-0.8%	0.7%	1.3%	1.1%	2.3%																	
Avg Ann. Change in Share													%		2.3%	0.5%	1.5%	0.7%	0.2%	-0.1%	-0.1%	0.1%	0.1%	0.1%	0.2%																	



STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

ECONOMIC IMPACT BY:													2009 to 2020 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
DAY VISITOR													TOTAL	% Change						
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES															Annual Change	Q1	Q2	Q3	Q4	
KEY													Q1	Q2						Q3
An increase of 3% or more															Q1	Q2	Q3	Q4		
Less than 3% change													Q1	Q2					Q3	Q4
A Fall of 3% or more															Q1	Q2	Q3	Q4		
Q1													Q1	Q2					Q3	Q4
Q2															Q1	Q2	Q3	Q4		
Q3													Q1	Q2					Q3	Q4
Q4															Q1	Q2	Q3	Q4		
JAN													Q1	Q2					Q3	Q4
FEB															Q1	Q2	Q3	Q4		
MAR													Q1	Q2					Q3	Q4
APR															Q1	Q2	Q3	Q4		
MAY													Q1	Q2					Q3	Q4
JUN															Q1	Q2	Q3	Q4		
JUL													Q1	Q2					Q3	Q4
AUG															Q1	Q2	Q3	Q4		
SEP													Q1	Q2					Q3	Q4
OCT															Q1	Q2	Q3	Q4		
NOV													Q1	Q2					Q3	Q4
DEC															Q1	Q2	Q3	Q4		
% Change 2009 to 2020													Q1	Q2					Q3	Q4
% Change 2019 to 2020															Q1	Q2	Q3	Q4		
Average Annual Change													Q1	Q2					Q3	Q4
2009	£M	3.116	11.17	7.779	27.89	27.98	23.60	36.14	44.26	24.45	16.24	2.268			0.996	225.89	-0.8%	22.06		
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	3.4%	26.29	78.11	103.68	20.36	
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	10.6%	23.22	91.10	118.62	19.74	
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	8.2%	25.45	97.49	129.16	21.22	
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	8.0%	27.74	103.53	141.15	22.83	
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	1.9%	31.31	98.89	146.18	24.54	
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	3.4%	27.30	109.27	150.61	23.89	
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	5.7%	30.18	115.89	156.65	26.03	
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	7.1%	34.30	121.86	166.61	29.22	
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	-63.4%	31.66	0.683	91.71	4.763	
2020	£M	3.518	18.48	9.662			0.683	20.49	43.53	27.69	0.701	3.081	0.982	128.81						

ECONOMIC IMPACT - IN HISTORIC PRICES													DAY VISITOR						
SHARE OF MARKET													Economic Impact by Year and Share of Total						
2009													£M						
2010													Day Visitor £M						
2011													Share of Total %						
2012													Day Visitor £M						
2013													Share of Total %						
2014													Day Visitor £M						
2015													Share of Total %						
2016													Day Visitor £M						
2017													Share of Total %						
2018													Day Visitor £M						
2019													Share of Total %						
2020													Day Visitor £M						
Day Visitor	£M	225.89	224.02	220.90	228.44	252.68	273.32	295.26	300.93	311.07	328.75	351.99	128.81						
All Visitor Types	£M	626.67	647.35	623.17	687.86	740.24	768.48	808.85	823.07	873.06	934.32	996.18	372.76						
Share of Total	%	36.0%	34.6%	35.4%	33.2%	34.1%	35.6%	36.5%	36.6%	35.6%	35.2%	35.3%	34.6%						
Annual Change in Share	%		-4.0%	2.4%	-6.3%	2.8%	4.2%	2.6%	0.2%	-2.5%	-1.2%	0.4%	-2.2%						
Change in Share from 2009	%		-4.0%	-1.7%	-7.9%	-5.3%	-1.3%	1.3%	1.4%	-1.2%	-2.4%	-2.0%	-4.1%						
Avg Ann. Change in Share	%		-4.0%	-0.8%	-2.6%	-1.3%	-0.3%	0.2%	0.2%	-0.1%	-0.3%	-0.2%	-0.4%						



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Visitor Numbers by Month, Year and Visitor Type for the Period 2009 to 2020

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

STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

VISITOR NUMBERS BY:													2009 to 2020		SERVICED		VISITOR NUMBERS			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
KEY													TOTAL						% Change	
SERVICED ACCOMMODATION													Annual Change							
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																				
An increase of 3% or more																				
Less than 3% change																				
A Fall of 3% or more																				
Q1													Q2		Q3		Q4			
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC																				
% Change 2009 to 2020													19.5%				-54.9%		-84.9%	
% Change 2019 to 2020													-0.9%				-45.1%		-83.7%	
Average Annual Change													1.8%				-5.0%		-7.7%	
2009	M	0.049	0.069	0.064	0.081	0.094	0.101	0.123	0.137	0.095	0.102	0.068	0.068	1.048		0.181	0.276	0.354	0.237	
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	-1.8%	0.166	0.297	0.352	0.214	
2011	M	0.044	0.076	0.070	0.101	0.103	0.108	0.119	0.145	0.099	0.128	0.093	0.071	1.156	12.4%	0.190	0.312	0.363	0.292	
2012	M	0.044	0.079	0.070	0.090	0.111	0.116	0.100	0.129	0.089	0.095	0.085	0.069	1.076	-7.0%	0.192	0.317	0.318	0.249	
2013	M	0.048	0.107	0.064	0.092	0.125	0.112	0.121	0.137	0.089	0.094	0.092	0.075	1.156	7.4%	0.219	0.330	0.347	0.261	
2014	M	0.057	0.095	0.064	0.098	0.124	0.115	0.114	0.130	0.090	0.103	0.084	0.057	1.130	-2.2%	0.217	0.337	0.333	0.243	
2015	M	0.052	0.098	0.062	0.092	0.123	0.110	0.118	0.124	0.085	0.098	0.082	0.057	1.102	-2.5%	0.212	0.326	0.327	0.238	
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	-5.4%	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	

VISITOR NUMBERS													
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Serviced	M	1.048	1.029	1.156	1.076	1.156	1.130	1.102	1.043	1.014	1.020	1.017	0.412
All Visitor Types	M	8.624	8.366	7.893	7.977	8.476	8.743	9.175	9.183	9.290	9.441	9.792	3.501
Share of Total	%	12.2%	12.3%	14.7%	13.5%	13.6%	12.9%	12.0%	11.4%	10.9%	10.8%	10.4%	11.8%
Annual Change in Share	%		1.2%	19.1%	-8.0%	1.1%	-5.2%	-7.1%	-5.5%	-3.9%	-1.0%	-3.8%	13.3%
Change in Share from 2009	%		1.2%	20.5%	11.0%	12.2%	6.3%	-1.2%	-6.6%	-10.2%	-11.1%	-14.5%	-3.2%
Avg Ann. Change in Share	%		1.2%	10.3%	3.7%	3.0%	1.3%	-0.2%	-0.9%	-1.3%	-1.2%	-1.5%	-0.3%



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**STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL**

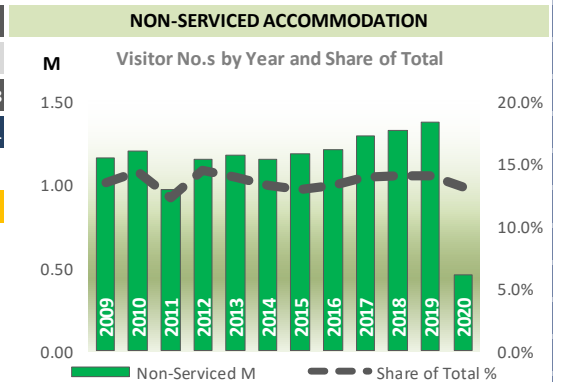
2009 to 2020

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																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020		155.0%	76.4%	-7.7%	-100.0%	-100.0%	-100.0%	-72.5%	-30.1%	-6.2%	-100.0%	-77.3%	-30.0%	-60.5%	15.6%		-38.5%	-88.0%	
% Change 2019 to 2020		-8.9%	-4.7%	-38.2%	-100.0%	-100.0%	-100.0%	-74.5%	-27.8%	-7.3%	-100.0%	-81.8%	-68.3%	-66.6%	-29.7%		-39.6%	-90.6%	
Average Annual Change		14.1%	6.9%	-0.7%	-9.1%	-9.1%	-9.1%	-6.6%	-2.7%	-0.6%	-9.1%	-7.0%	-2.7%	-5.5%	1.4%		-3.5%	-8.0%	
2009	M	0.010	0.013	0.094	0.116	0.128	0.128	0.174	0.178	0.137	0.110	0.062	0.011	1.162		0.117	0.372	0.489	0.183
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	3.0%	0.122	0.382	0.508	0.184
2011	M	0.015	0.016	0.099	0.105	0.113	0.111	0.142	0.141	0.109	0.082	0.022	0.012	0.966	-19.3%	0.130	0.329	0.392	0.116
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	19.2%	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	0.018	0.115	0.106	0.130	0.124	0.165	0.175	0.130	0.091	0.070	0.016	1.154	-1.8%	0.145	0.361	0.471	0.177
2015	M	0.016	0.016	0.115	0.111	0.133	0.128	0.176	0.185	0.129	0.095	0.068	0.011	1.183	2.5%	0.147	0.372	0.490	0.174
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	2.4%	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

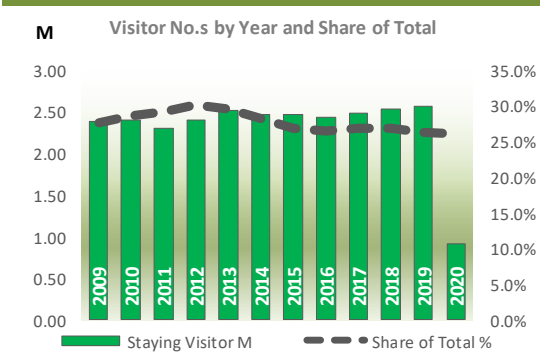
		VISITOR NUMBERS											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Non-Serviced	M	1.162	1.197	0.966	1.152	1.175	1.154	1.183	1.212	1.294	1.327	1.374	0.458
All Visitor Types	M	8.624	8.366	7.893	7.977	8.476	8.743	9.175	9.183	9.290	9.441	9.792	3.501
Share of Total	%	13.5%	14.3%	12.2%	14.4%	13.9%	13.2%	12.9%	13.2%	13.9%	14.1%	14.0%	13.1%
Annual Change in Share	%		6.2%	-14.5%	18.0%	-4.0%	-4.8%	-2.3%	2.3%	5.6%	0.9%	-0.2%	-6.6%
Change in Share from 2009	%		6.2%	-9.2%	7.1%	2.9%	-2.0%	-4.3%	-2.1%	3.4%	4.3%	4.1%	-2.8%
Avg Ann. Change in Share	%		6.2%	-4.6%	2.4%	0.7%	-0.4%	-0.7%	-0.3%	0.4%	0.5%	0.4%	-0.3%



STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

VISITOR NUMBERS BY:													2009 to 2020		STAYING VISITOR		VISITOR NUMBERS												
MONTH AND QUARTER													CALENDAR YEAR		QUARTER														
STAYING VISITOR													TOTAL	% Change															
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES															Annual Change														
KEY													Q1	Q2			Q3	Q4											
An increase of 3% or more																													
Less than 3% change																													
A Fall of 3% or more																													
Q1													Q2			Q3			Q4										
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC																													
% Change 2009 to 2020													74.1%	44.1%	-28.3%	-100.0%	-100.0%	-100.0%	-82.9%	-35.8%	-18.5%	-100.0%	-69.2%	-84.8%	-61.6%	15.6%		-47.7%	-87.4%
% Change 2019 to 2020													-2.1%	15.5%	-38.9%	-100.0%	-100.0%	-100.0%	-82.2%	-28.8%	-16.2%	-100.0%	-75.6%	-86.3%	-64.4%	-13.6%		-44.5%	-88.3%
Average Annual Change													6.7%	4.0%	-2.6%	-9.1%	-9.1%	-9.1%	-7.5%	-3.3%	-1.7%	-9.1%	-6.3%	-7.7%	-5.6%	1.4%		-4.3%	-7.9%
2009	M	0.081	0.091	0.168	0.216	0.238	0.241	0.313	0.332	0.243	0.222	0.139	0.099	2.383		0.341	0.695	0.887	0.460										
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	0.6%	0.331	0.725	0.905	0.437										
2011	M	0.081	0.101	0.179	0.225	0.231	0.231	0.278	0.303	0.218	0.220	0.124	0.103	2.294	-4.3%	0.361	0.687	0.799	0.447										
2012	M	0.075	0.101	0.180	0.225	0.243	0.261	0.284	0.315	0.235	0.218	0.164	0.104	2.405	4.9%	0.357	0.728	0.834	0.486										
2013	M	0.084	0.130	0.190	0.219	0.266	0.266	0.308	0.334	0.233	0.202	0.170	0.108	2.509	4.3%	0.404	0.751	0.874	0.480										
2014	M	0.093	0.123	0.190	0.224	0.269	0.252	0.296	0.323	0.231	0.205	0.163	0.094	2.463	-1.8%	0.405	0.746	0.850	0.462										
2015	M	0.091	0.123	0.188	0.224	0.272	0.251	0.312	0.327	0.225	0.204	0.159	0.089	2.465	0.1%	0.403	0.746	0.864	0.452										
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	-1.3%	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										

VISITOR NUMBERS													STAYING VISITOR		
SHARE OF MARKET															
2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020															
Staying Visitor	M	2.383	2.398	2.294	2.405	2.509	2.463	2.465	2.434	2.488	2.528	2.572	0.915		
All Visitor Types	M	8.624	8.366	7.893	7.977	8.476	8.743	9.175	9.183	9.290	9.441	9.792	3.501		
Share of Total	%	27.6%	28.7%	29.1%	30.2%	29.6%	28.2%	26.9%	26.5%	26.8%	26.8%	26.3%	26.2%		
Annual Change in Share	%		3.7%	1.4%	3.8%	-1.8%	-4.8%	-4.6%	-1.3%	1.1%	-0.1%	-1.9%	-0.4%		
Change in Share from 2009	%		3.7%	5.2%	9.1%	7.1%	2.0%	-2.8%	-4.1%	-3.1%	-3.1%	-4.9%	-5.3%		
Avg Ann. Change in Share	%		3.7%	2.6%	3.0%	1.8%	0.4%	-0.5%	-0.6%	-0.4%	-0.3%	-0.5%	-0.5%		



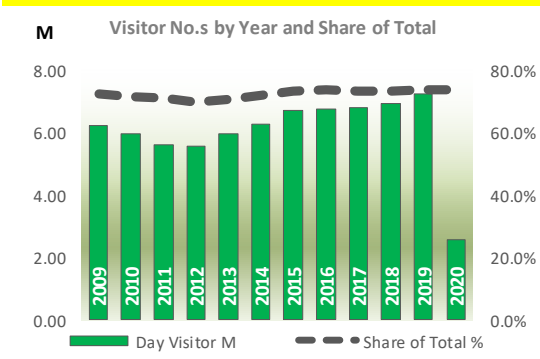
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Report Prepared by: Cathy James, Date of Issue: 10/09/21

STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

VISITOR NUMBERS BY:													2009 to 2020		DAY VISITOR		VISITOR NUMBERS																																							
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																																									
DAY VISITOR													TOTAL	% Change																																										
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES															Annual Change	Q1	Q2	Q3	Q4																																					
KEY																																																								
An increase of 3% or more																																																								
Less than 3% change																																																								
A Fall of 3% or more																																																								
Q1													Q2				Q3				Q4																																			
JAN													FEB				MAR				APR				MAY				JUN				JUL				AUG				SEP				OCT				NOV				DEC			
% Change 2009 to 2020													-18.4%	19.6%	-10.2%	-99.3%	-99.1%	-97.9%	-59.0%	-28.9%	-18.1%	-96.9%	-1.8%	-28.7%	-58.6%	3.7%	-98.8%	-36.8%	-82.3%																											
% Change 2019 to 2020													1.8%	-2.7%	-24.4%	-99.4%	-99.2%	-98.3%	-64.8%	-40.7%	-29.9%	-96.5%	-57.5%	-60.0%	-64.2%	-10.1%	-99.0%	-46.4%	-84.1%																											
Average Annual Change													-1.7%	1.8%	-0.9%	-9.0%	-9.0%	-8.9%	-5.4%	-2.6%	-1.6%	-8.8%	-0.2%	-2.6%	-5.3%	0.3%	-9.0%	-3.3%	-7.5%																											
2009	M	0.086	0.309	0.215	0.771	0.773	0.652	0.999	1.223	0.676	0.449	0.063	0.028	6.241	0.610	2.196	2.897	0.539																																						
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	-4.4%	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																																					

VISITOR NUMBERS													DAY VISITOR												
SHARE OF MARKET													2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	
Day Visitor													M	6.241	5.968	5.599	5.572	5.967	6.280	6.710	6.749	6.801	6.914	7.220	2.585
All Visitor Types													M	8.624	8.366	7.893	7.977	8.476	8.743	9.175	9.183	9.290	9.441	9.792	3.501
Share of Total													%	72.4%	71.3%	70.9%	69.8%	70.4%	71.8%	73.1%	73.5%	73.2%	73.2%	73.7%	73.8%
Annual Change in Share													%		-1.4%	-0.6%	-1.5%	0.8%	2.0%	1.8%	0.5%	-0.4%	0.0%	0.7%	0.2%
Change in Share from 2009													%		-1.4%	-2.0%	-3.5%	-2.7%	-0.7%	1.1%	1.6%	1.2%	1.2%	1.9%	2.0%
Avg Ann. Change in Share													%		-1.4%	-1.0%	-1.2%	-0.7%	-0.1%	0.2%	0.2%	0.1%	0.1%	0.2%	0.2%



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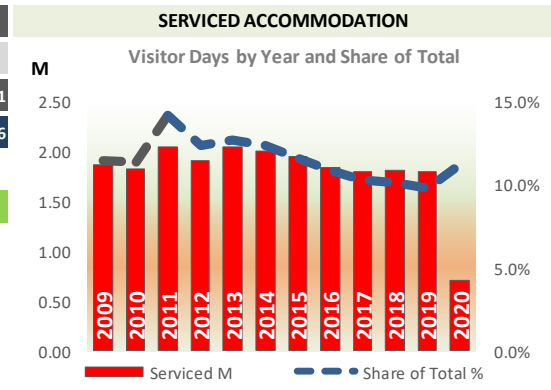
Visitor Days by Month, Year and Visitor Type for the Period 2009 to 2020

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

STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

VISITOR DAYS BY:													2009 to 2020		SERVICED		VISITOR DAYS														
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																
KEY													TOTAL						% Change												
SERVICED ACCOMMODATION													VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES		Annual Change																
VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																															
Less than 3% change													Q1		Q2		Q3		Q4												
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2009 to 2020													87.9%	42.9%	-59.4%	-100.0%	-100.0%	-100.0%	-96.7%	-34.2%	-25.9%	-100.0%	-58.5%	-89.4%	-62.2%			10.2%		-53.0%	-84.9%
% Change 2019 to 2020													-0.6%	23.5%	-43.8%	-100.0%	-100.0%	-100.0%	-95.9%	-20.4%	-19.9%	-100.0%	-67.8%	-89.0%	-60.9%			-4.2%		-44.2%	-83.6%
Average Annual Change													8.0%	3.9%	-5.4%	-9.1%	-9.1%	-9.1%	-8.8%	-3.1%	-2.4%	-9.1%	-5.3%	-8.1%	-5.7%			0.9%		-4.8%	-7.7%
2009	M	0.075	0.102	0.132	0.147	0.177	0.180	0.216	0.237	0.185	0.175	0.120	0.110	1.856		0.309	0.505	0.637	0.405												
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	-1.5%	0.280	0.542	0.639	0.365												
2011	M	0.067	0.115	0.144	0.183	0.193	0.193	0.207	0.248	0.196	0.220	0.159	0.115	2.040	11.7%	0.326	0.570	0.651	0.494												
2012	M	0.068	0.117	0.144	0.164	0.208	0.206	0.173	0.226	0.177	0.163	0.147	0.113	1.907	-6.5%	0.329	0.579	0.576	0.423												
2013	M	0.073	0.159	0.132	0.168	0.236	0.199	0.210	0.242	0.176	0.161	0.159	0.125	2.039	6.9%	0.364	0.603	0.628	0.445												
2014	M	0.089	0.142	0.133	0.178	0.233	0.205	0.198	0.229	0.178	0.176	0.144	0.094	1.999	-2.0%	0.363	0.616	0.605	0.414												
2015	M	0.081	0.144	0.128	0.168	0.232	0.197	0.207	0.220	0.167	0.168	0.142	0.094	1.949	-2.5%	0.353	0.597	0.595	0.404												
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	-5.7%	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												

VISITOR DAYS													
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Serviced	M	1.856	1.827	2.040	1.907	2.039	1.999	1.949	1.838	1.787	1.802	1.795	0.701
All Visitor Types	M	16.22	16.14	14.43	15.51	16.16	16.27	16.86	16.97	17.47	17.81	18.36	6.266
Share of Total	%	11.4%	11.3%	14.1%	12.3%	12.6%	12.3%	11.6%	10.8%	10.2%	10.1%	9.8%	11.2%
Annual Change in Share	%		-1.1%	24.9%	-13.0%	2.6%	-2.6%	-5.9%	-6.3%	-5.6%	-1.1%	-3.3%	14.5%
Change in Share from 2009	%		-1.1%	23.5%	7.5%	10.3%	7.4%	1.0%	-5.3%	-10.6%	-11.6%	-14.5%	-2.2%
Avg Ann. Change in Share	%		-1.1%	11.8%	2.5%	2.6%	1.5%	0.2%	-0.8%	-1.3%	-1.3%	-1.5%	-0.2%



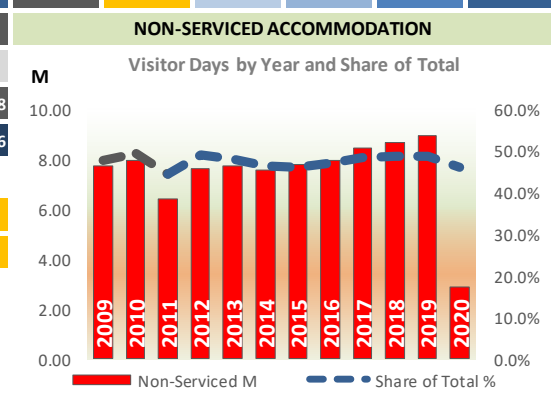
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Report Prepared by: Cathy James. Date of Issue: 10/09/21

STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

2009 to 2020													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																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change	QUARTER				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4
% Change 2009 to 2020		155.0%	76.4%	-7.7%	-100.0%	-100.0%	-100.0%	-72.5%	-30.1%	-6.2%	-100.0%	-77.3%	-30.0%	-62.7%	Annual Change	10.8%		-38.5%	-90.3%
% Change 2019 to 2020		-8.9%	-4.7%	-38.2%	-100.0%	-100.0%	-100.0%	-74.5%	-27.8%	-7.3%	-100.0%	-81.8%	-68.3%	-67.7%		-31.2%		-39.5%	-92.3%
Average Annual Change		14.1%	6.9%	-0.7%	-9.1%	-9.1%	-9.1%	-6.6%	-2.7%	-0.6%	-9.1%	-7.0%	-2.7%	-5.7%		1.0%		-3.5%	-8.2%
2009	M	0.034	0.053	0.451	0.741	0.886	0.897	1.234	1.353	0.948	0.771	0.278	0.064	7.710		0.538	2.525	3.535	1.112
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	3.0%	0.564	2.590	3.671	1.114
2011	M	0.050	0.065	0.474	0.672	0.776	0.778	1.010	1.070	0.749	0.572	0.099	0.069	6.385	-19.6%	0.588	2.227	2.830	0.740
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	19.1%	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	0.041	0.072	0.552	0.681	0.895	0.871	1.173	1.332	0.900	0.636	0.317	0.090	7.561	-2.2%	0.665	2.448	3.405	1.043
2015	M	0.053	0.065	0.554	0.713	0.916	0.893	1.251	1.404	0.892	0.665	0.305	0.062	7.773	2.8%	0.672	2.521	3.547	1.032
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	2.3%	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

VISITOR DAYS													NON-SERVICED ACCOMMODATION				
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020				
Non-Serviced	M	7.710	7.940	6.385	7.603	7.732	7.561	7.773	7.952	8.453	8.662	8.909	2.878				
All Visitor Types	M	16.22	16.14	14.43	15.51	16.16	16.27	16.86	16.97	17.47	17.81	18.36	6.266				
Share of Total	%	47.5%	49.2%	44.2%	49.0%	47.8%	46.5%	46.1%	46.9%	48.4%	48.6%	48.5%	45.9%				
Annual Change in Share	%		3.4%	-10.0%	10.8%	-2.4%	-2.8%	-0.8%	1.7%	3.2%	0.5%	-0.2%	-5.4%				
Change in Share from 2009	%		3.4%	-6.9%	3.1%	0.6%	-2.2%	-3.0%	-1.4%	1.8%	2.3%	2.1%	-3.4%				
Avg Ann. Change in Share	%		3.4%	-3.5%	1.0%	0.2%	-0.4%	-0.5%	-0.2%	0.2%	0.3%	0.2%	-0.3%				



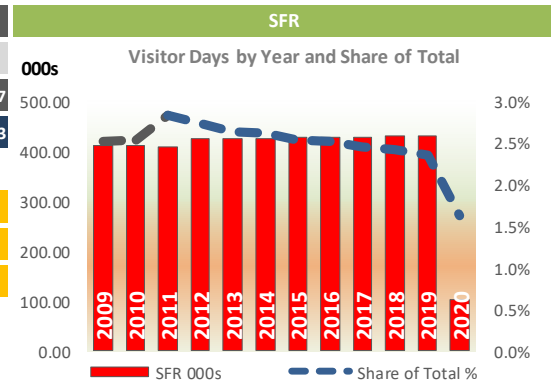
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Report Prepared by: Cathy James, Date of Issue: 10/09/21

STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

2009 to 2020													SFR	VISITOR DAYS					
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES													TOTAL	% Change					
KEY	SFR																		
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 2009 to 2020	4.9%	4.9%	-42.5%	-100.0%	-100.0%	-100.0%	-89.5%	-89.5%	-100.0%	-100.0%	-100.0%	-100.0%	-75.2%	Annual Change	-5.6%		-91.7%		
% Change 2019 to 2020	0.0%	0.0%	-45.2%	-100.0%	-100.0%	-100.0%	-90.0%	-90.0%	-100.0%	-100.0%	-100.0%	-100.0%	-76.4%		-10.0%		-92.1%		
Average Annual Change	0.4%	0.4%	-3.9%	-9.1%	-9.1%	-9.1%	-8.1%	-8.1%	-9.1%	-9.1%	-9.1%	-9.1%	-6.8%		-0.5%		-8.3%		
2009	000s	57.1	19.2	21.8	52.1	33.5	25.8	41.9	44.3	22.8	22.8	17.8	51.5	410.7		98.1	111.4	109.1	92.1
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	-0.3%	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	

VISITOR DAYS													SFR				
SHARE OF MARKET																	
	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020					
SFR	000s	410.7	409.6	407.8	423.6	424.7	425.8	427.3	428.5	429.7	430.9	101.7					
All Visitor Types	M	16.2	16.1	14.4	15.5	16.2	16.3	16.9	17.0	17.5	17.8	18.4	6.3				
Share of Total	%	2.5%	2.5%	2.8%	2.7%	2.6%	2.6%	2.5%	2.5%	2.4%	2.3%	1.6%					
Annual Change in Share	%		0.2%	11.4%	-3.3%	-3.8%	-0.4%	-3.1%	-0.7%	-2.6%	-1.6%	-2.7%	-30.9%				
Change in Share from 2009	%		0.2%	11.6%	7.9%	3.8%	3.4%	0.1%	-0.6%	-3.2%	-4.7%	-7.3%	-35.9%				
Avg Ann. Change in Share	%		0.2%	5.8%	2.6%	0.9%	0.7%	0.0%	-0.1%	-0.4%	-0.5%	-0.7%	-3.3%				



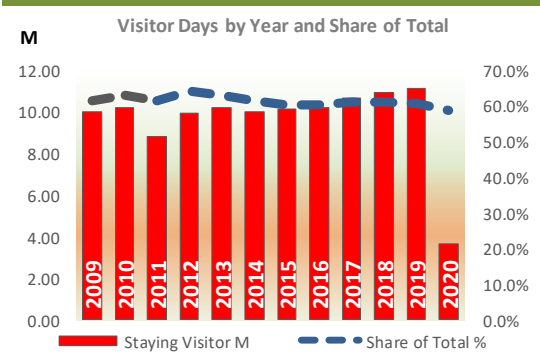
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STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

2009 to 2020													STAYING VISITOR		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020		73.1%	48.9%	-20.2%	-100.0%	-100.0%	-100.0%	-76.5%	-32.3%	-11.2%	-100.0%	-72.9%	-75.0%	-63.1%	Annual Change	8.9%		-42.0%	-89.5%
% Change 2019 to 2020		-3.1%	9.8%	-39.1%	-100.0%	-100.0%	-100.0%	-77.3%	-28.7%	-11.1%	-100.0%	-78.3%	-81.3%	-66.9%		-22.3%		-41.6%	-91.0%
Average Annual Change		6.6%	4.4%	-1.8%	-9.1%	-9.1%	-9.1%	-7.0%	-2.9%	-1.0%	-9.1%	-6.6%	-6.8%	-5.7%		0.8%		-3.8%	-8.1%
2009	M	0.166	0.174	0.605	0.940	1.097	1.104	1.492	1.634	1.155	0.969	0.415	0.225	9.976		0.945	3.141	4.281	1.609
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	2.0%	0.942	3.243	4.419	1.572
2011	M	0.173	0.198	0.640	0.907	1.003	0.996	1.259	1.363	0.968	0.815	0.276	0.234	8.833	-13.2%	1.012	2.907	3.589	1.325
2012	M	0.153	0.191	0.645	0.951	1.048	1.159	1.403	1.553	1.131	0.971	0.480	0.249	9.933	12.5%	0.989	3.157	4.087	1.700
2013	M	0.174	0.234	0.709	0.906	1.130	1.215	1.458	1.649	1.117	0.868	0.487	0.248	10.20	2.6%	1.117	3.252	4.223	1.604
2014	M	0.190	0.233	0.707	0.914	1.163	1.103	1.414	1.608	1.101	0.836	0.479	0.237	9.986	-2.1%	1.130	3.180	4.123	1.553
2015	M	0.193	0.229	0.705	0.935	1.182	1.117	1.502	1.671	1.083	0.856	0.466	0.210	10.15	1.6%	1.127	3.235	4.255	1.532
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	0.7%	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

VISITOR DAYS													STAYING VISITOR				
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020				
Staying Visitor	M	9.976	10.18	8.833	9.933	10.20	9.986	10.15	10.22	10.67	10.89	11.14	3.681				
All Visitor Types	M	16.22	16.14	14.43	15.51	16.16	16.27	16.86	16.97	17.47	17.81	18.36	6.266				
Share of Total	%	61.5%	63.0%	61.2%	64.1%	63.1%	61.4%	60.2%	60.2%	61.1%	61.2%	60.7%	58.7%				
Annual Change in Share	%		2.5%	-2.9%	4.7%	-1.5%	-2.7%	-1.9%	0.0%	1.4%	0.2%	-0.8%	-3.2%				
Change in Share from 2009	%		2.5%	-0.5%	4.1%	2.5%	-0.2%	-2.1%	-2.1%	-0.7%	-0.6%	-1.4%	-4.5%				
Avg Ann. Change in Share	%		2.5%	-0.3%	1.4%	0.6%	0.0%	-0.4%	-0.3%	-0.1%	-0.1%	-0.1%	-0.4%				



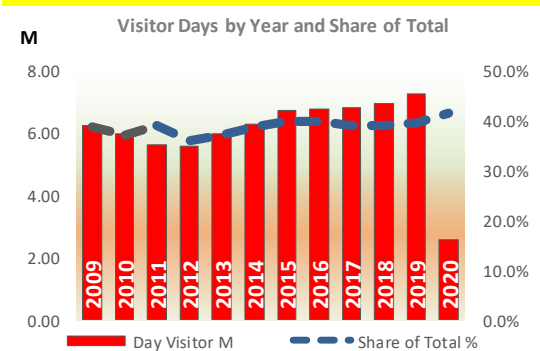
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Report Prepared by: Cathy James. Date of Issue: 10/09/21

STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

2009 to 2020													DAY VISITOR	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020		-18.4%	19.6%	-10.2%	-99.3%	-99.1%	-97.9%	-59.0%	-28.9%	-18.1%	-96.9%	-1.8%	-28.7%	-58.6%	Annual Change	3.7%	-98.8%	-36.8%	-82.3%
% Change 2019 to 2020		1.8%	-2.7%	-24.4%	-99.4%	-99.2%	-98.3%	-64.8%	-40.7%	-29.9%	-96.5%	-57.5%	-60.0%	-64.2%		-10.1%	-99.0%	-46.4%	-84.1%
Average Annual Change		-1.7%	1.8%	-0.9%	-9.0%	-9.0%	-8.9%	-5.4%	-2.6%	-1.6%	-8.8%	-0.2%	-2.6%	-5.3%		0.3%	-9.0%	-3.3%	-7.5%
2009	M	0.086	0.309	0.215	0.771	0.773	0.652	0.999	1.223	0.676	0.449	0.063	0.028	6.241		0.610	2.196	2.897	0.539
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	-4.4%	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

VISITOR DAYS													DAY VISITOR				
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020				
Day Visitor	M	6.241	5.968	5.599	5.572	5.967	6.280	6.710	6.749	6.801	6.914	7.220	2.585				
All Visitor Types	M	16.22	16.14	14.43	15.51	16.16	16.27	16.86	16.97	17.47	17.81	18.36	6.266				
Share of Total	%	38.5%	37.0%	38.8%	35.9%	36.9%	38.6%	39.8%	39.8%	38.9%	38.8%	39.3%	41.3%				
Annual Change in Share	%		-3.9%	5.0%	-7.4%	2.7%	4.6%	3.1%	-0.1%	-2.1%	-0.3%	1.3%	4.9%				
Change in Share from 2009	%		-3.9%	0.8%	-6.6%	-4.1%	0.3%	3.4%	3.4%	1.2%	0.9%	2.2%	7.2%				
Avg Ann. Change in Share	%		-3.9%	0.4%	-2.2%	-1.0%	0.1%	0.6%	0.5%	0.1%	0.1%	0.2%	0.7%				



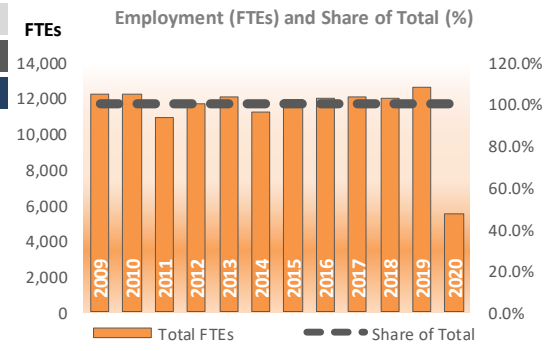
Direct and Total Employment by Month, Year and Visitor Type for the Period 2009 to 2020

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

STEAM FINAL TREND REPORT FOR 2009-2020
 CONWY COUNTY BOROUGH COUNCIL

EMPLOYMENT BY:													2009 to 2020		TOTAL		TOTAL EMPLOYMENT			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
TOTAL													TOTAL							
TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES													Annual Change							
KEY													Annual Change							
An increase of 3% or more													Annual Change							
Less than 3% change													Annual Change							
A Fall of 3% or more													Annual Change							
TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES													Annual Change							
Q1													Annual Change							
Q2													Annual Change							
Q3													Annual Change							
Q4													Annual Change							
JAN													Annual Change							
FEB													Annual Change							
MAR													Annual Change							
APR													Annual Change							
MAY													Annual Change							
JUN													Annual Change							
JUL													Annual Change							
AUG													Annual Change							
SEP													Annual Change							
OCT													Annual Change							
NOV													Annual Change							
DEC													Annual Change							
TOTAL													Annual Change							
% Change 2009 to 2020													Annual Change							
% Change 2019 to 2020													Annual Change							
Average Annual Change													Annual Change							
2009	FTEs	4,343	6,335	8,492	14,840	15,791	15,036	20,068	22,706	15,750	12,604	6,119	4,486	12,214	-0.4%	6,390	15,222	19,508	7,736	
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	-0.4%	6,251	15,389	19,569	7,465	
2011	FTEs	3,729	5,787	8,367	14,318	13,791	14,009	16,752	19,516	13,831	11,095	5,160	4,215	10,881	-10.6%	5,961	14,039	16,700	6,824	
2012	FTEs	4,023	6,318	9,137	14,078	14,340	14,708	18,145	20,433	15,104	11,777	6,730	4,741	11,628	6.9%	6,493	14,375	17,894	7,750	
2013	FTEs	4,155	6,278	9,366	13,394	16,779	15,337	19,585	22,302	14,881	11,014	6,844	4,737	12,056	3.7%	6,600	15,170	18,923	7,532	
2014	FTEs	4,150	5,972	8,868	13,232	15,416	13,473	17,597	21,009	14,005	10,189	6,388	4,446	11,229	-6.9%	6,330	14,040	17,537	7,008	
2015	FTEs	4,271	6,258	9,159	14,014	16,352	14,178	19,397	22,762	14,660	10,729	6,451	4,342	11,881	5.8%	6,563	14,848	18,940	7,174	
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	0.5%	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	

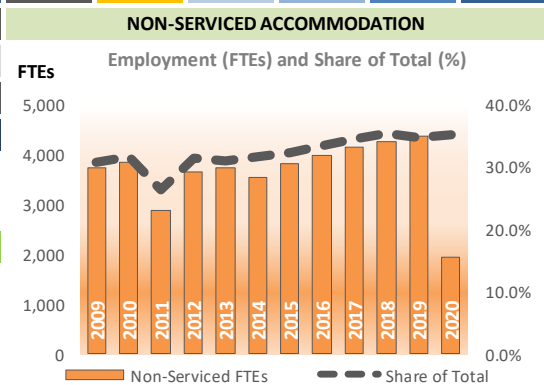
EMPLOYMENT													TOTAL		
SHARE OF MARKET													TOTAL		
2009													TOTAL		
2010													TOTAL		
2011													TOTAL		
2012													TOTAL		
2013													TOTAL		
2014													TOTAL		
2015													TOTAL		
2016													TOTAL		
2017													TOTAL		
2018													TOTAL		
2019													TOTAL		
2020													TOTAL		
Total	FTEs	12,214	12,169	10,881	11,628	12,056	11,229	11,881	11,942	12,028	11,989	12,617	5,493	14,000	100.0%
Total Employment	FTEs	12,214	12,169	10,881	11,628	12,056	11,229	11,881	11,942	12,028	11,989	12,617	5,493	14,000	100.0%
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Annual Change in Share	%														
Change in Share from 2009	%														
Avg Ann. Change in Share	%														



STEAM FINAL TREND REPORT FOR 2009-2020
 CONWY COUNTY BOROUGH COUNCIL

2009 to 2020													NON-SERVED	DIRECT EMPLOYMENT					
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	NON-SERVED ACCOMMODATION												TOTAL	% Change	Q1	Q2	Q3	Q4	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change	Q1			Q2			Q3			Q4			Annual Change	Q1	Q2	Q3	Q4		
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2009 to 2020	69.1%	55.7%	-3.0%	-100.0%	-100.0%	-100.0%	-56.6%	-6.2%	14.9%	-100.0%	-47.8%	-8.5%	-48.4%	23.0%		-17.7%	-72.7%		
% Change 2019 to 2020	-3.0%	-1.9%	-32.6%	-100.0%	-100.0%	-100.0%	-59.1%	-7.5%	14.2%	-100.0%	-58.8%	-44.5%	-55.8%	-19.5%		-19.9%	-78.4%		
Average Annual Change	6.3%	5.1%	-0.3%	-9.1%	-9.1%	-9.1%	-5.1%	-0.6%	1.4%	-9.1%	-4.3%	-0.8%	-4.4%	2.1%		-1.6%	-6.6%		
2009	FTEs	908	1,012	2,875	4,263	4,857	4,984	6,365	6,928	5,171	4,363	2,060	1,053	3,737	1,598	4,701	6,155	2,492	
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	2.9%	1,634	4,798	6,462	2,480
2011	FTEs	525	612	2,636	3,666	4,071	4,132	5,039	5,277	3,974	3,109	754	624	2,868	-25.4%	1,257	3,957	4,763	1,496
2012	FTEs	865	1,011	2,930	4,140	4,433	5,048	6,051	6,499	4,967	4,316	2,199	1,141	3,633	26.7%	1,602	4,540	5,839	2,552
2013	FTEs	959	1,039	3,345	3,931	4,705	5,308	6,160	6,999	4,911	3,938	2,194	1,099	3,716	2.3%	1,781	4,648	6,023	2,410
2014	FTEs	1,020	1,164	3,238	3,798	4,710	4,540	5,679	6,701	4,616	3,572	2,202	1,235	3,540	-4.7%	1,807	4,349	5,666	2,336
2015	FTEs	1,161	1,224	3,424	4,190	5,067	4,871	6,320	7,398	4,785	3,891	2,273	1,204	3,817	7.8%	1,936	4,709	6,168	2,456
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	4.0%	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

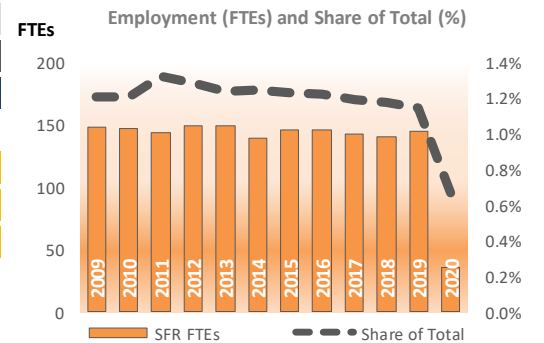
EMPLOYMENT													
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	
Non-Served	FTEs	3,737	3,843	2,868	3,633	3,716	3,540	3,817	3,969	4,145	4,238	4,363	1,928
Total Employment	FTEs	12,214	12,169	10,881	11,628	12,056	11,229	11,881	11,942	12,028	11,989	12,617	5,493
Share of Total	%	30.6%	31.6%	26.4%	31.2%	30.8%	31.5%	32.1%	33.2%	34.5%	35.4%	34.6%	35.1%
Annual Change in Share	%		3.2%	-16.5%	18.5%	-1.4%	2.3%	1.9%	3.4%	3.7%	2.6%	-2.2%	1.5%
Change in Share from 2009	%		3.2%	-13.8%	2.1%	0.7%	3.0%	5.0%	8.6%	12.6%	15.6%	13.0%	14.8%
Avg Ann. Change in Share	%		3.2%	-6.9%	0.7%	0.2%	0.6%	0.8%	1.2%	1.6%	1.7%	1.3%	1.3%



STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

EMPLOYMENT BY:													2009 to 2020		SFR	DIRECT EMPLOYMENT																																																																																																																																											
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																																																																																																																																												
KEY													SFR		QUARTER																																																																																																																																												
DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES													TOTAL	% Change	Q1	Q2	Q3	Q4																																																																																																																																									
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JAN													FEB													MAR													APR													MAY													JUN													JUL													AUG													SEP													OCT													NOV													DEC												
% Change 2009 to 2020													0.7%	0.7%	-44.9%	-100.0%	-100.0%	-100.0%	-86.2%	-87.5%	-100.0%	-100.0%	-100.0%	-100.0%	-75.6%	Annual Change	-9.4%			-89.6%																																																																																																																													
% Change 2019 to 2020													2.7%	2.7%	-43.8%	-100.0%	-100.0%	-100.0%	-85.9%	-87.3%	-100.0%	-100.0%	-100.0%	-100.0%	-75.1%		-7.6%			-89.4%																																																																																																																													
Average Annual Change													0.1%	0.1%	-4.1%	-9.1%	-9.1%	-9.1%	-7.8%	-8.0%	-9.1%	-9.1%	-9.1%	-9.1%	-6.9%		-0.9%			-8.1%																																																																																																																													
2009	FTEs	246	83	94	224	144	111	180	191	98	98	77	222	147		141	160	157	132																																																																																																																																								
2010	FTEs	245	82	94	224	144	111	180	190	98	98	76	221	147	-0.3%	141	160	156	132																																																																																																																																								
2011	FTEs	239	80	91	218	140	108	175	186	96	96	74	216	143	-2.5%	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																																																																																																																																									

EMPLOYMENT													SFR												
SHARE OF MARKET													2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	
SFR FTEs													147	147	143	149	149	140	146	146	143	141	144	36	
Total Employment													FTEs	12,214	12,169	10,881	11,628	12,056	11,229	11,881	11,942	12,028	11,989	12,617	5,493
Share of Total													%	1.2%	1.2%	1.3%	1.3%	1.2%	1.2%	1.2%	1.2%	1.2%	1.1%	0.7%	
Annual Change in Share													%		0.1%	9.0%	-2.8%	-3.3%	0.4%	-1.2%	-0.4%	-3.0%	-1.1%	-2.4%	-42.8%
Change in Share from 2009													%		0.1%	9.1%	6.1%	2.6%	3.0%	1.7%	1.3%	-1.7%	-2.8%	-5.1%	-45.8%
Avg Ann. Change in Share													%		0.1%	4.6%	2.0%	0.6%	0.6%	0.3%	0.2%	-0.2%	-0.3%	-0.5%	-4.2%



STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

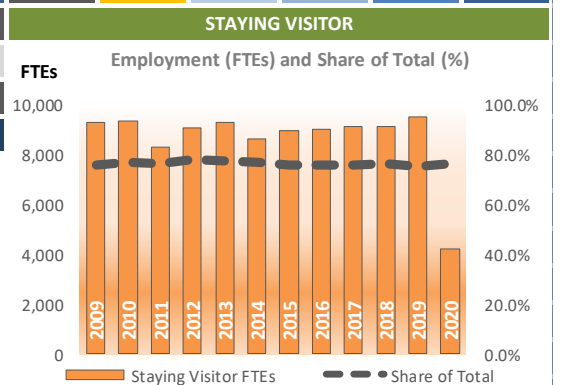
2009 to 2020

STAYING VISITOR

DIRECT EMPLOYMENT

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR	QUARTER					
KEY	STAYING VISITOR																		
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	Q1	Q2	Q3	Q4	
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2009 to 2020	19.5%	10.3%	-25.3%	-100.0%	-100.0%	-100.0%	-69.7%	-14.8%	-1.6%	-100.0%	-51.8%	-54.8%	-55.2%		-3.5%		-29.7%	-75.0%	
% Change 2019 to 2020	-0.8%	4.2%	-31.6%	-100.0%	-100.0%	-100.0%	-68.3%	-8.5%	6.3%	-100.0%	-53.7%	-57.5%	-55.5%		-13.2%		-25.0%	-75.5%	
Average Annual Change	1.8%	0.9%	-2.3%	-9.1%	-9.1%	-9.1%	-6.3%	-1.3%	-0.1%	-9.1%	-4.7%	-5.0%	-5.0%		-0.3%		-2.7%	-6.8%	
2009	FTEs	3,357	3,625	5,857	7,554	8,232	8,335	9,976	10,668	8,531	7,627	4,896	3,797	6,871		4,279	8,040	9,725	5,440
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	1.4%	4,264	8,195	10,039	5,361
2011	FTEs	2,916	3,331	5,817	7,249	7,623	7,655	8,691	9,178	7,534	6,746	3,857	3,513	6,176	-11.3%	4,021	7,509	8,468	4,706
2012	FTEs	3,280	3,687	5,960	7,501	7,950	8,524	9,447	10,175	8,285	7,503	5,167	3,907	6,782	9.8%	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	3,433	3,819	6,068	7,051	8,171	7,822	8,997	10,197	7,770	6,649	5,013	3,791	6,565	-5.3%	4,440	7,681	8,988	5,151
2015	FTEs	3,486	3,841	6,152	7,317	8,461	8,037	9,616	10,780	7,796	6,849	5,006	3,704	6,754	2.9%	4,493	7,938	9,397	5,186
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	0.1%	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

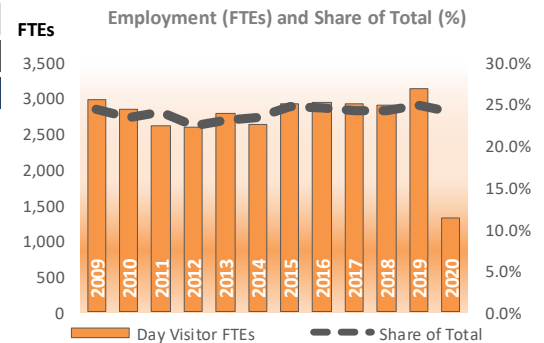
EMPLOYMENT													STAYING VISITOR	
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs	Share of Total (%)
Staying Visitor	FTEs	9,249	9,333	8,276	9,036	9,280	8,611	8,961	9,011	9,121	9,101	9,491	4,172	
Total Employment	FTEs	12,214	12,169	10,881	11,628	12,056	11,229	11,881	11,942	12,028	11,989	12,617	5,493	
Share of Total	%	75.7%	76.7%	76.1%	77.7%	77.0%	76.7%	75.4%	75.5%	75.8%	75.9%	75.2%	76.0%	
Annual Change in Share	%		1.3%	-0.8%	2.2%	-0.9%	-0.4%	-1.7%	0.0%	0.5%	0.1%	-0.9%	1.0%	
Change in Share from 2009	%		1.3%	0.4%	2.6%	1.7%	1.3%	-0.4%	-0.4%	0.1%	0.2%	-0.7%	0.3%	
Avg Ann. Change in Share	%		1.3%	0.2%	0.9%	0.4%	0.3%	-0.1%	-0.1%	0.0%	0.0%	-0.1%	0.0%	



STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

EMPLOYMENT BY:													2009 to 2020		DAY VISITOR		DIRECT EMPLOYMENT			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
KEY													DAY VISITOR							
An increase of 3% or more													DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES							
Less than 3% change													TOTAL							
A Fall of 3% or more													Annual Change							
DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																				
Q1																				
Q2																				
Q3																				
Q4																				
JAN																				
FEB																				
MAR																				
APR																				
MAY																				
JUN																				
JUL																				
AUG																				
SEP																				
OCT																				
NOV																				
DEC																				
% Change 2009 to 2020																				
% Change 2019 to 2020																				
Average Annual Change																				
2009	FTEs	491	1,759	1,225	4,393	4,407	3,718	5,693	6,972	3,851	2,558	357	157	2,965		1,158	4,172	5,505	1,024	
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	-4.4%	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	

EMPLOYMENT													DAY VISITOR						
SHARE OF MARKET													FTEs		Employment (FTEs) and Share of Total (%)				
2009																			
2010																			
2011																			
2012																			
2013																			
2014																			
2015																			
2016																			
2017																			
2018																			
2019																			
2020																			
Day Visitor	FTEs	2,965	2,835	2,605	2,592	2,776	2,618	2,920	2,932	2,906	2,888	3,126	1,321						
Total Employment	FTEs	12,214	12,169	10,881	11,628	12,056	11,229	11,881	11,942	12,028	11,989	12,617	5,493						
Share of Total	%	24.3%	23.3%	23.9%	22.3%	23.0%	23.3%	24.6%	24.5%	24.2%	24.1%	24.8%	24.0%						
Annual Change in Share	%		-4.0%	2.8%	-6.9%	3.3%	1.3%	5.4%	-0.1%	-1.6%	-0.3%	2.9%	-2.9%						
Change in Share from 2009	%		-4.0%	-1.4%	-8.2%	-5.2%	-4.0%	1.3%	1.1%	-0.5%	-0.8%	2.1%	-0.9%						
Avg Ann. Change in Share	%		-4.0%	-0.7%	-2.7%	-1.3%	-0.8%	0.2%	0.2%	-0.1%	-0.1%	0.2%	-0.1%						



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Report Prepared by: Cathy James, Date of Issue: 10/09/21

**STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL**

2020

STAYING VISITORS

**ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE**

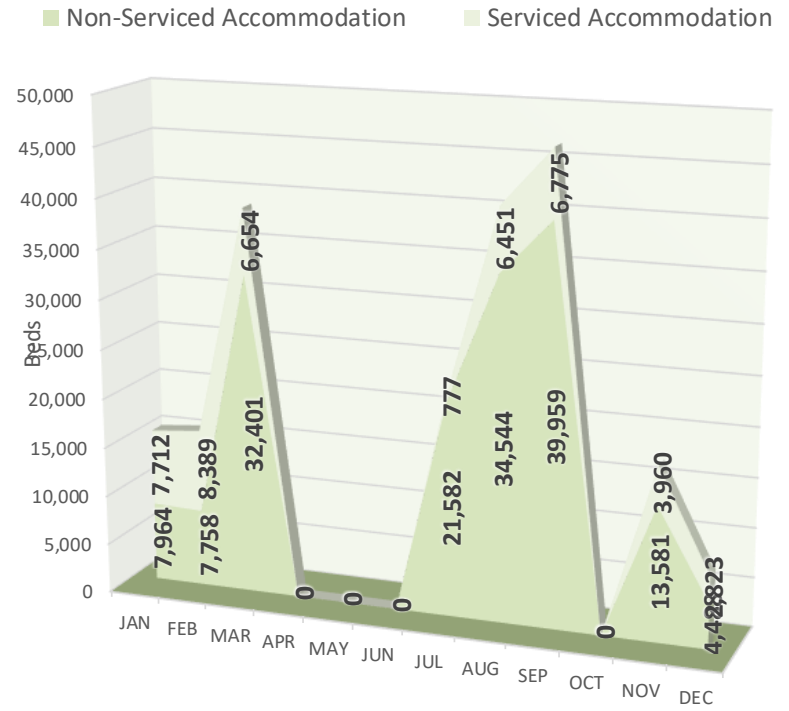
SERVICED ACCOMMODATION 2020	2020		Change on 2019		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	286	8,389	-31	-904	-123	-3,296
+50 room hotels	20	3,231	-2	-304	-6	-712
10-50 room hotels	62	2,739	-6	-283	-42	-1,653
<10 room hotels/others	204	2,419	-23	-317	-75	-931

NON-SERVICED ACCOMMODATION 2020	2020		Change on 2019		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	906	40,608	-10	-9,434	+252	-8,737
Self catering	761	4,765	-9	-62	+246	+432
Static caravans/chalets	87	5,457	-1	-1,438	-2	-1,650
Touring caravans/camping	57	5,633	-1	-1,480	+7	-3,082
Not-for-hire static	0	22,428	0	-5,890	0	-6,762
Airbnb	0	2,325	0	-564		

DISTRIBUTION BY TYPE OF ACCOMMODATION 2020	2020		Change on 2019		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	1,192	48,997	-41	-10,338	+129	-12,033
Serviced Accommodation Share of Total	24%	17%				
Non-Serviced Accommodation Share of Total	76%	83%				

SEASONAL AVAILABILITY OF BED SUPPLY 2020	2020											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	15,676	16,147	39,055	0	0	0	22,359	40,996	46,734	0	17,541	7,311
Serviced Accommodation	7,712	8,389	6,654	0	0	0	777	6,451	6,775	0	3,960	2,823
Non-Serviced Accommodation	7,964	7,758	32,401	0	0	0	21,582	34,544	39,959	0	13,581	4,488

**SEASONAL AVAILABILITY OF BED SUPPLY
2020**



Report Sections With Historic Financial Data Indexed to 2020 Prices

Sections:

*Comparative Headlines
Key Measures
Economic Impact
Sectoral Analysis*

Visitor Types:

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

Indexation:

Indexation to: 2020

2009	<i>1.38</i>
2010	<i>1.33</i>
2011	<i>1.27</i>
2012	<i>1.22</i>
2013	<i>1.18</i>
2014	<i>1.15</i>
2015	<i>1.14</i>
2016	<i>1.12</i>
2017	<i>1.09</i>
2018	<i>1.05</i>
2019	<i>1.03</i>
2020	<i>1.00</i>

STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

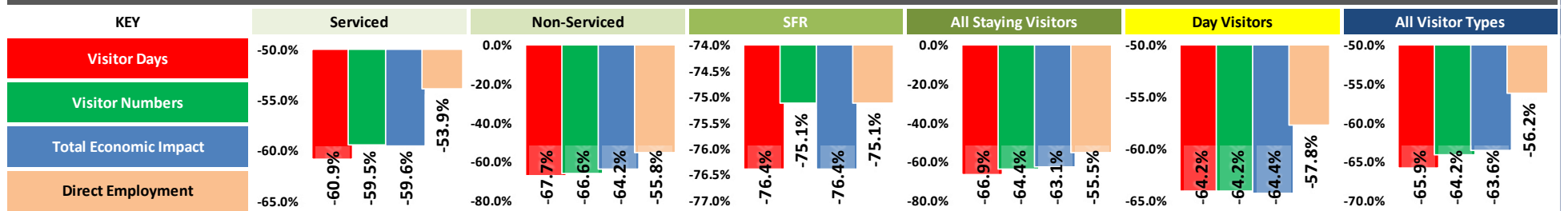
Comparing 2020 and 2019
 2019 in 2020 prices (1.027)

COMPARATIVE HEADLINES

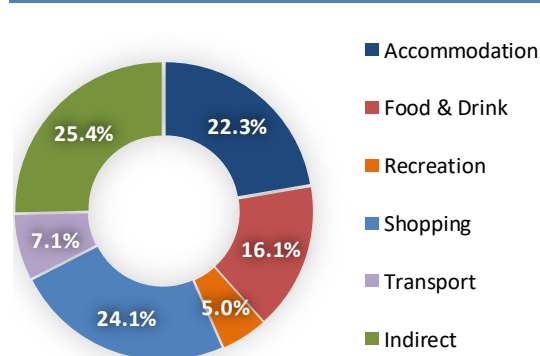
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2020 & 2019 - INDEXED TO 2020

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced						Non-Serviced																	
	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %						
Visitor Days	M	0.701	1.795	-60.9%	2.878	8.909	-67.7%	0.102	0.431	-76.4%	3.681	11.14	-66.9%	2.585	7.220	-64.2%	6.266	18.36	-65.9%					
Visitor Numbers	M	0.412	1.017	-59.5%	0.458	1.374	-66.6%	0.045	0.181	-75.1%	0.915	2.572	-64.4%	2.585	7.220	-64.2%	3.501	9.792	-64.2%					
Direct Expenditure	£M																278.10	765.22	-63.7%					
Economic Impact	£M	79.17	195.75	-59.6%	161.12	450.24	-64.2%	3.658	15.50	-76.4%	243.95	661.49	-63.1%	128.81	361.45	-64.4%	372.76	1,022.94	-63.6%					
Direct Employment	FTEs	1,117	2,424	-53.9%	1,928	4,363	-55.8%	36	144	-75.1%	3,081	6,932	-55.5%	1,321	3,126	-57.8%	4,402	10,058	-56.2%					
Total Employment	FTEs																5,493	12,617	-56.5%					

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2020 & 2019 - INDEXED TO 2020



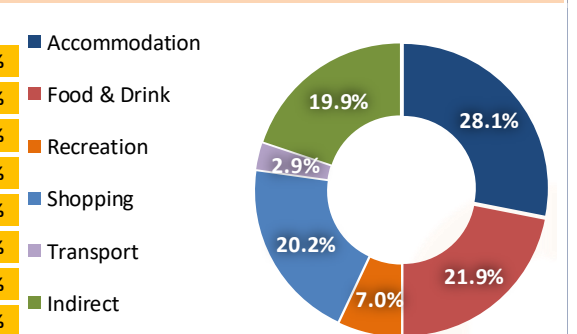
Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2020



Sectors	2020	2019	+/- %
Accommodation	83.18	184.50	-54.9%
Food & Drink	59.95	173.10	-65.4%
Recreation	18.68	54.78	-65.9%
Shopping	89.68	270.75	-66.9%
Transport	26.61	82.08	-67.6%
TOTAL DIRECT	278.10	765.22	-63.7%
Indirect	94.66	257.72	-63.3%
TOTAL	372.76	1,022.94	-63.6%

Sectoral Distribution of Employment - FTEs

Sectors	2020	2019	+/- %
Accommodation	1,543	3,149	-51.0%
Food & Drink	1,203	2,571	-53.2%
Recreation	384	786	-51.1%
Shopping	1,110	3,092	-64.1%
Transport	161	461	-65.0%
TOTAL DIRECT	4,402	10,058	-56.2%
Indirect	1,091	2,559	-57.4%
TOTAL	5,493	12,617	-56.5%



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Report Prepared by: Cathy James. Date of Issue: 10/09/21

STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

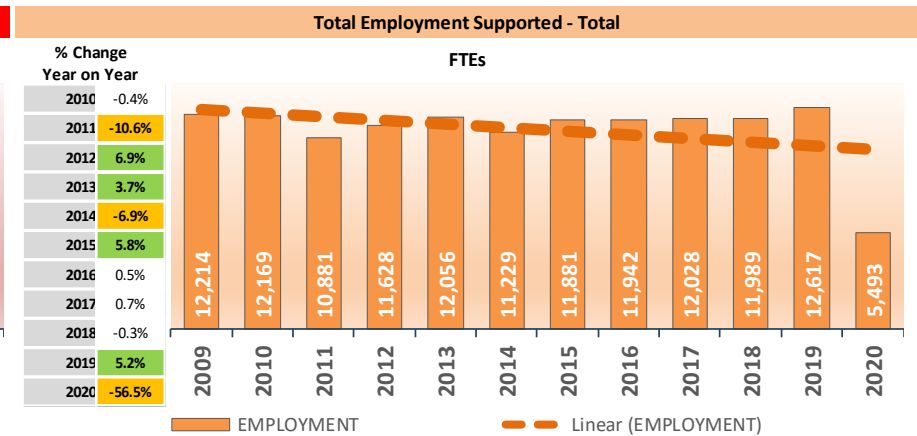
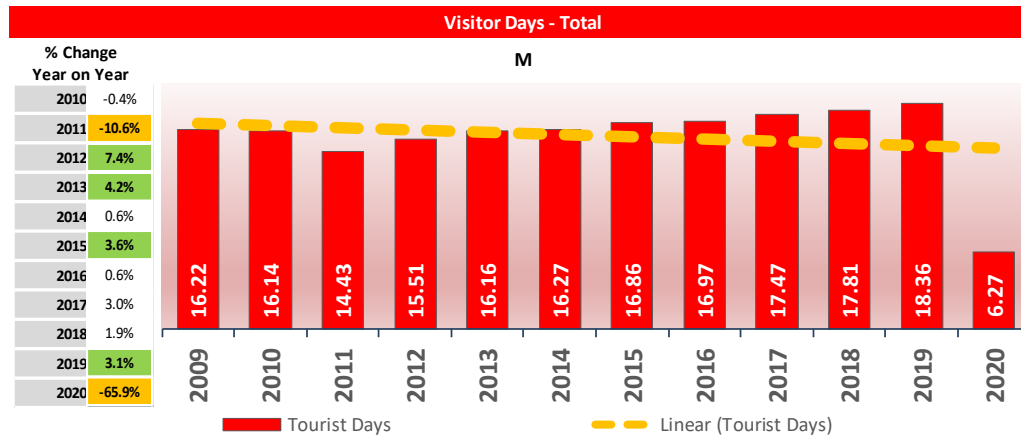
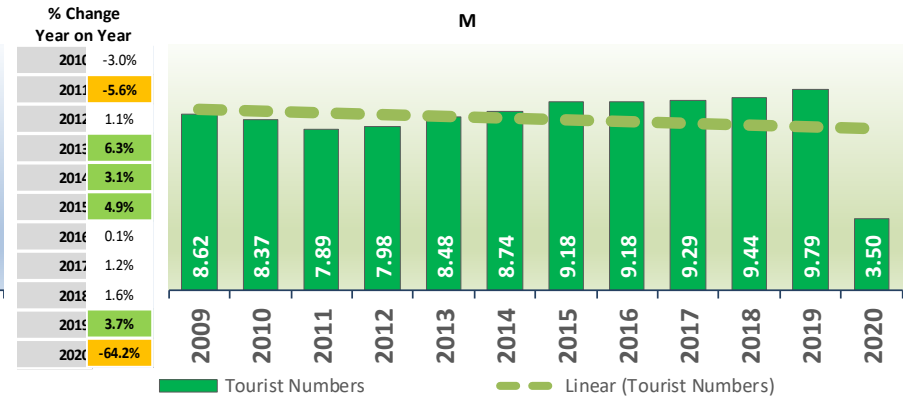
2009 to 2020
2020 Prices

TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed	-	-0.4%	-8.8%	-3.1%	0.9%	2.0%	6.2%	6.7%	10.3%	13.5%	18.0%	-57.0%
Visitor Numbers	-	-3.0%	-8.5%	-7.5%	-1.7%	1.4%	6.4%	6.5%	7.7%	9.5%	13.5%	-59.4%
Visitor Days	-	-0.4%	-11.0%	-4.4%	-0.3%	0.3%	4.0%	4.6%	7.7%	9.8%	13.2%	-61.4%
Total Employment	-	-0.4%	-10.9%	-4.8%	-1.3%	-8.1%	-2.7%	-2.2%	-1.5%	-1.8%	3.3%	-55.0%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

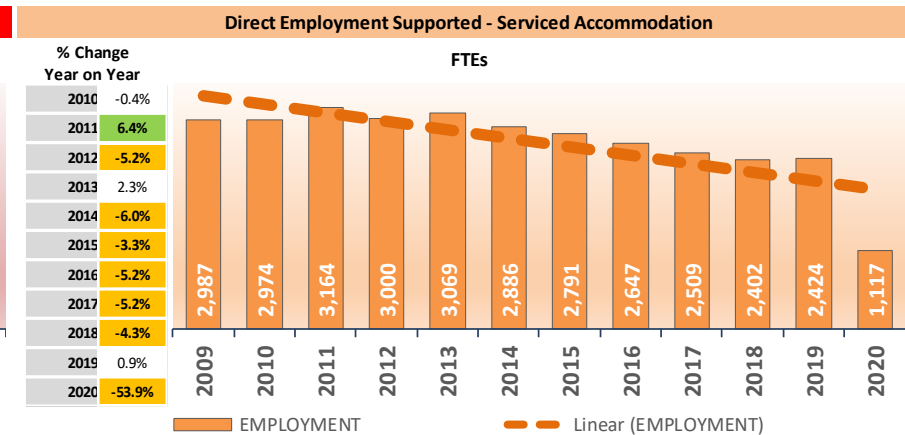
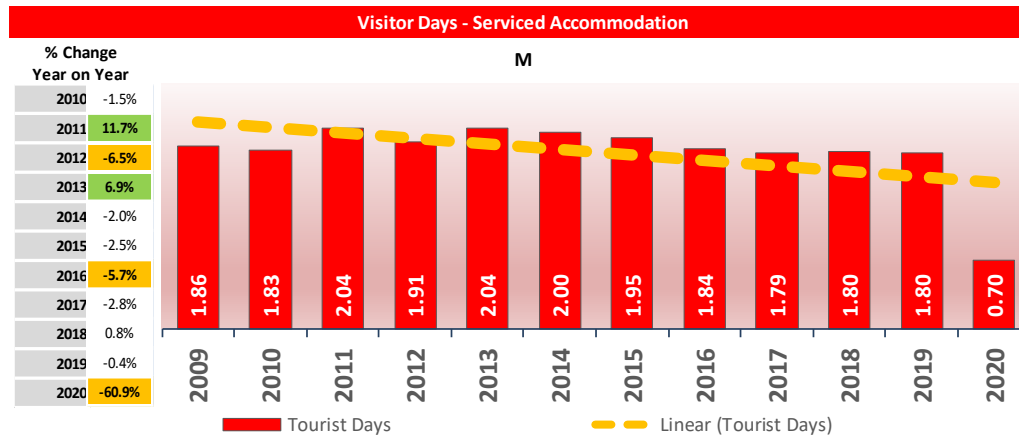
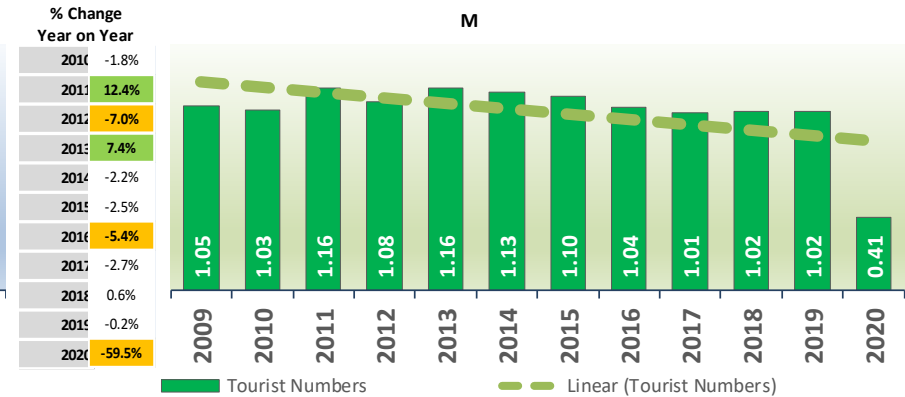
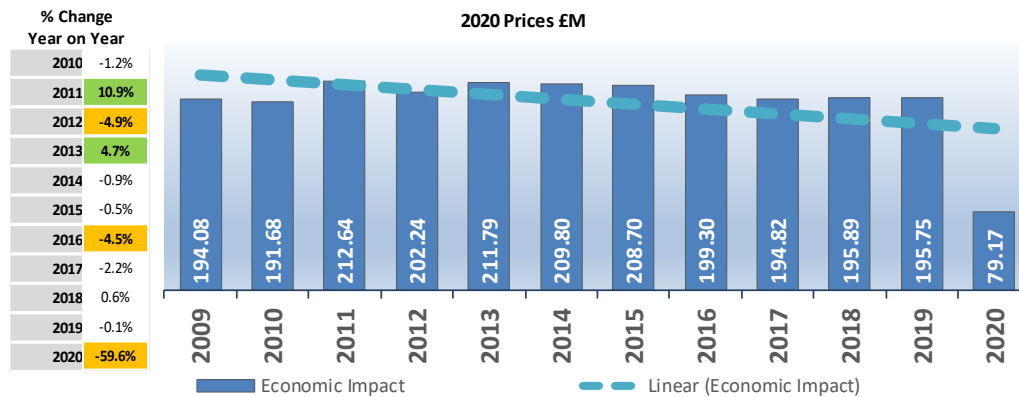
2009 to 2020
2020 Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed	-	-1.2%	9.6%	4.2%	9.1%	8.1%	7.5%	2.7%	0.4%	0.9%	0.9%	-59.2%
Visitor Numbers	-	-1.8%	10.3%	2.6%	10.2%	7.8%	5.1%	-0.5%	-3.3%	-2.7%	-2.9%	-60.7%
Visitor Days	-	-1.5%	10.0%	2.8%	9.9%	7.7%	5.0%	-0.9%	-3.7%	-2.9%	-3.3%	-62.2%
Direct Employment	-	-0.4%	5.9%	0.4%	2.7%	-3.4%	-6.6%	-11.4%	-16.0%	-19.6%	-18.8%	-62.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

2009 to 2020
 2020 Prices

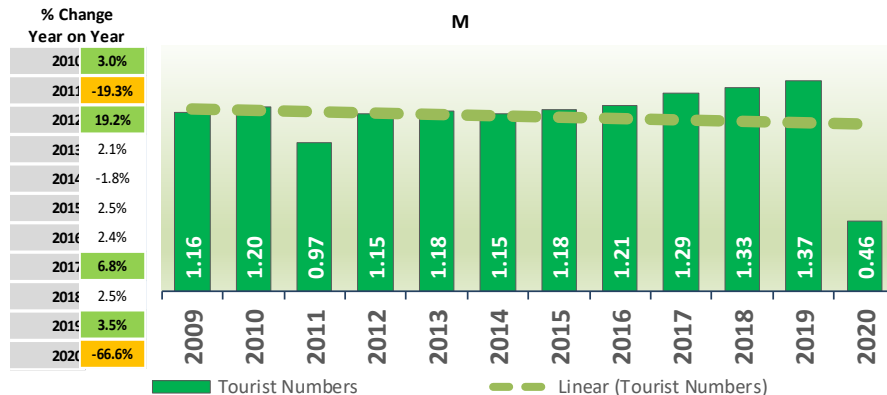
NON-SERVICED
 ACCOMMODATION

KEY MEASURES
 Indexed

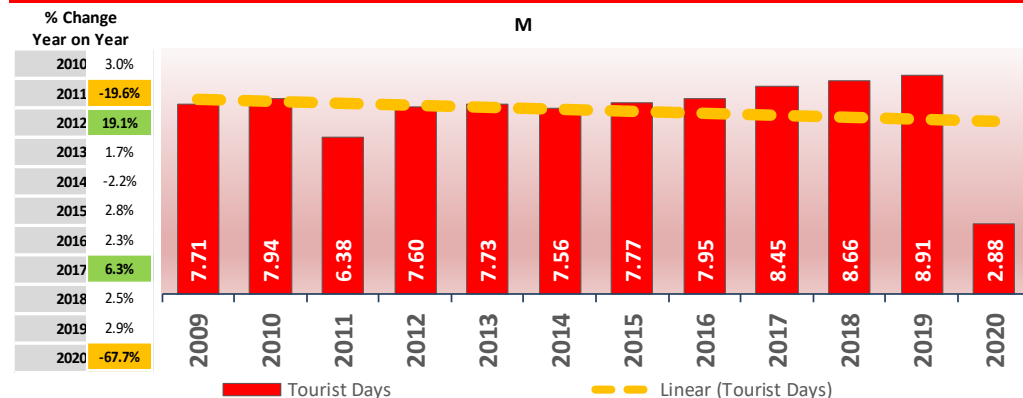
Economic Impact - Indexed - Non-Serviced Accommodation



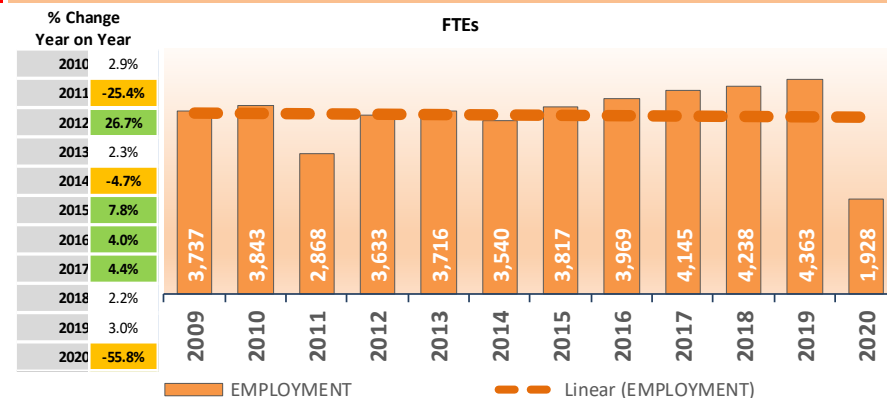
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		3.7%	-18.0%	-0.6%	1.1%	-0.3%	4.3%	7.6%	17.2%	23.3%	30.3%	-53.4%
Visitor Numbers		3.0%	-16.9%	-0.9%	1.1%	-0.7%	1.8%	4.3%	11.4%	14.2%	18.2%	-60.5%
Visitor Days		3.0%	-17.2%	-1.4%	0.3%	-1.9%	0.8%	3.1%	9.6%	12.4%	15.6%	-62.7%
Direct Employment		2.9%	-23.2%	-2.8%	-0.6%	-5.3%	2.2%	6.2%	10.9%	13.4%	16.8%	-48.4%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

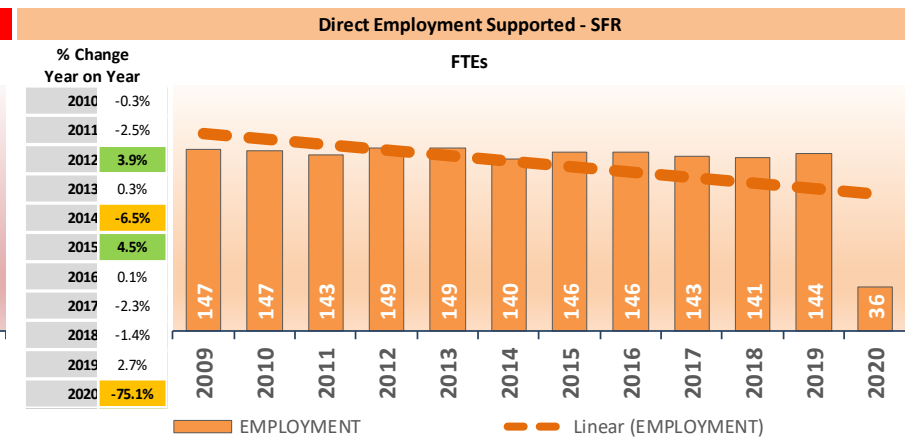
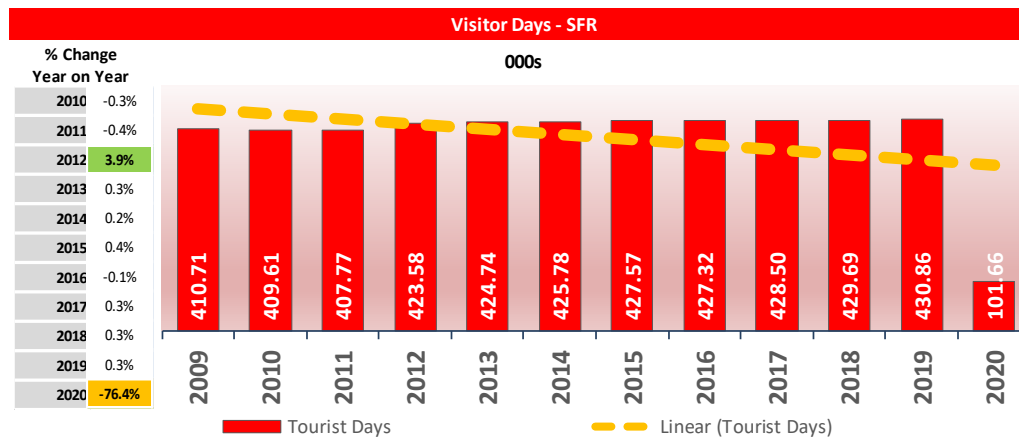
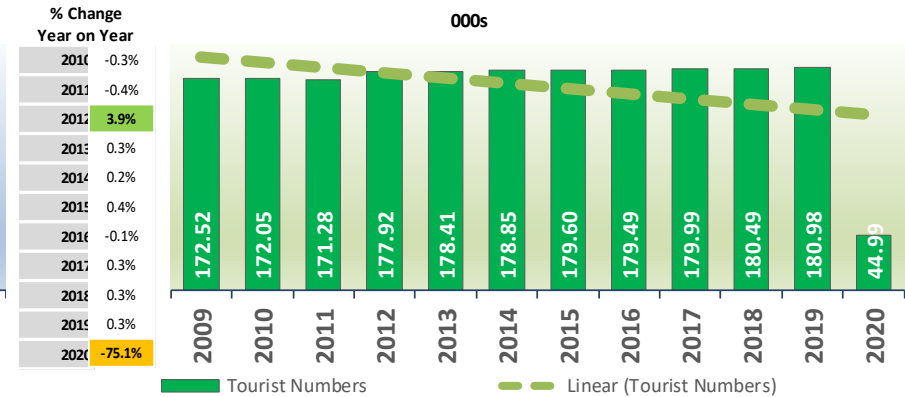
2009 to 2020
2020 Prices

SFR

KEY MEASURES
Indexed

Economic Impact - Indexed - SFR

Visitor Numbers - SFR



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		-0.3%	-0.7%	3.1%	3.4%	3.6%	4.1%	4.1%	4.3%	4.6%	4.9%	-75.2%
Visitor Numbers		-0.3%	-0.7%	3.1%	3.4%	3.7%	4.1%	4.0%	4.3%	4.6%	4.9%	-73.9%
Visitor Days		-0.3%	-0.7%	3.1%	3.4%	3.7%	4.1%	4.0%	4.3%	4.6%	4.9%	-75.2%
Direct Employment		-0.3%	-2.8%	1.0%	1.3%	-5.3%	-1.0%	-0.9%	-3.2%	-4.6%	-2.0%	-75.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

2009 to 2020
2020 Prices

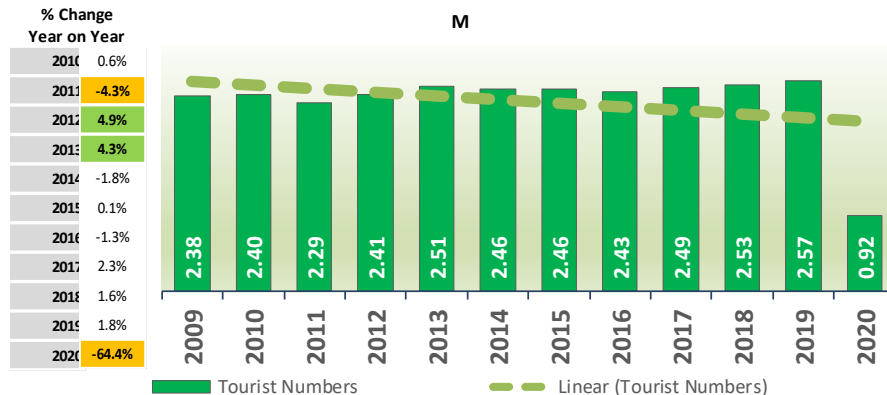
STAYING VISITOR

KEY MEASURES
Indexed

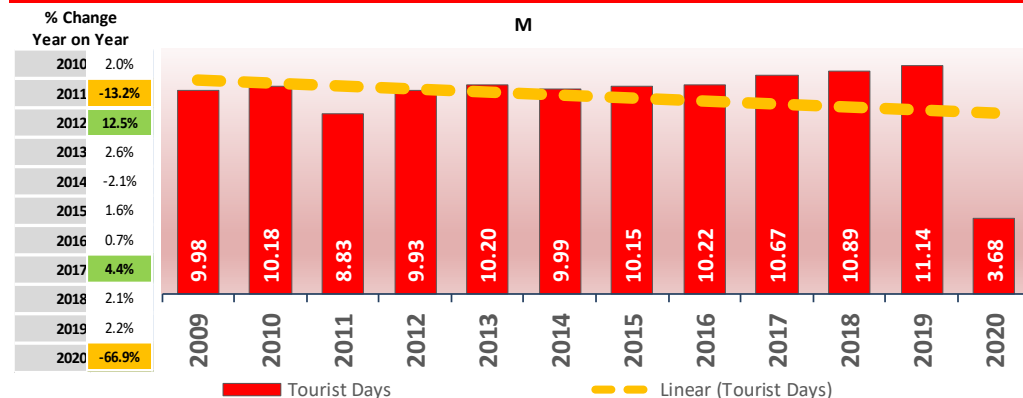
Economic Impact - Indexed - Staying Visitor



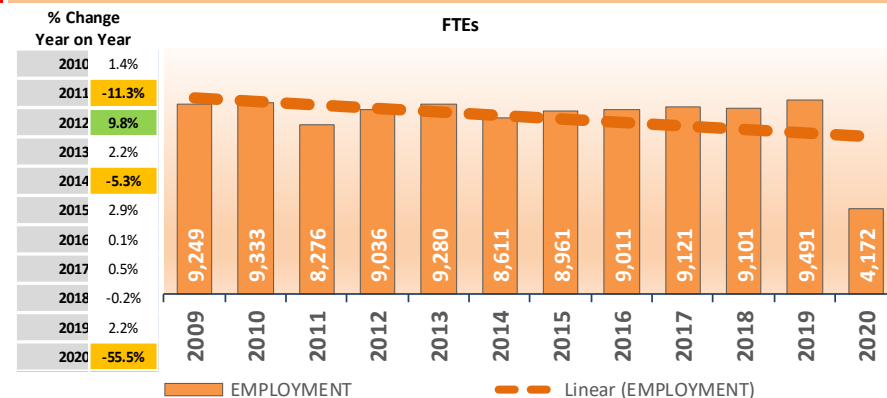
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed	1.9%	-7.9%	1.2%	4.0%	2.7%	5.4%	5.8%	11.0%	15.0%	19.3%	-56.0%	
Visitor Numbers	0.6%	-3.7%	1.0%	5.3%	3.4%	3.4%	2.1%	4.4%	6.1%	7.9%	-61.6%	
Visitor Days	2.0%	-11.5%	-0.4%	2.2%	0.1%	1.7%	2.4%	6.9%	9.2%	11.6%	-63.1%	
Direct Employment	0.9%	-10.5%	-2.3%	0.3%	-6.9%	-3.1%	-2.6%	-1.4%	-1.6%	2.6%	-54.9%	

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

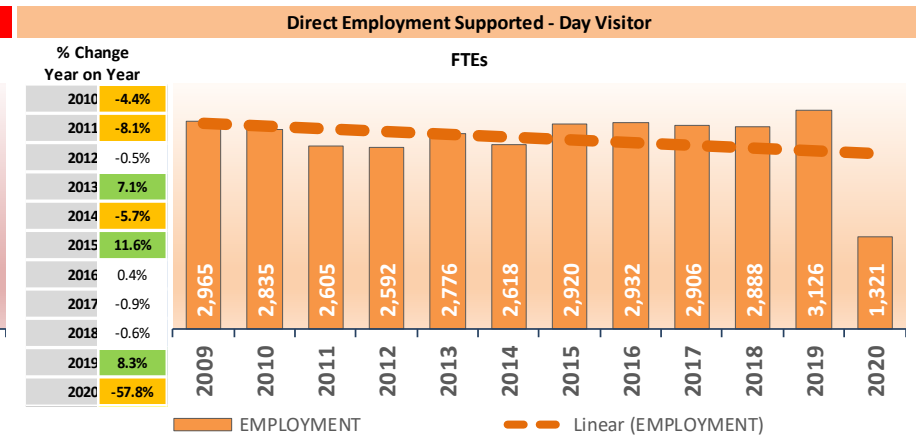
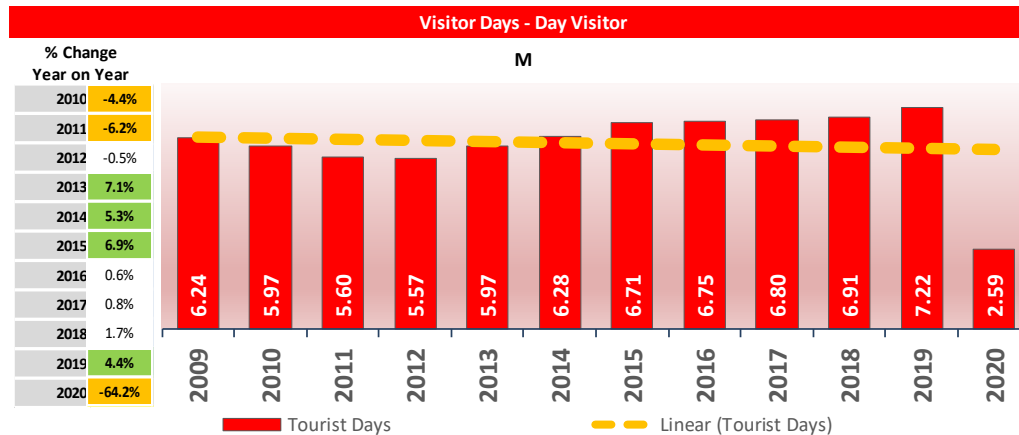
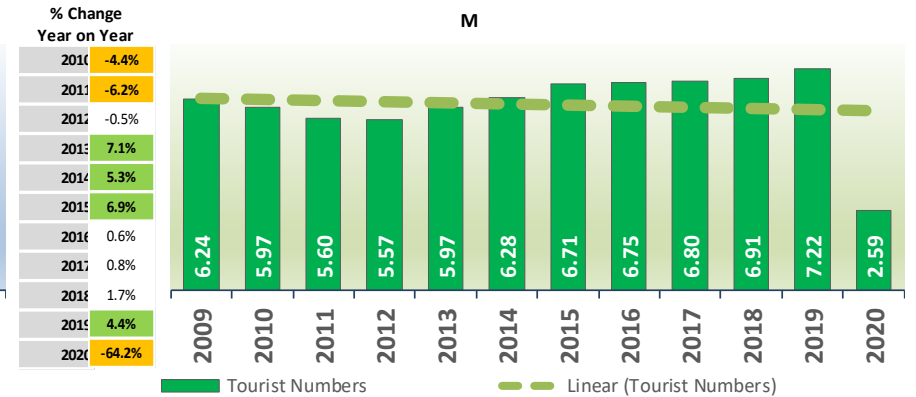
2009 to 2020
2020 Prices

DAY VISITOR

KEY MEASURES
Indexed

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor

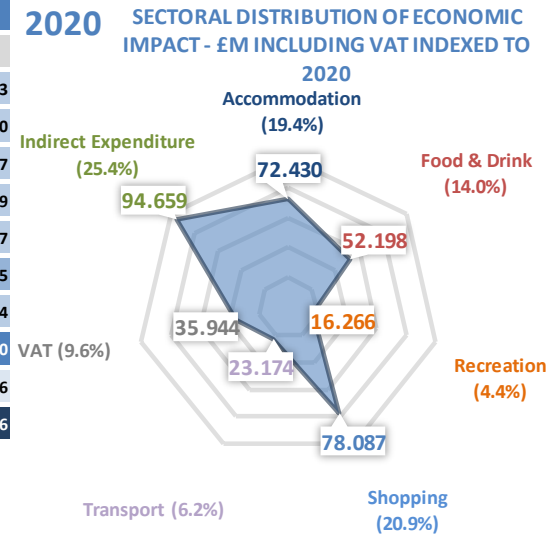


% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		-4.4%	-10.3%	-10.7%	-4.4%	0.6%	7.5%	8.2%	9.0%	10.7%	15.7%	-58.8%
Visitor Numbers		-4.4%	-10.3%	-10.7%	-4.4%	0.6%	7.5%	8.1%	9.0%	10.8%	15.7%	-58.6%
Visitor Days		-4.4%	-10.3%	-10.7%	-4.4%	0.6%	7.5%	8.1%	9.0%	10.8%	15.7%	-58.6%
Direct Employment		-4.4%	-12.1%	-12.6%	-6.4%	-11.7%	-1.5%	-1.1%	-2.0%	-2.6%	5.4%	-55.5%

"Linear" = Linear Trendline

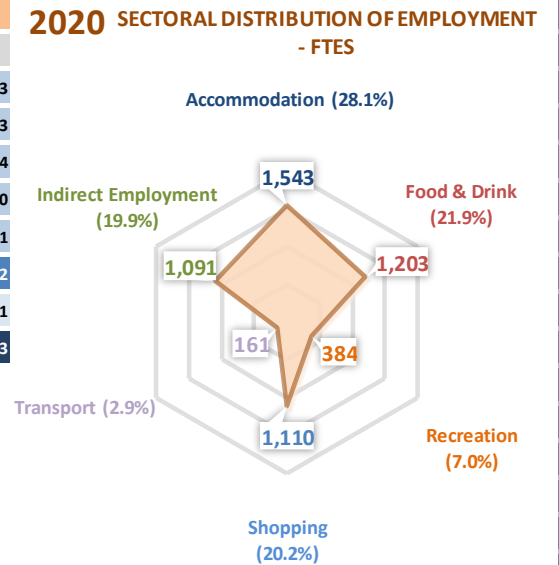
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2020

SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation	£M	117.33	118.25	114.41	119.67	122.85	123.84	127.70	128.27	135.44	144.76	153.75	72.43
Food & Drink	£M	130.71	130.35	114.30	123.12	128.43	128.49	132.93	133.63	137.44	140.02	144.25	52.20
Recreation	£M	40.54	41.08	35.89	38.05	39.94	39.30	41.49	41.80	43.56	44.31	45.65	16.27
Shopping	£M	204.93	201.86	179.12	188.44	197.54	201.98	211.38	211.92	215.90	218.63	225.63	78.09
Transport	£M	62.09	61.95	54.58	58.01	60.72	60.83	63.56	63.73	65.44	66.41	68.40	23.17
Direct Revenue	£M	555.60	553.49	498.30	527.29	549.49	554.43	577.06	579.35	597.77	614.12	637.68	242.15
VAT	£M	97.23	96.86	99.66	105.46	109.90	110.89	115.41	115.87	119.55	122.82	127.54	35.94
Direct Expenditure	£M	652.83	650.35	597.96	632.75	659.39	665.31	692.47	695.22	717.33	736.95	765.22	278.10
Indirect Expenditure	£M	213.96	213.13	192.97	207.08	215.51	218.50	227.80	229.41	238.35	246.45	257.72	94.66
TOTAL	£M	866.79	863.49	790.93	839.83	874.90	883.81	920.28	924.63	955.68	983.40	1,022.94	372.76



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation	FTEs	3,191	3,199	2,961	3,191	3,237	3,224	3,208	3,192	3,169	3,169	3,149	1,543
Food & Drink	FTEs	2,202	2,195	1,925	2,074	2,164	2,351	2,542	2,555	2,475	2,551	2,571	1,203
Recreation	FTEs	829	840	734	778	817	636	650	704	747	696	786	384
Shopping	FTEs	3,147	3,099	2,751	2,894	3,035	2,595	2,862	2,826	2,884	2,832	3,092	1,110
Transport	FTEs	467	466	411	437	457	376	413	416	427	420	461	161
Direct Employment	FTEs	9,836	9,800	8,781	9,374	9,710	9,183	9,674	9,693	9,703	9,668	10,058	4,402
Indirect Employment	FTEs	2,378	2,369	2,100	2,254	2,346	2,046	2,207	2,250	2,324	2,320	2,559	1,091
TOTAL	FTEs	12,214	12,169	10,881	11,628	12,056	11,229	11,881	11,942	12,028	11,989	12,617	5,493

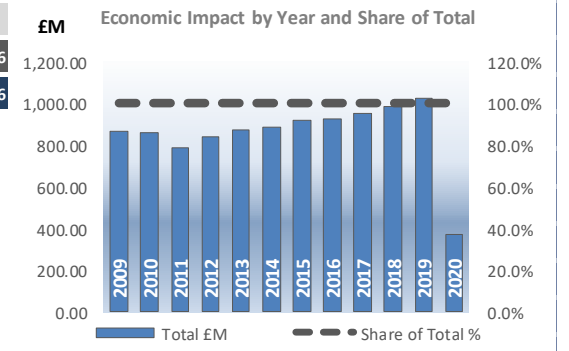


STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

ECONOMIC IMPACT BY:													2009 to 2020 2020 Prices		TOTAL		ECONOMIC IMPACT Indexed													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
TOTAL													TOTAL						% Change											
ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES																														
KEY																														
An increase of 3% or more																														
Less than 3% change																														
A Fall of 3% or more																														
													Q1		Q2		Q3		Q4		TOTAL		% Change							
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020													70.4%	39.6%	-13.0%	-100.0%	-100.0%	-99.2%	-67.4%	-26.1%	-10.2%	-99.1%	-54.2%	-66.2%	-57.0%		19.1%	-99.7%	-36.1%	-83.8%
% Change 2019 to 2020													-0.3%	6.4%	-32.4%	-100.0%	-100.0%	-99.4%	-70.9%	-32.1%	-19.0%	-99.1%	-69.8%	-77.5%	-63.6%		-13.0%	-99.8%	-42.1%	-86.7%
Average Annual Change													6.4%	3.6%	-1.2%	-9.1%	-9.1%	-9.0%	-6.1%	-2.4%	-0.9%	-9.0%	-4.9%	-6.0%	-5.2%		1.7%	-9.1%	-3.3%	-7.6%
2009	£M	15.62	29.14	43.52	87.03	94.99	90.23	132.90	152.76	102.01	73.78	27.49	17.32	866.79		88.28	272.25	387.67	118.60											
2010	£M	14.07	27.74	42.82	89.68	91.98	96.31	131.59	153.77	103.91	68.59	27.32	15.73	863.49	-0.4%	84.62	277.97	389.27	111.63											
2011	£M	14.21	28.94	45.08	87.57	84.57	86.02	111.46	133.27	90.19	66.51	25.34	17.78	790.93	-8.4%	88.23	258.16	334.92	109.62											
2012	£M	13.37	30.65	49.62	84.54	87.75	91.29	119.52	140.04	100.04	69.27	33.77	19.96	839.83	6.2%	93.65	263.58	359.60	123.00											
2013	£M	14.52	31.84	50.69	78.99	105.63	94.96	130.80	153.34	97.59	62.42	34.50	19.62	874.90	4.2%	97.05	279.58	381.74	116.53											
2014	£M	16.30	32.07	51.92	86.53	106.12	90.16	128.99	156.68	100.41	62.79	33.65	18.16	883.81	1.0%	100.30	282.82	386.09	114.60											
2015	£M	16.68	33.46	52.64	89.61	110.29	92.90	140.83	165.77	102.81	65.24	33.40	16.64	920.28	4.1%	102.78	292.80	409.42	115.27											
2016	£M	18.27	31.91	60.09	84.90	98.31	103.86	140.64	162.26	104.16	62.55	35.21	22.46	924.63	0.5%	110.28	287.07	407.06	120.22											
2017	£M	20.98	35.47	54.62	104.83	103.61	102.06	143.19	159.71	105.11	68.54	36.28	21.27	955.68	3.4%	111.08	310.50	408.02	126.08											
2018	£M	19.70	37.03	56.05	96.83	111.30	110.90	145.91	159.22	110.77	72.93	39.19	23.58	983.40	2.9%	112.78	319.03	415.89	135.70											
2019	£M	26.69	38.23	55.94	106.13	114.20	109.11	149.08	166.18	113.04	76.63	41.70	26.01	1,022.94	4.0%	120.86	329.43	428.30	144.34											
2020	£M	26.62	40.68	37.84			0.683	43.33	112.89	91.56	0.701	12.59	5.861	372.76	-63.6%	105.14	0.683	247.78	19.15											

ECONOMIC IMPACT - INDEXED TO 2020

SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Total	£M	866.79	863.49	790.93	839.83	874.90	883.81	920.28	924.63	955.68	983.40	1,022.94	372.76
All Visitor Types	£M	866.79	863.49	790.93	839.83	874.90	883.81	920.28	924.63	955.68	983.40	1,022.94	372.76
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 2009	%												
Avg Ann. Change in Share	%												



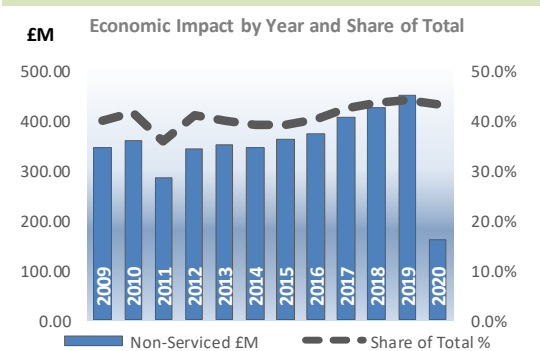
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Report Prepared by: Cathy James, Date of Issue: 10/09/21

STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

ECONOMIC IMPACT BY:													2009 to 2020 2020 Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed																																							
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																																									
NON-SERVICED ACCOMMODATION													TOTAL	% Change																																										
ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES															Annual Change	Q1	Q2	Q3	Q4																																					
KEY																																																								
An increase of 3% or more																																																								
Less than 3% change																																																								
A Fall of 3% or more																																																								
Q1													Q2				Q3				Q4																																			
JAN													FEB				MAR				APR				MAY				JUN				JUL				AUG				SEP				OCT				NOV				DEC			
% Change 2009 to 2020													249.8%	126.3%	17.2%	-100.0%	-100.0%	-100.0%	-61.0%	-21.1%	1.4%	-100.0%	-62.1%	11.3%	-53.4%	49.7%			-28.5%	-83.1%																										
% Change 2019 to 2020													-0.6%	2.6%	-31.8%	-100.0%	-100.0%	-100.0%	-67.7%	-25.5%	-8.7%	-100.0%	-75.3%	-66.4%	-64.2%	-22.2%			-36.4%	-88.8%																										
Average Annual Change													22.7%	11.5%	1.6%	-9.1%	-9.1%	-9.1%	-5.5%	-1.9%	0.1%	-9.1%	-5.6%	1.0%	-4.9%	4.5%			-2.6%	-7.6%																										
2009	£M	1.943	3.018	19.07	32.25	37.89	39.09	55.92	62.09	45.49	33.43	11.94	3.338	345.47	24.03	109.23	163.49	48.71																																						
2010	£M	1.703	3.157	20.43	32.39	38.96	41.17	59.57	63.53	48.63	32.72	12.36	3.620	358.25	3.7%	25.29	112.53	171.73	48.70																																					
2011	£M	2.244	3.153	20.02	29.83	33.67	34.20	45.25	48.04	35.28	24.04	4.324	3.192	283.25	-20.9%	25.42	97.70	128.58	31.55																																					
2012	£M	1.718	3.533	20.54	32.11	34.07	41.19	53.42	58.51	44.83	34.30	14.18	5.034	343.44	21.2%	25.79	107.37	156.76	53.51																																					
2013	£M	2.795	3.641	24.66	29.18	37.06	43.52	53.83	63.22	43.97	29.38	13.80	4.134	349.18	1.7%	31.10	109.76	161.01	47.31																																					
2014	£M	2.767	4.777	24.71	29.57	39.31	37.82	53.22	62.21	43.22	26.87	14.35	5.520	344.35	-1.4%	32.25	106.70	158.65	46.75																																					
2015	£M	3.598	4.324	24.86	31.69	40.91	39.25	58.75	67.39	43.41	28.60	13.79	3.684	360.26	4.6%	32.78	111.85	169.55	46.08																																					
2016	£M	2.575	3.614	28.58	34.91	35.36	49.87	64.49	61.74	43.57	28.79	14.14	4.252	371.89	3.2%	34.77	120.14	169.80	47.17																																					
2017	£M	4.405	5.407	29.48	44.41	41.20	48.50	63.94	62.61	45.89	38.59	14.49	6.017	404.94	8.9%	39.29	134.11	172.44	59.09																																					
2018	£M	3.751	5.716	31.91	42.44	46.69	50.28	66.36	65.13	48.12	41.13	17.21	7.297	426.03	5.2%	41.38	139.41	179.61	65.64																																					
2019	£M	6.840	6.656	32.79	46.69	48.99	51.15	67.53	65.71	50.53	44.01	18.30	11.04	450.24	5.7%	46.28	146.83	183.77	73.36																																					
2020	£M	6.798	6.828	22.36				21.79	48.98	46.13		4.521	3.714	161.12	-64.2%	35.99		116.90	8.235																																					

ECONOMIC IMPACT - INDEXED TO 2020													NON-SERVICED ACCOMMODATION																																															
SHARE OF MARKET													2009				2010				2011				2012				2013				2014				2015				2016				2017				2018				2019				2020			
Non-Serviced													£M	345.47	358.25	283.25	343.44	349.18	344.35	360.26	371.89	404.94	426.03	450.24	161.12																																			
All Visitor Types													£M	866.79	863.49	790.93	839.83	874.90	883.81	920.28	924.63	955.68	983.40	1,022.94	372.76																																			
Share of Total													%	39.9%	41.5%	35.8%	40.9%	39.9%	39.0%	39.1%	40.2%	42.4%	43.3%	44.0%	43.2%																																			
Annual Change in Share													%		4.1%	-13.7%	14.2%	-2.4%	-2.4%	0.5%	2.7%	5.4%	2.2%	1.6%	-1.8%																																			
Change in Share from 2009													%		4.1%	-10.1%	2.6%	0.1%	-2.2%	-1.8%	0.9%	6.3%	8.7%	10.4%	8.4%																																			
Avg Ann. Change in Share													%		4.1%	-5.1%	0.9%	0.0%	-0.4%	-0.3%	0.1%	0.8%	1.0%	1.0%	0.8%																																			



STEAM FINAL TREND REPORT FOR 2009-2020
CONWY COUNTY BOROUGH COUNCIL

ECONOMIC IMPACT BY:													2009 to 2020	SFR	ECONOMIC IMPACT Indexed				
MONTH AND QUARTER													2020 Prices		CALENDAR YEAR				
KEY	SFR													QUARTER					
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES																		
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020	4.9%	4.9%	-42.5%	-100.0%	-100.0%	-100.0%	-89.5%	-89.5%	-100.0%	-100.0%	-100.0%	-100.0%	-75.2%		-5.6%		-91.7%		
% Change 2019 to 2020	0.0%	0.0%	-45.2%	-100.0%	-100.0%	-100.0%	-90.0%	-90.0%	-100.0%	-100.0%	-100.0%	-100.0%	-76.4%		-10.0%		-92.1%		
Average Annual Change	0.4%	0.4%	-3.9%	-9.1%	-9.1%	-9.1%	-8.1%	-8.1%	-9.1%	-9.1%	-9.1%	-9.1%	-6.8%	Annual Change	-0.5%		-8.3%		
2009	£M	2.055	0.691	0.786	1.875	1.206	0.929	1.507	1.596	0.822	0.821	0.640	1.853	14.78		3.532	4.009	3.925	3.314
2010	£M	2.050	0.689	0.784	1.870	1.203	0.927	1.504	1.592	0.820	0.819	0.638	1.848	14.74	-0.3%	3.523	3.999	3.915	3.305
2011	£M	2.041	0.686	0.780	1.861	1.197	0.922	1.497	1.584	0.816	0.815	0.635	1.840	14.68	-0.5%	3.507	3.981	3.897	3.290
2012	£M	2.120	0.712	0.810	1.933	1.243	0.958	1.554	1.645	0.848	0.847	0.660	1.910	15.24	3.9%	3.642	4.134	4.047	3.417
2013	£M	2.125	0.714	0.812	1.938	1.247	0.960	1.558	1.650	0.850	0.849	0.661	1.915	15.28	0.3%	3.651	4.145	4.058	3.426
2014	£M	2.130	0.716	0.814	1.943	1.250	0.963	1.562	1.654	0.852	0.851	0.663	1.920	15.32	0.3%	3.660	4.155	4.068	3.434
2015	£M	2.140	0.719	0.818	1.951	1.255	0.967	1.569	1.661	0.856	0.855	0.666	1.929	15.39	0.4%	3.677	4.174	4.086	3.449
2016	£M	2.140	0.719	0.818	1.951	1.255	0.967	1.569	1.661	0.856	0.855	0.666	1.928	15.38	0.0%	3.676	4.173	4.086	3.449
2017	£M	2.144	0.721	0.820	1.956	1.258	0.969	1.573	1.665	0.857	0.857	0.668	1.933	15.42	0.2%	3.685	4.183	4.095	3.457
2018	£M	2.150	0.722	0.822	1.961	1.261	0.972	1.576	1.669	0.860	0.859	0.669	1.938	15.46	0.2%	3.694	4.193	4.105	3.466
2019	£M	2.156	0.725	0.824	1.967	1.265	0.974	1.581	1.674	0.862	0.861	0.671	1.944	15.50	0.3%	3.705	4.206	4.117	3.476
2020	£M	2.157	0.725	0.451				0.158	0.167					3.658	-76.4%	3.333		0.326	

ECONOMIC IMPACT - INDEXED TO 2020													
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
SFR	£M	14.78	14.74	14.68	15.24	15.28	15.32	15.39	15.38	15.42	15.46	15.50	3.658
All Visitor Types	£M	866.79	863.49	790.93	839.83	874.90	883.81	920.28	924.63	955.68	983.40	1,022.94	372.76
Share of Total	%	1.7%	1.7%	1.9%	1.8%	1.7%	1.7%	1.7%	1.7%	1.6%	1.6%	1.5%	1.0%
Annual Change in Share	%		0.1%	8.7%	-2.2%	-3.8%	-0.8%	-3.5%	-0.5%	-3.0%	-2.6%	-3.6%	-35.2%
Change in Share from 2009	%		0.1%	8.8%	6.4%	2.4%	1.6%	-2.0%	-2.4%	-5.4%	-7.8%	-11.1%	-42.4%
Avg Ann. Change in Share	%		0.1%	4.4%	2.1%	0.6%	0.3%	-0.3%	-0.3%	-0.7%	-0.9%	-1.1%	-3.9%

