



STEAM FINAL TREND REPORT FOR 2007-2018

Final

CONWY COUNTY BOROUGH COUNCIL

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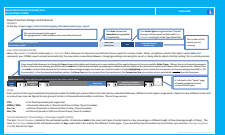
Website: www.globaltourismsolutions.co.uk

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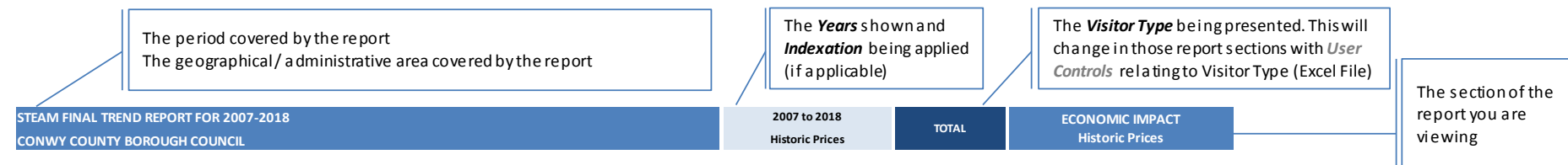
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Report Section Design and Features

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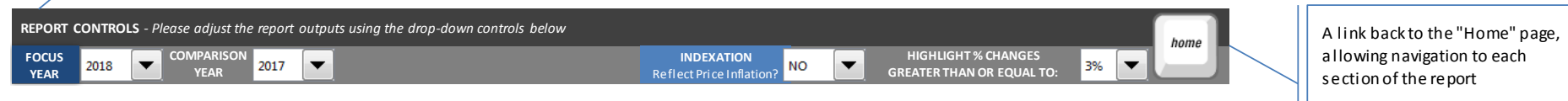
At the top of each page is a band containing key information about your report



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

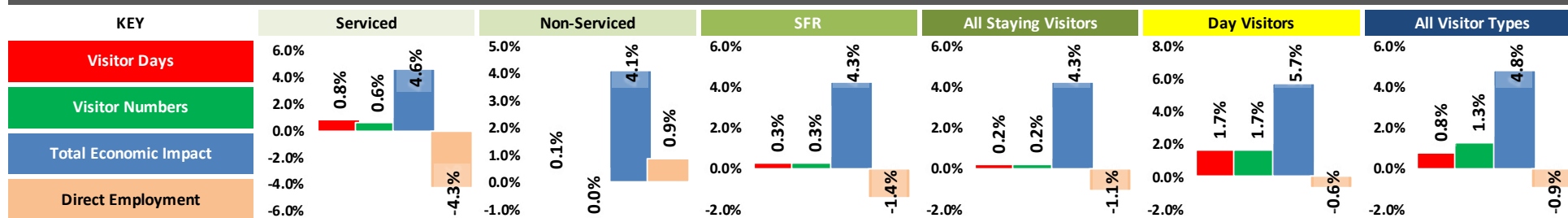
Visitor Numbers / Visitor Days / Average Length of Stay

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

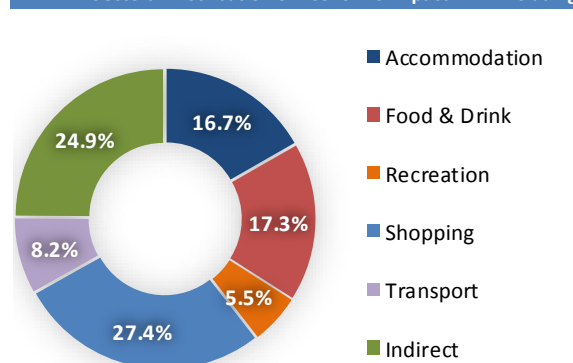
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2018 & 2017 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation															Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced			2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %						
	2018	2017	+/- %	2018	2017	+/- %																2018	2017	+/- %	2018	2017	+/- %
An increase of 3% or more																											
Less than 3% change																											
A Fall of 3% or more																											
Visitor Days	M	1.802	1.787	0.8%	8.342	8.334	0.1%	0.430	0.428	0.3%	10.57	10.55	0.2%	6.914	6.801	1.7%	17.49	17.35	0.8%								
Visitor Numbers	M	1.020	1.014	0.6%	1.275	1.275	0.0%	0.180	0.180	0.3%	2.475	2.470	0.2%	6.914	6.801	1.7%	9.389	9.271	1.3%								
Direct Expenditure	£M																679.26	648.37	4.8%								
Economic Impact	£M	186.12	177.98	4.6%	374.82	359.98	4.1%	14.69	14.09	4.3%	575.62	552.05	4.3%	328.75	311.07	5.7%	904.37	863.11	4.8%								
Direct Employment	FTEs	2,402	2,509	-4.3%	4,147	4,110	0.9%	141	143	-1.4%	6,689	6,762	-1.1%	2,888	2,906	-0.6%	9,577	9,668	-0.9%								
Total Employment	FTEs																11,808	11,961	-1.3%								

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2018 & 2017 - IN HISTORIC PRICES

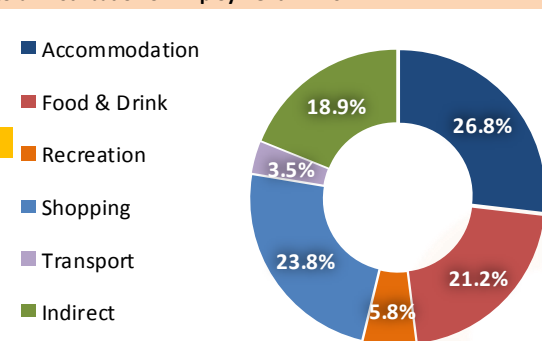


Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Sectors	2018	2017	+/- %
Accommodation	151.24	144.08	5.0%
Food & Drink	156.50	149.55	4.6%
Recreation	49.36	47.34	4.3%
Shopping	247.63	236.09	4.9%
Transport	74.53	71.32	4.5%
TOTAL DIRECT	679.26	648.37	4.8%
Indirect	225.12	214.74	4.8%
TOTAL	904.37	863.11	4.8%

Sectoral Distribution of Employment - FTEs



Unindexed Key Measures by Year and Visitor Type for the Period 2007 to 2018

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

STEAM FINAL TREND REPORT FOR 2007-2018
CONWY COUNTY BOROUGH COUNCIL

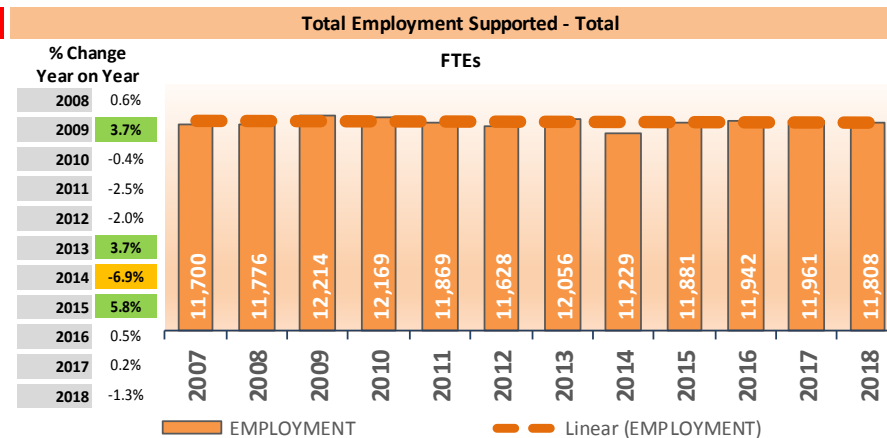
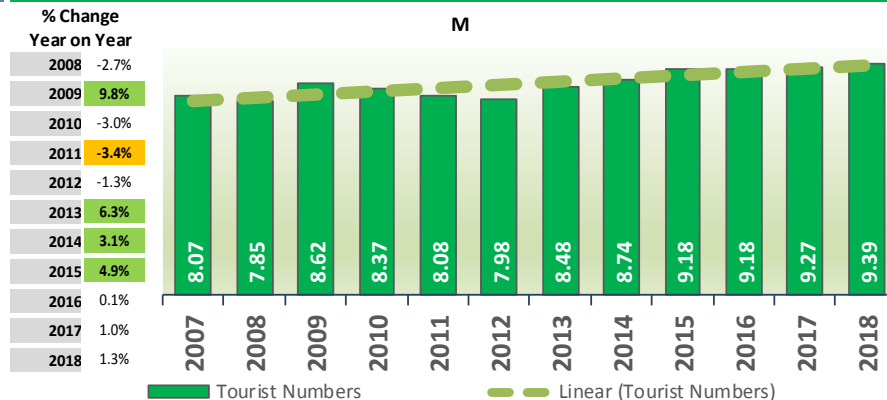
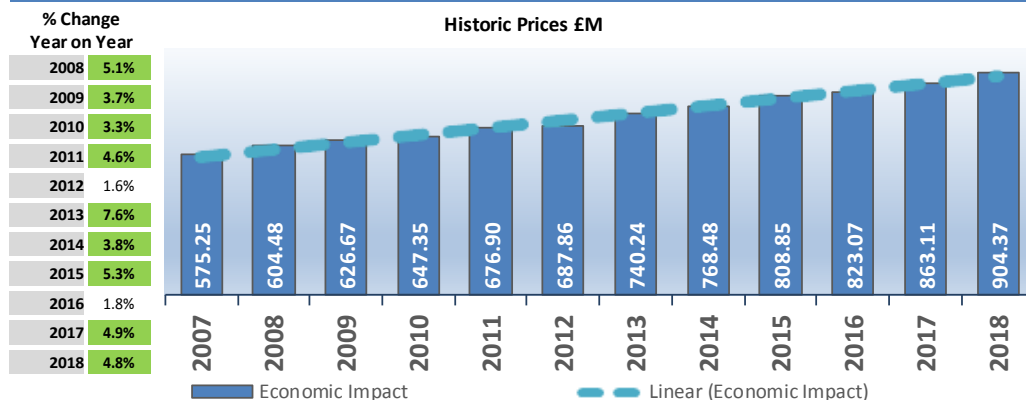
2007 to 2018
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Total

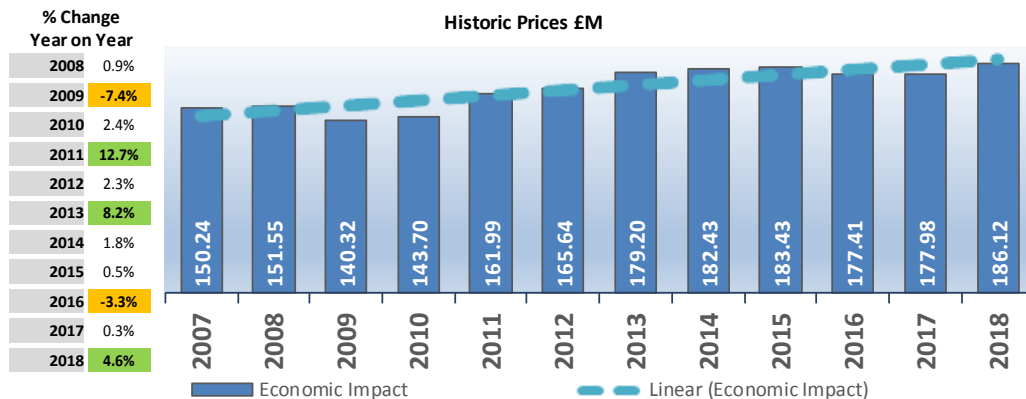
Visitor Numbers - Total



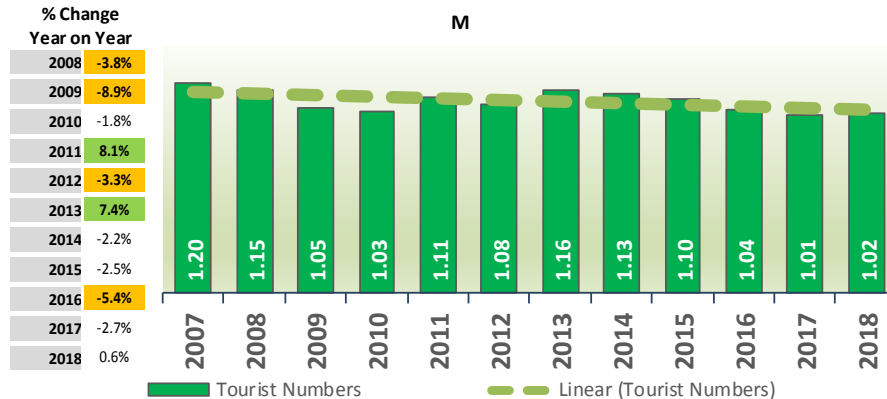
% Change from 2007	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Historic Prices		5.1%	8.9%	12.5%	17.7%	19.6%	28.7%	33.6%	40.6%	43.1%	50.0%	57.2%
Visitor Numbers		-2.7%	6.8%	3.6%	0.2%	-1.2%	5.0%	8.3%	13.7%	13.8%	14.8%	16.3%
Visitor Days		0.9%	5.8%	5.3%	3.9%	1.2%	5.5%	6.1%	10.0%	10.7%	13.2%	14.1%
Total Employment		0.6%	4.4%	4.0%	1.4%	-0.6%	3.0%	-4.0%	1.5%	2.1%	2.2%	0.9%

"Linear" = Linear Trendline

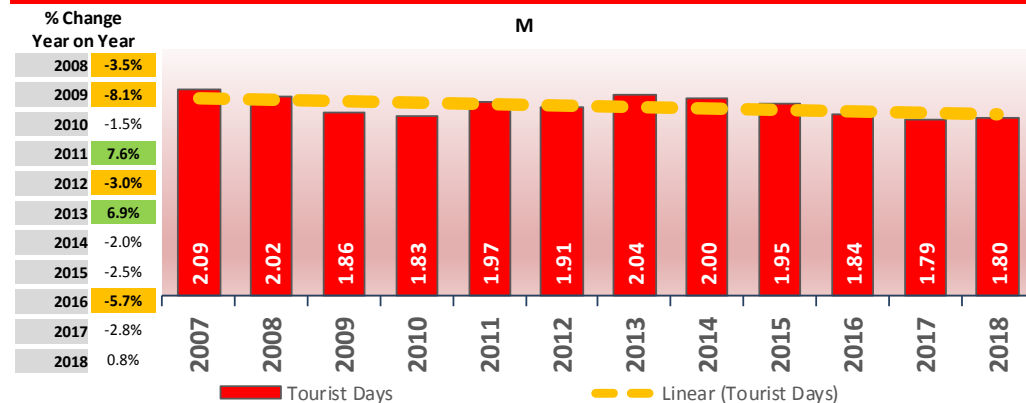
Economic Impact - Historic Prices - Serviced Accommodation



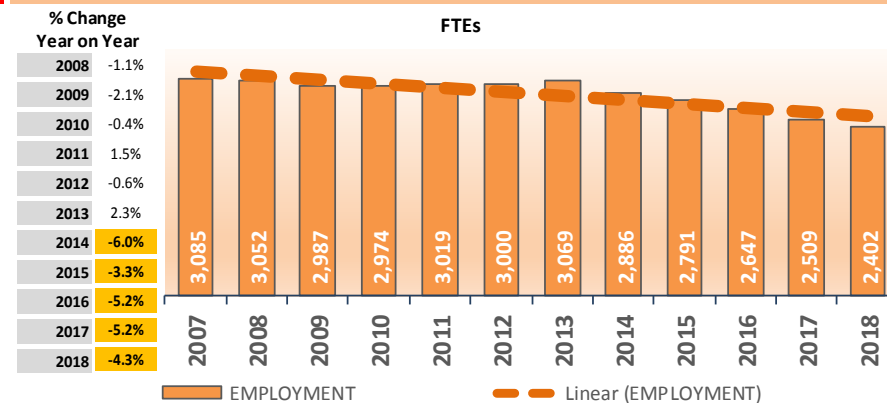
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



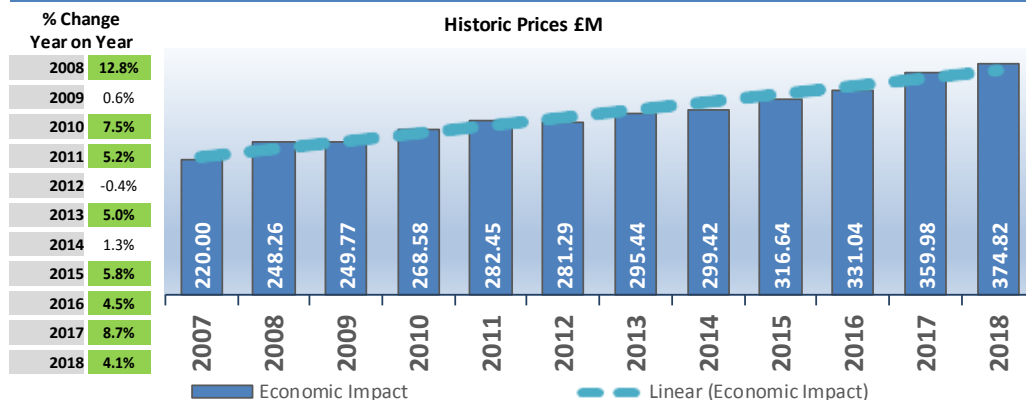
Direct Employment Supported - Serviced Accommodation



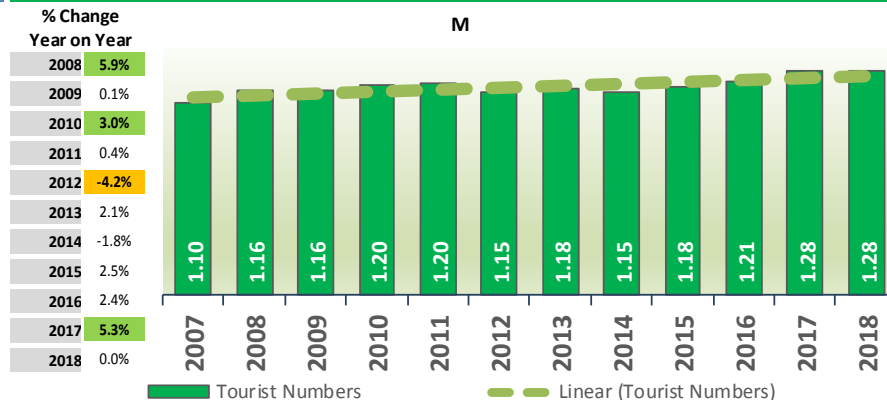
% Change from 2007	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Historic Prices		0.9%	-6.6%	-4.4%	7.8%	10.2%	19.3%	21.4%	22.1%	18.1%	18.5%	23.9%
Visitor Numbers		-3.8%	-12.4%	-14.0%	-7.0%	-10.0%	-3.4%	-5.5%	-7.9%	-12.8%	-15.2%	-14.7%
Visitor Days		-3.5%	-11.3%	-12.6%	-6.0%	-8.8%	-2.5%	-4.4%	-6.8%	-12.1%	-14.5%	-13.8%
Direct Employment		-1.1%	-3.2%	-3.6%	-2.2%	-2.8%	-0.5%	-6.5%	-9.5%	-14.2%	-18.7%	-22.1%

"Linear" = Linear Trendline

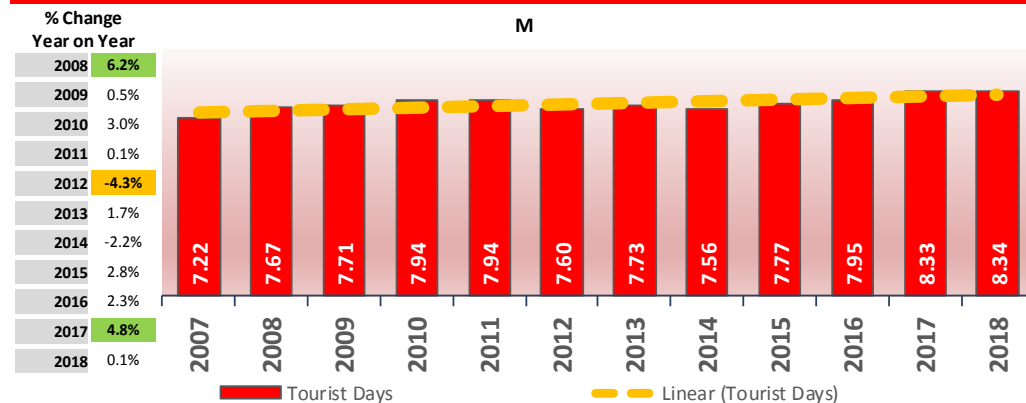
Economic Impact - Historic Prices - Non-Serviced Accommodation



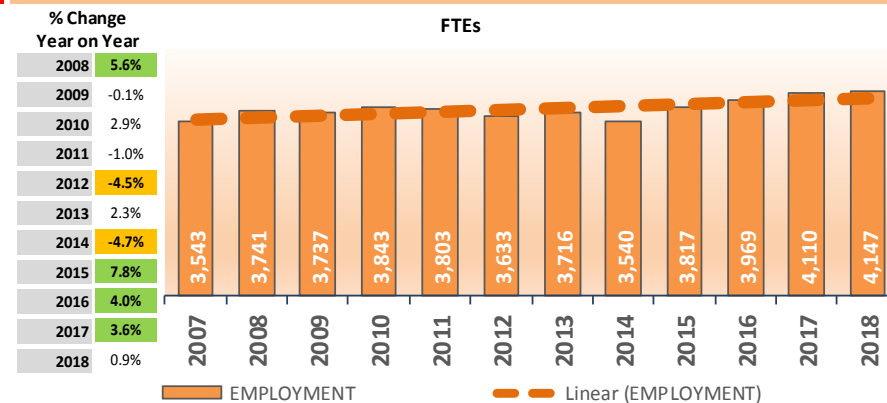
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation

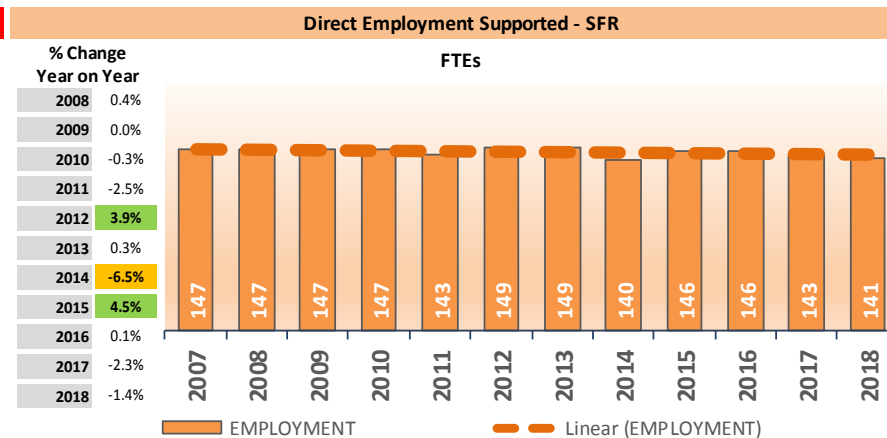
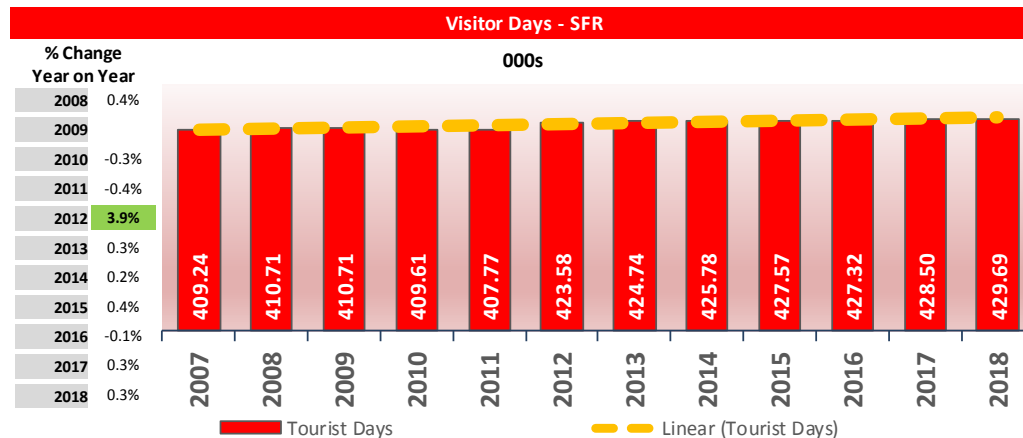
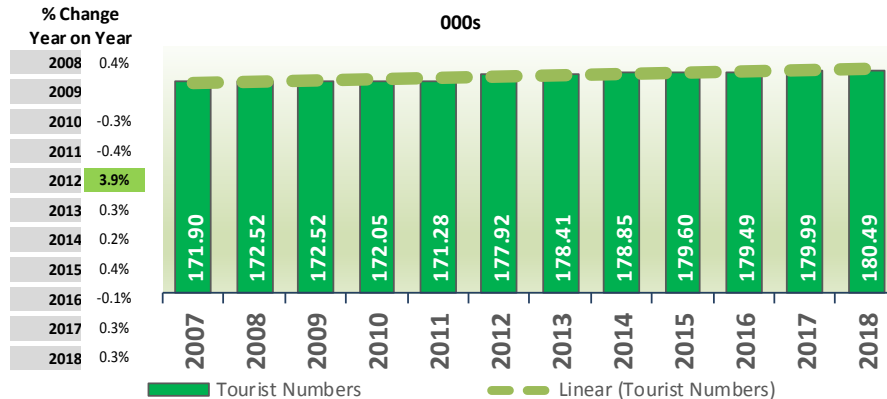
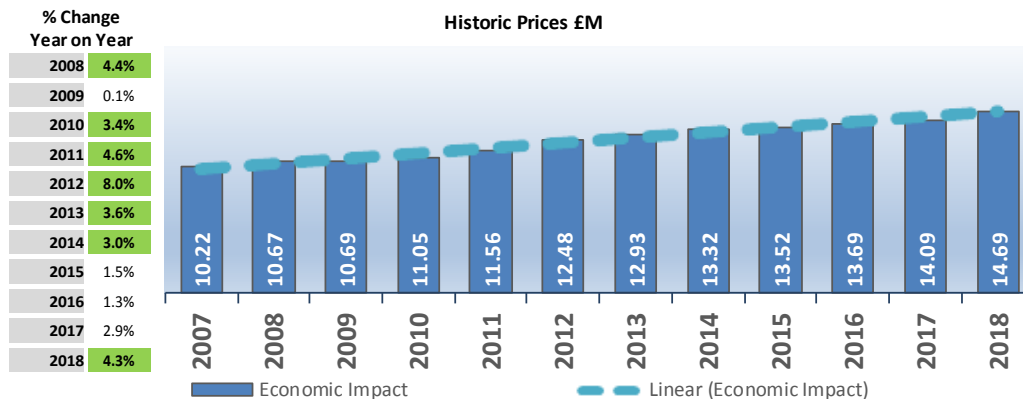


% Change from 2007	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Historic Prices		12.8%	13.5%	22.1%	28.4%	27.9%	34.3%	36.1%	43.9%	50.5%	63.6%	70.4%
Visitor Numbers		5.9%	6.0%	9.2%	9.6%	5.0%	7.2%	5.3%	7.9%	10.5%	16.3%	16.3%
Visitor Days		6.2%	6.8%	10.0%	10.1%	5.3%	7.1%	4.8%	7.7%	10.2%	15.5%	15.6%
Direct Employment		5.6%	5.5%	8.5%	7.3%	2.5%	4.9%	-0.1%	7.7%	12.0%	16.0%	17.0%

"Linear" = Linear Trendline

Economic Impact - Historic Prices - SFR

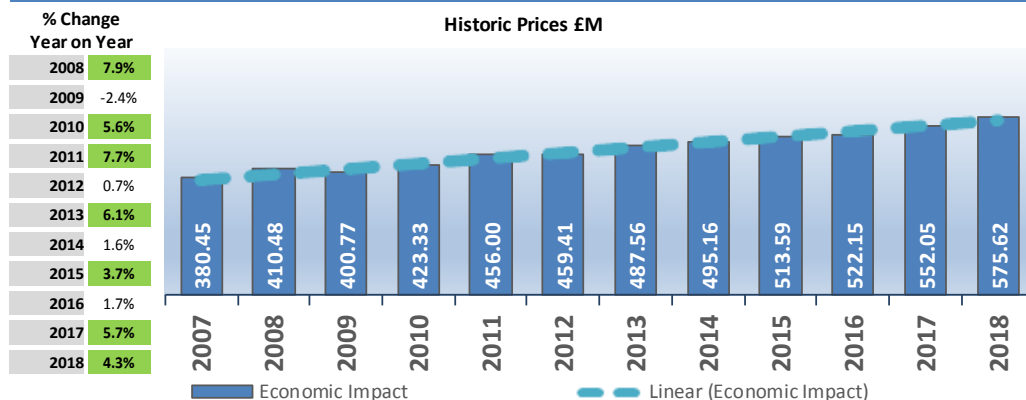
Visitor Numbers - SFR



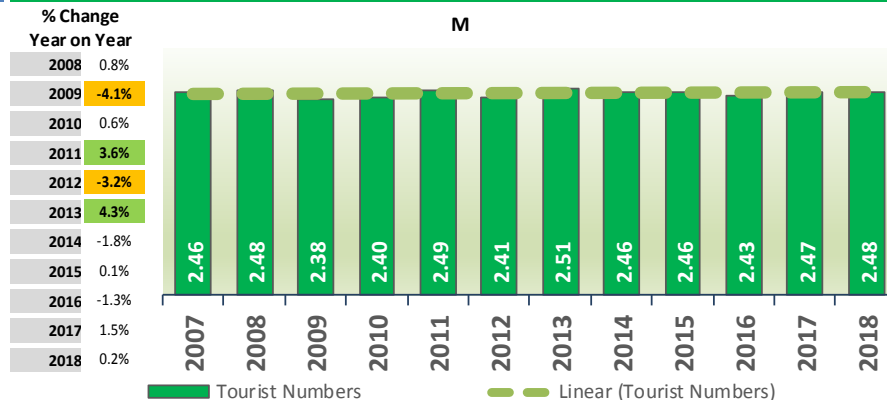
% Change from 2007	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Historic Prices		4.4%	4.6%	8.2%	13.2%	22.2%	26.5%	30.4%	32.4%	34.0%	37.9%	43.7%
Visitor Numbers		0.4%	0.4%	0.1%	-0.4%	3.5%	3.8%	4.0%	4.5%	4.4%	4.7%	5.0%
Visitor Days		0.4%	0.4%	0.1%	-0.4%	3.5%	3.8%	4.0%	4.5%	4.4%	4.7%	5.0%
Direct Employment		0.4%	0.4%	0.1%	-2.4%	1.3%	1.6%	-5.0%	-0.7%	-0.6%	-2.8%	-4.2%

"Linear" = Linear Trendline

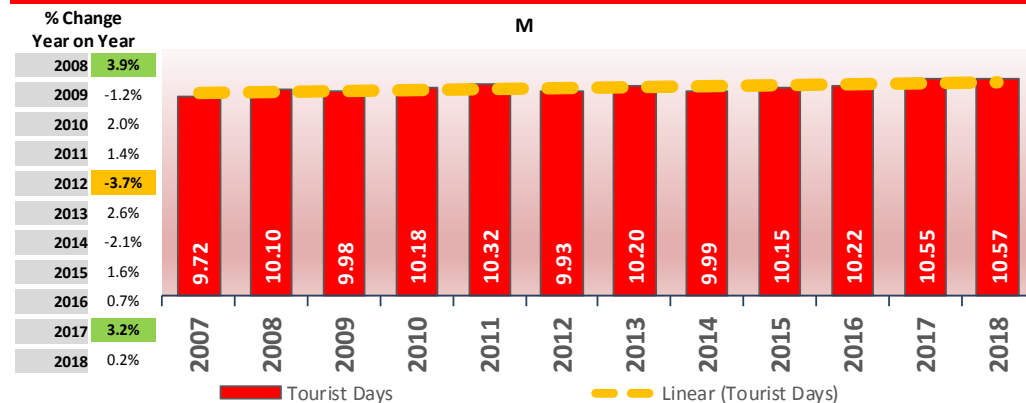
Economic Impact - Historic Prices - Staying Visitor



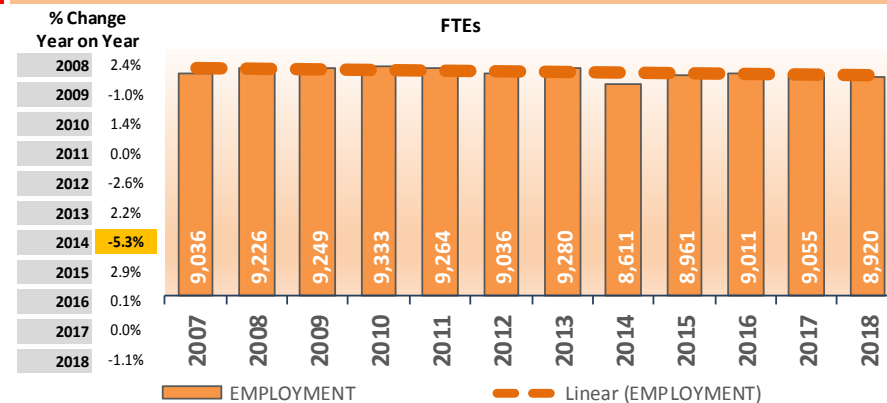
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



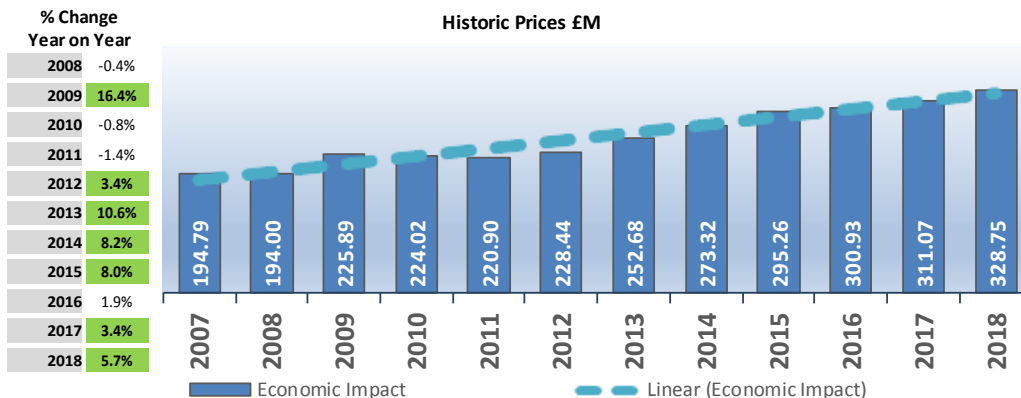
Direct Employment Supported - Staying Visitor



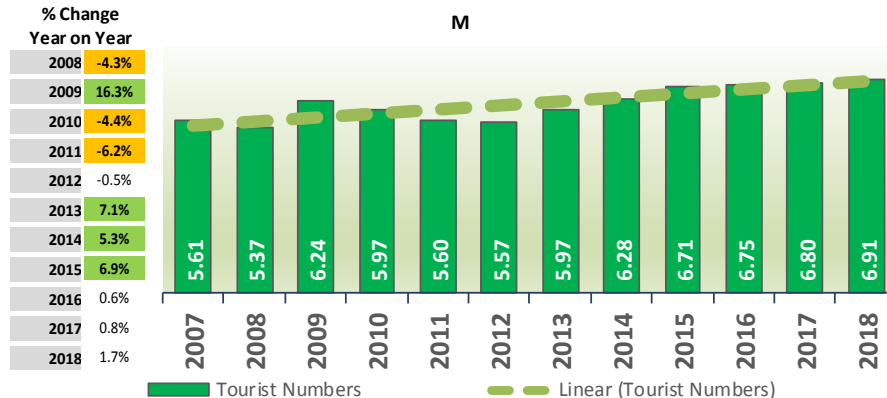
% Change from 2007	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Historic Prices		7.9%	5.3%	11.3%	19.9%	20.8%	28.2%	30.2%	35.0%	37.2%	45.1%	51.3%
Visitor Numbers		0.8%	-3.3%	-2.7%	0.9%	-2.4%	1.8%	-0.1%	0.0%	-1.2%	0.2%	0.5%
Visitor Days		3.9%	2.7%	4.7%	6.2%	2.2%	4.9%	2.8%	4.4%	5.1%	8.6%	8.8%
Direct Employment		2.1%	2.4%	3.3%	2.5%	0.0%	2.7%	-4.7%	-0.8%	-0.3%	0.2%	-1.3%

"Linear" = Linear Trendline

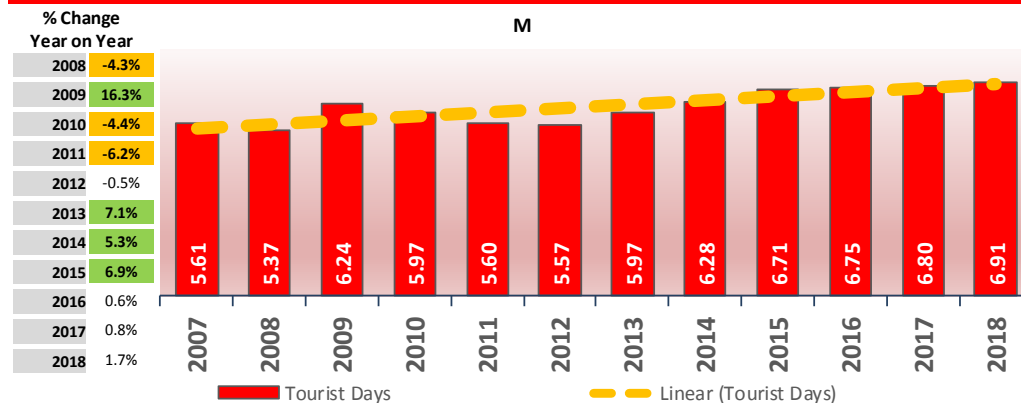
Economic Impact - Historic Prices - Day Visitor



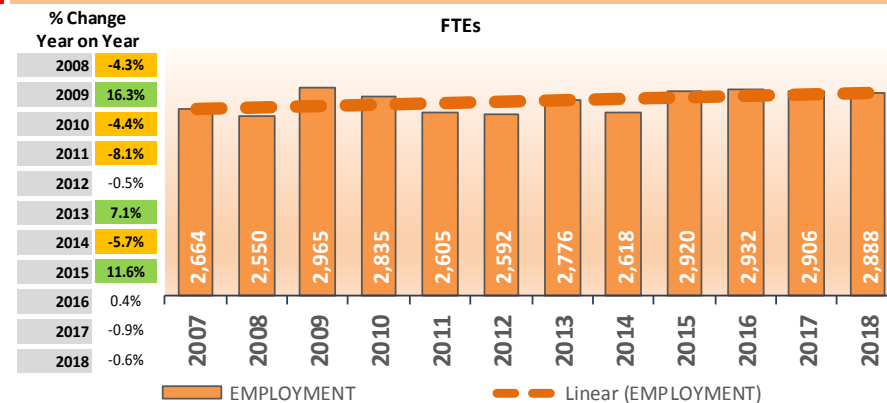
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2007	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Historic Prices		-0.4%	16.0%	15.0%	13.4%	17.3%	29.7%	40.3%	51.6%	54.5%	59.7%	68.8%
Visitor Numbers		-4.3%	11.3%	6.4%	-0.2%	-0.7%	6.4%	12.0%	19.7%	20.3%	21.3%	23.3%
Visitor Days		-4.3%	11.3%	6.4%	-0.2%	-0.7%	6.4%	12.0%	19.7%	20.3%	21.3%	23.3%
Direct Employment		-4.3%	11.3%	6.4%	-2.2%	-2.7%	4.2%	-1.8%	9.6%	10.0%	9.1%	8.4%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2007 to 2018

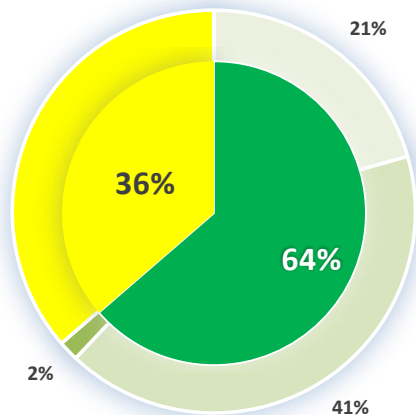
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2018 - M - Share of Total

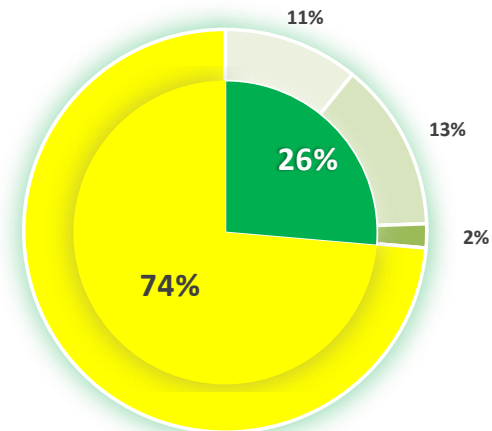
TOTAL
£904.37m

	£M
Serviced	186.12
Non-Serviced	374.82
SFR	14.69
Staying Visitor	575.62
Day Visitor	328.75
Total	904.37



TOTAL
9.39m

	M
Serviced	1.02
Non-Serviced	1.28
SFR	0.18
Staying Visitor	2.48
Day Visitor	6.91
Total	9.39

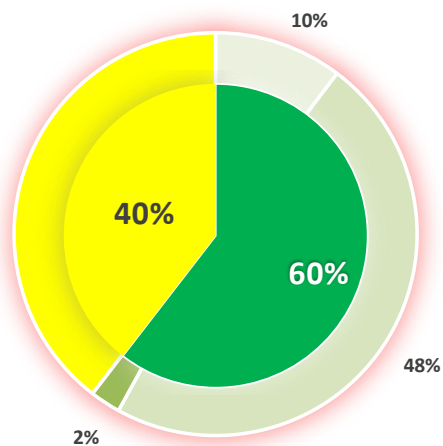


Visitor Days - 2018 - M - Share of Total

Direct Employment Supported - 2018 - FTEs - Share of Total

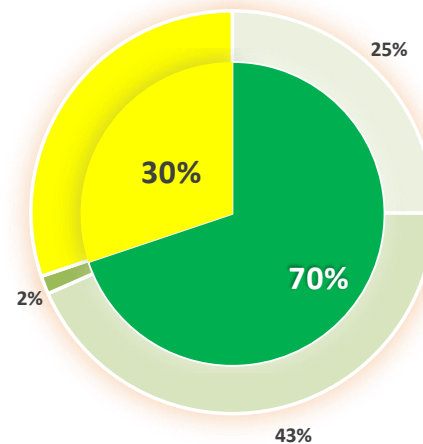
TOTAL
17.49m

	M
Serviced	1.80
Non-Serviced	8.34
SFR	0.43
Staying Visitor	10.57
Day Visitor	6.91
Total	17.49



TOTAL
9,577 Direct FTEs
11,808 Total FTEs

	FTEs
Serviced	2,402
Non-Serviced	4,147
SFR	141
Staying Visitor	6,689
Day Visitor	2,888
Total	9,577

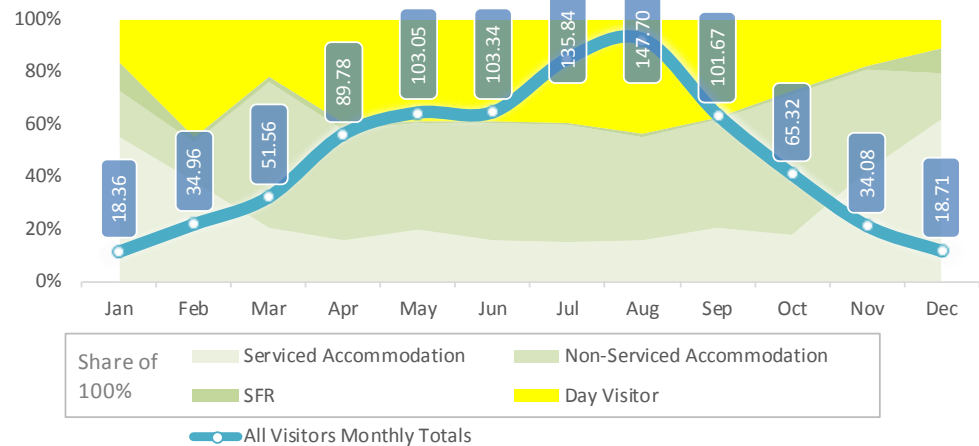


STEAM FINAL TREND REPORT FOR 2007-2018
CONWY COUNTY BOROUGH COUNCIL

2018
Historic Prices **TOTAL** **DISTRIBUTION BY MONTH**
Historic Prices

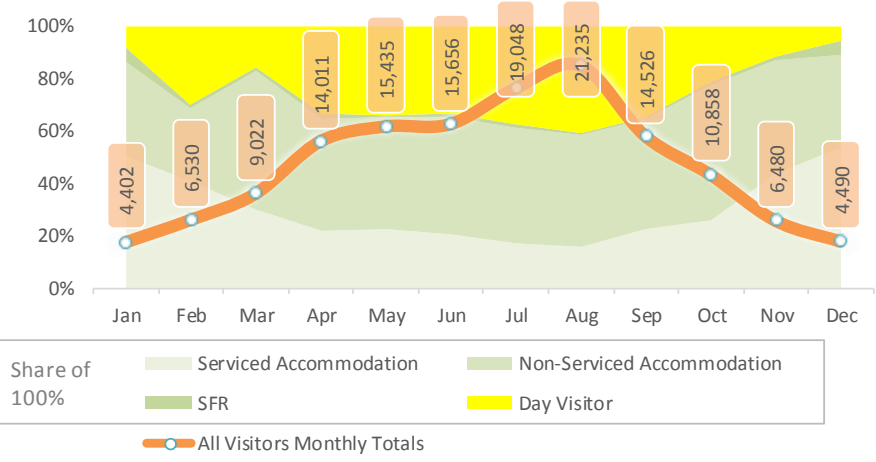
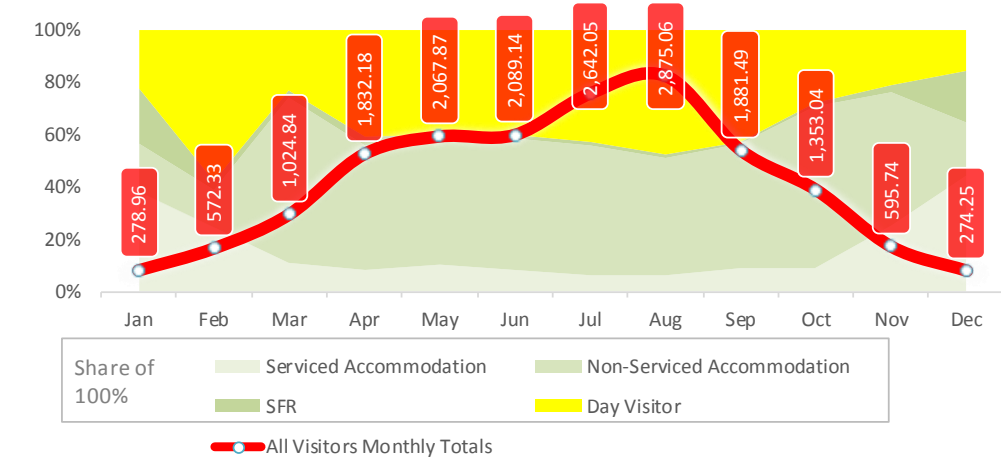
Economic Impact - Historic Prices - £M - Distribution of Impact by Month

Visitor Numbers - 2018 - 000s - Distribution of Impact by Month



Visitor Days - 2018 - 000s - Distribution of Impact by Month

Direct Employment Supported - 2018 - FTEs - Distribution of Impact by Month

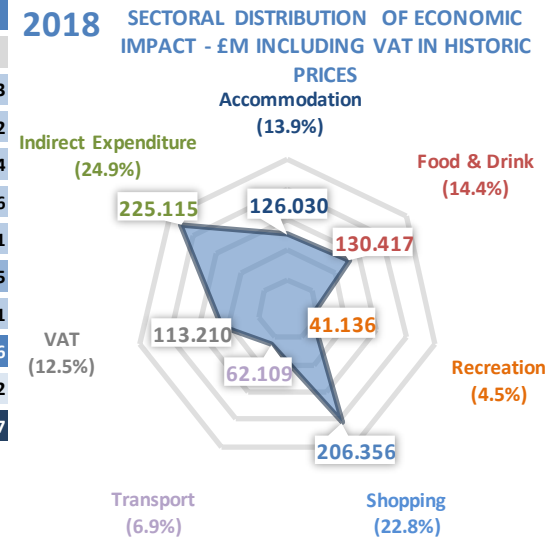


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Report Prepared by: Cathy James. Date of Issue: 28/08/19

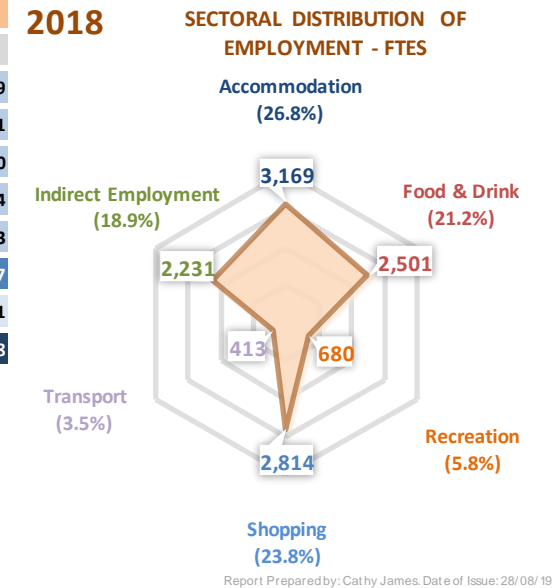
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Accommodation £M	84.25	88.48	84.83	88.65	94.31	98.02	103.95	107.68	112.24	114.18	120.06	126.03
Food & Drink £M	85.99	90.52	94.50	97.72	99.58	100.84	108.67	111.72	116.84	118.95	124.62	130.42
Recreation £M	25.97	28.37	29.31	30.80	31.81	31.16	33.79	34.17	36.46	37.21	39.45	41.14
Shopping £M	132.90	137.95	148.16	151.33	152.23	154.34	167.14	175.62	185.79	188.65	196.74	206.36
Transport £M	40.40	42.82	44.89	46.45	47.43	47.51	51.37	52.89	55.86	56.73	59.43	62.11
Direct Revenue £M	369.51	388.14	401.69	414.95	425.37	431.88	464.92	482.08	507.19	515.72	540.31	566.05
VAT £M	64.66	67.92	70.30	72.62	85.07	86.38	92.98	96.42	101.44	103.14	108.06	113.21
Direct Expenditure £M	434.17	456.06	471.98	487.56	510.44	518.25	557.90	578.49	608.63	618.86	648.37	679.26
Indirect Expenditure £M	141.08	148.42	154.69	159.78	166.46	169.61	182.34	189.98	200.22	204.21	214.74	225.12
TOTAL £M	575.25	604.48	626.67	647.35	676.90	687.86	740.24	768.48	808.85	823.07	863.11	904.37



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Accommodation FTEs	3,207	3,195	3,191	3,199	3,196	3,191	3,237	3,224	3,208	3,192	3,169	3,169
Food & Drink FTEs	2,088	2,112	2,202	2,195	2,129	2,074	2,164	2,351	2,542	2,555	2,457	2,501
Recreation FTEs	765	803	829	840	825	778	817	636	650	704	741	680
Shopping FTEs	2,942	2,934	3,147	3,099	2,967	2,894	3,035	2,595	2,862	2,826	2,877	2,814
Transport FTEs	438	446	467	466	453	437	457	376	413	416	425	413
Direct Employment FTEs	9,440	9,491	9,836	9,800	9,570	9,374	9,710	9,183	9,674	9,693	9,668	9,577
Indirect Employment FTEs	2,260	2,285	2,378	2,369	2,299	2,254	2,346	2,046	2,207	2,250	2,292	2,231
TOTAL FTEs	11,700	11,776	12,214	12,169	11,869	11,628	12,056	11,229	11,881	11,942	11,961	11,808



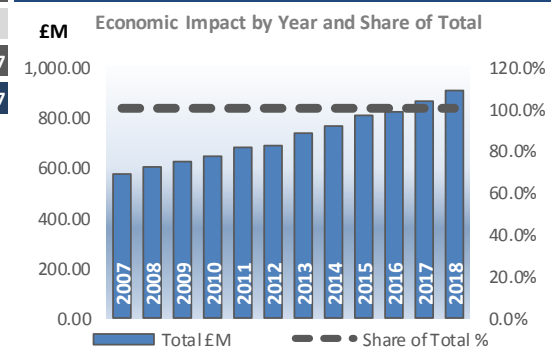
Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2007 to 2018

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

STEAM FINAL TREND REPORT FOR 2007-2018 CONWY COUNTY BOROUGH COUNCIL												2007 to 2018 Historic Prices		TOTAL		ECONOMIC IMPACT Historic Prices			
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ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL												TOTAL		TOTAL			
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change	TOTAL			
Less than 3% change		Q1			Q2			Q3			Q4					Q1	Q2	Q3	Q4
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2007 to 2018		47.6%	80.7%	75.0%	58.5%	60.3%	76.1%	69.9%	47.0%	60.4%	29.5%	27.2%	40.8%		57.2%	71.2%	64.9%	58.0%	30.5%
% Change 2017 to 2018		-3.7%	8.0%	4.0%	-5.6%	9.6%	11.9%	4.8%	2.3%	7.3%	6.3%	5.5%	2.4%		4.8%	3.9%	5.2%	4.5%	5.4%
Average Annual Change		4.3%	7.3%	6.8%	5.3%	5.5%	6.9%	6.4%	4.3%	5.5%	2.7%	2.5%	3.7%		5.2%	6.5%	5.9%	5.3%	2.8%
2007	£M	12.44	19.35	29.47	56.65	64.29	58.69	79.95	100.50	63.38	50.44	26.80	13.29	575.25	61.26	179.62	243.84	90.53	
2008	£M	10.96	20.04	37.37	48.68	68.13	61.89	90.84	110.27	69.30	48.64	24.55	13.80	604.48	5.1%	68.37	178.71	270.42	86.99
2009	£M	11.29	21.07	31.46	62.92	68.68	65.23	96.08	110.44	73.75	53.34	19.88	12.52	626.67	3.7%	63.82	196.83	280.27	85.74
2010	£M	10.54	20.79	32.10	67.23	68.96	72.20	98.65	115.28	77.90	51.42	20.48	11.79	647.35	3.3%	63.44	208.39	291.83	83.69
2011	£M	11.33	22.73	36.01	74.63	73.08	74.39	96.47	114.10	78.12	56.58	26.08	13.37	676.90	4.6%	70.07	222.11	288.69	96.03
2012	£M	10.95	25.10	40.64	69.25	71.87	74.77	97.89	114.70	81.94	56.74	27.66	16.35	687.86	1.6%	76.70	215.88	294.53	100.75
2013	£M	12.29	26.94	42.88	66.83	89.37	80.34	110.67	129.74	82.57	52.81	29.19	16.60	740.24	7.6%	82.11	236.55	322.98	98.60
2014	£M	14.18	27.89	45.15	75.24	92.28	78.39	112.16	136.24	87.31	54.60	29.25	15.79	768.48	3.8%	87.21	245.91	335.71	99.65
2015	£M	14.66	29.41	46.27	78.76	96.93	81.65	123.78	145.70	90.36	57.34	29.36	14.62	808.85	5.3%	90.34	257.35	359.85	101.32
2016	£M	16.26	28.41	53.49	75.58	87.52	92.45	125.19	144.44	92.72	55.68	31.35	19.99	823.07	1.8%	98.16	255.54	362.35	107.02
2017	£M	19.06	32.37	49.57	95.14	94.02	92.31	129.57	144.31	94.74	61.46	32.29	18.28	863.11	4.9%	100.99	281.47	368.62	112.03
2018	£M	18.36	34.96	51.56	89.78	103.05	103.34	135.84	147.70	101.67	65.32	34.08	18.71	904.37	4.8%	104.88	296.17	385.21	118.11

ECONOMIC IMPACT - IN HISTORIC PRICES		TOTAL											
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Total	£M	575.25	604.48	626.67	647.35	676.90	687.86	740.24	768.48	808.85	823.07	863.11	904.37
All Visitor Types	£M	575.25	604.48	626.67	647.35	676.90	687.86	740.24	768.48	808.85	823.07	863.11	904.37
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 2007	%												
Avg Ann. Change in Share	%												



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Report Prepared by: Cathy James. Date of Issue: 28/08/19

STEAM FINAL TREND REPORT FOR 2007-2018
CONWY COUNTY BOROUGH COUNCIL

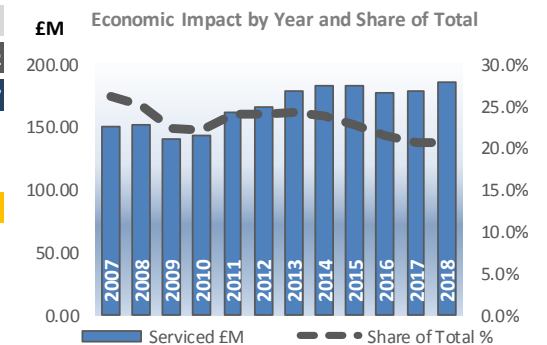
2007 to 2018
Historic Prices

SERVICED
ACCOMMODATION

ECONOMIC IMPACT
Historic Prices

ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
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 2007 to 2018		43.6%	53.7%	5.0%	22.8%	52.0%	20.5%	21.4%	14.0%	15.5%	-11.6%	34.4%	51.1%	23.9%	Annual Change	31.9%	32.2%	16.8%	19.4%
% Change 2017 to 2018		-2.9%	1.0%	-5.3%	-5.3%	12.0%	8.8%	4.7%	0.1%	11.6%	7.4%	7.1%	13.3%	4.6%		-2.2%	5.7%	5.1%	9.1%
Average Annual Change		4.0%	4.9%	0.5%	2.1%	4.7%	1.9%	1.9%	1.3%	1.4%	-1.1%	3.1%	4.6%	2.2%		2.9%	2.9%	1.5%	1.8%
2007	£M	7.053	8.679	10.16	11.40	13.44	13.57	16.87	20.12	17.77	12.91	10.61	7.664	150.24		25.89	38.41	54.76	31.18
2008	£M	5.669	8.828	11.85	10.73	14.80	11.78	18.38	21.10	15.98	12.86	11.50	8.074	151.55	0.9%	26.34	37.31	55.47	32.44
2009	£M	5.284	7.220	9.324	10.36	12.43	12.70	18.42	20.14	15.82	12.34	8.513	7.774	140.32	-7.4%	21.83	35.49	54.38	28.62
2010	£M	5.070	7.354	8.247	11.89	12.98	14.63	17.86	21.30	17.48	11.64	8.327	6.918	143.70	2.4%	20.67	39.50	56.65	26.89
2011	£M	5.471	8.710	10.55	13.51	14.25	14.21	18.66	22.35	18.05	16.21	11.79	8.219	161.99	12.7%	24.73	41.97	59.06	36.22
2012	£M	5.384	9.461	11.46	13.22	16.75	16.47	17.53	23.42	18.19	12.94	11.74	9.070	165.64	2.3%	26.31	46.45	59.13	33.75
2013	£M	5.889	12.95	10.66	13.75	19.23	16.10	21.33	25.17	18.21	13.01	12.86	10.06	179.20	8.2%	29.50	49.07	64.70	35.92
2014	£M	7.459	11.98	11.11	15.10	19.66	17.28	21.13	24.85	19.08	14.77	12.11	7.908	182.43	1.8%	30.54	52.03	65.06	34.79
2015	£M	6.955	12.54	11.06	14.61	20.15	17.08	22.75	24.65	18.69	14.51	12.30	8.147	183.43	0.5%	30.55	51.84	66.08	34.95
2016	£M	9.332	11.80	11.50	13.58	18.29	14.13	18.09	23.54	19.75	11.30	13.42	12.69	177.41	-3.3%	32.63	45.99	61.38	37.41
2017	£M	10.43	13.21	11.27	14.78	18.24	15.03	19.57	22.91	18.38	10.62	13.30	10.22	177.98	0.3%	34.91	48.05	60.86	34.15
2018	£M	10.13	13.34	10.67	13.99	20.44	16.35	20.49	22.94	20.52	11.41	14.25	11.58	186.12	4.6%	34.14	50.78	63.95	37.24

		ECONOMIC IMPACT - IN HISTORIC PRICES												SERVICED ACCOMMODATION			
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018				
Serviced	£M	150.24	151.55	140.32	143.70	161.99	165.64	179.20	182.43	183.43	177.41	177.98	186.12				
All Visitor Types	£M	575.25	604.48	626.67	647.35	676.90	687.86	740.24	768.48	808.85	823.07	863.11	904.37				
Share of Total	%	26.1%	25.1%	22.4%	22.2%	23.9%	24.1%	24.2%	23.7%	22.7%	21.6%	20.6%	20.6%				
Annual Change in Share	%		-4.0%	-10.7%	-0.9%	7.8%	0.6%	0.5%	-1.9%	-4.5%	-5.0%	-4.3%	-0.2%				
Change in Share from 2007	%		-4.0%	-14.3%	-15.0%	-8.4%	-7.8%	-7.3%	-9.1%	-13.2%	-17.5%	-21.0%	-21.2%				
Avg Ann. Change in Share	%		-4.0%	-7.1%	-5.0%	-2.1%	-1.6%	-1.2%	-1.3%	-1.6%	-1.9%	-2.1%	-1.9%				



STEAM FINAL TREND REPORT FOR 2007-2018
CONWY COUNTY BOROUGH COUNCIL

2007 to 2018
 Historic Prices

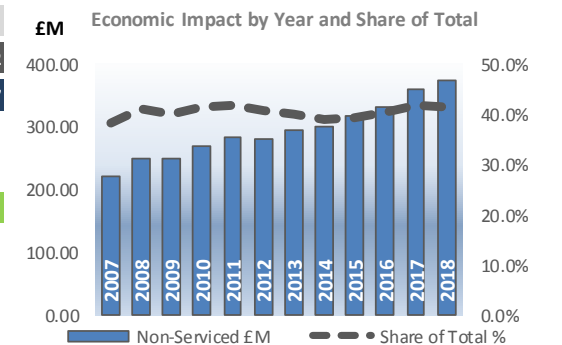
NON-SERVICED
 ACCOMMODATION

ECONOMIC IMPACT
 Historic Prices

ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR	QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4					Annual Change	Q1	Q2	Q3
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2007 to 2018		104.0%	169.5%	127.7%	83.2%	70.2%	91.6%	71.4%	40.9%	73.0%	71.4%	23.9%	18.3%	70.4%		130.4%	81.5%	59.3%	52.2%
% Change 2017 to 2018		-17.9%	6.4%	7.6%	-4.6%	12.6%	5.4%	5.4%	4.9%	3.7%	2.9%	6.5%	-25.5%	4.1%		4.6%	4.3%	4.8%	1.4%
Average Annual Change		9.5%	15.4%	11.6%	7.6%	6.4%	8.3%	6.5%	3.7%	6.6%	6.5%	2.2%	1.7%	6.4%		11.9%	7.4%	5.4%	4.7%
2007	£M	1.575	1.933	12.57	20.80	24.48	23.88	35.15	41.38	24.37	20.48	10.65	2.737	220.00		16.08	69.15	100.90	33.87
2008	£M	1.690	2.186	16.61	20.65	27.87	28.50	40.68	44.96	32.06	21.55	8.685	2.819	248.26	12.8%	20.48	77.02	117.70	33.06
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	0.6%	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	1.584	2.550	16.84	29.65	33.51	34.10	44.99	47.76	35.30	23.79	9.919	2.460	282.45	5.2%	20.97	97.25	128.05	36.17
2012	£M	1.407	2.893	16.82	26.30	27.90	33.74	43.76	47.92	36.72	28.10	11.61	4.123	281.29	-0.4%	21.12	87.94	128.40	43.83
2013	£M	2.365	3.081	20.87	24.69	31.36	36.82	45.54	53.49	37.20	24.86	11.68	3.498	295.44	5.0%	26.31	92.87	136.23	40.03
2014	£M	2.406	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	3.915	4.898	26.60	39.94	37.00	43.39	57.16	55.60	40.64	34.10	12.39	4.343	359.98	8.7%	35.42	120.33	153.41	50.83
2018	£M	3.214	5.211	28.63	38.10	41.66	45.74	60.26	58.31	42.15	35.11	13.20	3.238	374.82	4.1%	37.05	125.51	160.72	51.54

SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Non-Serviced	£M	220.00	248.26	249.77	268.58	282.45	281.29	295.44	299.42	316.64	331.04	359.98	374.82
All Visitor Types	£M	575.25	604.48	626.67	647.35	676.90	687.86	740.24	768.48	808.85	823.07	863.11	904.37
Share of Total	%	38.2%	41.1%	39.9%	41.5%	41.7%	40.9%	39.9%	39.0%	39.1%	40.2%	41.7%	41.4%
Annual Change in Share	%		7.4%	-3.0%	4.1%	0.6%	-2.0%	-2.4%	-2.4%	0.5%	2.7%	3.7%	-0.6%
Change in Share from 2007	%		7.4%	4.2%	8.5%	9.1%	6.9%	4.4%	1.9%	2.4%	5.2%	9.1%	8.4%
Avg Ann. Change in Share	%		7.4%	2.1%	2.8%	2.3%	1.4%	0.7%	0.3%	0.3%	0.6%	0.9%	0.8%

NON-SERVICED ACCOMMODATION

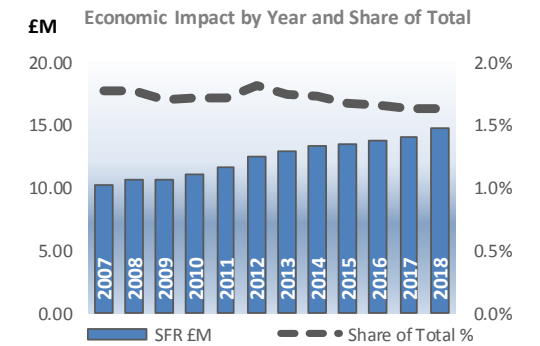


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Report Prepared by: Cathy James. Date of Issue: 28/08/19

STEAM FINAL TREND REPORT FOR 2007-2018 CONWY COUNTY BOROUGH COUNCIL													2007 to 2018 Historic Prices	SFR	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY	SFR												TOTAL	% Change						
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change	Q1	Q2	Q3	Q4		
Less than 3% change	Q1			Q2			Q3			Q4										
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC								
% Change 2007 to 2018	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	Annual Change	43.7%	43.7%	43.7%	43.7%	
% Change 2017 to 2018	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%		4.3%	4.3%	4.3%	4.3%	
Average Annual Change	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%		4.0%	4.0%	4.0%	4.0%	
2007	£M	1.421	0.477	0.543	1.296	0.834	0.642	1.042	1.103	0.568	0.568	0.442	1.281	10.22			2.441	2.772	2.713	2.291
2008	£M	1.484	0.499	0.567	1.353	0.871	0.671	1.088	1.152	0.593	0.593	0.462	1.338	10.67	4.4%		2.550	2.895	2.834	2.392
2009	£M	1.486	0.499	0.568	1.355	0.872	0.672	1.090	1.154	0.594	0.594	0.463	1.339	10.69	0.1%		2.553	2.899	2.838	2.396
2010	£M	1.537	0.516	0.587	1.402	0.902	0.695	1.127	1.193	0.615	0.614	0.478	1.385	11.05	3.4%		2.641	2.998	2.935	2.478
2011	£M	1.608	0.540	0.615	1.467	0.943	0.727	1.179	1.248	0.643	0.642	0.501	1.449	11.56	4.6%		2.763	3.137	3.071	2.592
2012	£M	1.736	0.583	0.664	1.583	1.018	0.785	1.273	1.348	0.694	0.693	0.540	1.565	12.48	8.0%		2.983	3.386	3.315	2.799
2013	£M	1.798	0.604	0.687	1.640	1.055	0.813	1.318	1.396	0.719	0.718	0.560	1.621	12.93	3.6%		3.089	3.507	3.433	2.898
2014	£M	1.852	0.622	0.708	1.689	1.087	0.837	1.358	1.438	0.741	0.740	0.577	1.670	13.32	3.0%		3.183	3.613	3.537	2.986
2015	£M	1.881	0.632	0.719	1.715	1.103	0.850	1.379	1.460	0.752	0.751	0.585	1.695	13.52	1.5%		3.231	3.668	3.591	3.032
2016	£M	1.905	0.640	0.728	1.737	1.117	0.861	1.397	1.479	0.762	0.761	0.593	1.717	13.69	1.3%		3.273	3.715	3.637	3.070
2017	£M	1.959	0.658	0.749	1.787	1.149	0.885	1.437	1.521	0.783	0.783	0.610	1.766	14.09	2.9%		3.366	3.821	3.741	3.158
2018	£M	2.042	0.686	0.781	1.863	1.198	0.923	1.498	1.586	0.817	0.816	0.636	1.841	14.69	4.3%		3.509	3.984	3.900	3.293

ECONOMIC IMPACT - IN HISTORIC PRICES													SFR				
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018				
SFR	£M	10.22	10.67	10.69	11.05	11.56	12.48	12.93	13.32	13.52	13.69	14.09	14.69				
All Visitor Types	£M	575.25	604.48	626.67	647.35	676.90	687.86	740.24	768.48	808.85	823.07	863.11	904.37				
Share of Total	%	1.8%	1.8%	1.7%	1.7%	1.7%	1.8%	1.7%	1.7%	1.7%	1.7%	1.6%	1.6%				
Annual Change in Share	%		-0.6%	-3.4%	0.1%	0.1%	6.2%	-3.8%	-0.8%	-3.5%	-0.5%	-1.9%	-0.5%				
Change in Share from 2007	%		-0.6%	-4.0%	-3.9%	-3.8%	2.2%	-1.7%	-2.4%	-5.9%	-6.3%	-8.1%	-8.6%				
Avg Ann. Change in Share	%		-0.6%	-2.0%	-1.3%	-1.0%	0.4%	-0.3%	-0.3%	-0.7%	-0.7%	-0.8%	-0.8%				



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STEAM FINAL TREND REPORT FOR 2007-2018
CONWY COUNTY BOROUGH COUNCIL

ECONOMIC IMPACT BY:													2007 to 2018 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices																											
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																													
STAYING VISITOR													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		TOTAL		% Change																					
													JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC									
% Change 2007 to 2018													53.1%	73.5%	72.2%	61.1%	63.3%	65.5%	55.0%	32.3%	48.7%	39.4%	29.4%	42.6%	51.3%	Annual Change	68.2%	63.4%	44.3%	36.7%														
% Change 2017 to 2018													-5.6%	2.5%	3.8%	-4.5%	12.3%	6.3%	5.2%	3.5%	6.1%	4.0%	6.8%	2.0%	4.3%		1.4%	4.7%	4.8%	4.5%														
Average Annual Change													4.8%	6.7%	6.6%	5.6%	5.8%	6.0%	5.0%	2.9%	4.4%	3.6%	2.7%	3.9%	4.7%		6.2%	5.8%	4.0%	3.3%														
2007	£M	10.05	11.09	23.27	33.49	38.76	38.09	53.06	62.60	42.70	33.96	21.70	11.68	380.45	44.41	110.33	158.37	67.34																										
2008	£M	8.843	11.51	29.02	32.73	43.54	40.95	60.16	67.21	48.63	35.01	20.65	12.23	410.48	7.9%	49.38	117.23	176.00	67.88																									
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	-2.4%	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	8.663	11.80	28.00	44.63	48.71	49.03	64.83	71.35	54.00	40.64	22.21	12.13	456.00	7.7%	48.47	142.37	190.18	74.98																									
2012	£M	8.527	12.94	28.95	41.10	45.68	51.00	62.56	72.69	55.60	41.73	23.90	14.76	459.41	0.7%	50.41	137.77	190.85	80.38																									
2013	£M	10.05	16.64	32.21	40.08	51.64	53.74	68.19	80.05	56.13	38.58	25.10	15.18	487.56	6.1%	58.90	145.45	204.36	78.85																									
2014	£M	11.72	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	16.30	18.76	38.63	56.51	56.39	59.30	78.17	80.03	59.81	45.51	26.30	16.33	552.05	5.7%	73.69	172.20	218.01	88.14																									
2018	£M	15.39	19.24	40.08	53.96	63.30	63.02	82.25	82.83	63.49	47.33	28.08	16.66	575.62	4.3%	74.70	180.28	228.56	92.08																									

ECONOMIC IMPACT - IN HISTORIC PRICES													STAYING VISITOR																							
SHARE OF MARKET													2007		2008		2009		2010		2011		2012		2013		2014		2015		2016		2017		2018	
Staying Visitor													£M	380.45	410.48	400.77	423.33	456.00	459.41	487.56	495.16	513.59	522.15	552.05	575.62											
All Visitor Types													£M	575.25	604.48	626.67	647.35	676.90	687.86	740.24	768.48	808.85	823.07	863.11	904.37											
Share of Total													%	66.1%	67.9%	64.0%	65.4%	67.4%	66.8%	65.9%	64.4%	63.5%	63.4%	64.0%	63.6%											
Annual Change in Share													%		2.7%	-5.8%	2.3%	3.0%	-0.9%	-1.4%	-2.2%	-1.5%	-0.1%	0.8%	-0.5%											
Change in Share from 2007													%		2.7%	-3.3%	-1.1%	1.9%	1.0%	-0.4%	-2.6%	-4.0%	-4.1%	-3.3%	-3.8%											
Avg Ann. Change in Share													%		2.7%	-1.7%	-0.4%	0.5%	0.2%	-0.1%	-0.4%	-0.5%	-0.5%	-0.3%	-0.3%											



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STEAM FINAL TREND REPORT FOR 2007-2018
CONWY COUNTY BOROUGH COUNCIL

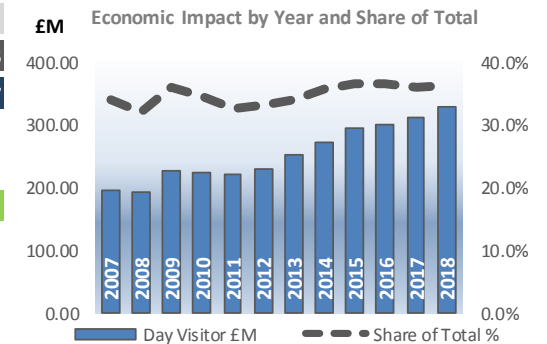
2007 to 2018
Historic Prices

DAY VISITOR

ECONOMIC IMPACT
Historic Prices

ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR	QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4					Annual Change	Q1	Q2	Q3
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2007 to 2018		24.5%	90.3%	85.3%	54.7%	55.7%	95.7%	99.3%	71.2%	84.7%	9.1%	17.7%	27.6%	68.8%		79.1%	67.2%	83.3%	12.3%
% Change 2017 to 2018		8.0%	15.6%	4.9%	-7.3%	5.7%	22.1%	4.3%	0.9%	9.3%	12.7%	0.1%	5.3%	5.7%		10.5%	6.1%	4.0%	9.0%
Average Annual Change		2.2%	8.2%	7.8%	5.0%	5.1%	8.7%	9.0%	6.5%	7.7%	0.8%	1.6%	2.5%	6.3%		7.2%	6.1%	7.6%	1.1%
2007	£M	2.391	8.262	6.195	23.16	25.53	20.61	26.89	37.90	20.68	16.49	5.095	1.607	194.79		16.85	69.29	85.46	23.19
2008	£M	2.113	8.526	8.351	15.95	24.59	20.94	30.69	43.06	20.67	13.64	3.902	1.568	194.00	-0.4%	18.99	61.48	94.42	19.11
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	16.4%	22.06	79.47	104.86	19.50
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	-0.8%	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	-1.4%	21.60	79.74	98.51	21.05
2012	£M	2.426	12.17	11.70	28.15	26.19	23.78	35.33	42.01	26.34	15.01	3.759	1.594	228.44	3.4%	26.29	78.11	103.68	20.36
2013	£M	2.235	10.30	10.68	26.76	37.73	26.61	42.48	49.69	26.44	14.23	4.091	1.423	252.68	10.6%	23.22	91.10	118.62	19.74
2014	£M	2.460	11.14	11.85	32.75	37.35	27.39	43.40	55.86	29.91	15.72	4.085	1.416	273.32	8.2%	25.45	97.49	129.16	21.22
2015	£M	2.665	12.44	12.64	34.58	39.72	29.23	48.02	60.36	32.77	16.93	4.353	1.545	295.26	8.0%	27.74	103.53	141.15	22.83
2016	£M	2.735	12.75	15.82	29.18	36.63	33.07	48.30	64.46	33.43	17.99	4.751	1.801	300.93	1.9%	31.31	98.89	146.18	24.54
2017	£M	2.757	13.60	10.94	38.63	37.63	33.01	51.40	64.28	34.93	15.95	5.992	1.947	311.07	3.4%	27.30	109.27	150.61	23.89
2018	£M	2.977	15.72	11.48	35.82	39.76	40.32	53.60	64.87	38.19	17.99	5.999	2.050	328.75	5.7%	30.18	115.89	156.65	26.03

		ECONOMIC IMPACT - IN HISTORIC PRICES												DAY VISITOR			
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018				
Day Visitor	£M	194.79	194.00	225.89	224.02	220.90	228.44	252.68	273.32	295.26	300.93	311.07	328.75				
All Visitor Types	£M	575.25	604.48	626.67	647.35	676.90	687.86	740.24	768.48	808.85	823.07	863.11	904.37				
Share of Total	%	33.9%	32.1%	36.0%	34.6%	32.6%	33.2%	34.1%	35.6%	36.5%	36.6%	36.0%	36.4%				
Annual Change in Share	%		-5.2%	12.3%	-4.0%	-5.7%	1.8%	2.8%	4.2%	2.6%	0.2%	-1.4%	0.9%				
Change in Share from 2007	%		-5.2%	6.5%	2.2%	-3.6%	-1.9%	0.8%	5.0%	7.8%	8.0%	6.4%	7.3%				
Avg Ann. Change in Share	%		-5.2%	3.2%	0.7%	-0.9%	-0.4%	0.1%	0.7%	1.0%	0.9%	0.6%	0.7%				



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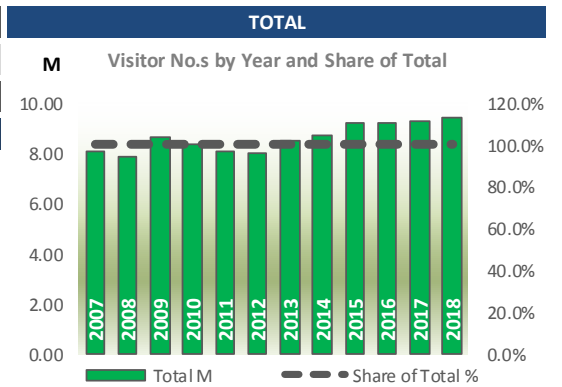
Visitor Numbers by Month, Year and Visitor Type for the Period 2007 to 2018

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

STEAM FINAL TREND REPORT FOR 2007-2018
CONWY COUNTY BOROUGH COUNCIL

VISITOR NUMBERS BY:													2007 to 2018		TOTAL	VISITOR NUMBERS													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER														
TOTAL													TOTAL																
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES													TOTAL		% Change														
KEY													TOTAL		% Change														
An increase of 3% or more													TOTAL		% Change														
Less than 3% change													TOTAL		% Change														
A Fall of 3% or more													TOTAL		% Change														
Q1													Q2		Q3		Q4		TOTAL		% Change								
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC													TOTAL		% Change		Q1		Q2		Q3		Q4						
% Change 2007 to 2018													-1.3%	30.7%	25.6%	11.5%	13.2%	32.6%	32.5%	16.1%	23.7%	-17.1%	-11.0%	-0.8%	16.3%	22.3%	18.6%	23.3%	-13.3%
% Change 2017 to 2018													-3.5%	7.4%	0.2%	-9.8%	2.7%	13.6%	0.4%	-2.7%	4.6%	5.7%	-0.5%	2.3%	1.3%	2.5%	1.7%	0.1%	3.4%
Average Annual Change													-0.1%	2.8%	2.3%	1.0%	1.2%	3.0%	3.0%	1.5%	2.2%	-1.6%	-1.0%	-0.1%	1.5%	2.0%	1.7%	2.1%	-1.2%
2007	M	0.173	0.348	0.351	0.889	0.978	0.834	1.074	1.425	0.830	0.697	0.324	0.149	8.073	0.873	2.701	3.329	1.170											
2008	M	0.147	0.344	0.432	0.650	0.938	0.814	1.166	1.531	0.814	0.594	0.274	0.147	7.852	-2.7%	0.923	2.402	3.511	1.016										
2009	M	0.168	0.400	0.383	0.986	1.011	0.893	1.312	1.555	0.918	0.671	0.201	0.126	8.624	9.8%	0.950	2.891	3.784	0.999										
2010	M	0.148	0.371	0.376	1.015	0.929	0.953	1.244	1.539	0.878	0.602	0.200	0.110	8.366	-3.0%	0.895	2.897	3.662	0.912										
2011	M	0.147	0.375	0.383	1.008	0.872	0.898	1.109	1.413	0.853	0.638	0.261	0.128	8.085	-3.4%	0.905	2.777	3.375	1.027										
2012	M	0.135	0.398	0.465	0.911	0.882	0.841	1.146	1.339	0.878	0.584	0.256	0.143	7.977	-1.3%	0.998	2.634	3.363	0.983										
2013	M	0.137	0.373	0.442	0.851	1.157	0.894	1.311	1.507	0.857	0.538	0.267	0.141	8.476	6.3%	0.952	2.902	3.675	0.947										
2014	M	0.150	0.379	0.462	0.977	1.127	0.882	1.293	1.606	0.918	0.566	0.257	0.126	8.743	3.1%	0.990	2.986	3.818	0.949										
2015	M	0.152	0.406	0.475	1.010	1.174	0.915	1.403	1.699	0.970	0.589	0.258	0.124	9.175	4.9%	1.033	3.099	4.072	0.971										
2016	M	0.165	0.398	0.556	0.879	1.066	0.998	1.380	1.749	0.976	0.584	0.271	0.161	9.183	0.1%	1.120	2.942	4.105	1.016										
2017	M	0.177	0.424	0.441	1.099	1.078	0.973	1.418	1.699	0.982	0.546	0.290	0.145	9.271	1.0%	1.041	3.150	4.099	0.981										
2018	M	0.171	0.455	0.441	0.991	1.108	1.106	1.423	1.654	1.027	0.578	0.289	0.148	9.389	1.3%	1.067	3.204	4.103	1.014										

VISITOR NUMBERS													TOTAL																					
SHARE OF MARKET													TOTAL																					
2007													2008		2009		2010		2011		2012		2013		2014		2015		2016		2017		2018	
Total	M	8.073	7.852	8.624	8.366	8.085	7.977	8.476	8.743	9.175	9.183	9.271	9.389																					
All Visitor Types	M	8.073	7.852	8.624	8.366	8.085	7.977	8.476	8.743	9.175	9.183	9.271	9.389																					
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 2007	%																																	
Avg Ann. Change in Share	%																																	



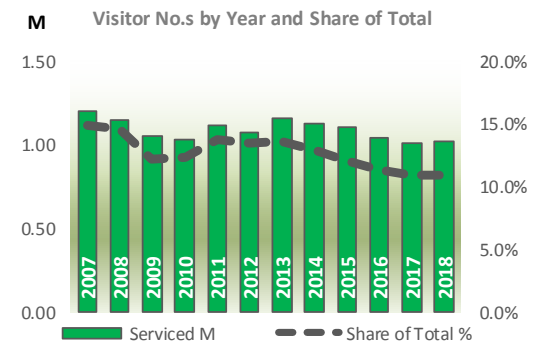
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STEAM FINAL TREND REPORT FOR 2007-2018
CONWY COUNTY BOROUGH COUNCIL

VISITOR NUMBERS BY:													2007 to 2018		SERVICED		VISITOR NUMBERS			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
KEY													TOTAL						% Change	
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES													Annual Change							
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 2007 to 2018													-14.7%		-5.9%	-7.5%	-25.2%	-16.0%		
% Change 2017 to 2018													0.6%		-5.5%	1.8%	0.7%	5.1%		
Average Annual Change													-1.3%		-0.5%	-0.7%	-2.3%	-1.5%		
2007	M	0.070	0.089	0.073	0.093	0.107	0.113	0.121	0.144	0.112	0.111	0.092	0.070	1.196		0.232	0.313	0.377	0.274	
2008	M	0.054	0.086	0.082	0.084	0.113	0.093	0.126	0.145	0.097	0.106	0.096	0.071	1.151	-3.8%	0.222	0.290	0.367	0.273	
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	-8.9%	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	0.046	0.075	0.066	0.097	0.099	0.104	0.113	0.138	0.096	0.122	0.090	0.066	1.112	8.1%	0.187	0.300	0.347	0.278	
2012	M	0.044	0.079	0.070	0.090	0.111	0.116	0.100	0.129	0.089	0.095	0.085	0.069	1.076	-3.3%	0.192	0.317	0.318	0.249	
2013	M	0.048	0.107	0.064	0.092	0.125	0.112	0.121	0.137	0.089	0.094	0.092	0.075	1.156	7.4%	0.219	0.330	0.347	0.261	
2014	M	0.057	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	

VISITOR NUMBERS													SERVICED ACCOMMODATION				
SHARE OF MARKET																	
2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018																	
Serviced	M	1.196	1.151	1.048	1.029	1.112	1.076	1.156	1.130	1.102	1.043	1.014	1.020				
All Visitor Types	M	8.073	7.852	8.624	8.366	8.085	7.977	8.476	8.743	9.175	9.183	9.271	9.389				
Share of Total	%	14.8%	14.7%	12.2%	12.3%	13.8%	13.5%	13.6%	12.9%	12.0%	11.4%	10.9%	10.9%				
Annual Change in Share	%		-1.1%	-17.1%	1.2%	11.8%	-2.0%	1.1%	-5.2%	-7.1%	-5.5%	-3.7%	-0.7%				
Change in Share from 2007	%		-1.1%	-18.0%	-17.0%	-7.1%	-9.0%	-8.0%	-12.8%	-18.9%	-23.4%	-26.2%	-26.7%				
Avg Ann. Change in Share	%		-1.1%	-9.0%	-5.7%	-1.8%	-1.8%	-1.3%	-1.8%	-2.4%	-2.6%	-2.6%	-2.4%				



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Report Prepared by: Cathy James. Date of Issue: 28/08/19

STEAM FINAL TREND REPORT FOR 2007-2018
CONWY COUNTY BOROUGH COUNCIL

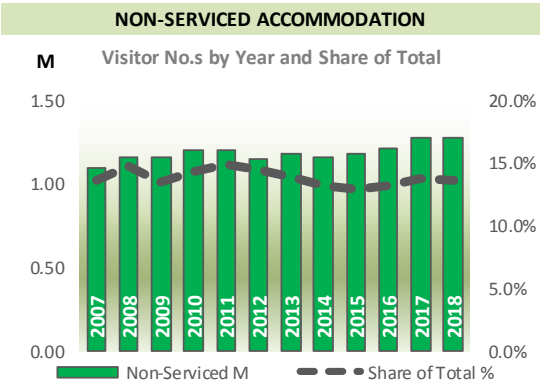
2007 to 2018

NON-SERVICED

VISITOR NUMBERS

VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR	QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2007 to 2018		27.5%	67.7%	50.0%	25.3%	17.5%	28.7%	13.5%	-2.4%	14.5%	19.0%	-12.6%	-24.5%		16.3%	49.6%	23.7%	7.6%	3.2%
% Change 2017 to 2018		-19.8%	2.7%	2.9%	-6.0%	5.7%	1.2%	0.8%	0.1%	-0.3%	-0.3%	1.4%	-26.3%	0.0%	0.4%	0.2%	0.3%	-1.5%	
Average Annual Change		2.5%	6.2%	4.5%	2.3%	1.6%	2.6%	1.2%	-0.2%	1.3%	1.7%	-1.1%	-2.2%	1.5%	4.5%	2.2%	0.7%	0.3%	
2007	M	0.012	0.012	0.090	0.109	0.121	0.116	0.162	0.172	0.112	0.100	0.077	0.013	1.096	0.114	0.347	0.446	0.190	
2008	M	0.012	0.013	0.109	0.105	0.129	0.130	0.175	0.178	0.135	0.100	0.062	0.013	1.161	5.9%	0.134	0.365	0.488	0.175
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	0.1%	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	0.010	0.014	0.104	0.131	0.140	0.139	0.177	0.175	0.136	0.101	0.065	0.011	1.202	0.4%	0.129	0.410	0.487	0.177
2012	M	0.008	0.013	0.100	0.115	0.117	0.132	0.167	0.168	0.135	0.112	0.070	0.015	1.152	-4.2%	0.121	0.363	0.471	0.197
2013	M	0.012	0.014	0.116	0.107	0.125	0.141	0.170	0.179	0.133	0.098	0.069	0.013	1.175	2.1%	0.142	0.373	0.482	0.179
2014	M	0.012	0.018	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	0.018	0.020	0.131	0.146	0.135	0.147	0.182	0.168	0.129	0.119	0.066	0.014	1.275	5.3%	0.170	0.428	0.479	0.199
2018	M	0.015	0.020	0.135	0.137	0.142	0.149	0.183	0.168	0.129	0.119	0.067	0.010	1.275	0.0%	0.170	0.429	0.480	0.196

SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Non-Serviced	M	1.096	1.161	1.162	1.197	1.202	1.152	1.175	1.154	1.183	1.212	1.275	1.275
All Visitor Types	M	8.073	7.852	8.624	8.366	8.085	7.977	8.476	8.743	9.175	9.183	9.271	9.389
Share of Total	%	13.6%	14.8%	13.5%	14.3%	14.9%	14.4%	13.9%	13.2%	12.9%	13.2%	13.8%	13.6%
Annual Change in Share	%		8.9%	-8.9%	6.2%	3.9%	-2.9%	-4.0%	-4.8%	-2.3%	2.3%	4.3%	-1.3%
Change in Share from 2007	%		8.9%	-0.8%	5.4%	9.5%	6.3%	2.1%	-2.8%	-5.1%	-2.9%	1.3%	0.0%
Avg Ann. Change in Share	%		8.9%	-0.4%	1.8%	2.4%	1.3%	0.3%	-0.4%	-0.6%	-0.3%	0.1%	0.0%



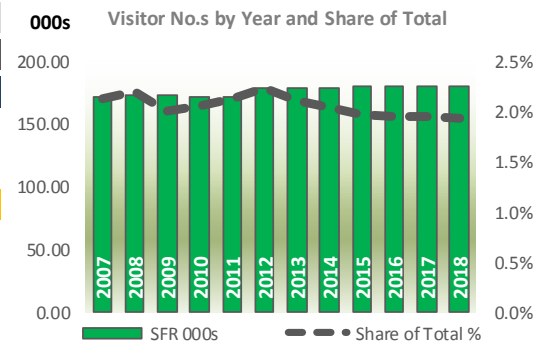
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Report Prepared by: Cathy James. Date of Issue: 28/08/19

STEAM FINAL TREND REPORT FOR 2007-2018
CONWY COUNTY BOROUGH COUNCIL

VISITOR NUMBERS BY:													2007 to 2018	SFR	VISITOR NUMBERS				
MONTH AND QUARTER													CALENDAR YEAR	QUARTER					
KEY	SFR																		
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER				
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2007 to 2018	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	
% Change 2017 to 2018	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	
Average Annual Change	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	
2007	000s	22.8	9.1	10.1	19.2	15.2	12.2	16.7	17.0	10.5	10.6	8.7	19.7	171.9		42.0	46.6	44.2	39.1
2008	000s	22.8	9.1	10.2	19.3	15.2	12.3	16.8	17.1	10.5	10.7	8.8	19.8	172.5	0.4%	42.1	46.8	44.3	39.2
2009	000s	22.8	9.1	10.2	19.3	15.2	12.3	16.8	17.1	10.5	10.7	8.8	19.8	172.5		42.1	46.8	44.3	39.2
2010	000s	22.8	9.1	10.1	19.2	15.2	12.3	16.7	17.0	10.5	10.6	8.7	19.7	172.1	-0.3%	42.0	46.7	44.2	39.1
2011	000s	22.7	9.1	10.1	19.2	15.1	12.2	16.6	16.9	10.4	10.6	8.7	19.7	171.3	-0.4%	41.8	46.5	44.0	38.9
2012	000s	23.6	9.4	10.5	19.9	15.7	12.7	17.3	17.6	10.9	11.0	9.0	20.4	177.9	3.9%	43.5	48.3	45.7	40.5
2013	000s	23.6	9.5	10.5	20.0	15.8	12.7	17.3	17.6	10.9	11.0	9.1	20.5	178.4	0.3%	43.6	48.4	45.8	40.6
2014	000s	23.7	9.5	10.5	20.0	15.8	12.7	17.4	17.7	10.9	11.1	9.1	20.5	178.8	0.2%	43.7	48.5	46.0	40.7
2015	000s	23.8	9.5	10.6	20.1	15.9	12.8	17.4	17.8	11.0	11.1	9.1	20.6	179.6	0.4%	43.9	48.7	46.2	40.8
2016	000s	23.8	9.5	10.6	20.1	15.8	12.8	17.4	17.7	11.0	11.1	9.1	20.6	179.5	-0.1%	43.8	48.7	46.1	40.8
2017	000s	23.8	9.5	10.6	20.1	15.9	12.8	17.5	17.8	11.0	11.1	9.1	20.7	180.0	0.3%	44.0	48.8	46.3	40.9
2018	000s	23.9	9.6	10.6	20.2	15.9	12.9	17.5	17.8	11.0	11.2	9.2	20.7	180.5	0.3%	44.1	49.0	46.4	41.0

VISITOR NUMBERS													SFR				
SHARE OF MARKET													000s				
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	Visitor No.s by Year and Share of Total				
SFR	000s	171.9	172.5	172.5	172.1	171.3	177.9	178.4	178.8	179.6	179.5	180.0	180.5	2000.00			
All Visitor Types	M	8.1	7.9	8.6	8.4	8.1	8.0	8.5	8.7	9.2	9.2	9.3	9.4	150.00			
Share of Total	%	2.1%	2.2%	2.0%	2.1%	2.1%	2.2%	2.1%	2.0%	2.0%	1.9%	1.9%		100.00			
Annual Change in Share	%		3.2%	-9.0%	2.8%	3.0%	5.3%	-5.6%	-2.8%	-4.3%	-0.1%	-0.7%	-1.0%	50.00			
Change in Share from 2007	%		3.2%	-6.1%	-3.4%	-0.5%	4.7%	-1.2%	-3.9%	-8.1%	-8.2%	-8.8%	-9.7%	0.00			
Avg Ann. Change in Share	%		3.2%	-3.0%	-1.1%	-0.1%	0.9%	-0.2%	-0.6%	-1.0%	-0.9%	-0.9%		0.00			



STEAM FINAL TREND REPORT FOR 2007-2018
CONWY COUNTY BOROUGH COUNCIL

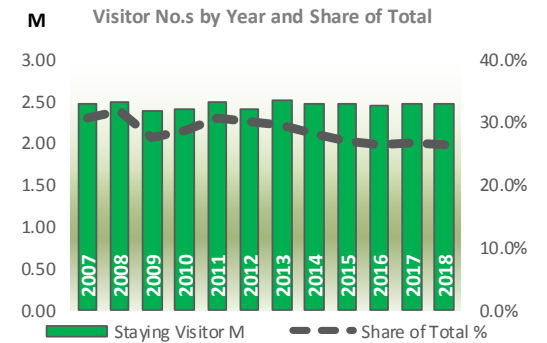
2007 to 2018

STAYING VISITOR

VISITOR NUMBERS

VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR	QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2007 to 2018		3.8%	12.7%	15.6%	7.1%	11.6%	7.0%	-1.3%	-13.2%	-4.7%	-10.2%	-8.6%	1.9%	0.5%	Annual Change	11.6%	8.6%	-6.8%	-7.1%
% Change 2017 to 2018		-7.3%	-1.5%	-0.7%	-6.4%	6.3%	2.5%	0.6%	-1.3%	2.6%	1.0%	2.2%	2.7%	0.2%		-2.7%	0.8%	0.4%	1.8%
Average Annual Change		0.3%	1.2%	1.4%	0.6%	1.1%	0.6%	-0.1%	-1.2%	-0.4%	-0.9%	-0.8%	0.2%	0.0%		1.1%	0.8%	-0.6%	-0.6%
2007	M	0.104	0.110	0.173	0.222	0.243	0.241	0.300	0.333	0.235	0.222	0.178	0.103	2.464		0.388	0.706	0.868	0.502
2008	M	0.089	0.109	0.201	0.209	0.258	0.235	0.317	0.340	0.242	0.217	0.166	0.104	2.485	0.8%	0.398	0.701	0.899	0.487
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	-4.1%	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	0.079	0.098	0.180	0.247	0.254	0.255	0.307	0.330	0.242	0.234	0.163	0.097	2.485	3.6%	0.358	0.756	0.878	0.494
2012	M	0.075	0.101	0.180	0.225	0.243	0.261	0.284	0.315	0.235	0.218	0.164	0.104	2.405	-3.2%	0.357	0.728	0.834	0.486
2013	M	0.084	0.130	0.190	0.219	0.266	0.266	0.308	0.334	0.233	0.202	0.170	0.108	2.509	4.3%	0.404	0.751	0.874	0.480
2014	M	0.093	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	0.201	0.254	0.255	0.252	0.294	0.293	0.218	0.197	0.159	0.102	2.470	1.5%	0.445	0.761	0.806	0.458
2018	M	0.108	0.124	0.200	0.238	0.272	0.258	0.296	0.290	0.224	0.199	0.162	0.105	2.475	0.2%	0.433	0.767	0.809	0.467

		VISITOR NUMBERS												STAYING VISITOR			
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018				
Staying Visitor	M	2.464	2.485	2.383	2.398	2.485	2.405	2.509	2.463	2.465	2.434	2.470	2.475				
All Visitor Types	M	8.073	7.852	8.624	8.366	8.085	7.977	8.476	8.743	9.175	9.183	9.271	9.389				
Share of Total	%	30.5%	31.6%	27.6%	28.7%	30.7%	30.2%	29.6%	28.2%	26.9%	26.5%	26.6%	26.4%				
Annual Change in Share	%		3.7%	-12.7%	3.7%	7.2%	-1.9%	-1.8%	-4.8%	-4.6%	-1.3%	0.5%	-1.0%				
Change in Share from 2007	%		3.7%	-9.5%	-6.1%	0.7%	-1.2%	-3.0%	-7.7%	-12.0%	-13.2%	-12.7%	-13.6%				
Avg Ann. Change in Share	%		3.7%	-4.7%	-2.0%	0.2%	-0.2%	-0.5%	-1.1%	-1.5%	-1.5%	-1.3%	-1.2%				



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STEAM FINAL TREND REPORT FOR 2007-2018
CONWY COUNTY BOROUGH COUNCIL

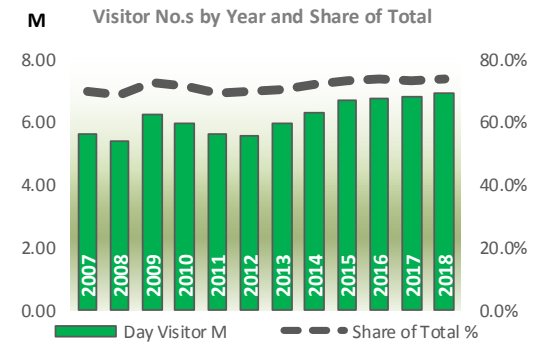
2007 to 2018

DAY VISITOR

VISITOR NUMBERS

VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
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 2007 to 2018		-9.1%	39.0%	35.4%	13.0%	13.7%	42.9%	45.6%	25.0%	34.9%	-20.3%	-14.0%	-6.8%	23.3%	30.8%	22.2%	33.9%	-18.0%	
% Change 2017 to 2018		3.9%	11.2%	0.9%	-10.8%	1.6%	17.5%	0.3%	-2.9%	5.1%	8.4%	-3.7%	1.3%	1.7%	6.3%	2.0%	0.0%	4.8%	
Average Annual Change		-0.8%	3.5%	3.2%	1.2%	1.2%	3.9%	4.1%	2.3%	3.2%	-1.8%	-1.3%	-0.6%	2.1%	2.8%	2.0%	3.1%	-1.6%	
2007	M	0.069	0.238	0.178	0.667	0.735	0.593	0.774	1.091	0.595	0.475	0.147	0.046	5.608	0.485	1.995	2.461	0.668	
2008	M	0.058	0.236	0.231	0.441	0.680	0.579	0.849	1.191	0.572	0.377	0.108	0.043	5.367	-4.3%	0.525	1.701	2.612	0.529
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	16.3%	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

		VISITOR NUMBERS											DAY VISITOR		
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018		
Day Visitor	M	5.608	5.367	6.241	5.968	5.599	5.572	5.967	6.280	6.710	6.749	6.801	6.914		
All Visitor Types	M	8.073	7.852	8.624	8.366	8.085	7.977	8.476	8.743	9.175	9.183	9.271	9.389		
Share of Total	%	69.5%	68.4%	72.4%	71.3%	69.3%	69.8%	70.4%	71.8%	73.1%	73.5%	73.4%	73.6%		
Annual Change in Share	%		-1.6%	5.9%	-1.4%	-2.9%	0.8%	0.8%	2.0%	1.8%	0.5%	-0.2%	0.4%		
Change in Share from 2007	%		-1.6%	4.2%	2.7%	-0.3%	0.5%	1.3%	3.4%	5.3%	5.8%	5.6%	6.0%		
Avg Ann. Change in Share	%		-1.6%	2.1%	0.9%	-0.1%	0.1%	0.2%	0.5%	0.7%	0.6%	0.6%	0.5%		



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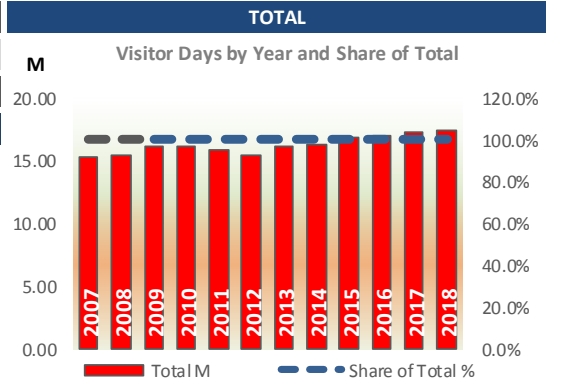
Visitor Days by Month, Year and Visitor Type for the Period 2007 to 2018

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

STEAM FINAL TREND REPORT FOR 2007-2018
CONWY COUNTY BOROUGH COUNCIL

VISITOR DAYS BY:													2007 to 2018	TOTAL	VISITOR DAYS				
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
TOTAL													TOTAL						
VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES													TOTAL	% Change					
Q1			Q2			Q3			Q4										
KEY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
An increase of 3% or more																			
Less than 3% change																			
A Fall of 3% or more																			
% Change 2007 to 2018	3.2%	31.6%	30.9%	15.3%	14.5%	28.1%	21.7%	6.8%	16.8%	-2.5%	-10.7%	-3.7%	14.1%	Annual Change	26.1%	19.2%	14.3%	-5.0%	
% Change 2017 to 2018	-5.8%	5.9%	0.9%	-8.1%	4.2%	7.6%	0.6%	-1.6%	2.7%	2.3%	0.7%	-3.1%	0.8%		1.3%	1.2%	0.2%	1.2%	
Average Annual Change	0.3%	2.9%	2.8%	1.4%	1.3%	2.6%	2.0%	0.6%	1.5%	-0.2%	-1.0%	-0.3%	1.3%		2.4%	1.7%	1.3%	-0.5%	
2007	M	0.270	0.435	0.783	1.589	1.805	1.631	2.171	2.692	1.610	1.388	0.667	0.285	15.33		1.488	5.025	6.474	2.340
2008	M	0.237	0.433	0.944	1.320	1.819	1.680	2.349	2.838	1.712	1.284	0.568	0.282	15.47	0.9%	1.614	4.819	6.898	2.134
2009	M	0.252	0.483	0.820	1.711	1.870	1.756	2.491	2.856	1.831	1.418	0.478	0.252	16.22	4.9%	1.554	5.337	7.178	2.148
2010	M	0.227	0.455	0.824	1.750	1.801	1.864	2.472	2.864	1.841	1.333	0.479	0.234	16.14	-0.4%	1.506	5.415	7.177	2.046
2011	M	0.230	0.465	0.861	1.827	1.805	1.826	2.296	2.694	1.759	1.347	0.560	0.249	15.92	-1.4%	1.557	5.457	6.748	2.156
2012	M	0.212	0.487	0.931	1.637	1.686	1.739	2.265	2.577	1.774	1.337	0.572	0.288	15.51	-2.6%	1.630	5.062	6.616	2.197
2013	M	0.227	0.477	0.961	1.538	2.021	1.844	2.461	2.822	1.742	1.204	0.584	0.282	16.16	4.2%	1.665	5.403	7.025	2.070
2014	M	0.246	0.489	0.980	1.666	2.021	1.733	2.411	2.891	1.789	1.198	0.573	0.270	16.27	0.6%	1.715	5.420	7.091	2.040
2015	M	0.254	0.512	0.992	1.721	2.085	1.782	2.593	3.043	1.828	1.241	0.565	0.245	16.86	3.6%	1.758	5.588	7.463	2.051
2016	M	0.264	0.493	1.123	1.632	1.886	2.008	2.620	2.998	1.834	1.220	0.584	0.306	16.97	0.6%	1.880	5.525	7.453	2.109
2017	M	0.296	0.540	1.015	1.993	1.985	1.942	2.627	2.921	1.833	1.322	0.592	0.283	17.35	2.3%	1.852	5.921	7.381	2.197
2018	M	0.279	0.572	1.025	1.832	2.068	2.089	2.642	2.875	1.881	1.353	0.596	0.274	17.49	0.8%	1.876	5.989	7.399	2.223

VISITOR DAYS													TOTAL	
SHARE OF MARKET	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018		
Total	M	15.33	15.47	16.22	16.14	15.92	16.16	16.27	16.86	16.97	17.35	17.49		
All Visitor Types	M	15.33	15.47	16.22	16.14	15.92	16.16	16.27	16.86	16.97	17.35	17.49		
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%		
Annual Change in Share	%													
Change in Share from 2007	%													
Avg Ann. Change in Share	%													



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CONWY COUNTY BOROUGH COUNCIL

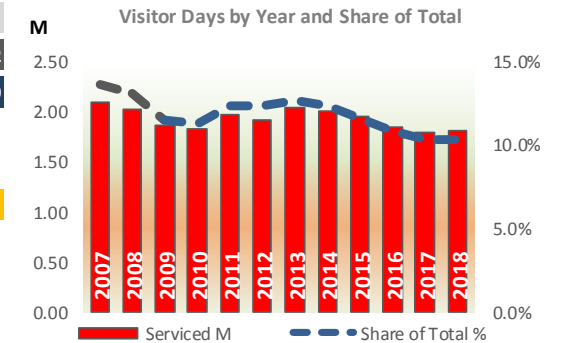
2007 to 2018

SERVICED

VISITOR DAYS

VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
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 2007 to 2018		1.2%	8.4%	-25.6%	-13.6%	6.8%	-15.2%	-18.8%	-24.7%	-23.3%	-37.7%	-5.2%	7.2%	-13.8%	Annual Change	-6.8%	-7.0%	-22.4%	-15.6%
% Change 2017 to 2018		-6.5%	-2.4%	-8.8%	-8.6%	8.1%	4.8%	0.8%	-3.3%	7.8%	3.4%	3.3%	9.4%	0.8%	-5.7%	2.0%	1.3%	5.1%	
Average Annual Change		0.1%	0.8%	-2.3%	-1.2%	0.6%	-1.4%	-1.7%	-2.2%	-2.1%	-3.4%	-0.5%	0.7%	-1.3%	-0.6%	-0.6%	-2.0%	-1.4%	
2007	M	0.105	0.129	0.150	0.170	0.200	0.202	0.208	0.247	0.217	0.192	0.157	0.113	2.091		0.384	0.572	0.672	0.463
2008	M	0.081	0.125	0.169	0.152	0.212	0.167	0.216	0.248	0.188	0.183	0.163	0.114	2.018	-3.5%	0.375	0.531	0.652	0.461
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	-8.1%	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	0.071	0.113	0.136	0.176	0.186	0.186	0.199	0.239	0.190	0.211	0.154	0.107	1.966	7.6%	0.320	0.548	0.627	0.471
2012	M	0.068	0.117	0.144	0.164	0.208	0.206	0.173	0.226	0.177	0.163	0.147	0.113	1.907	-3.0%	0.329	0.579	0.576	0.423
2013	M	0.073	0.159	0.132	0.168	0.236	0.199	0.210	0.242	0.176	0.161	0.159	0.125	2.039	6.9%	0.364	0.603	0.628	0.445
2014	M	0.089	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

		VISITOR DAYS												SERVICED ACCOMMODATION	
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018		
Serviced	M	2.091	2.018	1.856	1.827	1.966	1.907	2.039	1.999	1.949	1.838	1.787	1.802		
All Visitor Types	M	15.33	15.47	16.22	16.14	15.92	15.51	16.16	16.27	16.86	16.97	17.35	17.49		
Share of Total	%	13.6%	13.1%	11.4%	11.3%	12.4%	12.3%	12.6%	12.3%	11.6%	10.8%	10.3%	10.3%		
Annual Change in Share	%		-4.3%	-12.3%	-1.1%	9.1%	-0.4%	2.6%	-2.6%	-5.9%	-6.3%	-4.9%	0.0%		
Change in Share from 2007	%		-4.3%	-16.1%	-17.1%	-9.5%	-9.9%	-7.5%	-9.9%	-15.3%	-20.6%	-24.5%	-24.5%		
Avg Ann. Change in Share	%		-4.3%	-8.1%	-5.7%	-2.4%	-2.0%	-1.3%	-1.4%	-1.9%	-2.3%	-2.5%	-2.2%		



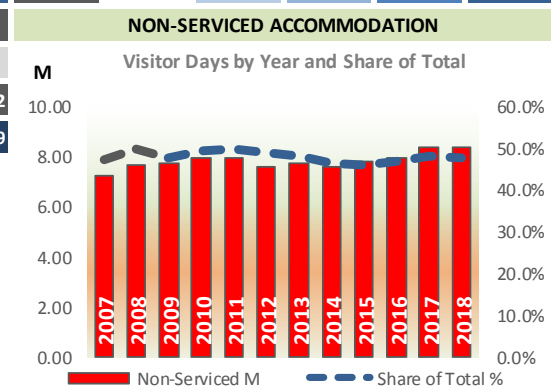
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STEAM FINAL TREND REPORT FOR 2007-2018
CONWY COUNTY BOROUGH COUNCIL

VISITOR DAYS BY:													2007 to 2018		NON-SERVICED		VISITOR DAYS														
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																
NON-SERVICED ACCOMMODATION													TOTAL						% Change												
VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																															
KEY																															
An increase of 3% or more																															
Less than 3% change																															
A Fall of 3% or more																															
													Q1		Q2		Q3		Q4												
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2007 to 2018													27.5%	67.7%	50.0%	25.3%	17.5%	28.7%	13.5%	-2.4%	14.5%	19.0%	-12.6%	-24.5%	15.6%			50.0%	23.7%	7.3%	6.4%
% Change 2017 to 2018													-19.8%	2.7%	2.9%	-6.0%	5.7%	1.2%	0.8%	0.1%	-0.3%	-0.3%	1.4%	-26.3%	0.1%	Annual Change		1.0%	0.3%	0.3%	-1.5%
Average Annual Change													2.5%	6.2%	4.5%	2.3%	1.6%	2.6%	1.2%	-0.2%	1.3%	1.7%	-1.1%	-2.2%	1.4%			4.5%	2.2%	0.7%	0.6%
2007	M	0.040	0.049	0.432	0.700	0.837	0.811	1.147	1.310	0.775	0.699	0.345	0.074	7.218			0.521	2.348	3.232	1.118											
2008	M	0.041	0.053	0.523	0.675	0.893	0.908	1.241	1.354	0.929	0.701	0.279	0.073	7.669	6.2%		0.616	2.476	3.525	1.053											
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	0.5%		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	0.035	0.056	0.500	0.838	0.968	0.972	1.253	1.328	0.935	0.709	0.291	0.060	7.945	0.1%		0.592	2.777	3.516	1.060											
2012	M	0.026	0.053	0.479	0.733	0.805	0.926	1.186	1.281	0.931	0.784	0.315	0.083	7.603	-4.3%		0.558	2.464	3.398	1.183											
2013	M	0.042	0.055	0.555	0.684	0.860	0.990	1.204	1.361	0.918	0.683	0.310	0.071	7.732	1.7%		0.652	2.533	3.483	1.064											
2014	M	0.041	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	0.063	0.079	0.631	0.934	0.929	1.031	1.292	1.277	0.891	0.834	0.298	0.076	8.334	4.8%		0.773	2.894	3.460	1.207											
2018	M	0.050	0.081	0.649	0.878	0.983	1.043	1.302	1.278	0.888	0.831	0.302	0.056	8.342	0.1%		0.781	2.904	3.468	1.189											

VISITOR DAYS													NON-SERVICED ACCOMMODATION														
SHARE OF MARKET													M														
													2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018			
Non-Serviced													M	7.218	7.669	7.710	7.940	7.945	7.603	7.732	7.561	7.773	7.952	8.334	8.342		
All Visitor Types													M	15.33	15.47	16.22	16.14	15.92	15.51	16.16	16.27	16.86	16.97	17.35	17.49		
Share of Total													%	47.1%	49.6%	47.5%	49.2%	49.9%	49.0%	47.8%	46.5%	46.1%	46.9%	48.0%	47.7%		
Annual Change in Share													%		5.3%	-4.1%	3.4%	1.5%	-1.8%	-2.4%	-2.8%	-0.8%	1.7%	2.5%	-0.7%		
Change in Share from 2007													%		5.3%	0.9%	4.4%	6.0%	4.1%	1.6%	-1.3%	-2.1%	-0.5%	2.0%	1.3%		
Avg Ann. Change in Share													%		5.3%	0.5%	1.5%	1.5%	0.8%	0.3%	-0.2%	-0.3%	-0.1%	0.2%	0.1%		



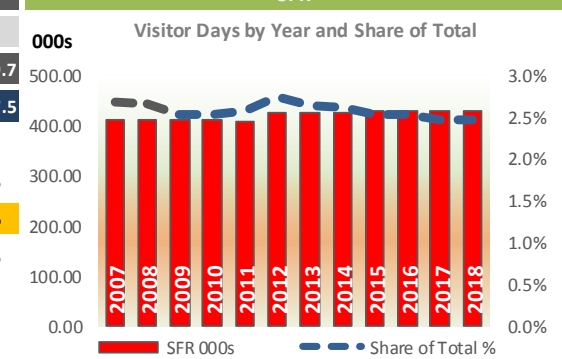
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Report Prepared by: Cathy James. Date of Issue: 28/08/19

STEAM FINAL TREND REPORT FOR 2007-2018
CONWY COUNTY BOROUGH COUNCIL

VISITOR DAYS BY:													2007 to 2018		SFR	VISITOR DAYS								
MONTH AND QUARTER													CALENDAR YEAR		QUARTER									
KEY													SFR											
An increase of 3% or more													VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											
Less than 3% change													TOTAL											
A Fall of 3% or more																								
													Annual Change											
Q1													Q2		Q3		Q4							
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC																								
% Change 2007 to 2018													5.0%		5.0%		5.0%		5.0%					
% Change 2017 to 2018													0.3%		0.3%		0.3%		0.3%					
Average Annual Change													0.5%		0.5%		0.5%		0.5%					
2007	000s	56.9	19.1	21.8	51.9	33.4	25.7	41.7	44.2	22.8	22.7	17.7	51.3	409.2	0.4%	97.8	111.0	108.7	91.8					
2008	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					
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	-0.3%	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	-0.4%	97.9	111.1	108.8	91.8					
2011	000s	56.7	19.1	21.7	51.7	33.3	25.6	41.6	44.0	22.7	22.7	17.7	51.1	407.8	-0.4%	97.4	110.6	108.3	91.4					
2012	000s	58.9	19.8	22.5	53.7	34.6	26.6	43.2	45.7	23.6	23.5	18.3	53.1	423.6	3.9%	101.2	114.9	112.5	95.0					
2013	000s	59.1	19.8	22.6	53.9	34.7	26.7	43.3	45.9	23.6	23.6	18.4	53.2	424.7	0.3%	101.5	115.2	112.8	95.2					
2014	000s	59.2	19.9	22.6	54.0	34.7	26.8	43.4	46.0	23.7	23.7	18.4	53.4	425.8	0.2%	101.7	115.5	113.1	95.5					
2015	000s	59.5	20.0	22.7	54.2	34.9	26.9	43.6	46.2	23.8	23.8	18.5	53.6	427.6	0.4%	102.2	116.0	113.5	95.9					
2016	000s	59.4	20.0	22.7	54.2	34.9	26.9	43.6	46.1	23.8	23.7	18.5	53.6	427.3	-0.1%	102.1	115.9	113.5	95.8					
2017	000s	59.6	20.0	22.8	54.3	35.0	26.9	43.7	46.3	23.8	23.8	18.5	53.7	428.5	0.3%	102.4	116.2	113.8	96.1					
2018	000s	59.8	20.1	22.8	54.5	35.1	27.0	43.8	46.4	23.9	23.9	18.6	53.9	429.7	0.3%	102.7	116.6	114.1	96.3					

VISITOR DAYS													SFR		
SHARE OF MARKET													000s		
SFR													Share of Total %		
SFR	000s	409.2	410.7	410.7	409.6	407.8	423.6	424.7	425.8	427.6	427.3	428.5	429.7		
All Visitor Types	M	15.3	15.5	16.2	16.1	15.9	15.5	16.2	16.3	16.9	17.0	17.4	17.5		
Share of Total	%	2.7%	2.7%	2.5%	2.5%	2.6%	2.7%	2.6%	2.6%	2.5%	2.5%	2.5%	2.5%		
Annual Change in Share	%		-0.5%	-4.6%	0.2%	1.0%	6.6%	-3.8%	-0.4%	-3.1%	-0.7%	-1.9%	-0.5%		
Change in Share from 2007	%		-0.5%	-5.2%	-5.0%	-4.1%	2.3%	-1.6%	-2.0%	-5.0%	-5.7%	-7.5%	-8.0%		
Avg Ann. Change in Share	%		-0.5%	-2.6%	-1.7%	-1.0%	0.5%	-0.3%	-0.3%	-0.6%	-0.6%	-0.8%	-0.7%		



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Report Prepared by: Cathy James. Date of Issue: 28/08/19

STEAM FINAL TREND REPORT FOR 2007-2018
CONWY COUNTY BOROUGH COUNCIL

2007 to 2018

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 2007 to 2018		7.4%	22.7%	29.6%	17.0%	15.1%	19.6%	8.4%	-5.6%	6.2%	6.7%	-9.7%	-3.1%	8.8%	Annual Change	23.8%	17.2%	2.3%	0.2%
% Change 2017 to 2018		-8.3%	-0.5%	0.9%	-6.1%	6.0%	1.7%	0.8%	-0.3%	0.9%	0.2%	1.9%	-3.9%	0.2%		-1.1%	0.6%	0.4%	0.1%
Average Annual Change		0.7%	2.1%	2.7%	1.5%	1.4%	1.8%	0.8%	-0.5%	0.6%	0.6%	-0.9%	-0.3%	0.8%		2.2%	1.6%	0.2%	0.0%
2007	M	0.201	0.197	0.605	0.922	1.070	1.038	1.397	1.601	1.015	0.913	0.520	0.239	9.719		1.003	3.030	4.013	1.672
2008	M	0.178	0.197	0.713	0.879	1.138	1.100	1.500	1.647	1.140	0.907	0.460	0.239	10.10	3.9%	1.089	3.118	4.286	1.606
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	-1.2%	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	0.163	0.188	0.658	1.066	1.187	1.183	1.494	1.610	1.148	0.943	0.462	0.218	10.32	1.4%	1.009	3.436	4.251	1.623
2012	M	0.153	0.191	0.645	0.951	1.048	1.159	1.403	1.553	1.131	0.971	0.480	0.249	9.933	-3.7%	0.989	3.157	4.087	1.700
2013	M	0.174	0.234	0.709	0.906	1.130	1.215	1.458	1.649	1.117	0.868	0.487	0.248	10.20	2.6%	1.117	3.252	4.223	1.604
2014	M	0.190	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	0.236	0.243	0.776	1.149	1.162	1.221	1.504	1.516	1.069	0.973	0.461	0.241	10.55	3.2%	1.255	3.532	4.088	1.675
2018	M	0.216	0.242	0.783	1.079	1.232	1.241	1.515	1.511	1.078	0.975	0.470	0.231	10.57	0.2%	1.241	3.552	4.104	1.676

		VISITOR DAYS												STAYING VISITOR	
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018		
Staying Visitor	M	9.719	10.10	9.976	10.18	10.32	9.933	10.20	9.986	10.15	10.22	10.55	10.57		
All Visitor Types	M	15.33	15.47	16.22	16.14	15.92	15.51	16.16	16.27	16.86	16.97	17.35	17.49		
Share of Total	%	63.4%	65.3%	61.5%	63.0%	64.8%	64.1%	63.1%	61.4%	60.2%	60.2%	60.8%	60.5%		
Annual Change in Share	%		3.0%	-5.8%	2.5%	2.8%	-1.2%	-1.5%	-2.7%	-1.9%	0.0%	1.0%	-0.6%		
Change in Share from 2007	%		3.0%	-3.0%	-0.6%	2.2%	1.0%	-0.5%	-3.2%	-5.1%	-5.0%	-4.1%	-4.6%		
Avg Ann. Change in Share	%		3.0%	-1.5%	-0.2%	0.6%	0.2%	-0.1%	-0.5%	-0.6%	-0.6%	-0.4%	-0.4%		



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STEAM FINAL TREND REPORT FOR 2007-2018
CONWY COUNTY BOROUGH COUNCIL

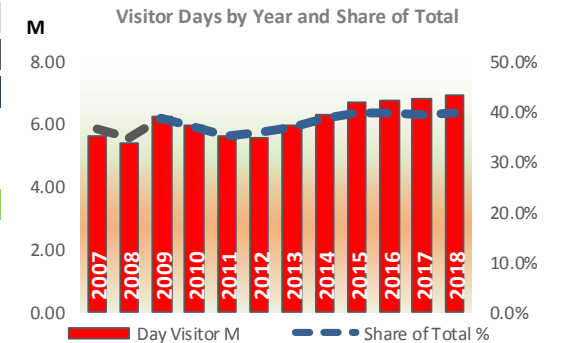
2007 to 2018

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 2007 to 2018		-9.1%	39.0%	35.4%	13.0%	13.7%	42.9%	45.6%	25.0%	34.9%	-20.3%	-14.0%	-6.8%	23.3%	Annual Change	30.8%	22.2%	33.9%	-18.0%
% Change 2017 to 2018		3.9%	11.2%	0.9%	-10.8%	1.6%	17.5%	0.3%	-2.9%	5.1%	8.4%	-3.7%	1.3%	1.7%		6.3%	2.0%	0.0%	4.8%
Average Annual Change		-0.8%	3.5%	3.2%	1.2%	1.2%	3.9%	4.1%	2.3%	3.2%	-1.8%	-1.3%	-0.6%	2.1%		2.8%	2.0%	3.1%	-1.6%
2007	M	0.069	0.238	0.178	0.667	0.735	0.593	0.774	1.091	0.595	0.475	0.147	0.046	5.608		0.485	1.995	2.461	0.668
2008	M	0.058	0.236	0.231	0.441	0.680	0.579	0.849	1.191	0.572	0.377	0.108	0.043	5.367	-4.3%	0.525	1.701	2.612	0.529
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	16.3%	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

		VISITOR DAYS												DAY VISITOR	
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018		
Day Visitor	M	5.608	5.367	6.241	5.968	5.599	5.572	5.967	6.280	6.710	6.749	6.801	6.914		
All Visitor Types	M	15.33	15.47	16.22	16.14	15.92	15.51	16.16	16.27	16.86	16.97	17.35	17.49		
Share of Total	%	36.6%	34.7%	38.5%	37.0%	35.2%	35.9%	36.9%	38.6%	39.8%	39.8%	39.2%	39.5%		
Annual Change in Share	%		-5.2%	10.9%	-3.9%	-4.8%	2.2%	2.7%	4.6%	3.1%	-0.1%	-1.5%	0.9%		
Change in Share from 2007	%		-5.2%	5.2%	1.0%	-3.9%	-1.8%	0.9%	5.5%	8.8%	8.7%	7.1%	8.0%		
Avg Ann. Change in Share	%		-5.2%	2.6%	0.3%	-1.0%	-0.4%	0.1%	0.8%	1.1%	1.0%	0.7%	0.7%		



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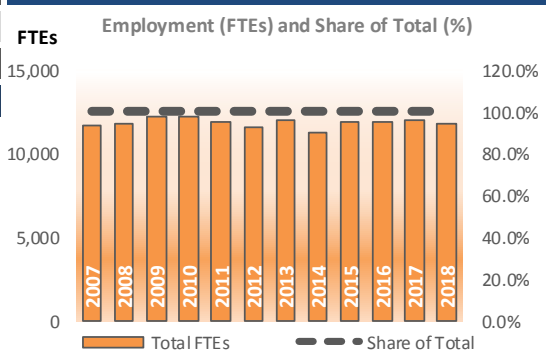
Direct and Total Employment by Month, Year and Visitor Type for the Period 2007 to 2018

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

STEAM FINAL TREND REPORT FOR 2007-2018
CONWY COUNTY BOROUGH COUNCIL

2007 to 2018													TOTAL	TOTAL EMPLOYMENT				
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	TOTAL												TOTAL	% Change	Q1	Q2	Q3	Q4
An increase of 3% or more	TOTAL 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 2007 to 2018	-1.6%	9.2%	9.4%	0.5%	0.5%	10.6%	7.6%	-2.3%	2.0%	-12.5%	-12.8%	-5.0%	0.9%	Annual Change	6.7%	3.8%	2.1%	-11.1%
% Change 2017 to 2018	-3.5%	1.7%	-1.4%	-9.5%	1.6%	4.2%	-1.6%	-2.5%	0.2%	-0.4%	-1.2%	-2.3%	-1.3%		-0.9%	-1.3%	-1.5%	-1.0%
Average Annual Change	-0.1%	0.8%	0.9%	0.0%	0.0%	1.0%	0.7%	-0.2%	0.2%	-1.1%	-1.2%	-0.5%	0.1%		0.6%	0.3%	0.2%	-1.0%
2007 FTEs	4,476	5,982	8,244	13,939	15,360	14,154	17,695	21,741	14,247	12,405	7,434	4,728	11,700		6,234	14,484	17,894	8,189
2008 FTEs	4,225	5,962	9,403	11,959	15,498	14,415	19,042	22,706	14,916	11,683	6,791	4,710	11,776	0.6%	6,530	13,957	18,888	7,728
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	3.7%	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	4,144	6,139	8,586	15,451	15,073	15,324	18,351	21,188	15,128	11,979	6,639	4,429	11,869	-2.5%	6,290	15,283	18,223	7,682
2012 FTEs	4,023	6,318	9,137	14,078	14,340	14,708	18,145	20,433	15,104	11,777	6,730	4,741	11,628	-2.0%	6,493	14,375	17,894	7,750
2013 FTEs	4,155	6,278	9,366	13,394	16,779	15,337	19,585	22,302	14,881	11,014	6,844	4,737	12,056	3.7%	6,600	15,170	18,923	7,532
2014 FTEs	4,150	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	4,561	6,419	9,152	15,479	15,196	15,028	19,357	21,775	14,504	10,906	6,560	4,594	11,961	0.2%	6,711	15,234	18,545	7,353
2018 FTEs	4,402	6,530	9,022	14,011	15,435	15,656	19,048	21,235	14,526	10,858	6,480	4,490	11,808	-1.3%	6,652	15,034	18,270	7,276

EMPLOYMENT													TOTAL	
SHARE OF MARKET	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	FTEs	Share of Total (%)
Total	FTEs	11,700	11,776	12,214	12,169	11,869	11,628	12,056	11,229	11,881	11,942	11,961	11,808	100.0%
Total Employment	FTEs	11,700	11,776	12,214	12,169	11,869	11,628	12,056	11,229	11,881	11,942	11,961	11,808	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 2007	%													
Avg Ann. Change in Share	%													



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STEAM FINAL TREND REPORT FOR 2007-2018
CONWY COUNTY BOROUGH COUNCIL

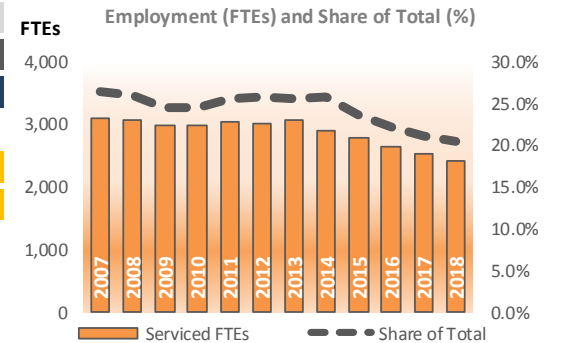
2007 to 2018

SERVICED

DIRECT EMPLOYMENT

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR	QUARTER				
KEY	SERVICED ACCOMMODATION																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	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 2007 to 2018	-16.5%	-15.4%	-25.2%	-23.2%	-16.3%	-23.6%	-24.2%	-27.0%	-25.5%	-29.0%	-19.3%	-15.7%	-22.1%	Annual Change	-19.3%	-21.0%	-25.6%	-21.9%
% Change 2017 to 2018	-5.5%	-4.6%	-6.8%	-7.4%	-1.4%	-3.5%	-4.7%	-5.7%	-2.2%	-4.2%	-3.6%	-2.0%	-4.3%	-5.6%	-4.0%	-4.2%	-3.3%	
Average Annual Change	-1.5%	-1.4%	-2.3%	-2.1%	-1.5%	-2.1%	-2.2%	-2.5%	-2.3%	-2.6%	-1.8%	-1.4%	-2.0%	-1.8%	-1.9%	-2.3%	-2.0%	
2007 FTEs	2,345	2,663	2,979	3,179	3,339	3,347	3,387	3,626	3,428	3,246	2,943	2,542	3,085		2,662	3,288	3,480	2,911
2008 FTEs	2,224	2,637	3,070	3,088	3,391	3,166	3,422	3,635	3,278	3,200	2,970	2,546	3,052	-1.1%	2,644	3,215	3,445	2,905
2009 FTEs	2,203	2,530	2,888	3,066	3,231	3,239	3,431	3,548	3,262	3,165	2,759	2,522	2,987	-2.1%	2,540	3,179	3,414	2,816
2010 FTEs	2,168	2,516	2,786	3,142	3,224	3,350	3,357	3,577	3,327	3,078	2,725	2,445	2,974	-0.4%	2,490	3,238	3,420	2,749
2011 FTEs	2,172	2,571	2,895	3,194	3,242	3,248	3,306	3,538	3,304	3,340	2,912	2,500	3,019	1.5%	2,546	3,228	3,383	2,917
2012 FTEs	2,167	2,593	2,935	3,135	3,371	3,364	3,214	3,483	3,219	3,088	2,890	2,542	3,000	-0.6%	2,565	3,290	3,305	2,840
2013 FTEs	2,197	2,806	2,891	3,157	3,537	3,340	3,411	3,579	3,226	3,091	2,963	2,630	3,069	2.3%	2,631	3,345	3,405	2,895
2014 FTEs	2,181	2,577	2,741	3,041	3,324	3,176	3,147	3,315	3,061	2,983	2,739	2,346	2,886	-6.0%	2,500	3,180	3,175	2,689
2015 FTEs	2,082	2,535	2,635	2,905	3,251	3,056	3,118	3,193	2,913	2,861	2,657	2,281	2,791	-3.3%	2,418	3,071	3,075	2,600
2016 FTEs	2,119	2,392	2,538	2,717	3,000	2,767	2,805	3,003	2,831	2,578	2,601	2,412	2,647	-5.2%	2,350	2,828	2,879	2,530
2017 FTEs	2,072	2,362	2,391	2,636	2,833	2,651	2,694	2,807	2,612	2,405	2,463	2,186	2,509	-5.2%	2,275	2,706	2,704	2,352
2018 FTEs	1,959	2,253	2,229	2,440	2,794	2,557	2,568	2,646	2,554	2,304	2,375	2,143	2,402	-4.3%	2,147	2,597	2,590	2,274

EMPLOYMENT													SERVICED ACCOMMODATION	
SHARE OF MARKET	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	FTEs	Share of Total (%)
Serviced FTEs	3,085	3,052	2,987	2,974	3,019	3,000	3,069	2,886	2,791	2,647	2,509	2,402		
Total Employment FTEs	11,700	11,776	12,214	12,169	11,869	11,628	12,056	11,229	11,881	11,942	11,961	11,808		
Share of Total %	26.4%	25.9%	24.5%	24.4%	25.4%	25.8%	25.5%	25.7%	23.5%	22.2%	21.0%	20.3%		
Annual Change in Share %		-1.7%	-5.6%	-0.1%	4.0%	1.5%	-1.3%	1.0%	-8.6%	-5.6%	-5.3%	-3.0%		
Change in Share from 2007 %		-1.7%	-7.3%	-7.3%	-3.6%	-2.2%	-3.5%	-2.5%	-10.9%	-16.0%	-20.4%	-22.9%		
Avg Ann. Change in Share %		-1.7%	-3.6%	-2.4%	-0.9%	-0.4%	-0.6%	-0.4%	-1.4%	-1.8%	-2.0%	-2.1%		



STEAM FINAL TREND REPORT FOR 2007-2018
CONWY COUNTY BOROUGH COUNCIL

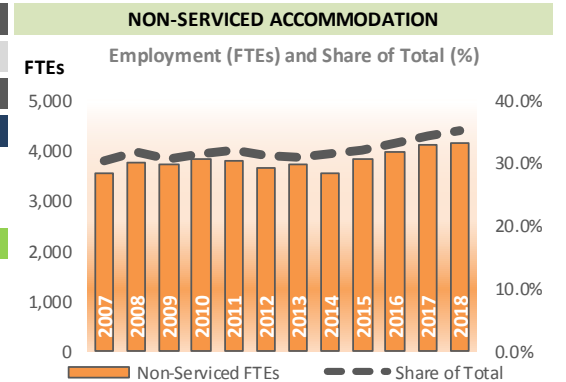
2007 to 2018

NON-SERVICED

DIRECT EMPLOYMENT

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR	QUARTER				
KEY	NON-SERVICED ACCOMMODATION																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												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 2007 to 2018	47.4%	53.9%	42.4%	21.6%	13.7%	25.0%	11.7%	3.4%	11.3%	16.2%	3.2%	27.2%	17.0%		45.8%	20.0%	8.3%	13.7%
% Change 2017 to 2018	1.3%	5.6%	2.5%	-6.4%	5.0%	1.0%	0.7%	3.1%	-0.2%	-0.6%	2.9%	-1.1%	0.9%	Annual Change	2.9%	-0.2%	1.4%	0.3%
Average Annual Change	4.3%	4.9%	3.9%	2.0%	1.2%	2.3%	1.1%	0.3%	1.0%	1.5%	0.3%	2.5%	1.5%		4.2%	1.8%	0.8%	1.2%
2007 FTEs	935	989	2,791	4,041	4,633	4,533	5,911	6,912	4,343	3,977	2,351	1,104	3,543		1,572	4,402	5,722	2,478
2008 FTEs	943	1,008	3,250	3,918	4,979	4,999	6,446	7,031	5,121	4,036	2,065	1,100	3,741	5.6%	1,734	4,632	6,199	2,400
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	-0.1%	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	909	1,025	3,019	4,723	5,239	5,325	6,429	6,725	5,121	4,008	2,088	1,029	3,803	-1.0%	1,651	5,095	6,092	2,375
2012 FTEs	865	1,011	2,930	4,140	4,433	5,048	6,051	6,499	4,967	4,316	2,199	1,141	3,633	-4.5%	1,602	4,540	5,839	2,552
2013 FTEs	959	1,039	3,345	3,931	4,705	5,308	6,160	6,999	4,911	3,938	2,194	1,099	3,716	2.3%	1,781	4,648	6,023	2,410
2014 FTEs	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	1,361	1,442	3,878	5,250	5,016	5,614	6,560	6,931	4,843	4,649	2,359	1,420	4,110	3.6%	2,227	5,293	6,111	2,809
2018 FTEs	1,378	1,523	3,974	4,913	5,266	5,669	6,604	7,149	4,833	4,623	2,426	1,404	4,147	0.9%	2,292	5,282	6,195	2,818

EMPLOYMENT													NON-SERVICED ACCOMMODATION	
SHARE OF MARKET	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	FTEs	Employment (FTEs) and Share of Total (%)
Non-Serviced	FTEs	3,543	3,741	3,737	3,843	3,803	3,633	3,716	3,540	3,817	3,969	4,110	4,147	
Total Employment	FTEs	11,700	11,776	12,214	12,169	11,869	11,628	12,056	11,229	11,881	11,942	11,961	11,808	
Share of Total	%	30.3%	31.8%	30.6%	31.6%	32.0%	31.2%	30.8%	31.5%	32.1%	33.2%	34.4%	35.1%	
Annual Change in Share	%		4.9%	-3.7%	3.2%	1.5%	-2.5%	-1.4%	2.3%	1.9%	3.4%	3.4%	2.2%	
Change in Share from 2007	%		4.9%	1.0%	4.3%	5.8%	3.2%	1.8%	4.1%	6.1%	9.7%	13.5%	16.0%	
Avg Ann. Change in Share	%		4.9%	0.5%	1.4%	1.5%	0.6%	0.3%	0.6%	0.8%	1.1%	1.3%	1.5%	



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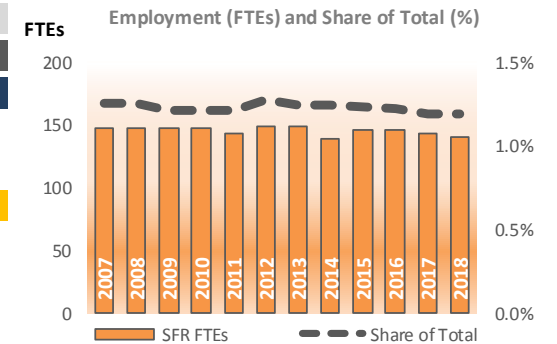
2007 to 2018

SFR

DIRECT EMPLOYMENT

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR	QUARTER						
KEY	SFR																			
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	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 2007 to 2018	-4.2%	-4.2%	-4.2%	-4.2%	-4.2%	-4.2%	-4.2%	-4.2%	-4.2%	-4.2%	-4.2%	-4.2%	-4.2%	-4.2%			-4.2%	-4.2%	-4.2%	-4.2%
% Change 2017 to 2018	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	Annual Change		-1.4%	-1.4%	-1.4%	-1.4%
Average Annual Change	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%			-0.4%	-0.4%	-0.4%	-0.4%
2007	FTEs	245	82	94	224	144	111	180	190	98	98	76	221	147			140	159	156	132
2008	FTEs	246	83	94	224	144	111	180	191	98	98	77	222	147	0.4%		141	160	157	132
2009	FTEs	246	83	94	224	144	111	180	191	98	98	77	222	147	0.0%		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

EMPLOYMENT													SFR	
SHARE OF MARKET	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	FTEs	Share of Total (%)
SFR	FTEs	147	147	147	147	143	149	149	140	146	146	143	141	
Total Employment	FTEs	11,700	11,776	12,214	12,169	11,869	11,628	12,056	11,229	11,881	11,942	11,961	11,808	
Share of Total	%	1.3%	1.3%	1.2%	1.2%	1.2%	1.3%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	
Annual Change in Share	%		-0.3%	-3.6%	0.1%	-0.1%	6.0%	-3.3%	0.4%	-1.2%	-0.4%	-2.5%	-0.1%	
Change in Share from 2007	%		-0.3%	-3.9%	-3.8%	-3.8%	2.0%	-1.4%	-1.0%	-2.2%	-2.6%	-5.0%	-5.1%	
Avg Ann. Change in Share	%		-0.3%	-1.9%	-1.3%	-1.0%	0.4%	-0.2%	-0.1%	-0.3%	-0.3%	-0.5%	-0.5%	



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CONWY COUNTY BOROUGH COUNCIL

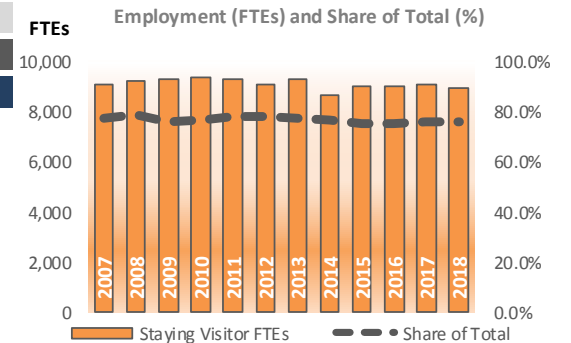
2007 to 2018

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 2007 to 2018	1.3%	3.2%	7.3%	1.7%	1.0%	4.3%	-1.4%	-7.0%	-4.9%	-4.1%	-9.2%	-2.8%	-1.3%		4.5%	2.3%	-4.5%	-5.5%
% Change 2017 to 2018	-2.7%	-0.8%	-1.1%	-6.6%	2.6%	-0.5%	-0.9%	0.6%	-0.9%	-1.8%	-0.4%	-1.6%	-1.1%	Annual Change	-1.4%	-1.5%	-0.4%	-1.3%
Average Annual Change	0.1%	0.3%	0.7%	0.2%	0.1%	0.4%	-0.1%	-0.6%	-0.4%	-0.4%	-0.8%	-0.3%	-0.1%		0.4%	0.2%	-0.4%	-0.5%
2007 FTEs	3,525	3,735	5,864	7,443	8,115	7,991	9,478	10,728	7,868	7,321	5,371	3,868	6,776		4,374	7,850	9,358	5,520
2008 FTEs	3,414	3,727	6,414	7,230	8,515	8,276	10,049	10,857	8,498	7,334	5,112	3,868	6,941	2.4%	4,518	8,007	9,801	5,438
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	-1.0%	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	3,320	3,676	6,006	8,135	8,621	8,681	9,911	10,449	8,521	7,444	5,074	3,744	6,965	0.0%	4,334	8,479	9,627	5,421
2012 FTEs	3,280	3,687	5,960	7,501	7,950	8,524	9,447	10,175	8,285	7,503	5,167	3,907	6,782	-2.6%	4,309	7,992	9,302	5,526
2013 FTEs	3,405	3,928	6,331	7,315	8,388	8,761	9,753	10,772	8,236	7,129	5,235	3,953	6,934	2.2%	4,555	8,155	9,587	5,439
2014 FTEs	3,433	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	3,671	3,884	6,361	8,103	7,989	8,372	9,428	9,923	7,550	7,150	4,896	3,821	6,762	0.0%	4,639	8,154	8,967	5,289
2018 FTEs	3,572	3,854	6,293	7,567	8,198	8,332	9,344	9,978	7,481	7,021	4,875	3,759	6,689	-1.1%	4,573	8,032	8,934	5,218

EMPLOYMENT													STAYING VISITOR	
SHARE OF MARKET	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	FTEs	Employment (FTEs) and Share of Total (%)
Staying Visitor FTEs	9,036	9,226	9,249	9,333	9,264	9,036	9,280	8,611	8,961	9,011	9,055	8,920		
Total Employment FTEs	11,700	11,776	12,214	12,169	11,869	11,628	12,056	11,229	11,881	11,942	11,961	11,808		
Share of Total %	77.2%	78.3%	75.7%	76.7%	78.1%	77.7%	77.0%	76.7%	75.4%	75.5%	75.7%	75.5%		
Annual Change in Share %		1.4%	-3.3%	1.3%	1.8%	-0.4%	-0.9%	-0.4%	-1.7%	0.0%	0.3%	-0.2%		
Change in Share from 2007 %		1.4%	-1.9%	-0.7%	1.1%	0.6%	-0.3%	-0.7%	-2.3%	-2.3%	-2.0%	-2.2%		
Avg Ann. Change in Share %		1.4%	-1.0%	-0.2%	0.3%	0.1%	-0.1%	-0.1%	-0.3%	-0.3%	-0.2%	-0.2%		



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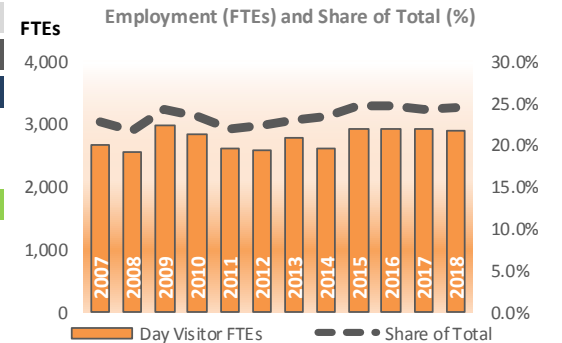
2007 to 2018

DAY VISITOR

DIRECT EMPLOYMENT

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR	QUARTER				
KEY	DAY VISITOR																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												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 2007 to 2018	-20.1%	22.2%	19.0%	-0.7%	0.0%	25.6%	28.0%	9.9%	18.6%	-29.9%	-24.4%	-18.1%	8.4%		15.0%	7.4%	17.7%	-27.9%
% Change 2017 to 2018	1.5%	8.7%	-1.4%	-12.8%	-0.7%	14.8%	-2.0%	-5.1%	2.8%	6.0%	-5.9%	-1.0%	-0.6%	Annual Change	3.9%	-0.3%	-2.2%	2.4%
Average Annual Change	-1.8%	2.0%	1.7%	-0.1%	0.0%	2.3%	2.5%	0.9%	1.7%	-2.7%	-2.2%	-1.6%	0.8%		1.4%	0.7%	1.6%	-2.5%
2007 FTEs	393	1,356	1,017	3,801	4,190	3,382	4,414	6,220	3,394	2,706	836	264	2,664		922	3,791	4,676	1,269
2008 FTEs	333	1,345	1,317	2,515	3,879	3,303	4,840	6,792	3,260	2,151	615	247	2,550	-4.3%	998	3,232	4,964	1,005
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	16.3%	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

EMPLOYMENT													DAY VISITOR	
SHARE OF MARKET	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	FTEs	Share of Total (%)
Day Visitor	FTEs	2,664	2,550	2,965	2,835	2,605	2,592	2,776	2,618	2,920	2,932	2,906	2,888	
Total Employment	FTEs	11,700	11,776	12,214	12,169	11,869	11,628	12,056	11,229	11,881	11,942	11,961	11,808	
Share of Total	%	22.8%	21.7%	24.3%	23.3%	21.9%	22.3%	23.3%	24.6%	24.5%	24.3%	24.5%		
Annual Change in Share	%		-4.9%	12.1%	-4.0%	-5.8%	1.6%	3.3%	1.3%	5.4%	-0.1%	-1.0%	0.7%	
Change in Share from 2007	%		-4.9%	6.6%	2.3%	-3.6%	-2.1%	1.1%	2.4%	7.9%	7.8%	6.7%	7.4%	
Avg Ann. Change in Share	%		-4.9%	3.3%	0.8%	-0.9%	-0.4%	0.2%	0.3%	1.0%	0.9%	0.7%	0.7%	



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STEAM FINAL TREND REPORT FOR 2007-2018
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2018

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

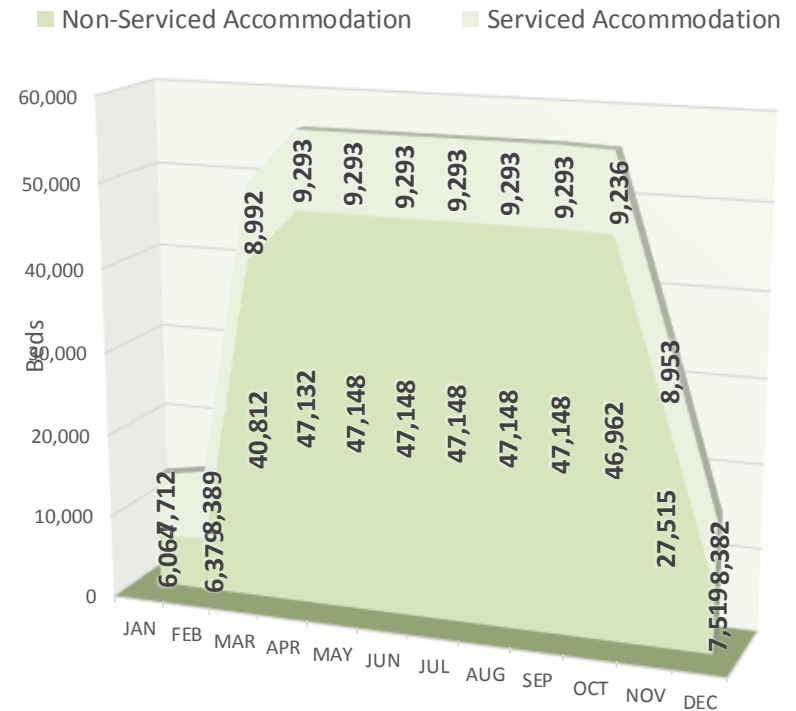
SERVICED ACCOMMODATION 2018	2018		Change on 2017		Change on 2007	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	317	9,293	-19	-483	-92	-2,392
+50 room hotels	22	3,535	-1	-82	-4	-408
10-50 room hotels	68	3,022	-7	-274	-36	-1,370
<10 room hotels/others	227	2,736	-11	-128	-52	-614

NON-SERVICED ACCOMMODATION 2018	2018		Change on 2017		Change on 2007	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	916	47,153	+50	-446	+262	-2,192
Self catering	770	4,827	+49	+91	+255	+494
Static caravans/chalets	88	6,895	-0	-42	-1	-212
Touring caravans/camping	58	7,113	+2	-320	+8	-1,602
Not-for-hire static	0	28,318	0	-174	0	-872

DISTRIBUTION BY TYPE OF ACCOMMODATION 2018	2018		Change on 2017		Change on 2007	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	1,233	56,446	+31	-930	+170	-4,584
Serviced Accommodation Share of Total	26%	16%				
Non-Serviced Accommodation Share of Total	74%	84%				

SEASONAL AVAILABILITY OF BED SUPPLY 2018	2018											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	13,776	14,768	49,804	56,425	56,441	56,441	56,441	56,441	56,441	56,198	36,468	15,901
Serviced Accommodation	7,712	8,389	8,992	9,293	9,293	9,293	9,293	9,293	9,293	9,236	8,953	8,382
Non-Serviced Accommodation	6,064	6,379	40,812	47,132	47,148	47,148	47,148	47,148	47,148	46,962	27,515	7,519

**SEASONAL AVAILABILITY OF BED SUPPLY
2018**



Report Sections With Historic Financial Data Indexed to 2018 Prices

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

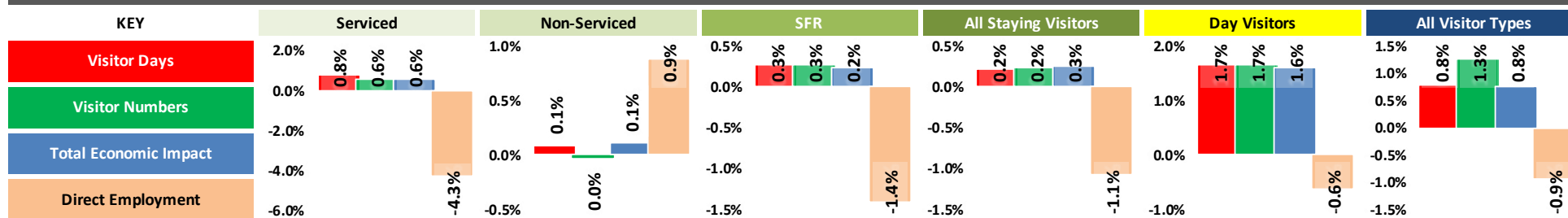
Indexation: *Indexation to: 2018*

2007	<i>1.37</i>
2008	<i>1.32</i>
2009	<i>1.31</i>
2010	<i>1.27</i>
2011	<i>1.21</i>
2012	<i>1.16</i>
2013	<i>1.12</i>
2014	<i>1.09</i>
2015	<i>1.08</i>
2016	<i>1.07</i>
2017	<i>1.04</i>
2018	<i>1.00</i>

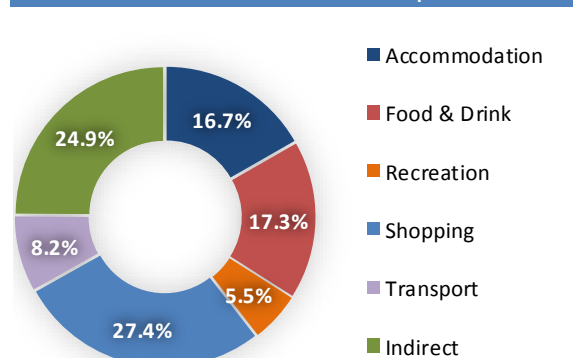
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2018 & 2017 - INDEXED TO 2018

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced			2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %
	2018	2017	+/- %	2018	2017	+/- %															
Visitor Days	M	1.802	1.787	0.8%	8.342	8.334	0.1%	0.430	0.428	0.3%	10.57	10.55	0.2%	6.914	6.801	1.7%	17.49	17.35	0.8%		
Visitor Numbers	M	1.020	1.014	0.6%	1.275	1.275	0.0%	0.180	0.180	0.3%	2.475	2.470	0.2%	6.914	6.801	1.7%	9.389	9.271	1.3%		
Direct Expenditure	£M																679.26	674.30	0.7%		
Economic Impact	£M	186.12	185.09	0.6%	374.82	374.38	0.1%	14.69	14.65	0.2%	575.62	574.13	0.3%	328.75	323.51	1.6%	904.37	897.64	0.8%		
Direct Employment	FTEs	2,402	2,509	-4.3%	4,147	4,110	0.9%	141	143	-1.4%	6,689	6,762	-1.1%	2,888	2,906	-0.6%	9,577	9,668	-0.9%		
Total Employment	FTEs																11,808	11,961	-1.3%		

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2018 & 2017 - INDEXED TO 2018



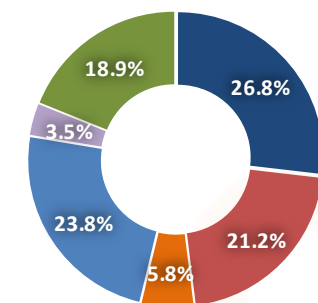
Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2018



Sectors	2018	2017	+/- %
Accommodation	151.24	149.84	0.9%
Food & Drink	156.50	155.53	0.6%
Recreation	49.36	49.23	0.3%
Shopping	247.63	245.54	0.9%
Transport	74.53	74.17	0.5%
TOTAL DIRECT	679.26	674.30	0.7%
Indirect	225.12	223.33	0.8%
TOTAL	904.37	897.64	0.8%

Sectoral Distribution of Employment - FTEs

Sectors	2018	2017	+/- %
Accommodation	3,169	3,169	0.0%
Food & Drink	2,501	2,457	1.8%
Recreation	680	741	-8.3%
Shopping	2,814	2,877	-2.2%
Transport	413	425	-2.8%
TOTAL DIRECT	9,577	9,668	-0.9%
Indirect	2,231	2,292	-2.7%
TOTAL	11,808	11,961	-1.3%



STEAM FINAL TREND REPORT FOR 2007-2018
CONWY COUNTY BOROUGH COUNCIL

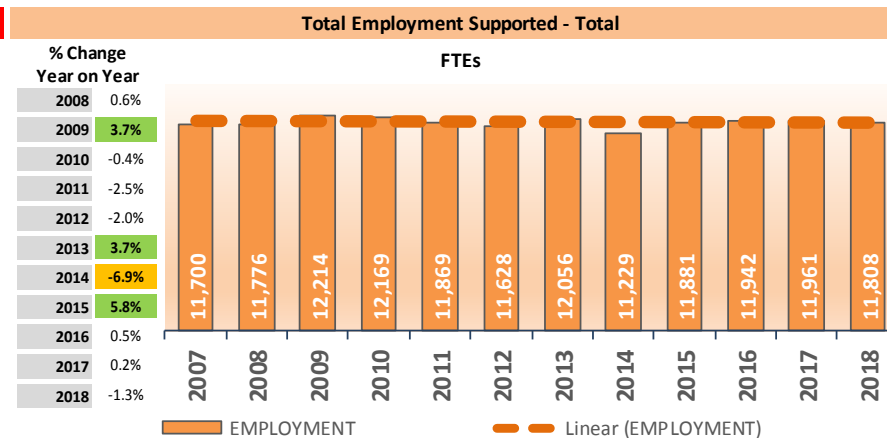
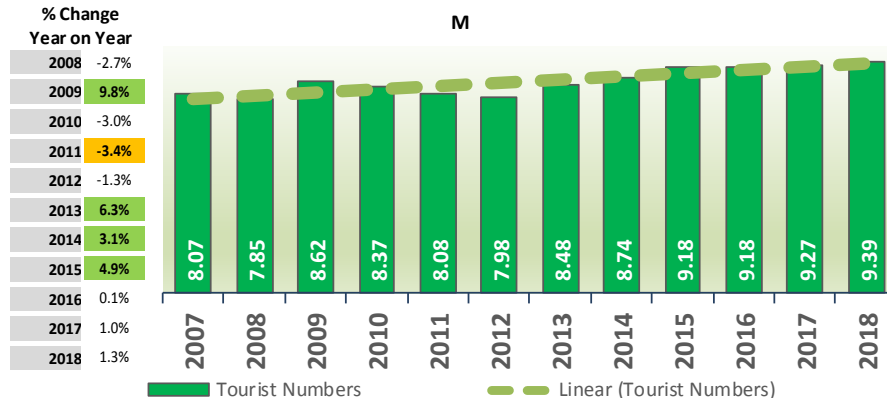
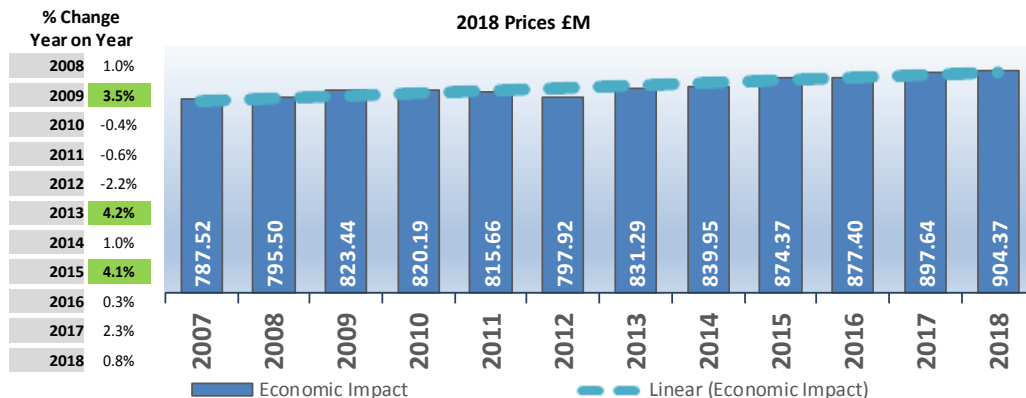
2007 to 2018
2018 Prices

TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total



% Change from 2007	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Indexed		1.0%	4.6%	4.1%	3.6%	1.3%	5.6%	6.7%	11.0%	11.4%	14.0%	14.8%
Visitor Numbers		-2.7%	6.8%	3.6%	0.2%	-1.2%	5.0%	8.3%	13.7%	13.8%	14.8%	16.3%
Visitor Days		0.9%	5.8%	5.3%	3.9%	1.2%	5.5%	6.1%	10.0%	10.7%	13.2%	14.1%
Total Employment		0.6%	4.4%	4.0%	1.4%	-0.6%	3.0%	-4.0%	1.5%	2.1%	2.2%	0.9%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2007-2018
CONWY COUNTY BOROUGH COUNCIL

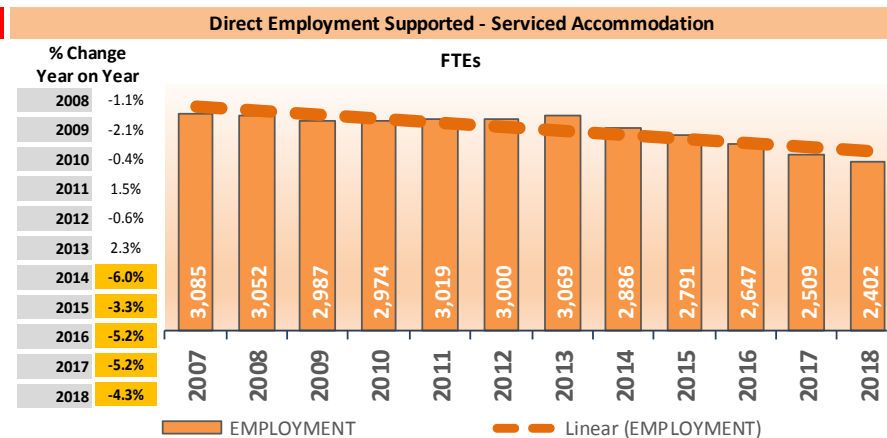
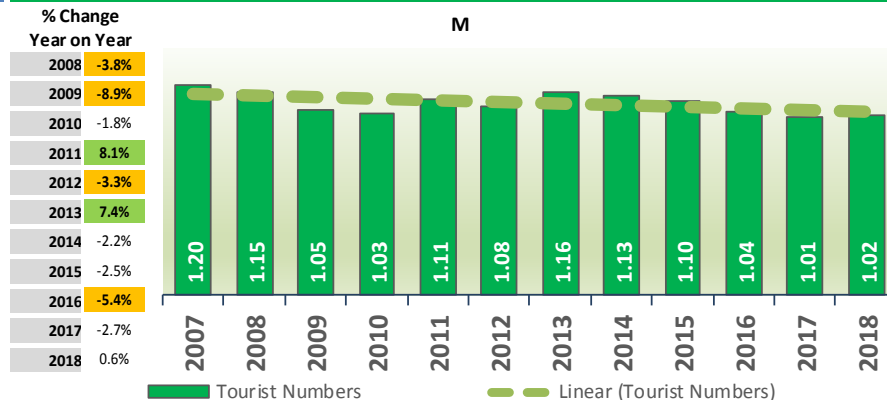
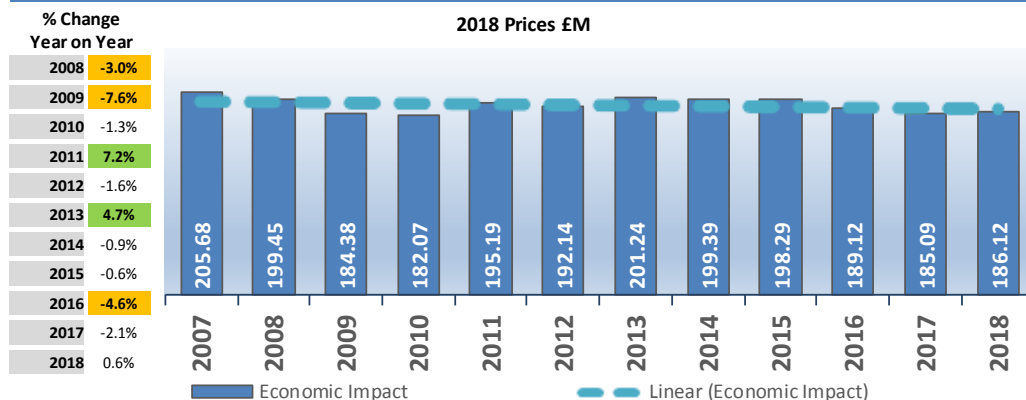
2007 to 2018
2018 Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation

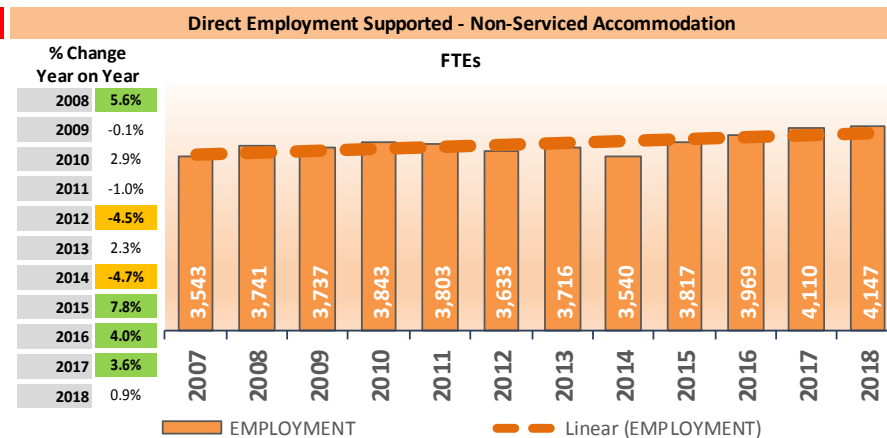
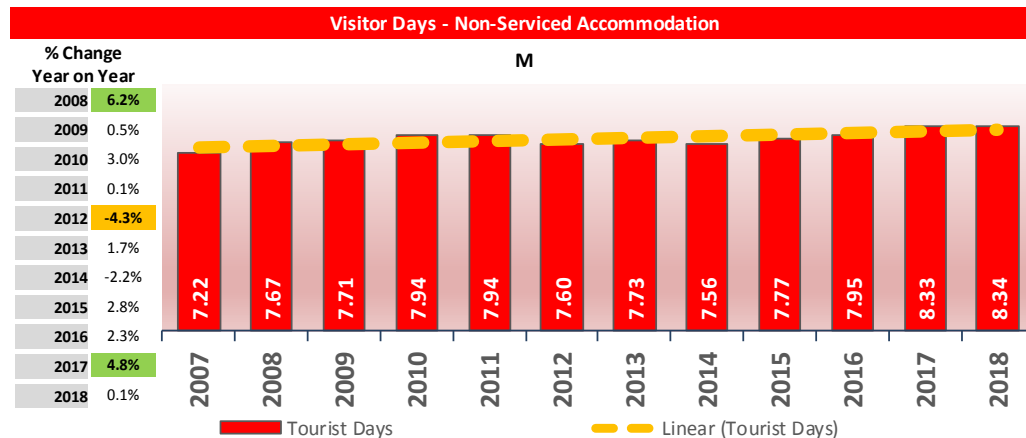
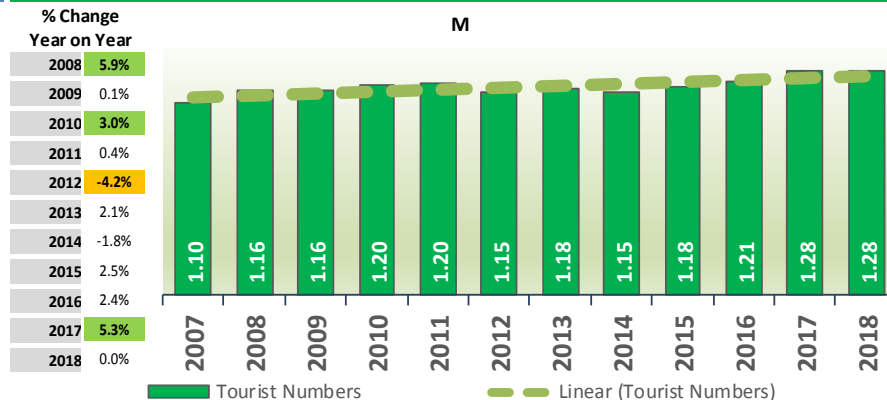
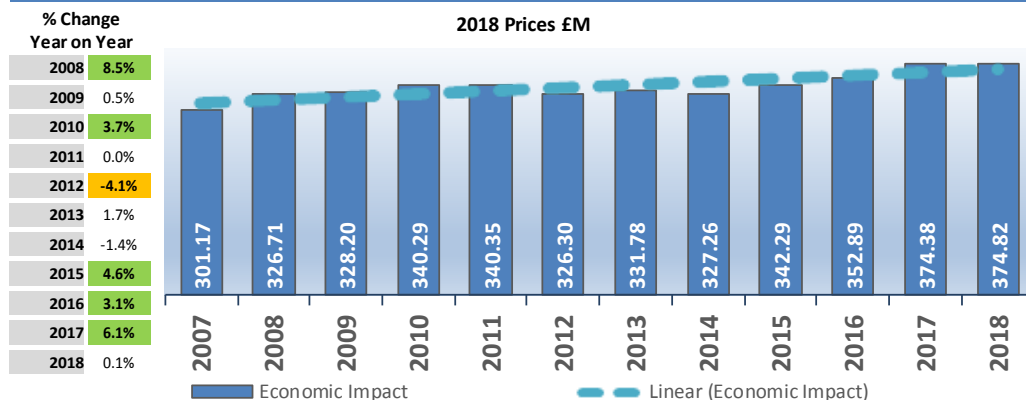


% Change from 2007	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Indexed		-3.0%	-10.4%	-11.5%	-5.1%	-6.6%	-2.2%	-3.1%	-3.6%	-8.1%	-10.0%	-9.5%
Visitor Numbers		-3.8%	-12.4%	-14.0%	-7.0%	-10.0%	-3.4%	-5.5%	-7.9%	-12.8%	-15.2%	-14.7%
Visitor Days		-3.5%	-11.3%	-12.6%	-6.0%	-8.8%	-2.5%	-4.4%	-6.8%	-12.1%	-14.5%	-13.8%
Direct Employment		-1.1%	-3.2%	-3.6%	-2.2%	-2.8%	-0.5%	-6.5%	-9.5%	-14.2%	-18.7%	-22.1%

"Linear" = Linear Trendline

Economic Impact - Indexed - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation

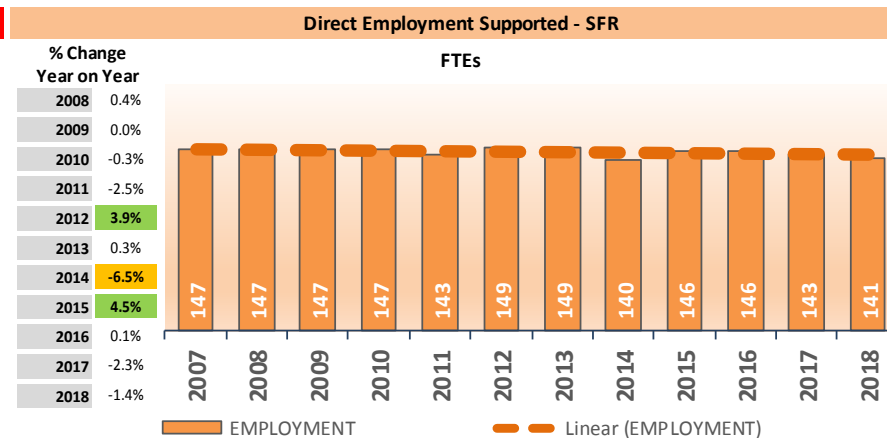
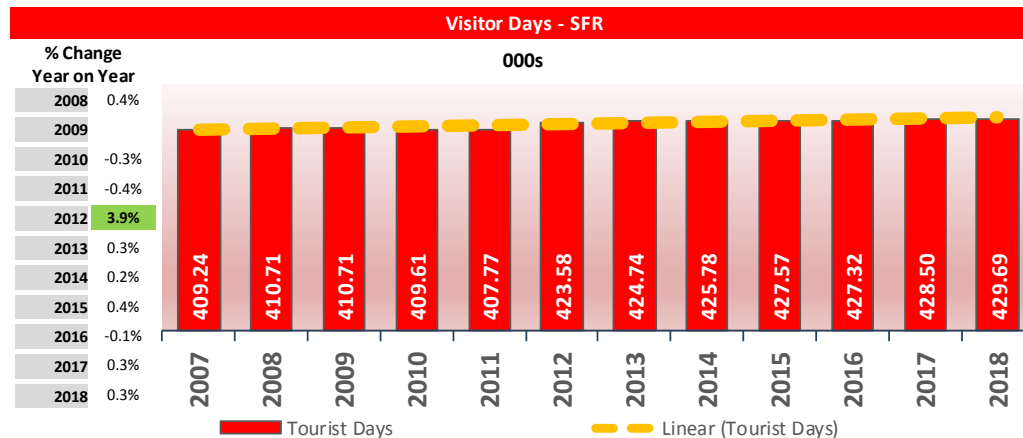
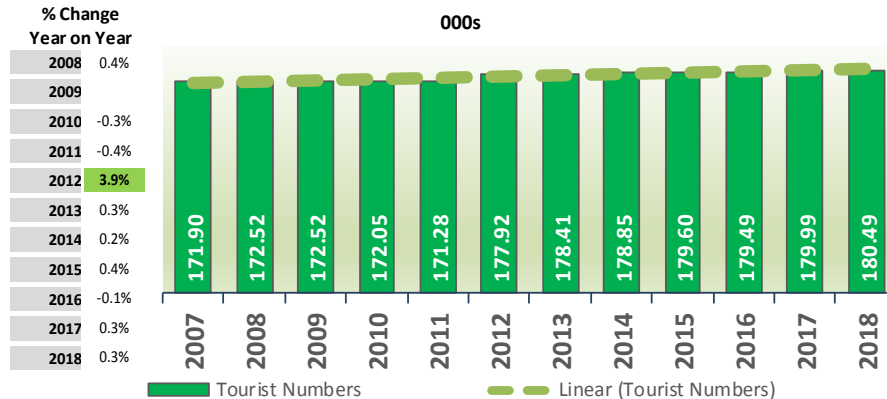
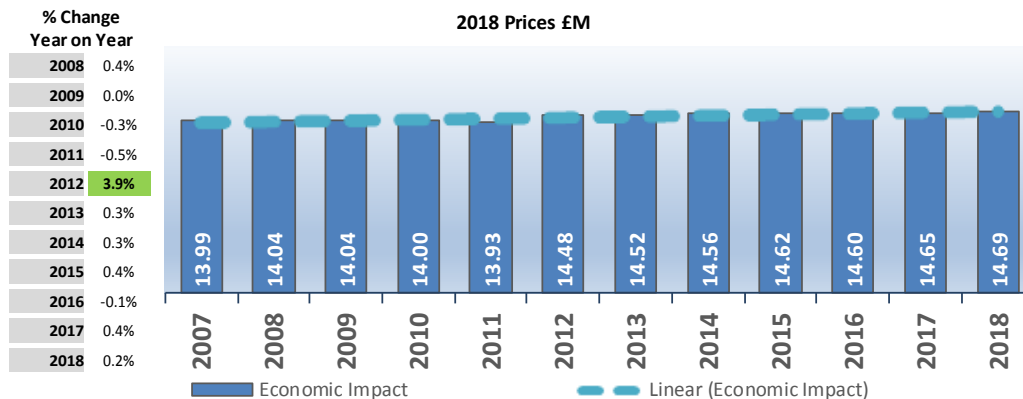


% Change from 2007	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Indexed		8.5%	9.0%	13.0%	13.0%	8.3%	10.2%	8.7%	13.7%	17.2%	24.3%	24.5%
Visitor Numbers		5.9%	6.0%	9.2%	9.6%	5.0%	7.2%	5.3%	7.9%	10.5%	16.3%	16.3%
Visitor Days		6.2%	6.8%	10.0%	10.1%	5.3%	7.1%	4.8%	7.7%	10.2%	15.5%	15.6%
Direct Employment		5.6%	5.5%	8.5%	7.3%	2.5%	4.9%	-0.1%	7.7%	12.0%	16.0%	17.0%

"Linear" = Linear Trendline

Economic Impact - Indexed - SFR

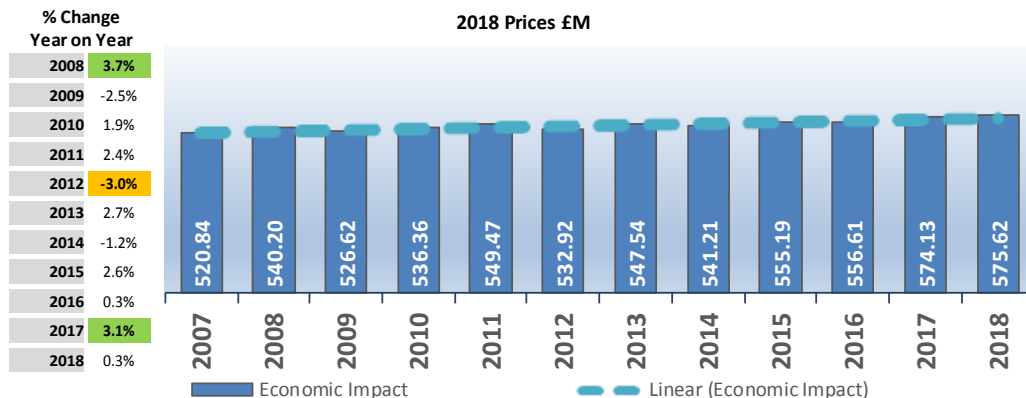
Visitor Numbers - SFR



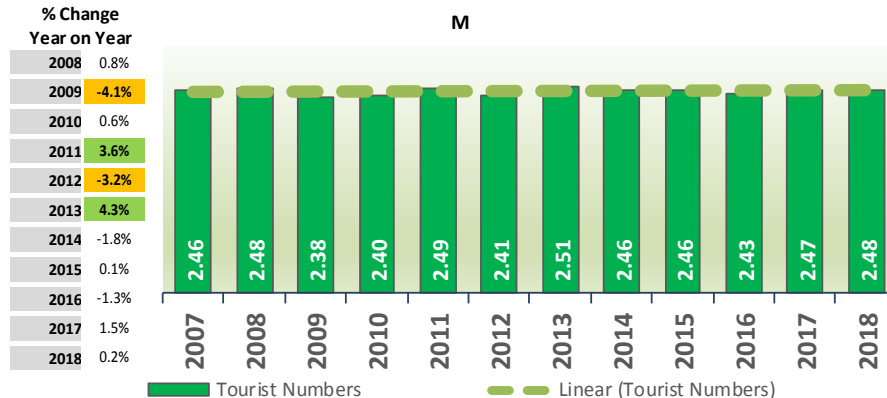
% Change from 2007	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Indexed		0.4%	0.4%	0.1%	-0.4%	3.5%	3.8%	4.1%	4.5%	4.4%	4.7%	5.0%
Visitor Numbers		0.4%	0.4%	0.1%	-0.4%	3.5%	3.8%	4.0%	4.5%	4.4%	4.7%	5.0%
Visitor Days		0.4%	0.4%	0.1%	-0.4%	3.5%	3.8%	4.0%	4.5%	4.4%	4.7%	5.0%
Direct Employment		0.4%	0.4%	0.1%	-2.4%	1.3%	1.6%	-5.0%	-0.7%	-0.6%	-2.8%	-4.2%

"Linear" = Linear Trendline

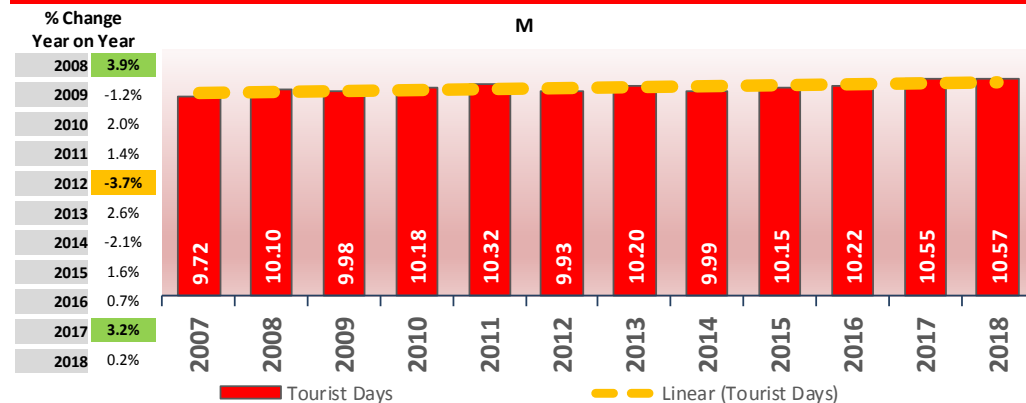
Economic Impact - Indexed - Staying Visitor



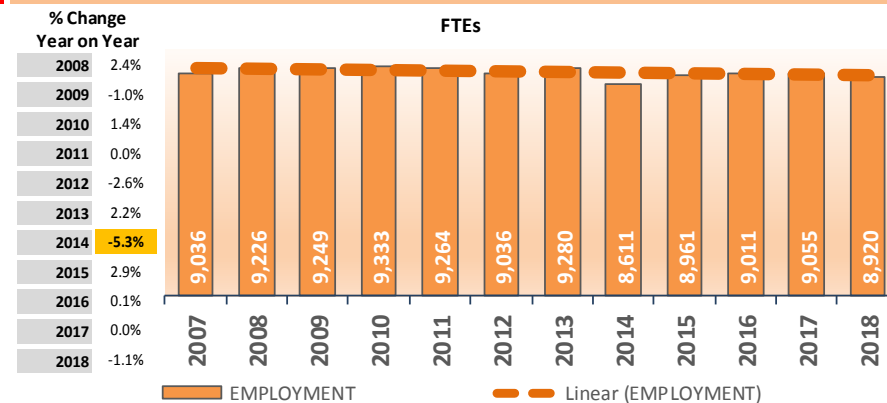
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



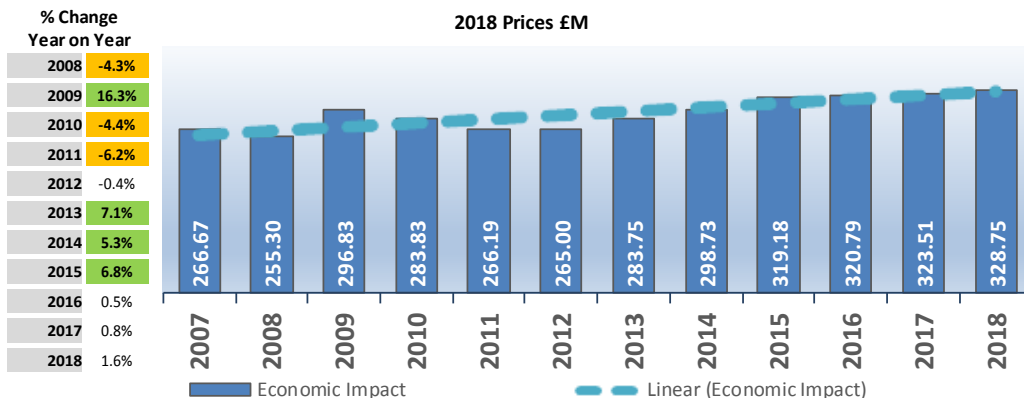
Direct Employment Supported - Staying Visitor



% Change from 2007	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Indexed		3.7%	1.1%	3.0%	5.5%	2.3%	5.1%	3.9%	6.6%	6.9%	10.2%	10.5%
Visitor Numbers		0.8%	-3.3%	-2.7%	0.9%	-2.4%	1.8%	-0.1%	0.0%	-1.2%	0.2%	0.5%
Visitor Days		3.9%	2.7%	4.7%	6.2%	2.2%	4.9%	2.8%	4.4%	5.1%	8.6%	8.8%
Direct Employment		2.1%	2.4%	3.3%	2.5%	0.0%	2.7%	-4.7%	-0.8%	-0.3%	0.2%	-1.3%

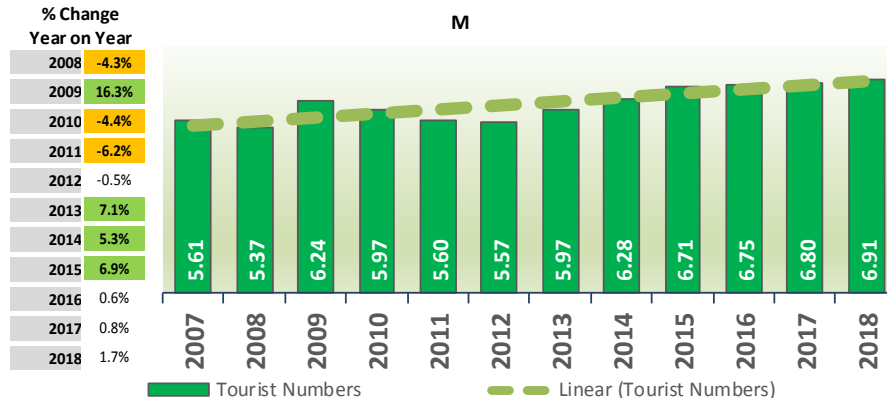
"Linear" = Linear Trendline

Economic Impact - Indexed - Day Visitor



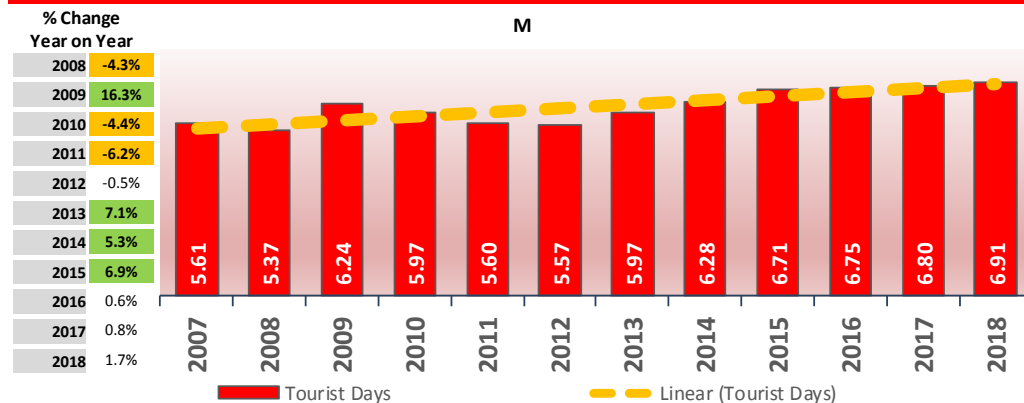
Year	% Change Year on Year
2008	-4.3%
2009	16.3%
2010	-4.4%
2011	-6.2%
2012	-0.4%
2013	7.1%
2014	5.3%
2015	6.8%
2016	0.5%
2017	0.8%
2018	1.6%

Visitor Numbers - Day Visitor



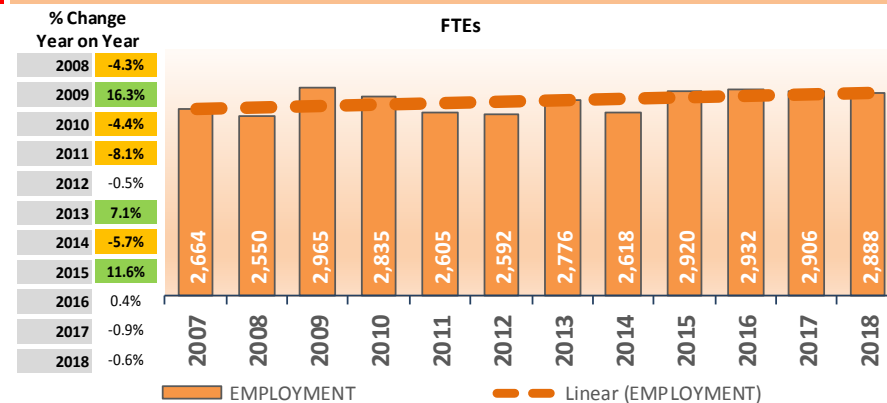
Year	% Change Year on Year
2008	-4.3%
2009	16.3%
2010	-4.4%
2011	-6.2%
2012	-0.5%
2013	7.1%
2014	5.3%
2015	6.9%
2016	0.6%
2017	0.8%
2018	1.7%

Visitor Days - Day Visitor



Year	% Change Year on Year
2008	-4.3%
2009	16.3%
2010	-4.4%
2011	-6.2%
2012	-0.5%
2013	7.1%
2014	5.3%
2015	6.9%
2016	0.6%
2017	0.8%
2018	1.7%

Direct Employment Supported - Day Visitor



Year	% Change Year on Year
2008	-4.3%
2009	16.3%
2010	-4.4%
2011	-8.1%
2012	-0.5%
2013	7.1%
2014	-5.7%
2015	11.6%
2016	0.4%
2017	-0.9%
2018	-0.6%

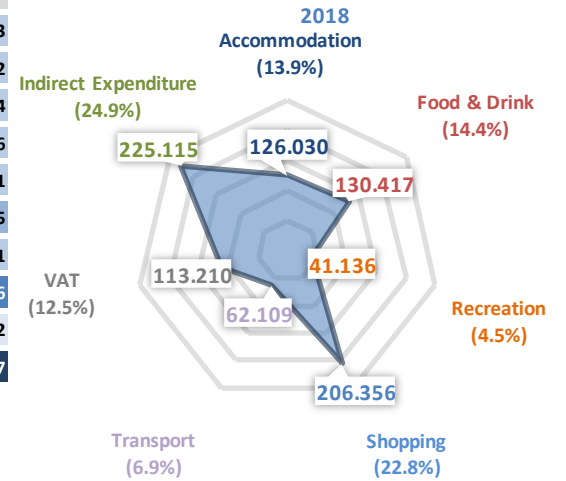
% Change from 2007	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Indexed		-4.3%	11.3%	6.4%	-0.2%	-0.6%	6.4%	12.0%	19.7%	20.3%	21.3%	23.3%
Visitor Numbers		-4.3%	11.3%	6.4%	-0.2%	-0.7%	6.4%	12.0%	19.7%	20.3%	21.3%	23.3%
Visitor Days		-4.3%	11.3%	6.4%	-0.2%	-0.7%	6.4%	12.0%	19.7%	20.3%	21.3%	23.3%
Direct Employment		-4.3%	11.3%	6.4%	-2.2%	-2.7%	4.2%	-1.8%	9.6%	10.0%	9.1%	8.4%

"Linear" = Linear Trendline

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2018

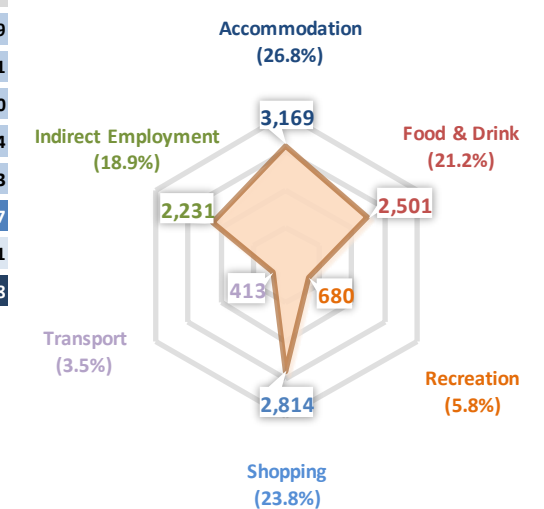
SECTOR / YEAR	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Accommodation £M	115.34	116.44	111.46	112.32	113.64	113.70	116.73	117.69	121.33	121.72	124.87	126.03
Food & Drink £M	117.72	119.13	124.17	123.81	119.99	116.98	122.03	122.11	126.30	126.80	129.61	130.42
Recreation £M	35.55	37.33	38.52	39.02	38.34	36.15	37.95	37.35	39.42	39.66	41.02	41.14
Shopping £M	181.94	181.55	194.69	191.74	183.44	179.04	187.69	191.95	200.83	201.10	204.61	206.36
Transport £M	55.30	56.35	58.98	58.85	57.16	55.11	57.69	57.81	60.39	60.48	61.81	62.11
Direct Revenue £M	505.86	510.79	527.82	525.74	512.57	500.98	522.10	526.91	548.27	549.76	561.92	566.05
VAT £M	88.52	89.39	92.37	92.00	102.51	100.20	104.42	105.38	109.65	109.95	112.38	113.21
Direct Expenditure £M	594.38	600.17	620.18	617.74	615.08	601.17	626.52	632.29	657.93	659.71	674.30	679.26
Indirect Expenditure £M	193.14	195.32	203.26	202.45	200.58	196.74	204.77	207.65	216.44	217.69	223.33	225.12
TOTAL £M	787.52	795.50	823.44	820.19	815.66	797.92	831.29	839.95	874.37	877.40	897.64	904.37

2018 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2018



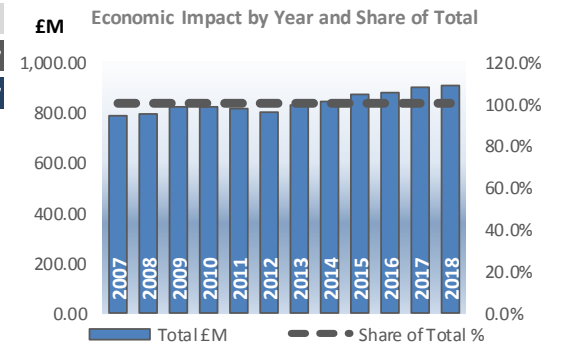
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES												
SECTOR / YEAR	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Accommodation FTEs	3,207	3,195	3,191	3,199	3,196	3,191	3,237	3,224	3,208	3,192	3,169	3,169
Food & Drink FTEs	2,088	2,112	2,202	2,195	2,129	2,074	2,164	2,351	2,542	2,555	2,457	2,501
Recreation FTEs	765	803	829	840	825	778	817	636	650	704	741	680
Shopping FTEs	2,942	2,934	3,147	3,099	2,967	2,894	3,035	2,595	2,862	2,826	2,877	2,814
Transport FTEs	438	446	467	466	453	437	457	376	413	416	425	413
Direct Employment FTEs	9,440	9,491	9,836	9,800	9,570	9,374	9,710	9,183	9,674	9,693	9,668	9,577
Indirect Employment FTEs	2,260	2,285	2,378	2,369	2,299	2,254	2,346	2,046	2,207	2,250	2,292	2,231
TOTAL FTEs	11,700	11,776	12,214	12,169	11,869	11,628	12,056	11,229	11,881	11,942	11,961	11,808

2018 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



STEAM FINAL TREND REPORT FOR 2007-2018 CONWY COUNTY BOROUGH COUNCIL													2007 to 2018 2018 Prices		TOTAL	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	TOTAL												TOTAL						% Change
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2018 / PERCENTAGE CHANGES																		
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2007 to 2018	7.8%	32.0%	27.8%	15.8%	17.1%	28.6%	24.1%	7.3%	17.2%	-5.4%	-7.1%	2.9%	14.8%	Annual Change	25.1%	20.4%	15.4%	-4.7%	
% Change 2017 to 2018	-7.4%	3.9%	0.0%	-9.3%	5.4%	7.6%	0.8%	-1.6%	3.2%	2.2%	1.5%	-1.6%	0.8%		-0.1%	1.2%	0.5%	1.4%	
Average Annual Change	0.7%	2.9%	2.5%	1.4%	1.6%	2.6%	2.2%	0.7%	1.6%	-0.5%	-0.6%	0.3%	1.3%		2.3%	1.9%	1.4%	-0.4%	
2007	£M	17.03	26.49	40.34	77.55	88.01	80.35	109.46	137.59	86.77	69.06	36.68	18.19	787.52	83.87	245.91	333.81	123.93	
2008	£M	14.42	26.37	49.18	64.07	89.66	81.45	119.55	145.12	91.20	64.01	32.31	18.16	795.50	1.0%	89.97	235.18	355.87	114.48
2009	£M	14.84	27.69	41.34	82.68	90.24	85.71	126.25	145.12	96.91	70.09	26.12	16.45	823.44	3.5%	83.86	258.64	368.28	112.66
2010	£M	13.36	26.35	40.67	85.18	87.37	91.48	124.99	146.06	98.70	65.15	25.95	14.94	820.19	-0.4%	80.38	264.03	369.75	106.04
2011	£M	13.65	27.40	43.39	89.93	88.07	89.64	116.25	137.50	94.13	68.18	31.43	16.11	815.66	-0.6%	84.43	267.64	347.88	115.71
2012	£M	12.71	29.12	47.15	80.33	83.37	86.73	113.55	133.05	95.05	65.82	32.08	18.97	797.92	-2.2%	88.97	250.43	341.65	116.87
2013	£M	13.80	30.25	48.16	75.05	100.36	90.23	124.28	145.70	92.73	59.31	32.78	18.64	831.29	4.2%	92.21	265.64	362.71	110.73
2014	£M	15.50	30.48	49.35	82.24	100.86	85.68	122.59	148.91	95.43	59.67	31.98	17.26	839.95	1.0%	95.32	268.78	366.93	108.91
2015	£M	15.85	31.79	50.01	85.14	104.79	88.27	133.81	157.51	97.68	61.98	31.73	15.81	874.37	4.1%	97.66	278.19	388.99	109.52
2016	£M	17.34	30.28	57.02	80.56	93.29	98.55	133.45	153.97	98.84	59.35	33.42	21.31	877.40	0.3%	104.64	272.41	386.27	114.08
2017	£M	19.82	33.66	51.55	98.94	97.78	96.01	134.75	150.08	98.53	63.92	33.58	19.01	897.64	2.3%	105.03	292.73	383.37	116.51
2018	£M	18.36	34.96	51.56	89.78	103.05	103.34	135.84	147.70	101.67	65.32	34.08	18.71	904.37	0.8%	104.88	296.17	385.21	118.11

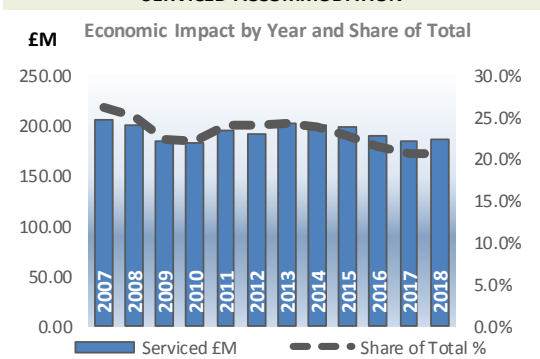
ECONOMIC IMPACT - INDEXED TO 2018													TOTAL		
SHARE OF MARKET	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018			
Total	£M	787.52	795.50	823.44	820.19	815.66	797.92	831.29	839.95	874.37	877.40	897.64	904.37		
All Visitor Types	£M	787.52	795.50	823.44	820.19	815.66	797.92	831.29	839.95	874.37	877.40	897.64	904.37		
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 2007	%														
Avg Ann. Change in Share	%														



STEAM FINAL TREND REPORT FOR 2007-2018
CONWY COUNTY BOROUGH COUNCIL

ECONOMIC IMPACT BY:													2007 to 2018 2018 Prices		SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed								
MONTH AND QUARTER													CALENDAR YEAR		QUARTER									
KEY													TOTAL						Annual Change					
ECONOMIC IMPACT £M - INDEXED TO 2018 / 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 2007 to 2018													-9.5%		Annual Change		-3.7%		-3.4%		-14.7%		-12.8%	
% Change 2017 to 2018													0.6%				-6.0%		1.6%		1.0%		4.9%	
Average Annual Change													-0.9%				-0.3%		-0.3%		-1.3%		-1.2%	
2007	£M	9.656	11.88	13.91	15.60	18.41	18.57	23.10	27.55	24.32	17.68	14.52	10.49	205.68		35.45	52.58	74.97	42.69					
2008	£M	7.460	11.62	15.59	14.12	19.48	15.50	24.19	27.77	21.03	16.92	15.13	10.63	199.45	-3.0%	34.67	49.10	73.00	42.68					
2009	£M	6.944	9.488	12.25	13.61	16.33	16.68	24.21	26.46	20.79	16.21	11.19	10.21	184.38	-7.6%	28.68	46.63	71.45	37.61					
2010	£M	6.424	9.318	10.45	15.07	16.44	18.53	22.63	26.99	22.15	14.75	10.55	8.765	182.07	-1.3%	26.19	50.04	71.77	34.06					
2011	£M	6.593	10.50	12.71	16.28	17.17	17.12	22.49	26.93	21.75	19.53	14.21	9.904	195.19	7.2%	29.80	50.58	71.17	43.64					
2012	£M	6.245	10.97	13.30	15.34	19.43	19.11	20.33	27.17	21.10	15.01	13.62	10.52	192.14	-1.6%	30.52	53.88	68.60	39.15					
2013	£M	6.614	14.54	11.97	15.44	21.59	18.08	23.95	28.26	20.45	14.60	14.44	11.30	201.24	4.7%	33.12	55.11	72.66	40.34					
2014	£M	8.152	13.09	12.14	16.50	21.49	18.89	23.10	27.16	20.86	16.14	13.24	8.643	199.39	-0.9%	33.38	56.87	71.11	38.03					
2015	£M	7.518	13.55	11.95	15.80	21.78	18.46	24.59	26.64	20.21	15.69	13.29	8.806	198.29	-0.6%	33.03	56.04	71.43	37.79					
2016	£M	9.948	12.57	12.26	14.47	19.50	15.06	19.28	25.10	21.05	12.05	14.31	13.52	189.12	-4.6%	34.78	49.03	65.43	39.88					
2017	£M	10.85	13.74	11.72	15.37	18.97	15.63	20.36	23.82	19.12	11.05	13.84	10.63	185.09	-2.1%	36.31	49.98	63.30	35.51					
2018	£M	10.13	13.34	10.67	13.99	20.44	16.35	20.49	22.94	20.52	11.41	14.25	11.58	186.12	0.6%	34.14	50.78	63.95	37.24					

ECONOMIC IMPACT - INDEXED TO 2018													SERVICED ACCOMMODATION								
SHARE OF MARKET													£M				Economic Impact by Year and Share of Total				
2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018													2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018				2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018				
Serviced	£M	205.68	199.45	184.38	182.07	195.19	192.14	201.24	199.39	198.29	189.12	185.09	186.12	205.68				205.68			
All Visitor Types	£M	787.52	795.50	823.44	820.19	815.66	797.92	831.29	839.95	874.37	877.40	897.64	904.37	787.52				787.52			
Share of Total	%	26.1%	25.1%	22.4%	22.2%	23.9%	24.1%	24.2%	23.7%	22.7%	21.6%	20.6%	20.6%	26.1%				26.1%			
Annual Change in Share	%		-4.0%	-10.7%	-0.9%	7.8%	0.6%	0.5%	-1.9%	-4.5%	-5.0%	-4.3%	-0.2%								
Change in Share from 2007	%		-4.0%	-14.3%	-15.0%	-8.4%	-7.8%	-7.3%	-9.1%	-13.2%	-17.5%	-21.0%	-21.2%								
Avg Ann. Change in Share	%		-4.0%	-7.1%	-5.0%	-2.1%	-1.6%	-1.2%	-1.3%	-1.6%	-1.9%	-2.1%	-1.9%								



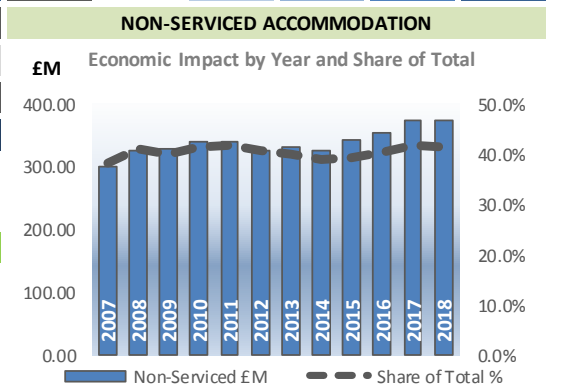
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Report Prepared by: Cathy James. Date of Issue: 28/08/19

STEAM FINAL TREND REPORT FOR 2007-2018 CONWY COUNTY BOROUGH COUNCIL													2007 to 2018 2018 Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
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ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION												TOTAL	% Change				
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2018 / PERCENTAGE CHANGES														Annual Change	Q1	Q2	Q3
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 2007 to 2018		49.0%	96.9%	66.4%	33.8%	24.3%	39.9%	25.2%	2.9%	26.3%	25.2%	-9.5%	-13.6%	24.5%		68.3%	32.6%	16.4%	11.2%
% Change 2017 to 2018		-21.1%	2.3%	3.5%	-8.3%	8.3%	1.4%	1.4%	0.8%	-0.3%	-1.0%	2.4%	-28.3%	0.1%		0.6%	0.3%	0.7%	-2.5%
Average Annual Change		4.5%	8.8%	6.0%	3.1%	2.2%	3.6%	2.3%	0.3%	2.4%	2.3%	-0.9%	-1.2%	2.2%		6.2%	3.0%	1.5%	1.0%
2007	£M	2.156	2.647	17.21	28.47	33.52	32.69	48.12	56.65	33.36	28.03	14.58	3.747	301.17		22.01	94.67	138.13	46.36
2008	£M	2.224	2.877	21.85	27.18	36.68	37.51	53.54	59.16	42.19	28.36	11.43	3.709	326.71	8.5%	26.96	101.36	154.89	43.50
2009	£M	1.846	2.867	18.12	30.64	36.00	37.13	53.12	58.98	43.21	31.76	11.35	3.171	328.20	0.5%	22.83	103.77	155.32	46.28
2010	£M	1.617	2.999	19.41	30.77	37.01	39.11	56.58	60.34	46.19	31.08	11.74	3.438	340.29	3.7%	24.02	106.89	163.12	46.26
2011	£M	1.909	3.072	20.29	35.72	40.38	41.09	54.21	57.55	42.54	28.67	11.95	2.965	340.35	0.0%	25.27	117.19	154.30	43.59
2012	£M	1.632	3.356	19.51	30.50	32.37	39.14	50.76	55.59	42.60	32.59	13.47	4.783	326.30	-4.1%	24.50	102.01	148.94	50.84
2013	£M	2.656	3.460	23.43	27.73	35.22	41.35	51.14	60.06	41.78	27.91	13.11	3.928	331.78	1.7%	29.55	104.29	152.98	44.96
2014	£M	2.630	4.540	23.48	28.10	37.36	35.94	50.58	59.12	41.08	25.54	13.64	5.246	327.26	-1.4%	30.65	101.41	150.78	44.43
2015	£M	3.419	4.108	23.62	30.11	38.87	37.29	55.82	64.03	41.24	27.18	13.10	3.501	342.29	4.6%	31.15	106.27	161.09	43.78
2016	£M	2.443	3.429	27.12	33.13	33.55	47.32	61.20	58.59	41.34	27.32	13.41	4.035	352.89	3.1%	33.00	114.00	161.13	44.76
2017	£M	4.071	5.094	27.67	41.54	38.48	45.12	59.45	57.83	42.27	35.46	12.88	4.517	374.38	6.1%	36.83	125.14	159.55	52.86
2018	£M	3.214	5.211	28.63	38.10	41.66	45.74	60.26	58.31	42.15	35.11	13.20	3.238	374.82	0.1%	37.05	125.51	160.72	51.54

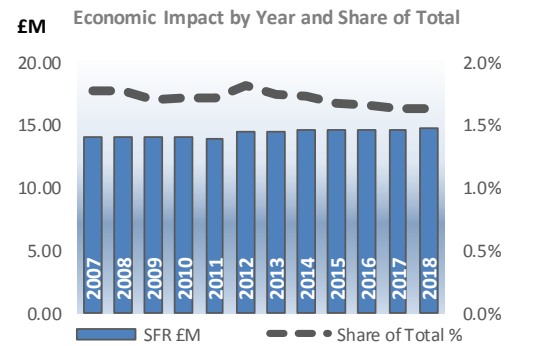
ECONOMIC IMPACT - INDEXED TO 2018													
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Non-Serviced	£M	301.17	326.71	328.20	340.29	340.35	326.30	331.78	327.26	342.29	352.89	374.38	374.82
All Visitor Types	£M	787.52	795.50	823.44	820.19	815.66	797.92	831.29	839.95	874.37	877.40	897.64	904.37
Share of Total	%	38.2%	41.1%	39.9%	41.5%	41.7%	40.9%	39.9%	39.0%	39.1%	40.2%	41.7%	41.4%
Annual Change in Share	%		7.4%	-3.0%	4.1%	0.6%	-2.0%	-2.4%	-2.4%	0.5%	2.7%	3.7%	-0.6%
Change in Share from 2007	%		7.4%	4.2%	8.5%	9.1%	6.9%	4.4%	1.9%	2.4%	5.2%	9.1%	8.4%
Avg Ann. Change in Share	%		7.4%	2.1%	2.8%	2.3%	1.4%	0.7%	0.3%	0.3%	0.6%	0.9%	0.8%



STEAM FINAL TREND REPORT FOR 2007-2018
CONWY COUNTY BOROUGH COUNCIL

ECONOMIC IMPACT BY:													2007 to 2018 2018 Prices		SFR	ECONOMIC IMPACT Indexed			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
SFR													TOTAL						% Change
ECONOMIC IMPACT £M - INDEXED TO 2018 / PERCENTAGE CHANGES													TOTAL		% Change				
KEY																			
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change	Q1	Q2	Q3	Q4	
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2007 to 2018	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%		5.0%	5.0%	5.0%	5.0%
% Change 2017 to 2018	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%		0.2%	0.2%	0.2%	0.2%
Average Annual Change	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%		0.5%	0.5%	0.5%	0.5%
2007	£M	1.945	0.654	0.743	1.774	1.141	0.879	1.426	1.510	0.778	0.777	0.605	1.753	13.99		3.342	3.794	3.714	3.136
2008	£M	1.953	0.656	0.746	1.781	1.146	0.883	1.432	1.516	0.781	0.780	0.608	1.760	14.04	0.4%	3.356	3.809	3.729	3.148
2009	£M	1.953	0.656	0.746	1.781	1.146	0.882	1.432	1.516	0.781	0.780	0.608	1.760	14.04	0.0%	3.355	3.809	3.729	3.148
2010	£M	1.947	0.654	0.744	1.776	1.143	0.880	1.428	1.512	0.779	0.778	0.606	1.755	14.00	-0.3%	3.346	3.799	3.719	3.139
2011	£M	1.938	0.651	0.741	1.767	1.137	0.876	1.421	1.504	0.775	0.774	0.603	1.747	13.93	-0.5%	3.329	3.780	3.700	3.124
2012	£M	2.014	0.677	0.770	1.837	1.181	0.910	1.477	1.563	0.805	0.804	0.627	1.815	14.48	3.9%	3.460	3.928	3.845	3.246
2013	£M	2.019	0.678	0.772	1.841	1.185	0.912	1.481	1.567	0.807	0.807	0.628	1.820	14.52	0.3%	3.469	3.938	3.855	3.255
2014	£M	2.025	0.680	0.774	1.846	1.188	0.915	1.485	1.572	0.810	0.809	0.630	1.825	14.56	0.3%	3.479	3.949	3.866	3.264
2015	£M	2.033	0.683	0.777	1.854	1.193	0.919	1.491	1.578	0.813	0.812	0.633	1.832	14.62	0.4%	3.493	3.965	3.882	3.277
2016	£M	2.030	0.682	0.776	1.852	1.191	0.918	1.489	1.576	0.812	0.811	0.632	1.830	14.60	-0.1%	3.489	3.960	3.877	3.273
2017	£M	2.037	0.685	0.779	1.858	1.195	0.921	1.494	1.582	0.815	0.814	0.634	1.836	14.65	0.4%	3.501	3.974	3.891	3.285
2018	£M	2.042	0.686	0.781	1.863	1.198	0.923	1.498	1.586	0.817	0.816	0.636	1.841	14.69	0.2%	3.509	3.984	3.900	3.293

ECONOMIC IMPACT - INDEXED TO 2018													SFR							
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018							
SFR	£M	13.99	14.04	14.04	14.00	13.93	14.48	14.52	14.56	14.62	14.60	14.65	14.69							
All Visitor Types	£M	787.52	795.50	823.44	820.19	815.66	797.92	831.29	839.95	874.37	877.40	897.64	904.37							
Share of Total	%	1.8%	1.8%	1.7%	1.7%	1.7%	1.8%	1.7%	1.7%	1.7%	1.7%	1.6%	1.6%							
Annual Change in Share	%		-0.6%	-3.4%	0.1%	0.1%	6.2%	-3.8%	-0.8%	-3.5%	-0.5%	-1.9%	-0.5%							
Change in Share from 2007	%		-0.6%	-4.0%	-3.9%	-3.8%	2.2%	-1.7%	-2.4%	-5.9%	-6.3%	-8.1%	-8.6%							
Avg Ann. Change in Share	%		-0.6%	-2.0%	-1.3%	-1.0%	0.4%	-0.3%	-0.3%	-0.7%	-0.7%	-0.8%	-0.8%							



STEAM FINAL TREND REPORT FOR 2007-2018
CONWY COUNTY BOROUGH COUNCIL

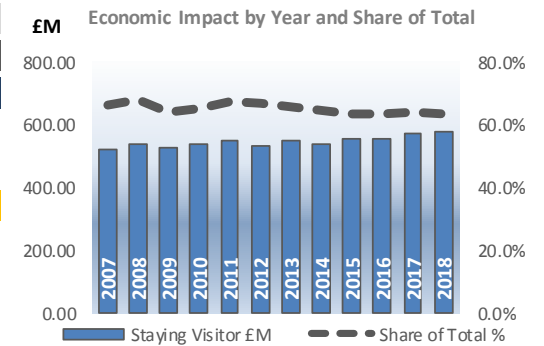
2007 to 2018
2018 Prices

STAYING VISITOR

ECONOMIC IMPACT
Indexed

ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR	QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2018 / 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			Annual Change	Q1	Q2	Q3
% Change 2007 to 2018		11.8%	26.7%	25.8%	17.7%	19.3%	20.9%	13.2%	-3.4%	8.6%	1.8%	-5.5%	4.2%	10.5%	Annual Change		22.9%	19.4%	5.4%
% Change 2017 to 2018		-9.3%	-1.4%	-0.2%	-8.2%	7.9%	2.2%	1.2%	-0.5%	2.1%	0.0%	2.7%	-1.9%	0.3%		-2.5%	0.7%	0.8%	0.5%
Average Annual Change		1.1%	2.4%	2.3%	1.6%	1.8%	1.9%	1.2%	-0.3%	0.8%	0.2%	-0.5%	0.4%	1.0%		2.1%	1.8%	0.5%	0.0%
2007	£M	13.76	15.18	31.86	45.85	53.06	52.14	72.64	85.71	58.46	46.48	29.71	15.99	520.84		60.80	151.05	216.81	92.19
2008	£M	11.64	15.15	38.19	43.08	57.30	53.90	79.16	88.45	64.00	46.07	27.17	16.10	540.20	3.7%	64.98	154.27	231.61	89.33
2009	£M	10.74	13.01	31.12	46.03	53.48	54.70	78.76	86.96	64.78	48.75	23.14	15.15	526.62	-2.5%	54.87	154.21	230.50	87.04
2010	£M	9.989	12.97	30.60	47.61	54.60	58.52	80.64	88.85	69.12	46.61	22.90	13.96	536.36	1.9%	53.56	160.73	238.61	83.47
2011	£M	10.44	14.22	33.74	53.77	58.69	59.09	78.12	85.98	65.07	48.97	26.77	14.62	549.47	2.4%	58.40	171.55	229.17	90.35
2012	£M	9.891	15.01	33.58	47.68	52.98	59.15	72.56	84.32	64.50	48.40	27.72	17.12	532.92	-3.0%	58.48	159.82	221.38	93.24
2013	£M	11.29	18.68	36.17	45.01	57.99	60.35	76.58	89.89	63.03	43.32	28.18	17.04	547.54	2.7%	66.14	163.34	229.50	88.55
2014	£M	12.81	18.31	36.39	46.45	60.03	55.74	75.16	87.85	62.74	42.49	27.51	15.71	541.21	-1.2%	67.51	162.23	225.76	85.72
2015	£M	12.97	18.35	36.35	47.76	61.84	56.67	81.90	92.25	62.26	43.68	27.03	14.14	555.19	2.6%	67.67	166.27	236.41	84.84
2016	£M	14.42	16.69	40.16	49.45	54.24	63.30	81.97	85.26	63.21	40.18	28.35	19.39	556.61	0.3%	71.26	166.99	230.44	87.92
2017	£M	16.96	19.51	40.17	58.77	58.65	61.67	81.30	83.23	62.20	47.33	27.35	16.98	574.13	3.1%	76.64	179.09	226.73	91.66
2018	£M	15.39	19.24	40.08	53.96	63.30	63.02	82.25	82.83	63.49	47.33	28.08	16.66	575.62	0.3%	74.70	180.28	228.56	92.08

ECONOMIC IMPACT - INDEXED TO 2018		STAYING VISITOR											
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Staying Visitor	£M	520.84	540.20	526.62	536.36	549.47	532.92	547.54	541.21	555.19	556.61	574.13	575.62
All Visitor Types	£M	787.52	795.50	823.44	820.19	815.66	797.92	831.29	839.95	874.37	877.40	897.64	904.37
Share of Total	%	66.1%	67.9%	64.0%	65.4%	67.4%	66.8%	65.9%	64.4%	63.5%	63.4%	64.0%	63.6%
Annual Change in Share	%		2.7%	-5.8%	2.3%	3.0%	-0.9%	-1.4%	-2.2%	-1.5%	-0.1%	0.8%	-0.5%
Change in Share from 2007	%		2.7%	-3.3%	-1.1%	1.9%	1.0%	-0.4%	-2.6%	-4.0%	-4.1%	-3.3%	-3.8%
Avg Ann. Change in Share	%		2.7%	-1.7%	-0.4%	0.5%	0.2%	-0.1%	-0.4%	-0.5%	-0.5%	-0.3%	-0.3%



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STEAM FINAL TREND REPORT FOR 2007-2018
CONWY COUNTY BOROUGH COUNCIL

2007 to 2018
2018 Prices

DAY VISITOR

ECONOMIC IMPACT
Indexed

ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR											TOTAL	% Change	Q1	Q2	Q3	Q4	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2018 / 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 2007 to 2018		-9.1%	39.0%	35.4%	13.0%	13.8%	42.9%	45.6%	25.0%	34.9%	-20.3%	-14.0%	-6.8%	23.3%	30.8%	22.2%	33.9%	-18.0%	
% Change 2017 to 2018		3.8%	11.2%	0.9%	-10.8%	1.6%	17.4%	0.3%	-3.0%	5.1%	8.4%	-3.7%	1.3%	1.6%	6.3%	2.0%	0.0%	4.8%	
Average Annual Change		-0.8%	3.5%	3.2%	1.2%	1.3%	3.9%	4.1%	2.3%	3.2%	-1.8%	-1.3%	-0.6%	2.1%	2.8%	2.0%	3.1%	-1.6%	
2007	£M	3.274	11.31	8.481	31.70	34.95	28.21	36.81	51.88	28.31	22.57	6.974	2.200	266.67	23.07	94.86	117.00	31.75	
2008	£M	2.781	11.22	10.99	20.99	32.36	27.56	40.39	56.67	27.20	17.95	5.135	2.063	255.30	-4.3%	24.99	80.91	124.26	25.14
2009	£M	4.094	14.68	10.22	36.65	36.76	31.01	47.49	58.16	32.13	21.34	2.980	1.309	296.83	16.3%	28.99	104.43	137.78	25.63
2010	£M	3.371	13.38	10.07	37.57	32.77	32.96	44.35	57.21	29.58	18.54	3.049	0.978	283.83	-4.4%	26.82	103.30	131.14	22.57
2011	£M	3.214	13.18	9.642	36.15	29.37	30.56	38.13	51.51	29.07	19.20	4.666	1.491	266.19	-6.2%	26.03	96.09	118.71	25.36
2012	£M	2.814	14.11	13.57	32.65	30.38	27.58	40.99	48.73	30.55	17.41	4.361	1.849	265.00	-0.4%	30.49	90.61	120.27	23.62
2013	£M	2.510	11.57	11.99	30.05	42.37	29.88	47.70	55.81	29.70	15.98	4.595	1.598	283.75	7.1%	26.07	102.30	133.21	22.17
2014	£M	2.688	12.17	12.95	35.79	40.82	29.94	47.43	61.06	32.69	17.18	4.465	1.548	298.73	5.3%	27.81	106.55	141.17	23.19
2015	£M	2.881	13.45	13.66	37.38	42.94	31.60	51.91	65.25	35.42	18.30	4.706	1.670	319.18	6.8%	29.99	111.92	152.59	24.68
2016	£M	2.915	13.60	16.87	31.11	39.05	35.26	51.48	68.71	35.63	19.18	5.065	1.920	320.79	0.5%	33.38	105.42	155.83	26.16
2017	£M	2.867	14.15	11.38	40.17	39.13	34.33	53.45	66.85	36.33	16.59	6.232	2.025	323.51	0.8%	28.39	113.64	156.63	24.85
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	1.6%	30.18	115.89	156.65	26.03

SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Day Visitor	£M	266.67	255.30	296.83	283.83	266.19	265.00	283.75	298.73	319.18	320.79	323.51	328.75
All Visitor Types	£M	787.52	795.50	823.44	820.19	815.66	797.92	831.29	839.95	874.37	877.40	897.64	904.37
Share of Total	%	33.9%	32.1%	36.0%	34.6%	32.6%	33.2%	34.1%	35.6%	36.5%	36.6%	36.0%	36.4%
Annual Change in Share	%		-5.2%	12.3%	-4.0%	-5.7%	1.8%	2.8%	4.2%	2.6%	0.2%	-1.4%	0.9%
Change in Share from 2007	%		-5.2%	6.5%	2.2%	-3.6%	-1.9%	0.8%	5.0%	7.8%	8.0%	6.4%	7.3%
Avg Ann. Change in Share	%		-5.2%	3.2%	0.7%	-0.9%	-0.4%	0.1%	0.7%	1.0%	0.9%	0.6%	0.7%

