



STEAM FINAL TREND REPORT FOR 2008-2019

Final

CONWY COUNTY BOROUGH COUNCIL


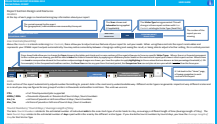











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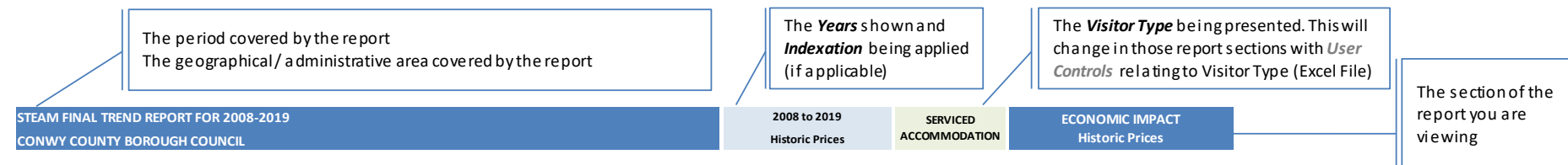
<p>REPORT SECTIONS</p>  <p>Page</p>	<p>USER GUIDE</p>  <p>3</p>	<p>COMPARATIVE HEADLINES</p>  <p>4</p>	<p>KEY MEASURES</p>  <p>5-11</p>
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<p>UNINDEXED ECONOMIC IMPACT</p>  <p>16-22</p>	<p>VISITOR NUMBERS</p>  <p>23-29</p>	<p>VISITOR DAYS</p>  <p>30-36</p>	<p>DIRECT AND TOTAL EMPLOYMENT</p>  <p>37-43</p>
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Report Section Design and Features

Headers

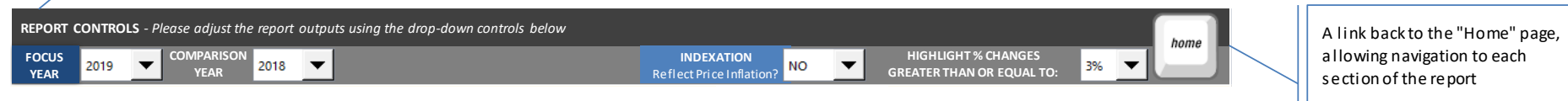
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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

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



Units

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

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

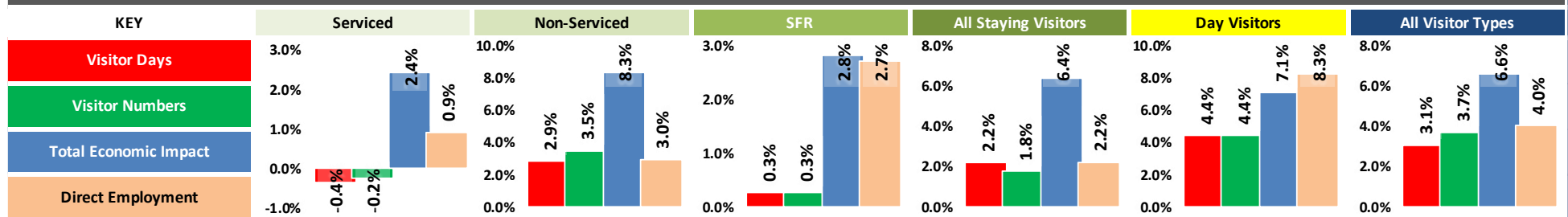
Visitor Numbers / Visitor Days / Average Length of Stay

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

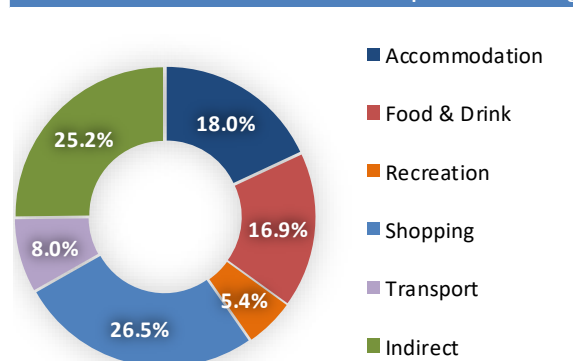
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2019 & 2018 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced			2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %
	2019	2018	+/- %	2019	2018	+/- %															
Visitor Days	M	1.795	1.802	-0.4%	8.909	8.662	2.9%	0.431	0.430	0.3%	11.14	10.89	2.2%	7.220	6.914	4.4%	18.36	17.81	3.1%		
Visitor Numbers	M	1.017	1.020	-0.2%	1.374	1.327	3.5%	0.181	0.180	0.3%	2.572	2.528	1.8%	7.220	6.914	4.4%	9.792	9.441	3.7%		
Direct Expenditure	£M																745.20	700.17	6.4%		
Economic Impact	£M	190.63	186.12	2.4%	438.46	404.77	8.3%	15.10	14.69	2.8%	644.19	605.57	6.4%	351.99	328.75	7.1%	996.18	934.32	6.6%		
Direct Employment	FTEs	2,424	2,402	0.9%	4,363	4,238	3.0%	144	141	2.7%	6,932	6,781	2.2%	3,126	2,888	8.3%	10,058	9,668	4.0%		
Total Employment	FTEs																12,617	11,989	5.2%		

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2019 & 2018 - IN HISTORIC PRICES



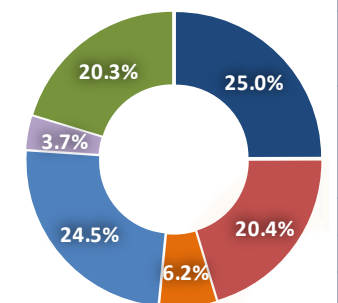
Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Sectors	2019	2018	+/- %
Accommodation	179.67	165.04	8.9%
Food & Drink	168.58	159.64	5.6%
Recreation	53.35	50.52	5.6%
Shopping	263.67	249.26	5.8%
Transport	79.93	75.71	5.6%
TOTAL DIRECT	745.20	700.17	6.4%
Indirect	250.98	234.15	7.2%
TOTAL	996.18	934.32	6.6%

Sectoral Distribution of Employment - FTEs

Sectors	2019	2018	+/- %
Accommodation	3,149	3,169	-0.6%
Food & Drink	2,571	2,551	0.8%
Recreation	786	696	13.0%
Shopping	3,092	2,832	9.1%
Transport	461	420	9.8%
TOTAL DIRECT	10,058	9,668	4.0%
Indirect	2,559	2,320	10.3%
TOTAL	12,617	11,989	5.2%



Unindexed Key Measures by Year and Visitor Type for the Period 2008 to 2019

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

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CONWY COUNTY BOROUGH COUNCIL

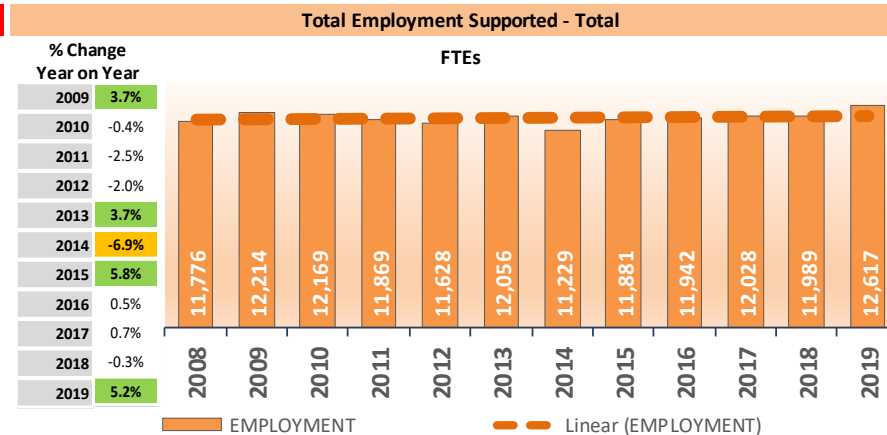
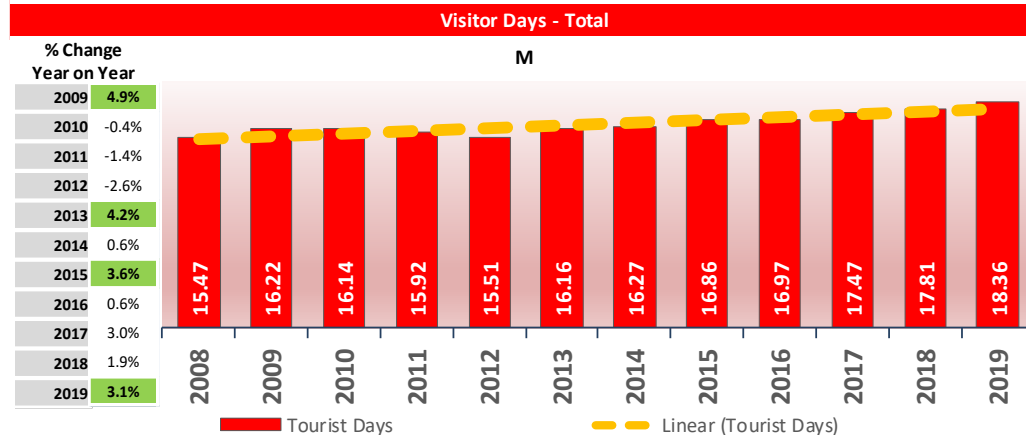
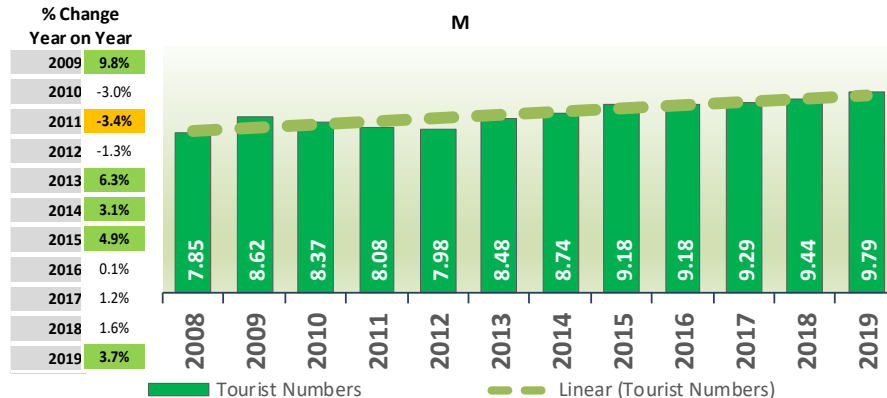
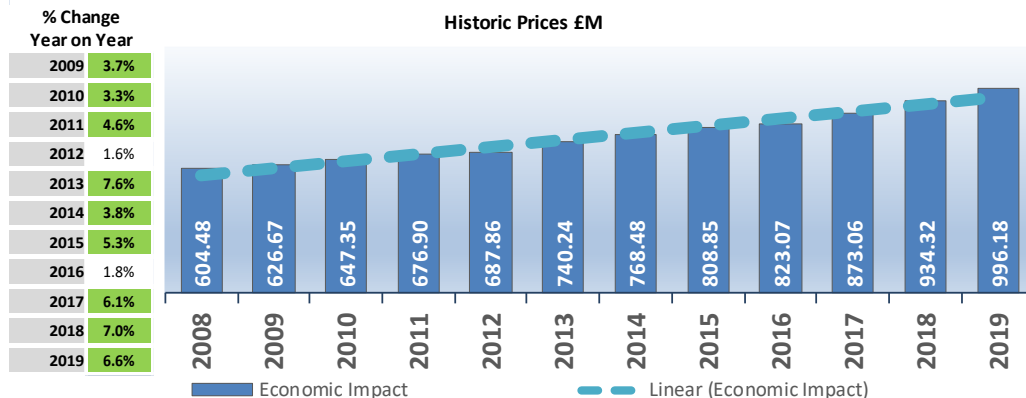
2008 to 2019
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - Total



% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		3.7%	7.1%	12.0%	13.8%	22.5%	27.1%	33.8%	36.2%	44.4%	54.6%	64.8%
Visitor Numbers		9.8%	6.5%	3.0%	1.6%	8.0%	11.4%	16.9%	17.0%	18.3%	20.2%	24.7%
Visitor Days		4.9%	4.4%	2.9%	0.3%	4.5%	5.2%	9.0%	9.7%	13.0%	15.1%	18.7%
Total Employment		3.7%	3.3%	0.8%	-1.3%	2.4%	-4.6%	0.9%	1.4%	2.1%	1.8%	7.1%

"Linear" = Linear Trendline

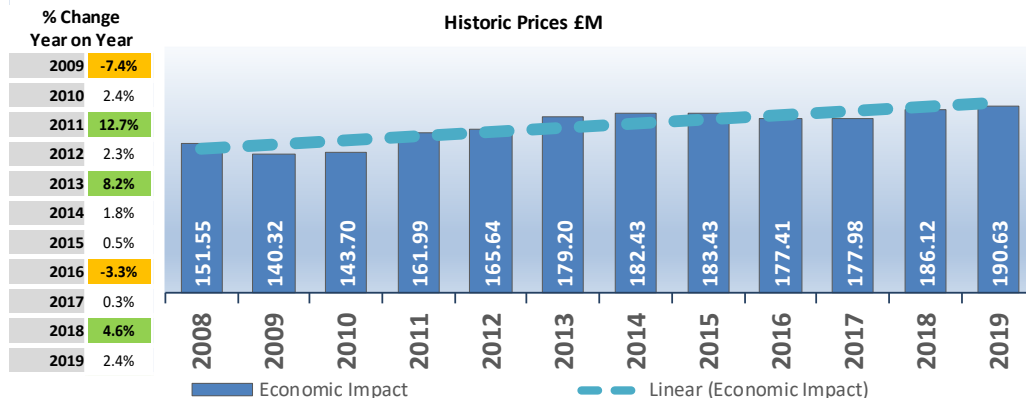
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2008 to 2019
Historic Prices

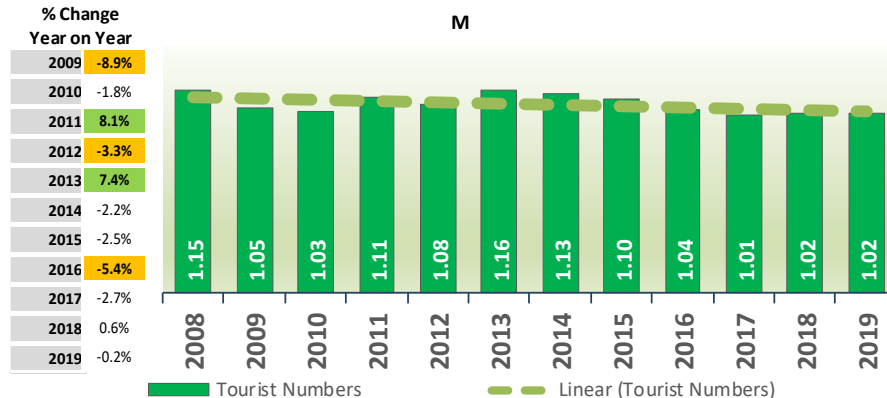
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

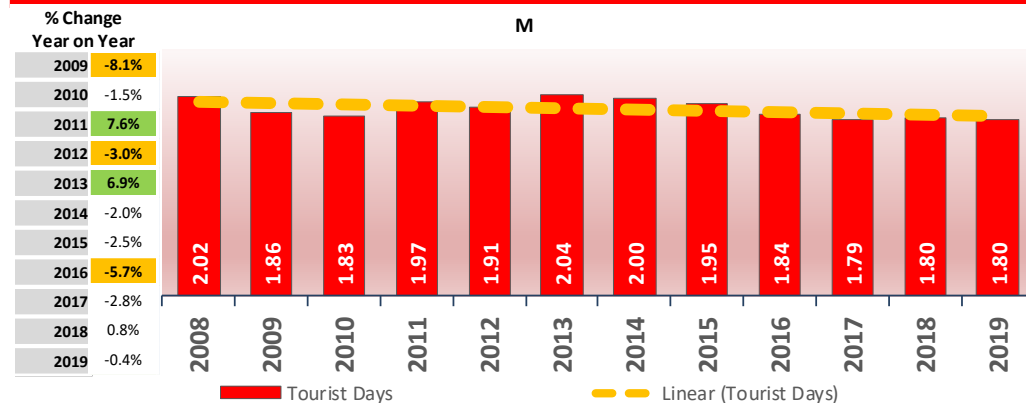
Economic Impact - Historic Prices - Serviced Accommodation



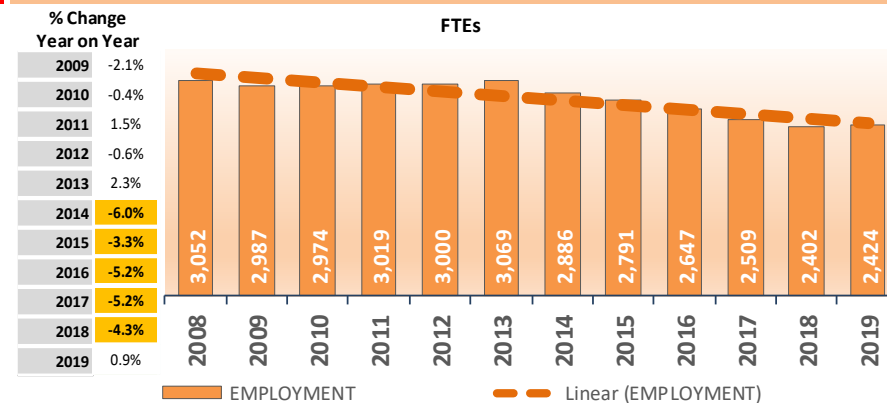
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		-7.4%	-5.2%	6.9%	9.3%	18.2%	20.4%	21.0%	17.1%	17.4%	22.8%	25.8%
Visitor Numbers		-8.9%	-10.6%	-3.4%	-6.5%	0.4%	-1.8%	-4.3%	-9.4%	-11.9%	-11.4%	-11.6%
Visitor Days		-8.1%	-9.5%	-2.6%	-5.5%	1.0%	-0.9%	-3.4%	-8.9%	-11.5%	-10.7%	-11.1%
Direct Employment		-2.1%	-2.5%	-1.1%	-1.7%	0.6%	-5.4%	-8.6%	-13.3%	-17.8%	-21.3%	-20.6%

"Linear" = Linear Trendline

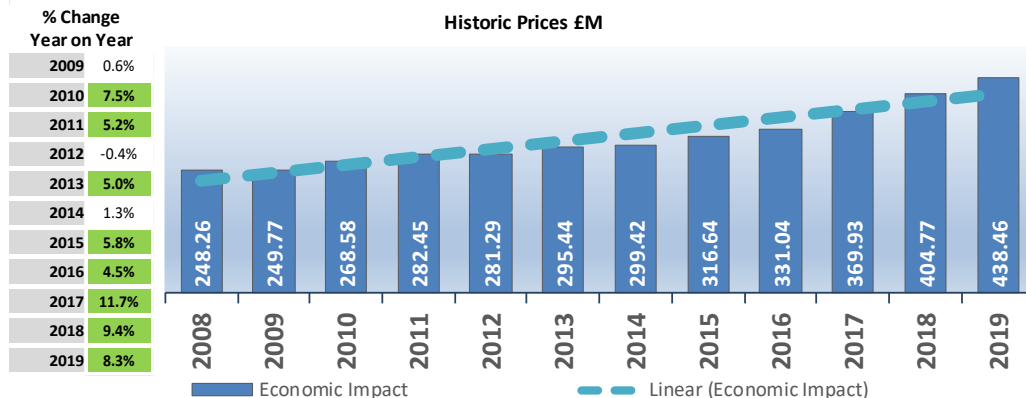
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2008 to 2019
Historic Prices

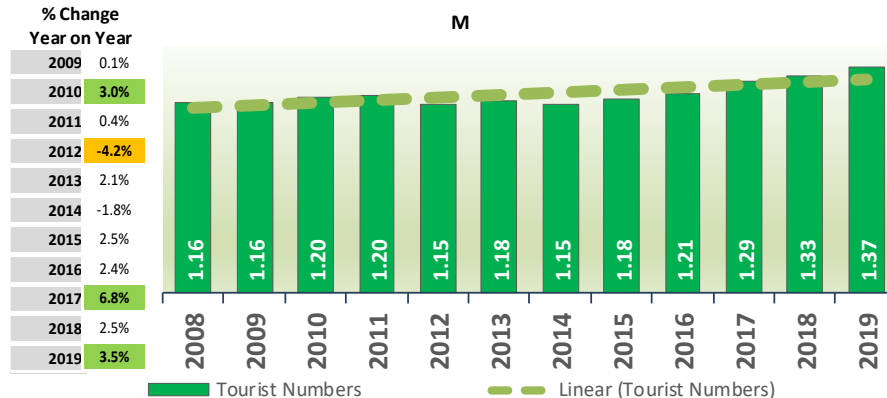
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

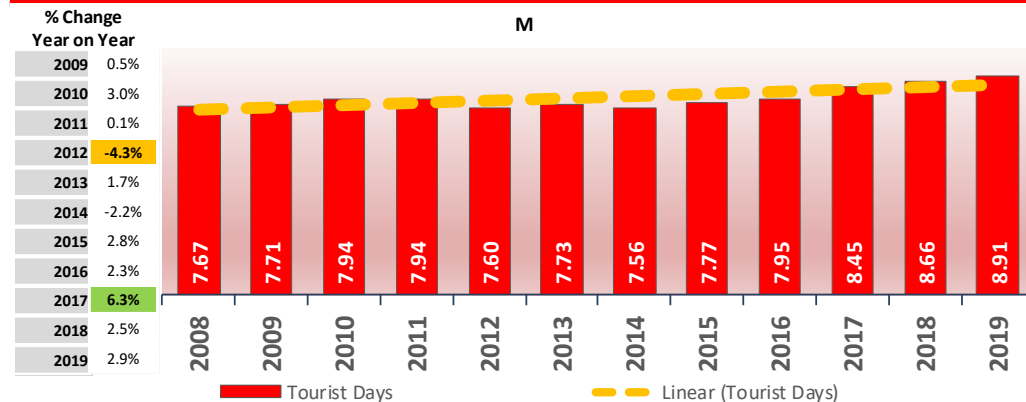
Economic Impact - Historic Prices - Non-Serviced Accommodation



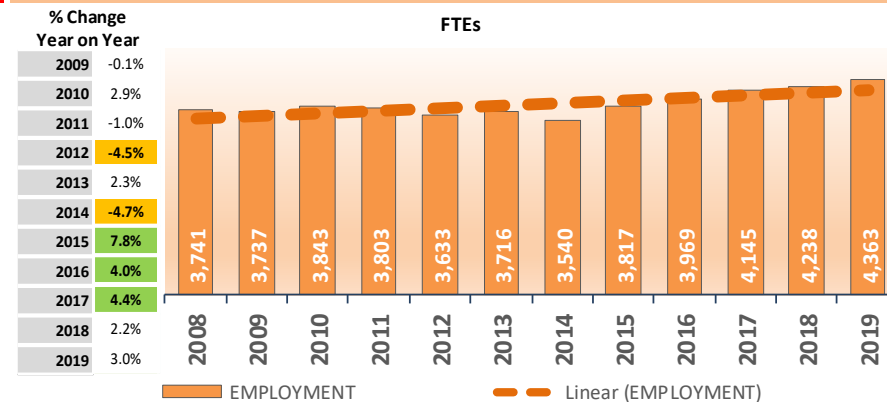
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



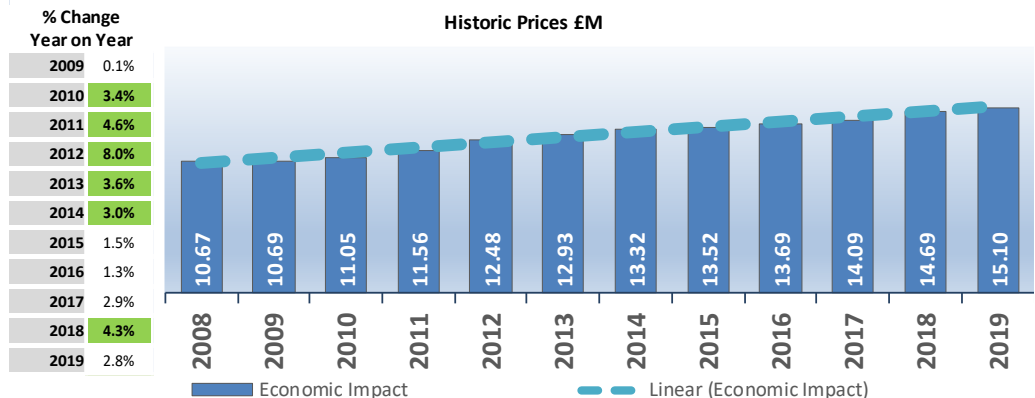
Direct Employment Supported - Non-Serviced Accommodation



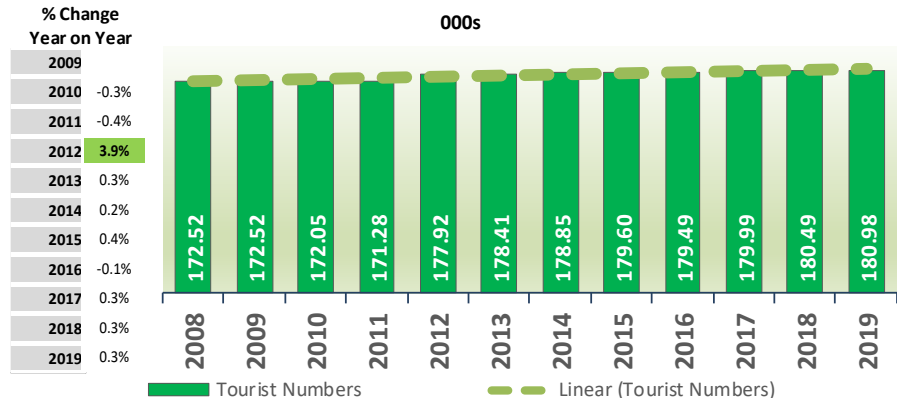
% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		0.6%	8.2%	13.8%	13.3%	19.0%	20.6%	27.5%	33.3%	49.0%	63.0%	76.6%
Visitor Numbers		0.1%	3.1%	3.5%	-0.8%	1.2%	-0.6%	1.9%	4.3%	11.4%	14.3%	18.3%
Visitor Days		0.5%	3.5%	3.6%	-0.9%	0.8%	-1.4%	1.4%	3.7%	10.2%	13.0%	16.2%
Direct Employment		-0.1%	2.7%	1.7%	-2.9%	-0.7%	-5.4%	2.0%	6.1%	10.8%	13.3%	16.6%

"Linear" = Linear Trendline

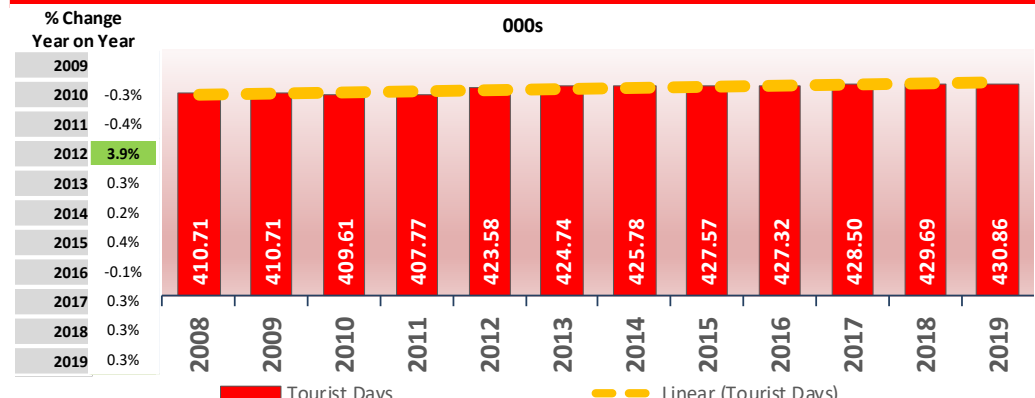
Economic Impact - Historic Prices - SFR



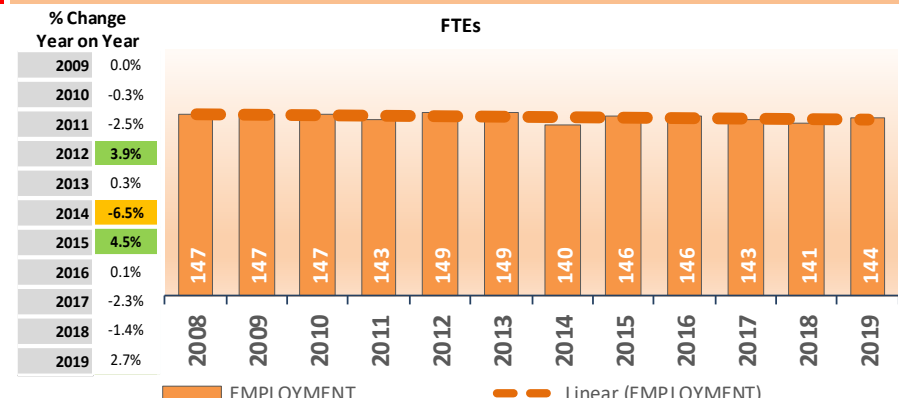
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		0.1%	3.6%	8.4%	17.0%	21.2%	24.8%	26.7%	28.3%	32.0%	37.6%	41.5%
Visitor Numbers			-0.3%	-0.7%	3.1%	3.4%	3.7%	4.1%	4.0%	4.3%	4.6%	4.9%
Visitor Days			-0.3%	-0.7%	3.1%	3.4%	3.7%	4.1%	4.0%	4.3%	4.6%	4.9%
Direct Employment		0.0%	-0.3%	-2.8%	1.0%	1.3%	-5.3%	-1.0%	-0.9%	-3.2%	-4.6%	-2.0%

"Linear" = Linear Trendline

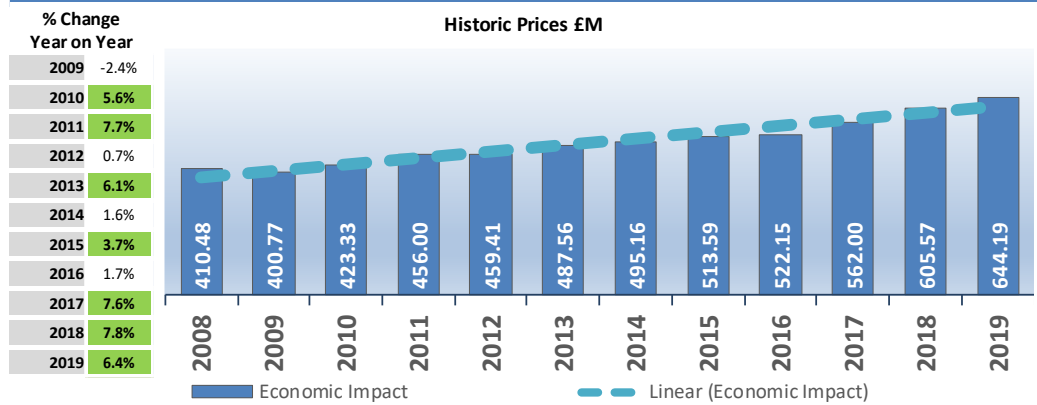
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2008 to 2019
Historic Prices

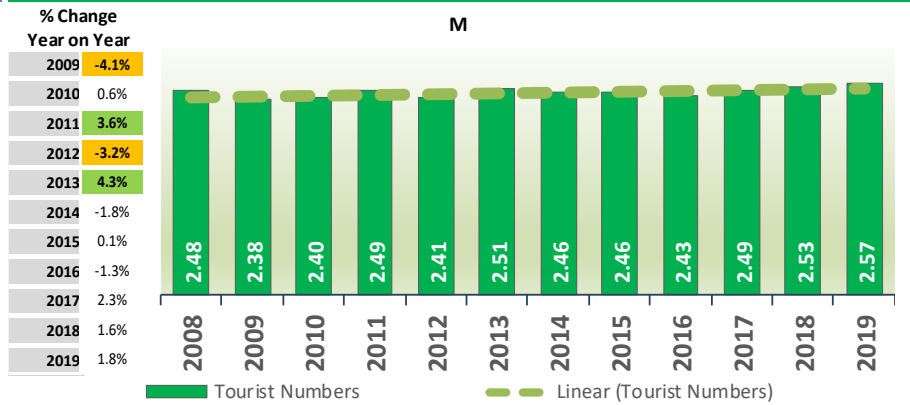
STAYING VISITOR

KEY MEASURES
Historic Prices

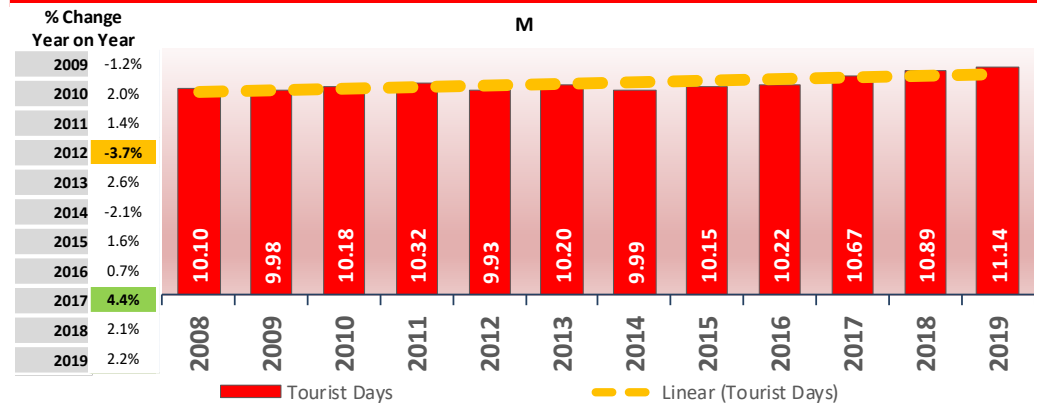
Economic Impact - Historic Prices - Staying Visitor



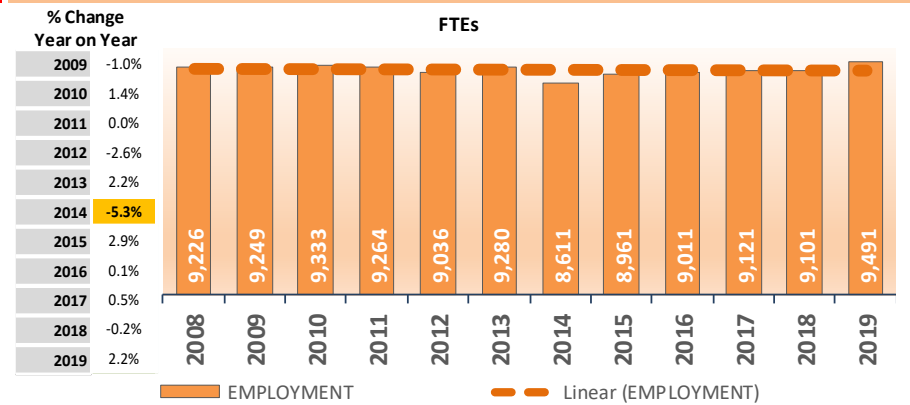
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



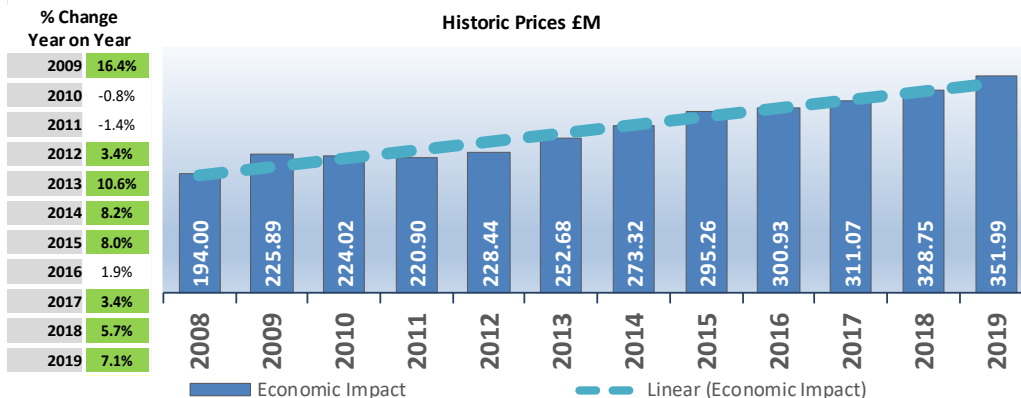
Direct Employment Supported - Staying Visitor



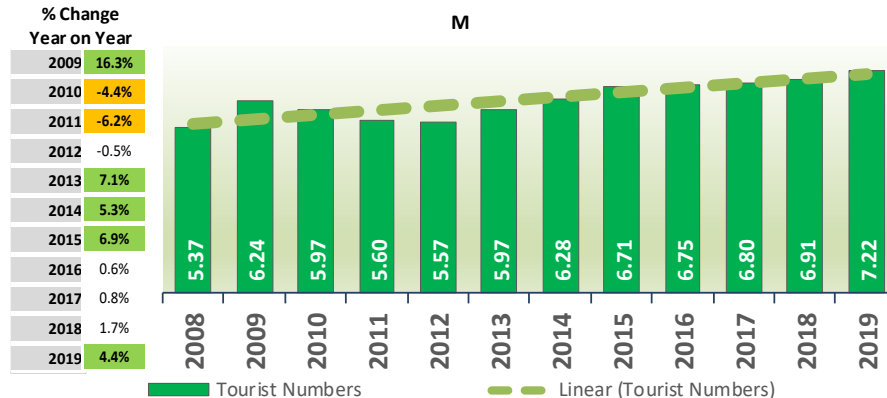
% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices	-	-2.4%	3.1%	11.1%	11.9%	18.8%	20.6%	25.1%	27.2%	36.9%	47.5%	56.9%
Visitor Numbers	-	-4.1%	-3.5%	0.0%	-3.2%	1.0%	-0.9%	-0.8%	-2.1%	0.1%	1.7%	3.5%
Visitor Days	-	-1.2%	0.8%	2.2%	-1.6%	1.0%	-1.1%	0.5%	1.2%	5.7%	7.9%	10.3%
Direct Employment	-	0.3%	1.2%	0.4%	-2.1%	0.6%	-6.7%	-2.9%	-2.3%	-1.1%	-1.4%	2.9%

"Linear" = Linear Trendline

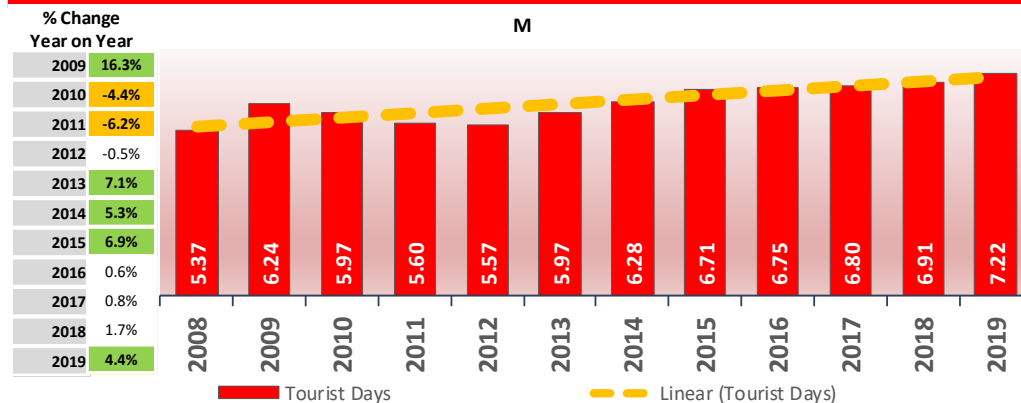
Economic Impact - Historic Prices - Day Visitor



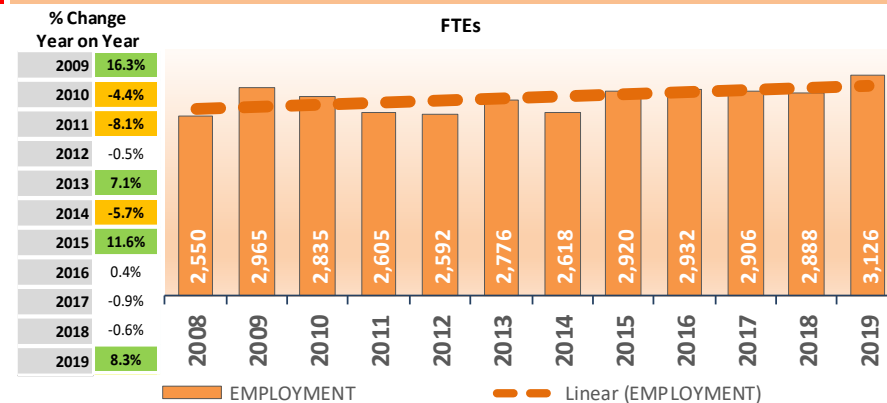
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		16.4%	15.5%	13.9%	17.8%	30.2%	40.9%	52.2%	55.1%	60.3%	69.5%	81.4%
Visitor Numbers		16.3%	11.2%	4.3%	3.8%	11.2%	17.0%	25.0%	25.8%	26.7%	28.8%	34.5%
Visitor Days		16.3%	11.2%	4.3%	3.8%	11.2%	17.0%	25.0%	25.8%	26.7%	28.8%	34.5%
Direct Employment		16.3%	11.2%	2.2%	1.7%	8.9%	2.7%	14.5%	15.0%	14.0%	13.3%	22.6%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2008 to 2019

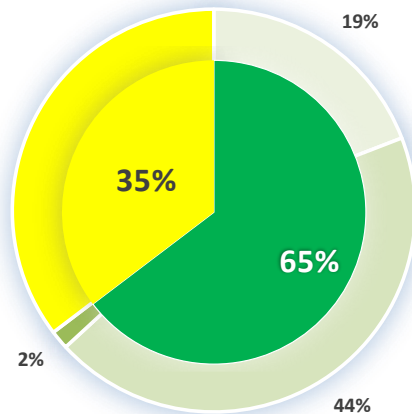
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2019 - M - Share of Total

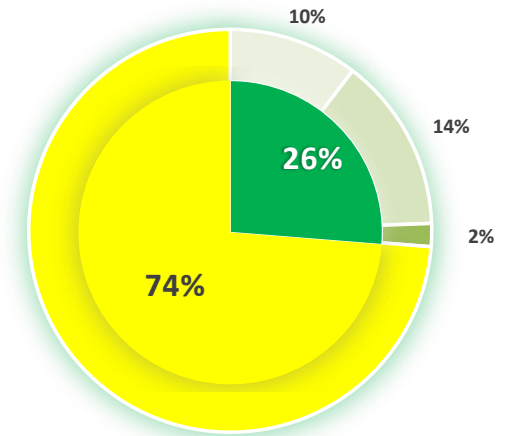
TOTAL
£996.18m

	£M
Serviced	190.63
Non-Serviced	438.46
SFR	15.10
Staying Visitor	644.19
Day Visitor	351.99
Total	996.18



TOTAL
9.79m

	M
Serviced	1.02
Non-Serviced	1.37
SFR	0.18
Staying Visitor	2.57
Day Visitor	7.22
Total	9.79

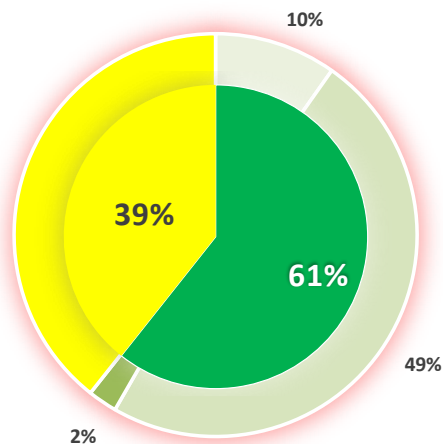


Visitor Days - 2019 - M - Share of Total

Direct Employment Supported - 2019 - FTEs - Share of Total

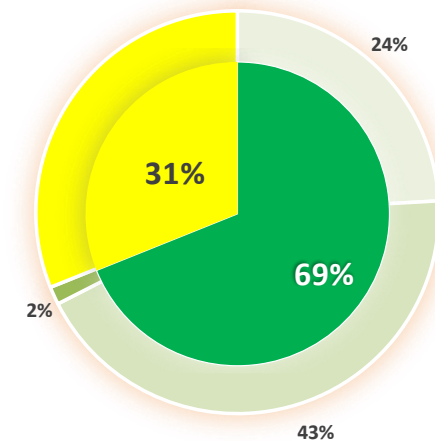
TOTAL
18.36m

	M
Serviced	1.80
Non-Serviced	8.91
SFR	0.43
Staying Visitor	11.14
Day Visitor	7.22
Total	18.36



TOTAL
10,058 Direct FTEs
12,617 Total FTEs

	FTEs
Serviced	2,424
Non-Serviced	4,363
SFR	144
Staying Visitor	6,932
Day Visitor	3,126
Total	10,058

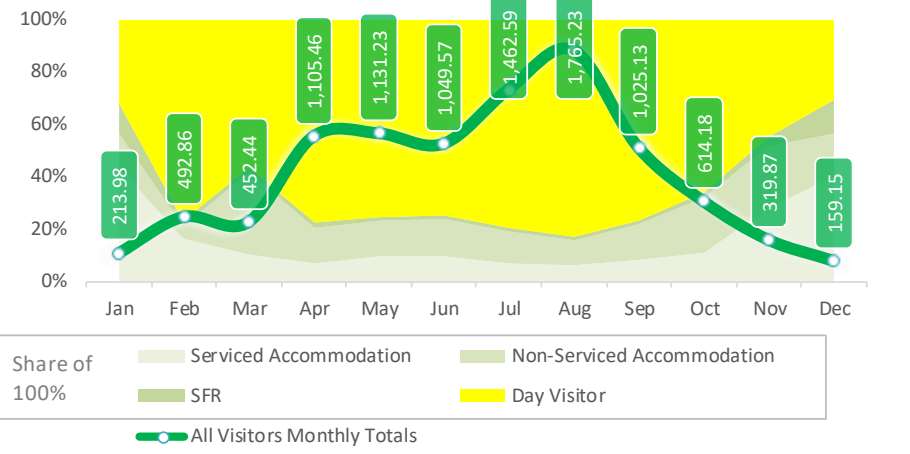
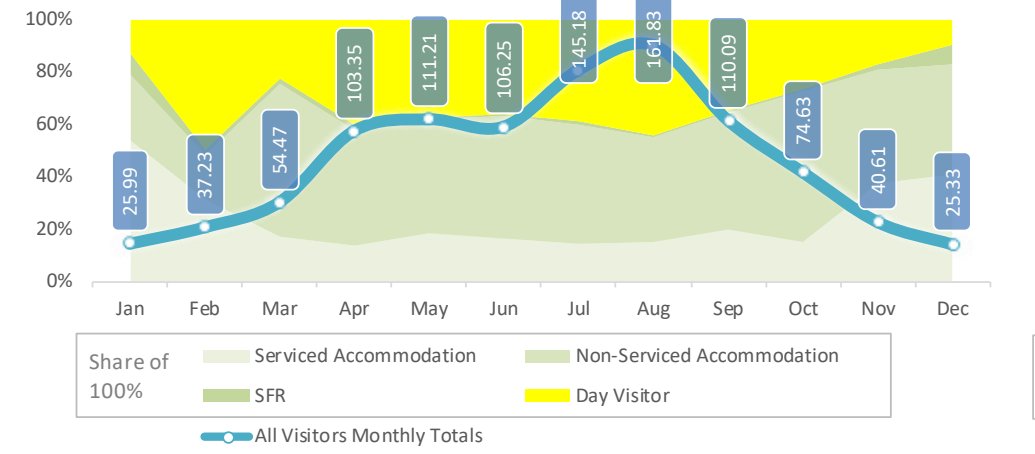


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2019
Historic Prices **TOTAL** **DISTRIBUTION BY MONTH**
Historic Prices

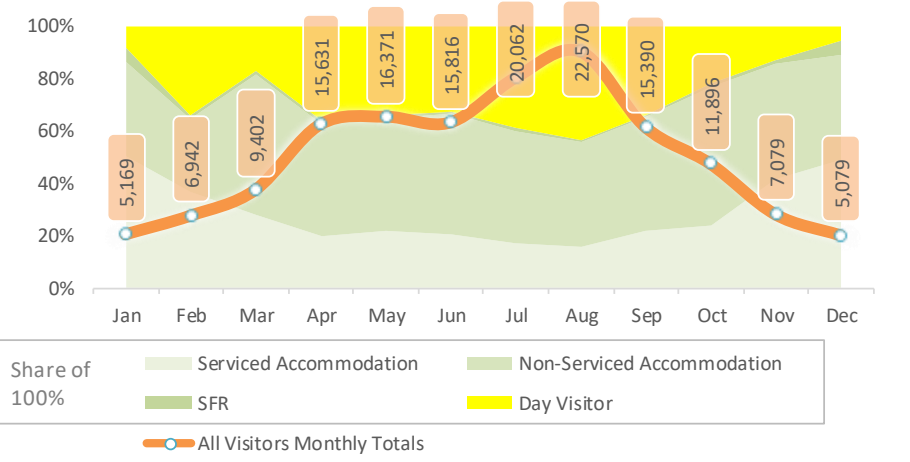
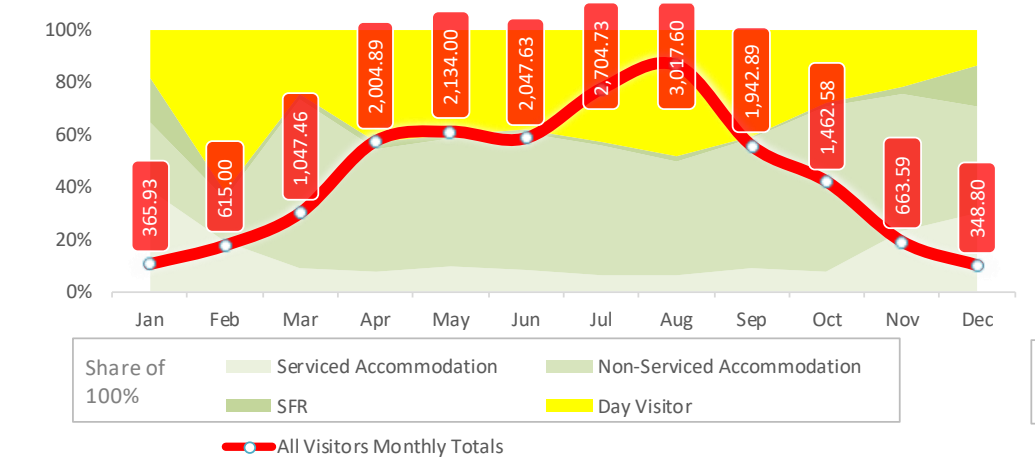
Economic Impact - Historic Prices - £M - Distribution of Impact by Month

Visitor Numbers - 2019 - 000s - Distribution of Impact by Month



Visitor Days - 2019 - 000s - Distribution of Impact by Month

Direct Employment Supported - 2019 - FTEs - Distribution of Impact by Month

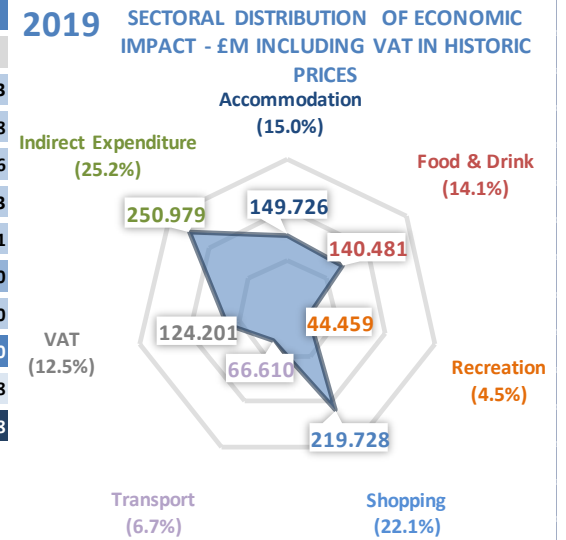


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Report Prepared by: Cathy James. Date of Issue: 05/ 10/ 20

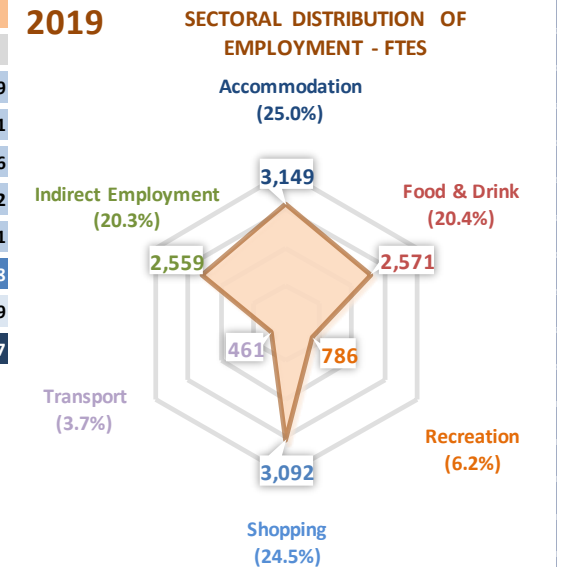
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Accommodation £M	88.48	84.83	88.65	94.31	98.02	103.95	107.68	112.24	114.18	123.73	137.54	149.73
Food & Drink £M	90.52	94.50	97.72	99.58	100.84	108.67	111.72	116.84	118.95	125.56	133.03	140.48
Recreation £M	28.37	29.31	30.80	31.81	31.16	33.79	34.17	36.46	37.21	39.79	42.10	44.46
Shopping £M	137.95	148.16	151.33	152.23	154.34	167.14	175.62	185.79	188.65	197.23	207.72	219.73
Transport £M	42.82	44.89	46.45	47.43	47.51	51.37	52.89	55.86	56.73	59.78	63.09	66.61
Direct Revenue £M	388.14	401.69	414.95	425.37	431.88	464.92	482.08	507.19	515.72	546.10	583.48	621.00
VAT £M	67.92	70.30	72.62	85.07	86.38	92.98	96.42	101.44	103.14	109.22	116.70	124.20
Direct Expenditure £M	456.06	471.98	487.56	510.44	518.25	557.90	578.49	608.63	618.86	655.32	700.17	745.20
Indirect Expenditure £M	148.42	154.69	159.78	166.46	169.61	182.34	189.98	200.22	204.21	217.74	234.15	250.98
TOTAL £M	604.48	626.67	647.35	676.90	687.86	740.24	768.48	808.85	823.07	873.06	934.32	996.18



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Accommodation FTEs	3,195	3,191	3,199	3,196	3,191	3,237	3,224	3,208	3,192	3,169	3,169	3,149
Food & Drink FTEs	2,112	2,202	2,195	2,129	2,074	2,164	2,351	2,542	2,555	2,475	2,551	2,571
Recreation FTEs	803	829	840	825	778	817	636	650	704	747	696	786
Shopping FTEs	2,934	3,147	3,099	2,967	2,894	3,035	2,595	2,862	2,826	2,884	2,832	3,092
Transport FTEs	446	467	466	453	437	457	376	413	416	427	420	461
Direct Employment FTEs	9,491	9,836	9,800	9,570	9,374	9,710	9,183	9,674	9,693	9,703	9,668	10,058
Indirect Employment FTEs	2,285	2,378	2,369	2,299	2,254	2,346	2,046	2,207	2,250	2,324	2,320	2,559
TOTAL FTEs	11,776	12,214	12,169	11,869	11,628	12,056	11,229	11,881	11,942	12,028	11,989	12,617



Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2008 to 2019

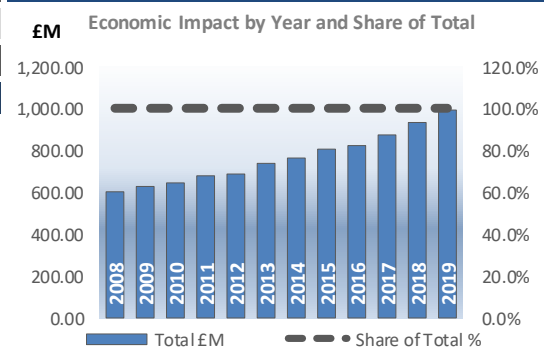
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM FINAL TREND REPORT FOR 2008-2019
CONWY COUNTY BOROUGH COUNCIL

ECONOMIC IMPACT BY:													2008 to 2019 Historic Prices		TOTAL	ECONOMIC IMPACT Historic Prices			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
TOTAL																			
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																			
KEY													TOTAL	% Change					
An increase of 3% or more																			
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							
% Change 2008 to 2019	137.3%	85.8%	45.8%	112.3%	63.2%	71.7%	59.8%	46.8%	58.8%	53.4%	65.4%	83.6%	64.8%	Annual Change	72.2%	79.5%	54.2%	61.6%	
% Change 2018 to 2019	38.9%	5.8%	2.3%	12.3%	5.2%	0.8%	4.7%	7.0%	4.6%	7.7%	9.1%	13.1%	6.6%		9.8%	5.8%	5.6%	9.0%	
Average Annual Change	12.5%	7.8%	4.2%	10.2%	5.7%	6.5%	5.4%	4.3%	5.3%	4.9%	5.9%	7.6%	5.9%		6.6%	7.2%	4.9%	5.6%	
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	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	19.17	32.41	49.90	95.77	94.65	93.24	130.82	145.90	96.03	62.61	33.14	19.43	873.06	6.1%	101.47	283.66	372.75	115.18
2018	£M	18.71	35.18	53.25	92.00	105.75	105.36	138.63	151.27	105.24	69.29	37.23	22.41	934.32	7.0%	107.15	303.11	395.14	128.93
2019	£M	25.99	37.23	54.47	103.35	111.21	106.25	145.18	161.83	110.09	74.63	40.61	25.33	996.18	6.6%	117.70	320.82	417.10	140.57

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET													TOTAL		
	£M	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	TOTAL	
Total	£M	604.48	626.67	647.35	676.90	687.86	740.24	768.48	808.85	823.07	873.06	934.32	996.18		
All Visitor Types	£M	604.48	626.67	647.35	676.90	687.86	740.24	768.48	808.85	823.07	873.06	934.32	996.18		
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 2008	%														
Avg Ann. Change in Share	%														



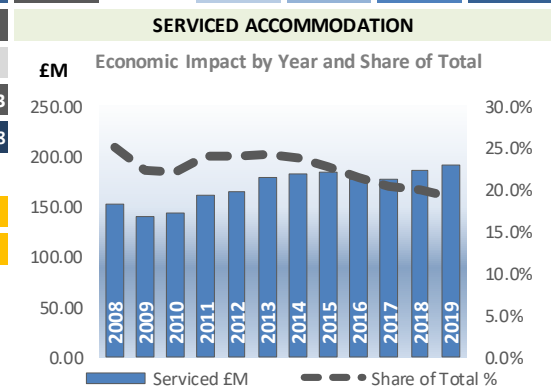
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Report Prepared by: Cathy James, Date of Issue: 05/10/20

STEAM FINAL TREND REPORT FOR 2008-2019
CONWY COUNTY BOROUGH COUNCIL

ECONOMIC IMPACT BY:													2008 to 2019 Historic Prices		SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
KEY													TOTAL						ANNUAL CHANGE
ECONOMIC IMPACT - IN HISTORIC PRICES / PERCENTAGE CHANGES																			
An increase of 3% or more																			
Less than 3% change																			
A Fall of 3% or more																			
SERVICED ACCOMMODATION																			
ECONOMIC IMPACT - IN HISTORIC PRICES / PERCENTAGE CHANGES																			
Q1																			
Q2																			
Q3																			
Q4																			
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4		
% Change 2008 to 2019	144.6%	30.9%	-21.5%	31.8%	39.5%	45.1%	15.4%	17.1%	35.0%	-13.3%	31.1%	27.5%	25.8%	31.8%	39.0%	21.7%	12.6%		
% Change 2018 to 2019	36.9%	-13.4%	-12.9%	1.1%	1.0%	4.5%	3.6%	7.8%	5.1%	-2.2%	5.8%	-11.1%	2.4%	1.7%	2.2%	5.6%	-1.9%		
Average Annual Change	13.1%	2.8%	-2.0%	2.9%	3.6%	4.1%	1.4%	1.6%	3.2%	-1.2%	2.8%	2.5%	2.3%	2.9%	3.5%	2.0%	1.1%		
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	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
2019	£M	13.87	11.55	9.294	14.14	20.64	17.09	21.22	24.72	21.57	11.15	15.07	10.30	190.63	2.4%	34.72	51.88	67.51	36.53

ECONOMIC IMPACT - IN HISTORIC PRICES													SERVICED ACCOMMODATION		
SHARE OF MARKET															
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019			
Serviced	£M	151.55	140.32	143.70	161.99	165.64	179.20	182.43	183.43	177.41	177.98	186.12	190.63		
All Visitor Types	£M	604.48	626.67	647.35	676.90	687.86	740.24	768.48	808.85	823.07	873.06	934.32	996.18		
Share of Total	%	25.1%	22.4%	22.2%	23.9%	24.1%	23.7%	22.7%	21.6%	20.4%	19.9%	19.1%			
Annual Change in Share	%		-10.7%	-0.9%	7.8%	0.6%	0.5%	-1.9%	-4.5%	-5.0%	-5.4%	-2.3%	-3.9%		
Change in Share from 2008	%		-10.7%	-11.5%	-4.6%	-4.0%	-3.4%	-5.3%	-9.5%	-14.0%	-18.7%	-20.5%	-23.7%		
Avg Ann. Change in Share	%		-10.7%	-5.7%	-1.5%	-1.0%	-0.7%	-0.9%	-1.4%	-1.8%	-2.1%	-2.1%	-2.2%		



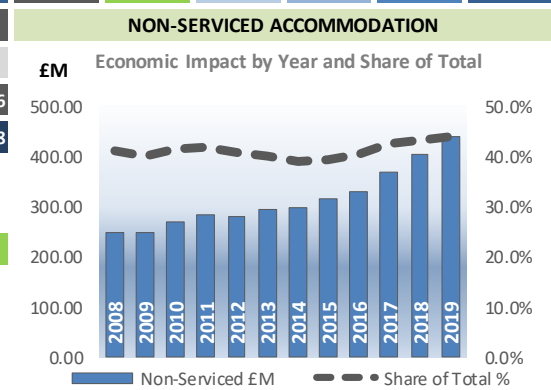
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STEAM FINAL TREND REPORT FOR 2008-2019
CONWY COUNTY BOROUGH COUNCIL

ECONOMIC IMPACT BY:													2008 to 2019 Historic Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
NON-SERVICED ACCOMMODATION													TOTAL						Annual Change
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																			
KEY																			
An increase of 3% or more																			
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2008 to 2019	294.1%	196.5%	92.3%	120.2%	71.2%	74.8%	61.7%	42.3%	53.5%	98.9%	105.2%	281.5%	76.6%		120.0%	85.6%	52.1%	116.1%	
% Change 2018 to 2019	86.9%	19.4%	5.3%	12.8%	7.6%	4.3%	4.3%	3.4%	7.6%	9.7%	9.0%	55.1%	8.3%		14.6%	8.0%	4.9%	14.6%	
Average Annual Change	26.7%	17.9%	8.4%	10.9%	6.5%	6.8%	5.6%	3.8%	4.9%	9.0%	9.6%	25.6%	7.0%		10.9%	7.8%	4.7%	10.6%	
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		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	4.024	4.940	26.93	40.58	37.64	44.31	58.41	57.20	41.93	35.25	13.24	5.497	369.93	11.7%	35.90	122.52	157.53	53.98
2018	£M	3.564	5.430	30.32	40.32	44.36	47.77	63.04	61.88	45.72	39.08	16.35	6.933	404.77	9.4%	39.32	132.45	170.64	62.36
2019	£M	6.661	6.482	31.93	45.47	47.71	49.81	65.76	64.00	49.20	42.86	17.82	10.75	438.46	8.3%	45.07	142.99	178.96	71.44

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Non-Serviced	£M	248.26	249.77	268.58	282.45	281.29	295.44	299.42	316.64	331.04	369.93	404.77	438.46
All Visitor Types	£M	604.48	626.67	647.35	676.90	687.86	740.24	768.48	808.85	823.07	873.06	934.32	996.18
Share of Total	%	41.1%	39.9%	41.5%	41.7%	40.9%	39.9%	39.0%	39.1%	40.2%	42.4%	43.3%	44.0%
Annual Change in Share	%		-3.0%	4.1%	0.6%	-2.0%	-2.4%	-2.4%	0.5%	2.7%	5.4%	2.2%	1.6%
Change in Share from 2008	%		-3.0%	1.0%	1.6%	-0.4%	-2.8%	-5.1%	-4.7%	-2.1%	3.2%	5.5%	7.2%
Avg Ann. Change in Share	%		-3.0%	0.5%	0.5%	-0.1%	-0.6%	-0.9%	-0.7%	-0.3%	0.4%	0.5%	0.7%

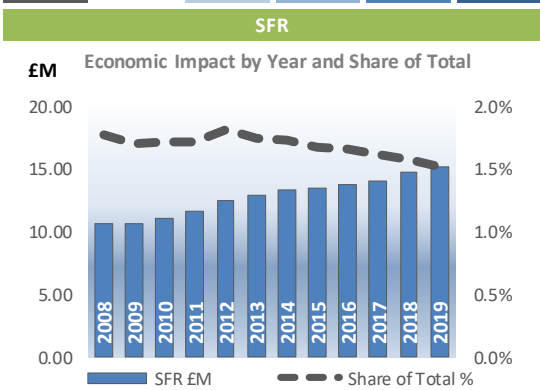


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Report Prepared by: Cathy James. Date of Issue: 05/10/20

ECONOMIC IMPACT BY:													2008 to 2019 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices														
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
An increase of 3% or more													ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES		Annual Change															
Less than 3% change													Q1		Q2		Q3		Q4											
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2008 to 2019													41.5%	41.5%	41.5%	41.5%	41.5%	41.5%	41.5%	41.5%	41.5%	41.5%	41.5%	41.5%	41.5%		41.5%	41.5%	41.5%	41.5%
% Change 2018 to 2019													2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%		2.8%	2.8%	2.8%	2.8%
Average Annual Change													3.8%	3.8%	3.8%	3.8%	3.8%	3.8%	3.8%	3.8%	3.8%	3.8%	3.8%	3.8%	3.8%		3.8%	3.8%	3.8%	3.8%
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			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										
2019	£M	2.100	0.706	0.803	1.915	1.232	0.949	1.540	1.630	0.840	0.839	0.654	1.893	15.10	2.8%		3.608	4.096	4.010	3.385										

ECONOMIC IMPACT - IN HISTORIC PRICES													SHARE OF MARKET		2008		2009		2010		2011		2012		2013		2014		2015		2016		2017		2018		2019																																																																
SFR													£M	10.67	10.69	11.05	11.56	12.48	12.93	13.32	13.52	13.69	14.09	14.69	15.10	All Visitor Types		£M	604.48	626.67	647.35	676.90	687.86	740.24	768.48	808.85	823.07	873.06	934.32	996.18	Share of Total		%	1.8%	1.7%	1.7%	1.7%	1.8%	1.7%	1.7%	1.7%	1.7%	1.7%	1.6%	1.6%	1.5%	Annual Change in Share		%		-3.4%	0.1%	0.1%	6.2%	-3.8%	-0.8%	-3.5%	-0.5%	-3.0%	-2.6%	-3.6%	Change in Share from 2008		%		-3.4%	-3.3%	-3.2%	2.8%	-1.1%	-1.8%	-5.3%	-5.7%	-8.6%	-11.0%	-14.1%	Avg Ann. Change in Share		%		-3.4%	-1.6%	-1.1%	0.7%	-0.2%	-0.3%	-0.8%	-0.7%	-1.0%	-1.1%	-1.3%



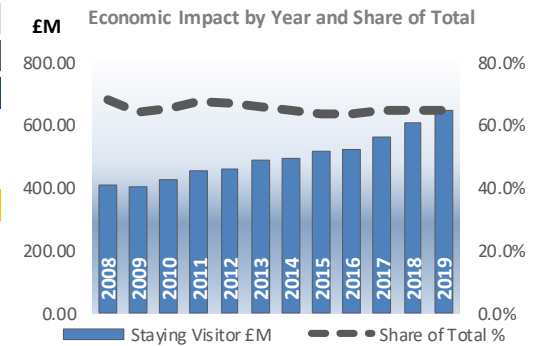
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Report Prepared by: Cathy James. Date of Issue: 05/ 10/ 20

STEAM FINAL TREND REPORT FOR 2008-2019 CONWY COUNTY BOROUGH COUNCIL	2008 to 2019 Historic Prices	STAYING VISITOR	ECONOMIC IMPACT Historic Prices
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ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR	QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2008 to 2019		155.9%	62.8%	44.8%	88.0%	59.8%	65.7%	47.2%	34.4%	47.3%	56.7%	62.5%	87.6%		56.9%	68.9%	69.7%	42.3%	64.0%
% Change 2018 to 2019		43.8%	-3.7%	0.6%	9.5%	5.4%	4.3%	4.1%	4.6%	6.8%	6.9%	7.4%	12.7%	6.4%	8.4%	6.3%	5.0%	8.2%	
Average Annual Change		14.2%	5.7%	4.1%	8.0%	5.4%	6.0%	4.3%	3.1%	4.3%	5.2%	5.7%	8.0%	5.2%	6.3%	6.3%	3.8%	5.8%	
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	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	16.41	18.81	38.95	57.14	57.03	60.22	79.42	81.62	61.09	46.66	27.15	17.48	562.00	7.6%	74.17	174.39	222.14	91.29
2018	£M	15.74	19.46	41.77	56.18	65.99	65.04	85.03	86.41	67.05	51.30	31.24	20.36	605.57	7.8%	76.97	187.22	238.49	102.90
2019	£M	22.63	18.74	42.03	61.53	69.58	67.85	88.52	90.35	71.62	54.86	33.55	22.94	644.19	6.4%	83.40	198.96	250.49	111.35

ECONOMIC IMPACT - IN HISTORIC PRICES													STAYING VISITOR	
SHARE OF MARKET	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	£M	Share of Total %
Staying Visitor	£M	410.48	400.77	423.33	456.00	459.41	487.56	495.16	513.59	522.15	562.00	605.57	644.19	60.0%
All Visitor Types	£M	604.48	626.67	647.35	676.90	687.86	740.24	768.48	808.85	823.07	873.06	934.32	996.18	60.0%
Share of Total	%	67.9%	64.0%	65.4%	67.4%	66.8%	64.4%	63.5%	63.4%	64.4%	64.8%	64.7%	64.7%	60.0%
Annual Change in Share	%		-5.8%	2.3%	3.0%	-0.9%	-1.4%	-2.2%	-1.5%	-0.1%	1.5%	0.7%	-0.2%	60.0%
Change in Share from 2008	%		-5.8%	-3.7%	-0.8%	-1.6%	-3.0%	-5.1%	-6.5%	-6.6%	-5.2%	-4.6%	-4.8%	60.0%
Avg Ann. Change in Share	%		-5.8%	-1.8%	-0.3%	-0.4%	-0.6%	-0.9%	-0.9%	-0.8%	-0.6%	-0.5%	-0.4%	60.0%



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STEAM FINAL TREND REPORT FOR 2008-2019
CONWY COUNTY BOROUGH COUNCIL

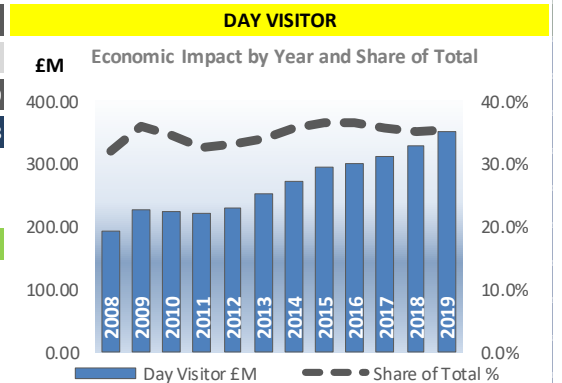
2008 to 2019
Historic Prices

DAY VISITOR

ECONOMIC IMPACT
Historic Prices

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 - IN HISTORIC PRICES / 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 2008 to 2019		59.2%	116.8%	49.1%	162.3%	69.3%	83.4%	84.6%	66.0%	86.1%	45.0%	81.0%	52.3%	81.4%	80.6%	98.2%	76.5%	52.9%	
% Change 2018 to 2019		13.0%	17.6%	8.4%	16.8%	4.7%	-4.7%	5.7%	10.2%	0.7%	9.9%	17.7%	16.4%	7.1%	13.6%	5.1%	6.4%	12.2%	
Average Annual Change		5.4%	10.6%	4.5%	14.8%	6.3%	7.6%	7.7%	6.0%	7.8%	4.1%	7.4%	4.8%	7.4%	7.3%	8.9%	7.0%	4.8%	
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	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
2019	£M	3.365	18.49	12.45	41.83	41.63	38.40	56.66	71.49	38.47	19.77	7.062	2.387	351.99	7.1%	34.30	121.86	166.61	29.22

SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Day Visitor	£M	194.00	225.89	224.02	220.90	228.44	252.68	273.32	295.26	300.93	311.07	328.75	351.99
All Visitor Types	£M	604.48	626.67	647.35	676.90	687.86	740.24	768.48	808.85	823.07	873.06	934.32	996.18
Share of Total	%	32.1%	36.0%	34.6%	32.6%	33.2%	34.1%	35.6%	36.5%	36.6%	35.6%	35.2%	35.3%
Annual Change in Share	%		12.3%	-4.0%	-5.7%	1.8%	2.8%	4.2%	2.6%	0.2%	-2.5%	-1.2%	0.4%
Change in Share from 2008	%		12.3%	7.8%	1.7%	3.5%	6.4%	10.8%	13.7%	13.9%	11.0%	9.6%	10.1%
Avg Ann. Change in Share	%		12.3%	3.9%	0.6%	0.9%	1.3%	1.8%	2.0%	1.7%	1.2%	1.0%	0.9%



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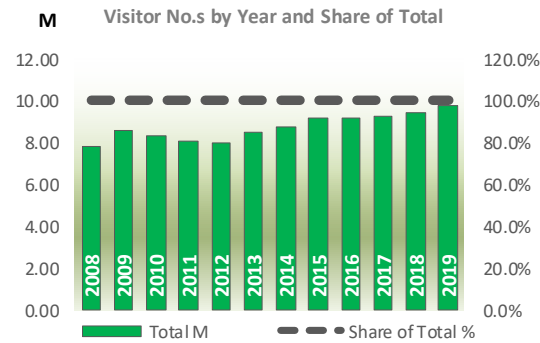
Visitor Numbers by Month, Year and Visitor Type for the Period 2008 to 2019

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

STEAM FINAL TREND REPORT FOR 2008-2019
CONWY COUNTY BOROUGH COUNCIL

VISITOR NUMBERS BY:													2008 to 2019		TOTAL	VISITOR NUMBERS			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
TOTAL																			
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES													TOTAL	% Change					
Q1			Q2			Q3			Q4			Q1			Q2	Q3	Q4		
KEY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
An increase of 3% or more																			
Less than 3% change																			
A Fall of 3% or more																			
% Change 2008 to 2019																			
% Change 2018 to 2019																			
Average Annual Change																			
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		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	0.178	0.424	0.441	1.100	1.079	0.975	1.420	1.701	0.984	0.548	0.292	0.147	9.290	1.2%	1.043	3.154	4.105	0.988
2018	M	0.172	0.456	0.446	0.995	1.112	1.109	1.427	1.658	1.032	0.583	0.296	0.154	9.441	1.6%	1.074	3.216	4.118	1.033
2019	M	0.214	0.493	0.452	1.105	1.131	1.050	1.463	1.765	1.025	0.614	0.320	0.159	9.792	3.7%	1.159	3.286	4.253	1.093

VISITOR NUMBERS													TOTAL	
SHARE OF MARKET	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	M	Visitor No.s by Year and Share of Total
Total	M	7.852	8.624	8.366	8.085	7.977	8.476	8.743	9.175	9.183	9.290	9.441	9.792	
All Visitor Types	M	7.852	8.624	8.366	8.085	7.977	8.476	8.743	9.175	9.183	9.290	9.441	9.792	
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 2008	%													
Avg Ann. Change in Share	%													



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STEAM FINAL TREND REPORT FOR 2008-2019
CONWY COUNTY BOROUGH COUNCIL

2008 to 2019

SERVICED

VISITOR NUMBERS

VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR	QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change	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 2008 to 2019		72.6%	-7.6%	-43.6%	-5.4%	-1.2%	5.1%	-23.6%	-24.8%	-10.9%	-37.8%	-7.1%	-8.9%		-11.6%	-1.4%	-0.4%	-20.7%	-19.5%
% Change 2018 to 2019		33.5%	-15.5%	-15.0%	-1.4%	-1.5%	1.9%	1.0%	5.1%	2.5%	-4.7%	3.1%	-13.3%		-0.2%	0.2%	-0.3%	3.0%	-4.5%
Average Annual Change		6.6%	-0.7%	-4.0%	-0.5%	-0.1%	0.5%	-2.1%	-2.3%	-1.0%	-3.4%	-0.6%	-0.8%		-1.1%	-0.1%	0.0%	-1.9%	-1.8%
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	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
2019	M	0.093	0.080	0.046	0.079	0.112	0.098	0.096	0.109	0.086	0.066	0.089	0.064	1.017	-0.2%	0.219	0.289	0.291	0.219

SHARE OF MARKET		VISITOR NUMBERS											
		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Serviced	M	1.151	1.048	1.029	1.112	1.076	1.156	1.130	1.102	1.043	1.014	1.020	1.017
All Visitor Types	M	7.852	8.624	8.366	8.085	7.977	8.476	8.743	9.175	9.183	9.290	9.441	9.792
Share of Total	%	14.7%	12.2%	12.3%	13.8%	13.5%	13.6%	12.9%	12.0%	11.4%	10.9%	10.8%	10.4%
Annual Change in Share	%		-17.1%	1.2%	11.8%	-2.0%	1.1%	-5.2%	-7.1%	-5.5%	-3.9%	-1.0%	-3.8%
Change in Share from 2008	%		-17.1%	-16.1%	-6.2%	-8.0%	-7.0%	-11.8%	-18.1%	-22.5%	-25.5%	-26.3%	-29.1%
Avg Ann. Change in Share	%		-17.1%	-8.0%	-2.1%	-2.0%	-1.4%	-2.0%	-2.6%	-2.8%	-2.8%	-2.6%	-2.6%



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STEAM FINAL TREND REPORT FOR 2008-2019
CONWY COUNTY BOROUGH COUNCIL

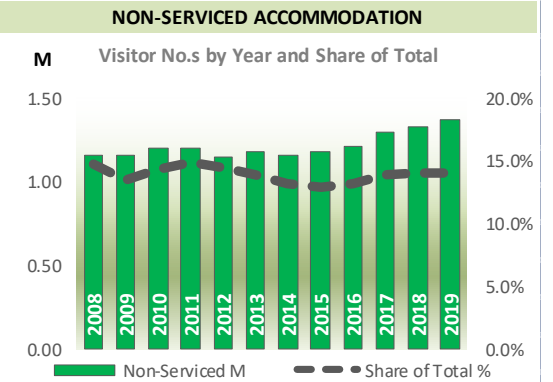
2008 to 2019

NON-SERVICED

VISITOR NUMBERS

VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2008 to 2019		133.5%	85.1%	29.0%	40.5%	15.8%	16.6%	7.0%	-3.3%	3.2%	31.2%	24.2%	91.9%	18.3%	43.8%	23.2%	2.2%	33.2%	
% Change 2018 to 2019		73.2%	15.3%	0.4%	4.7%	2.1%	-0.7%	-0.4%	-0.3%	3.4%	5.3%	3.4%	59.3%	3.5%	8.8%	2.0%	0.7%	8.6%	
Average Annual Change		12.1%	7.7%	2.6%	3.7%	1.4%	1.5%	0.6%	-0.3%	0.3%	2.8%	2.2%	8.4%	1.7%	4.0%	2.1%	0.2%	3.0%	
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	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	0.117	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	0.019	0.020	0.132	0.147	0.136	0.149	0.184	0.170	0.131	0.121	0.069	0.016	1.294	6.8%	0.171	0.432	0.486	0.206
2018	M	0.016	0.021	0.140	0.141	0.147	0.152	0.188	0.173	0.134	0.125	0.074	0.016	1.327	2.5%	0.177	0.440	0.495	0.215
2019	M	0.028	0.024	0.140	0.148	0.150	0.151	0.187	0.172	0.139	0.131	0.077	0.025	1.374	3.5%	0.193	0.449	0.498	0.233

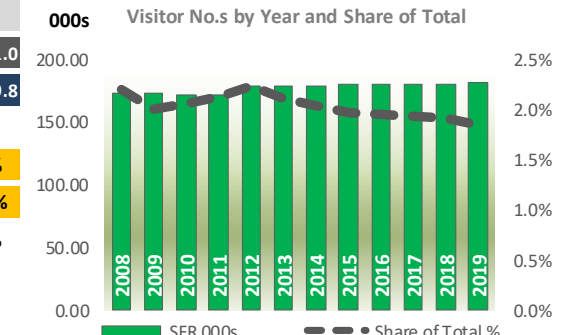
		VISITOR NUMBERS											
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Non-Serviced	M	1.161	1.162	1.197	1.202	1.152	1.175	1.154	1.183	1.212	1.294	1.327	1.374
All Visitor Types	M	7.852	8.624	8.366	8.085	7.977	8.476	8.743	9.175	9.183	9.290	9.441	9.792
Share of Total	%	14.8%	13.5%	14.3%	14.9%	14.4%	13.9%	13.2%	12.9%	13.2%	13.9%	14.1%	14.0%
Annual Change in Share	%		-8.9%	6.2%	3.9%	-2.9%	-4.0%	-4.8%	-2.3%	2.3%	5.6%	0.9%	-0.2%
Change in Share from 2008	%		-8.9%	-3.3%	0.5%	-2.4%	-6.3%	-10.8%	-12.8%	-10.8%	-5.8%	-5.0%	-5.2%
Avg Ann. Change in Share	%		-8.9%	-1.6%	0.2%	-0.6%	-1.3%	-1.8%	-1.8%	-1.4%	-0.6%	-0.5%	-0.5%



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STEAM FINAL TREND REPORT FOR 2008-2019 CONWY COUNTY BOROUGH COUNCIL													2008 to 2019		SFR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		SFR											TOTAL						% Change		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																			
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 2008 to 2019		4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	Annual Change		4.9%	4.9%	4.9%	4.9%	
% Change 2018 to 2019		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		0.4%	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%	
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			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
2019	000s	24.0	9.6	10.7	20.2	16.0	12.9	17.6	17.9	11.0	11.2	9.2	20.8	181.0	0.3%			44.2	49.1	46.5	41.1

VISITOR NUMBERS													SFR		
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	000s	Share of Total %
SFR	000s	172.5	172.5	172.1	171.3	177.9	178.4	178.8	179.6	179.5	180.0	180.5	181.0	Visitor No.s by Year and Share of Total	
All Visitor Types	M	7.9	8.6	8.4	8.1	8.0	8.5	8.7	9.2	9.2	9.3	9.4	9.8		
Share of Total	%	2.2%	2.0%	2.1%	2.1%	2.2%	2.1%	2.0%	2.0%	2.0%	1.9%	1.9%	1.8%		
Annual Change in Share	%		-9.0%	2.8%	3.0%	5.3%	-5.6%	-2.8%	-4.3%	-0.1%	-0.9%	-1.3%	-3.3%		
Change in Share from 2008	%		-9.0%	-6.4%	-3.6%	1.5%	-4.2%	-6.9%	-10.9%	-11.0%	-11.8%	-13.0%	-15.9%		
Avg Ann. Change in Share	%		-9.0%	-3.2%	-1.2%	0.4%	-0.8%	-1.1%	-1.6%	-1.4%	-1.3%	-1.3%	-1.4%		

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STEAM FINAL TREND REPORT FOR 2008-2019
CONWY COUNTY BOROUGH COUNCIL

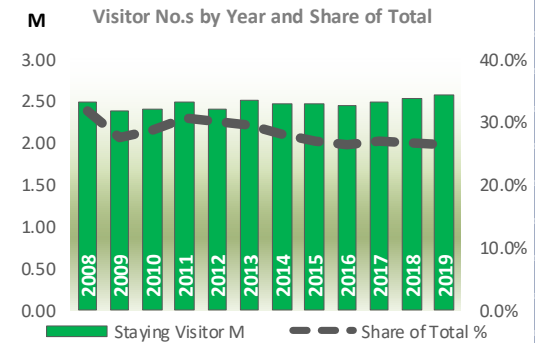
2008 to 2019

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 2008 to 2019		63.4%	4.7%	-1.8%	18.7%	7.7%	11.5%	-5.2%	-12.0%	-2.4%	-3.9%	5.2%	6.4%	3.5%	Annual Change	14.5%	12.2%	-7.0%	1.4%
% Change 2018 to 2019		32.1%	-9.1%	-3.7%	2.3%	0.5%	0.3%	0.1%	1.7%	3.0%	1.7%	3.1%	-0.4%	1.8%		3.7%	1.0%	1.5%	1.7%
Average Annual Change		5.8%	0.4%	-0.2%	1.7%	0.7%	1.0%	-0.5%	-1.1%	-0.2%	-0.4%	0.5%	0.6%	0.3%		1.3%	1.1%	-0.6%	0.1%
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		0.398	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	0.202	0.255	0.256	0.253	0.296	0.296	0.220	0.199	0.161	0.105	2.488	2.3%	0.446	0.765	0.812	0.465
2018	M	0.110	0.125	0.205	0.242	0.276	0.261	0.300	0.294	0.229	0.205	0.170	0.111	2.528	1.6%	0.439	0.779	0.824	0.486
2019	M	0.145	0.114	0.197	0.248	0.277	0.262	0.301	0.299	0.236	0.209	0.175	0.110	2.572	1.8%	0.456	0.787	0.836	0.494

		VISITOR NUMBERS												STAYING VISITOR	
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019		
Staying Visitor	M	2.485	2.383	2.398	2.485	2.405	2.509	2.463	2.465	2.434	2.488	2.528	2.572		
All Visitor Types	M	7.852	8.624	8.366	8.085	7.977	8.476	8.743	9.175	9.183	9.290	9.441	9.792		
Share of Total	%	31.6%	27.6%	28.7%	30.7%	30.2%	29.6%	28.2%	26.9%	26.5%	26.8%	26.8%	26.3%		
Annual Change in Share	%		-12.7%	3.7%	7.2%	-1.9%	-1.8%	-4.8%	-4.6%	-1.3%	1.1%	-0.1%	-1.9%		
Change in Share from 2008	%		-12.7%	-9.4%	-2.9%	-4.7%	-6.5%	-11.0%	-15.1%	-16.3%	-15.4%	-15.4%	-17.0%		
Avg Ann. Change in Share	%		-12.7%	-4.7%	-1.0%	-1.2%	-1.3%	-1.8%	-2.2%	-2.0%	-1.7%	-1.5%	-1.5%		



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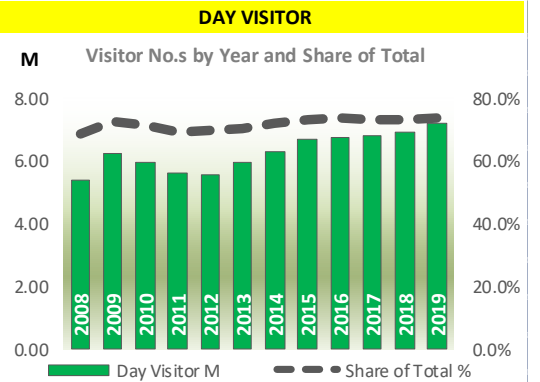
2008 to 2019

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 2008 to 2019		18.1%	60.8%	10.5%	94.4%	25.5%	36.0%	36.9%	23.1%	38.0%	7.5%	34.2%	12.9%	34.5%	Annual Change	33.9%	46.9%	30.8%	13.4%
% Change 2018 to 2019		10.2%	14.7%	5.7%	13.9%	2.1%	-7.1%	3.1%	7.5%	-1.7%	7.2%	14.8%	13.6%	4.4%		10.8%	2.6%	3.7%	9.5%
Average Annual Change		1.6%	5.5%	1.0%	8.6%	2.3%	3.3%	3.4%	2.1%	3.5%	0.7%	3.1%	1.2%	3.1%		3.1%	4.3%	2.8%	1.2%
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		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
2019	M	0.069	0.379	0.255	0.858	0.854	0.788	1.162	1.466	0.789	0.406	0.145	0.049	7.220	4.4%	0.704	2.499	3.417	0.599

		VISITOR NUMBERS											
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Day Visitor	M	5.367	6.241	5.968	5.599	5.572	5.967	6.280	6.710	6.749	6.801	6.914	7.220
All Visitor Types	M	7.852	8.624	8.366	8.085	7.977	8.476	8.743	9.175	9.183	9.290	9.441	9.792
Share of Total	%	68.4%	72.4%	71.3%	69.3%	69.8%	70.4%	71.8%	73.1%	73.5%	73.2%	73.2%	73.7%
Annual Change in Share	%		5.9%	-1.4%	-2.9%	0.8%	0.8%	2.0%	1.8%	0.5%	-0.4%	0.0%	0.7%
Change in Share from 2008	%		5.9%	4.4%	1.3%	2.2%	3.0%	5.1%	7.0%	7.5%	7.1%	7.1%	7.9%
Avg Ann. Change in Share	%		5.9%	2.2%	0.4%	0.5%	0.6%	0.8%	1.0%	0.9%	0.8%	0.7%	0.7%



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Visitor Days by Month, Year and Visitor Type for the Period 2008 to 2019

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

STEAM FINAL TREND REPORT FOR 2008-2019
CONWY COUNTY BOROUGH COUNCIL

VISITOR DAYS BY:													2008 to 2019	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	TOTAL	% Change	Q1	Q2	Q3	Q4	
An increase of 3% or more																			
Less than 3% change																			
A Fall of 3% or more																			
% Change 2008 to 2019	54.5%	42.1%	10.9%	51.8%	17.3%	21.9%	15.2%	6.3%	13.5%	13.9%	16.8%	23.5%	18.7%	Annual Change	25.7%	28.4%	11.1%	16.0%	
% Change 2018 to 2019	29.1%	6.9%	0.0%	7.8%	1.7%	-3.0%	1.2%	3.7%	1.2%	4.9%	5.5%	13.8%	3.1%	Annual Change	6.4%	1.9%	2.2%	6.2%	
Average Annual Change	5.0%	3.8%	1.0%	4.7%	1.6%	2.0%	1.4%	0.6%	1.2%	1.3%	1.5%	2.1%	1.7%	Annual Change	2.3%	2.6%	1.0%	1.5%	
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		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	0.298	0.541	1.019	2.001	1.992	1.954	2.642	2.940	1.848	1.337	0.603	0.297	17.47	3.0%	1.857	5.946	7.430	2.237
2018	M	0.284	0.575	1.047	1.860	2.098	2.111	2.673	2.909	1.921	1.394	0.629	0.307	17.81	1.9%	1.906	6.069	7.503	2.330
2019	M	0.366	0.615	1.047	2.005	2.134	2.048	2.705	3.018	1.943	1.463	0.664	0.349	18.36	3.1%	2.028	6.187	7.665	2.475

VISITOR DAYS													TOTAL						
SHARE OF MARKET													M						
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Visitor Days by Year and Share of Total						
Total	M	15.47	16.22	16.14	15.92	15.51	16.16	16.27	16.86	16.97	17.47	17.81	18.36	20.00					
All Visitor Types	M	15.47	16.22	16.14	15.92	15.51	16.16	16.27	16.86	16.97	17.47	17.81	18.36	15.00					
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	10.00					
Annual Change in Share	%													5.00					
Change in Share from 2008	%													0.00					
Avg Ann. Change in Share	%													0.00					

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STEAM FINAL TREND REPORT FOR 2008-2019
CONWY COUNTY BOROUGH COUNCIL

2008 to 2019														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 2008 to 2019		76.0%	-5.5%	-43.6%	-5.2%	-0.3%	4.4%	-21.1%	-21.2%	-8.9%	-37.8%	-5.8%	-8.0%	-11.1%	Annual Change	-5.2%	-0.2%	-17.6%	-19.0%	
% Change 2018 to 2019		33.5%	-15.5%	-15.0%	-1.4%	-1.5%	1.9%	1.0%	5.1%	2.5%	-4.7%	3.1%	-13.3%	-0.4%		-0.8%	-0.4%	3.0%	-4.4%	
Average Annual Change		6.9%	-0.5%	-4.0%	-0.5%	0.0%	0.4%	-1.9%	-1.9%	-0.8%	-3.4%	-0.5%	-0.7%	-1.0%		-0.5%	0.0%	-1.6%	-1.7%	
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		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
2019	M	0.142	0.118	0.095	0.144	0.211	0.174	0.171	0.196	0.171	0.114	0.154	0.105	1.795	-0.4%		0.355	0.530	0.537	0.373

		VISITOR DAYS												SERVICED ACCOMMODATION	
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019		
Serviced	M	2.018	1.856	1.827	1.966	1.907	2.039	1.999	1.949	1.838	1.787	1.802	1.795		
All Visitor Types	M	15.47	16.22	16.14	15.92	15.51	16.16	16.27	16.86	16.97	17.47	17.81	18.36		
Share of Total	%	13.1%	11.4%	11.3%	12.4%	12.3%	12.6%	12.3%	11.6%	10.8%	10.2%	10.1%	9.8%		
Annual Change in Share	%		-12.3%	-1.1%	9.1%	-0.4%	2.6%	-2.6%	-5.9%	-6.3%	-5.6%	-1.1%	-3.3%		
Change in Share from 2008	%		-12.3%	-13.3%	-5.4%	-5.8%	-3.3%	-5.8%	-11.4%	-17.0%	-21.6%	-22.5%	-25.1%		
Avg Ann. Change in Share	%		-12.3%	-6.6%	-1.8%	-1.4%	-0.7%	-1.0%	-1.6%	-2.1%	-2.4%	-2.2%	-2.3%		



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STEAM FINAL TREND REPORT FOR 2008-2019
CONWY COUNTY BOROUGH COUNCIL

VISITOR DAYS BY:													2008 to 2019	NON-SERVICED	VISITOR DAYS				
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
NON-SERVICED ACCOMMODATION													TOTAL	% Change					
VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES															Annual Change	Q1	Q2	Q3	Q4
KEY	Q1			Q2			Q3			Q4									
An increase of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
Less than 3% change																			
A Fall of 3% or more																			
% Change 2008 to 2019	133.5%	85.1%	29.0%	40.5%	15.8%	16.6%	7.0%	-3.3%	3.2%	31.2%	24.2%	91.9%	16.2%		40.7%	22.8%	2.0%	33.5%	
% Change 2018 to 2019	73.2%	15.3%	0.4%	4.7%	2.1%	-0.7%	-0.4%	-0.3%	3.4%	5.3%	3.4%	59.3%	2.9%	6.9%	1.9%	0.7%	8.5%		
Average Annual Change	12.1%	7.7%	2.6%	3.7%	1.4%	1.5%	0.6%	-0.3%	0.3%	2.8%	2.2%	8.4%	1.5%	3.7%	2.1%	0.2%	3.0%		
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		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	0.064	0.080	0.634	0.941	0.937	1.042	1.307	1.295	0.906	0.849	0.309	0.090	8.453	6.3%	0.778	2.920	3.508	1.247
2018	M	0.055	0.084	0.671	0.905	1.013	1.065	1.333	1.313	0.927	0.873	0.335	0.088	8.662	2.5%	0.811	2.984	3.573	1.296
2019	M	0.095	0.097	0.674	0.948	1.034	1.059	1.328	1.309	0.959	0.919	0.346	0.141	8.909	2.9%	0.867	3.041	3.596	1.406

VISITOR DAYS													
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Non-Serviced	M	7.669	7.710	7.940	7.945	7.603	7.732	7.561	7.773	7.952	8.453	8.662	8.909
All Visitor Types	M	15.47	16.22	16.14	15.92	15.51	16.16	16.27	16.86	16.97	17.47	17.81	18.36
Share of Total	%	49.6%	47.5%	49.2%	49.9%	49.0%	47.8%	46.5%	46.1%	46.9%	48.4%	48.6%	48.5%
Annual Change in Share	%		-4.1%	3.4%	1.5%	-1.8%	-2.4%	-2.8%	-0.8%	1.7%	3.2%	0.5%	-0.2%
Change in Share from 2008	%		-4.1%	-0.8%	0.6%	-1.1%	-3.5%	-6.3%	-7.0%	-5.5%	-2.4%	-1.9%	-2.1%
Avg Ann. Change in Share	%		-4.1%	-0.4%	0.2%	-0.3%	-0.7%	-1.0%	-1.0%	-0.7%	-0.3%	-0.2%	-0.2%



STEAM FINAL TREND REPORT FOR 2008-2019 CONWY COUNTY BOROUGH COUNCIL	2008 to 2019	SFR	VISITOR DAYS
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VISITOR DAYS BY:	MONTH AND QUARTER													CALENDAR YEAR		QUARTER							
KEY	SFR													TOTAL	% Change								
VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																							
An increase of 3% or more	Q1			Q2			Q3			Q4			Annual Change	Q1	Q2					Q3	Q4		
Less than 3% change	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC											
A Fall of 3% or more																							
% Change 2008 to 2019	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%
% Change 2018 to 2019	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
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%	0.4%	0.4%	0.4%	0.4%	0.4%
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	98.1	111.4	109.1	92.1					
2010	000s	57.0	19.1	21.8	52.0	33.4	25.7	41.8	44.2	22.8	22.8	17.7	51.3	409.6	-0.3%	97.9	111.1	108.8	91.8				
2011	000s	56.7	19.1	21.7	51.7	33.3	25.6	41.6	44.0	22.7	22.7	17.7	51.1	407.8	-0.4%	97.4	110.6	108.3	91.4				
2012	000s	58.9	19.8	22.5	53.7	34.6	26.6	43.2	45.7	23.6	23.5	18.3	53.1	423.6	3.9%	101.2	114.9	112.5	95.0				
2013	000s	59.1	19.8	22.6	53.9	34.7	26.7	43.3	45.9	23.6	23.6	18.4	53.2	424.7	0.3%	101.5	115.2	112.8	95.2				
2014	000s	59.2	19.9	22.6	54.0	34.7	26.8	43.4	46.0	23.7	23.7	18.4	53.4	425.8	0.2%	101.7	115.5	113.1	95.5				
2015	000s	59.5	20.0	22.7	54.2	34.9	26.9	43.6	46.2	23.8	23.8	18.5	53.6	427.6	0.4%	102.2	116.0	113.5	95.9				
2016	000s	59.4	20.0	22.7	54.2	34.9	26.9	43.6	46.1	23.8	23.7	18.5	53.6	427.3	-0.1%	102.1	115.9	113.5	95.8				
2017	000s	59.6	20.0	22.8	54.3	35.0	26.9	43.7	46.3	23.8	23.8	18.5	53.7	428.5	0.3%	102.4	116.2	113.8	96.1				
2018	000s	59.8	20.1	22.8	54.5	35.1	27.0	43.8	46.4	23.9	23.9	18.6	53.9	429.7	0.3%	102.7	116.6	114.1	96.3				
2019	000s	59.9	20.1	22.9	54.6	35.2	27.1	43.9	46.5	24.0	23.9	18.7	54.0	430.9	0.3%	103.0	116.9	114.4	96.6				

VISITOR DAYS														SFR			
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	000s			
SFR	000s	410.7	410.7	409.6	407.8	423.6	424.7	425.8	427.6	427.3	428.5	429.7	430.9				
All Visitor Types	M	15.5	16.2	16.1	15.9	15.5	16.2	16.3	16.9	17.0	17.5	17.8	18.4				
Share of Total	%	2.7%	2.5%	2.5%	2.6%	2.7%	2.6%	2.6%	2.5%	2.5%	2.5%	2.4%	2.3%				
Annual Change in Share	%		-4.6%	0.2%	1.0%	6.6%	-3.8%	-0.4%	-3.1%	-0.7%	-2.6%	-1.6%	-2.7%				
Change in Share from 2008	%		-4.6%	-4.5%	-3.5%	2.9%	-1.0%	-1.4%	-4.5%	-5.2%	-7.6%	-9.1%	-11.6%				
Avg Ann. Change in Share	%		-4.6%	-2.2%	-1.2%	0.7%	-0.2%	-0.2%	-0.6%	-0.6%	-0.8%	-0.9%	-1.1%				

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STEAM FINAL TREND REPORT FOR 2008-2019
CONWY COUNTY BOROUGH COUNCIL

2008 to 2019

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				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2008 to 2019		66.4%	19.7%	11.1%	30.5%	12.5%	14.5%	2.9%	-5.8%	1.2%	16.6%	12.8%	25.4%	10.3%	Annual Change	21.7%	18.3%	-0.9%	16.8%
% Change 2018 to 2019		34.4%	-3.6%	-1.7%	3.7%	1.5%	-0.3%	-0.2%	0.4%	3.2%	4.0%	3.2%	13.8%	2.2%	4.2%	1.5%	0.9%	5.2%	
Average Annual Change		6.0%	1.8%	1.0%	2.8%	1.1%	1.3%	0.3%	-0.5%	0.1%	1.5%	1.2%	2.3%	0.9%	2.0%	1.7%	-0.1%	1.5%	
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		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	0.237	0.243	0.780	1.156	1.170	1.232	1.518	1.534	1.085	0.988	0.472	0.255	10.67	4.4%	1.260	3.557	4.137	1.714
2018	M	0.221	0.245	0.806	1.106	1.262	1.263	1.546	1.545	1.118	1.016	0.503	0.263	10.89	2.1%	1.272	3.632	4.208	1.782
2019	M	0.297	0.236	0.792	1.147	1.280	1.260	1.543	1.551	1.154	1.057	0.519	0.300	11.14	2.2%	1.325	3.687	4.248	1.876

		VISITOR DAYS												STAYING VISITOR	
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019		
Staying Visitor	M	10.10	9.976	10.18	10.32	9.933	10.20	9.986	10.15	10.22	10.67	10.89	11.14		
All Visitor Types	M	15.47	16.22	16.14	15.92	15.51	16.16	16.27	16.86	16.97	17.47	17.81	18.36		
Share of Total	%	65.3%	61.5%	63.0%	64.8%	64.1%	63.1%	61.4%	60.2%	60.2%	61.1%	61.2%	60.7%		
Annual Change in Share	%		-5.8%	2.5%	2.8%	-1.2%	-1.5%	-2.7%	-1.9%	0.0%	1.4%	0.2%	-0.8%		
Change in Share from 2008	%		-5.8%	-3.5%	-0.7%	-1.9%	-3.4%	-6.0%	-7.8%	-7.8%	-6.5%	-6.3%	-7.1%		
Avg Ann. Change in Share	%		-5.8%	-1.7%	-0.2%	-0.5%	-0.7%	-1.0%	-1.1%	-1.0%	-0.7%	-0.6%	-0.6%		



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STEAM FINAL TREND REPORT FOR 2008-2019
CONWY COUNTY BOROUGH COUNCIL

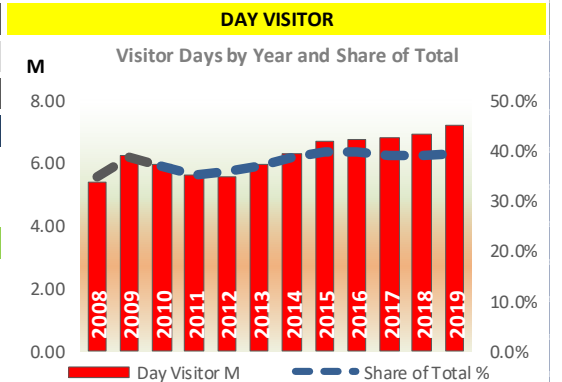
2008 to 2019

DAY VISITOR

VISITOR DAYS

VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR												TOTAL	% Change	QUARTER			
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES														Q1	Q2	Q3	Q4
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change	Q1				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Annual Change	Q1	Q2	Q3
% Change 2008 to 2019		18.1%	60.8%	10.5%	94.4%	25.5%	36.0%	36.9%	23.1%	38.0%	7.5%	34.2%	12.9%	34.5%	33.9%				
% Change 2018 to 2019		10.2%	14.7%	5.7%	13.9%	2.1%	-7.1%	3.1%	7.5%	-1.7%	7.2%	14.8%	13.6%	4.4%	10.8%	2.6%	3.7%	9.5%	
Average Annual Change		1.6%	5.5%	1.0%	8.6%	2.3%	3.3%	3.4%	2.1%	3.5%	0.7%	3.1%	1.2%	3.1%	3.1%	4.3%	2.8%	1.2%	
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	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
2019	M	0.069	0.379	0.255	0.858	0.854	0.788	1.162	1.466	0.789	0.406	0.145	0.049	7.220	4.4%	0.704	2.499	3.417	0.599

		VISITOR DAYS											
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Day Visitor	M	5.367	6.241	5.968	5.599	5.572	5.967	6.280	6.710	6.749	6.801	6.914	7.220
All Visitor Types	M	15.47	16.22	16.14	15.92	15.51	16.16	16.27	16.86	16.97	17.47	17.81	18.36
Share of Total	%	34.7%	38.5%	37.0%	35.2%	35.9%	36.9%	38.6%	39.8%	39.8%	38.9%	38.8%	39.3%
Annual Change in Share	%		10.9%	-3.9%	-4.8%	2.2%	2.7%	4.6%	3.1%	-0.1%	-2.1%	-0.3%	1.3%
Change in Share from 2008	%		10.9%	6.5%	1.4%	3.5%	6.4%	11.3%	14.7%	14.6%	12.2%	11.9%	13.3%
Avg Ann. Change in Share	%		10.9%	3.3%	0.5%	0.9%	1.3%	1.9%	2.1%	1.8%	1.4%	1.2%	1.2%



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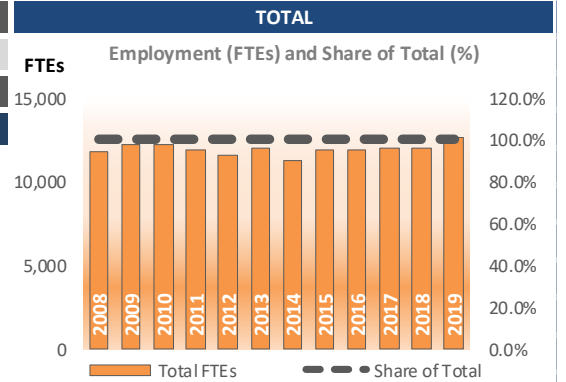
Direct and Total Employment by Month, Year and Visitor Type for the Period 2008 to 2019

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

STEAM FINAL TREND REPORT FOR 2008-2019
CONWY COUNTY BOROUGH COUNCIL

2008 to 2019													TOTAL	TOTAL EMPLOYMENT				
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	TOTAL												TOTAL	% Change				
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 2008 to 2019	22.3%	16.4%	0.0%	30.7%	5.6%	9.7%	5.4%	-0.6%	3.2%	1.8%	4.2%	7.9%	7.1%	Annual Change	9.8%	14.2%	2.4%	3.8%
% Change 2018 to 2019	16.7%	6.0%	2.6%	10.2%	4.7%	0.1%	4.2%	5.1%	4.1%	6.8%	5.6%	7.3%	5.2%		6.8%	4.8%	4.5%	6.5%
Average Annual Change	2.0%	1.5%	0.0%	2.8%	0.5%	0.9%	0.5%	-0.1%	0.3%	0.2%	0.4%	0.7%	0.6%		0.9%	1.3%	0.2%	0.3%
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		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	4,570	6,423	9,177	15,529	15,246	15,102	19,455	21,901	14,608	11,002	6,631	4,687	12,028	0.7%	6,723	15,292	18,655	7,440
2018 FTEs	4,430	6,548	9,160	14,185	15,634	15,804	19,252	21,480	14,788	11,141	6,706	4,732	11,989	-0.3%	6,713	15,208	18,507	7,527
2019 FTEs	5,169	6,942	9,402	15,631	16,371	15,816	20,062	22,570	15,390	11,896	7,079	5,079	12,617	5.2%	7,171	15,939	19,341	8,018

EMPLOYMENT													TOTAL	
SHARE OF MARKET	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	FTEs	Share of Total (%)
Total FTEs	11,776	12,214	12,169	11,869	11,628	12,056	11,229	11,881	11,942	12,028	11,989	12,617		
Total Employment FTEs	11,776	12,214	12,169	11,869	11,628	12,056	11,229	11,881	11,942	12,028	11,989	12,617		
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 2008 %														
Avg Ann. Change in Share %														



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CONWY COUNTY BOROUGH COUNCIL

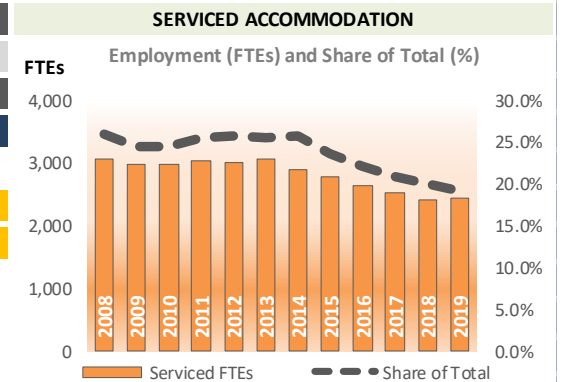
2008 to 2019

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 2008 to 2019	-0.2%	-18.5%	-29.4%	-20.8%	-17.4%	-18.0%	-24.1%	-25.1%	-20.7%	-28.3%	-18.7%	-18.1%	-20.6%			-17.6%	-18.7%	-23.4%	-22.0%
% Change 2018 to 2019	13.3%	-4.6%	-2.7%	0.3%	0.3%	1.5%	1.1%	2.8%	1.7%	-0.4%	1.7%	-2.7%	0.9%	Annual Change		1.5%	0.7%	1.9%	-0.4%
Average Annual Change	0.0%	-1.7%	-2.7%	-1.9%	-1.6%	-1.6%	-2.2%	-2.3%	-1.9%	-2.6%	-1.7%	-1.6%	-1.9%			-1.6%	-1.7%	-2.1%	-2.0%
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			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
2019 FTEs	2,219	2,148	2,169	2,446	2,802	2,597	2,597	2,721	2,598	2,294	2,415	2,086	2,424	0.9%		2,179	2,615	2,639	2,265

	EMPLOYMENT												SERVICED ACCOMMODATION			
SHARE OF MARKET	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019				
Serviced FTEs	3,052	2,987	2,974	3,019	3,000	3,069	2,886	2,791	2,647	2,509	2,402	2,424				
Total Employment FTEs	11,776	12,214	12,169	11,869	11,628	12,056	11,229	11,881	11,942	12,028	11,989	12,617				
Share of Total %	25.9%	24.5%	24.4%	25.4%	25.8%	25.5%	25.7%	23.5%	22.2%	20.9%	20.0%	19.2%				
Annual Change in Share %		-5.6%	-0.1%	4.0%	1.5%	-1.3%	1.0%	-8.6%	-5.6%	-5.9%	-4.0%	-4.1%				
Change in Share from 2008 %		-5.6%	-5.7%	-1.9%	-0.5%	-1.8%	-0.8%	-9.4%	-14.5%	-19.5%	-22.7%	-25.9%				
Avg Ann. Change in Share %		-5.6%	-2.8%	-0.6%	-0.1%	-0.4%	-0.1%	-1.3%	-1.8%	-2.2%	-2.3%	-2.4%				



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STEAM FINAL TREND REPORT FOR 2008-2019
CONWY COUNTY BOROUGH COUNCIL

2008 to 2019

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 2008 to 2019	67.7%	59.2%	27.3%	35.5%	12.0%	14.8%	4.8%	-0.1%	1.6%	25.9%	26.4%	57.8%	16.6%	Annual Change	40.8%	19.6%	2.1%	30.9%
% Change 2018 to 2019	13.5%	4.7%	2.1%	6.0%	3.9%	-0.1%	0.7%	-3.3%	4.7%	6.6%	2.8%	14.6%	3.0%		5.0%	3.1%	0.2%	6.9%
Average Annual Change	6.2%	5.4%	2.5%	3.2%	1.1%	1.3%	0.4%	0.0%	0.1%	2.4%	2.4%	5.3%	1.5%		3.7%	1.8%	0.2%	2.8%
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		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	1,365	1,444	3,891	5,275	5,041	5,652	6,610	6,996	4,897	4,701	2,397	1,468	4,145	4.4%	2,233	5,323	6,168	2,855
2018 FTEs	1,394	1,533	4,051	5,007	5,368	5,744	6,708	7,266	4,967	4,764	2,539	1,515	4,238	2.2%	2,326	5,373	6,314	2,939
2019 FTEs	1,582	1,605	4,137	5,309	5,575	5,740	6,755	7,026	5,202	5,080	2,610	1,736	4,363	3.0%	2,441	5,541	6,328	3,142

EMPLOYMENT													NON-SERVICED ACCOMMODATION	
SHARE OF MARKET	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	FTEs	Employment (FTEs) and Share of Total (%)
Non-Serviced	FTEs	3,741	3,737	3,843	3,803	3,633	3,716	3,540	3,817	3,969	4,145	4,238	4,363	
Total Employment	FTEs	11,776	12,214	12,169	11,869	11,628	12,056	11,229	11,881	11,942	12,028	11,989	12,617	
Share of Total	%	31.8%	30.6%	31.6%	32.0%	31.2%	30.8%	31.5%	32.1%	33.2%	34.5%	35.4%	34.6%	
Annual Change in Share	%		-3.7%	3.2%	1.5%	-2.5%	-1.4%	2.3%	1.9%	3.4%	3.7%	2.6%	-2.2%	
Change in Share from 2008	%		-3.7%	-0.6%	0.9%	-1.7%	-3.0%	-0.8%	1.1%	4.6%	8.5%	11.3%	8.8%	
Avg Ann. Change in Share	%		-3.7%	-0.3%	0.3%	-0.4%	-0.6%	-0.1%	0.2%	0.6%	0.9%	1.1%	0.8%	

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STEAM FINAL TREND REPORT FOR 2008-2019 CONWY COUNTY BOROUGH COUNCIL													2008 to 2019	SFR	DIRECT EMPLOYMENT			
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR												TOTAL	% Change	Q1	Q2	Q3	Q4
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			Annual Change	Q1	Q2	Q3	Q4	
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2008 to 2019	-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%	-2.0%
% Change 2018 to 2019	2.7%	2.7%	2.7%	2.7%	2.7%	2.7%	2.7%	2.7%	2.7%	2.7%	2.7%	2.7%	2.7%	2.7%	2.7%	2.7%	2.7%	
Average Annual Change	-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%	
2008 FTEs	246	83	94	224	144	111	180	191	98	98	77	222	147	141	160	157	132	
2009 FTEs	246	83	94	224	144	111	180	191	98	98	77	222	147	141	160	157	132	
2010 FTEs	245	82	94	224	144	111	180	190	98	98	76	221	147	141	160	156	132	
2011 FTEs	239	80	91	218	140	108	175	186	96	96	74	216	143	137	155	152	129	
2012 FTEs	248	83	95	227	146	112	182	193	99	99	77	224	149	142	162	158	133	
2013 FTEs	249	84	95	227	146	113	183	193	100	100	78	225	149	143	162	159	134	
2014 FTEs	233	78	89	212	137	105	171	181	93	93	72	210	140	133	151	148	125	
2015 FTEs	243	82	93	222	143	110	178	189	97	97	76	219	146	139	158	155	131	
2016 FTEs	244	82	93	222	143	110	179	189	97	97	76	220	146	140	158	155	131	
2017 FTEs	238	80	91	217	140	108	175	185	95	95	74	215	143	136	155	152	128	
2018 FTEs	235	79	90	214	138	106	172	182	94	94	73	212	141	134	153	149	126	
2019 FTEs	241	81	92	220	141	109	177	187	96	96	75	217	144	138	157	153	130	
EMPLOYMENT													SFR					
SHARE OF MARKET	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Employment (FTEs) and Share of Total (%)					
SFR FTEs	147	147	147	143	149	149	140	146	146	143	141	144	FTEs					
Total Employment FTEs	11,776	12,214	12,169	11,869	11,628	12,056	11,229	11,881	11,942	12,028	11,989	12,617	Share of Total (%)					
Share of Total %	1.3%	1.2%	1.2%	1.2%	1.3%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.1%	SFR FTEs					
Annual Change in Share %		-3.6%	0.1%	-0.1%	6.0%	-3.3%	0.4%	-1.2%	-0.4%	-3.0%	-1.1%	-2.4%	Share of Total					
Change in Share from 2008 %		-3.6%	-3.5%	-3.5%	2.3%	-1.1%	-0.7%	-1.9%	-2.3%	-5.2%	-6.3%	-8.5%	SFR FTEs					
Avg Ann. Change in Share %		-3.6%	-1.7%	-1.2%	0.6%	-0.2%	-0.1%	-0.3%	-0.3%	-0.6%	-0.6%	-0.8%	Share of Total					

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STEAM FINAL TREND REPORT FOR 2008-2019
CONWY COUNTY BOROUGH COUNCIL

2008 to 2019

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 2008 to 2019	18.4%	2.9%	-0.2%	10.3%	0.0%	2.0%	-5.2%	-8.5%	-7.1%	1.9%	-0.2%	4.4%	-0.1%	Annual Change	5.3%	3.8%	-6.9%	1.8%	
% Change 2018 to 2019	12.7%	-0.8%	0.4%	4.1%	2.6%	0.4%	0.8%	-1.6%	3.7%	4.3%	2.3%	4.4%	2.2%		3.3%	2.3%	0.7%	3.7%	
Average Annual Change	1.7%	0.3%	0.0%	0.9%	0.0%	0.2%	-0.5%	-0.8%	-0.6%	0.2%	0.0%	0.4%	0.0%		0.5%	0.3%	-0.6%	0.2%	
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		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	3,675	3,886	6,374	8,128	8,014	8,411	9,478	9,988	7,604	7,201	4,935	3,870	6,797	0.5%	4,645	8,184	9,024	5,335
2018	FTEs	3,588	3,864	6,370	7,661	8,300	8,408	9,448	10,095	7,615	7,161	4,987	3,869	6,781	-0.2%	4,608	8,123	9,053	5,339
2019	FTEs	4,042	3,835	6,398	7,975	8,518	8,445	9,529	9,934	7,897	7,470	5,100	4,039	6,932	2.2%	4,758	8,313	9,120	5,536

EMPLOYMENT													STAYING VISITOR	
SHARE OF MARKET	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	FTEs	Employment (FTEs) and Share of Total (%)
Staying Visitor	FTEs	9,226	9,249	9,333	9,264	9,036	9,280	8,611	8,961	9,011	9,121	9,101	9,491	
Total Employment	FTEs	11,776	12,214	12,169	11,869	11,628	12,056	11,229	11,881	11,942	12,028	11,989	12,617	
Share of Total	%	78.3%	75.7%	76.7%	78.1%	77.7%	77.0%	76.7%	75.4%	75.5%	75.8%	75.9%	75.2%	
Annual Change in Share	%		-3.3%	1.3%	1.8%	-0.4%	-0.9%	-0.4%	-1.7%	0.0%	0.5%	0.1%	-0.9%	
Change in Share from 2008	%		-3.3%	-2.1%	-0.4%	-0.8%	-1.7%	-2.1%	-3.7%	-3.7%	-3.2%	-3.1%	-4.0%	
Avg Ann. Change in Share	%		-3.3%	-1.1%	-0.1%	-0.2%	-0.3%	-0.4%	-0.5%	-0.5%	-0.4%	-0.3%	-0.4%	

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STEAM FINAL TREND REPORT FOR 2008-2019
CONWY COUNTY BOROUGH COUNCIL

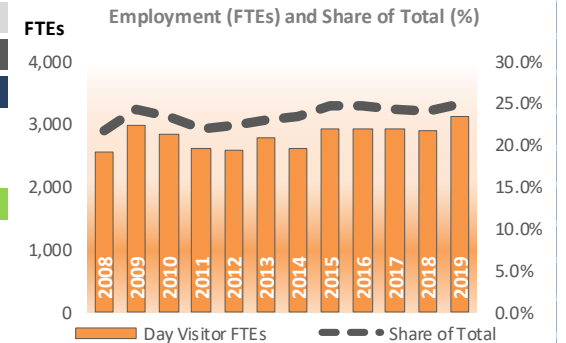
2008 to 2019

DAY VISITOR

DIRECT EMPLOYMENT

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	DAY VISITOR												TOTAL	% Change	Q1	Q2	Q3	Q4
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			Annual Change	Q1	Q2	Q3	Q4	
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2008 to 2019	7.6%	46.5%	0.7%	77.2%	14.4%	23.9%	24.7%	12.2%	25.7%	-2.0%	22.3%	2.9%	22.6%	16.3%	22.0%	33.9%	19.2%	3.3%
% Change 2018 to 2019	14.3%	18.9%	9.6%	18.1%	5.9%	-3.7%	6.9%	11.4%	1.9%	11.1%	19.0%	17.7%	8.3%	-0.6%	14.9%	6.3%	7.5%	13.5%
Average Annual Change	0.7%	4.2%	0.1%	7.0%	1.3%	2.2%	2.2%	1.1%	2.3%	-0.2%	2.0%	0.3%	2.1%	2.0%	3.1%	1.7%	0.3%	
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	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	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	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	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	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	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	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	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	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	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	1,060	4,072	5,504	915	
2019 FTEs	359	1,970	1,327	4,457	4,436	4,093	6,038	7,619	4,100	2,107	753	254	3,126	1,218	4,329	5,919	1,038	

EMPLOYMENT													DAY VISITOR	
SHARE OF MARKET	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	FTEs	Share of Total (%)
Day Visitor	FTEs	2,550	2,965	2,835	2,605	2,592	2,776	2,618	2,920	2,932	2,906	2,888	3,126	
Total Employment	FTEs	11,776	12,214	12,169	11,869	11,628	12,056	11,229	11,881	11,942	12,028	11,989	12,617	
Share of Total	%	21.7%	24.3%	23.3%	21.9%	22.3%	23.0%	23.3%	24.6%	24.5%	24.2%	24.1%	24.8%	
Annual Change in Share	%		12.1%	-4.0%	-5.8%	1.6%	3.3%	1.3%	5.4%	-0.1%	-1.6%	-0.3%	2.9%	
Change in Share from 2008	%		12.1%	7.6%	1.4%	2.9%	6.3%	7.7%	13.5%	13.4%	11.6%	11.2%	14.4%	
Avg Ann. Change in Share	%		12.1%	3.8%	0.5%	0.7%	1.3%	1.3%	1.9%	1.7%	1.3%	1.1%	1.3%	



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Report Prepared by: Cathy James. Date of Issue: 05/10/20

STEAM FINAL TREND REPORT FOR 2008-2019
CONWY COUNTY BOROUGH COUNCIL

2019

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

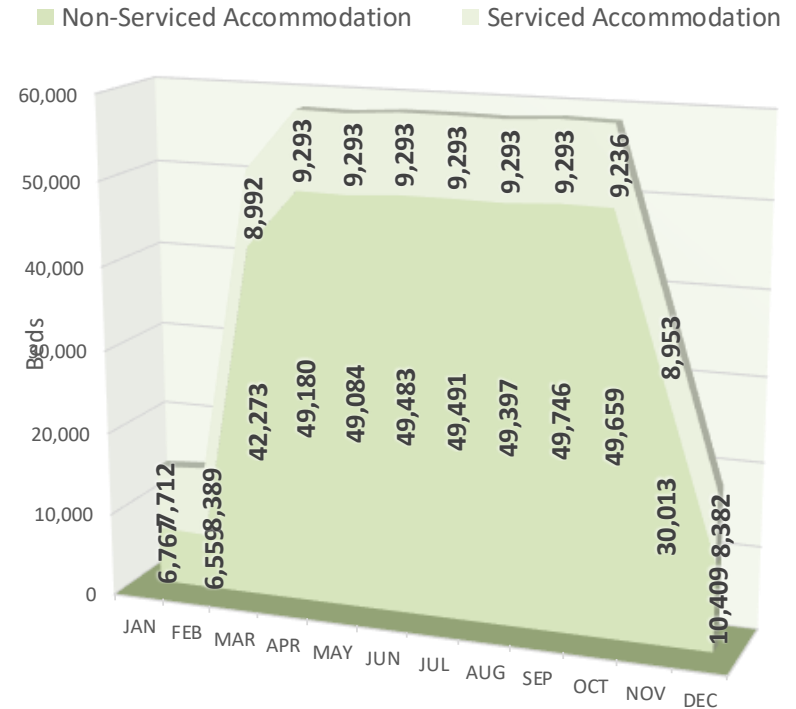
SERVICED ACCOMMODATION 2019	2019		Change on 2018		Change on 2008	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	317	9,293	0	0	-92	-2,392
+50 room hotels	22	3,535	0	0	-4	-408
10-50 room hotels	68	3,022	0	0	-36	-1,370
<10 room hotels/others	227	2,736	0	0	-52	-614

NON-SERVICED ACCOMMODATION 2019	2019		Change on 2018		Change on 2008	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	916	50,043	0	+678	+262	+697
Self catering	770	4,827	0	0	+255	+494
Static caravans/chalets	88	6,895	0	0	-1	-212
Touring caravans/camping	58	7,113	0	0	+8	-1,602
Not-for-hire static	0	28,318	0	0	0	-872
Airbnb	0	2,890	0	+678		

DISTRIBUTION BY TYPE OF ACCOMMODATION 2019	2019		Change on 2018		Change on 2008	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	1,233	59,336	0	+678	+170	-1,695
Serviced Accommodation Share of Total	26%	16%				
Non-Serviced Accommodation Share of Total	74%	84%				

SEASONAL AVAILABILITY OF BED SUPPLY 2019	2019											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	14,479	14,948	51,265	58,473	58,377	58,776	58,784	58,690	59,039	58,895	38,966	18,791
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	6,767	6,559	42,273	49,180	49,084	49,483	49,491	49,397	49,746	49,659	30,013	10,409

SEASONAL AVAILABILITY OF BED SUPPLY
2019



Report Sections With Historic Financial Data Indexed to 2019 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>

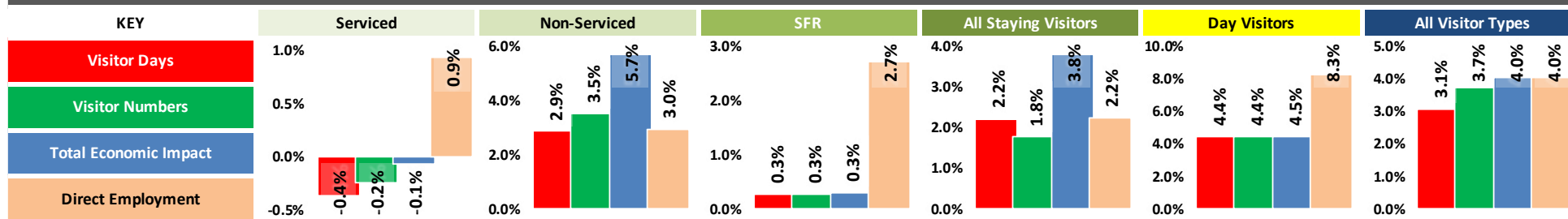
Indexation: *Indexation to: 2019*

2008	<i>1.35</i>
2009	<i>1.35</i>
2010	<i>1.30</i>
2011	<i>1.24</i>
2012	<i>1.19</i>
2013	<i>1.15</i>
2014	<i>1.12</i>
2015	<i>1.11</i>
2016	<i>1.09</i>
2017	<i>1.07</i>
2018	<i>1.03</i>
2019	<i>1.00</i>

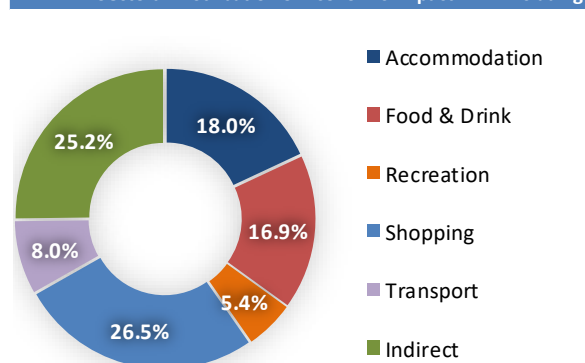
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2019 & 2018 - INDEXED TO 2019

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced			2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %
	2019	2018	+/- %	2019	2018	+/- %															
Visitor Days	M	1.795	1.802	-0.4%	8.909	8.662	2.9%	0.431	0.430	0.3%	11.14	10.89	2.2%	7.220	6.914	4.4%	18.36	17.81	3.1%		
Visitor Numbers	M	1.017	1.020	-0.2%	1.374	1.327	3.5%	0.181	0.180	0.3%	2.572	2.528	1.8%	7.220	6.914	4.4%	9.792	9.441	3.7%		
Direct Expenditure	£M																745.20	717.68	3.8%		
Economic Impact	£M	190.63	190.77	-0.1%	438.46	414.89	5.7%	15.10	15.05	0.3%	644.19	620.71	3.8%	351.99	336.97	4.5%	996.18	957.68	4.0%		
Direct Employment	FTEs	2,424	2,402	0.9%	4,363	4,238	3.0%	144	141	2.7%	6,932	6,781	2.2%	3,126	2,888	8.3%	10,058	9,668	4.0%		
Total Employment	FTEs																12,617	11,989	5.2%		

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2019 & 2018 - INDEXED TO 2019

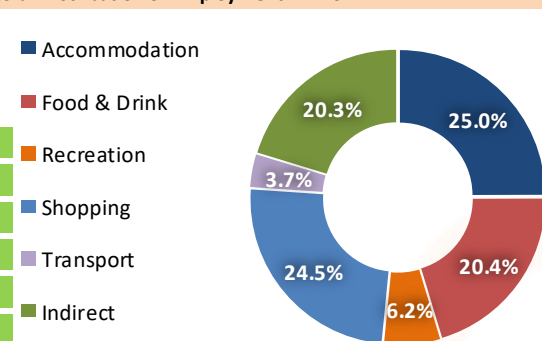


Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2019



Sectors	2019	2018	+/- %
Accommodation	179.67	169.17	6.2%
Food & Drink	168.58	163.63	3.0%
Recreation	53.35	51.78	3.0%
Shopping	263.67	255.49	3.2%
Transport	79.93	77.60	3.0%
TOTAL DIRECT	745.20	717.68	3.8%
Indirect	250.98	240.01	4.6%
TOTAL	996.18	957.68	4.0%

Sectoral Distribution of Employment - FTEs



STEAM FINAL TREND REPORT FOR 2008-2019
CONWY COUNTY BOROUGH COUNCIL

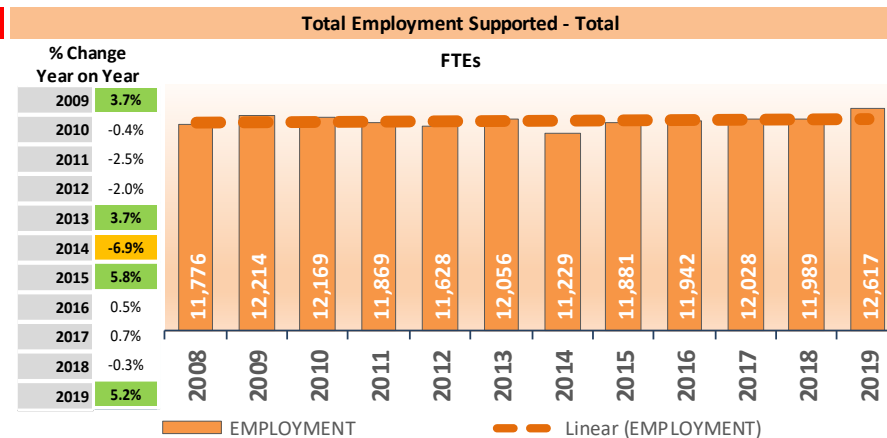
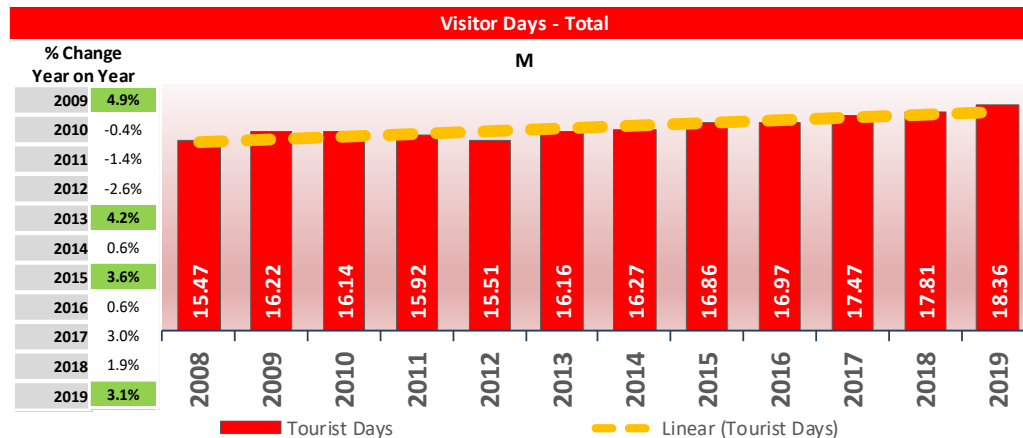
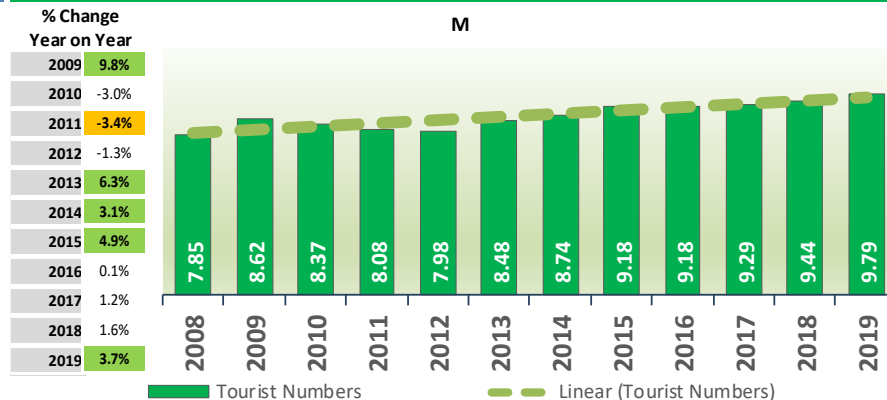
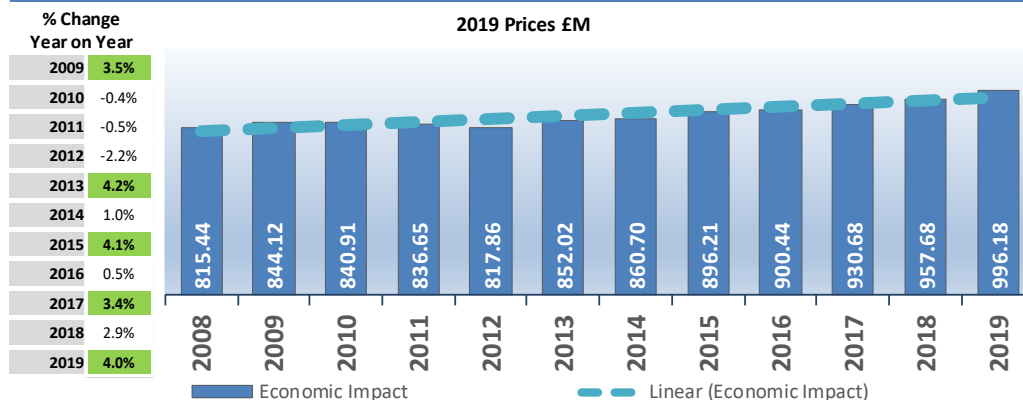
2008 to 2019
2019 Prices

TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total



% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		3.5%	3.1%	2.6%	0.3%	4.5%	5.5%	9.9%	10.4%	14.1%	17.4%	22.2%
Visitor Numbers		9.8%	6.5%	3.0%	1.6%	8.0%	11.4%	16.9%	17.0%	18.3%	20.2%	24.7%
Visitor Days		4.9%	4.4%	2.9%	0.3%	4.5%	5.2%	9.0%	9.7%	13.0%	15.1%	18.7%
Total Employment		3.7%	3.3%	0.8%	-1.3%	2.4%	-4.6%	0.9%	1.4%	2.1%	1.8%	7.1%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2008-2019
CONWY COUNTY BOROUGH COUNCIL

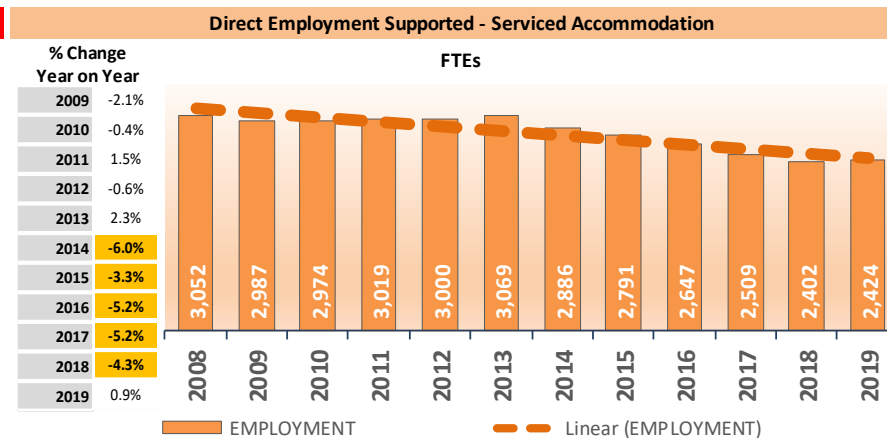
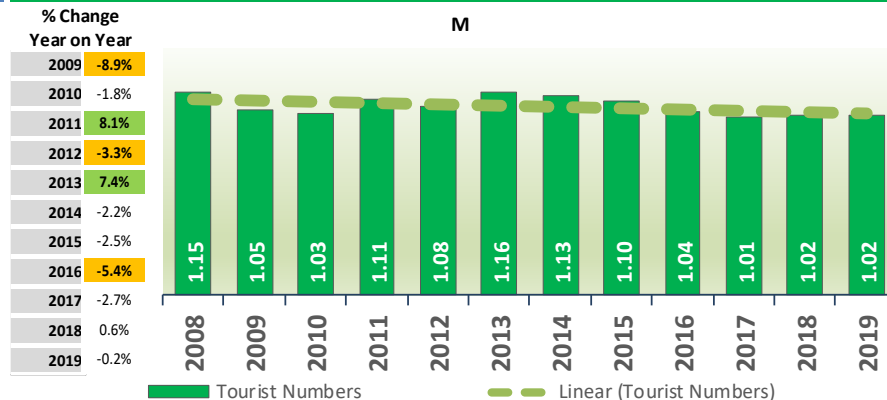
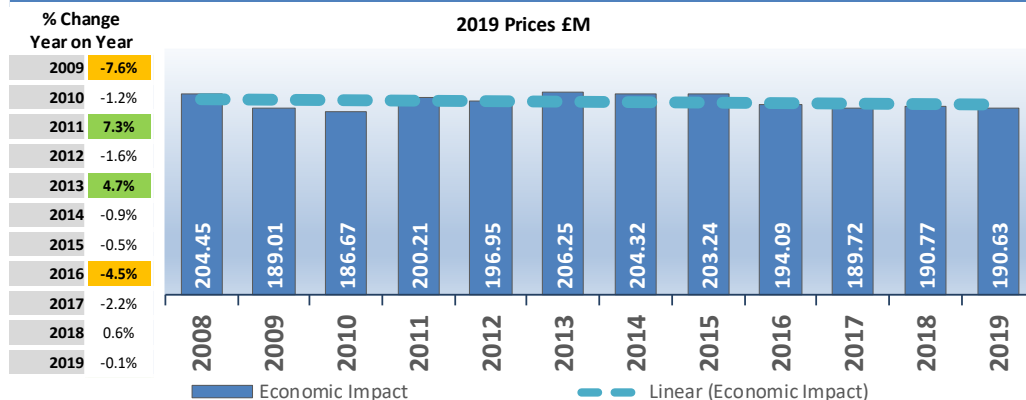
2008 to 2019
2019 Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		-7.6%	-8.7%	-2.1%	-3.7%	0.9%	-0.1%	-0.6%	-5.1%	-7.2%	-6.7%	-6.8%
Visitor Numbers		-8.9%	-10.6%	-3.4%	-6.5%	0.4%	-1.8%	-4.3%	-9.4%	-11.9%	-11.4%	-11.6%
Visitor Days		-8.1%	-9.5%	-2.6%	-5.5%	1.0%	-0.9%	-3.4%	-8.9%	-11.5%	-10.7%	-11.1%
Direct Employment		-2.1%	-2.5%	-1.1%	-1.7%	0.6%	-5.4%	-8.6%	-13.3%	-17.8%	-21.3%	-20.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2008-2019
CONWY COUNTY BOROUGH COUNCIL

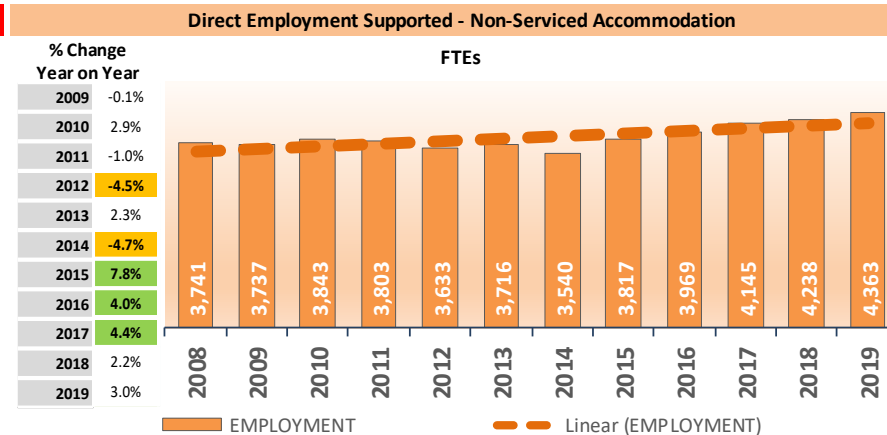
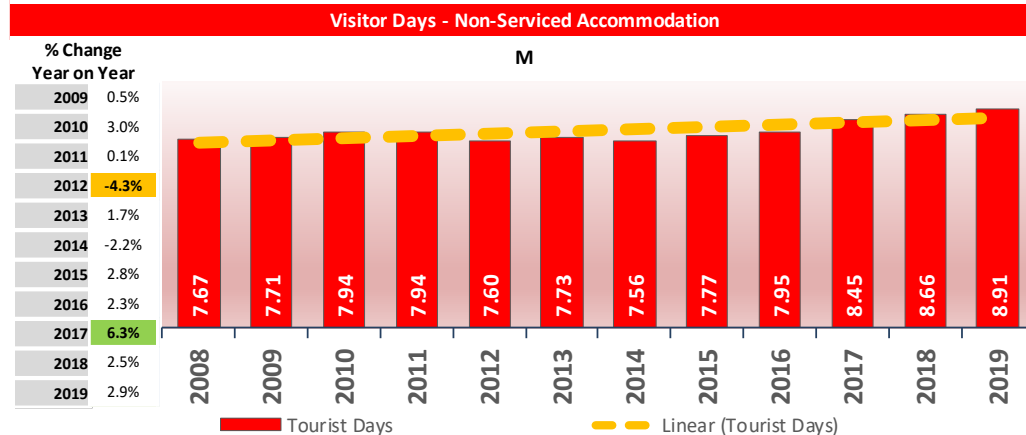
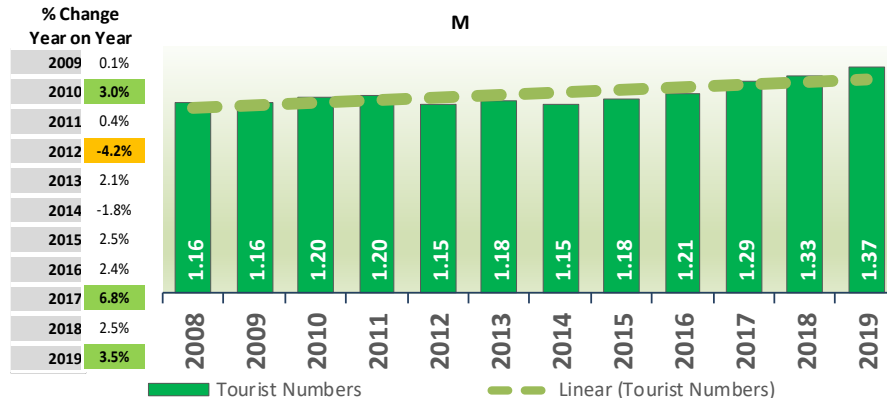
2008 to 2019
2019 Prices

NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation

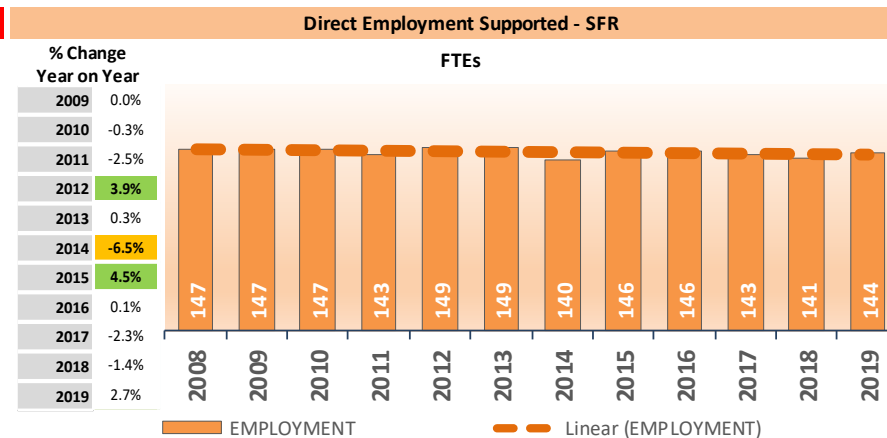
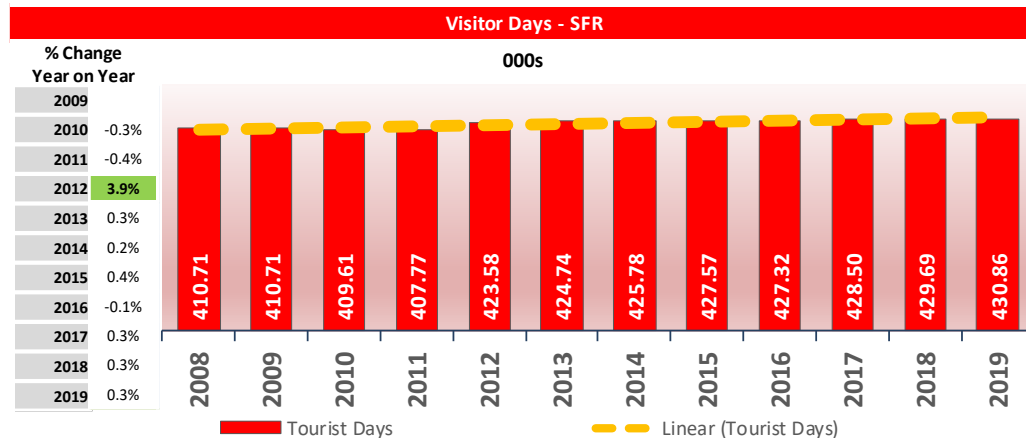
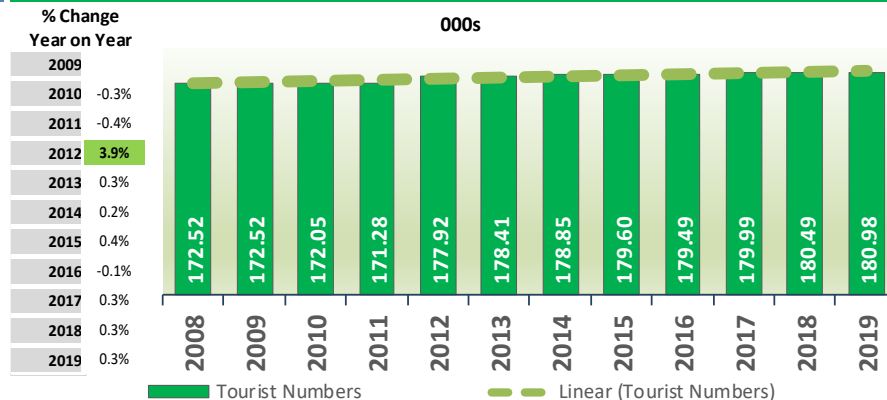


% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		0.5%	4.2%	4.2%	-0.1%	1.5%	0.1%	4.8%	8.1%	17.8%	23.9%	30.9%
Visitor Numbers		0.1%	3.1%	3.5%	-0.8%	1.2%	-0.6%	1.9%	4.3%	11.4%	14.3%	18.3%
Visitor Days		0.5%	3.5%	3.6%	-0.9%	0.8%	-1.4%	1.4%	3.7%	10.2%	13.0%	16.2%
Direct Employment		-0.1%	2.7%	1.7%	-2.9%	-0.7%	-5.4%	2.0%	6.1%	10.8%	13.3%	16.6%

"Linear" = Linear Trendline

Economic Impact - Indexed - SFR

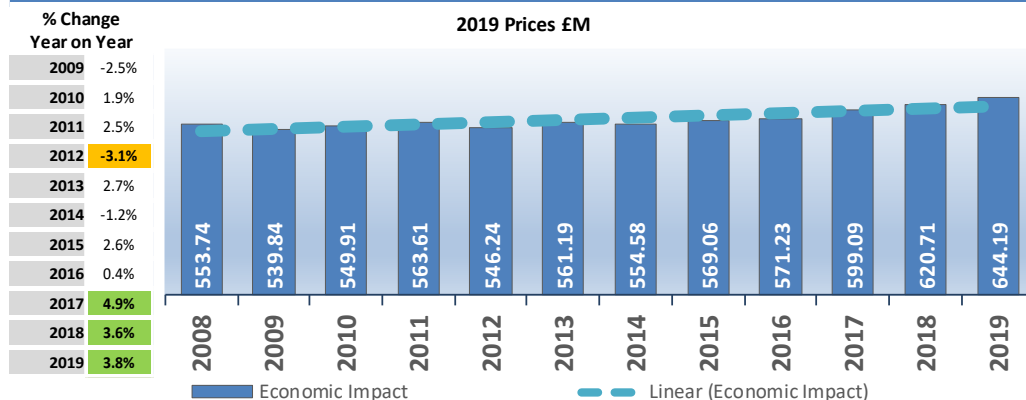
Visitor Numbers - SFR



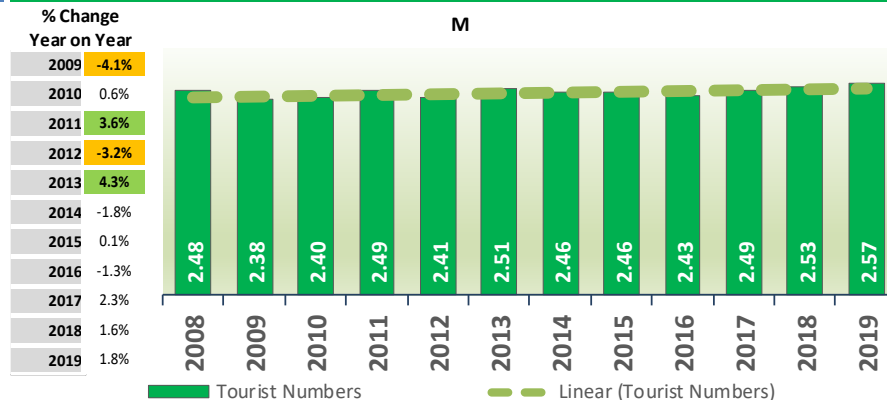
% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		0.0%	-0.3%	-0.7%	3.1%	3.4%	3.6%	4.1%	4.1%	4.3%	4.6%	4.9%
Visitor Numbers			-0.3%	-0.7%	3.1%	3.4%	3.7%	4.1%	4.0%	4.3%	4.6%	4.9%
Visitor Days			-0.3%	-0.7%	3.1%	3.4%	3.7%	4.1%	4.0%	4.3%	4.6%	4.9%
Direct Employment		0.0%	-0.3%	-2.8%	1.0%	1.3%	-5.3%	-1.0%	-0.9%	-3.2%	-4.6%	-2.0%

"Linear" = Linear Trendline

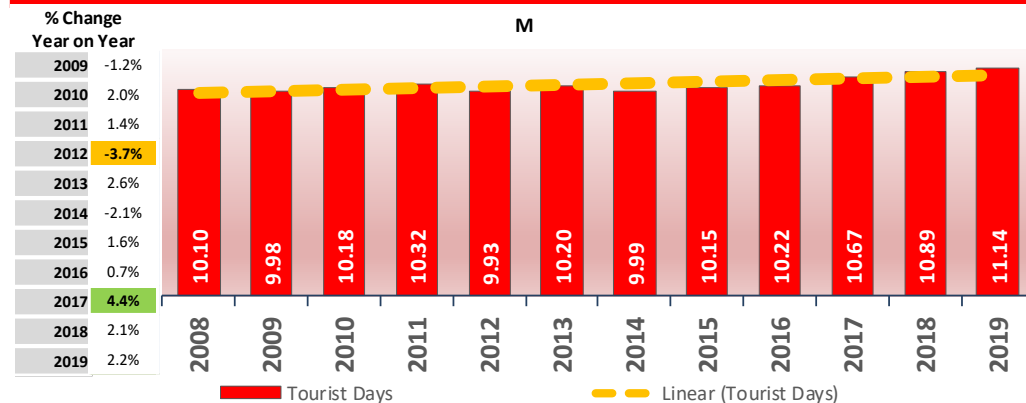
Economic Impact - Indexed - Staying Visitor



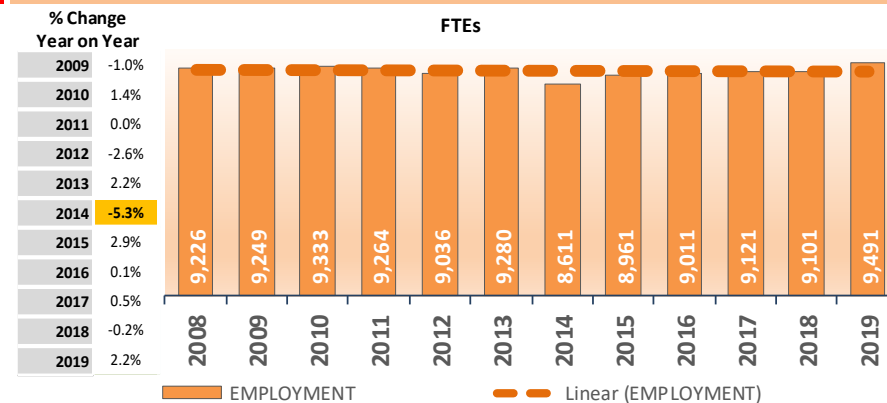
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



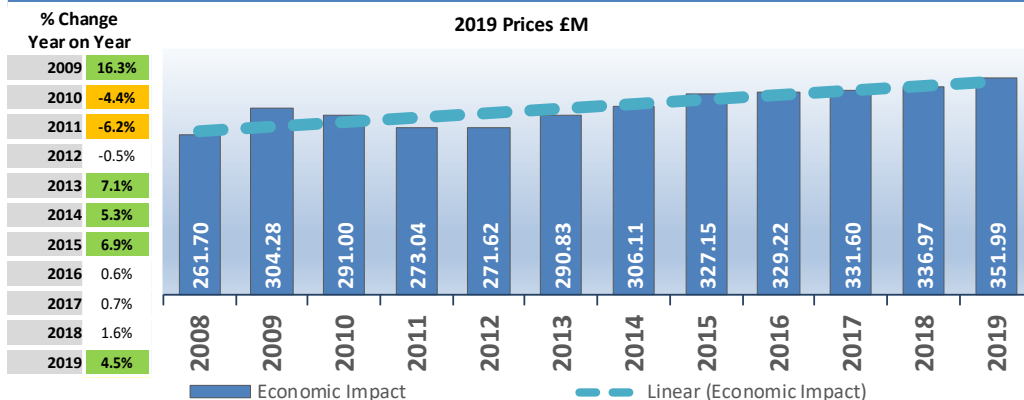
Direct Employment Supported - Staying Visitor



% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		-2.5%	-0.7%	1.8%	-1.4%	1.3%	0.2%	2.8%	3.2%	8.2%	12.1%	16.3%
Visitor Numbers		-4.1%	-3.5%	0.0%	-3.2%	1.0%	-0.9%	-0.8%	-2.1%	0.1%	1.7%	3.5%
Visitor Days		-1.2%	0.8%	2.2%	-1.6%	1.0%	-1.1%	0.5%	1.2%	5.7%	7.9%	10.3%
Direct Employment		0.3%	1.2%	0.4%	-2.1%	0.6%	-6.7%	-2.9%	-2.3%	-1.1%	-1.4%	2.9%

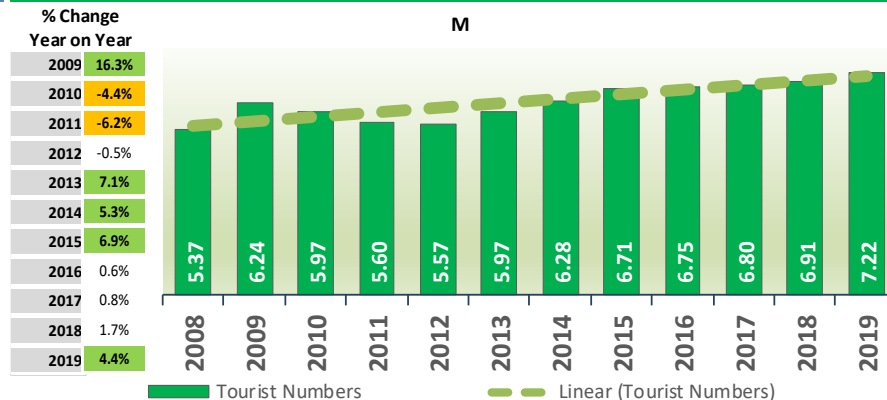
"Linear" = Linear Trendline

Economic Impact - Indexed - Day Visitor



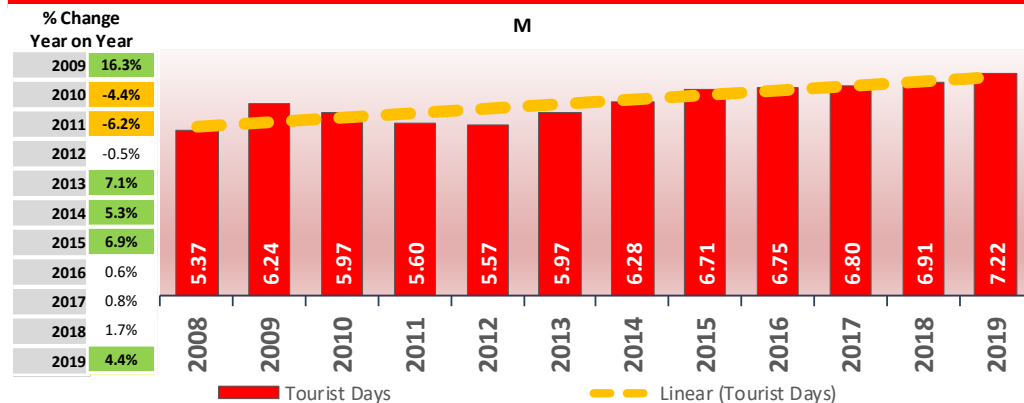
Year	% Change Year on Year
2009	16.3%
2010	-4.4%
2011	-6.2%
2012	-0.5%
2013	7.1%
2014	5.3%
2015	6.9%
2016	0.6%
2017	0.7%
2018	1.6%
2019	4.5%

Visitor Numbers - Day Visitor



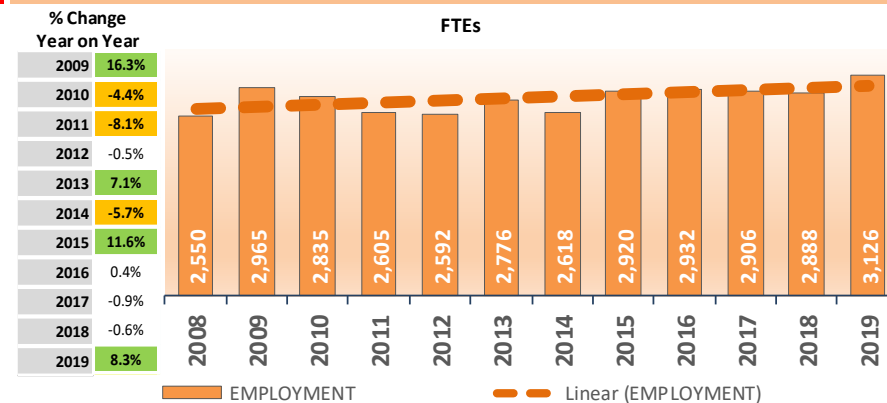
Year	% Change Year on Year
2009	16.3%
2010	-4.4%
2011	-6.2%
2012	-0.5%
2013	7.1%
2014	5.3%
2015	6.9%
2016	0.6%
2017	0.8%
2018	1.7%
2019	4.4%

Visitor Days - Day Visitor



Year	% Change Year on Year
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%
2019	4.4%

Direct Employment Supported - Day Visitor



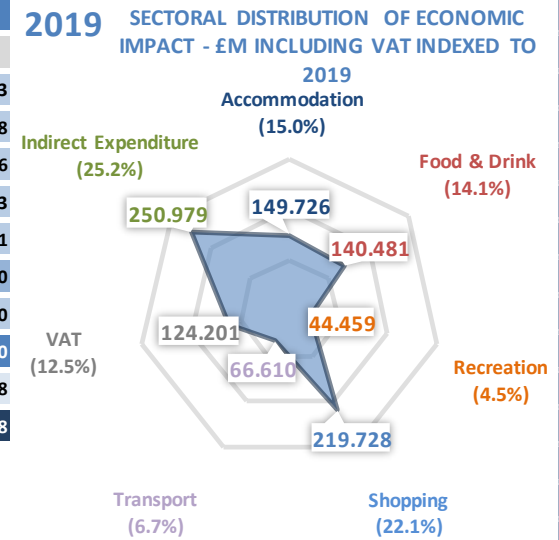
Year	% Change Year on Year
2009	16.3%
2010	-4.4%
2011	-8.1%
2012	-0.5%
2013	7.1%
2014	-5.7%
2015	11.6%
2016	0.4%
2017	-0.9%
2018	-0.6%
2019	8.3%

% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		16.3%	11.2%	4.3%	3.8%	11.1%	17.0%	25.0%	25.8%	26.7%	28.8%	34.5%
Visitor Numbers		16.3%	11.2%	4.3%	3.8%	11.2%	17.0%	25.0%	25.8%	26.7%	28.8%	34.5%
Visitor Days		16.3%	11.2%	4.3%	3.8%	11.2%	17.0%	25.0%	25.8%	26.7%	28.8%	34.5%
Direct Employment		16.3%	11.2%	2.2%	1.7%	8.9%	2.7%	14.5%	15.0%	14.0%	13.3%	22.6%

"Linear" = Linear Trendline

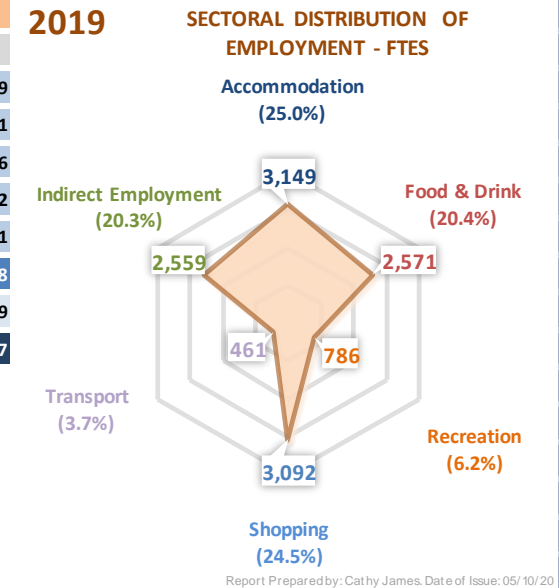
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2019

SECTOR / YEAR	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Accommodation £M	119.36	114.26	115.15	116.56	116.54	119.64	120.60	124.36	124.92	131.90	140.98	149.73
Food & Drink £M	122.11	127.29	126.94	123.08	119.90	125.07	125.13	129.46	130.13	133.85	136.36	140.48
Recreation £M	38.26	39.48	40.01	39.32	37.05	38.90	38.27	40.40	40.70	42.42	43.15	44.46
Shopping £M	186.10	199.58	196.58	188.16	183.52	192.37	196.70	205.85	206.38	210.25	212.91	219.73
Transport £M	57.76	60.46	60.33	58.63	56.49	59.13	59.24	61.89	62.06	63.73	64.67	66.61
Direct Revenue £M	523.59	541.07	539.02	525.75	513.50	535.12	539.93	561.97	564.20	582.14	598.06	621.00
VAT £M	91.63	94.69	94.33	105.15	102.70	107.02	107.99	112.39	112.84	116.43	119.61	124.20
Direct Expenditure £M	615.22	635.76	633.35	630.90	616.20	642.14	647.91	674.36	677.04	698.57	717.68	745.20
Indirect Expenditure £M	200.22	208.36	207.56	205.74	201.66	209.88	212.78	221.85	223.41	232.12	240.01	250.98
TOTAL £M	815.44	844.12	840.91	836.65	817.86	852.02	860.70	896.21	900.44	930.68	957.68	996.18



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

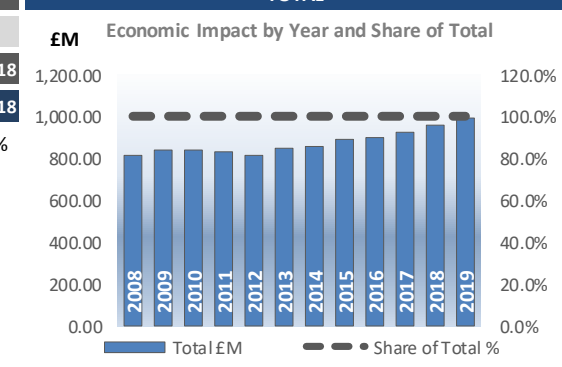
SECTOR / YEAR	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Accommodation FTEs	3,195	3,191	3,199	3,196	3,191	3,237	3,224	3,208	3,192	3,169	3,169	3,149
Food & Drink FTEs	2,112	2,202	2,195	2,129	2,074	2,164	2,351	2,542	2,555	2,475	2,551	2,571
Recreation FTEs	803	829	840	825	778	817	636	650	704	747	696	786
Shopping FTEs	2,934	3,147	3,099	2,967	2,894	3,035	2,595	2,862	2,826	2,884	2,832	3,092
Transport FTEs	446	467	466	453	437	457	376	413	416	427	420	461
Direct Employment FTEs	9,491	9,836	9,800	9,570	9,374	9,710	9,183	9,674	9,693	9,703	9,668	10,058
Indirect Employment FTEs	2,285	2,378	2,369	2,299	2,254	2,346	2,046	2,207	2,250	2,324	2,320	2,559
TOTAL FTEs	11,776	12,214	12,169	11,869	11,628	12,056	11,229	11,881	11,942	12,028	11,989	12,617



STEAM FINAL TREND REPORT FOR 2008-2019
CONWY COUNTY BOROUGH COUNCIL

ECONOMIC IMPACT BY:													2008 to 2019 2019 Prices	TOTAL	ECONOMIC IMPACT Indexed				
MONTH AND QUARTER													CALENDAR YEAR	QUARTER					
TOTAL																			
ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES													TOTAL	% Change	QUARTER				
Q1			Q2			Q3			Q4										
KEY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
An increase of 3% or more																			
Less than 3% change																			
A Fall of 3% or more																			
% Change 2008 to 2019	75.9%	37.7%	8.1%	57.4%	21.0%	27.3%	18.5%	8.8%	17.8%	13.7%	22.6%	36.1%	22.2%	Annual Change	27.6%	33.1%	14.3%	19.8%	
% Change 2018 to 2019	35.5%	3.2%	-0.2%	9.6%	2.6%	-1.6%	2.2%	4.4%	2.1%	5.1%	6.4%	10.3%	4.0%	Annual Change	7.2%	3.3%	3.0%	6.4%	
Average Annual Change	6.9%	3.4%	0.7%	5.2%	1.9%	2.5%	1.7%	0.8%	1.6%	1.2%	2.1%	3.3%	2.0%	Annual Change	2.5%	3.0%	1.3%	1.8%	
2008	£M	14.78	27.03	50.41	65.67	91.91	83.49	122.55	148.76	93.49	65.62	33.12	18.61	815.44		92.22	241.08	364.79	117.35
2009	£M	15.21	28.38	42.38	84.76	92.51	87.87	129.42	148.76	99.34	71.85	26.78	16.87	844.12	3.5%	85.97	265.13	377.53	115.49
2010	£M	13.70	27.01	41.70	87.33	89.57	93.79	128.15	149.75	101.19	66.80	26.60	15.31	840.91	-0.4%	82.41	270.70	379.09	108.71
2011	£M	14.00	28.10	44.50	92.24	90.33	91.95	119.24	141.03	96.56	69.93	32.24	16.52	836.65	-0.5%	86.61	274.52	356.83	118.69
2012	£M	13.02	29.85	48.33	82.33	85.45	88.90	116.39	136.37	97.43	67.46	32.88	19.44	817.86	-2.2%	91.20	256.69	350.19	119.79
2013	£M	14.14	31.01	49.36	76.93	102.87	92.48	127.38	149.33	95.04	60.78	33.59	19.11	852.02	4.2%	94.51	272.27	371.75	113.49
2014	£M	15.88	31.24	50.56	84.27	103.35	87.80	125.62	152.59	97.79	61.15	32.77	17.69	860.70	1.0%	97.68	275.42	375.99	111.60
2015	£M	16.25	32.59	51.26	87.26	107.40	90.47	137.15	161.44	100.12	63.53	32.53	16.20	896.21	4.1%	100.10	285.14	398.71	112.26
2016	£M	17.79	31.08	58.52	82.68	95.74	101.14	136.96	158.02	101.44	60.91	34.29	21.87	900.44	0.5%	107.39	279.57	396.41	117.07
2017	£M	20.43	34.55	53.19	102.09	100.90	99.39	139.45	155.53	102.36	66.74	35.33	20.71	930.68	3.4%	108.17	302.38	397.35	122.79
2018	£M	19.18	36.06	54.58	94.30	108.39	107.99	142.09	155.05	107.87	71.02	38.17	22.97	957.68	2.9%	109.83	310.68	405.02	132.16
2019	£M	25.99	37.23	54.47	103.35	111.21	106.25	145.18	161.83	110.09	74.63	40.61	25.33	996.18	4.0%	117.70	320.82	417.10	140.57

ECONOMIC IMPACT - INDEXED TO 2019													TOTAL				
SHARE OF MARKET	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019					
Total	£M	815.44	844.12	840.91	836.65	817.86	852.02	860.70	896.21	900.44	930.68	957.68	996.18				
All Visitor Types	£M	815.44	844.12	840.91	836.65	817.86	852.02	860.70	896.21	900.44	930.68	957.68	996.18				
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 2008	%																
Avg Ann. Change in Share	%																



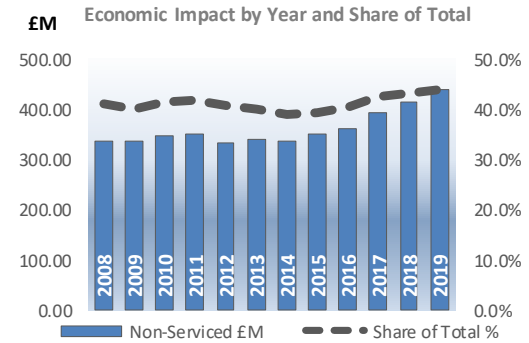
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Report Prepared by: Cathy James. Date of Issue: 05/10/20

STEAM FINAL TREND REPORT FOR 2008-2019
CONWY COUNTY BOROUGH COUNCIL

ECONOMIC IMPACT BY:													2008 to 2019 2019 Prices	NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed					
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
KEY													TOTAL	% Change	Q1	Q2	Q3	Q4		
NON-SERVICED ACCOMMODATION																				
ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES													TOTAL	% Change	Q1	Q2	Q3	Q4		
Q1			Q2			Q3			Q4											
An increase of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
Less than 3% change																				
A Fall of 3% or more																				
% Change 2008 to 2019			192.1%	119.8%	42.5%	63.2%	26.9%	29.5%	19.8%	5.5%	13.8%	47.4%	52.1%	182.8%	30.9%		63.1%	37.6%	12.7%	60.2%
% Change 2018 to 2019			82.3%	16.4%	2.7%	10.0%	4.9%	1.7%	1.8%	0.9%	5.0%	7.0%	6.4%	51.3%	5.7%		11.8%	5.3%	2.3%	11.8%
Average Annual Change			17.5%	10.9%	3.9%	5.7%	2.4%	2.7%	1.8%	0.5%	1.3%	4.3%	4.7%	16.6%	2.8%		5.7%	3.4%	1.2%	5.5%
2008	£M	2.280	2.949	22.40	27.86	37.60	38.45	54.88	60.65	43.24	29.07	11.72	3.802	334.90		27.63	103.91	158.77	44.59	
2009	£M	1.893	2.939	18.57	31.41	36.90	38.07	54.46	60.46	44.30	32.56	11.63	3.250	336.44	0.5%	23.41	106.38	159.22	47.44	
2010	£M	1.658	3.075	19.90	31.54	37.95	40.10	58.01	61.87	47.36	31.87	12.04	3.525	348.88	3.7%	24.63	109.59	167.24	47.43	
2011	£M	1.958	3.151	20.81	36.64	41.42	42.14	55.60	59.03	43.63	29.41	12.26	3.041	349.10	0.1%	25.92	120.21	158.27	44.71	
2012	£M	1.673	3.440	20.00	31.27	33.18	40.12	52.03	56.98	43.66	33.41	13.81	4.903	334.45	-4.2%	25.11	104.56	152.66	52.11	
2013	£M	2.722	3.546	24.02	28.42	36.09	42.38	52.42	61.56	42.82	28.61	13.44	4.026	340.05	1.7%	30.28	106.89	156.80	46.08	
2014	£M	2.695	4.652	24.06	28.80	38.28	36.83	51.83	60.58	42.09	26.17	13.98	5.376	335.35	-1.4%	31.41	103.91	154.50	45.53	
2015	£M	3.504	4.211	24.21	30.86	39.84	38.22	57.21	65.63	42.27	27.86	13.43	3.588	350.84	4.6%	31.93	108.92	165.12	44.87	
2016	£M	2.507	3.519	27.84	34.00	34.44	48.57	62.80	60.13	42.43	28.03	13.77	4.141	362.16	3.2%	33.86	117.00	165.36	45.94	
2017	£M	4.290	5.266	28.71	43.25	40.12	47.23	62.26	60.97	44.69	37.58	14.11	5.860	394.35	8.9%	38.26	130.61	167.93	57.55	
2018	£M	3.653	5.566	31.08	41.33	45.47	48.96	64.62	63.43	46.86	40.06	16.76	7.106	414.89	5.2%	40.30	135.76	174.91	63.92	
2019	£M	6.661	6.482	31.93	45.47	47.71	49.81	65.76	64.00	49.20	42.86	17.82	10.75	438.46	5.7%	45.07	142.99	178.96	71.44	

ECONOMIC IMPACT - INDEXED TO 2019													NON-SERVICED ACCOMMODATION						
SHARE OF MARKET													Economic Impact by Year and Share of Total						
													£M	%					
Non-Serviced	£M	334.90	336.44	348.88	349.10	334.45	340.05	335.35	350.84	362.16	394.35	414.89	438.46						
All Visitor Types	£M	815.44	844.12	840.91	836.65	817.86	852.02	860.70	896.21	900.44	930.68	957.68	996.18						
Share of Total	%	41.1%	39.9%	41.5%	41.7%	40.9%	39.9%	39.0%	39.1%	40.2%	42.4%	43.3%	44.0%						
Annual Change in Share	%		-3.0%	4.1%	0.6%	-2.0%	-2.4%	-2.4%	0.5%	2.7%	5.4%	2.2%	1.6%						
Change in Share from 2008	%		-3.0%	1.0%	1.6%	-0.4%	-2.8%	-5.1%	-4.7%	-2.1%	3.2%	5.5%	7.2%						
Avg Ann. Change in Share	%		-3.0%	0.5%	0.5%	-0.1%	-0.6%	-0.9%	-0.7%	-0.3%	0.4%	0.5%	0.7%						



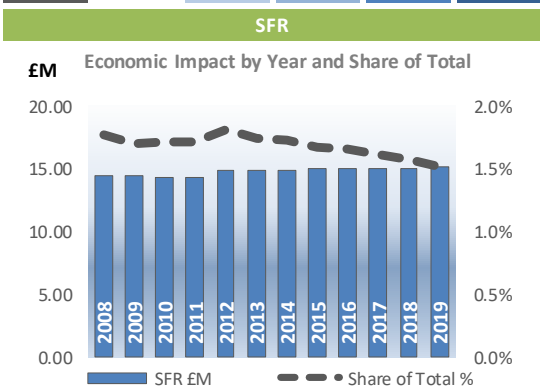
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Report Prepared by: Cathy James, Date of Issue: 05/10/20

STEAM FINAL TREND REPORT FOR 2008-2019
CONWY COUNTY BOROUGH COUNCIL

ECONOMIC IMPACT BY:													2008 to 2019 2019 Prices		SFR	ECONOMIC IMPACT Indexed												
MONTH AND QUARTER													CALENDAR YEAR		QUARTER													
KEY													TOTAL						% Change									
ECONOMIC IMPACT £M - INDEXED TO 2019 / 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																												
Q1 Q2 Q3 Q4																												
% Change 2008 to 2019													4.9%		4.9%		4.9%		4.9%		4.9%		4.9%		4.9%		4.9%	
% Change 2018 to 2019													0.3%		0.3%		0.3%		0.3%		0.3%		0.3%		0.3%		0.3%	
Average Annual Change													0.4%		0.4%		0.4%		0.4%		0.4%		0.4%		0.4%		0.4%	
2008	£M	2.002	0.673	0.765	1.826	1.174	0.905	1.468	1.554	0.801	0.800	0.623	1.804	14.39			3.440	3.905	3.823	3.227								
2009	£M	2.002	0.673	0.765	1.826	1.174	0.905	1.468	1.554	0.800	0.800	0.623	1.804	14.39	0.0%		3.439	3.905	3.822	3.227								
2010	£M	1.997	0.671	0.763	1.821	1.171	0.902	1.464	1.550	0.798	0.798	0.621	1.800	14.36	-0.3%		3.431	3.895	3.813	3.219								
2011	£M	1.988	0.668	0.760	1.813	1.166	0.898	1.458	1.543	0.795	0.794	0.619	1.791	14.29	-0.5%		3.415	3.877	3.795	3.204								
2012	£M	2.064	0.694	0.789	1.883	1.211	0.933	1.514	1.602	0.825	0.825	0.643	1.860	14.84	3.9%		3.547	4.026	3.941	3.328								
2013	£M	2.069	0.695	0.791	1.887	1.214	0.935	1.518	1.607	0.827	0.827	0.644	1.865	14.88	0.3%		3.556	4.037	3.952	3.336								
2014	£M	2.075	0.697	0.793	1.892	1.217	0.938	1.521	1.611	0.830	0.829	0.646	1.870	14.92	0.3%		3.565	4.047	3.962	3.344								
2015	£M	2.084	0.700	0.796	1.900	1.222	0.942	1.528	1.618	0.833	0.832	0.649	1.878	14.98	0.4%		3.580	4.065	3.979	3.359								
2016	£M	2.084	0.700	0.796	1.900	1.222	0.942	1.528	1.618	0.833	0.832	0.649	1.878	14.98	0.0%		3.580	4.064	3.979	3.359								
2017	£M	2.088	0.702	0.798	1.905	1.225	0.944	1.531	1.621	0.835	0.834	0.650	1.882	15.02	0.2%		3.588	4.074	3.988	3.367								
2018	£M	2.094	0.703	0.800	1.909	1.228	0.946	1.535	1.625	0.837	0.836	0.652	1.887	15.05	0.2%		3.597	4.084	3.998	3.375								
2019	£M	2.100	0.706	0.803	1.915	1.232	0.949	1.540	1.630	0.840	0.839	0.654	1.893	15.10	0.3%		3.608	4.096	4.010	3.385								

ECONOMIC IMPACT - INDEXED TO 2019													SFR																									
SHARE OF MARKET													2008		2009		2010		2011		2012		2013		2014		2015		2016		2017		2018		2019			
SFR													£M		14.39		14.39		14.36		14.29		14.84		14.88		14.92		14.98		14.98		15.02		15.05		15.10	
All Visitor Types													£M		815.44		844.12		840.91		836.65		817.86		852.02		860.70		896.21		900.44		930.68		957.68		996.18	
Share of Total													%		1.8%		1.7%		1.7%		1.7%		1.8%		1.7%		1.7%		1.7%		1.7%		1.6%		1.6%		1.5%	
Annual Change in Share													%				-3.4%		0.1%		0.1%		6.2%		-3.8%		-0.8%		-3.5%		-0.5%		-3.0%		-2.6%		-3.6%	
Change in Share from 2008													%				-3.4%		-3.3%		-3.2%		2.8%		-1.1%		-1.8%		-5.3%		-5.7%		-8.6%		-11.0%		-14.1%	
Avg Ann. Change in Share													%				-3.4%		-1.6%		-1.1%		0.7%		-0.2%		-0.3%		-0.8%		-0.7%		-1.0%		-1.1%		-1.3%	



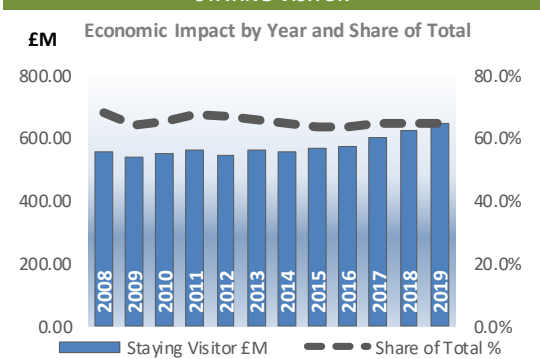
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STEAM FINAL TREND REPORT FOR 2008-2019
CONWY COUNTY BOROUGH COUNCIL

ECONOMIC IMPACT BY:													2008 to 2019 2019 Prices		STAYING VISITOR		ECONOMIC IMPACT Indexed			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
KEY													TOTAL						Annual Change	
ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES													TOTAL		Annual Change					
An increase of 3% or more													TOTAL		Annual Change					
Less than 3% change													TOTAL		Annual Change					
A Fall of 3% or more													TOTAL		Annual Change					
Q1													TOTAL		Annual Change					
Q2													TOTAL		Annual Change					
Q3													TOTAL		Annual Change					
Q4													TOTAL		Annual Change					
JAN													TOTAL		Annual Change					
FEB													TOTAL		Annual Change					
MAR													TOTAL		Annual Change					
APR													TOTAL		Annual Change					
MAY													TOTAL		Annual Change					
JUN													TOTAL		Annual Change					
JUL													TOTAL		Annual Change					
AUG													TOTAL		Annual Change					
SEP													TOTAL		Annual Change					
OCT													TOTAL		Annual Change					
NOV													TOTAL		Annual Change					
DEC													TOTAL		Annual Change					
Q1													TOTAL		Annual Change					
Q2													TOTAL		Annual Change					
Q3													TOTAL		Annual Change					
Q4													TOTAL		Annual Change					
Q1													TOTAL		Annual Change					
Q2													TOTAL		Annual Change					
Q3													TOTAL		Annual Change					
Q4													TOTAL		Annual Change					
% Change 2008 to 2019													16.3%	16.3%	25.2%	25.8%	5.5%	21.6%		
% Change 2018 to 2019													3.8%	3.8%	5.7%	3.7%	2.5%	5.6%		
Average Annual Change													1.5%	1.5%	2.3%	2.3%	0.5%	2.0%		
2008	£M	11.93	15.53	39.15	44.16	58.73	55.25	81.15	90.67	65.60	47.22	27.85	16.50	553.74	66.61	158.14	237.42	91.57		
2009	£M	11.01	13.34	31.90	47.19	54.82	56.07	80.74	89.14	66.41	49.97	23.72	15.53	539.84	-2.5%	56.25	158.08	236.29	89.22	
2010	£M	10.24	13.30	31.37	48.81	55.97	60.00	82.68	91.09	70.87	47.79	23.48	14.31	549.91	1.9%	54.91	164.79	244.63	85.57	
2011	£M	10.71	14.58	34.61	55.16	60.20	60.61	80.13	88.19	66.74	50.23	27.45	14.99	563.61	2.5%	59.90	175.96	235.07	92.68	
2012	£M	10.14	15.38	34.42	48.87	54.31	60.63	74.38	86.43	66.11	49.61	28.41	17.55	546.24	-3.1%	59.94	163.81	226.92	95.57	
2013	£M	11.57	19.15	37.07	46.13	59.44	61.85	78.49	92.13	64.60	44.41	28.89	17.47	561.19	2.7%	67.79	167.42	235.22	90.76	
2014	£M	13.12	18.76	37.29	47.60	61.52	57.12	77.02	90.02	64.29	43.54	28.19	16.10	554.58	-1.2%	69.18	166.23	231.33	87.84	
2015	£M	13.29	18.80	37.26	48.95	63.39	58.09	83.94	94.56	63.82	44.77	27.70	14.49	569.06	2.6%	69.36	170.43	242.31	86.96	
2016	£M	14.80	17.12	41.21	50.75	55.67	64.96	84.12	87.50	64.87	41.23	29.10	19.90	571.23	0.4%	73.14	171.38	236.49	90.23	
2017	£M	17.50	20.05	41.52	60.92	60.79	64.20	84.66	87.01	65.13	49.74	28.94	18.64	599.09	4.9%	79.07	185.90	236.80	97.32	
2018	£M	16.13	19.94	42.82	57.58	67.64	66.67	87.16	88.57	68.73	52.59	32.02	20.87	620.71	3.6%	78.89	191.90	244.45	105.47	
2019	£M	22.63	18.74	42.03	61.53	69.58	67.85	88.52	90.35	71.62	54.86	33.55	22.94	644.19	3.8%	83.40	198.96	250.49	111.35	

ECONOMIC IMPACT - INDEXED TO 2019													STAYING VISITOR					
SHARE OF MARKET													STAYING VISITOR					
2008													STAYING VISITOR					
2009													STAYING VISITOR					
2010													STAYING VISITOR					
2011													STAYING VISITOR					
2012													STAYING VISITOR					
2013													STAYING VISITOR					
2014													STAYING VISITOR					
2015													STAYING VISITOR					
2016													STAYING VISITOR					
2017													STAYING VISITOR					
2018													STAYING VISITOR					
2019													STAYING VISITOR					
Staying Visitor	£M	553.74	539.84	549.91	563.61	546.24	561.19	554.58	569.06	571.23	599.09	620.71	644.19					
All Visitor Types	£M	815.44	844.12	840.91	836.65	817.86	852.02	860.70	896.21	900.44	930.68	957.68	996.18					
Share of Total	%	67.9%	64.0%	65.4%	67.4%	66.8%	65.9%	64.4%	63.5%	63.4%	64.4%	64.8%	64.7%					
Annual Change in Share	%		-5.8%	2.3%	3.0%	-0.9%	-1.4%	-2.2%	-1.5%	-0.1%	1.5%	0.7%	-0.2%					
Change in Share from 2008	%		-5.8%	-3.7%	-0.8%	-1.6%	-3.0%	-5.1%	-6.5%	-6.6%	-5.2%	-4.6%	-4.8%					
Avg Ann. Change in Share	%		-5.8%	-1.8%	-0.3%	-0.4%	-0.6%	-0.9%	-0.9%	-0.8%	-0.6%	-0.5%	-0.4%					



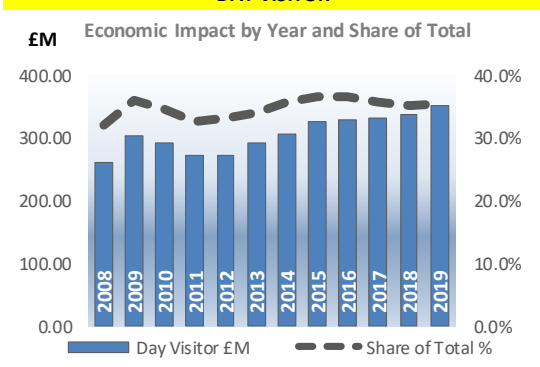
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Report Prepared by: Cathy James. Date of Issue: 05/10/20

STEAM FINAL TREND REPORT FOR 2008-2019
CONWY COUNTY BOROUGH COUNCIL

ECONOMIC IMPACT BY:													2008 to 2019 2019 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed				
MONTH AND QUARTER													CALENDAR YEAR		QUARTER						
DAY VISITOR													TOTAL	% Change							
ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES															Annual Change	Q1	Q2	Q3	Q4		
KEY																					
An increase of 3% or more																					
Less than 3% change																					
A Fall of 3% or more																					
Q1													Q2			Q3			Q4		
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC																					
% Change 2008 to 2019	18.0%	60.7%	10.5%	94.4%	25.5%	36.0%	36.9%	23.1%	38.0%	7.5%	34.2%	12.9%	34.5%	33.9%	46.9%	30.8%	13.4%				
% Change 2018 to 2019	10.3%	14.7%	5.8%	13.9%	2.2%	-7.1%	3.1%	7.5%	-1.7%	7.2%	14.9%	13.6%	4.5%	10.9%	2.6%	3.8%	9.5%				
Average Annual Change	1.6%	5.5%	1.0%	8.6%	2.3%	3.3%	3.4%	2.1%	3.5%	0.7%	3.1%	1.2%	3.1%	3.1%	4.3%	2.8%	1.2%				
2008	£M	2.851	11.50	11.27	21.51	33.18	28.25	41.40	58.09	27.89	18.40	5.263	2.115	261.70	25.62	82.94	127.37	25.78			
2009	£M	4.197	15.04	10.48	37.57	37.69	31.79	48.68	59.62	32.94	21.88	3.054	1.342	304.28	16.3%	29.72	107.05	141.24	26.27		
2010	£M	3.456	13.71	10.32	38.52	33.60	33.79	45.47	58.66	30.32	19.01	3.126	1.003	291.00	-4.4%	27.49	105.91	134.45	23.14		
2011	£M	3.297	13.52	9.890	37.08	30.13	31.34	39.11	52.84	29.81	19.70	4.786	1.529	273.04	-6.2%	26.70	98.56	121.76	26.01		
2012	£M	2.885	14.47	13.91	33.46	31.14	28.27	42.01	49.95	31.32	17.85	4.470	1.895	271.62	-0.5%	31.26	92.88	123.28	24.21		
2013	£M	2.573	11.86	12.29	30.80	43.43	30.63	48.89	57.20	30.44	16.38	4.709	1.638	290.83	7.1%	26.72	104.85	136.53	22.73		
2014	£M	2.755	12.47	13.27	36.68	41.83	30.68	48.60	62.56	33.49	17.61	4.575	1.586	306.11	5.3%	28.50	109.19	144.66	23.77		
2015	£M	2.953	13.78	14.00	38.32	44.01	32.39	53.21	66.88	36.31	18.76	4.823	1.712	327.15	6.9%	30.74	114.71	156.40	25.30		
2016	£M	2.992	13.95	17.31	31.93	40.08	36.18	52.84	70.52	36.57	19.68	5.198	1.970	329.22	0.6%	34.26	108.19	159.92	26.85		
2017	£M	2.939	14.50	11.67	41.18	40.11	35.19	54.79	68.52	37.24	17.01	6.388	2.075	331.60	0.7%	29.10	116.48	160.55	25.47		
2018	£M	3.052	16.12	11.77	36.71	40.75	41.32	54.94	66.49	39.14	18.44	6.149	2.102	336.97	1.6%	30.94	118.79	160.56	26.69		
2019	£M	3.365	18.49	12.45	41.83	41.63	38.40	56.66	71.49	38.47	19.77	7.062	2.387	351.99	4.5%	34.30	121.86	166.61	29.22		

ECONOMIC IMPACT - INDEXED TO 2019													DAY VISITOR				
SHARE OF MARKET																	
2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019																	
Day Visitor	£M	261.70	304.28	291.00	273.04	271.62	290.83	306.11	327.15	329.22	331.60	336.97	351.99				
All Visitor Types	£M	815.44	844.12	840.91	836.65	817.86	852.02	860.70	896.21	900.44	930.68	957.68	996.18				
Share of Total	%	32.1%	36.0%	34.6%	32.6%	33.2%	34.1%	35.6%	36.5%	36.6%	35.6%	35.2%	35.3%				
Annual Change in Share	%		12.3%	-4.0%	-5.7%	1.8%	2.8%	4.2%	2.6%	0.2%	-2.5%	-1.2%	0.4%				
Change in Share from 2008	%		12.3%	7.8%	1.7%	3.5%	6.4%	10.8%	13.7%	13.9%	11.0%	9.6%	10.1%				
Avg Ann. Change in Share	%		12.3%	3.9%	0.6%	0.9%	1.3%	1.8%	2.0%	1.7%	1.2%	1.0%	0.9%				



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