



STEAM REPORT FOR 2012-2023 - FINAL

Final

CONWY COUNTY BOROUGH COUNCIL

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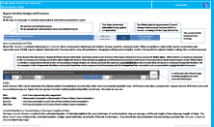
Website: [www.globaltourismsolutions.co.uk](http://www.globaltourismsolutions.co.uk)

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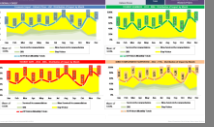
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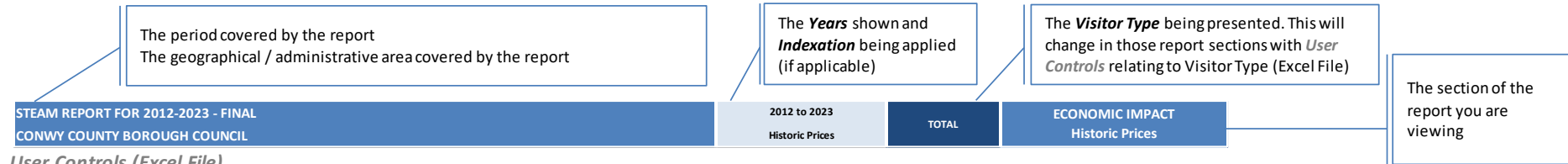
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## Report Section Design and Features

### Headers

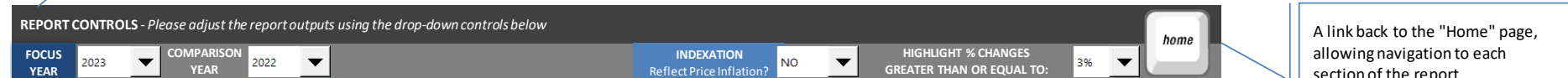
At the top of each page is a band containing key information about your report



### User Controls (Excel File)

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

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



### Units

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

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

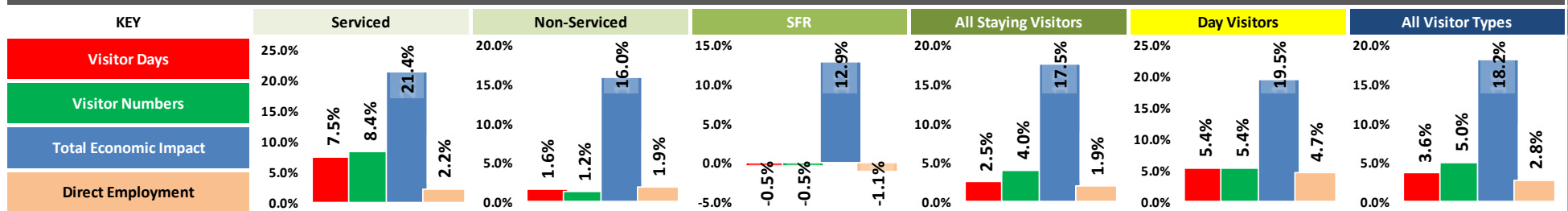
### Visitor Numbers / Visitor Days / Average Length of Stay

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

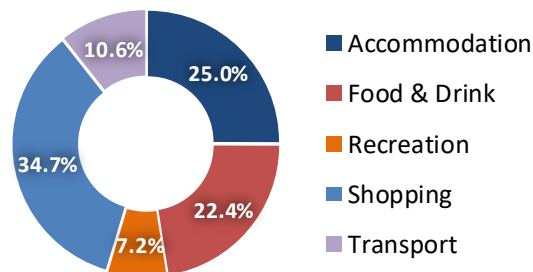
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2023 & 2022 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %			
Visitor Days	M	1,991	1,852	7.5%	8,925	8,784	1.6%	0.420	0.422	-0.5%	11.34	11.06	2.5%	7.271	6,899	5.4%	18.61	17.96	3.6%		
Visitor Numbers	M	1,128	1,040	8.4%	1,372	1,355	1.2%	0.177	0.177	-0.5%	2,676	2,573	4.0%	7.271	6,899	5.4%	9,947	9,472	5.0%		
Direct Expenditure	£Bn																0.972	0.822	18.3%		
Economic Impact	£Bn	0.268	0.221	21.4%	0.559	0.482	16.0%	0.019	0.017	12.9%	0.846	0.720	17.5%	0.451	0.378	19.5%	1.298	1.098	18.2%		
Direct Employment	FTEs	2,487	2,432	2.2%	4,199	4,122	1.9%	134	135	-1.1%	6,820	6,690	1.9%	2,963	2,831	4.7%	9,782	9,521	2.8%		
Total Employment	FTEs																12,210	11,871	2.9%		

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2023 & 2022 - IN HISTORIC PRICES



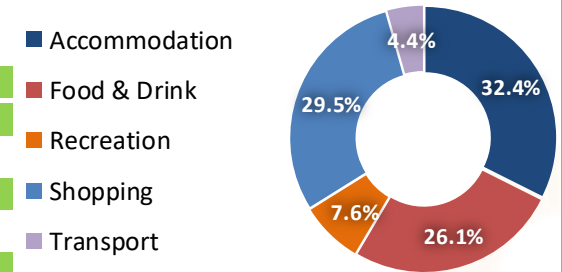
Sectoral Distribution of Economic Impact - £Bn including VAT in Historic Prices



Direct Expenditure Categories

Sectors	2023	2022	+/- %
Accommodation	0.244	0.204	19.2%
Food & Drink	0.218	0.186	17.3%
Recreation	0.070	0.059	18.4%
Shopping	0.338	0.285	18.3%
Transport	0.103	0.087	18.4%
<b>TOTAL DIRECT</b>	<b>0.972</b>	<b>0.822</b>	<b>18.3%</b>
Indirect	0.325	0.276	17.9%
<b>TOTAL</b>	<b>1.298</b>	<b>1.098</b>	<b>18.2%</b>

Sectoral Distribution of Employment - FTEs



Direct Employment Categories

## Unindexed Key Measures by Year and Visitor Type for the Period 2012 to 2023

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

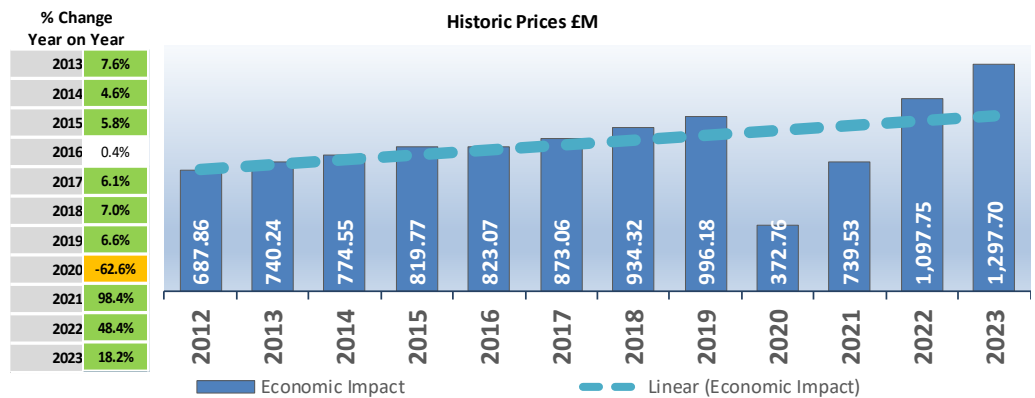
**STEAM REPORT FOR 2012-2023 - FINAL**  
**CONWY COUNTY BOROUGH COUNCIL**

2012 to 2023  
 Historic Prices

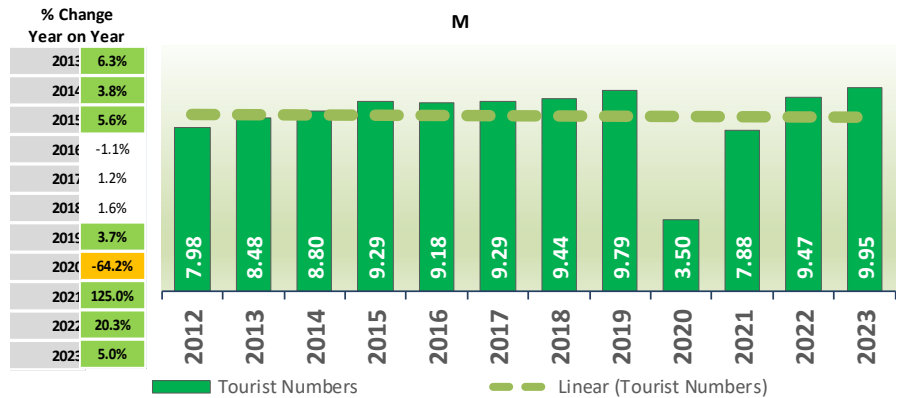
**TOTAL**

**KEY MEASURES**  
 Historic Prices

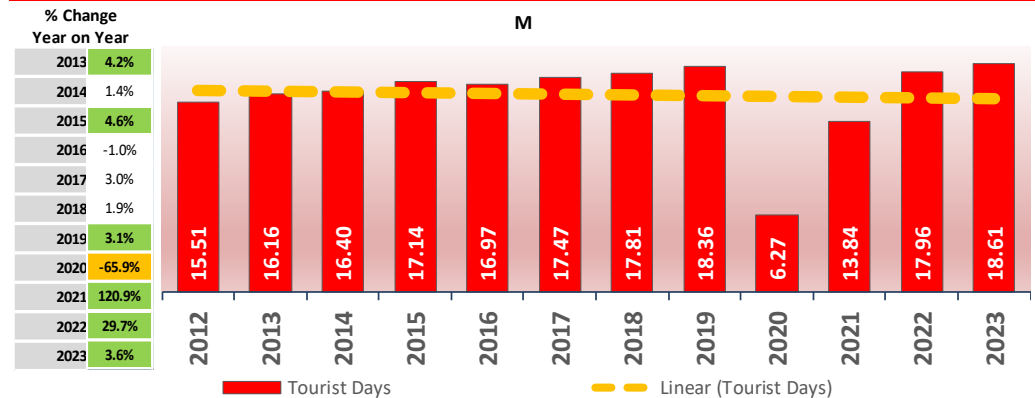
**Economic Impact - Historic Prices - Total**



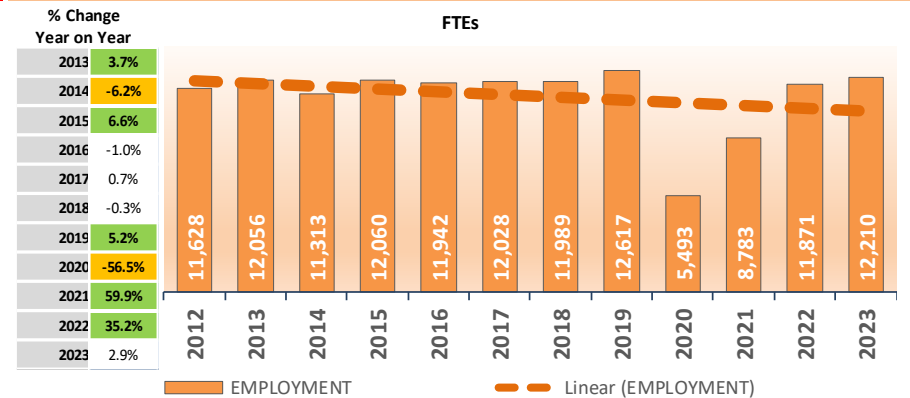
**Visitor Numbers - Total**



**Visitor Days - Total**



**Total Employment Supported - Total**



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>Economic Impact - Historic Prices</b>		7.6%	12.6%	19.2%	19.7%	26.9%	35.8%	44.8%	-45.8%	7.5%	59.6%	88.7%
<b>Visitor Numbers</b>		6.3%	10.3%	16.4%	15.1%	16.5%	18.4%	22.7%	-56.1%	-1.3%	18.7%	24.7%
<b>Visitor Days</b>		4.2%	5.7%	10.6%	9.4%	12.7%	14.9%	18.4%	-59.6%	-10.7%	15.8%	20.0%
<b>Total Employment</b>		3.7%	-2.7%	3.7%	2.7%	3.4%	3.1%	8.5%	-52.8%	-24.5%	2.1%	5.0%

"Linear" = Linear Trendline

STEAM REPORT FOR 2012-2023 - FINAL  
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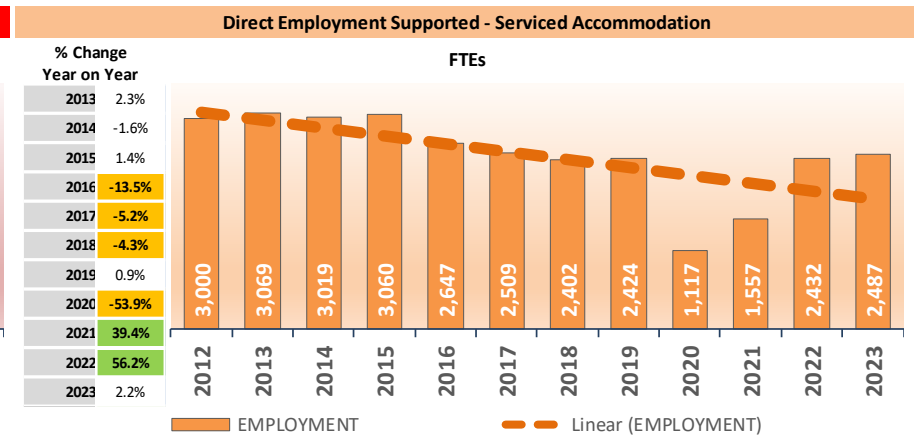
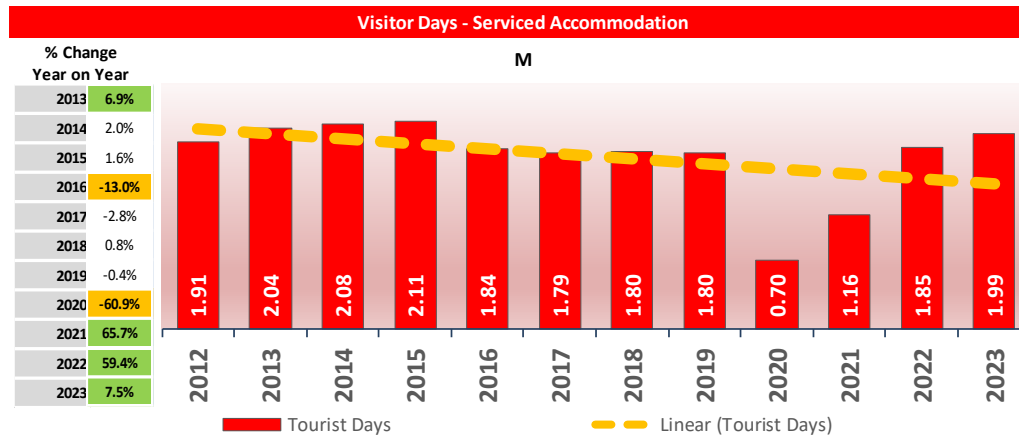
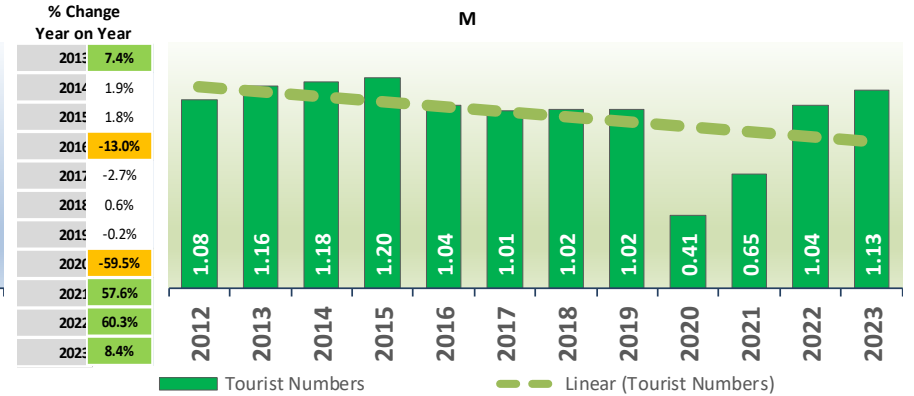
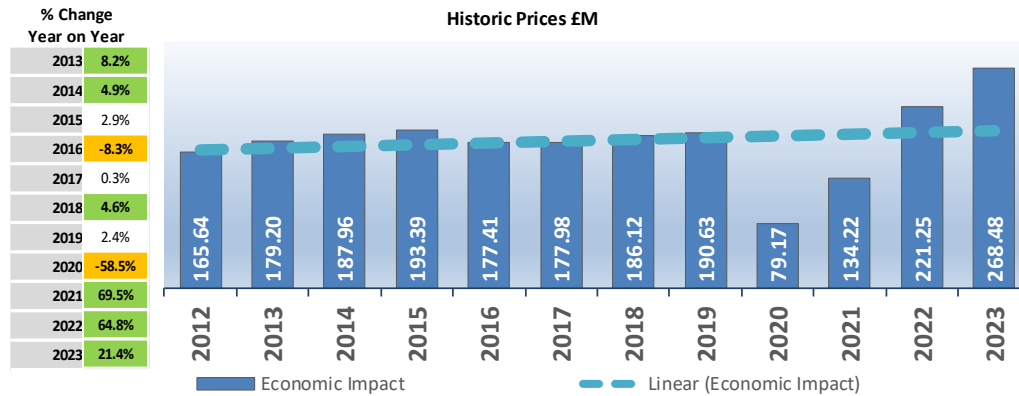
2012 to 2023  
Historic Prices

SERVICED  
ACCOMMODATION

KEY MEASURES  
Historic Prices

Economic Impact - Historic Prices - Serviced Accommodation

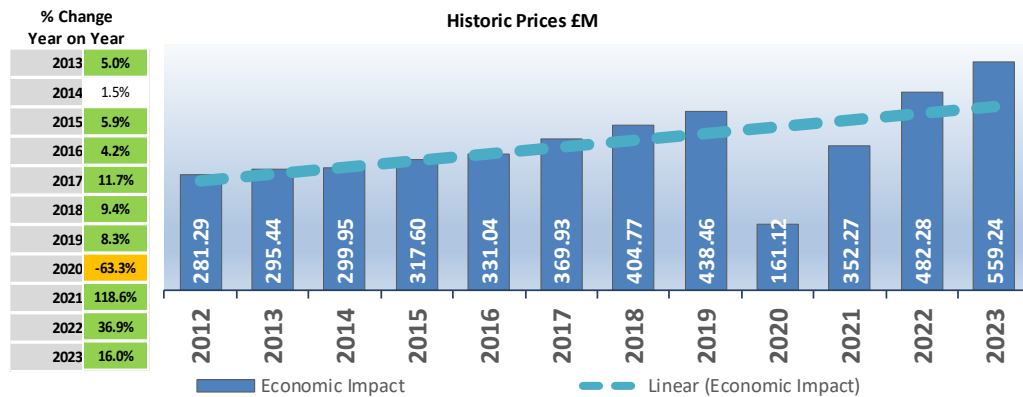
Visitor Numbers - Serviced Accommodation



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		8.2%	13.5%	16.8%	7.1%	7.4%	12.4%	15.1%	-52.2%	-19.0%	33.6%	62.1%
Visitor Numbers		7.4%	9.4%	11.3%	-3.1%	-5.7%	-5.2%	-5.4%	-61.7%	-39.7%	-3.3%	4.8%
Visitor Days		6.9%	9.1%	10.8%	-3.6%	-6.3%	-5.5%	-5.9%	-63.2%	-39.0%	-2.9%	4.4%
Direct Employment		2.3%	0.6%	2.0%	-11.8%	-16.4%	-19.9%	-19.2%	-62.8%	-48.1%	-18.9%	-17.1%

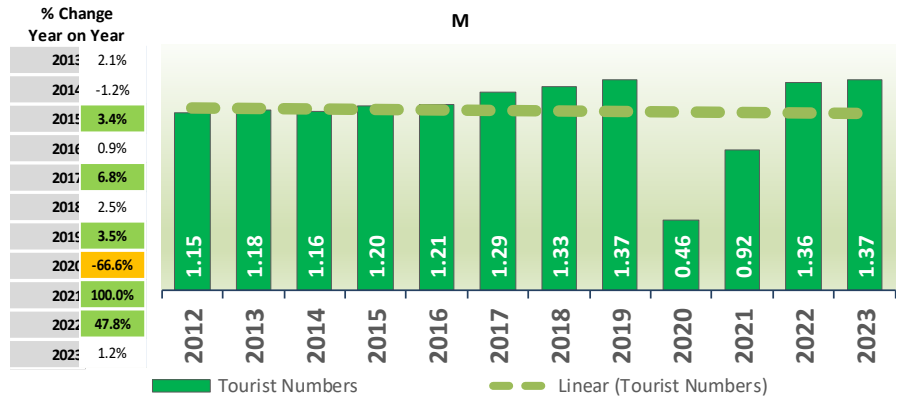
"Linear" = Linear Trendline

Economic Impact - Historic Prices - Non-Serviced Accommodation



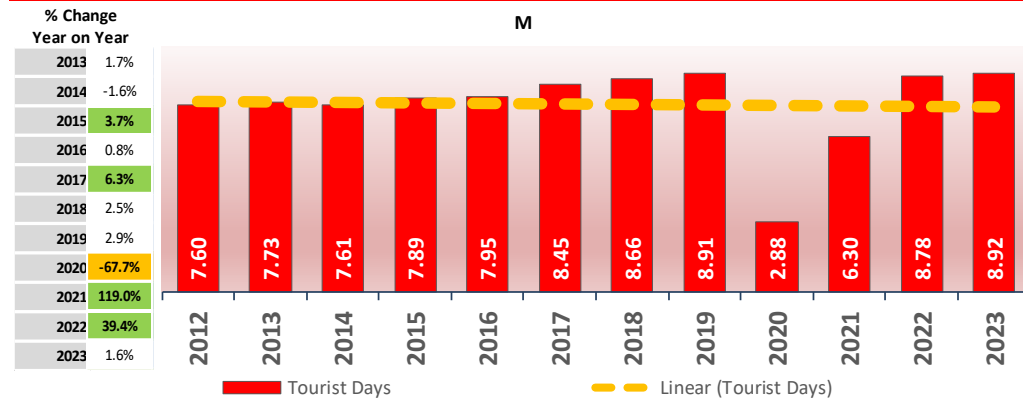
Year	% Change Year on Year
2013	5.0%
2014	1.5%
2015	5.9%
2016	4.2%
2017	11.7%
2018	9.4%
2019	8.3%
2020	-63.3%
2021	118.6%
2022	36.9%
2023	16.0%

Visitor Numbers - Non-Serviced Accommodation



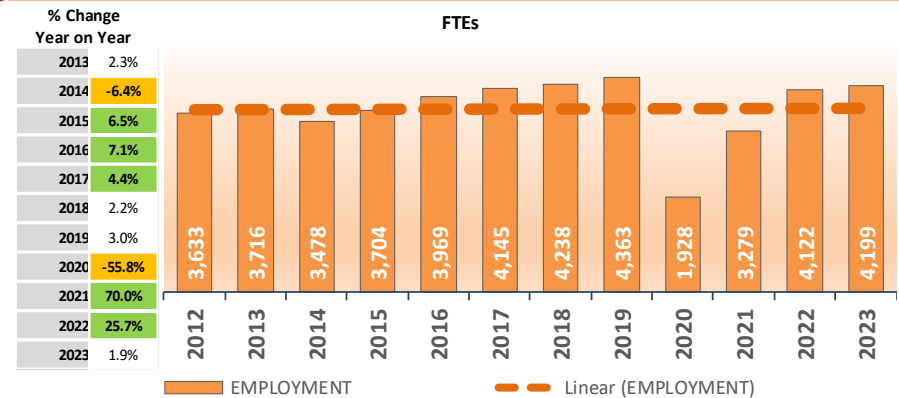
Year	% Change Year on Year
2013	2.1%
2014	-1.2%
2015	3.4%
2016	0.9%
2017	6.8%
2018	2.5%
2019	3.5%
2020	-66.6%
2021	100.0%
2022	47.8%
2023	1.2%

Visitor Days - Non-Serviced Accommodation



Year	% Change Year on Year
2013	1.7%
2014	-1.6%
2015	3.7%
2016	0.8%
2017	6.3%
2018	2.5%
2019	2.9%
2020	-67.7%
2021	119.0%
2022	39.4%
2023	1.6%

Direct Employment Supported - Non-Serviced Accommodation



Year	% Change Year on Year
2013	2.3%
2014	-6.4%
2015	6.5%
2016	7.1%
2017	4.4%
2018	2.2%
2019	3.0%
2020	-55.8%
2021	70.0%
2022	25.7%
2023	1.9%

% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		5.0%	6.6%	12.9%	17.7%	31.5%	43.9%	55.9%	-42.7%	25.2%	71.5%	98.8%
Visitor Numbers		2.1%	0.8%	4.2%	5.2%	12.4%	15.2%	19.3%	-60.2%	-20.4%	17.7%	19.1%
Visitor Days		1.7%	0.1%	3.8%	4.6%	11.2%	13.9%	17.2%	-62.2%	-17.1%	15.5%	17.4%
Direct Employment		2.3%	-4.3%	2.0%	9.2%	14.1%	16.6%	20.1%	-46.9%	-9.8%	13.5%	15.6%

"Linear" = Linear Trendline



STEAM REPORT FOR 2012-2023 - FINAL  
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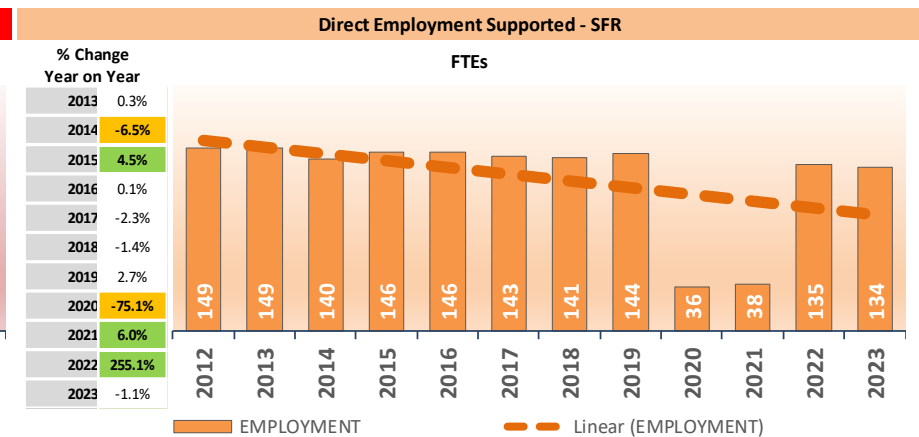
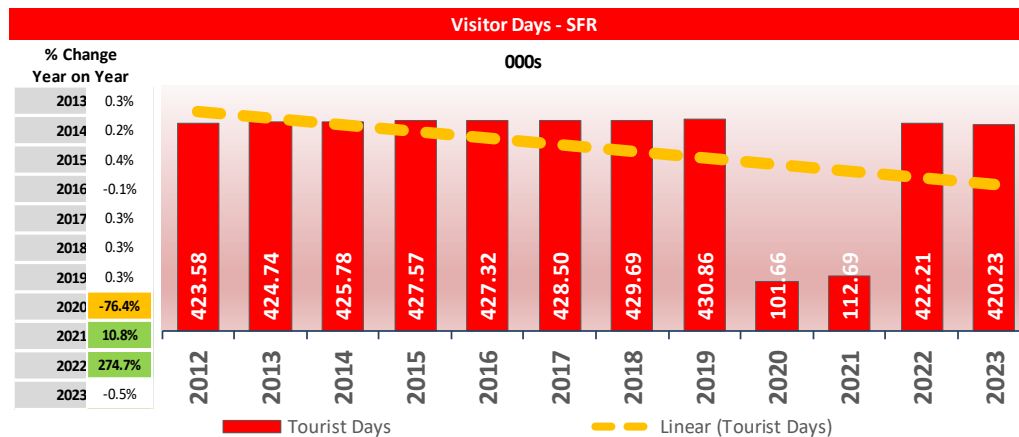
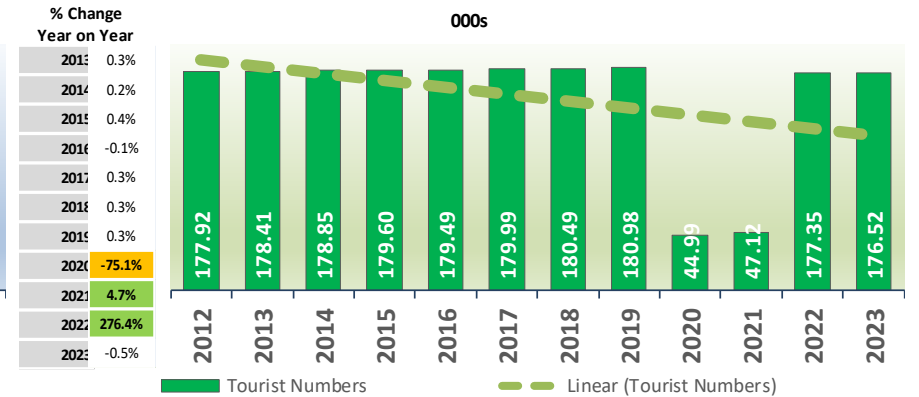
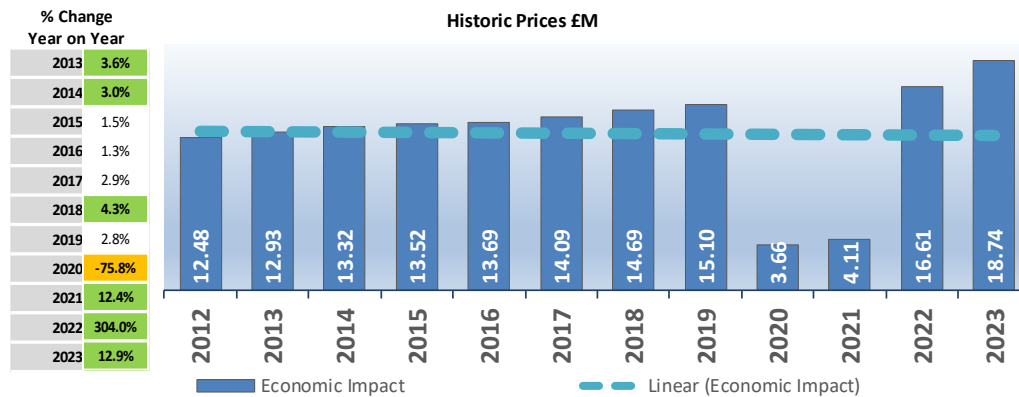
2012 to 2023  
Historic Prices

SFR

KEY MEASURES  
Historic Prices

Economic Impact - Historic Prices - SFR

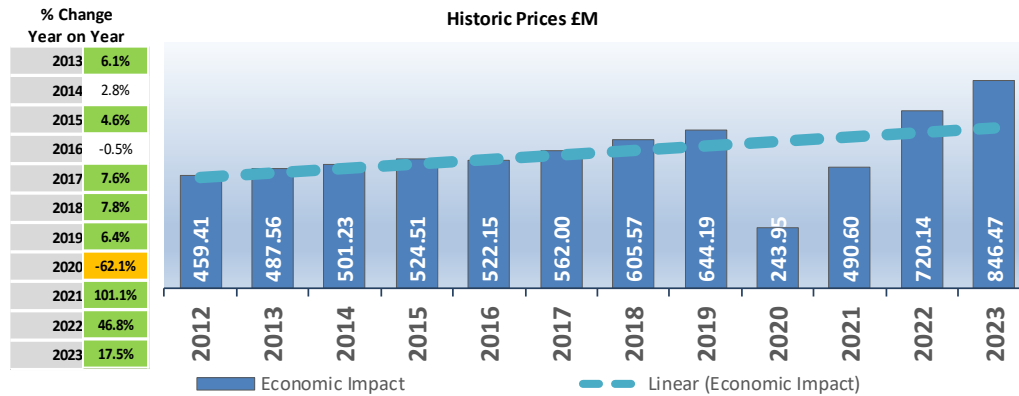
Visitor Numbers - SFR



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		3.6%	6.7%	8.3%	9.7%	12.8%	17.6%	21.0%	-70.7%	-67.1%	33.1%	50.2%
Visitor Numbers		0.3%	0.5%	0.9%	0.9%	1.2%	1.4%	1.7%	-74.7%	-73.5%	-0.3%	-0.8%
Visitor Days		0.3%	0.5%	0.9%	0.9%	1.2%	1.4%	1.7%	-76.0%	-73.4%	-0.3%	-0.8%
Direct Employment		0.3%	-6.3%	-2.0%	-1.9%	-4.1%	-5.5%	-2.9%	-75.8%	-74.4%	-9.1%	-10.1%

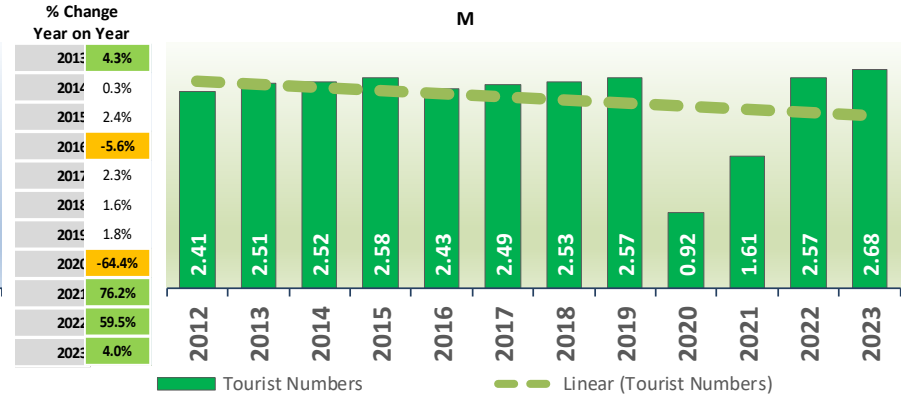
"Linear" = Linear Trendline

Economic Impact - Historic Prices - Staying Visitor



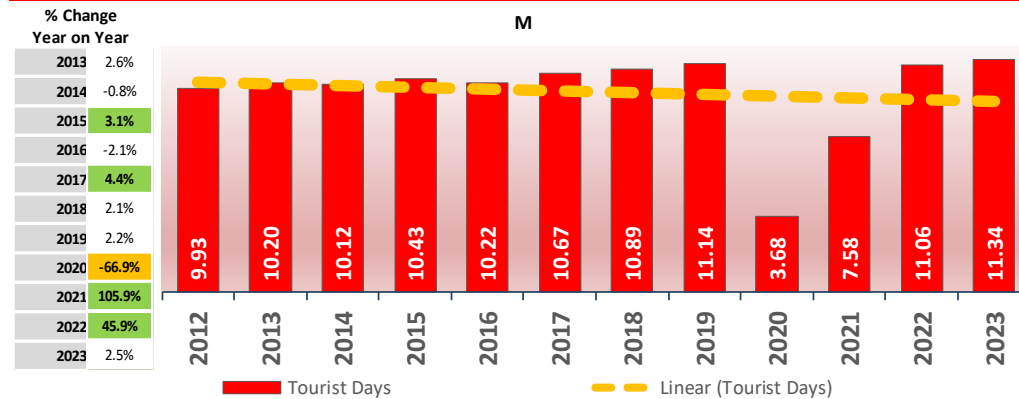
Year	% Change Year on Year
2013	6.1%
2014	2.8%
2015	4.6%
2016	-0.5%
2017	7.6%
2018	7.8%
2019	6.4%
2020	-62.1%
2021	101.1%
2022	46.8%
2023	17.5%

Visitor Numbers - Staying Visitor



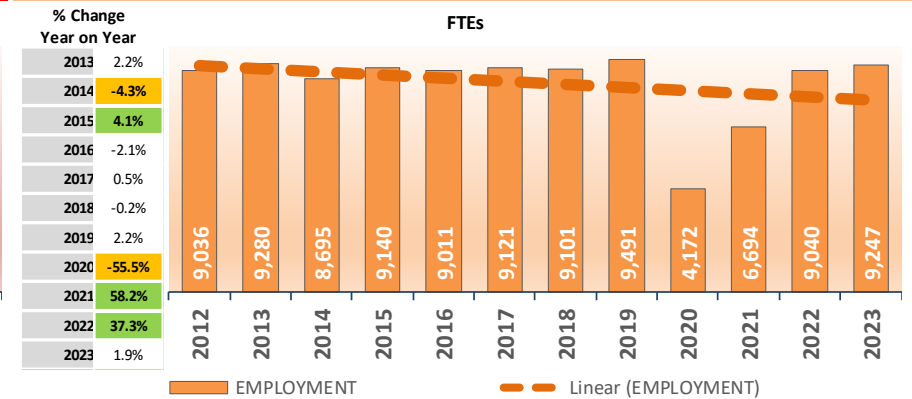
Year	% Change Year on Year
2013	4.3%
2014	0.3%
2015	2.4%
2016	-5.6%
2017	2.3%
2018	1.6%
2019	1.8%
2020	-64.4%
2021	76.2%
2022	59.5%
2023	4.0%

Visitor Days - Staying Visitor



Year	% Change Year on Year
2013	2.6%
2014	-0.8%
2015	3.1%
2016	-2.1%
2017	4.4%
2018	2.1%
2019	2.2%
2020	-66.9%
2021	105.9%
2022	45.9%
2023	2.5%

Direct Employment Supported - Staying Visitor



Year	% Change Year on Year
2013	2.2%
2014	-4.3%
2015	4.1%
2016	-2.1%
2017	0.5%
2018	-0.2%
2019	2.2%
2020	-55.5%
2021	58.2%
2022	37.3%
2023	1.9%

% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		6.1%	9.1%	14.2%	13.7%	22.3%	31.8%	40.2%	-46.9%	6.8%	56.8%	84.2%
Visitor Numbers		4.3%	4.6%	7.2%	1.2%	3.4%	5.1%	6.9%	-61.9%	-32.9%	7.0%	11.2%
Visitor Days		2.6%	1.8%	5.0%	2.9%	7.4%	9.7%	12.1%	-62.9%	-23.7%	11.3%	14.1%
Direct Employment		2.7%	-3.8%	1.2%	-0.3%	0.9%	0.7%	5.0%	-53.8%	-25.9%	0.0%	2.3%

"Linear" = Linear Trendline

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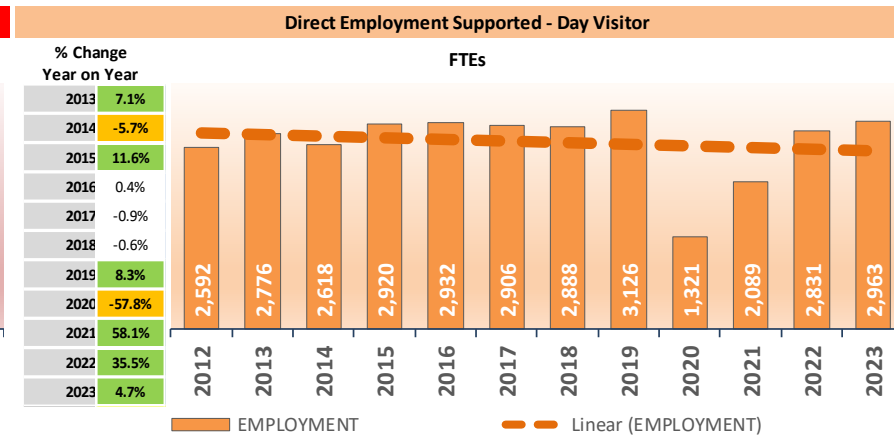
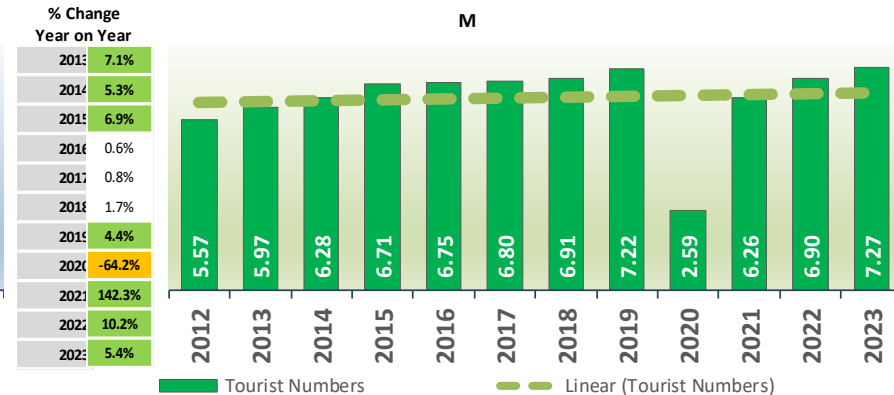
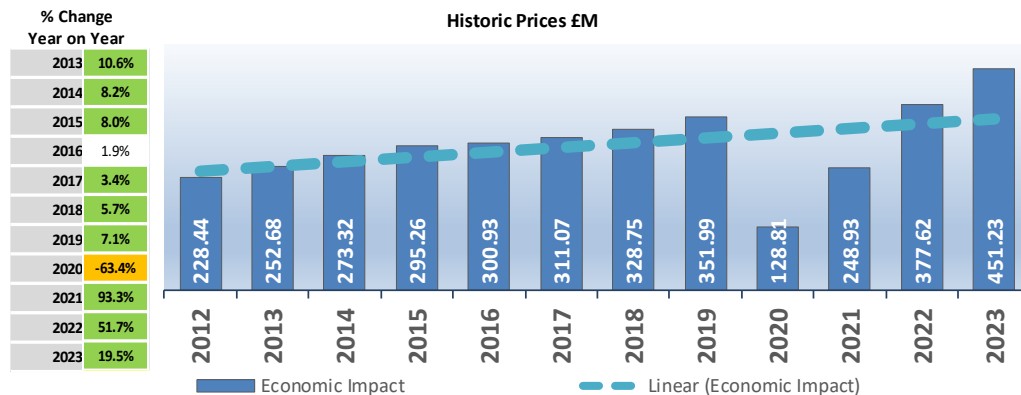
2012 to 2023  
Historic Prices

DAY VISITOR

KEY MEASURES  
Historic Prices

Economic Impact - Historic Prices - Day Visitor

Visitor Numbers - Day Visitor



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		10.6%	19.6%	29.2%	31.7%	36.2%	43.9%	54.1%	-43.6%	9.0%	65.3%	97.5%
Visitor Numbers		7.1%	12.7%	20.4%	21.1%	22.1%	24.1%	29.6%	-53.6%	12.4%	23.8%	30.5%
Visitor Days		7.1%	12.7%	20.4%	21.1%	22.1%	24.1%	29.6%	-53.6%	12.4%	23.8%	30.5%
Direct Employment		7.1%	1.0%	12.7%	13.1%	12.1%	11.4%	20.6%	-49.0%	-19.4%	9.2%	14.3%

"Linear" = Linear Trendline

## Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2012 to 2023

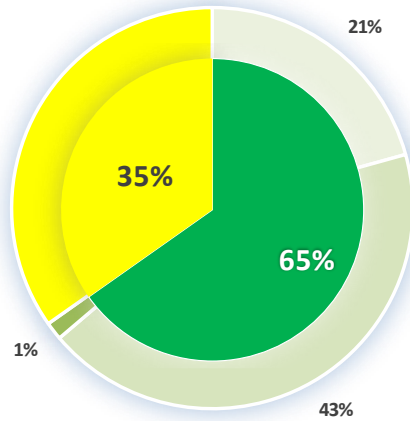
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

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

Visitor Numbers - 2023 - M - Share of Total

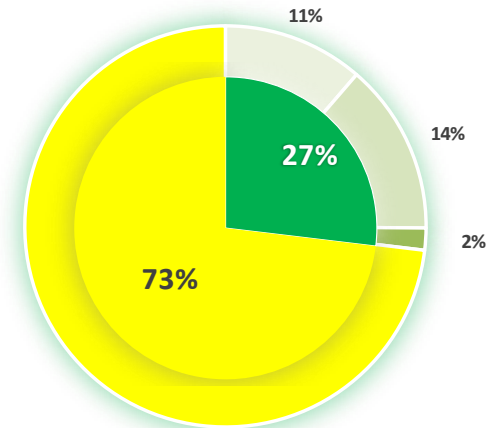
**TOTAL**  
**£1,297.70m**

	£M
Serviced	268.48
Non-Serviced	559.24
SFR	18.74
Staying Visitor	846.47
Day Visitor	451.23
<b>Total</b>	<b>1,297.70</b>



**TOTAL**  
**9.95m**

	M
Serviced	1.13
Non-Serviced	1.37
SFR	0.18
Staying Visitor	2.68
Day Visitor	7.27
<b>Total</b>	<b>9.95</b>

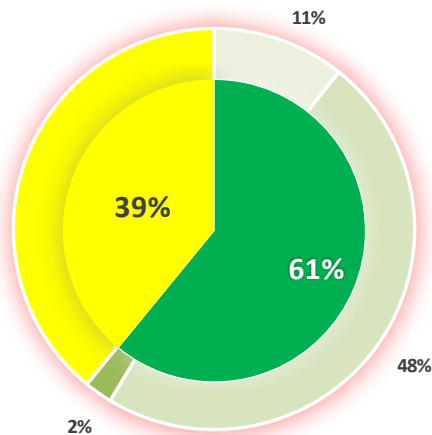


Visitor Days - 2023 - M - Share of Total

Direct Employment Supported - 2023 - FTEs - Share of Total

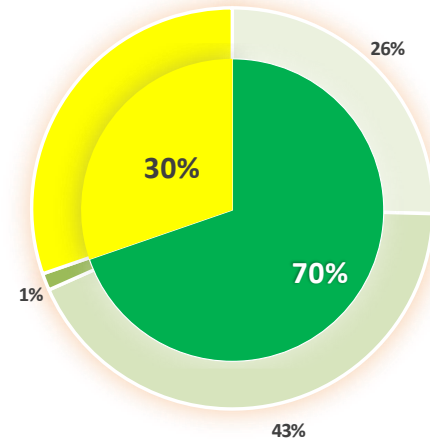
**TOTAL**  
**18.61m**

	M
Serviced	1.99
Non-Serviced	8.92
SFR	0.42
Staying Visitor	11.34
Day Visitor	7.27
<b>Total</b>	<b>18.61</b>



**TOTAL**  
**9,782 Direct FTEs**  
**12,210 Total FTEs**

	FTEs
Serviced	2,487
Non-Serviced	4,199
SFR	134
Staying Visitor	6,820
Day Visitor	2,963
<b>Total</b>	<b>9,782</b>



**STEAM REPORT FOR 2012-2023 - FINAL**  
**CONWY COUNTY BOROUGH COUNCIL**

**2023**  
 Historic Prices

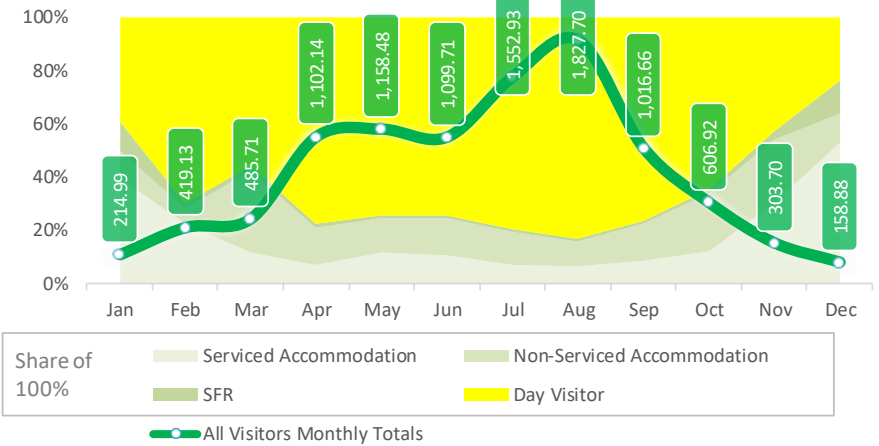
**TOTAL**

**DISTRIBUTION BY MONTH**  
 Historic Prices

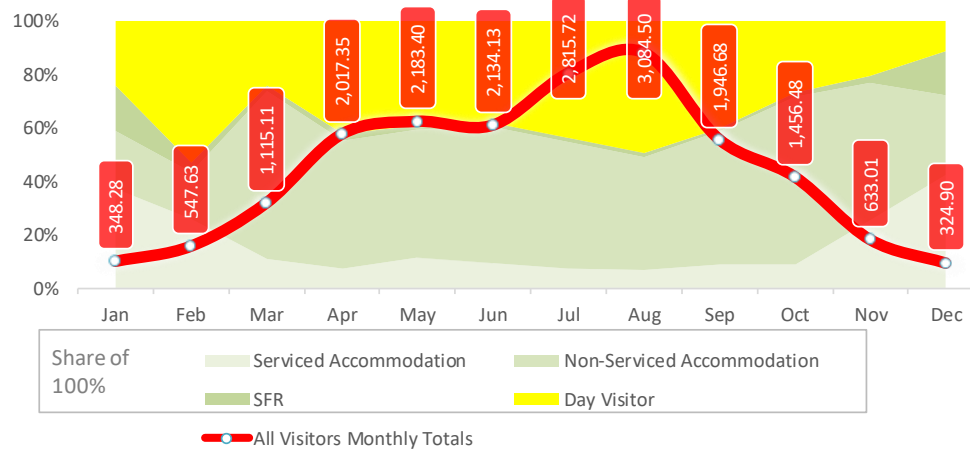
**Economic Impact - Historic Prices - £M - Distribution of Impact by Month**



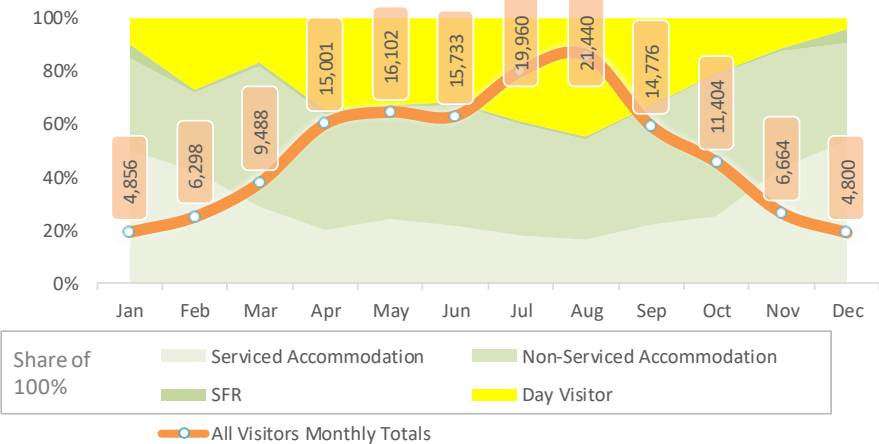
**Visitor Numbers - 2023 - 000s - Distribution of Impact by Month**



**Visitor Days - 2023 - 000s - Distribution of Impact by Month**

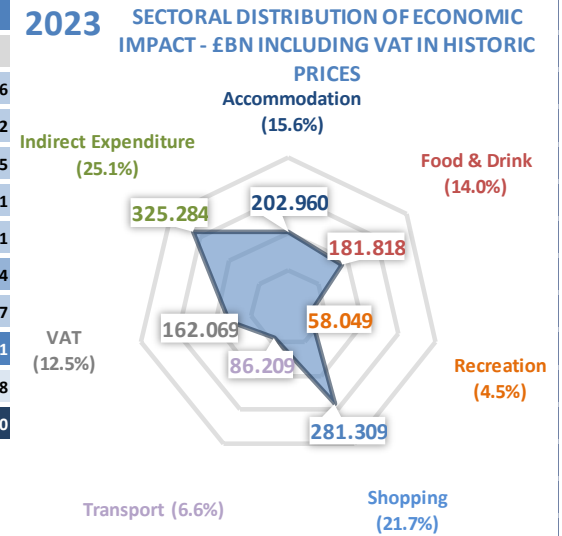


**Direct Employment Supported - 2023 - FTEs - Distribution of Impact by Month**



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

SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	£M	98.02	103.95	108.80	112.98	114.18	123.73	137.54	149.73	72.43	138.33	170.88	202.96
Food & Drink	£M	100.84	108.67	112.75	119.09	118.95	125.56	133.03	140.48	52.20	108.67	155.59	181.82
Recreation	£M	31.16	33.79	34.59	37.43	37.21	39.79	42.10	44.46	16.27	37.00	49.23	58.05
Shopping	£M	154.34	167.14	176.62	188.05	188.65	197.23	207.72	219.73	78.09	155.42	238.75	281.31
Transport	£M	47.51	51.37	53.39	56.98	56.73	59.78	63.09	66.61	23.17	48.10	73.10	86.21
Direct Revenue	£M	431.88	464.92	486.15	514.54	515.72	546.10	583.48	621.00	242.15	487.51	687.55	810.34
VAT	£M	86.38	92.98	97.23	102.91	103.14	109.22	116.70	124.20	35.94	64.13	134.38	162.07
Direct Expenditure	£M	518.25	557.90	583.37	617.45	618.86	655.32	700.17	745.20	278.10	551.64	821.93	972.41
Indirect Expenditure	£M	169.61	182.34	191.17	202.33	204.21	217.74	234.15	250.98	94.66	187.89	275.83	325.28
TOTAL	£M	687.86	740.24	774.55	819.77	823.07	873.06	934.32	996.18	372.76	739.53	1,097.75	1,297.70



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	FTEs	3,191	3,237	3,247	3,255	3,192	3,169	3,169	3,149	1,543	2,217	3,124	3,169
Food & Drink	FTEs	2,074	2,164	2,373	2,591	2,555	2,475	2,551	2,571	1,203	1,947	2,445	2,552
Recreation	FTEs	778	817	644	667	704	747	696	786	384	581	715	747
Shopping	FTEs	2,894	3,035	2,610	2,897	2,826	2,884	2,832	3,092	1,110	1,924	2,820	2,882
Transport	FTEs	437	457	380	421	416	427	420	461	161	293	417	431
Direct Employment	FTEs	9,374	9,710	9,254	9,830	9,693	9,703	9,668	10,058	4,402	6,963	9,521	9,782
Indirect Employment	FTEs	2,254	2,346	2,059	2,230	2,250	2,324	2,320	2,559	1,091	1,820	2,351	2,428
TOTAL	FTEs	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871	12,210



## Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2012 to 2023

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







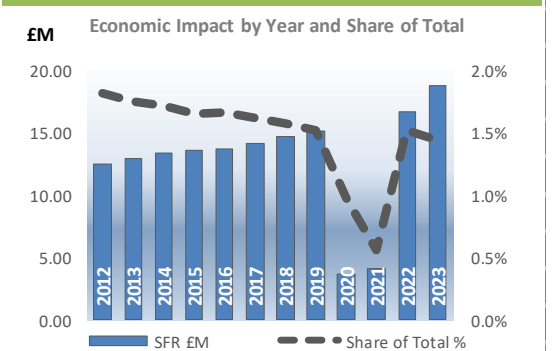


**STEAM REPORT FOR 2012-2023 - FINAL**  
**CONWY COUNTY BOROUGH COUNCIL**

ECONOMIC IMPACT BY:													2012 to 2023 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices																																		
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																																			
KEY													TOTAL						% Change																															
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																																																		
An increase of 3% or more																																																		
Less than 3% change																																																		
A Fall of 3% or more																																																		
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																																																		
Q1													Q2		Q3		Q4		TOTAL		% Change																													
JAN													FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC		TOTAL		% Change													
% Change 2012 to 2023													50.2%		50.2%		50.2%		50.2%		50.2%		50.2%		50.2%		50.2%		50.2%		50.2%		50.2%		50.2%		50.2%		50.2%		50.2%		50.2%		50.2%		50.2%			
% Change 2022 to 2023													12.9%		12.9%		12.9%		12.9%		12.9%		12.9%		12.9%		12.9%		12.9%		12.9%		12.9%		12.9%		12.9%		12.9%		12.9%		12.9%		12.9%		12.9%			
Average Annual Change													4.6%		4.6%		4.6%		4.6%		4.6%		4.6%		4.6%		4.6%		4.6%		4.6%		4.6%		4.6%		4.6%		4.6%		4.6%		4.6%		4.6%					
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		2.983		3.386		3.315		2.799			
2013													£M		1.798		0.604		0.687		1.640		1.055		0.813		1.318		1.396		0.719		0.718		0.560		1.621		12.93		3.6%		3.089		3.507		3.433		2.898	
2014													£M		1.852		0.622		0.708		1.689		1.087		0.837		1.358		1.438		0.741		0.740		0.577		1.670		13.32		3.0%		3.183		3.613		3.537		2.986	
2015													£M		1.881		0.632		0.719		1.715		1.103		0.850		1.379		1.460		0.752		0.751		0.585		1.695		13.52		1.5%		3.231		3.668		3.591		3.032	
2016													£M		1.905		0.640		0.728		1.737		1.117		0.861		1.397		1.479		0.762		0.761		0.593		1.717		13.69		1.3%		3.273		3.715		3.637		3.070	
2017													£M		1.959		0.658		0.749		1.787		1.149		0.885		1.437		1.521		0.783		0.783		0.610		1.766		14.09		2.9%		3.366		3.821		3.741		3.158	
2018													£M		2.042		0.686		0.781		1.863		1.198		0.923		1.498		1.586		0.817		0.816		0.636		1.841		14.69		4.3%		3.509		3.984		3.900		3.293	
2019													£M		2.100		0.706		0.803		1.915		1.232		0.949		1.540		1.630		0.840		0.839		0.654		1.893		15.10		2.8%		3.608		4.096		4.010		3.385	
2020													£M		2.157		0.725		0.451								0.158		0.167								3.658		-75.8%		3.333				0.326					
2021													£M								0.129		0.100		0.808		0.856		0.441		0.440		0.343		0.994		4.111		12.4%				0.229		2.105		1.777			
2022													£M		2.310		0.776		0.883		2.107		1.355		1.044		1.694		1.793		0.924		0.923		0.719		2.082		16.61		304.0%		3.969		4.506		4.411		3.724	
2023													£M		2.607		0.876		0.996		2.378		1.529		1.178		1.912		2.024		1.042		1.041		0.811		2.350		18.74		12.9%		4.479		5.085		4.978		4.203	

**ECONOMIC IMPACT - IN HISTORIC PRICES**

SHARE OF MARKET													2012		2013		2014		2015		2016		2017		2018		2019		2020		2021		2022		2023			
SFR													£M		12.48		12.93		13.32		13.52		13.69		14.09		14.69		15.10		3.658		4.111		16.61		18.74	
All Visitor Types													£Bn		0.688		0.740		0.775		0.820		0.823		0.873		0.934		0.996		0.373		0.740		1.098		1.298	
Share of Total													%		1.8%		1.7%		1.7%		1.6%		1.7%		1.6%		1.6%		1.5%		1.0%		0.6%		1.5%		1.4%	
Annual Change in Share													%				-3.8%		-1.5%		-4.1%		0.9%		-3.0%		-2.6%		-3.6%		-35.2%		-43.4%		172.2%		-4.5%	
Change in Share from 2012													%				-3.8%		-5.2%		-9.1%		-8.3%		-11.1%		-13.4%		-16.5%		-45.9%		-69.4%		-16.6%		-20.4%	
Avg Ann. Change in Share													%				-3.8%		-2.6%		-3.0%		-2.1%		-2.2%		-2.2%		-2.4%		-5.7%		-7.7%		-1.7%		-1.9%	



**STEAM REPORT FOR 2012-2023 - FINAL**  
**CONWY COUNTY BOROUGH COUNCIL**

2012 to 2023  
 Historic Prices

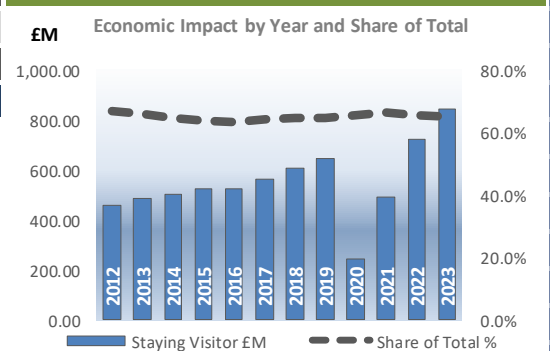
**STAYING VISITOR**  
**ECONOMIC IMPACT**  
 Historic Prices

ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
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 2012 to 2023		206.9%	112.4%	103.4%	92.4%	104.8%	79.9%	87.7%	60.4%	66.9%	70.9%	75.7%	100.0%	84.2%	Annual Change	123.2%	91.9%	71.2%	77.7%
% Change 2022 to 2023		44.7%	30.4%	14.3%	14.3%	16.9%	16.3%	14.4%	17.7%	19.4%	16.1%	14.1%	24.4%	17.5%		24.1%	15.9%	17.0%	17.1%
Average Annual Change		18.8%	10.2%	9.4%	8.4%	9.5%	7.3%	8.0%	5.5%	6.1%	6.4%	6.9%	9.1%	7.7%		11.2%	8.4%	6.5%	7.1%
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		50.41	137.77	190.85	80.38
2013	£M	10.05	16.64	32.21	40.08	51.64	53.74	68.19	80.05	56.13	38.58	25.10	15.18	487.56	6.1%	58.90	145.45	204.36	78.85
2014	£M	11.81	16.96	33.66	43.06	55.80	51.77	69.43	81.17	57.93	39.44	25.66	14.52	501.23	2.8%	62.44	150.64	208.53	79.62
2015	£M	12.07	17.36	34.25	45.24	58.93	53.89	77.00	86.68	58.32	41.46	25.91	13.40	524.51	4.6%	63.68	158.06	222.01	80.77
2016	£M	13.53	15.65	37.67	46.39	50.88	59.38	76.89	79.98	59.29	37.69	26.60	18.19	522.15	-0.5%	66.85	156.65	216.17	82.47
2017	£M	16.41	18.81	38.95	57.14	57.03	60.22	79.42	81.62	61.09	46.66	27.15	17.48	562.00	7.6%	74.17	174.39	222.14	91.29
2018	£M	15.74	19.46	41.77	56.18	65.99	65.04	85.03	86.41	67.05	51.30	31.24	20.36	605.57	7.8%	76.97	187.22	238.49	102.90
2019	£M	22.63	18.74	42.03	61.53	69.58	67.85	88.52	90.35	71.62	54.86	33.55	22.94	644.19	6.4%	83.40	198.96	250.49	111.35
2020	£M	23.10	22.20	28.18				22.84	69.36	63.86		9.513	4.879	243.95	-62.1%	73.49		156.07	14.39
2021	£M			4.556	28.76	33.81	51.44	83.12	96.00	78.38	65.73	28.10	20.70	490.60	101.1%	4.556	114.01	257.50	114.53
2022	£M	18.09	21.08	51.49	69.19	79.99	78.93	102.63	99.04	77.72	61.45	36.80	23.72	720.14	46.8%	90.66	228.12	279.39	121.98
2023	£M	26.17	27.48	58.87	79.06	93.53	91.76	117.41	116.58	92.80	71.32	41.98	29.51	846.47	17.5%	112.52	264.35	326.78	142.81

**ECONOMIC IMPACT - IN HISTORIC PRICES**

SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Staying Visitor	£M	459.41	487.56	501.23	524.51	522.15	562.00	605.57	644.19	243.95	490.60	720.14	846.47
All Visitor Types	£Bn	0.688	0.740	0.775	0.820	0.823	0.873	0.934	0.996	0.373	0.740	1.098	1.298
Share of Total	%	66.8%	65.9%	64.7%	64.0%	63.4%	64.4%	64.8%	64.7%	65.4%	66.3%	65.6%	65.2%
Annual Change in Share	%		-1.4%	-1.8%	-1.1%	-0.9%	1.5%	0.7%	-0.2%	1.2%	1.4%	-1.1%	-0.6%
Change in Share from 2012	%		-1.4%	-3.1%	-4.2%	-5.0%	-3.6%	-3.0%	-3.2%	-2.0%	-0.7%	-1.8%	-2.3%
Avg Ann. Change in Share	%		-1.4%	-1.6%	-1.4%	-1.3%	-0.7%	-0.5%	-0.5%	-0.3%	-0.1%	-0.2%	-0.2%

**STAYING VISITOR**



**STEAM REPORT FOR 2012-2023 - FINAL**  
**CONWY COUNTY BOROUGH COUNCIL**

2012 to 2023  
Historic Prices

DAY VISITOR

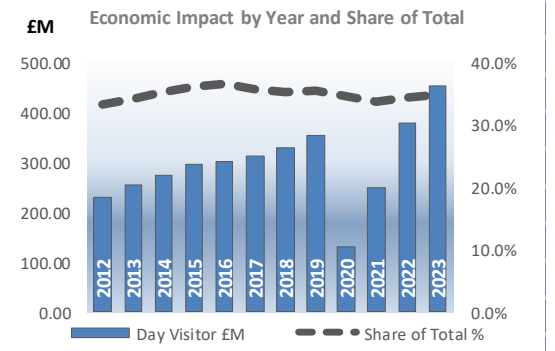
ECONOMIC IMPACT  
Historic Prices

ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR												TOTAL	% Change	QUARTER			
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES														Annual Change	Q1	Q2	Q3
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 2012 to 2023		115.9%	48.6%	43.9%	87.9%	103.6%	113.4%	117.1%	125.0%	83.3%	61.7%	114.5%	44.6%	97.5%	52.7%	100.9%	111.7%	70.2%	
% Change 2022 to 2023		31.5%	27.5%	11.2%	19.8%	32.1%	12.1%	17.1%	17.6%	23.3%	15.3%	25.3%	13.7%	19.5%	20.6%	20.9%	18.6%	17.4%	
Average Annual Change		10.5%	4.4%	4.0%	8.0%	9.4%	10.3%	10.6%	11.4%	7.6%	5.6%	10.4%	4.1%	8.9%	4.8%	9.2%	10.2%	6.4%	
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	26.29	78.11	103.68	20.36	
2013	£M	2.235	10.30	10.68	26.76	37.73	26.61	42.48	49.69	26.44	14.23	4.091	1.423	252.68	10.6%	23.22	91.10	118.62	19.74
2014	£M	2.460	11.14	11.85	32.75	37.35	27.39	43.40	55.86	29.91	15.72	4.085	1.416	273.32	8.2%	25.45	97.49	129.16	21.22
2015	£M	2.665	12.44	12.64	34.58	39.72	29.23	48.02	60.36	32.77	16.93	4.353	1.545	295.26	8.0%	27.74	103.53	141.15	22.83
2016	£M	2.735	12.75	15.82	29.18	36.63	33.07	48.30	64.46	33.43	17.99	4.751	1.801	300.93	1.9%	31.31	98.89	146.18	24.54
2017	£M	2.757	13.60	10.94	38.63	37.63	33.01	51.40	64.28	34.93	15.95	5.992	1.947	311.07	3.4%	27.30	109.27	150.61	23.89
2018	£M	2.977	15.72	11.48	35.82	39.76	40.32	53.60	64.87	38.19	17.99	5.999	2.050	328.75	5.7%	30.18	115.89	156.65	26.03
2019	£M	3.365	18.49	12.45	41.83	41.63	38.40	56.66	71.49	38.47	19.77	7.062	2.387	351.99	7.1%	34.30	121.86	166.61	29.22
2020	£M	3.518	18.48	9.662			0.683	20.49	43.53	27.69	0.701	3.081	0.982	128.81	-63.4%	31.66	0.683	91.71	4.763
2021	£M			4.035			37.45	58.87	79.82	40.49	19.75	6.549	1.968	248.93	93.3%	4.035	37.45	179.18	28.26
2022	£M	3.983	14.18	15.13	44.16	40.37	45.25	65.50	80.36	39.16	21.06	6.438	2.027	377.62	51.7%	33.29	129.78	185.02	29.52
2023	£M	5.238	18.07	16.83	52.89	53.33	50.74	76.72	94.51	48.26	24.28	8.065	2.305	451.23	19.5%	40.14	156.95	219.49	34.65

**ECONOMIC IMPACT - IN HISTORIC PRICES**

SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Day Visitor	£M	228.44	252.68	273.32	295.26	300.93	311.07	328.75	351.99	128.81	248.93	377.62	451.23
All Visitor Types	£Bn	0.688	0.740	0.775	0.820	0.823	0.873	0.934	0.996	0.373	0.740	1.098	1.298
Share of Total	%	33.2%	34.1%	35.3%	36.0%	36.6%	35.6%	35.2%	35.3%	34.6%	33.7%	34.4%	34.8%
Annual Change in Share	%		2.8%	3.4%	2.1%	1.5%	-2.5%	-1.2%	0.4%	-2.2%	-2.6%	2.2%	1.1%
Change in Share from 2012	%		2.8%	6.3%	8.4%	10.1%	7.3%	5.9%	6.4%	4.0%	1.4%	3.6%	4.7%
Avg Ann. Change in Share	%		2.8%	3.1%	2.8%	2.5%	1.5%	1.0%	0.9%	0.5%	0.2%	0.4%	0.4%

**DAY VISITOR**



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Report Prepared by: Cathy James. Date of Issue: 29/08/24

## Visitor Numbers by Month, Year and Visitor Type for the Period 2012 to 2023

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



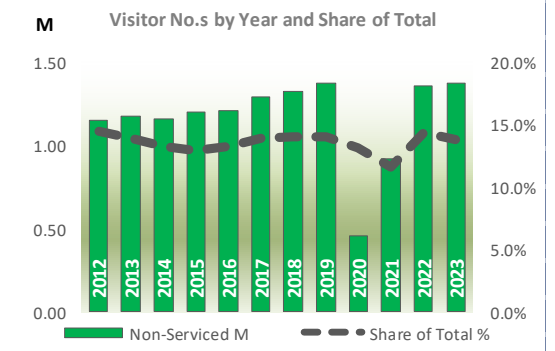




**STEAM REPORT FOR 2012-2023 - FINAL**  
**CONWY COUNTY BOROUGH COUNCIL**

VISITOR NUMBERS BY:													2012 to 2023		NON-SERVICED		VISITOR NUMBERS																							
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																									
NON-SERVICED ACCOMMODATION													TOTAL						% Change																					
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																																								
KEY																																								
An increase of 3% or more																																								
Less than 3% change																																								
A Fall of 3% or more																																								
													Q1		Q2		Q3		Q4																					
													JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC		TOTAL		% Change	
% Change 2012 to 2023													191.9%	80.9%	46.6%	32.0%	29.1%	17.3%	12.9%	2.2%	4.4%	16.5%	3.0%	17.4%	19.1%	59.6%	25.7%	6.6%	11.8%											
% Change 2022 to 2023													-13.9%	-13.7%	0.9%	0.9%	3.1%	1.5%	1.5%	2.8%	3.9%	1.9%	-0.2%	-3.5%	1.2%	-3.1%	1.8%	2.6%	0.8%											
Average Annual Change													17.4%	7.4%	4.2%	2.9%	2.6%	1.6%	1.2%	0.2%	0.4%	1.5%	0.3%	1.6%	1.7%	5.4%	2.3%	0.6%	1.1%											
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		0.121	0.363	0.471	0.197																					
2013	M	0.012	0.014	0.116	0.107	0.125	0.141	0.170	0.179	0.133	0.098	0.069	0.013	1.175	2.1%	0.142	0.373	0.482	0.179																					
2014	M	0.012	0.017	0.115	0.107	0.131	0.125	0.166	0.177	0.131	0.091	0.071	0.016	1.161	-1.2%	0.145	0.363	0.474	0.179																					
2015	M	0.015	0.015	0.116	0.113	0.136	0.130	0.179	0.188	0.131	0.096	0.070	0.011	1.200	3.4%	0.146	0.378	0.498	0.177																					
2016	M	0.011	0.014	0.128	0.121	0.119	0.154	0.188	0.171	0.129	0.095	0.069	0.012	1.212	0.9%	0.153	0.394	0.488	0.176																					
2017	M	0.019	0.020	0.132	0.147	0.136	0.149	0.184	0.170	0.131	0.121	0.069	0.016	1.294	6.8%	0.171	0.432	0.486	0.206																					
2018	M	0.016	0.021	0.140	0.141	0.147	0.152	0.188	0.173	0.134	0.125	0.074	0.016	1.327	2.5%	0.177	0.440	0.495	0.215																					
2019	M	0.028	0.024	0.140	0.148	0.150	0.151	0.187	0.172	0.139	0.131	0.077	0.025	1.374	3.5%	0.193	0.449	0.498	0.233																					
2020	M	0.026	0.023	0.087				0.048	0.124	0.129		0.014	0.008	0.458	-66.6%	0.135		0.301	0.022																					
2021	M			0.018	0.071	0.058	0.074	0.131	0.181	0.161	0.159	0.041	0.021	0.917	100.0%	0.018	0.203	0.474	0.222																					
2022	M	0.026	0.028	0.145	0.150	0.146	0.153	0.186	0.168	0.136	0.128	0.072	0.018	1.355	47.8%	0.199	0.449	0.489	0.218																					
2023	M	0.022	0.024	0.146	0.151	0.151	0.155	0.189	0.172	0.141	0.131	0.072	0.017	1.372	1.2%	0.193	0.457	0.502	0.220																					

VISITOR NUMBERS													NON-SERVICED ACCOMMODATION																							
SHARE OF MARKET																																				
													2012		2013		2014		2015		2016		2017		2018		2019		2020		2021		2022		2023	
Non-Serviced													M	1.152	1.175	1.161	1.200	1.212	1.294	1.327	1.374	0.458	0.917	1.355	1.372											
All Visitor Types													M	7.977	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876	9.472	9.947											
Share of Total													%	14.4%	13.9%	13.2%	12.9%	13.2%	13.9%	14.1%	14.0%	13.1%	11.6%	14.3%	13.8%											
Annual Change in Share													%		-4.0%	-4.8%	-2.1%	2.1%	5.6%	0.9%	-0.2%	-6.6%	-11.1%	22.9%	-3.6%											
Change in Share from 2012													%		-4.0%	-8.6%	-10.5%	-8.6%	-3.5%	-2.6%	-2.8%	-9.3%	-19.4%	-0.9%	-4.5%											
Avg Ann. Change in Share													%		-4.0%	-4.3%	-3.5%	-2.2%	-0.7%	-0.4%	-0.4%	-1.2%	-2.2%	-0.1%	-0.4%											



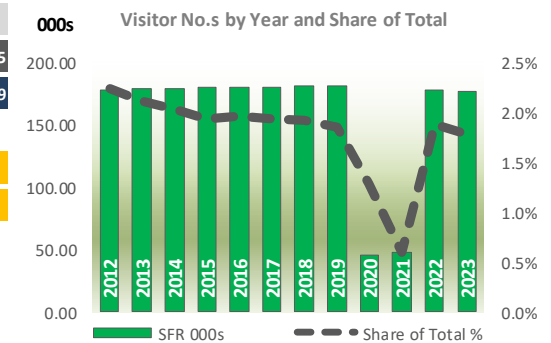
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Report Prepared by: Cathy James. Date of Issue: 29/08/24

**STEAM REPORT FOR 2012-2023 - FINAL**  
**CONWY COUNTY BOROUGH COUNCIL**

VISITOR NUMBERS BY:													2012 to 2023		SFR		VISITOR NUMBERS					
MONTH AND QUARTER													CALENDAR YEAR		QUARTER							
KEY													SFR									
An increase of 3% or more													VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES		QUARTER							
Less than 3% change													TOTAL						% Change			
A Fall of 3% or more													ANNUAL CHANGE									
VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																						
Q1													Q2		Q3		Q4					
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC																						
% Change 2012 to 2023																						
% Change 2022 to 2023																						
Average Annual Change																						
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		43.5	48.3	45.7	40.5			
2013	000s	23.6	9.5	10.5	20.0	15.8	12.7	17.3	17.6	10.9	11.0	9.1	20.5	178.4	0.3%	43.6	48.4	45.8	40.6			
2014	000s	23.7	9.5	10.5	20.0	15.8	12.7	17.4	17.7	10.9	11.1	9.1	20.5	178.8	0.2%	43.7	48.5	46.0	40.7			
2015	000s	23.8	9.5	10.6	20.1	15.9	12.8	17.4	17.8	11.0	11.1	9.1	20.6	179.6	0.4%	43.9	48.7	46.2	40.8			
2016	000s	23.8	9.5	10.6	20.1	15.8	12.8	17.4	17.7	11.0	11.1	9.1	20.6	179.5	-0.1%	43.8	48.7	46.1	40.8			
2017	000s	23.8	9.5	10.6	20.1	15.9	12.8	17.5	17.8	11.0	11.1	9.1	20.7	180.0	0.3%	44.0	48.8	46.3	40.9			
2018	000s	23.9	9.6	10.6	20.2	15.9	12.9	17.5	17.8	11.0	11.2	9.2	20.7	180.5	0.3%	44.1	49.0	46.4	41.0			
2019	000s	24.0	9.6	10.7	20.2	16.0	12.9	17.6	17.9	11.0	11.2	9.2	20.8	181.0	0.3%	44.2	49.1	46.5	41.1			
2020	000s	24.0	9.6	7.9				1.8	1.8					45.0	-75.1%	41.4		3.5				
2021	000s					1.6	1.3	8.9	9.0	5.6	5.6	4.6	10.5	47.1	4.7%		2.9	23.5	20.7			
2022	000s	23.5	9.4	10.4	19.8	15.7	12.6	17.2	17.5	10.8	11.0	9.0	20.4	177.3	276.4%	43.3	48.1	45.6	40.3			
2023	000s	23.4	9.4	10.4	19.7	15.6	12.6	17.1	17.5	10.8	10.9	9.0	20.3	176.5	-0.5%	43.1	47.9	45.4	40.1			

VISITOR NUMBERS													SFR				
SHARE OF MARKET													000s		Visitor No.s by Year and Share of Total		
2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023																	
SFR	000s	177.9	178.4	178.8	179.6	179.5	180.0	180.5	181.0	45.0	47.1	177.3	176.5				
All Visitor Types	M	8.0	8.5	8.8	9.3	9.2	9.3	9.4	9.8	3.5	7.9	9.5	9.9				
Share of Total	%	2.2%	2.1%	2.0%	1.9%	2.0%	1.9%	1.9%	1.8%	1.3%	0.6%	1.9%	1.8%				
Annual Change in Share	%		-5.6%	-3.4%	-4.9%	1.1%	-0.9%	-1.3%	-3.3%	-30.5%	-53.5%	213.0%	-5.2%				
Change in Share from 2012	%		-5.6%	-8.8%	-13.3%	-12.4%	-13.1%	-14.3%	-17.1%	-42.4%	-73.2%	-16.1%	-20.4%				
Avg Ann. Change in Share	%		-5.6%	-4.4%	-4.4%	-3.1%	-2.6%	-2.4%	-2.4%	-5.3%	-8.1%	-1.6%	-1.9%				



**STEAM REPORT FOR 2012-2023 - FINAL**  
**CONWY COUNTY BOROUGH COUNCIL**

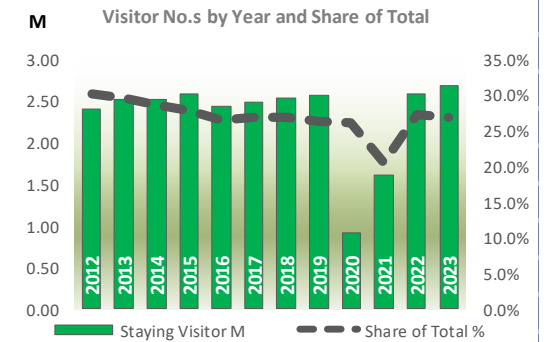
2012 to 2023

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																	
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 2012 to 2023		73.2%	26.2%	19.3%	11.2%	23.1%	8.2%	11.5%	-3.1%	1.5%	-0.9%	5.6%	16.6%	11.2%	32.7%	14.1%	3.2%	5.1%	
% Change 2022 to 2023		28.5%	19.1%	0.7%	0.9%	2.6%	2.9%	0.0%	2.5%	4.2%	1.8%	-0.2%	12.3%	4.0%	12.1%	2.2%	2.0%	3.4%	
Average Annual Change		6.7%	2.4%	1.8%	1.0%	2.1%	0.7%	1.0%	-0.3%	0.1%	-0.1%	0.5%	1.5%	1.0%	3.0%	1.3%	0.3%	0.5%	
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	0.357	0.728	0.834	0.486	
2013	M	0.084	0.130	0.190	0.219	0.266	0.266	0.308	0.334	0.233	0.202	0.170	0.108	2.509	4.3%	0.404	0.751	0.874	0.480
2014	M	0.095	0.126	0.193	0.229	0.275	0.258	0.303	0.330	0.236	0.210	0.168	0.096	2.517	0.3%	0.413	0.763	0.868	0.473
2015	M	0.094	0.130	0.194	0.233	0.285	0.263	0.327	0.342	0.234	0.214	0.168	0.093	2.578	2.4%	0.419	0.781	0.902	0.476
2016	M	0.104	0.112	0.201	0.224	0.244	0.256	0.296	0.304	0.226	0.180	0.165	0.120	2.434	-5.6%	0.418	0.724	0.827	0.465
2017	M	0.117	0.126	0.202	0.255	0.256	0.253	0.296	0.296	0.220	0.199	0.161	0.105	2.488	2.3%	0.446	0.765	0.812	0.465
2018	M	0.110	0.125	0.205	0.242	0.276	0.261	0.300	0.294	0.229	0.205	0.170	0.111	2.528	1.6%	0.439	0.779	0.824	0.486
2019	M	0.145	0.114	0.197	0.248	0.277	0.262	0.301	0.299	0.236	0.209	0.175	0.110	2.572	1.8%	0.456	0.787	0.836	0.494
2020	M	0.142	0.131	0.121				0.053	0.213	0.198		0.043	0.015	0.915	-64.4%	0.394		0.464	0.058
2021	M			0.018	0.071	0.103	0.176	0.248	0.299	0.246	0.232	0.128	0.091	1.613	76.2%	0.018	0.351	0.793	0.451
2022	M	0.102	0.107	0.213	0.248	0.291	0.274	0.317	0.297	0.229	0.212	0.174	0.108	2.573	59.5%	0.422	0.813	0.843	0.494
2023	M	0.131	0.128	0.215	0.250	0.299	0.282	0.317	0.305	0.239	0.216	0.174	0.122	2.676	4.0%	0.473	0.831	0.860	0.511

		VISITOR NUMBERS												STAYING VISITOR	
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023		
Staying Visitor	M	2.405	2.509	2.517	2.578	2.434	2.488	2.528	2.572	0.915	1.613	2.573	2.676		
All Visitor Types	M	7.977	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876	9.472	9.947		
Share of Total	%	30.2%	29.6%	28.6%	27.8%	26.5%	26.8%	26.8%	26.3%	26.2%	20.5%	27.2%	26.9%		
Annual Change in Share	%		-1.8%	-3.4%	-3.0%	-4.5%	1.1%	-0.1%	-1.9%	-0.4%	-21.7%	32.6%	-1.0%		
Change in Share from 2012	%		-1.8%	-5.1%	-8.0%	-12.1%	-11.2%	-11.2%	-12.9%	-13.3%	-32.1%	-9.9%	-10.8%		
Avg Ann. Change in Share	%		-1.8%	-2.6%	-2.7%	-3.0%	-2.2%	-1.9%	-1.8%	-1.7%	-3.6%	-1.0%	-1.0%		



**STEAM REPORT FOR 2012-2023 - FINAL**  
**CONWY COUNTY BOROUGH COUNCIL**

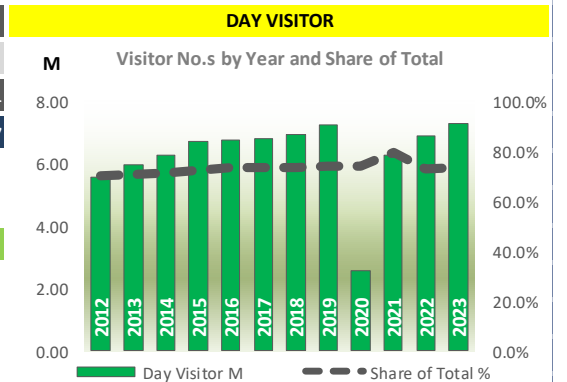
2012 to 2023

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 2012 to 2023		42.6%	-1.8%	-4.9%	24.2%	34.5%	41.0%	43.4%	48.6%	21.1%	6.9%	41.7%	-4.4%	30.5%	Annual Change	0.9%	32.8%	39.9%	12.4%
% Change 2022 to 2023		16.0%	12.4%	-1.9%	5.6%	16.5%	-1.1%	3.3%	3.7%	8.7%	1.7%	10.5%	0.3%	5.4%		6.3%	6.7%	4.6%	3.5%
Average Annual Change		3.9%	-0.2%	-0.4%	2.2%	3.1%	3.7%	3.9%	4.4%	1.9%	0.6%	3.8%	-0.4%	2.8%		0.1%	3.0%	3.6%	1.1%
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		0.641	1.905	2.529	0.497
2013	M	0.053	0.243	0.252	0.632	0.891	0.628	1.003	1.174	0.624	0.336	0.097	0.034	5.967	7.1%	0.548	2.151	2.801	0.466
2014	M	0.057	0.256	0.272	0.752	0.858	0.629	0.997	1.284	0.687	0.361	0.094	0.033	6.280	5.3%	0.585	2.240	2.968	0.488
2015	M	0.061	0.283	0.287	0.786	0.903	0.664	1.091	1.372	0.745	0.385	0.099	0.035	6.710	6.9%	0.631	2.353	3.208	0.519
2016	M	0.061	0.286	0.355	0.655	0.822	0.742	1.083	1.446	0.750	0.403	0.107	0.040	6.749	0.6%	0.702	2.218	3.279	0.550
2017	M	0.060	0.297	0.239	0.845	0.823	0.722	1.124	1.405	0.764	0.349	0.131	0.043	6.801	0.8%	0.597	2.389	3.293	0.522
2018	M	0.063	0.331	0.241	0.753	0.836	0.848	1.127	1.364	0.803	0.378	0.126	0.043	6.914	1.7%	0.635	2.437	3.294	0.548
2019	M	0.069	0.379	0.255	0.858	0.854	0.788	1.162	1.466	0.789	0.406	0.145	0.049	7.220	4.4%	0.704	2.499	3.417	0.599
2020	M	0.070	0.369	0.193	0.005	0.007	0.014	0.409	0.869	0.553	0.014	0.062	0.020	2.585	-64.2%	0.632	0.026	1.832	0.095
2021	M			0.080	0.706	0.652	0.738	1.160	1.573	0.798	0.389	0.129	0.039	6.263	142.3%	0.080	2.097	3.530	0.557
2022	M	0.073	0.259	0.276	0.807	0.738	0.827	1.197	1.468	0.715	0.385	0.118	0.037	6.899	10.2%	0.608	2.371	3.380	0.539
2023	M	0.084	0.291	0.271	0.852	0.859	0.818	1.236	1.523	0.778	0.391	0.130	0.037	7.271	5.4%	0.647	2.529	3.537	0.558

		VISITOR NUMBERS											
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Day Visitor	M	5.572	5.967	6.280	6.710	6.749	6.801	6.914	7.220	2.585	6.263	6.899	7.271
All Visitor Types	M	7.977	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876	9.472	9.947
Share of Total	%	69.8%	70.4%	71.4%	72.2%	73.5%	73.2%	73.2%	73.7%	73.8%	79.5%	72.8%	73.1%
Annual Change in Share	%		0.8%	1.4%	1.2%	1.7%	-0.4%	0.0%	0.7%	0.2%	7.7%	-8.4%	0.4%
Change in Share from 2012	%		0.8%	2.2%	3.4%	5.2%	4.8%	4.8%	5.6%	5.7%	13.9%	4.3%	4.7%
Avg Ann. Change in Share	%		0.8%	1.1%	1.1%	1.3%	1.0%	0.8%	0.8%	0.7%	1.5%	0.4%	0.4%



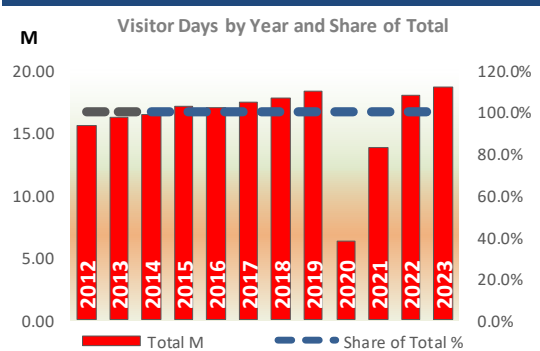
## Visitor Days by Month, Year and Visitor Type for the Period 2012 to 2023

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

**STEAM REPORT FOR 2012-2023 - FINAL**  
**CONWY COUNTY BOROUGH COUNCIL**

VISITOR DAYS BY:														2012 to 2023		TOTAL		VISITOR DAYS			
MONTH AND QUARTER														CALENDAR YEAR		QUARTER					
TOTAL														TOTAL							
VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES														Annual Change							
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																					
%																					
%																					
%																					
2012														15.51							
2013														16.16							
2014														16.40							
2015														17.14							
2016														16.97							
2017														17.47							
2018														17.81							
2019														18.36							
2020														6.266							
2021														13.84							
2022														17.96							
2023														18.61							

VISITOR DAYS														TOTAL	
SHARE OF MARKET															
2012															
2013															
2014															
2015															
2016															
2017															
2018															
2019															
2020															
2021															
2022															
2023															
Total														18.61	
All Visitor Types														18.61	
Share of Total														100.0%	
Annual Change in Share															
Change in Share from 2012															
Avg Ann. Change in Share															



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Report Prepared by: Cathy James. Date of Issue: 29/08/24

**STEAM REPORT FOR 2012-2023 - FINAL**  
**CONWY COUNTY BOROUGH COUNCIL**

2012 to 2023													SERVICED	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change				
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	TOTAL		% Change			
% Change 2012 to 2023		90.6%	19.2%	-16.8%	-12.4%	20.4%	-1.1%	13.8%	-8.6%	-1.9%	-21.5%	9.3%	21.5%	4.4%	18.2%	3.4%	0.2%	0.7%	
% Change 2022 to 2023		62.8%	34.8%	0.3%	1.1%	2.4%	5.4%	-2.3%	2.6%	5.2%	2.0%	-0.1%	20.1%	7.5%	28.6%	3.1%	1.6%	6.3%	
Average Annual Change		8.2%	1.7%	-1.5%	-1.1%	1.9%	-0.1%	1.3%	-0.8%	-0.2%	-2.0%	0.8%	2.0%	0.4%	1.7%	0.3%	0.0%	0.1%	
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	0.329	0.579	0.576	0.423	
2013	M	0.073	0.159	0.132	0.168	0.236	0.199	0.210	0.242	0.176	0.161	0.159	0.125	2.039	6.9%	0.364	0.603	0.628	0.445
2014	M	0.092	0.146	0.138	0.186	0.242	0.214	0.206	0.239	0.185	0.184	0.150	0.097	2.080	2.0%	0.377	0.642	0.630	0.431
2015	M	0.087	0.155	0.140	0.182	0.252	0.215	0.226	0.239	0.181	0.184	0.154	0.100	2.113	1.6%	0.381	0.648	0.646	0.438
2016	M	0.105	0.132	0.129	0.152	0.205	0.158	0.161	0.204	0.171	0.127	0.151	0.142	1.838	-13.0%	0.367	0.515	0.537	0.420
2017	M	0.114	0.144	0.123	0.160	0.198	0.163	0.168	0.193	0.155	0.116	0.145	0.111	1.787	-2.8%	0.380	0.521	0.515	0.371
2018	M	0.106	0.140	0.112	0.147	0.214	0.171	0.169	0.186	0.167	0.120	0.149	0.121	1.802	0.8%	0.358	0.532	0.522	0.390
2019	M	0.142	0.118	0.095	0.144	0.211	0.174	0.171	0.196	0.171	0.114	0.154	0.105	1.795	-0.4%	0.355	0.530	0.537	0.373
2020	M	0.141	0.146	0.053				0.007	0.156	0.137		0.050	0.012	0.701	-60.9%	0.340		0.300	0.061
2021	M					0.082	0.180	0.193	0.195	0.157	0.116	0.143	0.096	1.162	65.7%		0.262	0.545	0.355
2022	M	0.079	0.104	0.119	0.142	0.245	0.194	0.202	0.202	0.165	0.125	0.161	0.115	1.852	59.4%	0.303	0.581	0.569	0.400
2023	M	0.129	0.140	0.120	0.144	0.251	0.204	0.197	0.207	0.173	0.128	0.161	0.138	1.991	7.5%	0.389	0.599	0.578	0.426

VISITOR DAYS													
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Serviced	M	1.907	2.039	2.080	2.113	1.838	1.787	1.802	1.795	0.701	1.162	1.852	1.991
All Visitor Types	M	15.51	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84	17.96	18.61
Share of Total	%	12.3%	12.6%	12.7%	12.3%	10.8%	10.2%	10.1%	9.8%	11.2%	8.4%	10.3%	10.7%
Annual Change in Share	%		2.6%	0.5%	-2.8%	-12.1%	-5.6%	-1.1%	-3.3%	14.5%	-25.0%	22.8%	3.7%
Change in Share from 2012	%		2.6%	3.1%	0.2%	-11.9%	-16.8%	-17.7%	-20.5%	-9.0%	-31.7%	-16.1%	-13.0%
Avg Ann. Change in Share	%		2.6%	1.6%	0.1%	-3.0%	-3.4%	-3.0%	-2.9%	-1.1%	-3.5%	-1.6%	-1.2%



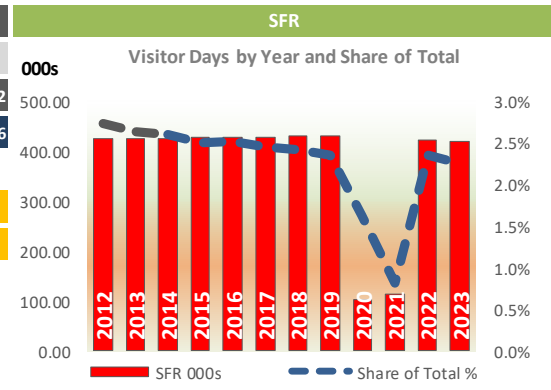




**STEAM REPORT FOR 2012-2023 - FINAL**  
**CONWY COUNTY BOROUGH COUNCIL**

2012 to 2023													SFR	VISITOR DAYS							
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		SFR											TOTAL						% Change		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change						
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	TOTAL		% Change					
% Change 2012 to 2023		-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	Annual Change		-0.8%	-0.8%	-0.8%	-0.8%
% Change 2022 to 2023		-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	Annual Change		-0.5%	-0.5%	-0.5%	-0.5%
Average Annual Change		-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	Annual Change		-0.1%	-0.1%	-0.1%	-0.1%
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	Annual Change		101.2	114.9	112.5	95.0	
2013	000s	59.1	19.8	22.6	53.9	34.7	26.7	43.3	45.9	23.6	23.6	18.4	53.2	424.7	0.3%	101.5	115.2	112.8	95.2		
2014	000s	59.2	19.9	22.6	54.0	34.7	26.8	43.4	46.0	23.7	23.7	18.4	53.4	425.8	0.2%	101.7	115.5	113.1	95.5		
2015	000s	59.5	20.0	22.7	54.2	34.9	26.9	43.6	46.2	23.8	23.8	18.5	53.6	427.6	0.4%	102.2	116.0	113.5	95.9		
2016	000s	59.4	20.0	22.7	54.2	34.9	26.9	43.6	46.1	23.8	23.7	18.5	53.6	427.3	-0.1%	102.1	115.9	113.5	95.8		
2017	000s	59.6	20.0	22.8	54.3	35.0	26.9	43.7	46.3	23.8	23.8	18.5	53.7	428.5	0.3%	102.4	116.2	113.8	96.1		
2018	000s	59.8	20.1	22.8	54.5	35.1	27.0	43.8	46.4	23.9	23.9	18.6	53.9	429.7	0.3%	102.7	116.6	114.1	96.3		
2019	000s	59.9	20.1	22.9	54.6	35.2	27.1	43.9	46.5	24.0	23.9	18.7	54.0	430.9	0.3%	103.0	116.9	114.4	96.6		
2020	000s	59.9	20.1	12.5				4.4	4.7					101.7	-76.4%	92.6		9.0			
2021	000s					3.5	2.7	22.2	23.5	12.1	12.1	9.4	27.2	112.7	10.8%		6.3	57.7	48.7		
2022	000s	58.7	19.7	22.4	53.6	34.4	26.5	43.1	45.6	23.5	23.5	18.3	52.9	422.2	274.7%	100.9	114.5	112.1	94.7		
2023	000s	58.4	19.6	22.3	53.3	34.3	26.4	42.9	45.4	23.4	23.3	18.2	52.7	420.2	-0.5%	100.4	114.0	111.6	94.2		

VISITOR DAYS													SFR		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s	
SFR	000s	423.6	424.7	425.8	427.6	427.3	428.5	429.7	430.9	101.7	112.7	422.2	420.2	SFR	
All Visitor Types	M	15.5	16.2	16.4	17.1	17.0	17.5	17.8	18.4	6.3	13.8	18.0	18.6	Share of Total %	
Share of Total	%	2.7%	2.6%	2.6%	2.5%	2.5%	2.5%	2.4%	2.3%	1.6%	0.8%	2.4%	2.3%	SFR 000s	
Annual Change in Share	%		-3.8%	-1.2%	-4.0%	1.0%	-2.6%	-1.6%	-2.7%	-30.9%	-49.8%	188.8%	-3.9%	Share of Total %	
Change in Share from 2012	%		-3.8%	-4.9%	-8.7%	-7.8%	-10.2%	-11.7%	-14.1%	-40.6%	-70.2%	-13.9%	-17.3%	SFR 000s	
Avg Ann. Change in Share	%		-3.8%	-2.5%	-2.9%	-2.0%	-2.0%	-1.9%	-2.0%	-5.1%	-7.8%	-1.4%	-1.6%	Share of Total %	



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Report Prepared by: Cathy James. Date of Issue: 29/08/24

**STEAM REPORT FOR 2012-2023 - FINAL**  
**CONWY COUNTY BOROUGH COUNCIL**

2012 to 2023													STAYING VISITOR	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR											TOTAL	% Change					
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES													Annual 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 2012 to 2023		72.6%	34.4%	30.8%	22.5%	26.4%	13.6%	12.6%	0.6%	3.3%	9.7%	4.8%	15.4%	14.1%	38.0%	20.5%	5.5%	9.2%	
% Change 2022 to 2023		16.5%	8.8%	0.8%	0.9%	2.9%	2.0%	1.0%	2.7%	4.0%	1.9%	-0.2%	7.2%	2.5%	5.0%	2.0%	2.4%	2.1%	
Average Annual Change		6.6%	3.1%	2.8%	2.0%	2.4%	1.2%	1.1%	0.1%	0.3%	0.9%	0.4%	1.4%	1.3%	3.5%	1.9%	0.5%	0.8%	
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	0.989	3.157	4.087	1.700	
2013	M	0.174	0.234	0.709	0.906	1.130	1.215	1.458	1.649	1.117	0.868	0.487	0.248	10.20	2.6%	1.117	3.252	4.223	1.604
2014	M	0.192	0.236	0.715	0.925	1.180	1.119	1.431	1.628	1.114	0.847	0.489	0.240	10.12	-0.8%	1.143	3.224	4.173	1.577
2015	M	0.196	0.236	0.720	0.960	1.222	1.151	1.542	1.714	1.108	0.880	0.487	0.218	10.43	3.1%	1.152	3.332	4.365	1.584
2016	M	0.203	0.207	0.768	0.978	1.064	1.266	1.537	1.552	1.085	0.816	0.477	0.265	10.22	-2.1%	1.178	3.307	4.174	1.559
2017	M	0.237	0.243	0.780	1.156	1.170	1.232	1.518	1.534	1.085	0.988	0.472	0.255	10.67	4.4%	1.260	3.557	4.137	1.714
2018	M	0.221	0.245	0.806	1.106	1.262	1.263	1.546	1.545	1.118	1.016	0.503	0.263	10.89	2.1%	1.272	3.632	4.208	1.782
2019	M	0.297	0.236	0.792	1.147	1.280	1.260	1.543	1.551	1.154	1.057	0.519	0.300	11.14	2.2%	1.325	3.687	4.248	1.876
2020	M	0.288	0.259	0.482				0.351	1.106	1.026		0.113	0.056	3.681	-66.9%	1.029		2.483	0.169
2021	M			0.087	0.454	0.487	0.703	1.146	1.598	1.279	1.243	0.336	0.244	7.578	105.9%	0.087	1.644	4.024	1.823
2022	M	0.227	0.236	0.837	1.155	1.287	1.290	1.564	1.521	1.124	1.045	0.504	0.269	11.06	45.9%	1.300	3.732	4.209	1.818
2023	M	0.264	0.256	0.844	1.165	1.324	1.317	1.580	1.562	1.169	1.065	0.503	0.288	11.34	2.5%	1.364	3.806	4.310	1.856

VISITOR DAYS													
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Staying Visitor	M	9.933	10.20	10.12	10.43	10.22	10.67	10.89	11.14	3.681	7.578	11.06	11.34
All Visitor Types	M	15.51	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84	17.96	18.61
Share of Total	%	64.1%	63.1%	61.7%	60.9%	60.2%	61.1%	61.2%	60.7%	58.7%	54.7%	61.6%	60.9%
Annual Change in Share	%		-1.5%	-2.2%	-1.4%	-1.0%	1.4%	0.2%	-0.8%	-3.2%	-6.8%	12.5%	-1.1%
Change in Share from 2012	%		-1.5%	-3.7%	-5.0%	-6.0%	-4.7%	-4.5%	-5.3%	-8.3%	-14.5%	-3.9%	-4.9%
Avg Ann. Change in Share	%		-1.5%	-1.8%	-1.7%	-1.5%	-0.9%	-0.8%	-0.8%	-1.0%	-1.6%	-0.4%	-0.4%



**STEAM REPORT FOR 2012-2023 - FINAL  
CONWY COUNTY BOROUGH COUNCIL**

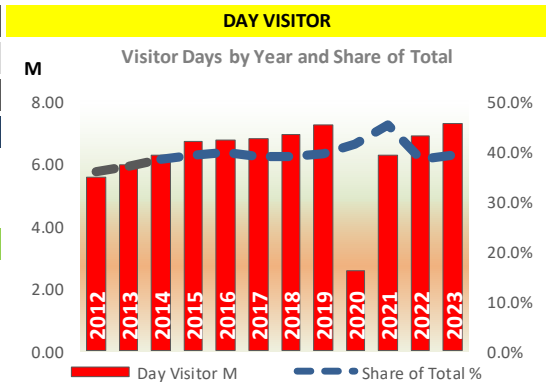
2012 to 2023

DAY VISITOR

VISITOR DAYS

VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2023		42.6%	-1.8%	-4.9%	24.2%	34.5%	41.0%	43.4%	48.6%	21.1%	6.9%	41.7%	-4.4%	30.5%	Annual Change	0.9%	32.8%	39.9%	12.4%
% Change 2022 to 2023		16.0%	12.4%	-1.9%	5.6%	16.5%	-1.1%	3.3%	3.7%	8.7%	1.7%	10.5%	0.3%	5.4%		6.3%	6.7%	4.6%	3.5%
Average Annual Change		3.9%	-0.2%	-0.4%	2.2%	3.1%	3.7%	3.9%	4.4%	1.9%	0.6%	3.8%	-0.4%	2.8%		0.1%	3.0%	3.6%	1.1%
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		0.641	1.905	2.529	0.497
2013	M	0.053	0.243	0.252	0.632	0.891	0.628	1.003	1.174	0.624	0.336	0.097	0.034	5.967	7.1%	0.548	2.151	2.801	0.466
2014	M	0.057	0.256	0.272	0.752	0.858	0.629	0.997	1.284	0.687	0.361	0.094	0.033	6.280	5.3%	0.585	2.240	2.968	0.488
2015	M	0.061	0.283	0.287	0.786	0.903	0.664	1.091	1.372	0.745	0.385	0.099	0.035	6.710	6.9%	0.631	2.353	3.208	0.519
2016	M	0.061	0.286	0.355	0.655	0.822	0.742	1.083	1.446	0.750	0.403	0.107	0.040	6.749	0.6%	0.702	2.218	3.279	0.550
2017	M	0.060	0.297	0.239	0.845	0.823	0.722	1.124	1.405	0.764	0.349	0.131	0.043	6.801	0.8%	0.597	2.389	3.293	0.522
2018	M	0.063	0.331	0.241	0.753	0.836	0.848	1.127	1.364	0.803	0.378	0.126	0.043	6.914	1.7%	0.635	2.437	3.294	0.548
2019	M	0.069	0.379	0.255	0.858	0.854	0.788	1.162	1.466	0.789	0.406	0.145	0.049	7.220	4.4%	0.704	2.499	3.417	0.599
2020	M	0.070	0.369	0.193	0.005	0.007	0.014	0.409	0.869	0.553	0.014	0.062	0.020	2.585	-64.2%	0.632	0.026	1.832	0.095
2021	M			0.080	0.706	0.652	0.738	1.160	1.573	0.798	0.389	0.129	0.039	6.263	142.3%	0.080	2.097	3.530	0.557
2022	M	0.073	0.259	0.276	0.807	0.738	0.827	1.197	1.468	0.715	0.385	0.118	0.037	6.899	10.2%	0.608	2.371	3.380	0.539
2023	M	0.084	0.291	0.271	0.852	0.859	0.818	1.236	1.523	0.778	0.391	0.130	0.037	7.271	5.4%	0.647	2.529	3.537	0.558

		VISITOR DAYS											
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Day Visitor	M	5.572	5.967	6.280	6.710	6.749	6.801	6.914	7.220	2.585	6.263	6.899	7.271
All Visitor Types	M	15.51	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84	17.96	18.61
Share of Total	%	35.9%	36.9%	38.3%	39.1%	39.8%	38.9%	38.8%	39.3%	41.3%	45.3%	38.4%	39.1%
Annual Change in Share	%		2.7%	3.8%	2.2%	1.6%	-2.1%	-0.3%	1.3%	4.9%	9.7%	-15.1%	1.7%
Change in Share from 2012	%		2.7%	6.6%	8.9%	10.7%	8.3%	8.0%	9.5%	14.8%	25.9%	6.9%	8.7%
Avg Ann. Change in Share	%		2.7%	3.3%	3.0%	2.7%	1.7%	1.3%	1.4%	1.9%	2.9%	0.7%	0.8%



## Direct and Total Employment by Month, Year and Visitor Type for the Period 2012 to 2023

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















**STEAM REPORT FOR 2012-2023 - FINAL  
CONWY COUNTY BOROUGH COUNCIL**

**2023**

**STAYING VISITORS**

**ACCOMMODATION SUPPLY  
DISTRIBUTION BY TYPE**

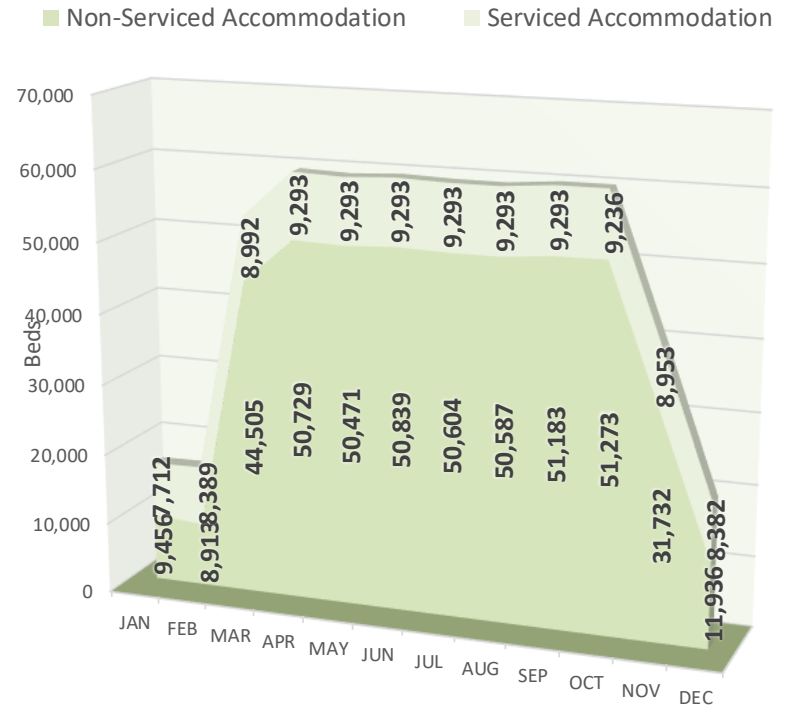
SERVICED ACCOMMODATION 2023	2023		Change on 2022		Change on 2012	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>Serviced Accommodation Total</b>	<b>317</b>	<b>9,293</b>	<b>0</b>	<b>0</b>	<b>-92</b>	<b>-2,392</b>
+50 room hotels	22	3,535	0	0	-4	-408
10-50 room hotels	68	3,022	0	0	-36	-1,370
<10 room hotels/others	227	2,736	0	0	-52	-614

NON-SERVICED ACCOMMODATION 2023	2023		Change on 2022		Change on 2012	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>Non-Serviced Accommodation Total</b>	<b>916</b>	<b>51,570</b>	<b>0</b>	<b>+607</b>	<b>+262</b>	<b>+2,225</b>
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	4,417	0	+607		

DISTRIBUTION BY TYPE OF ACCOMMODATION 2023	2023		Change on 2022		Change on 2012	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>All Paid Accommodation Total</b>	<b>1,233</b>	<b>60,863</b>	<b>0</b>	<b>+607</b>	<b>+170</b>	<b>-167</b>
Serviced Accommodation Share of Total	26%	15%				
Non-Serviced Accommodation Share of Total	74%	85%				

SEASONAL AVAILABILITY OF BED SUPPLY 2023	2023											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>All Paid Accommodation Total</b>	<b>17,168</b>	<b>17,302</b>	<b>53,497</b>	<b>60,022</b>	<b>59,764</b>	<b>60,132</b>	<b>59,897</b>	<b>59,880</b>	<b>60,476</b>	<b>60,509</b>	<b>40,685</b>	<b>20,318</b>
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	9,456	8,913	44,505	50,729	50,471	50,839	50,604	50,587	51,183	51,273	31,732	11,936

**SEASONAL AVAILABILITY OF BED SUPPLY  
2023**



## Report Sections With Historic Financial Data Indexed to 2023 Prices

<b>Sections:</b>	<i>Comparative Headlines</i>	<b>Visitor Types:</b>	<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>

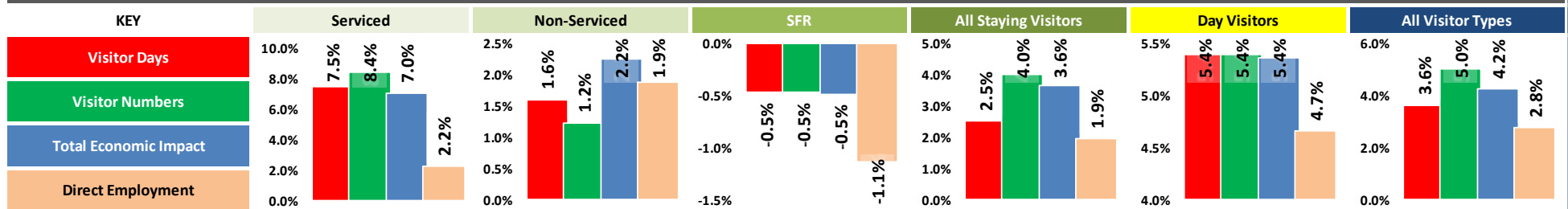
### **Indexation:** *Indexation to: 2023*

<b>2012</b>	<i>1.51</i>
<b>2013</b>	<i>1.47</i>
<b>2014</b>	<i>1.43</i>
<b>2015</b>	<i>1.41</i>
<b>2016</b>	<i>1.39</i>
<b>2017</b>	<i>1.36</i>
<b>2018</b>	<i>1.31</i>
<b>2019</b>	<i>1.27</i>
<b>2020</b>	<i>1.24</i>
<b>2021</b>	<i>1.22</i>
<b>2022</b>	<i>1.13</i>
<b>2023</b>	<i>1.00</i>

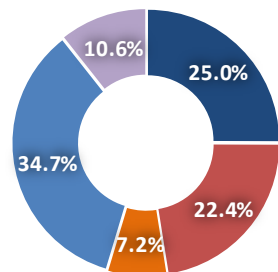
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2023 & 2022 - INDEXED TO 2023

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %			
Visitor Days	M	1,991	1,852	7.5%	8,925	8,784	1.6%	0,420	0,422	-0.5%	11.34	11.06	2.5%	7,271	6,899	5.4%	18.61	17.96	3.6%		
Visitor Numbers	M	1,128	1,040	8.4%	1,372	1,355	1.2%	0,177	0,177	-0.5%	2,676	2,573	4.0%	7,271	6,899	5.4%	9,947	9,472	5.0%		
Direct Expenditure	£Bn																0.972	0.932	4.3%		
Economic Impact	£Bn	0.268	0.251	7.0%	0.559	0.547	2.2%	0.019	0.019	-0.5%	0.846	0.817	3.6%	0.451	0.428	5.4%	1.298	1.245	4.2%		
Direct Employment	FTEs	2,487	2,432	2.2%	4,199	4,122	1.9%	134	135	-1.1%	6,820	6,690	1.9%	2,963	2,831	4.7%	9,782	9,521	2.8%		
Total Employment	FTEs																12,210	11,871	2.9%		

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2023 & 2022 - INDEXED TO 2023



Sectoral Distribution of Economic Impact - £Bn including VAT Indexed to 2023



- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport

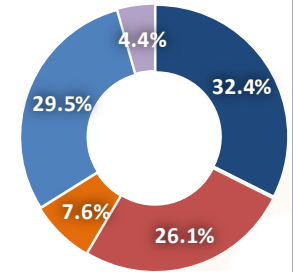
Direct Expenditure Categories

	2023	2022	+/- %
Accommodation	0.244	0.232	5.1%
Food & Drink	0.218	0.211	3.4%
Recreation	0.070	0.067	4.4%
Shopping	0.338	0.324	4.3%
Transport	0.103	0.099	4.4%
<b>TOTAL DIRECT</b>	<b>0.972</b>	<b>0.932</b>	<b>4.3%</b>
Indirect	0.325	0.313	4.0%
<b>TOTAL</b>	<b>1.298</b>	<b>1.245</b>	<b>4.2%</b>

Sectors

Sectors	2023	2022	+/- %
Accommodation	3,169	3,124	1.5%
Food & Drink	2,552	2,445	4.4%
Recreation	747	715	4.5%
Shopping	2,882	2,820	2.2%
Transport	431	417	3.4%
<b>TOTAL DIRECT</b>	<b>9,782</b>	<b>9,521</b>	<b>2.8%</b>
Indirect	2,428	2,351	3.3%
<b>TOTAL</b>	<b>12,210</b>	<b>11,871</b>	<b>2.9%</b>

Sectoral Distribution of Employment - FTEs



- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport

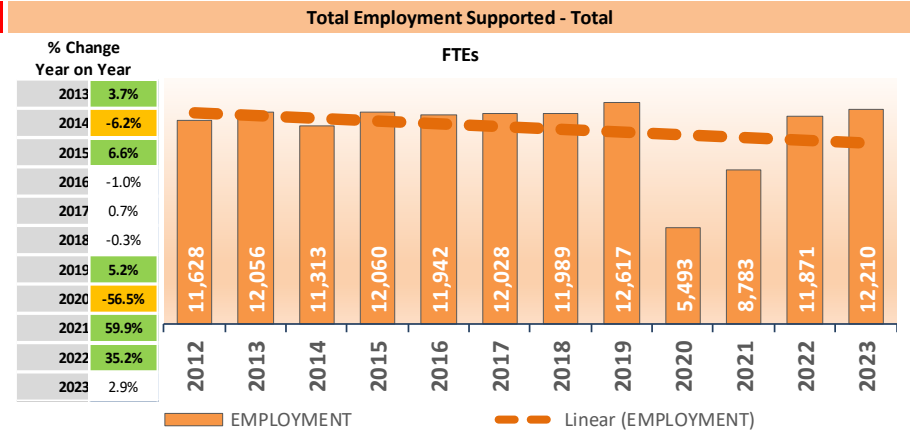
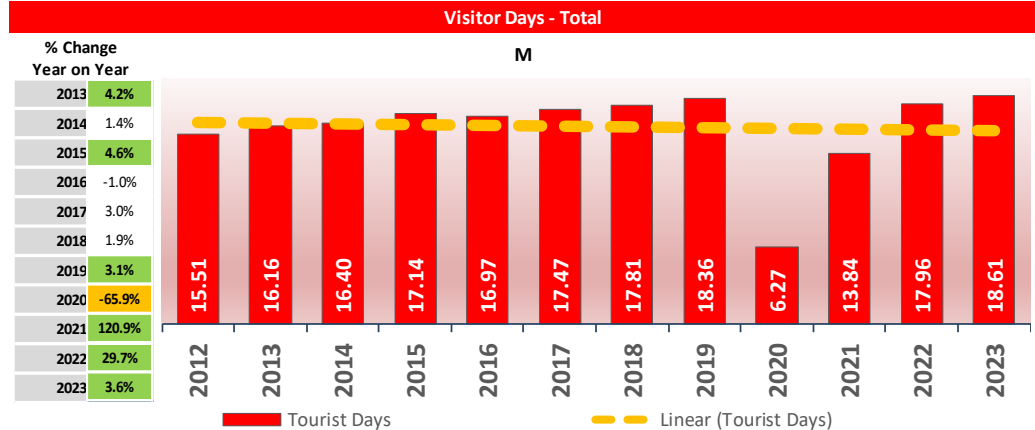
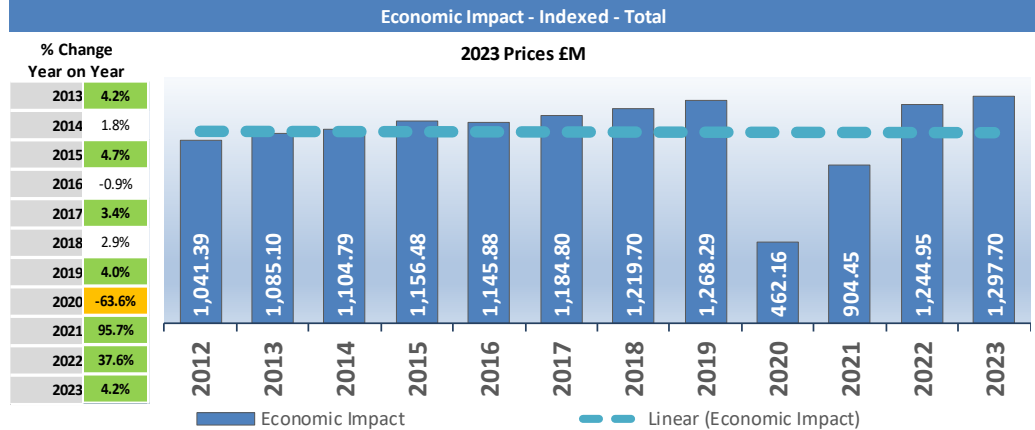
Direct Employment Categories

**STEAM REPORT FOR 2012-2023 - FINAL**  
**CONWY COUNTY BOROUGH COUNCIL**

2012 to 2023  
2023 Prices

**TOTAL**

**KEY MEASURES**  
Indexed



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>Economic Impact - Indexed</b>		4.2%	6.1%	11.1%	10.0%	13.8%	17.1%	21.8%	-55.6%	-13.1%	19.5%	24.6%
<b>Visitor Numbers</b>		6.3%	10.3%	16.4%	15.1%	16.5%	18.4%	22.7%	-56.1%	-1.3%	18.7%	24.7%
<b>Visitor Days</b>		4.2%	5.7%	10.6%	9.4%	12.7%	14.9%	18.4%	-59.6%	-10.7%	15.8%	20.0%
<b>Total Employment</b>		3.7%	-2.7%	3.7%	2.7%	3.4%	3.1%	8.5%	-52.8%	-24.5%	2.1%	5.0%

"Linear" = Linear Trendline

STEAM REPORT FOR 2012-2023 - FINAL  
CONWY COUNTY BOROUGH COUNCIL

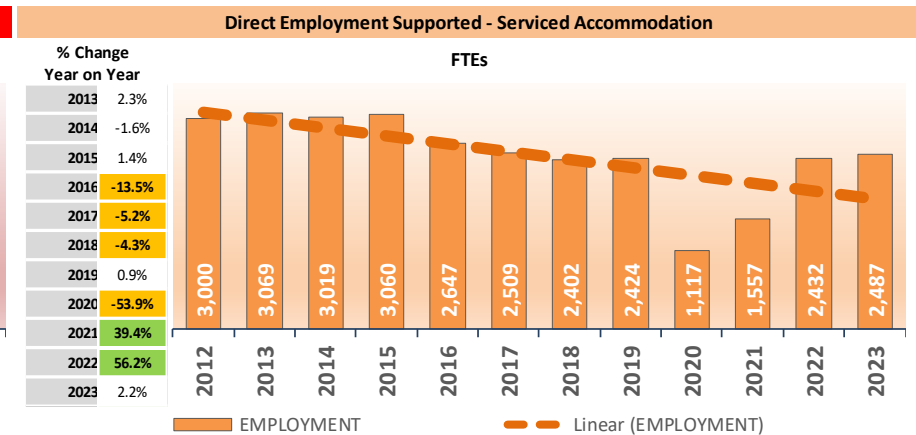
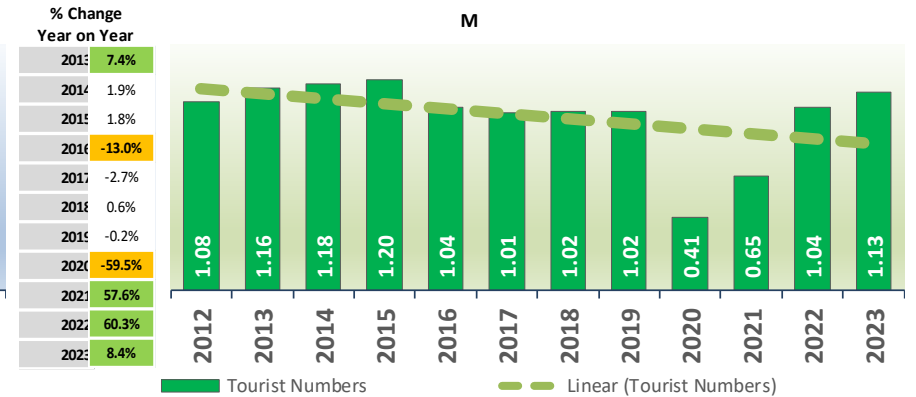
2012 to 2023  
2023 Prices

SERVICED  
ACCOMMODATION

KEY MEASURES  
Indexed

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



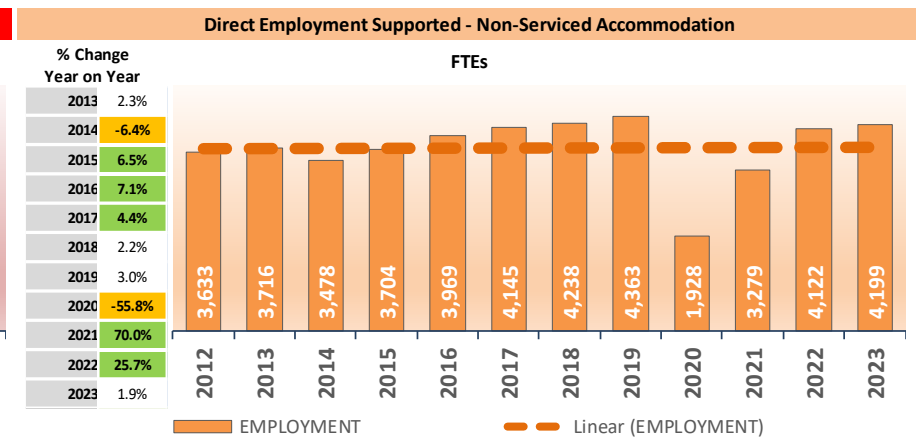
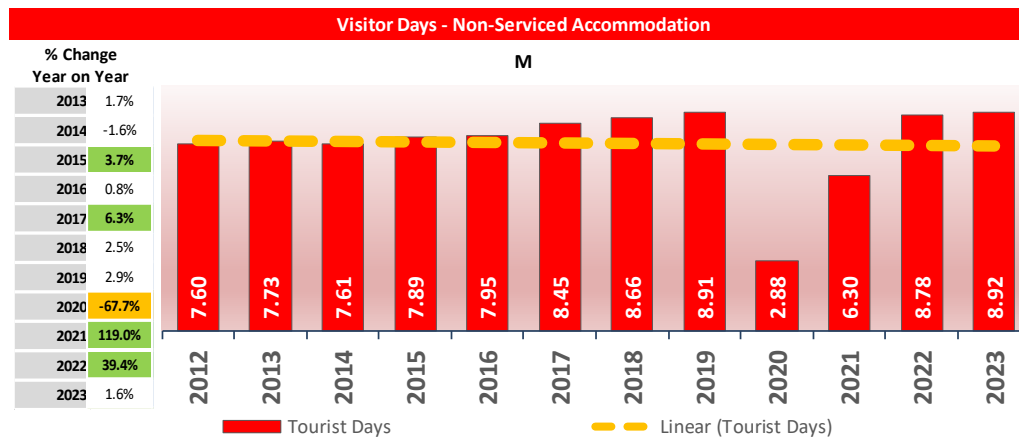
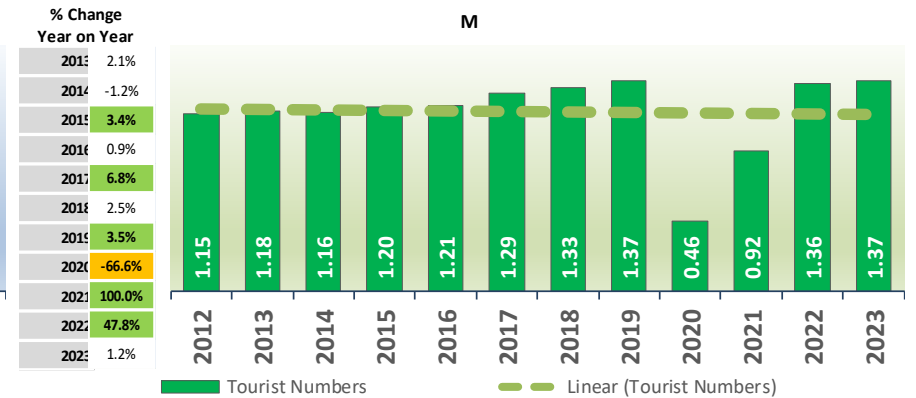
% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		4.7%	6.9%	8.8%	-1.5%	-3.7%	-3.1%	-3.2%	-60.9%	-34.5%	0.1%	7.1%
Visitor Numbers		7.4%	9.4%	11.3%	-3.1%	-5.7%	-5.2%	-5.4%	-61.7%	-39.7%	-3.3%	4.8%
Visitor Days		6.9%	9.1%	10.8%	-3.6%	-6.3%	-5.5%	-5.9%	-63.2%	-39.0%	-2.9%	4.4%
Direct Employment		2.3%	0.6%	2.0%	-11.8%	-16.4%	-19.9%	-19.2%	-62.8%	-48.1%	-18.9%	-17.1%

"Linear" = Linear Trendline



Economic Impact - Indexed - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation

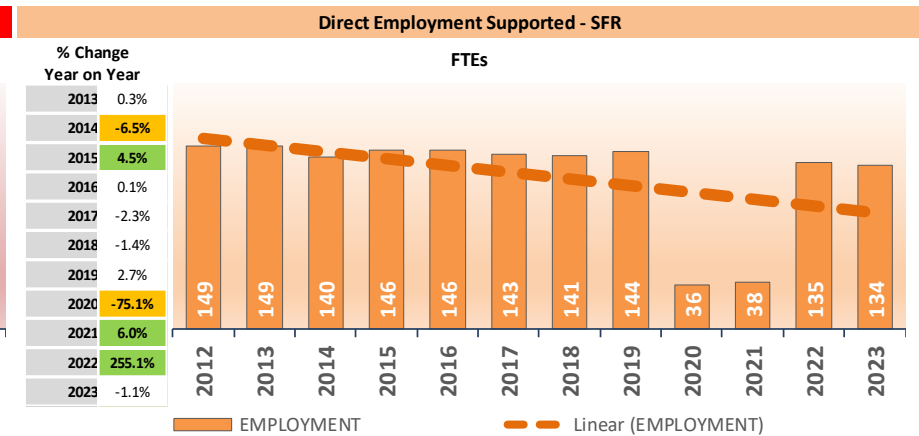
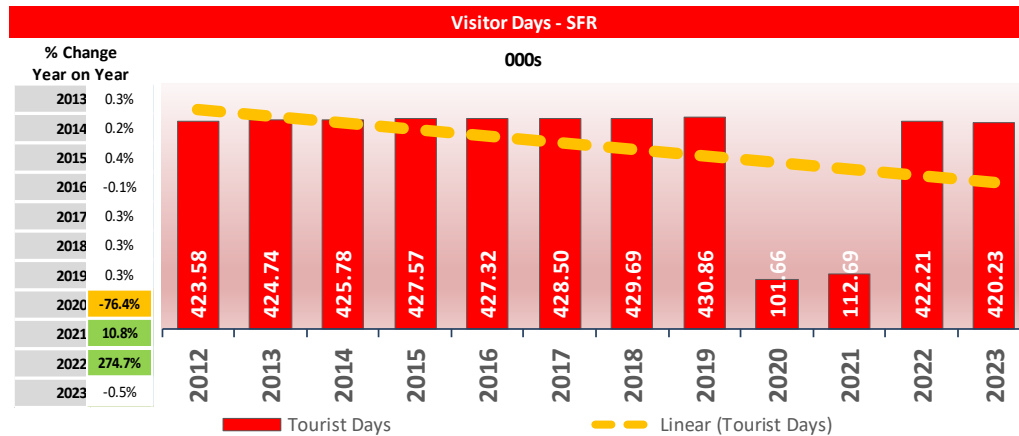
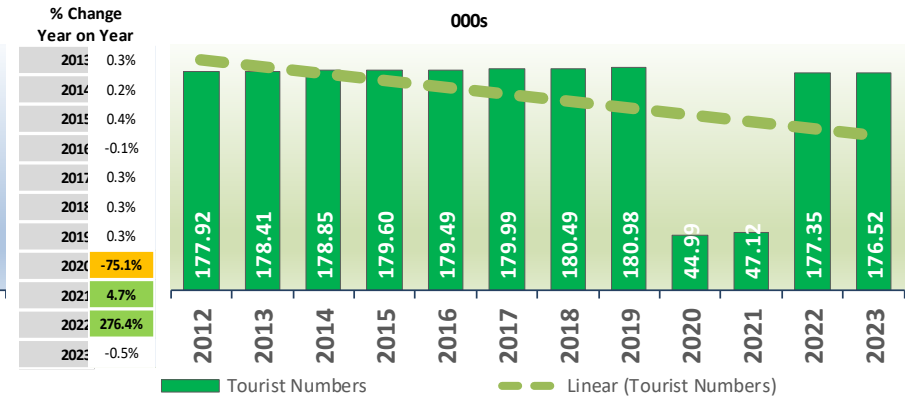


% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		1.7%	0.5%	5.2%	8.2%	17.9%	24.1%	31.1%	-53.1%	1.2%	28.4%	31.3%
Visitor Numbers		2.1%	0.8%	4.2%	5.2%	12.4%	15.2%	19.3%	-60.2%	-20.4%	17.7%	19.1%
Visitor Days		1.7%	0.1%	3.8%	4.6%	11.2%	13.9%	17.2%	-62.2%	-17.1%	15.5%	17.4%
Direct Employment		2.3%	-4.3%	2.0%	9.2%	14.1%	16.6%	20.1%	-46.9%	-9.8%	13.5%	15.6%

"Linear" = Linear Trendline

Economic Impact - Indexed - SFR

Visitor Numbers - SFR



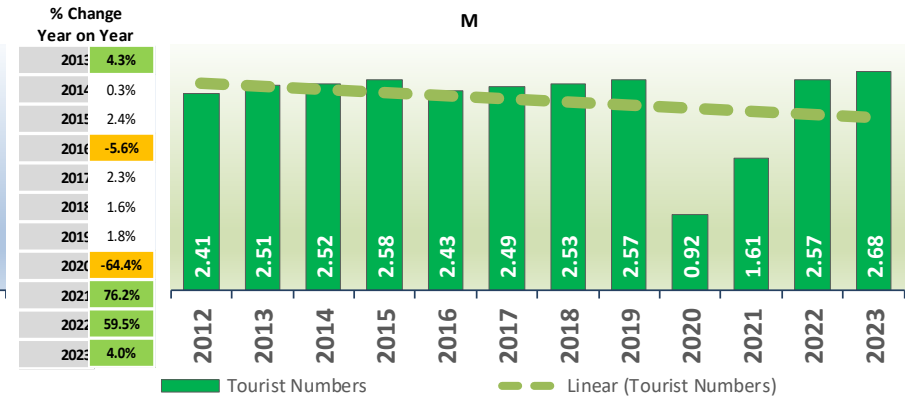
% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		0.3%	0.5%	0.9%	0.9%	1.2%	1.4%	1.7%	-76.0%	-73.4%	-0.3%	-0.8%
Visitor Numbers		0.3%	0.5%	0.9%	0.9%	1.2%	1.4%	1.7%	-74.7%	-73.5%	-0.3%	-0.8%
Visitor Days		0.3%	0.5%	0.9%	0.9%	1.2%	1.4%	1.7%	-76.0%	-73.4%	-0.3%	-0.8%
Direct Employment		0.3%	-6.3%	-2.0%	-1.9%	-4.1%	-5.5%	-2.9%	-75.8%	-74.4%	-9.1%	-10.1%

"Linear" = Linear Trendline

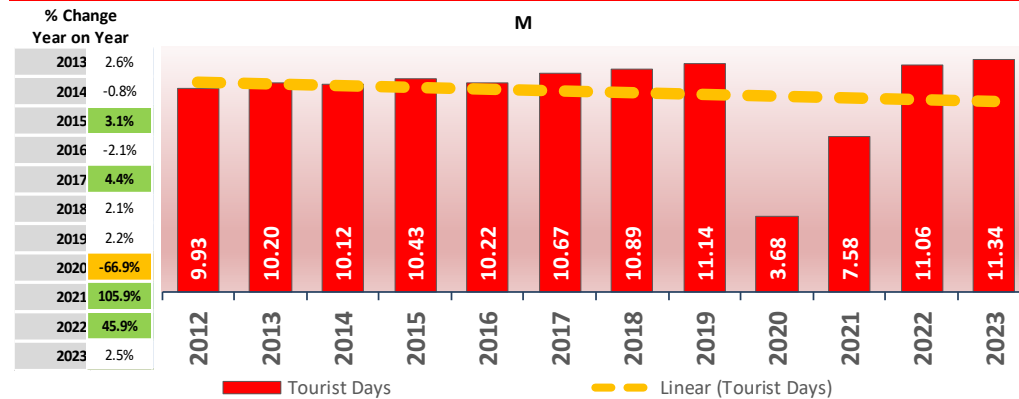
Economic Impact - Indexed - Staying Visitor



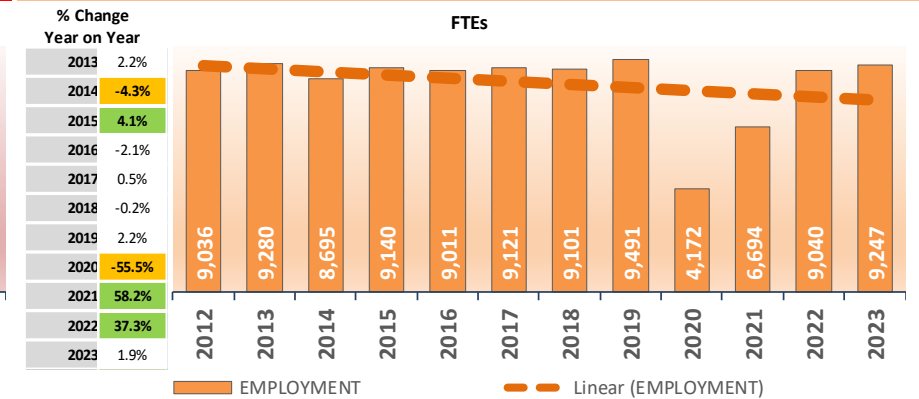
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		2.8%	2.8%	6.4%	4.5%	9.7%	13.7%	17.9%	-56.5%	-13.7%	17.4%	21.7%
Visitor Numbers		4.3%	4.6%	7.2%	1.2%	3.4%	5.1%	6.9%	-61.9%	-32.9%	7.0%	11.2%
Visitor Days		2.6%	1.8%	5.0%	2.9%	7.4%	9.7%	12.1%	-62.9%	-23.7%	11.3%	14.1%
Direct Employment		2.7%	-3.8%	1.2%	-0.3%	0.9%	0.7%	5.0%	-53.8%	-25.9%	0.0%	2.3%

"Linear" = Linear Trendline

STEAM REPORT FOR 2012-2023 - FINAL  
CONWY COUNTY BOROUGH COUNCIL

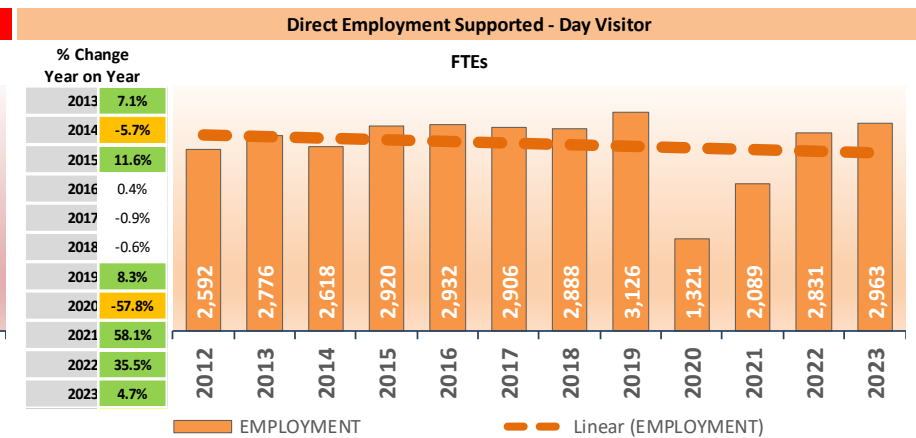
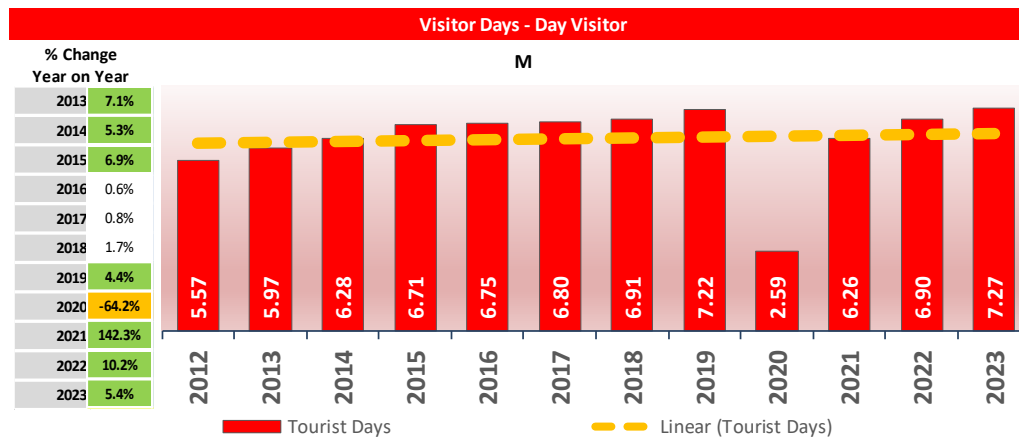
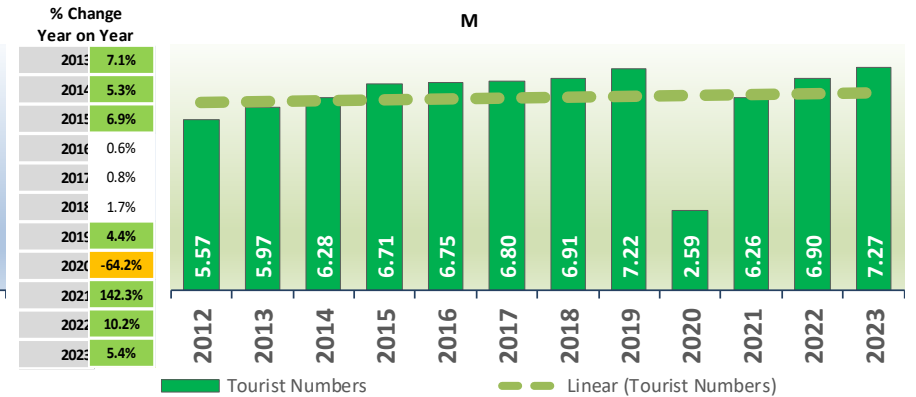
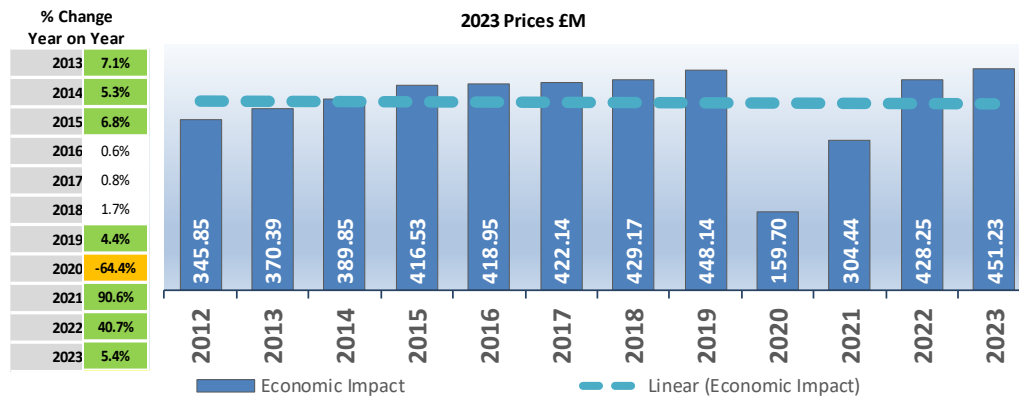
2012 to 2023  
2023 Prices

DAY VISITOR

KEY MEASURES  
Indexed

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor



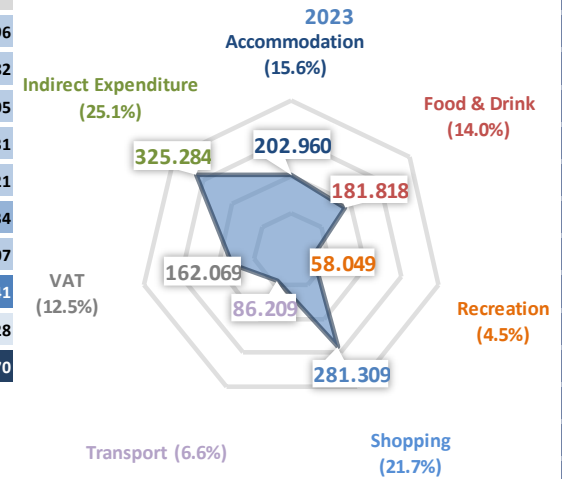
% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		7.1%	12.7%	20.4%	21.1%	22.1%	24.1%	29.6%	-53.8%	-12.0%	23.8%	30.5%
Visitor Numbers		7.1%	12.7%	20.4%	21.1%	22.1%	24.1%	29.6%	-53.6%	12.4%	23.8%	30.5%
Visitor Days		7.1%	12.7%	20.4%	21.1%	22.1%	24.1%	29.6%	-53.6%	12.4%	23.8%	30.5%
Direct Employment		7.1%	1.0%	12.7%	13.1%	12.1%	11.4%	20.6%	-49.0%	-19.4%	9.2%	14.3%

"Linear" = Linear Trendline

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT INDEXED TO 2023

SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	£M	148.39	152.37	155.19	159.39	158.97	167.91	179.55	190.62	89.80	169.18	193.79	202.96
Food & Drink	£M	152.67	159.29	160.82	168.01	165.60	170.39	173.66	178.85	64.72	132.90	176.46	181.82
Recreation	£M	47.18	49.54	49.34	52.81	51.80	54.00	54.96	56.60	20.17	45.25	55.83	58.05
Shopping	£M	233.67	245.00	251.93	265.29	262.64	267.66	271.16	279.75	96.82	190.08	270.76	281.31
Transport	£M	71.93	75.31	76.15	80.38	78.98	81.13	82.36	84.80	28.73	58.82	82.90	86.21
Direct Revenue	£M	653.84	681.51	693.42	725.87	717.98	741.09	761.69	790.63	300.23	596.23	779.74	810.34
VAT	£M	130.77	136.30	138.68	145.17	143.60	148.22	152.34	158.13	44.57	78.43	152.40	162.07
Direct Expenditure	£M	784.61	817.81	832.11	871.05	861.58	889.31	914.03	948.75	344.80	674.66	932.14	972.41
Indirect Expenditure	£M	256.78	267.29	272.68	285.43	284.30	295.49	305.67	319.53	117.36	229.79	312.81	325.28
TOTAL	£M	1,041.39	1,085.10	1,104.79	1,156.48	1,145.88	1,184.80	1,219.70	1,268.29	462.16	904.45	1,244.95	1,297.70

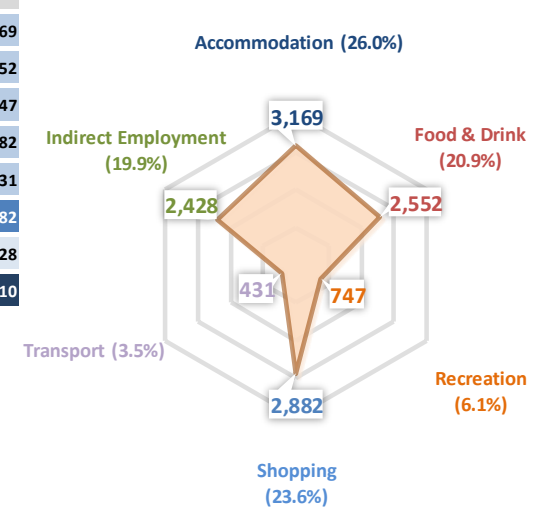
2023 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT INDEXED TO 2023



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	FTEs	3,191	3,237	3,247	3,255	3,192	3,169	3,169	3,149	1,543	2,217	3,124	3,169
Food & Drink	FTEs	2,074	2,164	2,373	2,591	2,555	2,475	2,551	2,571	1,203	1,947	2,445	2,552
Recreation	FTEs	778	817	644	667	704	747	696	786	384	581	715	747
Shopping	FTEs	2,894	3,035	2,610	2,897	2,826	2,884	2,832	3,092	1,110	1,924	2,820	2,882
Transport	FTEs	437	457	380	421	416	427	420	461	161	293	417	431
Direct Employment	FTEs	9,374	9,710	9,254	9,830	9,693	9,703	9,668	10,058	4,402	6,963	9,521	9,782
Indirect Employment	FTEs	2,254	2,346	2,059	2,230	2,250	2,324	2,320	2,559	1,091	1,820	2,351	2,428
TOTAL	FTEs	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871	12,210

2023 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES













**STEAM REPORT FOR 2012-2023 - FINAL**  
**CONWY COUNTY BOROUGH COUNCIL**

ECONOMIC IMPACT BY:													2012 to 2023 2023 Prices		STAYING VISITOR		ECONOMIC IMPACT Indexed													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
An increase of 3% or more													ECONOMIC IMPACT £M - INDEXED TO 2023 / 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 2012 to 2023													102.7%	40.3%	34.3%	27.1%	35.3%	18.9%	24.0%	5.9%	10.2%	12.9%	16.0%	32.1%	21.7%		47.4%	26.7%	13.1%	17.4%
% Change 2022 to 2023													27.6%	15.0%	0.8%	0.8%	3.1%	2.5%	0.9%	3.8%	5.3%	2.3%	0.6%	9.7%	3.6%		9.4%	2.2%	3.1%	3.2%
Average Annual Change													9.3%	3.7%	3.1%	2.5%	3.2%	1.7%	2.2%	0.5%	0.9%	1.2%	1.5%	2.9%	2.0%		4.3%	2.4%	1.2%	1.6%
2012	£M	12.91	19.59	43.83	62.22	69.15	77.20	94.71	110.05	84.18	63.17	36.18	22.34	695.53		76.32	208.58	288.93	121.70											
2013	£M	14.74	24.38	47.21	58.75	75.70	78.77	99.96	117.34	82.28	56.55	36.79	22.25	714.71	2.8%	86.33	213.22	299.57	115.59											
2014	£M	16.85	24.20	48.02	61.43	79.60	73.84	99.03	115.78	82.62	56.26	36.61	20.71	714.94	0.0%	89.06	214.87	297.44	113.57											
2015	£M	17.03	24.49	48.32	63.82	83.13	76.02	108.63	122.29	82.28	58.49	36.55	18.90	739.95	3.5%	89.83	222.98	313.19	113.94											
2016	£M	18.83	21.79	52.44	64.59	70.84	82.67	107.05	111.35	82.55	52.47	37.03	25.32	726.93	-1.8%	93.07	218.09	300.95	114.82											
2017	£M	22.27	25.52	52.86	77.55	77.39	81.73	107.78	110.77	82.91	63.32	36.84	23.73	762.66	4.9%	100.66	236.66	301.46	123.89											
2018	£M	20.54	25.40	54.53	73.34	86.15	84.91	111.00	112.80	87.53	66.97	40.78	26.57	790.53	3.7%	100.47	244.40	311.33	134.33											
2019	£M	28.81	23.86	53.50	78.33	88.59	86.38	112.70	115.02	91.18	69.84	42.71	29.21	820.15	3.7%	106.18	253.31	318.90	141.76											
2020	£M	28.64	27.53	34.94				28.32	86.00	79.18		11.79	6.049	302.46	-63.1%	91.11		193.50	17.84											
2021	£M			5.572	35.17	41.35	62.91	101.66	117.41	95.86	80.38	34.36	25.32	600.01	98.4%	5.572	139.44	314.93	140.07											
2022	£M	20.51	23.90	58.40	78.47	90.72	89.52	116.39	112.32	88.14	69.70	41.74	26.90	816.70	36.1%	102.81	258.70	316.85	138.33											
2023	£M	26.17	27.48	58.87	79.06	93.53	91.76	117.41	116.58	92.80	71.32	41.98	29.51	846.47	3.6%	112.52	264.35	326.78	142.81											

ECONOMIC IMPACT - INDEXED TO 2023													STAYING VISITOR				
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Economic Impact by Year and Share of Total			
Staying Visitor	£M	695.53	714.71	714.94	739.95	726.93	762.66	790.53	820.15	302.46	600.01	816.70	846.47	£M			
All Visitor Types	£Bn	1.041	1.085	1.105	1.156	1.146	1.185	1.220	1.268	0.462	0.904	1.245	1.298	Share of Total %			
Share of Total	%	66.8%	65.9%	64.7%	64.0%	63.4%	64.4%	64.8%	64.7%	65.4%	66.3%	65.6%	65.2%	80.0%			
Annual Change in Share	%		-1.4%	-1.8%	-1.1%	-0.9%	1.5%	0.7%	-0.2%	1.2%	1.4%	-1.1%	-0.6%	60.0%			
Change in Share from 2012	%		-1.4%	-3.1%	-4.2%	-5.0%	-3.6%	-3.0%	-3.2%	-2.0%	-0.7%	-1.8%	-2.3%	40.0%			
Avg Ann. Change in Share	%		-1.4%	-1.6%	-1.4%	-1.3%	-0.7%	-0.5%	-0.5%	-0.3%	-0.1%	-0.2%	-0.2%	20.0%			

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**STEAM REPORT FOR 2012-2023 - FINAL**  
**CONWY COUNTY BOROUGH COUNCIL**

2012 to 2023  
2023 Prices

**DAY VISITOR**

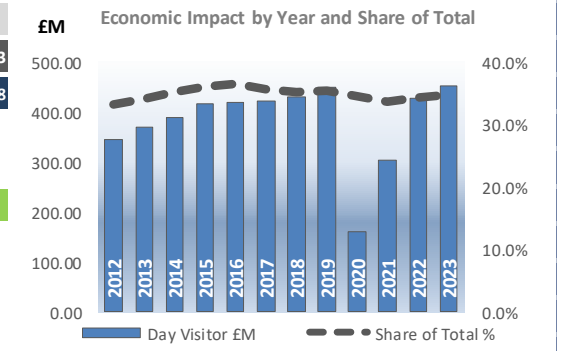
**ECONOMIC IMPACT**  
Indexed

ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / 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 2012 to 2023		42.6%	-1.9%	-5.0%	24.1%	34.5%	41.0%	43.4%	48.6%	21.0%	6.8%	41.7%	-4.5%	30.5%	Annual Change	0.9%	32.7%	39.8%	12.4%
% Change 2022 to 2023		15.9%	12.4%	-1.9%	5.6%	16.5%	-1.1%	3.3%	3.7%	8.7%	1.7%	10.5%	0.3%	5.4%		6.3%	6.6%	4.6%	3.5%
Average Annual Change		3.9%	-0.2%	-0.5%	2.2%	3.1%	3.7%	3.9%	4.4%	1.9%	0.6%	3.8%	-0.4%	2.8%		0.1%	3.0%	3.6%	1.1%
2012	£M	3.673	18.42	17.71	42.61	39.65	35.99	53.49	63.60	39.87	22.73	5.691	2.413	345.85		39.80	118.26	156.97	30.83
2013	£M	3.276	15.11	15.65	39.22	55.31	39.01	62.27	72.85	38.77	20.86	5.997	2.086	370.39	7.1%	34.03	133.54	173.88	28.94
2014	£M	3.508	15.89	16.90	46.71	53.27	39.07	61.90	79.68	42.66	22.42	5.827	2.020	389.85	5.3%	36.30	139.05	184.23	30.27
2015	£M	3.759	17.55	17.83	48.78	56.04	41.23	67.74	85.16	46.23	23.89	6.141	2.179	416.53	6.8%	39.14	146.06	199.13	32.21
2016	£M	3.807	17.76	22.03	40.63	51.00	46.05	67.24	89.74	46.54	25.05	6.614	2.507	418.95	0.6%	43.59	137.68	203.51	34.17
2017	£M	3.741	18.46	14.85	52.42	51.06	44.80	69.75	87.23	47.41	21.65	8.132	2.642	422.14	0.8%	37.05	148.28	204.38	32.42
2018	£M	3.886	20.53	14.99	46.76	51.90	52.63	69.97	84.68	49.85	23.48	7.831	2.676	429.17	1.7%	39.40	151.29	204.49	33.99
2019	£M	4.284	23.54	15.85	53.25	53.00	48.89	72.13	91.01	48.98	25.17	8.991	3.039	448.14	4.4%	43.67	155.14	212.12	37.20
2020	£M	4.361	22.91	11.98			0.847	25.40	53.96	34.34	0.869	3.820	1.217	159.70	-64.4%	39.25	0.847	113.70	5.906
2021	£M			4.935			45.81	71.99	97.62	49.52	24.15	8.010	2.407	304.44	90.6%	4.935	45.81	219.13	34.57
2022	£M	4.517	16.08	17.16	50.09	45.78	51.31	74.28	91.14	44.41	23.88	7.301	2.299	428.25	40.7%	37.76	147.18	209.83	33.48
2023	£M	5.238	18.07	16.83	52.89	53.33	50.74	76.72	94.51	48.26	24.28	8.065	2.305	451.23	5.4%	40.14	156.95	219.49	34.65

**ECONOMIC IMPACT - INDEXED TO 2023**

SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Day Visitor	£M	345.85	370.39	389.85	416.53	418.95	422.14	429.17	448.14	159.70	304.44	428.25	451.23
All Visitor Types	£Bn	1.041	1.085	1.105	1.156	1.146	1.185	1.220	1.268	0.462	0.904	1.245	1.298
Share of Total	%	33.2%	34.1%	35.3%	36.0%	36.6%	35.6%	35.2%	35.3%	34.6%	33.7%	34.4%	34.8%
Annual Change in Share	%		2.8%	3.4%	2.1%	1.5%	-2.5%	-1.2%	0.4%	-2.2%	-2.6%	2.2%	1.1%
Change in Share from 2012	%		2.8%	6.3%	8.4%	10.1%	7.3%	5.9%	6.4%	4.0%	1.4%	3.6%	4.7%
Avg Ann. Change in Share	%		2.8%	3.1%	2.8%	2.5%	1.5%	1.0%	0.9%	0.5%	0.2%	0.4%	0.4%

**DAY VISITOR**



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