



STEAM SUMMARY 2024 CONWY COUNTY BOROUGH COUNCIL

Total economic impact of tourism £Bn	1.33
% change on 2023 (£'s 2024)	-2.1%

Total visitor days (Millions)	18.13
% change on 2023	-2.5%
Staying visitor days (Millions)	11.19
% change on 2023	-1.3%

Total visitor numbers (Millions)	9.61
% change on 2023	-3.4%
Number of staying visitors (Millions)	2.67
% change on 2023	-0.2%
Number of day visitors (Millions)	6.94
% change on 2023	-4.5%

Number of FTE jobs supported by tourism spend	11,688
% change on 2023	-4.3%