



STEAM REPORT FOR 2013-2024 - FINAL

Final

CONWY COUNTY BOROUGH COUNCIL

Global Tourism Solutions (UK) Ltd

71 Heol Gwys

Upper Cwmtwrch

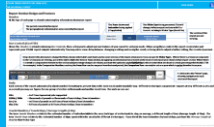
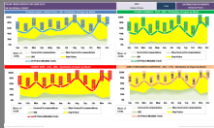
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SA9 2XH

Telephone: 0798 445 5388

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Website: www.globaltourismsolutions.co.uk

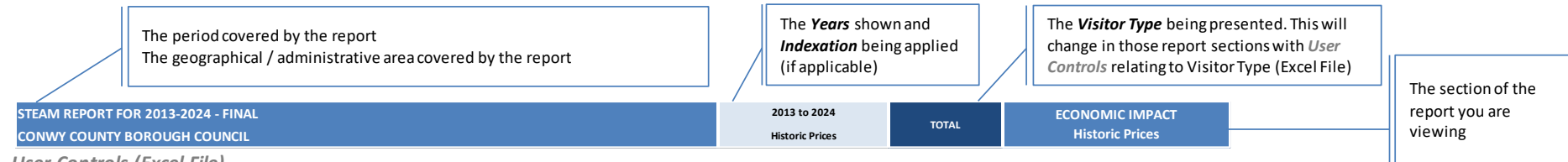
REPORT SECTIONS  Page	USER GUIDE  3	COMPARATIVE HEADLINES  4	KEY MEASURES  5-11
KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE	DISTRIBUTION OF IMPACT: <i>by Visitor Type</i>  13	DISTRIBUTION OF IMPACT: <i>by Month</i>  14	DISTRIBUTION OF IMPACT: <i>by Sector</i>  15
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Report Section Design and Features

Headers

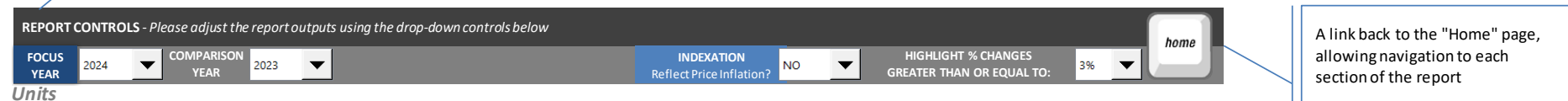
At the top of each page is a band containing key information about your report



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

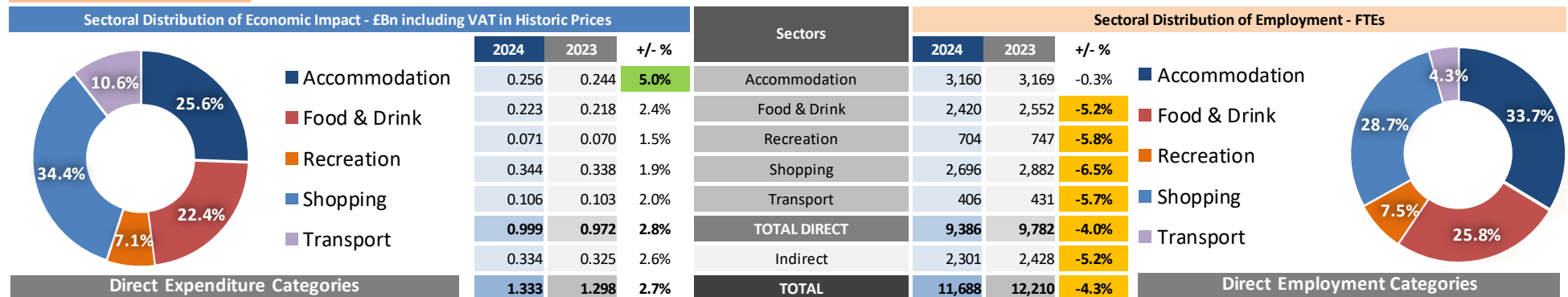
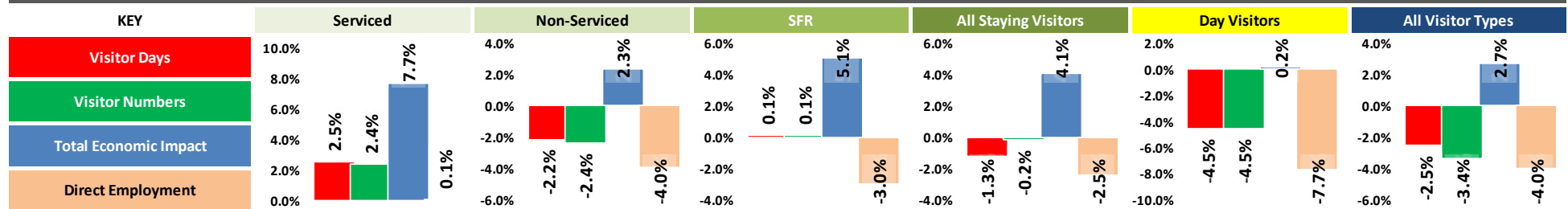
Visitor Numbers / Visitor Days / Average Length of Stay

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 2024 & 2023 - IN HISTORIC PRICES

KEY																				
An increase of 3% or more		Staying in Paid Accommodation							Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced															
Less than 3% change		2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	
Visitor Days	M	2.041	1.991	2.5%	8.732	8.925	-2.2%	0.421	0.420	0.1%	11.19	11.34	-1.3%	6.941	7.271	-4.5%	18.13	18.61	-2.5%	
Visitor Numbers	M	1.155	1.128	2.4%	1.339	1.372	-2.4%	0.177	0.177	0.1%	2.670	2.676	-0.2%	6.941	7.271	-4.5%	9.611	9.947	-3.4%	
Direct Expenditure	£Bn																0.999	0.972	2.8%	
Economic Impact	£Bn	0.289	0.268	7.7%	0.572	0.559	2.3%	0.020	0.019	5.1%	0.881	0.846	4.1%	0.452	0.451	0.2%	1.333	1.298	2.7%	
Direct Employment	FTEs	2,489	2,487	0.1%	4,032	4,199	-4.0%	130	134	-3.0%	6,651	6,820	-2.5%	2,735	2,963	-7.7%	9,386	9,782	-4.0%	
Total Employment	FTEs																11,688	12,210	-4.3%	

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2024 & 2023 - IN HISTORIC PRICES

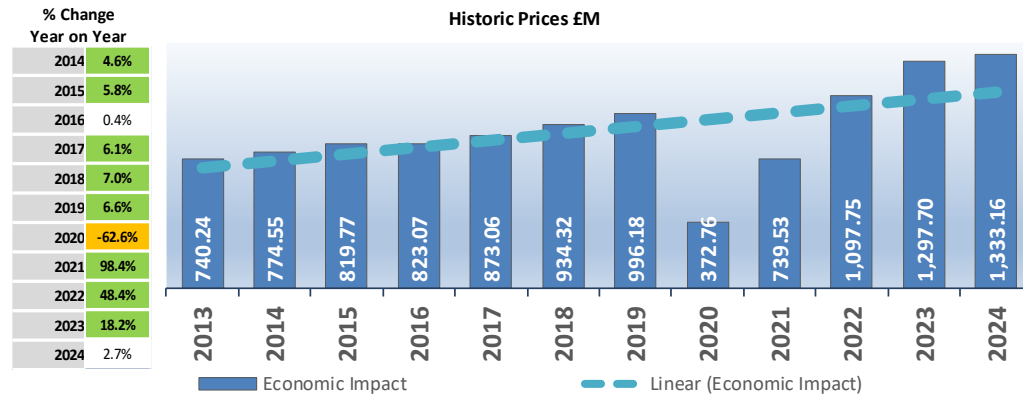


Unindexed Key Measures by Year and Visitor Type for the Period 2013 to 2024

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

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Economic Impact - Historic Prices - Total



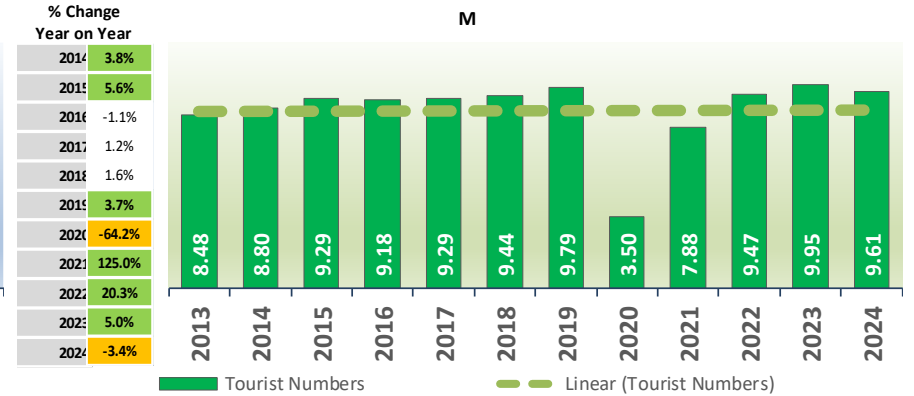
2013 to 2024

Historic Prices

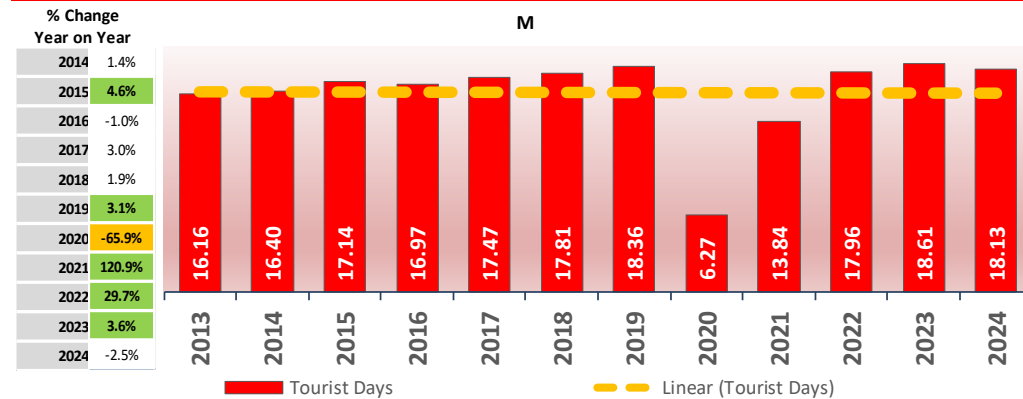
TOTAL

KEY MEASURES
Historic Prices

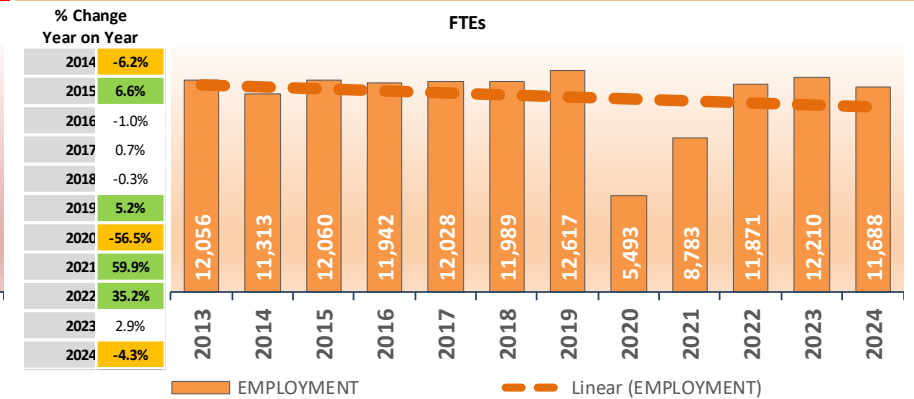
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		4.6%	10.7%	11.2%	17.9%	26.2%	34.6%	-49.6%	-0.1%	48.3%	75.3%	80.1%
Visitor Numbers		3.8%	9.6%	8.3%	9.6%	11.4%	15.5%	-58.7%	-7.1%	11.7%	17.4%	13.4%
Visitor Days		1.4%	6.1%	5.0%	8.1%	10.2%	13.6%	-61.2%	-14.4%	11.1%	15.1%	12.2%
Total Employment		-6.2%	0.0%	-0.9%	-0.2%	-0.6%	4.7%	-54.4%	-27.1%	-1.5%	1.3%	-3.1%

"Linear" = Linear Trendline

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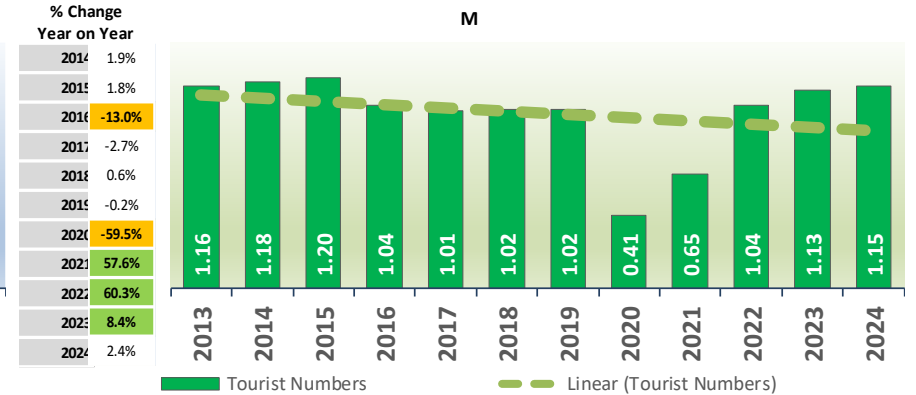
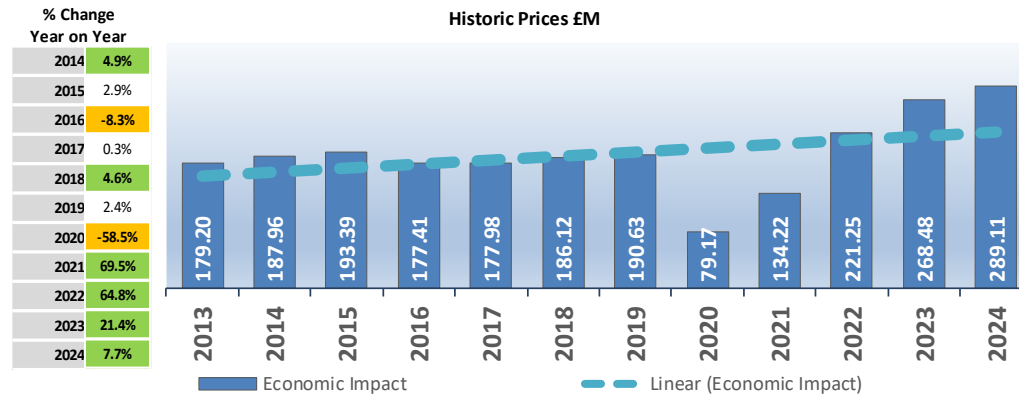
2013 to 2024
Historic Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

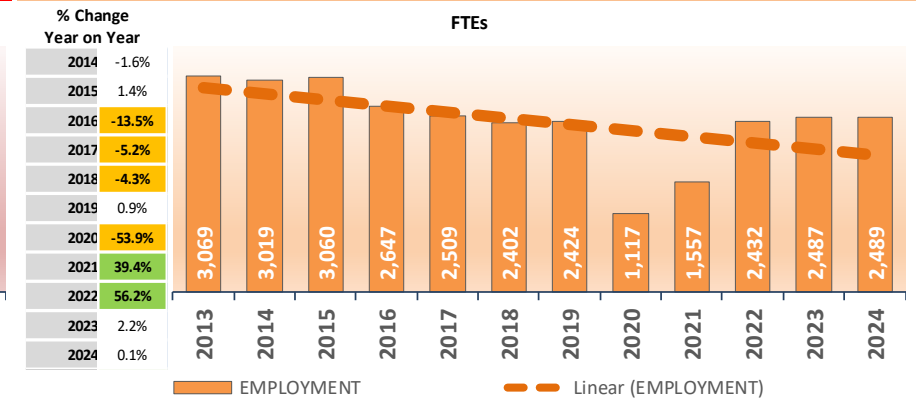
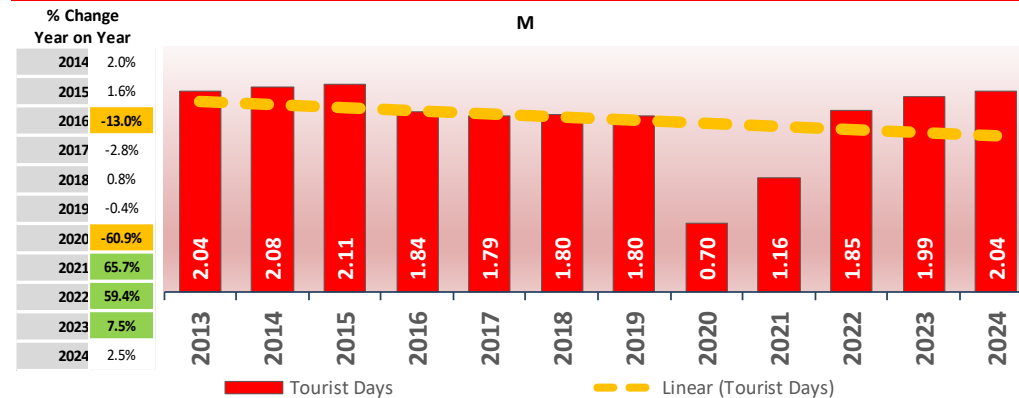
Economic Impact - Historic Prices - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation

Direct Employment Supported - Serviced Accommodation



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		4.9%	7.9%	-1.0%	-0.7%	3.9%	6.4%	-55.8%	-25.1%	23.5%	49.8%	61.3%
Visitor Numbers		1.9%	3.7%	-9.8%	-12.2%	-11.7%	-12.0%	-64.3%	-43.8%	-10.0%	-2.4%	-0.1%
Visitor Days		2.0%	3.6%	-9.9%	-12.4%	-11.7%	-12.0%	-65.6%	-43.0%	-9.2%	-2.4%	0.1%
Direct Employment		-1.6%	-0.3%	-13.8%	-18.2%	-21.7%	-21.0%	-63.6%	-49.3%	-20.7%	-19.0%	-18.9%

"Linear" = Linear Trendline

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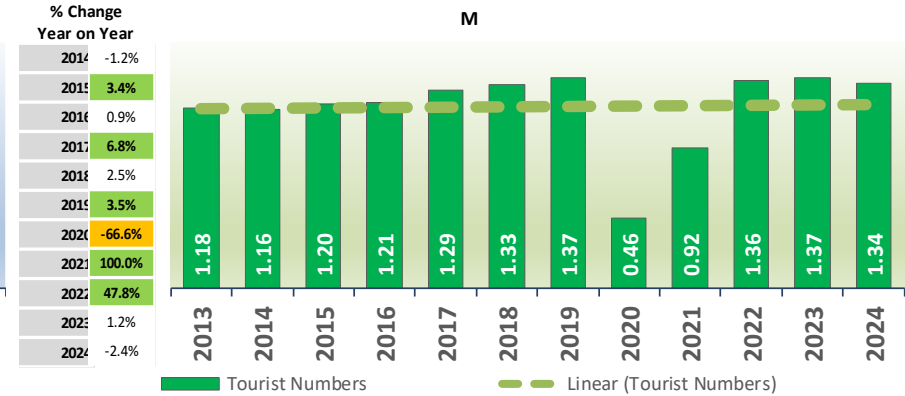
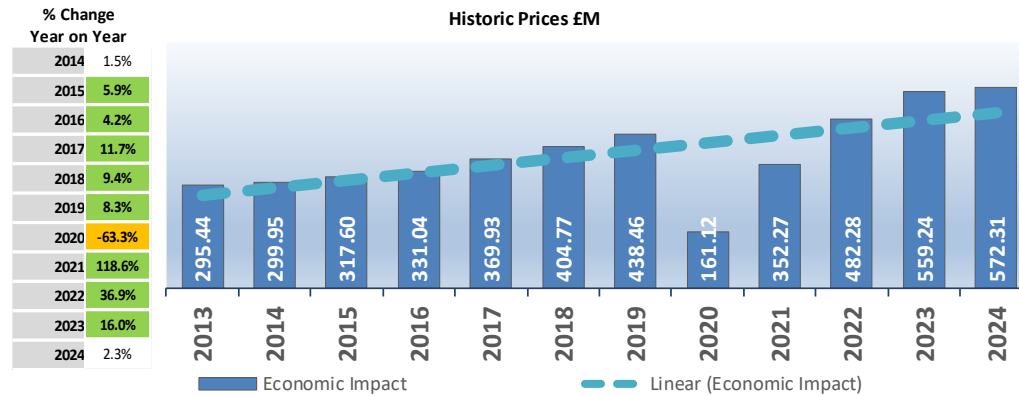
2013 to 2024
Historic Prices

NON-SERVED
ACCOMMODATION

KEY MEASURES
Historic Prices

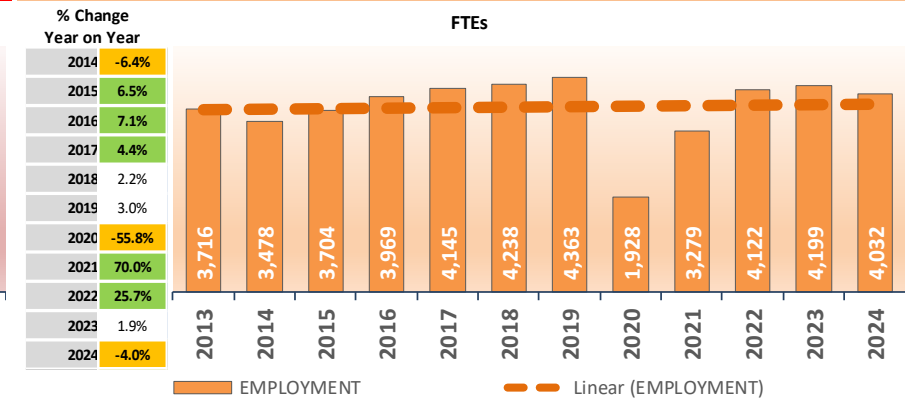
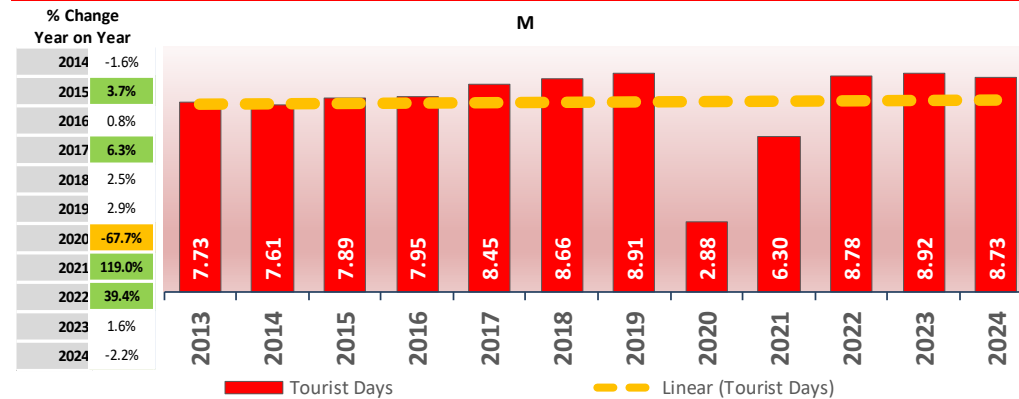
Economic Impact - Historic Prices - Non-Served Accommodation

Visitor Numbers - Non-Served Accommodation



Visitor Days - Non-Served Accommodation

Direct Employment Supported - Non-Served Accommodation

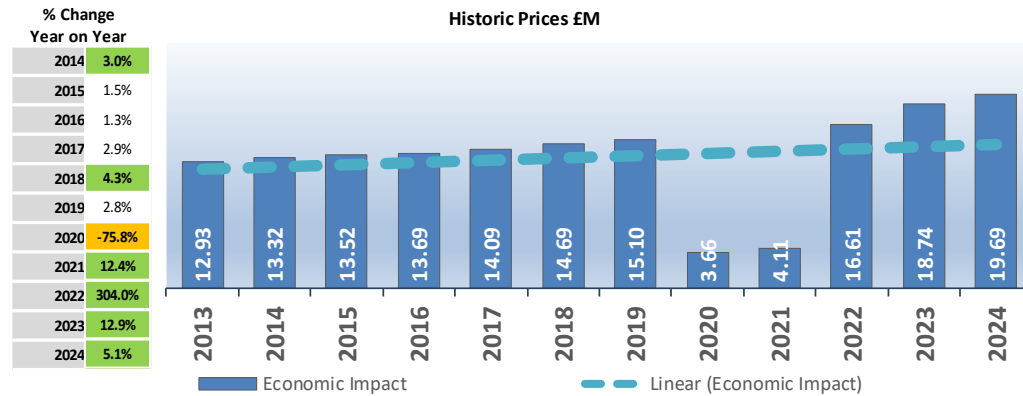


% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		1.5%	7.5%	12.1%	25.2%	37.0%	48.4%	-45.5%	19.2%	63.2%	89.3%	93.7%
Visitor Numbers		-1.2%	2.1%	3.1%	10.1%	12.9%	16.9%	-61.0%	-22.0%	15.3%	16.7%	13.9%
Visitor Days		-1.6%	2.1%	2.9%	9.3%	12.0%	15.2%	-62.8%	-18.5%	13.6%	15.4%	12.9%
Direct Employment		-6.4%	-0.3%	6.8%	11.6%	14.1%	17.4%	-48.1%	-11.8%	10.9%	13.0%	8.5%

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - SFR



2013 to 2024

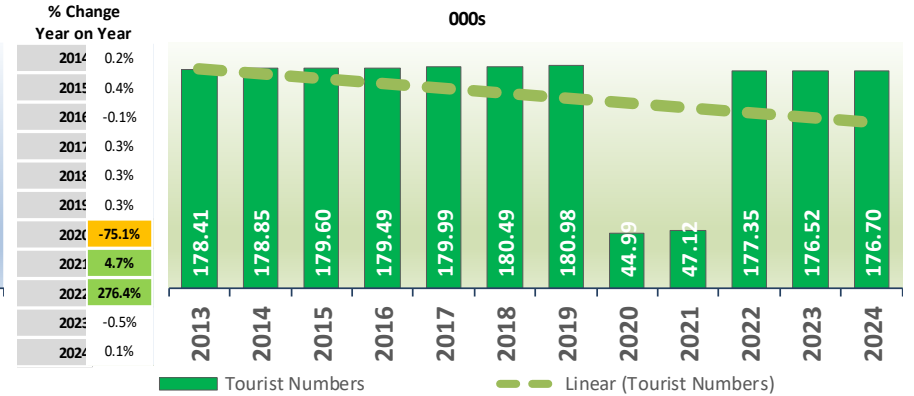
Historic Prices

SFR

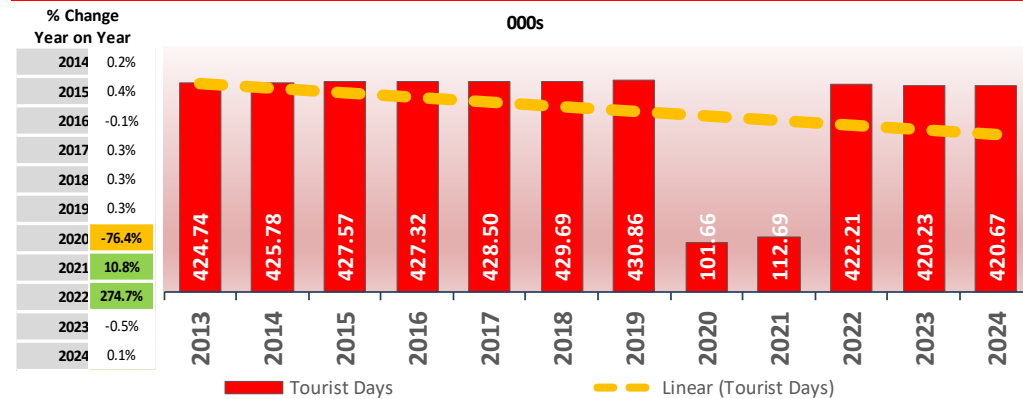
KEY MEASURES

Historic Prices

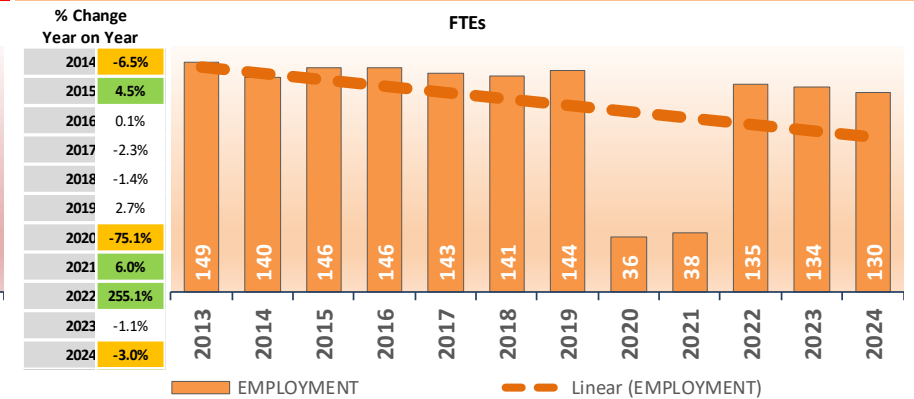
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR

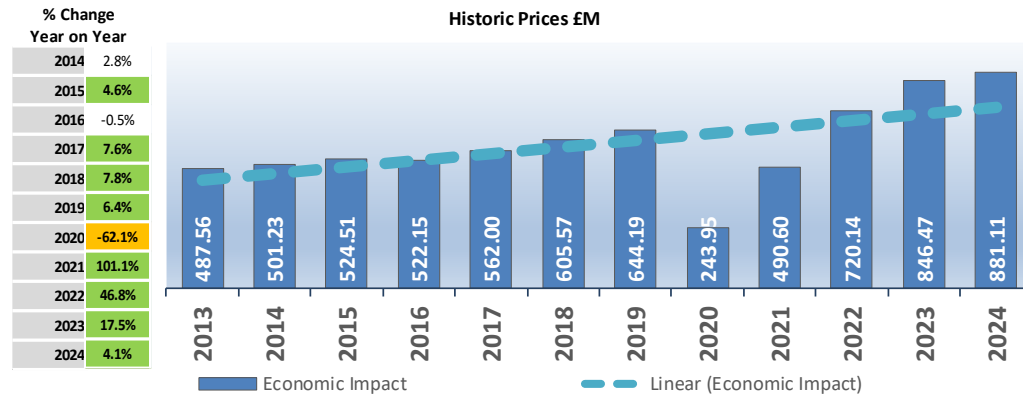


% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		3.0%	4.6%	5.9%	9.0%	13.6%	16.8%	-71.7%	-68.2%	28.5%	45.0%	52.3%
Visitor Numbers		0.2%	0.7%	0.6%	0.9%	1.2%	1.4%	-74.8%	-73.6%	-0.6%	-1.1%	-1.0%
Visitor Days		0.2%	0.7%	0.6%	0.9%	1.2%	1.4%	-76.1%	-73.5%	-0.6%	-1.1%	-1.0%
Direct Employment		-6.5%	-2.3%	-2.1%	-4.4%	-5.7%	-3.2%	-75.9%	-74.5%	-9.4%	-10.4%	-13.1%

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - Staying Visitor



2013 to 2024

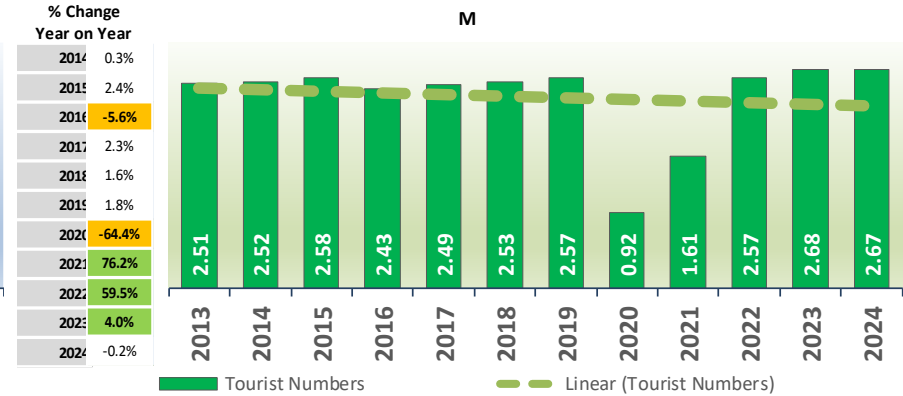
Historic Prices

STAYING VISITOR

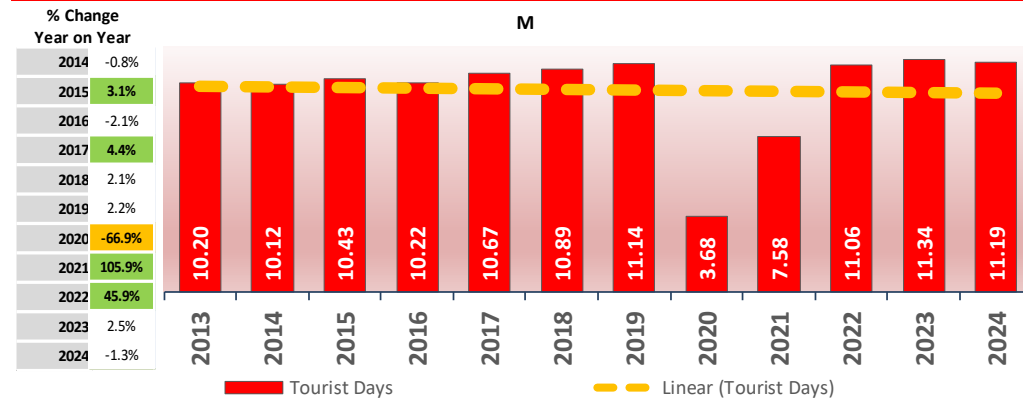
KEY MEASURES

Historic Prices

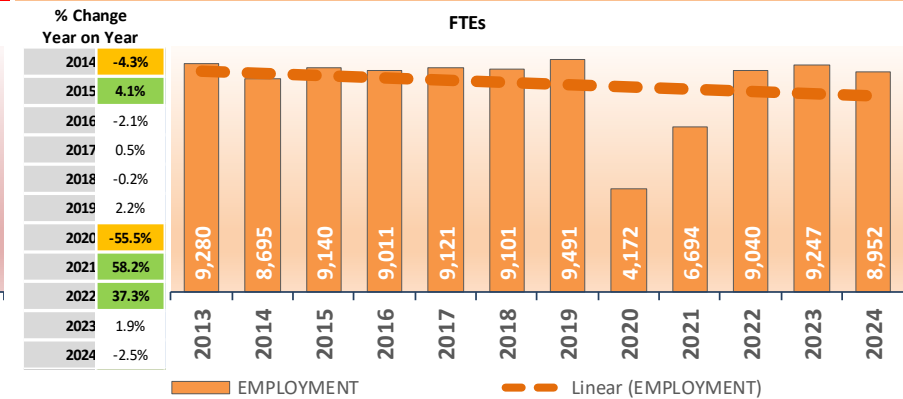
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor

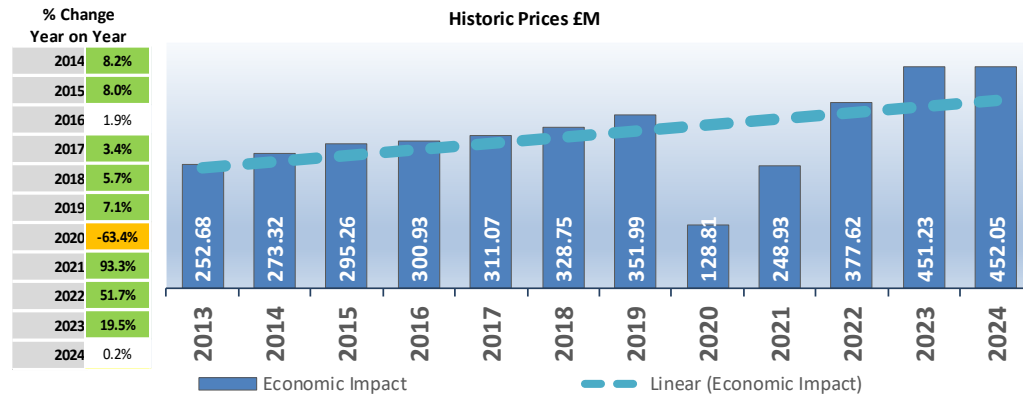


% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		2.8%	7.6%	7.1%	15.3%	24.2%	32.1%	-50.0%	0.6%	47.7%	73.6%	80.7%
Visitor Numbers		0.3%	2.7%	-3.0%	-0.8%	0.7%	2.5%	-63.5%	-35.7%	2.5%	6.6%	6.4%
Visitor Days		-0.8%	2.3%	0.2%	4.6%	6.8%	9.2%	-63.9%	-25.7%	8.5%	11.2%	9.8%
Direct Employment		-6.3%	-1.5%	-2.9%	-1.7%	-1.9%	2.3%	-55.0%	-27.9%	-2.6%	-0.4%	-3.5%

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - Day Visitor



2013 to 2024

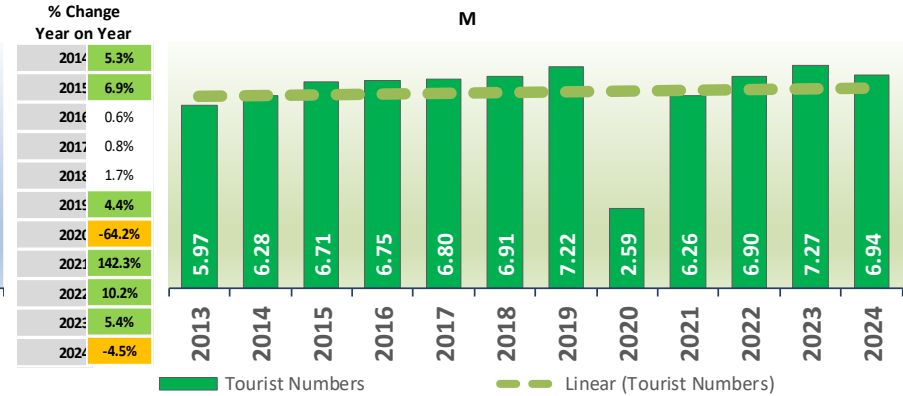
Historic Prices

DAY VISITOR

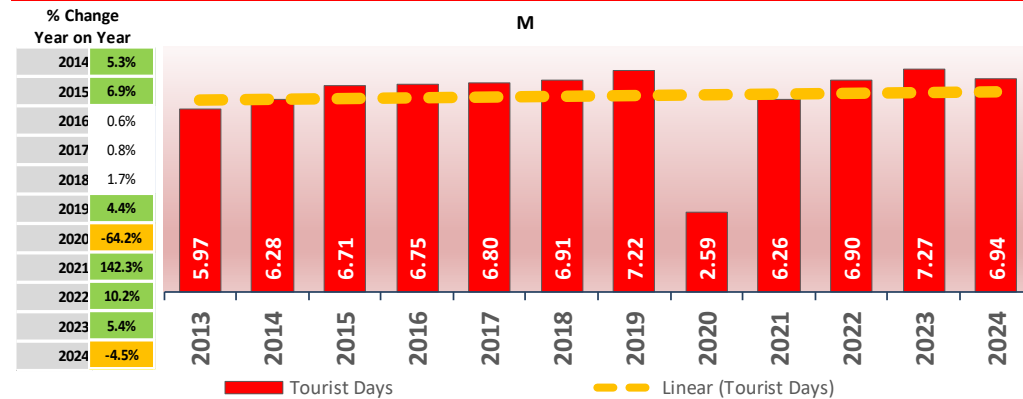
KEY MEASURES

Historic Prices

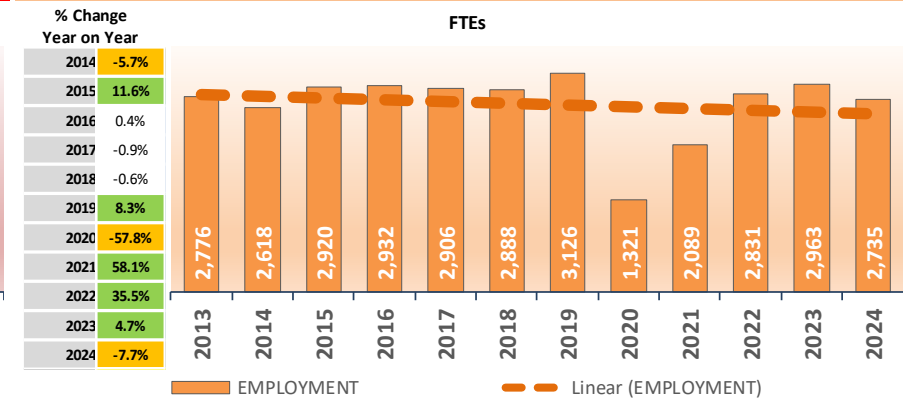
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor

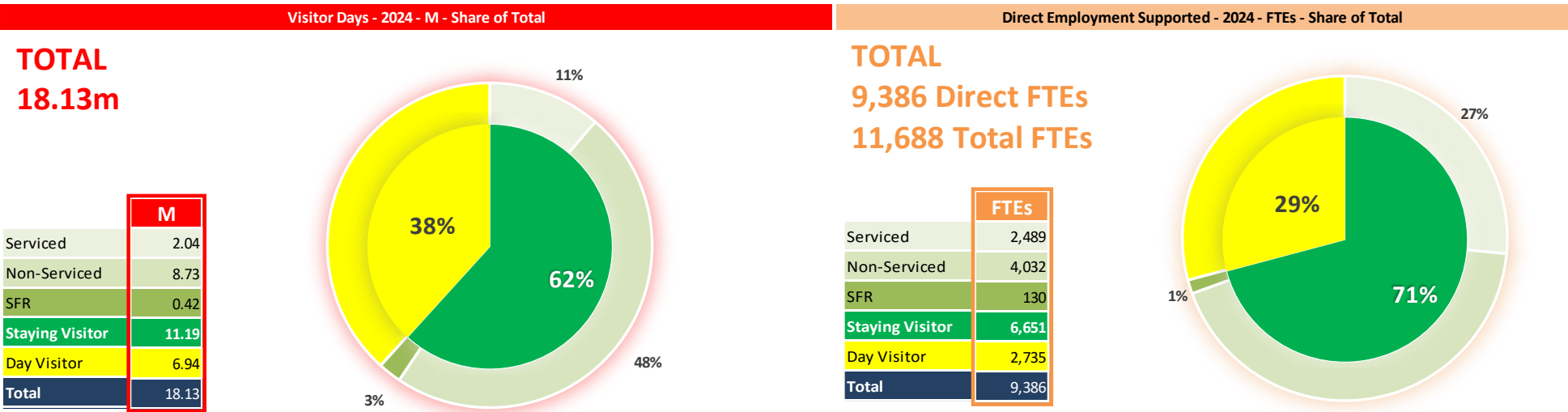
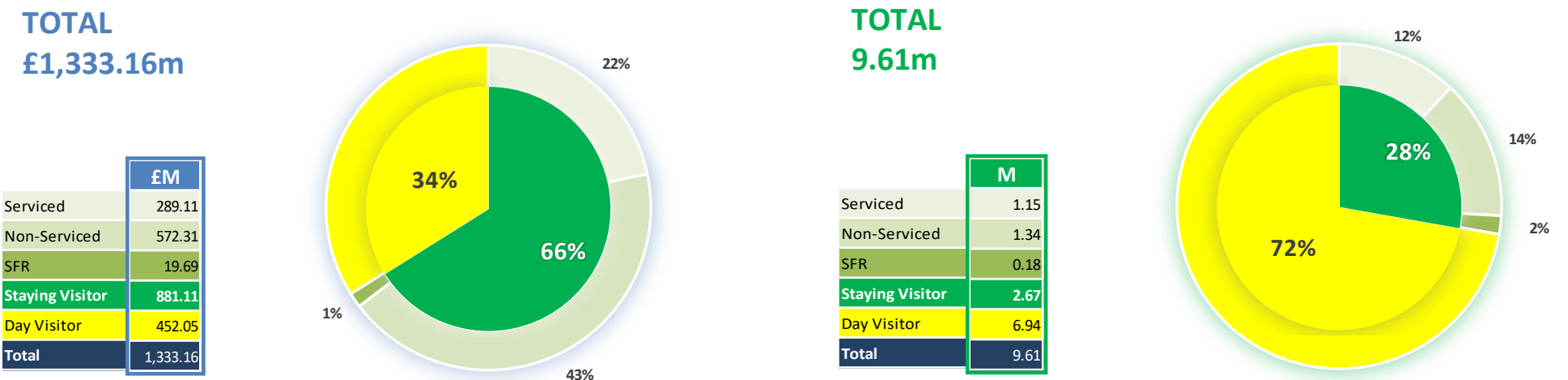


% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		8.2%	16.9%	19.1%	23.1%	30.1%	39.3%	-49.0%	-1.5%	49.4%	78.6%	78.9%
Visitor Numbers		5.3%	12.5%	13.1%	14.0%	15.9%	21.0%	-56.7%	5.0%	15.6%	21.9%	16.3%
Visitor Days		5.3%	12.5%	13.1%	14.0%	15.9%	21.0%	-56.7%	5.0%	15.6%	21.9%	16.3%
Direct Employment		-5.7%	5.2%	5.6%	4.7%	4.0%	12.6%	-52.4%	-24.8%	2.0%	6.7%	-1.5%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2013 to 2024

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



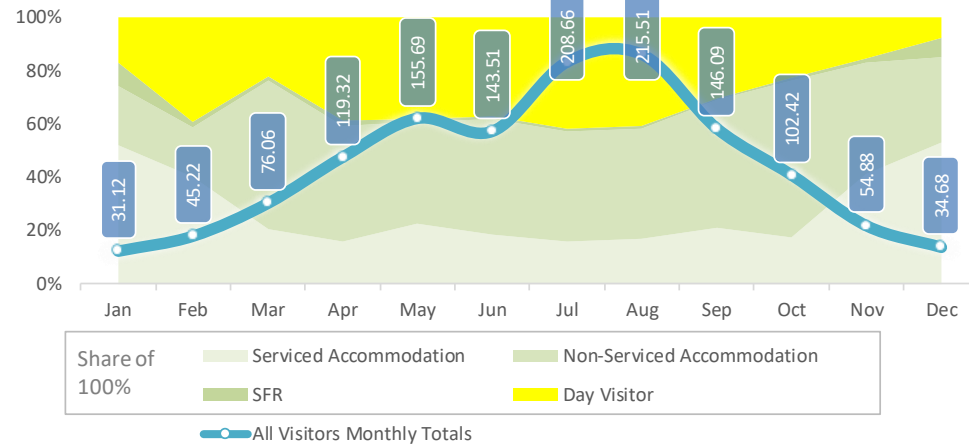
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2024
Historic Prices

TOTAL

DISTRIBUTION BY MONTH
Historic Prices

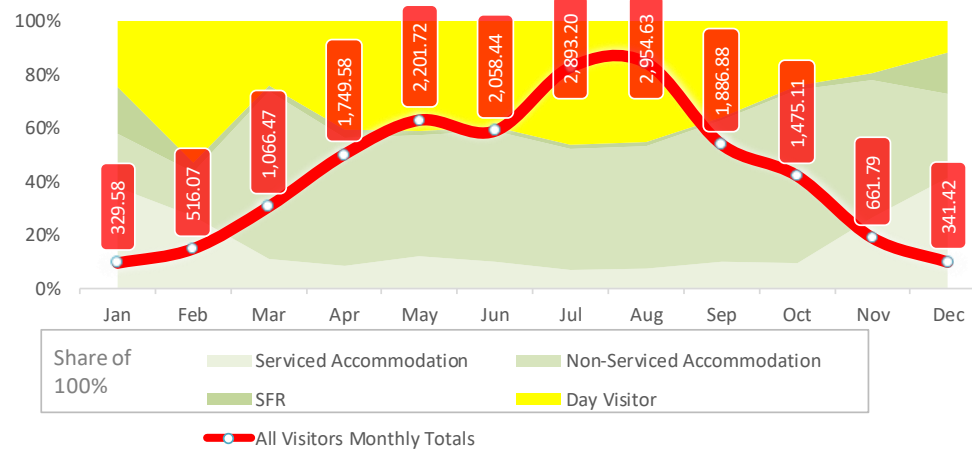
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



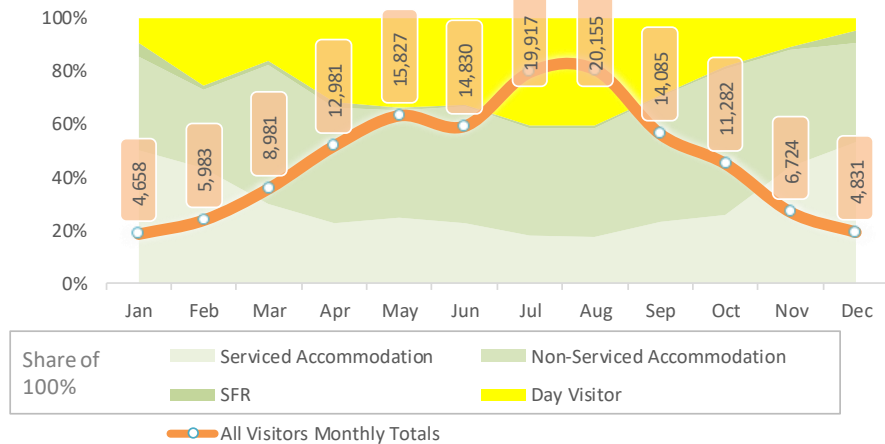
Visitor Numbers - 2024 - 000s - Distribution of Impact by Month



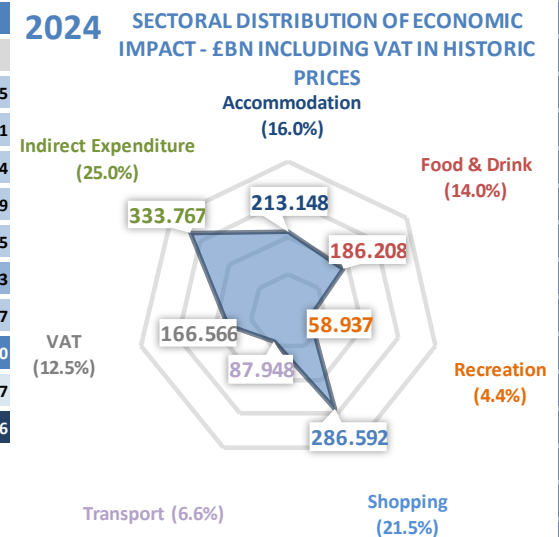
Visitor Days - 2024 - 000s - Distribution of Impact by Month



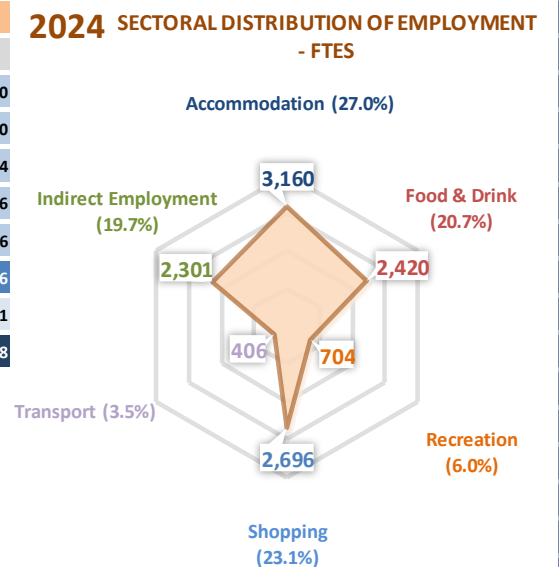
Direct Employment Supported - 2024 - FTEs - Distribution of Impact by Month



Sectoral Distribution of Economic Impact - £bn including VAT in historic prices													
Sector / Year		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	£M	103.95	108.80	112.98	114.18	123.73	137.54	149.73	72.43	138.33	170.88	202.96	213.15
Food & Drink	£M	108.67	112.75	119.09	118.95	125.56	133.03	140.48	52.20	108.67	155.59	181.82	186.21
Recreation	£M	33.79	34.59	37.43	37.21	39.79	42.10	44.46	16.27	37.00	49.23	58.05	58.94
Shopping	£M	167.14	176.62	188.05	188.65	197.23	207.72	219.73	78.09	155.42	238.75	281.31	286.59
Transport	£M	51.37	53.39	56.98	56.73	59.78	63.09	66.61	23.17	48.10	73.10	86.21	87.95
Direct Revenue	£M	464.92	486.15	514.54	515.72	546.10	583.48	621.00	242.15	487.51	687.55	810.34	832.83
VAT	£M	92.98	97.23	102.91	103.14	109.22	116.70	124.20	35.94	64.13	134.38	162.07	166.57
Direct Expenditure	£M	557.90	583.37	617.45	618.86	655.32	700.17	745.20	278.10	551.64	821.93	972.41	999.40
Indirect Expenditure	£M	182.34	191.17	202.33	204.21	217.74	234.15	250.98	94.66	187.89	275.83	325.28	333.77
TOTAL	£M	740.24	774.55	819.77	823.07	873.06	934.32	996.18	372.76	739.53	1,097.75	1,297.70	1,333.16



Sectoral Distribution of Employment - FTEs													
Sector / Year		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	FTEs	3,237	3,247	3,255	3,192	3,169	3,169	3,149	1,543	2,217	3,124	3,169	3,160
Food & Drink	FTEs	2,164	2,373	2,591	2,555	2,475	2,551	2,571	1,203	1,947	2,445	2,552	2,420
Recreation	FTEs	817	644	667	704	747	696	786	384	581	715	747	704
Shopping	FTEs	3,035	2,610	2,897	2,826	2,884	2,832	3,092	1,110	1,924	2,820	2,882	2,696
Transport	FTEs	457	380	421	416	427	420	461	161	293	417	431	406
Direct Employment	FTEs	9,710	9,254	9,830	9,693	9,703	9,668	10,058	4,402	6,963	9,521	9,782	9,386
Indirect Employment	FTEs	2,346	2,059	2,230	2,250	2,324	2,320	2,559	1,091	1,820	2,351	2,428	2,301
TOTAL	FTEs	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871	12,210	11,688



Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2013 to 2024

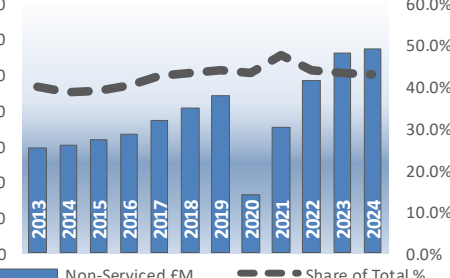
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

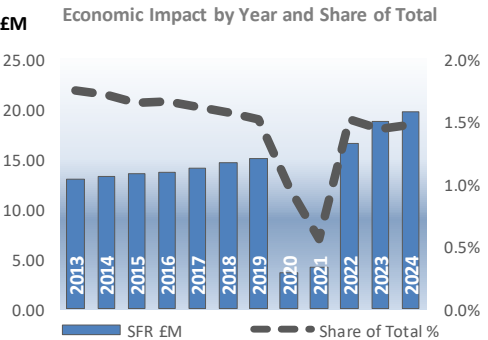
STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL											2013 to 2024 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL																		
An increase of 3% or more		ECONOMIC IMPACT £M - 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			Q1	Q2	Q3	Q4	
% Change 2013 to 2024		153.3%	67.9%	77.4%	78.5%	74.2%	78.6%	88.5%	66.1%	76.9%	93.9%	88.0%	108.9%	80.1%	Annual Change	85.6%	76.9%	76.6%	94.7%	
% Change 2023 to 2024		-0.9%	-0.7%	0.5%	-9.6%	6.0%	0.7%	7.5%	2.1%	3.6%	7.1%	9.7%	9.0%	2.7%		-0.2%	-0.7%	4.4%	8.2%	
Average Annual Change		13.9%	6.2%	7.0%	7.1%	6.7%	7.1%	8.0%	6.0%	7.0%	8.5%	8.0%	9.9%	7.3%		7.8%	7.0%	7.0%	8.6%	
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		82.11	236.55	322.98	98.60	
2014	£M	14.27	28.10	45.51	75.81	93.15	79.16	112.83	137.03	87.83	55.16	29.75	15.93	774.55		4.6%	87.89	248.13	337.69	100.84
2015	£M	14.73	29.80	46.89	79.82	98.65	83.12	125.02	147.05	91.09	58.39	30.26	14.94	819.77	5.8%	91.42	261.59	363.16	103.60	
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	0.4%	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	
2020	£M	26.62	40.68	37.84			0.683	43.33	112.89	91.56	0.701	12.59	5.861	372.76	-62.6%	105.14	0.683	247.78	19.15	
2021	£M			8.592	28.76	33.81	88.89	141.99	175.82	118.87	85.47	34.65	22.67	739.53	98.4%	8.592	151.47	436.68	142.79	
2022	£M	22.07	35.25	66.62	113.35	120.36	124.18	168.13	179.40	116.87	82.51	43.24	25.75	1,097.75	48.4%	123.95	357.90	464.41	151.50	
2023	£M	31.41	45.55	75.70	131.95	146.86	142.50	194.12	211.08	141.06	95.60	50.05	31.81	1,297.70	18.2%	152.66	421.31	546.27	177.46	
2024	£M	31.12	45.22	76.06	119.32	155.69	143.51	208.66	215.51	146.09	102.42	54.88	34.68	1,333.16	2.7%	152.40	418.52	570.26	191.99	
ECONOMIC IMPACT - IN HISTORIC PRICES														TOTAL						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M	Economic Impact by Year and Share of Total					
Total		£M	740.24	774.55	819.77	823.07	873.06	934.32	996.18	372.76	739.53	1,097.75	1,297.70	1,333.16						
All Visitor Types		£Bn	0.740	0.775	0.820	0.823	0.873	0.934	0.996	0.373	0.740	1.098	1.298	1.333						
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 2013		%																		
Avg Ann. Change in Share		%																		

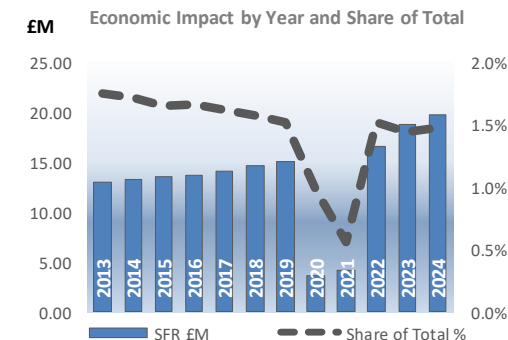
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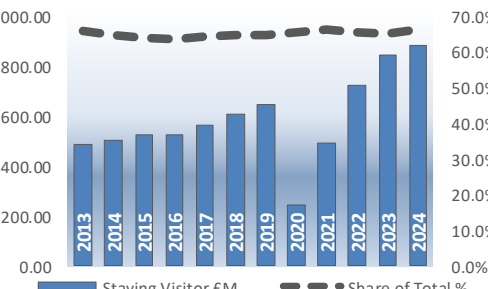
Report Prepared by: Cathy James. Date of Issue: 02/07/2024

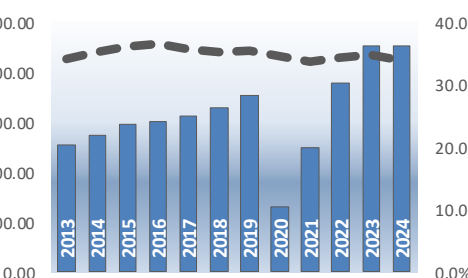
STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL											2013 to 2024 Historic Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												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			Q1	Q2	Q3	Q4	
% Change 2013 to 2024		173.7%	39.8%	45.3%	36.2%	80.6%	66.1%	56.0%	45.1%	68.1%	37.3%	75.7%	82.5%	61.3%	Annual Change	68.5%	63.4%	55.2%	63.7%	
% Change 2023 to 2024		0.1%	4.0%	4.0%	4.4%	11.1%	5.0%	6.5%	9.7%	10.0%	12.1%	13.0%	7.1%	7.7%		2.7%	7.4%	8.7%	10.8%	
Average Annual Change		15.8%	3.6%	4.1%	3.3%	7.3%	6.0%	5.1%	4.1%	6.2%	3.4%	6.9%	7.5%	5.6%		6.2%	5.8%	5.0%	5.8%	
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		29.50	49.07	64.70	35.92	
2014	£M	7.634	12.30	11.47	15.58	20.29	17.83	21.79	25.60	19.64	15.26	12.47	8.093	187.96		4.9%	31.41	53.71	67.02	35.82
2015	£M	7.244	13.14	11.73	15.46	21.32	18.08	23.97	25.97	19.66	15.42	12.94	8.478	193.39		2.9%	32.11	54.86	69.59	36.83
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		-8.3%	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
2020	£M	14.15	14.65	5.366				0.899	20.22	17.73		4.991	1.166	79.17		-58.5%	34.17		38.85	6.157
2021	£M					8.378	18.34	24.98	25.69	20.65	11.83	14.52	9.825	134.22		69.5%		26.72	71.32	36.18
2022	£M	8.727	11.39	13.08	15.63	26.93	21.31	28.22	28.61	23.34	13.77	17.66	12.58	221.25		64.8%	33.20	63.87	80.17	44.00
2023	£M	16.11	17.41	14.89	17.92	31.26	25.46	31.25	33.29	27.84	15.92	20.00	17.13	268.48	21.4%	48.40	74.65	92.38	53.06	
2024	£M	16.12	18.10	15.49	18.72	34.72	26.74	33.28	36.51	30.62	17.86	22.60	18.35	289.11	7.7%	49.71	80.18	100.41	58.81	
ECONOMIC IMPACT - IN HISTORIC PRICES														SERVICED ACCOMMODATION						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total						
Serviced	£M	179.20	187.96	193.39	177.41	177.98	186.12	190.63	79.17	134.22	221.25	268.48	289.11							
All Visitor Types	£Bn	0.740	0.775	0.820	0.823	0.873	0.934	0.996	0.373	0.740	1.098	1.298	1.333							
Share of Total	%	24.2%	24.3%	23.6%	21.6%	20.4%	19.9%	19.1%	21.2%	18.1%	20.2%	20.7%	21.7%							
Annual Change in Share	%		0.2%	-2.8%	-8.6%	-5.4%	-2.3%	-3.9%	11.0%	-14.5%	11.0%	2.7%	4.8%							
Change in Share from 2013	%		0.2%	-2.5%	-11.0%	-15.8%	-17.7%	-21.0%	-12.3%	-25.0%	-16.7%	-14.5%	-10.4%							
Avg Ann. Change in Share	%		0.2%	-1.3%	-3.7%	-3.9%	-3.5%	-3.5%	-1.8%	-3.1%	-1.9%	-1.5%	-0.9%							

STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL										2013 to 2024 Historic Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2013 to 2024		195.0%	172.4%	104.7%	109.8%	92.2%	69.2%	88.7%	66.8%	88.3%	142.9%	97.2%	220.5%	93.7%	Annual Change	120.7%	87.8%	80.0%	136.4%
% Change 2023 to 2024		-6.5%	-8.8%	-0.6%	-11.8%	-0.8%	-4.3%	2.0%	9.8%	9.6%	11.1%	8.8%	11.8%	2.3%		-2.6%	-5.5%	6.9%	10.6%
Average Annual Change		17.7%	15.7%	9.5%	10.0%	8.4%	6.3%	8.1%	6.1%	8.0%	13.0%	8.8%	20.0%	8.5%		11.0%	8.0%	7.3%	12.4%
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		26.31	92.87	136.23	40.03
2014	£M	2.327	4.042	21.48	25.79	34.42	33.10	46.29	54.13	37.55	23.44	12.62	4.756	299.95		27.85	93.32	137.97	40.81
2015	£M	2.944	3.590	21.81	28.07	36.50	34.95	51.66	59.26	37.91	25.29	12.39	3.226	317.60	5.9%	28.34	99.53	148.82	40.90
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	4.2%	30.95	106.95	151.15	41.99
2017	£M	4.024	4.940	26.93	40.58	37.64	44.31	58.41	57.20	41.93	35.25	13.24	5.497	369.93	11.7%	35.90	122.52	157.53	53.98
2018	£M	3.564	5.430	30.32	40.32	44.36	47.77	63.04	61.88	45.72	39.08	16.35	6.933	404.77	9.4%	39.32	132.45	170.64	62.36
2019	£M	6.661	6.482	31.93	45.47	47.71	49.81	65.76	64.00	49.20	42.86	17.82	10.75	438.46	8.3%	45.07	142.99	178.96	71.44
2020	£M	6.798	6.828	22.36				21.79	48.98	46.13		4.521	3.714	161.12	-63.3%	35.99		116.90	8.235
2021	£M			4.556	28.76	25.30	33.00	57.33	69.46	57.29	53.45	13.23	9.881	352.27	118.6%	4.556	87.06	184.08	76.57
2022	£M	7.051	8.912	37.52	51.45	51.71	56.58	72.72	68.64	53.45	46.76	18.42	9.064	482.28	36.9%	53.49	159.74	194.81	74.25
2023	£M	7.458	9.198	42.98	58.76	60.74	65.12	84.25	81.26	63.92	54.35	21.17	10.03	559.24	16.0%	59.64	184.62	229.43	85.55
2024	£M	6.977	8.391	42.71	51.79	60.29	62.31	85.92	89.24	70.06	60.38	23.02	11.21	572.31	2.3%	58.08	174.39	245.22	94.62
ECONOMIC IMPACT - IN HISTORIC PRICES														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M	Economic Impact by Year and Share of Total				
Non-Serviced	£M	295.44	299.95	317.60	331.04	369.93	404.77	438.46	161.12	352.27	482.28	559.24	572.31						
All Visitor Types	£Bn	0.740	0.775	0.820	0.823	0.873	0.934	0.996	0.373	0.740	1.098	1.298	1.333						
Share of Total	%	39.9%	38.7%	38.7%	40.2%	42.4%	43.3%	44.0%	43.2%	47.6%	43.9%	43.1%	42.9%						
Annual Change in Share	%		-3.0%	0.0%	3.8%	5.4%	2.2%	1.6%	-1.8%	10.2%	-7.8%	-1.9%	-0.4%						
Change in Share from 2013	%		-3.0%	-2.9%	0.8%	6.2%	8.5%	10.3%	8.3%	19.3%	10.1%	8.0%	7.6%						
Avg Ann. Change in Share	%		-3.0%	-1.5%	0.3%	1.5%	1.7%	1.7%	1.2%	2.4%	1.1%	0.8%	0.7%						
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Report Prepared by: Cathy James. Date of Issue: 02/07/25																			

STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL											2013 to 2024 Historic Prices			SFR	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	SFR																			
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			Q1	Q2	Q3	Q4		
% Change 2013 to 2024	52.3%	52.3%	52.3%	52.3%	52.3%	52.3%	52.3%	52.3%	52.3%	52.3%	52.3%	52.3%	52.3%	Annual Change	52.3%	52.3%	52.3%	52.3%		
% Change 2023 to 2024	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%		5.1%	5.1%	5.1%	5.1%		
Average Annual Change	4.8%	4.8%	4.8%	4.8%	4.8%	4.8%	4.8%	4.8%	4.8%	4.8%	4.8%	4.8%	4.8%		4.8%	4.8%	4.8%	4.8%		
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	Annual Change	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
2024	£M	2.739	0.920	1.047	2.498	1.607	1.238	2.009	2.126	1.095	1.094	0.853	2.469	19.69		5.1%	4.706	5.342	5.230	4.415
ECONOMIC IMPACT - IN HISTORIC PRICES														SFR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total						
SFR	£M	12.93	13.32	13.52	13.69	14.09	14.69	15.10	3.658	4.111	16.61	18.74	19.69							
All Visitor Types	£Bn	0.740	0.775	0.820	0.823	0.873	0.934	0.996	0.373	0.740	1.098	1.298	1.333							
Share of Total	%	1.7%	1.7%	1.6%	1.7%	1.6%	1.6%	1.5%	1.0%	0.6%	1.5%	1.4%	1.5%							
Annual Change in Share	%		-1.5%	-4.1%	0.9%	-3.0%	-2.6%	-3.6%	-35.2%	-43.4%	172.2%	-4.5%	2.3%							
Change in Share from 2013	%		-1.5%	-5.5%	-4.7%	-7.6%	-10.0%	-13.2%	-43.8%	-68.2%	-13.4%	-17.3%	-15.4%							
Avg Ann. Change in Share	%		-1.5%	-2.8%	-1.6%	-1.9%	-2.0%	-2.2%	-6.3%	-8.5%	-1.5%	-1.7%	-1.4%							
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STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL											2013 to 2024 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											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			Q1	Q2	Q3	Q4	
% Change 2013 to 2024		157.0%	64.8%	83.9%	82.2%	87.1%	68.0%	77.8%	59.8%	81.3%	105.6%	85.2%	111.1%	80.7%	Annual Change	91.0%	78.7%	71.7%	100.2%	
% Change 2023 to 2024		-1.3%	-0.2%	0.6%	-7.6%	3.3%	-1.6%	3.2%	9.7%	9.7%	11.2%	10.7%	8.6%	4.1%		0.0%	-1.7%	7.4%	10.5%	
Average Annual Change		14.3%	5.9%	7.6%	7.5%	7.9%	6.2%	7.1%	5.4%	7.4%	9.6%	7.7%	10.1%	7.3%		8.3%	7.2%	6.5%	9.1%	
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			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	
2024 £M		25.84	27.41	59.24	73.01	96.61	90.29	121.21	127.88	101.77	79.34	46.47	32.03	881.11	4.1%	112.49	259.92	350.86	157.84	
ECONOMIC IMPACT - IN HISTORIC PRICES														STAYING VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total						
Staying Visitor		£M	487.56	501.23	524.51	522.15	562.00	605.57	644.19	243.95	490.60	720.14	846.47	881.11						
All Visitor Types		£Bn	0.740	0.775	0.820	0.823	0.873	0.934	0.996	0.373	0.740	1.098	1.298	1.333						
Share of Total		%	65.9%	64.7%	64.0%	63.4%	64.4%	64.8%	64.7%	65.4%	66.3%	65.6%	65.2%	66.1%						
Annual Change in Share		%		-1.8%	-1.1%	-0.9%	1.5%	0.7%	-0.2%	1.2%	1.4%	-1.1%	-0.6%	1.3%						
Change in Share from 2013		%		-1.8%	-2.9%	-3.7%	-2.3%	-1.6%	-1.8%	-0.6%	0.7%	-0.4%	-1.0%	0.3%						
Avg Ann. Change in Share		%		-1.8%	-1.4%	-1.2%	-0.6%	-0.3%	-0.3%	-0.1%	0.1%	0.0%	-0.1%	0.0%						

STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL											2013 to 2024 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2013 to 2024		136.4%	72.8%	57.5%	73.1%	56.6%	100.0%	105.9%	76.3%	67.6%	62.2%	105.6%	86.2%	78.9%	Annual Change	71.9%	74.1%	85.0%	73.0%	
% Change 2023 to 2024		0.9%	-1.5%	-0.1%	-12.4%	10.8%	4.9%	14.0%	-7.3%	-8.2%	-4.9%	4.3%	15.0%	0.2%		-0.6%	1.0%	0.0%	-1.4%	
Average Annual Change		12.4%	6.6%	5.2%	6.6%	5.1%	9.1%	9.6%	6.9%	6.1%	5.7%	9.6%	7.8%	7.2%		6.5%	6.7%	7.7%	6.6%	
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		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	
2024 £M		5.283	17.81	16.81	46.31	59.08	53.21	87.45	87.63	44.31	23.09	8.412	2.650	452.05	0.2%	39.91	158.60	219.40	34.15	
ECONOMIC IMPACT - IN HISTORIC PRICES														DAY VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total						
Day Visitor		£M	252.68	273.32	295.26	300.93	311.07	328.75	351.99	128.81	248.93	377.62	451.23	452.05						
All Visitor Types		£Bn	0.740	0.775	0.820	0.823	0.873	0.934	0.996	0.373	0.740	1.098	1.298	1.333						
Share of Total		%	34.1%	35.3%	36.0%	36.6%	35.6%	35.2%	35.3%	34.6%	33.7%	34.4%	34.8%	33.9%						
Annual Change in Share		%		3.4%	2.1%	1.5%	-2.5%	-1.2%	0.4%	-2.2%	-2.6%	2.2%	1.1%	-2.5%						
Change in Share from 2013		%		3.4%	5.5%	7.1%	4.4%	3.1%	3.5%	1.2%	-1.4%	0.8%	1.9%	-0.7%						
Avg Ann. Change in Share		%		3.4%	2.8%	2.4%	1.1%	0.6%	0.6%	0.2%	-0.2%	0.1%	0.2%	-0.1%						

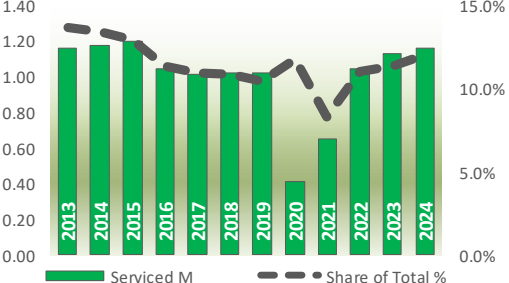
Visitor Numbers by Month, Year and Visitor Type for the Period 2013 to 2024

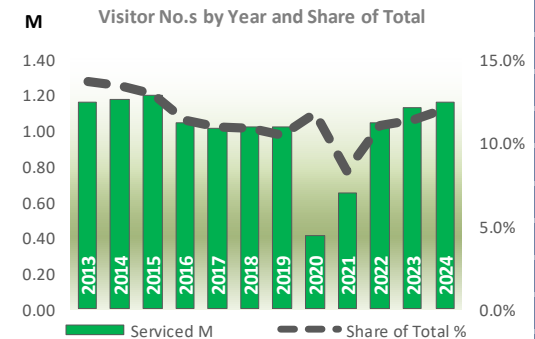
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

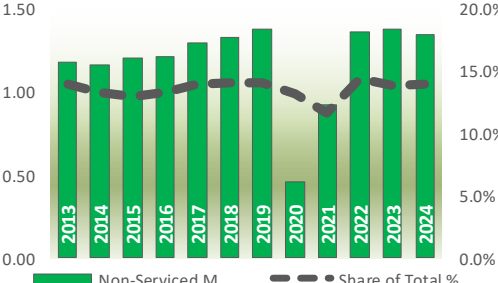
STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL											2013 to 2024			TOTAL		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												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						
% Change 2013 to 2024		49.8%	6.5%	5.2%	10.5%	4.4%	21.7%	26.4%	10.2%	8.2%	8.1%	17.5%	17.6%	13.4%	Annual Change	12.1%	11.5%	15.5%	12.2%
% Change 2023 to 2024		-4.6%	-5.2%	-4.3%	-14.6%	4.2%	-1.0%	6.7%	-9.1%	-8.7%	-4.1%	3.3%	4.5%	-3.4%		-4.7%	-3.7%	-3.5%	-0.7%
Average Annual Change		4.5%	0.6%	0.5%	1.0%	0.4%	2.0%	2.4%	0.9%	0.7%	0.7%	1.6%	1.6%	1.2%		1.1%	1.0%	1.4%	1.1%
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		0.952	2.902	3.675	0.947
2014	M	0.151	0.381	0.465	0.981	1.134	0.888	1.300	1.613	0.923	0.571	0.261	0.128	8.797	3.8%	0.998	3.003	3.836	0.960
2015	M	0.155	0.412	0.482	1.019	1.188	0.927	1.418	1.713	0.978	0.599	0.267	0.129	9.288	5.6%	1.049	3.134	4.110	0.995
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	-1.1%	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
2020	M	0.212	0.500	0.314	0.005	0.007	0.014	0.463	1.082	0.751	0.014	0.104	0.035	3.501	-64.2%	1.026	0.026	2.296	0.153
2021	M			0.098	0.777	0.755	0.914	1.408	1.872	1.043	0.621	0.257	0.130	7.876	125.0%	0.098	2.447	4.323	1.008
2022	M	0.174	0.366	0.490	1.055	1.029	1.101	1.513	1.766	0.945	0.597	0.292	0.145	9.472	20.3%	1.030	3.184	4.224	1.034
2023	M	0.215	0.419	0.486	1.102	1.158	1.100	1.553	1.828	1.017	0.607	0.304	0.159	9.947	5.0%	1.120	3.360	4.397	1.069
2024	M	0.205	0.397	0.465	0.941	1.208	1.089	1.657	1.661	0.928	0.582	0.314	0.166	9.611	-3.4%	1.067	3.237	4.245	1.062
VISITOR NUMBERS														TOTAL					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M	Visitor No.s by Year and Share of Total				
Total	M	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876	9.472	9.947	9.611						
All Visitor Types	M	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876	9.472	9.947	9.611						
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 2013	%																		
Avg Ann. Change in Share	%																		

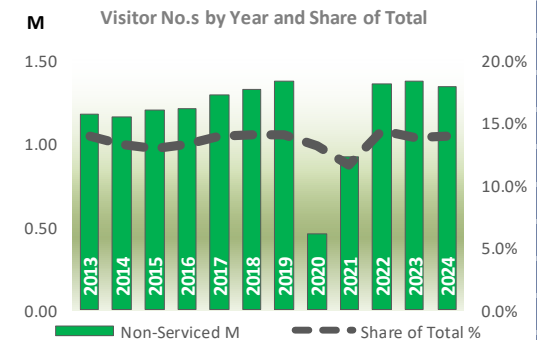
Report Prepared by: Cathy James. Date of Issue: 02/07/2025

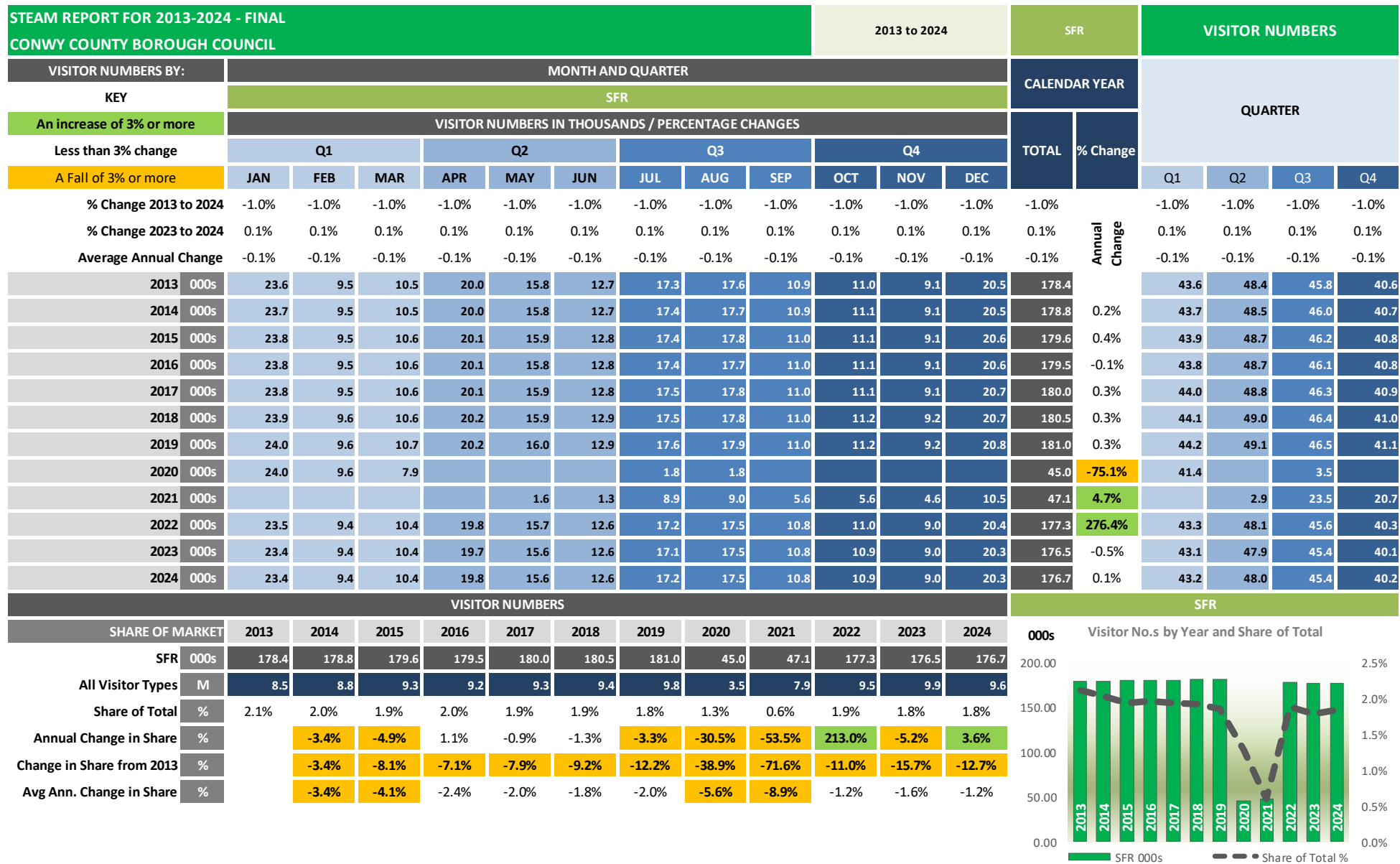
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STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL										2013 to 2024			SERVICED		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
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 2013 to 2024		68.1%	-12.3%	-10.2%	-15.0%	12.3%	2.4%	-6.7%	-12.2%	2.8%	-15.4%	7.9%	15.2%	-0.1%	Annual Change	6.0%	1.3%	-6.4%	1.6%
% Change 2023 to 2024		-4.6%	-0.9%	-0.9%	-0.5%	5.8%	0.1%	1.5%	4.5%	4.8%	6.9%	7.6%	2.1%	2.4%		-2.2%	2.3%	3.5%	5.6%
Average Annual Change		6.2%	-1.1%	-0.9%	-1.4%	1.1%	0.2%	-0.6%	-1.1%	0.3%	-1.4%	0.7%	1.4%	0.0%		0.5%	0.1%	-0.6%	0.1%
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			0.219	0.330	0.347
2014	M	0.059	0.099	0.067	0.102	0.129	0.120	0.119	0.135	0.094	0.107	0.087	0.059	1.177	1.9%	0.225	0.351	0.348	0.253
2015	M	0.056	0.105	0.068	0.100	0.134	0.120	0.130	0.136	0.092	0.107	0.089	0.061	1.198	1.8%	0.228	0.354	0.357	0.258
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	-13.0%	0.220	0.281	0.293	0.249
2017	M	0.075	0.097	0.059	0.088	0.105	0.091	0.095	0.108	0.078	0.067	0.084	0.068	1.014	-2.7%	0.231	0.284	0.280	0.219
2018	M	0.070	0.094	0.054	0.080	0.113	0.096	0.095	0.104	0.084	0.069	0.086	0.074	1.020	0.6%	0.218	0.290	0.282	0.230
2019	M	0.093	0.080	0.046	0.079	0.112	0.098	0.096	0.109	0.086	0.066	0.089	0.064	1.017	-0.2%	0.219	0.289	0.291	0.219
2020	M	0.092	0.098	0.026				0.004	0.087	0.069		0.029	0.007	0.412	-59.5%	0.217		0.160	0.036
2021	M					0.043	0.101	0.108	0.109	0.079	0.067	0.082	0.059	0.649	57.6%		0.144	0.296	0.209
2022	M	0.052	0.070	0.058	0.078	0.130	0.109	0.114	0.112	0.083	0.073	0.093	0.070	1.040	60.3%	0.180	0.316	0.309	0.235
2023	M	0.085	0.094	0.058	0.079	0.133	0.114	0.111	0.115	0.087	0.074	0.093	0.084	1.128	8.4%	0.237	0.326	0.313	0.251
2024	M	0.081	0.094	0.057	0.079	0.141	0.115	0.113	0.120	0.091	0.079	0.100	0.086	1.155	2.4%	0.232	0.334	0.324	0.265
VISITOR NUMBERS														SERVICED ACCOMMODATION					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor No.s by Year and Share of Total					
Serviced	M	1.156	1.177	1.198	1.043	1.014	1.020	1.017	0.412	0.649	1.040	1.128	1.155						
All Visitor Types	M	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876	9.472	9.947	9.611						
Share of Total	%	13.6%	13.4%	12.9%	11.4%	10.9%	10.8%	10.4%	11.8%	8.2%	11.0%	11.3%	12.0%						
Annual Change in Share	%		-1.9%	-3.6%	-12.0%	-3.9%	-1.0%	-3.8%	13.3%	-30.0%	33.3%	3.2%	6.0%						
Change in Share from 2013	%		-1.9%	-5.4%	-16.7%	-19.9%	-20.8%	-23.8%	-13.7%	-39.6%	-19.4%	-16.9%	-11.9%						
Avg Ann. Change in Share	%		-1.9%	-2.7%	-5.6%	-5.0%	-4.2%	-4.0%	-2.0%	-4.9%	-2.2%	-1.7%	-1.1%						
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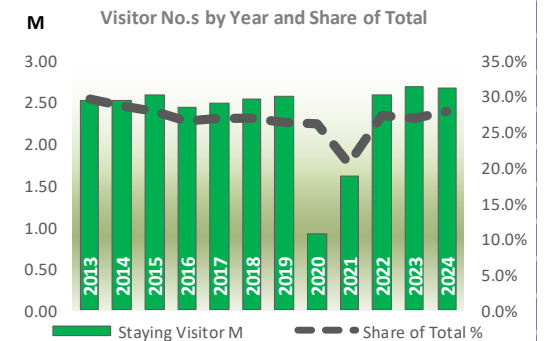


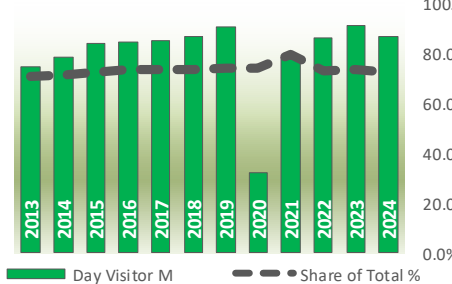
STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL										2013 to 2024				NON-SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
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 2013 to 2024		59.8%	51.9%	20.3%	23.1%	15.8%	2.1%	8.6%	-1.0%	9.1%	40.6%	10.2%	52.3%	13.9%	Annual Change	26.8%	12.7%	5.2%	29.8%
% Change 2023 to 2024		-12.5%	-13.0%	-4.9%	-13.0%	-4.2%	-6.9%	-2.4%	2.9%	3.0%	5.1%	5.3%	10.3%	-2.4%		-6.8%	-8.1%	0.9%	5.6%
Average Annual Change		5.4%	4.7%	1.8%	2.1%	1.4%	0.2%	0.8%	-0.1%	0.8%	3.7%	0.9%	4.8%	1.3%		2.4%	1.2%	0.5%	2.7%
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		-1.2%	0.142	0.373	0.482
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
2024	M	0.020	0.021	0.139	0.132	0.144	0.144	0.184	0.177	0.145	0.137	0.076	0.019	1.339	-2.4%	0.180	0.420	0.507	0.232
VISITOR NUMBERS														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor No.s by Year and Share of Total					
Non-Serviced	M	1.175	1.161	1.200	1.212	1.294	1.327	1.374	0.458	0.917	1.355	1.372	1.339						
All Visitor Types	M	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876	9.472	9.947	9.611						
Share of Total	%	13.9%	13.2%	12.9%	13.2%	13.9%	14.1%	14.0%	13.1%	11.6%	14.3%	13.8%	13.9%						
Annual Change in Share	%		-4.8%	-2.1%	2.1%	5.6%	0.9%	-0.2%	-6.6%	-11.1%	22.9%	-3.6%	1.0%						
Change in Share from 2013	%		-4.8%	-6.8%	-4.8%	0.5%	1.4%	1.2%	-5.5%	-16.1%	3.2%	-0.5%	0.5%						
Avg Ann. Change in Share	%		-4.8%	-3.4%	-1.6%	0.1%	0.3%	0.2%	-0.8%	-2.0%	0.4%	-0.1%	0.0%						
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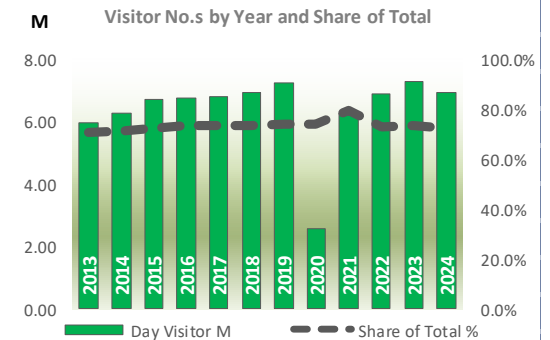
STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL											2013 to 2024			STAYING VISITOR		VISITOR NUMBERS					
VISITOR NUMBERS BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY			STAYING VISITOR																		
An increase of 3% or more			VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change						
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 2013 to 2024			47.5%	-4.6%	8.9%	4.8%	13.1%	2.1%	2.0%	-5.6%	6.2%	12.4%	8.4%	16.5%	6.4%	Annual Change		12.6%	6.8%	0.2%	11.9%
% Change 2023 to 2024			-5.1%	-3.1%	-3.6%	-8.0%	0.5%	-3.8%	-0.9%	3.4%	3.5%	5.5%	6.3%	2.9%	-0.2%			-3.9%	-3.5%	1.8%	5.1%
Average Annual Change			4.3%	-0.4%	0.8%	0.4%	1.2%	0.2%	0.2%	-0.5%	0.6%	1.1%	0.8%	1.5%	0.6%			1.1%	0.6%	0.0%	1.1%
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			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	
2024 M			0.124	0.124	0.207	0.230	0.301	0.272	0.314	0.315	0.247	0.227	0.185	0.125	2.670	-0.2%	0.455	0.802	0.876	0.537	
VISITOR NUMBERS														STAYING VISITOR							
SHARE OF MARKET			2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M	Visitor No.s by Year and Share of Total					
Staying Visitor			M	2.509	2.517	2.578	2.434	2.488	2.528	2.572	0.915	1.613	2.573	2.676	2.670						
All Visitor Types			M	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876	9.472	9.947	9.611						
Share of Total			%	29.6%	28.6%	27.8%	26.5%	26.8%	26.3%	26.2%	20.5%	27.2%	26.9%	27.8%							
Annual Change in Share			%		-3.4%	-3.0%	-4.5%	1.1%	-0.1%	-1.9%	-0.4%	-21.7%	32.6%	-1.0%	3.3%						
Change in Share from 2013			%		-3.4%	-6.3%	-10.5%	-9.5%	-9.6%	-11.3%	-11.7%	-30.8%	-8.2%	-9.1%	-6.1%						
Avg Ann. Change in Share			%		-3.4%	-3.1%	-3.5%	-2.4%	-1.9%	-1.9%	-1.7%	-3.9%	-0.9%	-0.9%	-0.6%						



STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL											2013 to 2024			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												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 2013 to 2024		53.7%	12.4%	2.4%	12.5%	1.8%	30.0%	33.9%	14.6%	9.0%	5.5%	33.7%	21.0%		16.3%	11.8%	13.2%	20.3%	12.4%
% Change 2023 to 2024		-3.9%	-6.1%	-4.8%	-16.6%	5.6%	-0.1%	8.6%	-11.7%	-12.5%	-9.4%	-0.6%	9.5%		-4.5%	-5.3%	-3.7%	-4.8%	-6.1%
Average Annual Change		4.9%	1.1%	0.2%	1.1%	0.2%	2.7%	3.1%	1.3%	0.8%	0.5%	3.1%	1.9%		1.5%	1.1%	1.2%	1.8%	1.1%
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	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
2024	M	0.081	0.273	0.258	0.711	0.907	0.817	1.343	1.345	0.680	0.354	0.129	0.041	6.941	-4.5%	0.613	2.435	3.369	0.524
VISITOR NUMBERS														DAY VISITOR					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor No.s by Year and Share of Total					
Day Visitor	M	5.967	6.280	6.710	6.749	6.801	6.914	7.220	2.585	6.263	6.899	7.271	6.941						
All Visitor Types	M	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876	9.472	9.947	9.611						
Share of Total	%	70.4%	71.4%	72.2%	73.5%	73.2%	73.2%	73.7%	73.8%	79.5%	72.8%	73.1%	72.2%						
Annual Change in Share	%		1.4%	1.2%	1.7%	-0.4%	0.0%	0.7%	0.2%	7.7%	-8.4%	0.4%	-1.2%						
Change in Share from 2013	%		1.4%	2.6%	4.4%	4.0%	4.0%	4.7%	4.9%	13.0%	3.5%	3.8%	2.6%						
Avg Ann. Change in Share	%		1.4%	1.3%	1.5%	1.0%	0.8%	0.8%	0.7%	1.6%	0.4%	0.4%	0.2%						

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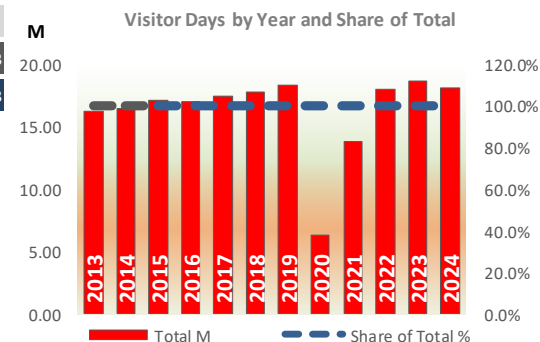
Report Prepared by: Cathy James. Date of Issue: 02/07/25



Visitor Days by Month, Year and Visitor Type for the Period 2013 to 2024

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

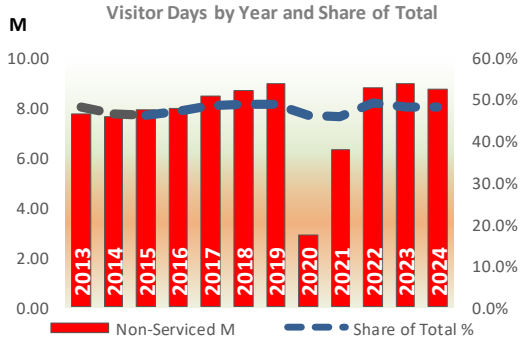
STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL											2013 to 2024			TOTAL		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% 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						
% Change 2013 to 2024		45.4%	8.2%	10.9%	13.7%	8.9%	11.7%	17.6%	4.7%	8.3%	22.5%	13.4%	21.1%	12.2%	Annual Change	14.8%	11.2%	10.1%	19.7%
% Change 2023 to 2024		-5.4%	-5.8%	-4.4%	-13.3%	0.8%	-3.5%	2.8%	-4.2%	-3.1%	1.3%	4.5%	5.1%	-2.5%		-4.9%	-5.1%	-1.4%	2.6%
Average Annual Change		4.1%	0.7%	1.0%	1.2%	0.8%	1.1%	1.6%	0.4%	0.8%	2.0%	1.2%	1.9%	1.1%		1.3%	1.0%	0.9%	1.8%
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		1.665	5.403	7.025	2.070
2014	M	0.248	0.492	0.987	1.677	2.038	1.748	2.428	2.911	1.802	1.208	0.583	0.273	16.40	1.4%	1.727	5.464	7.141	2.064
2015	M	0.256	0.519	1.008	1.746	2.124	1.815	2.633	3.086	1.853	1.265	0.586	0.253	17.14	4.6%	1.783	5.685	7.573	2.103
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	-1.0%	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
2020	M	0.358	0.628	0.675	0.005	0.007	0.014	0.760	1.976	1.579	0.014	0.174	0.076	6.266	-65.9%	1.661	0.026	4.315	0.264
2021	M			0.167	1.161	1.139	1.441	2.306	3.171	2.077	1.632	0.465	0.283	13.84	120.9%	0.167	3.741	7.554	2.380
2022	M	0.299	0.495	1.114	1.962	2.024	2.117	2.761	2.989	1.839	1.430	0.622	0.306	17.96	29.7%	1.908	6.103	7.590	2.357
2023	M	0.348	0.548	1.115	2.017	2.183	2.134	2.816	3.084	1.947	1.456	0.633	0.325	18.61	3.6%	2.011	6.335	7.847	2.414
2024	M	0.330	0.516	1.066	1.750	2.202	2.058	2.893	2.955	1.887	1.475	0.662	0.341	18.13	-2.5%	1.912	6.010	7.735	2.478
VISITOR DAYS														TOTAL					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M	Visitor Days by Year and Share of Total				
Total	M	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84	17.96	18.61	18.13						
All Visitor Types	M	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84	17.96	18.61	18.13						
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 2013	%																		
Avg Ann. Change in Share	%																		
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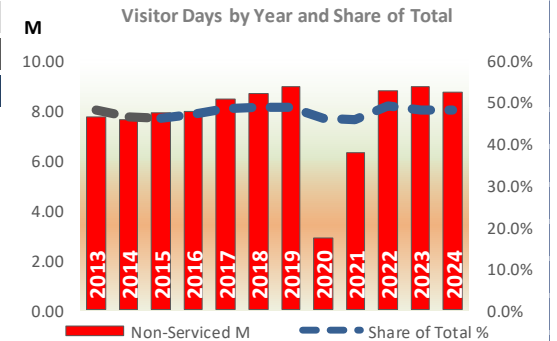


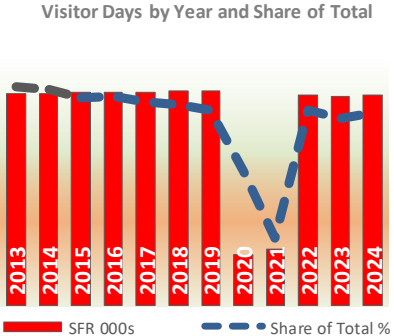
STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL											2013 to 2024			SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												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						
% Change 2013 to 2024		68.6%	-12.5%	-10.2%	-14.9%	12.4%	2.7%	-4.7%	-10.6%	3.4%	-15.4%	8.8%	12.7%	0.1%	Annual Change	4.7%	1.6%	-4.7%	1.1%
% Change 2023 to 2024		-4.6%	-0.9%	-0.9%	-0.5%	5.8%	0.1%	1.5%	4.5%	4.8%	6.9%	7.6%	2.1%	2.5%		-2.1%	2.4%	3.6%	5.6%
Average Annual Change		6.2%	-1.1%	-0.9%	-1.4%	1.1%	0.2%	-0.4%	-1.0%	0.3%	-1.4%	0.8%	1.2%	0.0%		0.4%	0.1%	-0.4%	0.1%
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			0.364	0.603	0.628
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
2024	M	0.123	0.139	0.119	0.143	0.265	0.204	0.200	0.216	0.182	0.137	0.173	0.140	2.041	2.5%	0.381	0.613	0.598	0.450
VISITOR DAYS														SERVICED ACCOMMODATION					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor Days by Year and Share of Total					
Serviced	M	2.039	2.080	2.113	1.838	1.787	1.802	1.795	0.701	1.162	1.852	1.991	2.041						
All Visitor Types	M	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84	17.96	18.61	18.13						
Share of Total	%	12.6%	12.7%	12.3%	10.8%	10.2%	10.1%	9.8%	11.2%	8.4%	10.3%	10.7%	11.3%						
Annual Change in Share	%		0.5%	-2.8%	-12.1%	-5.6%	-1.1%	-3.3%	14.5%	-25.0%	22.8%	3.7%	5.2%						
Change in Share from 2013	%		0.5%	-2.3%	-14.1%	-18.9%	-19.8%	-22.5%	-11.3%	-33.4%	-18.3%	-15.2%	-10.8%						
Avg Ann. Change in Share	%		0.5%	-1.2%	-4.7%	-4.7%	-4.0%	-3.7%	-1.6%	-4.2%	-2.0%	-1.5%	-1.0%						

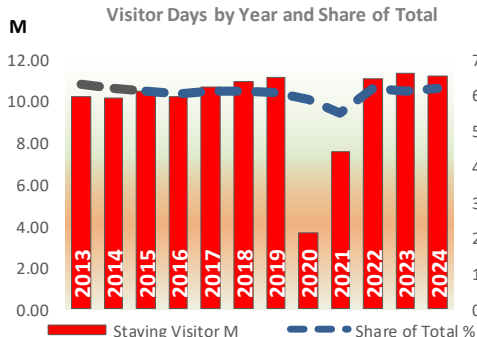
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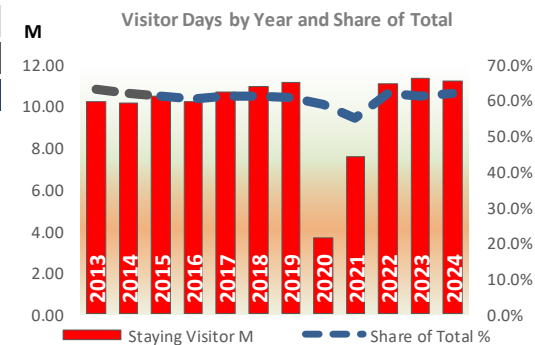
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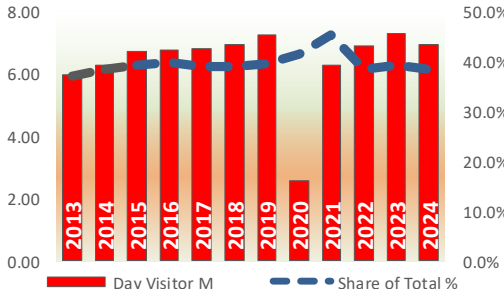
STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL											2013 to 2024			NON-SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												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						
% Change 2013 to 2024		59.8%	51.9%	20.3%	23.1%	15.8%	2.1%	8.6%	-1.0%	9.1%	40.6%	10.2%	52.3%	12.9%	25.5%	12.4%	5.0%	32.5%	
% Change 2023 to 2024		-12.5%	-13.0%	-4.9%	-13.0%	-4.2%	-6.9%	-2.4%	2.9%	3.0%	5.1%	5.3%	10.3%	-2.2%	-6.5%	-7.9%	1.0%	5.5%	
Average Annual Change		5.4%	4.7%	1.8%	2.1%	1.4%	0.2%	0.8%	-0.1%	0.8%	3.7%	0.9%	4.8%	1.2%	2.3%	1.1%	0.5%	3.0%	
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	-1.6%	0.652	2.533	3.483	1.064
2014	M	0.040	0.070	0.554	0.685	0.903	0.878	1.181	1.343	0.906	0.639	0.321	0.090	7.610		0.664	2.466	3.430	1.051
2015	M	0.050	0.062	0.558	0.724	0.935	0.909	1.272	1.430	0.903	0.672	0.315	0.064	7.893	3.7%	0.669	2.568	3.605	1.051
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	0.8%	0.709	2.676	3.524	1.043
2017	M	0.064	0.080	0.634	0.941	0.937	1.042	1.307	1.295	0.906	0.849	0.309	0.090	8.453	6.3%	0.778	2.920	3.508	1.247
2018	M	0.055	0.084	0.671	0.905	1.013	1.065	1.333	1.313	0.927	0.873	0.335	0.088	8.662	2.5%	0.811	2.984	3.573	1.296
2019	M	0.095	0.097	0.674	0.948	1.034	1.059	1.328	1.309	0.959	0.919	0.346	0.141	8.909	2.9%	0.867	3.041	3.596	1.406
2020	M	0.087	0.093	0.416				0.339	0.946	0.889		0.063	0.045	2.878	-67.7%	0.596		2.174	0.108
2021	M			0.087	0.454	0.401	0.521	0.931	1.379	1.110	1.115	0.184	0.120	6.303	119.0%	0.087	1.376	3.420	1.419
2022	M	0.088	0.112	0.696	0.959	1.007	1.070	1.319	1.274	0.935	0.897	0.325	0.101	8.784	39.4%	0.896	3.037	3.528	1.323
2023	M	0.076	0.097	0.702	0.968	1.039	1.086	1.339	1.309	0.972	0.914	0.324	0.098	8.925	1.6%	0.875	3.093	3.621	1.336
2024	M	0.067	0.084	0.667	0.842	0.995	1.011	1.307	1.347	1.002	0.961	0.342	0.108	8.732	-2.2%	0.818	2.848	3.656	1.410
VISITOR DAYS														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M	Visitor Days by Year and Share of Total				
Non-Serviced	M	7.732	7.610	7.893	7.952	8.453	8.662	8.909	2.878	6.303	8.784	8.925	8.732						
All Visitor Types	M	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84	17.96	18.61	18.13						
Share of Total	%	47.8%	46.4%	46.0%	46.9%	48.4%	48.6%	48.5%	45.9%	45.5%	48.9%	48.0%	48.2%						
Annual Change in Share	%		-3.0%	-0.8%	1.8%	3.2%	0.5%	-0.2%	-5.4%	-0.8%	7.4%	-1.9%	0.4%						
Change in Share from 2013	%		-3.0%	-3.8%	-2.0%	1.2%	1.7%	1.5%	-4.0%	-4.8%	2.3%	0.3%	0.7%						
Avg Ann. Change in Share	%		-3.0%	-1.9%	-0.7%	0.3%	0.3%	0.2%	-0.6%	-0.6%	0.3%	0.0%	0.1%						
																			
															Report Prepared by: Cathy James. Date of Issue: 02/07/25				

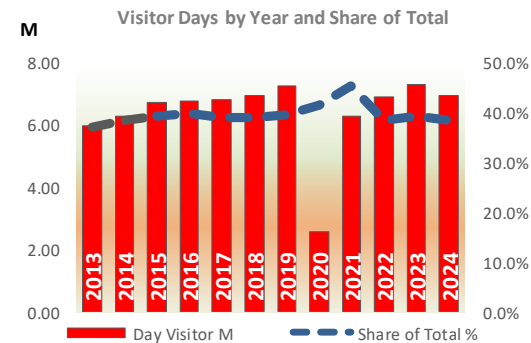


STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL											2013 to 2024			SFR	VISITOR DAYS							
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY	SFR																					
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												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										
% Change 2013 to 2024	-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%	-1.0%	Annual Change	-1.0%	-1.0%	-1.0%	-1.0%			
% Change 2023 to 2024	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%		0.1%	0.1%	0.1%	0.1%			
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%		-0.1%	-0.1%	-0.1%	-0.1%			
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	0.2%		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	-0.1%	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	0.3%	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	0.3%	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				
2024 000s	58.5	19.7	22.4	53.4	34.3	26.4	42.9	45.4	23.4	23.4	18.2	52.7	420.7	0.1%	100.5	114.1	111.7	94.3				
VISITOR DAYS													SFR									
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s	Visitor Days by Year and Share of Total							
SFR 000s		424.7	425.8	427.6	427.3	428.5	429.7	430.9	101.7	112.7	422.2	420.2	420.7	500.00								
All Visitor Types M		16.2	16.4	17.1	17.0	17.5	17.8	18.4	6.3	13.8	18.0	18.6	18.1	400.00								
Share of Total %		2.6%	2.6%	2.5%	2.5%	2.5%	2.4%	2.3%	1.6%	0.8%	2.4%	2.3%	2.3%	300.00								
Annual Change in Share %			-1.2%	-4.0%	1.0%	-2.6%	-1.6%	-2.7%	-30.9%	-49.8%	188.8%	-3.9%	2.7%	200.00								
Change in Share from 2013 %			-1.2%	-5.1%	-4.2%	-6.7%	-8.2%	-10.7%	-38.3%	-69.0%	-10.5%	-14.1%	-11.7%	100.00								
Avg Ann. Change in Share %			-1.2%	-2.5%	-1.4%	-1.7%	-1.6%	-1.8%	-5.5%	-8.6%	-1.2%	-1.4%	-1.1%	0.00								
															SFR 000s				Share of Total %			
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STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL											2013 to 2024			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												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							
% Change 2013 to 2024		42.9%	3.8%	14.0%	14.6%	14.6%	2.2%	6.4%	-2.4%	8.0%	29.1%	9.3%	21.1%	9.8%	Annual Change	16.3%	9.9%	3.4%	21.8%	
% Change 2023 to 2024		-5.8%	-5.4%	-4.2%	-10.9%	-2.2%	-5.7%	-1.8%	3.0%	3.2%	5.2%	5.9%	4.5%	-1.3%		-4.7%	-6.1%	1.3%	5.3%	
Average Annual Change		3.9%	0.3%	1.3%	1.3%	1.3%	0.2%	0.6%	-0.2%	0.7%	2.6%	0.8%	1.9%	0.9%		1.5%	0.9%	0.3%	2.0%	
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		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	
2024	M	0.248	0.243	0.808	1.039	1.295	1.241	1.550	1.609	1.206	1.121	0.533	0.301	11.19	-1.3%	1.299	3.575	4.366	1.954	
VISITOR DAYS														STAYING VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M	Visitor Days by Year and Share of Total					
Staying Visitor		M	10.20	10.12	10.43	10.22	10.67	10.89	11.14	3.681	7.578	11.06	11.34	11.19						
All Visitor Types		M	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84	17.96	18.61	18.13						
Share of Total		%	63.1%	61.7%	60.9%	60.2%	61.1%	61.2%	60.7%	58.7%	54.7%	61.6%	60.9%	61.7%						
Annual Change in Share		%		-2.2%	-1.4%	-1.0%	1.4%	0.2%	-0.8%	-3.2%	-6.8%	12.5%	-1.1%	1.3%						
Change in Share from 2013		%		-2.2%	-3.5%	-4.5%	-3.2%	-3.0%	-3.8%	-6.9%	-13.2%	-2.4%	-3.4%	-2.1%						
Avg Ann. Change in Share		%		-2.2%	-1.8%	-1.5%	-0.8%	-0.6%	-0.6%	-1.0%	-1.7%	-0.3%	-0.3%	-0.2%						
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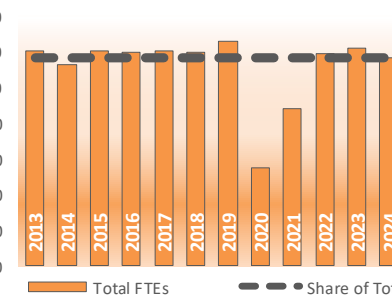


STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL											2013 to 2024			DAY VISITOR		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												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							
% Change 2013 to 2024		53.7%	12.4%	2.4%	12.5%	1.8%	30.0%	33.9%	14.6%	9.0%	5.5%	33.7%	21.0%	16.3%	Annual Change	Q1	Q2	Q3	Q4	
% Change 2023 to 2024		-3.9%	-6.1%	-4.8%	-16.6%	5.6%	-0.1%	8.6%	-11.7%	-12.5%	-9.4%	-0.6%	9.5%	-4.5%		-5.3%	-3.7%	-4.8%	-6.1%	
Average Annual Change		4.9%	1.1%	0.2%	1.1%	0.2%	2.7%	3.1%	1.3%	0.8%	0.5%	3.1%	1.9%	1.5%		1.1%	1.2%	1.8%	1.1%	
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		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	
2024	M	0.081	0.273	0.258	0.711	0.907	0.817	1.343	1.345	0.680	0.354	0.129	0.041	6.941	-4.5%	0.613	2.435	3.369	0.524	
VISITOR DAYS														DAY VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M	Visitor Days by Year and Share of Total					
Day Visitor		M	5.967	6.280	6.710	6.749	6.801	6.914	7.220	2.585	6.263	6.899	7.271	6.941						
All Visitor Types		M	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84	17.96	18.61	18.13						
Share of Total		%	36.9%	38.3%	39.1%	39.8%	38.9%	38.8%	39.3%	41.3%	45.3%	38.4%	39.1%	38.3%						
Annual Change in Share		%		3.8%	2.2%	1.6%	-2.1%	-0.3%	1.3%	4.9%	9.7%	-15.1%	1.7%	-2.1%						
Change in Share from 2013		%		3.8%	6.0%	7.7%	5.5%	5.2%	6.5%	11.8%	22.6%	4.1%	5.9%	3.7%						
Avg Ann. Change in Share		%		3.8%	3.0%	2.6%	1.4%	1.0%	1.1%	1.7%	2.8%	0.5%	0.6%	0.3%						
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Direct and Total Employment by Month, Year and Visitor Type for the Period 2013 to 2024

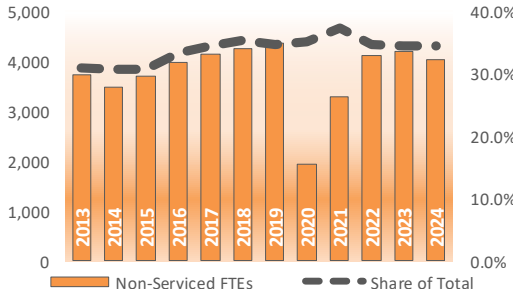
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL										2013 to 2024			TOTAL		TOTAL EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL																		
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / 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					
% Change 2013 to 2024		12.1%	-4.7%	-4.1%	-3.1%	-5.7%	-3.3%	1.7%	-9.6%	-5.3%	2.4%	-1.8%			2.0%	-3.1%				
% Change 2023 to 2024		-4.1%	-5.0%	-5.4%	-13.5%	-1.7%	-5.7%	-0.2%	-6.0%	-4.7%	-1.1%	0.9%	0.6%	-4.3%						
Average Annual Change		1.1%	-0.4%	-0.4%	-0.3%	-0.5%	-0.3%	0.2%	-0.9%	-0.5%	0.2%	-0.2%	0.2%	-0.3%						
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	Annual Change	6,600	15,170	18,923	7,532	
2014	FTEs	4,151	5,995	8,930	13,330	15,560	13,603	17,728	21,131	14,114	10,281	6,468	4,462	11,313		-6.2%	6,359	14,164	17,657	7,070
2015	FTEs	4,264	6,310	9,286	14,231	16,668	14,456	19,697	23,027	14,866	10,924	6,614	4,383	12,060		6.6%	6,620	15,118	19,197	7,307
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		-1.0%	6,845	14,677	18,933	7,316
2017	FTEs	4,570	6,423	9,177	15,529	15,246	15,102	19,455	21,901	14,608	11,002	6,631	4,687	12,028		0.7%	6,723	15,292	18,655	7,440
2018	FTEs	4,430	6,548	9,160	14,185	15,634	15,804	19,252	21,480	14,788	11,141	6,706	4,732	11,989		-0.3%	6,713	15,208	18,507	7,527
2019	FTEs	5,169	6,942	9,402	15,631	16,371	15,816	20,062	22,570	15,390	11,896	7,079	5,079	12,617		5.2%	7,171	15,939	19,341	8,018
2020	FTEs	5,173	7,196	6,595	-	-	300	7,442	18,557	15,135	126	3,282	2,105	5,493		-56.5%	6,321	100	13,711	1,838
2021	FTEs	-	-	1,261	4,418	5,477	12,878	18,666	23,148	16,107	12,731	6,047	4,662	8,783		59.9%	420	7,591	19,307	7,813
2022	FTEs	4,531	6,006	9,637	14,635	15,060	15,565	19,673	20,852	14,027	11,210	6,588	4,671	11,871		35.2%	6,725	15,087	18,184	7,490
2023	FTEs	4,856	6,298	9,488	15,001	16,102	15,733	19,960	21,440	14,776	11,404	6,664	4,800	12,210	2.9%	6,881	15,612	18,725	7,623	
2024	FTEs	4,658	5,983	8,981	12,981	15,827	14,830	19,917	20,155	14,085	11,282	6,724	4,831	11,688	-4.3%	6,540	14,546	18,052	7,612	
EMPLOYMENT														TOTAL						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs	Employment (FTEs) and Share of Total (%)					
Total	FTEs	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871	12,210	11,688	14,000						
Total Employment	FTEs	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871	12,210	11,688	12,000						
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%						
Annual Change in Share	%																			
Change in Share from 2013	%																			
Avg Ann. Change in Share	%																			

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STEAM REPORT FOR 2013-2024 - FINAL											2013 to 2024			SERVICED		DIRECT EMPLOYMENT				
CONWY COUNTY BOROUGH COUNCIL																				
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
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 2013 to 2024		-7.6%	-21.4%	-22.9%	-24.4%	-10.9%	-19.1%	-17.0%	-23.1%	-19.7%	-24.1%	-17.2%	-16.7%	-18.9%	Annual Change	-18.1%	-17.9%	-20.0%	-19.5%	
% Change 2023 to 2024		-3.0%	-1.4%	-0.9%	-0.9%	2.5%	-1.0%	0.5%	0.7%	0.8%	0.8%	2.0%	-0.3%	0.1%		-1.7%	0.3%	0.7%	0.9%	
Average Annual Change		-0.7%	-1.9%	-2.1%	-2.2%	-1.0%	-1.7%	-1.5%	-2.1%	-1.8%	-2.2%	-1.6%	-1.5%	-1.7%		-1.6%	-1.6%	-1.8%	-1.8%	
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		2,631	3,345	3,405	2,895	
2014	FTEs	2,266	2,683	2,870	3,186	3,483	3,331	3,302	3,474	3,208	3,126	2,859	2,438	3,019	-1.6%	2,606	3,333	3,328	2,808	
2015	FTEs	2,251	2,751	2,896	3,198	3,574	3,369	3,438	3,513	3,208	3,149	2,901	2,467	3,060	1.4%	2,633	3,380	3,386	2,839	
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	-13.5%	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	
2020	FTEs	2,229	2,339	1,536	-	-	-	240	2,566	2,455	-	1,284	752	1,117	-53.9%	2,035		1,754	679	
2021	FTEs	-	-	-	-	1,249	2,643	2,821	2,738	2,537	2,298	2,356	2,042	1,557	39.4%		1,297	2,699	2,232	
2022	FTEs	1,843	2,068	2,262	2,401	3,023	2,655	2,883	2,706	2,524	2,315	2,408	2,100	2,432	56.2%	2,058	2,693	2,705	2,274	
2023	FTEs	2,091	2,237	2,249	2,409	3,075	2,727	2,816	2,734	2,570	2,326	2,407	2,198	2,487	2.2%	2,193	2,737	2,707	2,310	
2024	FTEs	2,029	2,205	2,230	2,387	3,150	2,702	2,831	2,754	2,590	2,345	2,454	2,191	2,489	0.1%	2,155	2,746	2,725	2,330	
EMPLOYMENT														SERVICED ACCOMMODATION						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs	Employment (FTEs) and Share of Total (%)					
Serviced	FTEs	3,069	3,019	3,060	2,647	2,509	2,402	2,424	1,117	1,557	2,432	2,487	2,489	3,500						
Total Employment	FTEs	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871	12,210	11,688	3,000						
Share of Total	%	25.5%	26.7%	25.4%	22.2%	20.9%	20.0%	19.2%	20.3%	17.7%	20.5%	20.4%	21.3%	2,500						
Annual Change in Share	%		4.8%	-4.9%	-12.6%	-5.9%	-4.0%	-4.1%	5.8%	-12.8%	15.6%	-0.6%	4.6%	2,000						
Change in Share from 2013	%		4.8%	-0.3%	-12.9%	-18.0%	-21.3%	-24.5%	-20.1%	-30.4%	-19.5%	-20.0%	-16.3%	1,500						
Avg Ann. Change in Share	%		4.8%	-0.2%	-4.3%	-4.5%	-4.3%	-4.1%	-2.9%	-3.8%	-2.2%	-2.0%	-1.5%	1,000						
															500					
															0					
															Legend: Serviced FTEs (orange bars), Share of Total (grey line)					
															Report Prepared by: Cathy James. Date of Issue: 02/07/2025					

STEAM REPORT FOR 2013-2024 - FINAL										2013 to 2024			NON-SERVICED		DIRECT EMPLOYMENT					
CONWY COUNTY BOROUGH COUNCIL																				
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
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 2013 to 2024		46.9%	43.6%	15.8%	15.9%	7.5%	-2.1%	1.0%	-9.0%	4.8%	27.8%	13.2%	41.4%			8.5%	26.8%	6.2%	-1.8%	25.4%
% Change 2023 to 2024		-2.8%	-3.9%	-6.2%	-13.0%	-6.6%	-9.0%	-5.1%	0.9%	0.2%	2.4%	1.1%	1.6%			-4.0%	-5.0%	-9.5%	-1.4%	1.9%
Average Annual Change		4.3%	4.0%	1.4%	1.4%	0.7%	-0.2%	0.1%	-0.8%	0.4%	2.5%	1.2%	3.8%			0.8%	2.4%	0.6%	-0.2%	2.3%
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		1,781	4,648	6,023	2,410	
2014	FTEs	934	1,077	3,162	3,735	4,670	4,494	5,640	6,644	4,566	3,506	2,148	1,156	3,478	-6.4%	1,724	4,300	5,617	2,270	
2015	FTEs	985	1,052	3,274	4,085	5,011	4,795	6,270	7,311	4,682	3,770	2,167	1,051	3,704	6.5%	1,770	4,630	6,088	2,329	
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	7.1%	2,082	5,034	6,206	2,553	
2017	FTEs	1,365	1,444	3,891	5,275	5,041	5,652	6,610	6,996	4,897	4,701	2,397	1,468	4,145	4.4%	2,233	5,323	6,168	2,855	
2018	FTEs	1,394	1,533	4,051	5,007	5,368	5,744	6,708	7,266	4,967	4,764	2,539	1,515	4,238	2.2%	2,326	5,373	6,314	2,939	
2019	FTEs	1,582	1,605	4,137	5,309	5,575	5,740	6,755	7,026	5,202	5,080	2,610	1,736	4,363	3.0%	2,441	5,541	6,328	3,142	
2020	FTEs	1,535	1,575	2,790	-	-	-	2,760	6,500	5,942	-	1,076	964	1,928	-55.8%	1,966		5,067	680	
2021	FTEs	-	-	594	3,496	3,167	3,815	5,615	7,079	5,923	5,976	2,021	1,658	3,279	70.0%	198	3,493	6,205	3,219	
2022	FTEs	1,509	1,629	4,143	5,140	5,222	5,560	6,430	6,138	4,903	4,792	2,457	1,541	4,122	25.7%	2,427	5,307	5,824	2,930	
2023	FTEs	1,450	1,553	4,130	5,237	5,416	5,707	6,554	6,309	5,136	4,916	2,456	1,529	4,199	1.9%	2,378	5,453	6,000	2,967	
2024	FTEs	1,409	1,492	3,873	4,554	5,057	5,195	6,222	6,367	5,149	5,032	2,483	1,554	4,032	-4.0%	2,258	4,935	5,913	3,023	
EMPLOYMENT														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs	Employment (FTEs) and Share of Total (%)					
Non-Serviced		FTEs	3,716	3,478	3,704	3,969	4,145	4,238	4,363	1,928	3,279	4,122	4,199	4,032						
Total Employment		FTEs	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871	12,210	11,688						
Share of Total		%	30.8%	30.7%	30.7%	33.2%	34.5%	35.4%	34.6%	35.1%	37.3%	34.7%	34.4%	34.5%						
Annual Change in Share		%		-0.3%	-0.1%	8.2%	3.7%	2.6%	-2.2%	1.5%	6.3%	-7.0%	-1.0%	0.3%						
Change in Share from 2013		%		-0.3%	-0.3%	7.8%	11.8%	14.7%	12.2%	13.9%	21.1%	12.7%	11.6%	11.9%						
Avg Ann. Change in Share		%		-0.3%	-0.2%	2.6%	3.0%	2.9%	2.0%	2.0%	2.6%	1.4%	1.2%	1.1%						

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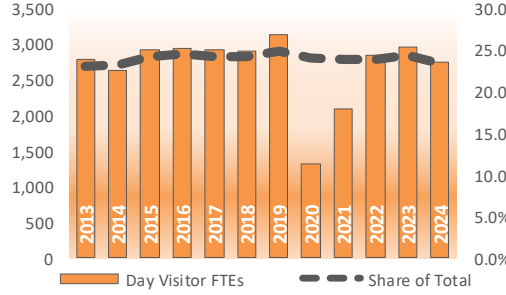
Report Prepared by: Cathy James. Date of Issue: 02/07/25

STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL											2013 to 2024			SFR	DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY	SFR											TOTAL	% Change					
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / 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 2013 to 2024	-13.1%	-13.1%	-13.1%	-13.1%	-13.1%	-13.1%	-13.1%	-13.1%	-13.1%	-13.1%	-13.1%	-13.1%	-13.1%	Annual Change	-13.1%	-13.1%	-13.1%	-13.1%
% Change 2023 to 2024	-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%
Average Annual Change	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%		-1.2%	-1.2%	-1.2%	-1.2%
2013 FTEs	249	84	95	227	146	113	183	193	100	100	78	225	149			143	162	159
2014 FTEs	233	78	89	212	137	105	171	181	93	93	72	210	140	-6.5%	133	151	148	125
2015 FTEs	243	82	93	222	143	110	178	189	97	97	76	219	146	4.5%	139	158	155	131
2016 FTEs	244	82	93	222	143	110	179	189	97	97	76	220	146	0.1%	140	158	155	131
2017 FTEs	238	80	91	217	140	108	175	185	95	95	74	215	143	-2.3%	136	155	152	128
2018 FTEs	235	79	90	214	138	106	172	182	94	94	73	212	141	-1.4%	134	153	149	126
2019 FTEs	241	81	92	220	141	109	177	187	96	96	75	217	144	2.7%	138	157	153	130
2020 FTEs	248	83	52	-	-	-	25	24	-	-	-	-	36	-75.1%	128		16	
2021 FTEs	-	-	-	-	15	11	91	96	50	48	38	109	38	6.0%		9	79	65
2022 FTEs	230	77	88	205	132	101	164	174	90	90	70	202	135	255.1%	132	146	143	121
2023 FTEs	223	75	85	204	131	101	164	173	89	89	69	201	134	-1.1%	128	145	142	120
2024 FTEs	216	73	83	197	127	98	159	168	87	86	67	195	130	-3.0%	124	141	138	116
EMPLOYMENT													SFR					
SHARE OF MARKET	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs Employment (FTEs) and Share of Total (%)					
SFR FTEs	149	140	146	146	143	141	144	36	38	135	134	130						
Total Employment FTEs	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871	12,210	11,688						
Share of Total %	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.1%	0.7%	0.4%	1.1%	1.1%	1.1%						
Annual Change in Share %		-0.4%	-1.9%	1.1%	-3.0%	-1.1%	-2.4%	-42.8%	-33.7%	162.7%	-3.9%	1.3%						
Change in Share from 2013 %		-0.4%	-2.3%	-1.2%	-4.2%	-5.2%	-7.5%	-47.1%	-65.0%	-8.0%	-11.5%	-10.4%						
Avg Ann. Change in Share %		-0.4%	-1.2%	-0.4%	-1.0%	-1.0%	-1.2%	-6.7%	-8.1%	-0.9%	-1.2%	-0.9%						

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Report Prepared by: Cathy James. Date of Issue: 02/07/24

STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL											2013 to 2024			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									
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 2013 to 2024		7.3%	-4.0%	-2.3%	-2.4%	-0.6%	-8.8%	-5.6%	-13.8%	-5.0%	4.7%	-4.4%	-0.3%	-4.1%	Annual Change	-0.4%	-4.1%	-8.5%	0.6%					
% Change 2023 to 2024		-2.9%	-2.5%	-4.3%	-9.1%	-3.3%	-6.3%	-3.4%	0.8%	0.4%	1.8%	1.5%	0.3%	-2.5%		-3.4%	-6.2%	-0.8%	1.3%					
Average Annual Change		0.7%	-0.4%	-0.2%	-0.2%	-0.1%	-0.8%	-0.5%	-1.3%	-0.5%	0.4%	-0.4%	0.0%	-0.4%		0.0%	-0.4%	-0.8%	0.1%					
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		4,555	8,155	9,587	5,439					
2014	FTEs	3,432	3,838	6,121	7,134	8,290	7,930	9,113	10,299	7,867	6,725	5,079	3,804	6,636	-4.3%	4,464	7,785	9,093	5,203					
2015	FTEs	3,480	3,885	6,263	7,505	8,728	8,274	9,886	11,013	7,987	7,016	5,144	3,738	6,910	4.1%	4,543	8,169	9,629	5,299					
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	-2.1%	4,571	8,020	9,241	5,214					
2017	FTEs	3,675	3,886	6,374	8,128	8,014	8,411	9,478	9,988	7,604	7,201	4,935	3,870	6,797	0.5%	4,645	8,184	9,024	5,335					
2018	FTEs	3,588	3,864	6,370	7,661	8,300	8,408	9,448	10,095	7,615	7,161	4,987	3,869	6,781	-0.2%	4,608	8,123	9,053	5,339					
2019	FTEs	4,042	3,835	6,398	7,975	8,518	8,445	9,529	9,934	7,897	7,470	5,100	4,039	6,932	2.2%	4,758	8,313	9,120	5,536					
2020	FTEs	4,012	3,997	4,378	-	-	-	3,025	9,090	8,397	-	2,361	1,715	3,081	-55.5%	4,129		6,837	1,359					
2021	FTEs	-	-	594	3,496	4,430	6,469	8,527	9,914	8,510	8,322	4,415	3,809	4,874	58.2%	198	4,799	8,984	5,515					
2022	FTEs	3,583	3,774	6,493	7,745	8,377	8,316	9,478	9,018	7,517	7,197	4,934	3,843	6,690	37.3%	4,616	8,146	8,671	5,325					
2023	FTEs	3,764	3,865	6,465	7,850	8,622	8,535	9,533	9,216	7,795	7,330	4,932	3,928	6,820	1.9%	4,698	8,335	8,848	5,397					
2024	FTEs	3,655	3,770	6,185	7,139	8,335	7,994	9,212	9,290	7,825	7,464	5,005	3,940	6,651	-2.5%	4,537	7,822	8,775	5,470					
EMPLOYMENT														STAYING VISITOR										
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs Employment (FTEs) and Share of Total (%)										
Staying Visitor		FTEs	9,280	8,695	9,140	9,011	9,121	9,101	9,491	4,172	6,694	9,040	9,247	8,952	10,000									
Total Employment		FTEs	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871	12,210	11,688	8,000									
Share of Total		%	77.0%	76.9%	75.8%	75.5%	75.8%	75.9%	75.2%	76.0%	76.2%	76.2%	75.7%	76.6%	6,000									
Annual Change in Share		%		-0.2%	-1.4%	-0.4%	0.5%	0.1%	-0.9%	1.0%	0.3%	-0.1%	-0.5%	1.1%	4,000									
Change in Share from 2013		%		-0.2%	-1.5%	-2.0%	-1.5%	-1.4%	-2.3%	-1.3%	-1.0%	-1.1%	-1.6%	-0.5%	2,000									
Avg Ann. Change in Share		%		-0.2%	-0.8%	-0.7%	-0.4%	-0.3%	-0.4%	-0.2%	-0.1%	-0.1%	-0.2%	0.0%	0									
															Staying Visitor FTEs					Share of Total				

STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL											2013 to 2024			DAY VISITOR		DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR												TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / 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 2013 to 2024		30.2%	-4.8%	-13.3%	-4.7%	-13.8%	10.2%	13.4%	-2.9%	-7.7%	-10.6%	13.3%	2.6%	-1.5%	Annual Change			-5.3%	-4.1%	1.9%	-4.7%
% Change 2023 to 2024		-7.1%	-9.2%	-7.9%	-19.3%	2.1%	-3.3%	5.1%	-14.5%	-15.4%	-12.4%	-3.9%	5.9%	-7.7%				-8.4%	-6.9%	-7.9%	-9.2%
Average Annual Change		2.7%	-0.4%	-1.2%	-0.4%	-1.3%	0.9%	1.2%	-0.3%	-0.7%	-1.0%	1.2%	0.2%	-0.1%				-0.5%	-0.4%	0.2%	-0.4%
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	-5.7%			975	3,735	4,948	813
2015	FTEs	316	1,477	1,500	4,104	4,715	3,469	5,700	7,165	3,889	2,010	517	183	2,920	11.6%			1,098	4,096	5,585	903
2016	FTEs	320	1,491	1,850	3,412	4,282	3,866	5,646	7,535	3,908	2,103	555	211	2,932	0.4%			1,220	3,853	5,696	956
2017	FTEs	309	1,525	1,227	4,330	4,218	3,701	5,762	7,206	3,916	1,789	672	218	2,906	-0.9%			1,020	4,083	5,628	893
2018	FTEs	314	1,657	1,210	3,775	4,191	4,250	5,649	6,837	4,025	1,896	632	216	2,888	-0.6%			1,060	4,072	5,504	915
2019	FTEs	359	1,970	1,327	4,457	4,436	4,093	6,038	7,619	4,100	2,107	753	254	3,126	8.3%			1,218	4,329	5,919	1,038
2020	FTEs	375	1,969	1,030	-	-	241	2,733	5,396	3,433	99	435	138	1,321	-57.8%			1,125	80	3,854	224
2021	FTEs	-	-	407	-	-	3,780	5,941	8,056	4,086	1,952	647	195	2,089	58.1%			136	1,260	6,028	931
2022	FTEs	364	1,297	1,384	3,967	3,626	4,064	5,883	7,218	3,517	1,891	578	182	2,831	35.5%			1,015	3,885	5,539	884
2023	FTEs	413	1,424	1,326	4,167	4,202	3,998	6,045	7,446	3,803	1,913	635	182	2,963	4.7%			1,054	4,122	5,765	910
2024	FTEs	384	1,293	1,221	3,362	4,290	3,864	6,350	6,363	3,218	1,676	611	192	2,735	-7.7%			966	3,839	5,310	827
EMPLOYMENT														DAY VISITOR							
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs	Employment (FTEs) and Share of Total (%)						
Day Visitor		FTEs	2,776	2,618	2,920	2,932	2,906	2,888	3,126	1,321	2,089	2,831	2,963	2,735							
Total Employment		FTEs	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871	12,210	11,688							
Share of Total		%	23.0%	23.1%	24.2%	24.5%	24.2%	24.1%	24.8%	24.0%	23.8%	23.8%	24.3%	23.4%							
Annual Change in Share		%		0.5%	4.6%	1.4%	-1.6%	-0.3%	2.9%	-2.9%	-1.1%	0.3%	1.8%	-3.5%							
Change in Share from 2013		%		0.5%	5.2%	6.6%	4.9%	4.6%	7.6%	4.4%	3.3%	3.6%	5.4%	1.6%							
Avg Ann. Change in Share		%		0.5%	2.6%	2.2%	1.2%	0.9%	1.3%	0.6%	0.4%	0.4%	0.5%	0.1%							
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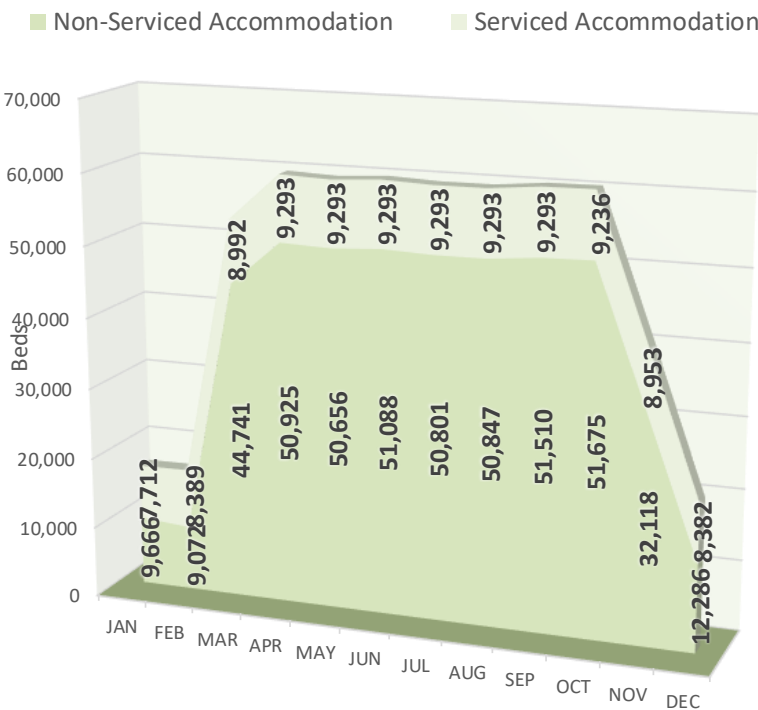
STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL							2024		STAYING VISITORS		ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE																																																				
SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2013		SEASONAL AVAILABILITY OF BED SUPPLY 2024																																																								
	Est.	Beds	Est.	Beds	Est.	Beds																																																									
Serviced Accommodation Total	317	9,293	0	0	-95	-2,417	■ Non-Serviced Accommodation ■ Serviced Accommodation <table border="1"><thead><tr><th>Month</th><th>Non-Serviced Accommodation (Beds)</th><th>Serviced Accommodation (Beds)</th><th>Total (Beds)</th></tr></thead><tbody><tr><td>JAN</td><td>9,666</td><td>7,712</td><td>17,378</td></tr><tr><td>FEB</td><td>9,072</td><td>8,389</td><td>17,461</td></tr><tr><td>MAR</td><td>44,741</td><td>8,992</td><td>53,733</td></tr><tr><td>APR</td><td>50,925</td><td>9,293</td><td>60,218</td></tr><tr><td>MAY</td><td>50,656</td><td>9,293</td><td>59,949</td></tr><tr><td>JUN</td><td>51,088</td><td>9,293</td><td>60,381</td></tr><tr><td>JUL</td><td>50,801</td><td>9,293</td><td>60,094</td></tr><tr><td>AUG</td><td>50,847</td><td>9,293</td><td>60,140</td></tr><tr><td>SEP</td><td>51,510</td><td>9,293</td><td>60,803</td></tr><tr><td>OCT</td><td>51,675</td><td>9,236</td><td>60,911</td></tr><tr><td>NOV</td><td>32,118</td><td>8,953</td><td>41,071</td></tr><tr><td>DEC</td><td>12,286</td><td>8,382</td><td>20,668</td></tr></tbody></table>					Month	Non-Serviced Accommodation (Beds)	Serviced Accommodation (Beds)	Total (Beds)	JAN	9,666	7,712	17,378	FEB	9,072	8,389	17,461	MAR	44,741	8,992	53,733	APR	50,925	9,293	60,218	MAY	50,656	9,293	59,949	JUN	51,088	9,293	60,381	JUL	50,801	9,293	60,094	AUG	50,847	9,293	60,140	SEP	51,510	9,293	60,803	OCT	51,675	9,236	60,911	NOV	32,118	8,953	41,071	DEC	12,286	8,382	20,668
Month	Non-Serviced Accommodation (Beds)	Serviced Accommodation (Beds)	Total (Beds)																																																												
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+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	-55	-639																																																									

NON-SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2013	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	916	51,920	0	+350	+252	+2,535
Self catering	770	4,827	0	0	+245	+454
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	4,767	0	+350		

DISTRIBUTION BY TYPE OF ACCOMMODATION 2024	2024		Change on 2023		Change on 2013	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	1,233	61,213	0	+350	+157	+118
Serviced Accommodation Share of Total	26%	15%				
Non-Serviced Accommodation Share of Total	74%	85%				

SEASONAL AVAILABILITY OF BED SUPPLY 2024	2024											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	17,378	17,461	53,733	60,218	59,949	60,381	60,094	60,140	60,803	60,911	41,071	20,668
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	9,666	9,072	44,741	50,925	50,656	51,088	50,801	50,847	51,510	51,675	32,118	12,286

SEASONAL AVAILABILITY OF BED SUPPLY
2024



Report Sections With Historic Financial Data Indexed to 2024 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>

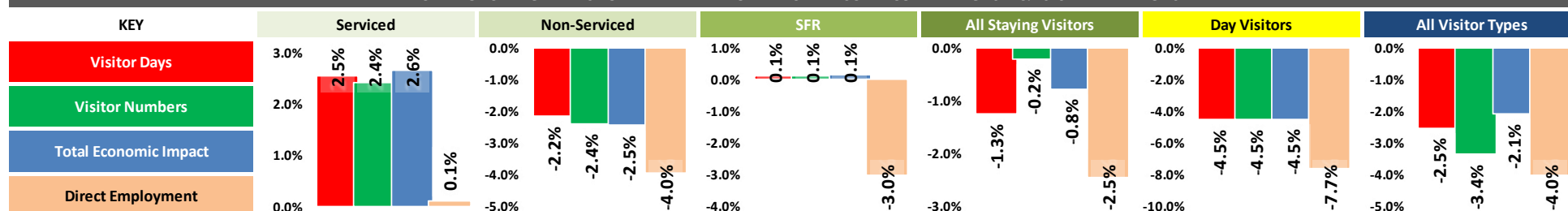
Indexation: *Indexation to: 2024*

2013	<i>1.54</i>
2014	<i>1.50</i>
2015	<i>1.48</i>
2016	<i>1.46</i>
2017	<i>1.42</i>
2018	<i>1.37</i>
2019	<i>1.34</i>
2020	<i>1.30</i>
2021	<i>1.28</i>
2022	<i>1.19</i>
2023	<i>1.05</i>
2024	<i>1.00</i>

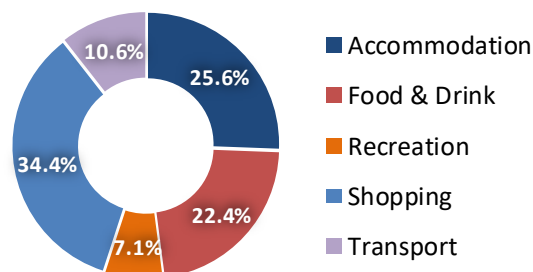
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2024 & 2023 - INDEXED TO 2024

KEY																			
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
Less than 3% change		Serviced			Non-Serviced														
A Fall of 3% or more		2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %
Visitor Days	M	2,041	1,991	2.5%	8,732	8,925	-2.2%	0.421	0.420	0.1%	11.19	11.34	-1.3%	6.941	7.271	-4.5%	18.13	18.61	-2.5%
Visitor Numbers	M	1,155	1,128	2.4%	1,339	1,372	-2.4%	0.177	0.177	0.1%	2.670	2.676	-0.2%	6.941	7.271	-4.5%	9.611	9.947	-3.4%
Direct Expenditure	£Bn																0.999	1.020	-2.0%
Economic Impact	£Bn	0.289	0.282	2.6%	0.572	0.587	-2.5%	0.020	0.020	0.1%	0.881	0.888	-0.8%	0.452	0.473	-4.5%	1.333	1.361	-2.1%
Direct Employment	FTEs	2,489	2,487	0.1%	4,032	4,199	-4.0%	130	134	-3.0%	6,651	6,820	-2.5%	2,735	2,963	-7.7%	9,386	9,782	-4.0%
Total Employment	FTEs																11,688	12,210	-4.3%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2024 & 2023 - INDEXED TO 2024



Sectoral Distribution of Economic Impact - £Bn including VAT Indexed to 2024

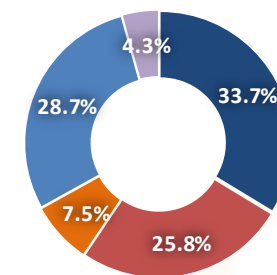


2024	2023	+/- %
0.256	0.256	0.1%
0.223	0.229	-2.4%
0.071	0.073	-3.2%
0.344	0.354	-2.9%
0.106	0.109	-2.8%
0.999	1.020	-2.0%
0.334	0.341	-2.2%
1.333	1.361	-2.1%

Sectors

	2024	2023	+/- %
Accommodation	3,160	3,169	-0.3%
Food & Drink	2,420	2,552	-5.2%
Recreation	704	747	-5.8%
Shopping	2,696	2,882	-6.5%
Transport	406	431	-5.7%
TOTAL DIRECT	9,386	9,782	-4.0%
Indirect	2,301	2,428	-5.2%
TOTAL	11,688	12,210	-4.3%

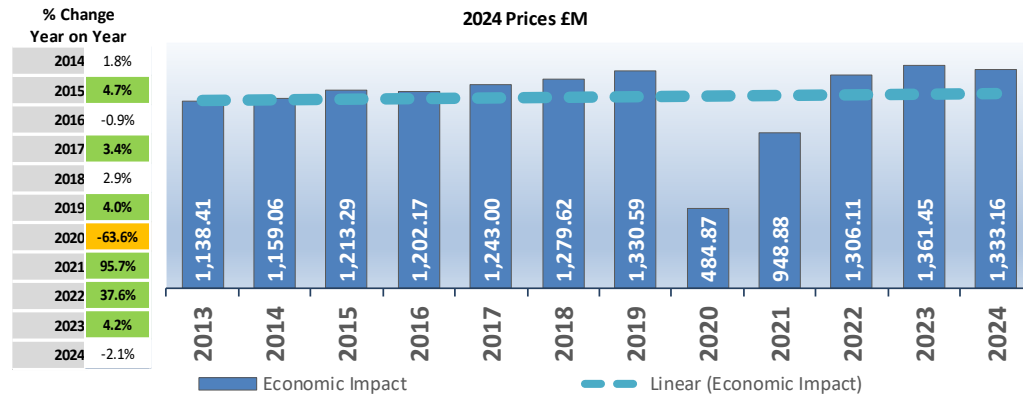
Sectoral Distribution of Employment - FTEs



Direct Employment Categories

STEAM REPORT FOR 2013-2024 - FINAL
CONWY COUNTY BOROUGH COUNCIL

Economic Impact - Indexed - Total



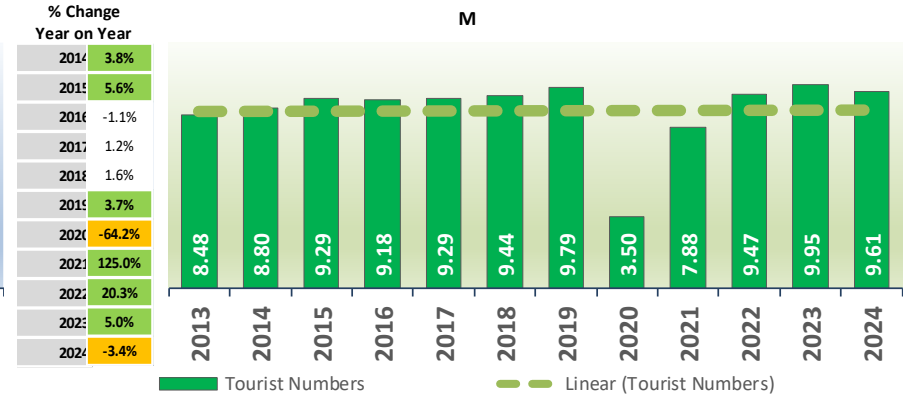
2013 to 2024

2024 Prices

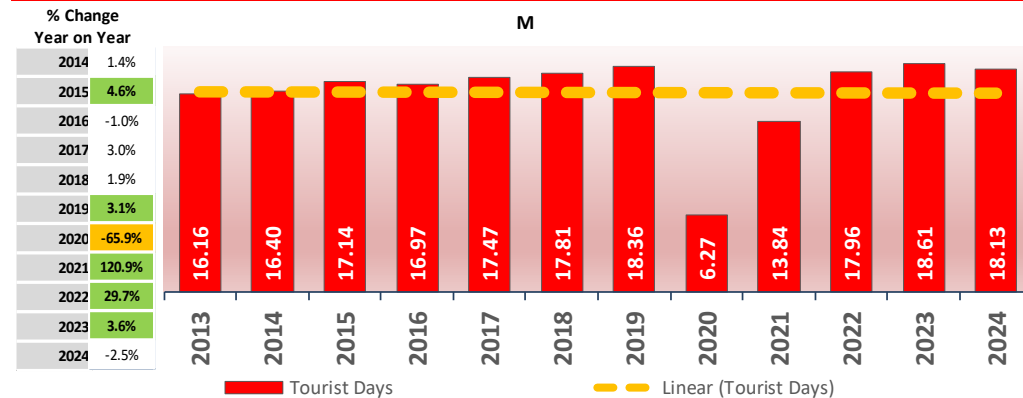
TOTAL

KEY MEASURES
Indexed

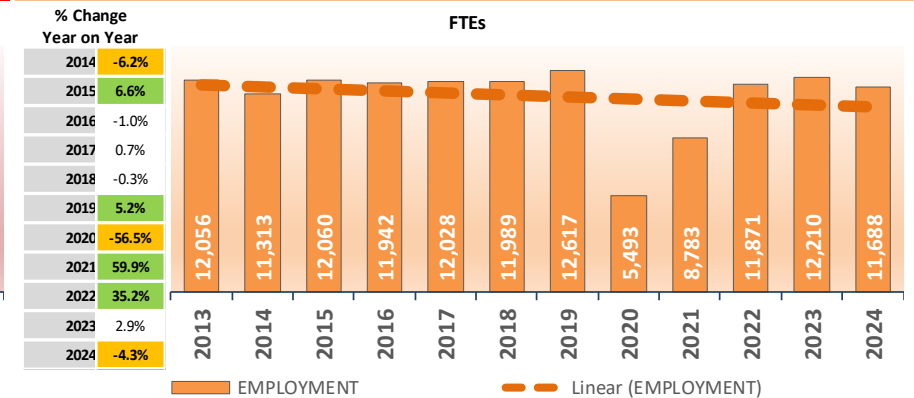
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total

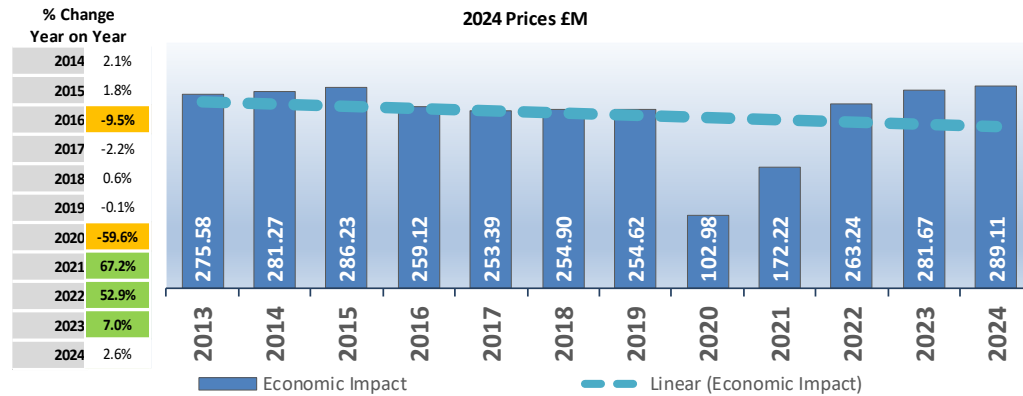


% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		1.8%	6.6%	5.6%	9.2%	12.4%	16.9%	-57.4%	-16.6%	14.7%	19.6%	17.1%
Visitor Numbers		3.8%	9.6%	8.3%	9.6%	11.4%	15.5%	-58.7%	-7.1%	11.7%	17.4%	13.4%
Visitor Days		1.4%	6.1%	5.0%	8.1%	10.2%	13.6%	-61.2%	-14.4%	11.1%	15.1%	12.2%
Total Employment		-6.2%	0.0%	-0.9%	-0.2%	-0.6%	4.7%	-54.4%	-27.1%	-1.5%	1.3%	-3.1%

"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL
CONWY COUNTY BOROUGH COUNCIL

Economic Impact - Indexed - Serviced Accommodation

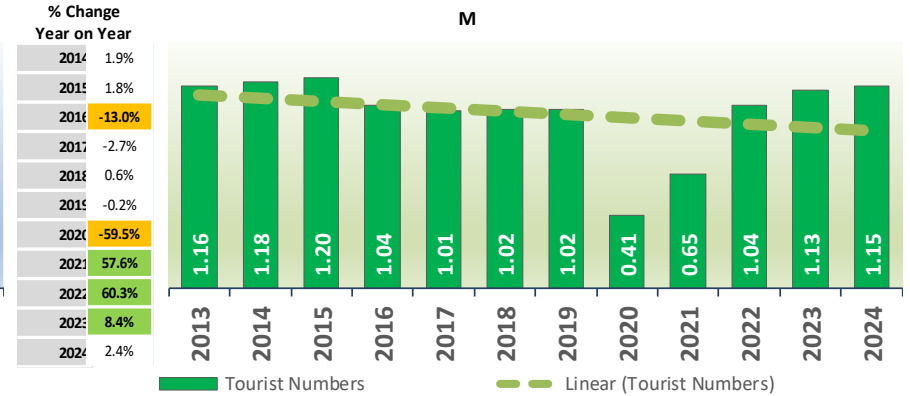


2013 to 2024
2024 Prices

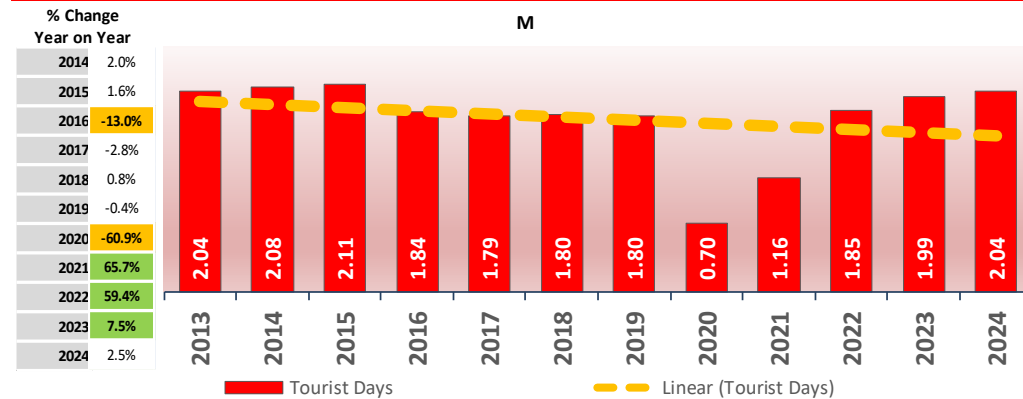
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

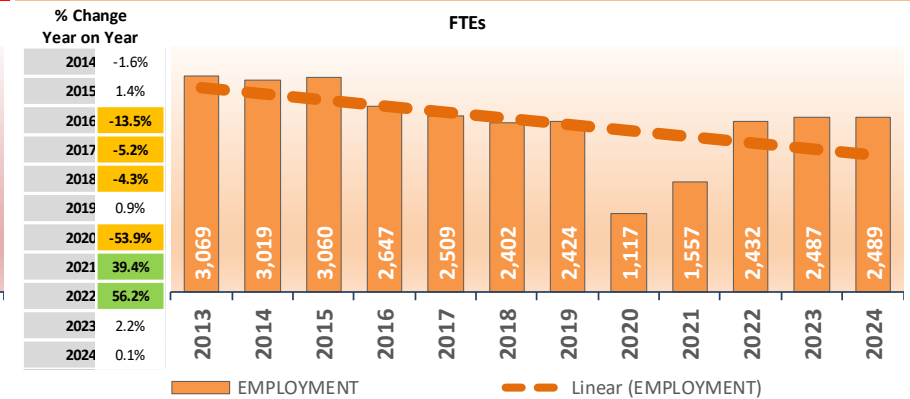
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		2.1%	3.9%	-6.0%	-8.1%	-7.5%	-7.6%	-62.6%	-37.5%	-4.5%	2.2%	4.9%
Visitor Numbers		1.9%	3.7%	-9.8%	-12.2%	-11.7%	-12.0%	-64.3%	-43.8%	-10.0%	-2.4%	-0.1%
Visitor Days		2.0%	3.6%	-9.9%	-12.4%	-11.7%	-12.0%	-65.6%	-43.0%	-9.2%	-2.4%	0.1%
Direct Employment		-1.6%	-0.3%	-13.8%	-18.2%	-21.7%	-21.0%	-63.6%	-49.3%	-20.7%	-19.0%	-18.9%

"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL
CONWY COUNTY BOROUGH COUNCIL

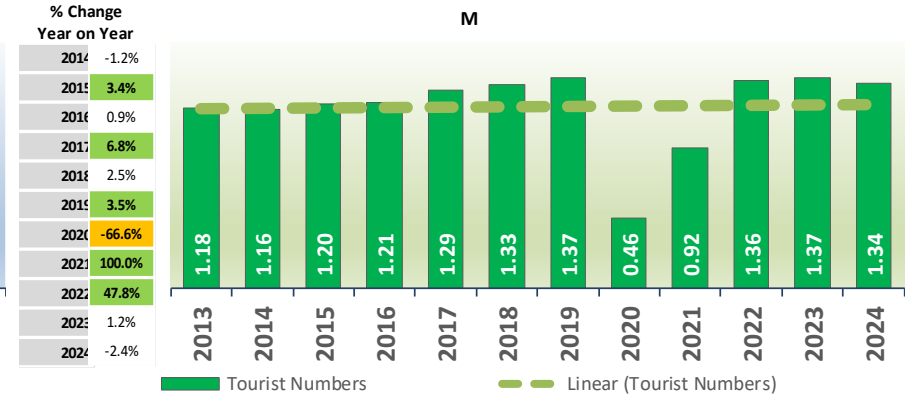
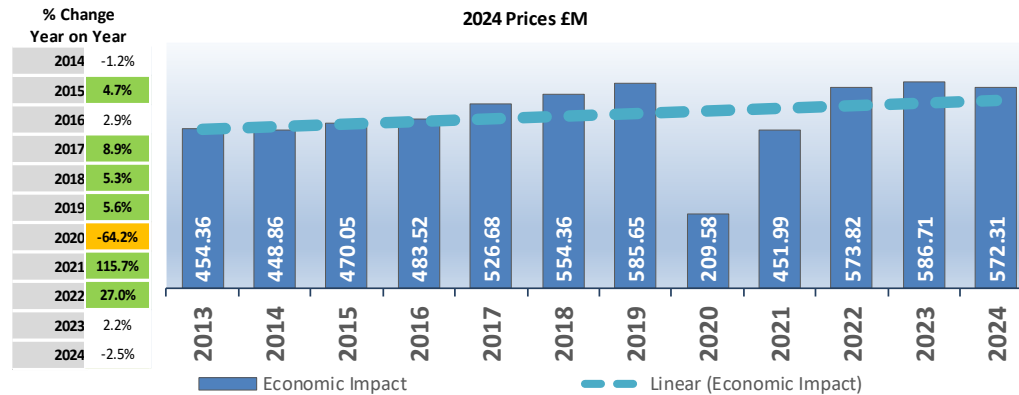
2013 to 2024
2024 Prices

NON-SERVED
ACCOMMODATION

KEY MEASURES
Indexed

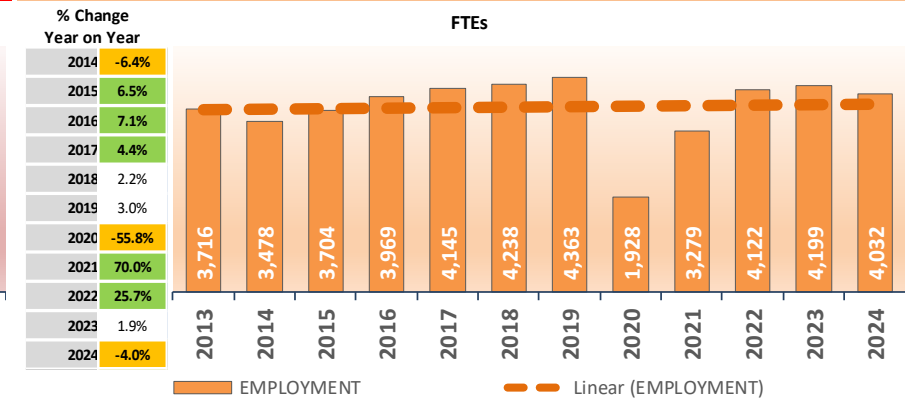
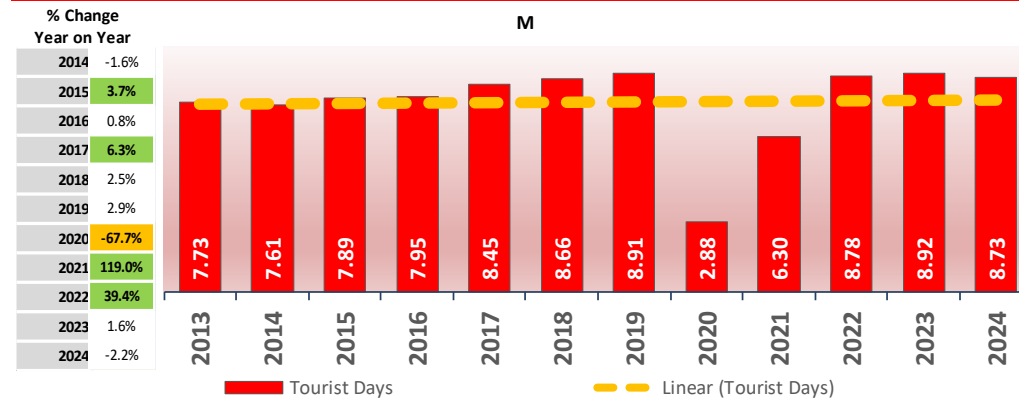
Economic Impact - Indexed - Non-Served Accommodation

Visitor Numbers - Non-Served Accommodation



Visitor Days - Non-Served Accommodation

Direct Employment Supported - Non-Served Accommodation

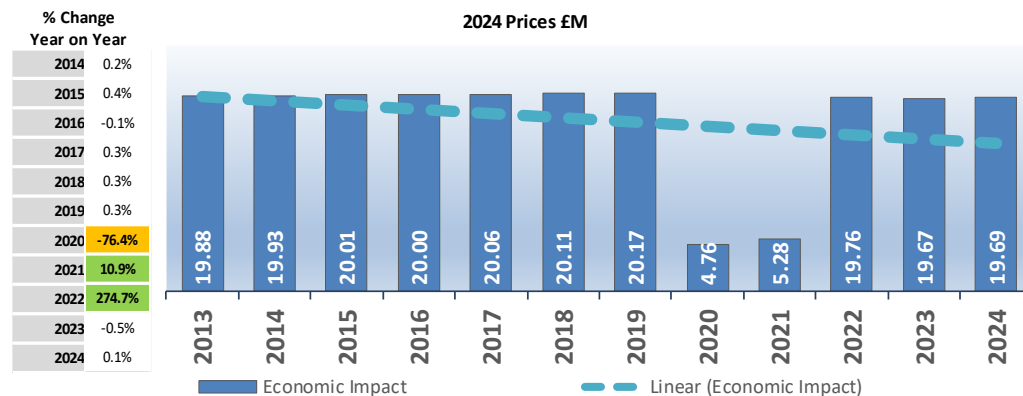


% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		-1.2%	3.5%	6.4%	15.9%	22.0%	28.9%	-53.9%	-0.5%	26.3%	29.1%	26.0%
Visitor Numbers		-1.2%	2.1%	3.1%	10.1%	12.9%	16.9%	-61.0%	-22.0%	15.3%	16.7%	13.9%
Visitor Days		-1.6%	2.1%	2.9%	9.3%	12.0%	15.2%	-62.8%	-18.5%	13.6%	15.4%	12.9%
Direct Employment		-6.4%	-0.3%	6.8%	11.6%	14.1%	17.4%	-48.1%	-11.8%	10.9%	13.0%	8.5%

"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL
CONWY COUNTY BOROUGH COUNCIL

Economic Impact - Indexed - SFR

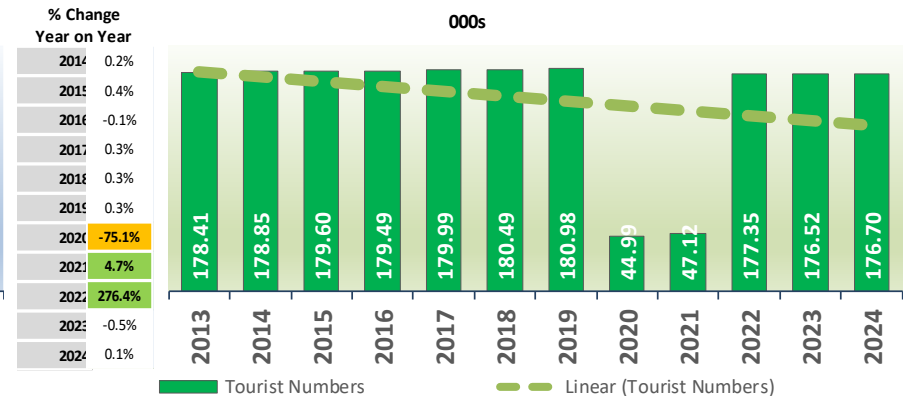


2013 to 2024
2024 Prices

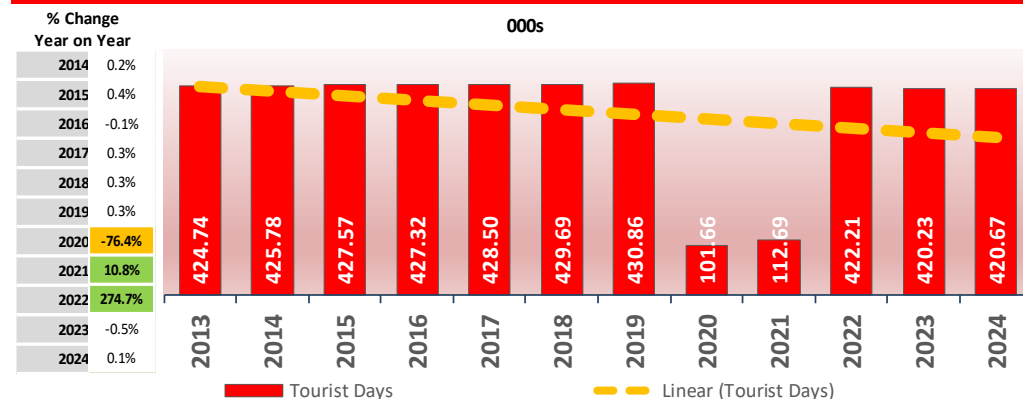
SFR

KEY MEASURES
Indexed

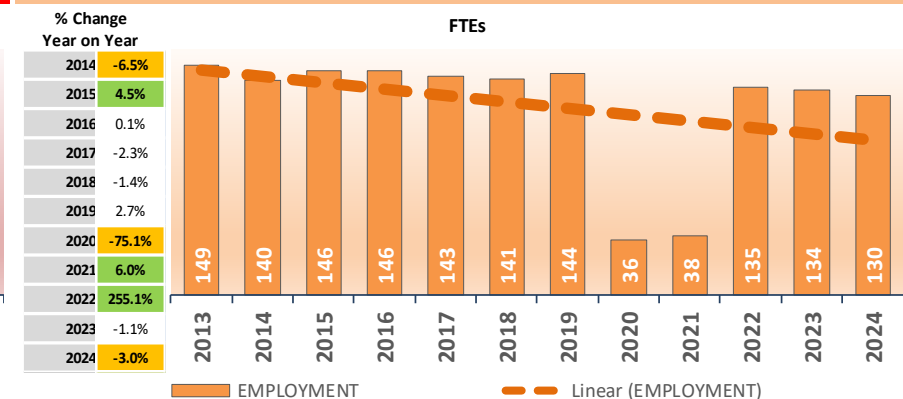
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR

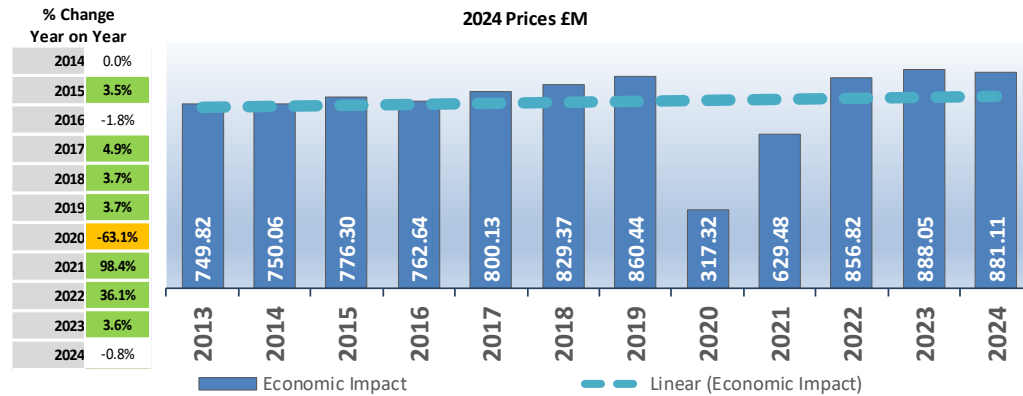


% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		0.2%	0.7%	0.6%	0.9%	1.2%	1.4%	-76.1%	-73.5%	-0.6%	-1.1%	-0.9%
Visitor Numbers		0.2%	0.7%	0.6%	0.9%	1.2%	1.4%	-74.8%	-73.6%	-0.6%	-1.1%	-1.0%
Visitor Days		0.2%	0.7%	0.6%	0.9%	1.2%	1.4%	-76.1%	-73.5%	-0.6%	-1.1%	-1.0%
Direct Employment		-6.5%	-2.3%	-2.1%	-4.4%	-5.7%	-3.2%	-75.9%	-74.5%	-9.4%	-10.4%	-13.1%

"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL
CONWY COUNTY BOROUGH COUNCIL

Economic Impact - Indexed - Staying Visitor

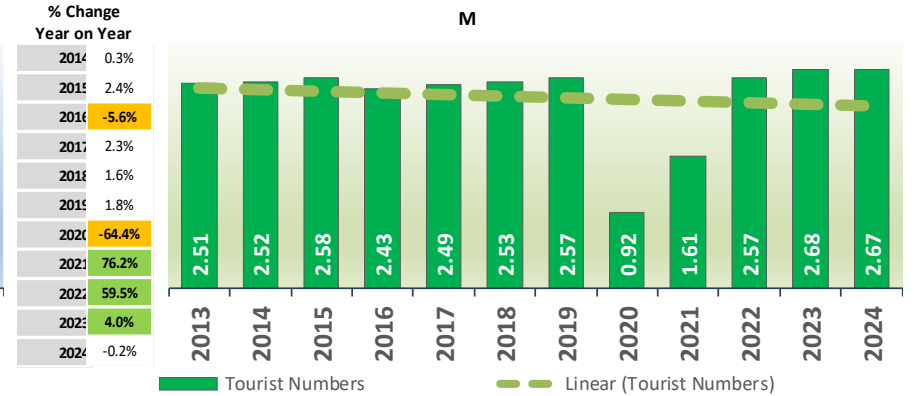


2013 to 2024
2024 Prices

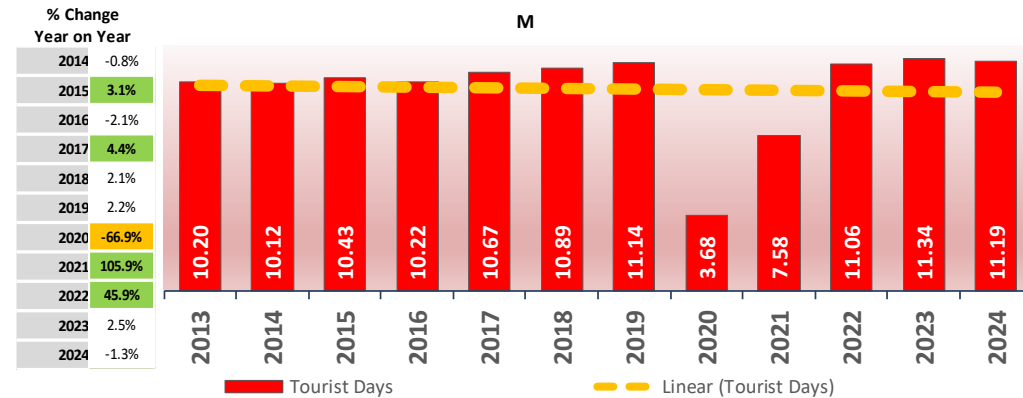
STAYING VISITOR

KEY MEASURES
Indexed

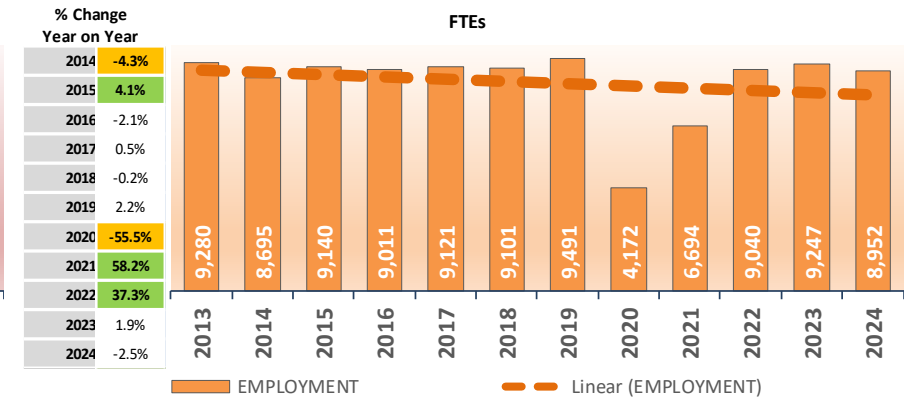
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		0.0%	3.5%	1.7%	6.7%	10.6%	14.8%	-57.7%	-16.0%	14.3%	18.4%	17.5%
Visitor Numbers		0.3%	2.7%	-3.0%	-0.8%	0.7%	2.5%	-63.5%	-35.7%	2.5%	6.6%	6.4%
Visitor Days		-0.8%	2.3%	0.2%	4.6%	6.8%	9.2%	-63.9%	-25.7%	8.5%	11.2%	9.8%
Direct Employment		-6.3%	-1.5%	-2.9%	-1.7%	-1.9%	2.3%	-55.0%	-27.9%	-2.6%	-0.4%	-3.5%

"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL
CONWY COUNTY BOROUGH COUNCIL

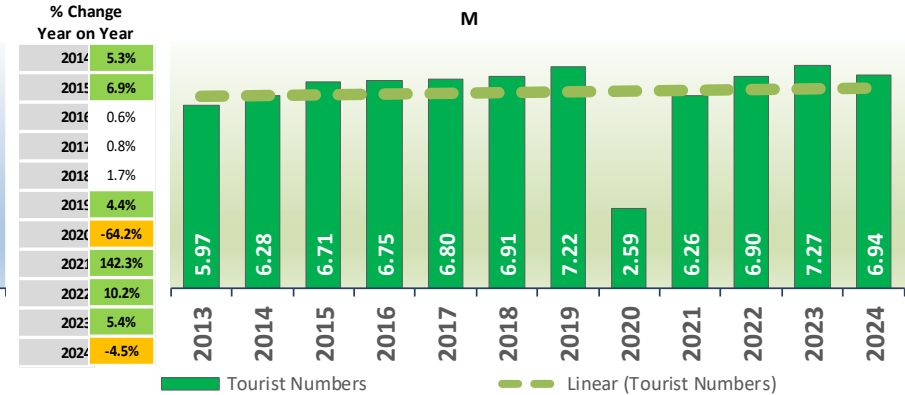
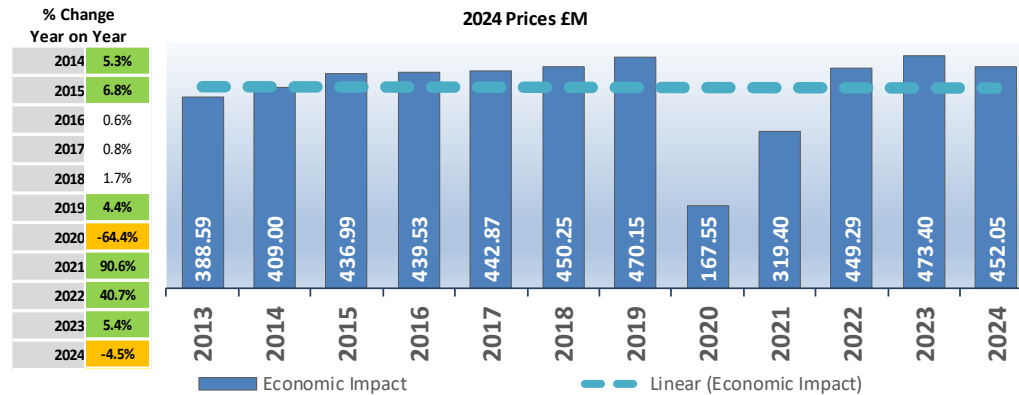
2013 to 2024
2024 Prices

DAY VISITOR

KEY MEASURES
Indexed

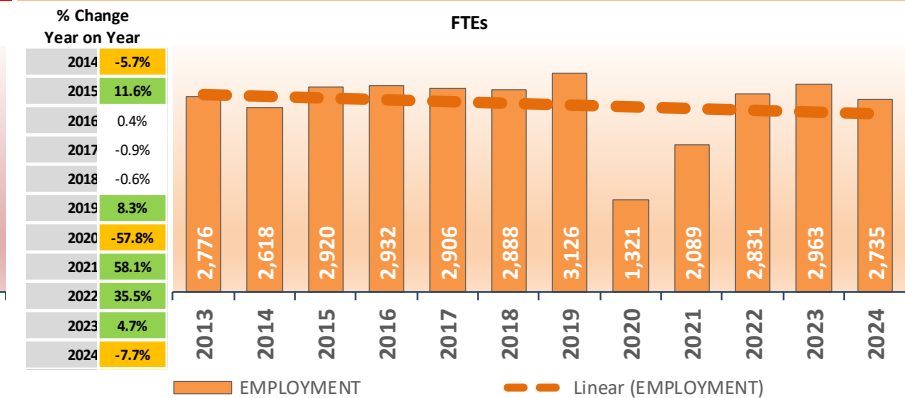
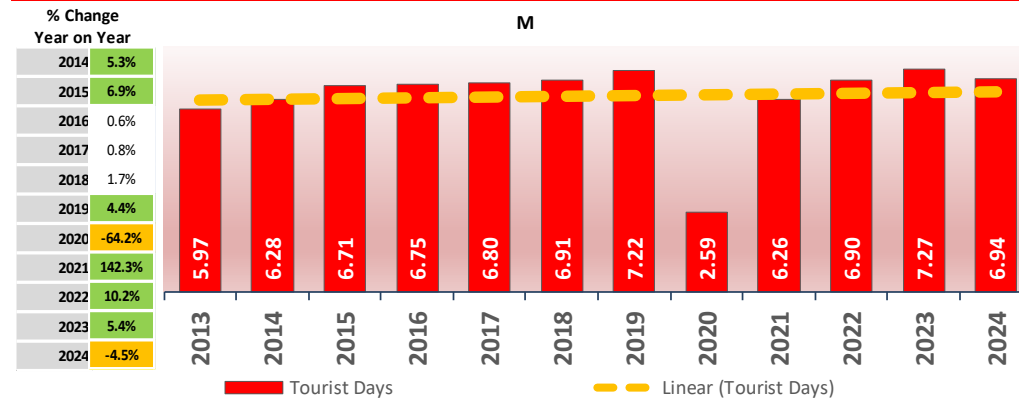
Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor



Visitor Days - Day Visitor

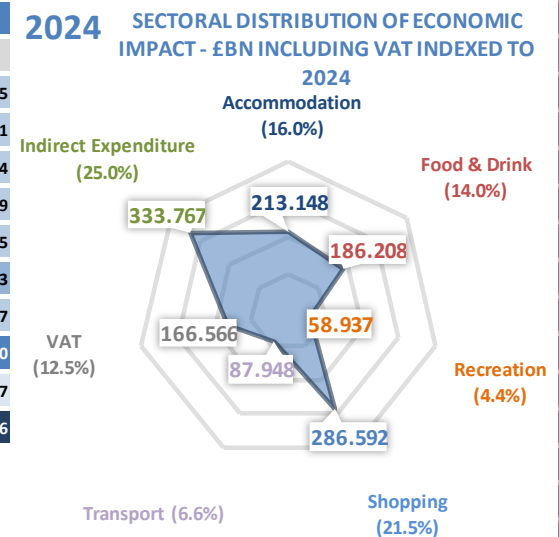
Direct Employment Supported - Day Visitor



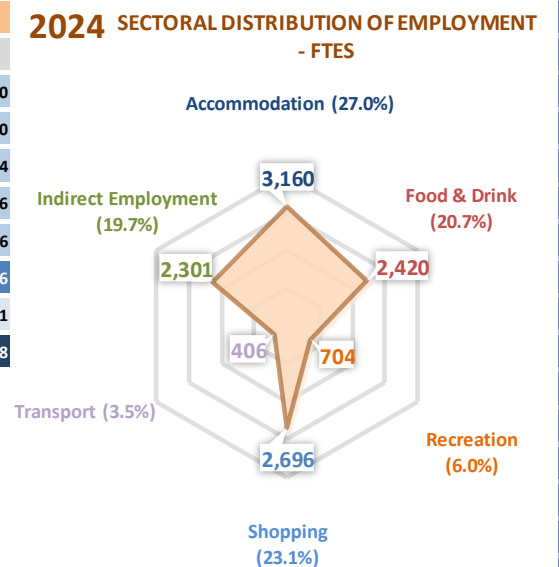
% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		5.3%	12.5%	13.1%	14.0%	15.9%	21.0%	-56.9%	-17.8%	15.6%	21.8%	16.3%
Visitor Numbers		5.3%	12.5%	13.1%	14.0%	15.9%	21.0%	-56.7%	5.0%	15.6%	21.9%	16.3%
Visitor Days		5.3%	12.5%	13.1%	14.0%	15.9%	21.0%	-56.7%	5.0%	15.6%	21.9%	16.3%
Direct Employment		-5.7%	5.2%	5.6%	4.7%	4.0%	12.6%	-52.4%	-24.8%	2.0%	6.7%	-1.5%

"Linear" = Linear Trendline

Sectoral Distribution of Economic Impact - £bn including VAT indexed to 2024													
Sector / Year		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	£M	159.86	162.81	167.22	166.78	176.16	188.37	199.99	94.21	177.50	203.31	212.93	213.15
Food & Drink	£M	167.12	168.72	176.26	173.74	178.76	182.19	187.64	67.90	139.43	185.12	190.75	186.21
Recreation	£M	51.97	51.76	55.40	54.34	56.65	57.66	59.38	21.16	47.47	58.58	60.90	58.94
Shopping	£M	257.04	264.30	278.32	275.54	280.81	284.48	293.49	101.57	199.41	284.06	295.13	286.59
Transport	£M	79.01	79.89	84.33	82.86	85.11	86.41	88.97	30.14	61.71	86.98	90.44	87.95
Direct Revenue	£M	714.99	727.49	761.53	753.25	777.49	799.11	829.47	314.98	625.52	818.04	850.15	832.83
VAT	£M	143.00	145.50	152.31	150.65	155.50	159.82	165.89	46.75	82.28	159.89	170.03	166.57
Direct Expenditure	£M	857.99	872.98	913.84	903.91	932.99	958.93	995.36	361.74	707.80	977.93	1,020.18	999.40
Indirect Expenditure	£M	280.42	286.08	299.45	298.27	310.01	320.69	335.23	123.13	241.08	328.18	341.26	333.77
TOTAL	£M	1,138.41	1,159.06	1,213.29	1,202.17	1,243.00	1,279.62	1,330.59	484.87	948.88	1,306.11	1,361.45	1,333.16



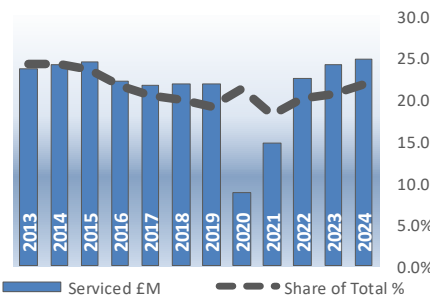
Sectoral Distribution of Employment - FTEs													
Sector / Year		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	FTEs	3,237	3,247	3,255	3,192	3,169	3,169	3,149	1,543	2,217	3,124	3,169	3,160
Food & Drink	FTEs	2,164	2,373	2,591	2,555	2,475	2,551	2,571	1,203	1,947	2,445	2,552	2,420
Recreation	FTEs	817	644	667	704	747	696	786	384	581	715	747	704
Shopping	FTEs	3,035	2,610	2,897	2,826	2,884	2,832	3,092	1,110	1,924	2,820	2,882	2,696
Transport	FTEs	457	380	421	416	427	420	461	161	293	417	431	406
Direct Employment	FTEs	9,710	9,254	9,830	9,693	9,703	9,668	10,058	4,402	6,963	9,521	9,782	9,386
Indirect Employment	FTEs	2,346	2,059	2,230	2,250	2,324	2,320	2,559	1,091	1,820	2,351	2,428	2,301
TOTAL	FTEs	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871	12,210	11,688



STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL										2013 to 2024 2024 Prices		TOTAL		ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / 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			Q1	Q2	Q3	Q4
% Change 2013 to 2024		64.7%	9.2%	15.3%	16.1%	13.3%	16.1%	22.6%	8.0%	15.0%	26.1%	22.3%	35.9%	17.1%	Annual Change	20.7%	15.0%	14.8%	26.6%
% Change 2023 to 2024		-5.6%	-5.4%	-4.2%	-13.8%	1.0%	-4.0%	2.5%	-2.7%	-1.3%	2.1%	4.5%	3.9%	-2.1%		-4.8%	-5.3%	-0.5%	3.1%
Average Annual Change		5.9%	0.8%	1.4%	1.5%	1.2%	1.5%	2.1%	0.7%	1.4%	2.4%	2.0%	3.3%	1.6%		1.9%	1.4%	1.3%	2.4%
2013	£M	18.90	41.43	65.95	102.78	137.44	123.56	170.19	199.53	126.99	81.22	44.89	25.53	1,138.41		126.28	363.79	496.71	151.63
2014	£M	21.36	42.05	68.11	113.45	139.40	118.46	168.84	205.06	131.43	82.54	44.52	23.84	1,159.06	1.8%	131.52	371.31	505.33	150.90
2015	£M	21.81	44.10	69.40	118.14	146.01	123.02	185.04	217.63	134.82	86.42	44.79	22.12	1,213.29	4.7%	135.31	387.17	537.49	153.32
2016	£M	23.75	41.49	78.13	110.39	127.83	135.04	182.85	210.97	135.43	81.32	45.78	29.20	1,202.17	-0.9%	143.38	373.25	529.24	156.31
2017	£M	27.29	46.14	71.04	136.35	134.76	132.74	186.25	207.73	136.72	89.14	47.18	27.66	1,243.00	3.4%	144.47	403.85	530.69	163.99
2018	£M	25.63	48.18	72.93	125.99	144.83	144.30	189.86	207.17	144.13	94.90	50.99	30.69	1,279.62	2.9%	146.75	415.12	541.17	176.58
2019	£M	34.72	49.73	72.76	138.05	148.54	141.92	193.91	216.16	147.04	99.68	54.24	33.84	1,330.59	4.0%	157.21	428.51	557.11	187.76
2020	£M	34.63	52.92	49.22			0.889	56.36	146.84	119.09	0.911	16.38	7.624	484.87	-63.6%	136.76	0.889	322.30	24.92
2021	£M			11.02	36.90	43.38	114.06	182.19	225.60	152.52	109.67	44.46	29.09	948.88	95.7%	11.02	194.35	560.30	183.21
2022	£M	26.26	41.94	79.27	134.87	143.21	147.75	200.04	213.46	139.06	98.17	51.45	30.64	1,306.11	37.6%	147.47	425.83	552.55	180.26
2023	£M	32.95	47.79	79.41	138.43	154.08	149.50	203.66	221.45	147.99	100.29	52.51	33.38	1,361.45	4.2%	160.16	442.00	573.11	186.18
2024	£M	31.12	45.22	76.06	119.32	155.69	143.51	208.66	215.51	146.09	102.42	54.88	34.68	1,333.16	-2.1%	152.40	418.52	570.26	191.99
ECONOMIC IMPACT - INDEXED TO 2024														TOTAL					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M	Economic Impact by Year and Share of Total				
Total	£M	1,138.41	1,159.06	1,213.29	1,202.17	1,243.00	1,279.62	1,330.59	484.87	948.88	1,306.11	1,361.45	1,333.16						
All Visitor Types	£Bn	1.138	1.159	1.213	1.202	1.243	1.280	1.331	0.485	0.949	1.306	1.361	1.333						
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 2013	%																		
Avg Ann. Change in Share	%																		

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Report Prepared by: Cathy James. Date of Issue: 02/07/25

STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL											2013 to 2024 2024 Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / 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					
% Change 2013 to 2024		78.0%	-9.1%	-5.5%	-11.4%	17.4%	8.0%	1.5%	-5.7%	9.3%	-10.7%	14.3%	18.6%	4.9%	Annual Change	9.6%	6.2%	0.9%	6.4%	
% Change 2023 to 2024		-4.6%	-0.9%	-0.9%	-0.4%	5.9%	0.1%	1.5%	4.5%	4.8%	6.9%	7.7%	2.1%	2.6%		-2.1%	2.4%	3.6%	5.6%	
Average Annual Change		7.1%	-0.8%	-0.5%	-1.0%	1.6%	0.7%	0.1%	-0.5%	0.8%	-1.0%	1.3%	1.7%	0.4%		0.9%	0.6%	0.1%	0.6%	
2013	£M	9.057	19.92	16.39	21.14	29.57	24.76	32.80	38.70	28.00	20.00	19.78	15.47	275.58			45.36	75.47	99.50	55.25
2014	£M	11.42	18.41	17.17	23.32	30.37	26.69	32.60	38.31	29.38	22.84	18.65	12.11	281.27		2.1%	47.00	80.37	100.30	53.61
2015	£M	10.72	19.44	17.36	22.87	31.56	26.77	35.47	38.43	29.10	22.81	19.15	12.55	286.23		1.8%	47.52	81.20	103.00	54.51
2016	£M	13.63	17.23	16.79	19.83	26.71	20.63	26.42	34.39	28.84	16.51	19.60	18.53	259.12	-9.5%	47.65	67.18	89.65	54.64	
2017	£M	14.85	18.80	16.05	21.05	25.97	21.40	27.87	32.61	26.17	15.12	18.94	14.55	253.39	-2.2%	49.70	68.42	86.65	48.62	
2018	£M	13.87	18.27	14.61	19.16	27.99	22.40	28.06	31.41	28.11	15.63	19.52	15.86	254.90	0.6%	46.76	69.55	87.58	51.01	
2019	£M	18.52	15.43	12.41	18.89	27.57	22.83	28.34	33.02	28.81	14.90	20.13	13.75	254.62	-0.1%	46.37	69.29	90.17	48.79	
2020	£M	18.40	19.06	6.979				1.170	26.29	23.07		6.493	1.516	102.98	-59.6%	44.44		50.53	8.009	
2021	£M					10.75	23.53	32.05	32.96	26.50	15.18	18.64	12.61	172.22	67.2%		34.28	91.51	46.43	
2022	£M	10.38	13.55	15.57	18.60	32.04	25.36	33.57	34.04	27.77	16.38	21.01	14.96	263.24	52.9%	39.50	76.00	95.39	52.36	
2023	£M	16.90	18.26	15.62	18.80	32.80	26.71	32.78	34.93	29.21	16.71	20.99	17.97	281.67	7.0%	50.78	78.32	96.91	55.67	
2024	£M	16.12	18.10	15.49	18.72	34.72	26.74	33.28	36.51	30.62	17.86	22.60	18.35	289.11	2.6%	49.71	80.18	100.41	58.81	
ECONOMIC IMPACT - INDEXED TO 2024														SERVICED ACCOMMODATION						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M	Economic Impact by Year and Share of Total					
Serviced	£M	275.58	281.27	286.23	259.12	253.39	254.90	254.62	102.98	172.22	263.24	281.67	289.11	350.00						
All Visitor Types	£Bn	1.138	1.159	1.213	1.202	1.243	1.280	1.331	0.485	0.949	1.306	1.361	1.333	300.00						
Share of Total	%	24.2%	24.3%	23.6%	21.6%	20.4%	19.9%	19.1%	21.2%	18.1%	20.2%	20.7%	21.7%	250.00						
Annual Change in Share	%		0.2%	-2.8%	-8.6%	-5.4%	-2.3%	-3.9%	11.0%	-14.5%	11.0%	2.7%	4.8%	200.00						
Change in Share from 2013	%		0.2%	-2.5%	-11.0%	-15.8%	-17.7%	-21.0%	-12.3%	-25.0%	-16.7%	-14.5%	-10.4%	150.00						
Avg Ann. Change in Share	%		0.2%	-1.3%	-3.7%	-3.9%	-3.5%	-3.5%	-1.8%	-3.1%	-1.9%	-1.5%	-0.9%	100.00						

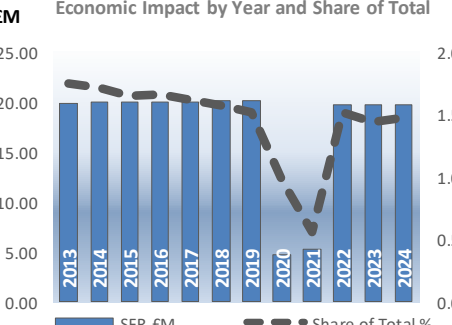
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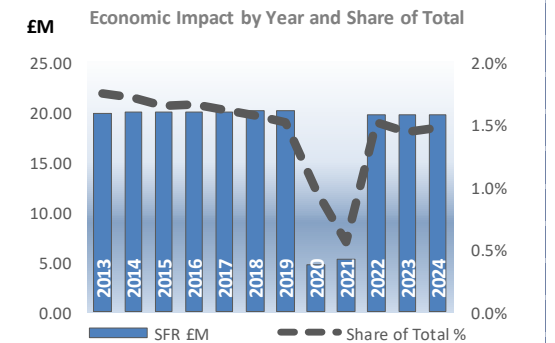
Report Prepared by: Cathy James. Date of Issue: 02/07/24

STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL											2013 to 2024 2024 Prices			NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / 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							
% Change 2013 to 2024		91.9%	77.1%	33.1%	36.4%	25.0%	10.0%	22.7%	8.5%	22.5%	58.0%	28.2%	108.4%	26.0%	Annual Change	43.5%	22.1%	17.0%	53.7%	
% Change 2023 to 2024		-10.8%	-13.1%	-5.3%	-16.0%	-5.4%	-8.8%	-2.8%	4.7%	4.5%	5.9%	3.7%	6.6%	-2.5%		-7.2%	-10.0%	1.9%	5.4%	
Average Annual Change		8.4%	7.0%	3.0%	3.3%	2.3%	0.9%	2.1%	0.8%	2.0%	5.3%	2.6%	9.9%	2.4%		4.0%	2.0%	1.5%	4.9%	
2013	£M	3.637	4.738	32.09	37.97	48.23	56.63	70.04	82.26	57.21	38.23	17.96	5.380	454.36		-1.2%	40.46	142.82	209.50	61.56
2014	£M	3.482	6.048	32.15	38.60	51.51	49.53	69.27	81.01	56.19	35.07	18.89	7.116	448.86		-1.2%	41.68	139.64	206.46	61.07
2015	£M	4.357	5.313	32.27	41.55	54.02	51.73	76.46	87.70	56.11	37.43	18.33	4.774	470.05	4.7%	41.94	147.30	220.27	60.54	
2016	£M	3.348	4.699	37.16	45.39	45.97	64.84	83.85	80.27	56.65	37.43	18.38	5.529	483.52	2.9%	45.21	156.20	220.77	61.33	
2017	£M	5.729	7.033	38.34	57.77	53.58	63.08	83.16	81.44	59.69	50.19	18.84	7.827	526.68	8.9%	51.11	174.43	224.28	76.86	
2018	£M	4.881	7.437	41.53	55.22	60.75	65.42	86.34	84.75	62.61	53.52	22.39	9.495	554.36	5.3%	53.85	181.40	233.71	85.41	
2019	£M	8.897	8.657	42.65	60.74	63.73	66.53	87.84	85.48	65.72	57.25	23.80	14.36	585.65	5.6%	60.20	190.99	239.04	95.42	
2020	£M	8.843	8.882	29.09				28.34	63.71	60.00		5.881	4.830	209.58	-64.2%	46.81		152.06	10.71	
2021	£M			5.846	36.90	32.47	42.34	73.56	89.13	73.50	68.58	16.98	12.68	451.99	115.7%	5.846	111.71	236.19	98.24	
2022	£M	8.389	10.60	44.65	61.22	61.52	67.31	86.52	81.66	63.59	55.64	21.92	10.78	573.82	27.0%	63.64	190.06	231.78	88.34	
2023	£M	7.825	9.650	45.09	61.64	63.73	68.32	88.39	85.25	67.06	57.02	22.21	10.52	586.71	2.2%	62.57	193.69	240.70	89.75	
2024	£M	6.977	8.391	42.71	51.79	60.29	62.31	85.92	89.24	70.06	60.38	23.02	11.21	572.31	-2.5%	58.08	174.39	245.22	94.62	
ECONOMIC IMPACT - INDEXED TO 2024														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M	Economic Impact by Year and Share of Total					
Non-Serviced	£M	454.36	448.86	470.05	483.52	526.68	554.36	585.65	209.58	451.99	573.82	586.71	572.31							
All Visitor Types	£Bn	1.138	1.159	1.213	1.202	1.243	1.280	1.331	0.485	0.949	1.306	1.361	1.333							
Share of Total	%	39.9%	38.7%	38.7%	40.2%	42.4%	43.3%	44.0%	43.2%	47.6%	43.9%	43.1%	42.9%							
Annual Change in Share	%		-3.0%	0.0%	3.8%	5.4%	2.2%	1.6%	-1.8%	10.2%	-7.8%	-1.9%	-0.4%							
Change in Share from 2013	%		-3.0%	-2.9%	0.8%	6.2%	8.5%	10.3%	8.3%	19.3%	10.1%	8.0%	7.6%							
Avg Ann. Change in Share	%		-3.0%	-1.5%	0.3%	1.5%	1.7%	1.7%	1.2%	2.4%	1.1%	0.8%	0.7%							

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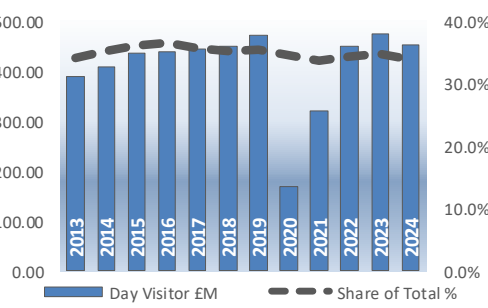
STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL											2013 to 2024 2024 Prices		SFR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / 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			Q1	Q2	Q3	Q4
% Change 2013 to 2024		-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	Annual Change	-0.9%	-0.9%	-0.9%	-0.9%
% Change 2023 to 2024		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%	0.1%	0.1%	
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%	-0.1%	-0.1%	-0.1%
2013 £M		2.765	0.929	1.057	2.522	1.622	1.250	2.028	2.147	1.106	1.105	0.861	2.492	19.88			4.751	5.393	5.280
2014 £M		2.772	0.931	1.059	2.528	1.626	1.253	2.033	2.152	1.108	1.107	0.863	2.498	19.93	0.2%	4.763	5.407	5.293	4.469
2015 £M		2.783	0.935	1.064	2.538	1.633	1.258	2.041	2.161	1.113	1.112	0.866	2.509	20.01	0.4%	4.783	5.429	5.315	4.487
2016 £M		2.782	0.935	1.063	2.537	1.632	1.257	2.040	2.160	1.112	1.111	0.866	2.507	20.00	-0.1%	4.780	5.426	5.312	4.485
2017 £M		2.789	0.937	1.066	2.544	1.636	1.261	2.045	2.165	1.115	1.114	0.868	2.514	20.06	0.3%	4.792	5.441	5.326	4.496
2018 £M		2.797	0.940	1.069	2.551	1.641	1.264	2.051	2.172	1.119	1.117	0.871	2.521	20.11	0.3%	4.806	5.456	5.341	4.509
2019 £M		2.805	0.942	1.072	2.558	1.645	1.268	2.057	2.177	1.122	1.120	0.873	2.528	20.17	0.3%	4.819	5.471	5.356	4.522
2020 £M		2.805	0.943	0.587				0.206	0.218					4.759	-76.4%	4.335		0.424	
2021 £M						0.166	0.128	1.037	1.098	0.566	0.565	0.440	1.275	5.275	10.9%		0.294	2.701	2.280
2022 £M		2.749	0.923	1.051	2.507	1.612	1.242	2.016	2.134	1.099	1.098	0.856	2.477	19.76	274.7%	4.723	5.361	5.248	4.431
2023 £M		2.735	0.919	1.045	2.494	1.605	1.236	2.006	2.123	1.094	1.093	0.851	2.465	19.67	-0.5%	4.699	5.335	5.222	4.409
2024 £M		2.739	0.920	1.047	2.498	1.607	1.238	2.009	2.126	1.095	1.094	0.853	2.469	19.69	0.1%	4.706	5.342	5.230	4.415
ECONOMIC IMPACT - INDEXED TO 2024														SFR					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total					
SFR £M		19.88	19.93	20.01	20.00	20.06	20.11	20.17	4.759	5.275	19.76	19.67	19.69						
All Visitor Types £Bn		1.138	1.159	1.213	1.202	1.243	1.280	1.331	0.485	0.949	1.306	1.361	1.333						
Share of Total %		1.7%	1.7%	1.6%	1.7%	1.6%	1.6%	1.5%	1.0%	0.6%	1.5%	1.4%	1.5%						
Annual Change in Share %			-1.5%	-4.1%	0.9%	-3.0%	-2.6%	-3.6%	-35.2%	-43.4%	172.2%	-4.5%	2.3%						
Change in Share from 2013 %			-1.5%	-5.5%	-4.7%	-7.6%	-10.0%	-13.2%	-43.8%	-68.2%	-13.4%	-17.3%	-15.4%						
Avg Ann. Change in Share %			-1.5%	-2.8%	-1.6%	-1.9%	-2.0%	-2.2%	-6.3%	-8.5%	-1.5%	-1.7%	-1.4%						



STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL											2013 to 2024 2024 Prices			STAYING VISITOR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / 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 2013 to 2024		67.1%	7.1%	19.6%	18.5%	21.7%	9.3%	15.6%	3.9%	17.9%	33.7%	20.4%	37.2%		17.5%	24.2%	16.2%	11.6%	30.2%	
% Change 2023 to 2024		-5.9%	-4.9%	-4.1%	-12.0%	-1.5%	-6.2%	-1.6%	4.6%	4.5%	6.0%	5.5%	3.5%		-0.8%	-4.7%	-6.3%	2.3%	5.4%	
Average Annual Change		6.1%	0.6%	1.8%	1.7%	2.0%	0.8%	1.4%	0.4%	1.6%	3.1%	1.9%	3.4%		1.6%	2.2%	1.5%	1.1%	2.7%	
2013	£M	15.46	25.58	49.53	61.63	79.42	82.64	104.87	123.10	86.32	59.33	38.59	23.34		749.82	90.57	223.69	314.29	121.27	
2014	£M	17.68	25.39	50.37	64.44	83.51	77.47	103.90	121.47	86.68	59.02	38.40	21.73		750.06	93.44	225.42	312.05	119.15	
2015	£M	17.86	25.69	50.69	66.96	87.22	79.76	113.97	128.29	86.32	61.36	38.35	19.83	776.30	3.5%	94.25	233.94	328.58	119.54	
2016	£M	19.76	22.86	55.02	67.76	74.32	86.73	112.31	116.82	86.60	55.05	38.85	26.57	762.64	-1.8%	97.64	228.81	315.73	120.46	
2017	£M	23.37	26.77	55.46	81.36	81.19	85.74	113.07	116.21	86.98	66.43	38.65	24.89	800.13	4.9%	105.60	248.29	316.26	129.97	
2018	£M	21.55	26.65	57.21	76.94	90.38	89.08	116.46	118.34	91.83	70.26	42.78	27.88	829.37	3.7%	105.41	256.41	326.63	140.92	
2019	£M	30.23	25.03	56.13	82.18	92.94	90.62	118.24	120.67	95.66	73.27	44.81	30.65	860.44	3.7%	111.39	265.75	334.57	148.73	
2020	£M	30.05	28.88	36.65				29.71	90.23	83.07		12.37	6.347	317.32	-63.1%	95.59		203.01	18.72	
2021	£M			5.846	36.90	43.38	66.00	106.66	123.18	100.56	84.33	36.05	26.56	629.48	98.4%	5.846	146.29	330.40	146.95	
2022	£M	21.52	25.08	61.26	82.32	95.17	93.92	122.11	117.84	92.47	73.12	43.79	28.23	856.82	36.1%	107.86	271.41	332.41	145.13	
2023	£M	27.46	28.83	61.76	82.94	98.13	96.27	123.18	122.30	97.36	74.82	44.05	30.96	888.05	3.6%	118.05	277.34	342.84	149.83	
2024	£M	25.84	27.41	59.24	73.01	96.61	90.29	121.21	127.88	101.77	79.34	46.47	32.03	881.11	-0.8%	112.49	259.92	350.86	157.84	
ECONOMIC IMPACT - INDEXED TO 2024														STAYING VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M	Economic Impact by Year and Share of Total					
Staying Visitor		£M	749.82	750.06	776.30	762.64	800.13	829.37	860.44	317.32	629.48	856.82	888.05	881.11						
All Visitor Types		£Bn	1.138	1.159	1.213	1.202	1.243	1.280	1.331	0.485	0.949	1.306	1.361	1.333						
Share of Total		%	65.9%	64.7%	64.0%	63.4%	64.4%	64.8%	64.7%	65.4%	66.3%	65.6%	65.2%	66.1%						
Annual Change in Share		%		-1.8%	-1.1%	-0.9%	1.5%	0.7%	-0.2%	1.2%	1.4%	-1.1%	-0.6%	1.3%						
Change in Share from 2013		%		-1.8%	-2.9%	-3.7%	-2.3%	-1.6%	-1.8%	-0.6%	0.7%	-0.4%	-1.0%	0.3%						
Avg Ann. Change in Share		%		-1.8%	-1.4%	-1.2%	-0.6%	-0.3%	-0.3%	-0.1%	0.1%	0.0%	-0.1%	0.0%						

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STEAM REPORT FOR 2013-2024 - FINAL CONWY COUNTY BOROUGH COUNCIL											2013 to 2024 2024 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 2024 / 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 2013 to 2024		53.7%	12.4%	2.4%	12.5%	1.8%	30.0%	33.9%	14.7%	9.0%	5.5%	33.7%	21.1%		16.3%	11.8%	13.2%	20.3%	12.5%
% Change 2023 to 2024		-3.9%	-6.1%	-4.8%	-16.5%	5.6%	0.0%	8.7%	-11.6%	-12.5%	-9.4%	-0.6%	9.6%		-4.5%	-5.2%	-3.7%	-4.7%	-6.1%
Average Annual Change		4.9%	1.1%	0.2%	1.1%	0.2%	2.7%	3.1%	1.3%	0.8%	0.5%	3.1%	1.9%		1.5%	1.1%	1.2%	1.8%	1.1%
2013	£M	3.437	15.85	16.42	41.15	58.03	40.92	65.33	76.42	40.67	21.88	6.292	2.189		388.59	35.70	140.10	182.42	30.37
2014	£M	3.681	16.67	17.73	49.00	55.89	40.99	64.94	83.59	44.75	23.52	6.113	2.119	409.00	5.3%	38.08	145.88	193.28	31.75
2015	£M	3.944	18.41	18.71	51.18	58.79	43.26	71.07	89.34	48.50	25.06	6.443	2.287	436.99	6.8%	41.06	153.23	208.91	33.79
2016	£M	3.995	18.63	23.11	42.63	53.51	48.31	70.54	94.14	48.83	26.28	6.939	2.631	439.53	0.6%	45.74	144.44	213.51	35.85
2017	£M	3.925	19.37	15.58	54.99	53.57	47.00	73.17	91.52	49.73	22.71	8.532	2.772	442.87	0.8%	38.87	155.56	214.42	34.02
2018	£M	4.077	21.53	15.72	49.06	54.45	55.22	73.40	88.84	52.30	24.63	8.215	2.808	450.25	1.7%	41.34	158.72	214.54	35.66
2019	£M	4.495	24.69	16.63	55.87	55.60	51.30	75.68	95.49	51.38	26.41	9.433	3.189	470.15	4.4%	45.82	162.76	222.54	39.03
2020	£M	4.576	24.03	12.57			0.889	26.65	56.62	36.02	0.911	4.008	1.277	167.55	-64.4%	41.18	0.889	119.29	6.196
2021	£M			5.178			48.06	75.53	102.42	51.95	25.34	8.403	2.525	319.40	90.6%	5.178	48.06	229.90	36.26
2022	£M	4.739	16.87	18.01	52.55	48.03	53.83	77.93	95.62	46.59	25.05	7.660	2.412	449.29	40.7%	39.61	154.41	220.14	35.13
2023	£M	5.495	18.96	17.65	55.49	55.95	53.23	80.49	99.15	50.64	25.47	8.461	2.418	473.40	5.4%	42.11	164.66	230.27	36.35
2024	£M	5.283	17.81	16.81	46.31	59.08	53.21	87.45	87.63	44.31	23.09	8.412	2.650	452.05	-4.5%	39.91	158.60	219.40	34.15
ECONOMIC IMPACT - INDEXED TO 2024														DAY VISITOR					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M	Economic Impact by Year and Share of Total				
Day Visitor	£M	388.59	409.00	436.99	439.53	442.87	450.25	470.15	167.55	319.40	449.29	473.40	452.05						
All Visitor Types	£Bn	1.138	1.159	1.213	1.202	1.243	1.280	1.331	0.485	0.949	1.306	1.361	1.333						
Share of Total	%	34.1%	35.3%	36.0%	36.6%	35.6%	35.2%	35.3%	34.6%	33.7%	34.4%	34.8%	33.9%						
Annual Change in Share	%		3.4%	2.1%	1.5%	-2.5%	-1.2%	0.4%	-2.2%	-2.6%	2.2%	1.1%	-2.5%						
Change in Share from 2013	%		3.4%	5.5%	7.1%	4.4%	3.1%	3.5%	1.2%	-1.4%	0.8%	1.9%	-0.7%						
Avg Ann. Change in Share	%		3.4%	2.8%	2.4%	1.1%	0.6%	0.6%	0.2%	-0.2%	0.1%	0.2%	-0.1%						

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