



STEAM REPORT FOR 2012-2023 - FINAL

Final

CONWY COUNTY BOROUGH COUNCIL

Global Tourism Solutions (UK) Ltd

71 Heol Gwys

Upper Cwmtwrch

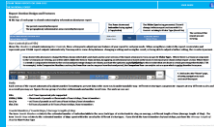
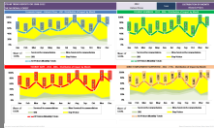
Swansea

SA9 2XH

Telephone: 0798 445 5388

Email: cathryn.j@gtsuk.co.uk

Website: www.globaltourismsolutions.co.uk

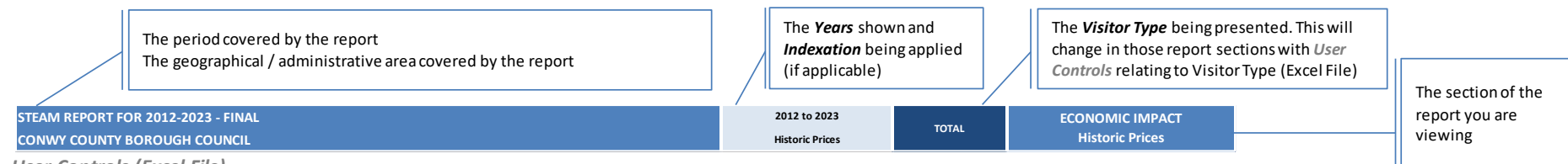
REPORT SECTIONS  Page	USER GUIDE  3	COMPARATIVE HEADLINES  4	KEY MEASURES  5-11
KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE	DISTRIBUTION OF IMPACT: <i>by Visitor Type</i>  13	DISTRIBUTION OF IMPACT: <i>by Month</i>  14	DISTRIBUTION OF IMPACT: <i>by Sector</i>  15
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Report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

Headers

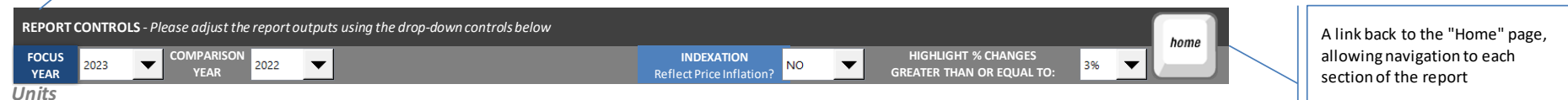
At the top of each page is a band containing key information about your report



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

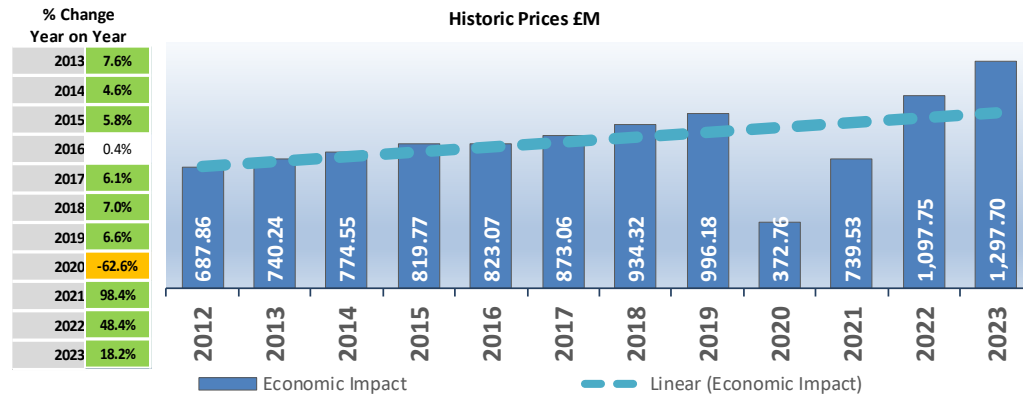
The term **Visitor Numbers** relates to the estimated number of individual **visits** to the area. Each type of visitor tends to stay, on average, a different length of time (Average Length of Stay). The term **Visitor Days** relates to the estimated number of **days** spent within the area by the different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

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

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

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Economic Impact - Historic Prices - Total

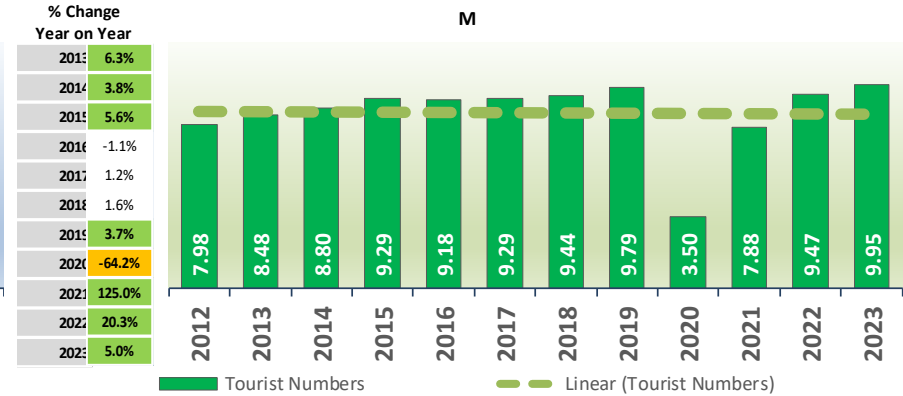


2012 to 2023
Historic Prices

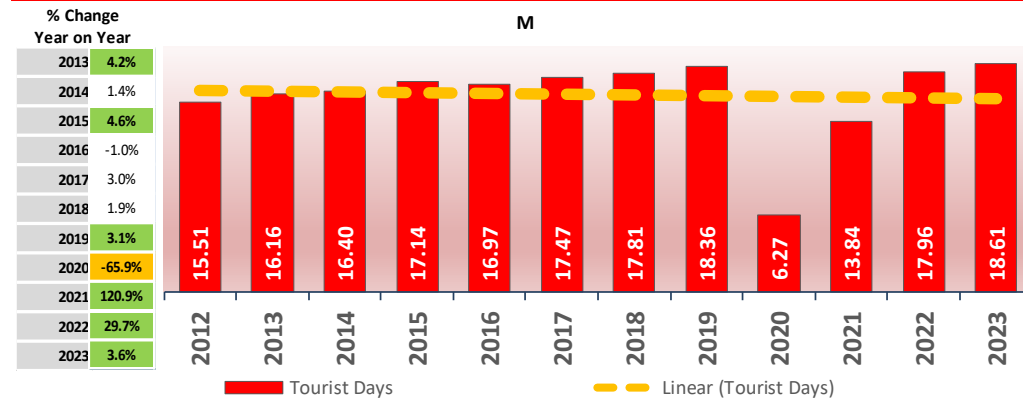
TOTAL

KEY MEASURES
Historic Prices

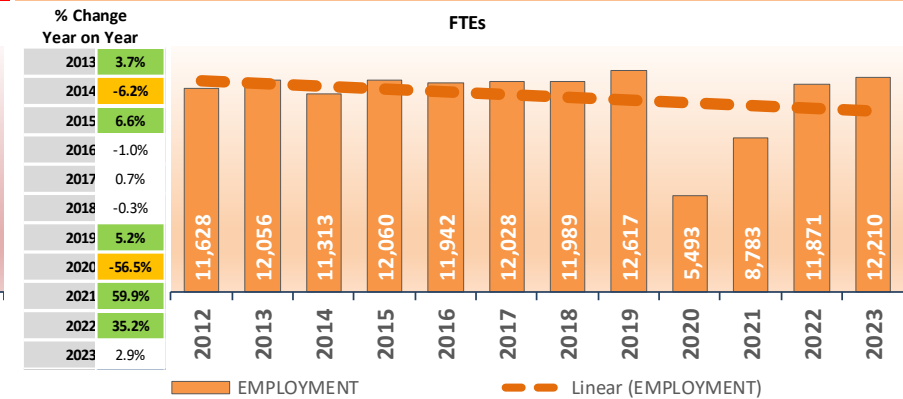
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total

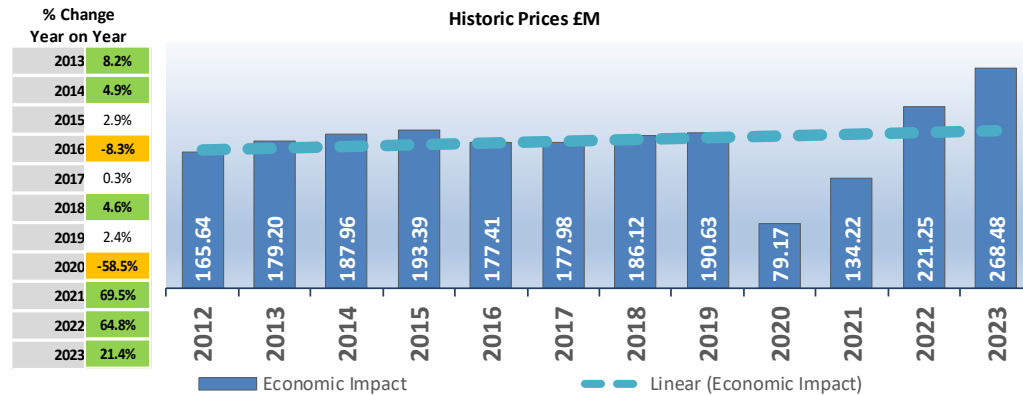


% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		7.6%	12.6%	19.2%	19.7%	26.9%	35.8%	44.8%	-45.8%	7.5%	59.6%	88.7%
Visitor Numbers		6.3%	10.3%	16.4%	15.1%	16.5%	18.4%	22.7%	-56.1%	-1.3%	18.7%	24.7%
Visitor Days		4.2%	5.7%	10.6%	9.4%	12.7%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

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - Serviced Accommodation



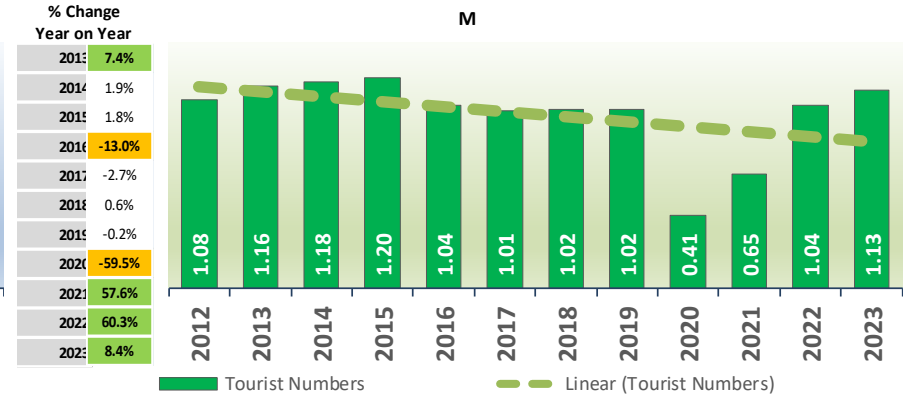
2012 to 2023

Historic Prices

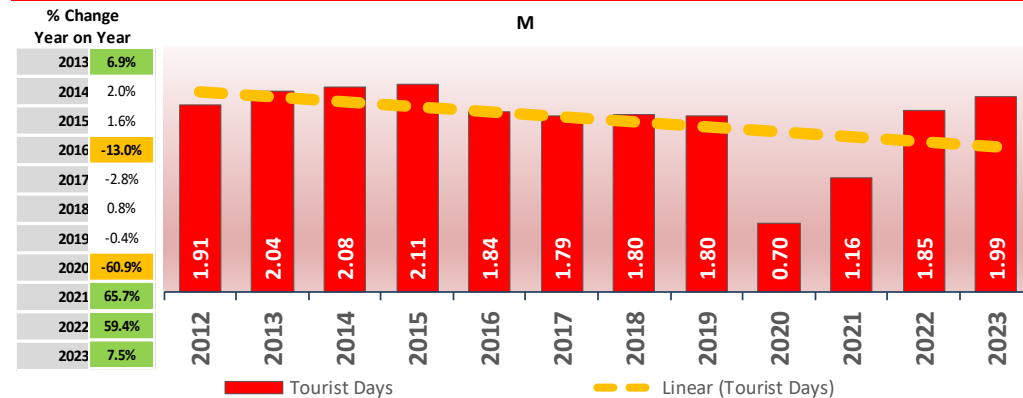
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

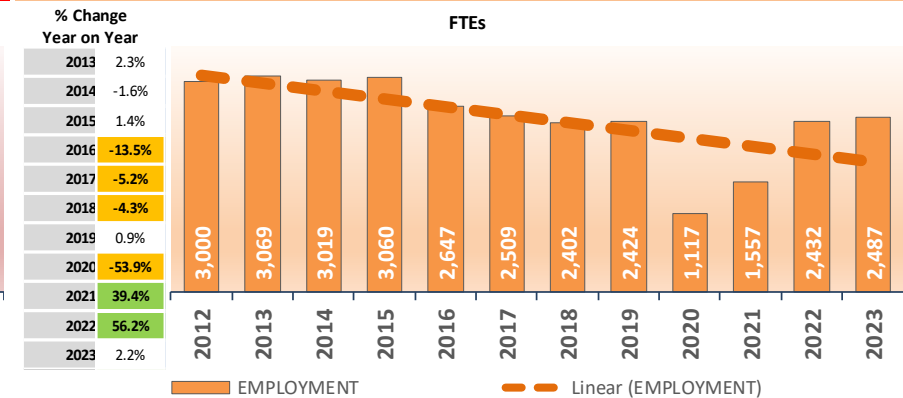
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation

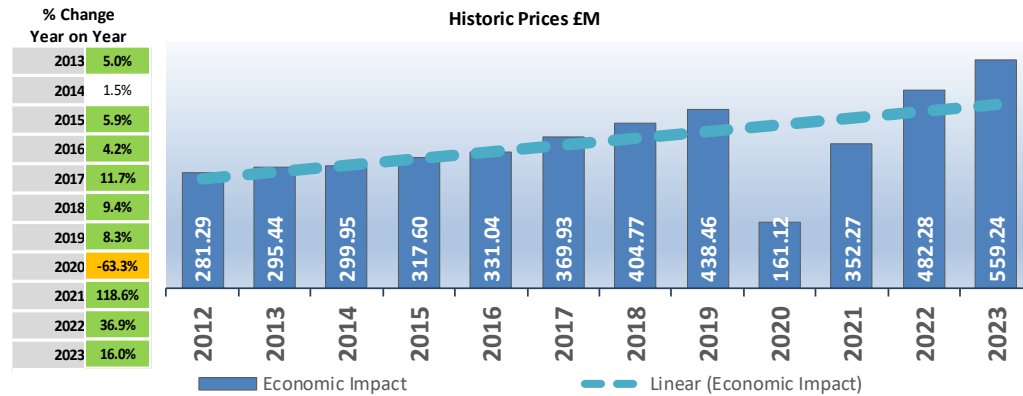


% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		8.2%	13.5%	16.8%	7.1%	7.4%	12.4%	15.1%	-52.2%	-19.0%	33.6%	62.1%
Visitor Numbers		7.4%	9.4%	11.3%	-3.1%	-5.7%	-5.2%	-5.4%	-61.7%	-39.7%	-3.3%	4.8%
Visitor Days		6.9%	9.1%	10.8%	-3.6%	-6.3%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

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - Non-Serviced Accommodation

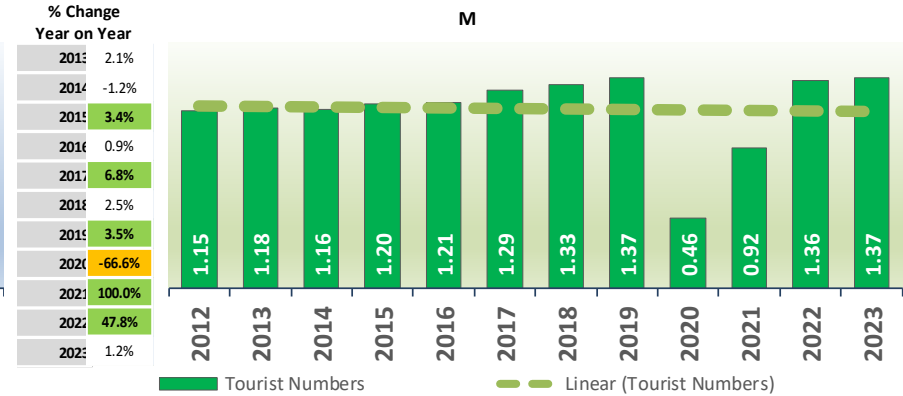


2012 to 2023
Historic Prices

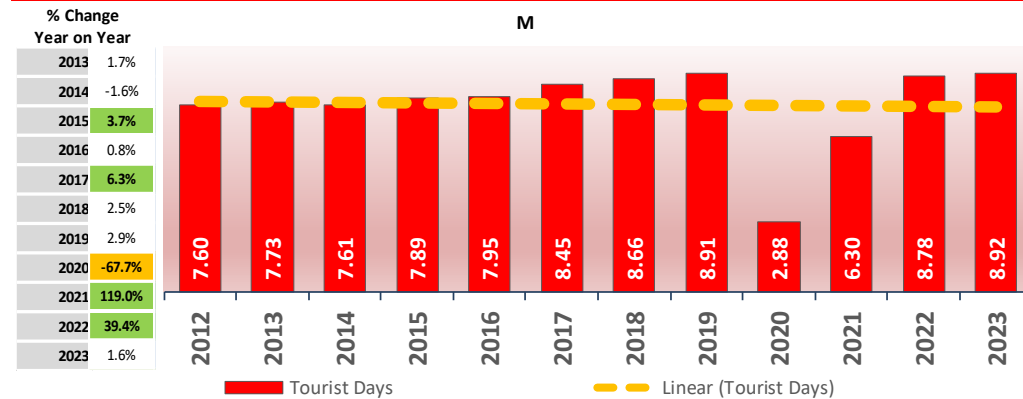
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

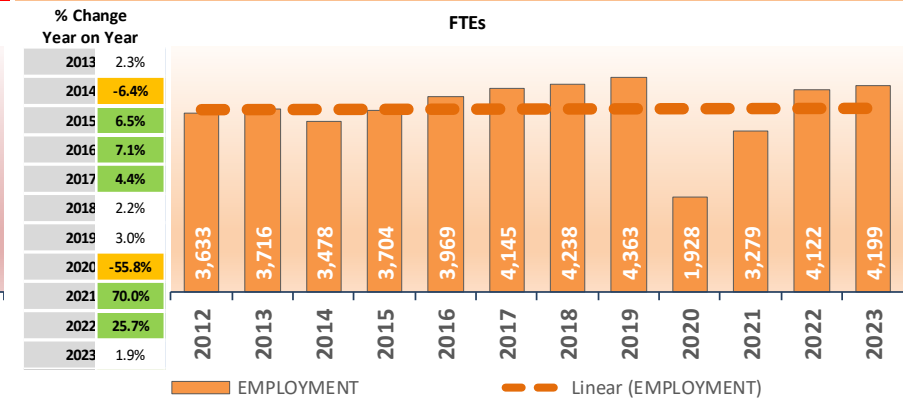
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation

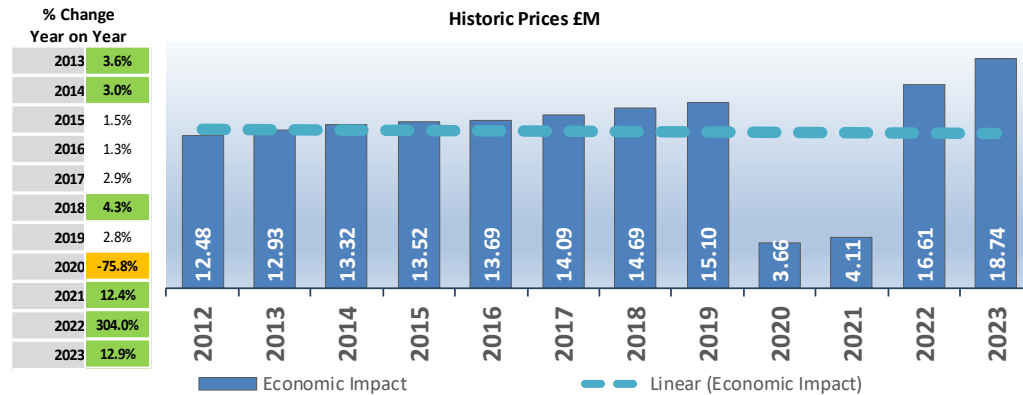


% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		5.0%	6.6%	12.9%	17.7%	31.5%	43.9%	55.9%	-42.7%	25.2%	71.5%	98.8%
Visitor Numbers		2.1%	0.8%	4.2%	5.2%	12.4%	15.2%	19.3%	-60.2%	-20.4%	17.7%	19.1%
Visitor Days		1.7%	0.1%	3.8%	4.6%	11.2%	13.9%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

"Linear" = Linear Trendline

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

Economic Impact - Historic Prices - SFR

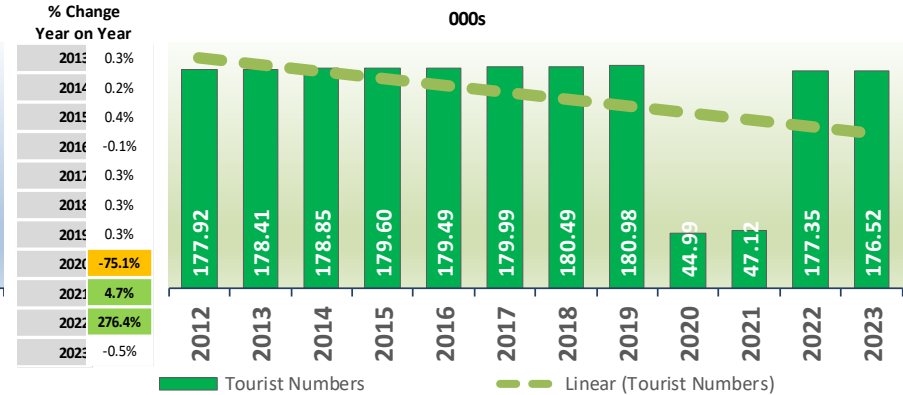


2012 to 2023
Historic Prices

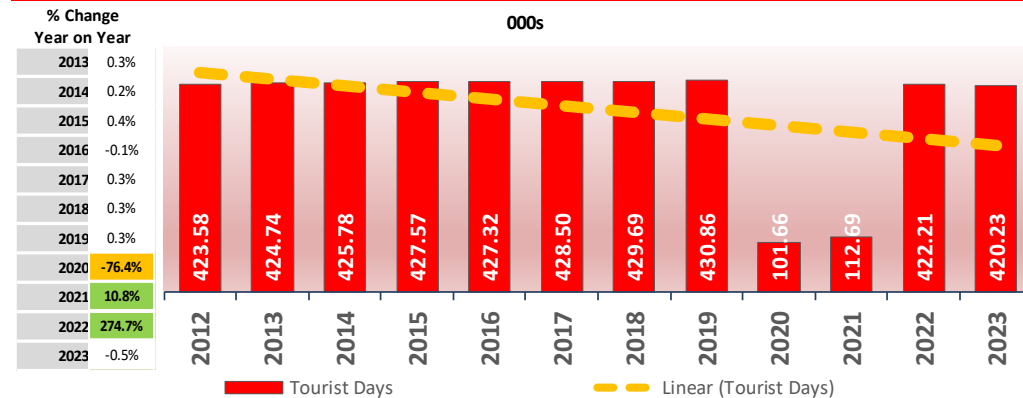
SFR

KEY MEASURES
Historic Prices

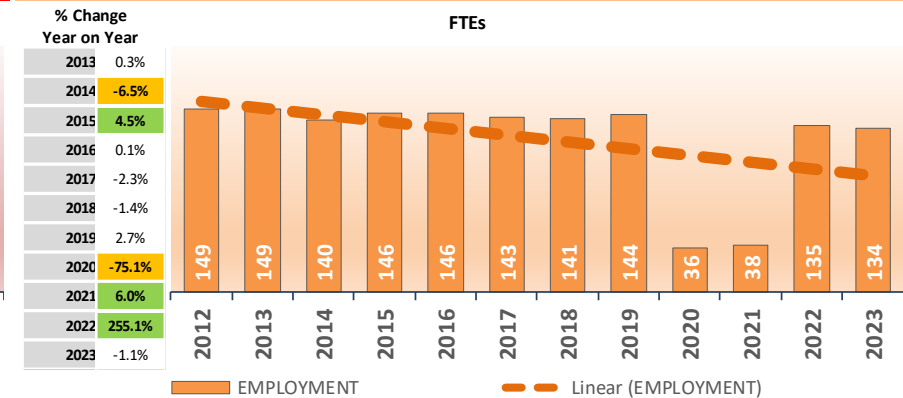
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR

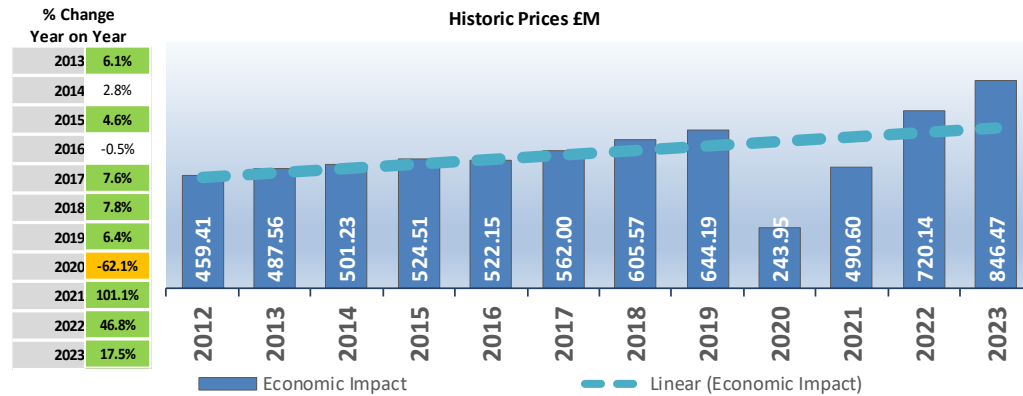


% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		3.6%	6.7%	8.3%	9.7%	12.8%	17.6%	21.0%	-70.7%	-67.1%	33.1%	50.2%
Visitor Numbers		0.3%	0.5%	0.9%	0.9%	1.2%	1.4%	1.7%	-74.7%	-73.5%	-0.3%	-0.8%
Visitor Days		0.3%	0.5%	0.9%	0.9%	1.2%	1.4%	1.7%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

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - Staying Visitor

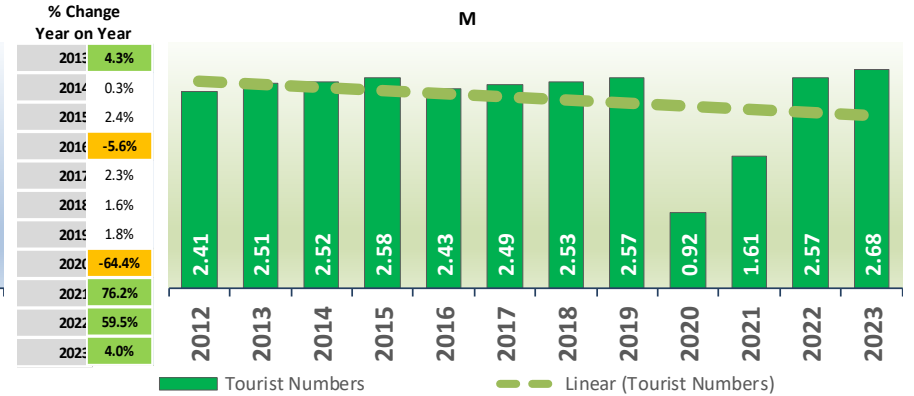


2012 to 2023
Historic Prices

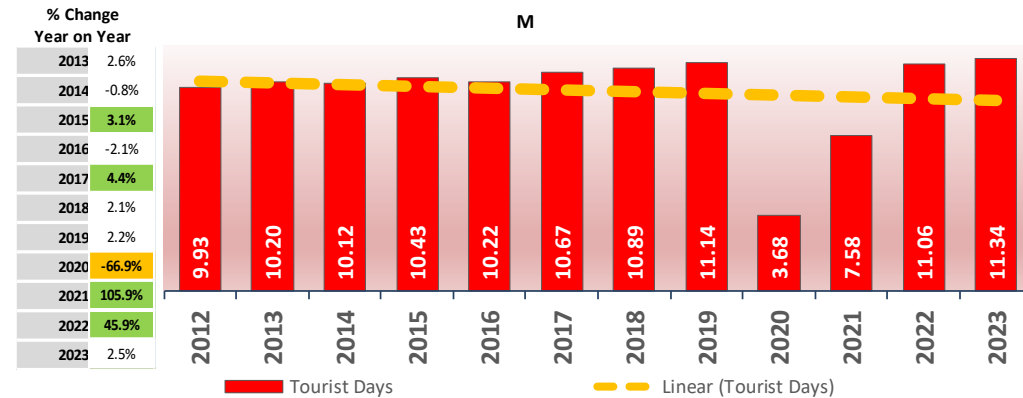
STAYING VISITOR

KEY MEASURES
Historic Prices

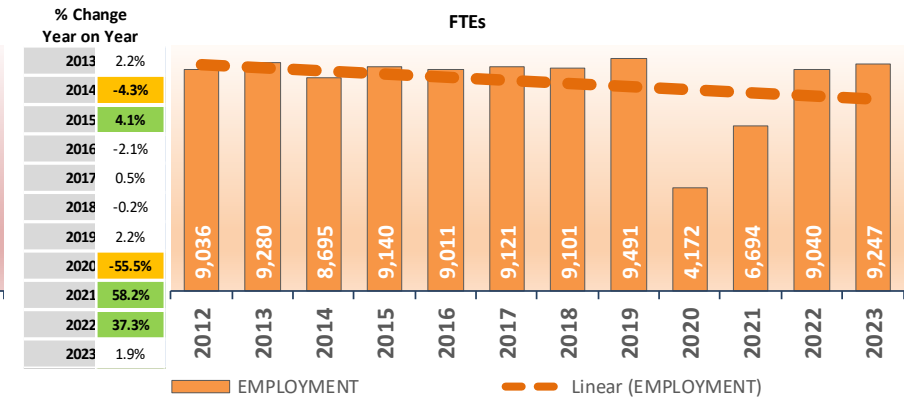
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor

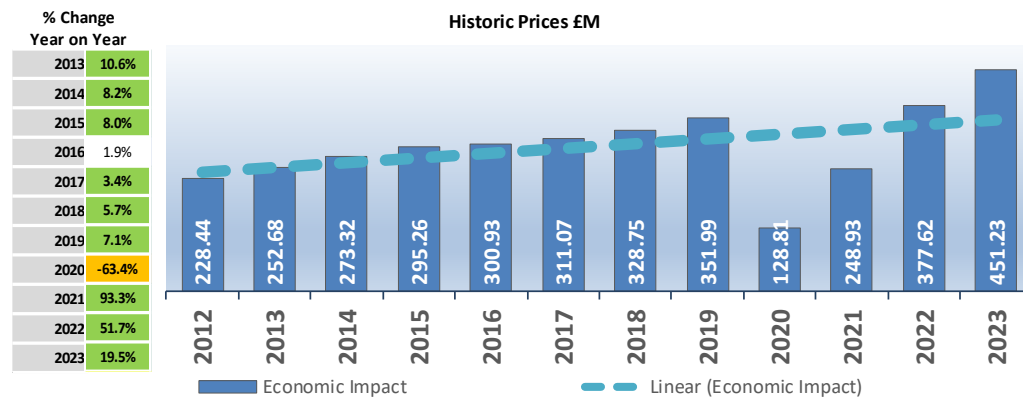


% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		6.1%	9.1%	14.2%	13.7%	22.3%	31.8%	40.2%	-46.9%	6.8%	56.8%	84.2%
Visitor Numbers		4.3%	4.6%	7.2%	1.2%	3.4%	5.1%	6.9%	-61.9%	-32.9%	7.0%	11.2%
Visitor Days		2.6%	1.8%	5.0%	2.9%	7.4%	9.7%	12.1%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

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - Day Visitor



2012 to 2023

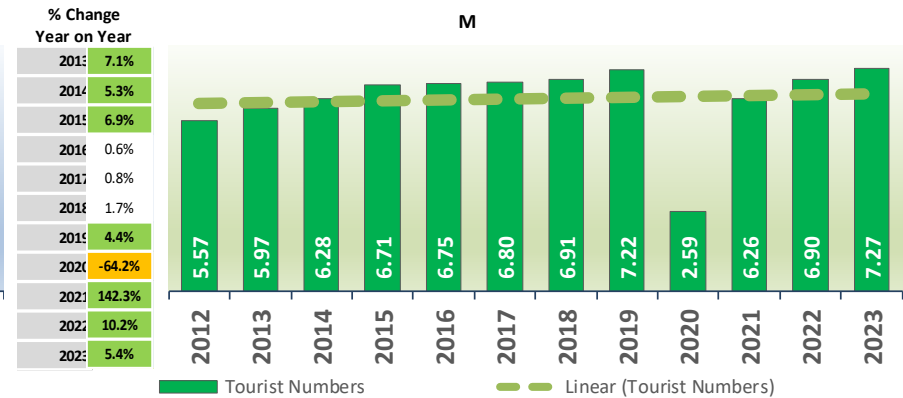
Historic Prices

DAY VISITOR

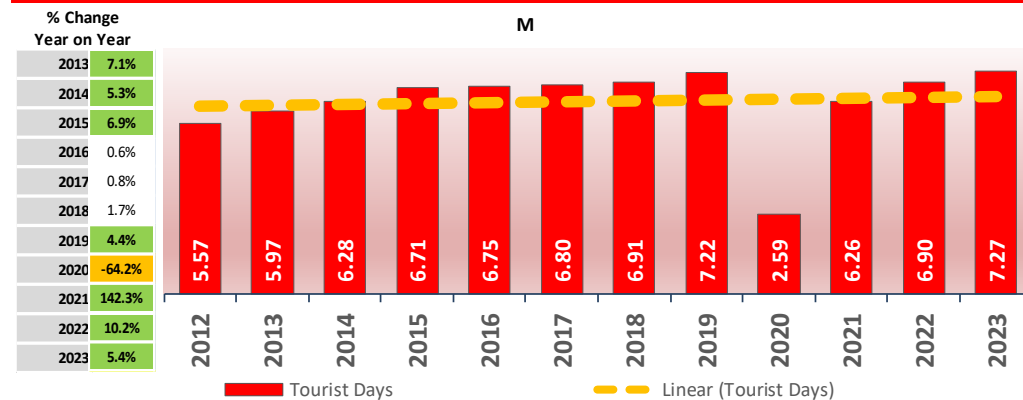
KEY MEASURES

Historic Prices

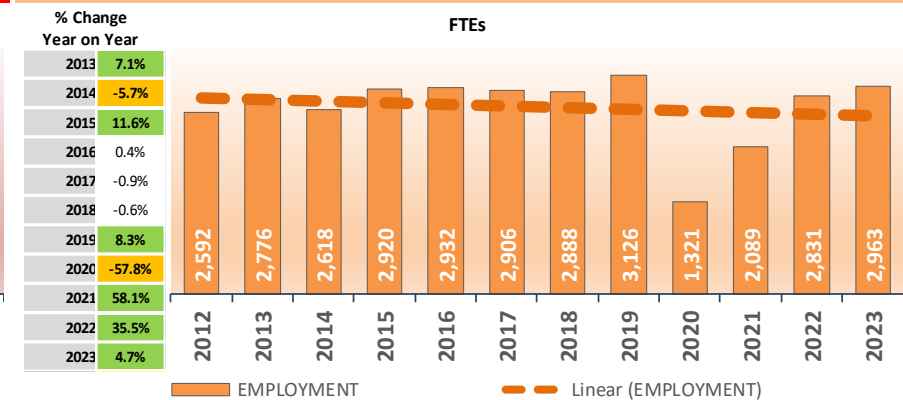
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



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

"Linear" = Linear Trendline

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

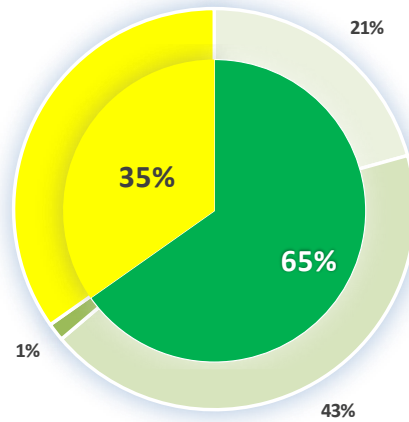
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2023 - M - Share of Total

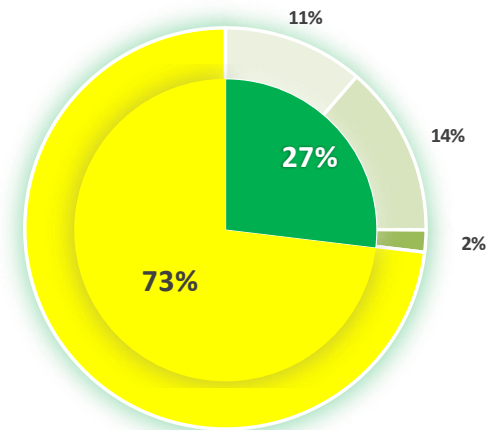
TOTAL
£1,297.70m

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



TOTAL
9.95m

	M
Serviced	1.13
Non-Serviced	1.37
SFR	0.18
Staying Visitor	2.68
Day Visitor	7.27
Total	9.95

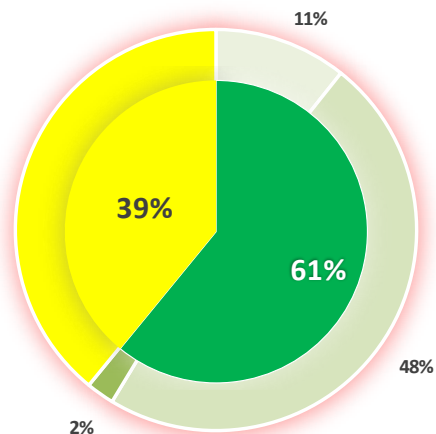


Visitor Days - 2023 - M - Share of Total

Direct Employment Supported - 2023 - FTEs - Share of Total

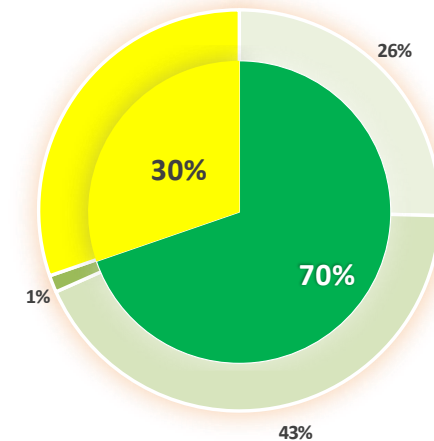
TOTAL
18.61m

	M
Serviced	1.99
Non-Serviced	8.92
SFR	0.42
Staying Visitor	11.34
Day Visitor	7.27
Total	18.61



TOTAL
9,782 Direct FTEs
12,210 Total FTEs

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



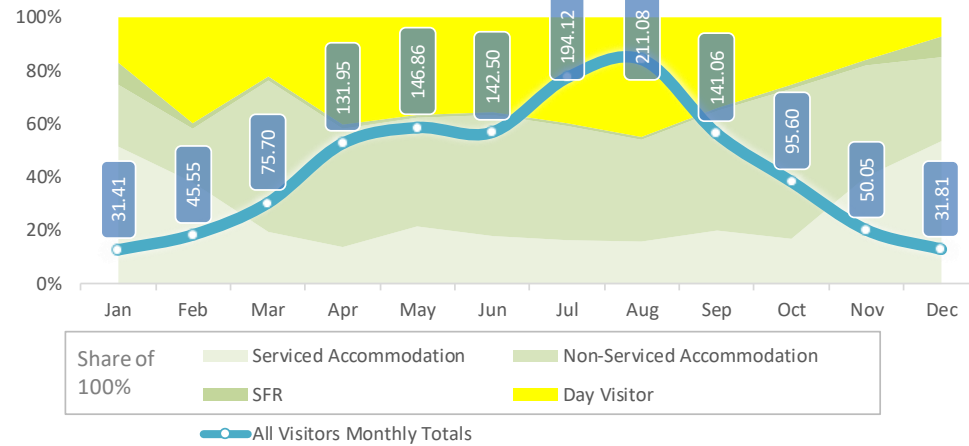
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2023
Historic Prices

TOTAL

DISTRIBUTION BY MONTH
Historic Prices

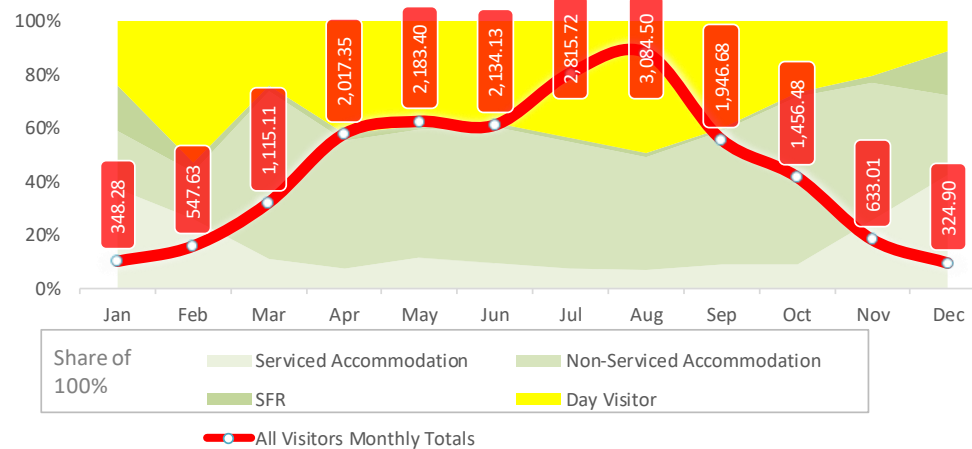
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



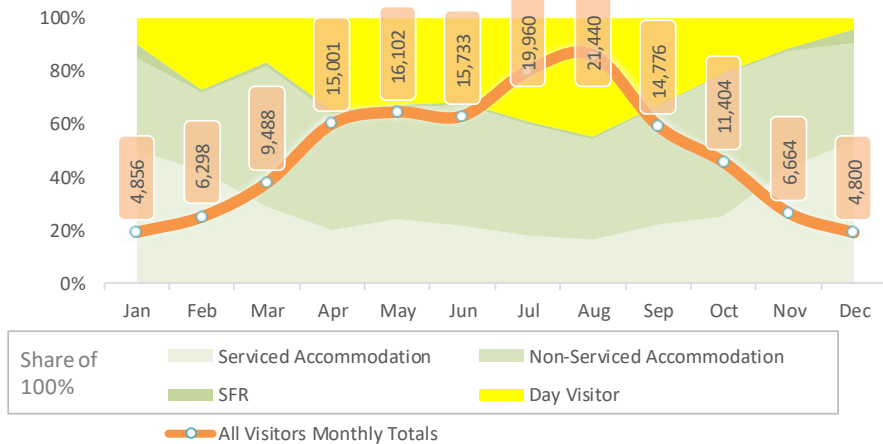
Visitor Numbers - 2023 - 000s - Distribution of Impact by Month



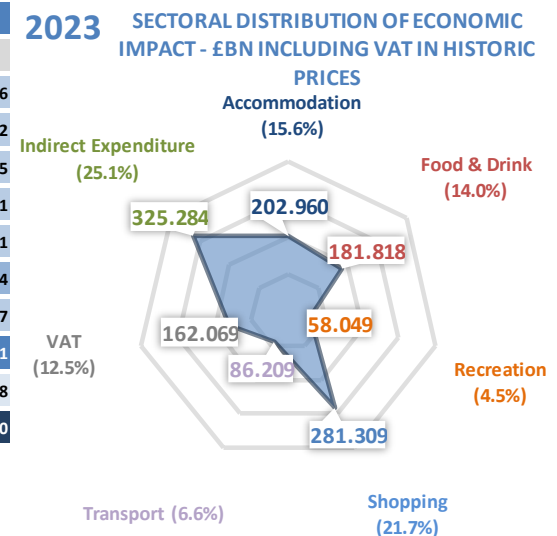
Visitor Days - 2023 - 000s - Distribution of Impact by Month



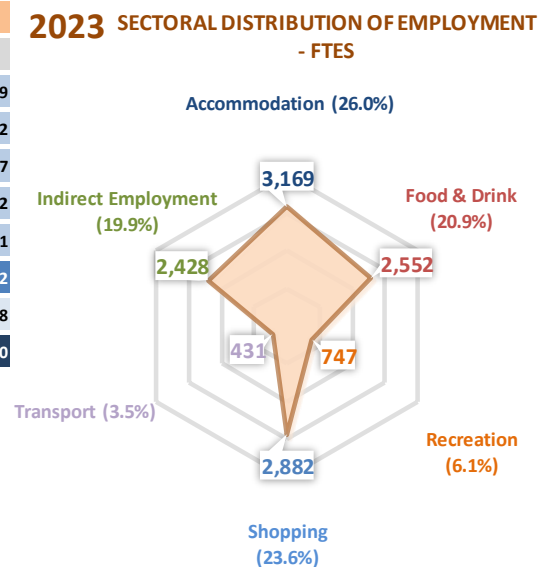
Direct Employment Supported - 2023 - FTEs - Distribution of Impact by Month



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

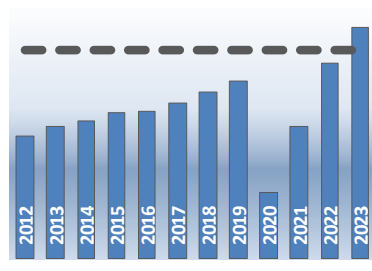


Sectoral Distribution of Employment - FTEs													
Sector / Year		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	FTEs	3,191	3,237	3,247	3,255	3,192	3,169	3,169	3,149	1,543	2,217	3,124	3,169
Food & Drink	FTEs	2,074	2,164	2,373	2,591	2,555	2,475	2,551	2,571	1,203	1,947	2,445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



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

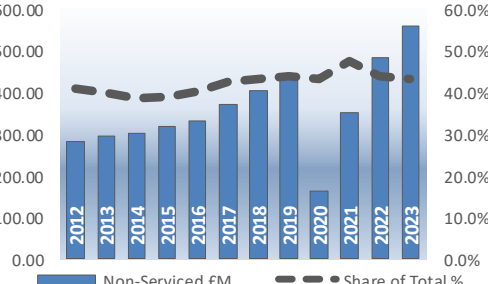
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

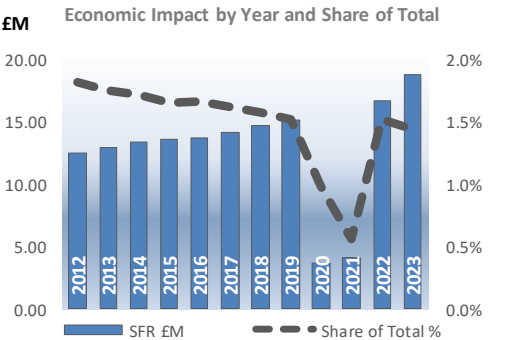
STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL											2012 to 2023 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL																		
An increase of 3% or more		ECONOMIC IMPACT £M - 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 2012 to 2023		186.8%	81.5%	86.2%	90.5%	104.4%	90.6%	98.3%	84.0%	72.2%	68.5%	81.0%	94.6%	88.7%	Annual Change	99.0%	95.2%	85.5%	76.1%	
% Change 2022 to 2023		42.3%	29.2%	13.6%	16.4%	22.0%	14.8%	15.5%	17.7%	20.7%	15.9%	15.7%	23.5%	18.2%		23.2%	17.7%	17.6%	17.1%	
Average Annual Change		17.0%	7.4%	7.8%	8.2%	9.5%	8.2%	8.9%	7.6%	6.6%	6.2%	7.4%	8.6%	8.1%		9.0%	8.7%	7.8%	6.9%	
2012	£M	10.95	25.10	40.64	69.25	71.87	74.77	97.89	114.70	81.94	56.74	27.66	16.35	687.86			76.70	215.88	294.53	100.75
2013	£M	12.29	26.94	42.88	66.83	89.37	80.34	110.67	129.74	82.57	52.81	29.19	16.60	740.24	7.6%	82.11	236.55	322.98	98.60	
2014	£M	14.27	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	
ECONOMIC IMPACT - IN HISTORIC PRICES														TOTAL						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M	Economic Impact by Year and Share of Total					
Total		£M	687.86	740.24	774.55	819.77	823.07	873.06	934.32	996.18	372.76	739.53	1,097.75	1,297.70						
All Visitor Types		£Bn	0.688	0.740	0.775	0.820	0.823	0.873	0.934	0.996	0.373	0.740	1.098	1.298						
Share of Total		%	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 2012		%																		
Avg Ann. Change in Share		%																		

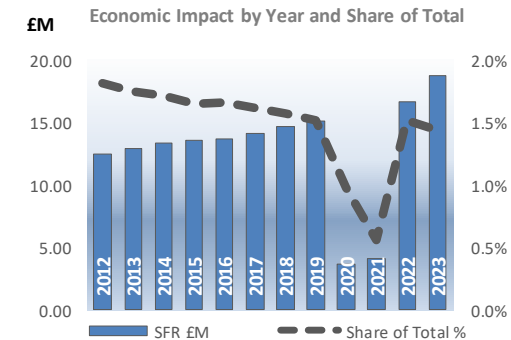
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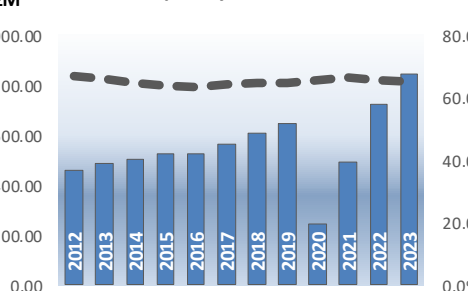
Report Prepared by: Cathy James, Date of Issue: 29/08/24

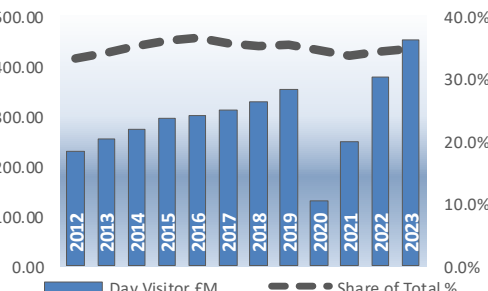
STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL											2012 to 2023 Historic Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% 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 2012 to 2023		199.2%	84.0%	29.9%	35.6%	86.6%	54.6%	78.3%	42.1%	53.1%	23.1%	70.3%	88.9%	62.1%	Annual Change	84.0%	60.7%	56.2%	57.2%
% Change 2022 to 2023		84.6%	52.8%	13.8%	14.7%	16.1%	19.5%	10.7%	16.4%	19.3%	15.7%	13.3%	36.2%	21.4%		45.8%	16.9%	15.2%	20.6%
Average Annual Change		18.1%	7.6%	2.7%	3.2%	7.9%	5.0%	7.1%	3.8%	4.8%	2.1%	6.4%	8.1%	5.6%		7.6%	5.5%	5.1%	5.2%
2012	£M	5.384	9.461	11.46	13.22	16.75	16.47	17.53	23.42	18.19	12.94	11.74	9.070	165.64		26.31	46.45	59.13	33.75
2013	£M	5.889	12.95	10.66	13.75	19.23	16.10	21.33	25.17	18.21	13.01	12.86	10.06	179.20	8.2%	29.50	49.07	64.70	35.92
2014	£M	7.634	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
ECONOMIC IMPACT - IN HISTORIC PRICES														SERVICED ACCOMMODATION					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total					
Serviced	£M	165.64	179.20	187.96	193.39	177.41	177.98	186.12	190.63	79.17	134.22	221.25	268.48						
All Visitor Types	£Bn	0.688	0.740	0.775	0.820	0.823	0.873	0.934	0.996	0.373	0.740	1.098	1.298						
Share of Total	%	24.1%	24.2%	24.3%	23.6%	21.6%	20.4%	19.9%	19.1%	21.2%	18.1%	20.2%	20.7%						
Annual Change in Share	%		0.5%	0.2%	-2.8%	-8.6%	-5.4%	-2.3%	-3.9%	11.0%	-14.5%	11.0%	2.7%						
Change in Share from 2012	%		0.5%	0.8%	-2.0%	-10.5%	-15.3%	-17.3%	-20.5%	-11.8%	-24.6%	-16.3%	-14.1%						
Avg Ann. Change in Share	%		0.5%	0.4%	-0.7%	-2.6%	-3.1%	-2.9%	-2.9%	-1.5%	-2.7%	-1.6%	-1.3%						
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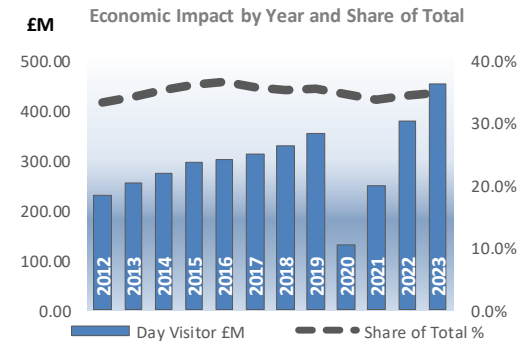
STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL										2012 to 2023 Historic Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
An increase 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			Q1	Q2	Q3	Q4	
% Change 2012 to 2023		430.0%	217.9%	155.5%	123.4%	117.7%	93.0%	92.5%	69.6%	74.1%	93.5%	82.3%	143.2%	98.8%	Annual Change	182.4%	109.9%	78.7%	95.2%	
% Change 2022 to 2023		5.8%	3.2%	14.5%	14.2%	17.5%	15.1%	15.9%	18.4%	19.6%	16.2%	14.9%	10.6%	16.0%		11.5%	15.6%	17.8%	15.2%	
Average Annual Change		39.1%	19.8%	14.1%	11.2%	10.7%	8.5%	8.4%	6.3%	6.7%	8.5%	7.5%	13.0%	9.0%		16.6%	10.0%	7.2%	8.7%	
2012	£M	1.407	2.893	16.82	26.30	27.90	33.74	43.76	47.92	36.72	28.10	11.61	4.123	281.29		21.12	87.94	128.40	43.83	
2013	£M	2.365	3.081	20.87	24.69	31.36	36.82	45.54	53.49	37.20	24.86	11.68	3.498	295.44	5.0%	26.31	92.87	136.23	40.03	
2014	£M	2.327	4.042	21.48	25.79	34.42	33.10	46.29	54.13	37.55	23.44	12.62	4.756	299.95	1.5%	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	
ECONOMIC IMPACT - IN HISTORIC PRICES													NON-SERVICED ACCOMMODATION							
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total						
Non-Serviced	£M	281.29	295.44	299.95	317.60	331.04	369.93	404.77	438.46	161.12	352.27	482.28	559.24							
All Visitor Types	£Bn	0.688	0.740	0.775	0.820	0.823	0.873	0.934	0.996	0.373	0.740	1.098	1.298							
Share of Total	%	40.9%	39.9%	38.7%	38.7%	40.2%	42.4%	43.3%	44.0%	43.2%	47.6%	43.9%	43.1%							
Annual Change in Share	%		-2.4%	-3.0%	0.0%	3.8%	5.4%	2.2%	1.6%	-1.8%	10.2%	-7.8%	-1.9%							
Change in Share from 2012	%		-2.4%	-5.3%	-5.3%	-1.6%	3.6%	5.9%	7.6%	5.7%	16.5%	7.4%	5.4%							
Avg Ann. Change in Share	%		-2.4%	-2.7%	-1.8%	-0.4%	0.7%	1.0%	1.1%	0.7%	1.8%	0.7%	0.5%							
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STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL											2012 to 2023 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 2012 to 2023		50.2%	50.2%	50.2%	50.2%	50.2%	50.2%	50.2%	50.2%	50.2%	50.2%	50.2%	50.2%	50.2%	Annual Change	50.2%	50.2%	50.2%	50.2%
% Change 2022 to 2023		12.9%	12.9%	12.9%	12.9%	12.9%	12.9%	12.9%	12.9%	12.9%	12.9%	12.9%	12.9%	12.9%		12.9%	12.9%	12.9%	12.9%
Average Annual Change		4.6%	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%		4.6%	4.6%	4.6%	4.6%
2012	£M	1.736	0.583	0.664	1.583	1.018	0.785	1.273	1.348	0.694	0.693	0.540	1.565	12.48		2.983	3.386	3.315	2.799
2013	£M	1.798	0.604	0.687	1.640	1.055	0.813	1.318	1.396	0.719	0.718	0.560	1.621	12.93	3.6%	3.089	3.507	3.433	2.898
2014	£M	1.852	0.622	0.708	1.689	1.087	0.837	1.358	1.438	0.741	0.740	0.577	1.670	13.32	3.0%	3.183	3.613	3.537	2.986
2015	£M	1.881	0.632	0.719	1.715	1.103	0.850	1.379	1.460	0.752	0.751	0.585	1.695	13.52	1.5%	3.231	3.668	3.591	3.032
2016	£M	1.905	0.640	0.728	1.737	1.117	0.861	1.397	1.479	0.762	0.761	0.593	1.717	13.69	1.3%	3.273	3.715	3.637	3.070
2017	£M	1.959	0.658	0.749	1.787	1.149	0.885	1.437	1.521	0.783	0.783	0.610	1.766	14.09	2.9%	3.366	3.821	3.741	3.158
2018	£M	2.042	0.686	0.781	1.863	1.198	0.923	1.498	1.586	0.817	0.816	0.636	1.841	14.69	4.3%	3.509	3.984	3.900	3.293
2019	£M	2.100	0.706	0.803	1.915	1.232	0.949	1.540	1.630	0.840	0.839	0.654	1.893	15.10	2.8%	3.608	4.096	4.010	3.385
2020	£M	2.157	0.725	0.451				0.158	0.167					3.658	-75.8%	3.333		0.326	
2021	£M					0.129	0.100	0.808	0.856	0.441	0.440	0.343	0.994	4.111	12.4%		0.229	2.105	1.777
2022	£M	2.310	0.776	0.883	2.107	1.355	1.044	1.694	1.793	0.924	0.923	0.719	2.082	16.61	304.0%	3.969	4.506	4.411	3.724
2023	£M	2.607	0.876	0.996	2.378	1.529	1.178	1.912	2.024	1.042	1.041	0.811	2.350	18.74	12.9%	4.479	5.085	4.978	4.203
ECONOMIC IMPACT - IN HISTORIC PRICES														SFR					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Economic Impact by Year and Share of Total					
SFR		£M	12.48	12.93	13.32	13.52	13.69	14.09	14.69	15.10	3.658	4.111	16.61	18.74					
All Visitor Types		£Bn	0.688	0.740	0.775	0.820	0.823	0.873	0.934	0.996	0.373	0.740	1.098	1.298					
Share of Total		%	1.8%	1.7%	1.7%	1.6%	1.7%	1.6%	1.6%	1.5%	1.0%	0.6%	1.5%	1.4%					
Annual Change in Share		%		-3.8%	-1.5%	-4.1%	0.9%	-3.0%	-2.6%	-3.6%	-35.2%	-43.4%	172.2%	-4.5%					
Change in Share from 2012		%		-3.8%	-5.2%	-9.1%	-8.3%	-11.1%	-13.4%	-16.5%	-45.9%	-69.4%	-16.6%	-20.4%					
Avg Ann. Change in Share		%		-3.8%	-2.6%	-3.0%	-2.1%	-2.2%	-2.2%	-2.4%	-5.7%	-7.7%	-1.7%	-1.9%					
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Report Prepared by: Cathy James, Date of Issue: 29/08/24																			



STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL											2012 to 2023 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 2012 to 2023		206.9%	112.4%	103.4%	92.4%	104.8%	79.9%	87.7%	60.4%	66.9%	70.9%	75.7%	100.0%	84.2%	Annual Change	123.2%	91.9%	71.2%	77.7%	
% Change 2022 to 2023		44.7%	30.4%	14.3%	14.3%	16.9%	16.3%	14.4%	17.7%	19.4%	16.1%	14.1%	24.4%	17.5%		24.1%	15.9%	17.0%	17.1%	
Average Annual Change		18.8%	10.2%	9.4%	8.4%	9.5%	7.3%	8.0%	5.5%	6.1%	6.4%	6.9%	9.1%	7.7%		11.2%	8.4%	6.5%	7.1%	
2012 £M		8.527	12.94	28.95	41.10	45.68	51.00	62.56	72.69	55.60	41.73	23.90	14.76	459.41	Annual Change	50.41	137.77	190.85	80.38	
2013 £M		10.05	16.64	32.21	40.08	51.64	53.74	68.19	80.05	56.13	38.58	25.10	15.18	487.56		6.1%	58.90	145.45	204.36	78.85
2014 £M		11.81	16.96	33.66	43.06	55.80	51.77	69.43	81.17	57.93	39.44	25.66	14.52	501.23		2.8%	62.44	150.64	208.53	79.62
2015 £M		12.07	17.36	34.25	45.24	58.93	53.89	77.00	86.68	58.32	41.46	25.91	13.40	524.51		4.6%	63.68	158.06	222.01	80.77
2016 £M		13.53	15.65	37.67	46.39	50.88	59.38	76.89	79.98	59.29	37.69	26.60	18.19	522.15		-0.5%	66.85	156.65	216.17	82.47
2017 £M		16.41	18.81	38.95	57.14	57.03	60.22	79.42	81.62	61.09	46.66	27.15	17.48	562.00		7.6%	74.17	174.39	222.14	91.29
2018 £M		15.74	19.46	41.77	56.18	65.99	65.04	85.03	86.41	67.05	51.30	31.24	20.36	605.57		7.8%	76.97	187.22	238.49	102.90
2019 £M		22.63	18.74	42.03	61.53	69.58	67.85	88.52	90.35	71.62	54.86	33.55	22.94	644.19		6.4%	83.40	198.96	250.49	111.35
2020 £M		23.10	22.20	28.18				22.84	69.36	63.86		9.513	4.879	243.95		-62.1%	73.49		156.07	14.39
2021 £M				4.556	28.76	33.81	51.44	83.12	96.00	78.38	65.73	28.10	20.70	490.60		101.1%	4.556	114.01	257.50	114.53
2022 £M		18.09	21.08	51.49	69.19	79.99	78.93	102.63	99.04	77.72	61.45	36.80	23.72	720.14		46.8%	90.66	228.12	279.39	121.98
2023 £M		26.17	27.48	58.87	79.06	93.53	91.76	117.41	116.58	92.80	71.32	41.98	29.51	846.47		17.5%	112.52	264.35	326.78	142.81
ECONOMIC IMPACT - IN HISTORIC PRICES														STAYING VISITOR						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total						
Staying Visitor		£M	459.41	487.56	501.23	524.51	522.15	562.00	605.57	644.19	243.95	490.60	720.14	846.47						
All Visitor Types		£Bn	0.688	0.740	0.775	0.820	0.823	0.873	0.934	0.996	0.373	0.740	1.098	1.298						
Share of Total		%	66.8%	65.9%	64.7%	64.0%	63.4%	64.4%	64.7%	65.4%	66.3%	65.6%	65.2%							
Annual Change in Share		%		-1.4%	-1.8%	-1.1%	-0.9%	1.5%	0.7%	-0.2%	1.2%	1.4%	-1.1%	-0.6%						
Change in Share from 2012		%		-1.4%	-3.1%	-4.2%	-5.0%	-3.6%	-3.0%	-3.2%	-2.0%	-0.7%	-1.8%	-2.3%						
Avg Ann. Change in Share		%		-1.4%	-1.6%	-1.4%	-1.3%	-0.7%	-0.5%	-0.5%	-0.3%	-0.1%	-0.2%							

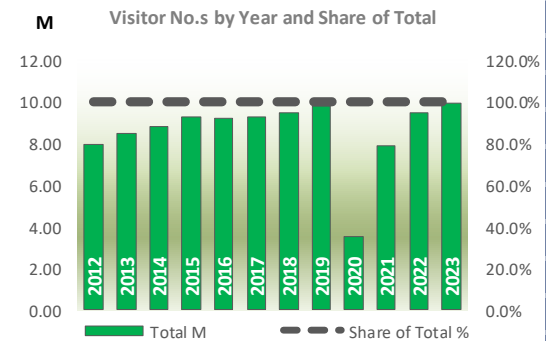
STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL										2012 to 2023 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £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 2012 to 2023		115.9%	48.6%	43.9%	87.9%	103.6%	113.4%	117.1%	125.0%	83.3%	61.7%	114.5%	44.6%	97.5%	Annual Change	52.7%	100.9%	111.7%	70.2%
% Change 2022 to 2023		31.5%	27.5%	11.2%	19.8%	32.1%	12.1%	17.1%	17.6%	23.3%	15.3%	25.3%	13.7%	19.5%		20.6%	20.9%	18.6%	17.4%
Average Annual Change		10.5%	4.4%	4.0%	8.0%	9.4%	10.3%	10.6%	11.4%	7.6%	5.6%	10.4%	4.1%	8.9%		4.8%	9.2%	10.2%	6.4%
2012	£M	2.426	12.17	11.70	28.15	26.19	23.78	35.33	42.01	26.34	15.01	3.759	1.594	228.44		26.29	78.11	103.68	20.36
2013	£M	2.235	10.30	10.68	26.76	37.73	26.61	42.48	49.69	26.44	14.23	4.091	1.423	252.68	10.6%	23.22	91.10	118.62	19.74
2014	£M	2.460	11.14	11.85	32.75	37.35	27.39	43.40	55.86	29.91	15.72	4.085	1.416	273.32	8.2%	25.45	97.49	129.16	21.22
2015	£M	2.665	12.44	12.64	34.58	39.72	29.23	48.02	60.36	32.77	16.93	4.353	1.545	295.26	8.0%	27.74	103.53	141.15	22.83
2016	£M	2.735	12.75	15.82	29.18	36.63	33.07	48.30	64.46	33.43	17.99	4.751	1.801	300.93	1.9%	31.31	98.89	146.18	24.54
2017	£M	2.757	13.60	10.94	38.63	37.63	33.01	51.40	64.28	34.93	15.95	5.992	1.947	311.07	3.4%	27.30	109.27	150.61	23.89
2018	£M	2.977	15.72	11.48	35.82	39.76	40.32	53.60	64.87	38.19	17.99	5.999	2.050	328.75	5.7%	30.18	115.89	156.65	26.03
2019	£M	3.365	18.49	12.45	41.83	41.63	38.40	56.66	71.49	38.47	19.77	7.062	2.387	351.99	7.1%	34.30	121.86	166.61	29.22
2020	£M	3.518	18.48	9.662			0.683	20.49	43.53	27.69	0.701	3.081	0.982	128.81	-63.4%	31.66	0.683	91.71	4.763
2021	£M			4.035			37.45	58.87	79.82	40.49	19.75	6.549	1.968	248.93	93.3%	4.035	37.45	179.18	28.26
2022	£M	3.983	14.18	15.13	44.16	40.37	45.25	65.50	80.36	39.16	21.06	6.438	2.027	377.62	51.7%	33.29	129.78	185.02	29.52
2023	£M	5.238	18.07	16.83	52.89	53.33	50.74	76.72	94.51	48.26	24.28	8.065	2.305	451.23	19.5%	40.14	156.95	219.49	34.65
ECONOMIC IMPACT - IN HISTORIC PRICES														DAY VISITOR					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total					
Day Visitor	£M	228.44	252.68	273.32	295.26	300.93	311.07	328.75	351.99	128.81	248.93	377.62	451.23						
All Visitor Types	£Bn	0.688	0.740	0.775	0.820	0.823	0.873	0.934	0.996	0.373	0.740	1.098	1.298						
Share of Total	%	33.2%	34.1%	35.3%	36.0%	36.6%	35.6%	35.2%	35.3%	34.6%	33.7%	34.4%	34.8%						
Annual Change in Share	%		2.8%	3.4%	2.1%	1.5%	-2.5%	-1.2%	0.4%	-2.2%	-2.6%	2.2%	1.1%						
Change in Share from 2012	%		2.8%	6.3%	8.4%	10.1%	7.3%	5.9%	6.4%	4.0%	1.4%	3.6%	4.7%						
Avg Ann. Change in Share	%		2.8%	3.1%	2.8%	2.5%	1.5%	1.0%	0.9%	0.5%	0.2%	0.4%	0.4%						
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Visitor Numbers by Month, Year and Visitor Type for the Period 2012 to 2023

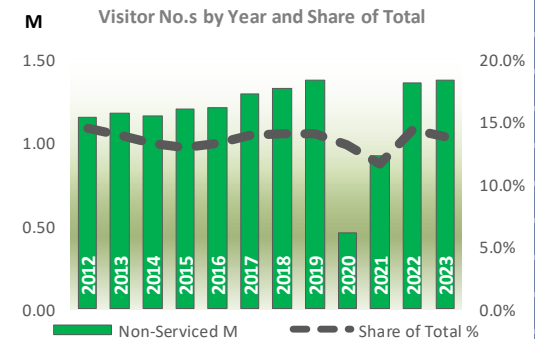
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

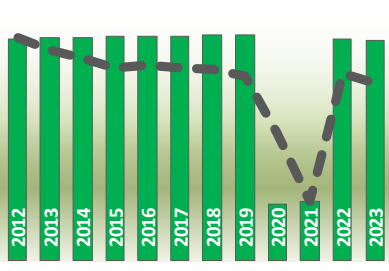
STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL										2012 to 2023				TOTAL		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												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			Q1	Q2	Q3	Q4
% Change 2012 to 2023		59.7%	5.3%	4.4%	21.0%	31.4%	30.8%	35.5%	36.5%	15.8%	4.0%	18.6%	10.9%	24.7%	Annual Change	12.2%	27.6%	30.8%	8.8%
% Change 2022 to 2023		23.3%	14.4%	-0.8%	4.5%	12.6%	-0.1%	2.6%	3.5%	7.6%	1.7%	4.1%	9.3%	5.0%		8.7%	5.5%	4.1%	3.5%
Average Annual Change		5.4%	0.5%	0.4%	1.9%	2.9%	2.8%	3.2%	3.3%	1.4%	0.4%	1.7%	1.0%	2.2%		1.1%	2.5%	2.8%	0.8%
2012	M	0.135	0.398	0.465	0.911	0.882	0.841	1.146	1.339	0.878	0.584	0.256	0.143	7.977		0.998	2.634	3.363	0.983
2013	M	0.137	0.373	0.442	0.851	1.157	0.894	1.311	1.507	0.857	0.538	0.267	0.141	8.476	6.3%	0.952	2.902	3.675	0.947
2014	M	0.151	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
VISITOR NUMBERS														TOTAL					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M Visitor No.s by Year and Share of Total					
Total	M	7.977	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876	9.472	9.947						
All Visitor Types	M	7.977	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876	9.472	9.947						
Share of Total	%	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 2012	%																		
Avg Ann. Change in Share	%																		
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STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL										2012 to 2023			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 2012 to 2023		92.0%	20.1%	-16.7%	-12.5%	20.2%	-1.2%	11.2%	-10.5%	-2.5%	-21.5%	8.5%	21.6%	4.8%	Annual Change	23.3%	3.0%	-1.4%	0.8%
% Change 2022 to 2023		62.8%	34.8%	0.3%	1.1%	2.4%	5.4%	-2.3%	2.6%	5.2%	2.0%	-0.1%	20.1%	8.4%		31.8%	3.1%	1.5%	6.6%
Average Annual Change		8.4%	1.8%	-1.5%	-1.1%	1.8%	-0.1%	1.0%	-1.0%	-0.2%	-2.0%	0.8%	2.0%	0.4%		2.1%	0.3%	-0.1%	0.1%
2012	M	0.044	0.079	0.070	0.090	0.111	0.116	0.100	0.129	0.089	0.095	0.085	0.069	1.076			0.192	0.317	0.318
2013	M	0.048	0.107	0.064	0.092	0.125	0.112	0.121	0.137	0.089	0.094	0.092	0.075	1.156	7.4%	0.219	0.330	0.347	0.261
2014	M	0.059	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
VISITOR NUMBERS														SERVICED ACCOMMODATION					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M Visitor No.s by Year and Share of Total					
Serviced	M	1.076	1.156	1.177	1.198	1.043	1.014	1.020	1.017	0.412	0.649	1.040	1.128						
All Visitor Types	M	7.977	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876	9.472	9.947						
Share of Total	%	13.5%	13.6%	13.4%	12.9%	11.4%	10.9%	10.8%	10.4%	11.8%	8.2%	11.0%	11.3%						
Annual Change in Share	%		1.1%	-1.9%	-3.6%	-12.0%	-3.9%	-1.0%	-3.8%	13.3%	-30.0%	33.3%	3.2%						
Change in Share from 2012	%		1.1%	-0.8%	-4.4%	-15.8%	-19.1%	-19.9%	-23.0%	-12.7%	-38.9%	-18.6%	-15.9%						
Avg Ann. Change in Share	%		1.1%	-0.4%	-1.5%	-4.0%	-3.8%	-3.3%	-3.3%	-1.6%	-4.3%	-1.9%	-1.4%						
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STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL											2012 to 2023			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						
% Change 2012 to 2023		191.9%	80.9%	46.6%	32.0%	29.1%	17.3%	12.9%	2.2%	4.4%	16.5%	3.0%	17.4%	19.1%	Annual Change	59.6%	25.7%	6.6%	11.8%
% Change 2022 to 2023		-13.9%	-13.7%	0.9%	0.9%	3.1%	1.5%	1.5%	2.8%	3.9%	1.9%	-0.2%	-3.5%	1.2%		-3.1%	1.8%	2.6%	0.8%
Average Annual Change		17.4%	7.4%	4.2%	2.9%	2.6%	1.6%	1.2%	0.2%	0.4%	1.5%	0.3%	1.6%	1.7%		5.4%	2.3%	0.6%	1.1%
2012	M	0.008	0.013	0.100	0.115	0.117	0.132	0.167	0.168	0.135	0.112	0.070	0.015	1.152		2.1%	0.121	0.363	0.471
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	0.179
2014	M	0.012	0.017	0.115	0.107	0.131	0.125	0.166	0.177	0.131	0.091	0.071	0.016	1.161	3.4%	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	0.9%	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	6.8%	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	2.5%	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	3.5%	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	-66.6%	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	100.0%	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	47.8%	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	1.2%	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		0.193	0.457	0.502	0.220
VISITOR NUMBERS														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M Visitor No.s by Year and Share of Total					
Non-Serviced	M	1.152	1.175	1.161	1.200	1.212	1.294	1.327	1.374	0.458	0.917	1.355	1.372						
All Visitor Types	M	7.977	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876	9.472	9.947						
Share of Total	%	14.4%	13.9%	13.2%	12.9%	13.2%	13.9%	14.1%	14.0%	13.1%	11.6%	14.3%	13.8%						
Annual Change in Share	%		-4.0%	-4.8%	-2.1%	2.1%	5.6%	0.9%	-0.2%	-6.6%	-11.1%	22.9%	-3.6%						
Change in Share from 2012	%		-4.0%	-8.6%	-10.5%	-8.6%	-3.5%	-2.6%	-2.8%	-9.3%	-19.4%	-0.9%	-4.5%						
Avg Ann. Change in Share	%		-4.0%	-4.3%	-3.5%	-2.2%	-0.7%	-0.4%	-0.4%	-1.2%	-2.2%	-0.1%	-0.4%						
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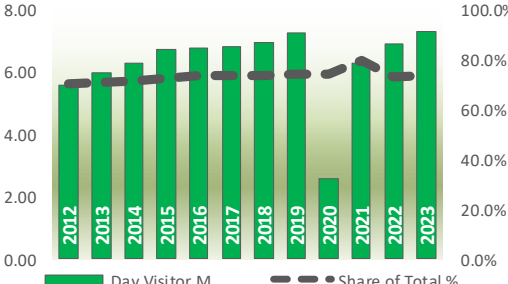
STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL											2012 to 2023			SFR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SFR																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												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 2012 to 2023		-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	Annual Change	-0.8%	-0.8%	-0.8%	-0.8%	
% Change 2022 to 2023		-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%		-0.5%	-0.5%	-0.5%		
Average Annual Change		-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%		-0.1%	-0.1%	-0.1%		
2012	000s	23.6	9.4	10.5	19.9	15.7	12.7	17.3	17.6	10.9	11.0	9.0	20.4	177.9	0.3%	43.5	48.3	45.7	40.5	
2013	000s	23.6	9.5	10.5	20.0	15.8	12.7	17.3	17.6	10.9	11.0	9.1	20.5	178.4		43.6	48.4	45.8	40.6	
2014	000s	23.7	9.5	10.5	20.0	15.8	12.7	17.4	17.7	10.9	11.1	9.1	20.5	178.8		0.2%	43.7	48.5	46.0	40.7
2015	000s	23.8	9.5	10.6	20.1	15.9	12.8	17.4	17.8	11.0	11.1	9.1	20.6	179.6		0.4%	43.9	48.7	46.2	40.8
2016	000s	23.8	9.5	10.6	20.1	15.8	12.8	17.4	17.7	11.0	11.1	9.1	20.6	179.5		-0.1%	43.8	48.7	46.1	40.8
2017	000s	23.8	9.5	10.6	20.1	15.9	12.8	17.5	17.8	11.0	11.1	9.1	20.7	180.0		0.3%	44.0	48.8	46.3	40.9
2018	000s	23.9	9.6	10.6	20.2	15.9	12.9	17.5	17.8	11.0	11.2	9.2	20.7	180.5		0.3%	44.1	49.0	46.4	41.0
2019	000s	24.0	9.6	10.7	20.2	16.0	12.9	17.6	17.9	11.0	11.2	9.2	20.8	181.0		0.3%	44.2	49.1	46.5	41.1
2020	000s	24.0	9.6	7.9				1.8	1.8					45.0		-75.1%	41.4		3.5	
2021	000s					1.6	1.3	8.9	9.0	5.6	5.6	4.6	10.5	47.1	4.7%		2.9	23.5	20.7	
2022	000s	23.5	9.4	10.4	19.8	15.7	12.6	17.2	17.5	10.8	11.0	9.0	20.4	177.3	276.4%	43.3	48.1	45.6	40.3	
2023	000s	23.4	9.4	10.4	19.7	15.6	12.6	17.1	17.5	10.8	10.9	9.0	20.3	176.5	-0.5%	43.1	47.9	45.4	40.1	
VISITOR NUMBERS														SFR						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s	Visitor No.s by Year and Share of Total					
SFR		000s	177.9	178.4	178.8	179.6	179.5	180.0	180.5	181.0	45.0	47.1	177.3	176.5						
All Visitor Types		M	8.0	8.5	8.8	9.3	9.2	9.3	9.4	9.8	3.5	7.9	9.5	9.9						
Share of Total		%	2.2%	2.1%	2.0%	1.9%	2.0%	1.9%	1.9%	1.8%	1.3%	0.6%	1.9%	1.8%						
Annual Change in Share		%		-5.6%	-3.4%	-4.9%	1.1%	-0.9%	-1.3%	-3.3%	-30.5%	-53.5%	213.0%	-5.2%						
Change in Share from 2012		%		-5.6%	-8.8%	-13.3%	-12.4%	-13.1%	-14.3%	-17.1%	-42.4%	-73.2%	-16.1%	-20.4%						
Avg Ann. Change in Share		%		-5.6%	-4.4%	-4.4%	-3.1%	-2.6%	-2.4%	-2.4%	-5.3%	-8.1%	-1.6%	-1.9%						

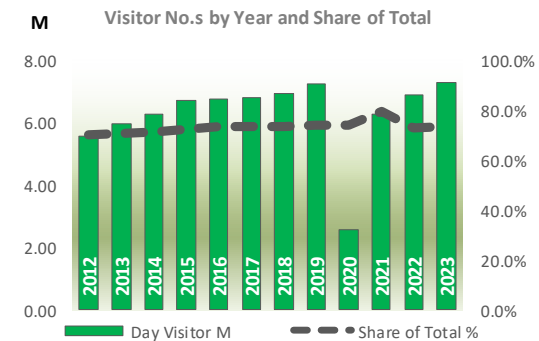
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Report Prepared by: Cathy James, Date of Issue: 29/08/24

STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL											2012 to 2023			STAYING VISITOR		VISITOR 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 2012 to 2023		73.2%	26.2%	19.3%	11.2%	23.1%	8.2%	11.5%	-3.1%	1.5%	-0.9%	5.6%	16.6%	11.2%	Annual Change	32.7%	14.1%	3.2%	5.1%
% Change 2022 to 2023		28.5%	19.1%	0.7%	0.9%	2.6%	2.9%	0.0%	2.5%	4.2%	1.8%	-0.2%	12.3%	4.0%		12.1%	2.2%	2.0%	3.4%
Average Annual Change		6.7%	2.4%	1.8%	1.0%	2.1%	0.7%	1.0%	-0.3%	0.1%	-0.1%	0.5%	1.5%	1.0%		3.0%	1.3%	0.3%	0.5%
2012	M	0.075	0.101	0.180	0.225	0.243	0.261	0.284	0.315	0.235	0.218	0.164	0.104	2.405			0.357	0.728	0.834
2013	M	0.084	0.130	0.190	0.219	0.266	0.266	0.308	0.334	0.233	0.202	0.170	0.108	2.509	4.3%	0.404	0.751	0.874	0.480
2014	M	0.095	0.126	0.193	0.229	0.275	0.258	0.303	0.330	0.236	0.210	0.168	0.096	2.517	0.3%	0.413	0.763	0.868	0.473
2015	M	0.094	0.130	0.194	0.233	0.285	0.263	0.327	0.342	0.234	0.214	0.168	0.093	2.578	2.4%	0.419	0.781	0.902	0.476
2016	M	0.104	0.112	0.201	0.224	0.244	0.256	0.296	0.304	0.226	0.180	0.165	0.120	2.434	-5.6%	0.418	0.724	0.827	0.465
2017	M	0.117	0.126	0.202	0.255	0.256	0.253	0.296	0.296	0.220	0.199	0.161	0.105	2.488	2.3%	0.446	0.765	0.812	0.465
2018	M	0.110	0.125	0.205	0.242	0.276	0.261	0.300	0.294	0.229	0.205	0.170	0.111	2.528	1.6%	0.439	0.779	0.824	0.486
2019	M	0.145	0.114	0.197	0.248	0.277	0.262	0.301	0.299	0.236	0.209	0.175	0.110	2.572	1.8%	0.456	0.787	0.836	0.494
2020	M	0.142	0.131	0.121				0.053	0.213	0.198		0.043	0.015	0.915	-64.4%	0.394		0.464	0.058
2021	M			0.018	0.071	0.103	0.176	0.248	0.299	0.246	0.232	0.128	0.091	1.613	76.2%	0.018	0.351	0.793	0.451
2022	M	0.102	0.107	0.213	0.248	0.291	0.274	0.317	0.297	0.229	0.212	0.174	0.108	2.573	59.5%	0.422	0.813	0.843	0.494
2023	M	0.131	0.128	0.215	0.250	0.299	0.282	0.317	0.305	0.239	0.216	0.174	0.122	2.676	4.0%	0.473	0.831	0.860	0.511
VISITOR NUMBERS														STAYING VISITOR					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M Visitor No.s by Year and Share of Total					
Staying Visitor	M	2.405	2.509	2.517	2.578	2.434	2.488	2.528	2.572	0.915	1.613	2.573	2.676						
All Visitor Types	M	7.977	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876	9.472	9.947						
Share of Total	%	30.2%	29.6%	28.6%	27.8%	26.5%	26.8%	26.8%	26.3%	26.2%	20.5%	27.2%	26.9%						
Annual Change in Share	%		-1.8%	-3.4%	-3.0%	-4.5%	1.1%	-0.1%	-1.9%	-0.4%	-21.7%	32.6%	-1.0%						
Change in Share from 2012	%		-1.8%	-5.1%	-8.0%	-12.1%	-11.2%	-11.2%	-12.9%	-13.3%	-32.1%	-9.9%	-10.8%						
Avg Ann. Change in Share	%		-1.8%	-2.6%	-2.7%	-3.0%	-2.2%	-1.9%	-1.8%	-1.7%	-3.6%	-1.0%	-1.0%						

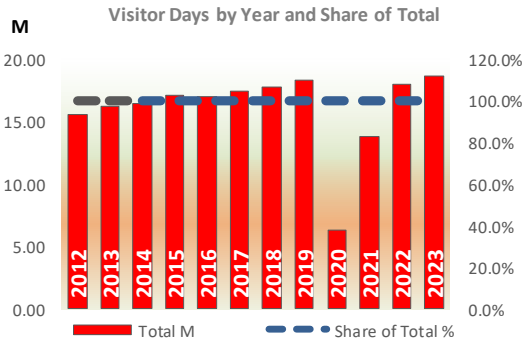


STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL											2012 to 2023			DAY VISITOR		VISITOR NUMBERS							
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER								
KEY		DAY VISITOR											TOTAL						% Change				
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																					
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change		Q1		Q2		Q3		Q4	
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC										
% Change 2012 to 2023		42.6%	-1.8%	-4.9%	24.2%	34.5%	41.0%	43.4%	48.6%	21.1%	6.9%	41.7%	-4.4%	30.5%	Annual Change	0.9%	32.8%	39.9%	12.4%				
% Change 2022 to 2023		16.0%	12.4%	-1.9%	5.6%	16.5%	-1.1%	3.3%	3.7%	8.7%	1.7%	10.5%	0.3%	5.4%		6.3%	6.7%	4.6%	3.5%				
Average Annual Change		3.9%	-0.2%	-0.4%	2.2%	3.1%	3.7%	3.9%	4.4%	1.9%	0.6%	3.8%	-0.4%	2.8%		0.1%	3.0%	3.6%	1.1%				
2012	M	0.059	0.297	0.285	0.686	0.639	0.580	0.862	1.025	0.642	0.366	0.092	0.039	5.572		0.641	1.905	2.529	0.497				
2013	M	0.053	0.243	0.252	0.632	0.891	0.628	1.003	1.174	0.624	0.336	0.097	0.034	5.967	7.1%	0.548	2.151	2.801	0.466				
2014	M	0.057	0.256	0.272	0.752	0.858	0.629	0.997	1.284	0.687	0.361	0.094	0.033	6.280	5.3%	0.585	2.240	2.968	0.488				
2015	M	0.061	0.283	0.287	0.786	0.903	0.664	1.091	1.372	0.745	0.385	0.099	0.035	6.710	6.9%	0.631	2.353	3.208	0.519				
2016	M	0.061	0.286	0.355	0.655	0.822	0.742	1.083	1.446	0.750	0.403	0.107	0.040	6.749	0.6%	0.702	2.218	3.279	0.550				
2017	M	0.060	0.297	0.239	0.845	0.823	0.722	1.124	1.405	0.764	0.349	0.131	0.043	6.801	0.8%	0.597	2.389	3.293	0.522				
2018	M	0.063	0.331	0.241	0.753	0.836	0.848	1.127	1.364	0.803	0.378	0.126	0.043	6.914	1.7%	0.635	2.437	3.294	0.548				
2019	M	0.069	0.379	0.255	0.858	0.854	0.788	1.162	1.466	0.789	0.406	0.145	0.049	7.220	4.4%	0.704	2.499	3.417	0.599				
2020	M	0.070	0.369	0.193	0.005	0.007	0.014	0.409	0.869	0.553	0.014	0.062	0.020	2.585	-64.2%	0.632	0.026	1.832	0.095				
2021	M			0.080	0.706	0.652	0.738	1.160	1.573	0.798	0.389	0.129	0.039	6.263	142.3%	0.080	2.097	3.530	0.557				
2022	M	0.073	0.259	0.276	0.807	0.738	0.827	1.197	1.468	0.715	0.385	0.118	0.037	6.899	10.2%	0.608	2.371	3.380	0.539				
2023	M	0.084	0.291	0.271	0.852	0.859	0.818	1.236	1.523	0.778	0.391	0.130	0.037	7.271	5.4%	0.647	2.529	3.537	0.558				
VISITOR NUMBERS														DAY VISITOR									
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M Visitor No.s by Year and Share of Total									
Day Visitor	M	5.572	5.967	6.280	6.710	6.749	6.801	6.914	7.220	2.585	6.263	6.899	7.271										
All Visitor Types	M	7.977	8.476	8.797	9.288	9.183	9.290	9.441	9.792	3.501	7.876	9.472	9.947										
Share of Total	%	69.8%	70.4%	71.4%	72.2%	73.5%	73.2%	73.2%	73.7%	73.8%	79.5%	72.8%	73.1%										
Annual Change in Share	%		0.8%	1.4%	1.2%	1.7%	-0.4%	0.0%	0.7%	0.2%	7.7%	-8.4%	0.4%										
Change in Share from 2012	%		0.8%	2.2%	3.4%	5.2%	4.8%	4.8%	5.6%	5.7%	13.9%	4.3%	4.7%										
Avg Ann. Change in Share	%		0.8%	1.1%	1.1%	1.3%	1.0%	0.8%	0.8%	0.7%	1.5%	0.4%	0.4%										
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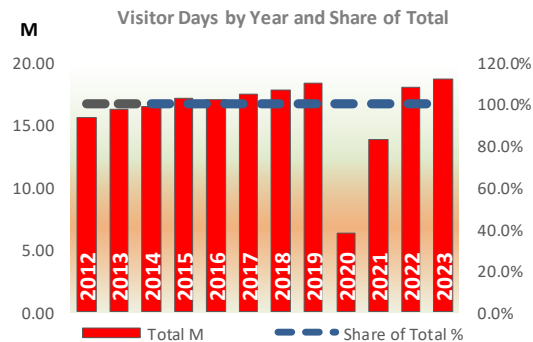
Visitor Days by Month, Year and Visitor Type for the Period 2012 to 2023

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

STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL											2012 to 2023			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 2012 to 2023		64.3%	12.4%	19.8%	23.2%	29.5%	22.8%	24.3%	19.7%	9.7%	8.9%	10.7%	12.7%	20.0%	Annual Change	23.4%	25.1%	18.6%	9.9%
% Change 2022 to 2023		16.3%	10.7%	0.1%	2.8%	7.9%	0.8%	2.0%	3.2%	5.8%	1.8%	1.9%	6.3%	3.6%		5.4%	3.8%	3.4%	2.4%
Average Annual Change		5.8%	1.1%	1.8%	2.1%	2.7%	2.1%	2.2%	1.8%	0.9%	0.8%	1.0%	1.2%	1.8%		2.1%	2.3%	1.7%	0.9%
2012	M	0.212	0.487	0.931	1.637	1.686	1.739	2.265	2.577	1.774	1.337	0.572	0.288	15.51		1.630	5.062	6.616	2.197
2013	M	0.227	0.477	0.961	1.538	2.021	1.844	2.461	2.822	1.742	1.204	0.584	0.282	16.16	4.2%	1.665	5.403	7.025	2.070
2014	M	0.248	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
VISITOR DAYS														TOTAL					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M Visitor Days by Year and Share of Total					
Total	M	15.51	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84	17.96	18.61						
All Visitor Types	M	15.51	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84	17.96	18.61						
Share of Total	%	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 2012	%																		
Avg Ann. Change in Share	%																		

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Report Prepared by: Cathy James. Date of Issue: 29/08/23



STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL											2012 to 2023			SERVICED		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
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 2012 to 2023		90.6%	19.2%	-16.8%	-12.4%	20.4%	-1.1%	13.8%	-8.6%	-1.9%	-21.5%	9.3%	21.5%	4.4%	Annual Change	18.2%	3.4%	0.2%	0.7%	
% Change 2022 to 2023		62.8%	34.8%	0.3%	1.1%	2.4%	5.4%	-2.3%	2.6%	5.2%	2.0%	-0.1%	20.1%	7.5%		28.6%	3.1%	1.6%	6.3%	
Average Annual Change		8.2%	1.7%	-1.5%	-1.1%	1.9%	-0.1%	1.3%	-0.8%	-0.2%	-2.0%	0.8%	2.0%	0.4%		1.7%	0.3%	0.0%	0.1%	
2012	M	0.068	0.117	0.144	0.164	0.208	0.206	0.173	0.226	0.177	0.163	0.147	0.113	1.907		0.329	0.579	0.576	0.423	
2013	M	0.073	0.159	0.132	0.168	0.236	0.199	0.210	0.242	0.176	0.161	0.159	0.125	2.039	6.9%	0.364	0.603	0.628	0.445	
2014	M	0.092	0.146	0.138	0.186	0.242	0.214	0.206	0.239	0.185	0.184	0.150	0.097	2.080	2.0%	0.377	0.642	0.630	0.431	
2015	M	0.087	0.155	0.140	0.182	0.252	0.215	0.226	0.239	0.181	0.184	0.154	0.100	2.113	1.6%	0.381	0.648	0.646	0.438	
2016	M	0.105	0.132	0.129	0.152	0.205	0.158	0.161	0.204	0.171	0.127	0.151	0.142	1.838	-13.0%	0.367	0.515	0.537	0.420	
2017	M	0.114	0.144	0.123	0.160	0.198	0.163	0.168	0.193	0.155	0.116	0.145	0.111	1.787	-2.8%	0.380	0.521	0.515	0.371	
2018	M	0.106	0.140	0.112	0.147	0.214	0.171	0.169	0.186	0.167	0.120	0.149	0.121	1.802	0.8%	0.358	0.532	0.522	0.390	
2019	M	0.142	0.118	0.095	0.144	0.211	0.174	0.171	0.196	0.171	0.114	0.154	0.105	1.795	-0.4%	0.355	0.530	0.537	0.373	
2020	M	0.141	0.146	0.053				0.007	0.156	0.137		0.050	0.012	0.701	-60.9%	0.340		0.300	0.061	
2021	M					0.082	0.180	0.193	0.195	0.157	0.116	0.143	0.096	1.162	65.7%		0.262	0.545	0.355	
2022	M	0.079	0.104	0.119	0.142	0.245	0.194	0.202	0.202	0.165	0.125	0.161	0.115	1.852	59.4%	0.303	0.581	0.569	0.400	
2023	M	0.129	0.140	0.120	0.144	0.251	0.204	0.197	0.207	0.173	0.128	0.161	0.138	1.991	7.5%	0.389	0.599	0.578	0.426	
VISITOR DAYS														SERVICED ACCOMMODATION						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M Visitor Days by Year and Share of Total						
Serviced		M	1.907	2.039	2.080	2.113	1.838	1.787	1.802	1.795	0.701	1.162	1.852	1.991						
All Visitor Types		M	15.51	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84	17.96	18.61						
Share of Total		%	12.3%	12.6%	12.7%	12.3%	10.8%	10.2%	10.1%	9.8%	11.2%	8.4%	10.3%	10.7%						
Annual Change in Share		%		2.6%	0.5%	-2.8%	-12.1%	-5.6%	-1.1%	-3.3%	14.5%	-25.0%	22.8%	3.7%						
Change in Share from 2012		%		2.6%	3.1%	0.2%	-11.9%	-16.8%	-17.7%	-20.5%	-9.0%	-31.7%	-16.1%	-13.0%						
Avg Ann. Change in Share		%		2.6%	1.6%	0.1%	-3.0%	-3.4%	-3.0%	-2.9%	-1.1%	-3.5%	-1.6%	-1.2%						

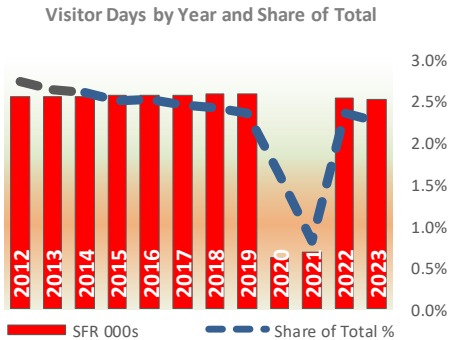
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Report Prepared by: Cathy James, Date of Issue: 29/08/24

STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL											2012 to 2023			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			Q1	Q2	Q3	Q4	
% Change 2012 to 2023		191.9%	80.9%	46.6%	32.0%	29.1%	17.3%	12.9%	2.2%	4.4%	16.5%	3.0%	17.4%	17.4%	Annual Change	56.6%	25.6%	6.6%	13.0%	
% Change 2022 to 2023		-13.9%	-13.7%	0.9%	0.9%	3.1%	1.5%	1.5%	2.8%	3.9%	1.9%	-0.2%	-3.5%	1.6%		-2.4%	1.9%	2.6%	1.0%	
Average Annual Change		17.4%	7.4%	4.2%	2.9%	2.6%	1.6%	1.2%	0.2%	0.4%	1.5%	0.3%	1.6%	1.6%		5.1%	2.3%	0.6%	1.2%	
2012	M	0.026	0.053	0.479	0.733	0.805	0.926	1.186	1.281	0.931	0.784	0.315	0.083	7.603	1.7%	0.558	2.464	3.398	1.183	
2013	M	0.042	0.055	0.555	0.684	0.860	0.990	1.204	1.361	0.918	0.683	0.310	0.071	7.732		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		-1.6%	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	
VISITOR DAYS														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M Visitor Days by Year and Share of Total						
Non-Serviced		M	7.603	7.732	7.610	7.893	7.952	8.453	8.662	8.909	2.878	6.303	8.784	8.925						
All Visitor Types		M	15.51	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84	17.96	18.61						
Share of Total		%	49.0%	47.8%	46.4%	46.0%	46.9%	48.4%	48.6%	48.5%	45.9%	45.5%	48.9%	48.0%						
Annual Change in Share		%		-2.4%	-3.0%	-0.8%	1.8%	3.2%	0.5%	-0.2%	-5.4%	-0.8%	7.4%	-1.9%						
Change in Share from 2012		%		-2.4%	-5.3%	-6.1%	-4.4%	-1.3%	-0.8%	-1.0%	-6.3%	-7.1%	-0.2%	-2.2%						
Avg Ann. Change in Share		%		-2.4%	-2.7%	-2.0%	-1.1%	-0.3%	-0.1%	-0.1%	-0.8%	-0.8%	0.0%	-0.2%						

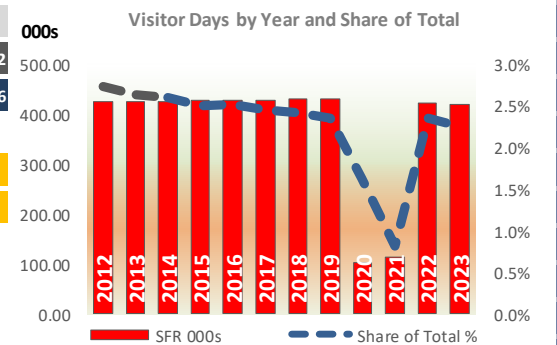
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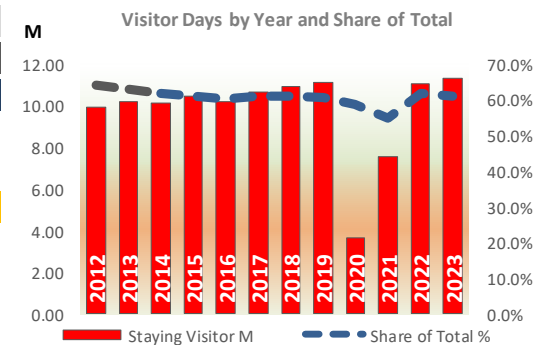
STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL											2012 to 2023			SFR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% 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			Q1	Q2	Q3	Q4
% Change 2012 to 2023		-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	Annual Change	-0.8%	-0.8%	-0.8%	-0.8%
% Change 2022 to 2023		-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%		-0.5%	-0.5%	-0.5%	-0.5%
Average Annual Change		-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%		-0.1%	-0.1%	-0.1%	-0.1%
2012 000s		58.9	19.8	22.5	53.7	34.6	26.6	43.2	45.7	23.6	23.5	18.3	53.1	423.6		101.2	114.9	112.5	95.0
2013 000s		59.1	19.8	22.6	53.9	34.7	26.7	43.3	45.9	23.6	23.6	18.4	53.2	424.7	0.3%	101.5	115.2	112.8	95.2
2014 000s		59.2	19.9	22.6	54.0	34.7	26.8	43.4	46.0	23.7	23.7	18.4	53.4	425.8	0.2%	101.7	115.5	113.1	95.5
2015 000s		59.5	20.0	22.7	54.2	34.9	26.9	43.6	46.2	23.8	23.8	18.5	53.6	427.6	0.4%	102.2	116.0	113.5	95.9
2016 000s		59.4	20.0	22.7	54.2	34.9	26.9	43.6	46.1	23.8	23.7	18.5	53.6	427.3	-0.1%	102.1	115.9	113.5	95.8
2017 000s		59.6	20.0	22.8	54.3	35.0	26.9	43.7	46.3	23.8	23.8	18.5	53.7	428.5	0.3%	102.4	116.2	113.8	96.1
2018 000s		59.8	20.1	22.8	54.5	35.1	27.0	43.8	46.4	23.9	23.9	18.6	53.9	429.7	0.3%	102.7	116.6	114.1	96.3
2019 000s		59.9	20.1	22.9	54.6	35.2	27.1	43.9	46.5	24.0	23.9	18.7	54.0	430.9	0.3%	103.0	116.9	114.4	96.6
2020 000s		59.9	20.1	12.5				4.4	4.7					101.7	-76.4%	92.6		9.0	
2021 000s						3.5	2.7	22.2	23.5	12.1	12.1	9.4	27.2	112.7	10.8%		6.3	57.7	48.7
2022 000s		58.7	19.7	22.4	53.6	34.4	26.5	43.1	45.6	23.5	23.5	18.3	52.9	422.2	274.7%	100.9	114.5	112.1	94.7
2023 000s		58.4	19.6	22.3	53.3	34.3	26.4	42.9	45.4	23.4	23.3	18.2	52.7	420.2	-0.5%	100.4	114.0	111.6	94.2
VISITOR DAYS														SFR					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s Visitor Days by Year and Share of Total					
SFR 000s		423.6	424.7	425.8	427.6	427.3	428.5	429.7	430.9	101.7	112.7	422.2	420.2						
All Visitor Types M		15.5	16.2	16.4	17.1	17.0	17.5	17.8	18.4	6.3	13.8	18.0	18.6						
Share of Total %		2.7%	2.6%	2.6%	2.5%	2.5%	2.5%	2.4%	2.3%	1.6%	0.8%	2.4%	2.3%						
Annual Change in Share %			-3.8%	-1.2%	-4.0%	1.0%	-2.6%	-1.6%	-2.7%	-30.9%	-49.8%	188.8%	-3.9%						
Change in Share from 2012 %			-3.8%	-4.9%	-8.7%	-7.8%	-10.2%	-11.7%	-14.1%	-40.6%	-70.2%	-13.9%	-17.3%						
Avg Ann. Change in Share %			-3.8%	-2.5%	-2.9%	-2.0%	-2.0%	-1.9%	-2.0%	-5.1%	-7.8%	-1.4%	-1.6%						

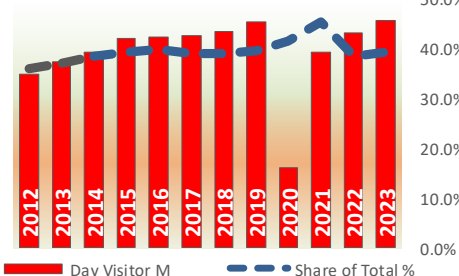
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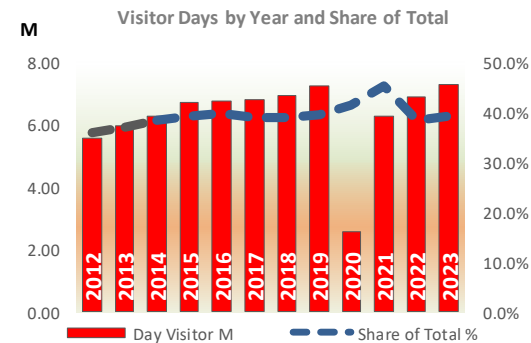
STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL											2012 to 2023			STAYING VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												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 2012 to 2023		72.6%	34.4%	30.8%	22.5%	26.4%	13.6%	12.6%	0.6%	3.3%	9.7%	4.8%	15.4%	14.1%	Annual Change	38.0%	20.5%	5.5%	9.2%
% Change 2022 to 2023		16.5%	8.8%	0.8%	0.9%	2.9%	2.0%	1.0%	2.7%	4.0%	1.9%	-0.2%	7.2%	2.5%		5.0%	2.0%	2.4%	2.1%
Average Annual Change		6.6%	3.1%	2.8%	2.0%	2.4%	1.2%	1.1%	0.1%	0.3%	0.9%	0.4%	1.4%	1.3%		3.5%	1.9%	0.5%	0.8%
2012	M	0.153	0.191	0.645	0.951	1.048	1.159	1.403	1.553	1.131	0.971	0.480	0.249	9.933			0.989	3.157	4.087
2013	M	0.174	0.234	0.709	0.906	1.130	1.215	1.458	1.649	1.117	0.868	0.487	0.248	10.20	2.6%	1.117	3.252	4.223	1.604
2014	M	0.192	0.236	0.715	0.925	1.180	1.119	1.431	1.628	1.114	0.847	0.489	0.240	10.12	-0.8%	1.143	3.224	4.173	1.577
2015	M	0.196	0.236	0.720	0.960	1.222	1.151	1.542	1.714	1.108	0.880	0.487	0.218	10.43	3.1%	1.152	3.332	4.365	1.584
2016	M	0.203	0.207	0.768	0.978	1.064	1.266	1.537	1.552	1.085	0.816	0.477	0.265	10.22	-2.1%	1.178	3.307	4.174	1.559
2017	M	0.237	0.243	0.780	1.156	1.170	1.232	1.518	1.534	1.085	0.988	0.472	0.255	10.67	4.4%	1.260	3.557	4.137	1.714
2018	M	0.221	0.245	0.806	1.106	1.262	1.263	1.546	1.545	1.118	1.016	0.503	0.263	10.89	2.1%	1.272	3.632	4.208	1.782
2019	M	0.297	0.236	0.792	1.147	1.280	1.260	1.543	1.551	1.154	1.057	0.519	0.300	11.14	2.2%	1.325	3.687	4.248	1.876
2020	M	0.288	0.259	0.482				0.351	1.106	1.026		0.113	0.056	3.681	-66.9%	1.029		2.483	0.169
2021	M			0.087	0.454	0.487	0.703	1.146	1.598	1.279	1.243	0.336	0.244	7.578	105.9%	0.087	1.644	4.024	1.823
2022	M	0.227	0.236	0.837	1.155	1.287	1.290	1.564	1.521	1.124	1.045	0.504	0.269	11.06	45.9%	1.300	3.732	4.209	1.818
2023	M	0.264	0.256	0.844	1.165	1.324	1.317	1.580	1.562	1.169	1.065	0.503	0.288	11.34	2.5%	1.364	3.806	4.310	1.856
VISITOR DAYS														STAYING VISITOR					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M Visitor Days by Year and Share of Total					
Staying Visitor	M	9.933	10.20	10.12	10.43	10.22	10.67	10.89	11.14	3.681	7.578	11.06	11.34						
All Visitor Types	M	15.51	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84	17.96	18.61						
Share of Total	%	64.1%	63.1%	61.7%	60.9%	60.2%	61.1%	61.2%	60.7%	58.7%	54.7%	61.6%	60.9%						
Annual Change in Share	%		-1.5%	-2.2%	-1.4%	-1.0%	1.4%	0.2%	-0.8%	-3.2%	-6.8%	12.5%	-1.1%						
Change in Share from 2012	%		-1.5%	-3.7%	-5.0%	-6.0%	-4.7%	-4.5%	-5.3%	-8.3%	-14.5%	-3.9%	-4.9%						
Avg Ann. Change in Share	%		-1.5%	-1.8%	-1.7%	-1.5%	-0.9%	-0.8%	-0.8%	-1.0%	-1.6%	-0.4%	-0.4%						
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STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL											2012 to 2023			DAY VISITOR		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												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 2012 to 2023		42.6%	-1.8%	-4.9%	24.2%	34.5%	41.0%	43.4%	48.6%	21.1%	6.9%	41.7%	-4.4%	30.5%	Annual Change	0.9%	32.8%	39.9%	12.4%	
% Change 2022 to 2023		16.0%	12.4%	-1.9%	5.6%	16.5%	-1.1%	3.3%	3.7%	8.7%	1.7%	10.5%	0.3%	5.4%		6.3%	6.7%	4.6%	3.5%	
Average Annual Change		3.9%	-0.2%	-0.4%	2.2%	3.1%	3.7%	3.9%	4.4%	1.9%	0.6%	3.8%	-0.4%	2.8%		0.1%	3.0%	3.6%	1.1%	
2012	M	0.059	0.297	0.285	0.686	0.639	0.580	0.862	1.025	0.642	0.366	0.092	0.039	5.572	7.1%	0.641	1.905	2.529	0.497	
2013	M	0.053	0.243	0.252	0.632	0.891	0.628	1.003	1.174	0.624	0.336	0.097	0.034	5.967		0.548	2.151	2.801	0.466	
2014	M	0.057	0.256	0.272	0.752	0.858	0.629	0.997	1.284	0.687	0.361	0.094	0.033	6.280		5.3%	0.585	2.240	2.968	0.488
2015	M	0.061	0.283	0.287	0.786	0.903	0.664	1.091	1.372	0.745	0.385	0.099	0.035	6.710		6.9%	0.631	2.353	3.208	0.519
2016	M	0.061	0.286	0.355	0.655	0.822	0.742	1.083	1.446	0.750	0.403	0.107	0.040	6.749		0.6%	0.702	2.218	3.279	0.550
2017	M	0.060	0.297	0.239	0.845	0.823	0.722	1.124	1.405	0.764	0.349	0.131	0.043	6.801		0.8%	0.597	2.389	3.293	0.522
2018	M	0.063	0.331	0.241	0.753	0.836	0.848	1.127	1.364	0.803	0.378	0.126	0.043	6.914		1.7%	0.635	2.437	3.294	0.548
2019	M	0.069	0.379	0.255	0.858	0.854	0.788	1.162	1.466	0.789	0.406	0.145	0.049	7.220		4.4%	0.704	2.499	3.417	0.599
2020	M	0.070	0.369	0.193	0.005	0.007	0.014	0.409	0.869	0.553	0.014	0.062	0.020	2.585		-64.2%	0.632	0.026	1.832	0.095
2021	M			0.080	0.706	0.652	0.738	1.160	1.573	0.798	0.389	0.129	0.039	6.263	142.3%	0.080	2.097	3.530	0.557	
2022	M	0.073	0.259	0.276	0.807	0.738	0.827	1.197	1.468	0.715	0.385	0.118	0.037	6.899	10.2%	0.608	2.371	3.380	0.539	
2023	M	0.084	0.291	0.271	0.852	0.859	0.818	1.236	1.523	0.778	0.391	0.130	0.037	7.271	5.4%	0.647	2.529	3.537	0.558	
VISITOR DAYS														DAY VISITOR						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M Visitor Days by Year and Share of Total						
Day Visitor	M	5.572	5.967	6.280	6.710	6.749	6.801	6.914	7.220	2.585	6.263	6.899	7.271							
All Visitor Types	M	15.51	16.16	16.40	17.14	16.97	17.47	17.81	18.36	6.266	13.84	17.96	18.61							
Share of Total	%	35.9%	36.9%	38.3%	39.1%	39.8%	38.9%	38.8%	39.3%	41.3%	45.3%	38.4%	39.1%							
Annual Change in Share	%		2.7%	3.8%	2.2%	1.6%	-2.1%	-0.3%	1.3%	4.9%	9.7%	-15.1%	1.7%							
Change in Share from 2012	%		2.7%	6.6%	8.9%	10.7%	8.3%	8.0%	9.5%	14.8%	25.9%	6.9%	8.7%							
Avg Ann. Change in Share	%		2.7%	3.3%	3.0%	2.7%	1.7%	1.3%	1.4%	1.9%	2.9%	0.7%	0.8%							

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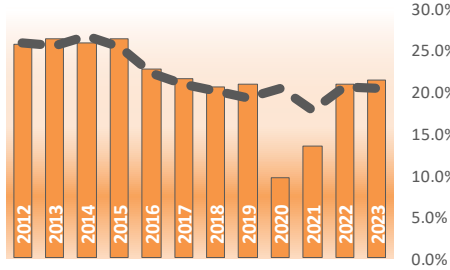
Direct and Total Employment by Month, Year and Visitor Type for the Period 2012 to 2023

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

STEAM REPORT FOR 2012-2023 - FINAL										2012 to 2023			TOTAL		TOTAL EMPLOYMENT				
CONWY COUNTY BOROUGH COUNCIL																			
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																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2023		20.7%	-0.3%	3.8%	6.6%	12.3%	7.0%	10.0%	4.9%	-2.2%	-3.2%	-1.0%	1.2%	5.0%	Annual Change	6.0%	8.6%	4.6%	-1.6%
% Change 2022 to 2023		7.2%	4.9%	-1.5%	2.5%	6.9%	1.1%	1.5%	2.8%	5.3%	1.7%	1.2%	2.8%	2.9%		2.3%	3.5%	3.0%	1.8%
Average Annual Change		1.9%	0.0%	0.3%	0.6%	1.1%	0.6%	0.9%	0.4%	-0.2%	-0.3%	-0.1%	0.1%	0.5%		0.5%	0.8%	0.4%	-0.1%
2012	FTEs	4,023	6,318	9,137	14,078	14,340	14,708	18,145	20,433	15,104	11,777	6,730	4,741	11,628			6,493	14,375	17,894
2013	FTEs	4,155	6,278	9,366	13,394	16,779	15,337	19,585	22,302	14,881	11,014	6,844	4,737	12,056	3.7%	6,600	15,170	18,923	7,532
2014	FTEs	4,151	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
EMPLOYMENT														TOTAL					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs	Employment (FTEs) and Share of Total (%)				
Total	FTEs	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871	12,210	14,000					
Total Employment	FTEs	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871	12,210	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 2012	%																		
Avg Ann. Change in Share	%																		

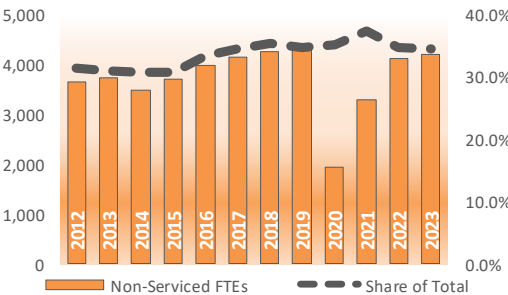
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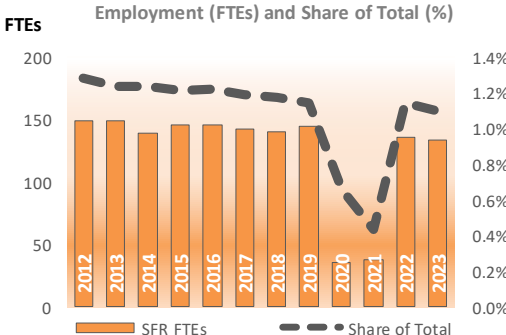
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STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL										2012 to 2023			SERVICED		DIRECT EMPLOYMENT								
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER								
KEY		SERVICED ACCOMMODATION																					
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																					
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4				
% Change 2012 to 2023		-3.5%	-13.7%	-23.4%	-23.2%	-8.8%	-18.9%	-12.4%	-21.5%	-20.2%	-24.7%	-16.7%	-13.5%	-17.1%	Annual Change	-14.5%	-16.8%	-18.1%	-18.7%				
% Change 2022 to 2023		13.4%	8.2%	-0.5%	0.4%	1.7%	2.7%	-2.3%	1.0%	1.8%	0.5%	0.0%	4.6%	2.2%		6.6%	1.6%	0.1%	1.6%				
Average Annual Change		-0.3%	-1.2%	-2.1%	-2.1%	-0.8%	-1.7%	-1.1%	-2.0%	-1.8%	-2.2%	-1.5%	-1.2%	-1.6%		-1.3%	-1.5%	-1.6%	-1.7%				
2012	FTEs	2,167	2,593	2,935	3,135	3,371	3,364	3,214	3,483	3,219	3,088	2,890	2,542	3,000			2,565	3,290	3,305	2,840			
2013	FTEs	2,197	2,806	2,891	3,157	3,537	3,340	3,411	3,579	3,226	3,091	2,963	2,630	3,069	2.3%	2,631	3,345	3,405	2,895				
2014	FTEs	2,266	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				
EMPLOYMENT													SERVICED ACCOMMODATION										
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs	Employment (FTEs) and Share of Total (%)								
Serviced	FTEs	3,000	3,069	3,019	3,060	2,647	2,509	2,402	2,424	1,117	1,557	2,432	2,487		3,500		30.0%	25.0%	20.0%	15.0%	10.0%	5.0%	0.0%
Total Employment	FTEs	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871	12,210		3,000								
Share of Total	%	25.8%	25.5%	26.7%	25.4%	22.2%	20.9%	20.0%	19.2%	20.3%	17.7%	20.5%	20.4%		2,500								
Annual Change in Share	%		-1.3%	4.8%	-4.9%	-12.6%	-5.9%	-4.0%	-4.1%	5.8%	-12.8%	15.6%	-0.6%		2,000								
Change in Share from 2012	%		-1.3%	3.4%	-1.7%	-14.1%	-19.1%	-22.3%	-25.5%	-21.2%	-31.3%	-20.6%	-21.1%		1,500								
Avg Ann. Change in Share	%		-1.3%	1.7%	-0.6%	-3.5%	-3.8%	-3.7%	-3.6%	-2.6%	-3.5%	-2.1%	-1.9%	1,000									
															Legend: Serviced FTEs (orange bar), Share of Total (black line)								
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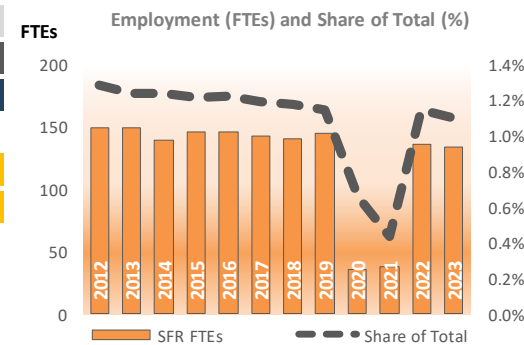
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STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL											2012 to 2023			NON-SERVICED		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2012 to 2023		67.7%	53.6%	41.0%	26.5%	22.2%	13.1%	8.3%	-2.9%	3.4%	13.9%	11.7%	34.0%	15.6%	Annual Change	48.4%	20.1%	2.8%	16.2%	
% Change 2022 to 2023		-3.9%	-4.7%	-0.3%	1.9%	3.7%	2.6%	1.9%	2.8%	4.8%	2.6%	0.0%	-0.8%	1.9%		-2.0%	2.7%	3.0%	1.3%	
Average Annual Change		6.2%	4.9%	3.7%	2.4%	2.0%	1.2%	0.8%	-0.3%	0.3%	1.3%	1.1%	3.1%	1.4%		4.4%	1.8%	0.3%	1.5%	
2012	FTEs	865	1,011	2,930	4,140	4,433	5,048	6,051	6,499	4,967	4,316	2,199	1,141	3,633			1,602	4,540	5,839	2,552
2013	FTEs	959	1,039	3,345	3,931	4,705	5,308	6,160	6,999	4,911	3,938	2,194	1,099	3,716	2.3%	1,781	4,648	6,023	2,410	
2014	FTEs	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	
EMPLOYMENT														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs Employment (FTEs) and Share of Total (%)						
Non-Serviced		FTEs	3,633	3,716	3,478	3,704	3,969	4,145	4,238	4,363	1,928	3,279	4,122	4,199						
Total Employment		FTEs	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871	12,210						
Share of Total		%	31.2%	30.8%	30.7%	30.7%	33.2%	34.5%	35.4%	34.6%	35.1%	37.3%	34.7%	34.4%						
Annual Change in Share		%		-1.4%	-0.3%	-0.1%	8.2%	3.7%	2.6%	-2.2%	1.5%	6.3%	-7.0%	-1.0%						
Change in Share from 2012		%		-1.4%	-1.6%	-1.7%	6.4%	10.3%	13.1%	10.7%	12.4%	19.5%	11.1%	10.1%						
Avg Ann. Change in Share		%		-1.4%	-0.8%	-0.6%	1.6%	2.1%	2.2%	1.5%	1.5%	2.2%	1.1%	0.9%						
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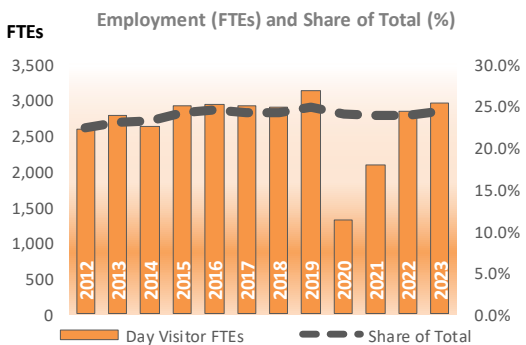
STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL											2012 to 2023			SFR	DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																		
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
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 2012 to 2023	-10.1%	-10.1%	-10.1%	-10.1%	-10.1%	-10.1%	-10.1%	-10.1%	-10.1%	-10.1%	-10.1%	-10.1%	-10.1%	-10.1%	Annual Change	-10.1%	-10.1%	-10.1%	-10.1%
% Change 2022 to 2023	-3.2%	-3.2%	-3.2%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-1.1%	-3.2%		-0.5%	-0.5%	-0.5%	
Average Annual Change	-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%	-0.9%		-0.9%	-0.9%	-0.9%	
2012 FTEs	248	83	95	227	146	112	182	193	99	99	77	224	149	0.3%		142	162	158	133
2013 FTEs	249	84	95	227	146	113	183	193	100	100	78	225	149	0.3%	143	162	159	134	
2014 FTEs	233	78	89	212	137	105	171	181	93	93	72	210	140	-6.5%	133	151	148	125	
2015 FTEs	243	82	93	222	143	110	178	189	97	97	76	219	146	4.5%	139	158	155	131	
2016 FTEs	244	82	93	222	143	110	179	189	97	97	76	220	146	0.1%	140	158	155	131	
2017 FTEs	238	80	91	217	140	108	175	185	95	95	74	215	143	-2.3%	136	155	152	128	
2018 FTEs	235	79	90	214	138	106	172	182	94	94	73	212	141	-1.4%	134	153	149	126	
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	
EMPLOYMENT													SFR						
SHARE OF MARKET	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs Employment (FTEs) and Share of Total (%)						
SFR FTEs	149	149	140	146	146	143	141	144	36	38	135	134							
Total Employment FTEs	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871	12,210							
Share of Total	1.3%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.1%	0.7%	0.4%	1.1%	1.1%							
Annual Change in Share		-3.3%	-0.4%	-1.9%	1.1%	-3.0%	-1.1%	-2.4%	-42.8%	-33.7%	162.7%	-3.9%							
Change in Share from 2012		-3.3%	-3.7%	-5.5%	-4.5%	-7.3%	-8.3%	-10.5%	-48.9%	-66.1%	-11.0%	-14.4%							
Avg Ann. Change in Share		-3.3%	-1.8%	-1.8%	-1.1%	-1.5%	-1.4%	-1.5%	-6.1%	-7.3%	-1.1%	-1.3%							

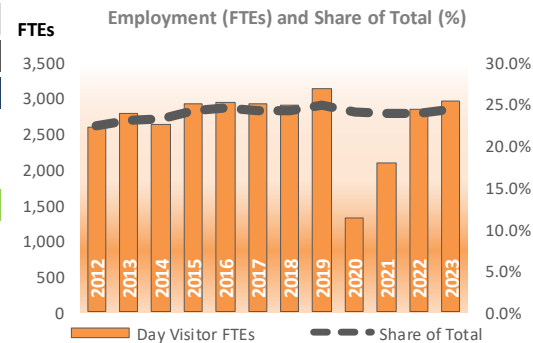
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Report Prepared by: Cathy James. Date of Issue: 29/08/2024



STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL											2012 to 2023			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																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2012 to 2023		14.8%	4.8%	8.5%	4.6%	8.4%	0.1%	0.9%	-9.4%	-5.9%	-2.3%	-4.5%	0.5%	0.6%	Annual Change	9.0%	4.3%	-4.9%	-2.3%	
% Change 2022 to 2023		5.1%	2.4%	-0.4%	1.3%	2.9%	2.6%	0.6%	2.2%	3.7%	1.9%	0.0%	2.2%	1.9%		1.8%	2.3%	2.0%	1.4%	
Average Annual Change		1.3%	0.4%	0.8%	0.4%	0.8%	0.0%	0.1%	-0.9%	-0.5%	-0.2%	-0.4%	0.0%	0.1%		0.8%	0.4%	-0.4%	-0.2%	
2012	FTEs	3,280	3,687	5,960	7,501	7,950	8,524	9,447	10,175	8,285	7,503	5,167	3,907	6,782		4,309	7,992	9,302	5,526	
2013	FTEs	3,405	3,928	6,331	7,315	8,388	8,761	9,753	10,772	8,236	7,129	5,235	3,953	6,934	2.2%	4,555	8,155	9,587	5,439	
2014	FTEs	3,432	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	
EMPLOYMENT														STAYING VISITOR						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs	Employment (FTEs) and Share of Total (%)					
Staying Visitor		FTEs	9,036	9,280	8,695	9,140	9,011	9,121	9,101	9,491	4,172	6,694	9,040		9,247					
Total Employment		FTEs	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871		12,210					
Share of Total		%	77.7%	77.0%	76.9%	75.8%	75.5%	75.8%	75.9%	75.2%	76.0%	76.2%	76.2%		75.7%					
Annual Change in Share		%		-0.9%	-0.2%	-1.4%	-0.4%	0.5%	0.1%	-0.9%	1.0%	0.3%	-0.1%		-0.5%					
Change in Share from 2012		%		-0.9%	-1.1%	-2.5%	-2.9%	-2.4%	-2.3%	-3.2%	-2.3%	-1.9%	-2.0%		-2.5%					
Avg Ann. Change in Share		%		-0.9%	-0.5%	-0.8%	-0.7%	-0.5%	-0.4%	-0.5%	-0.3%	-0.2%	-0.2%		-0.2%					

STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL											2012 to 2023			DAY VISITOR		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2012 to 2023		24.9%	-14.0%	-16.7%	8.7%	17.8%	23.5%	25.7%	30.2%	6.0%	-6.4%	24.2%	-16.3%	14.3%	Annual Change	-11.6%	16.3%	22.5%	-1.5%	
% Change 2022 to 2023		13.2%	9.8%	-4.2%	5.1%	15.9%	-1.6%	2.8%	3.2%	8.1%	1.1%	9.9%	-0.2%	4.7%		3.8%	6.1%	4.1%	3.0%	
Average Annual Change		2.3%	-1.3%	-1.5%	0.8%	1.6%	2.1%	2.3%	2.7%	0.5%	-0.6%	2.2%	-1.5%	1.3%		-1.1%	1.5%	2.0%	-0.1%	
2012	FTEs	330	1,656	1,592	3,832	3,566	3,237	4,811	5,720	3,586	2,044	512	217	2,592		1,193	3,545	4,705	924	
2013	FTEs	295	1,358	1,407	3,527	4,974	3,508	5,600	6,551	3,486	1,876	539	188	2,776	7.1%	1,020	4,003	5,212	868	
2014	FTEs	283	1,280	1,362	3,764	4,293	3,148	4,988	6,420	3,437	1,807	469	163	2,618	-5.7%	975	3,735	4,948	813	
2015	FTEs	316	1,477	1,500	4,104	4,715	3,469	5,700	7,165	3,889	2,010	517	183	2,920	11.6%	1,098	4,096	5,585	903	
2016	FTEs	320	1,491	1,850	3,412	4,282	3,866	5,646	7,535	3,908	2,103	555	211	2,932	0.4%	1,220	3,853	5,696	956	
2017	FTEs	309	1,525	1,227	4,330	4,218	3,701	5,762	7,206	3,916	1,789	672	218	2,906	-0.9%	1,020	4,083	5,628	893	
2018	FTEs	314	1,657	1,210	3,775	4,191	4,250	5,649	6,837	4,025	1,896	632	216	2,888	-0.6%	1,060	4,072	5,504	915	
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	
EMPLOYMENT														DAY VISITOR						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs	Employment (FTEs) and Share of Total (%)					
Day Visitor		FTEs	2,592	2,776	2,618	2,920	2,932	2,906	2,888	3,126	1,321	2,089	2,831	2,963	3,500					
Total Employment		FTEs	11,628	12,056	11,313	12,060	11,942	12,028	11,989	12,617	5,493	8,783	11,871	12,210	3,000					
Share of Total		%	22.3%	23.0%	23.1%	24.2%	24.5%	24.2%	24.1%	24.8%	24.0%	23.8%	23.8%	24.3%	2,500					
Annual Change in Share		%		3.3%	0.5%	4.6%	1.4%	-1.6%	-0.3%	2.9%	-2.9%	-1.1%	0.3%	1.8%	2,000					
Change in Share from 2012		%		3.3%	3.8%	8.6%	10.1%	8.4%	8.1%	11.2%	7.9%	6.7%	7.0%	8.9%	1,500					
Avg Ann. Change in Share		%		3.3%	1.9%	2.9%	2.5%	1.7%	1.3%	1.6%	1.0%	0.7%	0.7%	0.8%	1,000					
																				
Day Visitor FTEs Share of Total																				
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Report Prepared by: Cathy James, Date of Issue: 29/08/24																				

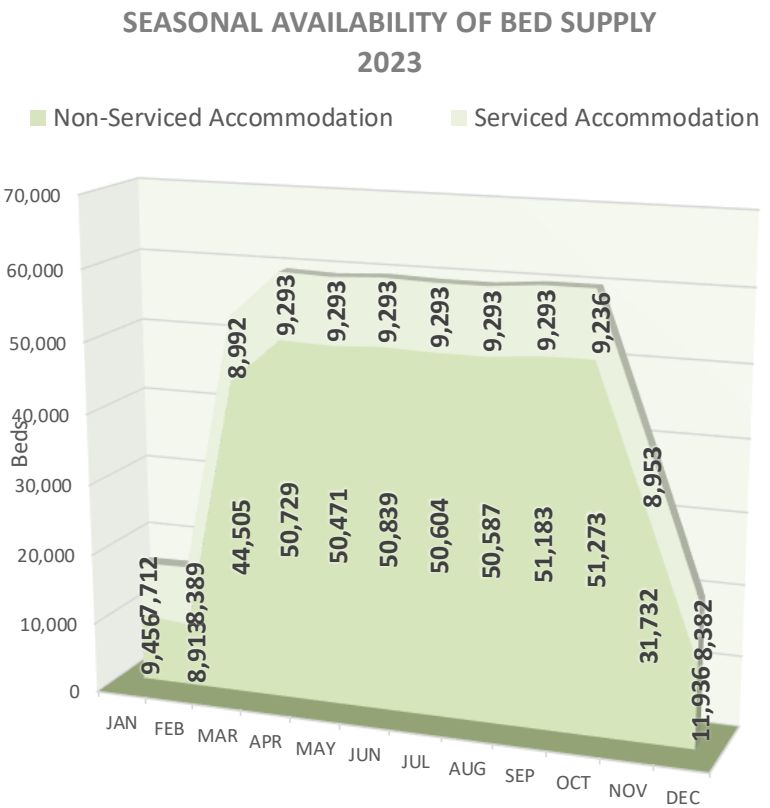


STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL						2023	STAYING VISITORS	ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE
SERVICED ACCOMMODATION 2023	2023		Change on 2022		Change on 2012			
	Est.	Beds	Est.	Beds	Est.	Beds		
Serviced Accommodation Total	317	9,293	0	0	-92	-2,392		
+50 room hotels	22	3,535	0	0	-4	-408		
10-50 room hotels	68	3,022	0	0	-36	-1,370		
<10 room hotels/others	227	2,736	0	0	-52	-614		

NON-SERVICED ACCOMMODATION 2023	2023		Change on 2022		Change on 2012	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	916	51,570	0	+607	+262	+2,225
Self catering	770	4,827	0	0	+255	+494
Static caravans/chalets	88	6,895	0	0	-1	-212
Touring caravans/camping	58	7,113	0	0	+8	-1,602
Not-for-hire static	0	28,318	0	0	0	-872
Airbnb	0	4,417	0	+607		

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

SEASONAL AVAILABILITY OF BED SUPPLY 2023	2023											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	17,168	17,302	53,497	60,022	59,764	60,132	59,897	59,880	60,476	60,509	40,685	20,318
Serviced Accommodation	7,712	8,389	8,992	9,293	9,293	9,293	9,293	9,293	9,293	9,236	8,953	8,382
Non-Serviced Accommodation	9,456	8,913	44,505	50,729	50,471	50,839	50,604	50,587	51,183	51,273	31,732	11,936



Report Sections With Historic Financial Data Indexed to 2023 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: 2023*

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

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

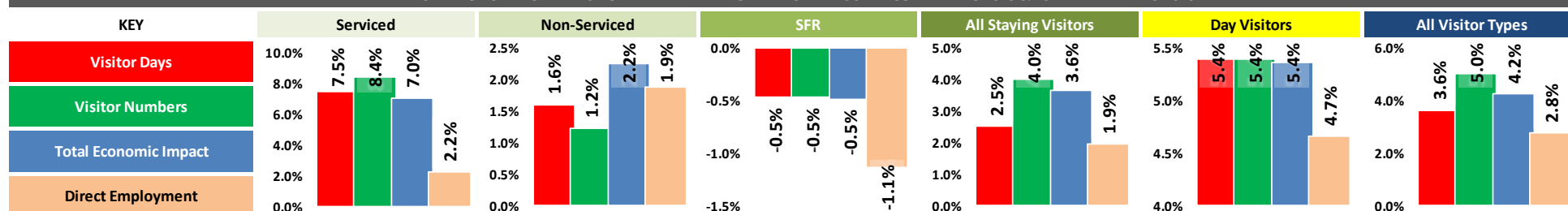
Comparing 2023 and 2022
 2022 in 2023 prices (1.134)

COMPARATIVE HEADLINES

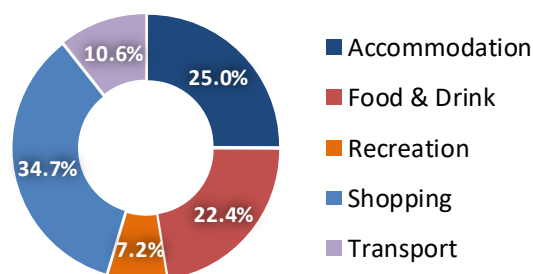
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2023 & 2022 - INDEXED TO 2023

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		2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %
Visitor Days	M	1.991	1.852	7.5%	8.925	8.784	1.6%	0.420	0.422	-0.5%	11.34	11.06	2.5%	7.271	6.899	5.4%	18.61	17.96	3.6%
Visitor Numbers	M	1.128	1.040	8.4%	1.372	1.355	1.2%	0.177	0.177	-0.5%	2.676	2.573	4.0%	7.271	6.899	5.4%	9.947	9.472	5.0%
Direct Expenditure	£Bn																0.972	0.932	4.3%
Economic Impact	£Bn	0.268	0.251	7.0%	0.559	0.547	2.2%	0.019	0.019	-0.5%	0.846	0.817	3.6%	0.451	0.428	5.4%	1.298	1.245	4.2%
Direct Employment	FTEs	2,487	2,432	2.2%	4,199	4,122	1.9%	134	135	-1.1%	6,820	6,690	1.9%	2,963	2,831	4.7%	9,782	9,521	2.8%
Total Employment	FTEs															12,210	11,871	2.9%	

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



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



Direct Expenditure Categories

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

Sectors

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

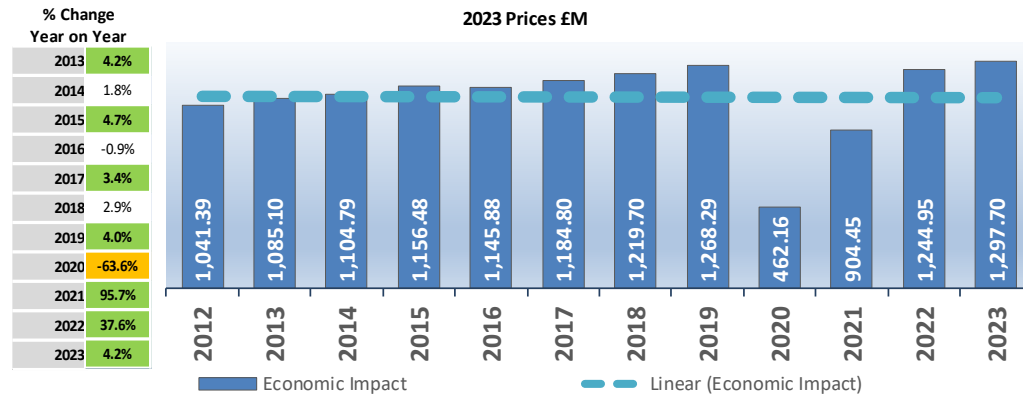
Sectoral Distribution of Employment - FTEs



Direct Employment Categories

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

Economic Impact - Indexed - Total



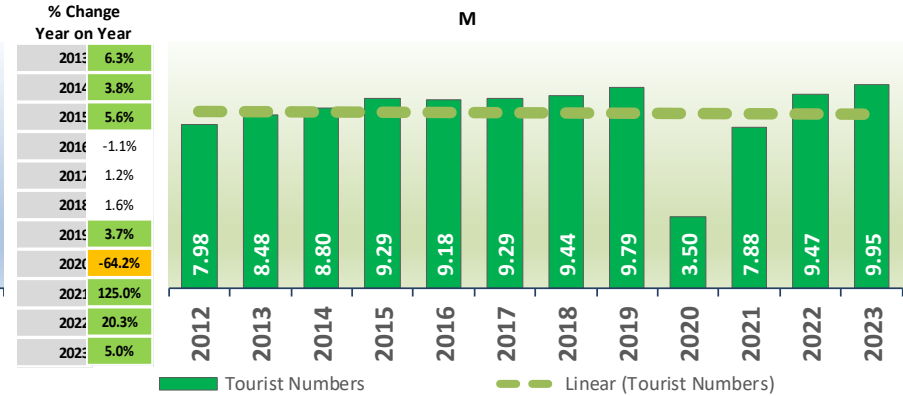
2012 to 2023

2023 Prices

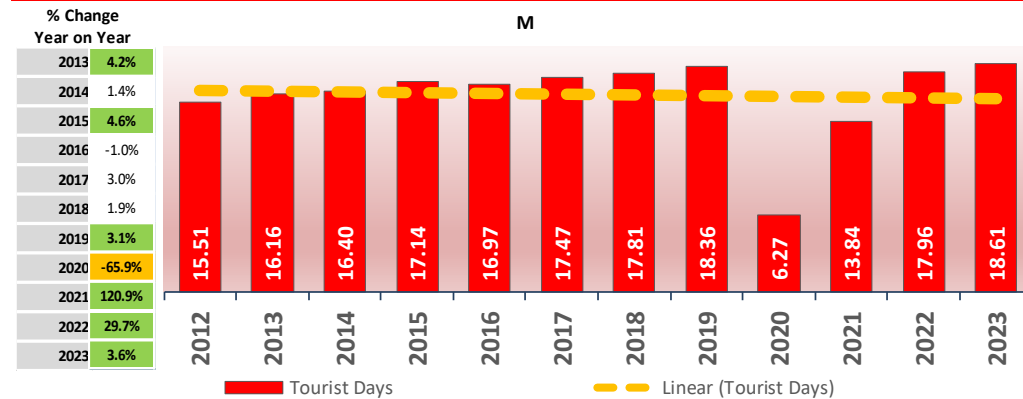
TOTAL

KEY MEASURES
Indexed

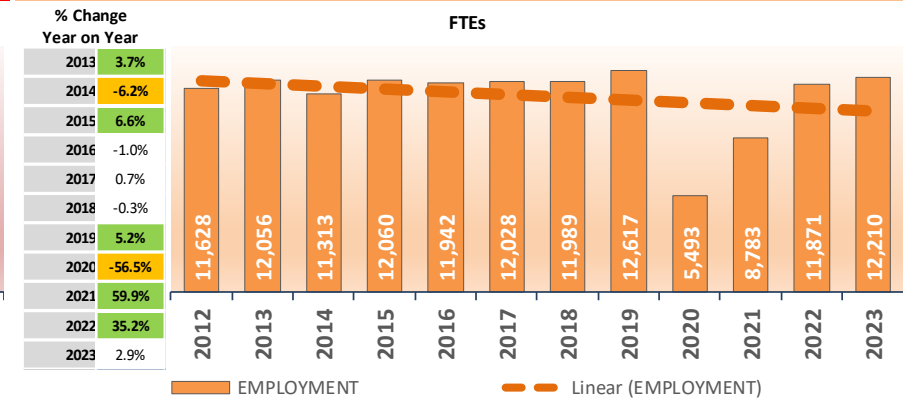
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total

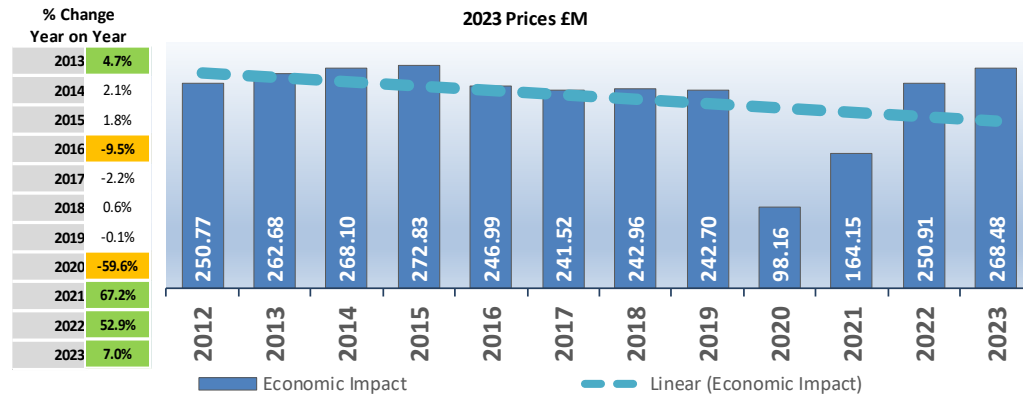


% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		4.2%	6.1%	11.1%	10.0%	13.8%	17.1%	21.8%	-55.6%	-13.1%	19.5%	24.6%
Visitor Numbers		6.3%	10.3%	16.4%	15.1%	16.5%	18.4%	22.7%	-56.1%	-1.3%	18.7%	24.7%
Visitor Days		4.2%	5.7%	10.6%	9.4%	12.7%	14.9%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

"Linear" = Linear Trendline

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

Economic Impact - Indexed - Serviced Accommodation

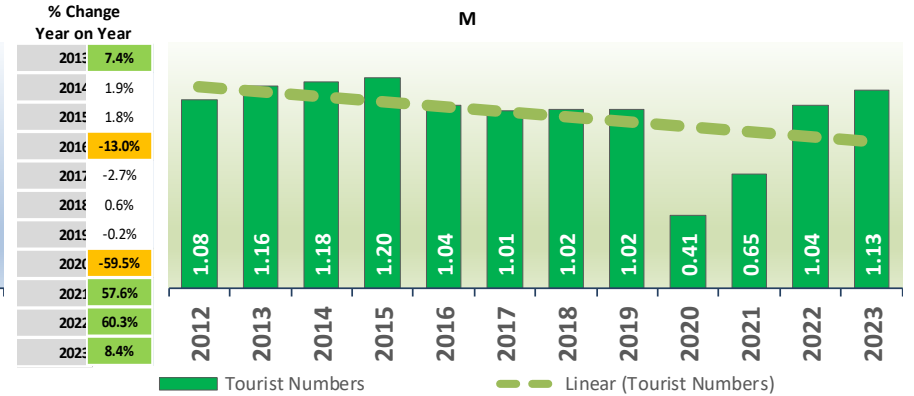


2012 to 2023
2023 Prices

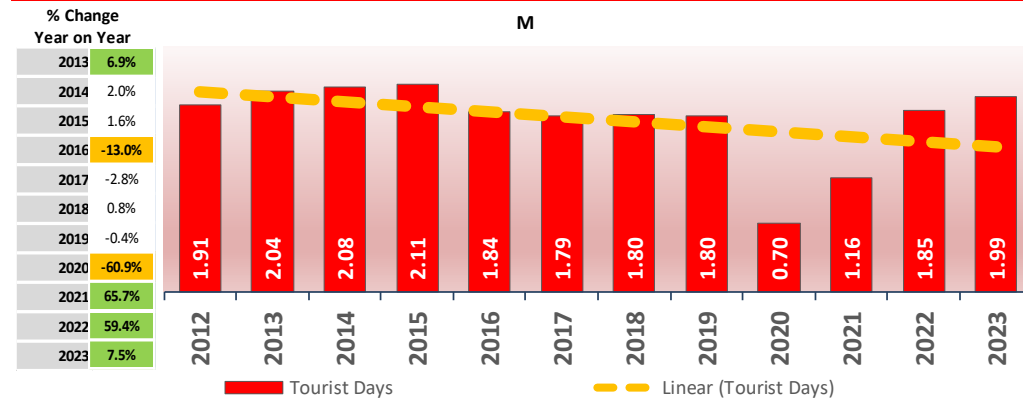
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

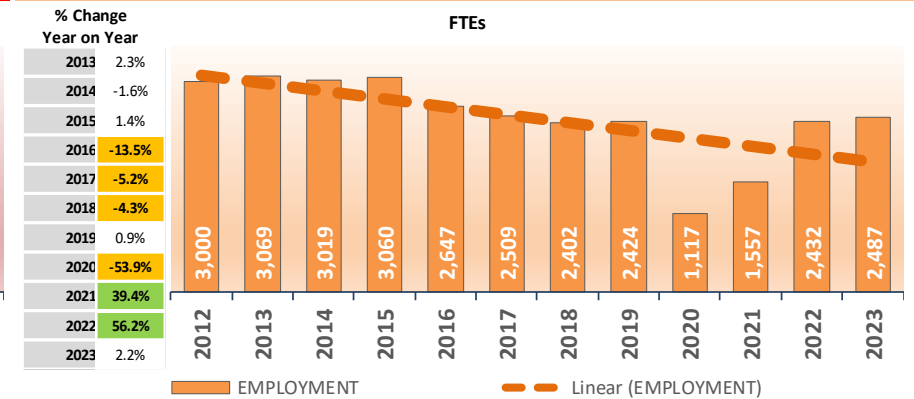
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation

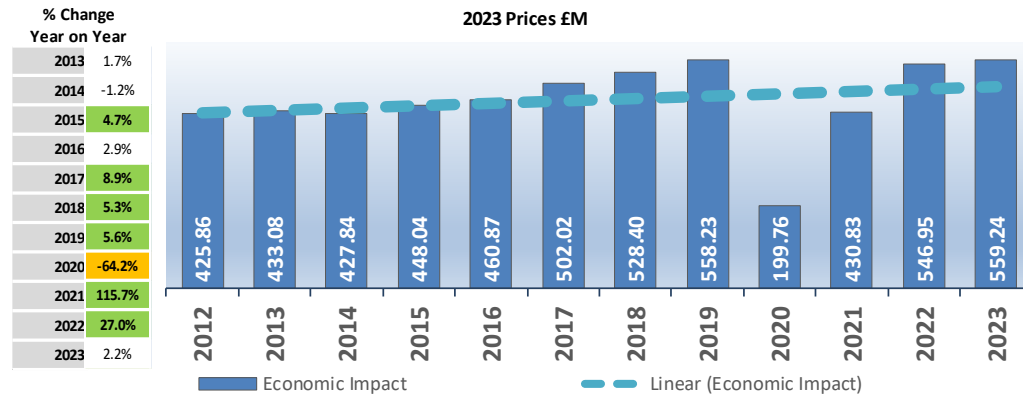


% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		4.7%	6.9%	8.8%	-1.5%	-3.7%	-3.1%	-3.2%	-60.9%	-34.5%	0.1%	7.1%
Visitor Numbers		7.4%	9.4%	11.3%	-3.1%	-5.7%	-5.2%	-5.4%	-61.7%	-39.7%	-3.3%	4.8%
Visitor Days		6.9%	9.1%	10.8%	-3.6%	-6.3%	-5.5%	-5.9%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

"Linear" = Linear Trendline

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

Economic Impact - Indexed - Non-Serviced Accommodation

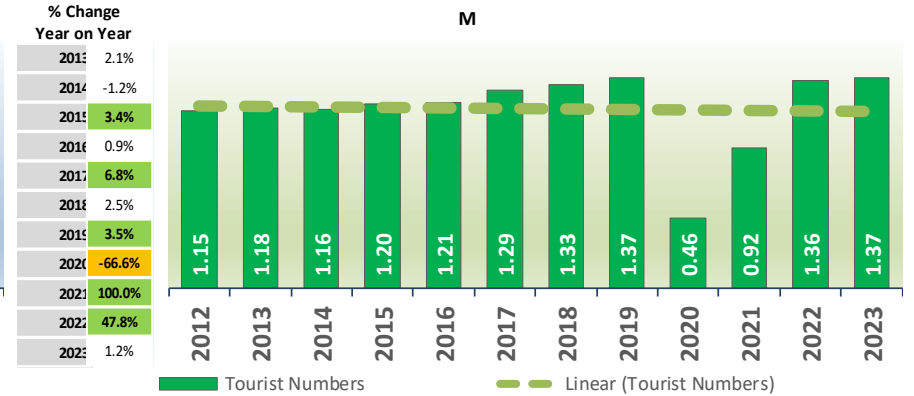


2012 to 2023
2023 Prices

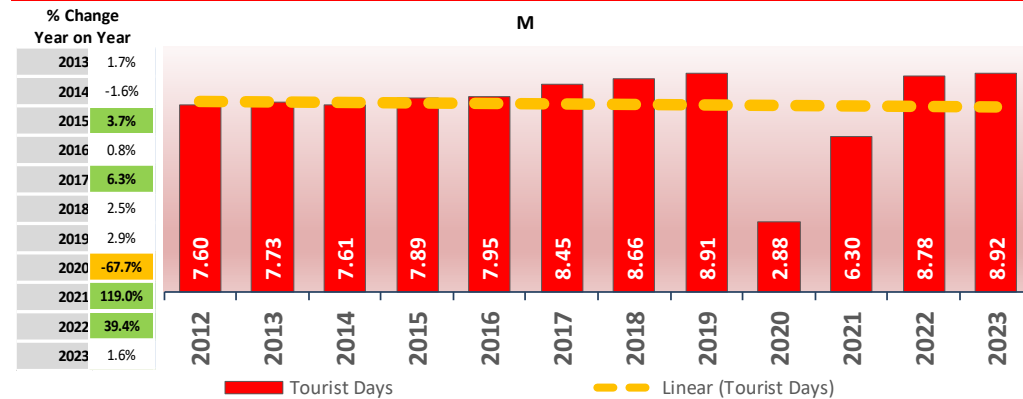
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

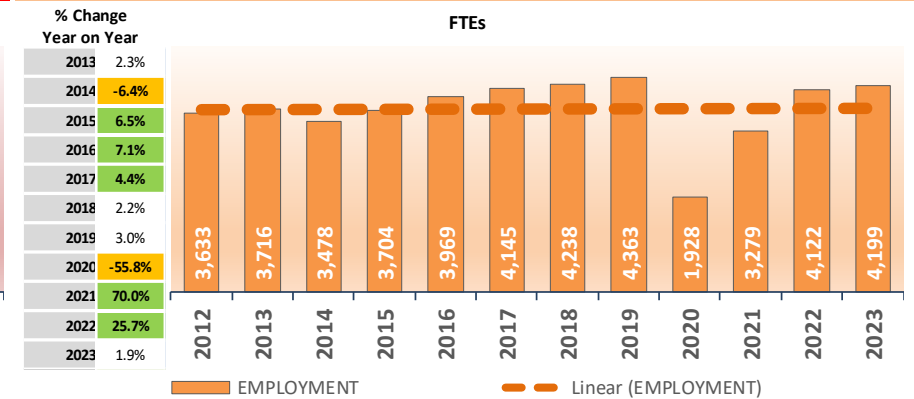
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



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

"Linear" = Linear Trendline

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

Economic Impact - Indexed - SFR



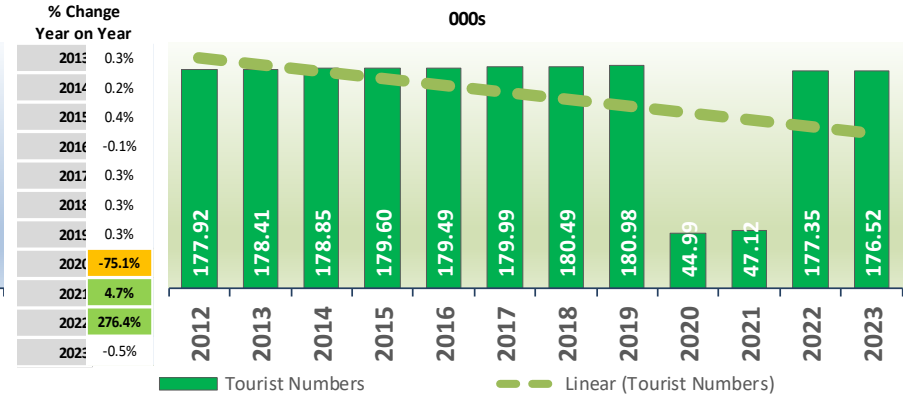
2012 to 2023

2023 Prices

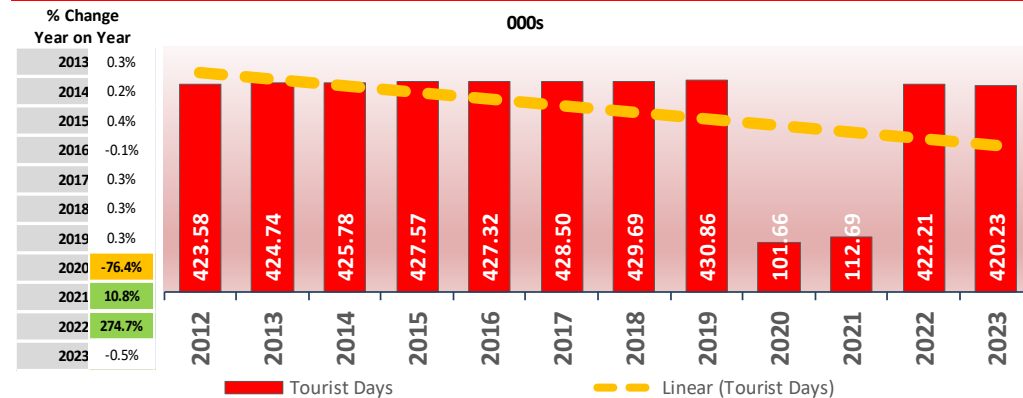
SFR

KEY MEASURES
Indexed

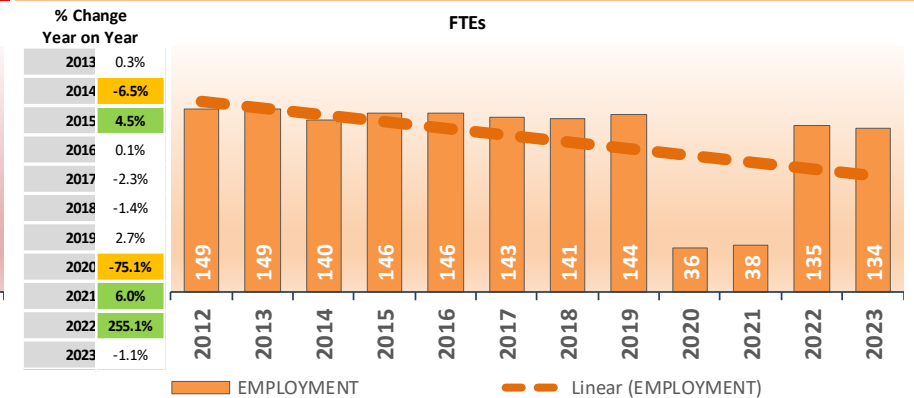
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



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

"Linear" = Linear Trendline

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

Economic Impact - Indexed - Staying Visitor



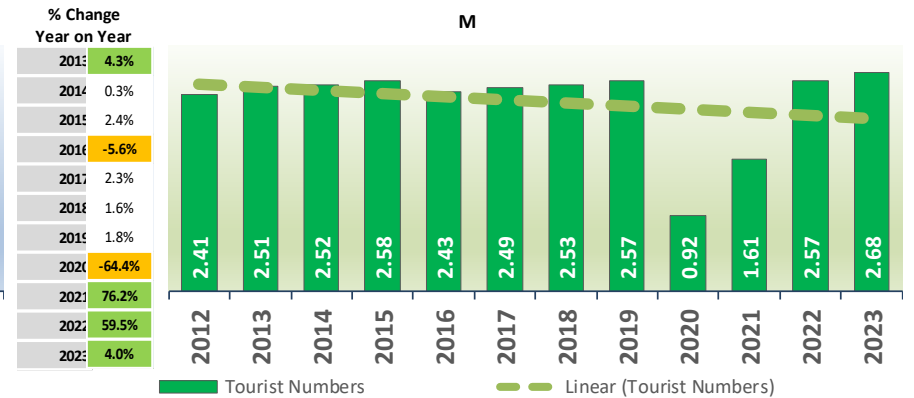
2012 to 2023

2023 Prices

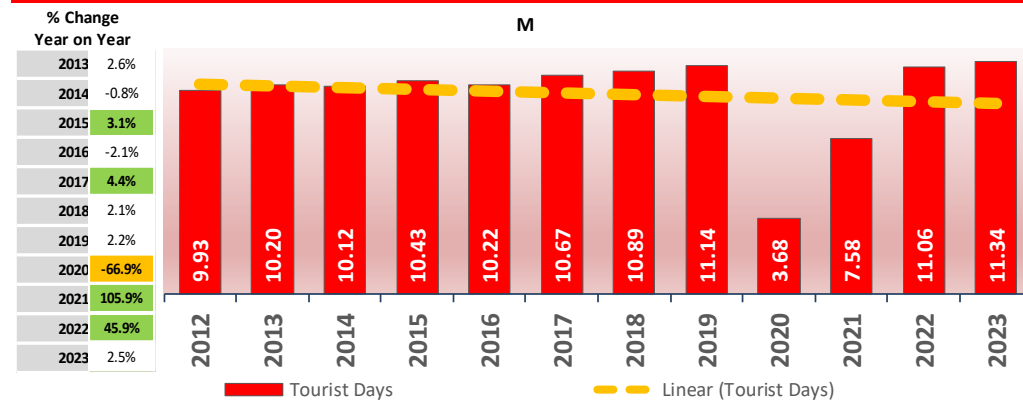
STAYING VISITOR

KEY MEASURES
Indexed

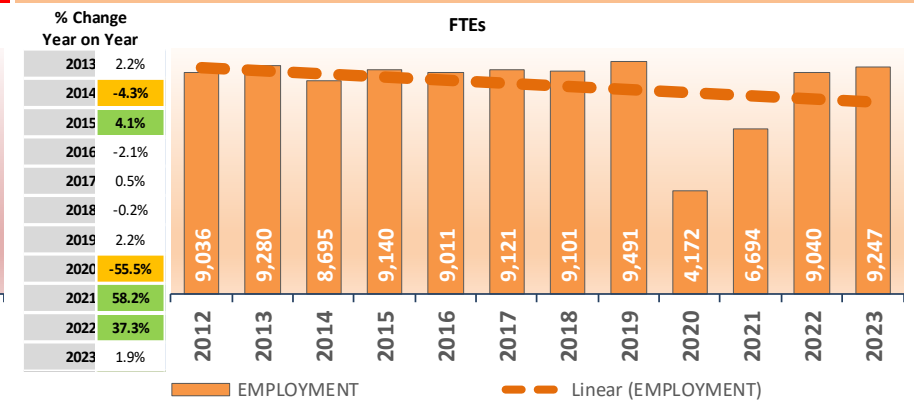
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



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

"Linear" = Linear Trendline

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

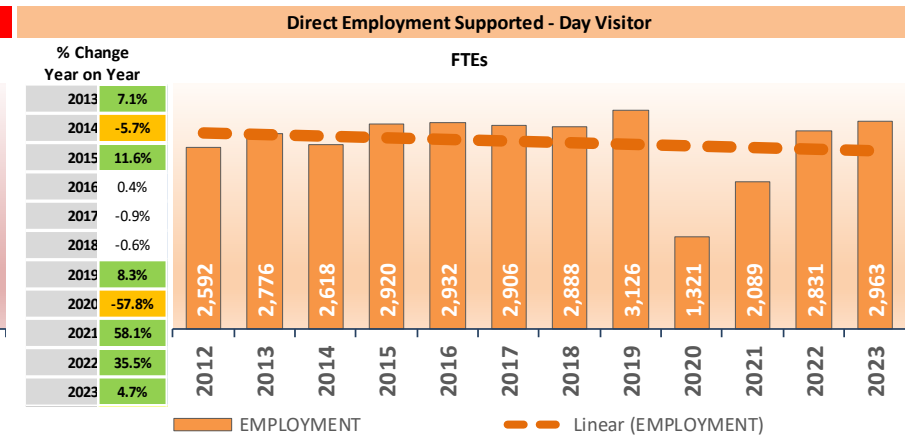
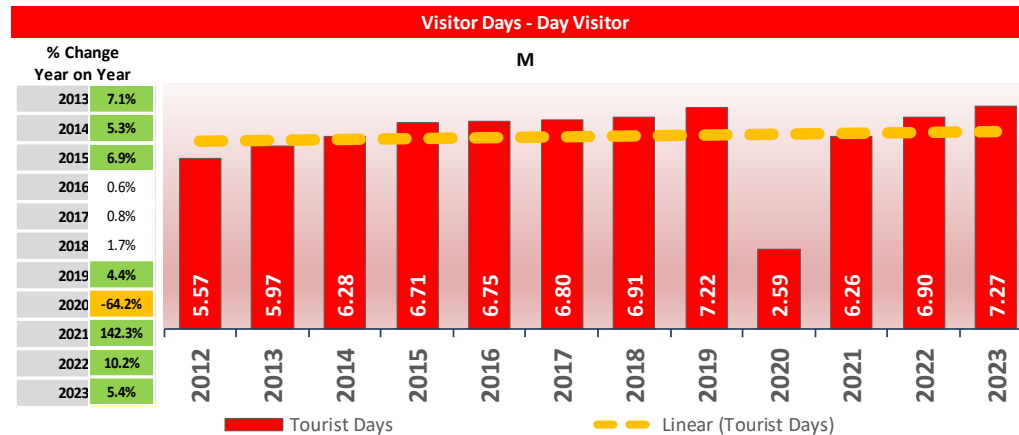
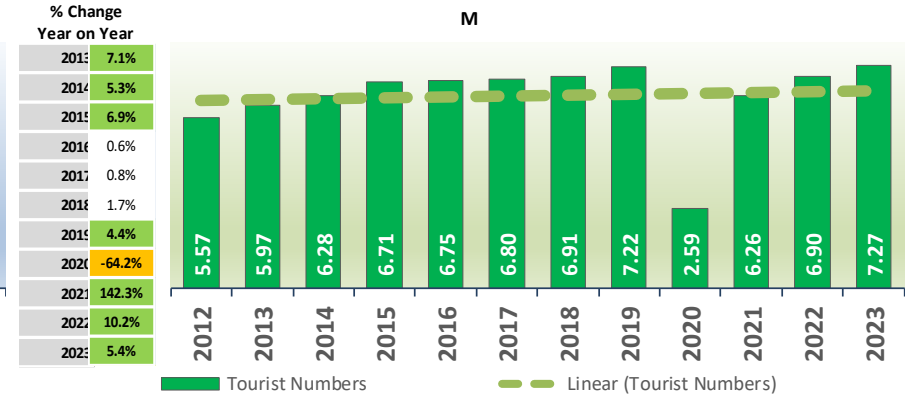
2012 to 2023
2023 Prices

DAY VISITOR

KEY MEASURES
Indexed

Economic Impact - Indexed - Day Visitor

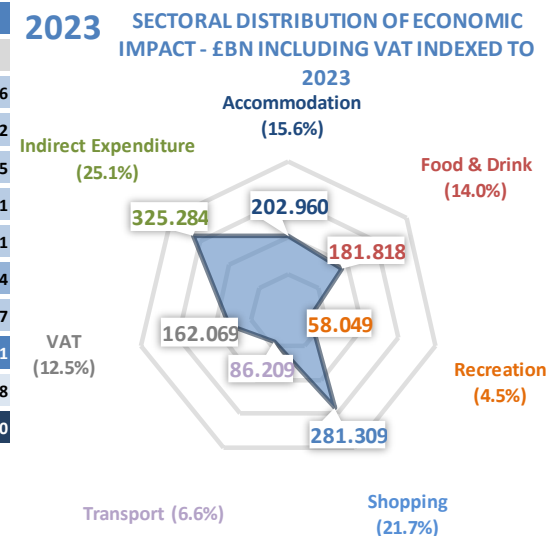
Visitor Numbers - Day Visitor



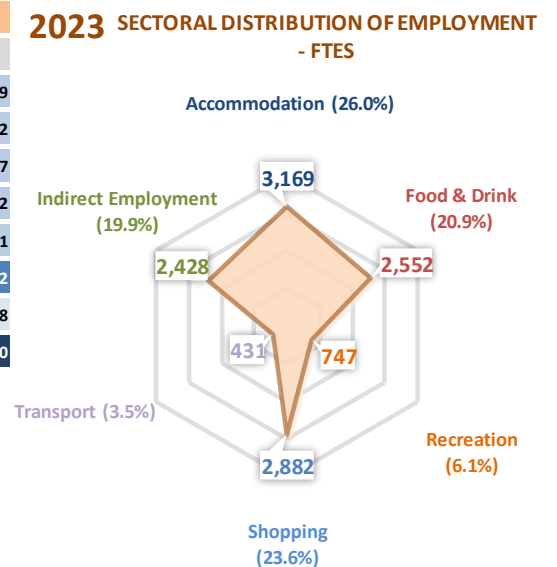
% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		7.1%	12.7%	20.4%	21.1%	22.1%	24.1%	29.6%	-53.8%	-12.0%	23.8%	30.5%
Visitor Numbers		7.1%	12.7%	20.4%	21.1%	22.1%	24.1%	29.6%	-53.6%	12.4%	23.8%	30.5%
Visitor Days		7.1%	12.7%	20.4%	21.1%	22.1%	24.1%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

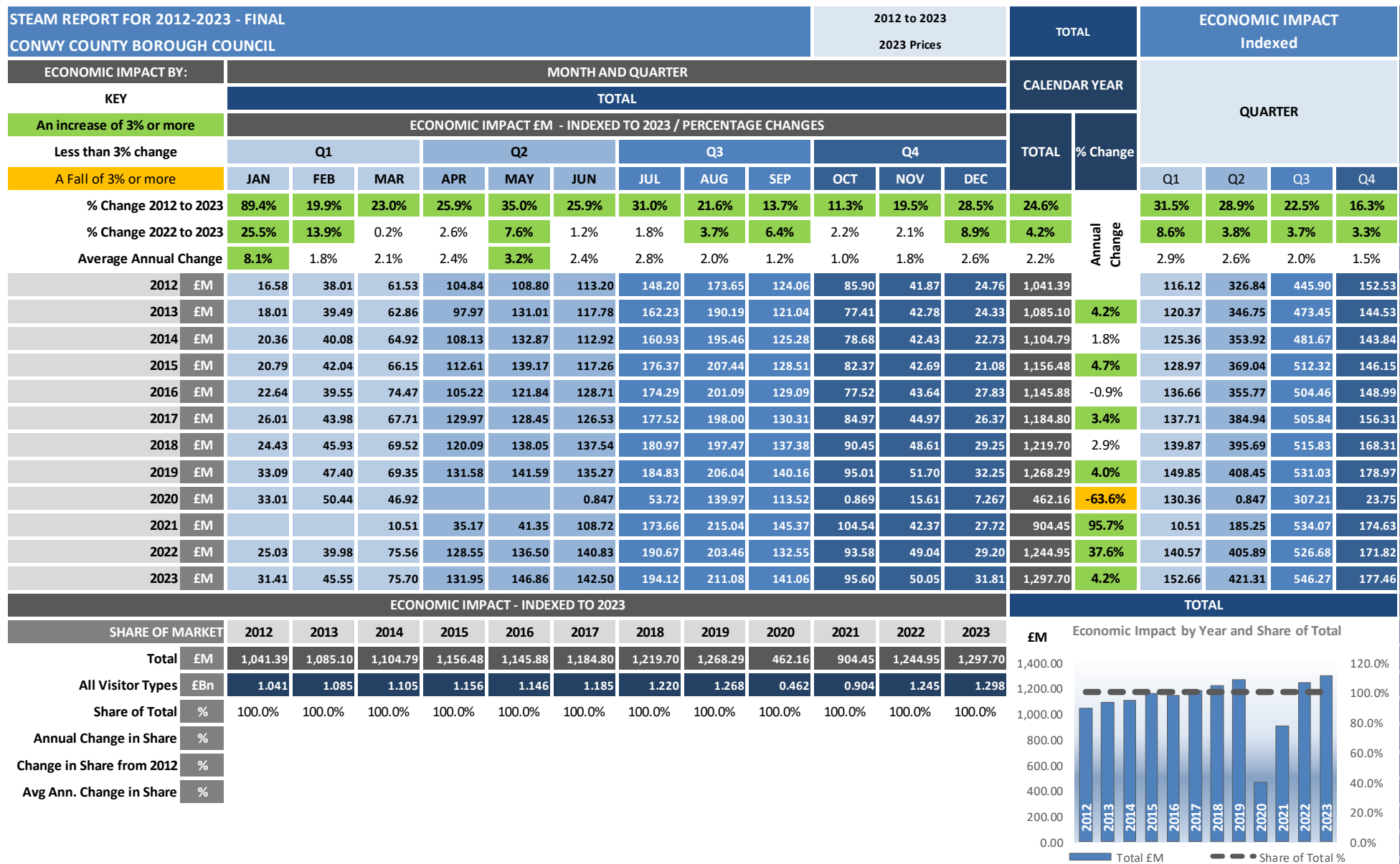
"Linear" = Linear Trendline

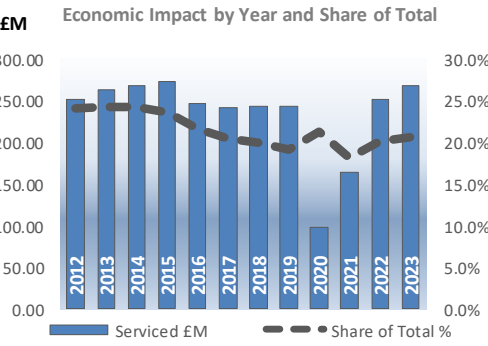
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT INDEXED TO 2023													
SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	£M	148.39	152.37	155.19	159.39	158.97	167.91	179.55	190.62	89.80	169.18	193.79	202.96
Food & Drink	£M	152.67	159.29	160.82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

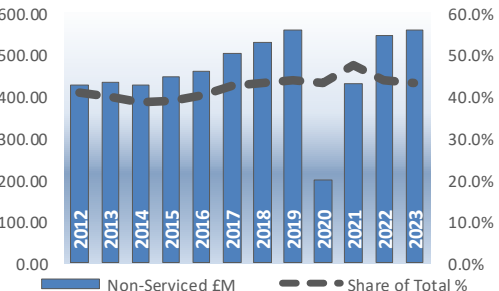


SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	FTEs	3,191	3,237	3,247	3,255	3,192	3,169	3,169	3,149	1,543	2,217	3,124	3,169
Food & Drink	FTEs	2,074	2,164	2,373	2,591	2,555	2,475	2,551	2,571	1,203	1,947	2,445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



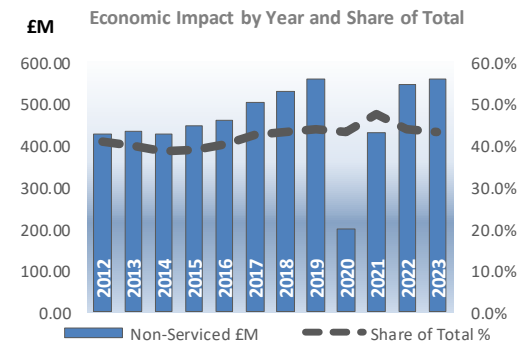


STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL											2012 to 2023 2023 Prices			SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / 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 2012 to 2023		97.6%	21.5%	-14.2%	-10.5%	23.2%	2.1%	17.8%	-6.1%	1.1%	-18.7%	12.5%	24.8%	7.1%	Annual Change	21.5%	6.2%	3.2%	3.8%
% Change 2022 to 2023		62.7%	34.8%	0.3%	1.1%	2.4%	5.3%	-2.4%	2.6%	5.2%	2.0%	-0.1%	20.1%	7.0%		28.6%	3.1%	1.6%	6.3%
Average Annual Change		8.9%	2.0%	-1.3%	-1.0%	2.1%	0.2%	1.6%	-0.6%	0.1%	-1.7%	1.1%	2.3%	0.6%		2.0%	0.6%	0.3%	0.3%
2012	£M	8.151	14.32	17.35	20.02	25.37	24.94	26.53	35.46	27.54	19.59	17.78	13.73	250.77		39.83	70.32	89.53	51.10
2013	£M	8.633	18.98	15.62	20.15	28.18	23.60	31.26	36.89	26.69	19.06	18.85	14.75	262.68	4.7%	43.24	71.94	94.85	52.66
2014	£M	10.89	17.55	16.36	22.22	28.95	25.44	31.07	36.52	28.01	21.77	17.78	11.54	268.10	2.1%	44.80	76.61	95.60	51.10
2015	£M	10.22	18.53	16.54	21.80	30.08	25.51	33.81	36.63	27.74	21.75	18.25	11.96	272.83	1.8%	45.29	77.40	98.18	51.96
2016	£M	12.99	16.42	16.01	18.90	25.46	19.67	25.18	32.78	27.49	15.74	18.68	17.66	246.99	-9.5%	45.42	64.03	85.46	52.08
2017	£M	14.15	17.92	15.30	20.06	24.76	20.40	26.56	31.08	24.95	14.42	18.05	13.87	241.52	-2.2%	47.37	65.21	82.60	46.34
2018	£M	13.22	17.42	13.93	18.27	26.68	21.35	26.75	29.94	26.79	14.89	18.60	15.12	242.96	0.6%	44.57	66.29	83.48	48.62
2019	£M	17.66	14.71	11.83	18.00	26.28	21.76	27.01	31.47	27.46	14.20	19.19	13.11	242.70	-0.1%	44.20	66.05	85.95	46.50
2020	£M	17.54	18.17	6.652				1.115	25.06	21.99		6.189	1.445	98.16	-59.6%	42.36		48.17	7.634
2021	£M					10.25	22.43	30.55	31.41	25.26	14.47	17.76	12.02	164.15	67.2%		32.68	87.22	44.25
2022	£M	9.897	12.91	14.84	17.73	30.54	24.17	32.00	32.45	26.47	15.61	20.03	14.26	250.91	52.9%	37.65	72.44	90.92	49.90
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	7.0%	48.40	74.65	92.38	53.06
ECONOMIC IMPACT - INDEXED TO 2023														SERVICED ACCOMMODATION					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total					
Serviced	£M	250.77	262.68	268.10	272.83	246.99	241.52	242.96	242.70	98.16	164.15	250.91	268.48						
All Visitor Types	£Bn	1.041	1.085	1.105	1.156	1.146	1.185	1.220	1.268	0.462	0.904	1.245	1.298						
Share of Total	%	24.1%	24.2%	24.3%	23.6%	21.6%	20.4%	19.9%	19.1%	21.2%	18.1%	20.2%	20.7%						
Annual Change in Share	%		0.5%	0.2%	-2.8%	-8.6%	-5.4%	-2.3%	-3.9%	11.0%	-14.5%	11.0%	2.7%						
Change in Share from 2012	%		0.5%	0.8%	-2.0%	-10.5%	-15.3%	-17.3%	-20.5%	-11.8%	-24.6%	-16.3%	-14.1%						
Avg Ann. Change in Share	%		0.5%	0.4%	-0.7%	-2.6%	-3.1%	-2.9%	-2.9%	-1.5%	-2.7%	-1.6%	-1.3%						
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STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL										2012 to 2023 2023 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 2023 / 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 2012 to 2023		250.1%	110.0%	68.8%	47.6%	43.8%	27.5%	27.2%	12.0%	15.0%	27.8%	20.4%	60.6%	31.3%	Annual Change	86.5%	38.7%	18.0%	28.9%
% Change 2022 to 2023		-6.7%	-9.0%	1.0%	0.7%	3.6%	1.5%	2.2%	4.4%	5.4%	2.5%	1.3%	-2.5%	2.2%		-1.7%	1.9%	3.8%	1.6%
Average Annual Change		22.7%	10.0%	6.3%	4.3%	4.0%	2.5%	2.5%	1.1%	1.4%	2.5%	1.9%	5.5%	2.8%		7.9%	3.5%	1.6%	2.6%
2012	£M	2.130	4.381	25.47	39.81	42.25	51.08	66.25	72.55	55.59	42.54	17.58	6.242	425.86		31.98	133.14	194.39	66.36
2013	£M	3.466	4.516	30.59	36.19	45.97	53.98	66.76	78.40	54.53	36.44	17.12	5.128	433.08	1.7%	38.57	136.14	199.69	58.68
2014	£M	3.319	5.765	30.64	36.79	49.10	47.21	66.02	77.21	53.56	33.43	18.00	6.783	427.84	-1.2%	39.73	133.10	196.79	58.21
2015	£M	4.153	5.064	30.76	39.60	51.49	49.31	72.88	83.59	53.48	35.68	17.48	4.550	448.04	4.7%	39.98	140.41	209.95	57.71
2016	£M	3.191	4.479	35.42	43.26	43.82	61.80	79.92	76.51	53.99	35.67	17.52	5.270	460.87	2.9%	43.09	148.89	210.43	58.46
2017	£M	5.461	6.703	36.55	55.06	51.07	60.13	79.26	77.62	56.90	47.84	17.96	7.460	502.02	8.9%	48.71	166.27	213.78	73.26
2018	£M	4.653	7.089	39.58	52.64	57.91	62.36	82.30	80.78	59.68	51.02	21.34	9.050	528.40	5.3%	51.33	172.90	222.76	81.41
2019	£M	8.480	8.252	40.65	57.89	60.74	63.41	83.73	81.48	62.64	54.57	22.69	13.69	558.23	5.6%	57.38	182.05	227.85	90.95
2020	£M	8.429	8.466	27.72				27.01	60.73	57.19		5.606	4.604	199.76	-64.2%	44.62		144.94	10.21
2021	£M			5.572	35.17	30.95	40.36	70.12	84.95	70.06	65.37	16.18	12.09	430.83	115.7%	5.572	106.48	225.13	93.64
2022	£M	7.996	10.11	42.56	58.35	58.64	64.16	82.47	77.84	60.62	53.04	20.89	10.28	546.95	27.0%	60.66	181.16	220.93	84.21
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	2.2%	59.64	184.62	229.43	85.55
ECONOMIC IMPACT - INDEXED TO 2023														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total					
Non-Serviced	£M	425.86	433.08	427.84	448.04	460.87	502.02	528.40	558.23	199.76	430.83	546.95	559.24						
All Visitor Types	£Bn	1.041	1.085	1.105	1.156	1.146	1.185	1.220	1.268	0.462	0.904	1.245	1.298						
Share of Total	%	40.9%	39.9%	38.7%	38.7%	40.2%	42.4%	43.3%	44.0%	43.2%	47.6%	43.9%	43.1%						
Annual Change in Share	%		-2.4%	-3.0%	0.0%	3.8%	5.4%	2.2%	1.6%	-1.8%	10.2%	-7.8%	-1.9%						
Change in Share from 2012	%		-2.4%	-5.3%	-5.3%	-1.6%	3.6%	5.9%	7.6%	5.7%	16.5%	7.4%	5.4%						
Avg Ann. Change in Share	%		-2.4%	-2.7%	-1.8%	-0.4%	0.7%	1.0%	1.1%	0.7%	1.8%	0.7%	0.5%						

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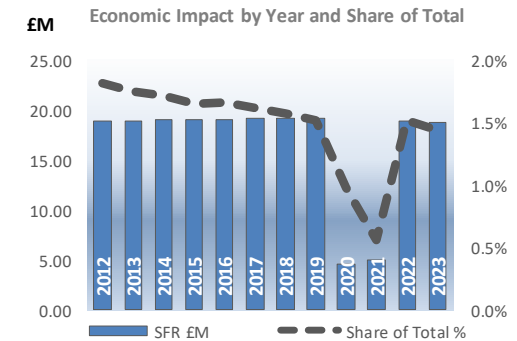
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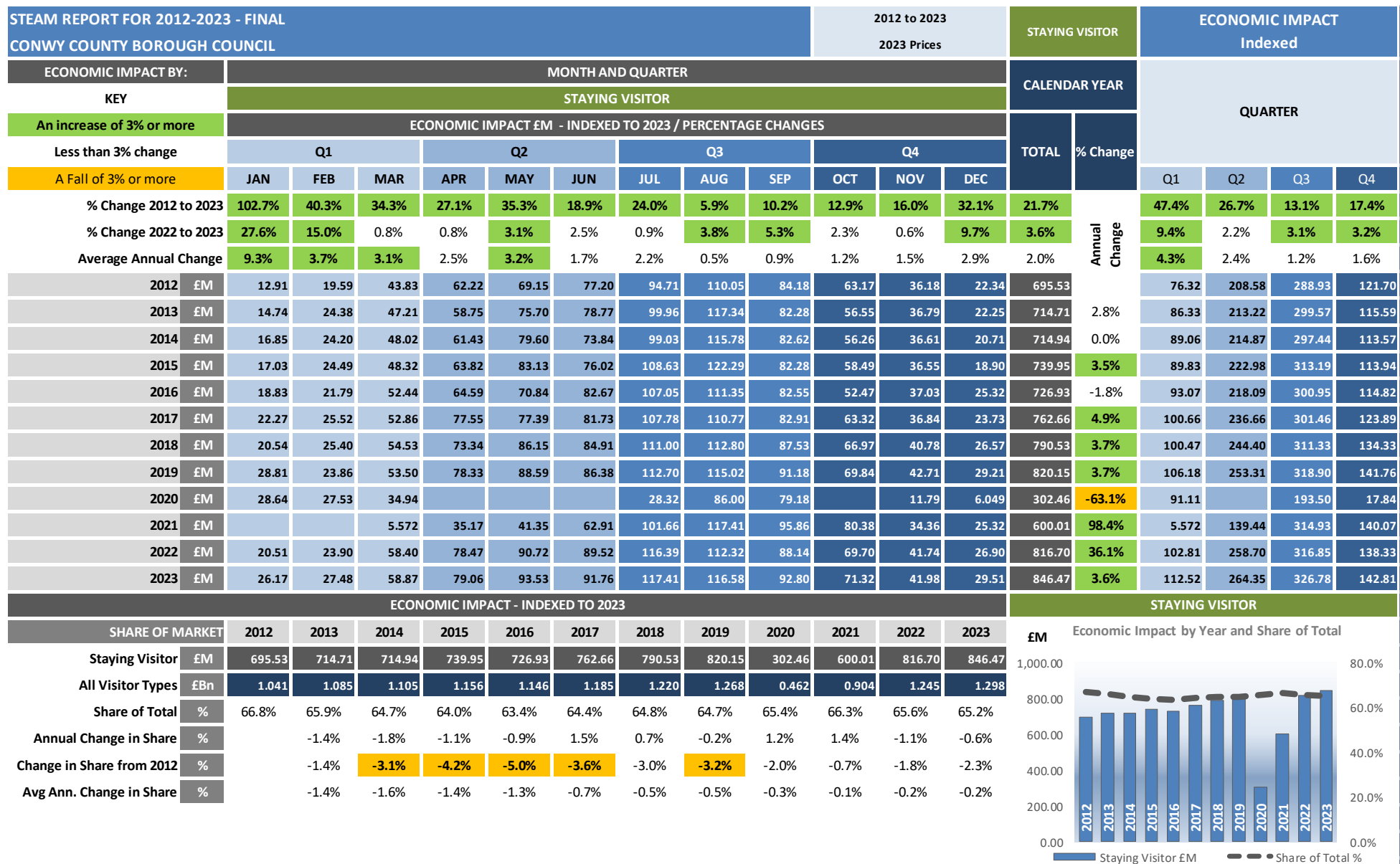


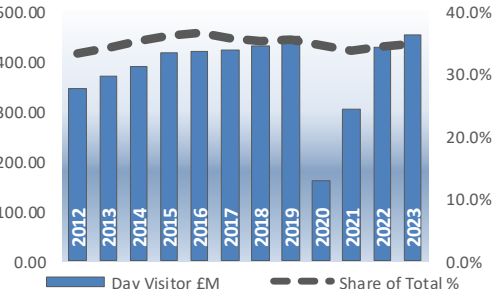
STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL											2012 to 2023 2023 Prices			SFR	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / 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 2012 to 2023		-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	Annual Change	-0.8%	-0.8%	-0.8%	-0.8%
% Change 2022 to 2023		-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%		-0.5%	-0.5%	-0.5%	-0.5%
Average Annual Change		-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%		-0.1%	-0.1%	-0.1%	-0.1%
2012	£M	2.628	0.883	1.005	2.397	1.542	1.188	1.927	2.040	1.051	1.050	0.818	2.369	18.90	0.3%	4.516	5.127	5.019	4.237
2013	£M	2.636	0.886	1.007	2.404	1.546	1.191	1.933	2.046	1.054	1.053	0.820	2.376	18.95		4.528	5.141	5.033	4.249
2014	£M	2.642	0.888	1.010	2.410	1.550	1.194	1.938	2.051	1.056	1.055	0.822	2.381	19.00		4.540	5.154	5.045	4.259
2015	£M	2.653	0.891	1.014	2.420	1.556	1.199	1.946	2.060	1.061	1.060	0.826	2.391	19.08	0.4%	4.559	5.175	5.066	4.277
2016	£M	2.652	0.891	1.013	2.418	1.556	1.198	1.944	2.058	1.060	1.059	0.825	2.390	19.07	-0.1%	4.556	5.172	5.063	4.275
2017	£M	2.659	0.893	1.016	2.425	1.560	1.201	1.950	2.064	1.063	1.062	0.828	2.396	19.12	0.3%	4.568	5.186	5.077	4.286
2018	£M	2.666	0.896	1.019	2.432	1.564	1.205	1.955	2.070	1.066	1.065	0.830	2.403	19.17	0.3%	4.581	5.201	5.091	4.298
2019	£M	2.673	0.898	1.022	2.438	1.568	1.208	1.961	2.075	1.069	1.068	0.832	2.410	19.22	0.3%	4.594	5.215	5.105	4.310
2020	£M	2.674	0.898	0.560				0.196	0.208					4.536	-76.4%	4.132		0.404	
2021	£M					0.158	0.122	0.989	1.047	0.539	0.539	0.420	1.215	5.028	10.9%		0.280	2.574	2.173
2022	£M	2.620	0.880	1.001	2.389	1.537	1.184	1.921	2.034	1.048	1.047	0.815	2.361	18.84	274.7%	4.501	5.110	5.003	4.223
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	-0.5%	4.479	5.085	4.978	4.203
ECONOMIC IMPACT - INDEXED TO 2023														SFR					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total					
SFR	£M	18.90	18.95	19.00	19.08	19.07	19.12	19.17	19.22	4.536	5.028	18.84	18.74						
All Visitor Types	£Bn	1.041	1.085	1.105	1.156	1.146	1.185	1.220	1.268	0.462	0.904	1.245	1.298						
Share of Total	%	1.8%	1.7%	1.7%	1.6%	1.7%	1.6%	1.6%	1.5%	1.0%	0.6%	1.5%	1.4%						
Annual Change in Share	%		-3.8%	-1.5%	-4.1%	0.9%	-3.0%	-2.6%	-3.6%	-35.2%	-43.4%	172.2%	-4.5%						
Change in Share from 2012	%		-3.8%	-5.2%	-9.1%	-8.3%	-11.1%	-13.4%	-16.5%	-45.9%	-69.4%	-16.6%	-20.4%						
Avg Ann. Change in Share	%		-3.8%	-2.6%	-3.0%	-2.1%	-2.2%	-2.2%	-2.4%	-5.7%	-7.7%	-1.7%	-1.9%						

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STEAM REPORT FOR 2012-2023 - FINAL CONWY COUNTY BOROUGH COUNCIL											2012 to 2023 2023 Prices			DAY VISITOR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES												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 2012 to 2023		42.6%	-1.9%	-5.0%	24.1%	34.5%	41.0%	43.4%	48.6%	21.0%	6.8%	41.7%	-4.5%		30.5%	0.9%	32.7%	39.8%	12.4%	
% Change 2022 to 2023		15.9%	12.4%	-1.9%	5.6%	16.5%	-1.1%	3.3%	3.7%	8.7%	1.7%	10.5%	0.3%		5.4%	6.3%	6.6%	4.6%	3.5%	
Average Annual Change		3.9%	-0.2%	-0.5%	2.2%	3.1%	3.7%	3.9%	4.4%	1.9%	0.6%	3.8%	-0.4%		2.8%	0.1%	3.0%	3.6%	1.1%	
2012	£M	3.673	18.42	17.71	42.61	39.65	35.99	53.49	63.60	39.87	22.73	5.691	2.413	345.85	39.80	118.26	156.97	30.83		
2013	£M	3.276	15.11	15.65	39.22	55.31	39.01	62.27	72.85	38.77	20.86	5.997	2.086	370.39		7.1%	34.03	133.54	173.88	28.94
2014	£M	3.508	15.89	16.90	46.71	53.27	39.07	61.90	79.68	42.66	22.42	5.827	2.020	389.85		5.3%	36.30	139.05	184.23	30.27
2015	£M	3.759	17.55	17.83	48.78	56.04	41.23	67.74	85.16	46.23	23.89	6.141	2.179	416.53		6.8%	39.14	146.06	199.13	32.21
2016	£M	3.807	17.76	22.03	40.63	51.00	46.05	67.24	89.74	46.54	25.05	6.614	2.507	418.95		0.6%	43.59	137.68	203.51	34.17
2017	£M	3.741	18.46	14.85	52.42	51.06	44.80	69.75	87.23	47.41	21.65	8.132	2.642	422.14		0.8%	37.05	148.28	204.38	32.42
2018	£M	3.886	20.53	14.99	46.76	51.90	52.63	69.97	84.68	49.85	23.48	7.831	2.676	429.17		1.7%	39.40	151.29	204.49	33.99
2019	£M	4.284	23.54	15.85	53.25	53.00	48.89	72.13	91.01	48.98	25.17	8.991	3.039	448.14		4.4%	43.67	155.14	212.12	37.20
2020	£M	4.361	22.91	11.98			0.847	25.40	53.96	34.34	0.869	3.820	1.217	159.70		-64.4%	39.25	0.847	113.70	5.906
2021	£M			4.935			45.81	71.99	97.62	49.52	24.15	8.010	2.407	304.44		90.6%	4.935	45.81	219.13	34.57
2022	£M	4.517	16.08	17.16	50.09	45.78	51.31	74.28	91.14	44.41	23.88	7.301	2.299	428.25		40.7%	37.76	147.18	209.83	33.48
2023	£M	5.238	18.07	16.83	52.89	53.33	50.74	76.72	94.51	48.26	24.28	8.065	2.305	451.23		5.4%	40.14	156.95	219.49	34.65
ECONOMIC IMPACT - INDEXED TO 2023														DAY VISITOR						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total						
Day Visitor	£M	345.85	370.39	389.85	416.53	418.95	422.14	429.17	448.14	159.70	304.44	428.25	451.23							
All Visitor Types	£Bn	1.041	1.085	1.105	1.156	1.146	1.185	1.220	1.268	0.462	0.904	1.245	1.298							
Share of Total	%	33.2%	34.1%	35.3%	36.0%	36.6%	35.6%	35.2%	35.3%	34.6%	33.7%	34.4%	34.8%							
Annual Change in Share	%		2.8%	3.4%	2.1%	1.5%	-2.5%	-1.2%	0.4%	-2.2%	-2.6%	2.2%	1.1%							
Change in Share from 2012	%		2.8%	6.3%	8.4%	10.1%	7.3%	5.9%	6.4%	4.0%	1.4%	3.6%	4.7%							
Avg Ann. Change in Share	%		2.8%	3.1%	2.8%	2.5%	1.5%	1.0%	0.9%	0.5%	0.2%	0.4%	0.4%							
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