



## STEAM SUMMARY 2019 CONWY COUNTY BOROUGH COUNCIL

Total economic impact of tourism £M	996.18
% change on 2018 (£'s 2019)	4.0%

Total visitor days (Millions)	18.36
% change on 2018	3.1%
Staying visitor days (Millions)	11.14
% change on 2018	2.2%

Total visitor numbers (Millions)	9.79
% change on 2018	3.7%
Number of staying visitors (Millions)	2.57
% change on 2018	1.8%
Number of day visitors (Millions)	7.22
% change on 2018	4.4%

Number of FTE jobs supported by tourism spend	12,617
% change on 2018	5.2%