



## STEAM FINAL TREND REPORT FOR 2008-2019

Final

### CONWY COUNTY BOROUGH COUNCIL

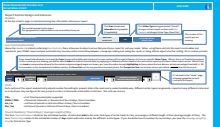
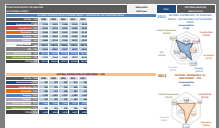
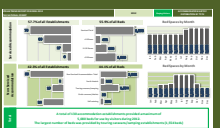
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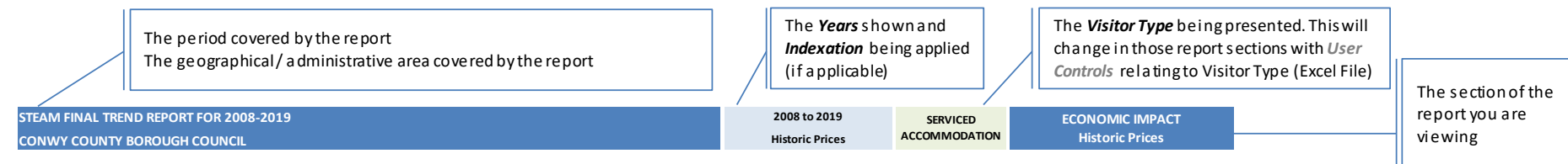
|                                                                                                                                       |                                                                                                                                                         |                                                                                                                                                    |                                                                                                                                                     |
|---------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>REPORT SECTIONS</b><br><br><b>Page</b>            | <b>USER GUIDE</b><br><br><b>3</b>                                      | <b>COMPARATIVE HEADLINES</b><br><br><b>4</b>                    | <b>KEY MEASURES</b><br><br><b>5-11</b>                           |
| <b>KEY IMPACT MEASURES:<br/>MONTHLY DATA BY<br/>VISITOR TYPE</b>                                                                      | <b>DISTRIBUTION OF IMPACT: <i>by Visitor Type</i></b><br><br><b>13</b> | <b>DISTRIBUTION OF IMPACT: <i>by Month</i></b><br><br><b>14</b> | <b>DISTRIBUTION OF IMPACT: <i>by Sector</i></b><br><br><b>15</b> |
| <b>UNINDEXED ECONOMIC IMPACT</b><br><br><b>16-22</b> | <b>VISITOR NUMBERS</b><br><br><b>23-29</b>                             | <b>VISITOR DAYS</b><br><br><b>30-36</b>                         | <b>DIRECT AND TOTAL EMPLOYMENT</b><br><br><b>37-43</b>           |
|                                                                                                                                       | <b>ACCOMMODATION SUPPLY</b><br><br><b>44</b>                          | <b>ANNEX</b>                                                                                                                                       | <b>INDEXED FINANCIAL DATA</b><br><br><b>45-59</b>               |



## Report Section Design and Features

### Headers

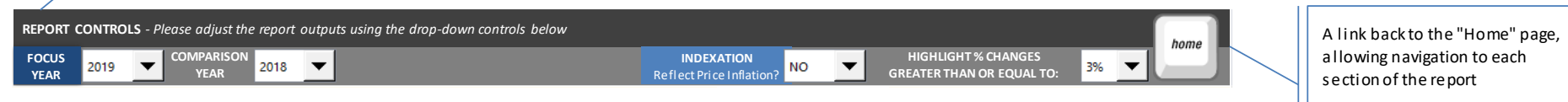
At the top of each page is a band containing key information about your report



### 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:

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

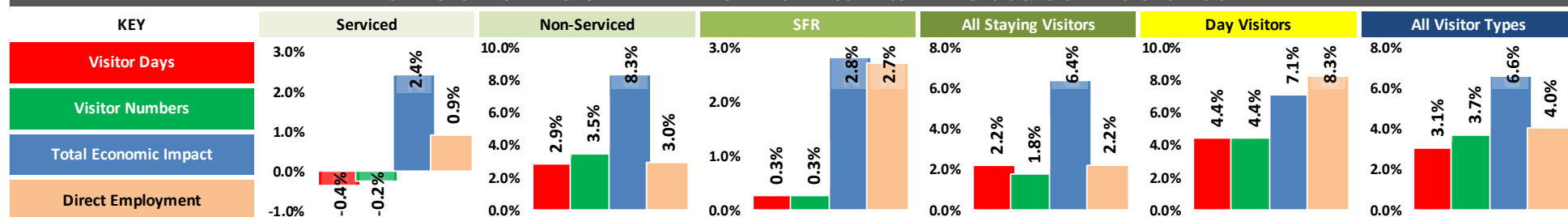
### Visitor Numbers / Visitor Days / Average Length of Stay

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

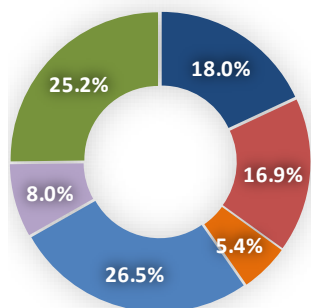
## KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2019 & 2018 - IN HISTORIC PRICES

| KEY                       |      |                               |        |       |              |        |       |                                          |       |       |                      |        |       |              |        |       |                   |        |       |
|---------------------------|------|-------------------------------|--------|-------|--------------|--------|-------|------------------------------------------|-------|-------|----------------------|--------|-------|--------------|--------|-------|-------------------|--------|-------|
| An increase of 3% or more |      | Staying in Paid Accommodation |        |       |              |        |       | Staying with Friends and Relatives (SFR) |       |       | All Staying Visitors |        |       | Day Visitors |        |       | All Visitor Types |        |       |
| Less than 3% change       |      | Serviced                      |        |       | Non-Serviced |        |       |                                          |       |       |                      |        |       |              |        |       |                   |        |       |
| A Fall of 3% or more      |      | 2019                          | 2018   | +/- % | 2019         | 2018   | +/- % | 2019                                     | 2018  | +/- % | 2019                 | 2018   | +/- % | 2019         | 2018   | +/- % | 2019              | 2018   | +/- % |
| Visitor Days              | M    | 1.795                         | 1.802  | -0.4% | 8.909        | 8.662  | 2.9%  | 0.431                                    | 0.430 | 0.3%  | 11.14                | 10.89  | 2.2%  | 7.220        | 6.914  | 4.4%  | 18.36             | 17.81  | 3.1%  |
| Visitor Numbers           | M    | 1.017                         | 1.020  | -0.2% | 1.374        | 1.327  | 3.5%  | 0.181                                    | 0.180 | 0.3%  | 2.572                | 2.528  | 1.8%  | 7.220        | 6.914  | 4.4%  | 9.792             | 9.441  | 3.7%  |
| Direct Expenditure        | £M   |                               |        |       |              |        |       |                                          |       |       |                      |        |       |              |        |       | 745.20            | 700.17 | 6.4%  |
| Economic Impact           | £M   | 190.63                        | 186.12 | 2.4%  | 438.46       | 404.77 | 8.3%  | 15.10                                    | 14.69 | 2.8%  | 644.19               | 605.57 | 6.4%  | 351.99       | 328.75 | 7.1%  | 996.18            | 934.32 | 6.6%  |
| Direct Employment         | FTEs | 2,424                         | 2,402  | 0.9%  | 4,363        | 4,238  | 3.0%  | 144                                      | 141   | 2.7%  | 6,932                | 6,781  | 2.2%  | 3,126        | 2,888  | 8.3%  | 10,058            | 9,668  | 4.0%  |
| Total Employment          | FTEs |                               |        |       |              |        |       |                                          |       |       |                      |        |       |              |        |       | 12,617            | 11,989 | 5.2%  |

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2019 & 2018 - IN HISTORIC PRICES



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



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

| 2019          | 2018          | +/- %       |
|---------------|---------------|-------------|
| 179.67        | 165.04        | 8.9%        |
| 168.58        | 159.64        | 5.6%        |
| 53.35         | 50.52         | 5.6%        |
| 263.67        | 249.26        | 5.8%        |
| 79.93         | 75.71         | 5.6%        |
| <b>745.20</b> | <b>700.17</b> | <b>6.4%</b> |
| 250.98        | 234.15        | 7.2%        |
| <b>996.18</b> | <b>934.32</b> | <b>6.6%</b> |

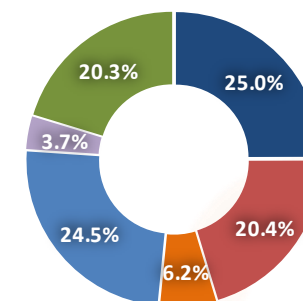
## Sectors

| Sectors |                     |
|---------|---------------------|
|         | Accommodation       |
|         | Food & Drink        |
|         | Recreation          |
|         | Shopping            |
|         | Transport           |
|         | <b>TOTAL DIRECT</b> |
|         | Indirect            |
|         | <b>TOTAL</b>        |

### Sectoral Distribution of Employment - FTEs

| 2019   | 2018   | +/- % |
|--------|--------|-------|
| 3,149  | 3,169  | -0.6% |
| 2,571  | 2,551  | 0.8%  |
| 786    | 696    | 13.0% |
| 3,092  | 2,832  | 9.1%  |
| 461    | 420    | 9.8%  |
| 10,058 | 9,668  | 4.0%  |
| 2,559  | 2,320  | 10.3% |
| 12,617 | 11,989 | 5.2%  |

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

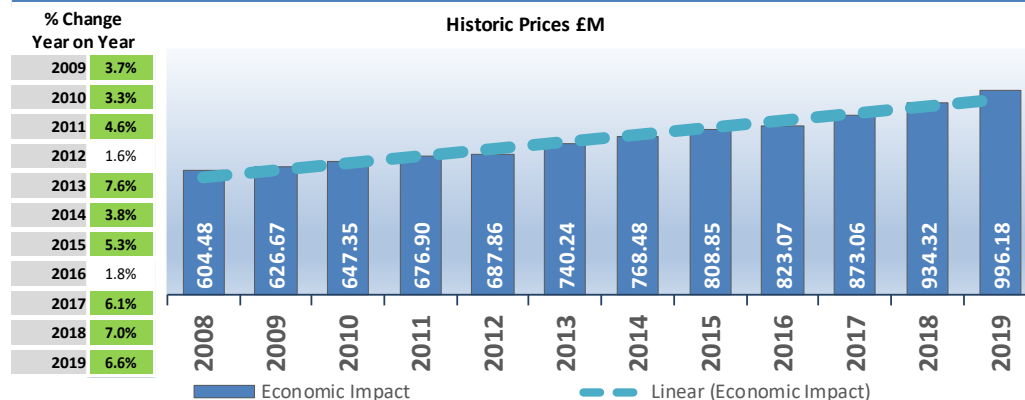


## Unindexed Key Measures by Year and Visitor Type for the Period 2008 to 2019

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

STEAM FINAL TREND REPORT FOR 2008-2019  
CONWY COUNTY BOROUGH COUNCIL

Economic Impact - Historic Prices - Total

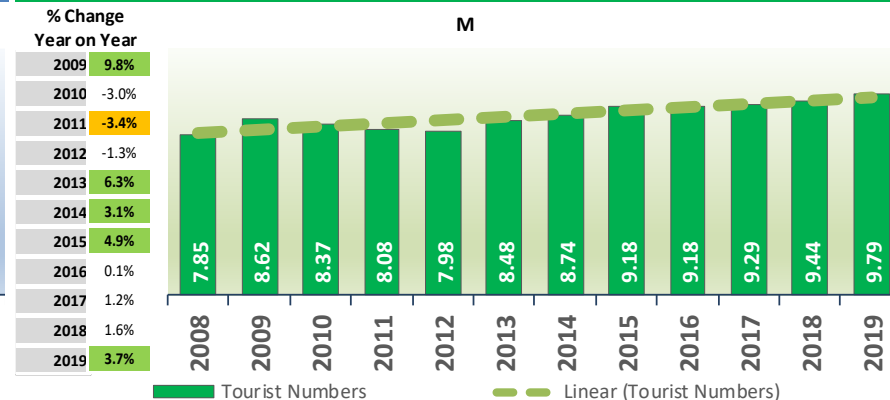


2008 to 2019  
Historic Prices

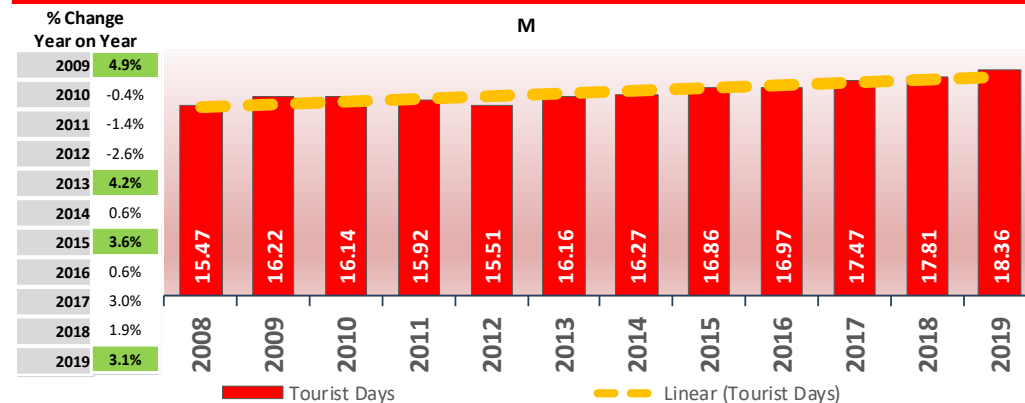
TOTAL

KEY MEASURES  
Historic Prices

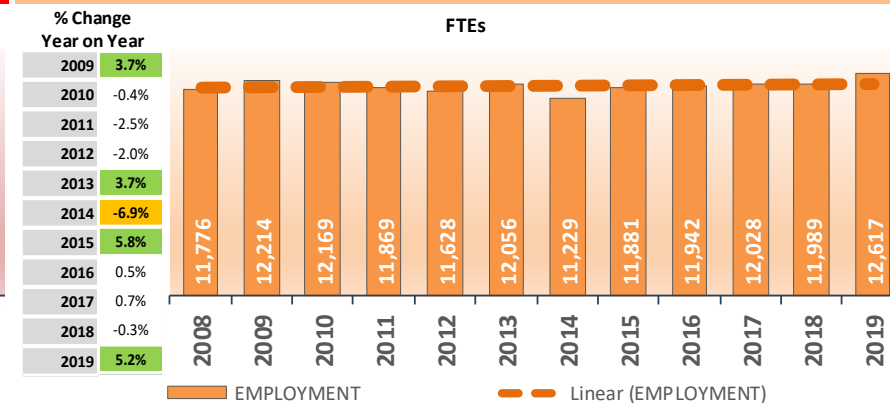
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total

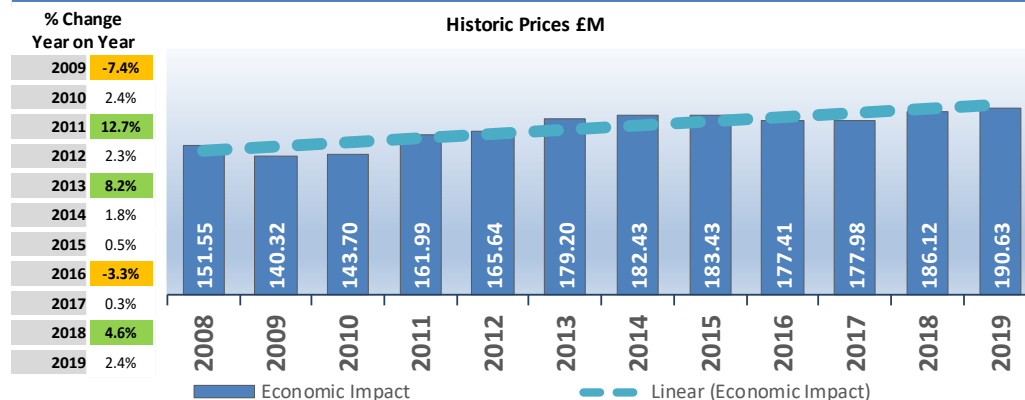


| % Change from 2008                | 2008 | 2009 | 2010 | 2011  | 2012  | 2013  | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  |
|-----------------------------------|------|------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Economic Impact - Historic Prices |      | 3.7% | 7.1% | 12.0% | 13.8% | 22.5% | 27.1% | 33.8% | 36.2% | 44.4% | 54.6% | 64.8% |
| Visitor Numbers                   |      | 9.8% | 6.5% | 3.0%  | 1.6%  | 8.0%  | 11.4% | 16.9% | 17.0% | 18.3% | 20.2% | 24.7% |
| Visitor Days                      |      | 4.9% | 4.4% | 2.9%  | 0.3%  | 4.5%  | 5.2%  | 9.0%  | 9.7%  | 13.0% | 15.1% | 18.7% |
| Total Employment                  |      | 3.7% | 3.3% | 0.8%  | -1.3% | 2.4%  | -4.6% | 0.9%  | 1.4%  | 2.1%  | 1.8%  | 7.1%  |

"Linear" = Linear Trendline

**STEAM FINAL TREND REPORT FOR 2008-2019**  
**CONWY COUNTY BOROUGH COUNCIL**

**Economic Impact - Historic Prices - Serviced Accommodation**

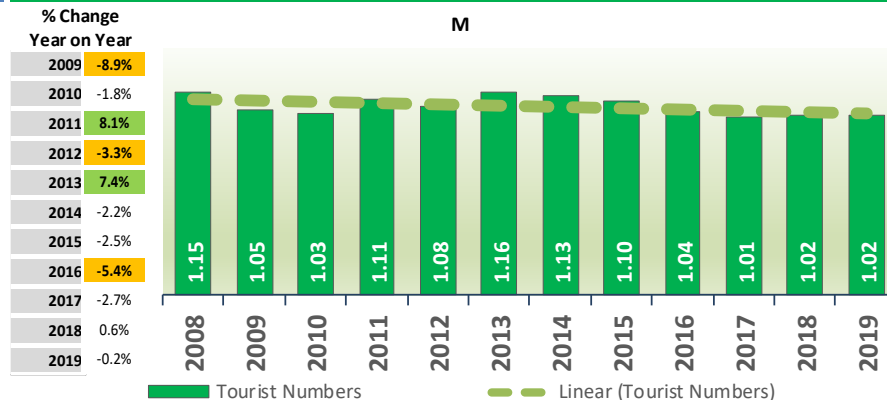


**2008 to 2019**  
**Historic Prices**

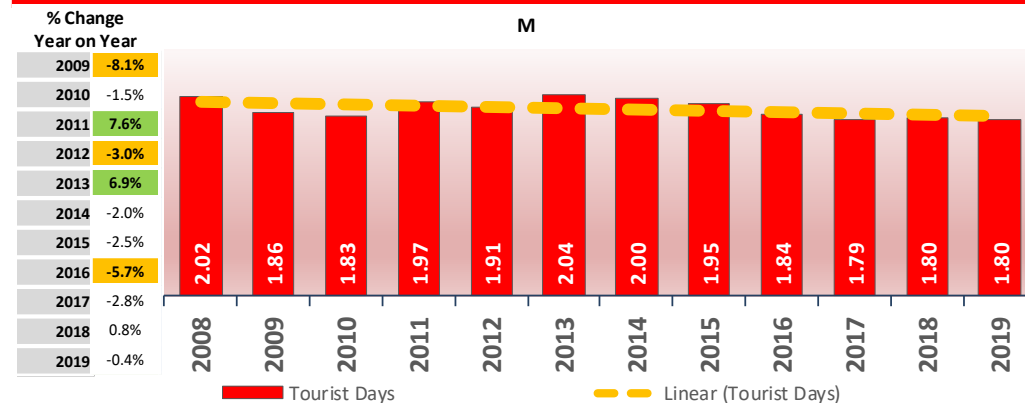
**SERVICED**  
**ACCOMMODATION**

**KEY MEASURES**  
**Historic Prices**

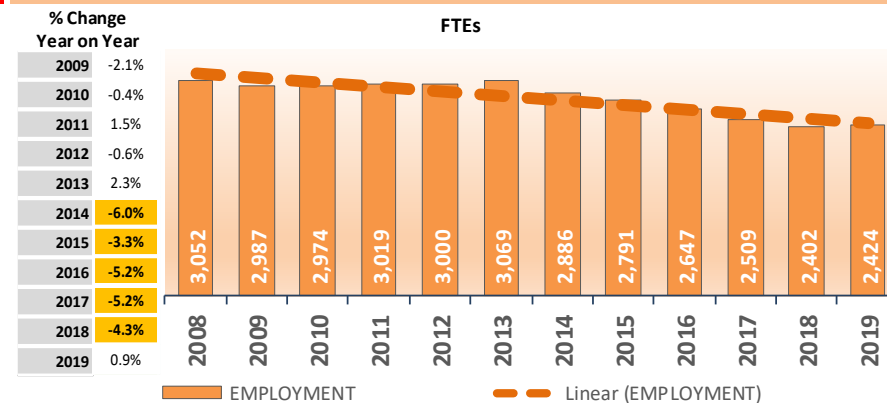
**Visitor Numbers - Serviced Accommodation**



**Visitor Days - Serviced Accommodation**



**Direct Employment Supported - Serviced Accommodation**

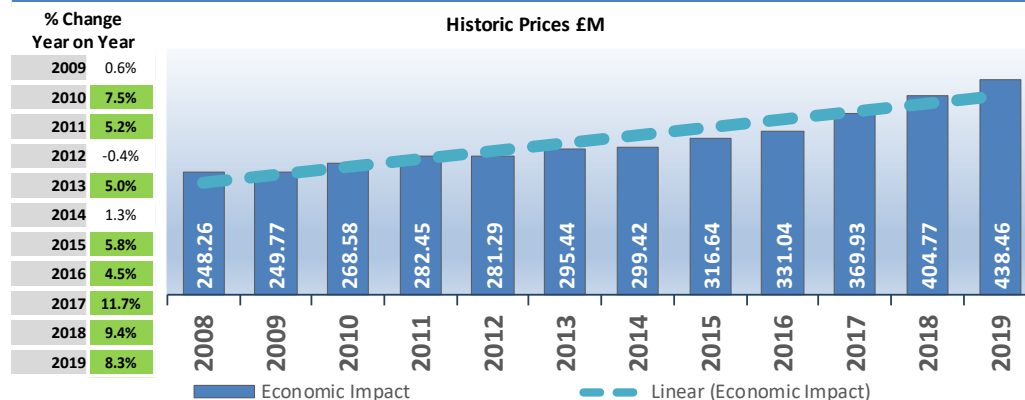


| % Change from 2008                | 2008 | 2009  | 2010   | 2011  | 2012  | 2013  | 2014  | 2015  | 2016   | 2017   | 2018   | 2019   |
|-----------------------------------|------|-------|--------|-------|-------|-------|-------|-------|--------|--------|--------|--------|
| Economic Impact - Historic Prices |      | -7.4% | -5.2%  | 6.9%  | 9.3%  | 18.2% | 20.4% | 21.0% | 17.1%  | 17.4%  | 22.8%  | 25.8%  |
| Visitor Numbers                   |      | -8.9% | -10.6% | -3.4% | -6.5% | 0.4%  | -1.8% | -4.3% | -9.4%  | -11.9% | -11.4% | -11.6% |
| Visitor Days                      |      | -8.1% | -9.5%  | -2.6% | -5.5% | 1.0%  | -0.9% | -3.4% | -8.9%  | -11.5% | -10.7% | -11.1% |
| Direct Employment                 |      | -2.1% | -2.5%  | -1.1% | -1.7% | 0.6%  | -5.4% | -8.6% | -13.3% | -17.8% | -21.3% | -20.6% |

"Linear" = Linear Trendline

**STEAM FINAL TREND REPORT FOR 2008-2019**  
**CONWY COUNTY BOROUGH COUNCIL**

**Economic Impact - Historic Prices - Non-Serviced Accommodation**

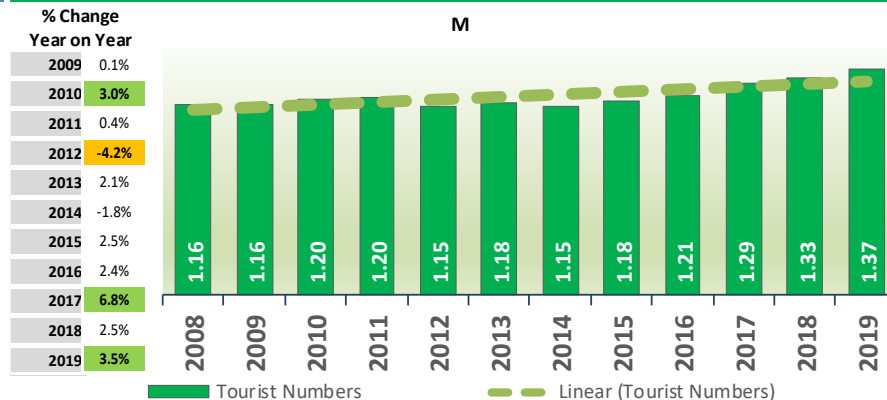


**2008 to 2019**  
**Historic Prices**

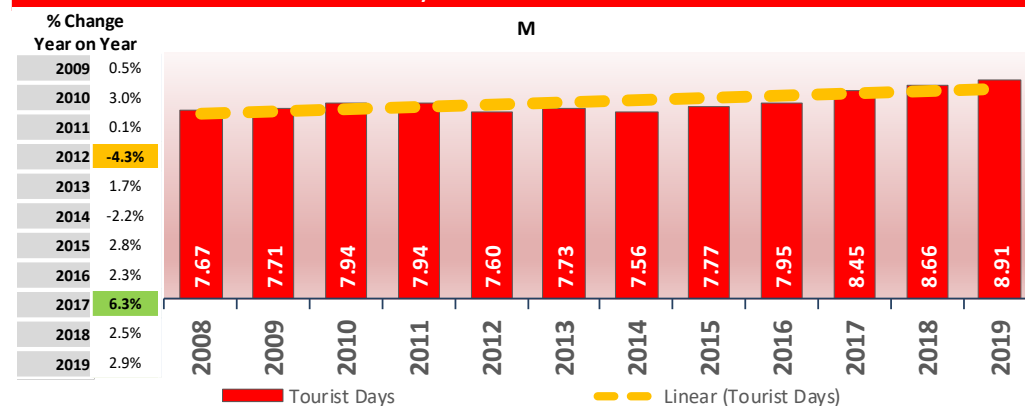
**NON-SERVICED  
 ACCOMMODATION**

**KEY MEASURES**  
**Historic Prices**

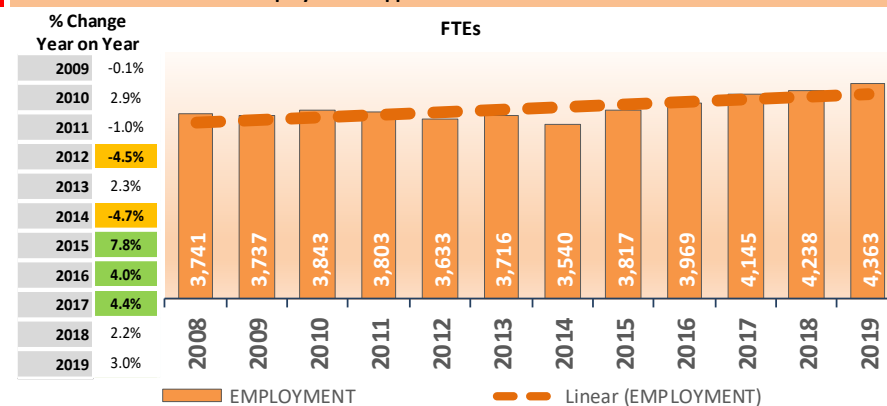
**Visitor Numbers - Non-Serviced Accommodation**



**Visitor Days - Non-Serviced Accommodation**



**Direct Employment Supported - Non-Serviced Accommodation**



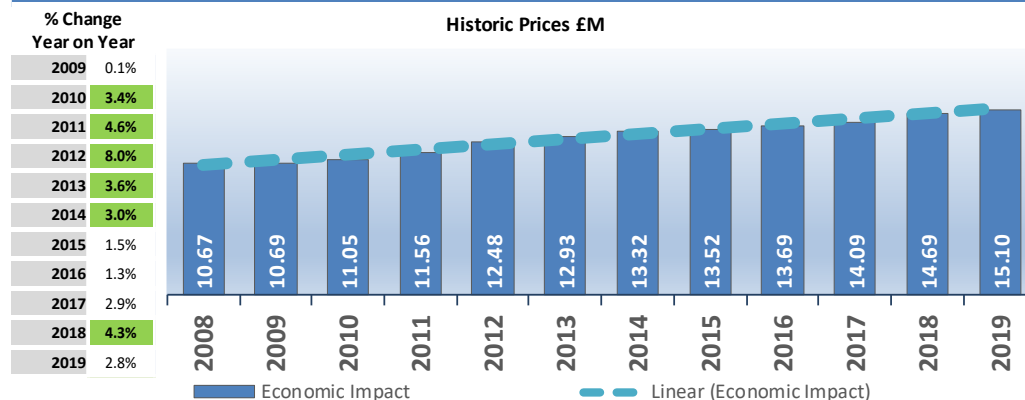
| % Change from 2008                | 2008 | 2009  | 2010 | 2011  | 2012  | 2013  | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  |
|-----------------------------------|------|-------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Economic Impact - Historic Prices |      | 0.6%  | 8.2% | 13.8% | 13.3% | 19.0% | 20.6% | 27.5% | 33.3% | 49.0% | 63.0% | 76.6% |
| Visitor Numbers                   |      | 0.1%  | 3.1% | 3.5%  | -0.8% | 1.2%  | -0.6% | 1.9%  | 4.3%  | 11.4% | 14.3% | 18.3% |
| Visitor Days                      |      | 0.5%  | 3.5% | 3.6%  | -0.9% | 0.8%  | -1.4% | 1.4%  | 3.7%  | 10.2% | 13.0% | 16.2% |
| Direct Employment                 |      | -0.1% | 2.7% | 1.7%  | -2.9% | -0.7% | -5.4% | 2.0%  | 6.1%  | 10.8% | 13.3% | 16.6% |

"Linear" = Linear Trendline



STEAM FINAL TREND REPORT FOR 2008-2019  
CONWY COUNTY BOROUGH COUNCIL

Economic Impact - Historic Prices - SFR

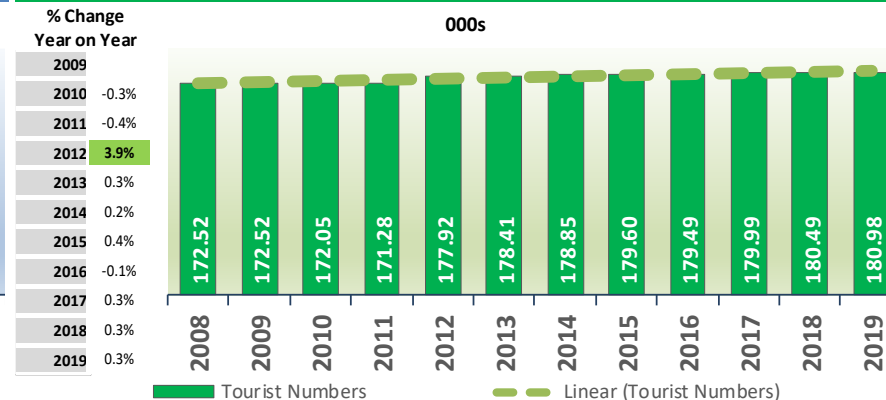


2008 to 2019  
Historic Prices

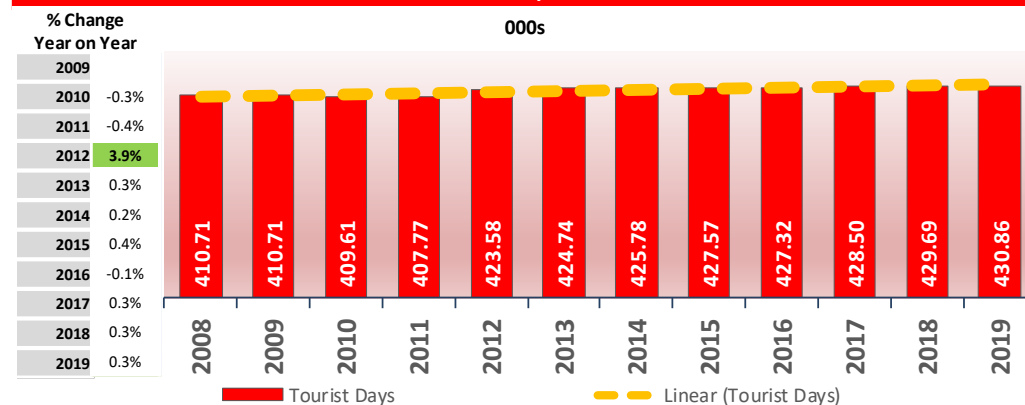
SFR

KEY MEASURES  
Historic Prices

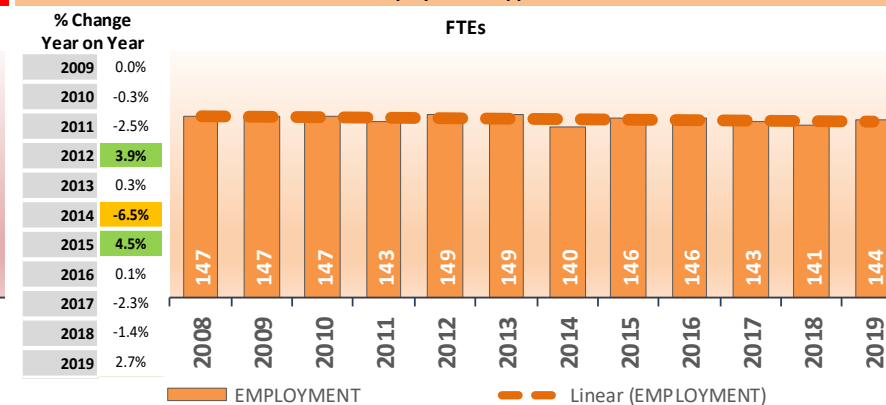
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR

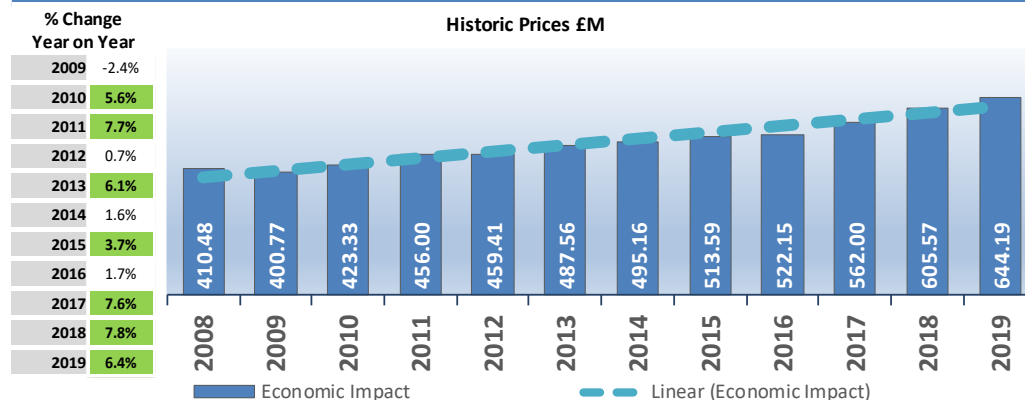


| % Change from 2008                | 2008 | 2009 | 2010  | 2011  | 2012  | 2013  | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  |
|-----------------------------------|------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Economic Impact - Historic Prices |      | 0.1% | 3.6%  | 8.4%  | 17.0% | 21.2% | 24.8% | 26.7% | 28.3% | 32.0% | 37.6% | 41.5% |
| Visitor Numbers                   |      |      | -0.3% | -0.7% | 3.1%  | 3.4%  | 3.7%  | 4.1%  | 4.0%  | 4.3%  | 4.6%  | 4.9%  |
| Visitor Days                      |      |      | -0.3% | -0.7% | 3.1%  | 3.4%  | 3.7%  | 4.1%  | 4.0%  | 4.3%  | 4.6%  | 4.9%  |
| Direct Employment                 |      | 0.0% | -0.3% | -2.8% | 1.0%  | 1.3%  | -5.3% | -1.0% | -0.9% | -3.2% | -4.6% | -2.0% |

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2008-2019  
CONWY COUNTY BOROUGH COUNCIL

Economic Impact - Historic Prices - Staying Visitor

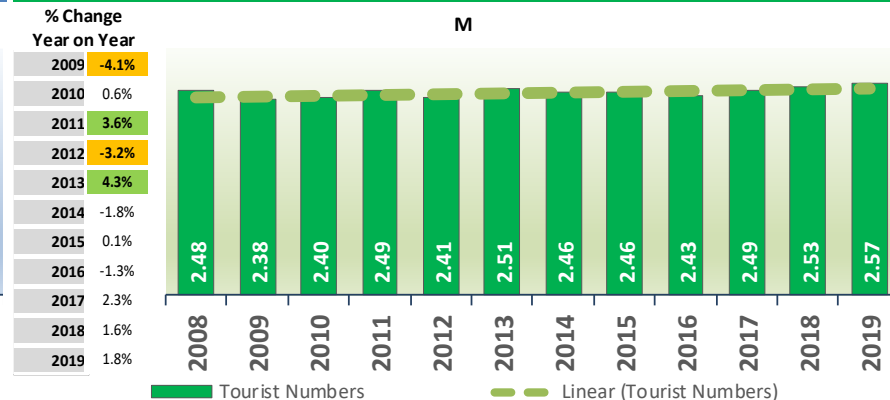


2008 to 2019  
Historic Prices

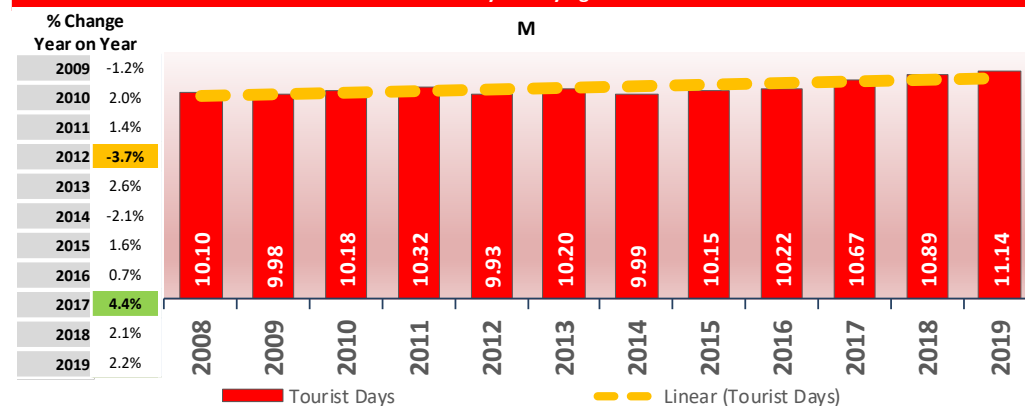
STAYING VISITOR

KEY MEASURES  
Historic Prices

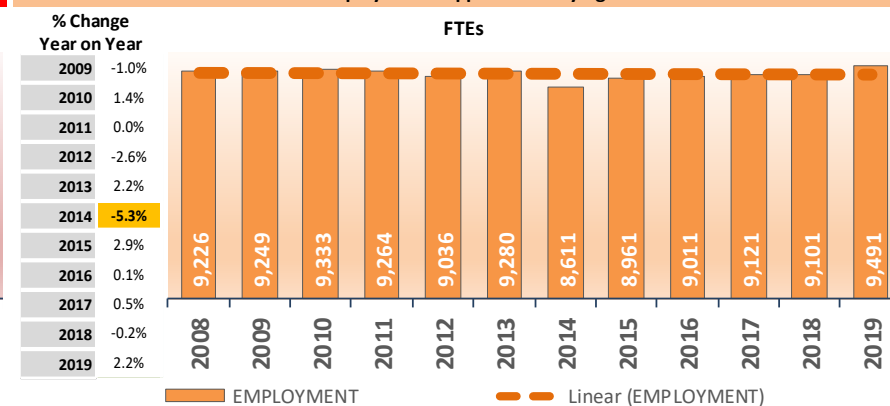
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor

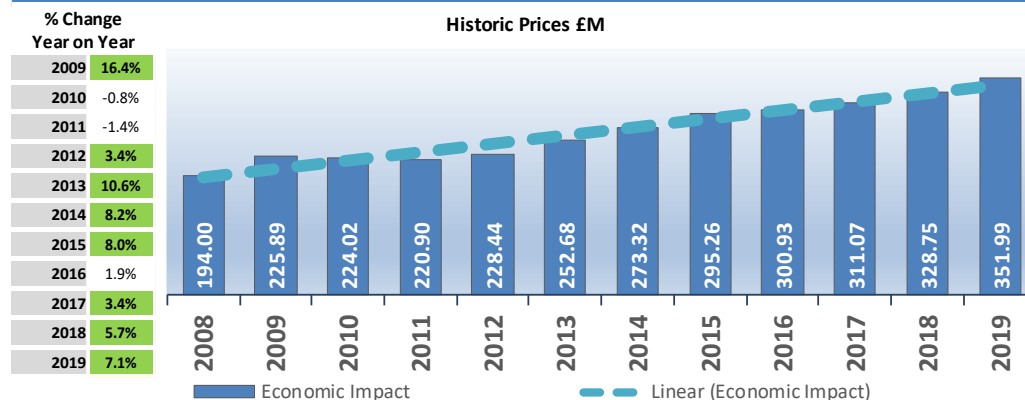


| % Change from 2008                | 2008 | 2009  | 2010  | 2011  | 2012  | 2013  | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  |
|-----------------------------------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Economic Impact - Historic Prices |      | -2.4% | 3.1%  | 11.1% | 11.9% | 18.8% | 20.6% | 25.1% | 27.2% | 36.9% | 47.5% | 56.9% |
| Visitor Numbers                   |      | -4.1% | -3.5% | 0.0%  | -3.2% | 1.0%  | -0.9% | -0.8% | -2.1% | 0.1%  | 1.7%  | 3.5%  |
| Visitor Days                      |      | -1.2% | 0.8%  | 2.2%  | -1.6% | 1.0%  | -1.1% | 0.5%  | 1.2%  | 5.7%  | 7.9%  | 10.3% |
| Direct Employment                 |      | 0.3%  | 1.2%  | 0.4%  | -2.1% | 0.6%  | -6.7% | -2.9% | -2.3% | -1.1% | -1.4% | 2.9%  |

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - Day Visitor

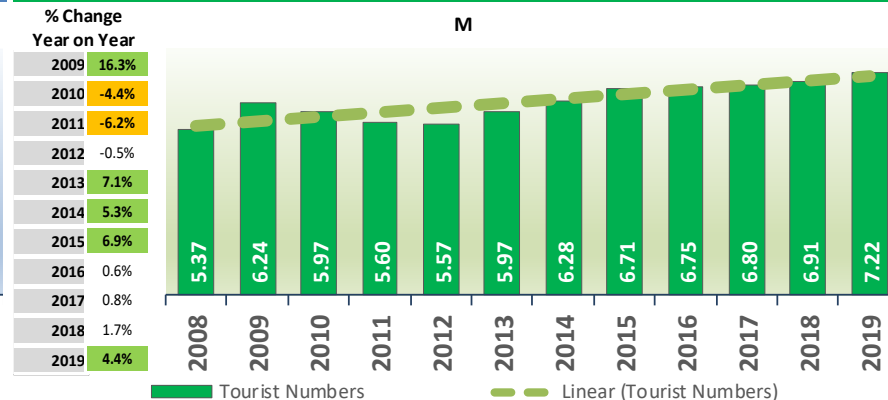


2008 to 2019  
Historic Prices

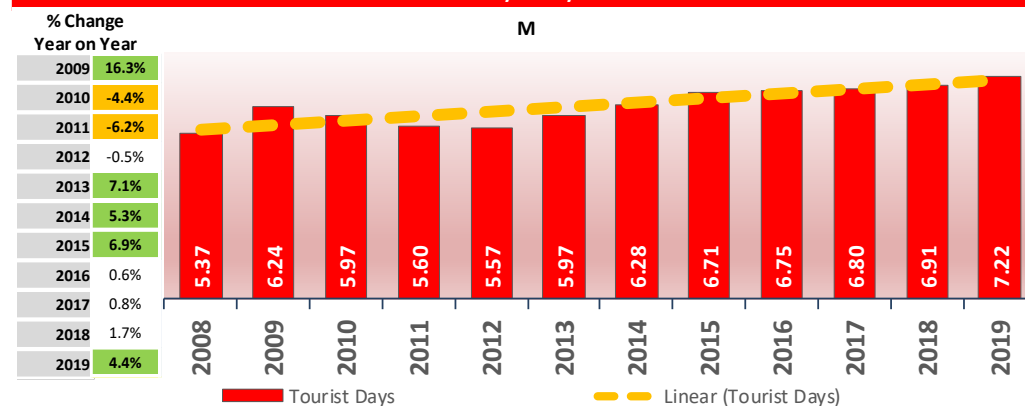
DAY VISITOR

KEY MEASURES  
Historic Prices

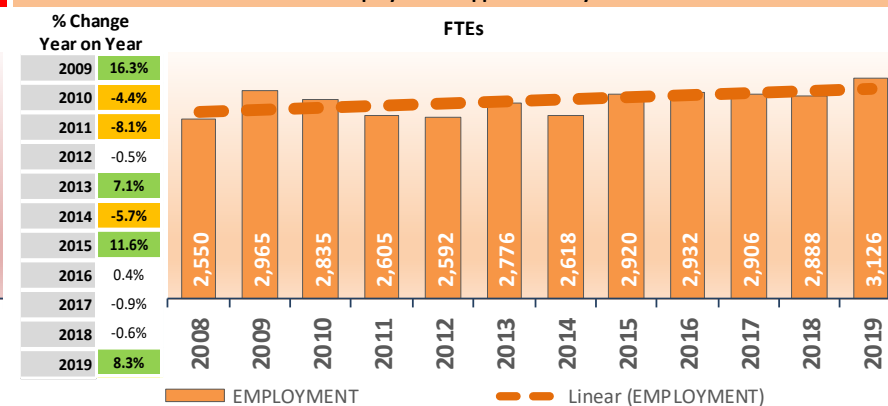
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



| % Change from 2008                | 2008 | 2009  | 2010  | 2011  | 2012  | 2013  | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  |
|-----------------------------------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Economic Impact - Historic Prices |      | 16.4% | 15.5% | 13.9% | 17.8% | 30.2% | 40.9% | 52.2% | 55.1% | 60.3% | 69.5% | 81.4% |
| Visitor Numbers                   |      | 16.3% | 11.2% | 4.3%  | 3.8%  | 11.2% | 17.0% | 25.0% | 25.8% | 26.7% | 28.8% | 34.5% |
| Visitor Days                      |      | 16.3% | 11.2% | 4.3%  | 3.8%  | 11.2% | 17.0% | 25.0% | 25.8% | 26.7% | 28.8% | 34.5% |
| Direct Employment                 |      | 16.3% | 11.2% | 2.2%  | 1.7%  | 8.9%  | 2.7%  | 14.5% | 15.0% | 14.0% | 13.3% | 22.6% |

"Linear" = Linear Trendline

## Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2008 to 2019

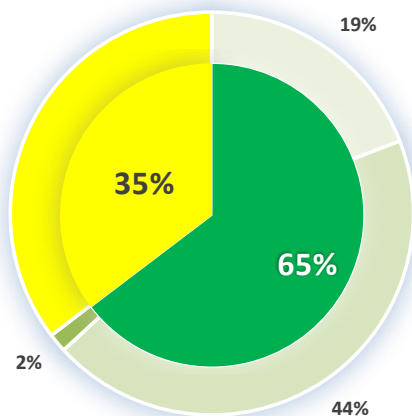
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

STEAM FINAL TREND REPORT FOR 2008-2019  
CONWY COUNTY BOROUGH COUNCIL

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

**TOTAL**  
**£996.18m**

|                 | £M            |
|-----------------|---------------|
| Serviced        | 190.63        |
| Non-Serviced    | 438.46        |
| SFR             | 15.10         |
| Staying Visitor | 644.19        |
| Day Visitor     | 351.99        |
| <b>Total</b>    | <b>996.18</b> |



2019  
Historic Prices

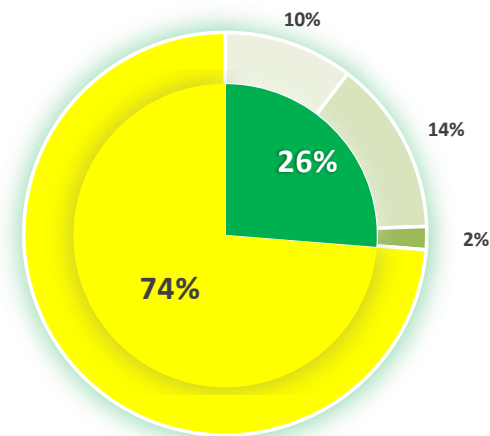
TOTAL

DISTRIBUTION BY VISITOR TYPE  
Historic Prices

Visitor Numbers - 2019 - M - Share of Total

**TOTAL**  
**9.79m**

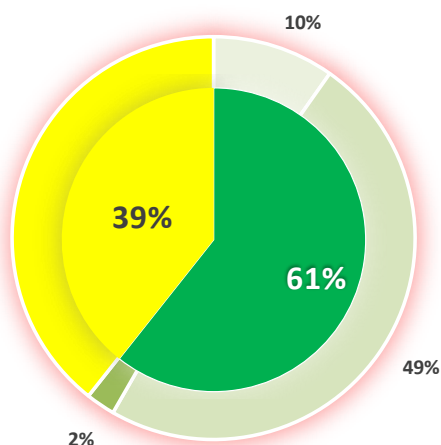
|                 | M           |
|-----------------|-------------|
| Serviced        | 1.02        |
| Non-Serviced    | 1.37        |
| SFR             | 0.18        |
| Staying Visitor | 2.57        |
| Day Visitor     | 7.22        |
| <b>Total</b>    | <b>9.79</b> |



Visitor Days - 2019 - M - Share of Total

**TOTAL**  
**18.36m**

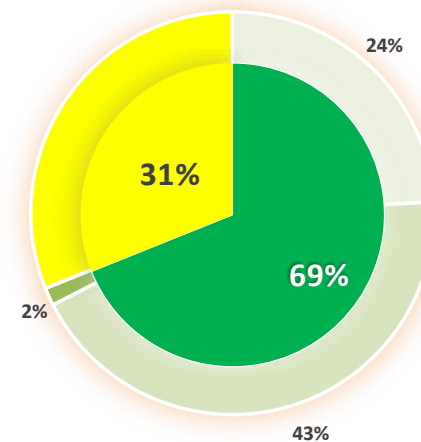
|                 | M            |
|-----------------|--------------|
| Serviced        | 1.80         |
| Non-Serviced    | 8.91         |
| SFR             | 0.43         |
| Staying Visitor | 11.14        |
| Day Visitor     | 7.22         |
| <b>Total</b>    | <b>18.36</b> |



Direct Employment Supported - 2019 - FTEs - Share of Total

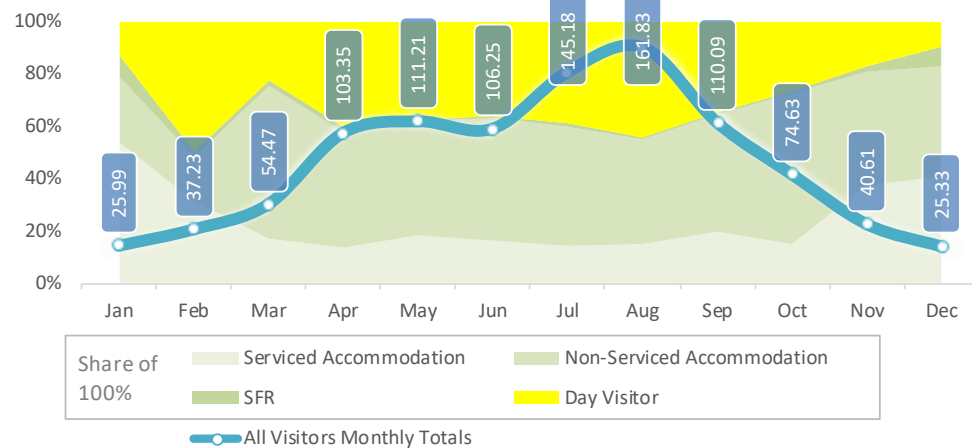
**TOTAL**  
**10,058 Direct FTEs**  
**12,617 Total FTEs**

|                 | FTEs          |
|-----------------|---------------|
| Serviced        | 2,424         |
| Non-Serviced    | 4,363         |
| SFR             | 144           |
| Staying Visitor | 6,932         |
| Day Visitor     | 3,126         |
| <b>Total</b>    | <b>10,058</b> |



**STEAM FINAL TREND REPORT FOR 2008-2019**  
**CONWY COUNTY BOROUGH COUNCIL**

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

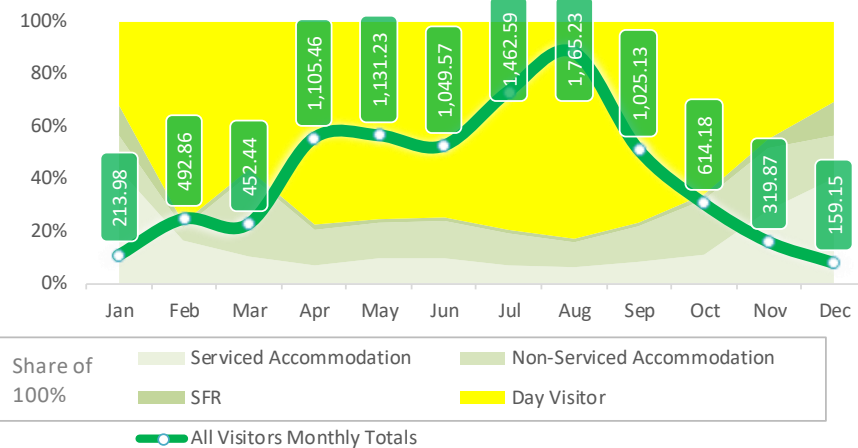


**2019**  
**Historic Prices**

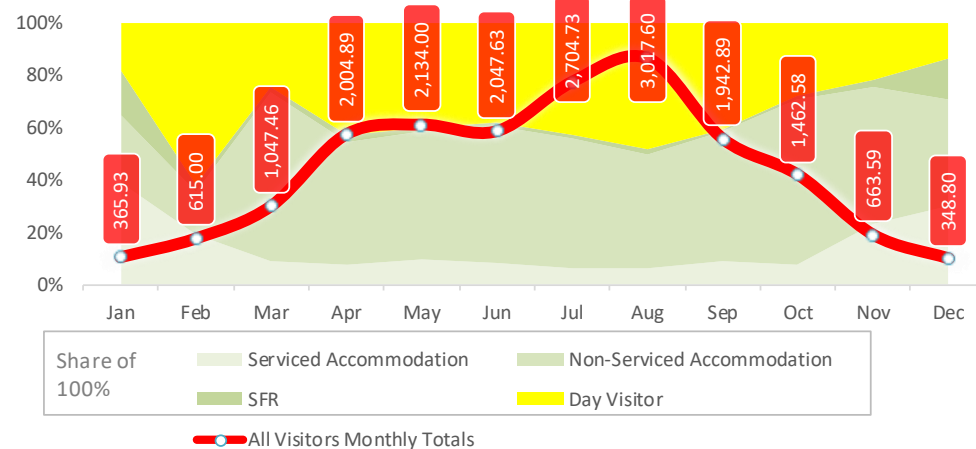
**TOTAL**

**DISTRIBUTION BY MONTH**  
**Historic Prices**

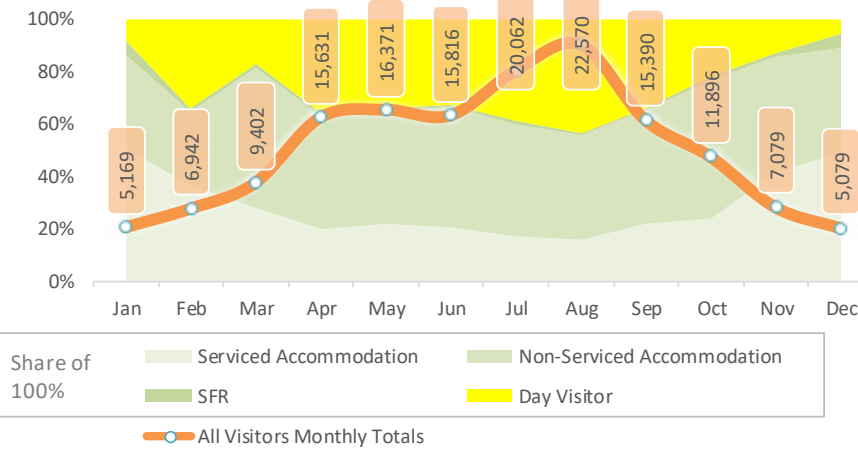
**Visitor Numbers - 2019 - 000s - Distribution of Impact by Month**



**Visitor Days - 2019 - 000s - Distribution of Impact by Month**



**Direct Employment Supported - 2019 - FTEs - Distribution of Impact by Month**



STEAM FINAL TREND REPORT FOR 2008-2019  
CONWY COUNTY BOROUGH COUNCIL

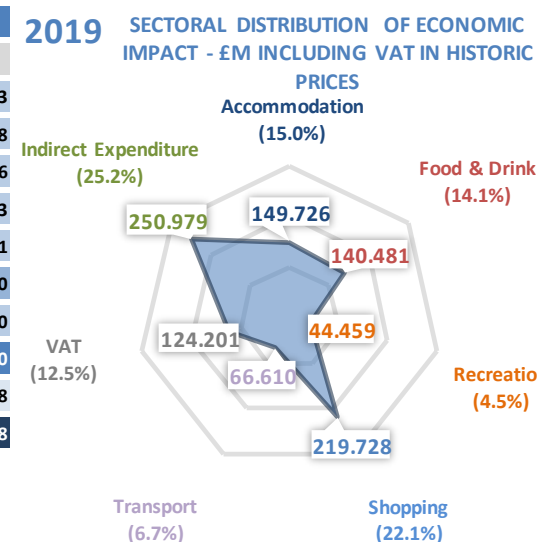
2008 to 2019  
Historic Prices

TOTAL

SECTORAL ANALYSIS  
Historic Prices

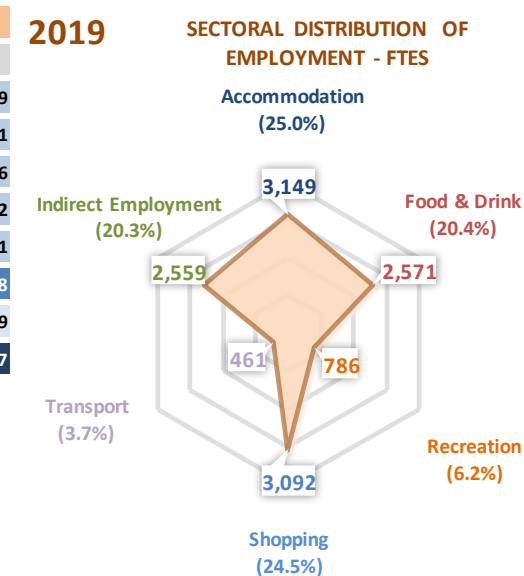
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

| SECTOR / YEAR           | 2008   | 2009   | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017   | 2018   | 2019   |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Accommodation £M        | 88.48  | 84.83  | 88.65  | 94.31  | 98.02  | 103.95 | 107.68 | 112.24 | 114.18 | 123.73 | 137.54 | 149.73 |
| Food & Drink £M         | 90.52  | 94.50  | 97.72  | 99.58  | 100.84 | 108.67 | 111.72 | 116.84 | 118.95 | 125.56 | 133.03 | 140.48 |
| Recreation £M           | 28.37  | 29.31  | 30.80  | 31.81  | 31.16  | 33.79  | 34.17  | 36.46  | 37.21  | 39.79  | 42.10  | 44.46  |
| Shopping £M             | 137.95 | 148.16 | 151.33 | 152.23 | 154.34 | 167.14 | 175.62 | 185.79 | 188.65 | 197.23 | 207.72 | 219.73 |
| Transport £M            | 42.82  | 44.89  | 46.45  | 47.43  | 47.51  | 51.37  | 52.89  | 55.86  | 56.73  | 59.78  | 63.09  | 66.61  |
| Direct Revenue £M       | 388.14 | 401.69 | 414.95 | 425.37 | 431.88 | 464.92 | 482.08 | 507.19 | 515.72 | 546.10 | 583.48 | 621.00 |
| VAT £M                  | 67.92  | 70.30  | 72.62  | 85.07  | 86.38  | 92.98  | 96.42  | 101.44 | 103.14 | 109.22 | 116.70 | 124.20 |
| Direct Expenditure £M   | 456.06 | 471.98 | 487.56 | 510.44 | 518.25 | 557.90 | 578.49 | 608.63 | 618.86 | 655.32 | 700.17 | 745.20 |
| Indirect Expenditure £M | 148.42 | 154.69 | 159.78 | 166.46 | 169.61 | 182.34 | 189.98 | 200.22 | 204.21 | 217.74 | 234.15 | 250.98 |
| TOTAL £M                | 604.48 | 626.67 | 647.35 | 676.90 | 687.86 | 740.24 | 768.48 | 808.85 | 823.07 | 873.06 | 934.32 | 996.18 |



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

| SECTOR / YEAR            | 2008   | 2009   | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017   | 2018   | 2019   |
|--------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Accommodation FTEs       | 3,195  | 3,191  | 3,199  | 3,196  | 3,191  | 3,237  | 3,224  | 3,208  | 3,192  | 3,169  | 3,169  | 3,149  |
| Food & Drink FTEs        | 2,112  | 2,202  | 2,195  | 2,129  | 2,074  | 2,164  | 2,351  | 2,542  | 2,555  | 2,475  | 2,551  | 2,571  |
| Recreation FTEs          | 803    | 829    | 840    | 825    | 778    | 817    | 636    | 650    | 704    | 747    | 696    | 786    |
| Shopping FTEs            | 2,934  | 3,147  | 3,099  | 2,967  | 2,894  | 3,035  | 2,595  | 2,862  | 2,826  | 2,884  | 2,832  | 3,092  |
| Transport FTEs           | 446    | 467    | 466    | 453    | 437    | 457    | 376    | 413    | 416    | 427    | 420    | 461    |
| Direct Employment FTEs   | 9,491  | 9,836  | 9,800  | 9,570  | 9,374  | 9,710  | 9,183  | 9,674  | 9,693  | 9,703  | 9,668  | 10,058 |
| Indirect Employment FTEs | 2,285  | 2,378  | 2,369  | 2,299  | 2,254  | 2,346  | 2,046  | 2,207  | 2,250  | 2,324  | 2,320  | 2,559  |
| TOTAL FTEs               | 11,776 | 12,214 | 12,169 | 11,869 | 11,628 | 12,056 | 11,229 | 11,881 | 11,942 | 12,028 | 11,989 | 12,617 |



## Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2008 to 2019

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



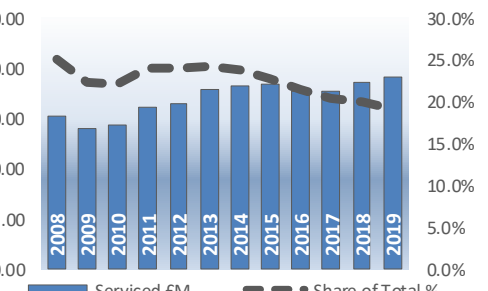
| STEAM FINAL TREND REPORT FOR 2008-2019<br>CONWY COUNTY BOROUGH COUNCIL |    |                                                              |        |        |        |        |        |        |        |        | 2008 to 2019<br>Historic Prices |        |        | TOTAL                                                                                                                                                                                                                                                               |                  | ECONOMIC IMPACT<br>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                                                                                                                                                                                                                                                               | %<br>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 2008 to 2019                                                  |    | 137.3%                                                       | 85.8%  | 45.8%  | 112.3% | 63.2%  | 71.7%  | 59.8%  | 46.8%  | 58.8%  | 53.4%                           | 65.4%  | 83.6%  | 64.8%                                                                                                                                                                                                                                                               | Annual<br>Change | Q1                                 | Q2     | Q3     | Q4     |        |
| % Change 2018 to 2019                                                  |    | 38.9%                                                        | 5.8%   | 2.3%   | 12.3%  | 5.2%   | 0.8%   | 4.7%   | 7.0%   | 4.6%   | 7.7%                            | 9.1%   | 13.1%  | 6.6%                                                                                                                                                                                                                                                                |                  | 72.2%                              | 79.5%  | 54.2%  | 61.6%  |        |
| Average Annual Change                                                  |    | 12.5%                                                        | 7.8%   | 4.2%   | 10.2%  | 5.7%   | 6.5%   | 5.4%   | 4.3%   | 5.3%   | 4.9%                            | 5.9%   | 7.6%   | 5.9%                                                                                                                                                                                                                                                                |                  | 9.8%                               | 5.8%   | 5.6%   | 9.0%   |        |
|                                                                        |    |                                                              |        |        |        |        |        |        |        |        |                                 |        |        |                                                                                                                                                                                                                                                                     |                  | 6.6%                               | 7.2%   | 4.9%   | 5.6%   |        |
| 2008                                                                   | £M | 10.96                                                        | 20.04  | 37.37  | 48.68  | 68.13  | 61.89  | 90.84  | 110.27 | 69.30  | 48.64                           | 24.55  | 13.80  | 604.48                                                                                                                                                                                                                                                              | Annual<br>Change | 68.37                              | 178.71 | 270.42 | 86.99  |        |
| 2009                                                                   | £M | 11.29                                                        | 21.07  | 31.46  | 62.92  | 68.68  | 65.23  | 96.08  | 110.44 | 73.75  | 53.34                           | 19.88  | 12.52  | 626.67                                                                                                                                                                                                                                                              |                  | 3.7%                               | 63.82  | 196.83 | 280.27 | 85.74  |
| 2010                                                                   | £M | 10.54                                                        | 20.79  | 32.10  | 67.23  | 68.96  | 72.20  | 98.65  | 115.28 | 77.90  | 51.42                           | 20.48  | 11.79  | 647.35                                                                                                                                                                                                                                                              |                  | 3.3%                               | 63.44  | 208.39 | 291.83 | 83.69  |
| 2011                                                                   | £M | 11.33                                                        | 22.73  | 36.01  | 74.63  | 73.08  | 74.39  | 96.47  | 114.10 | 78.12  | 56.58                           | 26.08  | 13.37  | 676.90                                                                                                                                                                                                                                                              |                  | 4.6%                               | 70.07  | 222.11 | 288.69 | 96.03  |
| 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                                                                                                                                                                                                                                                              |                  | 1.6%                               | 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 | 14.18                                                        | 27.89  | 45.15  | 75.24  | 92.28  | 78.39  | 112.16 | 136.24 | 87.31  | 54.60                           | 29.25  | 15.79  | 768.48                                                                                                                                                                                                                                                              |                  | 3.8%                               | 87.21  | 245.91 | 335.71 | 99.65  |
| 2015                                                                   | £M | 14.66                                                        | 29.41  | 46.27  | 78.76  | 96.93  | 81.65  | 123.78 | 145.70 | 90.36  | 57.34                           | 29.36  | 14.62  | 808.85                                                                                                                                                                                                                                                              |                  | 5.3%                               | 90.34  | 257.35 | 359.85 | 101.32 |
| 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                                                                                                                                                                                                                                                              |                  | 1.8%                               | 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 |
| ECONOMIC IMPACT - IN HISTORIC PRICES                                   |    |                                                              |        |        |        |        |        |        |        |        |                                 |        |        | TOTAL                                                                                                                                                                                                                                                               |                  |                                    |        |        |        |        |
| SHARE OF MARKET                                                        |    | 2008                                                         | 2009   | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017                            | 2018   | 2019   | £M Economic Impact by Year and Share of Total                                                                                                                                                                                                                       |                  |                                    |        |        |        |        |
| Total                                                                  | £M | 604.48                                                       | 626.67 | 647.35 | 676.90 | 687.86 | 740.24 | 768.48 | 808.85 | 823.07 | 873.06                          | 934.32 | 996.18 | <div><div><div>2008</div><div>2009</div><div>2010</div><div>2011</div><div>2012</div><div>2013</div><div>2014</div><div>2015</div><div>2016</div><div>2017</div><div>2018</div><div>2019</div></div><div><div>Total £M</div><div>Share of Total %</div></div></div> |                  |                                    |        |        |        |        |
| All Visitor Types                                                      | £M | 604.48                                                       | 626.67 | 647.35 | 676.90 | 687.86 | 740.24 | 768.48 | 808.85 | 823.07 | 873.06                          | 934.32 | 996.18 |                                                                                                                                                                                                                                                                     |                  |                                    |        |        |        |        |
| 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 2008                                              | %  |                                                              |        |        |        |        |        |        |        |        |                                 |        |        |                                                                                                                                                                                                                                                                     |                  |                                    |        |        |        |        |
| Avg Ann. Change in Share                                               | %  |                                                              |        |        |        |        |        |        |        |        |                                 |        |        |                                                                                                                                                                                                                                                                     |                  |                                    |        |        |        |        |

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Report Prepared by: Cathy James. Date of Issue: 05/10/20

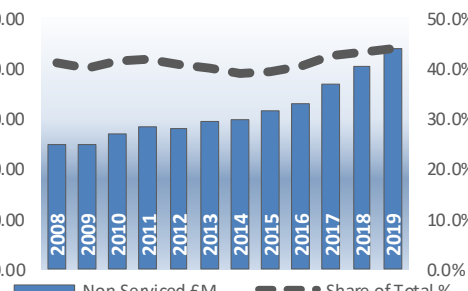
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Report Prepared by: Cathy James. Date of Issue: 05/10/20

| STEAM FINAL TREND REPORT FOR 2008-2019<br>CONWY COUNTY BOROUGH COUNCIL |    |                                                              |        |        |        |        |        |        |        |        | 2008 to 2019<br>Historic Prices |        |        | SERVICED<br>ACCOMMODATION                                                             | ECONOMIC IMPACT<br>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                                                                                 | %<br>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 2008 to 2019                                                  |    | 144.6%                                                       | 30.9%  | -21.5% | 31.8%  | 39.5%  | 45.1%  | 15.4%  | 17.1%  | 35.0%  | -13.3%                          | 31.1%  | 27.5%  | 25.8%                                                                                 | Annual<br>Change                   | 31.8%   | 39.0% | 21.7% | 12.6% |
| % Change 2018 to 2019                                                  |    | 36.9%                                                        | -13.4% | -12.9% | 1.1%   | 1.0%   | 4.5%   | 3.6%   | 7.8%   | 5.1%   | -2.2%                           | 5.8%   | -11.1% | 2.4%                                                                                  |                                    | 1.7%    | 2.2%  | 5.6%  | -1.9% |
| Average Annual Change                                                  |    | 13.1%                                                        | 2.8%   | -2.0%  | 2.9%   | 3.6%   | 4.1%   | 1.4%   | 1.6%   | 3.2%   | -1.2%                           | 2.8%   | 2.5%   | 2.3%                                                                                  |                                    | 2.9%    | 3.5%  | 2.0%  | 1.1%  |
| 2008                                                                   | £M | 5.669                                                        | 8.828  | 11.85  | 10.73  | 14.80  | 11.78  | 18.38  | 21.10  | 15.98  | 12.86                           | 11.50  | 8.074  | 151.55                                                                                |                                    | 26.34   | 37.31 | 55.47 | 32.44 |
| 2009                                                                   | £M | 5.284                                                        | 7.220  | 9.324  | 10.36  | 12.43  | 12.70  | 18.42  | 20.14  | 15.82  | 12.34                           | 8.513  | 7.774  | 140.32                                                                                | -7.4%                              | 21.83   | 35.49 | 54.38 | 28.62 |
| 2010                                                                   | £M | 5.070                                                        | 7.354  | 8.247  | 11.89  | 12.98  | 14.63  | 17.86  | 21.30  | 17.48  | 11.64                           | 8.327  | 6.918  | 143.70                                                                                | 2.4%                               | 20.67   | 39.50 | 56.65 | 26.89 |
| 2011                                                                   | £M | 5.471                                                        | 8.710  | 10.55  | 13.51  | 14.25  | 14.21  | 18.66  | 22.35  | 18.05  | 16.21                           | 11.79  | 8.219  | 161.99                                                                                | 12.7%                              | 24.73   | 41.97 | 59.06 | 36.22 |
| 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                                                                                | 2.3%                               | 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 | 7.459                                                        | 11.98  | 11.11  | 15.10  | 19.66  | 17.28  | 21.13  | 24.85  | 19.08  | 14.77                           | 12.11  | 7.908  | 182.43                                                                                | 1.8%                               | 30.54   | 52.03 | 65.06 | 34.79 |
| 2015                                                                   | £M | 6.955                                                        | 12.54  | 11.06  | 14.61  | 20.15  | 17.08  | 22.75  | 24.65  | 18.69  | 14.51                           | 12.30  | 8.147  | 183.43                                                                                | 0.5%                               | 30.55   | 51.84 | 66.08 | 34.95 |
| 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                                                                                | -3.3%                              | 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 |
| ECONOMIC IMPACT - IN HISTORIC PRICES                                   |    |                                                              |        |        |        |        |        |        |        |        |                                 |        |        | SERVICED ACCOMMODATION                                                                |                                    |         |       |       |       |
| SHARE OF MARKET                                                        |    | 2008                                                         | 2009   | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017                            | 2018   | 2019   | £M Economic Impact by Year and Share of Total                                         |                                    |         |       |       |       |
| Serviced                                                               | £M | 151.55                                                       | 140.32 | 143.70 | 161.99 | 165.64 | 179.20 | 182.43 | 183.43 | 177.41 | 177.98                          | 186.12 | 190.63 |  |                                    |         |       |       |       |
| All Visitor Types                                                      | £M | 604.48                                                       | 626.67 | 647.35 | 676.90 | 687.86 | 740.24 | 768.48 | 808.85 | 823.07 | 873.06                          | 934.32 | 996.18 |                                                                                       |                                    |         |       |       |       |
| Share of Total                                                         | %  | 25.1%                                                        | 22.4%  | 22.2%  | 23.9%  | 24.1%  | 24.2%  | 23.7%  | 22.7%  | 21.6%  | 20.4%                           | 19.9%  | 19.1%  |                                                                                       |                                    |         |       |       |       |
| Annual Change in Share                                                 | %  |                                                              | -10.7% | -0.9%  | 7.8%   | 0.6%   | 0.5%   | -1.9%  | -4.5%  | -5.0%  | -5.4%                           | -2.3%  | -3.9%  |                                                                                       |                                    |         |       |       |       |
| Change in Share from 2008                                              | %  |                                                              | -10.7% | -11.5% | -4.6%  | -4.0%  | -3.4%  | -5.3%  | -9.5%  | -14.0% | -18.7%                          | -20.5% | -23.7% |                                                                                       |                                    |         |       |       |       |
| Avg Ann. Change in Share                                               | %  |                                                              | -10.7% | -5.7%  | -1.5%  | -1.0%  | -0.7%  | -0.9%  | -1.4%  | -1.8%  | -2.1%                           | -2.1%  | -2.2%  |                                                                                       |                                    |         |       |       |       |

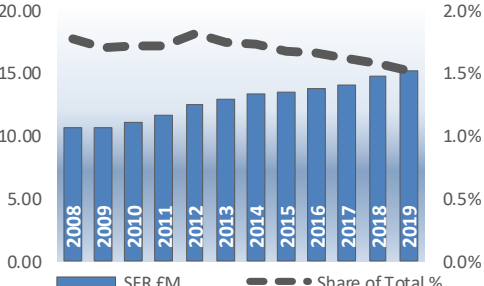
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| STEAM FINAL TREND REPORT FOR 2008-2019<br>CONWY COUNTY BOROUGH COUNCIL |    |                                                              |        |        |        |        |        |        |        |        | 2008 to 2019<br>Historic Prices |        |        | NON-SERVICED<br>ACCOMMODATION                                                         | ECONOMIC IMPACT<br>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                                                                                 | %<br>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 2008 to 2019                                                  |    | 294.1%                                                       | 196.5% | 92.3%  | 120.2% | 71.2%  | 74.8%  | 61.7%  | 42.3%  | 53.5%  | 98.9%                           | 105.2% | 281.5% | 76.6%                                                                                 | Annual<br>Change                   | 120.0%  | 85.6%  | 52.1%  | 116.1% |
| % Change 2018 to 2019                                                  |    | 86.9%                                                        | 19.4%  | 5.3%   | 12.8%  | 7.6%   | 4.3%   | 4.3%   | 3.4%   | 7.6%   | 9.7%                            | 9.0%   | 55.1%  | 8.3%                                                                                  |                                    | 14.6%   | 8.0%   | 4.9%   | 14.6%  |
| Average Annual Change                                                  |    | 26.7%                                                        | 17.9%  | 8.4%   | 10.9%  | 6.5%   | 6.8%   | 5.6%   | 3.8%   | 4.9%   | 9.0%                            | 9.6%   | 25.6%  | 7.0%                                                                                  |                                    | 10.9%   | 7.8%   | 4.7%   | 10.6%  |
| 2008                                                                   | £M | 1.690                                                        | 2.186  | 16.61  | 20.65  | 27.87  | 28.50  | 40.68  | 44.96  | 32.06  | 21.55                           | 8.685  | 2.819  | 248.26                                                                                |                                    | 0.6%    | 20.48  | 77.02  | 117.70 |
| 2009                                                                   | £M | 1.405                                                        | 2.182  | 13.79  | 23.32  | 27.39  | 28.26  | 40.43  | 44.89  | 32.89  | 24.17                           | 8.635  | 2.413  | 249.77                                                                                | 0.6%                               | 17.38   | 78.97  | 118.20 | 35.22  |
| 2010                                                                   | £M | 1.277                                                        | 2.367  | 15.32  | 24.28  | 29.21  | 30.87  | 44.66  | 47.63  | 36.46  | 24.53                           | 9.267  | 2.714  | 268.58                                                                                | 7.5%                               | 18.96   | 84.36  | 128.74 | 36.51  |
| 2011                                                                   | £M | 1.584                                                        | 2.550  | 16.84  | 29.65  | 33.51  | 34.10  | 44.99  | 47.76  | 35.30  | 23.79                           | 9.919  | 2.460  | 282.45                                                                                | 5.2%                               | 20.97   | 97.25  | 128.05 | 36.17  |
| 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                                                                                | -0.4%                              | 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 | 2.406                                                        | 4.153  | 21.48  | 25.71  | 34.18  | 32.89  | 46.28  | 54.09  | 37.58  | 23.37                           | 12.48  | 4.800  | 299.42                                                                                | 1.3%                               | 28.04   | 92.78  | 137.95 | 40.65  |
| 2015                                                                   | £M | 3.162                                                        | 3.800  | 21.85  | 27.85  | 35.96  | 34.50  | 51.63  | 59.23  | 38.15  | 25.14                           | 12.12  | 3.238  | 316.64                                                                                | 5.8%                               | 28.81   | 98.31  | 149.02 | 40.50  |
| 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                                                                                | 4.5%                               | 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  |
| ECONOMIC IMPACT - IN HISTORIC PRICES                                   |    |                                                              |        |        |        |        |        |        |        |        |                                 |        |        | NON-SERVICED ACCOMMODATION                                                            |                                    |         |        |        |        |
| SHARE OF MARKET                                                        |    | 2008                                                         | 2009   | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017                            | 2018   | 2019   | £M Economic Impact by Year and Share of Total                                         |                                    |         |        |        |        |
| Non-Serviced                                                           | £M | 248.26                                                       | 249.77 | 268.58 | 282.45 | 281.29 | 295.44 | 299.42 | 316.64 | 331.04 | 369.93                          | 404.77 | 438.46 |  |                                    |         |        |        |        |
| All Visitor Types                                                      | £M | 604.48                                                       | 626.67 | 647.35 | 676.90 | 687.86 | 740.24 | 768.48 | 808.85 | 823.07 | 873.06                          | 934.32 | 996.18 |                                                                                       |                                    |         |        |        |        |
| Share of Total                                                         | %  | 41.1%                                                        | 39.9%  | 41.5%  | 41.7%  | 40.9%  | 39.9%  | 39.0%  | 39.1%  | 40.2%  | 42.4%                           | 43.3%  | 44.0%  |                                                                                       |                                    |         |        |        |        |
| Annual Change in Share                                                 | %  |                                                              | -3.0%  | 4.1%   | 0.6%   | -2.0%  | -2.4%  | -2.4%  | 0.5%   | 2.7%   | 5.4%                            | 2.2%   | 1.6%   |                                                                                       |                                    |         |        |        |        |
| Change in Share from 2008                                              | %  |                                                              | -3.0%  | 1.0%   | 1.6%   | -0.4%  | -2.8%  | -5.1%  | -4.7%  | -2.1%  | 3.2%                            | 5.5%   | 7.2%   |                                                                                       |                                    |         |        |        |        |
| Avg Ann. Change in Share                                               | %  |                                                              | -3.0%  | 0.5%   | 0.5%   | -0.1%  | -0.6%  | -0.9%  | -0.7%  | -0.3%  | 0.4%                            | 0.5%   | 0.7%   |                                                                                       |                                    |         |        |        |        |

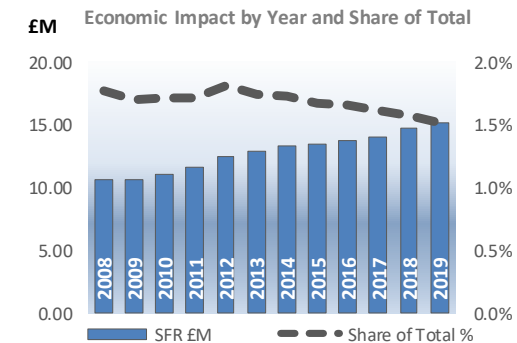
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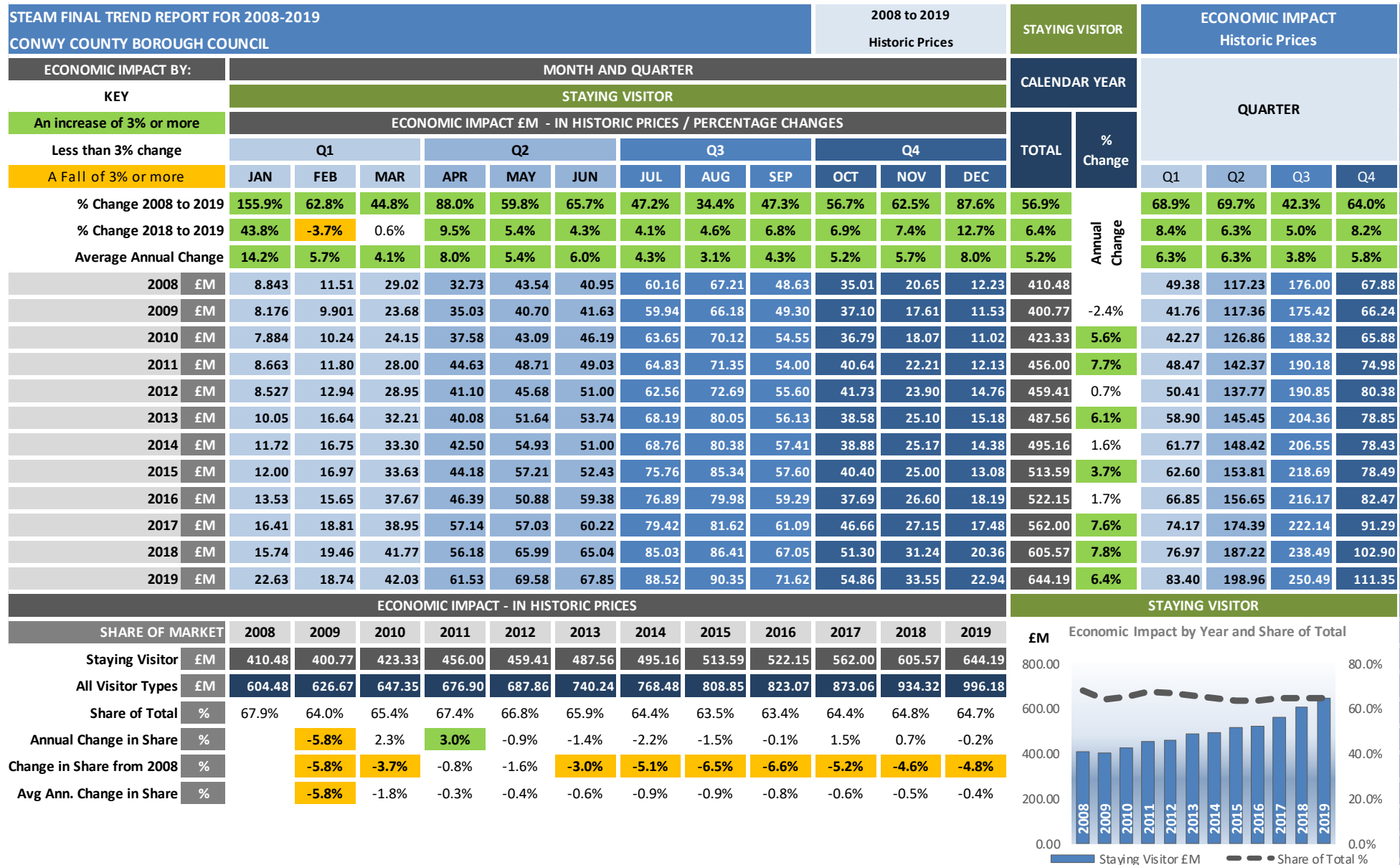
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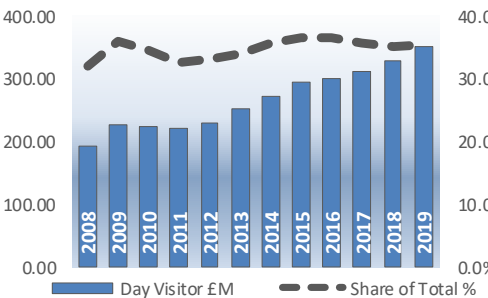
| STEAM FINAL TREND REPORT FOR 2008-2019<br>CONWY COUNTY BOROUGH COUNCIL |    |                                                              |        |        |        |        |        |        |        | 2008 to 2019<br>Historic Prices |        |        | SFR           | ECONOMIC IMPACT<br>Historic 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 |        |        |        |        |        |        |        |                                 |        |        |               |                                               |                                                                                       |       |       |       |       |
| Less than 3% change                                                    |    | Q1                                                           |        |        | Q2     |        |        | Q3     |        |                                 | Q4     |        | TOTAL         | % Change                                      | Q1                                                                                    | Q2    | Q3    | Q4    |       |
| A Fall of 3% or more                                                   |    | JAN                                                          | FEB    | MAR    | APR    | MAY    | JUN    | JUL    | AUG    | SEP                             | OCT    | NOV    |               |                                               |                                                                                       |       |       |       | DEC   |
| % Change 2008 to 2019                                                  |    | 41.5%                                                        | 41.5%  | 41.5%  | 41.5%  | 41.5%  | 41.5%  | 41.5%  | 41.5%  | 41.5%                           | 41.5%  | 41.5%  | 41.5%         | 41.5%                                         | Annual Change                                                                         | 41.5% | 41.5% | 41.5% | 41.5% |
| % Change 2018 to 2019                                                  |    | 2.8%                                                         | 2.8%   | 2.8%   | 2.8%   | 2.8%   | 2.8%   | 2.8%   | 2.8%   | 2.8%                            | 2.8%   | 2.8%   | 2.8%          | 2.8%                                          |                                                                                       | 2.8%  | 2.8%  | 2.8%  | 2.8%  |
| Average Annual Change                                                  |    | 3.8%                                                         | 3.8%   | 3.8%   | 3.8%   | 3.8%   | 3.8%   | 3.8%   | 3.8%   | 3.8%                            | 3.8%   | 3.8%   | 3.8%          | 3.8%                                          |                                                                                       | 3.8%  | 3.8%  | 3.8%  | 3.8%  |
| 2008                                                                   | £M | 1.484                                                        | 0.499  | 0.567  | 1.353  | 0.871  | 0.671  | 1.088  | 1.152  | 0.593                           | 0.593  | 0.462  | 1.338         | 10.67                                         |                                                                                       | 2.550 | 2.895 | 2.834 | 2.392 |
| 2009                                                                   | £M | 1.486                                                        | 0.499  | 0.568  | 1.355  | 0.872  | 0.672  | 1.090  | 1.154  | 0.594                           | 0.594  | 0.463  | 1.339         | 10.69                                         | 0.1%                                                                                  | 2.553 | 2.899 | 2.838 | 2.396 |
| 2010                                                                   | £M | 1.537                                                        | 0.516  | 0.587  | 1.402  | 0.902  | 0.695  | 1.127  | 1.193  | 0.615                           | 0.614  | 0.478  | 1.385         | 11.05                                         | 3.4%                                                                                  | 2.641 | 2.998 | 2.935 | 2.478 |
| 2011                                                                   | £M | 1.608                                                        | 0.540  | 0.615  | 1.467  | 0.943  | 0.727  | 1.179  | 1.248  | 0.643                           | 0.642  | 0.501  | 1.449         | 11.56                                         | 4.6%                                                                                  | 2.763 | 3.137 | 3.071 | 2.592 |
| 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                                         | 8.0%                                                                                  | 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 |
| ECONOMIC IMPACT - IN HISTORIC PRICES                                   |    |                                                              |        |        |        |        |        |        |        |                                 |        |        |               | SFR                                           |                                                                                       |       |       |       |       |
| SHARE OF MARKET                                                        |    | 2008                                                         | 2009   | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016                            | 2017   | 2018   | 2019          | £M Economic Impact by Year and Share of Total |                                                                                       |       |       |       |       |
| SFR                                                                    |    | £M                                                           | 10.67  | 10.69  | 11.05  | 11.56  | 12.48  | 12.93  | 13.32  | 13.52                           | 13.69  | 14.09  | 14.69         | 15.10                                         |  |       |       |       |       |
| All Visitor Types                                                      |    | £M                                                           | 604.48 | 626.67 | 647.35 | 676.90 | 687.86 | 740.24 | 768.48 | 808.85                          | 823.07 | 873.06 | 934.32        | 996.18                                        |                                                                                       |       |       |       |       |
| Share of Total                                                         |    | %                                                            | 1.8%   | 1.7%   | 1.7%   | 1.7%   | 1.8%   | 1.7%   | 1.7%   | 1.7%                            | 1.6%   | 1.6%   | 1.5%          |                                               |                                                                                       |       |       |       |       |
| Annual Change in Share                                                 |    | %                                                            |        | -3.4%  | 0.1%   | 0.1%   | 6.2%   | -3.8%  | -0.8%  | -3.5%                           | -0.5%  | -3.0%  | -2.6%         | -3.6%                                         |                                                                                       |       |       |       |       |
| Change in Share from 2008                                              |    | %                                                            |        | -3.4%  | -3.3%  | -3.2%  | 2.8%   | -1.1%  | -1.8%  | -5.3%                           | -5.7%  | -8.6%  | -11.0%        | -14.1%                                        |                                                                                       |       |       |       |       |
| Avg Ann. Change in Share                                               |    | %                                                            |        | -3.4%  | -1.6%  | -1.1%  | 0.7%   | -0.2%  | -0.3%  | -0.8%                           | -0.7%  | -1.0%  | -1.1%         | -1.3%                                         |                                                                                       |       |       |       |       |

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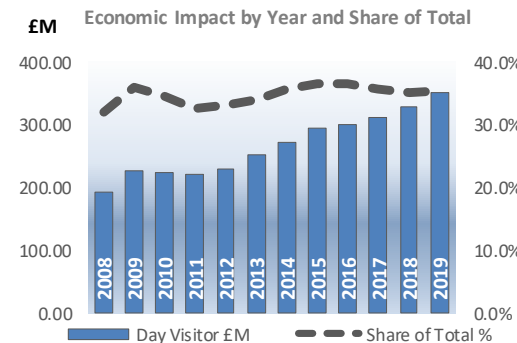




| STEAM FINAL TREND REPORT FOR 2008-2019<br>CONWY COUNTY BOROUGH COUNCIL |    |                                                              |        |        |        |        |        |        |        |        | 2008 to 2019<br>Historic Prices |        |               | DAY VISITOR                                   |                                                                                       | ECONOMIC IMPACT<br>Historic Prices |        |        |       |       |
|------------------------------------------------------------------------|----|--------------------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|---------------------------------|--------|---------------|-----------------------------------------------|---------------------------------------------------------------------------------------|------------------------------------|--------|--------|-------|-------|
| ECONOMIC IMPACT BY:                                                    |    | MONTH AND QUARTER                                            |        |        |        |        |        |        |        |        |                                 |        | CALENDAR YEAR |                                               | QUARTER                                                                               |                                    |        |        |       |       |
| KEY                                                                    |    | DAY VISITOR                                                  |        |        |        |        |        |        |        |        |                                 |        | TOTAL         | %<br>Change                                   |                                                                                       |                                    |        |        |       |       |
| An increase of 3% or more                                              |    | ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES |        |        |        |        |        |        |        |        |                                 |        |               |                                               |                                                                                       |                                    |        |        |       |       |
| Less than 3% change                                                    |    | Q1                                                           |        |        | Q2     |        |        | Q3     |        |        | Q4                              |        |               | Annual<br>Change                              |                                                                                       |                                    |        |        |       |       |
| A Fall of 3% or more                                                   |    | JAN                                                          | FEB    | MAR    | APR    | MAY    | JUN    | JUL    | AUG    | SEP    | OCT                             | NOV    | DEC           |                                               |                                                                                       |                                    |        |        |       | Q1    |
| % Change 2008 to 2019                                                  |    | 59.2%                                                        | 116.8% | 49.1%  | 162.3% | 69.3%  | 83.4%  | 84.6%  | 66.0%  | 86.1%  | 45.0%                           | 81.0%  | 52.3%         |                                               |                                                                                       | 81.4%                              | 80.6%  | 98.2%  | 76.5% | 52.9% |
| % Change 2018 to 2019                                                  |    | 13.0%                                                        | 17.6%  | 8.4%   | 16.8%  | 4.7%   | -4.7%  | 5.7%   | 10.2%  | 0.7%   | 9.9%                            | 17.7%  | 16.4%         |                                               |                                                                                       | 7.1%                               | 13.6%  | 5.1%   | 6.4%  | 12.2% |
| Average Annual Change                                                  |    | 5.4%                                                         | 10.6%  | 4.5%   | 14.8%  | 6.3%   | 7.6%   | 7.7%   | 6.0%   | 7.8%   | 4.1%                            | 7.4%   | 4.8%          |                                               |                                                                                       | 7.4%                               | 7.3%   | 8.9%   | 7.0%  | 4.8%  |
| 2008                                                                   | £M | 2.113                                                        | 8.526  | 8.351  | 15.95  | 24.59  | 20.94  | 30.69  | 43.06  | 20.67  | 13.64                           | 3.902  | 1.568         | 194.00                                        | 18.99                                                                                 | 61.48                              | 94.42  | 19.11  |       |       |
| 2009                                                                   | £M | 3.116                                                        | 11.17  | 7.779  | 27.89  | 27.98  | 23.60  | 36.14  | 44.26  | 24.45  | 16.24                           | 2.268  | 0.996         | 225.89                                        | 16.4%                                                                                 | 22.06                              | 79.47  | 104.86 | 19.50 |       |
| 2010                                                                   | £M | 2.661                                                        | 10.56  | 7.948  | 29.65  | 25.87  | 26.01  | 35.00  | 45.16  | 23.34  | 14.64                           | 2.406  | 0.772         | 224.02                                        | -0.8%                                                                                 | 21.17                              | 81.53  | 103.50 | 17.81 |       |
| 2011                                                                   | £M | 2.667                                                        | 10.93  | 8.002  | 30.00  | 24.38  | 25.36  | 31.64  | 42.75  | 24.12  | 15.94                           | 3.872  | 1.237         | 220.90                                        | -1.4%                                                                                 | 21.60                              | 79.74  | 98.51  | 21.05 |       |
| 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                                        | 3.4%                                                                                  | 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 |       |
| ECONOMIC IMPACT - IN HISTORIC PRICES                                   |    |                                                              |        |        |        |        |        |        |        |        |                                 |        |               | DAY VISITOR                                   |                                                                                       |                                    |        |        |       |       |
| SHARE OF MARKET                                                        |    | 2008                                                         | 2009   | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017                            | 2018   | 2019          | £M Economic Impact by Year and Share of Total |                                                                                       |                                    |        |        |       |       |
| Day Visitor                                                            |    | £M                                                           | 194.00 | 225.89 | 224.02 | 220.90 | 228.44 | 252.68 | 273.32 | 295.26 | 300.93                          | 311.07 | 328.75        | 351.99                                        |  |                                    |        |        |       |       |
| All Visitor Types                                                      |    | £M                                                           | 604.48 | 626.67 | 647.35 | 676.90 | 687.86 | 740.24 | 768.48 | 808.85 | 823.07                          | 873.06 | 934.32        | 996.18                                        |                                                                                       |                                    |        |        |       |       |
| Share of Total                                                         |    | %                                                            | 32.1%  | 36.0%  | 34.6%  | 32.6%  | 33.2%  | 34.1%  | 35.6%  | 36.5%  | 36.6%                           | 35.6%  | 35.2%         | 35.3%                                         |                                                                                       |                                    |        |        |       |       |
| Annual Change in Share                                                 |    | %                                                            |        | 12.3%  | -4.0%  | -5.7%  | 1.8%   | 2.8%   | 4.2%   | 2.6%   | 0.2%                            | -2.5%  | -1.2%         | 0.4%                                          |                                                                                       |                                    |        |        |       |       |
| Change in Share from 2008                                              |    | %                                                            |        | 12.3%  | 7.8%   | 1.7%   | 3.5%   | 6.4%   | 10.8%  | 13.7%  | 13.9%                           | 11.0%  | 9.6%          | 10.1%                                         |                                                                                       |                                    |        |        |       |       |
| Avg Ann. Change in Share                                               |    | %                                                            |        | 12.3%  | 3.9%   | 0.6%   | 0.9%   | 1.3%   | 1.8%   | 2.0%   | 1.7%                            | 1.2%   | 1.0%          | 0.9%                                          |                                                                                       |                                    |        |        |       |       |

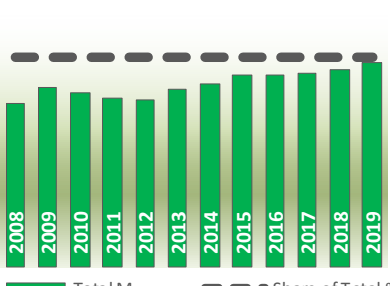
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Report Prepared by: Cathy James. Date of Issue: 05/10/2024



## Visitor Numbers by Month, Year and Visitor Type for the Period 2008 to 2019

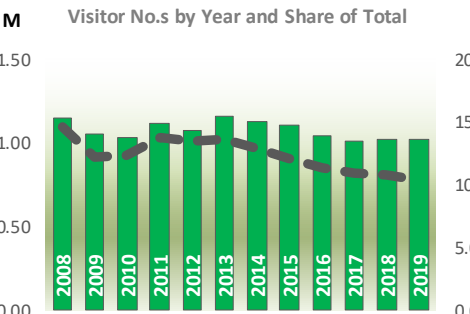
**Visitor Types:**    *Total*  
                          *Serviced Accommodation*  
                          *Non-Serviced Accommodation*  
                          *SFR*  
                          *Staying Visitor*  
                          *Day Visitor*

| STEAM FINAL TREND REPORT FOR 2008-2019<br>CONWY COUNTY BOROUGH COUNCIL |  |                                                  |        |        |        |        |        |        |        |        | 2008 to 2019 |        |        | 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 |        |        |        |        |        |        |        |        |              |        |        |                                           |                                                                                       |                 |       |       |       |       |
| 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 2008 to 2019                                                  |  | 45.4%                                            | 43.1%  | 4.8%   | 70.1%  | 20.6%  | 28.9%  | 25.4%  | 15.3%  | 26.0%  | 3.3%         | 16.6%  | 8.4%   | 24.7%                                     | Annual Change                                                                         | 25.6%           | 36.8% | 21.1% | 7.6%  |       |
| % Change 2018 to 2019                                                  |  | 24.2%                                            | 8.1%   | 1.4%   | 11.1%  | 1.7%   | -5.3%  | 2.5%   | 6.5%   | -0.7%  | 5.3%         | 8.1%   | 3.5%   | 3.7%                                      |                                                                                       | 7.9%            | 2.2%  | 3.3%  | 5.8%  |       |
| Average Annual Change                                                  |  | 4.1%                                             | 3.9%   | 0.4%   | 6.4%   | 1.9%   | 2.6%   | 2.3%   | 1.4%   | 2.4%   | 0.3%         | 1.5%   | 0.8%   | 2.2%                                      |                                                                                       | 2.3%            | 3.3%  | 1.9%  | 0.7%  |       |
| 2008                                                                   |  | M                                                | 0.147  | 0.344  | 0.432  | 0.650  | 0.938  | 0.814  | 1.166  | 1.531  | 0.814        | 0.594  | 0.274  | 0.147                                     |                                                                                       | 7.852           | 0.923 | 2.402 | 3.511 | 1.016 |
| 2009                                                                   |  | M                                                | 0.168  | 0.400  | 0.383  | 0.986  | 1.011  | 0.893  | 1.312  | 1.555  | 0.918        | 0.671  | 0.201  | 0.126                                     | 8.624                                                                                 | 9.8%            | 0.950 | 2.891 | 3.784 | 0.999 |
| 2010                                                                   |  | M                                                | 0.148  | 0.371  | 0.376  | 1.015  | 0.929  | 0.953  | 1.244  | 1.539  | 0.878        | 0.602  | 0.200  | 0.110                                     | 8.366                                                                                 | -3.0%           | 0.895 | 2.897 | 3.662 | 0.912 |
| 2011                                                                   |  | M                                                | 0.147  | 0.375  | 0.383  | 1.008  | 0.872  | 0.898  | 1.109  | 1.413  | 0.853        | 0.638  | 0.261  | 0.128                                     | 8.085                                                                                 | -3.4%           | 0.905 | 2.777 | 3.375 | 1.027 |
| 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                                                                                 | -1.3%           | 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                                                | 0.150  | 0.379  | 0.462  | 0.977  | 1.127  | 0.882  | 1.293  | 1.606  | 0.918        | 0.566  | 0.257  | 0.126                                     | 8.743                                                                                 | 3.1%            | 0.990 | 2.986 | 3.818 | 0.949 |
| 2015                                                                   |  | M                                                | 0.152  | 0.406  | 0.475  | 1.010  | 1.174  | 0.915  | 1.403  | 1.699  | 0.970        | 0.589  | 0.258  | 0.124                                     | 9.175                                                                                 | 4.9%            | 1.033 | 3.099 | 4.072 | 0.971 |
| 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                                                                                 | 0.1%            | 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 |
| VISITOR NUMBERS                                                        |  |                                                  |        |        |        |        |        |        |        |        |              |        |        | TOTAL                                     |                                                                                       |                 |       |       |       |       |
| SHARE OF MARKET                                                        |  | 2008                                             | 2009   | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017         | 2018   | 2019   | M Visitor No.s by Year and Share of Total |                                                                                       |                 |       |       |       |       |
| Total                                                                  |  | M                                                | 7.852  | 8.624  | 8.366  | 8.085  | 7.977  | 8.476  | 8.743  | 9.175  | 9.183        | 9.290  | 9.441  | 9.792                                     |  |                 |       |       |       |       |
| All Visitor Types                                                      |  | M                                                | 7.852  | 8.624  | 8.366  | 8.085  | 7.977  | 8.476  | 8.743  | 9.175  | 9.183        | 9.290  | 9.441  | 9.792                                     |                                                                                       |                 |       |       |       |       |
| 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% |                                           |                                                                                       |                 |       |       |       |       |
| Annual Change in Share                                                 |  | %                                                |        |        |        |        |        |        |        |        |              |        |        |                                           |                                                                                       |                 |       |       |       |       |
| Change in Share from 2008                                              |  | %                                                |        |        |        |        |        |        |        |        |              |        |        |                                           |                                                                                       |                 |       |       |       |       |
| Avg Ann. Change in Share                                               |  | %                                                |        |        |        |        |        |        |        |        |              |        |        |                                           |                                                                                       |                 |       |       |       |       |

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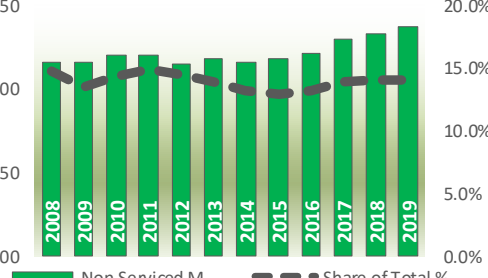
Report Prepared by: Cathy James. Date of Issue: 05/10/20



| STEAM FINAL TREND REPORT FOR 2008-2019<br>CONWY COUNTY BOROUGH COUNCIL |   |                                                  |        |        |       |       |       |        |        |        | 2008 to 2019 |        |        | 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    |                                                                                       |               |                 |       |        |        |
| % Change 2008 to 2019                                                  |   | 72.6%                                            | -7.6%  | -43.6% | -5.4% | -1.2% | 5.1%  | -23.6% | -24.8% | -10.9% | -37.8%       | -7.1%  | -8.9%  | -11.6%                                                                                | Annual Change | -1.4%           | -0.4% | -20.7% | -19.5% |
| % Change 2018 to 2019                                                  |   | 33.5%                                            | -15.5% | -15.0% | -1.4% | -1.5% | 1.9%  | 1.0%   | 5.1%   | 2.5%   | -4.7%        | 3.1%   | -13.3% | -0.2%                                                                                 |               | 0.2%            | -0.3% | 3.0%   | -4.5%  |
| Average Annual Change                                                  |   | 6.6%                                             | -0.7%  | -4.0%  | -0.5% | -0.1% | 0.5%  | -2.1%  | -2.3%  | -1.0%  | -3.4%        | -0.6%  | -0.8%  | -1.1%                                                                                 |               | -0.1%           | 0.0%  | -1.9%  | -1.8%  |
| 2008                                                                   | M | 0.054                                            | 0.086  | 0.082  | 0.084 | 0.113 | 0.093 | 0.126  | 0.145  | 0.097  | 0.106        | 0.096  | 0.071  | 1.151                                                                                 |               | 0.222           | 0.290 | 0.367  | 0.273  |
| 2009                                                                   | M | 0.049                                            | 0.069  | 0.064  | 0.081 | 0.094 | 0.101 | 0.123  | 0.137  | 0.095  | 0.102        | 0.068  | 0.068  | 1.048                                                                                 | -8.9%         | 0.181           | 0.276 | 0.354  | 0.237  |
| 2010                                                                   | M | 0.045                                            | 0.067  | 0.054  | 0.090 | 0.094 | 0.112 | 0.112  | 0.139  | 0.101  | 0.092        | 0.064  | 0.058  | 1.029                                                                                 | -1.8%         | 0.166           | 0.297 | 0.352  | 0.214  |
| 2011                                                                   | M | 0.046                                            | 0.075  | 0.066  | 0.097 | 0.099 | 0.104 | 0.113  | 0.138  | 0.096  | 0.122        | 0.090  | 0.066  | 1.112                                                                                 | 8.1%          | 0.187           | 0.300 | 0.347  | 0.278  |
| 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                                                                                 | -3.3%         | 0.192           | 0.317 | 0.318  | 0.249  |
| 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 | 0.057                                            | 0.095  | 0.064  | 0.098 | 0.124 | 0.115 | 0.114  | 0.130  | 0.090  | 0.103        | 0.084  | 0.057  | 1.130                                                                                 | -2.2%         | 0.217           | 0.337 | 0.333  | 0.243  |
| 2015                                                                   | M | 0.052                                            | 0.098  | 0.062  | 0.092 | 0.123 | 0.110 | 0.118  | 0.124  | 0.085  | 0.098        | 0.082  | 0.057  | 1.102                                                                                 | -2.5%         | 0.212           | 0.326 | 0.327  | 0.238  |
| 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                                                                                 | -5.4%         | 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  |
| VISITOR NUMBERS                                                        |   |                                                  |        |        |       |       |       |        |        |        |              |        |        | SERVICED ACCOMMODATION                                                                |               |                 |       |        |        |
| SHARE OF MARKET                                                        |   | 2008                                             | 2009   | 2010   | 2011  | 2012  | 2013  | 2014   | 2015   | 2016   | 2017         | 2018   | 2019   | M Visitor No.s by Year and Share of Total                                             |               |                 |       |        |        |
| Serviced                                                               | M | 1.151                                            | 1.048  | 1.029  | 1.112 | 1.076 | 1.156 | 1.130  | 1.102  | 1.043  | 1.014        | 1.020  | 1.017  |  |               |                 |       |        |        |
| All Visitor Types                                                      | M | 7.852                                            | 8.624  | 8.366  | 8.085 | 7.977 | 8.476 | 8.743  | 9.175  | 9.183  | 9.290        | 9.441  | 9.792  |                                                                                       |               |                 |       |        |        |
| Share of Total                                                         | % | 14.7%                                            | 12.2%  | 12.3%  | 13.8% | 13.5% | 13.6% | 12.9%  | 12.0%  | 11.4%  | 10.9%        | 10.8%  | 10.4%  |                                                                                       |               |                 |       |        |        |
| Annual Change in Share                                                 | % |                                                  | -17.1% | 1.2%   | 11.8% | -2.0% | 1.1%  | -5.2%  | -7.1%  | -5.5%  | -3.9%        | -1.0%  | -3.8%  |                                                                                       |               |                 |       |        |        |
| Change in Share from 2008                                              | % |                                                  | -17.1% | -16.1% | -6.2% | -8.0% | -7.0% | -11.8% | -18.1% | -22.5% | -25.5%       | -26.3% | -29.1% |                                                                                       |               |                 |       |        |        |
| Avg Ann. Change in Share                                               | % |                                                  | -17.1% | -8.0%  | -2.1% | -2.0% | -1.4% | -2.0%  | -2.6%  | -2.8%  | -2.8%        | -2.6%  | -2.6%  |                                                                                       |               |                 |       |        |        |

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| STEAM FINAL TREND REPORT FOR 2008-2019<br>CONWY COUNTY BOROUGH COUNCIL |   |                                                  |       |       |       |       |       |       |        |        | 2008 to 2019 |       |       | 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 2008 to 2019                                                  |   | 133.5%                                           | 85.1% | 29.0% | 40.5% | 15.8% | 16.6% | 7.0%  | -3.3%  | 3.2%   | 31.2%        | 24.2% | 91.9% | 18.3%                                     | Annual Change                                                                         | 43.8%           | 23.2% | 2.2%  | 33.2% |       |
| % Change 2018 to 2019                                                  |   | 73.2%                                            | 15.3% | 0.4%  | 4.7%  | 2.1%  | -0.7% | -0.4% | -0.3%  | 3.4%   | 5.3%         | 3.4%  | 59.3% | 3.5%                                      |                                                                                       | 8.8%            | 2.0%  | 0.7%  | 8.6%  |       |
| Average Annual Change                                                  |   | 12.1%                                            | 7.7%  | 2.6%  | 3.7%  | 1.4%  | 1.5%  | 0.6%  | -0.3%  | 0.3%   | 2.8%         | 2.2%  | 8.4%  | 1.7%                                      |                                                                                       | 4.0%            | 2.1%  | 0.2%  | 3.0%  |       |
| 2008                                                                   | M | 0.012                                            | 0.013 | 0.109 | 0.105 | 0.129 | 0.130 | 0.175 | 0.178  | 0.135  | 0.100        | 0.062 | 0.013 | 1.161                                     | 0.1%                                                                                  | 0.134           | 0.365 | 0.488 | 0.175 |       |
| 2009                                                                   | M | 0.010                                            | 0.013 | 0.094 | 0.116 | 0.128 | 0.128 | 0.174 | 0.178  | 0.137  | 0.110        | 0.062 | 0.011 | 1.162                                     |                                                                                       | 0.117           | 0.372 | 0.489 | 0.183 |       |
| 2010                                                                   | M | 0.009                                            | 0.014 | 0.100 | 0.116 | 0.131 | 0.135 | 0.183 | 0.181  | 0.145  | 0.109        | 0.063 | 0.012 | 1.197                                     |                                                                                       | 3.0%            | 0.122 | 0.382 | 0.508 | 0.184 |
| 2011                                                                   | M | 0.010                                            | 0.014 | 0.104 | 0.131 | 0.140 | 0.139 | 0.177 | 0.175  | 0.136  | 0.101        | 0.065 | 0.011 | 1.202                                     |                                                                                       | 0.4%            | 0.129 | 0.410 | 0.487 | 0.177 |
| 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                                     |                                                                                       | -4.2%           | 0.121 | 0.363 | 0.471 | 0.197 |
| 2013                                                                   | M | 0.012                                            | 0.014 | 0.116 | 0.107 | 0.125 | 0.141 | 0.170 | 0.179  | 0.133  | 0.098        | 0.069 | 0.013 | 1.175                                     |                                                                                       | 2.1%            | 0.142 | 0.373 | 0.482 | 0.179 |
| 2014                                                                   | M | 0.012                                            | 0.018 | 0.115 | 0.106 | 0.130 | 0.124 | 0.165 | 0.175  | 0.130  | 0.091        | 0.070 | 0.016 | 1.154                                     |                                                                                       | -1.8%           | 0.145 | 0.361 | 0.471 | 0.177 |
| 2015                                                                   | M | 0.016                                            | 0.016 | 0.115 | 0.111 | 0.133 | 0.128 | 0.176 | 0.185  | 0.129  | 0.095        | 0.068 | 0.011 | 1.183                                     |                                                                                       | 2.5%            | 0.147 | 0.372 | 0.490 | 0.174 |
| 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                                     |                                                                                       | 2.4%            | 0.153 | 0.394 | 0.488 | 0.176 |
| 2017                                                                   | M | 0.019                                            | 0.020 | 0.132 | 0.147 | 0.136 | 0.149 | 0.184 | 0.170  | 0.131  | 0.121        | 0.069 | 0.016 | 1.294                                     |                                                                                       | 6.8%            | 0.171 | 0.432 | 0.486 | 0.206 |
| 2018                                                                   | M | 0.016                                            | 0.021 | 0.140 | 0.141 | 0.147 | 0.152 | 0.188 | 0.173  | 0.134  | 0.125        | 0.074 | 0.016 | 1.327                                     | 2.5%                                                                                  | 0.177           | 0.440 | 0.495 | 0.215 |       |
| 2019                                                                   | M | 0.028                                            | 0.024 | 0.140 | 0.148 | 0.150 | 0.151 | 0.187 | 0.172  | 0.139  | 0.131        | 0.077 | 0.025 | 1.374                                     | 3.5%                                                                                  | 0.193           | 0.449 | 0.498 | 0.233 |       |
| VISITOR NUMBERS                                                        |   |                                                  |       |       |       |       |       |       |        |        |              |       |       | NON-SERVICED ACCOMMODATION                |                                                                                       |                 |       |       |       |       |
| SHARE OF MARKET                                                        |   | 2008                                             | 2009  | 2010  | 2011  | 2012  | 2013  | 2014  | 2015   | 2016   | 2017         | 2018  | 2019  | M Visitor No.s by Year and Share of Total |                                                                                       |                 |       |       |       |       |
| Non-Serviced                                                           |   | M                                                | 1.161 | 1.162 | 1.197 | 1.202 | 1.152 | 1.175 | 1.154  | 1.183  | 1.212        | 1.294 | 1.327 | 1.374                                     |  |                 |       |       |       |       |
| All Visitor Types                                                      |   | M                                                | 7.852 | 8.624 | 8.366 | 8.085 | 7.977 | 8.476 | 8.743  | 9.175  | 9.183        | 9.290 | 9.441 | 9.792                                     |                                                                                       |                 |       |       |       |       |
| Share of Total                                                         |   | %                                                | 14.8% | 13.5% | 14.3% | 14.9% | 14.4% | 13.9% | 13.2%  | 12.9%  | 13.2%        | 13.9% | 14.1% | 14.0%                                     |                                                                                       |                 |       |       |       |       |
| Annual Change in Share                                                 |   | %                                                |       | -8.9% | 6.2%  | 3.9%  | -2.9% | -4.0% | -4.8%  | -2.3%  | 2.3%         | 5.6%  | 0.9%  | -0.2%                                     |                                                                                       |                 |       |       |       |       |
| Change in Share from 2008                                              |   | %                                                |       | -8.9% | -3.3% | 0.5%  | -2.4% | -6.3% | -10.8% | -12.8% | -10.8%       | -5.8% | -5.0% | -5.2%                                     |                                                                                       |                 |       |       |       |       |
| Avg Ann. Change in Share                                               |   | %                                                |       | -8.9% | -1.6% | 0.2%  | -0.6% | -1.3% | -1.8%  | -1.8%  | -1.4%        | -0.6% | -0.5% | -0.5%                                     |                                                                                       |                 |       |       |       |       |

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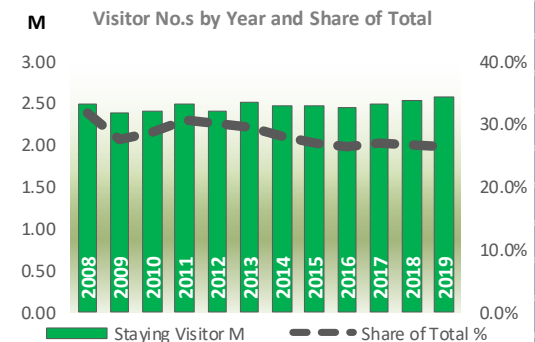
Report Prepared by: Cathy James. Date of Issue: 05/10/20

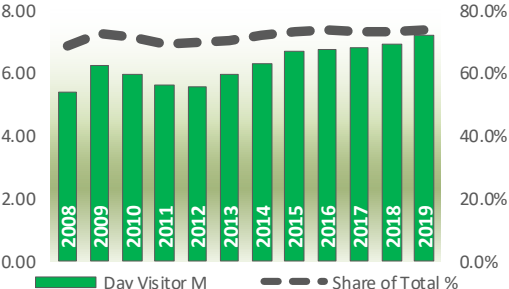
| STEAM FINAL TREND REPORT FOR 2008-2019<br>CONWY COUNTY BOROUGH COUNCIL |  |                                                   |       |       |       |       |       |       |        |        | 2008 to 2019 |        |        | SFR                                                                                   | 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    |                                                                                       |                 | Q1      | Q2   | Q3   | Q4   |
| % Change 2008 to 2019                                                  |  | 4.9%                                              | 4.9%  | 4.9%  | 4.9%  | 4.9%  | 4.9%  | 4.9%  | 4.9%   | 4.9%   | 4.9%         | 4.9%   | 4.9%   | 4.9%                                                                                  | Annual Change   | 4.9%    | 4.9% | 4.9% | 4.9% |
| % Change 2018 to 2019                                                  |  | 0.3%                                              | 0.3%  | 0.3%  | 0.3%  | 0.3%  | 0.3%  | 0.3%  | 0.3%   | 0.3%   | 0.3%         | 0.3%   | 0.3%   | 0.3%                                                                                  |                 | 0.3%    | 0.3% | 0.3% | 0.3% |
| Average Annual Change                                                  |  | 0.4%                                              | 0.4%  | 0.4%  | 0.4%  | 0.4%  | 0.4%  | 0.4%  | 0.4%   | 0.4%   | 0.4%         | 0.4%   | 0.4%   | 0.4%                                                                                  |                 | 0.4%    | 0.4% | 0.4% | 0.4% |
| 2008 000s                                                              |  | 22.8                                              | 9.1   | 10.2  | 19.3  | 15.2  | 12.3  | 16.8  | 17.1   | 10.5   | 10.7         | 8.8    | 19.8   | 172.5                                                                                 |                 | -0.3%   | 42.1 | 46.8 | 44.3 |
| 2009 000s                                                              |  | 22.8                                              | 9.1   | 10.2  | 19.3  | 15.2  | 12.3  | 16.8  | 17.1   | 10.5   | 10.7         | 8.8    | 19.8   | 172.5                                                                                 | -0.3%           | 42.1    | 46.8 | 44.3 | 39.2 |
| 2010 000s                                                              |  | 22.8                                              | 9.1   | 10.1  | 19.2  | 15.2  | 12.3  | 16.7  | 17.0   | 10.5   | 10.6         | 8.7    | 19.7   | 172.1                                                                                 | -0.4%           | 42.0    | 46.7 | 44.2 | 39.1 |
| 2011 000s                                                              |  | 22.7                                              | 9.1   | 10.1  | 19.2  | 15.1  | 12.2  | 16.6  | 16.9   | 10.4   | 10.6         | 8.7    | 19.7   | 171.3                                                                                 | 3.9%            | 41.8    | 46.5 | 44.0 | 38.9 |
| 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                                                                                 | 0.2%            | 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                                                                                 | -0.1%           | 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                                                                                 | 0.3%            | 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                                                                                 | 0.3%            | 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 |
| VISITOR NUMBERS                                                        |  |                                                   |       |       |       |       |       |       |        |        |              |        |        | SFR                                                                                   |                 |         |      |      |      |
| SHARE OF MARKET                                                        |  | 2008                                              | 2009  | 2010  | 2011  | 2012  | 2013  | 2014  | 2015   | 2016   | 2017         | 2018   | 2019   | 000s Visitor No.s by Year and Share of Total                                          |                 |         |      |      |      |
| SFR 000s                                                               |  | 172.5                                             | 172.5 | 172.1 | 171.3 | 177.9 | 178.4 | 178.8 | 179.6  | 179.5  | 180.0        | 180.5  | 181.0  |  |                 |         |      |      |      |
| All Visitor Types M                                                    |  | 7.9                                               | 8.6   | 8.4   | 8.1   | 8.0   | 8.5   | 8.7   | 9.2    | 9.2    | 9.3          | 9.4    | 9.8    |                                                                                       |                 |         |      |      |      |
| Share of Total %                                                       |  | 2.2%                                              | 2.0%  | 2.1%  | 2.1%  | 2.2%  | 2.1%  | 2.0%  | 2.0%   | 2.0%   | 1.9%         | 1.9%   | 1.8%   |                                                                                       |                 |         |      |      |      |
| Annual Change in Share %                                               |  |                                                   | -9.0% | 2.8%  | 3.0%  | 5.3%  | -5.6% | -2.8% | -4.3%  | -0.1%  | -0.9%        | -1.3%  | -3.3%  |                                                                                       |                 |         |      |      |      |
| Change in Share from 2008 %                                            |  |                                                   | -9.0% | -6.4% | -3.6% | 1.5%  | -4.2% | -6.9% | -10.9% | -11.0% | -11.8%       | -13.0% | -15.9% |                                                                                       |                 |         |      |      |      |
| Avg Ann. Change in Share %                                             |  |                                                   | -9.0% | -3.2% | -1.2% | 0.4%  | -0.8% | -1.1% | -1.6%  | -1.4%  | -1.3%        | -1.3%  | -1.4%  |                                                                                       |                 |         |      |      |      |

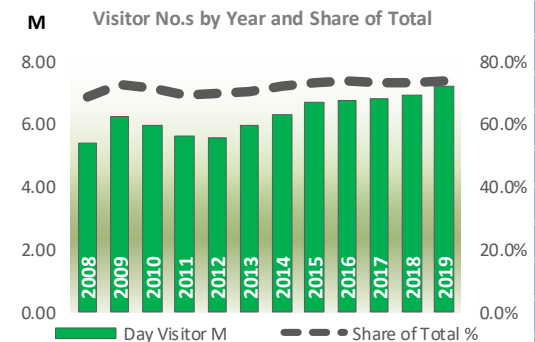
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| STEAM FINAL TREND REPORT FOR 2008-2019<br>CONWY COUNTY BOROUGH COUNCIL |   |                                                  |       |       |       |       |       |       |        |       | 2008 to 2019 |       |       | STAYING VISITOR |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | VISITOR NUMBERS |       |       |      |          |  |
|------------------------------------------------------------------------|---|--------------------------------------------------|-------|-------|-------|-------|-------|-------|--------|-------|--------------|-------|-------|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------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| VISITOR NUMBERS BY:                                                    |   | MONTH AND QUARTER                                |       |       |       |       |       |       |        |       |              |       |       | CALENDAR YEAR   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      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| KEY                                                                    |   | STAYING VISITOR                                  |       |       |       |       |       |       |        |       |              |       |       |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      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| An increase of 3% or more                                              |   | VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES |       |       |       |       |       |       |        |       |              |       |       | TOTAL           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      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| Less than 3% change                                                    |   | Q1                                               |       |       | Q2    |       |       | Q3    |        |       | Q4           |       |       |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      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| A Fall of 3% or more                                                   |   | JAN                                              | FEB   | MAR   | APR   | MAY   | JUN   | JUL   | AUG    | SEP   | OCT          | NOV   | DEC   |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      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| % Change 2008 to 2019                                                  |   | 63.4%                                            | 4.7%  | -1.8% | 18.7% | 7.7%  | 11.5% | -5.2% | -12.0% | -2.4% | -3.9%        | 5.2%  | 6.4%  | 3.5%            | Annual Change                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 14.5%           | 12.2% | -7.0% | 1.4% |          |  |
| % Change 2018 to 2019                                                  |   | 32.1%                                            | -9.1% | -3.7% | 2.3%  | 0.5%  | 0.3%  | 0.1%  | 1.7%   | 3.0%  | 1.7%         | 3.1%  | -0.4% | 1.8%            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      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| Average Annual Change                                                  |   | 5.8%                                             | 0.4%  | -0.2% | 1.7%  | 0.7%  | 1.0%  | -0.5% | -1.1%  | -0.2% | -0.4%        | 0.5%  | 0.6%  | 0.3%            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      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| 2008                                                                   | M | 0.089                                            | 0.109 | 0.201 | 0.209 | 0.258 | 0.235 | 0.317 | 0.340  | 0.242 | 0.217        | 0.166 | 0.104 | 2.485           | <div><div>Visitor No.s by Year and Share of Total</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><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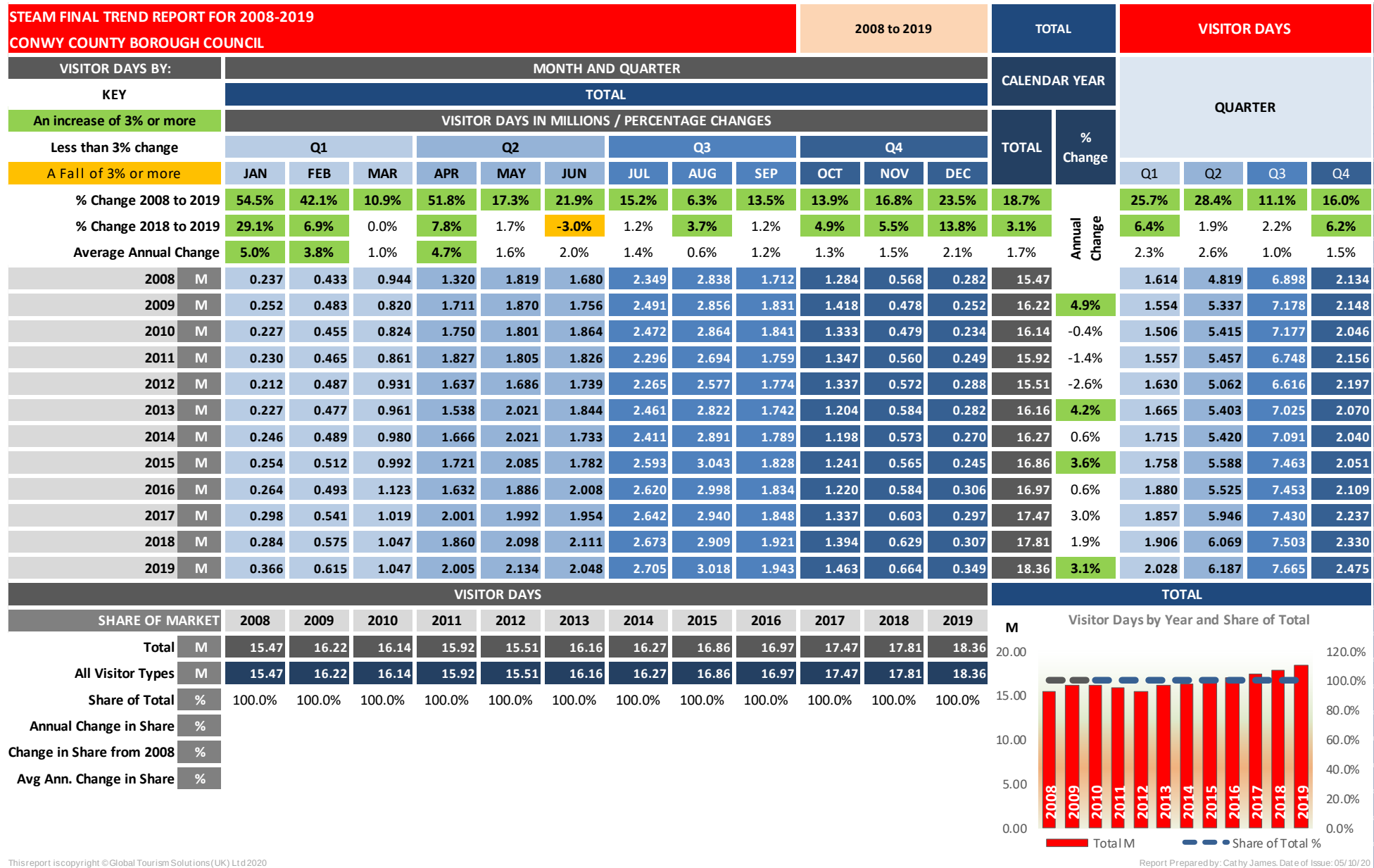


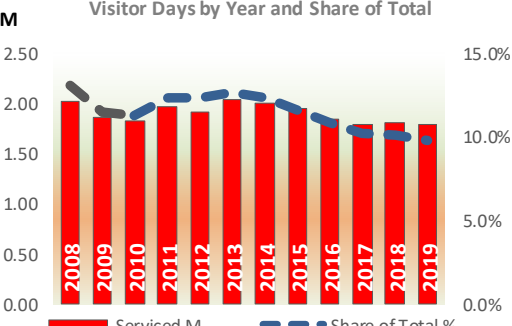
| STEAM FINAL TREND REPORT FOR 2008-2019<br>CONWY COUNTY BOROUGH COUNCIL |   |                                                  |       |       |       |       |       |       |       |       | 2008 to 2019 |       |       | DAY VISITOR                                                                           |               | VISITOR NUMBERS |       |       |       |
|------------------------------------------------------------------------|---|--------------------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------------|-------|-------|---------------------------------------------------------------------------------------|---------------|-----------------|-------|-------|-------|
| VISITOR NUMBERS BY:                                                    |   | MONTH AND QUARTER                                |       |       |       |       |       |       |       |       |              |       |       | CALENDAR YEAR                                                                         |               | QUARTER         |       |       |       |
| KEY                                                                    |   | DAY VISITOR                                      |       |       |       |       |       |       |       |       |              |       |       |                                                                                       |               |                 |       |       |       |
| An increase of 3% or more                                              |   | VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES |       |       |       |       |       |       |       |       |              |       |       |                                                                                       |               |                 |       |       |       |
| Less than 3% change                                                    |   | Q1                                               |       |       | Q2    |       |       | Q3    |       |       | Q4           |       |       | TOTAL                                                                                 | % Change      |                 |       |       |       |
| A Fall of 3% or more                                                   |   | JAN                                              | FEB   | MAR   | APR   | MAY   | JUN   | JUL   | AUG   | SEP   | OCT          | NOV   | DEC   |                                                                                       |               |                 |       |       |       |
| % Change 2008 to 2019                                                  |   | 18.1%                                            | 60.8% | 10.5% | 94.4% | 25.5% | 36.0% | 36.9% | 23.1% | 38.0% | 7.5%         | 34.2% | 12.9% | 34.5%                                                                                 | Annual Change | 33.9%           | 46.9% | 30.8% | 13.4% |
| % Change 2018 to 2019                                                  |   | 10.2%                                            | 14.7% | 5.7%  | 13.9% | 2.1%  | -7.1% | 3.1%  | 7.5%  | -1.7% | 7.2%         | 14.8% | 13.6% | 4.4%                                                                                  |               | 10.8%           | 2.6%  | 3.7%  | 9.5%  |
| Average Annual Change                                                  |   | 1.6%                                             | 5.5%  | 1.0%  | 8.6%  | 2.3%  | 3.3%  | 3.4%  | 2.1%  | 3.5%  | 0.7%         | 3.1%  | 1.2%  | 3.1%                                                                                  |               | 3.1%            | 4.3%  | 2.8%  | 1.2%  |
| 2008                                                                   | M | 0.058                                            | 0.236 | 0.231 | 0.441 | 0.680 | 0.579 | 0.849 | 1.191 | 0.572 | 0.377        | 0.108 | 0.043 | 5.367                                                                                 |               | 0.525           | 1.701 | 2.612 | 0.529 |
| 2009                                                                   | M | 0.086                                            | 0.309 | 0.215 | 0.771 | 0.773 | 0.652 | 0.999 | 1.223 | 0.676 | 0.449        | 0.063 | 0.028 | 6.241                                                                                 | 16.3%         | 0.610           | 2.196 | 2.897 | 0.539 |
| 2010                                                                   | M | 0.071                                            | 0.281 | 0.212 | 0.790 | 0.689 | 0.693 | 0.932 | 1.203 | 0.622 | 0.390        | 0.064 | 0.021 | 5.968                                                                                 | -4.4%         | 0.564           | 2.172 | 2.757 | 0.475 |
| 2011                                                                   | M | 0.068                                            | 0.277 | 0.203 | 0.761 | 0.618 | 0.643 | 0.802 | 1.084 | 0.611 | 0.404        | 0.098 | 0.031 | 5.599                                                                                 | -6.2%         | 0.548           | 2.021 | 2.497 | 0.533 |
| 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                                                                                 | -0.5%         | 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 |
| VISITOR NUMBERS                                                        |   |                                                  |       |       |       |       |       |       |       |       |              |       |       | DAY VISITOR                                                                           |               |                 |       |       |       |
| SHARE OF MARKET                                                        |   | 2008                                             | 2009  | 2010  | 2011  | 2012  | 2013  | 2014  | 2015  | 2016  | 2017         | 2018  | 2019  | M Visitor No.s by Year and Share of Total                                             |               |                 |       |       |       |
| Day Visitor                                                            | M | 5.367                                            | 6.241 | 5.968 | 5.599 | 5.572 | 5.967 | 6.280 | 6.710 | 6.749 | 6.801        | 6.914 | 7.220 |  |               |                 |       |       |       |
| All Visitor Types                                                      | M | 7.852                                            | 8.624 | 8.366 | 8.085 | 7.977 | 8.476 | 8.743 | 9.175 | 9.183 | 9.290        | 9.441 | 9.792 |                                                                                       |               |                 |       |       |       |
| Share of Total                                                         | % | 68.4%                                            | 72.4% | 71.3% | 69.3% | 69.8% | 70.4% | 71.8% | 73.1% | 73.5% | 73.2%        | 73.2% | 73.7% |                                                                                       |               |                 |       |       |       |
| Annual Change in Share                                                 | % |                                                  | 5.9%  | -1.4% | -2.9% | 0.8%  | 0.8%  | 2.0%  | 1.8%  | 0.5%  | -0.4%        | 0.0%  | 0.7%  |                                                                                       |               |                 |       |       |       |
| Change in Share from 2008                                              | % |                                                  | 5.9%  | 4.4%  | 1.3%  | 2.2%  | 3.0%  | 5.1%  | 7.0%  | 7.5%  | 7.1%         | 7.1%  | 7.9%  |                                                                                       |               |                 |       |       |       |
| Avg Ann. Change in Share                                               | % |                                                  | 5.9%  | 2.2%  | 0.4%  | 0.5%  | 0.6%  | 0.8%  | 1.0%  | 0.9%  | 0.8%         | 0.7%  | 0.7%  |                                                                                       |               |                 |       |       |       |
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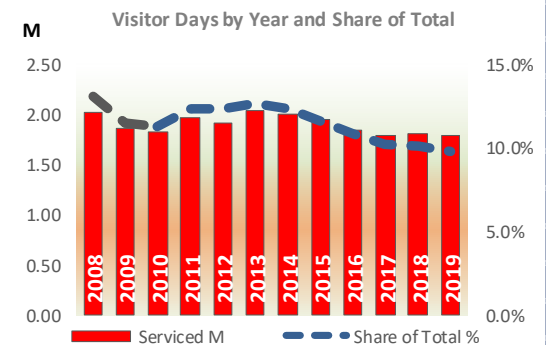


## Visitor Days by Month, Year and Visitor Type for the Period 2008 to 2019

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



| STEAM FINAL TREND REPORT FOR 2008-2019<br>CONWY COUNTY BOROUGH COUNCIL |   |                                               |        |        |       |       |       |        |        |        | 2008 to 2019 |        |        | 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    |                                                                                       |               | Q1           | Q2    | Q3     | Q4     |  |
| % Change 2008 to 2019                                                  |   | 76.0%                                         | -5.5%  | -43.6% | -5.2% | -0.3% | 4.4%  | -21.1% | -21.2% | -8.9%  | -37.8%       | -5.8%  | -8.0%  | -11.1%                                                                                | Annual Change | -5.2%        | -0.2% | -17.6% | -19.0% |  |
| % Change 2018 to 2019                                                  |   | 33.5%                                         | -15.5% | -15.0% | -1.4% | -1.5% | 1.9%  | 1.0%   | 5.1%   | 2.5%   | -4.7%        | 3.1%   | -13.3% | -0.4%                                                                                 |               | -0.8%        | -0.4% | 3.0%   | -4.4%  |  |
| Average Annual Change                                                  |   | 6.9%                                          | -0.5%  | -4.0%  | -0.5% | 0.0%  | 0.4%  | -1.9%  | -1.9%  | -0.8%  | -3.4%        | -0.5%  | -0.7%  | -1.0%                                                                                 |               | -0.5%        | 0.0%  | -1.6%  | -1.7%  |  |
| 2008                                                                   | M | 0.081                                         | 0.125  | 0.169  | 0.152 | 0.212 | 0.167 | 0.216  | 0.248  | 0.188  | 0.183        | 0.163  | 0.114  | 2.018                                                                                 |               | 0.375        | 0.531 | 0.652  | 0.461  |  |
| 2009                                                                   | M | 0.075                                         | 0.102  | 0.132  | 0.147 | 0.177 | 0.180 | 0.216  | 0.237  | 0.185  | 0.175        | 0.120  | 0.110  | 1.856                                                                                 | -8.1%         | 0.309        | 0.505 | 0.637  | 0.405  |  |
| 2010                                                                   | M | 0.069                                         | 0.100  | 0.112  | 0.163 | 0.178 | 0.201 | 0.201  | 0.241  | 0.197  | 0.159        | 0.113  | 0.094  | 1.827                                                                                 | -1.5%         | 0.280        | 0.542 | 0.639  | 0.365  |  |
| 2011                                                                   | M | 0.071                                         | 0.113  | 0.136  | 0.176 | 0.186 | 0.186 | 0.199  | 0.239  | 0.190  | 0.211        | 0.154  | 0.107  | 1.966                                                                                 | 7.6%          | 0.320        | 0.548 | 0.627  | 0.471  |  |
| 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                                                                                 | -3.0%         | 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 | 0.089                                         | 0.142  | 0.133  | 0.178 | 0.233 | 0.205 | 0.198  | 0.229  | 0.178  | 0.176        | 0.144  | 0.094  | 1.999                                                                                 | -2.0%         | 0.363        | 0.616 | 0.605  | 0.414  |  |
| 2015                                                                   | M | 0.081                                         | 0.144  | 0.128  | 0.168 | 0.232 | 0.197 | 0.207  | 0.220  | 0.167  | 0.168        | 0.142  | 0.094  | 1.949                                                                                 | -2.5%         | 0.353        | 0.597 | 0.595  | 0.404  |  |
| 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                                                                                 | -5.7%         | 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  |  |
| VISITOR DAYS                                                           |   |                                               |        |        |       |       |       |        |        |        |              |        |        | SERVICED ACCOMMODATION                                                                |               |              |       |        |        |  |
| SHARE OF MARKET                                                        |   | 2008                                          | 2009   | 2010   | 2011  | 2012  | 2013  | 2014   | 2015   | 2016   | 2017         | 2018   | 2019   | M Visitor Days by Year and Share of Total                                             |               |              |       |        |        |  |
| Serviced                                                               | M | 2.018                                         | 1.856  | 1.827  | 1.966 | 1.907 | 2.039 | 1.999  | 1.949  | 1.838  | 1.787        | 1.802  | 1.795  |  |               |              |       |        |        |  |
| All Visitor Types                                                      | M | 15.47                                         | 16.22  | 16.14  | 15.92 | 15.51 | 16.16 | 16.27  | 16.86  | 16.97  | 17.47        | 17.81  | 18.36  |                                                                                       |               |              |       |        |        |  |
| Share of Total                                                         | % | 13.1%                                         | 11.4%  | 11.3%  | 12.4% | 12.3% | 12.6% | 12.3%  | 11.6%  | 10.8%  | 10.2%        | 10.1%  | 9.8%   |                                                                                       |               |              |       |        |        |  |
| Annual Change in Share                                                 | % |                                               | -12.3% | -1.1%  | 9.1%  | -0.4% | 2.6%  | -2.6%  | -5.9%  | -6.3%  | -5.6%        | -1.1%  | -3.3%  |                                                                                       |               |              |       |        |        |  |
| Change in Share from 2008                                              | % |                                               | -12.3% | -13.3% | -5.4% | -5.8% | -3.3% | -5.8%  | -11.4% | -17.0% | -21.6%       | -22.5% | -25.1% |                                                                                       |               |              |       |        |        |  |
| Avg Ann. Change in Share                                               | % |                                               | -12.3% | -6.6%  | -1.8% | -1.4% | -0.7% | -1.0%  | -1.6%  | -2.1%  | -2.4%        | -2.2%  | -2.3%  |                                                                                       |               |              |       |        |        |  |



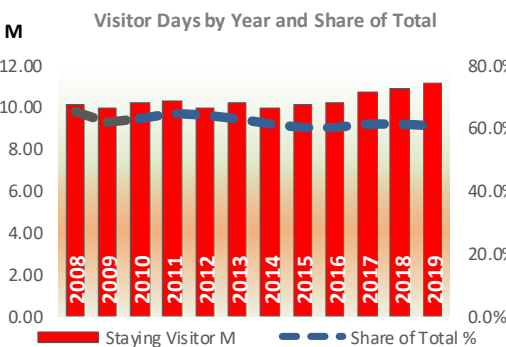


| STEAM FINAL TREND REPORT FOR 2008-2019<br>CONWY COUNTY BOROUGH COUNCIL |   |                                               |       |       |       |       |       |       |       |       | 2008 to 2019 |       |       | NON-SERVICED                                                                                                          |                                                                                        | VISITOR DAYS |       |       |       |
|------------------------------------------------------------------------|---|-----------------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------------|-------|-------|-----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|--------------|-------|-------|-------|
| VISITOR DAYS BY:                                                       |   | MONTH AND QUARTER                             |       |       |       |       |       |       |       |       |              |       |       | CALENDAR YEAR                                                                                                         |                                                                                        | QUARTER      |       |       |       |
| KEY                                                                    |   | NON-SERVICED ACCOMMODATION                    |       |       |       |       |       |       |       |       |              |       |       |                                                                                                                       |                                                                                        |              |       |       |       |
| An increase of 3% or more                                              |   | VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES |       |       |       |       |       |       |       |       |              |       |       | TOTAL                                                                                                                 | % Change                                                                               |              |       |       |       |
| Less than 3% change                                                    |   | Q1                                            |       |       | Q2    |       |       | Q3    |       |       | Q4           |       |       |                                                                                                                       |                                                                                        |              |       |       |       |
| A Fall of 3% or more                                                   |   | JAN                                           | FEB   | MAR   | APR   | MAY   | JUN   | JUL   | AUG   | SEP   | OCT          | NOV   | DEC   |                                                                                                                       |                                                                                        |              |       |       |       |
| % Change 2008 to 2019                                                  |   | 133.5%                                        | 85.1% | 29.0% | 40.5% | 15.8% | 16.6% | 7.0%  | -3.3% | 3.2%  | 31.2%        | 24.2% | 91.9% | 16.2%                                                                                                                 | Annual Change                                                                          | 40.7%        | 22.8% | 2.0%  | 33.5% |
| % Change 2018 to 2019                                                  |   | 73.2%                                         | 15.3% | 0.4%  | 4.7%  | 2.1%  | -0.7% | -0.4% | -0.3% | 3.4%  | 5.3%         | 3.4%  | 59.3% | 2.9%                                                                                                                  |                                                                                        | 6.9%         | 1.9%  | 0.7%  | 8.5%  |
| Average Annual Change                                                  |   | 12.1%                                         | 7.7%  | 2.6%  | 3.7%  | 1.4%  | 1.5%  | 0.6%  | -0.3% | 0.3%  | 2.8%         | 2.2%  | 8.4%  | 1.5%                                                                                                                  |                                                                                        | 3.7%         | 2.1%  | 0.2%  | 3.0%  |
| 2008                                                                   | M | 0.041                                         | 0.053 | 0.523 | 0.675 | 0.893 | 0.908 | 1.241 | 1.354 | 0.929 | 0.701        | 0.279 | 0.073 | 7.669                                                                                                                 | 0.5%<br>3.0%<br>0.1%<br>-4.3%<br>1.7%<br>-2.2%<br>2.8%<br>2.3%<br>6.3%<br>2.5%<br>2.9% | 0.616        | 2.476 | 3.525 | 1.053 |
| 2009                                                                   | M | 0.034                                         | 0.053 | 0.451 | 0.741 | 0.886 | 0.897 | 1.234 | 1.353 | 0.948 | 0.771        | 0.278 | 0.064 | 7.710                                                                                                                 |                                                                                        | 0.538        | 2.525 | 3.535 | 1.112 |
| 2010                                                                   | M | 0.030                                         | 0.055 | 0.479 | 0.745 | 0.901 | 0.945 | 1.296 | 1.376 | 0.999 | 0.761        | 0.285 | 0.069 | 7.940                                                                                                                 |                                                                                        | 0.564        | 2.590 | 3.671 | 1.114 |
| 2011                                                                   | M | 0.035                                         | 0.056 | 0.500 | 0.838 | 0.968 | 0.972 | 1.253 | 1.328 | 0.935 | 0.709        | 0.291 | 0.060 | 7.945                                                                                                                 |                                                                                        | 0.592        | 2.777 | 3.516 | 1.060 |
| 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                                                                                                                 |                                                                                        | 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 | 0.041                                         | 0.072 | 0.552 | 0.681 | 0.895 | 0.871 | 1.173 | 1.332 | 0.900 | 0.636        | 0.317 | 0.090 | 7.561                                                                                                                 |                                                                                        | 0.665        | 2.448 | 3.405 | 1.043 |
| 2015                                                                   | M | 0.053                                         | 0.065 | 0.554 | 0.713 | 0.916 | 0.893 | 1.251 | 1.404 | 0.892 | 0.665        | 0.305 | 0.062 | 7.773                                                                                                                 |                                                                                        | 0.672        | 2.521 | 3.547 | 1.032 |
| 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                                                                                                                 |                                                                                        | 0.709        | 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                                                                                                                 |                                                                                        | 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                                                                                                                 |                                                                                        | 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                                                                                                                 |                                                                                        | 0.867        | 3.041 | 3.596 | 1.406 |
| VISITOR DAYS                                                           |   |                                               |       |       |       |       |       |       |       |       |              |       |       | NON-SERVICED ACCOMMODATION                                                                                            |                                                                                        |              |       |       |       |
| SHARE OF MARKET                                                        |   | 2008                                          | 2009  | 2010  | 2011  | 2012  | 2013  | 2014  | 2015  | 2016  | 2017         | 2018  | 2019  | <div>M</div> <div>Visitor Days by Year and Share of Total</div> <div>Non-Serviced M</div> <div>Share of Total %</div> |                                                                                        |              |       |       |       |
| Non-Serviced                                                           | M | 7.669                                         | 7.710 | 7.940 | 7.945 | 7.603 | 7.732 | 7.561 | 7.773 | 7.952 | 8.453        | 8.662 | 8.909 |                                                                                                                       |                                                                                        |              |       |       |       |
| All Visitor Types                                                      | M | 15.47                                         | 16.22 | 16.14 | 15.92 | 15.51 | 16.16 | 16.27 | 16.86 | 16.97 | 17.47        | 17.81 | 18.36 |                                                                                                                       |                                                                                        |              |       |       |       |
| Share of Total                                                         | % | 49.6%                                         | 47.5% | 49.2% | 49.9% | 49.0% | 47.8% | 46.5% | 46.1% | 46.9% | 48.4%        | 48.6% | 48.5% |                                                                                                                       |                                                                                        |              |       |       |       |
| Annual Change in Share                                                 | % |                                               | -4.1% | 3.4%  | 1.5%  | -1.8% | -2.4% | -2.8% | -0.8% | 1.7%  | 3.2%         | 0.5%  | -0.2% |                                                                                                                       |                                                                                        |              |       |       |       |
| Change in Share from 2008                                              | % |                                               | -4.1% | -0.8% | 0.6%  | -1.1% | -3.5% | -6.3% | -7.0% | -5.5% | -2.4%        | -1.9% | -2.1% |                                                                                                                       |                                                                                        |              |       |       |       |
| Avg Ann. Change in Share                                               | % |                                               | -4.1% | -0.4% | 0.2%  | -0.3% | -0.7% | -1.0% | -1.0% | -0.7% | -0.3%        | -0.2% | -0.2% |                                                                                                                       |                                                                                        |              |       |       |       |

| STEAM FINAL TREND REPORT FOR 2008-2019<br>CONWY COUNTY BOROUGH COUNCIL |  |                                                |       |       |       |       |       |       |       |       | 2008 to 2019 |       |        | 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 2008 to 2019                                                  |  | 4.9%                                           | 4.9%  | 4.9%  | 4.9%  | 4.9%  | 4.9%  | 4.9%  | 4.9%  | 4.9%  | 4.9%         | 4.9%  | 4.9%   | 4.9%                                                               | Annual Change | 4.9%    | 4.9%  | 4.9%  | 4.9%  |
| % Change 2018 to 2019                                                  |  | 0.3%                                           | 0.3%  | 0.3%  | 0.3%  | 0.3%  | 0.3%  | 0.3%  | 0.3%  | 0.3%  | 0.3%         | 0.3%  | 0.3%   | 0.3%                                                               |               | 0.3%    | 0.3%  | 0.3%  | 0.3%  |
| Average Annual Change                                                  |  | 0.4%                                           | 0.4%  | 0.4%  | 0.4%  | 0.4%  | 0.4%  | 0.4%  | 0.4%  | 0.4%  | 0.4%         | 0.4%  | 0.4%   | 0.4%                                                               |               | 0.4%    | 0.4%  | 0.4%  | 0.4%  |
| 2008 000s                                                              |  | 57.1                                           | 19.2  | 21.8  | 52.1  | 33.5  | 25.8  | 41.9  | 44.3  | 22.8  | 22.8         | 17.8  | 51.5   | 410.7                                                              |               | -0.3%   | 98.1  | 111.4 | 109.1 |
| 2009 000s                                                              |  | 57.1                                           | 19.2  | 21.8  | 52.1  | 33.5  | 25.8  | 41.9  | 44.3  | 22.8  | 22.8         | 17.8  | 51.5   | 410.7                                                              | -0.3%         | 98.1    | 111.4 | 109.1 | 92.1  |
| 2010 000s                                                              |  | 57.0                                           | 19.1  | 21.8  | 52.0  | 33.4  | 25.7  | 41.8  | 44.2  | 22.8  | 22.8         | 17.7  | 51.3   | 409.6                                                              | -0.4%         | 97.9    | 111.1 | 108.8 | 91.8  |
| 2011 000s                                                              |  | 56.7                                           | 19.1  | 21.7  | 51.7  | 33.3  | 25.6  | 41.6  | 44.0  | 22.7  | 22.7         | 17.7  | 51.1   | 407.8                                                              | -0.4%         | 97.4    | 110.6 | 108.3 | 91.4  |
| 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                                                              | 3.9%          | 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  |
| VISITOR DAYS                                                           |  |                                                |       |       |       |       |       |       |       |       |              |       |        | SFR                                                                |               |         |       |       |       |
| SHARE OF MARKET                                                        |  | 2008                                           | 2009  | 2010  | 2011  | 2012  | 2013  | 2014  | 2015  | 2016  | 2017         | 2018  | 2019   | <div>000s</div> <div>Visitor Days by Year and Share of Total</div> |               |         |       |       |       |
| SFR 000s                                                               |  | 410.7                                          | 410.7 | 409.6 | 407.8 | 423.6 | 424.7 | 425.8 | 427.6 | 427.3 | 428.5        | 429.7 | 430.9  |                                                                    |               |         |       |       |       |
| All Visitor Types M                                                    |  | 15.5                                           | 16.2  | 16.1  | 15.9  | 15.5  | 16.2  | 16.3  | 16.9  | 17.0  | 17.5         | 17.8  | 18.4   |                                                                    |               |         |       |       |       |
| Share of Total %                                                       |  | 2.7%                                           | 2.5%  | 2.5%  | 2.6%  | 2.7%  | 2.6%  | 2.6%  | 2.5%  | 2.5%  | 2.5%         | 2.4%  | 2.3%   |                                                                    |               |         |       |       |       |
| Annual Change in Share %                                               |  |                                                | -4.6% | 0.2%  | 1.0%  | 6.6%  | -3.8% | -0.4% | -3.1% | -0.7% | -2.6%        | -1.6% | -2.7%  |                                                                    |               |         |       |       |       |
| Change in Share from 2008 %                                            |  |                                                | -4.6% | -4.5% | -3.5% | 2.9%  | -1.0% | -1.4% | -4.5% | -5.2% | -7.6%        | -9.1% | -11.6% |                                                                    |               |         |       |       |       |
| Avg Ann. Change in Share %                                             |  |                                                | -4.6% | -2.2% | -1.2% | 0.7%  | -0.2% | -0.2% | -0.6% | -0.6% | -0.8%        | -0.9% | -1.1%  |                                                                    |               |         |       |       |       |

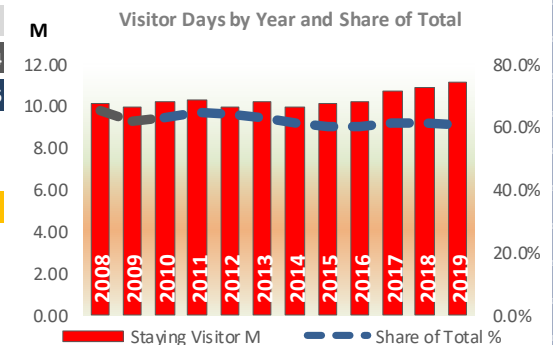
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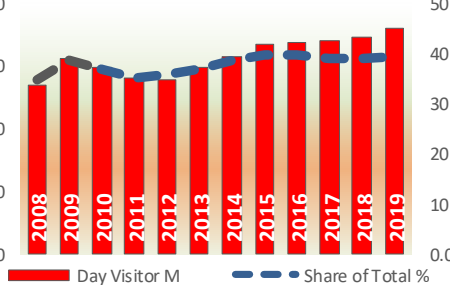
Report Prepared by: Cathy James. Date of Issue: 05/10/20

| STEAM FINAL TREND REPORT FOR 2008-2019<br>CONWY COUNTY BOROUGH COUNCIL |   |                                               |       |       |       |       |       |       |       | 2008 to 2019 |       |       | 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             |                                           |                                                                                       | Q1      | Q2    | Q3    | Q4    |       |
| % Change 2008 to 2019                                                  |   | 66.4%                                         | 19.7% | 11.1% | 30.5% | 12.5% | 14.5% | 2.9%  | -5.8% | 1.2%         | 16.6% | 12.8% | 25.4%           | 10.3%                                     | Annual Change                                                                         | 21.7%   | 18.3% | -0.9% | 16.8% |       |
| % Change 2018 to 2019                                                  |   | 34.4%                                         | -3.6% | -1.7% | 3.7%  | 1.5%  | -0.3% | -0.2% | 0.4%  | 3.2%         | 4.0%  | 3.2%  | 13.8%           | 2.2%                                      |                                                                                       | 4.2%    | 1.5%  | 0.9%  | 5.2%  |       |
| Average Annual Change                                                  |   | 6.0%                                          | 1.8%  | 1.0%  | 2.8%  | 1.1%  | 1.3%  | 0.3%  | -0.5% | 0.1%         | 1.5%  | 1.2%  | 2.3%            | 0.9%                                      |                                                                                       | 2.0%    | 1.7%  | -0.1% | 1.5%  |       |
|                                                                        |   |                                               |       |       |       |       |       |       |       |              |       |       |                 |                                           |                                                                                       |         |       |       |       |       |
| 2008                                                                   | M | 0.178                                         | 0.197 | 0.713 | 0.879 | 1.138 | 1.100 | 1.500 | 1.647 | 1.140        | 0.907 | 0.460 | 0.239           | 10.10                                     | -1.2%                                                                                 | 1.089   | 3.118 | 4.286 | 1.606 |       |
| 2009                                                                   | M | 0.166                                         | 0.174 | 0.605 | 0.940 | 1.097 | 1.104 | 1.492 | 1.634 | 1.155        | 0.969 | 0.415 | 0.225           | 9.976                                     |                                                                                       | 0.945   | 3.141 | 4.281 | 1.609 |       |
| 2010                                                                   | M | 0.156                                         | 0.174 | 0.613 | 0.960 | 1.112 | 1.171 | 1.539 | 1.661 | 1.220        | 0.943 | 0.415 | 0.214           | 10.18                                     |                                                                                       | 2.0%    | 0.942 | 3.243 | 4.419 | 1.572 |
| 2011                                                                   | M | 0.163                                         | 0.188 | 0.658 | 1.066 | 1.187 | 1.183 | 1.494 | 1.610 | 1.148        | 0.943 | 0.462 | 0.218           | 10.32                                     |                                                                                       | 1.4%    | 1.009 | 3.436 | 4.251 | 1.623 |
| 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                                     | -3.7%                                                                                 | 0.989   | 3.157 | 4.087 | 1.700 |       |
| 2013                                                                   | M | 0.174                                         | 0.234 | 0.709 | 0.906 | 1.130 | 1.215 | 1.458 | 1.649 | 1.117        | 0.868 | 0.487 | 0.248           | 10.20                                     | 2.6%                                                                                  | 1.117   | 3.252 | 4.223 | 1.604 |       |
| 2014                                                                   | M | 0.190                                         | 0.233 | 0.707 | 0.914 | 1.163 | 1.103 | 1.414 | 1.608 | 1.101        | 0.836 | 0.479 | 0.237           | 9.986                                     | -2.1%                                                                                 | 1.130   | 3.180 | 4.123 | 1.553 |       |
| 2015                                                                   | M | 0.193                                         | 0.229 | 0.705 | 0.935 | 1.182 | 1.117 | 1.502 | 1.671 | 1.083        | 0.856 | 0.466 | 0.210           | 10.15                                     | 1.6%                                                                                  | 1.127   | 3.235 | 4.255 | 1.532 |       |
| 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                                     | 0.7%                                                                                  | 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 |       |
| VISITOR DAYS                                                           |   |                                               |       |       |       |       |       |       |       |              |       |       |                 | STAYING VISITOR                           |                                                                                       |         |       |       |       |       |
| SHARE OF MARKET                                                        |   | 2008                                          | 2009  | 2010  | 2011  | 2012  | 2013  | 2014  | 2015  | 2016         | 2017  | 2018  | 2019            | M Visitor Days by Year and Share of Total |                                                                                       |         |       |       |       |       |
| Staying Visitor                                                        |   | M                                             | 10.10 | 9.976 | 10.18 | 10.32 | 9.933 | 10.20 | 9.986 | 10.15        | 10.22 | 10.67 | 10.89           | 11.14                                     |  |         |       |       |       |       |
| All Visitor Types                                                      |   | M                                             | 15.47 | 16.22 | 16.14 | 15.92 | 15.51 | 16.16 | 16.27 | 16.86        | 16.97 | 17.47 | 17.81           | 18.36                                     |                                                                                       |         |       |       |       |       |
| Share of Total                                                         |   | %                                             | 65.3% | 61.5% | 63.0% | 64.8% | 64.1% | 63.1% | 61.4% | 60.2%        | 60.2% | 61.1% | 61.2%           | 60.7%                                     |                                                                                       |         |       |       |       |       |
| Annual Change in Share                                                 |   | %                                             |       | -5.8% | 2.5%  | 2.8%  | -1.2% | -1.5% | -2.7% | -1.9%        | 0.0%  | 1.4%  | 0.2%            | -0.8%                                     |                                                                                       |         |       |       |       |       |
| Change in Share from 2008                                              |   | %                                             |       | -5.8% | -3.5% | -0.7% | -1.9% | -3.4% | -6.0% | -7.8%        | -7.8% | -6.5% | -6.3%           | -7.1%                                     |                                                                                       |         |       |       |       |       |
| Avg Ann. Change in Share                                               |   | %                                             |       | -5.8% | -1.7% | -0.2% | -0.5% | -0.7% | -1.0% | -1.1%        | -1.0% | -0.7% | -0.6%           | -0.6%                                     |                                                                                       |         |       |       |       |       |

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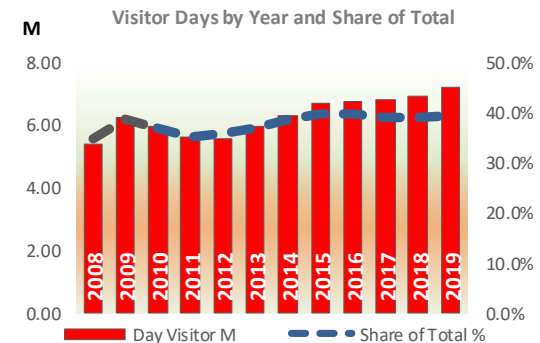
Report Prepared by: Cathy James. Date of Issue: 05/10/20



| STEAM FINAL TREND REPORT FOR 2008-2019<br>CONWY COUNTY BOROUGH COUNCIL |   |                                               |       |       |       |       |       |       |       |       | 2008 to 2019 |       |       | DAY VISITOR                                                                           |               | VISITOR DAYS |       |       |       |
|------------------------------------------------------------------------|---|-----------------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------------|-------|-------|---------------------------------------------------------------------------------------|---------------|--------------|-------|-------|-------|
| VISITOR DAYS BY:                                                       |   | MONTH AND QUARTER                             |       |       |       |       |       |       |       |       |              |       |       | CALENDAR YEAR                                                                         |               | QUARTER      |       |       |       |
| KEY                                                                    |   | DAY VISITOR                                   |       |       |       |       |       |       |       |       |              |       |       |                                                                                       |               |              |       |       |       |
| An increase of 3% or more                                              |   | VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES |       |       |       |       |       |       |       |       |              |       |       |                                                                                       |               |              |       |       |       |
| Less than 3% change                                                    |   | Q1                                            |       |       | Q2    |       |       | Q3    |       |       | Q4           |       |       | TOTAL                                                                                 | % Change      |              |       |       |       |
| A Fall of 3% or more                                                   |   | JAN                                           | FEB   | MAR   | APR   | MAY   | JUN   | JUL   | AUG   | SEP   | OCT          | NOV   | DEC   |                                                                                       |               |              |       |       |       |
| % Change 2008 to 2019                                                  |   | 18.1%                                         | 60.8% | 10.5% | 94.4% | 25.5% | 36.0% | 36.9% | 23.1% | 38.0% | 7.5%         | 34.2% | 12.9% | 34.5%                                                                                 | Annual Change | 33.9%        | 46.9% | 30.8% | 13.4% |
| % Change 2018 to 2019                                                  |   | 10.2%                                         | 14.7% | 5.7%  | 13.9% | 2.1%  | -7.1% | 3.1%  | 7.5%  | -1.7% | 7.2%         | 14.8% | 13.6% | 4.4%                                                                                  |               | 10.8%        | 2.6%  | 3.7%  | 9.5%  |
| Average Annual Change                                                  |   | 1.6%                                          | 5.5%  | 1.0%  | 8.6%  | 2.3%  | 3.3%  | 3.4%  | 2.1%  | 3.5%  | 0.7%         | 3.1%  | 1.2%  | 3.1%                                                                                  |               | 3.1%         | 4.3%  | 2.8%  | 1.2%  |
| 2008                                                                   | M | 0.058                                         | 0.236 | 0.231 | 0.441 | 0.680 | 0.579 | 0.849 | 1.191 | 0.572 | 0.377        | 0.108 | 0.043 | 5.367                                                                                 |               |              | 0.525 | 1.701 | 2.612 |
| 2009                                                                   | M | 0.086                                         | 0.309 | 0.215 | 0.771 | 0.773 | 0.652 | 0.999 | 1.223 | 0.676 | 0.449        | 0.063 | 0.028 | 6.241                                                                                 | 16.3%         | 0.610        | 2.196 | 2.897 | 0.539 |
| 2010                                                                   | M | 0.071                                         | 0.281 | 0.212 | 0.790 | 0.689 | 0.693 | 0.932 | 1.203 | 0.622 | 0.390        | 0.064 | 0.021 | 5.968                                                                                 | -4.4%         | 0.564        | 2.172 | 2.757 | 0.475 |
| 2011                                                                   | M | 0.068                                         | 0.277 | 0.203 | 0.761 | 0.618 | 0.643 | 0.802 | 1.084 | 0.611 | 0.404        | 0.098 | 0.031 | 5.599                                                                                 | -6.2%         | 0.548        | 2.021 | 2.497 | 0.533 |
| 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                                                                                 | -0.5%         | 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 |
| VISITOR DAYS                                                           |   |                                               |       |       |       |       |       |       |       |       |              |       |       | DAY VISITOR                                                                           |               |              |       |       |       |
| SHARE OF MARKET                                                        |   | 2008                                          | 2009  | 2010  | 2011  | 2012  | 2013  | 2014  | 2015  | 2016  | 2017         | 2018  | 2019  | M Visitor Days by Year and Share of Total                                             |               |              |       |       |       |
| Day Visitor                                                            | M | 5.367                                         | 6.241 | 5.968 | 5.599 | 5.572 | 5.967 | 6.280 | 6.710 | 6.749 | 6.801        | 6.914 | 7.220 |  |               |              |       |       |       |
| All Visitor Types                                                      | M | 15.47                                         | 16.22 | 16.14 | 15.92 | 15.51 | 16.16 | 16.27 | 16.86 | 16.97 | 17.47        | 17.81 | 18.36 |                                                                                       |               |              |       |       |       |
| Share of Total                                                         | % | 34.7%                                         | 38.5% | 37.0% | 35.2% | 35.9% | 36.9% | 38.6% | 39.8% | 39.8% | 38.9%        | 38.8% | 39.3% |                                                                                       |               |              |       |       |       |
| Annual Change in Share                                                 | % |                                               | 10.9% | -3.9% | -4.8% | 2.2%  | 2.7%  | 4.6%  | 3.1%  | -0.1% | -2.1%        | -0.3% | 1.3%  |                                                                                       |               |              |       |       |       |
| Change in Share from 2008                                              | % |                                               | 10.9% | 6.5%  | 1.4%  | 3.5%  | 6.4%  | 11.3% | 14.7% | 14.6% | 12.2%        | 11.9% | 13.3% |                                                                                       |               |              |       |       |       |
| Avg Ann. Change in Share                                               | % |                                               | 10.9% | 3.3%  | 0.5%  | 0.9%  | 1.3%  | 1.9%  | 2.1%  | 1.8%  | 1.4%         | 1.2%  | 1.2%  |                                                                                       |               |              |       |       |       |

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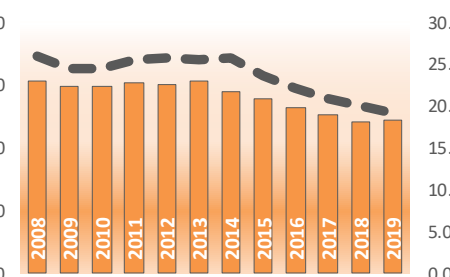
## Direct and Total Employment by Month, Year and Visitor Type for the Period 2008 to 2019

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

| STEAM FINAL TREND REPORT FOR 2008-2019<br>CONWY COUNTY BOROUGH COUNCIL |                                                                       |        |        |        |        |        |        |        |        | 2008 to 2019 |        |        | TOTAL         | TOTAL EMPLOYMENT                              |         |        |        |       |
|------------------------------------------------------------------------|-----------------------------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------------|--------|--------|---------------|-----------------------------------------------|---------|--------|--------|-------|
| EMPLOYMENT BY:                                                         | MONTH AND QUARTER                                                     |        |        |        |        |        |        |        |        |              |        |        | CALENDAR YEAR |                                               | QUARTER |        |        |       |
| KEY                                                                    | TOTAL                                                                 |        |        |        |        |        |        |        |        |              |        |        |               |                                               |         |        |        |       |
| An increase of 3% or more                                              | TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES |        |        |        |        |        |        |        |        |              |        |        |               |                                               |         |        |        |       |
| Less than 3% change                                                    | Q1                                                                    |        |        | Q2     |        |        | Q3     |        |        | Q4           |        |        | TOTAL         | % Change                                      | Q1      | Q2     | Q3     | Q4    |
| A Fall of 3% or more                                                   | JAN                                                                   | FEB    | MAR    | APR    | MAY    | JUN    | JUL    | AUG    | SEP    | OCT          | NOV    | DEC    |               |                                               |         |        |        |       |
| % Change 2008 to 2019                                                  | 22.3%                                                                 | 16.4%  | 0.0%   | 30.7%  | 5.6%   | 9.7%   | 5.4%   | -0.6%  | 3.2%   | 1.8%         | 4.2%   | 7.9%   | 7.1%          | Annual Change                                 | 9.8%    | 14.2%  | 2.4%   | 3.8%  |
| % Change 2018 to 2019                                                  | 16.7%                                                                 | 6.0%   | 2.6%   | 10.2%  | 4.7%   | 0.1%   | 4.2%   | 5.1%   | 4.1%   | 6.8%         | 5.6%   | 7.3%   | 5.2%          |                                               | 6.8%    | 4.8%   | 4.5%   | 6.5%  |
| Average Annual Change                                                  | 2.0%                                                                  | 1.5%   | 0.0%   | 2.8%   | 0.5%   | 0.9%   | 0.5%   | -0.1%  | 0.3%   | 0.2%         | 0.4%   | 0.7%   | 0.6%          |                                               | 0.9%    | 1.3%   | 0.2%   | 0.3%  |
| 2008 FTEs                                                              | 4,225                                                                 | 5,962  | 9,403  | 11,959 | 15,498 | 14,415 | 19,042 | 22,706 | 14,916 | 11,683       | 6,791  | 4,710  | 11,776        |                                               | 6,530   | 13,957 | 18,888 | 7,728 |
| 2009 FTEs                                                              | 4,343                                                                 | 6,335  | 8,492  | 14,840 | 15,791 | 15,036 | 20,068 | 22,706 | 15,750 | 12,604       | 6,119  | 4,486  | 12,214        | 3.7%                                          | 6,390   | 15,222 | 19,508 | 7,736 |
| 2010 FTEs                                                              | 4,149                                                                 | 6,129  | 8,474  | 15,108 | 15,342 | 15,717 | 19,912 | 22,878 | 15,918 | 11,918       | 6,129  | 4,349  | 12,169        | -0.4%                                         | 6,251   | 15,389 | 19,569 | 7,465 |
| 2011 FTEs                                                              | 4,144                                                                 | 6,139  | 8,586  | 15,451 | 15,073 | 15,324 | 18,351 | 21,188 | 15,128 | 11,979       | 6,639  | 4,429  | 11,869        | -2.5%                                         | 6,290   | 15,283 | 18,223 | 7,682 |
| 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        | -2.0%                                         | 6,493   | 14,375 | 17,894 | 7,750 |
| 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                                                              | 4,150                                                                 | 5,972  | 8,868  | 13,232 | 15,416 | 13,473 | 17,597 | 21,009 | 14,005 | 10,189       | 6,388  | 4,446  | 11,229        | -6.9%                                         | 6,330   | 14,040 | 17,537 | 7,008 |
| 2015 FTEs                                                              | 4,271                                                                 | 6,258  | 9,159  | 14,014 | 16,352 | 14,178 | 19,397 | 22,762 | 14,660 | 10,729       | 6,451  | 4,342  | 11,881        | 5.8%                                          | 6,563   | 14,848 | 18,940 | 7,174 |
| 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        | 0.5%                                          | 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 |
| EMPLOYMENT                                                             |                                                                       |        |        |        |        |        |        |        |        |              |        |        | TOTAL         |                                               |         |        |        |       |
| SHARE OF MARKET                                                        | 2008                                                                  | 2009   | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017         | 2018   | 2019   | FTEs          | Employment (FTEs) and Share of Total (%)      |         |        |        |       |
| Total                                                                  | FTEs                                                                  | 11,776 | 12,214 | 12,169 | 11,869 | 11,628 | 12,056 | 11,229 | 11,881 | 11,942       | 12,028 | 11,989 | 12,617        | <div><div></div><div></div></div> <div></div> |         |        |        |       |
| Total Employment                                                       | FTEs                                                                  | 11,776 | 12,214 | 12,169 | 11,869 | 11,628 | 12,056 | 11,229 | 11,881 | 11,942       | 12,028 | 11,989 | 12,617        |                                               |         |        |        |       |
| 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 2008                                              | %                                                                     |        |        |        |        |        |        |        |        |              |        |        |               |                                               |         |        |        |       |
| Avg Ann. Change in Share                                               | %                                                                     |        |        |        |        |        |        |        |        |              |        |        |               |                                               |         |        |        |       |

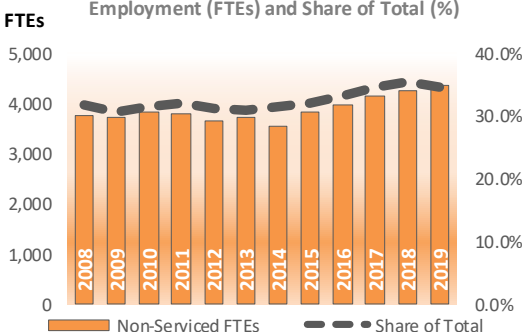
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| STEAM FINAL TREND REPORT FOR 2008-2019<br>CONWY COUNTY BOROUGH COUNCIL |  |                                                                        |        |        |        |        |        |        |        | 2008 to 2019 |        |        | SERVICED      |                                                    | DIRECT EMPLOYMENT                                                                     |        |        |        |        |        |       |
|------------------------------------------------------------------------|--|------------------------------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------------|--------|--------|---------------|----------------------------------------------------|---------------------------------------------------------------------------------------|--------|--------|--------|--------|--------|-------|
| EMPLOYMENT BY:                                                         |  | MONTH AND QUARTER                                                      |        |        |        |        |        |        |        |              |        |        | CALENDAR YEAR |                                                    | QUARTER                                                                               |        |        |        |        |        |       |
| KEY                                                                    |  | SERVICED ACCOMMODATION                                                 |        |        |        |        |        |        |        |              |        |        | TOTAL         | % Change                                           |                                                                                       |        |        |        |        |        |       |
| An increase of 3% or more                                              |  | DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES |        |        |        |        |        |        |        |              |        |        |               |                                                    |                                                                                       |        |        |        |        |        |       |
| Less than 3% change                                                    |  | Q1                                                                     |        |        | Q2     |        |        | Q3     |        |              | Q4     |        |               | 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 2008 to 2019                                                  |  | -0.2%                                                                  | -18.5% | -29.4% | -20.8% | -17.4% | -18.0% | -24.1% | -25.1% | -20.7%       | -28.3% | -18.7% | -18.1%        |                                                    |                                                                                       | -20.6% | -17.6% | -18.7% | -23.4% | -22.0% |       |
| % Change 2018 to 2019                                                  |  | 13.3%                                                                  | -4.6%  | -2.7%  | 0.3%   | 0.3%   | 1.5%   | 1.1%   | 2.8%   | 1.7%         | -0.4%  | 1.7%   | -2.7%         |                                                    |                                                                                       | 0.9%   | 1.5%   | 0.7%   | 1.9%   | -0.4%  |       |
| Average Annual Change                                                  |  | 0.0%                                                                   | -1.7%  | -2.7%  | -1.9%  | -1.6%  | -1.6%  | -2.2%  | -2.3%  | -1.9%        | -2.6%  | -1.7%  | -1.6%         |                                                    |                                                                                       | -1.9%  | -1.6%  | -1.7%  | -2.1%  | -2.0%  |       |
| 2008 FTEs                                                              |  | 2,224                                                                  | 2,637  | 3,070  | 3,088  | 3,391  | 3,166  | 3,422  | 3,635  | 3,278        | 3,200  | 2,970  | 2,546         |                                                    |                                                                                       | 3,052  | 2,644  | 3,215  | 3,445  | 2,905  |       |
| 2009 FTEs                                                              |  | 2,203                                                                  | 2,530  | 2,888  | 3,066  | 3,231  | 3,239  | 3,431  | 3,548  | 3,262        | 3,165  | 2,759  | 2,522         |                                                    |                                                                                       | 2,987  | -2.1%  | 2,540  | 3,179  | 3,414  | 2,816 |
| 2010 FTEs                                                              |  | 2,168                                                                  | 2,516  | 2,786  | 3,142  | 3,224  | 3,350  | 3,357  | 3,577  | 3,327        | 3,078  | 2,725  | 2,445         |                                                    |                                                                                       | 2,974  | -0.4%  | 2,490  | 3,238  | 3,420  | 2,749 |
| 2011 FTEs                                                              |  | 2,172                                                                  | 2,571  | 2,895  | 3,194  | 3,242  | 3,248  | 3,306  | 3,538  | 3,304        | 3,340  | 2,912  | 2,500         |                                                    |                                                                                       | 3,019  | 1.5%   | 2,546  | 3,228  | 3,383  | 2,917 |
| 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  | -0.6%  | 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                                                              |  | 2,181                                                                  | 2,577  | 2,741  | 3,041  | 3,324  | 3,176  | 3,147  | 3,315  | 3,061        | 2,983  | 2,739  | 2,346         | 2,886                                              | -6.0%                                                                                 | 2,500  | 3,180  | 3,175  | 2,689  |        |       |
| 2015 FTEs                                                              |  | 2,082                                                                  | 2,535  | 2,635  | 2,905  | 3,251  | 3,056  | 3,118  | 3,193  | 2,913        | 2,861  | 2,657  | 2,281         | 2,791                                              | -3.3%                                                                                 | 2,418  | 3,071  | 3,075  | 2,600  |        |       |
| 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                                              | -5.2%                                                                                 | 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  |        |       |
| EMPLOYMENT                                                             |  |                                                                        |        |        |        |        |        |        |        |              |        |        |               | SERVICED ACCOMMODATION                             |                                                                                       |        |        |        |        |        |       |
| SHARE OF MARKET                                                        |  | 2008                                                                   | 2009   | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016         | 2017   | 2018   | 2019          | FTEs      Employment (FTEs) and Share of Total (%) |                                                                                       |        |        |        |        |        |       |
| Serviced FTEs                                                          |  | FTEs                                                                   | 3,052  | 2,987  | 2,974  | 3,019  | 3,000  | 3,069  | 2,886  | 2,791        | 2,647  | 2,509  | 2,402         | 2,424                                              |  |        |        |        |        |        |       |
| Total Employment                                                       |  | FTEs                                                                   | 11,776 | 12,214 | 12,169 | 11,869 | 11,628 | 12,056 | 11,229 | 11,881       | 11,942 | 12,028 | 11,989        | 12,617                                             |                                                                                       |        |        |        |        |        |       |
| Share of Total                                                         |  | %                                                                      | 25.9%  | 24.5%  | 24.4%  | 25.4%  | 25.8%  | 25.5%  | 25.7%  | 23.5%        | 22.2%  | 20.9%  | 20.0%         | 19.2%                                              |                                                                                       |        |        |        |        |        |       |
| Annual Change in Share                                                 |  | %                                                                      |        | -5.6%  | -0.1%  | 4.0%   | 1.5%   | -1.3%  | 1.0%   | -8.6%        | -5.6%  | -5.9%  | -4.0%         | -4.1%                                              |                                                                                       |        |        |        |        |        |       |
| Change in Share from 2008                                              |  | %                                                                      |        | -5.6%  | -5.7%  | -1.9%  | -0.5%  | -1.8%  | -0.8%  | -9.4%        | -14.5% | -19.5% | -22.7%        | -25.9%                                             |                                                                                       |        |        |        |        |        |       |
| Avg Ann. Change in Share                                               |  | %                                                                      |        | -5.6%  | -2.8%  | -0.6%  | -0.1%  | -0.4%  | -0.1%  | -1.3%        | -1.8%  | -2.2%  | -2.3%         | -2.4%                                              |                                                                                       |        |        |        |        |        |       |

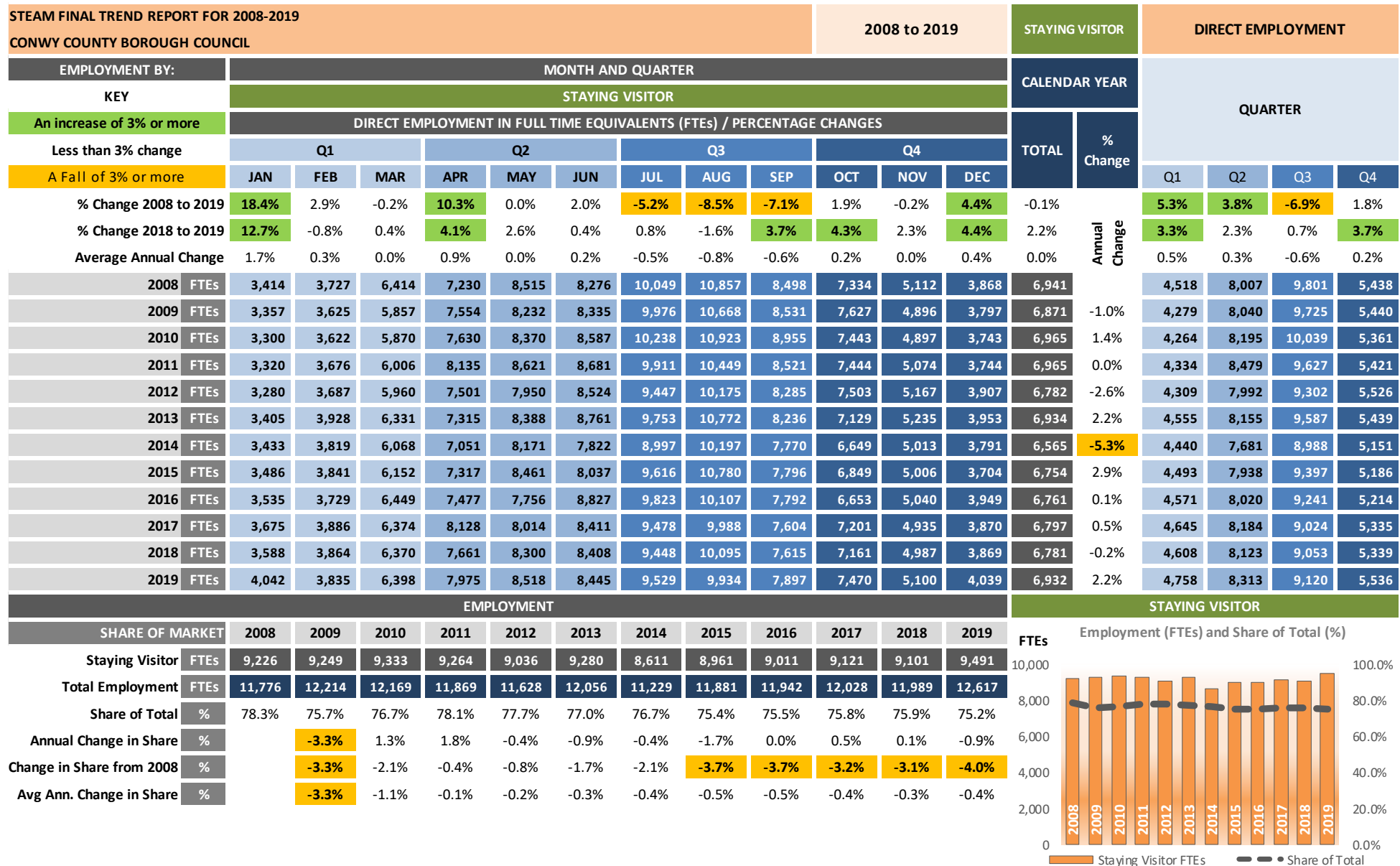
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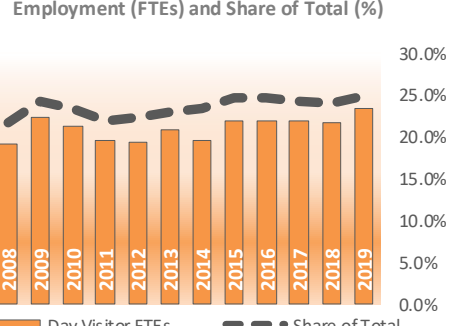
Report Prepared by: Cathy James. Date of Issue: 05/10/20

| STEAM FINAL TREND REPORT FOR 2008-2019<br>CONWY COUNTY BOROUGH COUNCIL |  |                                                                        |        |        |        |        |        |        |        | 2008 to 2019 |        |        | 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 |        |        |        |        |        |        |        |              |        |        | 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 2008 to 2019                                                  |  | 67.7%                                                                  | 59.2%  | 27.3%  | 35.5%  | 12.0%  | 14.8%  | 4.8%   | -0.1%  | 1.6%         | 25.9%  | 26.4%  | 57.8%         | 16.6%                      | Annual Change                                                                                | 40.8% | 19.6% | 2.1%  | 30.9% |
| % Change 2018 to 2019                                                  |  | 13.5%                                                                  | 4.7%   | 2.1%   | 6.0%   | 3.9%   | -0.1%  | 0.7%   | -3.3%  | 4.7%         | 6.6%   | 2.8%   | 14.6%         | 3.0%                       |                                                                                              | 5.0%  | 3.1%  | 0.2%  | 6.9%  |
| Average Annual Change                                                  |  | 6.2%                                                                   | 5.4%   | 2.5%   | 3.2%   | 1.1%   | 1.3%   | 0.4%   | 0.0%   | 0.1%         | 2.4%   | 2.4%   | 5.3%          | 1.5%                       |                                                                                              | 3.7%  | 1.8%  | 0.2%  | 2.8%  |
| 2008 FTEs                                                              |  | 943                                                                    | 1,008  | 3,250  | 3,918  | 4,979  | 4,999  | 6,446  | 7,031  | 5,121        | 4,036  | 2,065  | 1,100         | 3,741                      | -0.1%<br><br>2.9%<br>-1.0%<br>-4.5%<br>2.3%<br>-4.7%<br>7.8%<br>4.0%<br>4.4%<br>2.2%<br>3.0% | 1,734 | 4,632 | 6,199 | 2,400 |
| 2009 FTEs                                                              |  | 908                                                                    | 1,012  | 2,875  | 4,263  | 4,857  | 4,984  | 6,365  | 6,928  | 5,171        | 4,363  | 2,060  | 1,053         | 3,737                      |                                                                                              | 1,598 | 4,701 | 6,155 | 2,492 |
| 2010 FTEs                                                              |  | 887                                                                    | 1,024  | 2,990  | 4,264  | 5,002  | 5,126  | 6,701  | 7,156  | 5,530        | 4,267  | 2,095  | 1,077         | 3,843                      |                                                                                              | 1,634 | 4,798 | 6,462 | 2,480 |
| 2011 FTEs                                                              |  | 909                                                                    | 1,025  | 3,019  | 4,723  | 5,239  | 5,325  | 6,429  | 6,725  | 5,121        | 4,008  | 2,088  | 1,029         | 3,803                      |                                                                                              | 1,651 | 5,095 | 6,092 | 2,375 |
| 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                      |                                                                                              | 1,781 | 4,648 | 6,023 | 2,410 |
| 2014 FTEs                                                              |  | 1,020                                                                  | 1,164  | 3,238  | 3,798  | 4,710  | 4,540  | 5,679  | 6,701  | 4,616        | 3,572  | 2,202  | 1,235         | 3,540                      |                                                                                              | 1,807 | 4,349 | 5,666 | 2,336 |
| 2015 FTEs                                                              |  | 1,161                                                                  | 1,224  | 3,424  | 4,190  | 5,067  | 4,871  | 6,320  | 7,398  | 4,785        | 3,891  | 2,273  | 1,204         | 3,817                      |                                                                                              | 1,936 | 4,709 | 6,168 | 2,456 |
| 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                      |                                                                                              | 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                      |                                                                                              | 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                      |                                                                                              | 2,326 | 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                      |                                                                                              | 2,441 | 5,541 | 6,328 | 3,142 |
| EMPLOYMENT                                                             |  |                                                                        |        |        |        |        |        |        |        |              |        |        |               | NON-SERVICED ACCOMMODATION |                                                                                              |       |       |       |       |
| SHARE OF MARKET                                                        |  | 2008                                                                   | 2009   | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016         | 2017   | 2018   | 2019          | FTEs                       | Employment (FTEs) and Share of Total (%)                                                     |       |       |       |       |
| Non-Serviced                                                           |  | FTEs                                                                   | 3,741  | 3,737  | 3,843  | 3,803  | 3,633  | 3,716  | 3,540  | 3,817        | 3,969  | 4,145  | 4,238         | 4,363                      |         |       |       |       |       |
| Total Employment                                                       |  | FTEs                                                                   | 11,776 | 12,214 | 12,169 | 11,869 | 11,628 | 12,056 | 11,229 | 11,881       | 11,942 | 12,028 | 11,989        | 12,617                     |                                                                                              |       |       |       |       |
| Share of Total                                                         |  | %                                                                      | 31.8%  | 30.6%  | 31.6%  | 32.0%  | 31.2%  | 30.8%  | 31.5%  | 32.1%        | 33.2%  | 34.5%  | 35.4%         | 34.6%                      |                                                                                              |       |       |       |       |
| Annual Change in Share                                                 |  | %                                                                      |        | -3.7%  | 3.2%   | 1.5%   | -2.5%  | -1.4%  | 2.3%   | 1.9%         | 3.4%   | 3.7%   | 2.6%          | -2.2%                      |                                                                                              |       |       |       |       |
| Change in Share from 2008                                              |  | %                                                                      |        | -3.7%  | -0.6%  | 0.9%   | -1.7%  | -3.0%  | -0.8%  | 1.1%         | 4.6%   | 8.5%   | 11.3%         | 8.8%                       |                                                                                              |       |       |       |       |
| Avg Ann. Change in Share                                               |  | %                                                                      |        | -3.7%  | -0.3%  | 0.3%   | -0.4%  | -0.6%  | -0.1%  | 0.2%         | 0.6%   | 0.9%   | 1.1%          | 0.8%                       |                                                                                              |       |       |       |       |



| STEAM FINAL TREND REPORT FOR 2008-2019<br>CONWY COUNTY BOROUGH COUNCIL |      |                                                                        |        |        |        |        |        |        |        |        | 2008 to 2019 |        |               | 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 2008 to 2019                                                  |      | -2.0%                                                                  | -2.0%  | -2.0%  | -2.0%  | -2.0%  | -2.0%  | -2.0%  | -2.0%  | -2.0%  | -2.0%        | -2.0%  | -2.0%         | -2.0%                                                                                                                                                             | Annual Change     | -2.0% | -2.0% | -2.0% | -2.0% |     |
| % Change 2018 to 2019                                                  |      | 2.7%                                                                   | 2.7%   | 2.7%   | 2.7%   | 2.7%   | 2.7%   | 2.7%   | 2.7%   | 2.7%   | 2.7%         | 2.7%   | 2.7%          | 2.7%                                                                                                                                                              |                   | 2.7%  | 2.7%  | 2.7%  |       |     |
| Average Annual Change                                                  |      | -0.2%                                                                  | -0.2%  | -0.2%  | -0.2%  | -0.2%  | -0.2%  | -0.2%  | -0.2%  | -0.2%  | -0.2%        | -0.2%  | -0.2%         | -0.2%                                                                                                                                                             |                   | -0.2% | -0.2% | -0.2% |       |     |
| 2008                                                                   | FTEs | 246                                                                    | 83     | 94     | 224    | 144    | 111    | 180    | 191    | 98     | 98           | 77     | 222           | 147                                                                                                                                                               | 0.0%              | 141   | 160   | 157   | 132   |     |
| 2009                                                                   | FTEs | 246                                                                    | 83     | 94     | 224    | 144    | 111    | 180    | 191    | 98     | 98           | 77     | 222           | 147                                                                                                                                                               |                   | 141   | 160   | 157   | 132   |     |
| 2010                                                                   | FTEs | 245                                                                    | 82     | 94     | 224    | 144    | 111    | 180    | 190    | 98     | 98           | 76     | 221           | 147                                                                                                                                                               |                   | 141   | 160   | 156   | 132   |     |
| 2011                                                                   | FTEs | 239                                                                    | 80     | 91     | 218    | 140    | 108    | 175    | 186    | 96     | 96           | 74     | 216           | 143                                                                                                                                                               |                   | 137   | 155   | 152   | 129   |     |
| 2012                                                                   | FTEs | 248                                                                    | 83     | 95     | 227    | 146    | 112    | 182    | 193    | 99     | 99           | 77     | 224           | 149                                                                                                                                                               |                   | 3.9%  | 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   |     |
| EMPLOYMENT                                                             |      |                                                                        |        |        |        |        |        |        |        |        |              |        |               | SFR                                                                                                                                                               |                   |       |       |       |       |     |
| SHARE OF MARKET                                                        |      | 2008                                                                   | 2009   | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017         | 2018   | 2019          | <div>FTEs</div> <div>Employment (FTEs) and Share of Total (%)</div> <div>200820092010201120122013201420152016201720182019</div> <div>SFR FTEsShare of Total</div> |                   |       |       |       |       |     |
| SFR                                                                    | FTEs | 147                                                                    | 147    | 147    | 143    | 149    | 149    | 140    | 146    | 146    | 143          | 141    | 144           |                                                                                                                                                                   |                   |       |       |       |       |     |
| Total Employment                                                       | FTEs | 11,776                                                                 | 12,214 | 12,169 | 11,869 | 11,628 | 12,056 | 11,229 | 11,881 | 11,942 | 12,028       | 11,989 | 12,617        |                                                                                                                                                                   |                   |       |       |       |       |     |
| Share of Total                                                         | %    | 1.3%                                                                   | 1.2%   | 1.2%   | 1.2%   | 1.3%   | 1.2%   | 1.2%   | 1.2%   | 1.2%   | 1.2%         | 1.2%   | 1.1%          |                                                                                                                                                                   |                   |       |       |       |       |     |
| Annual Change in Share                                                 | %    |                                                                        | -3.6%  | 0.1%   | -0.1%  | 6.0%   | -3.3%  | 0.4%   | -1.2%  | -0.4%  | -3.0%        | -1.1%  | -2.4%         |                                                                                                                                                                   |                   |       |       |       |       |     |
| Change in Share from 2008                                              | %    |                                                                        | -3.6%  | -3.5%  | -3.5%  | 2.3%   | -1.1%  | -0.7%  | -1.9%  | -2.3%  | -5.2%        | -6.3%  | -8.5%         |                                                                                                                                                                   |                   |       |       |       |       |     |
| Avg Ann. Change in Share                                               | %    |                                                                        | -3.6%  | -1.7%  | -1.2%  | 0.6%   | -0.2%  | -0.1%  | -0.3%  | -0.3%  | -0.6%        | -0.6%  | -0.8%         |                                                                                                                                                                   |                   |       |       |       |       |     |



| STEAM FINAL TREND REPORT FOR 2008-2019<br>CONWY COUNTY BOROUGH COUNCIL |      |                                                                        |        |        |        |        |        |        |        | 2008 to 2019 |        |        | 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                                           | Q1                                                                                    | Q2    | Q3    | Q4    |       |  |
| A Fall of 3% or more                                                   |      | JAN                                                                    | FEB    | MAR    | APR    | MAY    | JUN    | JUL    | AUG    | SEP          | OCT    | NOV    |               |                                                    |                                                                                       |       |       |       | DEC   |  |
| % Change 2008 to 2019                                                  |      | 7.6%                                                                   | 46.5%  | 0.7%   | 77.2%  | 14.4%  | 23.9%  | 24.7%  | 12.2%  | 25.7%        | -2.0%  | 22.3%  | 2.9%          | 22.6%                                              | Annual Change                                                                         | 22.0% | 33.9% | 19.2% | 3.3%  |  |
| % Change 2018 to 2019                                                  |      | 14.3%                                                                  | 18.9%  | 9.6%   | 18.1%  | 5.9%   | -3.7%  | 6.9%   | 11.4%  | 1.9%         | 11.1%  | 19.0%  | 17.7%         | 8.3%                                               |                                                                                       | 14.9% | 6.3%  | 7.5%  | 13.5% |  |
| Average Annual Change                                                  |      | 0.7%                                                                   | 4.2%   | 0.1%   | 7.0%   | 1.3%   | 2.2%   | 2.2%   | 1.1%   | 2.3%         | -0.2%  | 2.0%   | 0.3%          | 2.1%                                               |                                                                                       | 2.0%  | 3.1%  | 1.7%  | 0.3%  |  |
| 2008                                                                   | FTEs | 333                                                                    | 1,345  | 1,317  | 2,515  | 3,879  | 3,303  | 4,840  | 6,792  | 3,260        | 2,151  | 615    | 247           | 2,550                                              |                                                                                       | 998   | 3,232 | 4,964 | 1,005 |  |
| 2009                                                                   | FTEs | 491                                                                    | 1,759  | 1,225  | 4,393  | 4,407  | 3,718  | 5,693  | 6,972  | 3,851        | 2,558  | 357    | 157           | 2,965                                              | 16.3%                                                                                 | 1,158 | 4,172 | 5,505 | 1,024 |  |
| 2010                                                                   | FTEs | 404                                                                    | 1,603  | 1,207  | 4,503  | 3,928  | 3,951  | 5,316  | 6,858  | 3,545        | 2,223  | 365    | 117           | 2,835                                              | -4.4%                                                                                 | 1,072 | 4,128 | 5,240 | 902   |  |
| 2011                                                                   | FTEs | 377                                                                    | 1,547  | 1,132  | 4,246  | 3,450  | 3,589  | 4,477  | 6,049  | 3,413        | 2,255  | 548    | 175           | 2,605                                              | -8.1%                                                                                 | 1,019 | 3,761 | 4,647 | 993   |  |
| 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                                              | -0.5%                                                                                 | 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 |  |
| EMPLOYMENT                                                             |      |                                                                        |        |        |        |        |        |        |        |              |        |        |               | DAY VISITOR                                        |                                                                                       |       |       |       |       |  |
| SHARE OF MARKET                                                        |      | 2008                                                                   | 2009   | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016         | 2017   | 2018   | 2019          | FTEs      Employment (FTEs) and Share of Total (%) |                                                                                       |       |       |       |       |  |
| Day Visitor                                                            |      | FTEs                                                                   | 2,550  | 2,965  | 2,835  | 2,605  | 2,592  | 2,776  | 2,618  | 2,920        | 2,932  | 2,906  | 2,888         | 3,126                                              |  |       |       |       |       |  |
| Total Employment                                                       |      | FTEs                                                                   | 11,776 | 12,214 | 12,169 | 11,869 | 11,628 | 12,056 | 11,229 | 11,881       | 11,942 | 12,028 | 11,989        | 12,617                                             |                                                                                       |       |       |       |       |  |
| Share of Total                                                         |      | %                                                                      | 21.7%  | 24.3%  | 23.3%  | 21.9%  | 22.3%  | 23.0%  | 23.3%  | 24.6%        | 24.5%  | 24.2%  | 24.1%         | 24.8%                                              |                                                                                       |       |       |       |       |  |
| Annual Change in Share                                                 |      | %                                                                      |        | 12.1%  | -4.0%  | -5.8%  | 1.6%   | 3.3%   | 1.3%   | 5.4%         | -0.1%  | -1.6%  | -0.3%         | 2.9%                                               |                                                                                       |       |       |       |       |  |
| Change in Share from 2008                                              |      | %                                                                      |        | 12.1%  | 7.6%   | 1.4%   | 2.9%   | 6.3%   | 7.7%   | 13.5%        | 13.4%  | 11.6%  | 11.2%         | 14.4%                                              |                                                                                       |       |       |       |       |  |
| Avg Ann. Change in Share                                               |      | %                                                                      |        | 12.1%  | 3.8%   | 0.5%   | 0.7%   | 1.3%   | 1.3%   | 1.9%         | 1.7%   | 1.3%   | 1.1%          | 1.3%                                               |                                                                                       |       |       |       |       |  |

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Report Prepared by: Cathy James. Date of Issue: 05/10/20

**STEAM FINAL TREND REPORT FOR 2008-2019**  
**CONWY COUNTY BOROUGH COUNCIL**

**2019**

**STAYING VISITORS**

**ACCOMMODATION SUPPLY**  
**DISTRIBUTION BY TYPE**

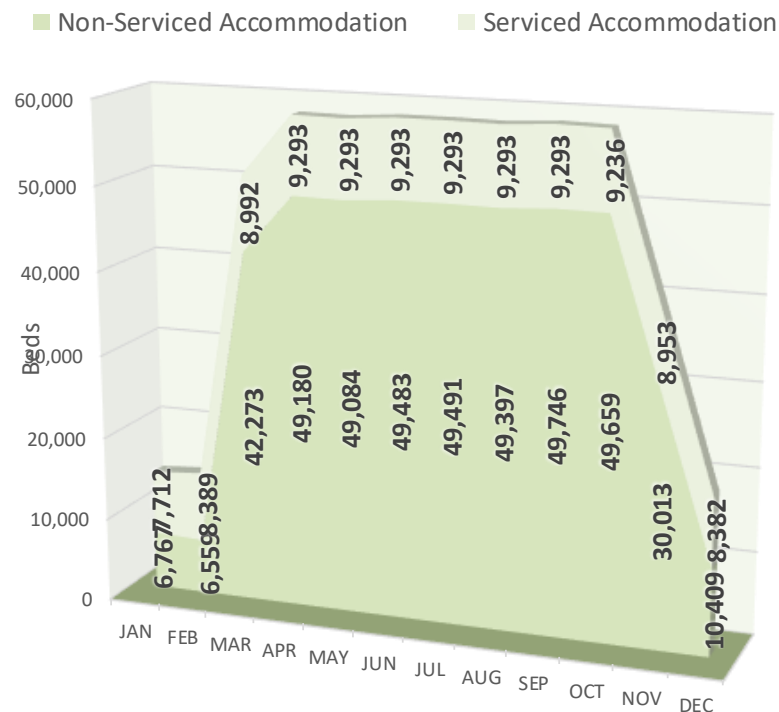
| SERVICED ACCOMMODATION<br>2019 | 2019 |       | Change on 2018 |      | Change on 2008 |        |
|--------------------------------|------|-------|----------------|------|----------------|--------|
|                                | Est. | Beds  | Est.           | Beds | Est.           | Beds   |
| 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<br>2019 | 2019 |        | Change on 2018 |      | Change on 2008 |        |
|------------------------------------|------|--------|----------------|------|----------------|--------|
|                                    | Est. | Beds   | Est.           | Beds | Est.           | Beds   |
| Non-Serviced Accommodation Total   | 916  | 50,043 | 0              | +678 | +262           | +697   |
| 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    | 2,890  | 0              | +678 |                |        |

| DISTRIBUTION BY TYPE OF ACCOMMODATION<br>2019 | 2019  |        | Change on 2018 |      | Change on 2008 |        |
|-----------------------------------------------|-------|--------|----------------|------|----------------|--------|
|                                               | Est.  | Beds   | Est.           | Beds | Est.           | Beds   |
| All Paid Accommodation Total                  | 1,233 | 59,336 | 0              | +678 | +170           | -1,695 |
| Serviced Accommodation Share of Total         | 26%   | 16%    |                |      |                |        |
| Non-Serviced Accommodation Share of Total     | 74%   | 84%    |                |      |                |        |

| SEASONAL AVAILABILITY OF BED SUPPLY<br>2019 | 2019   |        |        |        |        |        |        |        |        |        |        |        |
|---------------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|                                             | JAN    | FEB    | MAR    | APR    | MAY    | JUN    | JUL    | AUG    | SEP    | OCT    | NOV    | DEC    |
| All Paid Accommodation Total                | 14,479 | 14,948 | 51,265 | 58,473 | 58,377 | 58,776 | 58,784 | 58,690 | 59,039 | 58,895 | 38,966 | 18,791 |
| 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                  | 6,767  | 6,559  | 42,273 | 49,180 | 49,084 | 49,483 | 49,491 | 49,397 | 49,746 | 49,659 | 30,013 | 10,409 |

**SEASONAL AVAILABILITY OF BED SUPPLY**  
**2019**



## Report Sections With Historic Financial Data Indexed to 2019 Prices

|                  |                              |                       |                                   |
|------------------|------------------------------|-----------------------|-----------------------------------|
| <b>Sections:</b> | <i>Comparative Headlines</i> | <b>Visitor Types:</b> | <i>Total</i>                      |
|                  | <i>Key Measures</i>          |                       | <i>Serviced Accommodation</i>     |
|                  | <i>Economic Impact</i>       |                       | <i>Non-Serviced Accommodation</i> |
|                  | <i>Sectoral Analysis</i>     |                       | <i>SFR</i>                        |
|                  |                              |                       | <i>Staying Visitor</i>            |
|                  |                              |                       | <i>Day Visitor</i>                |

### **Indexation:** *Indexation to: 2019*

|             |             |
|-------------|-------------|
| <b>2008</b> | <i>1.35</i> |
| <b>2009</b> | <i>1.35</i> |
| <b>2010</b> | <i>1.30</i> |
| <b>2011</b> | <i>1.24</i> |
| <b>2012</b> | <i>1.19</i> |
| <b>2013</b> | <i>1.15</i> |
| <b>2014</b> | <i>1.12</i> |
| <b>2015</b> | <i>1.11</i> |
| <b>2016</b> | <i>1.09</i> |
| <b>2017</b> | <i>1.07</i> |
| <b>2018</b> | <i>1.03</i> |
| <b>2019</b> | <i>1.00</i> |

**STEAM FINAL TREND REPORT FOR 2008-2019**  
**CONWY COUNTY BOROUGH COUNCIL**

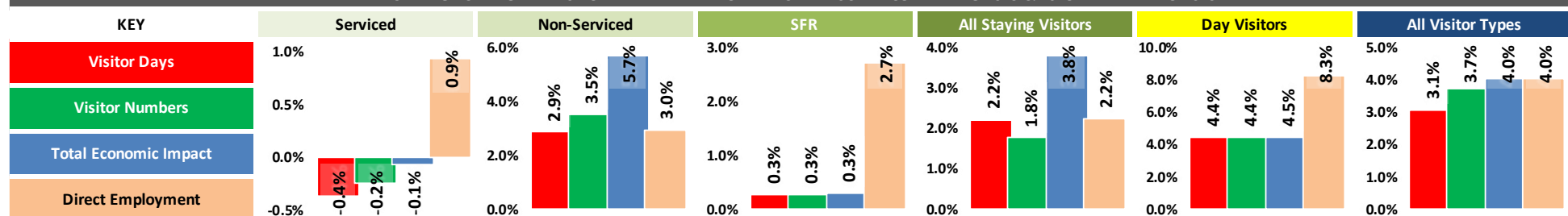
Comparing 2019 and 2018  
 2018 in 2019 prices (1.025)

**COMPARATIVE HEADLINES**

**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2019 & 2018 - INDEXED TO 2019**

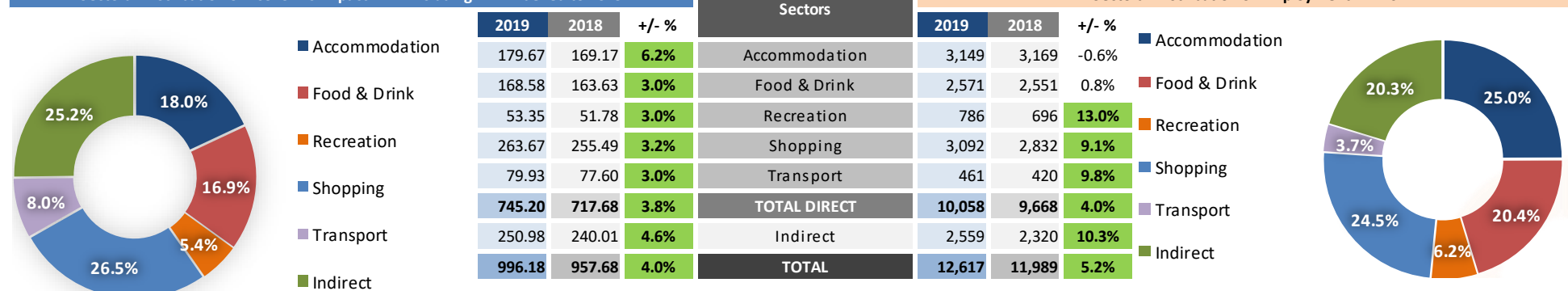
| KEY                       |      |                               |        |       |              |        |       |                                          |       |       |                      |        |       | Day Visitors |        |        | All Visitor Types |        |       |
|---------------------------|------|-------------------------------|--------|-------|--------------|--------|-------|------------------------------------------|-------|-------|----------------------|--------|-------|--------------|--------|--------|-------------------|--------|-------|
| An increase of 3% or more |      | Staying in Paid Accommodation |        |       |              |        |       | Staying with Friends and Relatives (SFR) |       |       | All Staying Visitors |        |       |              |        |        |                   |        |       |
| Less than 3% change       |      | Serviced                      |        |       | Non-Serviced |        |       |                                          |       |       |                      |        |       |              |        |        |                   |        |       |
| A Fall of 3% or more      |      | 2019                          | 2018   | +/- % | 2019         | 2018   | +/- % | 2019                                     | 2018  | +/- % | 2019                 | 2018   | +/- % | 2019         | 2018   | +/- %  | 2019              | 2018   | +/- % |
| Visitor Days              | M    | 1.795                         | 1.802  | -0.4% | 8.909        | 8.662  | 2.9%  | 0.431                                    | 0.430 | 0.3%  | 11.14                | 10.89  | 2.2%  | 7.220        | 6.914  | 4.4%   | 18.36             | 17.81  | 3.1%  |
| Visitor Numbers           | M    | 1.017                         | 1.020  | -0.2% | 1.374        | 1.327  | 3.5%  | 0.181                                    | 0.180 | 0.3%  | 2.572                | 2.528  | 1.8%  | 7.220        | 6.914  | 4.4%   | 9.792             | 9.441  | 3.7%  |
| Direct Expenditure        | £M   |                               |        |       |              |        |       |                                          |       |       |                      |        |       |              |        |        | 745.20            | 717.68 | 3.8%  |
| Economic Impact           | £M   | 190.63                        | 190.77 | -0.1% | 438.46       | 414.89 | 5.7%  | 15.10                                    | 15.05 | 0.3%  | 644.19               | 620.71 | 3.8%  | 351.99       | 336.97 | 4.5%   | 996.18            | 957.68 | 4.0%  |
| Direct Employment         | FTEs | 2,424                         | 2,402  | 0.9%  | 4,363        | 4,238  | 3.0%  | 144                                      | 141   | 2.7%  | 6,932                | 6,781  | 2.2%  | 3,126        | 2,888  | 8.3%   | 10,058            | 9,668  | 4.0%  |
| Total Employment          | FTEs |                               |        |       |              |        |       |                                          |       |       |                      |        |       |              |        | 12,617 | 11,989            | 5.2%   |       |

**PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2019 & 2018 - INDEXED TO 2019**

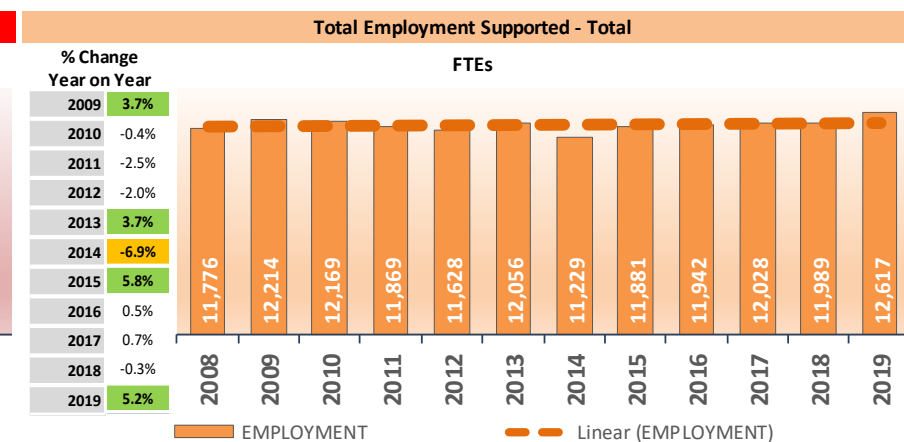
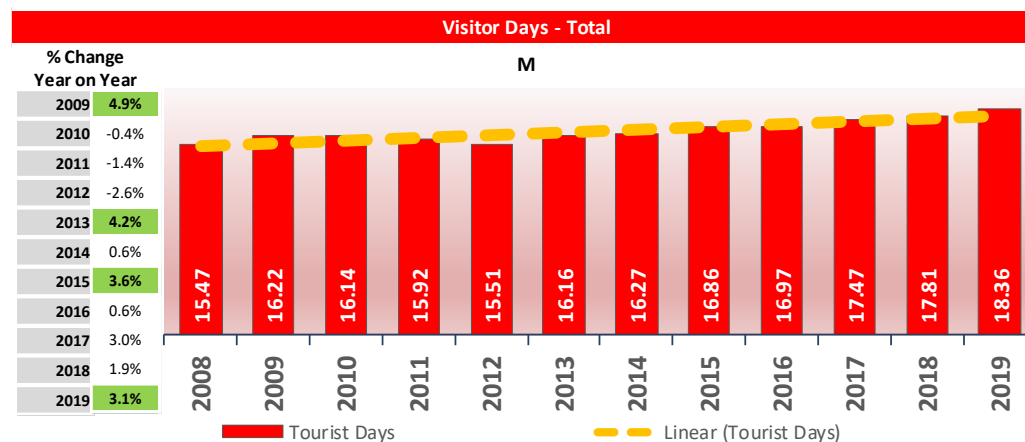
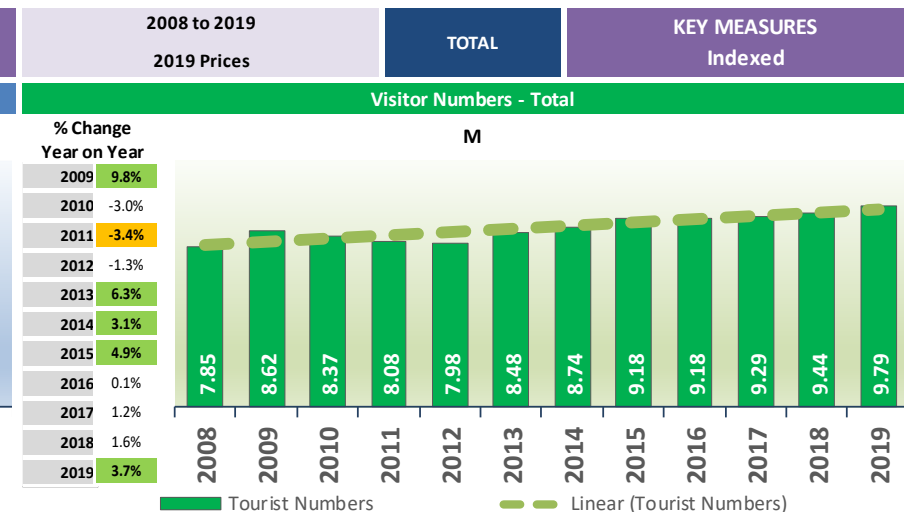
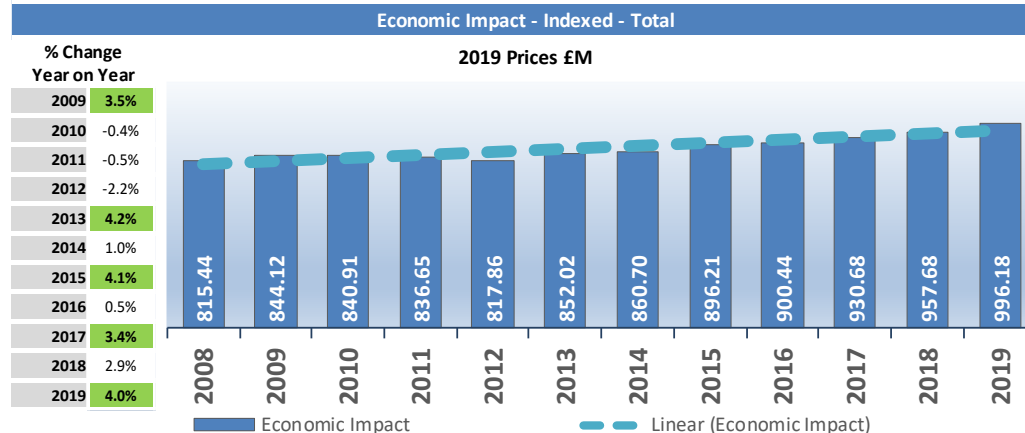


**Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2019**

**Sectoral Distribution of Employment - FTEs**



STEAM FINAL TREND REPORT FOR 2008-2019  
CONWY COUNTY BOROUGH COUNCIL



| % Change from 2008        | 2008 | 2009 | 2010 | 2011 | 2012  | 2013 | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  |
|---------------------------|------|------|------|------|-------|------|-------|-------|-------|-------|-------|-------|
| Economic Impact - Indexed |      | 3.5% | 3.1% | 2.6% | 0.3%  | 4.5% | 5.5%  | 9.9%  | 10.4% | 14.1% | 17.4% | 22.2% |
| Visitor Numbers           |      | 9.8% | 6.5% | 3.0% | 1.6%  | 8.0% | 11.4% | 16.9% | 17.0% | 18.3% | 20.2% | 24.7% |
| Visitor Days              |      | 4.9% | 4.4% | 2.9% | 0.3%  | 4.5% | 5.2%  | 9.0%  | 9.7%  | 13.0% | 15.1% | 18.7% |
| Total Employment          |      | 3.7% | 3.3% | 0.8% | -1.3% | 2.4% | -4.6% | 0.9%  | 1.4%  | 2.1%  | 1.8%  | 7.1%  |

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2008-2019  
CONWY COUNTY BOROUGH COUNCIL

Economic Impact - Indexed - Serviced Accommodation

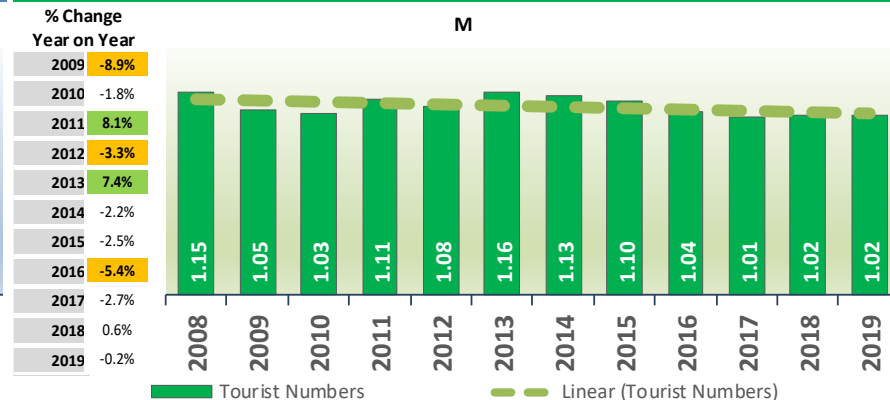


2008 to 2019  
2019 Prices

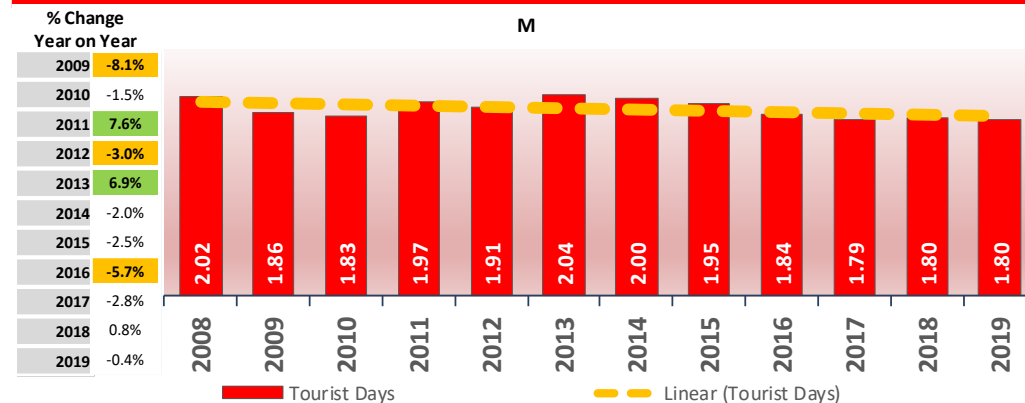
SERVICED  
ACCOMMODATION

KEY MEASURES  
Indexed

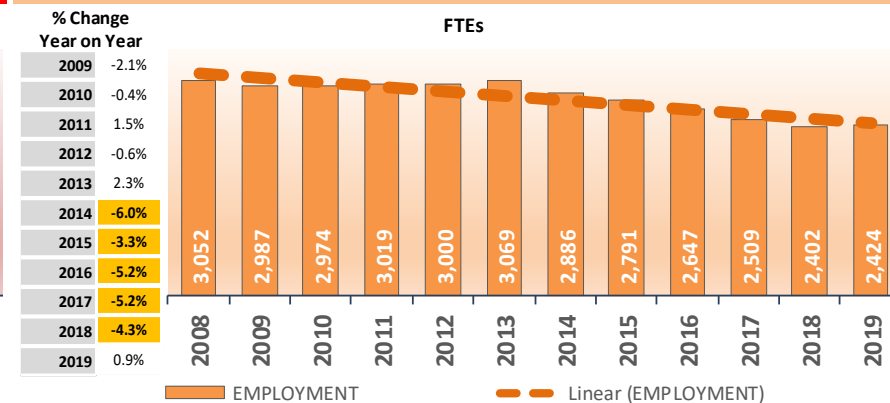
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



| % Change from 2008        | 2008 | 2009  | 2010   | 2011  | 2012  | 2013 | 2014  | 2015  | 2016   | 2017   | 2018   | 2019   |
|---------------------------|------|-------|--------|-------|-------|------|-------|-------|--------|--------|--------|--------|
| Economic Impact - Indexed |      | -7.6% | -8.7%  | -2.1% | -3.7% | 0.9% | -0.1% | -0.6% | -5.1%  | -7.2%  | -6.7%  | -6.8%  |
| Visitor Numbers           |      | -8.9% | -10.6% | -3.4% | -6.5% | 0.4% | -1.8% | -4.3% | -9.4%  | -11.9% | -11.4% | -11.6% |
| Visitor Days              |      | -8.1% | -9.5%  | -2.6% | -5.5% | 1.0% | -0.9% | -3.4% | -8.9%  | -11.5% | -10.7% | -11.1% |
| Direct Employment         |      | -2.1% | -2.5%  | -1.1% | -1.7% | 0.6% | -5.4% | -8.6% | -13.3% | -17.8% | -21.3% | -20.6% |

"Linear" = Linear Trendline



STEAM FINAL TREND REPORT FOR 2008-2019  
CONWY COUNTY BOROUGH COUNCIL

Economic Impact - Indexed - Non-Serviced Accommodation

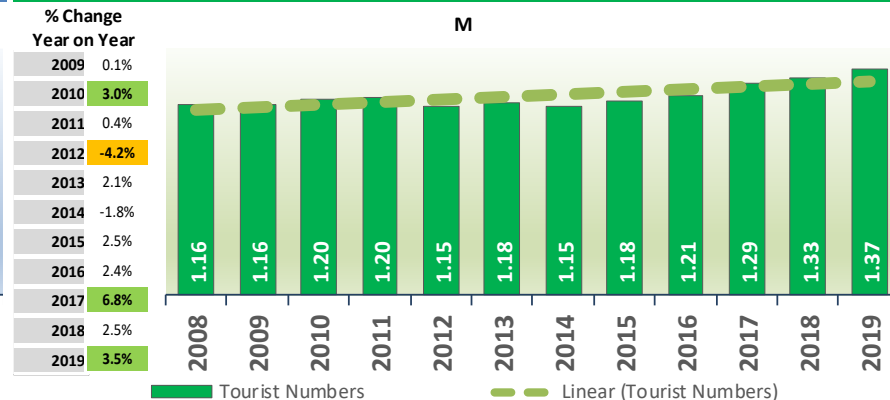


2008 to 2019  
2019 Prices

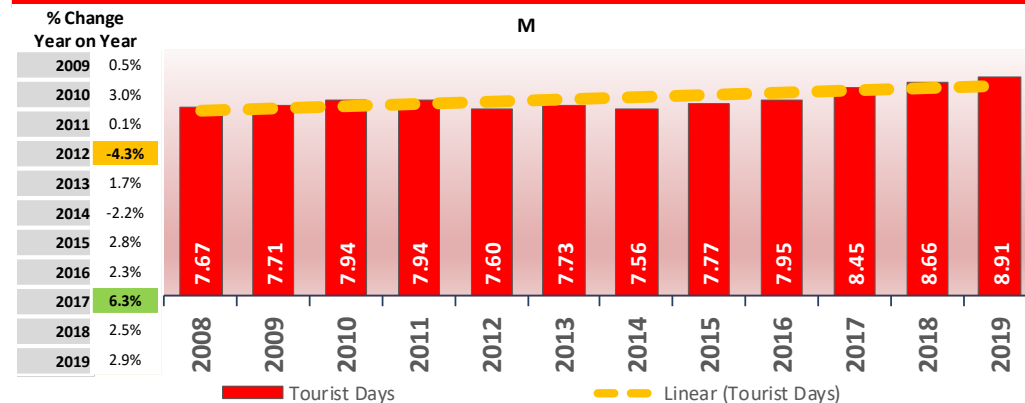
NON-SERVICED  
ACCOMMODATION

KEY MEASURES  
Indexed

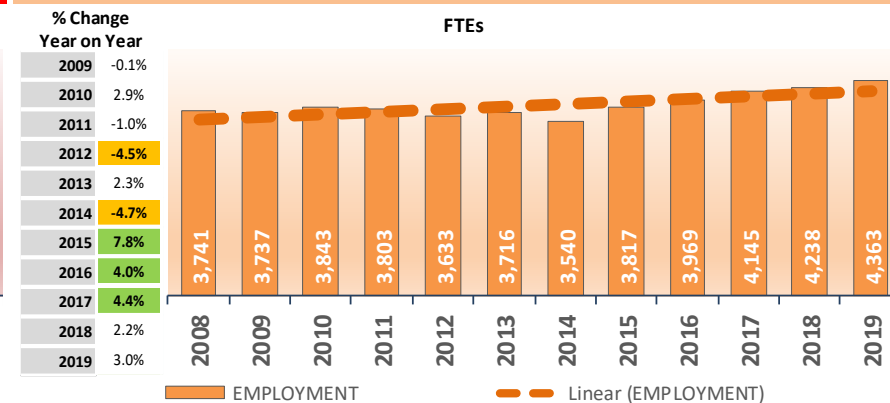
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



| % Change from 2008        | 2008 | 2009  | 2010 | 2011 | 2012  | 2013  | 2014  | 2015 | 2016 | 2017  | 2018  | 2019  |
|---------------------------|------|-------|------|------|-------|-------|-------|------|------|-------|-------|-------|
| Economic Impact - Indexed |      | 0.5%  | 4.2% | 4.2% | -0.1% | 1.5%  | 0.1%  | 4.8% | 8.1% | 17.8% | 23.9% | 30.9% |
| Visitor Numbers           |      | 0.1%  | 3.1% | 3.5% | -0.8% | 1.2%  | -0.6% | 1.9% | 4.3% | 11.4% | 14.3% | 18.3% |
| Visitor Days              |      | 0.5%  | 3.5% | 3.6% | -0.9% | 0.8%  | -1.4% | 1.4% | 3.7% | 10.2% | 13.0% | 16.2% |
| Direct Employment         |      | -0.1% | 2.7% | 1.7% | -2.9% | -0.7% | -5.4% | 2.0% | 6.1% | 10.8% | 13.3% | 16.6% |

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2008-2019  
CONWY COUNTY BOROUGH COUNCIL

Economic Impact - Indexed - SFR

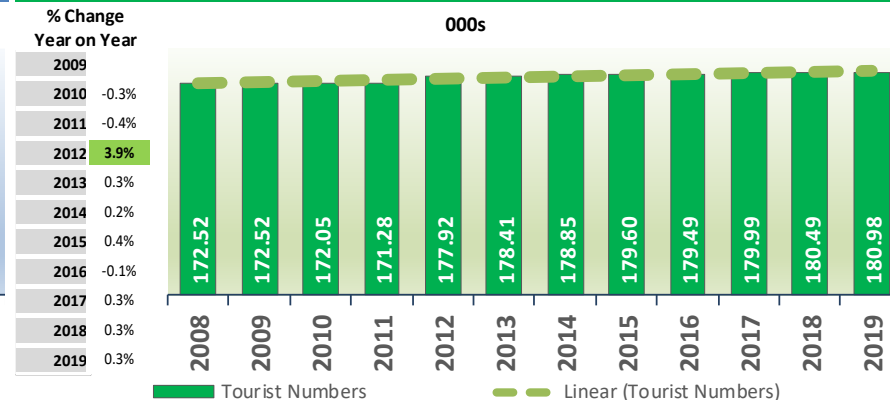


2008 to 2019  
2019 Prices

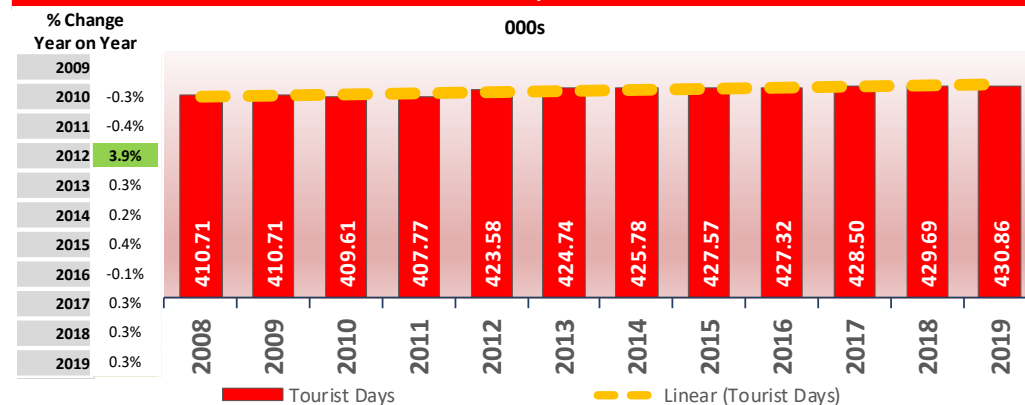
SFR

KEY MEASURES  
Indexed

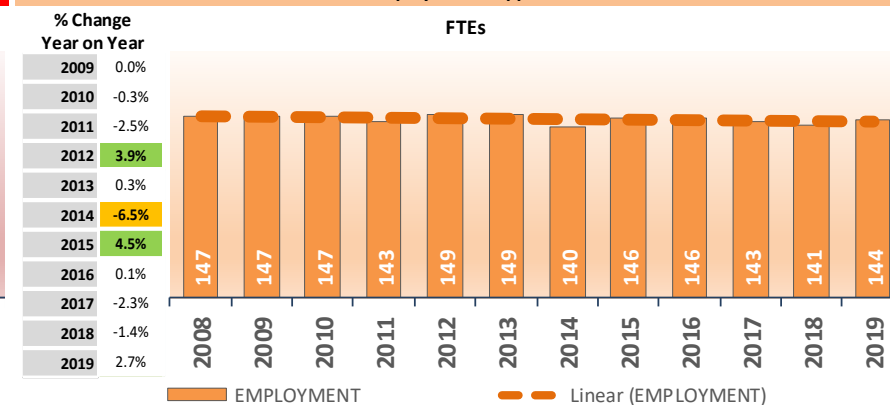
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



| % Change from 2008        | 2008 | 2009 | 2010  | 2011  | 2012 | 2013 | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  |
|---------------------------|------|------|-------|-------|------|------|-------|-------|-------|-------|-------|-------|
| Economic Impact - Indexed |      | 0.0% | -0.3% | -0.7% | 3.1% | 3.4% | 3.6%  | 4.1%  | 4.1%  | 4.3%  | 4.6%  | 4.9%  |
| Visitor Numbers           |      |      | -0.3% | -0.7% | 3.1% | 3.4% | 3.7%  | 4.1%  | 4.0%  | 4.3%  | 4.6%  | 4.9%  |
| Visitor Days              |      |      | -0.3% | -0.7% | 3.1% | 3.4% | 3.7%  | 4.1%  | 4.0%  | 4.3%  | 4.6%  | 4.9%  |
| Direct Employment         |      | 0.0% | -0.3% | -2.8% | 1.0% | 1.3% | -5.3% | -1.0% | -0.9% | -3.2% | -4.6% | -2.0% |

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2008-2019  
CONWY COUNTY BOROUGH COUNCIL

Economic Impact - Indexed - Staying Visitor

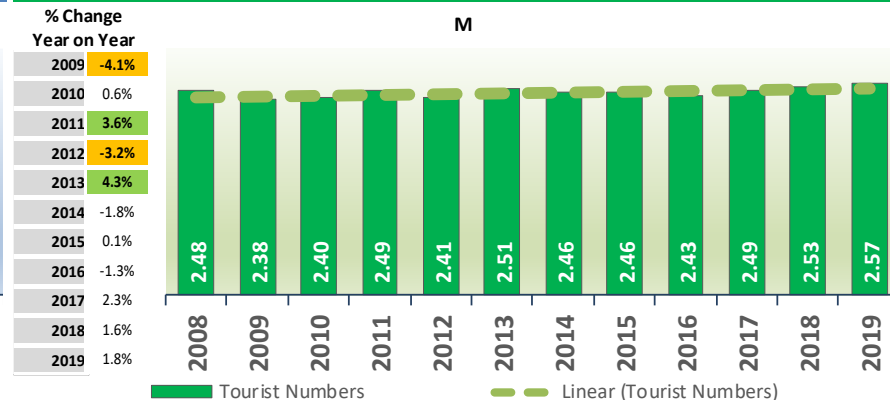


2008 to 2019  
2019 Prices

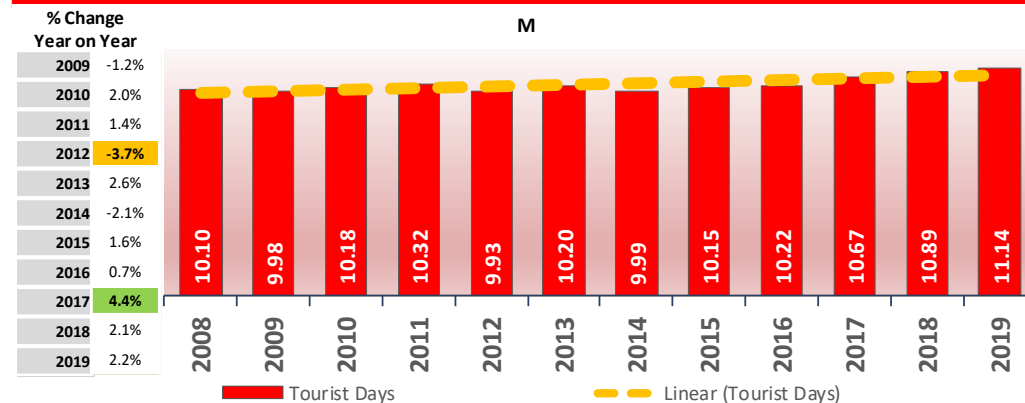
STAYING VISITOR

KEY MEASURES  
Indexed

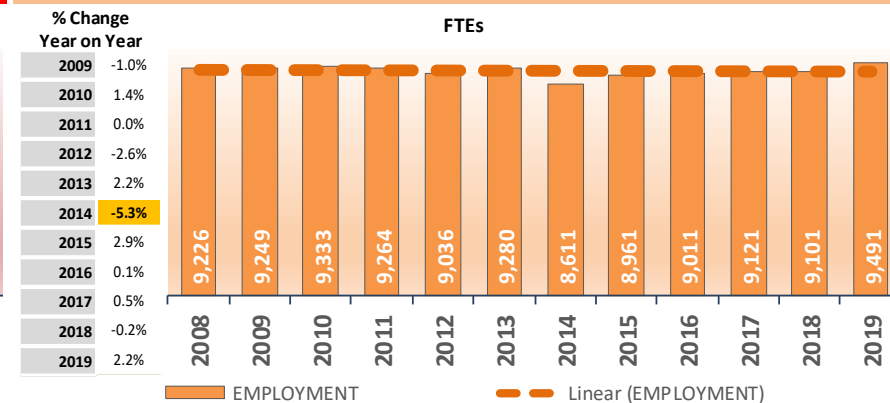
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



| % Change from 2008        | 2008 | 2009  | 2010  | 2011 | 2012  | 2013 | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  |
|---------------------------|------|-------|-------|------|-------|------|-------|-------|-------|-------|-------|-------|
| Economic Impact - Indexed |      | -2.5% | -0.7% | 1.8% | -1.4% | 1.3% | 0.2%  | 2.8%  | 3.2%  | 8.2%  | 12.1% | 16.3% |
| Visitor Numbers           |      | -4.1% | -3.5% | 0.0% | -3.2% | 1.0% | -0.9% | -0.8% | -2.1% | 0.1%  | 1.7%  | 3.5%  |
| Visitor Days              |      | -1.2% | 0.8%  | 2.2% | -1.6% | 1.0% | -1.1% | 0.5%  | 1.2%  | 5.7%  | 7.9%  | 10.3% |
| Direct Employment         |      | 0.3%  | 1.2%  | 0.4% | -2.1% | 0.6% | -6.7% | -2.9% | -2.3% | -1.1% | -1.4% | 2.9%  |

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2008-2019  
CONWY COUNTY BOROUGH COUNCIL

Economic Impact - Indexed - Day Visitor

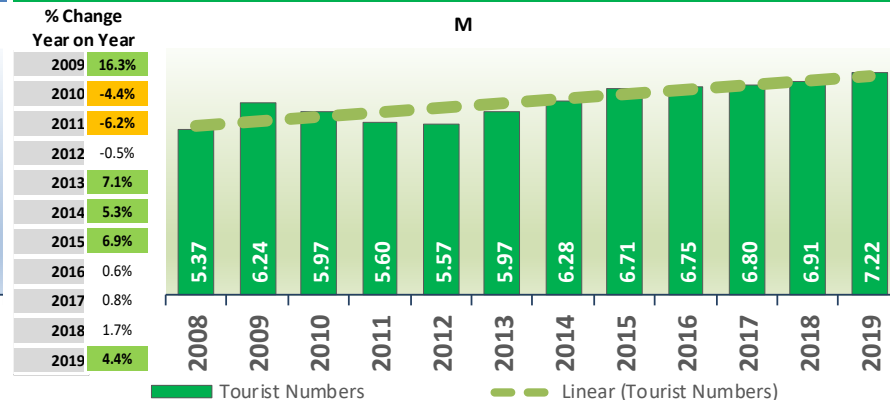


2008 to 2019  
2019 Prices

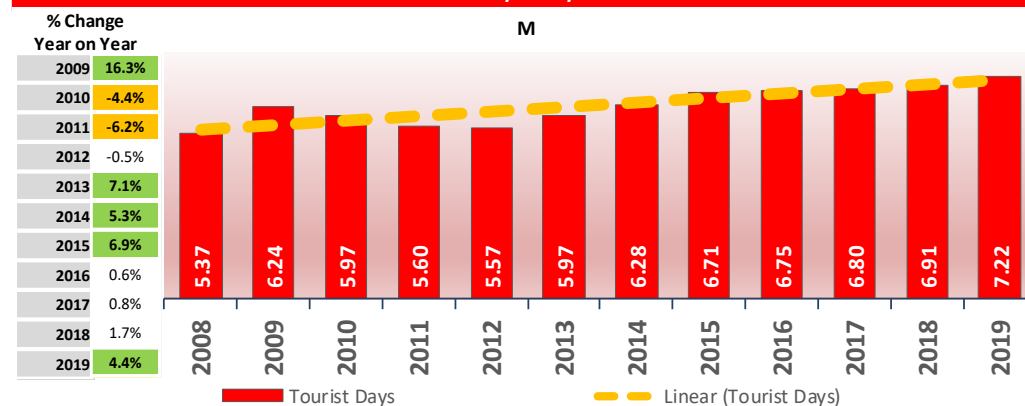
DAY VISITOR

KEY MEASURES  
Indexed

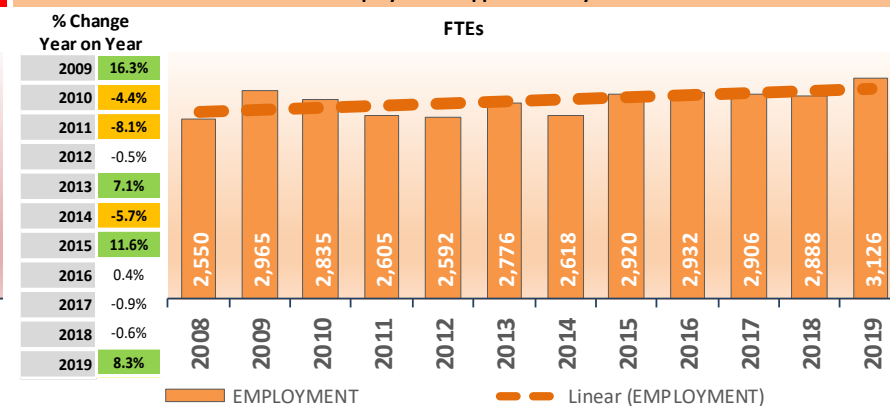
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



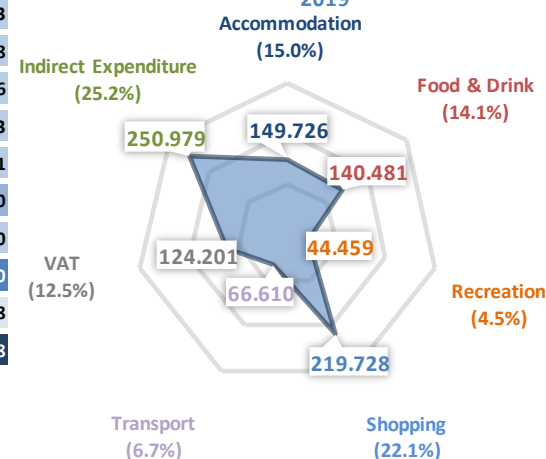
| % Change from 2008        | 2008 | 2009  | 2010  | 2011 | 2012 | 2013  | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  |
|---------------------------|------|-------|-------|------|------|-------|-------|-------|-------|-------|-------|-------|
| Economic Impact - Indexed |      | 16.3% | 11.2% | 4.3% | 3.8% | 11.1% | 17.0% | 25.0% | 25.8% | 26.7% | 28.8% | 34.5% |
| Visitor Numbers           |      | 16.3% | 11.2% | 4.3% | 3.8% | 11.2% | 17.0% | 25.0% | 25.8% | 26.7% | 28.8% | 34.5% |
| Visitor Days              |      | 16.3% | 11.2% | 4.3% | 3.8% | 11.2% | 17.0% | 25.0% | 25.8% | 26.7% | 28.8% | 34.5% |
| Direct Employment         |      | 16.3% | 11.2% | 2.2% | 1.7% | 8.9%  | 2.7%  | 14.5% | 15.0% | 14.0% | 13.3% | 22.6% |

"Linear" = Linear Trendline

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2019

| SECTOR / YEAR           | 2008   | 2009   | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017   | 2018   | 2019   |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Accommodation £M        | 119.36 | 114.26 | 115.15 | 116.56 | 116.54 | 119.64 | 120.60 | 124.36 | 124.92 | 131.90 | 140.98 | 149.73 |
| Food & Drink £M         | 122.11 | 127.29 | 126.94 | 123.08 | 119.90 | 125.07 | 125.13 | 129.46 | 130.13 | 133.85 | 136.36 | 140.48 |
| Recreation £M           | 38.26  | 39.48  | 40.01  | 39.32  | 37.05  | 38.90  | 38.27  | 40.40  | 40.70  | 42.42  | 43.15  | 44.46  |
| Shopping £M             | 186.10 | 199.58 | 196.58 | 188.16 | 183.52 | 192.37 | 196.70 | 205.85 | 206.38 | 210.25 | 212.91 | 219.73 |
| Transport £M            | 57.76  | 60.46  | 60.33  | 58.63  | 56.49  | 59.13  | 59.24  | 61.89  | 62.06  | 63.73  | 64.67  | 66.61  |
| Direct Revenue £M       | 523.59 | 541.07 | 539.02 | 525.75 | 513.50 | 535.12 | 539.93 | 561.97 | 564.20 | 582.14 | 598.06 | 621.00 |
| VAT £M                  | 91.63  | 94.69  | 94.33  | 105.15 | 102.70 | 107.02 | 107.99 | 112.39 | 112.84 | 116.43 | 119.61 | 124.20 |
| Direct Expenditure £M   | 615.22 | 635.76 | 633.35 | 630.90 | 616.20 | 642.14 | 647.91 | 674.36 | 677.04 | 698.57 | 717.68 | 745.20 |
| Indirect Expenditure £M | 200.22 | 208.36 | 207.56 | 205.74 | 201.66 | 209.88 | 212.78 | 221.85 | 223.41 | 232.12 | 240.01 | 250.98 |
| TOTAL £M                | 815.44 | 844.12 | 840.91 | 836.65 | 817.86 | 852.02 | 860.70 | 896.21 | 900.44 | 930.68 | 957.68 | 996.18 |

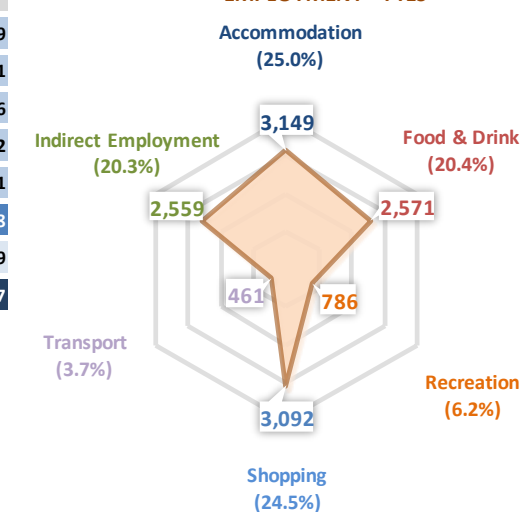
2019 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2019

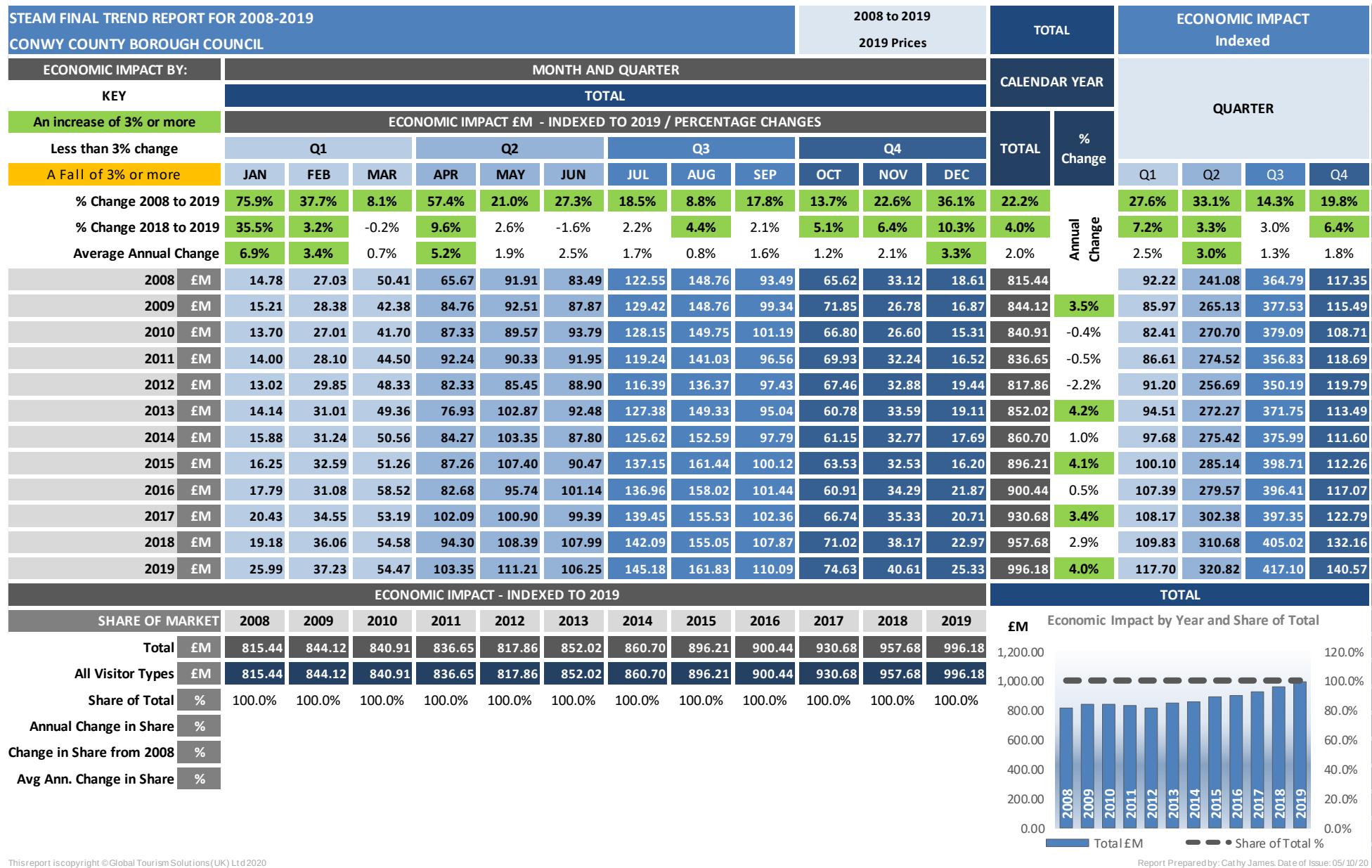


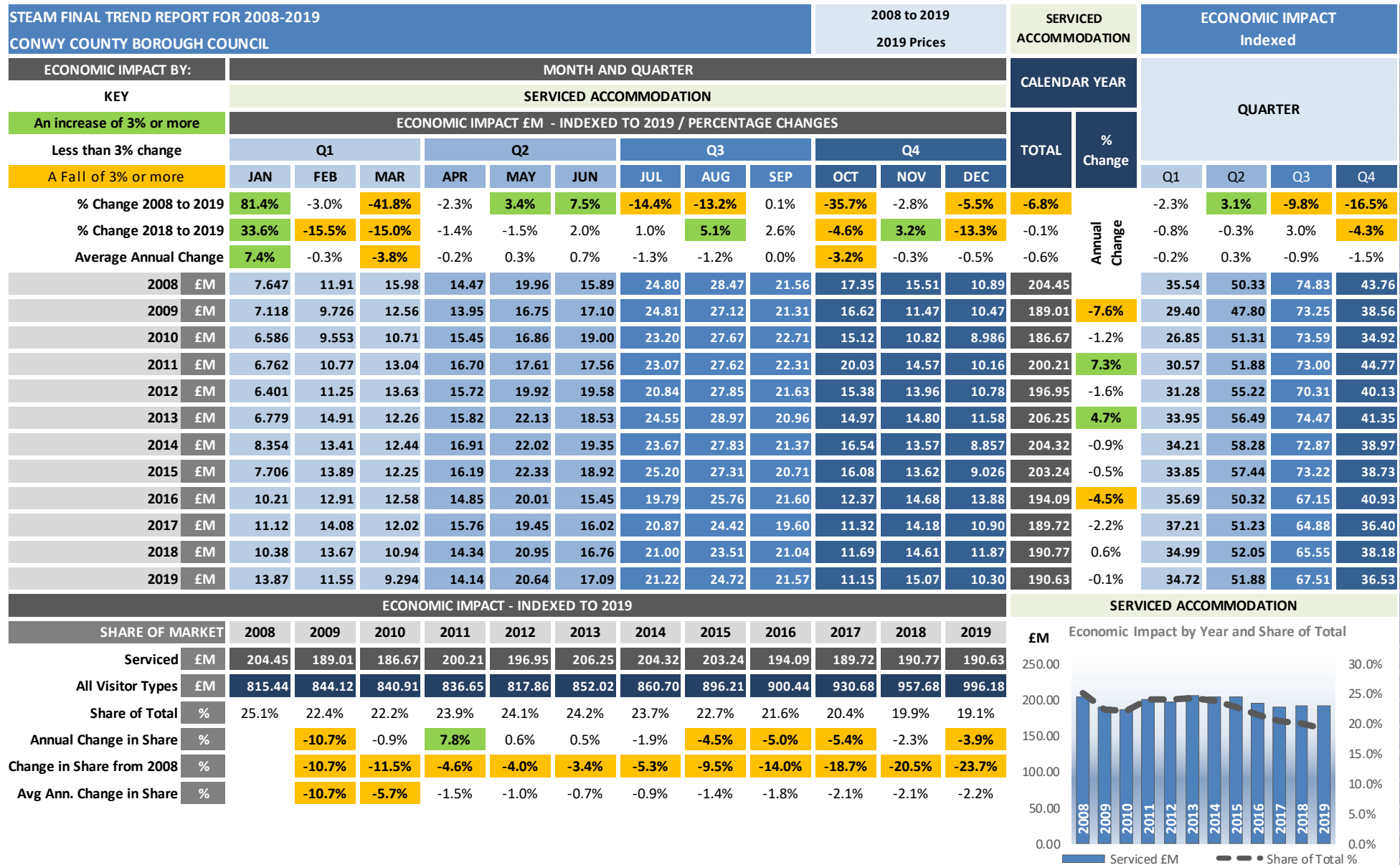
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

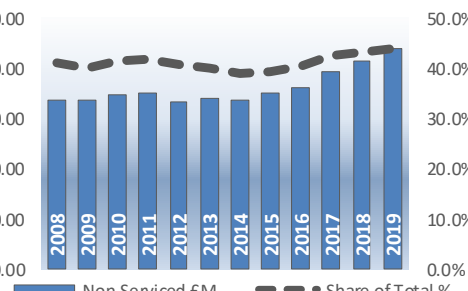
| SECTOR / YEAR            | 2008   | 2009   | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017   | 2018   | 2019   |
|--------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Accommodation FTES       | 3,195  | 3,191  | 3,199  | 3,196  | 3,191  | 3,237  | 3,224  | 3,208  | 3,192  | 3,169  | 3,169  | 3,149  |
| Food & Drink FTES        | 2,112  | 2,202  | 2,195  | 2,129  | 2,074  | 2,164  | 2,351  | 2,542  | 2,555  | 2,475  | 2,551  | 2,571  |
| Recreation FTES          | 803    | 829    | 840    | 825    | 778    | 817    | 636    | 650    | 704    | 747    | 696    | 786    |
| Shopping FTES            | 2,934  | 3,147  | 3,099  | 2,967  | 2,894  | 3,035  | 2,595  | 2,862  | 2,826  | 2,884  | 2,832  | 3,092  |
| Transport FTES           | 446    | 467    | 466    | 453    | 437    | 457    | 376    | 413    | 416    | 427    | 420    | 461    |
| Direct Employment FTES   | 9,491  | 9,836  | 9,800  | 9,570  | 9,374  | 9,710  | 9,183  | 9,674  | 9,693  | 9,703  | 9,668  | 10,058 |
| Indirect Employment FTES | 2,285  | 2,378  | 2,369  | 2,299  | 2,254  | 2,346  | 2,046  | 2,207  | 2,250  | 2,324  | 2,320  | 2,559  |
| TOTAL FTES               | 11,776 | 12,214 | 12,169 | 11,869 | 11,628 | 12,056 | 11,229 | 11,881 | 11,942 | 12,028 | 11,989 | 12,617 |

2019 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES





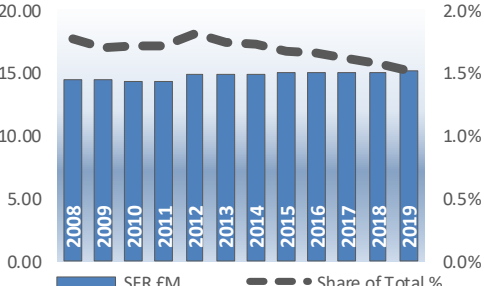


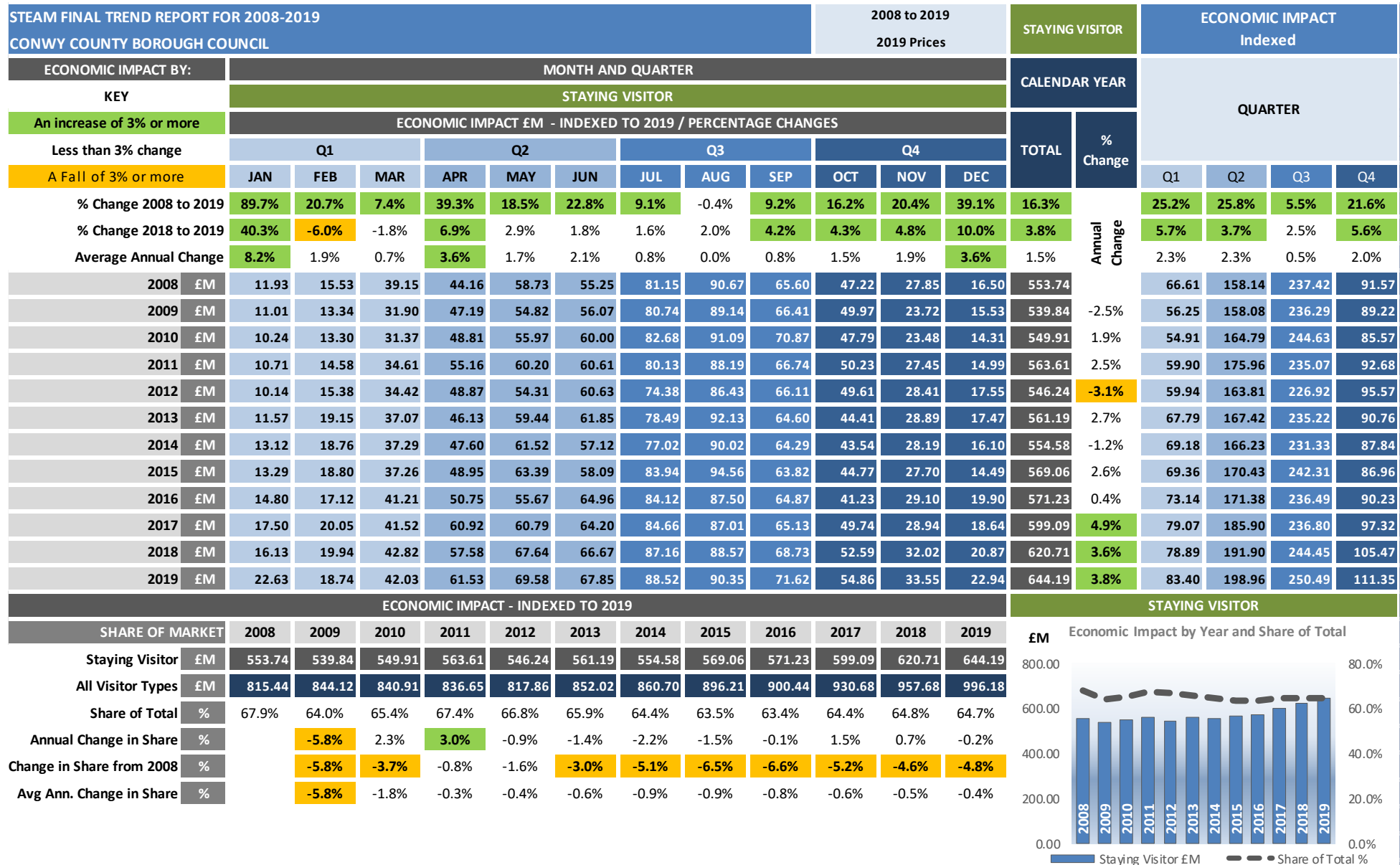
| STEAM FINAL TREND REPORT FOR 2008-2019<br>CONWY COUNTY BOROUGH COUNCIL |    |                                                           |        |        |        |        |        |        |        |        | 2008 to 2019<br>2019 Prices |        |        | NON-SERVICED<br>ACCOMMODATION                                                         | ECONOMIC IMPACT<br>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 2019 / PERCENTAGE CHANGES |        |        |        |        |        |        |        |        |                             |        |        | TOTAL                                                                                 | %<br>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 2008 to 2019                                                  |    | 192.1%                                                    | 119.8% | 42.5%  | 63.2%  | 26.9%  | 29.5%  | 19.8%  | 5.5%   | 13.8%  | 47.4%                       | 52.1%  | 182.8% | 30.9%                                                                                 | Annual<br>Change           | 63.1%   | 37.6%  | 12.7%  | 60.2%  |
| % Change 2018 to 2019                                                  |    | 82.3%                                                     | 16.4%  | 2.7%   | 10.0%  | 4.9%   | 1.7%   | 1.8%   | 0.9%   | 5.0%   | 7.0%                        | 6.4%   | 51.3%  | 5.7%                                                                                  |                            | 11.8%   | 5.3%   | 2.3%   | 11.8%  |
| Average Annual Change                                                  |    | 17.5%                                                     | 10.9%  | 3.9%   | 5.7%   | 2.4%   | 2.7%   | 1.8%   | 0.5%   | 1.3%   | 4.3%                        | 4.7%   | 16.6%  | 2.8%                                                                                  |                            | 5.7%    | 3.4%   | 1.2%   | 5.5%   |
| 2008                                                                   | £M | 2.280                                                     | 2.949  | 22.40  | 27.86  | 37.60  | 38.45  | 54.88  | 60.65  | 43.24  | 29.07                       | 11.72  | 3.802  | 334.90                                                                                |                            |         | 27.63  | 103.91 | 158.77 |
| 2009                                                                   | £M | 1.893                                                     | 2.939  | 18.57  | 31.41  | 36.90  | 38.07  | 54.46  | 60.46  | 44.30  | 32.56                       | 11.63  | 3.250  | 336.44                                                                                | 0.5%                       | 23.41   | 106.38 | 159.22 | 47.44  |
| 2010                                                                   | £M | 1.658                                                     | 3.075  | 19.90  | 31.54  | 37.95  | 40.10  | 58.01  | 61.87  | 47.36  | 31.87                       | 12.04  | 3.525  | 348.88                                                                                | 3.7%                       | 24.63   | 109.59 | 167.24 | 47.43  |
| 2011                                                                   | £M | 1.958                                                     | 3.151  | 20.81  | 36.64  | 41.42  | 42.14  | 55.60  | 59.03  | 43.63  | 29.41                       | 12.26  | 3.041  | 349.10                                                                                | 0.1%                       | 25.92   | 120.21 | 158.27 | 44.71  |
| 2012                                                                   | £M | 1.673                                                     | 3.440  | 20.00  | 31.27  | 33.18  | 40.12  | 52.03  | 56.98  | 43.66  | 33.41                       | 13.81  | 4.903  | 334.45                                                                                | -4.2%                      | 25.11   | 104.56 | 152.66 | 52.11  |
| 2013                                                                   | £M | 2.722                                                     | 3.546  | 24.02  | 28.42  | 36.09  | 42.38  | 52.42  | 61.56  | 42.82  | 28.61                       | 13.44  | 4.026  | 340.05                                                                                | 1.7%                       | 30.28   | 106.89 | 156.80 | 46.08  |
| 2014                                                                   | £M | 2.695                                                     | 4.652  | 24.06  | 28.80  | 38.28  | 36.83  | 51.83  | 60.58  | 42.09  | 26.17                       | 13.98  | 5.376  | 335.35                                                                                | -1.4%                      | 31.41   | 103.91 | 154.50 | 45.53  |
| 2015                                                                   | £M | 3.504                                                     | 4.211  | 24.21  | 30.86  | 39.84  | 38.22  | 57.21  | 65.63  | 42.27  | 27.86                       | 13.43  | 3.588  | 350.84                                                                                | 4.6%                       | 31.93   | 108.92 | 165.12 | 44.87  |
| 2016                                                                   | £M | 2.507                                                     | 3.519  | 27.84  | 34.00  | 34.44  | 48.57  | 62.80  | 60.13  | 42.43  | 28.03                       | 13.77  | 4.141  | 362.16                                                                                | 3.2%                       | 33.86   | 117.00 | 165.36 | 45.94  |
| 2017                                                                   | £M | 4.290                                                     | 5.266  | 28.71  | 43.25  | 40.12  | 47.23  | 62.26  | 60.97  | 44.69  | 37.58                       | 14.11  | 5.860  | 394.35                                                                                | 8.9%                       | 38.26   | 130.61 | 167.93 | 57.55  |
| 2018                                                                   | £M | 3.653                                                     | 5.566  | 31.08  | 41.33  | 45.47  | 48.96  | 64.62  | 63.43  | 46.86  | 40.06                       | 16.76  | 7.106  | 414.89                                                                                | 5.2%                       | 40.30   | 135.76 | 174.91 | 63.92  |
| 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                                                                                | 5.7%                       | 45.07   | 142.99 | 178.96 | 71.44  |
| ECONOMIC IMPACT - INDEXED TO 2019                                      |    |                                                           |        |        |        |        |        |        |        |        |                             |        |        | NON-SERVICED ACCOMMODATION                                                            |                            |         |        |        |        |
| SHARE OF MARKET                                                        |    | 2008                                                      | 2009   | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017                        | 2018   | 2019   | £M Economic Impact by Year and Share of Total                                         |                            |         |        |        |        |
| Non-Serviced                                                           | £M | 334.90                                                    | 336.44 | 348.88 | 349.10 | 334.45 | 340.05 | 335.35 | 350.84 | 362.16 | 394.35                      | 414.89 | 438.46 |  |                            |         |        |        |        |
| All Visitor Types                                                      | £M | 815.44                                                    | 844.12 | 840.91 | 836.65 | 817.86 | 852.02 | 860.70 | 896.21 | 900.44 | 930.68                      | 957.68 | 996.18 |                                                                                       |                            |         |        |        |        |
| Share of Total                                                         | %  | 41.1%                                                     | 39.9%  | 41.5%  | 41.7%  | 40.9%  | 39.9%  | 39.0%  | 39.1%  | 40.2%  | 42.4%                       | 43.3%  | 44.0%  |                                                                                       |                            |         |        |        |        |
| Annual Change in Share                                                 | %  |                                                           | -3.0%  | 4.1%   | 0.6%   | -2.0%  | -2.4%  | -2.4%  | 0.5%   | 2.7%   | 5.4%                        | 2.2%   | 1.6%   |                                                                                       |                            |         |        |        |        |
| Change in Share from 2008                                              | %  |                                                           | -3.0%  | 1.0%   | 1.6%   | -0.4%  | -2.8%  | -5.1%  | -4.7%  | -2.1%  | 3.2%                        | 5.5%   | 7.2%   |                                                                                       |                            |         |        |        |        |
| Avg Ann. Change in Share                                               | %  |                                                           | -3.0%  | 0.5%   | 0.5%   | -0.1%  | -0.6%  | -0.9%  | -0.7%  | -0.3%  | 0.4%                        | 0.5%   | 0.7%   |                                                                                       |                            |         |        |        |        |

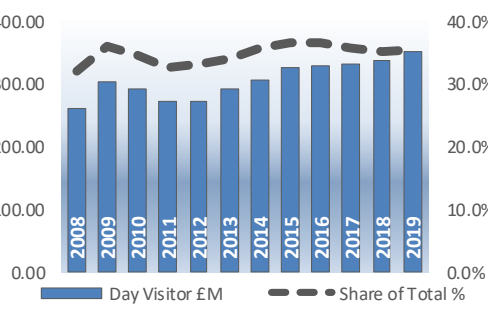
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Report Prepared by: Cathy James. Date of Issue: 05/10/20



| STEAM FINAL TREND REPORT FOR 2008-2019<br>CONWY COUNTY BOROUGH COUNCIL |                                                           |                   |        |        |        |        |        |        |        |        | 2008 to 2019<br>2019 Prices |        |               | SFR                                                                                   | ECONOMIC IMPACT<br>Indexed |         |       |       |       |
|------------------------------------------------------------------------|-----------------------------------------------------------|-------------------|--------|--------|--------|--------|--------|--------|--------|--------|-----------------------------|--------|---------------|---------------------------------------------------------------------------------------|----------------------------|---------|-------|-------|-------|
| ECONOMIC IMPACT BY:                                                    |                                                           | MONTH AND QUARTER |        |        |        |        |        |        |        |        |                             |        |               | CALENDAR YEAR                                                                         |                            | QUARTER |       |       |       |
| KEY                                                                    | SFR                                                       |                   |        |        |        |        |        |        |        |        |                             |        |               |                                                                                       |                            |         |       |       |       |
| An increase of 3% or more                                              | ECONOMIC IMPACT £M - INDEXED TO 2019 / 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 2008 to 2019                                                  | 4.9%                                                      | 4.9%              | 4.9%   | 4.9%   | 4.9%   | 4.9%   | 4.9%   | 4.9%   | 4.9%   | 4.9%   | 4.9%                        | 4.9%   |               | 4.9%                                                                                  | 4.9%                       | 4.9%    | 4.9%  | 4.9%  |       |
| % Change 2018 to 2019                                                  | 0.3%                                                      | 0.3%              | 0.3%   | 0.3%   | 0.3%   | 0.3%   | 0.3%   | 0.3%   | 0.3%   | 0.3%   | 0.3%                        | 0.3%   |               | 0.3%                                                                                  | 0.3%                       | 0.3%    | 0.3%  | 0.3%  |       |
| Average Annual Change                                                  | 0.4%                                                      | 0.4%              | 0.4%   | 0.4%   | 0.4%   | 0.4%   | 0.4%   | 0.4%   | 0.4%   | 0.4%   | 0.4%                        | 0.4%   |               | 0.4%                                                                                  | 0.4%                       | 0.4%    | 0.4%  | 0.4%  |       |
| 2008                                                                   | £M                                                        | 2.002             | 0.673  | 0.765  | 1.826  | 1.174  | 0.905  | 1.468  | 1.554  | 0.801  | 0.800                       | 0.623  |               | 1.804                                                                                 | 14.39                      | 3.440   | 3.905 | 3.823 | 3.227 |
| 2009                                                                   | £M                                                        | 2.002             | 0.673  | 0.765  | 1.826  | 1.174  | 0.905  | 1.468  | 1.554  | 0.800  | 0.800                       | 0.623  | 1.804         | 14.39                                                                                 | 0.0%                       | 3.439   | 3.905 | 3.822 | 3.227 |
| 2010                                                                   | £M                                                        | 1.997             | 0.671  | 0.763  | 1.821  | 1.171  | 0.902  | 1.464  | 1.550  | 0.798  | 0.798                       | 0.621  | 1.800         | 14.36                                                                                 | -0.3%                      | 3.431   | 3.895 | 3.813 | 3.219 |
| 2011                                                                   | £M                                                        | 1.988             | 0.668  | 0.760  | 1.813  | 1.166  | 0.898  | 1.458  | 1.543  | 0.795  | 0.794                       | 0.619  | 1.791         | 14.29                                                                                 | -0.5%                      | 3.415   | 3.877 | 3.795 | 3.204 |
| 2012                                                                   | £M                                                        | 2.064             | 0.694  | 0.789  | 1.883  | 1.211  | 0.933  | 1.514  | 1.602  | 0.825  | 0.825                       | 0.643  | 1.860         | 14.84                                                                                 | 3.9%                       | 3.547   | 4.026 | 3.941 | 3.328 |
| 2013                                                                   | £M                                                        | 2.069             | 0.695  | 0.791  | 1.887  | 1.214  | 0.935  | 1.518  | 1.607  | 0.827  | 0.827                       | 0.644  | 1.865         | 14.88                                                                                 | 0.3%                       | 3.556   | 4.037 | 3.952 | 3.336 |
| 2014                                                                   | £M                                                        | 2.075             | 0.697  | 0.793  | 1.892  | 1.217  | 0.938  | 1.521  | 1.611  | 0.830  | 0.829                       | 0.646  | 1.870         | 14.92                                                                                 | 0.3%                       | 3.565   | 4.047 | 3.962 | 3.344 |
| 2015                                                                   | £M                                                        | 2.084             | 0.700  | 0.796  | 1.900  | 1.222  | 0.942  | 1.528  | 1.618  | 0.833  | 0.832                       | 0.649  | 1.878         | 14.98                                                                                 | 0.4%                       | 3.580   | 4.065 | 3.979 | 3.359 |
| 2016                                                                   | £M                                                        | 2.084             | 0.700  | 0.796  | 1.900  | 1.222  | 0.942  | 1.528  | 1.618  | 0.833  | 0.832                       | 0.649  | 1.878         | 14.98                                                                                 | 0.0%                       | 3.580   | 4.064 | 3.979 | 3.359 |
| 2017                                                                   | £M                                                        | 2.088             | 0.702  | 0.798  | 1.905  | 1.225  | 0.944  | 1.531  | 1.621  | 0.835  | 0.834                       | 0.650  | 1.882         | 15.02                                                                                 | 0.2%                       | 3.588   | 4.074 | 3.988 | 3.367 |
| 2018                                                                   | £M                                                        | 2.094             | 0.703  | 0.800  | 1.909  | 1.228  | 0.946  | 1.535  | 1.625  | 0.837  | 0.836                       | 0.652  | 1.887         | 15.05                                                                                 | 0.2%                       | 3.597   | 4.084 | 3.998 | 3.375 |
| 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                                                                                 | 0.3%                       | 3.608   | 4.096 | 4.010 | 3.385 |
| ECONOMIC IMPACT - INDEXED TO 2019                                      |                                                           |                   |        |        |        |        |        |        |        |        |                             |        |               | SFR                                                                                   |                            |         |       |       |       |
| SHARE OF MARKET                                                        |                                                           | 2008              | 2009   | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017                        | 2018   | 2019          | £M Economic Impact by Year and Share of Total                                         |                            |         |       |       |       |
| SFR                                                                    | £M                                                        | 14.39             | 14.39  | 14.36  | 14.29  | 14.84  | 14.88  | 14.92  | 14.98  | 14.98  | 15.02                       | 15.05  | 15.10         |  |                            |         |       |       |       |
| All Visitor Types                                                      | £M                                                        | 815.44            | 844.12 | 840.91 | 836.65 | 817.86 | 852.02 | 860.70 | 896.21 | 900.44 | 930.68                      | 957.68 | 996.18        |                                                                                       |                            |         |       |       |       |
| Share of Total                                                         | %                                                         | 1.8%              | 1.7%   | 1.7%   | 1.7%   | 1.8%   | 1.7%   | 1.7%   | 1.7%   | 1.7%   | 1.6%                        | 1.6%   | 1.5%          |                                                                                       |                            |         |       |       |       |
| Annual Change in Share                                                 | %                                                         |                   | -3.4%  | 0.1%   | 0.1%   | 6.2%   | -3.8%  | -0.8%  | -3.5%  | -0.5%  | -3.0%                       | -2.6%  | -3.6%         |                                                                                       |                            |         |       |       |       |
| Change in Share from 2008                                              | %                                                         |                   | -3.4%  | -3.3%  | -3.2%  | 2.8%   | -1.1%  | -1.8%  | -5.3%  | -5.7%  | -8.6%                       | -11.0% | -14.1%        |                                                                                       |                            |         |       |       |       |
| Avg Ann. Change in Share                                               | %                                                         |                   | -3.4%  | -1.6%  | -1.1%  | 0.7%   | -0.2%  | -0.3%  | -0.8%  | -0.7%  | -1.0%                       | -1.1%  | -1.3%         |                                                                                       |                            |         |       |       |       |
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| Report Prepared by: Cathy James. Date of Issue: 05/10/20               |                                                           |                   |        |        |        |        |        |        |        |        |                             |        |               |                                                                                       |                            |         |       |       |       |



| STEAM FINAL TREND REPORT FOR 2008-2019<br>CONWY COUNTY BOROUGH COUNCIL |    |                                                           |        |        |        |        |        |        |        |        | 2008 to 2019<br>2019 Prices |        |        | DAY VISITOR                                                                           | ECONOMIC IMPACT<br>Indexed |         |        |        |       |
|------------------------------------------------------------------------|----|-----------------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|-----------------------------|--------|--------|---------------------------------------------------------------------------------------|----------------------------|---------|--------|--------|-------|
| ECONOMIC IMPACT BY:                                                    |    | MONTH AND QUARTER                                         |        |        |        |        |        |        |        |        |                             |        |        | CALENDAR YEAR                                                                         |                            | QUARTER |        |        |       |
| KEY                                                                    |    | DAY VISITOR                                               |        |        |        |        |        |        |        |        |                             |        |        |                                                                                       |                            |         |        |        |       |
| An increase of 3% or more                                              |    | ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES |        |        |        |        |        |        |        |        |                             |        |        |                                                                                       |                            |         |        |        |       |
| Less than 3% change                                                    |    | Q1                                                        |        |        | Q2     |        |        | Q3     |        |        | Q4                          |        |        | TOTAL                                                                                 | %<br>Change                |         |        |        |       |
| A Fall of 3% or more                                                   |    | JAN                                                       | FEB    | MAR    | APR    | MAY    | JUN    | JUL    | AUG    | SEP    | OCT                         | NOV    | DEC    |                                                                                       |                            |         |        |        |       |
| % Change 2008 to 2019                                                  |    | 18.0%                                                     | 60.7%  | 10.5%  | 94.4%  | 25.5%  | 36.0%  | 36.9%  | 23.1%  | 38.0%  | 7.5%                        | 34.2%  | 12.9%  | 34.5%                                                                                 | Annual<br>Change           | 33.9%   | 46.9%  | 30.8%  | 13.4% |
| % Change 2018 to 2019                                                  |    | 10.3%                                                     | 14.7%  | 5.8%   | 13.9%  | 2.2%   | -7.1%  | 3.1%   | 7.5%   | -1.7%  | 7.2%                        | 14.9%  | 13.6%  | 4.5%                                                                                  |                            | 10.9%   | 2.6%   | 3.8%   | 9.5%  |
| Average Annual Change                                                  |    | 1.6%                                                      | 5.5%   | 1.0%   | 8.6%   | 2.3%   | 3.3%   | 3.4%   | 2.1%   | 3.5%   | 0.7%                        | 3.1%   | 1.2%   | 3.1%                                                                                  |                            | 3.1%    | 4.3%   | 2.8%   | 1.2%  |
| 2008                                                                   | £M | 2.851                                                     | 11.50  | 11.27  | 21.51  | 33.18  | 28.25  | 41.40  | 58.09  | 27.89  | 18.40                       | 5.263  | 2.115  | 261.70                                                                                |                            | 25.62   | 82.94  | 127.37 | 25.78 |
| 2009                                                                   | £M | 4.197                                                     | 15.04  | 10.48  | 37.57  | 37.69  | 31.79  | 48.68  | 59.62  | 32.94  | 21.88                       | 3.054  | 1.342  | 304.28                                                                                | 16.3%                      | 29.72   | 107.05 | 141.24 | 26.27 |
| 2010                                                                   | £M | 3.456                                                     | 13.71  | 10.32  | 38.52  | 33.60  | 33.79  | 45.47  | 58.66  | 30.32  | 19.01                       | 3.126  | 1.003  | 291.00                                                                                | -4.4%                      | 27.49   | 105.91 | 134.45 | 23.14 |
| 2011                                                                   | £M | 3.297                                                     | 13.52  | 9.890  | 37.08  | 30.13  | 31.34  | 39.11  | 52.84  | 29.81  | 19.70                       | 4.786  | 1.529  | 273.04                                                                                | -6.2%                      | 26.70   | 98.56  | 121.76 | 26.01 |
| 2012                                                                   | £M | 2.885                                                     | 14.47  | 13.91  | 33.46  | 31.14  | 28.27  | 42.01  | 49.95  | 31.32  | 17.85                       | 4.470  | 1.895  | 271.62                                                                                | -0.5%                      | 31.26   | 92.88  | 123.28 | 24.21 |
| 2013                                                                   | £M | 2.573                                                     | 11.86  | 12.29  | 30.80  | 43.43  | 30.63  | 48.89  | 57.20  | 30.44  | 16.38                       | 4.709  | 1.638  | 290.83                                                                                | 7.1%                       | 26.72   | 104.85 | 136.53 | 22.73 |
| 2014                                                                   | £M | 2.755                                                     | 12.47  | 13.27  | 36.68  | 41.83  | 30.68  | 48.60  | 62.56  | 33.49  | 17.61                       | 4.575  | 1.586  | 306.11                                                                                | 5.3%                       | 28.50   | 109.19 | 144.66 | 23.77 |
| 2015                                                                   | £M | 2.953                                                     | 13.78  | 14.00  | 38.32  | 44.01  | 32.39  | 53.21  | 66.88  | 36.31  | 18.76                       | 4.823  | 1.712  | 327.15                                                                                | 6.9%                       | 30.74   | 114.71 | 156.40 | 25.30 |
| 2016                                                                   | £M | 2.992                                                     | 13.95  | 17.31  | 31.93  | 40.08  | 36.18  | 52.84  | 70.52  | 36.57  | 19.68                       | 5.198  | 1.970  | 329.22                                                                                | 0.6%                       | 34.26   | 108.19 | 159.92 | 26.85 |
| 2017                                                                   | £M | 2.939                                                     | 14.50  | 11.67  | 41.18  | 40.11  | 35.19  | 54.79  | 68.52  | 37.24  | 17.01                       | 6.388  | 2.075  | 331.60                                                                                | 0.7%                       | 29.10   | 116.48 | 160.55 | 25.47 |
| 2018                                                                   | £M | 3.052                                                     | 16.12  | 11.77  | 36.71  | 40.75  | 41.32  | 54.94  | 66.49  | 39.14  | 18.44                       | 6.149  | 2.102  | 336.97                                                                                | 1.6%                       | 30.94   | 118.79 | 160.56 | 26.69 |
| 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                                                                                | 4.5%                       | 34.30   | 121.86 | 166.61 | 29.22 |
| ECONOMIC IMPACT - INDEXED TO 2019                                      |    |                                                           |        |        |        |        |        |        |        |        |                             |        |        | DAY VISITOR                                                                           |                            |         |        |        |       |
| SHARE OF MARKET                                                        |    | 2008                                                      | 2009   | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017                        | 2018   | 2019   | £M Economic Impact by Year and Share of Total                                         |                            |         |        |        |       |
| Day Visitor                                                            | £M | 261.70                                                    | 304.28 | 291.00 | 273.04 | 271.62 | 290.83 | 306.11 | 327.15 | 329.22 | 331.60                      | 336.97 | 351.99 |  |                            |         |        |        |       |
| All Visitor Types                                                      | £M | 815.44                                                    | 844.12 | 840.91 | 836.65 | 817.86 | 852.02 | 860.70 | 896.21 | 900.44 | 930.68                      | 957.68 | 996.18 |                                                                                       |                            |         |        |        |       |
| Share of Total                                                         | %  | 32.1%                                                     | 36.0%  | 34.6%  | 32.6%  | 33.2%  | 34.1%  | 35.6%  | 36.5%  | 36.6%  | 35.6%                       | 35.2%  | 35.3%  |                                                                                       |                            |         |        |        |       |
| Annual Change in Share                                                 | %  |                                                           | 12.3%  | -4.0%  | -5.7%  | 1.8%   | 2.8%   | 4.2%   | 2.6%   | 0.2%   | -2.5%                       | -1.2%  | 0.4%   |                                                                                       |                            |         |        |        |       |
| Change in Share from 2008                                              | %  |                                                           | 12.3%  | 7.8%   | 1.7%   | 3.5%   | 6.4%   | 10.8%  | 13.7%  | 13.9%  | 11.0%                       | 9.6%   | 10.1%  |                                                                                       |                            |         |        |        |       |
| Avg Ann. Change in Share                                               | %  |                                                           | 12.3%  | 3.9%   | 0.6%   | 0.9%   | 1.3%   | 1.8%   | 2.0%   | 1.7%   | 1.2%                        | 1.0%   | 0.9%   |                                                                                       |                            |         |        |        |       |
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