

From: [PMO](#)
To: [Wylfa Newydd](#)
Subject: RE: IACC Deadline 2 Submission : Local Impact Report - Tourism (email 7)
Date: 04 December 2018 21:27:38
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[Tourism.pdf](#)
[Tourism Annex.zip](#)

Please note, a number of emails will follow in relation to the LIR – we will confirm the final e-mail.

Pnawn Da/ Good afternoon,

Gweler ynghlwm cynrychiolaeth CSYM mewn perthynas â'r uchod / *Please see IACC's representation in respect of the above.*

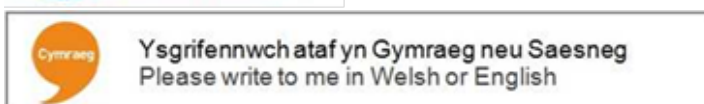
Bydd fersiwn Gymraeg yn cael ei ddarparu cyn gynted a phosib / *A Welsh version of the submission will be provided in due course.*

Cofion/ Regards,
Manon

Swyddfa Rhaglen Ynys Ynni /
Energy Island Programme Office
01248 752435 / 2431
PMO@ynymon.gov.uk



www.ynysynimon.co.uk / www.angleseyenergyisland.co.uk



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Mae'r neges e-bost hon a'r ffeiliau a drosglwyddyd ynghlwm gyda hi yn gyfrinachol ac efallai bod breintiau cyfreithiol ynghlwm wrthynt. Yr unig berson sydd i'r hawl i'w darllen, eu copio a'u defnyddio yw'r person y bwriadwyd eu gyrru nhw ato. Petaech wedi derbyn y neges e-bost hon mewn camgymeriad yna, os gwelwch yn dda, rhowch wybod i'r Rheolwr Systemau yn syth gan ddefnyddio'r manylion isod, a pheidiwch datgelu na chopio'r cynnwys i neb arall.

Mae cynnwys y neges e-bost hon yn cynrychioli sylwadau'r gyrrwr yn unig ac nid o angenrheidrwydd yn cynrychioli sylwadau Cyngor Sir Ynys Mon. Mae Cyngor Sir

Ynys Mon yn cadw a diogelu ei hawliau i fonitro yr holl negeseuon e-bost trwy ei rwydweithiau mewnol ac allanol.

Croeso i chi ddelio gyda'r Cyngor yn Gymraeg neu'n Saesneg. Cewch yr un safon o wasanaeth yn y ddwy iaith.

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STEAM FINAL TREND REPORT FOR 2006-2017

Final

ISLE OF ANGLESEY COUNCIL

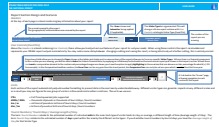
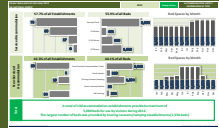
Global Tourism Solutions (UK) Ltd

71 Heol Gwys
Upper Cwmtwrch
Swansea
SA9 2XH

Telephone: 0798 445 5388

Email: cj.gtsuk@btinternet.com

Website: www.globaltourismsolutions.co.uk

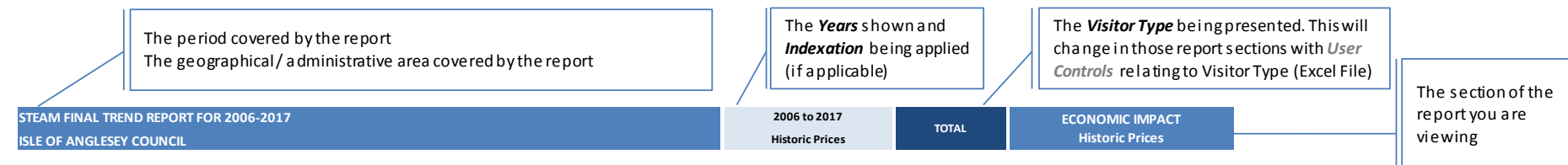
REPORT SECTIONS  Page	USER GUIDE  3	COMPARATIVE HEADLINES  4	KEY MEASURES  5-11
KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE	DISTRIBUTION OF IMPACT: <i>by Visitor Type</i>  13	DISTRIBUTION OF IMPACT: <i>by Month</i>  14	DISTRIBUTION OF IMPACT: <i>by Sector</i>  15
UNINDEXED ECONOMIC IMPACT  16-22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



Report Section Design and Features

Headers

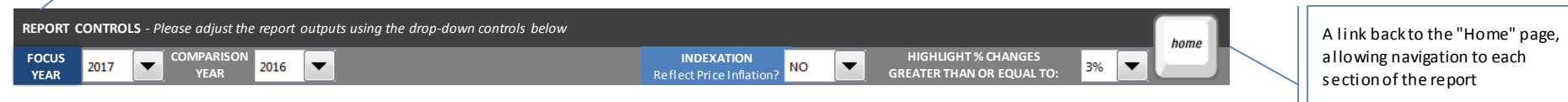
At the top of each page is a band containing key information about your report



User Controls (Excel File)

Above the **Headers** is a band containing **User Controls**, these allow you to adjust various features of your report to suit your needs. When using these controls the report recalculates and represents your STEAM report outputs automatically. You may notice some delay between changing a setting and seeing the result, or being able to adjust a further setting, this is entirely normal.

Drop down fields allow you to change the **Years** shown in the tables and charts and in some sections of the report allow you to focus on specific **Visitor Types**. Where there is a financial component to the section you are viewing, you will be able to **Index** the historic financial data, by applying an inflationary factor based on the most recent report year shown in that report section. Where there is a **trend** or comparative element to the section and percentage changes are shown, you have the option to apply **highlighting** to those values that are above a certain percentage threshold (+/-3% for example). In the Comparative Headlines section, the **Focus Year** can be any year from the trend period, the **Comparison Year** can only be set as a year which is earlier than the focus year.



Units

Each section of the report automatically adjusts number formatting to present data in the most easily understandable way. Different visitor types can generate impacts at very different scales and as a result you may see figures for one group of visitors in thousands and another in millions. The units we use are:

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

STEAM FINAL TREND REPORT FOR 2006-2017
ISLE OF ANGLESEY COUNCIL

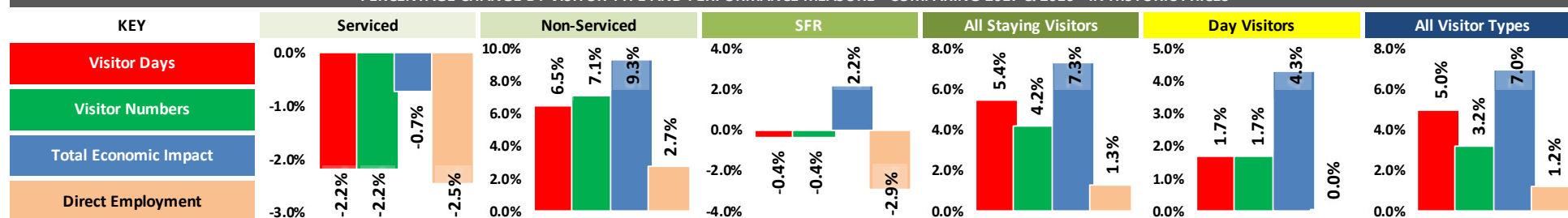
Comparing 2017 and 2016
 All £'s Historic Prices

COMPARATIVE HEADLINES

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2017 & 2016 - IN HISTORIC PRICES

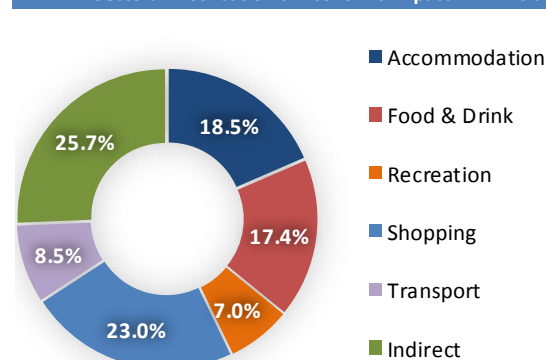
KEY											Day Visitors			All Visitor Types		
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors					
Less than 3% change		Serviced			Non-Serviced											
A Fall of 3% or more		2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %
Visitor Days	M	0.373	0.382	-2.2%	4.539	4.263	6.5%	0.256	0.257	-0.4%	5.169	4.902	5.4%	0.684	0.673	1.7%
Visitor Numbers	M	0.214	0.219	-2.2%	0.706	0.659	7.1%	0.108	0.108	-0.4%	1.028	0.986	4.2%	0.684	0.673	1.7%
Direct Expenditure	£M															
Economic Impact	£M	44.06	44.38	-0.7%	220.46	201.73	9.3%	8.428	8.246	2.2%	272.95	254.36	7.3%	31.28	29.99	4.3%
Direct Employment	FTEs	695	712	-2.5%	2,197	2,139	2.7%	85	88	-2.9%	2,977	2,939	1.3%	292	292	0.0%
Total Employment	FTEs															

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2017 & 2016 - IN HISTORIC PRICES

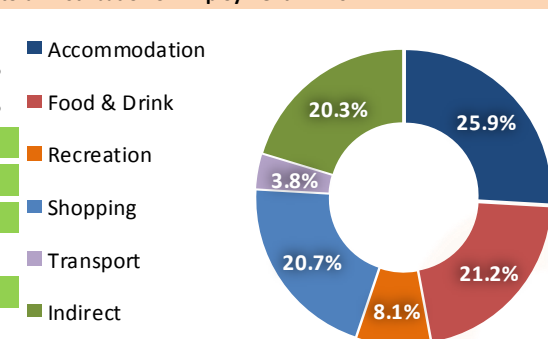


Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices

Sectoral Distribution of Employment - FTEs



Sectors	2017	2016	+/- %
Accommodation	1,063	1,086	-2.2%
Food & Drink	868	880	-1.4%
Recreation	332	307	8.3%
Shopping	851	811	5.0%
Transport	155	147	5.2%
TOTAL DIRECT	3,269	3,231	1.2%
Indirect	833	801	4.0%
TOTAL	4,102	4,032	1.8%

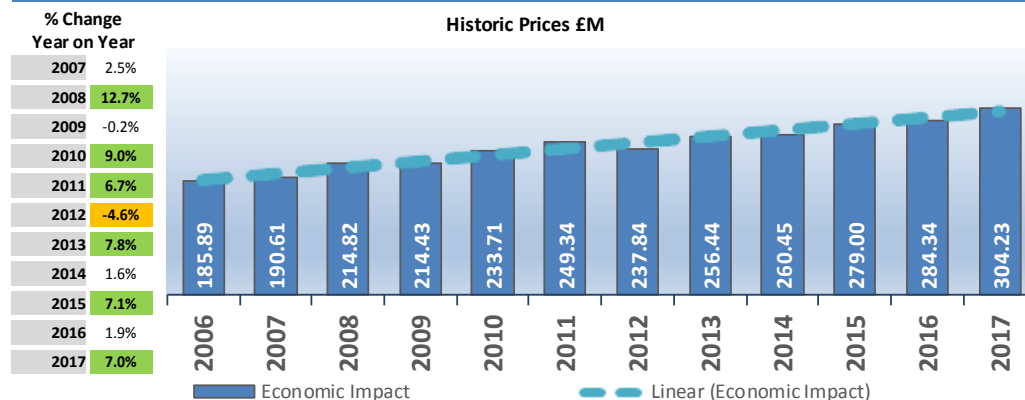


Unindexed Key Measures by Year and Visitor Type for the Period 2006 to 2017

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

STEAM FINAL TREND REPORT FOR 2006-2017
ISLE OF ANGLESEY COUNCIL

Economic Impact - Historic Prices - Total

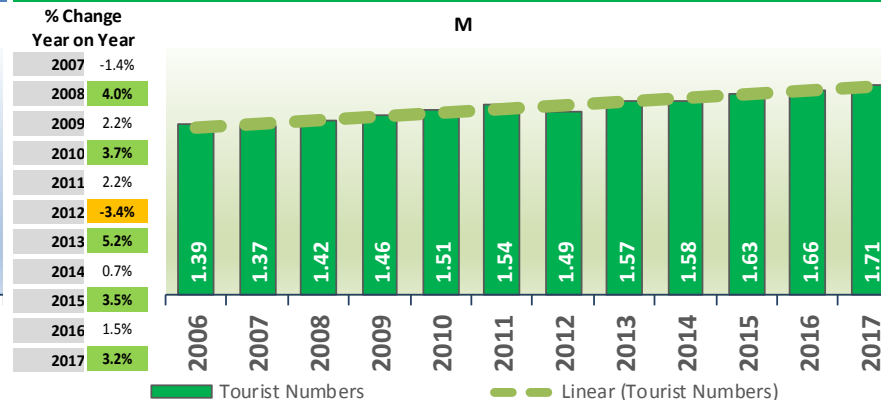


2006 to 2017
Historic Prices

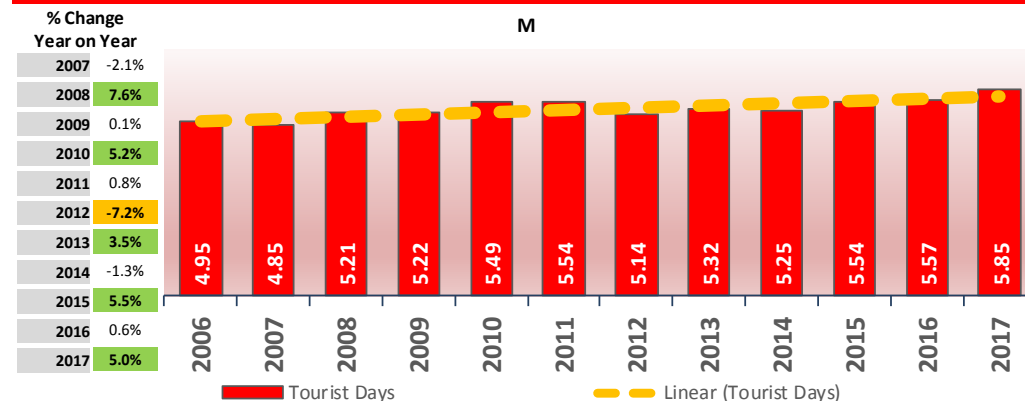
TOTAL

KEY MEASURES
Historic Prices

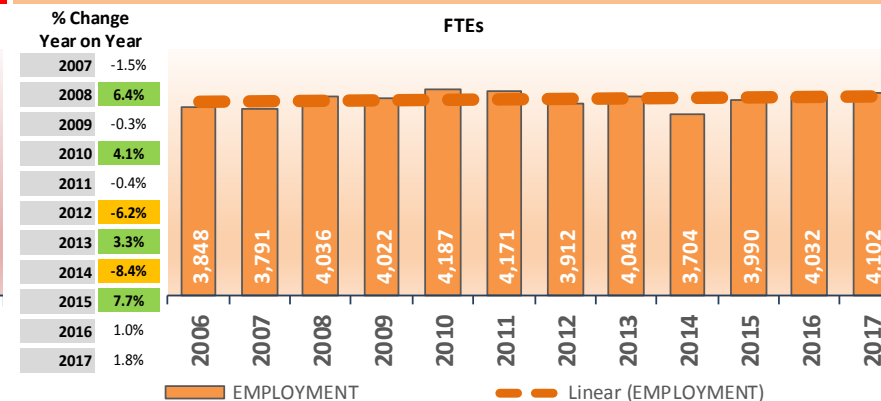
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total

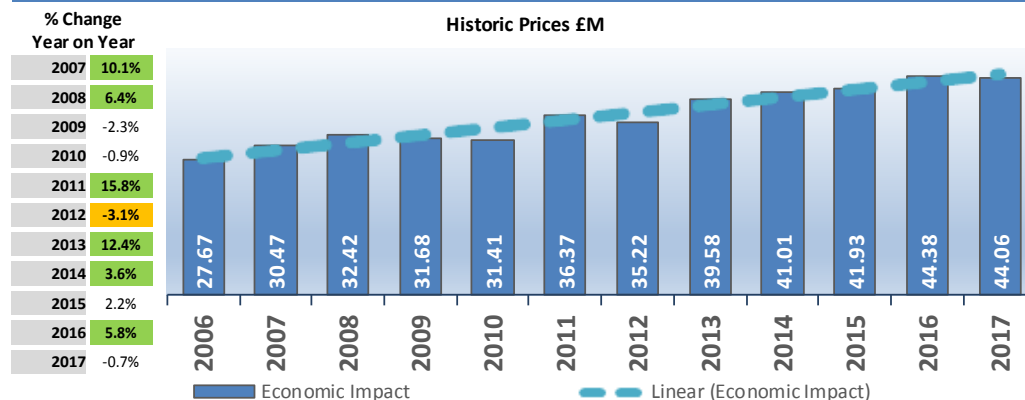


% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Historic Prices		2.5%	15.6%	15.4%	25.7%	34.1%	27.9%	38.0%	40.1%	50.1%	53.0%	63.7%
Visitor Numbers		-1.4%	2.6%	4.8%	8.7%	11.1%	7.3%	13.0%	13.7%	17.7%	19.5%	23.3%
Visitor Days		-2.1%	5.3%	5.4%	10.9%	11.8%	3.7%	7.4%	6.0%	11.8%	12.5%	18.1%
Total Employment		-1.5%	4.9%	4.5%	8.8%	8.4%	1.7%	5.1%	-3.7%	3.7%	4.8%	6.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2006-2017
ISLE OF ANGLESEY COUNCIL

Economic Impact - Historic Prices - Serviced Accommodation

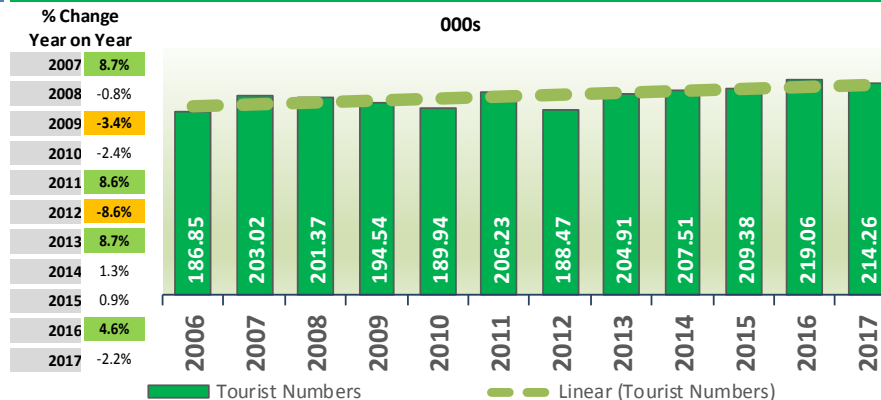


2006 to 2017
 Historic Prices

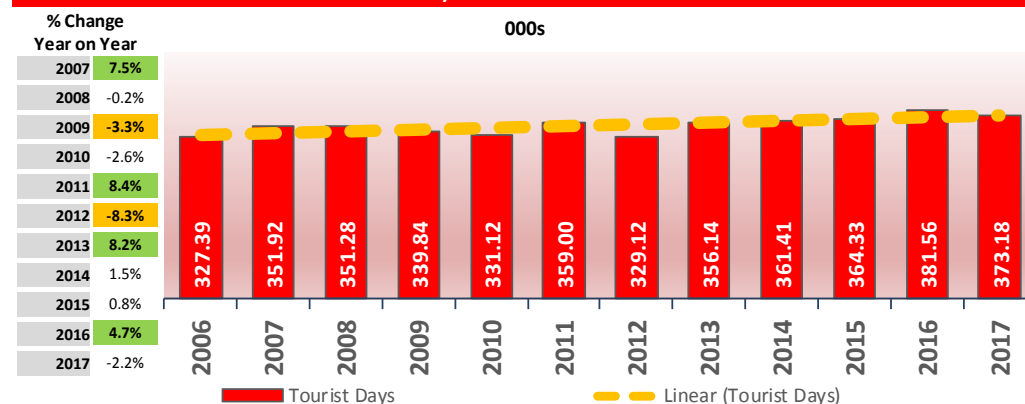
SERVICED
 ACCOMMODATION

KEY MEASURES
 Historic Prices

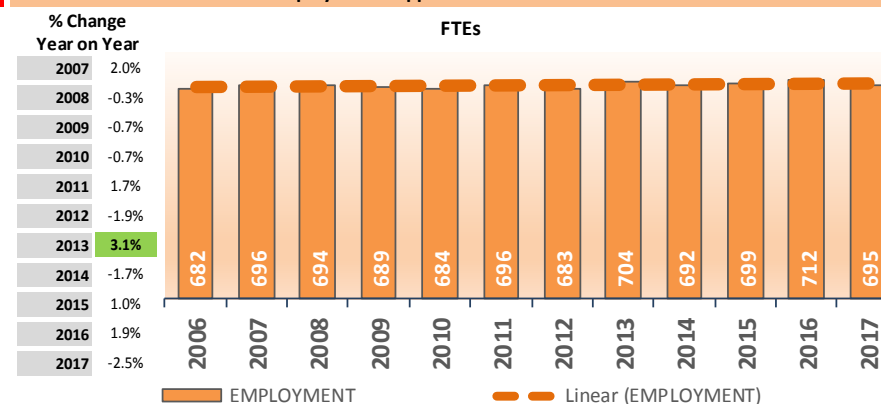
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



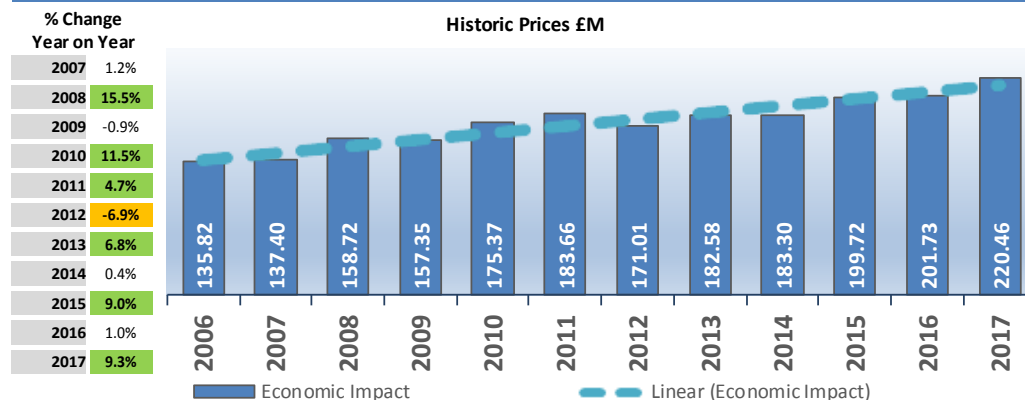
% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Historic Prices		10.1%	17.2%	14.5%	13.5%	31.4%	27.3%	43.0%	48.2%	51.5%	60.4%	59.2%
Visitor Numbers		8.7%	7.8%	4.1%	1.7%	10.4%	0.9%	9.7%	11.1%	12.1%	17.2%	14.7%
Visitor Days		7.5%	7.3%	3.8%	1.1%	9.7%	0.5%	8.8%	10.4%	11.3%	16.5%	14.0%
Direct Employment		2.0%	1.7%	1.0%	0.3%	2.1%	0.2%	3.2%	1.4%	2.5%	4.4%	1.8%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2006-2017

ISLE OF ANGLESEY COUNCIL

Economic Impact - Historic Prices - Non-Serviced Accommodation



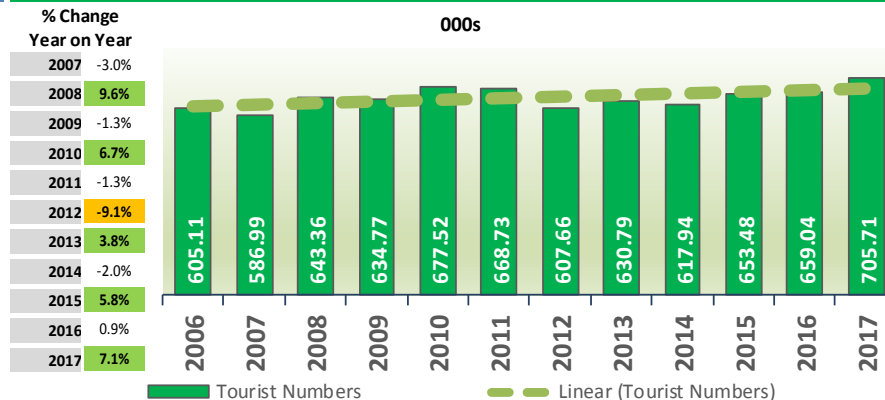
2006 to 2017

Historic Prices

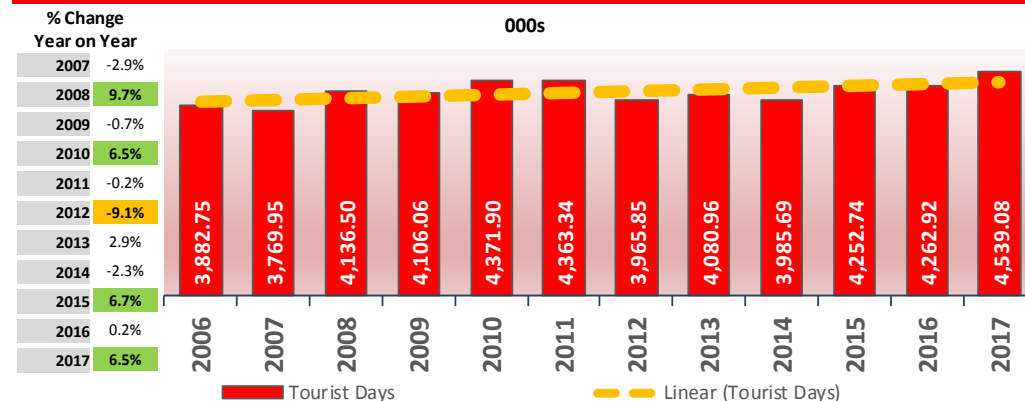
NON-SERVICED ACCOMMODATION

KEY MEASURES Historic Prices

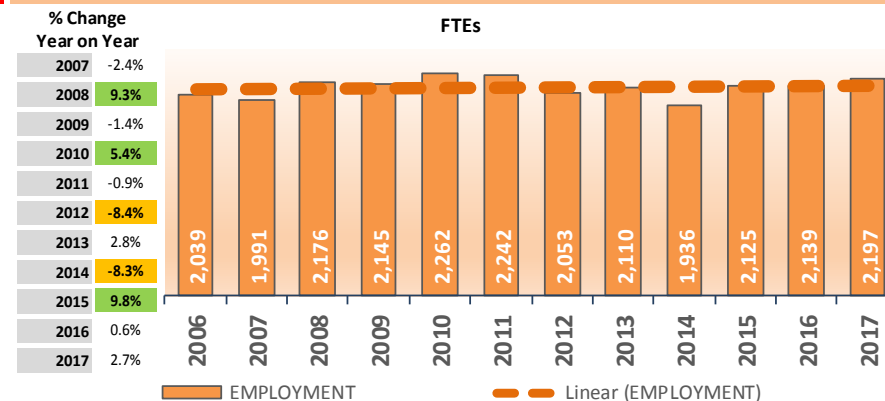
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



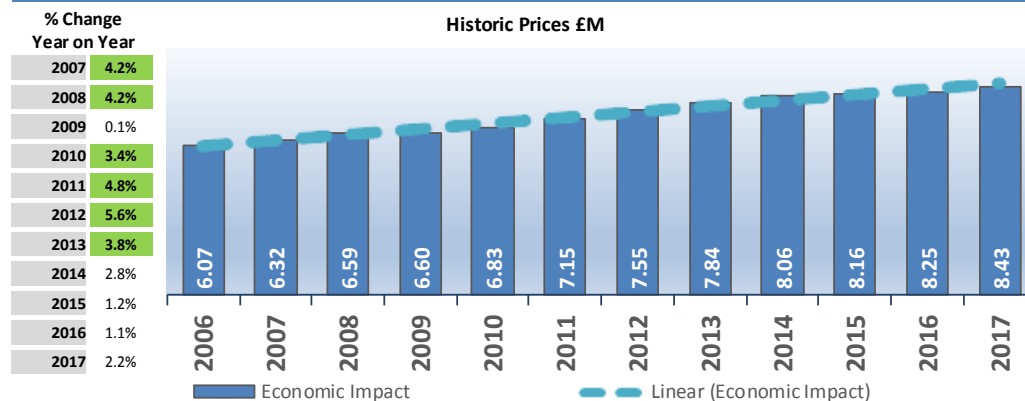
% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Historic Prices		1.2%	16.9%	15.8%	29.1%	35.2%	25.9%	34.4%	35.0%	47.0%	48.5%	62.3%
Visitor Numbers		-3.0%	6.3%	4.9%	12.0%	10.5%	0.4%	4.2%	2.1%	8.0%	8.9%	16.6%
Visitor Days		-2.9%	6.5%	5.8%	12.6%	12.4%	2.1%	5.1%	2.7%	9.5%	9.8%	16.9%
Direct Employment		-2.4%	6.7%	5.2%	10.9%	9.9%	0.7%	3.5%	-5.1%	4.2%	4.9%	7.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2006-2017

ISLE OF ANGLESEY COUNCIL

Economic Impact - Historic Prices - SFR



2006 to 2017

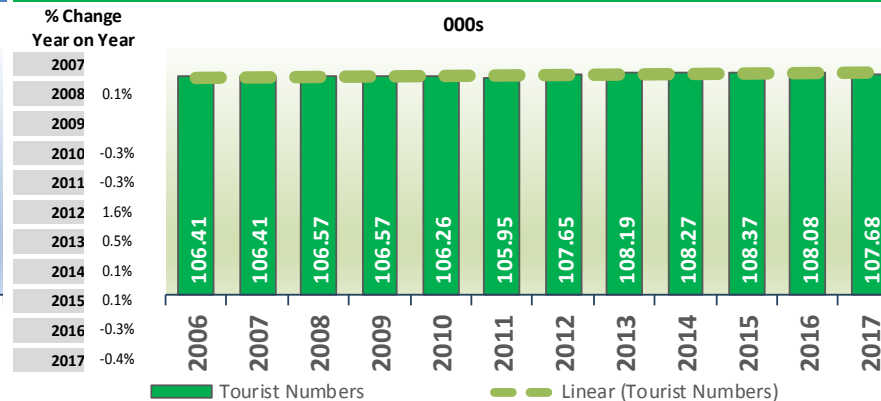
Historic Prices

SFR

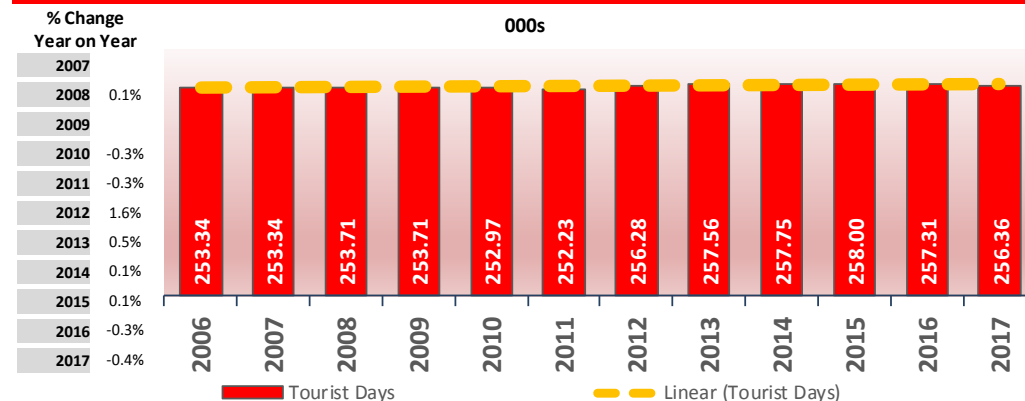
KEY MEASURES

Historic Prices

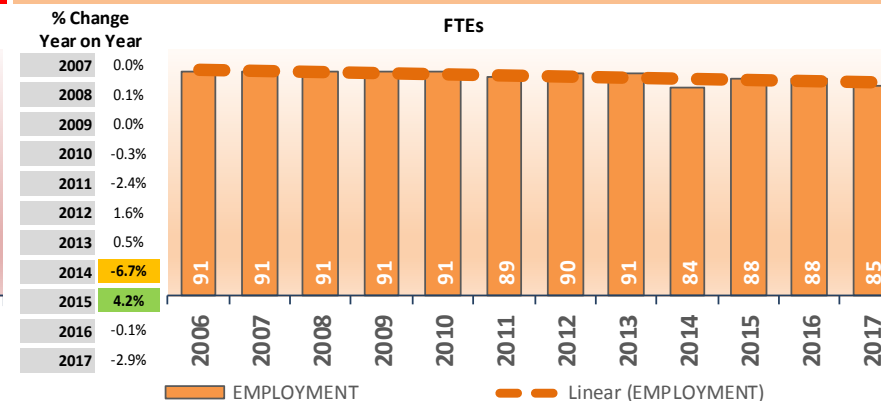
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



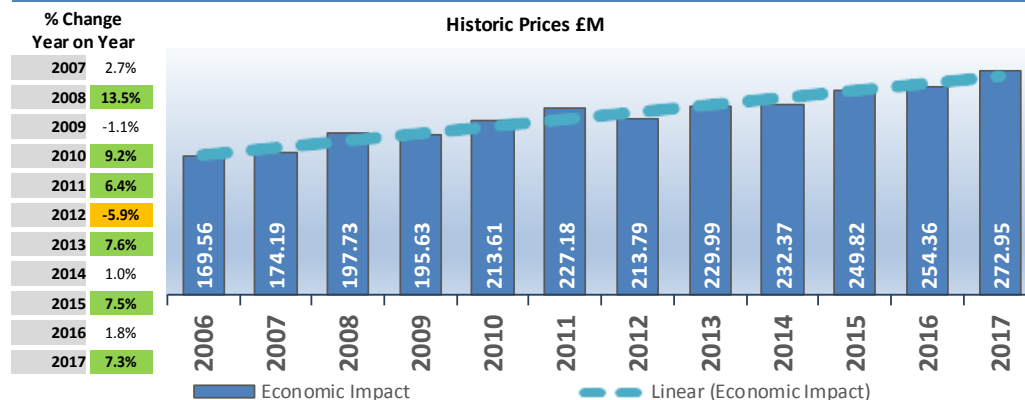
% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Historic Prices		4.2%	8.6%	8.8%	12.5%	17.9%	24.5%	29.2%	32.9%	34.5%	35.9%	38.9%
Visitor Numbers			0.1%	0.1%	-0.1%	-0.4%	1.2%	1.7%	1.7%	1.8%	1.6%	1.2%
Visitor Days			0.1%	0.1%	-0.1%	-0.4%	1.2%	1.7%	1.7%	1.8%	1.6%	1.2%
Direct Employment		0.0%	0.1%	0.1%	-0.1%	-2.5%	-0.9%	-0.4%	-7.1%	-3.2%	-3.3%	-6.1%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2006-2017

ISLE OF ANGLESEY COUNCIL

Economic Impact - Historic Prices - Staying Visitor



2006 to 2017

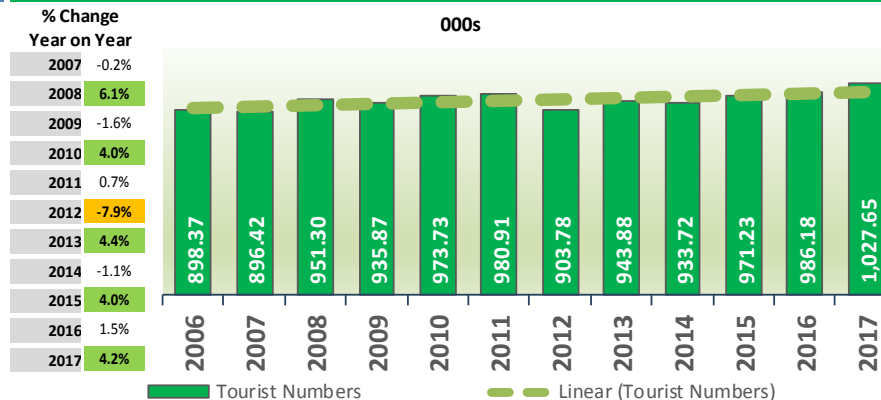
Historic Prices

STAYING VISITOR

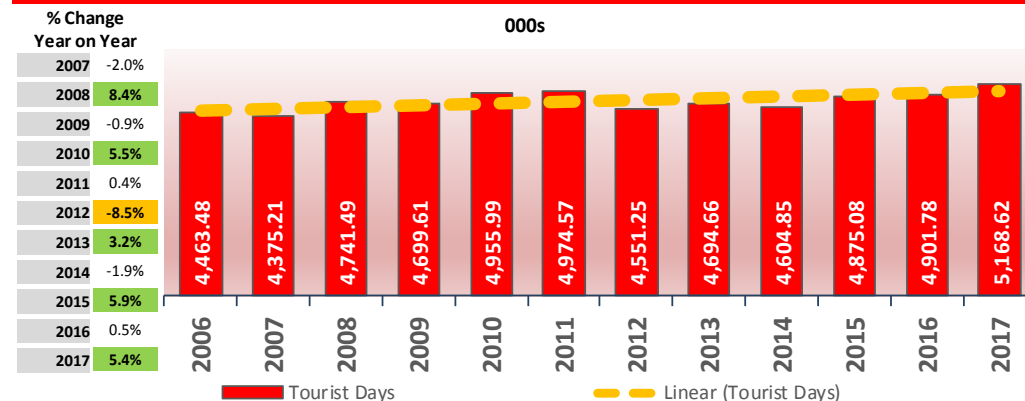
KEY MEASURES

Historic Prices

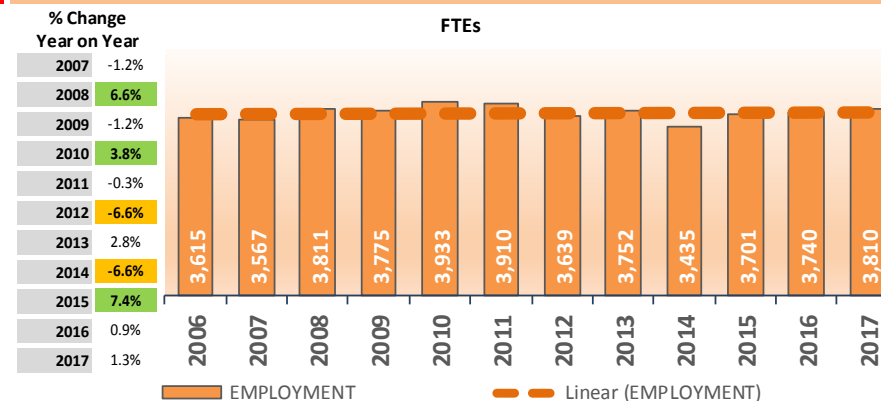
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor

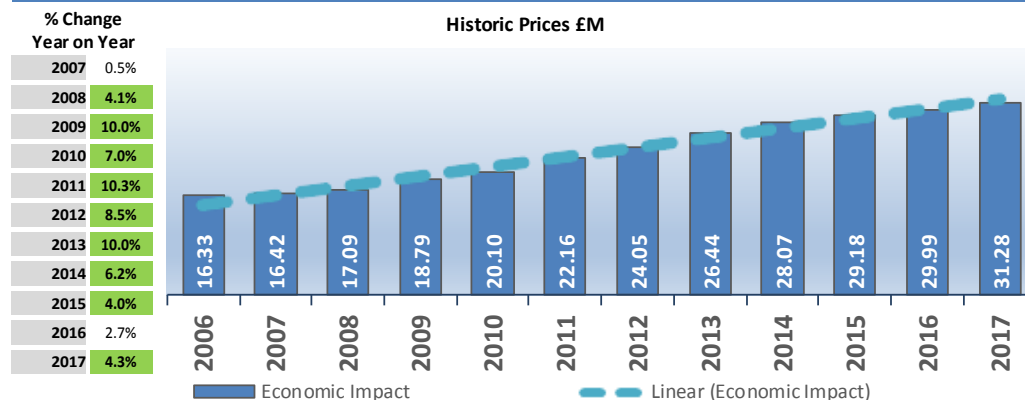


% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Historic Prices		2.7%	16.6%	15.4%	26.0%	34.0%	26.1%	35.6%	37.0%	47.3%	50.0%	61.0%
Visitor Numbers		-0.2%	5.9%	4.2%	8.4%	9.2%	0.6%	5.1%	3.9%	8.1%	9.8%	14.4%
Visitor Days		-2.0%	6.2%	5.3%	11.0%	11.5%	2.0%	5.2%	3.2%	9.2%	9.8%	15.8%
Direct Employment		-1.3%	5.4%	4.4%	8.8%	8.2%	0.7%	3.8%	-5.0%	2.4%	3.5%	5.4%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2006-2017
ISLE OF ANGLESEY COUNCIL

Economic Impact - Historic Prices - Day Visitor

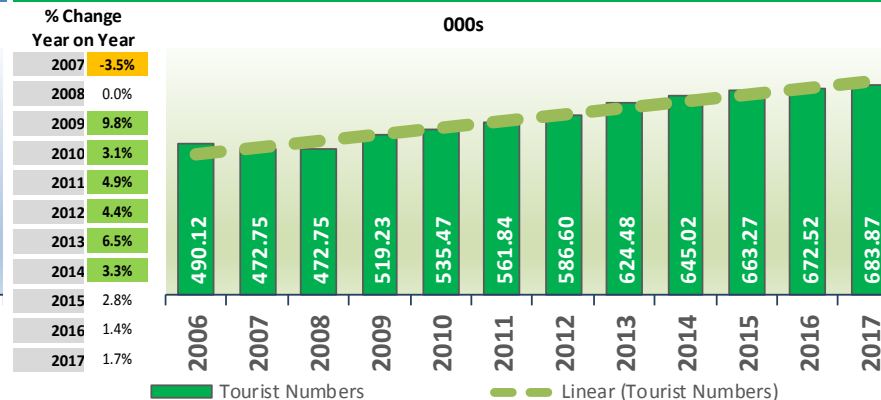


2006 to 2017
Historic Prices

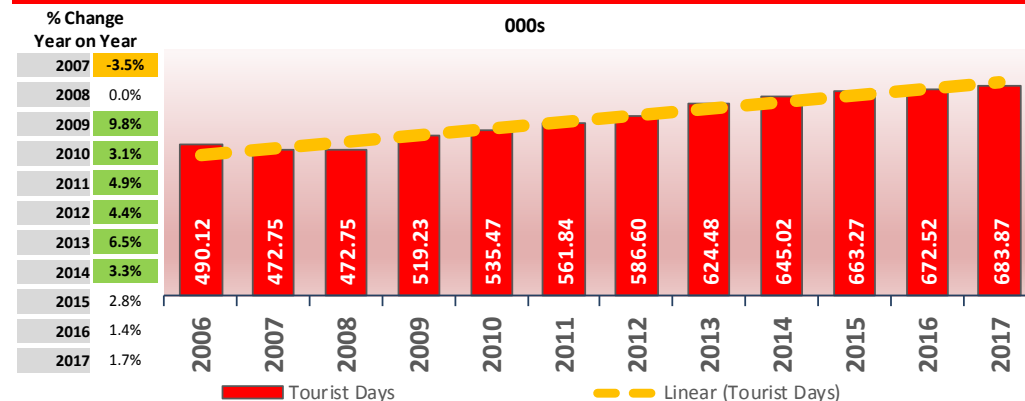
DAY VISITOR

KEY MEASURES
Historic Prices

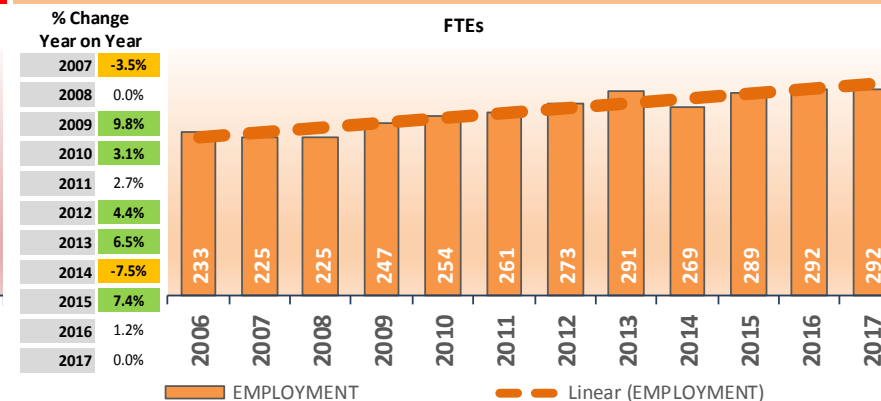
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Historic Prices		0.5%	4.6%	15.1%	23.1%	35.7%	47.3%	61.9%	71.9%	78.7%	83.6%	91.5%
Visitor Numbers		-3.5%	-3.5%	5.9%	9.3%	14.6%	19.7%	27.4%	31.6%	35.3%	37.2%	39.5%
Visitor Days		-3.5%	-3.5%	5.9%	9.3%	14.6%	19.7%	27.4%	31.6%	35.3%	37.2%	39.5%
Direct Employment		-3.5%	-3.5%	5.9%	9.3%	12.3%	17.2%	24.8%	15.5%	24.0%	25.5%	25.5%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2006 to 2017

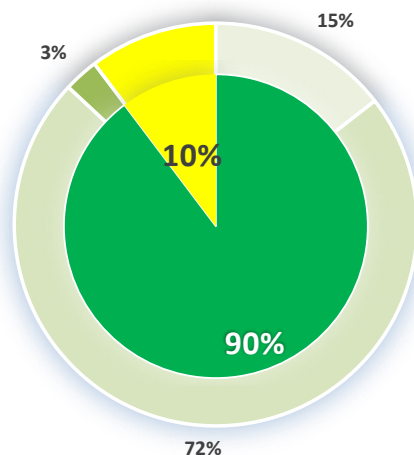
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2017 - M - Share of Total

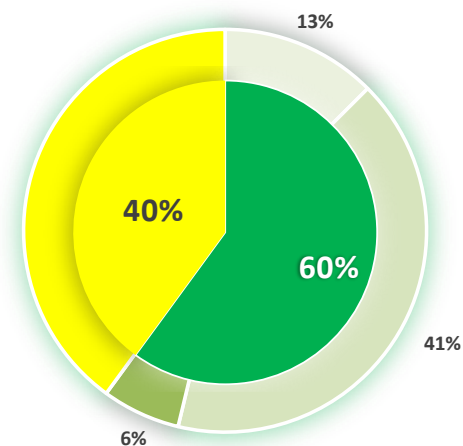
TOTAL
£304.23m

	£M
Serviced	44.06
Non-Serviced	220.46
SFR	8.43
Staying Visitor	272.95
Day Visitor	31.28
Total	304.23



TOTAL
1.71m

	M
Serviced	0.21
Non-Serviced	0.71
SFR	0.11
Staying Visitor	1.03
Day Visitor	0.68
Total	1.71

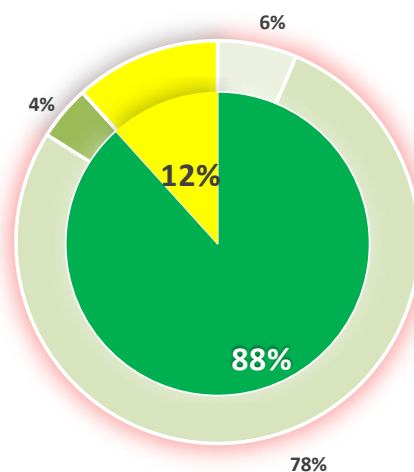


Visitor Days - 2017 - M - Share of Total

Direct Employment Supported - 2017 - FTEs - Share of Total

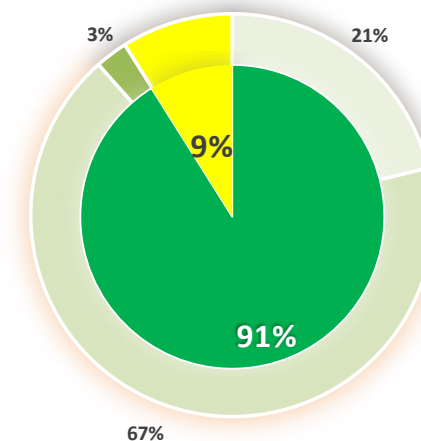
TOTAL
5.85m

	M
Serviced	0.37
Non-Serviced	4.54
SFR	0.26
Staying Visitor	5.17
Day Visitor	0.68
Total	5.85



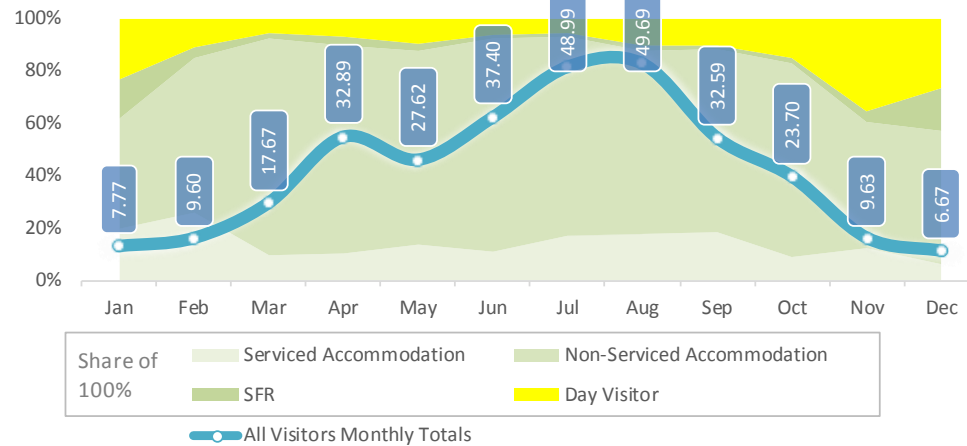
TOTAL
3,269 Direct FTEs
4,102 Total FTEs

	FTEs
Serviced	695
Non-Serviced	2,197
SFR	85
Staying Visitor	2,977
Day Visitor	292
Total	3,269



STEAM FINAL TREND REPORT FOR 2006-2017
ISLE OF ANGLESEY COUNCIL

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

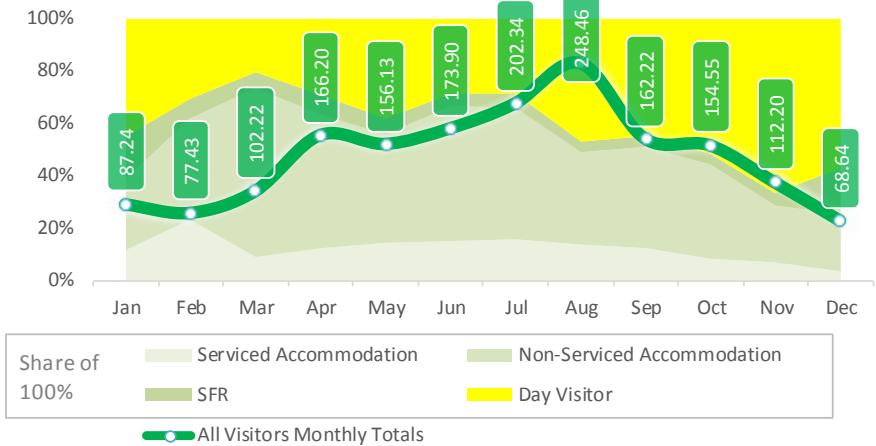


2017
Historic Prices

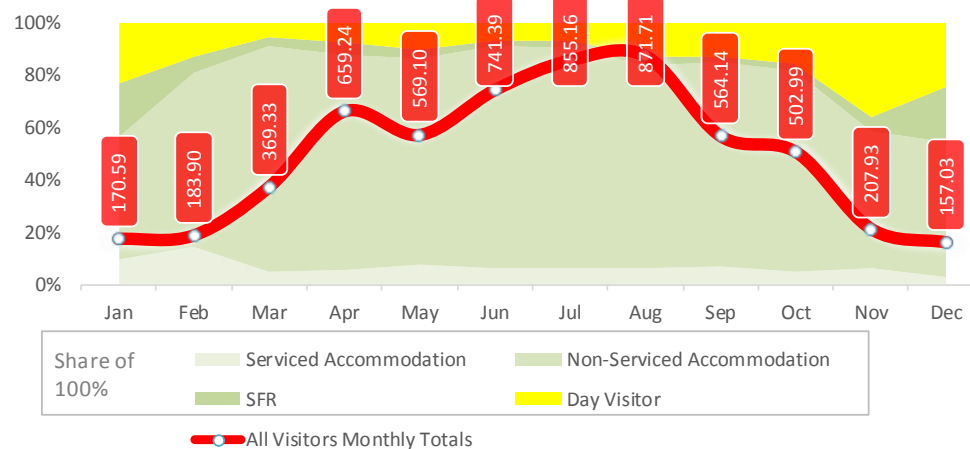
TOTAL

DISTRIBUTION BY MONTH
Historic Prices

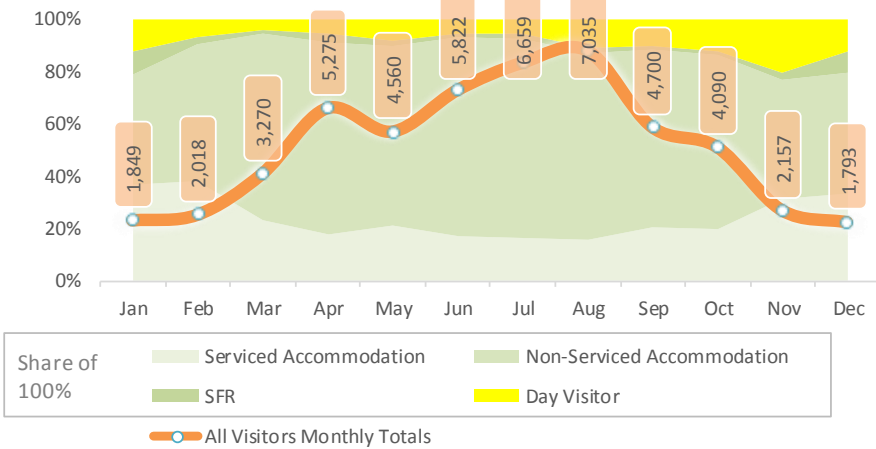
Visitor Numbers - 2017 - 000s - Distribution of Impact by Month



Visitor Days - 2017 - 000s - Distribution of Impact by Month

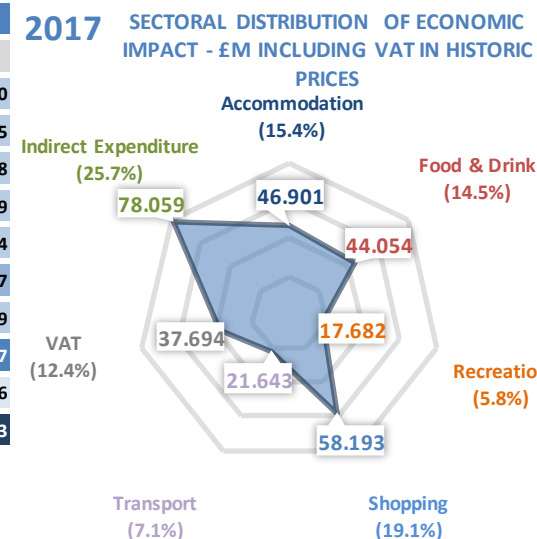


Direct Employment Supported - 2017 - FTEs - Distribution of Impact by Month

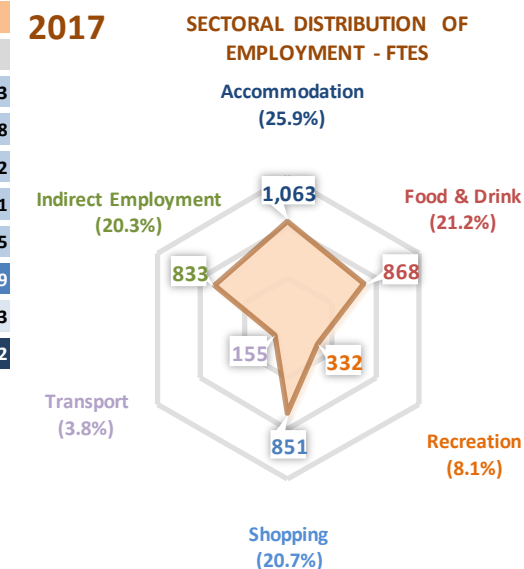


SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Accommodation	£M	29.88	31.26	34.58	34.42	36.54	38.35	36.88	40.51	41.48	43.63	45.01	46.90
Food & Drink	£M	27.64	28.22	31.82	31.75	34.64	36.17	34.61	37.02	37.44	40.16	40.98	44.05
Recreation	£M	10.27	10.32	12.52	12.26	13.71	14.70	13.19	14.24	14.06	15.89	16.21	17.68
Shopping	£M	36.37	37.16	41.44	41.70	45.68	47.41	45.84	49.12	50.19	53.47	54.12	58.19
Transport	£M	13.16	13.37	15.50	15.35	16.93	17.90	16.70	17.93	18.00	19.71	20.05	21.64
Direct Revenue	£M	117.32	120.32	135.85	135.48	147.51	154.53	147.22	158.83	161.17	172.86	176.37	188.47
VAT	£M	20.53	21.06	23.77	23.71	25.81	30.91	29.44	31.77	32.23	34.57	35.27	37.69
Direct Expenditure	£M	137.86	141.38	159.63	159.19	173.32	185.44	176.67	190.60	193.40	207.43	211.64	226.17
Indirect Expenditure	£M	48.03	49.23	55.20	55.24	60.39	63.90	61.17	65.84	67.05	71.57	72.70	78.06
TOTAL	£M	185.89	190.61	214.82	214.43	233.71	249.34	237.84	256.44	260.45	279.00	284.34	304.23

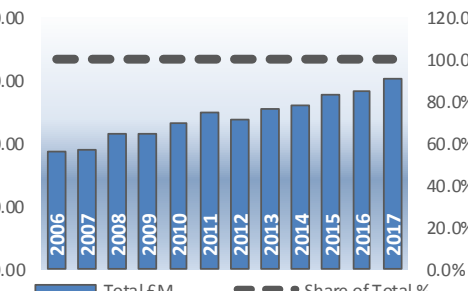


SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Accommodation	FTEs	1,042	1,046	1,046	1,041	1,034	1,039	1,045	1,063	1,062	1,075	1,086	1,063
Food & Drink	FTEs	700	685	742	740	778	773	712	737	788	874	880	868
Recreation	FTEs	316	304	354	347	374	381	329	344	262	283	307	332
Shopping	FTEs	839	822	881	886	936	924	860	892	742	824	811	851
Transport	FTEs	149	145	162	160	170	171	153	160	128	146	147	155
Direct Employment	FTEs	3,045	3,003	3,186	3,172	3,292	3,288	3,099	3,196	2,981	3,201	3,231	3,269
Indirect Employment	FTEs	802	789	850	849	895	883	813	847	722	789	801	833
TOTAL	FTEs	3,848	3,791	4,036	4,022	4,187	4,171	3,912	4,043	3,704	3,990	4,032	4,102



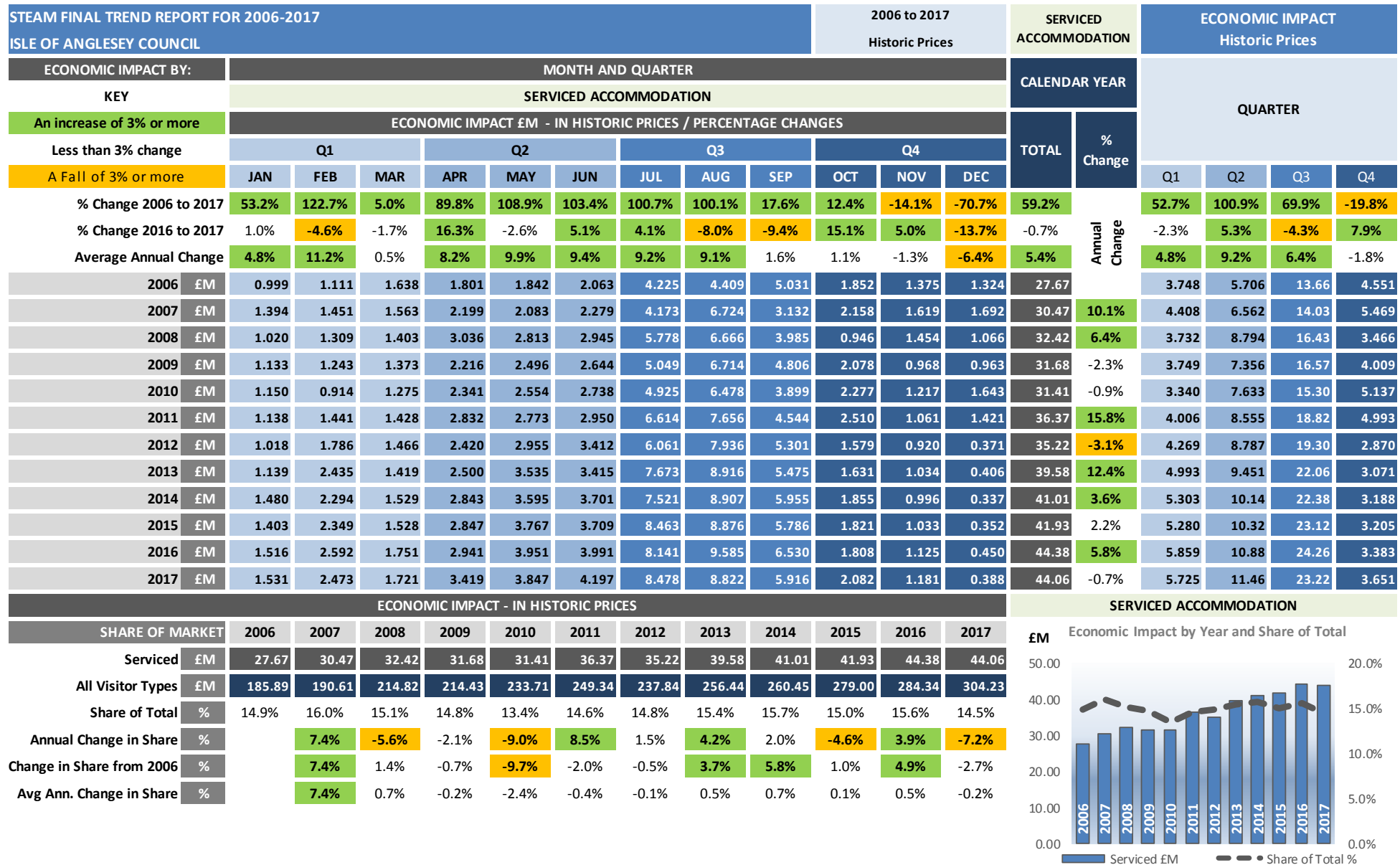
Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2006 to 2017

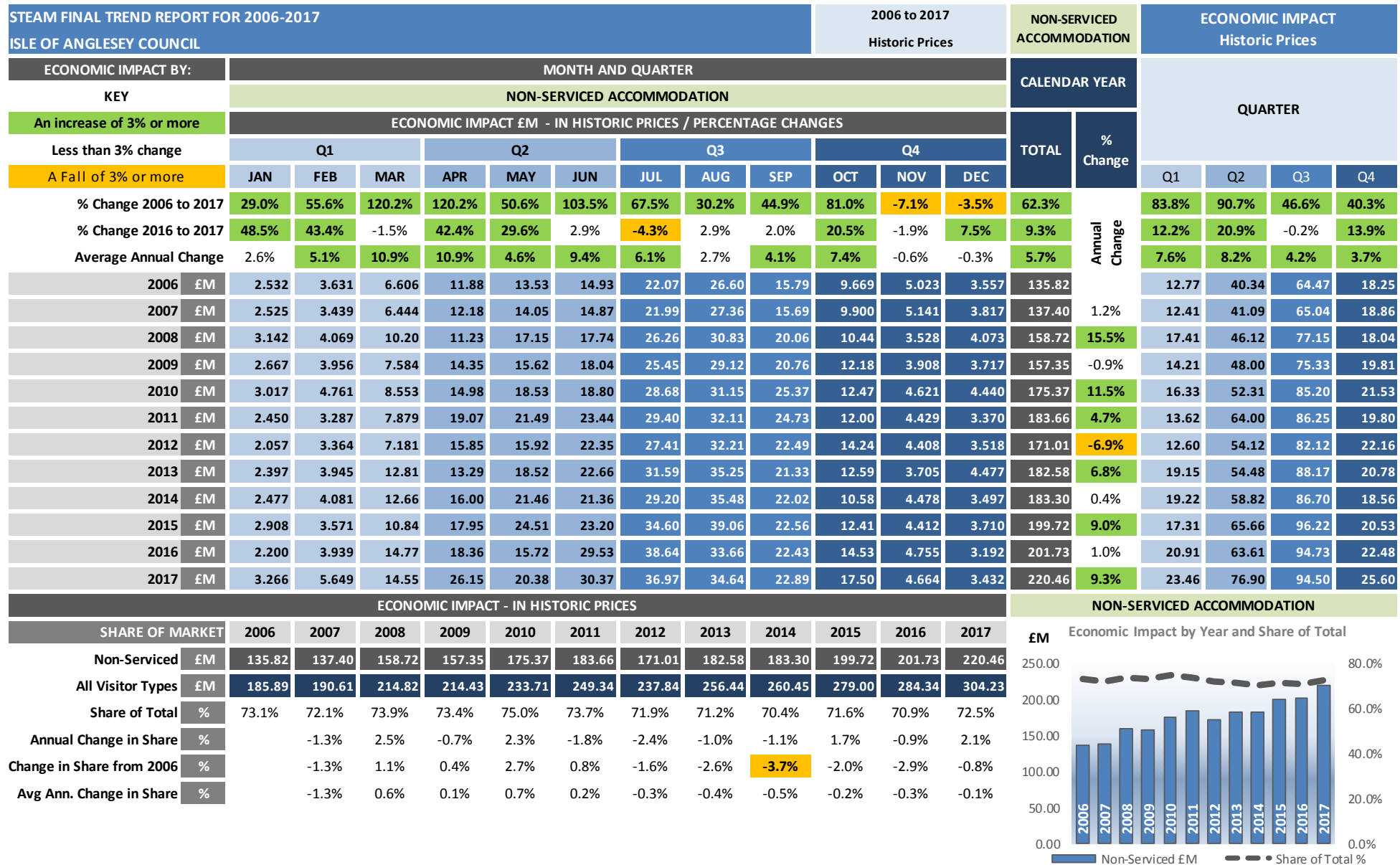
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

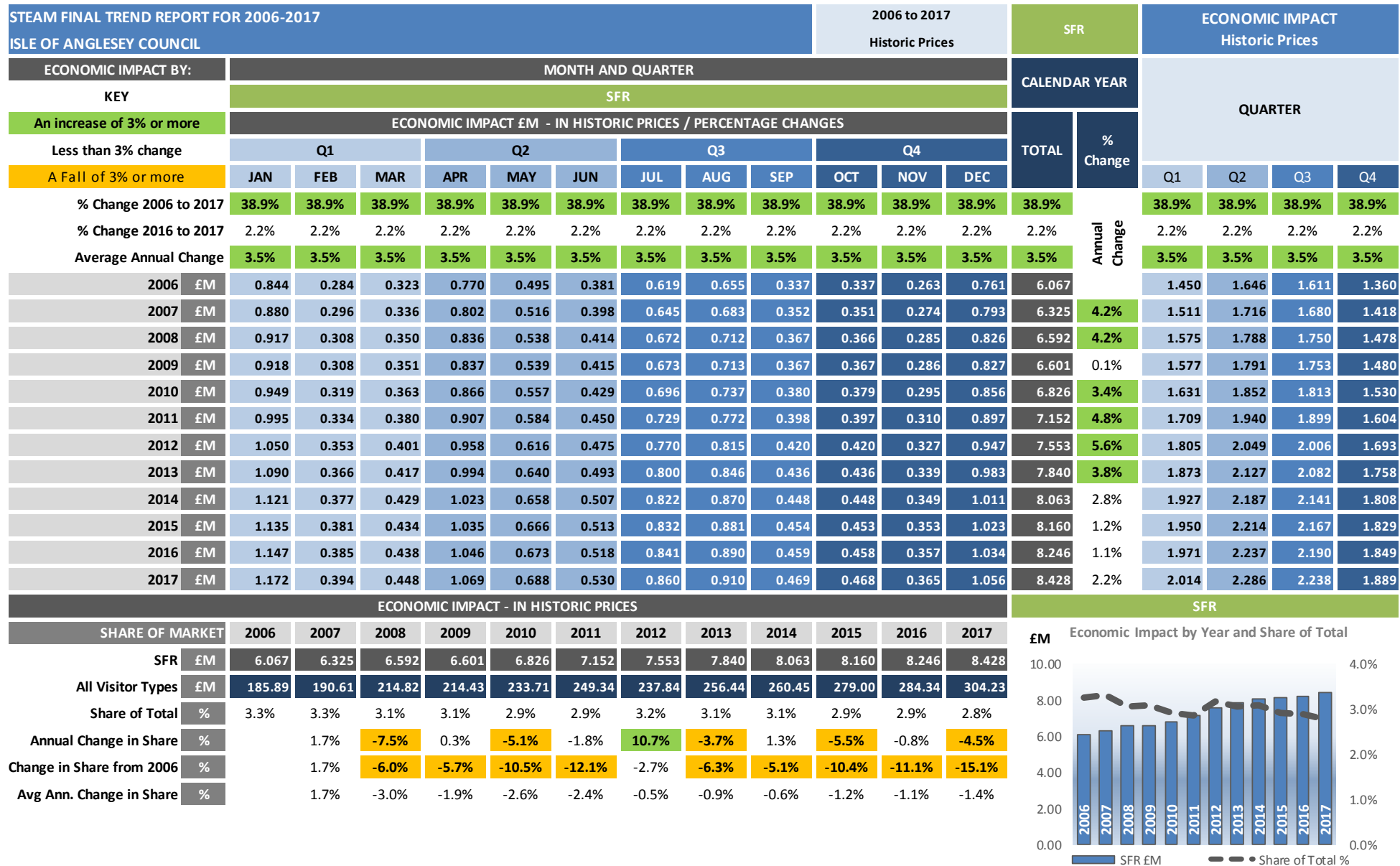
STEAM FINAL TREND REPORT FOR 2006-2017 ISLE OF ANGLESEY COUNCIL											2006 to 2017 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		TOTAL																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2006 to 2017		51.9%	60.1%	84.3%	109.9%	58.0%	98.3%	69.2%	47.0%	43.6%	78.1%	24.7%	-0.2%	63.7%	Annual Change	69.3%	88.2%	53.6%	44.3%	
% Change 2016 to 2017		24.2%	16.2%	-2.4%	36.8%	21.1%	2.3%	-2.8%	1.2%	-0.7%	15.6%	5.4%	5.2%	7.0%		7.4%	17.4%	-0.8%	11.2%	
Average Annual Change		4.7%	5.5%	7.7%	10.0%	5.3%	8.9%	6.3%	4.3%	4.0%	7.1%	2.2%	0.0%	5.8%		6.3%	8.0%	4.9%	4.0%	
2006 £M		5.115	5.999	9.586	15.67	17.48	18.87	28.95	33.80	22.70	13.31	7.724	6.683	185.89	2.5%	20.70	52.02	85.45	27.72	
2007 £M		5.566	6.310	9.702	16.71	18.22	19.04	28.61	36.95	20.71	13.73	7.955	7.107	190.61		21.58	53.97	86.27	28.79	
2008 £M		5.750	6.656	13.27	16.30	22.22	22.92	34.93	40.62	25.95	12.96	6.353	6.885	214.82		12.7%	25.68	61.44	101.50	26.20
2009 £M		5.394	6.379	10.28	18.98	20.50	23.05	33.04	39.58	28.13	16.17	6.218	6.716	214.43		-0.2%	22.05	62.53	100.74	29.10
2010 £M		5.896	7.064	11.24	19.69	23.52	24.48	36.65	41.43	32.08	16.77	7.180	7.720	233.71		9.0%	24.20	67.69	110.15	31.67
2011 £M		5.383	6.216	10.47	24.51	27.18	29.00	39.09	44.24	31.89	17.09	7.300	6.973	249.34		6.7%	22.07	80.69	115.23	31.36
2012 £M		5.092	6.507	9.848	20.96	21.88	28.84	37.43	44.67	30.76	18.49	7.208	6.163	237.84		-4.6%	21.45	71.68	112.86	31.86
2013 £M		5.735	7.978	15.76	18.26	24.71	28.54	42.52	49.24	30.38	17.70	8.020	7.590	256.44		7.8%	29.47	71.52	122.13	33.31
2014 £M		6.391	8.015	15.66	21.77	28.19	27.87	40.19	49.67	31.59	16.46	8.377	6.260	260.45		1.6%	30.07	77.83	121.45	31.10
2015 £M		6.837	7.668	13.88	23.76	31.42	29.85	46.67	53.27	32.14	18.48	8.469	6.564	279.00		7.1%	28.39	85.02	132.08	33.51
2016 £M		6.255	8.267	18.11	24.05	22.81	36.57	50.41	49.09	32.80	20.50	9.143	6.337	284.34	1.9%	32.63	83.43	132.31	35.98	
2017 £M		7.770	9.602	17.67	32.89	27.62	37.40	48.99	49.69	32.59	23.70	9.633	6.668	304.23	7.0%	35.04	97.91	131.27	40.00	
ECONOMIC IMPACT - IN HISTORIC PRICES														TOTAL						
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	£M Economic Impact by Year and Share of Total						
Total	£M	185.89	190.61	214.82	214.43	233.71	249.34	237.84	256.44	260.45	279.00	284.34	304.23							
All Visitor Types	£M	185.89	190.61	214.82	214.43	233.71	249.34	237.84	256.44	260.45	279.00	284.34	304.23							
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 2006	%																			
Avg Ann. Change in Share	%																			

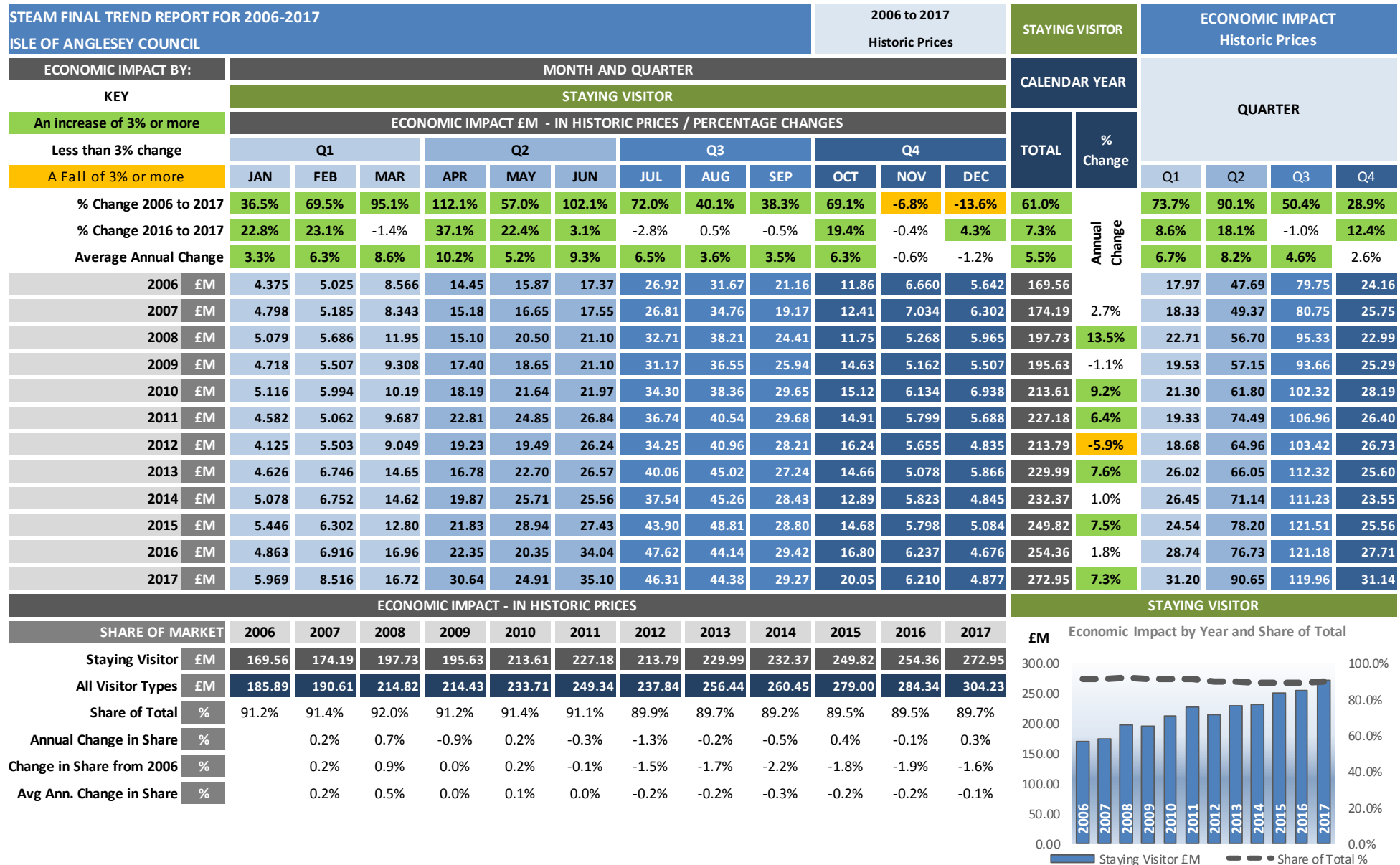
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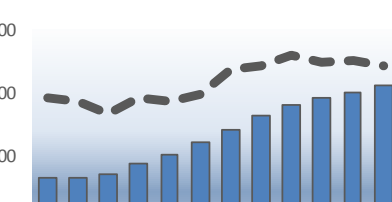
Report Prepared by: Cathy James. Date of Issue: 03/08/18

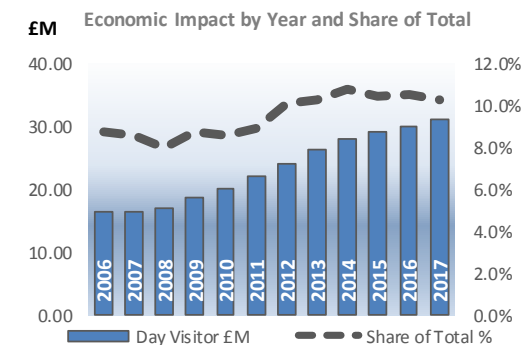






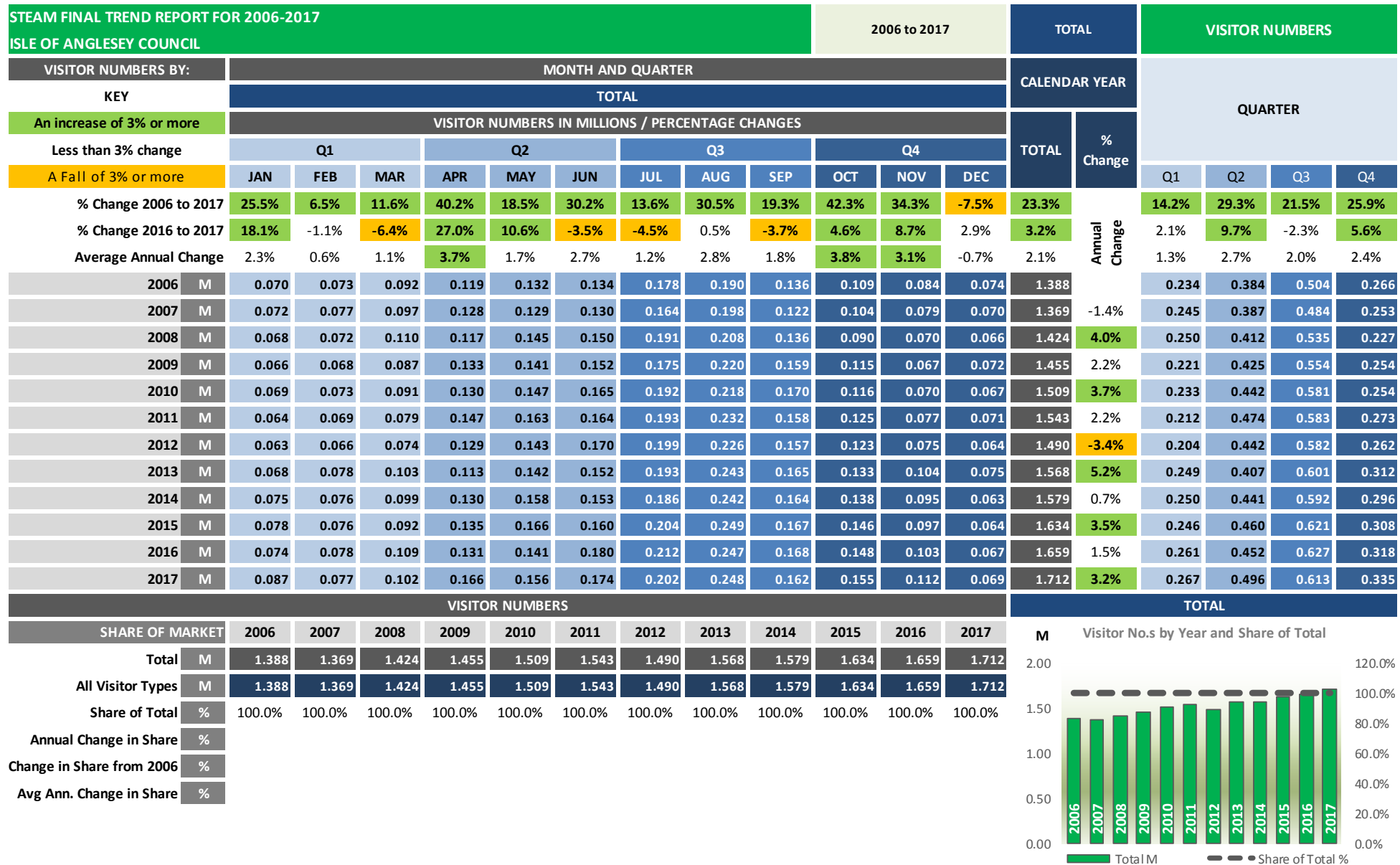


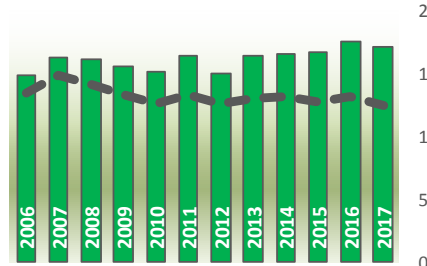
STEAM FINAL TREND REPORT FOR 2006-2017 ISLE OF ANGLESEY COUNCIL											2006 to 2017 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2006 to 2017		143.3%	11.5%	-6.4%	83.6%	68.0%	54.0%	31.9%	148.7%	116.0%	151.3%	221.9%	72.0%	91.5%	Annual Change	40.5%	67.6%	98.2%	149.2%	
% Change 2016 to 2017		29.4%	-19.6%	-16.9%	32.5%	10.1%	-9.3%	-3.7%	7.3%	-2.1%	-1.5%	17.8%	7.8%	4.3%		-1.3%	8.4%	1.7%	7.2%	
Average Annual Change		13.0%	1.0%	-0.6%	7.6%	6.2%	4.9%	2.9%	13.5%	10.5%	13.8%	20.2%	6.5%	8.3%		3.7%	6.1%	8.9%	13.6%	
2006 £M		0.740	0.975	1.020	1.223	1.616	1.494	2.035	2.137	1.535	1.451	1.063	1.041	16.33		2.735	4.333	5.707	3.555	
2007 £M		0.767	1.125	1.359	1.536	1.568	1.499	1.797	2.183	1.543	1.317	0.921	0.805	16.42	0.5%	3.251	4.603	5.523	3.043	
2008 £M		0.672	0.971	1.321	1.204	1.713	1.825	2.219	2.411	1.542	1.207	1.085	0.920	17.09	4.1%	2.964	4.741	6.172	3.211	
2009 £M		0.676	0.871	0.972	1.579	1.848	1.951	1.865	3.032	2.187	1.545	1.056	1.209	18.79	10.0%	2.520	5.379	7.084	3.811	
2010 £M		0.780	1.070	1.046	1.502	1.881	2.506	2.344	3.063	2.430	1.651	1.047	0.782	20.10	7.0%	2.896	5.889	7.836	3.480	
2011 £M		0.801	1.154	0.781	1.702	2.333	2.166	2.349	3.700	2.215	2.178	1.500	1.285	22.16	10.3%	2.736	6.201	8.265	4.964	
2012 £M		0.968	1.004	0.799	1.730	2.384	2.604	3.188	3.701	2.544	2.249	1.553	1.328	24.05	8.5%	2.770	6.717	9.433	5.130	
2013 £M		1.109	1.232	1.115	1.479	2.015	1.973	2.456	4.221	3.138	3.040	2.942	1.724	26.44	10.0%	3.457	5.467	9.815	7.706	
2014 £M		1.313	1.263	1.039	1.903	2.483	2.307	2.648	4.409	3.162	3.577	2.554	1.415	28.07	6.2%	3.615	6.693	10.22	7.546	
2015 £M		1.392	1.366	1.088	1.926	2.481	2.421	2.772	4.454	3.339	3.795	2.671	1.479	29.18	4.0%	3.846	6.828	10.56	7.946	
2016 £M		1.392	1.351	1.149	1.694	2.465	2.538	2.788	4.954	3.387	3.700	2.907	1.661	29.99	2.7%	3.892	6.697	11.13	8.268	
2017 £M		1.801	1.086	0.955	2.245	2.715	2.301	2.684	5.315	3.316	3.645	3.423	1.791	31.28	4.3%	3.843	7.261	11.31	8.859	
ECONOMIC IMPACT - IN HISTORIC PRICES														DAY VISITOR						
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	£M Economic Impact by Year and Share of Total						
Day Visitor		£M	16.33	16.42	17.09	18.79	20.10	22.16	24.05	26.44	28.07	29.18	29.99	31.28						
All Visitor Types		£M	185.89	190.61	214.82	214.43	233.71	249.34	237.84	256.44	260.45	279.00	284.34	304.23						
Share of Total		%	8.8%	8.6%	8.0%	8.8%	8.6%	8.9%	10.1%	10.3%	10.8%	10.5%	10.5%	10.3%						
Annual Change in Share		%		-1.9%	-7.7%	10.2%	-1.9%	3.4%	13.8%	2.0%	4.5%	-3.0%	0.8%	-2.5%						
Change in Share from 2006		%		-1.9%	-9.5%	-0.2%	-2.1%	1.2%	15.1%	17.4%	22.7%	19.1%	20.0%	17.0%						
Avg Ann. Change in Share		%		-1.9%	-4.7%	-0.1%	-0.5%	0.2%	2.5%	2.5%	2.8%	2.1%	2.0%	1.5%						



Visitor Numbers by Month, Year and Visitor Type for the Period 2006 to 2017

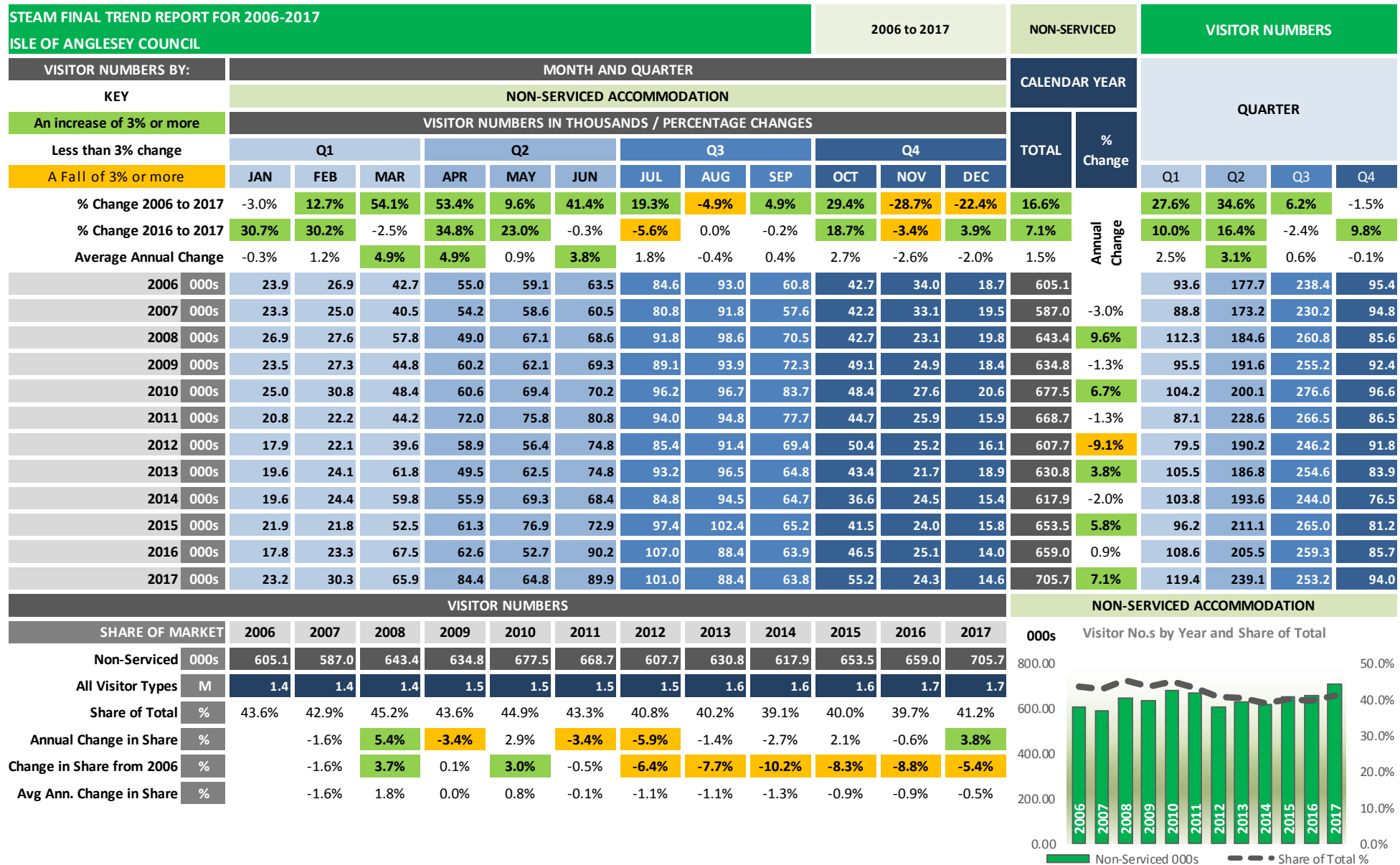
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

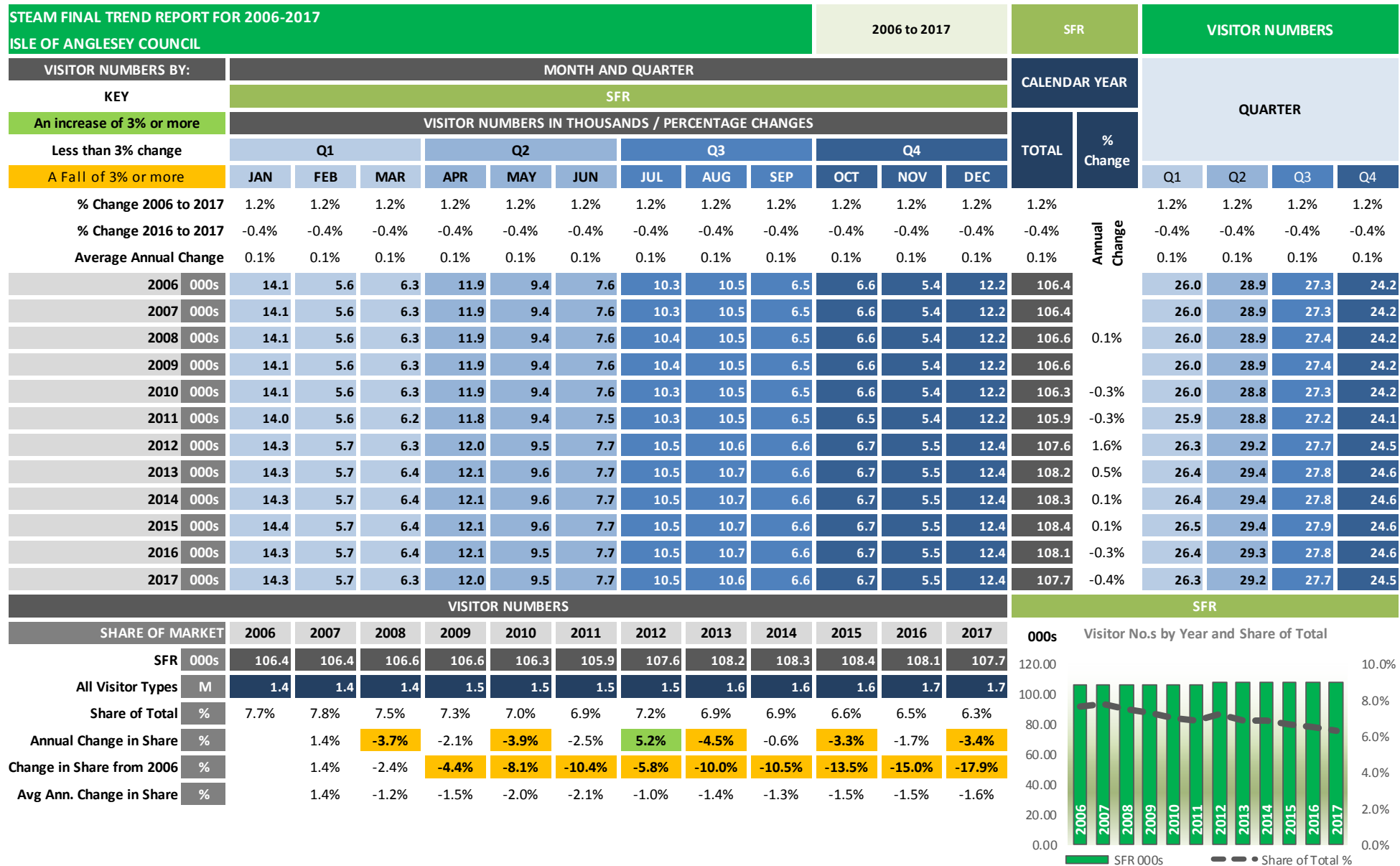


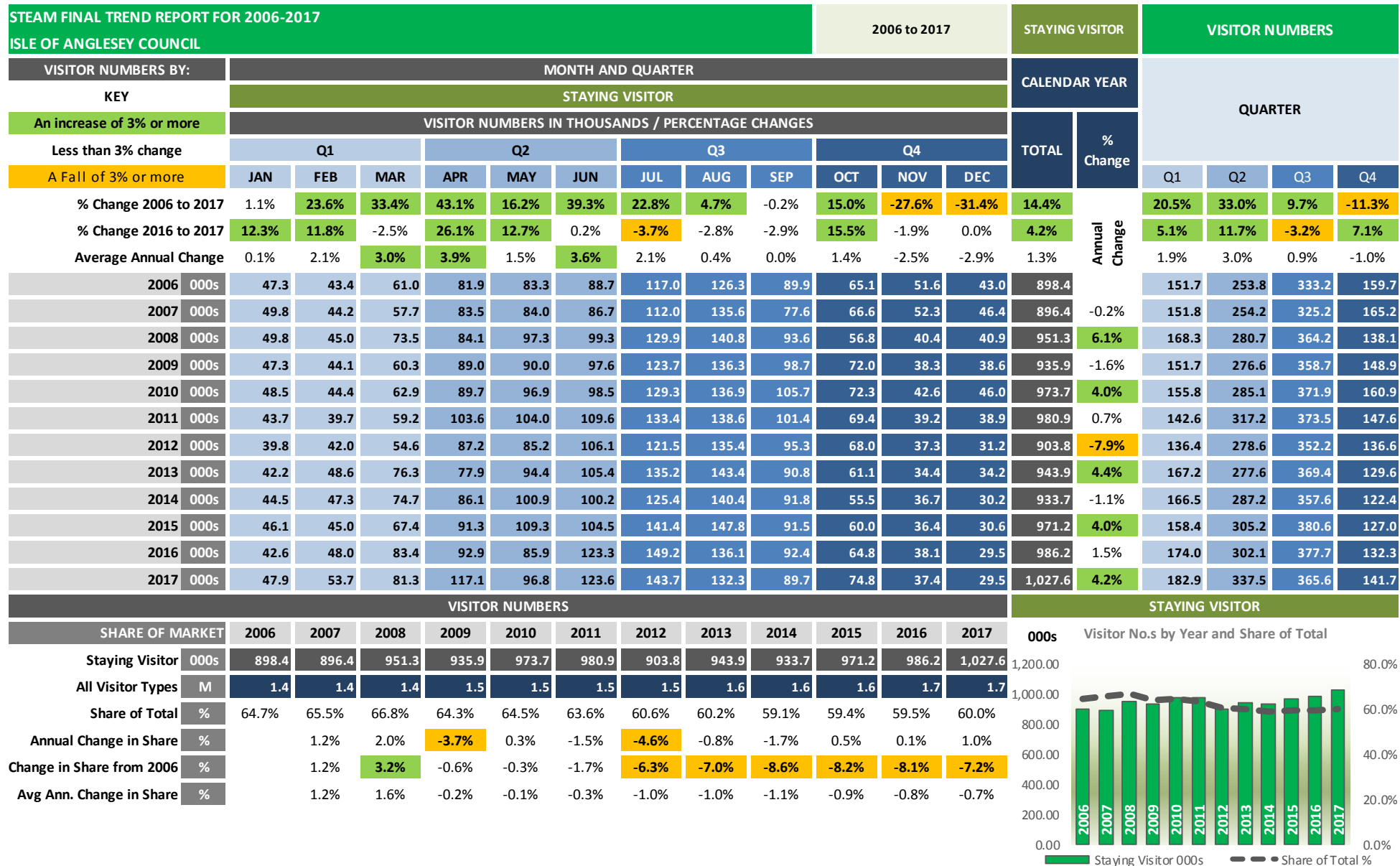
STEAM FINAL TREND REPORT FOR 2006-2017 ISLE OF ANGLESEY COUNCIL											2006 to 2017			SERVICED		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE 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 2006 to 2017		11.6%	62.2%	-23.5%	38.3%	52.1%	48.2%	46.2%	45.8%	-14.3%	-18.1%	-37.4%	-78.6%	14.7%	Annual Change	15.7%	46.3%	25.7%	-42.1%	
% Change 2016 to 2017		-1.6%	-7.0%	-4.2%	13.3%	-5.1%	2.5%	1.5%	-10.3%	-11.7%	12.2%	2.3%	-15.9%	-2.2%		-4.8%	2.8%	-6.5%	5.0%	
Average Annual Change		1.1%	5.7%	-2.1%	3.5%	4.7%	4.4%	4.2%	4.2%	-1.3%	-1.6%	-3.4%	-7.1%	1.3%		1.4%	4.2%	2.3%	-3.8%	
2006		000s	9.3	10.9	11.9	14.9	14.8	17.6	22.0	22.7	22.6	15.9	12.2	12.0	186.8		32.1	47.3	67.4	40.0
2007		000s	12.4	13.6	10.9	17.5	16.0	18.6	20.9	33.3	13.5	17.7	13.8	14.7	203.0	8.7%	37.0	52.1	67.7	46.2
2008		000s	8.7	11.8	9.4	23.2	20.8	23.1	27.8	31.7	16.5	7.5	11.9	8.9	201.4	-0.8%	30.0	67.1	76.0	28.3
2009		000s	9.7	11.2	9.2	16.9	18.4	20.7	24.3	31.9	19.9	16.4	7.9	8.0	194.5	-3.4%	30.1	56.1	76.0	32.3
2010		000s	9.5	7.9	8.3	17.2	18.2	20.7	22.8	29.7	15.6	17.3	9.6	13.2	189.9	-2.4%	25.7	56.1	68.0	40.1
2011		000s	8.9	11.9	8.8	19.8	18.8	21.2	29.1	33.4	17.3	18.2	7.9	10.9	206.2	8.6%	29.6	59.8	79.8	37.0
2012		000s	7.7	14.2	8.7	16.3	19.3	23.6	25.7	33.3	19.4	11.0	6.6	2.7	188.5	-8.6%	30.6	59.2	78.4	20.4
2013		000s	8.3	18.8	8.1	16.3	22.3	22.9	31.5	36.2	19.4	11.0	7.2	2.9	204.9	8.7%	35.2	61.5	87.1	21.1
2014		000s	10.5	17.2	8.5	18.0	22.1	24.1	30.0	35.2	20.5	12.2	6.8	2.3	207.5	1.3%	36.3	64.3	85.7	21.3
2015		000s	9.9	17.4	8.4	17.9	22.9	23.9	33.4	34.7	19.7	11.8	6.9	2.4	209.4	0.9%	35.7	64.7	87.8	21.2
2016		000s	10.5	19.0	9.5	18.2	23.7	25.4	31.7	37.0	21.9	11.6	7.5	3.0	219.1	4.6%	39.0	67.3	90.6	22.1
2017		000s	10.4	17.6	9.1	20.6	22.5	26.0	32.2	33.2	19.4	13.0	7.6	2.6	214.3	-2.2%	37.2	69.2	84.8	23.2
VISITOR NUMBERS														SERVICED ACCOMMODATION						
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	000s	Visitor No.s by Year and Share of Total					
Serviced		000s	186.8	203.0	201.4	194.5	189.9	206.2	188.5	204.9	207.5	209.4	219.1	214.3	250.00					
All Visitor Types		M	1.4	1.4	1.4	1.5	1.5	1.5	1.5	1.6	1.6	1.6	1.7	1.7	200.00					
Share of Total		%	13.5%	14.8%	14.1%	13.4%	12.6%	13.4%	12.6%	13.1%	13.1%	12.8%	13.2%	12.5%	150.00					
Annual Change in Share		%		10.2%	-4.6%	-5.5%	-5.9%	6.2%	-5.4%	3.3%	0.6%	-2.5%	3.1%	-5.2%	100.00					
Change in Share from 2006		%		10.2%	5.1%	-0.6%	-6.5%	-0.7%	-6.0%	-2.9%	-2.3%	-4.8%	-1.9%	-7.0%	50.00					
Avg Ann. Change in Share		%		10.2%	2.5%	-0.2%	-1.6%	-0.1%	-1.0%	-0.4%	-0.3%	-0.5%	-0.2%	-0.6%	0.00					

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Report Prepared by: Cathy James. Date of Issue: 03/08/18

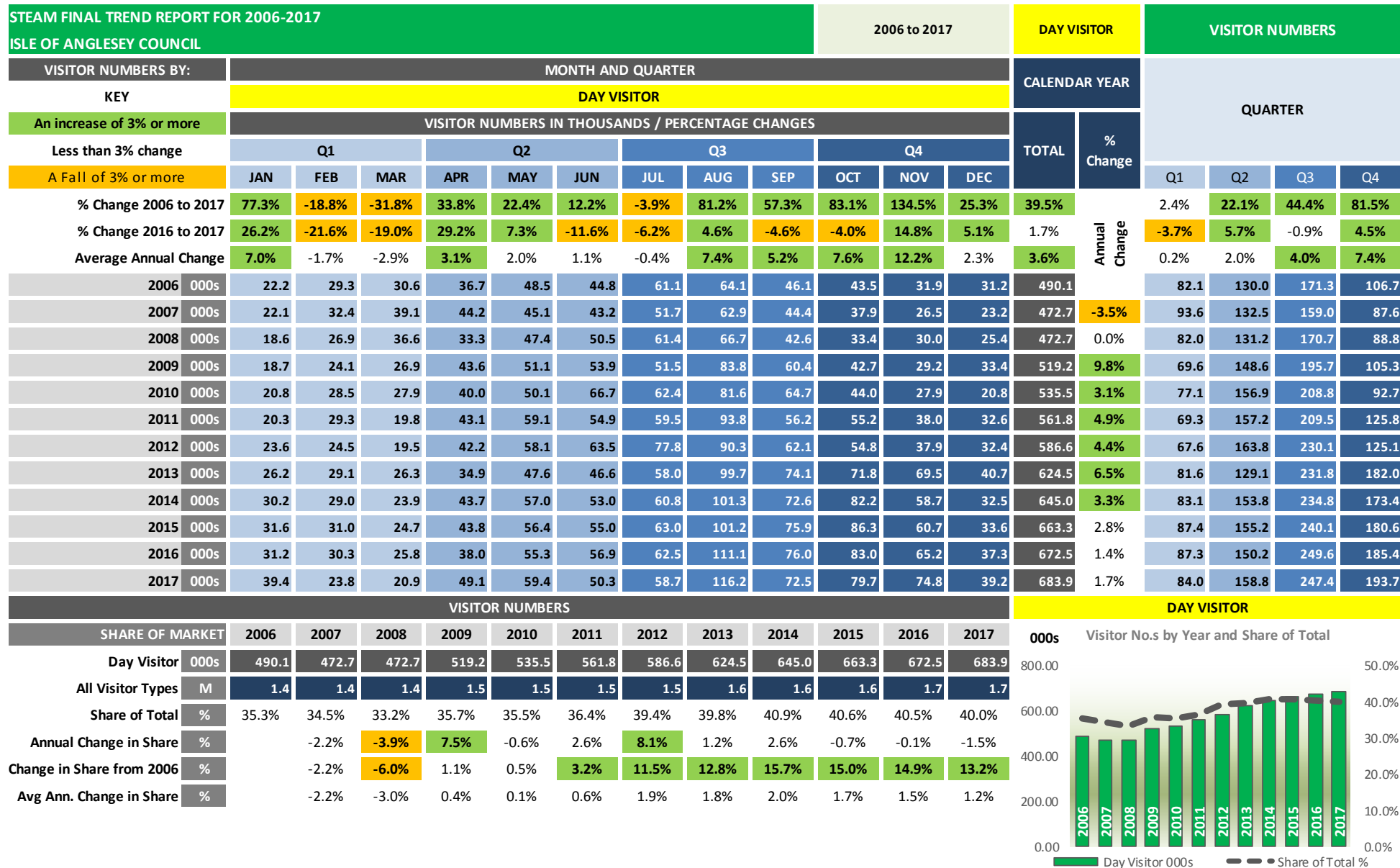






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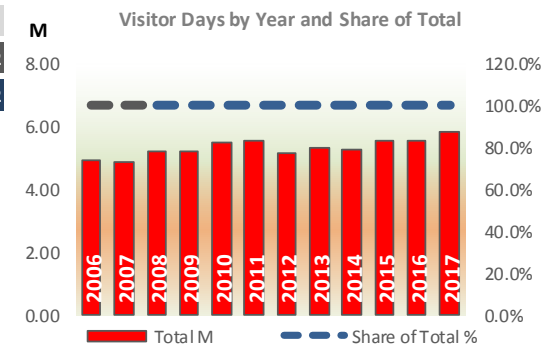
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Visitor Days by Month, Year and Visitor Type for the Period 2006 to 2017

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

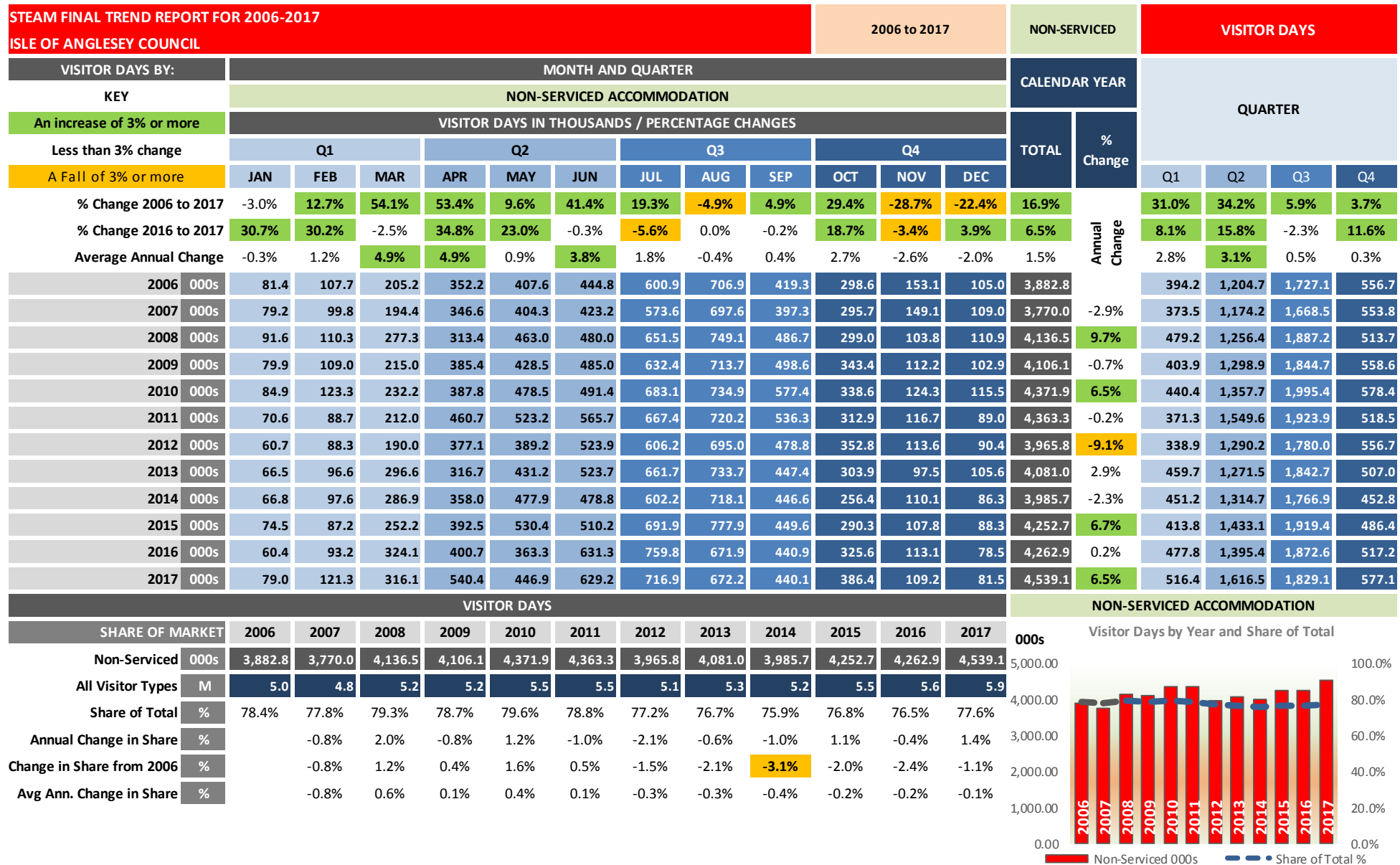
STEAM FINAL TREND REPORT FOR 2006-2017 ISLE OF ANGLESEY COUNCIL											2006 to 2017			TOTAL		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2006 to 2017		11.0%	11.3%	34.9%	47.1%	12.8%	38.2%	18.0%	4.2%	7.9%	31.0%	-3.9%	-16.3%	18.1%	Annual Change	22.1%	32.3%	9.9%	10.1%
% Change 2016 to 2017		18.2%	11.9%	-3.6%	30.7%	17.6%	-1.0%	-5.1%	-0.1%	-1.6%	13.5%	3.0%	2.6%	5.0%		4.6%	13.4%	-2.4%	8.8%
Average Annual Change		1.0%	1.0%	3.2%	4.3%	1.2%	3.5%	1.6%	0.4%	0.7%	2.8%	-0.4%	-1.5%	1.6%		2.0%	2.9%	0.9%	0.9%
2006	M	0.154	0.165	0.274	0.448	0.504	0.536	0.724	0.837	0.523	0.384	0.216	0.188	4.954		-2.1%	0.593	1.489	2.084
2007	M	0.156	0.165	0.269	0.455	0.500	0.515	0.686	0.844	0.482	0.379	0.210	0.188	4.848		0.591	1.470	2.011	0.776
2008	M	0.159	0.167	0.347	0.421	0.570	0.587	0.785	0.896	0.575	0.360	0.165	0.183	5.214	7.6%	0.673	1.578	2.256	0.707
2009	M	0.149	0.162	0.274	0.492	0.535	0.591	0.750	0.878	0.611	0.429	0.166	0.181	5.219	0.1%	0.586	1.618	2.240	0.776
2010	M	0.156	0.176	0.290	0.491	0.583	0.610	0.809	0.894	0.686	0.427	0.179	0.190	5.491	5.2%	0.622	1.685	2.389	0.796
2011	M	0.140	0.148	0.263	0.572	0.638	0.674	0.801	0.897	0.640	0.414	0.179	0.171	5.536	0.8%	0.551	1.883	2.338	0.764
2012	M	0.132	0.146	0.241	0.481	0.504	0.645	0.753	0.869	0.592	0.441	0.174	0.159	5.138	-7.2%	0.519	1.630	2.214	0.774
2013	M	0.142	0.166	0.353	0.414	0.541	0.627	0.798	0.922	0.573	0.409	0.190	0.183	5.319	3.5%	0.661	1.582	2.293	0.783
2014	M	0.150	0.165	0.342	0.467	0.597	0.590	0.739	0.906	0.573	0.374	0.191	0.155	5.250	-1.3%	0.656	1.655	2.219	0.720
2015	M	0.158	0.157	0.308	0.501	0.651	0.623	0.837	0.965	0.578	0.412	0.191	0.158	5.538	5.5%	0.622	1.775	2.380	0.761
2016	M	0.144	0.164	0.383	0.504	0.484	0.749	0.901	0.873	0.573	0.443	0.202	0.153	5.574	0.6%	0.692	1.737	2.347	0.798
2017	M	0.171	0.184	0.369	0.659	0.569	0.741	0.855	0.872	0.564	0.503	0.208	0.157	5.852	5.0%	0.724	1.970	2.291	0.868
VISITOR DAYS														TOTAL					
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	M Visitor Days by Year and Share of Total					
Total	M	4.954	4.848	5.214	5.219	5.491	5.536	5.138	5.319	5.250	5.538	5.574	5.852	8.00					
All Visitor Types	M	4.954	4.848	5.214	5.219	5.491	5.536	5.138	5.319	5.250	5.538	5.574	5.852	6.00					
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%	4.00					
Annual Change in Share	%													2.00					
Change in Share from 2006	%													0.00					
Avg Ann. Change in Share	%													0.00					

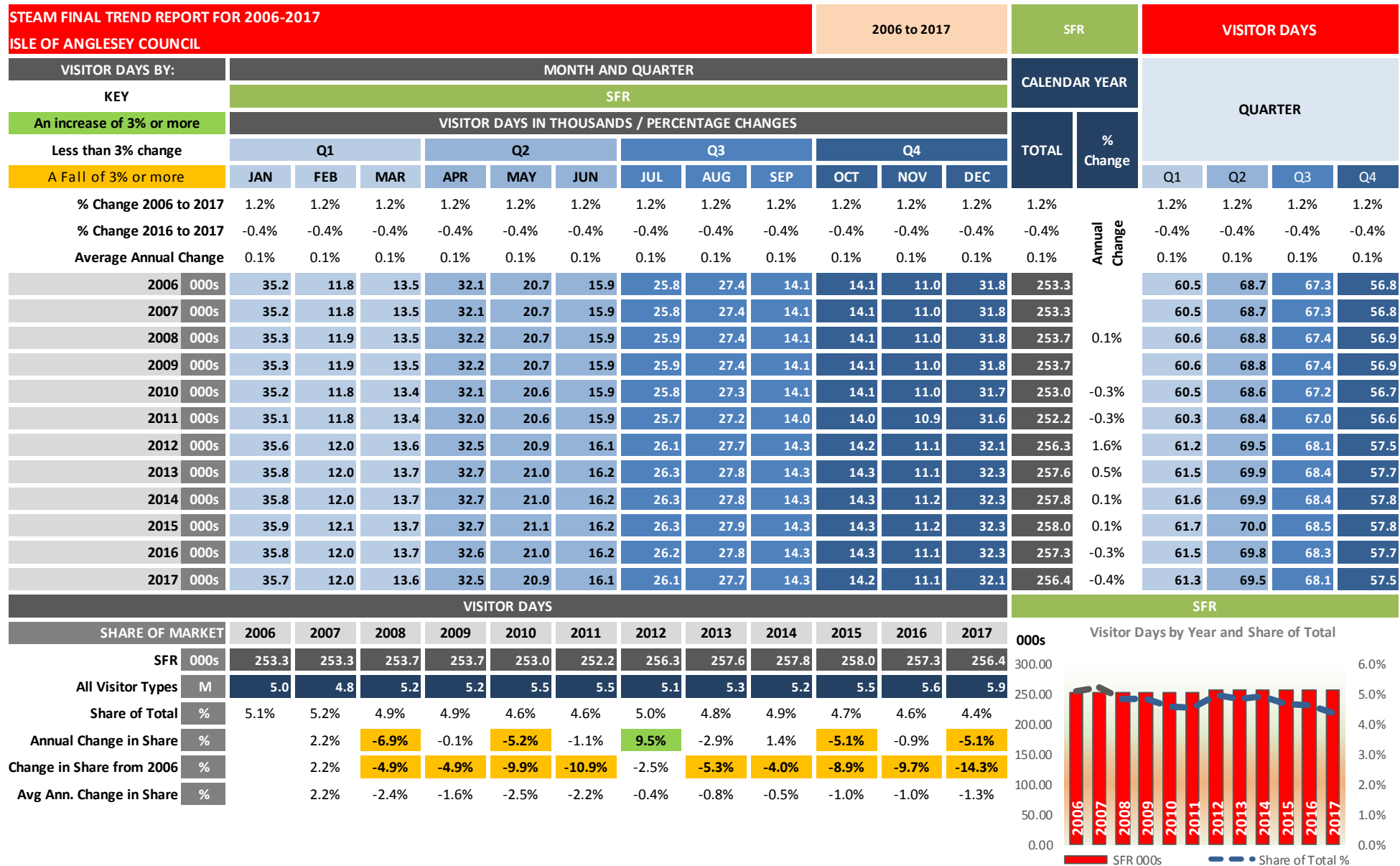


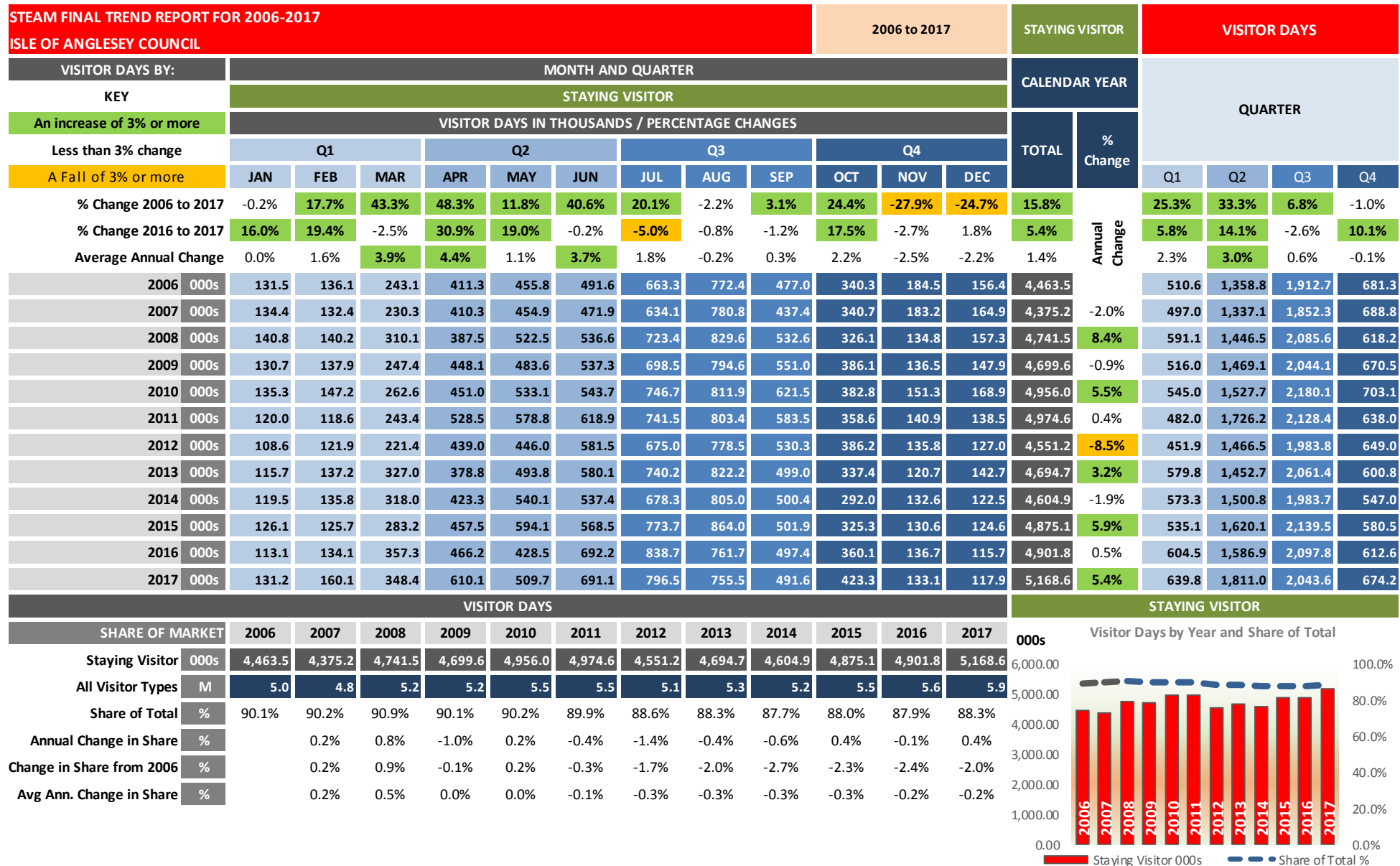
STEAM FINAL TREND REPORT FOR 2006-2017 ISLE OF ANGLESEY COUNCIL											2006 to 2017			SERVICED		VISITOR DAYS																																											
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER																																											
KEY		SERVICED ACCOMMODATION																																																									
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 2006 to 2017		11.6%	62.2%	-23.5%	38.3%	52.1%	48.2%	46.2%	45.8%	-14.3%	-18.1%	-37.4%	-78.6%	14.0%	Annual Change	11.2%	46.3%	23.8%	-41.5%																																								
% Change 2016 to 2017		-1.6%	-7.0%	-4.2%	13.3%	-5.1%	2.5%	1.5%	-10.3%	-11.7%	12.2%	2.3%	-15.9%	-2.2%		-4.8%	2.7%	-6.7%	5.2%																																								
Average Annual Change		1.1%	5.7%	-2.1%	3.5%	4.7%	4.4%	4.2%	4.2%	-1.3%	-1.6%	-3.4%	-7.1%	1.3%		1.0%	4.2%	2.2%	-3.8%																																								
2006		000s	14.9	16.6	24.5	27.0	27.6	30.9	36.6	38.2	43.5	27.7	20.5	19.7	327.4		55.9	85.4	118.3	67.8																																							
2007		000s	19.9	20.7	22.4	31.6	29.9	32.7	34.7	55.8	26.0	30.9	23.1	24.1	351.9	7.5%	63.0	94.2	116.5	78.2																																							
2008		000s	14.0	18.0	19.3	41.9	38.8	40.6	46.1	53.2	31.8	13.0	20.0	14.6	351.3	-0.2%	51.3	121.3	131.1	47.6																																							
2009		000s	15.5	17.1	18.9	30.5	34.4	36.4	40.2	53.5	38.3	28.6	13.3	13.2	339.8	-3.3%	51.4	101.3	132.0	55.0																																							
2010		000s	15.2	12.1	16.9	31.1	33.9	36.4	37.8	49.8	30.0	30.2	16.1	21.7	331.1	-2.6%	44.2	101.4	117.6	68.0																																							
2011		000s	14.3	18.1	18.0	35.8	35.1	37.3	48.4	56.0	33.2	31.7	13.3	17.9	359.0	8.4%	50.4	108.1	137.6	62.9																																							
2012		000s	12.3	21.6	17.8	29.4	35.9	41.5	42.6	55.8	37.3	19.2	11.1	4.5	329.1	-8.3%	51.7	106.9	135.8	34.8																																							
2013		000s	13.3	28.5	16.7	29.4	41.6	40.2	52.3	60.7	37.3	19.2	12.1	4.8	356.1	8.2%	58.5	111.3	150.3	36.0																																							
2014		000s	16.8	26.2	17.5	32.6	41.2	42.4	49.8	59.0	39.5	21.2	11.4	3.8	361.4	1.5%	60.5	116.2	148.3	36.4																																							
2015		000s	15.8	26.5	17.3	32.3	42.7	42.0	55.5	58.2	37.9	20.6	11.6	4.0	364.3	0.8%	59.6	117.0	151.6	36.2																																							
2016		000s	16.8	28.9	19.6	32.9	44.2	44.6	52.7	62.0	42.2	20.2	12.5	5.0	381.6	4.7%	65.3	121.7	156.9	37.7																																							
2017		000s	16.6	26.8	18.7	37.3	41.9	45.8	53.5	55.6	37.3	22.7	12.8	4.2	373.2	-2.2%	62.2	125.0	146.4	39.7																																							
VISITOR DAYS														SERVICED ACCOMMODATION																																													
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	000s																																													
Serviced		000s	327.4	351.9	351.3	339.8	331.1	359.0	329.1	356.1	361.4	364.3	381.6	373.2	Visitor Days by Year and Share of Total <table><thead><tr><th>Year</th><th>Serviced 000s</th><th>Share of Total %</th></tr></thead><tbody><tr><td>2006</td><td>327.4</td><td>6.6%</td></tr><tr><td>2007</td><td>351.9</td><td>7.3%</td></tr><tr><td>2008</td><td>351.3</td><td>6.7%</td></tr><tr><td>2009</td><td>339.8</td><td>6.5%</td></tr><tr><td>2010</td><td>331.1</td><td>6.0%</td></tr><tr><td>2011</td><td>359.0</td><td>6.5%</td></tr><tr><td>2012</td><td>329.1</td><td>6.4%</td></tr><tr><td>2013</td><td>356.1</td><td>6.7%</td></tr><tr><td>2014</td><td>361.4</td><td>6.9%</td></tr><tr><td>2015</td><td>364.3</td><td>6.6%</td></tr><tr><td>2016</td><td>381.6</td><td>6.8%</td></tr><tr><td>2017</td><td>373.2</td><td>6.4%</td></tr></tbody></table>						Year	Serviced 000s	Share of Total %	2006	327.4	6.6%	2007	351.9	7.3%	2008	351.3	6.7%	2009	339.8	6.5%	2010	331.1	6.0%	2011	359.0	6.5%	2012	329.1	6.4%	2013	356.1	6.7%	2014	361.4	6.9%	2015	364.3	6.6%	2016	381.6	6.8%	2017	373.2	6.4%
Year	Serviced 000s	Share of Total %																																																									
2006	327.4	6.6%																																																									
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2016	381.6	6.8%																																																									
2017	373.2	6.4%																																																									
All Visitor Types		M	5.0	4.8	5.2	5.2	5.5	5.5	5.1	5.3	5.2	5.5	5.6	5.9																																													
Share of Total		%	6.6%	7.3%	6.7%	6.5%	6.0%	6.5%	6.4%	6.7%	6.9%	6.6%	6.8%	6.4%																																													
Annual Change in Share		%		9.8%	-7.2%	-3.3%	-7.4%	7.5%	-1.2%	4.5%	2.8%	-4.4%	4.1%	-6.8%																																													
Change in Share from 2006		%		9.8%	1.9%	-1.5%	-8.8%	-1.9%	-3.1%	1.3%	4.2%	-0.5%	3.6%	-3.5%																																													
Avg Ann. Change in Share		%		9.8%	1.0%	-0.5%	-2.2%	-0.4%	-0.5%	0.2%	0.5%	-0.1%	0.4%	-0.3%																																													

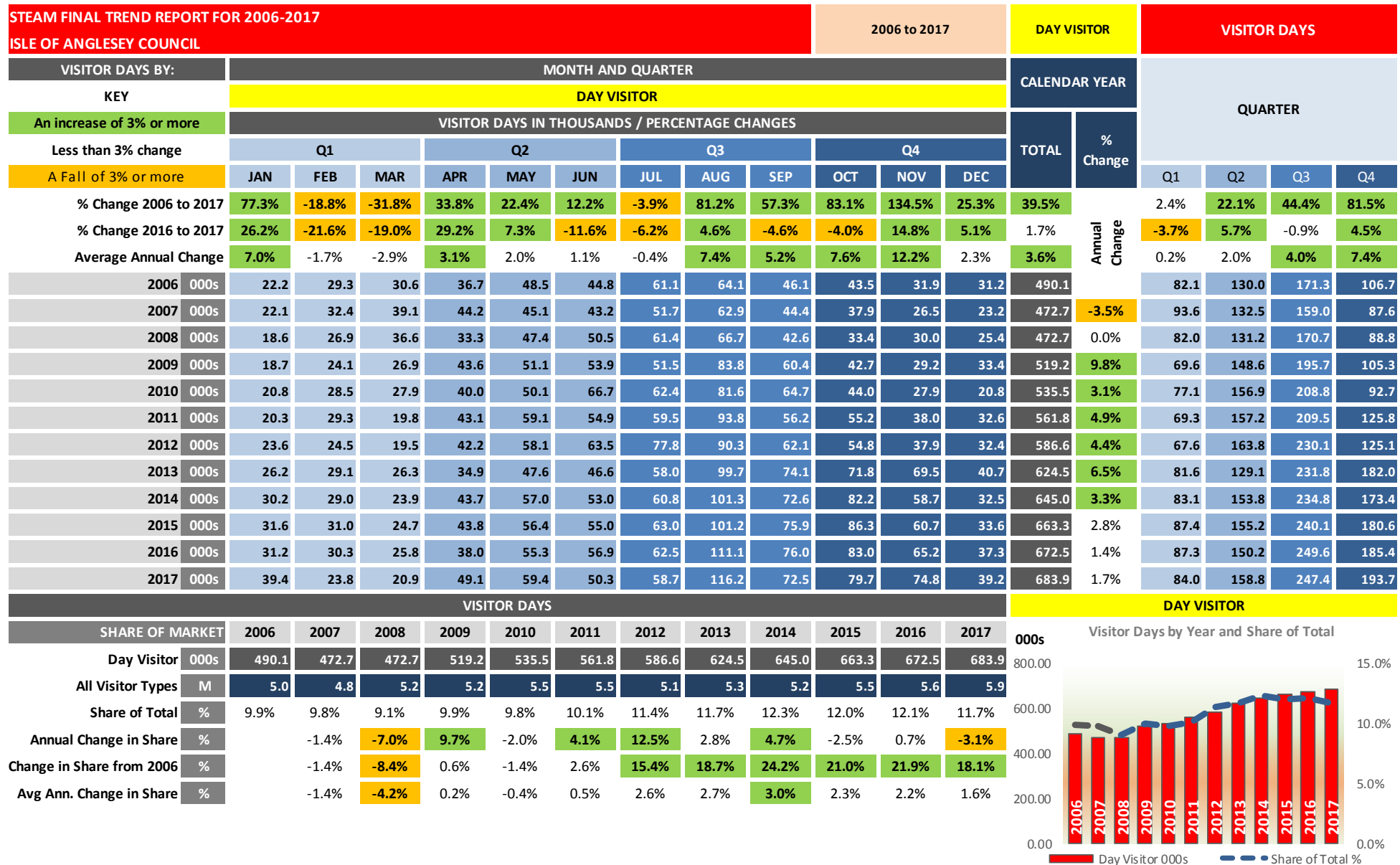
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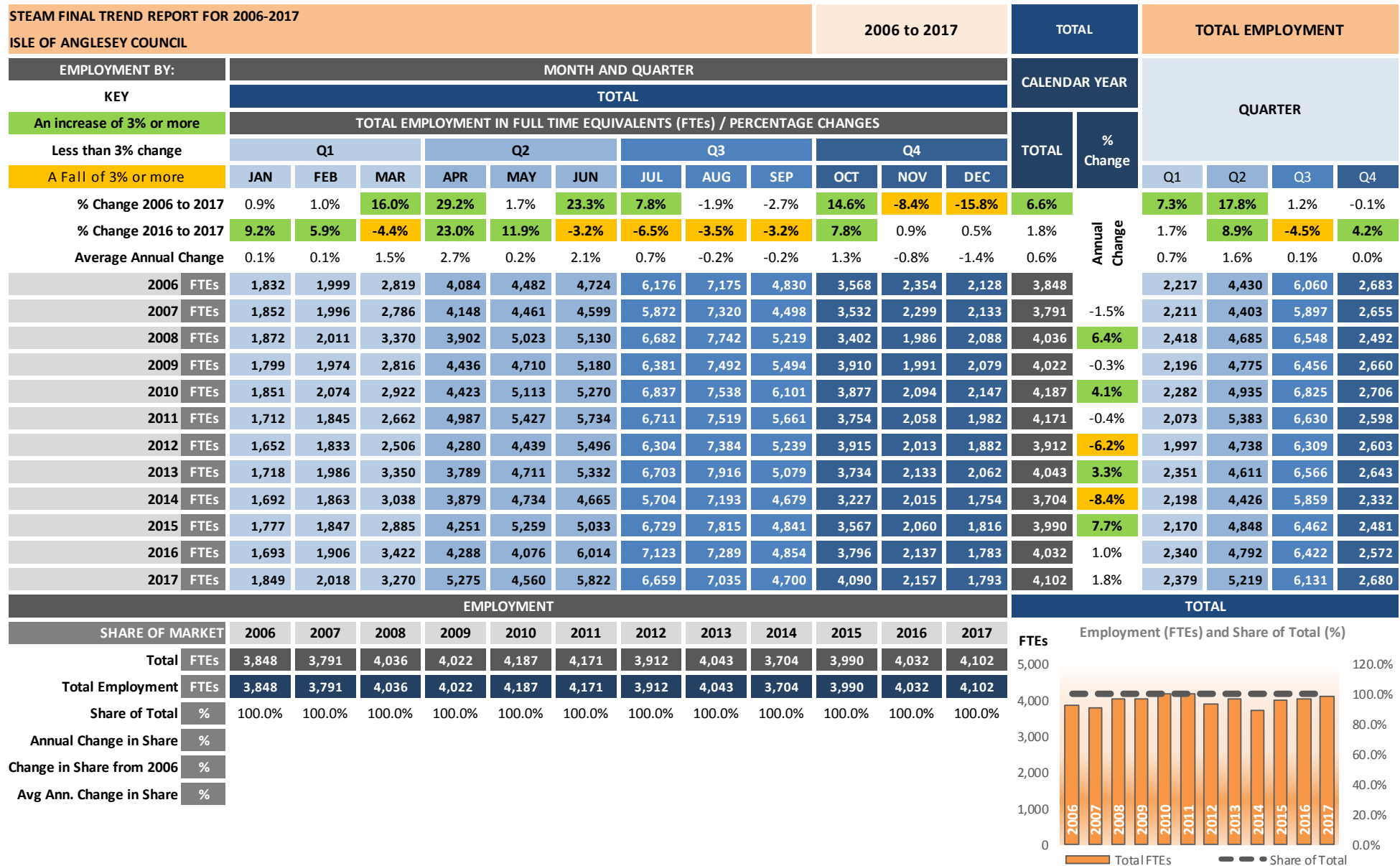






Direct and Total Employment by Month, Year and Visitor Type for the Period 2006 to 2017

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



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STEAM FINAL TREND REPORT FOR 2006-2017											2006 to 2017			SERVICED		DIRECT EMPLOYMENT			
ISLE OF ANGLESEY COUNCIL																			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL						% Change
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2006 to 2017		0.4%	7.0%	-5.5%	5.6%	8.3%	8.4%	11.5%	13.8%	-6.0%	-5.0%	-7.2%	-13.3%	1.8%	Annual Change	0.4%	7.5%	6.3%	-8.4%
% Change 2016 to 2017		-0.6%	-2.0%	-1.0%	2.4%	-2.1%	0.0%	0.0%	-16.1%	-3.8%	1.4%	0.0%	-0.8%	-2.5%		-1.2%	0.0%	-7.4%	0.3%
Average Annual Change		0.0%	0.6%	-0.5%	0.5%	0.8%	0.8%	1.0%	1.3%	-0.5%	-0.5%	-0.7%	-1.2%	0.2%		0.0%	0.7%	0.6%	-0.8%
2006 FTEs		581	610	670	696	699	719	749	757	785	692	618	611	682	2.0%	620	705	764	640
2007 FTEs		607	631	659	720	712	729	739	888	694	708	632	634	696		632	720	774	658
2008 FTEs		576	617	643	774	758	770	799	853	724	616	615	585	694		-0.3%	612	767	792
2009 FTEs		584	612	641	715	735	748	768	856	758	696	581	578	689	-0.7%	612	733	794	618
2010 FTEs		582	587	631	718	732	748	755	824	715	705	595	621	684	-0.7%	600	733	765	640
2011 FTEs		576	616	634	738	734	749	806	886	728	709	580	600	696	1.7%	609	740	807	629
2012 FTEs		566	633	633	706	739	770	776	882	749	646	569	532	683	-1.9%	611	738	802	582
2013 FTEs		571	668	628	706	768	763	840	1,005	749	646	573	534	704	3.1%	622	746	864	584
2014 FTEs		583	647	625	710	751	759	801	941	745	648	566	528	692	-1.7%	618	740	829	580
2015 FTEs		581	653	627	714	765	765	863	930	745	649	569	529	699	1.0%	620	748	846	582
2016 FTEs		586	665	639	718	774	779	835	1,027	767	648	574	534	712	1.9%	630	757	876	585
2017 FTEs		583	652	633	735	758	780	835	862	738	657	573	530	695	-2.5%	623	758	812	587
EMPLOYMENT														SERVICED ACCOMMODATION					
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	FTEs Employment (FTEs) and Share of Total (%)					
Serviced FTEs		682	696	694	689	684	696	683	704	692	699	712	695						
Total Employment FTEs		3,848	3,791	4,036	4,022	4,187	4,171	3,912	4,043	3,704	3,990	4,032	4,102						
Share of Total %		17.7%	18.4%	17.2%	17.1%	16.3%	16.7%	17.5%	17.4%	18.7%	17.5%	17.7%	16.9%						
Annual Change in Share %			3.5%	-6.3%	-0.4%	-4.6%	2.1%	4.6%	-0.3%	7.3%	-6.2%	0.8%	-4.1%						
Change in Share from 2006 %			3.5%	-3.0%	-3.3%	-7.8%	-5.8%	-1.5%	-1.8%	5.4%	-1.2%	-0.4%	-4.5%						
Avg Ann. Change in Share %			3.5%	-1.5%	-1.1%	-2.0%	-1.2%	-0.2%	-0.3%	0.7%	-0.1%	0.0%	-0.4%						

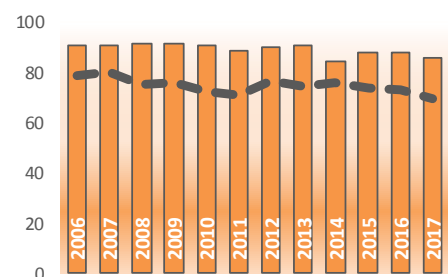
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STEAM FINAL TREND REPORT FOR 2006-2017 ISLE OF ANGLESEY COUNCIL											2006 to 2017			NON-SERVICED		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
An 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 2006 to 2017		-5.8%	2.7%	33.7%	38.6%	-0.2%	29.3%	10.0%	-8.4%	-4.1%	16.2%	-24.5%	-16.3%	7.7%	Annual Change	15.4%	22.1%	-1.1%	-2.9%	
% Change 2016 to 2017		12.7%	15.4%	-4.0%	26.5%	15.9%	-4.1%	-8.0%	-2.0%	-2.3%	12.0%	-3.2%	0.7%	2.7%		3.4%	10.2%	-4.4%	5.9%	
Average Annual Change		-0.5%	0.2%	3.1%	3.5%	0.0%	2.7%	0.9%	-0.8%	-0.4%	1.5%	-2.2%	-1.5%	0.7%		1.4%	2.0%	-0.1%	-0.3%	
2006 FTEs		713	859	1,425	2,226	2,512	2,696	3,470	4,174	2,557	1,870	1,113	857	2,039			999	2,478	3,400	1,280
2007 FTEs		701	820	1,370	2,211	2,496	2,600	3,295	4,131	2,444	1,864	1,077	884	1,991	-2.4%	964	2,436	3,290	1,275	
2008 FTEs		768	869	1,828	2,039	2,853	2,910	3,769	4,462	2,958	1,908	858	892	2,176	9.3%	1,155	2,601	3,729	1,219	
2009 FTEs		705	870	1,474	2,432	2,616	2,955	3,638	4,164	2,995	2,139	902	856	2,145	-1.4%	1,017	2,668	3,599	1,299	
2010 FTEs		731	942	1,555	2,433	2,922	2,942	3,938	4,238	3,481	2,085	963	918	2,262	5.4%	1,076	2,766	3,886	1,322	
2011 FTEs		652	760	1,420	2,838	3,108	3,372	3,811	4,116	3,192	1,949	910	778	2,242	-0.9%	944	3,106	3,706	1,212	
2012 FTEs		605	757	1,309	2,336	2,390	3,111	3,452	4,051	2,818	2,130	892	781	2,053	-8.4%	890	2,613	3,440	1,268	
2013 FTEs		631	800	1,886	2,034	2,605	3,097	3,745	4,290	2,652	1,915	813	858	2,110	2.8%	1,105	2,579	3,562	1,195	
2014 FTEs		614	767	1,714	2,091	2,678	2,640	3,157	3,985	2,464	1,559	836	730	1,936	-8.3%	1,032	2,469	3,202	1,042	
2015 FTEs		658	735	1,612	2,371	3,046	2,891	3,844	4,434	2,542	1,772	843	756	2,125	9.8%	1,002	2,769	3,607	1,124	
2016 FTEs		596	765	1,985	2,439	2,164	3,635	4,149	3,900	2,510	1,941	869	711	2,139	0.6%	1,115	2,746	3,520	1,174	
2017 FTEs		672	883	1,905	3,086	2,508	3,486	3,818	3,822	2,452	2,173	841	717	2,197	2.7%	1,153	3,027	3,364	1,243	
EMPLOYMENT														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	FTEs Employment (FTEs) and Share of Total (%)						
Non-Serviced		FTEs	2,039	1,991	2,176	2,145	2,262	2,242	2,053	2,110	1,936	2,125	2,139	2,197						
Total Employment		FTEs	3,848	3,791	4,036	4,022	4,187	4,171	3,912	4,043	3,704	3,990	4,032	4,102						
Share of Total		%	53.0%	52.5%	53.9%	53.3%	54.0%	53.8%	52.5%	52.2%	52.3%	53.3%	53.0%	53.6%						
Annual Change in Share		%		-0.9%	2.7%	-1.1%	1.3%	-0.5%	-2.4%	-0.5%	0.1%	1.9%	-0.4%	1.0%						
Change in Share from 2006		%		-0.9%	1.7%	0.6%	1.9%	1.4%	-1.0%	-1.5%	-1.4%	0.5%	0.1%	1.0%						
Avg Ann. Change in Share		%		-0.9%	0.9%	0.2%	0.5%	0.3%	-0.2%	-0.2%	-0.2%	0.1%	0.0%	0.1%						

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Report Prepared by: Cathy James. Date of Issue: 03/08/18

STEAM FINAL TREND REPORT FOR 2006-2017 ISLE OF ANGLESEY COUNCIL											2006 to 2017			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						
% Change 2006 to 2017		-6.1%	-6.1%	-6.1%	-6.1%	-6.1%	-6.1%	-6.1%	-6.1%	-6.1%	-6.1%	-6.1%	-6.1%	-6.1%	Annual Change	-6.1%	-6.1%	-6.1%	-6.1%
% Change 2016 to 2017		-2.9%	-2.9%	-2.9%	-2.9%	-2.9%	-2.9%	-2.9%	-2.9%	-2.9%	-2.9%	-2.9%	-2.9%	-2.9%		-2.9%	-2.9%	-2.9%	-2.9%
Average Annual Change		-0.6%	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%		-0.6%	-0.6%	-0.6%	-0.6%
2006 FTEs		152	51	58	138	89	69	111	118	61	61	47	137	91			87	99	97
2007 FTEs		152	51	58	138	89	69	111	118	61	61	47	137	91	0.0%	87	99	97	82
2008 FTEs		152	51	58	139	89	69	111	118	61	61	47	137	91	0.1%	87	99	97	82
2009 FTEs		152	51	58	139	89	69	111	118	61	61	47	137	91	0.0%	87	99	97	82
2010 FTEs		152	51	58	138	89	68	111	118	61	61	47	137	91	-0.3%	87	99	96	81
2011 FTEs		148	50	57	135	87	67	108	115	59	59	46	133	89	-2.4%	85	96	94	79
2012 FTEs		150	50	57	137	88	68	110	117	60	60	47	135	90	1.6%	86	98	96	81
2013 FTEs		151	51	58	138	89	68	111	117	60	60	47	136	91	0.5%	87	98	96	81
2014 FTEs		141	47	54	129	83	64	103	109	56	56	44	127	84	-6.7%	81	92	90	76
2015 FTEs		147	49	56	134	86	66	108	114	59	59	46	132	88	4.2%	84	95	93	79
2016 FTEs		147	49	56	134	86	66	108	114	59	59	46	132	88	-0.1%	84	95	93	79
2017 FTEs		142	48	54	130	84	64	104	111	57	57	44	128	85	-2.9%	82	93	91	77
EMPLOYMENT														SFR					
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	FTEs Employment (FTEs) and Share of Total (%)					
SFR FTEs		91	91	91	91	91	89	90	91	84	88	88	85						
Total Employment FTEs		3,848	3,791	4,036	4,022	4,187	4,171	3,912	4,043	3,704	3,990	4,032	4,102						
Share of Total %		2.4%	2.4%	2.3%	2.3%	2.2%	2.1%	2.3%	2.2%	2.3%	2.2%	2.2%	2.1%						
Annual Change in Share %			1.5%	-5.9%	0.3%	-4.2%	-2.0%	8.3%	-2.7%	1.9%	-3.3%	-1.1%	-4.6%						
Change in Share from 2006 %			1.5%	-4.5%	-4.2%	-8.2%	-10.1%	-2.6%	-5.3%	-3.5%	-6.7%	-7.7%	-11.9%						
Avg Ann. Change in Share %			1.5%	-2.3%	-1.4%	-2.1%	-2.0%	-0.4%	-0.8%	-0.4%	-0.7%	-0.8%	-1.1%						

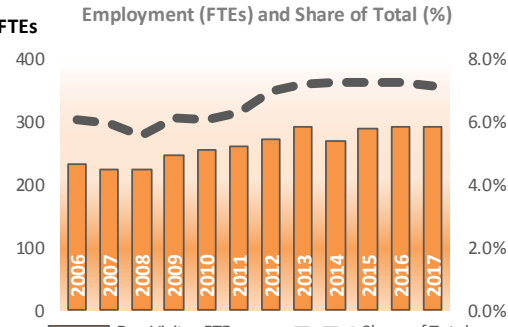
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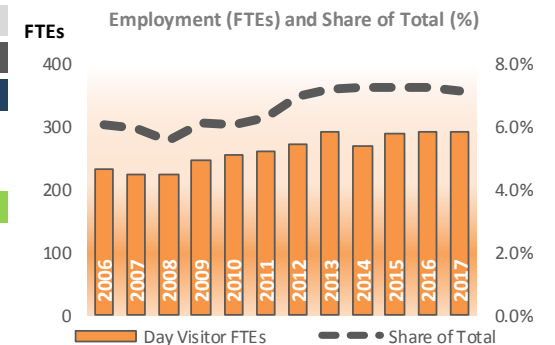
Report Prepared by: Cathy James. Date of Issue: 03/08/18

STEAM FINAL TREND REPORT FOR 2006-2017 ISLE OF ANGLESEY COUNCIL											2006 to 2017			STAYING VISITOR		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2006 to 2017		-3.3%	4.1%	20.4%	29.1%	1.5%	24.3%	9.9%	-5.0%	-4.6%	10.1%	-18.0%	-14.3%	5.8%		Annual Change	8.9%	18.1%	0.1%	-4.8%
% Change 2016 to 2017		5.1%	7.0%	-3.3%	20.1%	10.8%	-3.4%	-6.6%	-4.9%	-2.7%	9.1%	-2.0%	-0.2%	1.3%	1.5%		7.7%	-5.0%	3.8%	
Average Annual Change		-0.3%	0.4%	1.9%	2.6%	0.1%	2.2%	0.9%	-0.5%	-0.4%	0.9%	-1.6%	-1.3%	0.5%	0.8%		1.6%	0.0%	-0.4%	
2006 FTEs		1,446	1,520	2,153	3,060	3,300	3,484	4,330	5,049	3,402	2,622	1,778	1,605	2,813	1,706		3,281	4,261	2,002	
2007 FTEs		1,459	1,502	2,087	3,069	3,296	3,398	4,146	5,137	3,199	2,634	1,756	1,654	2,778	-1.2%	1,683	3,254	4,160	2,015	
2008 FTEs		1,496	1,537	2,529	2,951	3,700	3,748	4,680	5,433	3,742	2,585	1,521	1,614	2,961	6.6%	1,854	3,466	4,618	1,906	
2009 FTEs		1,441	1,533	2,173	3,285	3,439	3,772	4,517	5,138	3,814	2,896	1,530	1,570	2,926	-1.2%	1,716	3,499	4,490	1,999	
2010 FTEs		1,465	1,580	2,244	3,288	3,743	3,759	4,804	5,180	4,256	2,850	1,605	1,676	3,038	3.8%	1,763	3,597	4,747	2,044	
2011 FTEs		1,376	1,425	2,111	3,711	3,929	4,187	4,726	5,116	3,979	2,717	1,535	1,511	3,027	-0.3%	1,637	3,942	4,607	1,921	
2012 FTEs		1,321	1,441	2,000	3,179	3,217	3,949	4,338	5,050	3,626	2,836	1,507	1,448	2,826	-6.6%	1,587	3,449	4,338	1,931	
2013 FTEs		1,353	1,519	2,571	2,878	3,461	3,929	4,695	5,412	3,461	2,621	1,434	1,528	2,905	2.8%	1,814	3,423	4,523	1,861	
2014 FTEs		1,338	1,461	2,393	2,930	3,511	3,463	4,061	5,036	3,266	2,263	1,445	1,385	2,713	-6.6%	1,731	3,301	4,121	1,698	
2015 FTEs		1,386	1,437	2,296	3,219	3,897	3,722	4,815	5,479	3,346	2,480	1,457	1,417	2,913	7.4%	1,706	3,613	4,546	1,785	
2016 FTEs		1,329	1,480	2,680	3,291	3,024	4,481	5,092	5,041	3,336	2,647	1,488	1,378	2,939	0.9%	1,830	3,598	4,490	1,838	
2017 FTEs		1,398	1,583	2,593	3,951	3,349	4,330	4,757	4,795	3,247	2,886	1,459	1,375	2,977	1.3%	1,858	3,877	4,266	1,907	
EMPLOYMENT														STAYING VISITOR						
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	FTEs Employment (FTEs) and Share of Total (%)						
Staying Visitor		FTEs	3,615	3,567	3,811	3,775	3,933	3,910	3,639	3,752	3,435	3,701	3,740	3,810	5,000					
Total Employment		FTEs	3,848	3,791	4,036	4,022	4,187	4,171	3,912	4,043	3,704	3,990	4,032	4,102	4,000					
Share of Total		%	93.9%	94.1%	94.4%	93.9%	93.9%	93.7%	93.0%	92.8%	92.7%	92.8%	92.8%	92.9%	3,000					
Annual Change in Share		%		0.1%	0.4%	-0.6%	0.1%	-0.2%	-0.8%	-0.2%	-0.1%	0.0%	0.0%	0.1%	2,000					
Change in Share from 2006		%		0.1%	0.5%	-0.1%	0.0%	-0.2%	-1.0%	-1.2%	-1.3%	-1.3%	-1.3%	-1.1%	1,000					
Avg Ann. Change in Share		%		0.1%	0.3%	0.0%	0.0%	0.0%	-0.2%	-0.2%	-0.2%	-0.1%	-0.1%	-0.1%	0					
														Legend: Staying Visitor FTEs Share of Total						

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Report Prepared by: Cathy James. Date of Issue: 03/08/18

STEAM FINAL TREND REPORT FOR 2006-2017										2006 to 2017			DAY VISITOR		DIRECT EMPLOYMENT				
ISLE OF ANGLESEY COUNCIL																			
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											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 2006 to 2017		59.4%	-27.0%	-38.6%	20.3%	10.1%	0.9%	-13.6%	63.0%	41.5%	64.7%	110.9%	12.7%	25.5%	Annual Change	-7.9%	9.8%	29.9%	63.3%
% Change 2016 to 2017		24.1%	-22.9%	-20.3%	27.1%	5.6%	-13.0%	-7.7%	2.9%	-6.1%	-5.5%	12.9%	3.4%	0.0%		-5.3%	4.0%	-2.5%	2.8%
Average Annual Change		5.4%	-2.5%	-3.5%	1.8%	0.9%	0.1%	-1.2%	5.7%	3.8%	5.9%	10.1%	1.2%	2.3%		-0.7%	0.9%	2.7%	5.8%
2006 FTEs		127	167	175	209	276	256	348	366	263	248	182	178	233		156	247	326	203
2007 FTEs		126	185	223	252	257	246	295	358	253	216	151	132	225	-3.5%	178	252	302	166
2008 FTEs		106	153	208	190	270	288	350	380	243	190	171	145	225	0.0%	156	249	324	169
2009 FTEs		107	137	153	249	291	307	294	478	344	243	166	190	247	9.8%	132	282	372	200
2010 FTEs		118	162	159	228	286	381	356	465	369	251	159	119	254	3.1%	147	298	397	176
2011 FTEs		113	163	110	241	330	306	332	524	314	308	212	182	261	2.7%	129	292	390	234
2012 FTEs		132	137	109	236	325	355	434	504	346	306	211	181	273	4.4%	126	305	428	233
2013 FTEs		146	162	147	195	266	260	324	556	414	401	388	227	291	6.5%	152	240	431	339
2014 FTEs		151	145	119	219	285	265	304	507	363	411	294	163	269	-7.5%	138	256	391	289
2015 FTEs		165	162	129	229	294	287	329	529	396	450	317	176	289	7.4%	152	270	418	314
2016 FTEs		163	158	134	198	288	297	326	579	396	433	340	194	292	1.2%	152	261	434	322
2017 FTEs		202	122	107	252	304	258	301	596	372	409	384	201	292	0.0%	144	271	423	331
EMPLOYMENT														DAY VISITOR					
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	FTEs Employment (FTEs) and Share of Total (%)					
Day Visitor		FTEs	233	225	225	247	254	261	273	291	269	289	292	292					
Total Employment		FTEs	3,848	3,791	4,036	4,022	4,187	4,171	3,912	4,043	3,704	3,990	4,032	4,102					
Share of Total		%	6.1%	5.9%	5.6%	6.1%	6.1%	6.3%	7.0%	7.2%	7.3%	7.2%	7.2%	7.1%					
Annual Change in Share		%		-2.1%	-6.1%	10.2%	-0.9%	3.1%	11.3%	3.0%	1.0%	-0.3%	0.2%	-1.7%					
Change in Share from 2006		%		-2.1%	-8.0%	1.4%	0.4%	3.5%	15.3%	18.7%	20.0%	19.5%	19.7%	17.7%					
Avg Ann. Change in Share		%		-2.1%	-4.0%	0.5%	0.1%	0.7%	2.5%	2.7%	2.5%	2.2%	2.0%	1.6%					



STEAM FINAL TREND REPORT FOR 2006-2017

ISLE OF ANGLESEY COUNCIL

SERVICED ACCOMMODATION 2017	2017		Change on 2016		Change on 2006	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	138	2,222	0	0	0	0
+50 room hotels	2	320	0	0	0	0
10-50 room hotels	22	912	0	0	0	0
<10 room hotels/others	114	990	0	0	0	0

NON-SERVICED ACCOMMODATION 2017	2017		Change on 2016		Change on 2006	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	349	27,039	0	0	0	0
Self catering	231	6,547	0	0	0	0
Static caravans/chalets	62	2,126	0	0	0	0
Touring caravans/camping	56	9,636	0	0	0	0
Not-for-hire static	0	8,730	0	0	0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2017	2017		Change on 2016		Change on 2006	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	487	29,261	0	0	0	0
Serviced Accommodation Share of Total	28%	8%				
Non-Serviced Accommodation Share of Total	72%	92%				

SEASONAL AVAILABILITY OF BED SUPPLY 2017	2017											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	15,296	15,488	25,439	27,973	28,141	28,822	29,261	29,261	28,874	25,510	16,434	16,112
Serviced Accommodation	2,097	2,140	2,187	2,217	2,217	2,222	2,222	2,222	2,222	2,188	2,123	2,109
Non-Serviced Accommodation	13,199	13,348	23,252	25,756	25,924	26,600	27,039	27,039	26,652	23,322	14,311	14,003

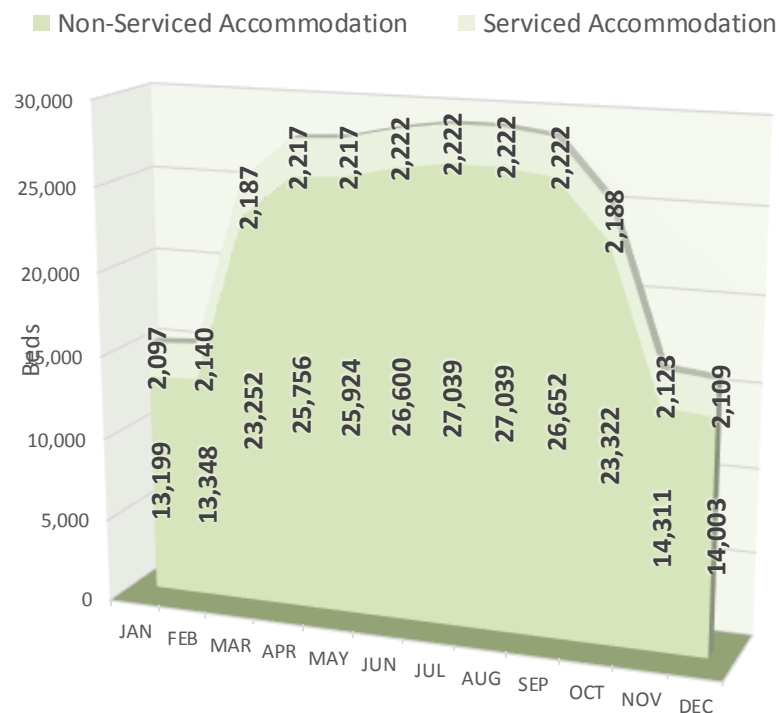
2017

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

SEASONAL AVAILABILITY OF BED SUPPLY

2017



Report Sections With Historic Financial Data Indexed to 2017 Prices

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

Indexation: *Indexation to: 2017*

2006	<i>1.37</i>
2007	<i>1.32</i>
2008	<i>1.27</i>
2009	<i>1.26</i>
2010	<i>1.22</i>
2011	<i>1.16</i>
2012	<i>1.12</i>
2013	<i>1.08</i>
2014	<i>1.05</i>
2015	<i>1.04</i>
2016	<i>1.03</i>
2017	<i>1.00</i>

STEAM FINAL TREND REPORT FOR 2006-2017

ISLE OF ANGLESEY COUNCIL

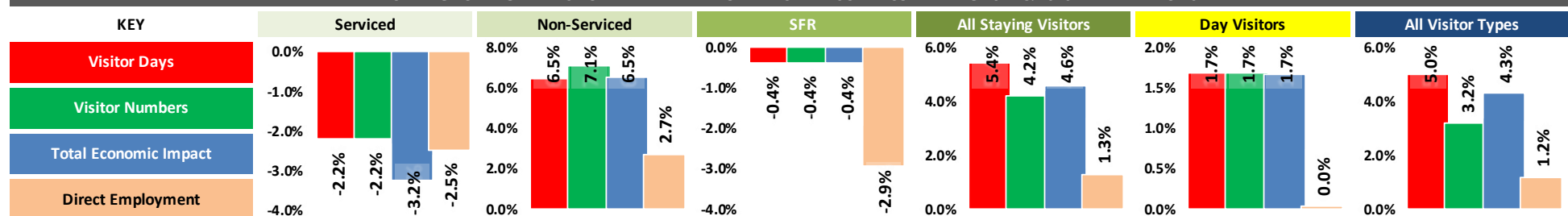
Comparing 2017 and 2016
2016 in 2017 prices (1.026)

COMPARATIVE HEADLINES

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2017 & 2016 - INDEXED TO 2017

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		2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %
Visitor Days	M	0.373	0.382	-2.2%	4.539	4.263	6.5%	0.256	0.257	-0.4%	5.169	4.902	5.4%	0.684	0.673	1.7%	5.852	5.574	5.0%
Visitor Numbers	M	0.214	0.219	-2.2%	0.706	0.659	7.1%	0.108	0.108	-0.4%	1.028	0.986	4.2%	0.684	0.673	1.7%	1.712	1.659	3.2%
Direct Expenditure	£M																226.17	217.12	4.2%
Economic Impact	£M	44.06	45.53	-3.2%	220.46	206.95	6.5%	8.428	8.460	-0.4%	272.95	260.94	4.6%	31.28	30.76	1.7%	304.23	291.71	4.3%
Direct Employment	FTEs	695	712	-2.5%	2,197	2,139	2.7%	85	88	-2.9%	2,977	2,939	1.3%	292	292	0.0%	3,269	3,231	1.2%
Total Employment	FTEs																4,102	4,032	1.8%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2017 & 2016 - INDEXED TO 2017



Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2017

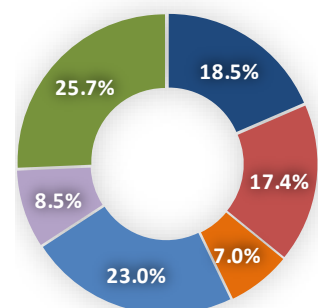
2017	2016	+/- %
56.28	55.41	1.6%
52.86	50.45	4.8%
21.22	19.96	6.3%
69.83	66.62	4.8%
25.97	24.69	5.2%
226.17	217.12	4.2%
78.06	74.59	4.7%
304.23	291.71	4.3%

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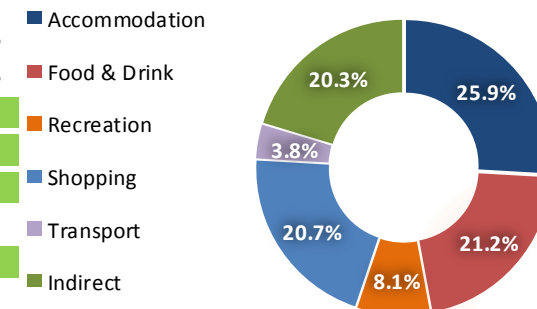
Sectors
Accommodation
Food & Drink
Recreation
Shopping
Transport
TOTAL DIRECT
Indirect
TOTAL

Sectoral Distribution of Employment - FTEs

2017	2016	+/- %
1,063	1,086	-2.2%
868	880	-1.4%
332	307	8.3%
851	811	5.0%
155	147	5.2%
3,269	3,231	1.2%
833	801	4.0%
4,102	4,032	1.8%



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



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

STEAM FINAL TREND REPORT FOR 2006-2017
ISLE OF ANGLESEY COUNCIL

Economic Impact - Indexed - Total

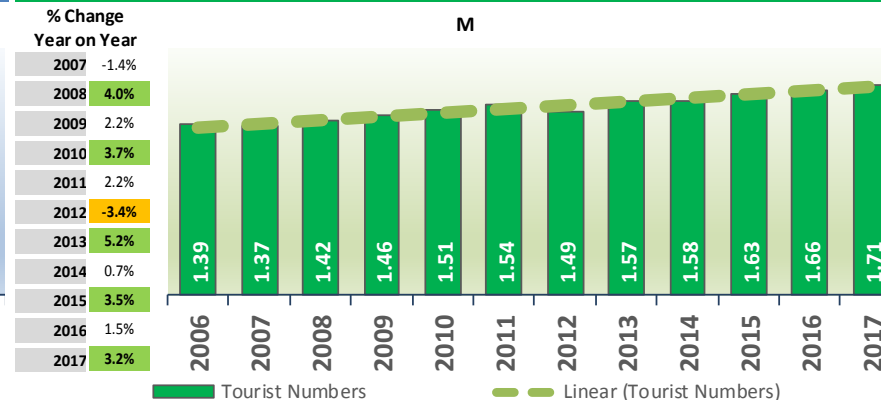


2006 to 2017
2017 Prices

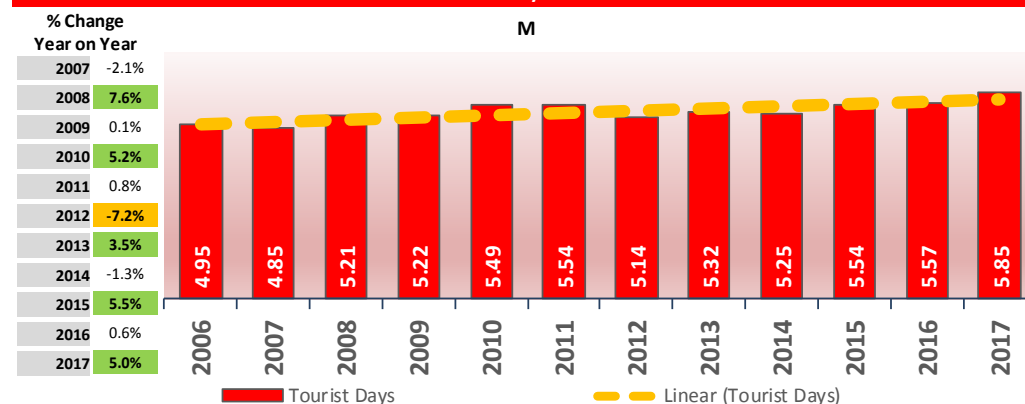
TOTAL

KEY MEASURES
Indexed

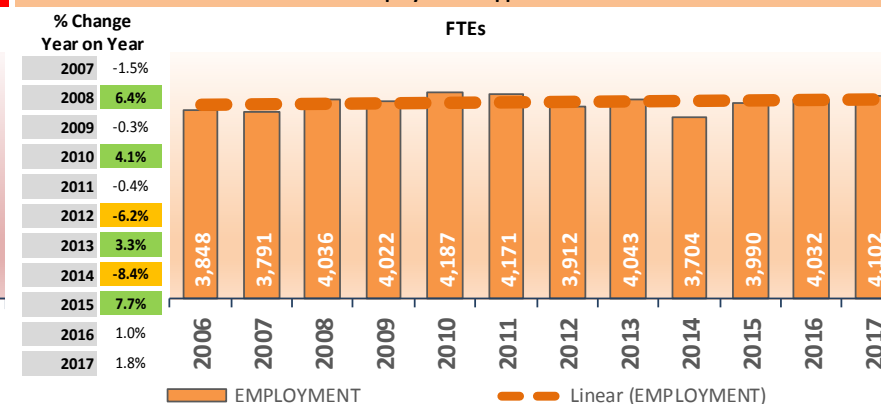
Visitor Numbers - Total



Visitor Days - Total



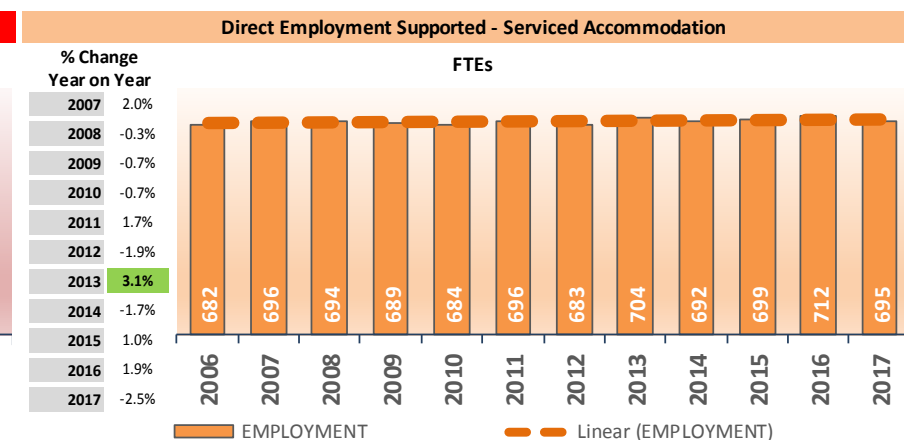
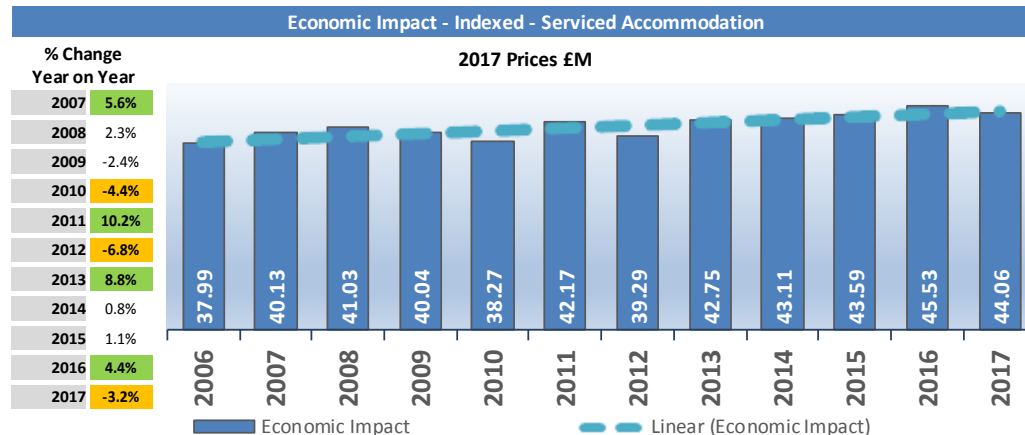
Total Employment Supported - Total



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Indexed		-1.6%	6.5%	6.2%	11.6%	13.3%	4.0%	8.5%	7.3%	13.7%	14.3%	19.2%
Visitor Numbers		-1.4%	2.6%	4.8%	8.7%	11.1%	7.3%	13.0%	13.7%	17.7%	19.5%	23.3%
Visitor Days		-2.1%	5.3%	5.4%	10.9%	11.8%	3.7%	7.4%	6.0%	11.8%	12.5%	18.1%
Total Employment		-1.5%	4.9%	4.5%	8.8%	8.4%	1.7%	5.1%	-3.7%	3.7%	4.8%	6.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2006-2017
ISLE OF ANGLESEY COUNCIL



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Indexed		5.6%	8.0%	5.4%	0.8%	11.0%	3.4%	12.5%	13.5%	14.8%	19.9%	16.0%
Visitor Numbers		8.7%	7.8%	4.1%	1.7%	10.4%	0.9%	9.7%	11.1%	12.1%	17.2%	14.7%
Visitor Days		7.5%	7.3%	3.8%	1.1%	9.7%	0.5%	8.8%	10.4%	11.3%	16.5%	14.0%
Direct Employment		2.0%	1.7%	1.0%	0.3%	2.1%	0.2%	3.2%	1.4%	2.5%	4.4%	1.8%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2006-2017
ISLE OF ANGLESEY COUNCIL

Economic Impact - Indexed - Non-Serviced Accommodation

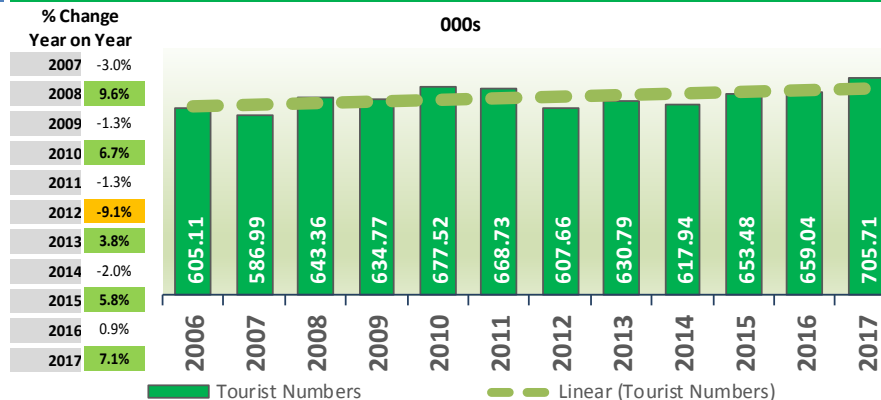


2006 to 2017
2017 Prices

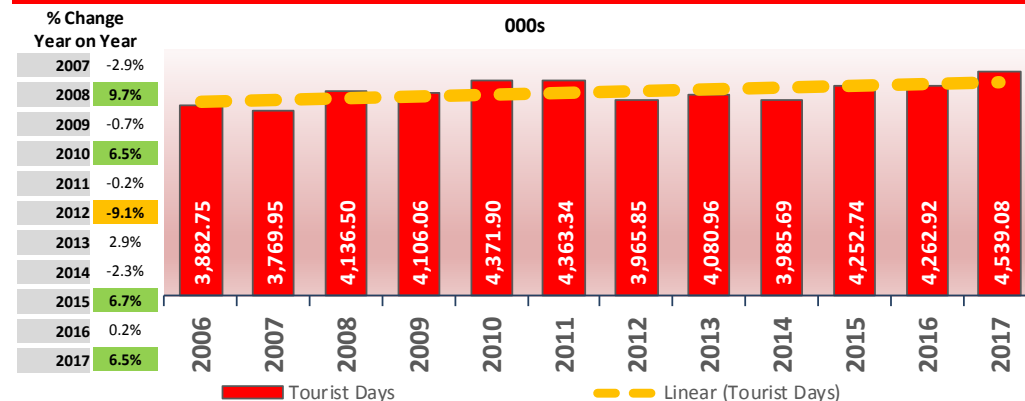
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

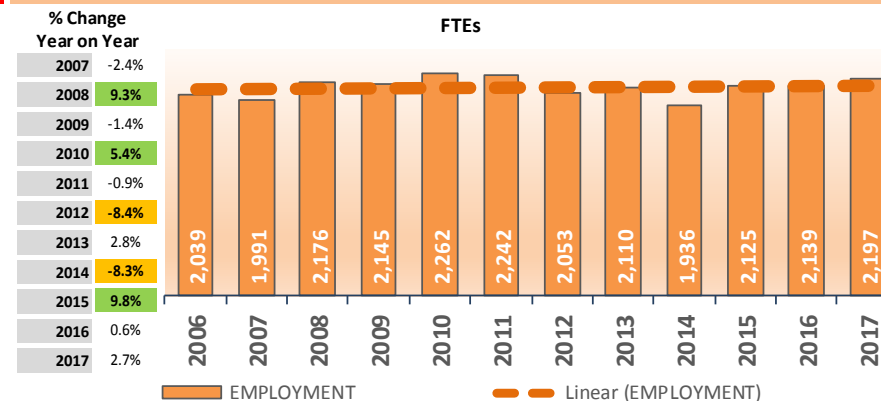
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Indexed		-3.0%	7.7%	6.6%	14.6%	14.2%	2.3%	5.8%	3.3%	11.4%	11.0%	18.2%
Visitor Numbers		-3.0%	6.3%	4.9%	12.0%	10.5%	0.4%	4.2%	2.1%	8.0%	8.9%	16.6%
Visitor Days		-2.9%	6.5%	5.8%	12.6%	12.4%	2.1%	5.1%	2.7%	9.5%	9.8%	16.9%
Direct Employment		-2.4%	6.7%	5.2%	10.9%	9.9%	0.7%	3.5%	-5.1%	4.2%	4.9%	7.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2006-2017
ISLE OF ANGLESEY COUNCIL

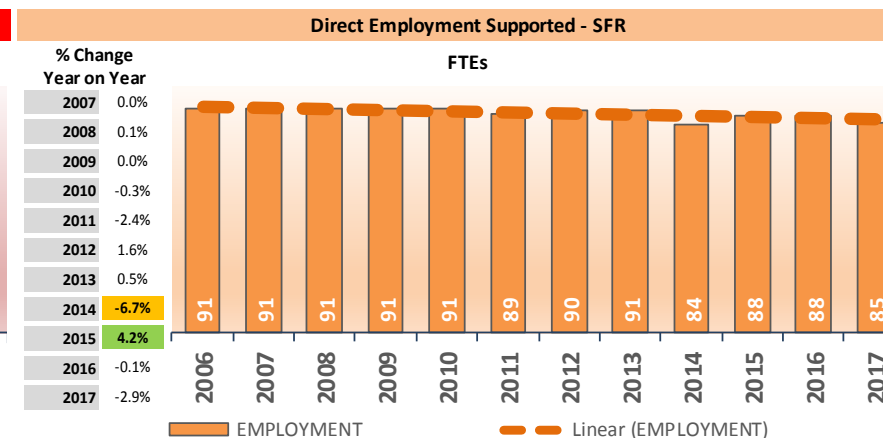
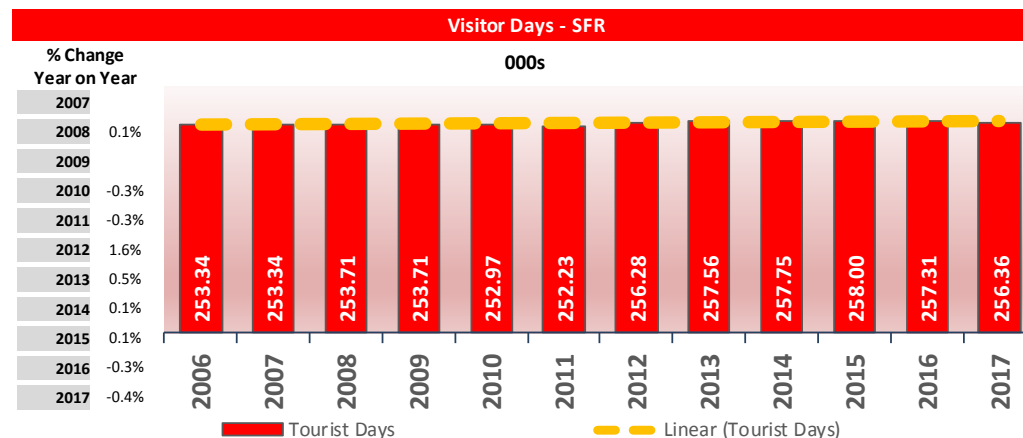
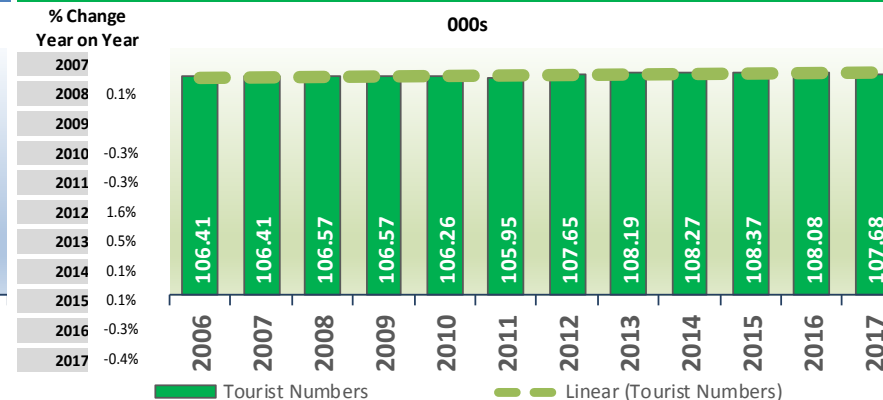
2006 to 2017
2017 Prices

SFR

KEY MEASURES
Indexed

Economic Impact - Indexed - SFR

Visitor Numbers - SFR



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Indexed		0.0%	0.2%	0.1%	-0.1%	-0.4%	1.2%	1.7%	1.7%	1.8%	1.6%	1.2%
Visitor Numbers			0.1%	0.1%	-0.1%	-0.4%	1.2%	1.7%	1.7%	1.8%	1.6%	1.2%
Visitor Days			0.1%	0.1%	-0.1%	-0.4%	1.2%	1.7%	1.7%	1.8%	1.6%	1.2%
Direct Employment		0.0%	0.1%	0.1%	-0.1%	-2.5%	-0.9%	-0.4%	-7.1%	-3.2%	-3.3%	-6.1%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2006-2017
ISLE OF ANGLESEY COUNCIL

Economic Impact - Indexed - Staying Visitor

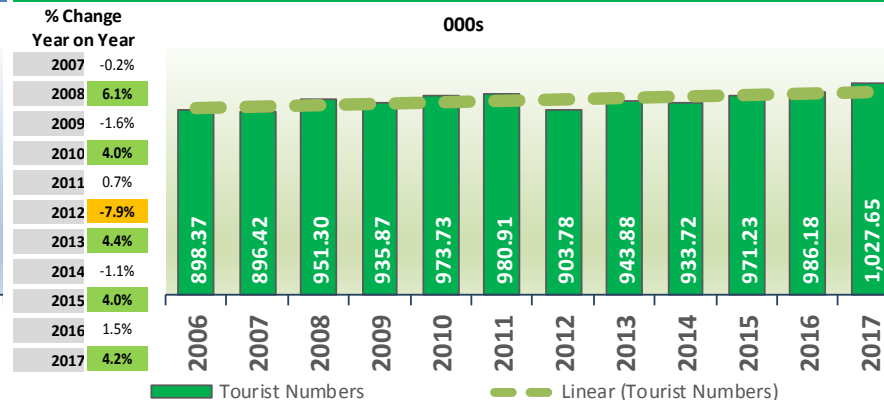


2006 to 2017
2017 Prices

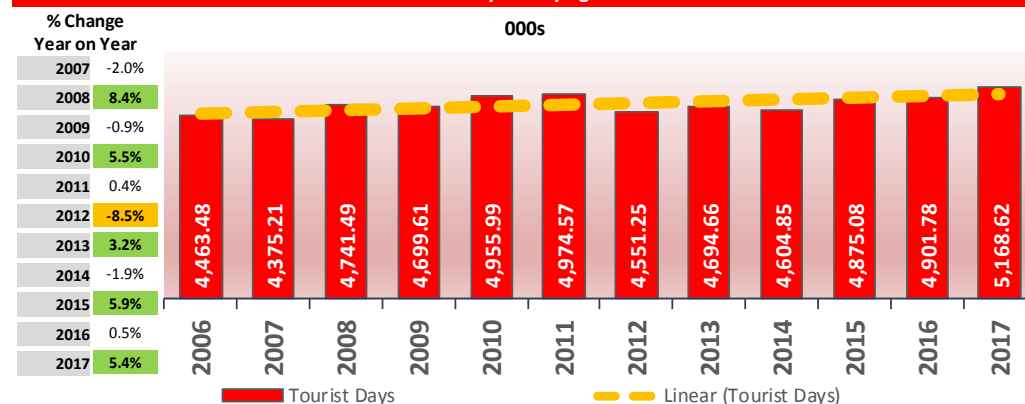
STAYING VISITOR

KEY MEASURES
Indexed

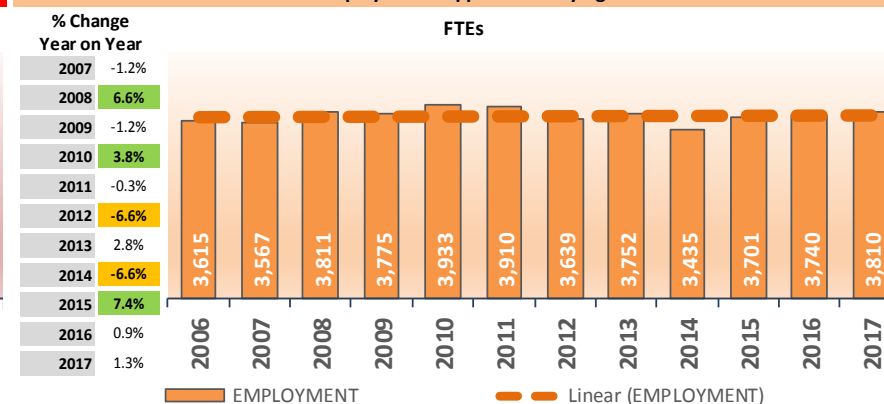
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Indexed		-1.4%	7.5%	6.2%	11.8%	13.2%	2.5%	6.7%	4.9%	11.6%	12.1%	17.3%
Visitor Numbers		-0.2%	5.9%	4.2%	8.4%	9.2%	0.6%	5.1%	3.9%	8.1%	9.8%	14.4%
Visitor Days		-2.0%	6.2%	5.3%	11.0%	11.5%	2.0%	5.2%	3.2%	9.2%	9.8%	15.8%
Direct Employment		-1.3%	5.4%	4.4%	8.8%	8.2%	0.7%	3.8%	-5.0%	2.4%	3.5%	5.4%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2006-2017
ISLE OF ANGLESEY COUNCIL

2006 to 2017
2017 Prices

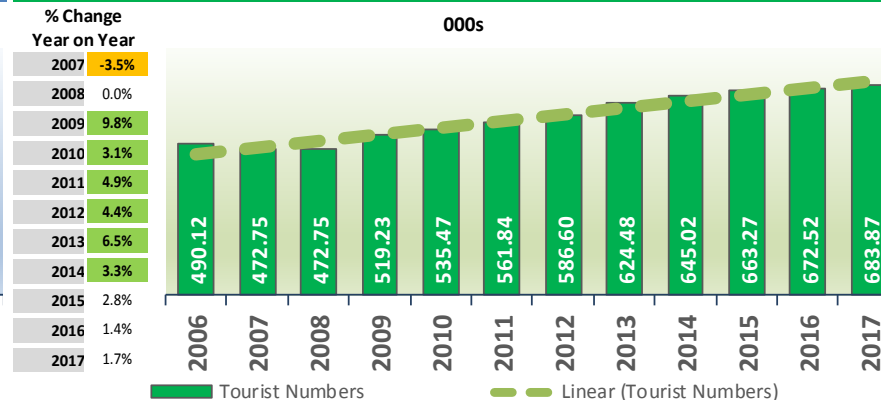
DAY VISITOR

KEY MEASURES
Indexed

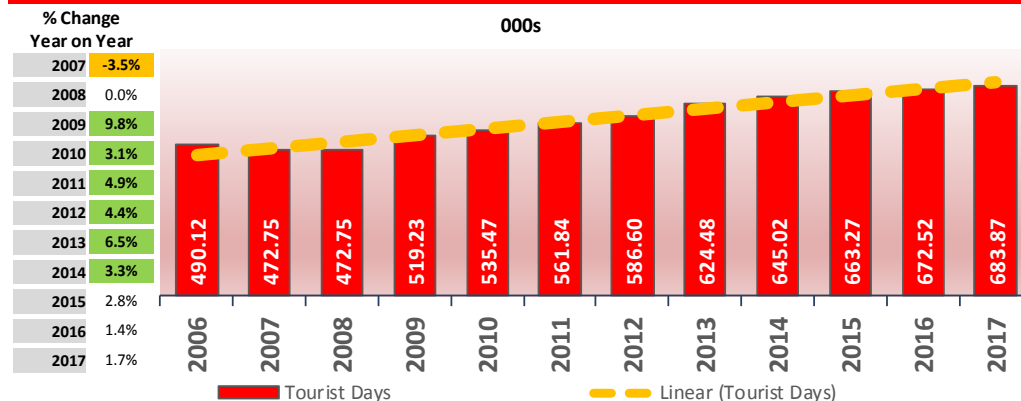
Economic Impact - Indexed - Day Visitor



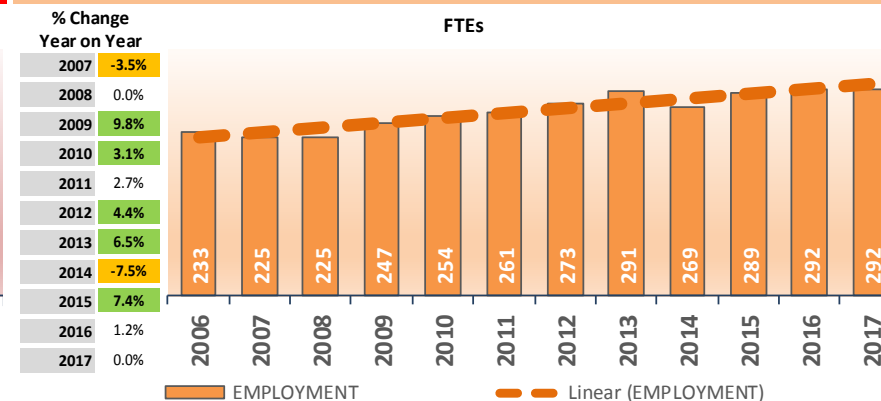
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



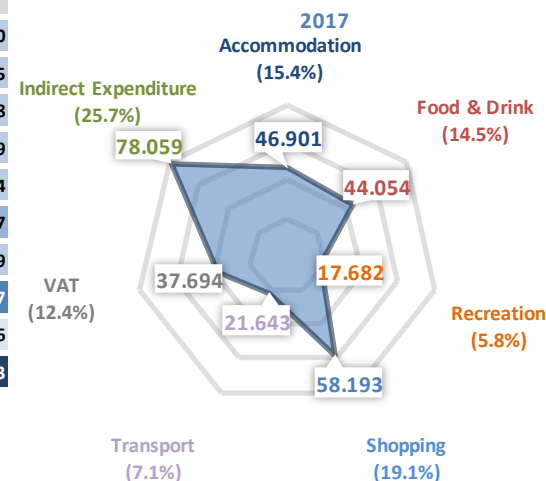
% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Indexed		-3.5%	-3.5%	5.9%	9.3%	14.6%	19.7%	27.4%	31.6%	35.3%	37.2%	39.5%
Visitor Numbers		-3.5%	-3.5%	5.9%	9.3%	14.6%	19.7%	27.4%	31.6%	35.3%	37.2%	39.5%
Visitor Days		-3.5%	-3.5%	5.9%	9.3%	14.6%	19.7%	27.4%	31.6%	35.3%	37.2%	39.5%
Direct Employment		-3.5%	-3.5%	5.9%	9.3%	12.3%	17.2%	24.8%	15.5%	24.0%	25.5%	25.5%

"Linear" = Linear Trendline

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2017

SECTOR / YEAR		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Accommodation	£M	41.02	41.16	43.76	43.49	44.52	44.46	41.14	43.76	43.59	45.36	46.17	46.90
Food & Drink	£M	37.95	37.17	40.27	40.12	42.21	41.94	38.61	39.99	39.35	41.75	42.04	44.05
Recreation	£M	14.10	13.59	15.84	15.49	16.71	17.04	14.72	15.38	14.78	16.52	16.63	17.68
Shopping	£M	49.92	48.93	52.44	52.70	55.66	54.97	51.14	53.06	52.75	55.58	55.52	58.19
Transport	£M	18.07	17.61	19.61	19.40	20.63	20.75	18.63	19.37	18.92	20.49	20.57	21.64
Direct Revenue	£M	161.06	158.46	171.92	171.20	179.73	179.16	164.23	171.56	169.40	179.70	180.93	188.47
VAT	£M	28.19	27.73	30.09	29.96	31.45	35.83	32.85	34.31	33.88	35.94	36.19	37.69
Direct Expenditure	£M	189.25	186.19	202.01	201.16	211.18	215.00	197.08	205.88	203.28	215.64	217.12	226.17
Indirect Expenditure	£M	65.94	64.83	69.85	69.81	73.58	74.09	68.24	71.12	70.47	74.40	74.59	78.06
TOTAL	£M	255.19	251.03	271.86	270.97	284.76	289.09	265.32	276.99	273.75	290.03	291.71	304.23

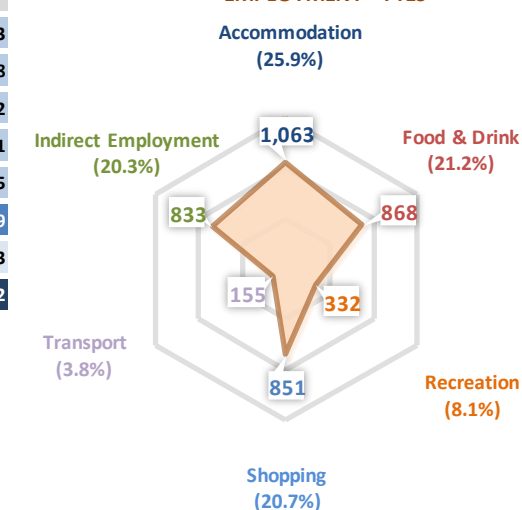
2017 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2017

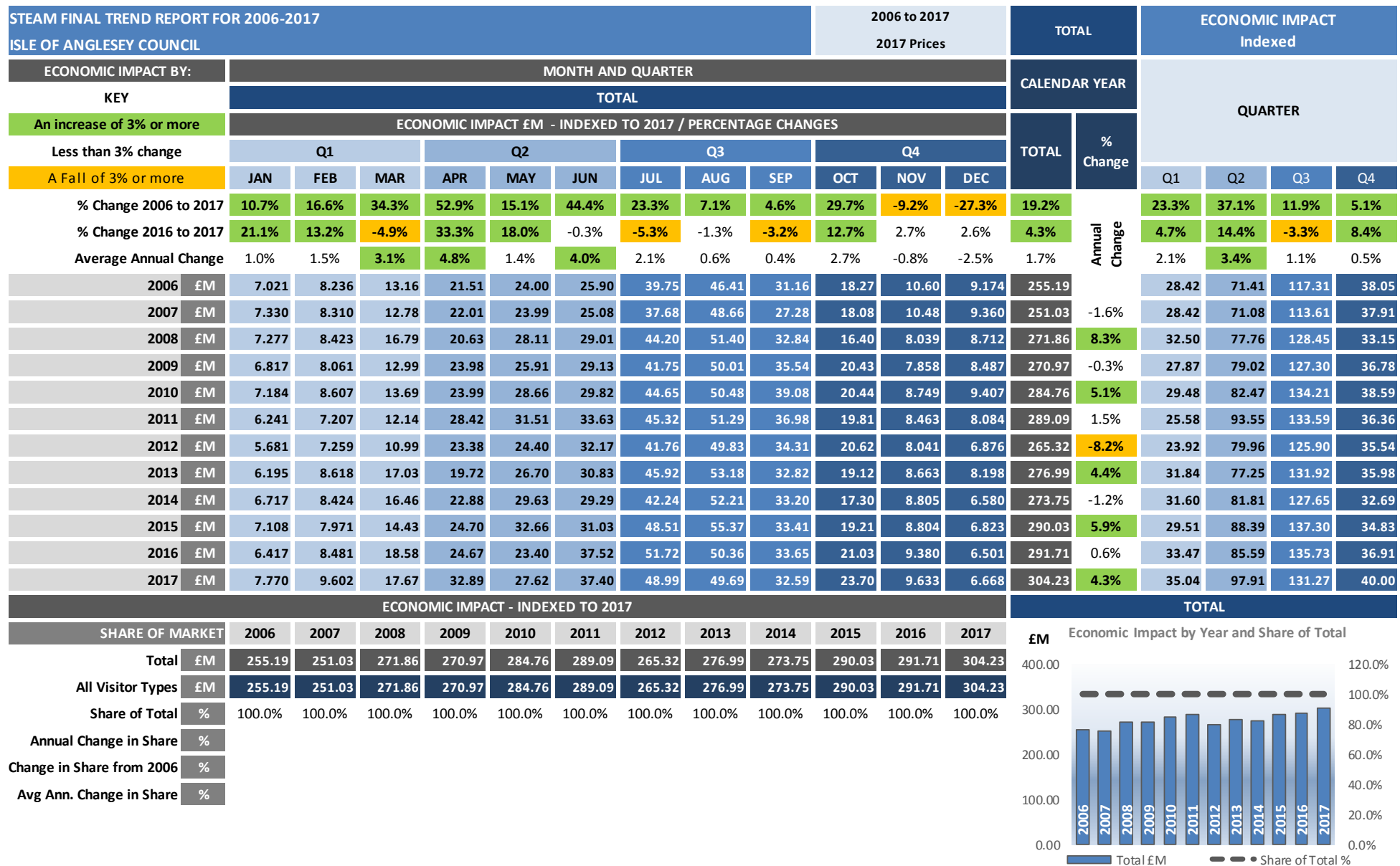


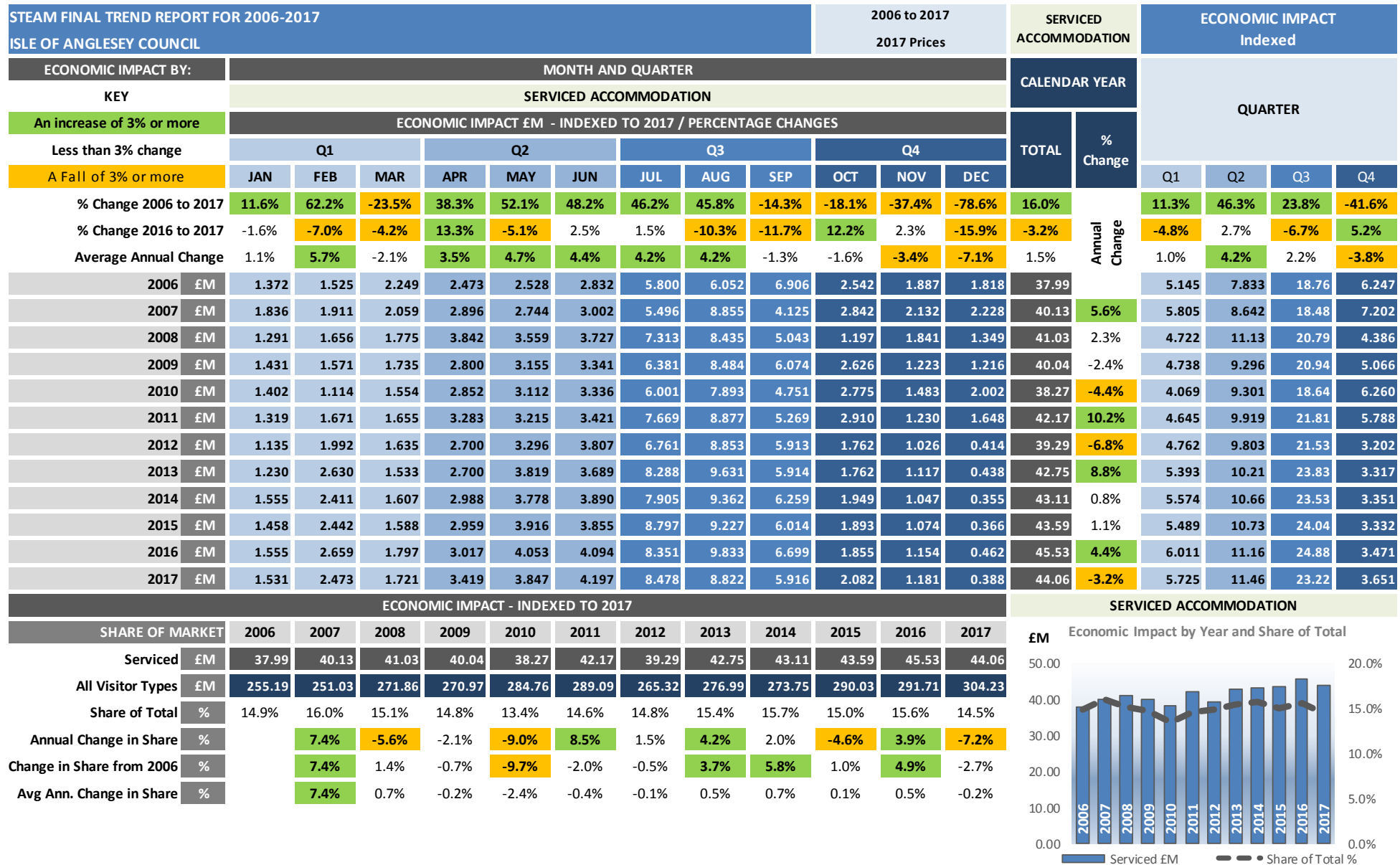
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

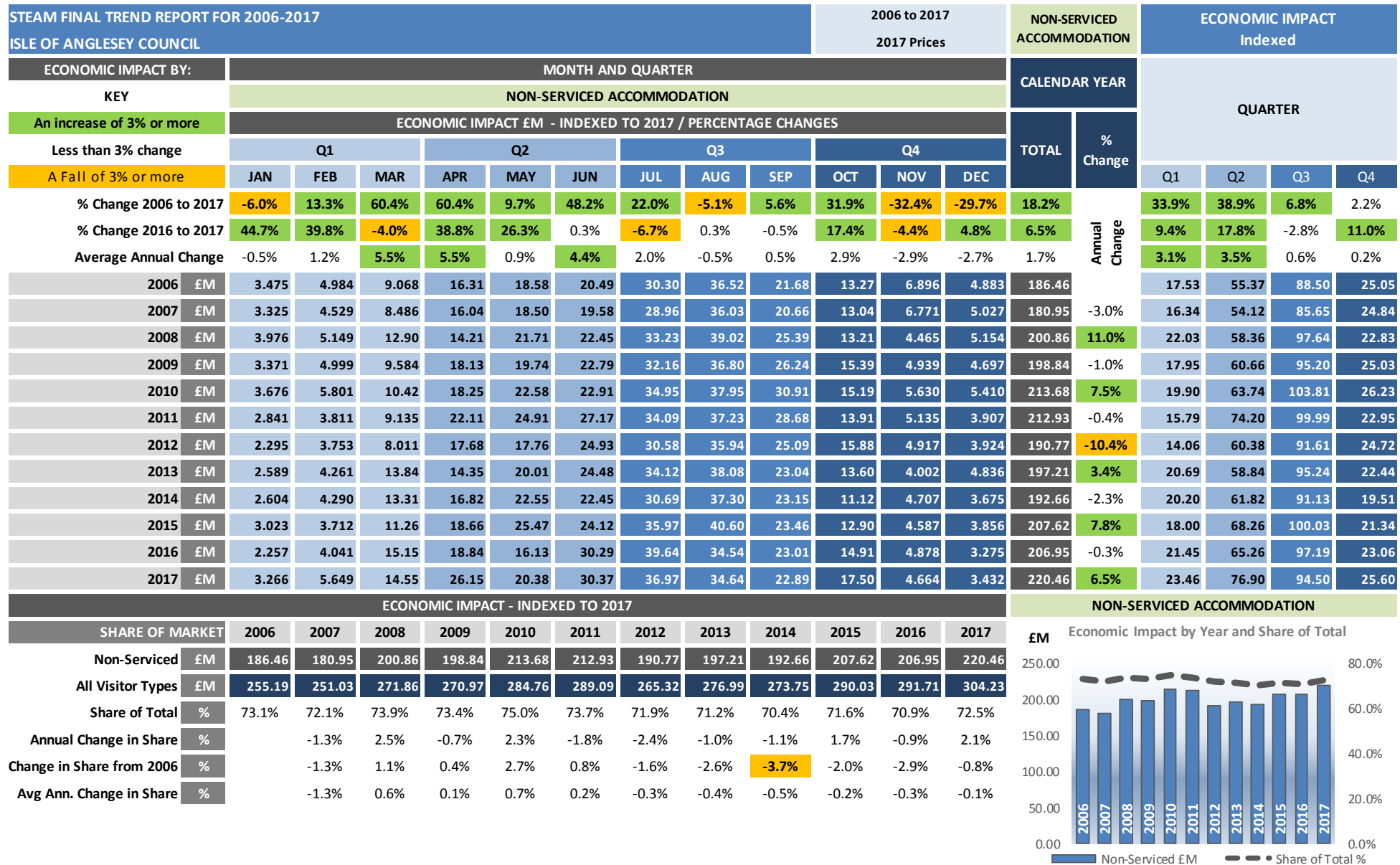
SECTOR / YEAR		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Accommodation	FTEs	1,042	1,046	1,046	1,041	1,034	1,039	1,045	1,063	1,062	1,075	1,086	1,063
Food & Drink	FTEs	700	685	742	740	778	773	712	737	788	874	880	868
Recreation	FTEs	316	304	354	347	374	381	329	344	262	283	307	332
Shopping	FTEs	839	822	881	886	936	924	860	892	742	824	811	851
Transport	FTEs	149	145	162	160	170	171	153	160	128	146	147	155
Direct Employment	FTEs	3,045	3,003	3,186	3,172	3,292	3,288	3,099	3,196	2,981	3,201	3,231	3,269
Indirect Employment	FTEs	802	789	850	849	895	883	813	847	722	789	801	833
TOTAL	FTEs	3,848	3,791	4,036	4,022	4,187	4,171	3,912	4,043	3,704	3,990	4,032	4,102

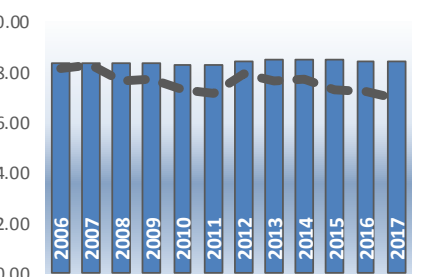
2017 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES









STEAM FINAL TREND REPORT FOR 2006-2017 ISLE OF ANGLESEY COUNCIL											2006 to 2017 2017 Prices			SFR	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																		
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2017 / 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 2006 to 2017	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	Annual Change	1.2%	1.2%	1.2%	1.2%	
% Change 2016 to 2017	-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%	
Average Annual Change	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%		0.1%	0.1%	0.1%	0.1%	
2006	£M	1.158	0.389	0.443	1.056	0.680	0.523	0.849	0.899	0.463	0.463	0.361	1.044		8.329	1.990	2.259	2.212	1.867
2007	£M	1.158	0.389	0.443	1.056	0.680	0.524	0.849	0.899	0.463	0.463	0.361	1.044	8.329	0.0%	1.990	2.260	2.212	1.867
2008	£M	1.160	0.390	0.443	1.058	0.681	0.524	0.851	0.901	0.464	0.463	0.361	1.046	8.342	0.1%	1.993	2.263	2.215	1.870
2009	£M	1.160	0.390	0.443	1.058	0.681	0.524	0.851	0.901	0.464	0.463	0.361	1.046	8.341	0.0%	1.993	2.263	2.215	1.870
2010	£M	1.157	0.389	0.442	1.055	0.679	0.523	0.848	0.898	0.462	0.462	0.360	1.043	8.317	-0.3%	1.987	2.256	2.209	1.865
2011	£M	1.153	0.388	0.441	1.052	0.677	0.521	0.846	0.895	0.461	0.461	0.359	1.039	8.292	-0.3%	1.982	2.250	2.202	1.859
2012	£M	1.172	0.394	0.448	1.069	0.687	0.530	0.859	0.910	0.469	0.468	0.365	1.056	8.425	1.6%	2.013	2.286	2.237	1.889
2013	£M	1.178	0.396	0.450	1.074	0.691	0.532	0.864	0.914	0.471	0.470	0.367	1.061	8.468	0.5%	2.023	2.297	2.249	1.898
2014	£M	1.179	0.396	0.450	1.075	0.691	0.533	0.864	0.915	0.471	0.471	0.367	1.062	8.475	0.1%	2.025	2.299	2.251	1.900
2015	£M	1.180	0.396	0.451	1.076	0.692	0.533	0.865	0.916	0.472	0.471	0.367	1.063	8.482	0.1%	2.027	2.301	2.253	1.902
2016	£M	1.177	0.395	0.450	1.073	0.690	0.532	0.863	0.913	0.470	0.470	0.366	1.060	8.460	-0.3%	2.022	2.295	2.247	1.897
2017	£M	1.172	0.394	0.448	1.069	0.688	0.530	0.860	0.910	0.469	0.468	0.365	1.056	8.428	-0.4%	2.014	2.286	2.238	1.889
ECONOMIC IMPACT - INDEXED TO 2017														SFR					
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	£M Economic Impact by Year and Share of Total					
SFR	£M	8.329	8.329	8.342	8.341	8.317	8.292	8.425	8.468	8.475	8.482	8.460	8.428						
All Visitor Types	£M	255.19	251.03	271.86	270.97	284.76	289.09	265.32	276.99	273.75	290.03	291.71	304.23						
Share of Total	%	3.3%	3.3%	3.1%	3.1%	2.9%	2.9%	3.2%	3.1%	3.1%	2.9%	2.9%	2.8%						
Annual Change in Share	%		1.7%	-7.5%	0.3%	-5.1%	-1.8%	10.7%	-3.7%	1.3%	-5.5%	-0.8%	-4.5%						
Change in Share from 2006	%		1.7%	-6.0%	-5.7%	-10.5%	-12.1%	-2.7%	-6.3%	-5.1%	-10.4%	-11.1%	-15.1%						
Avg Ann. Change in Share	%		1.7%	-3.0%	-1.9%	-2.6%	-2.4%	-0.5%	-0.9%	-0.6%	-1.2%	-1.1%	-1.4%						

