



Monmouthshire County Council

STEAM Tourism Economic Impacts
2019 Year in Review
Summary



Monmouthshire's Visitor Economy

This is a summary of the annual tourism economic impact research undertaken for Monmouthshire County Council by Global Tourism Solutions (UK) Ltd.

Monmouthshire received
2.3 million
Tourism Visits during 2019

Visitors **staying overnight within the area** as part of a holiday or short break, accounted for **559 thousand visits** and **1.5 million nights** in local accommodation

3.27 million
Visitor Days generated by visitors to Monmouthshire in 2019

A total of **£245 million** was generated within the local economy through visitor and tourism business expenditure

1.7 million tourism visits made by Day Visitors



Staying Visitor Numbers
+1.0% between 2018 and 2019

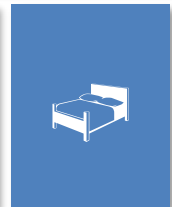


Day Visits generated **£60 million** for the local economy in 2019

Visitors play a vital role in supporting over **3,100** full time equivalent jobs locally



In total, **staying visitors** generated a **total economic impact of £185 million** for local businesses and communities



Monmouthshire's **staying visitors** spent **£61 million** on local accommodation, staying **2.8 nights** on average



Economic Impact +2.6% between 2018 and 2019

Staying Visitor Days +3.3% between 2018 and 2019, accounting for an **additional 49,000 days**

2019

**Total
Visitor
Numbers**
2.284m

**% Change
2018-2019**
+1.1%

**Net Change
2018-2019**
+24k Visits

Visitor Types

Staying Visitors encompass all tourists staying overnight for at least one night in one of the following types of accommodation:

- **Serviced Accommodation** - including Hotels, Guest Houses, B&Bs, Inns
- **Non-Serviced Accommodation** – including Self-Catering properties such as Houses, Cottages, Chalets and Flats, as well as Camping and Caravanning, Hostels and University / College accommodation
- **Staying with Friends and Relatives (SFR)** – unpaid overnight accommodation with local residents

Day Visitors visiting the area on a non-routine and non-regular leisure day trip from a home or holiday base

Visitor Numbers

In 2019, there were an estimated 2.28m tourism visits to the Monmouthshire County Council area, 1.1% higher than in 2018. This compares favourably with the regional average – South East Wales saw a fall of 2.0% in visitor numbers between 2018 and 2019.

Key Figures: Visitor Numbers

| Visitor Numbers | | Serviced | Non-Serviced | SFR | Staying Visitors | Day Visitors | All Visitors |
|--------------------|---|----------|--------------|-------|------------------|--------------|--------------|
| 2019 (Millions) | M | 0.300 | 0.114 | 0.145 | 0.559 | 1.725 | 2.284 |
| 2018 (Millions) | M | 0.305 | 0.104 | 0.145 | 0.554 | 1.707 | 2.260 |
| Change 18/19 (%) | % | -1.7 | +9.6 | +0.6 | +1.0 | +1.1 | +1.1 |
| Share of Total (%) | % | 13.1 | 5.0 | 6.4 | 24.5 | 75.5 | 100 |

Day visitors continue to be critically important to Monmouthshire and the 1.7 million day visits accounted for 76% of all visits to the county. Day visits increased by 1.1%, which is good news following falls in 2017 and 2018. Across South East Wales there was an average decrease of 2.7% in day visitor numbers.

The performance of the staying visitor sector remains good, with an increase in bedstock and stable occupancy. Visitor numbers to serviced accommodation decreased by 1.7% and but this was balanced by a 9.6% increase in numbers staying in non-serviced accommodation. Across South East Wales there were average increases of 0.8% for serviced accommodation and 12.9% for non-serviced. Since 2012, the annual number of staying visitors to Monmouthshire has increased by 26% , with 116,000 extra visitors in 2019 compared with 2012.

**Total
Visitor
Days**
3.265m

**% Change
2018-2019**
+2.1%

**Net Change
2018-2019**
**+67k
Visitor Days**

Visitor Days

Monmouthshire's 2.28m tourism visits during 2019 generated a total of 3.27m visitor days spent within the County Council area – an increase of 2.1% between 2018 and 2019.

Key Figures: Visitor Days

| Visitor Days | | Serviced | Non-Serviced | SFR | Staying Visitors | Day Visitors | All Visitors |
|--------------------|---|----------|--------------|-------|------------------|--------------|--------------|
| 2019 (Millions) | M | 0.489 | 0.705 | 0.346 | 1.540 | 1.725 | 3.265 |
| 2018 (Millions) | M | 0.497 | 0.650 | 0.344 | 1.491 | 1.707 | 3.198 |
| Change 18/19 (%) | % | -1.6 | +8.5 | +0.6 | +3.3 | +1.1 | +2.1 |
| Share of Total (%) | % | 15.0 | 21.6 | 10.6 | 47.2 | 52.8 | 100 |

Staying visitors accounted for 47.2% of all visitor days and a total of 1.54 million days spent in Monmouthshire during 2019. Within the staying visitor market, visits using paid accommodation accounted for the largest portion, with 489,000 days spent in *serviced accommodation* (down 1.6%) and 705,000 days spent in *non-serviced accommodation* (up 8.5%).

The increase in total staying visitor days of 49,000 (3.3%) was in line with the South East Wales staying visitor growth of 3.4% for 2018-19. It also led to an increase in market share for staying visitors, from 46.6% in 2018 to 47.2% in 2019. Given the economic advantages of staying rather than day visitors this is good news for Monmouthshire.

Looking at longer term trends, since 2012 staying visitor days in Monmouthshire have grown by 30% - the South East Wales average over the same period was 24%. The non-serviced sector has shown the strongest growth, increasing by 45%. The regional average for the sector was 44%.

Average Length of Stay for Different Visitor Types: 2019

Day
Visitors

1

All
Visitors

1.4

Serviced
Accommodation

1.6

Staying with
Friends/Relatives

2.4

Staying
Visitors

2.8

Non-Serviced
Accommodation

6.2

**Total
Economic
Impact**
£244.99m

**% Change
2018-2019**
+2.6%

**Net Change
2018-2019**
+£6.32m

Visitor Expenditure and Total Economic Impact

Tourism visits were estimated to have generated £244.99 million for the local economy in 2019, an increase of 2.6% compared to 2018. (All 2018 figures are given in £s 2019 to remove inflation effects.) This figure comprises *direct expenditure* of visitors on goods and services (£184.2 million) and the subsequent indirect / induced economic effects arising within the local economy (£60.8million). The 2.6% increase was in contrast with a 0.3% decrease for South East Wales. This was due to Monmouthshire's increased day visitors, compared with a regional fall, and also an above-average economic impact from staying visitors.

Distribution of Economic Effects

| 2019 | Direct Visitor Expenditure | | | | | | Indirect and Induced | Total Economic Impact |
|--------|----------------------------|--------------|------------|----------|-----------|----------------|----------------------|-----------------------|
| | Accommodation | Food & Drink | Recreation | Shopping | Transport | Total Direct | | |
| Totals | £61.2m | £45.1m | £14.7m | £32.9m | £30.4m | £184.2m | £60.8m | £245.0m |

Note: m = million

Key Figures: Economic Impact

| Economic Impact £s 2019 | | Serviced | Non-Serviced | SFR | Staying Visitors | Day Visitors | All Visitors |
|-------------------------|----|----------|--------------|------|------------------|--------------|--------------|
| 2019 (£ Millions) | £M | 86.6 | 76.3 | 22.4 | 185.4 | 59.6 | 245.0 |
| 2018 (£ Millions) | £M | 88.2 | 69.3 | 22.3 | 179.7 | 58.9 | 238.7 |
| Change 18/19 (%) | % | -1.8 | +10.3 | +0.6 | +3.2 | +1.1 | +2.6 |
| Share of Total (%) | % | 35.4 | 31.2 | 9.1 | 75.7 | 24.3 | 100 |

Each visitor day brings an average of £75.04 to the local economy, ranging from £34.55 for day visitors to £177.22 for visitors staying in serviced accommodation. Staying visitors generate an average income for Monmouthshire of £331.50 per visitor.

Average Economic Impact Generated by Each Type of Visitor: 2019

| Economic Impact | Serviced | Non-Serviced | SFR | Staying Visitors | Day Visitors | All Visitors |
|---------------------------|----------------|----------------|---------------|------------------|---------------|---------------|
| Economic Impact per Day | £177.22 | £108.29 | £64.71 | £120.38 | £34.55 | £75.04 |
| Economic Impact per Visit | £288.72 | £671.05 | £154.05 | £331.50 | £34.55 | £107.26 |

Total Employment Supported

3,119 FTEs

% Change 2018-2019

+2.2%

Net Change 2018-2019

+66 FTEs

Employment Supported by Tourism

Tourism visits to Monmouthshire in 2019 were estimated to have supported 3,119 Full-Time Equivalent jobs (FTEs). 80% of these FTEs (2,499) are assumed to have been generated directly through the expenditure of visitors (Direct Employment), with the remaining 20% being indirect and induced (620), that is supported through the supply chain and further rounds of expenditure within the economy including employee spend.

Distribution of Employment

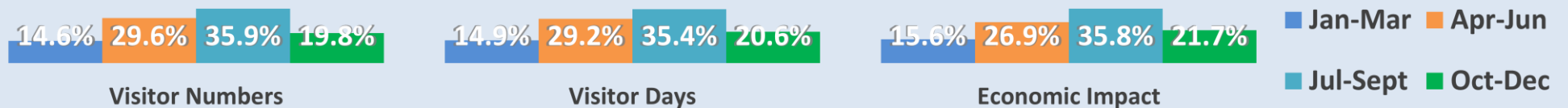
| 2019 | Direct Employment | | | | | | Indirect and Induced | Total Employment |
|--------|-------------------|--------------|------------|----------|-----------|--------------|----------------------|------------------|
| | Accommodation | Food & Drink | Recreation | Shopping | Transport | Total Direct | | |
| Totals | 1,035 | 687 | 217 | 386 | 175 | 2,499 | 620 | 3,119 |

Key Figures: Employment Supported

| Employment Supported | | Direct Employment | | | | | Total Direct | Indirect and Induced | Total |
|----------------------|-----|-------------------|--------------|------|------------------|--------------|--------------|----------------------|-------|
| | | Serviced | Non-Serviced | SFR | Staying Visitors | Day Visitors | | | |
| 2019 (FTEs) | FTE | 957 | 823 | 198 | 1,977 | 522 | 2,499 | 620 | 3,119 |
| 2018 (FTEs) | FTE | 976 | 813 | 191 | 1,981 | 503 | 2,484 | 569 | 3,052 |
| Change 18/19 (%) | % | -2.0 | +1.2 | +3.5 | -0.2 | +3.7 | +0.6 | +8.9 | +2.2 |
| Share of Total (%) | % | 38.3 | 32.9 | 7.9 | 79.1 | 20.9 | 100.0 | 24.8 | |

The largest portion of the direct employment supported is associated with the activity of visitors staying in serviced accommodation, accounting for 957 FTEs. Tourism spend supports the most employment in the Accommodation (1,035 FTEs) and Food & Drink (687 FTEs) sectors.

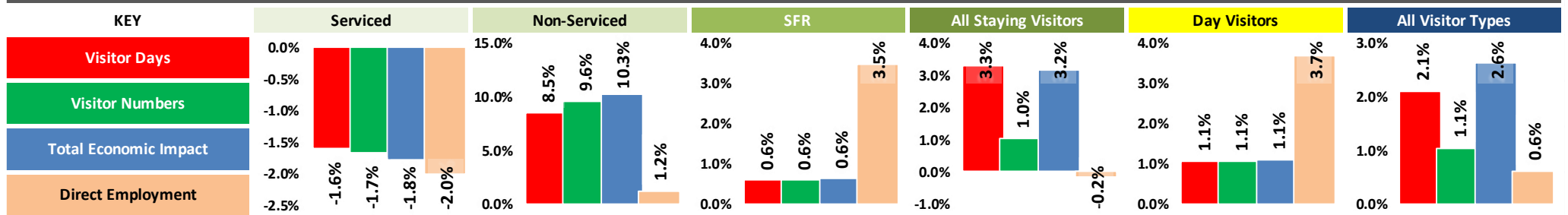
Distribution of Key Impacts by Quarter: 2019



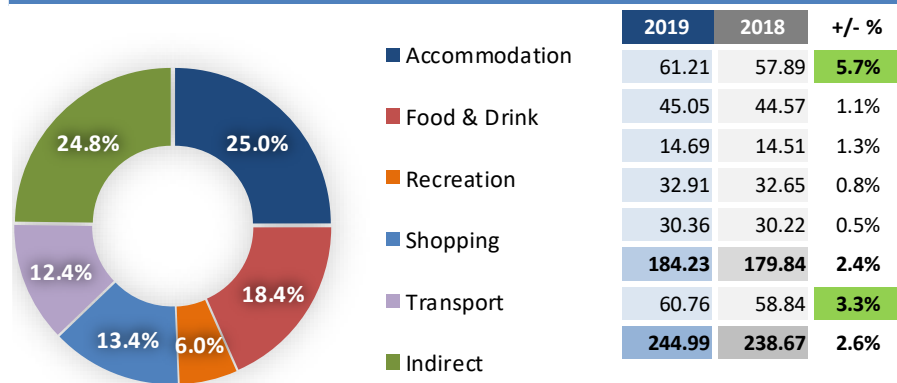
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2019 & 2018 - INDEXED TO 2019

| KEY | Staying in Paid Accommodation | | | | | | | | | Staying with Friends and Relatives (SFR) | | | All Staying Visitors | | | Day Visitors | | | All Visitor Types | | |
|------------------------|-------------------------------|-------|-------|--------------|-------|-------|-------|-------|-------|--|--------|-------|----------------------|-------|-------|--------------|--------|-------|-------------------|------|-------|
| | Serviced | | | Non-Serviced | | | 2019 | 2018 | +/- % | 2019 | 2018 | +/- % | 2019 | 2018 | +/- % | 2019 | 2018 | +/- % | 2019 | 2018 | +/- % |
| | 2019 | 2018 | +/- % | 2019 | 2018 | +/- % | | | | | | | | | | | | | | | |
| Visitor Days M | 0.489 | 0.497 | -1.6% | 0.705 | 0.650 | 8.5% | 0.346 | 0.344 | 0.6% | 1.540 | 1.491 | 3.3% | 1.725 | 1.707 | 1.1% | 3.265 | 3.198 | 2.1% | | | |
| Visitor Numbers M | 0.300 | 0.305 | -1.7% | 0.114 | 0.104 | 9.6% | 0.145 | 0.145 | 0.6% | 0.559 | 0.554 | 1.0% | 1.725 | 1.707 | 1.1% | 2.284 | 2.260 | 1.1% | | | |
| Direct Expenditure £M | | | | | | | | | | | | | | | | 184.23 | 179.84 | 2.4% | | | |
| Economic Impact £M | 86.65 | 88.22 | -1.8% | 76.36 | 69.26 | 10.3% | 22.40 | 22.26 | 0.6% | 185.41 | 179.73 | 3.2% | 59.58 | 58.94 | 1.1% | 244.99 | 238.67 | 2.6% | | | |
| Direct Employment FTEs | 957 | 976 | -2.0% | 823 | 813 | 1.2% | 198 | 191 | 3.5% | 1,977 | 1,981 | -0.2% | 522 | 503 | 3.7% | 2,499 | 2,484 | 0.6% | | | |
| Total Employment FTEs | | | | | | | | | | | | | | | | 3,119 | 3,052 | 2.2% | | | |

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



Sectors

| Sectors | 2019 | 2018 | +/- % |
|---------------|-------|-------|-------|
| Accommodation | 1,035 | 1,069 | -3.2% |
| Food & Drink | 687 | 695 | -1.1% |
| Recreation | 217 | 195 | 11.1% |
| Shopping | 386 | 362 | 6.6% |
| Transport | 175 | 163 | 7.1% |
| TOTAL DIRECT | 2,499 | 2,484 | 0.6% |
| Indirect | 620 | 569 | 8.9% |
| TOTAL | 3,119 | 3,052 | 2.2% |

Sectoral Distribution of Employment - FTEs

