



Monmouthshire County Council

STEAM Tourism Economic Impacts
2020 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
536 thousand
Tourism Visits during 2020

Visitors **staying overnight within the area** as part of a holiday or short break, accounted for **195 thousand visits** and **578 thousand nights** in local accommodation

920 thousand
Visitor Days generated by visitors to Monmouthshire in 2020

A total of **£81 million** was generated within the local economy through visitor and tourism business expenditure

341 thousand tourism visits made by Day Visitors



Staying Visitor Numbers
-65% between 2019 and 2020

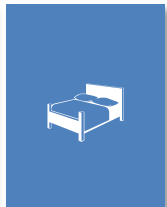


Day Visits generated **£12 million** for the local economy in 2020

Visitors played a vital role in supporting over **1,600 full time equivalent jobs** locally



In total, **staying visitors** generated a **total economic impact of £69 million** for local businesses and communities



Monmouthshire's **staying visitors** spent **£22 million** on local accommodation, staying 3.0 nights on average



Economic Impact -68% between 2019 and 2020

Staying Visitor Days -63% between 2019 and 2020, accounting for a **loss of 962,000 days**

2020

Total
Visitor
Numbers
536.36k

% Change
2019-2020
-77%

Net Change
2019-2020
**-1.7m
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 2020, there were an estimated 536.4k tourism visits to the Monmouthshire County Council area, 77% lower than in 2019. This is below the regional average – South East Wales saw a fall of 65% in visitor numbers between 2019 and 2020.

Key Figures: Visitor Numbers

Visitor Numbers		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
2020 (Thousands)	000s	101.9	57.0	36.3	195.2	341.2	536.4
2019 (Thousands)	000s	300.1	113.8	145.4	559.3	1724.7	2284.0
Change 19/20 (%)	%	-66.1	-49.9	-75.0	-65.1	-80.2	-76.5
Share of Total (%)	%	19.0	10.6	6.8	36.4	63.6	100

Day visitors have always been critically important to Monmouthshire but in 2020 that sector was particularly hard-hit, with an 80% drop in day visitor numbers compared to a 65% fall in staying visitor numbers. Across South East Wales there was an average decrease in day visitors of 64%. However this was skewed by the fact that areas with a strong retail offer (city centres and retail parks) were able to recover more quickly after pandemic restrictions were lifted as they were less affected by capacity constraints than areas that depend more on visitor attractions and events.

The day visitor drop was responsible for bringing Monmouthshire’s visitor number performance below the regional average. Staying visitor numbers were less affected, and Monmouthshire’s 65% reduction in staying visitors is actually considerably better than the 71% fall seen across South East Wales as a whole.

**Total
Visitor
Days
919.5k**

**% Change
2019-2020
-72%**

**Net Change
2019-2020
-2.3m
Visitor Days**

Visitor Days

Monmouthshire's 536.4k tourism visits during 2020 generated a total of 919.5k visitor days spent within the County Council area – a decrease of 72% between 2019 and 2020. South East Wales saw an average 69% fall for the same period.

Key Figures: Visitor Days

Visitor Days		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
2020 (Thousands)	000s	165.5	330.8	82.0	578.4	341.2	919.5
2019 (Thousands)	000s	488.9	705.2	346.2	1540.2	1724.7	3265.0
Change 19/20 (%)	%	-66.1	-53.1	-76.3	-62.5	-80.2	-71.8
Share of Total (%)	%	18.0	36.0	8.9	62.9	37.1	100

Staying visitors accounted for 63% of all visitor days spent in Monmouthshire in 2020, up from 47% in 2019. This was due to the varying effect of the pandemic restrictions on the different sectors. As previously discussed, day visitor numbers were particularly badly affected. For staying visitors, the non-serviced sector showed a relatively strong recovery, with Quarter 3 (Jul-Sept) visitor days just 24% below 2019 levels. For serviced accommodation Q3 was 44% behind 2019, while for day visitors the figure was 86%.

The resilience of the non-serviced sector and the fact that it accounts for more than half of Monmouthshire's staying visitor nights meant that the county outperformed the region for staying visitor days in 2020, with Monmouthshire seeing a 63% fall while the regional average was 69%. This compensated for the day visitor decrease, meaning that overall Monmouthshire's visitor day visitor performance was consistent with that of the region (-72% and -69% respectively).

Average Length of Stay for Different Visitor Types: 2020

Day
Visitors

1

All
Visitors

1.7

Serviced
Accommodation

1.6

Staying with
Friends/Relatives

2.3

Staying
Visitors

3.0

Non-Serviced
Accommodation

5.8

**Total
Economic
Impact**
£81.16m

**% Change
2019-2020**
-68%

**Net Change
2019-2020**
-£170m

Visitor Expenditure and Total Economic Impact

Tourism visits were estimated to have generated £81.16 million for the local economy in 2020, a decrease of 68% compared to 2019 and a net loss of £170m. (All 2019 figures are given in £s 2020 to remove inflation effects.) This figure comprises *direct expenditure* of visitors on goods and services (£60.4 million) and the subsequent indirect / induced economic effects arising within the local economy (£20.8million). The 68% decrease was in line with the 67% decrease for South East Wales, with Monmouthshire's better performance by higher spending staying visitors outweighing the losses from day visitors.

Distribution of Economic Effects

2020	Direct Visitor Expenditure						Indirect and Induced	Total Economic Impact
	Accommodation	Food & Drink	Recreation	Shopping	Transport	Total Direct		
Totals	£22.5m	£14.4m	£4.7m	£9.7m	£9.1m	£60.4m	£20.8m	£81.2m

Note: m = million

Key Figures: Economic Impact

Economic Impact £s 2020		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
2020 (£ Millions)	£M	26.5	37.1	5.5	69.1	12.1	81.2
2019 (£ Millions)	£M	89.0	78.4	23.0	190.4	61.2	251.6
Change 19/20 (%)	%	-70.2	-52.6	-76.3	-63.7	-80.2	-67.7
Share of Total (%)	%	32.6	45.8	6.7	85.1	14.9	100

Each visitor day brings an average of £88.26 to the local economy, ranging from £35.43 for day visitors to £160.01 for visitors staying in serviced accommodation. Staying visitors generate an average income for Monmouthshire of £353.90 per visitor.

Average Economic Impact Generated by Each Type of Visitor: 2020

Economic Impact	Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
Economic Impact per Day	£160.01	£112.29	£66.37	£119.43	£35.43	£88.26
Economic Impact per Visit	£259.97	£651.79	£149.96	£353.90	£35.43	£151.32

Total Employment Supported

1,614
FTEs

% Change 2019-2020

-48%

Net Change 2019-2020

-1,505
FTEs

Employment Supported by Tourism

Tourism visits to Monmouthshire in 2020 were estimated to have supported 1,614 Full-Time Equivalent jobs (FTEs). 78% of these FTEs (1,265) are assumed to have been generated directly through the expenditure of visitors (Direct Employment), with the remaining 22% being indirect and induced (348), that is supported through the supply chain and further rounds of expenditure within the economy including employee spend. In 2020 the furlough scheme meant that the 48% fall in employment was less than that predicted by the 68% fall in economic impact.

Distribution of Employment

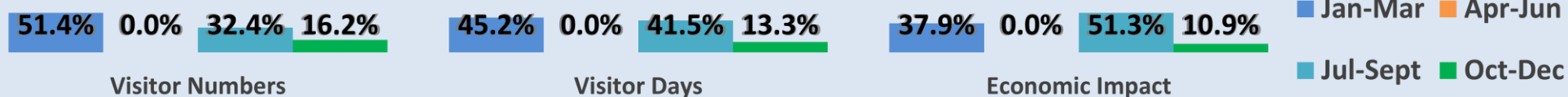
2020	Direct Employment						Indirect and Induced	Total Employment
	Accommodation	Food & Drink	Recreation	Shopping	Transport	Total Direct		
Totals	562	285	96	227	96	1,265	348	1,614

Key Figures: Employment Supported

Employment Supported		Direct Employment						Indirect and Induced	Total
		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	Total Direct		
2020 (FTEs)	FTE	484	562	52	1,098	167	1,265	348	1,614
2019 (FTEs)	FTE	957	823	198	1,977	522	2,499	620	3,119
Change 19/20 (%)	%	-49.4	-31.7	-73.6	-44.5	-68.0	-49.4	-43.8	-48.3
Share of Total (%)	%	38.3	44.4	4.1	86.8	13.2	100.0	27.5	

The largest portion of the direct employment supported is associated with the activity of visitors staying in serviced accommodation, accounting for 562 FTEs. Tourism spend supports the most employment in the Accommodation (562 FTEs) and Food & Drink (285 FTEs) sectors.

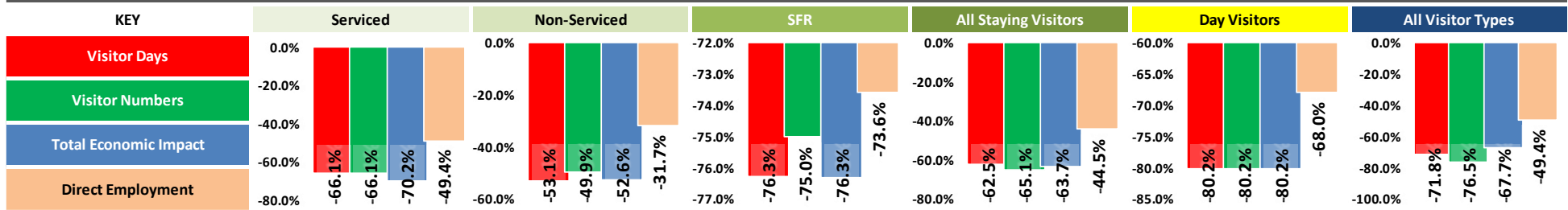
Distribution of Key Impacts by Quarter: 2020



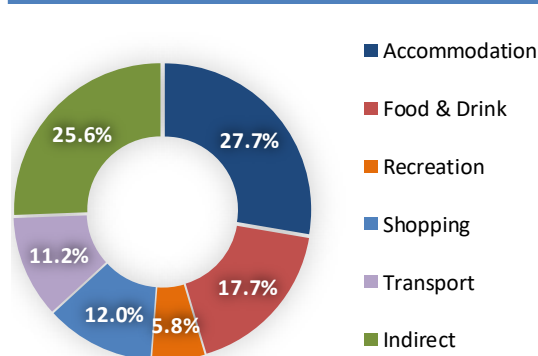
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2020 & 2019 - INDEXED TO 2020

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %			
Visitor Days 000s	165.51	488.93	-66.1%	330.79	705.16	-53.1%	82.05	346.15	-76.3%	578.35	1,540.24	-62.5%	341.19	1,724.72	-80.2%	919.54	3,264.96	-71.8%			
Visitor Numbers 000s	101.87	300.12	-66.1%	56.99	113.79	-49.9%	36.31	145.40	-75.0%	195.17	559.31	-65.1%	341.19	1,724.72	-80.2%	536.36	2,284.02	-76.5%			
Direct Expenditure £M																60.39	189.18	-68.1%			
Economic Impact £M	26.48	88.98	-70.2%	37.14	78.41	-52.6%	5.446	23.00	-76.3%	69.07	190.39	-63.7%	12.09	61.18	-80.2%	81.16	251.57	-67.7%			
Direct Employment FTEs	484	957	-49.4%	562	823	-31.7%	52	198	-73.6%	1,098	1,977	-44.5%	167	522	-68.0%	1,265	2,499	-49.4%			
Total Employment FTEs																1,614	3,119	-48.3%			

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2020 & 2019 - INDEXED TO 2020



Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2020



Sectors	2020	2019	+/- %
Accommodation	22.47	62.85	-64.2%
Food & Drink	14.37	46.26	-68.9%
Recreation	4.716	15.09	-68.7%
Shopping	9.716	33.80	-71.3%
Transport	9.123	31.18	-70.7%
TOTAL DIRECT	60.39	189.18	-68.1%
Indirect	20.77	62.39	-66.7%
TOTAL	81.16	251.57	-67.7%

Sectoral Distribution of Employment - FTEs

