



STEAM REPORT FOR 2013-2024 - FINAL

Final

MONMOUTHSHIRE COUNTY COUNCIL














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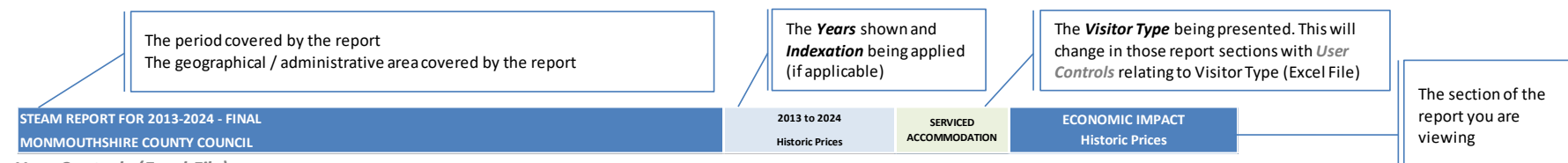
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Report Section Design and Features

Headers

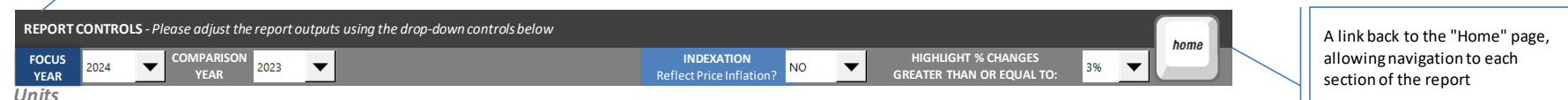
At the top of each page is a band containing key information about your report



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



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Report Prepared by: Cathy James. Date of Issue: 02/07/25

Unindexed Key Measures by Year and Visitor Type for the Period 2013 to 2024

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

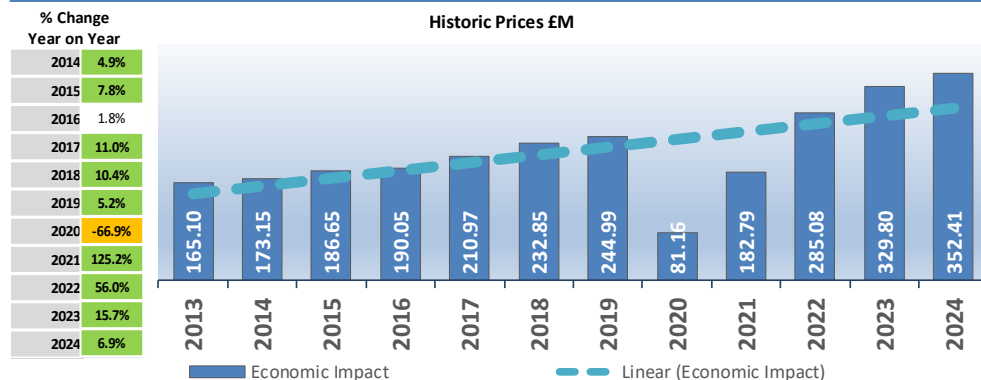
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2013 to 2024
Historic Prices

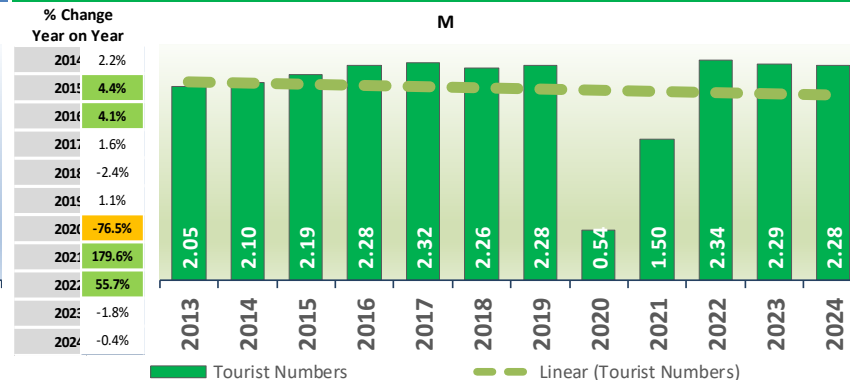
TOTAL

KEY MEASURES
Historic Prices

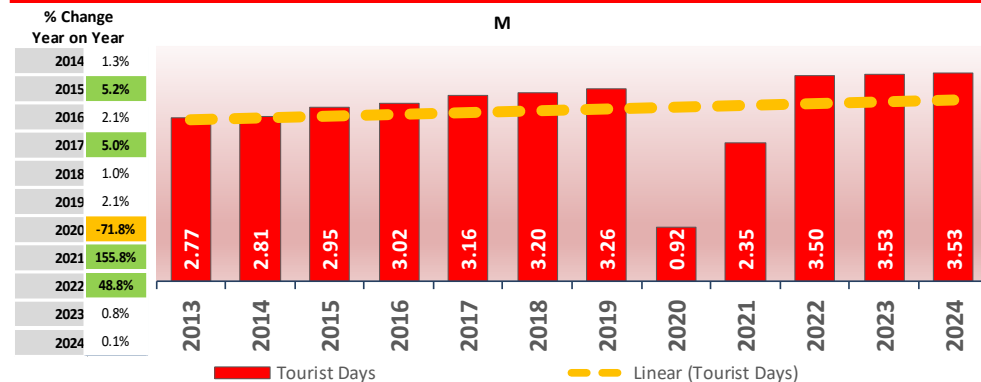
Economic Impact - Historic Prices - Total



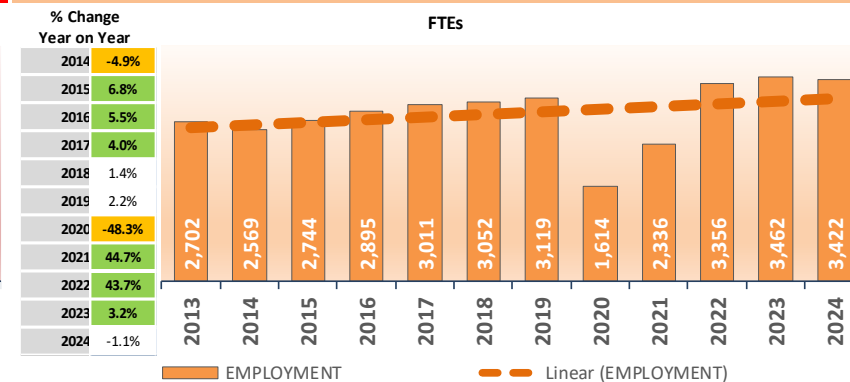
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		4.9%	13.1%	15.1%	27.8%	41.0%	48.4%	-50.8%	10.7%	72.7%	99.8%	113.5%
Visitor Numbers		2.2%	6.7%	11.1%	12.9%	10.1%	11.3%	-73.9%	-26.9%	13.8%	11.8%	11.3%
Visitor Days		1.3%	6.6%	8.8%	14.2%	15.4%	17.8%	-66.8%	-15.1%	26.3%	27.3%	27.5%
Total Employment		-4.9%	1.5%	7.1%	11.4%	13.0%	15.4%	-40.3%	-13.6%	24.2%	28.1%	26.6%

"Linear" = Linear Trendline

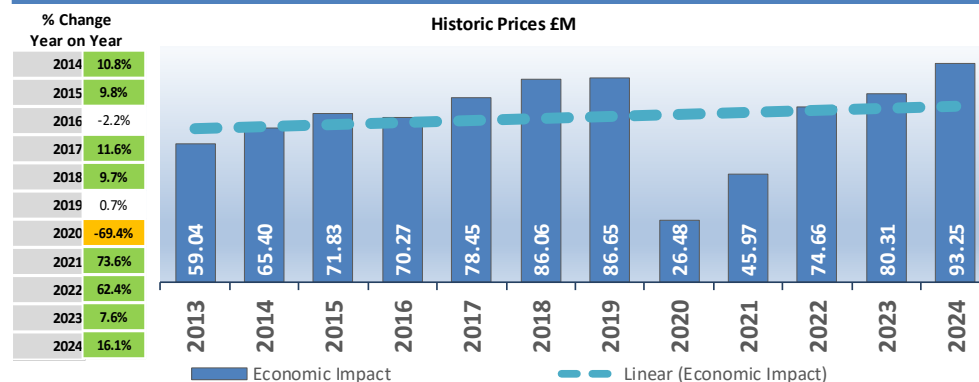
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2013 to 2024
Historic Prices

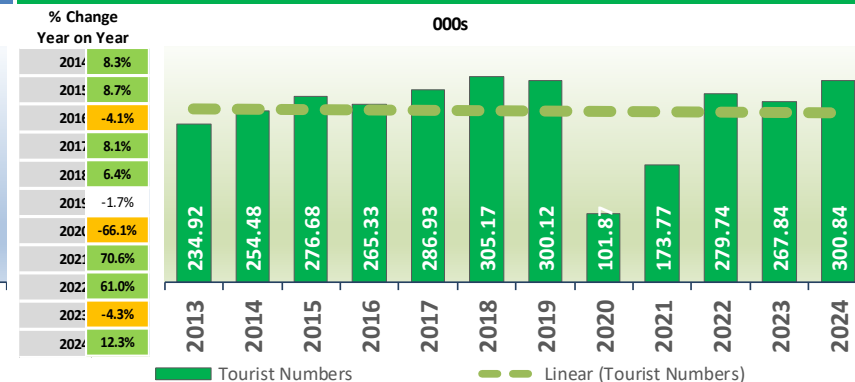
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

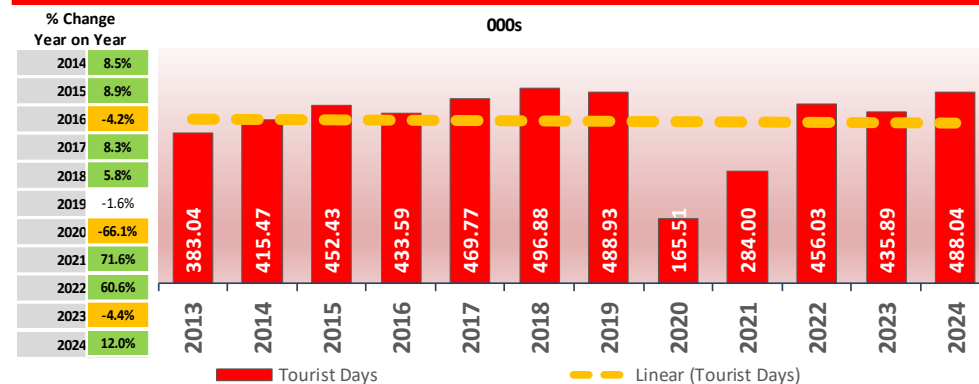
Economic Impact - Historic Prices - Serviced Accommodation



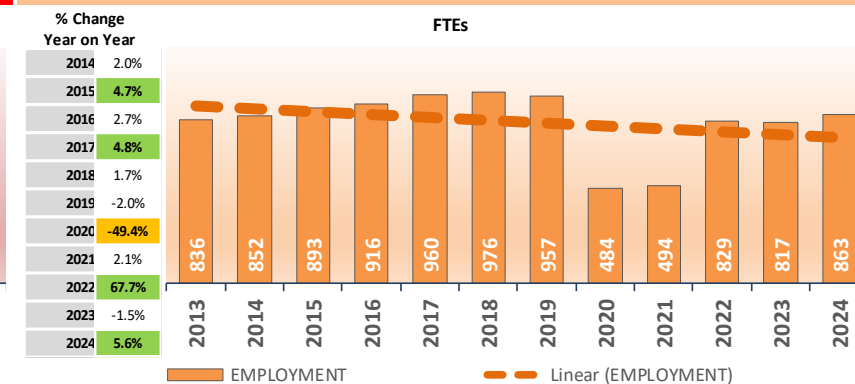
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		10.8%	21.7%	19.0%	32.9%	45.8%	46.8%	-55.1%	-22.1%	26.5%	36.0%	58.0%
Visitor Numbers		8.3%	17.8%	12.9%	22.1%	29.9%	27.8%	-56.6%	-26.0%	19.1%	14.0%	28.1%
Visitor Days		8.5%	18.1%	13.2%	22.6%	29.7%	27.6%	-56.8%	-25.9%	19.1%	13.8%	27.4%
Direct Employment		2.0%	6.8%	9.6%	14.9%	16.8%	14.4%	-42.1%	-40.9%	-0.8%	-2.3%	3.2%

"Linear" = Linear Trendline

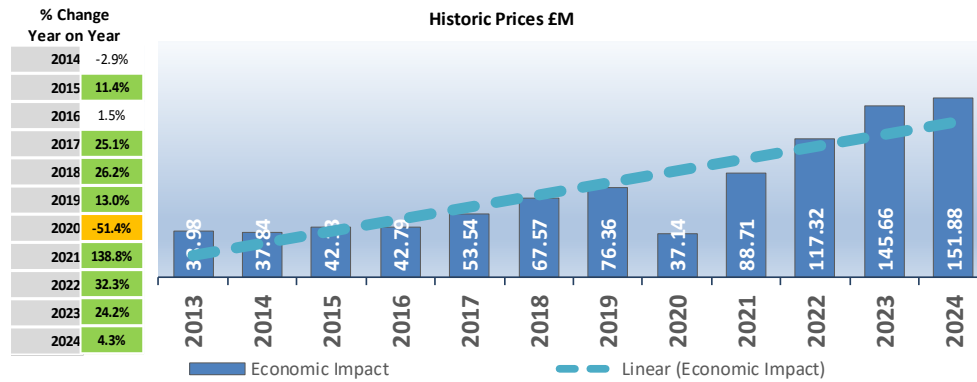
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2013 to 2024
Historic Prices

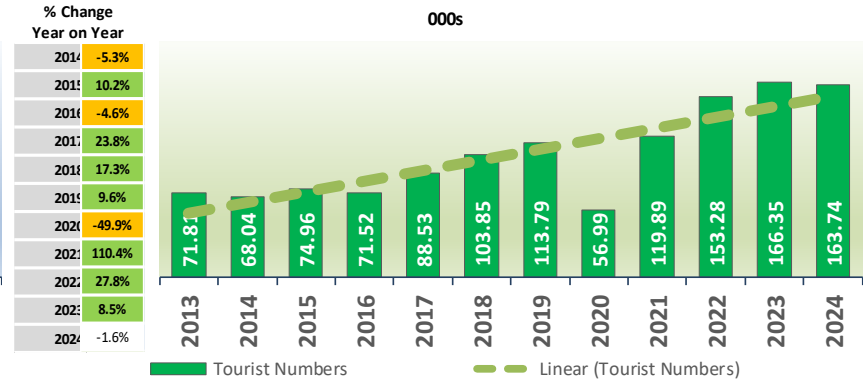
NON-SERVED
ACCOMMODATION

KEY MEASURES
Historic Prices

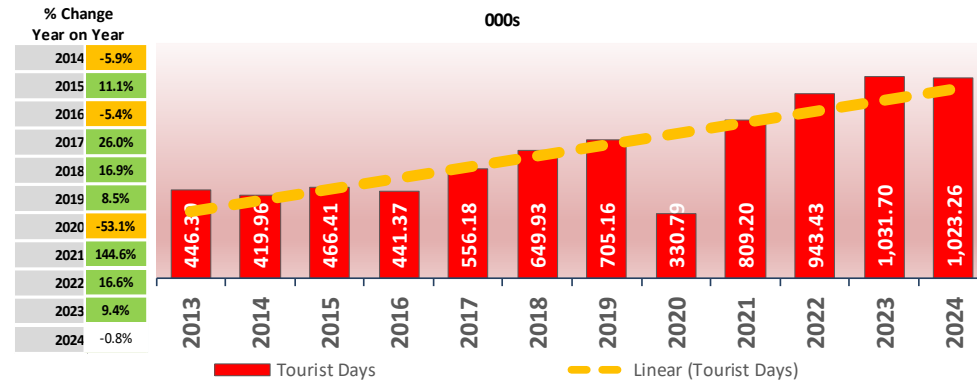
Economic Impact - Historic Prices - Non-Served Accommodation



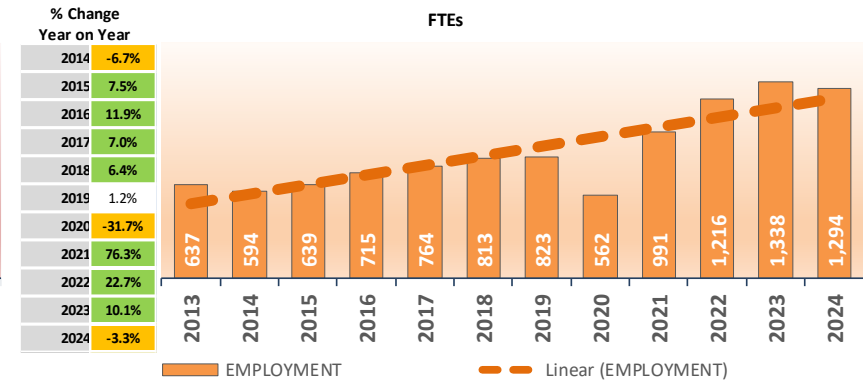
Visitor Numbers - Non-Served Accommodation



Visitor Days - Non-Served Accommodation



Direct Employment Supported - Non-Served Accommodation



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		-2.9%	8.1%	9.8%	37.4%	73.4%	95.9%	-4.7%	127.6%	201.0%	273.7%	289.7%
Visitor Numbers		-5.3%	4.4%	-0.4%	23.3%	44.6%	58.5%	-20.6%	67.0%	113.4%	131.7%	128.0%
Visitor Days		-5.9%	4.5%	-1.1%	24.6%	45.6%	58.0%	-25.9%	81.3%	111.3%	131.1%	129.2%
Direct Employment		-6.7%	0.3%	12.2%	20.1%	27.7%	29.3%	-11.7%	55.7%	91.0%	110.2%	103.2%

"Linear" = Linear Trendline

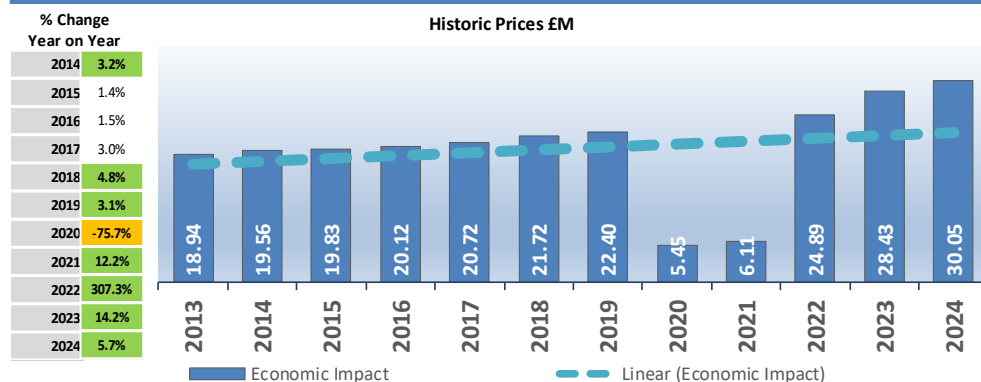
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2013 to 2024
Historic Prices

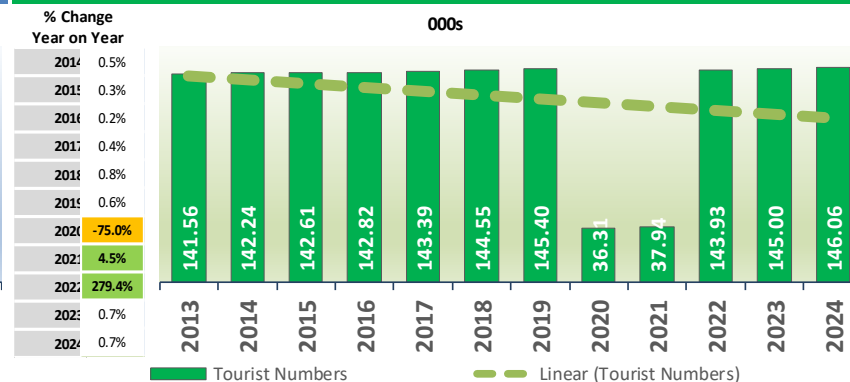
SFR

KEY MEASURES
Historic Prices

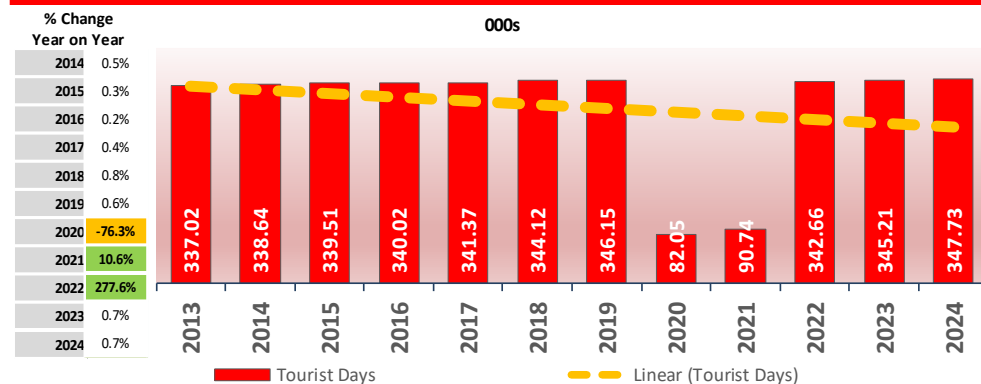
Economic Impact - Historic Prices - SFR



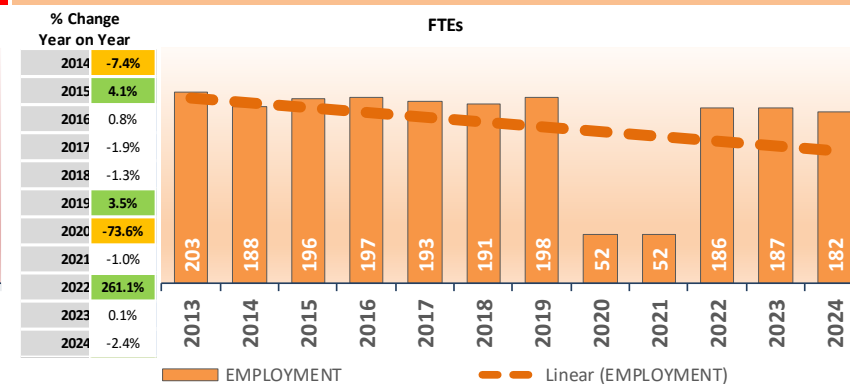
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		3.2%	4.7%	6.2%	9.4%	14.6%	18.2%	-71.3%	-67.7%	31.4%	50.1%	58.7%
Visitor Numbers		0.5%	0.7%	0.9%	1.3%	2.1%	2.7%	-74.3%	-73.2%	1.7%	2.4%	3.2%
Visitor Days		0.5%	0.7%	0.9%	1.3%	2.1%	2.7%	-75.7%	-73.1%	1.7%	2.4%	3.2%
Direct Employment		-7.4%	-3.6%	-2.9%	-4.8%	-6.0%	-2.7%	-74.3%	-74.6%	-8.2%	-8.1%	-10.3%

"Linear" = Linear Trendline

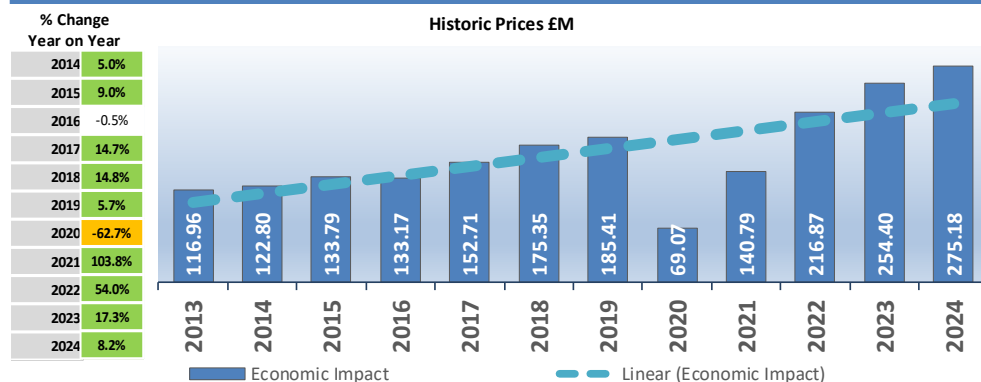
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2013 to 2024
Historic Prices

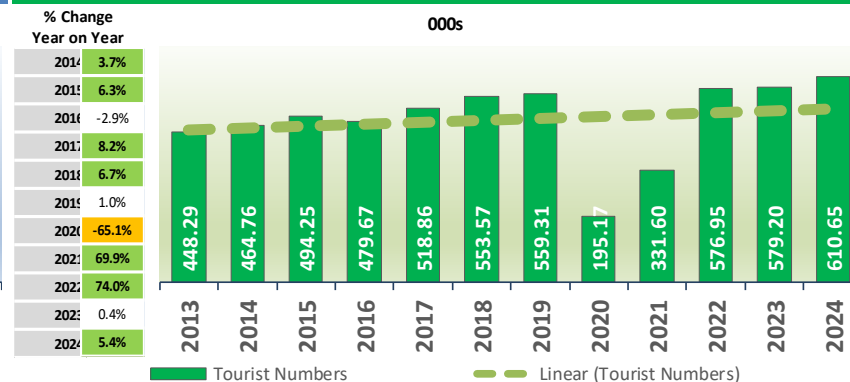
STAYING VISITOR

KEY MEASURES
Historic Prices

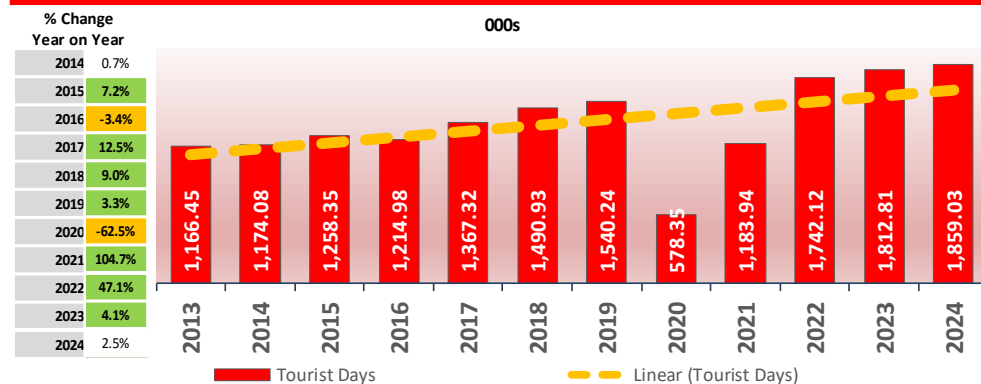
Economic Impact - Historic Prices - Staying Visitor



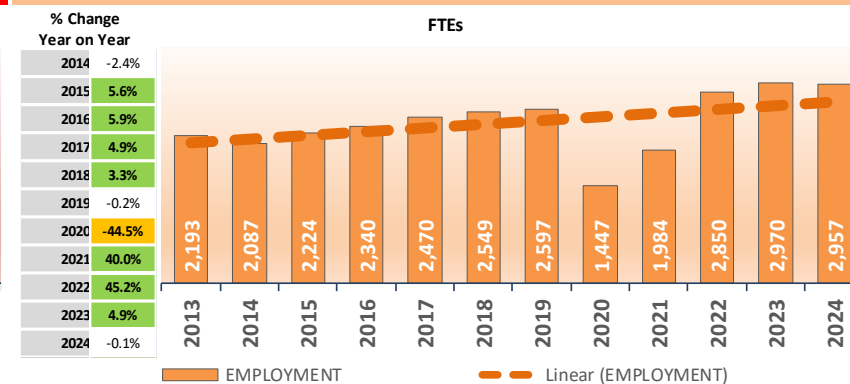
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		5.0%	14.4%	13.9%	30.6%	49.9%	58.5%	-40.9%	20.4%	85.4%	117.5%	135.3%
Visitor Numbers		3.7%	10.3%	7.0%	15.7%	23.5%	24.8%	-56.5%	-26.0%	28.7%	29.2%	36.2%
Visitor Days		0.7%	7.9%	4.2%	17.2%	27.8%	32.0%	-50.4%	1.5%	49.4%	55.4%	59.4%
Direct Employment		-4.8%	1.4%	6.7%	12.7%	16.3%	18.4%	-34.0%	-9.5%	30.0%	35.5%	34.8%

"Linear" = Linear Trendline

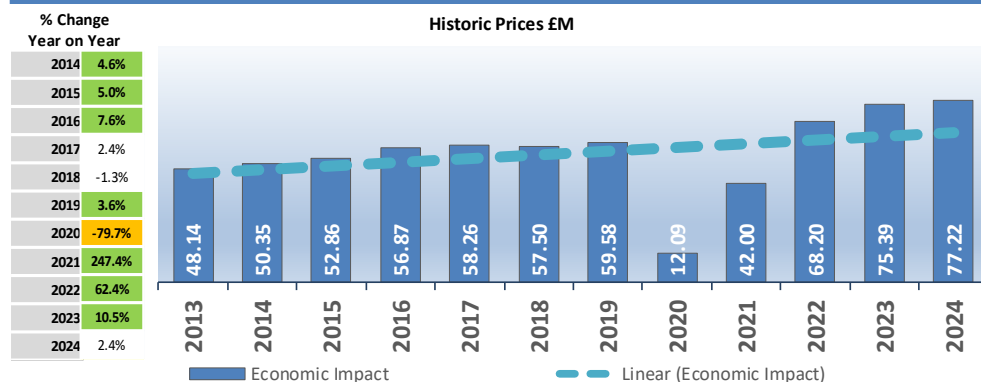
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2013 to 2024
Historic Prices

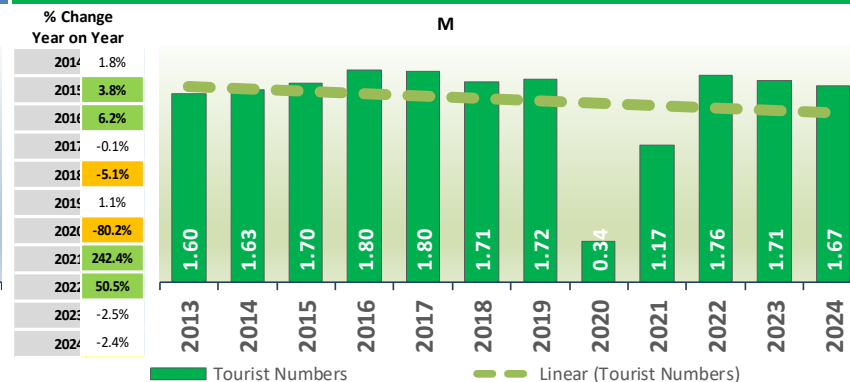
DAY VISITOR

KEY MEASURES
Historic Prices

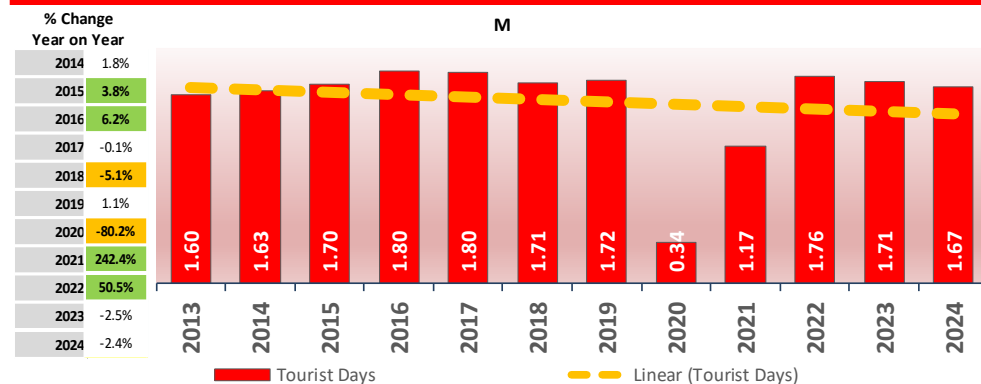
Economic Impact - Historic Prices - Day Visitor



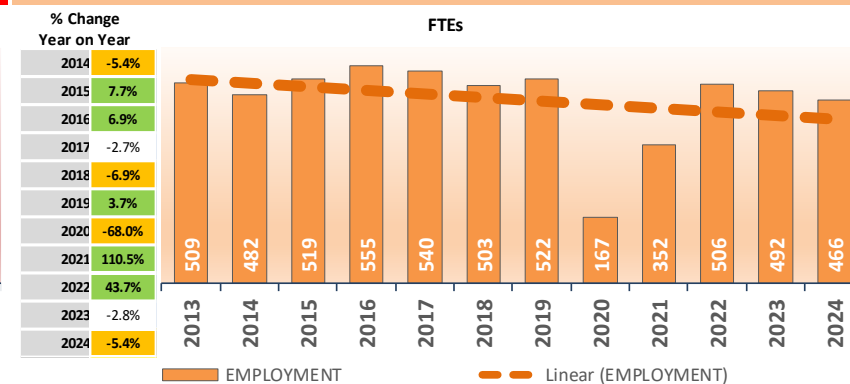
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		4.6%	9.8%	18.1%	21.0%	19.4%	23.8%	-74.9%	-12.7%	41.7%	56.6%	60.4%
Visitor Numbers		1.8%	5.7%	12.2%	12.1%	6.4%	7.5%	-78.7%	-27.2%	9.6%	6.9%	4.3%
Visitor Days		1.8%	5.7%	12.2%	12.1%	6.4%	7.5%	-78.7%	-27.2%	9.6%	6.9%	4.3%
Direct Employment		-5.4%	1.9%	9.0%	6.1%	-1.2%	2.4%	-67.2%	-30.9%	-0.7%	-3.4%	-8.6%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2013 to 2024

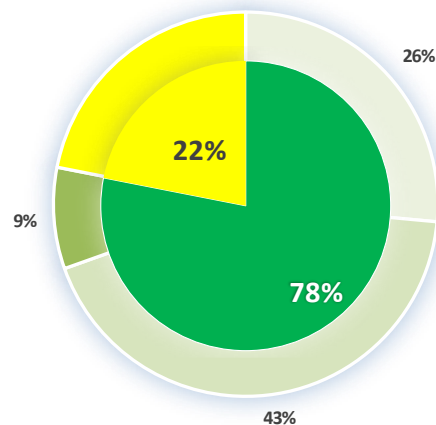
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2024 - M - Share of Total

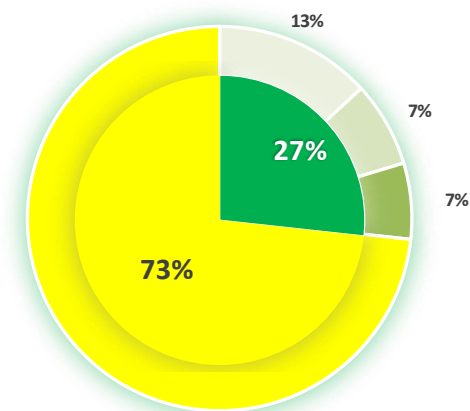
TOTAL
£352.41m

	£M
Serviced	93.25
Non-Serviced	151.88
SFR	30.05
Staying Visitor	275.18
Day Visitor	77.22
Total	352.41



TOTAL
2.28m

	M
Serviced	0.30
Non-Serviced	0.16
SFR	0.15
Staying Visitor	0.61
Day Visitor	1.67
Total	2.28

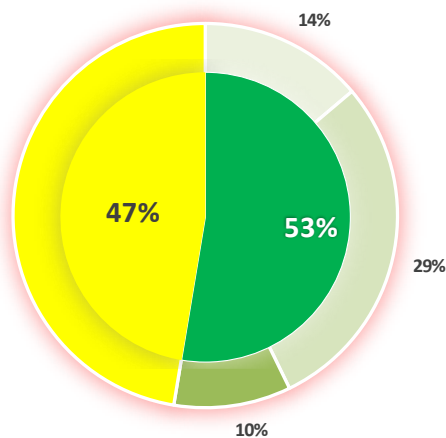


Visitor Days - 2024 - M - Share of Total

Direct Employment Supported - 2024 - FTEs - Share of Total

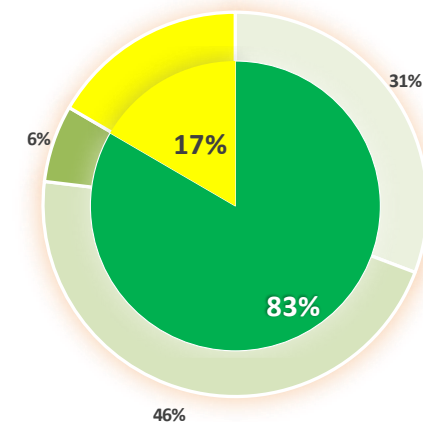
TOTAL
3.53m

	M
Serviced	0.49
Non-Serviced	1.02
SFR	0.35
Staying Visitor	1.86
Day Visitor	1.67
Total	3.53



TOTAL
2,804 Direct FTEs
3,422 Total FTEs

	FTEs
Serviced	863
Non-Serviced	1,294
SFR	182
Staying Visitor	2,339
Day Visitor	466
Total	2,804



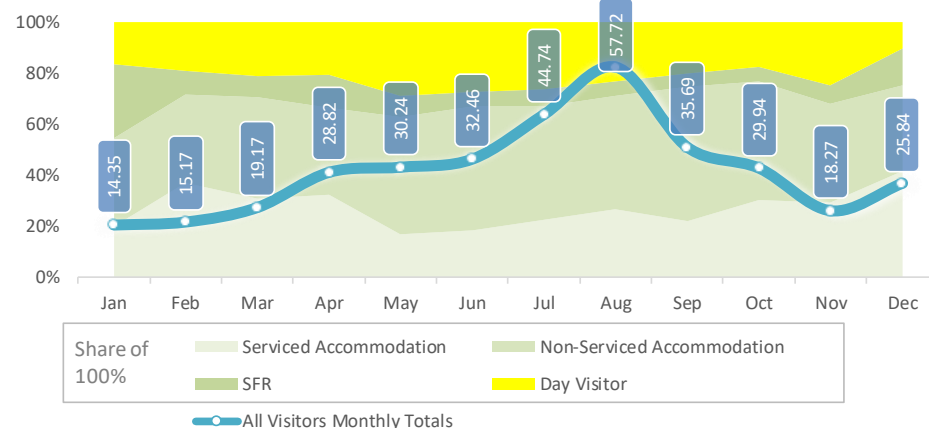
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2024
Historic Prices

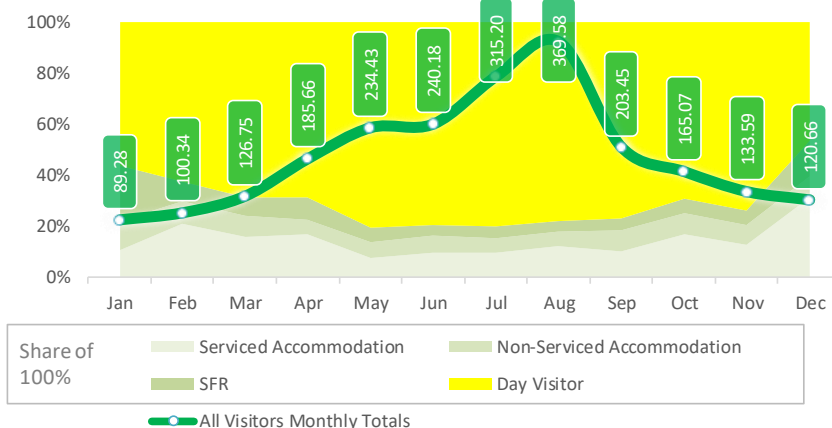
TOTAL

DISTRIBUTION BY MONTH
Historic Prices

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



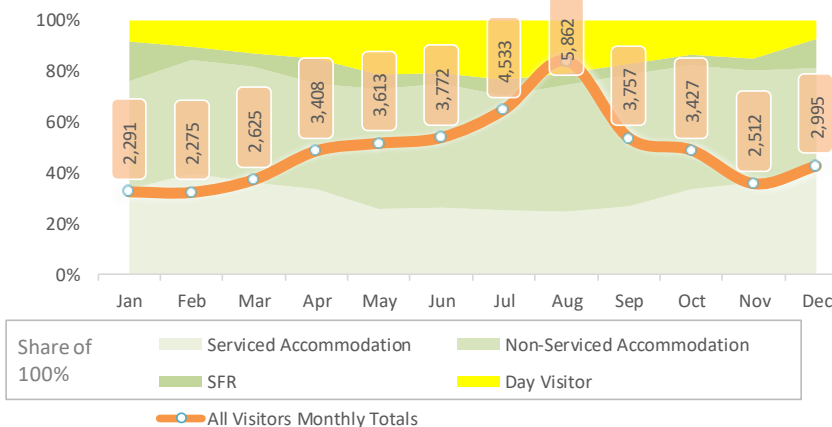
Visitor Numbers - 2024 - 000s - Distribution of Impact by Month

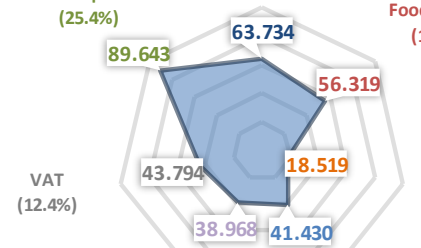


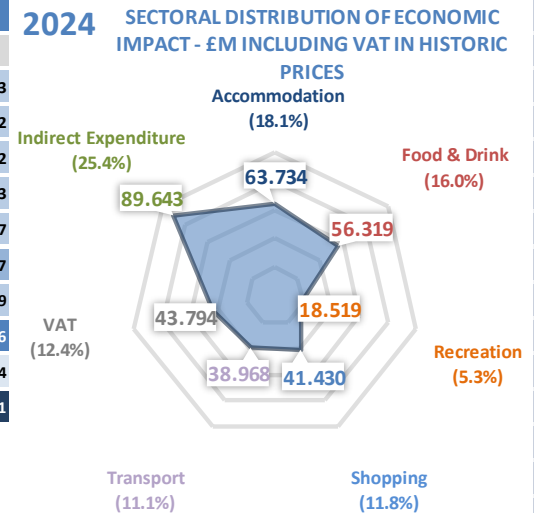
Visitor Days - 2024 - 000s - Distribution of Impact by Month



Direct Employment Supported - 2024 - FTEs - Distribution of Impact by Month



STEAM REPORT FOR 2013-2024 - FINAL MONMOUTHSHIRE COUNTY COUNCIL											2013 to 2024 Historic Prices			TOTAL	SECTORAL ANALYSIS Historic Prices	
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES														2024 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES PRICES Accommodation (18.1%) Food & Drink (16.0%) Recreation (5.3%) VAT (12.4%) 		
SECTOR / YEAR	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024				
Accommodation	£M	27.25	29.65	32.38	33.27	39.21	47.07	51.01	19.68	35.51	50.85	57.22	63.73			
Food & Drink	£M	27.68	28.84	31.01	31.27	34.01	36.23	37.54	12.58	30.65	46.30	53.14	56.32			
Recreation	£M	9.021	9.365	10.07	10.15	11.06	11.80	12.24	4.131	10.13	15.22	17.53	18.52			
Shopping	£M	20.77	21.51	23.04	23.32	25.12	26.54	27.43	8.511	21.28	33.94	39.45	41.43			
Transport	£M	19.37	19.96	21.44	21.65	23.30	24.57	25.30	7.991	20.46	31.86	37.30	38.97			
Direct Revenue	£M	104.08	109.32	117.93	119.66	132.70	146.21	153.52	52.90	118.03	178.17	204.64	218.97			
VAT	£M	20.82	21.86	23.59	23.93	26.54	29.24	30.70	7.493	17.84	34.47	40.93	43.79			
Direct Expenditure	£M	124.90	131.19	141.52	143.60	159.24	175.45	184.23	60.39	135.87	212.64	245.57	262.76			
Indirect Expenditure	£M	40.20	41.96	45.14	46.45	51.73	57.40	60.76	20.77	46.93	72.43	84.23	89.64			
TOTAL	£M	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08	329.80	352.41			

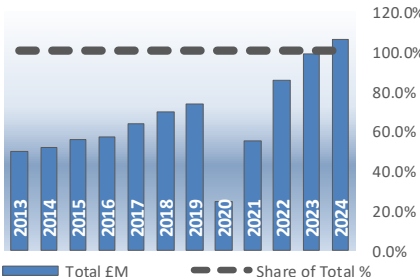


SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	FTEs	866	876	879	1,012	1,046	1,069	1,035	562	793	1,206	1,271	1,282
Food & Drink	FTEs	551	607	675	672	670	695	687	285	549	727	746	732
Recreation	FTEs	218	174	179	192	208	195	217	96	159	221	226	221
Shopping	FTEs	377	318	355	349	367	362	386	227	263	401	404	390
Transport	FTEs	172	142	158	159	167	163	175	96	124	182	186	180
Direct Employment	FTEs	2,185	2,117	2,246	2,383	2,458	2,484	2,499	1,265	1,889	2,737	2,834	2,804
Indirect Employment	FTEs	517	452	498	512	552	569	620	348	447	618	629	618
TOTAL	FTEs	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356	3,462	3,422



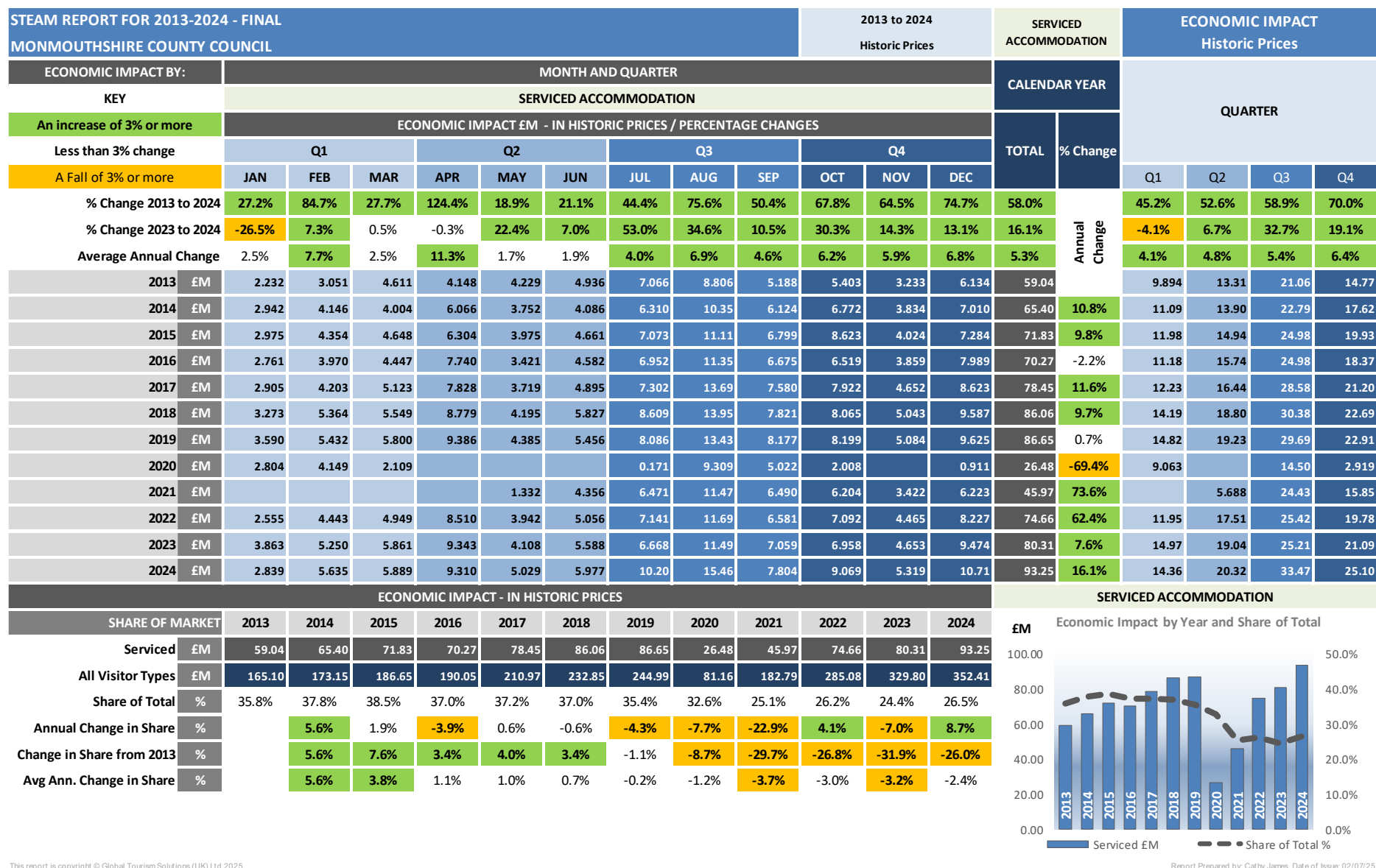
Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2013 to 2024

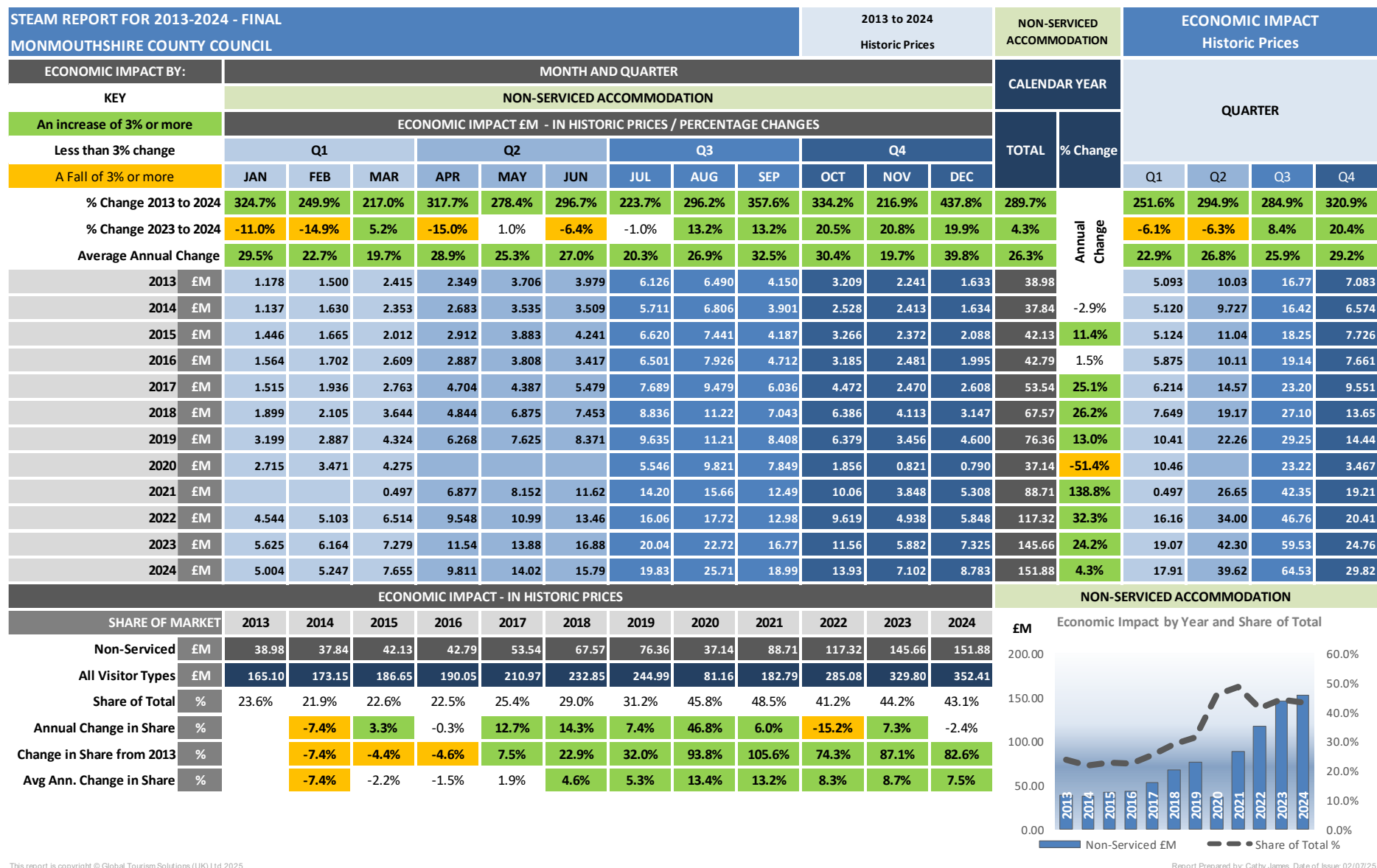
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

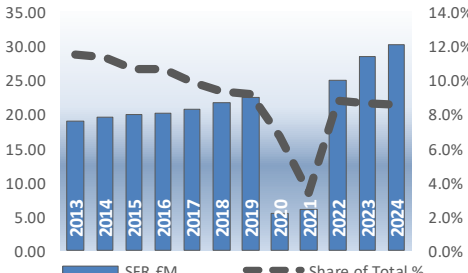
STEAM REPORT FOR 2013-2024 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2013 to 2024 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL																		
An increase of 3% or more		ECONOMIC IMPACT £M - 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	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024		97.1%	97.2%	71.5%	130.7%	105.7%	104.2%	103.8%	122.5%	139.1%	129.7%	120.2%	120.7%		113.5%	86.2%	112.4%	119.9%	124.2%	
% Change 2023 to 2024		-11.1%	-7.4%	1.2%	-6.4%	8.3%	-2.2%	8.1%	18.2%	9.5%	21.8%	13.3%	12.8%		6.9%	-5.4%	-0.4%	12.5%	16.4%	
Average Annual Change		8.8%	8.8%	6.5%	11.9%	9.6%	9.5%	9.4%	11.1%	12.6%	11.8%	10.9%	11.0%		10.3%	7.8%	10.2%	10.9%	11.3%	
2013		£M	7.282	7.696	11.18	12.50	14.70	15.89	21.95	25.94	14.92	13.03	8.295		11.71	165.10	26.16	43.09	62.82	33.03
2014		£M	8.213	8.853	10.86	15.85	13.49	14.67	21.05	27.79	16.00	14.20	9.413	12.75	173.15	4.9%	27.92	44.02	64.84	36.36
2015		£M	8.813	9.485	11.24	17.05	14.71	15.42	22.95	29.40	16.96	17.53	9.659	13.42	186.65	7.8%	29.54	47.18	69.31	40.61
2016		£M	8.673	8.867	12.66	16.97	13.54	16.33	23.38	32.14	17.86	15.36	9.910	14.36	190.05	1.8%	30.20	46.84	73.38	39.62
2017		£M	9.151	9.681	12.58	20.27	15.13	18.90	24.83	34.78	20.31	18.32	11.40	15.62	210.97	11.0%	31.41	54.30	79.92	45.34
2018		£M	10.04	11.12	13.03	20.63	18.84	21.73	27.11	36.25	22.10	20.25	13.83	17.92	232.85	10.4%	34.19	61.20	85.46	52.00
2019		£M	12.18	12.42	13.55	24.42	20.04	21.42	27.45	36.24	24.06	20.44	13.10	19.67	244.99	5.2%	38.15	65.88	87.75	53.21
2020		£M	11.06	11.31	8.363				6.952	21.23	13.42	5.018	1.467	2.349	81.16	-66.9%	30.73		41.60	8.833
2021		£M			0.497	10.19	12.91	20.76	28.74	37.98	23.35	22.47	11.01	14.90	182.79	125.2%	0.497	43.86	90.06	48.37
2022		£M	13.39	13.16	16.91	26.66	23.83	28.62	35.47	42.82	27.46	23.04	14.51	19.21	285.08	56.0%	43.46	79.11	105.74	56.76
2023		£M	16.13	16.38	18.93	30.79	27.91	33.21	41.40	48.82	32.60	24.58	16.13	22.91	329.80	15.7%	51.45	91.90	122.82	63.62
2024		£M	14.35	15.17	19.17	28.82	30.24	32.46	44.74	57.72	35.69	29.94	18.27	25.84	352.41	6.9%	48.69	91.52	138.14	74.05
ECONOMIC IMPACT - IN HISTORIC PRICES														TOTAL						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total						
Total		£M	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08	329.80	352.41						
All Visitor Types		£M	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08	329.80	352.41						
Share of Total		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							
Annual Change in Share		%																		
Change in Share from 2013		%																		
Avg Ann. Change in Share		%																		

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STEAM REPORT FOR 2013-2024 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2013 to 2024 Historic Prices			SFR	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2013 to 2024		58.7%	58.7%	58.7%	58.7%	58.7%	58.7%	58.7%	58.7%	58.7%	58.7%	58.7%	58.7%		58.7%	58.7%	58.7%	58.7%	58.7%
% Change 2023 to 2024		5.7%	5.7%	5.7%	5.7%	5.7%	5.7%	5.7%	5.7%	5.7%	5.7%	5.7%	5.7%		5.7%	5.7%	5.7%	5.7%	5.7%
Average Annual Change		5.3%	5.3%	5.3%	5.3%	5.3%	5.3%	5.3%	5.3%	5.3%	5.3%	5.3%	5.3%		5.3%	5.3%	5.3%	5.3%	5.3%
2013	£M	2.635	0.885	1.007	2.403	1.546	1.191	1.932	2.045	1.053	1.052	0.820	2.375		18.94	4.527	5.139	5.031	4.247
2014	£M	2.720	0.914	1.040	2.481	1.596	1.229	1.995	2.112	1.088	1.087	0.847	2.452	19.56	3.2%	4.674	5.306	5.194	4.385
2015	£M	2.757	0.926	1.054	2.515	1.618	1.246	2.022	2.141	1.103	1.101	0.858	2.485	19.83	1.4%	4.738	5.378	5.265	4.445
2016	£M	2.798	0.940	1.070	2.552	1.642	1.265	2.052	2.172	1.119	1.118	0.871	2.522	20.12	1.5%	4.808	5.459	5.344	4.511
2017	£M	2.882	0.968	1.102	2.629	1.691	1.303	2.114	2.237	1.152	1.151	0.897	2.598	20.72	3.0%	4.952	5.622	5.504	4.646
2018	£M	3.020	1.015	1.154	2.755	1.772	1.365	2.215	2.345	1.208	1.207	0.940	2.722	21.72	4.8%	5.190	5.891	5.767	4.869
2019	£M	3.115	1.047	1.191	2.841	1.828	1.408	2.284	2.418	1.246	1.244	0.970	2.808	22.40	3.1%	5.352	6.076	5.948	5.022
2020	£M	3.210	1.079	0.672				0.235	0.249					5.446	-75.7%	4.961		0.485	
2021	£M					0.192	0.148	1.202	1.272	0.655	0.655	0.510	1.477	6.112	12.2%		0.340	3.129	2.642
2022	£M	3.462	1.163	1.323	3.157	2.031	1.565	2.539	2.687	1.384	1.383	1.078	3.120	24.89	307.3%	5.948	6.753	6.611	5.581
2023	£M	3.954	1.329	1.511	3.606	2.320	1.787	2.900	3.070	1.581	1.580	1.231	3.564	28.43	14.2%	6.794	7.713	7.551	6.374
2024	£M	4.180	1.404	1.598	3.812	2.452	1.889	3.065	3.245	1.671	1.670	1.301	3.767	30.05	5.7%	7.182	8.153	7.981	6.738
ECONOMIC IMPACT - IN HISTORIC PRICES														SFR					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total					
SFR	£M	18.94	19.56	19.83	20.12	20.72	21.72	22.40	5.446	6.112	24.89	28.43	30.05						
All Visitor Types	£M	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08	329.80	352.41						
Share of Total	%	11.5%	11.3%	10.6%	10.6%	9.8%	9.3%	9.1%	6.7%	3.3%	8.7%	8.6%	8.5%						
Annual Change in Share	%		-1.6%	-6.0%	-0.3%	-7.2%	-5.1%	-2.0%	-26.6%	-50.2%	161.2%	-1.3%	-1.1%						
Change in Share from 2013	%		-1.6%	-7.4%	-7.7%	-14.4%	-18.7%	-20.3%	-41.5%	-70.9%	-23.9%	-24.9%	-25.7%						
Avg Ann. Change in Share	%		-1.6%	-3.7%	-2.6%	-3.6%	-3.7%	-3.4%	-5.9%	-8.9%	-2.7%	-2.5%	-2.3%						
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STEAM REPORT FOR 2013-2024 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2013 to 2024 Historic Prices			STAYING VISITOR		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING 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			Q1	Q2	Q3	Q4
% Change 2013 to 2024		98.9%	126.0%	88.5%	157.7%	126.8%	134.0%	118.9%	156.2%	173.9%	155.3%	118.0%	129.4%	135.3%	Annual Change	102.2%	139.0%	147.3%	136.2%
% Change 2023 to 2024		-10.6%	-3.6%	3.3%	-6.4%	5.9%	-2.5%	11.8%	19.2%	12.0%	22.8%	16.6%	14.3%	8.2%		-3.4%	-1.4%	14.8%	18.1%
Average Annual Change		9.0%	11.5%	8.0%	14.3%	11.5%	12.2%	10.8%	14.2%	15.8%	14.1%	10.7%	11.8%	12.3%		9.3%	12.6%	13.4%	12.4%
2013	£M	6.045	5.436	8.033	8.900	9.480	10.11	15.12	17.34	10.39	9.664	6.294	10.14	116.96		19.51	28.49	42.86	26.10
2014	£M	6.799	6.691	7.397	11.23	8.883	8.824	14.02	19.27	11.11	10.39	7.094	11.10	122.80	5.0%	20.89	28.94	44.40	28.58
2015	£M	7.178	6.946	7.715	11.73	9.476	10.15	15.72	20.69	12.09	12.99	7.254	11.86	133.79	9.0%	21.84	31.35	48.50	32.10
2016	£M	7.123	6.612	8.126	13.18	8.871	9.264	15.51	21.45	12.51	10.82	7.211	12.51	133.17	-0.5%	21.86	31.31	49.46	30.54
2017	£M	7.303	7.107	8.988	15.16	9.797	11.68	17.10	25.41	14.77	13.55	8.020	13.83	152.71	14.7%	23.40	36.63	57.28	35.39
2018	£M	8.192	8.485	10.35	16.38	12.84	14.65	19.66	27.52	16.07	15.66	10.10	15.46	175.35	14.8%	27.02	43.86	63.25	41.21
2019	£M	9.904	9.365	11.31	18.49	13.84	15.23	20.01	27.06	17.83	15.82	9.510	17.03	185.41	5.7%	30.58	47.57	64.89	42.36
2020	£M	8.729	8.699	7.056				5.952	19.38	12.87	3.864	0.821	1.700	69.07	-62.7%	24.48		38.20	6.385
2021	£M			0.497	6.877	9.676	16.12	21.87	28.40	19.64	16.92	7.779	13.01	140.79	103.8%	0.497	32.67	69.91	37.70
2022	£M	10.56	10.71	12.79	21.22	16.96	20.08	25.74	32.10	20.94	18.09	10.48	17.20	216.87	54.0%	34.06	58.26	78.79	45.77
2023	£M	13.44	12.74	14.65	24.49	20.31	24.25	29.61	37.27	25.41	20.09	11.77	20.36	254.40	17.3%	40.84	69.05	92.29	52.22
2024	£M	12.02	12.29	15.14	22.93	21.51	23.65	33.10	44.42	28.46	24.67	13.72	23.27	275.18	8.2%	39.45	68.09	105.98	61.66
ECONOMIC IMPACT - IN HISTORIC PRICES														STAYING VISITOR					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total					
Staying Visitor	£M	116.96	122.80	133.79	133.17	152.71	175.35	185.41	69.07	140.79	216.87	254.40	275.18						
All Visitor Types	£M	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08	329.80	352.41						
Share of Total	%	70.8%	70.9%	71.7%	70.1%	72.4%	75.3%	75.7%	85.1%	77.0%	76.1%	77.1%	78.1%						
Annual Change in Share	%		0.1%	1.1%	-2.2%	3.3%	4.0%	0.5%	12.5%	-9.5%	-1.2%	1.4%	1.2%						
Change in Share from 2013	%		0.1%	1.2%	-1.1%	2.2%	6.3%	6.8%	20.1%	8.7%	7.4%	8.9%	10.2%						
Avg Ann. Change in Share	%		0.1%	0.6%	-0.4%	0.5%	1.3%	1.1%	2.9%	1.1%	0.8%	0.9%	0.9%						

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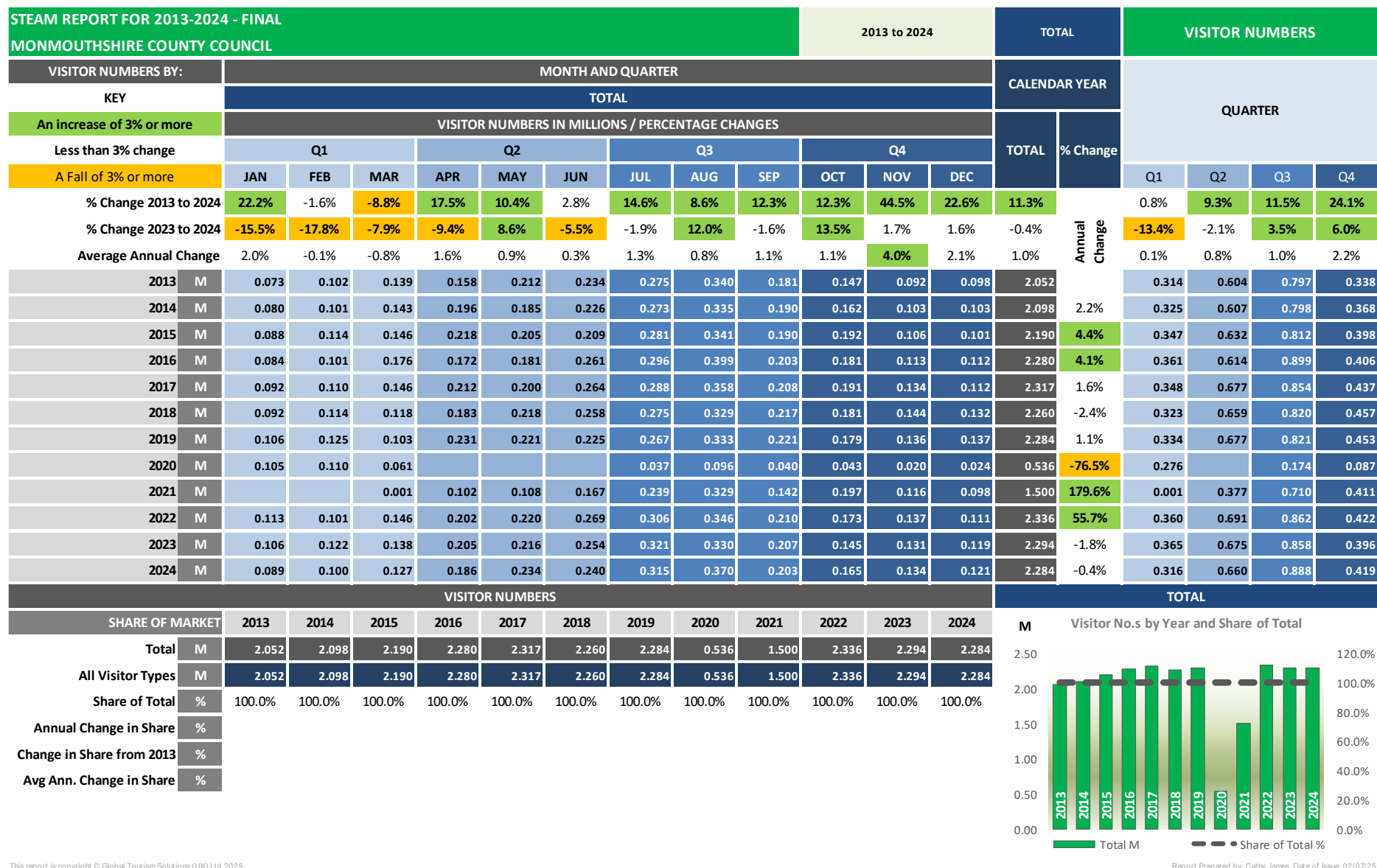
STEAM REPORT FOR 2013-2024 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2013 to 2024 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £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	Annual Change	Q1	Q2	Q3	Q4	
% Change 2013 to 2024		88.1%	27.8%	28.0%	63.8%	67.4%	52.2%	70.5%	54.6%	59.4%	56.5%	127.2%	64.4%		60.4%	39.1%	60.5%	61.1%	78.7%
% Change 2023 to 2024		-13.6%	-20.7%	-6.0%	-6.4%	14.9%	-1.6%	-1.3%	15.2%	0.5%	17.4%	4.2%	1.0%		2.4%	-12.9%	2.5%	5.4%	8.7%
Average Annual Change		8.0%	2.5%	2.5%	5.8%	6.1%	4.7%	6.4%	5.0%	5.4%	5.1%	11.6%	5.9%		5.5%	3.6%	5.5%	5.6%	7.2%
2013	£M	1.237	2.260	3.147	3.596	5.216	5.788	6.829	8.602	4.531	3.367	2.001	1.566		48.14	6.644	14.60	19.96	6.934
2014	£M	1.414	2.162	3.460	4.621	4.608	5.850	7.038	8.521	4.889	3.810	2.320	1.658	50.35	4.6%	7.036	15.08	20.45	7.787
2015	£M	1.635	2.540	3.529	5.324	5.230	5.275	7.233	8.707	4.875	4.544	2.404	1.564	52.86	5.0%	7.704	15.83	20.82	8.512
2016	£M	1.550	2.255	4.537	3.790	4.666	7.068	7.870	10.69	5.359	4.536	2.699	1.850	56.87	7.6%	8.341	15.52	23.92	9.085
2017	£M	1.848	2.574	3.594	5.115	5.337	7.220	7.727	9.370	5.539	4.776	3.375	1.789	58.26	2.4%	8.016	17.67	22.64	9.941
2018	£M	1.844	2.637	2.686	4.254	6.003	7.082	7.446	8.732	6.026	4.592	3.732	2.468	57.50	-1.3%	7.167	17.34	22.20	10.79
2019	£M	2.271	3.058	2.236	5.926	6.206	6.180	7.443	9.181	6.234	4.622	3.594	2.633	59.58	3.6%	7.565	18.31	22.86	10.85
2020	£M	2.330	2.608	1.306				0.999	1.854	0.545	1.154	0.645	0.648	12.09	-79.7%	6.244		3.397	2.448
2021	£M				3.310	3.238	4.635	6.865	9.574	3.711	5.553	3.230	1.888	42.00	247.4%		11.18	20.15	10.67
2022	£M	2.833	2.446	4.126	5.447	6.869	8.536	9.721	10.72	6.513	4.948	4.031	2.013	68.20	62.4%	9.405	20.85	26.95	10.99
2023	£M	2.692	3.640	4.283	6.296	7.599	8.955	11.79	11.54	7.190	4.490	4.363	2.549	75.39	10.5%	10.62	22.85	30.53	11.40
2024	£M	2.326	2.887	4.028	5.890	8.731	8.809	11.64	13.30	7.224	5.270	4.546	2.573	77.22	2.4%	9.241	23.43	32.16	12.39
ECONOMIC IMPACT - IN HISTORIC PRICES														DAY VISITOR					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total					
Day Visitor	£M	48.14	50.35	52.86	56.87	58.26	57.50	59.58	12.09	42.00	68.20	75.39	77.22						
All Visitor Types	£M	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08	329.80	352.41						
Share of Total	%	29.2%	29.1%	28.3%	29.9%	27.6%	24.7%	24.3%	14.9%	23.0%	23.9%	22.9%	21.9%						
Annual Change in Share	%		-0.3%	-2.6%	5.7%	-7.7%	-10.6%	-1.5%	-38.8%	54.3%	4.1%	-4.4%	-4.1%						
Change in Share from 2013	%		-0.3%	-2.9%	2.6%	-5.3%	-15.3%	-16.6%	-48.9%	-21.2%	-18.0%	-21.6%	-24.8%						
Avg Ann. Change in Share	%		-0.3%	-1.4%	0.9%	-1.3%	-3.1%	-2.8%	-7.0%	-2.6%	-2.0%	-2.2%	-2.3%						

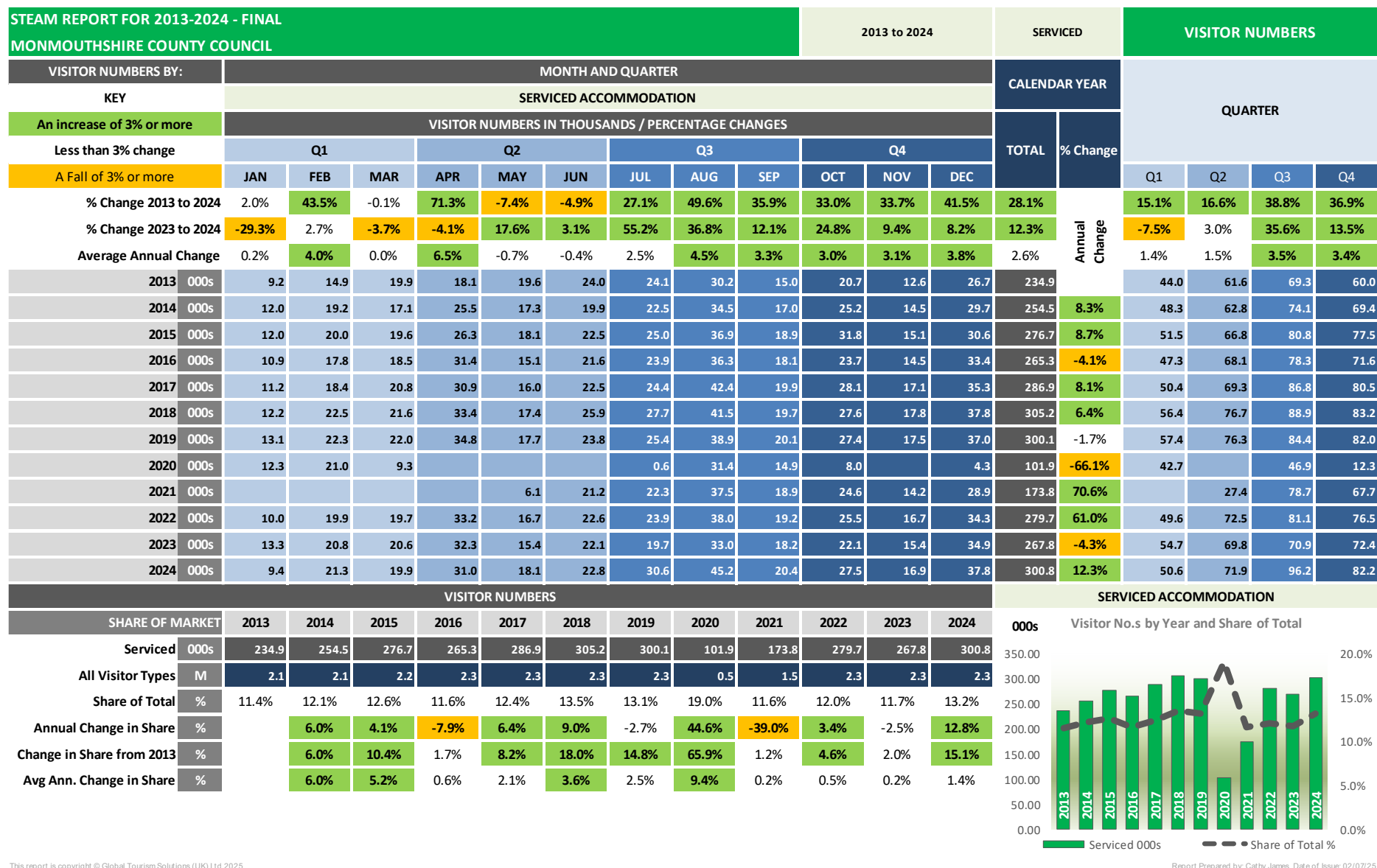
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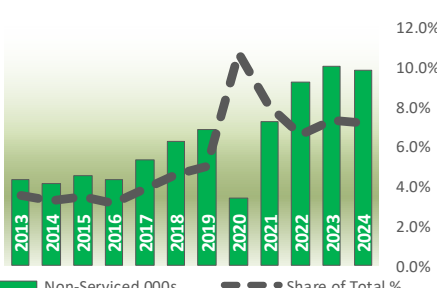
Report Prepared by: Cathy James. Date of Issue: 02/07/2025

Visitor Numbers by Month, Year and Visitor Type for the Period 2013 to 2024

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

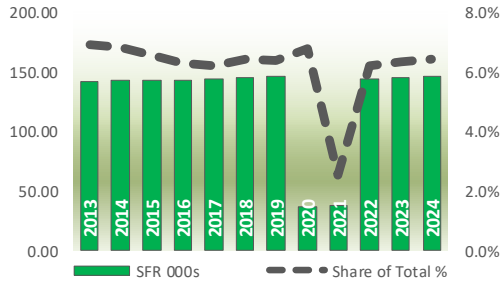


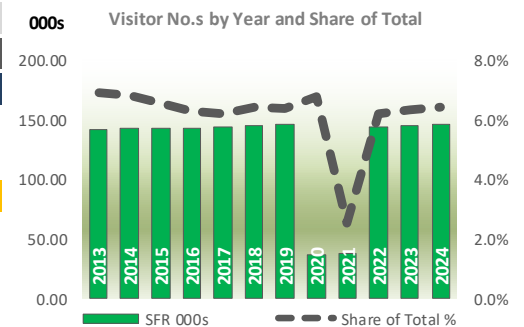


STEAM REPORT FOR 2013-2024 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2013 to 2024				NON-SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / 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	Annual Change	Q1	Q2	Q3	Q4	
% Change 2013 to 2024		161.2%	104.7%	87.3%	153.3%	123.3%	136.6%	86.5%	127.7%	169.6%	167.4%	81.1%	212.2%		128.0%	113.0%	135.8%	122.8%	142.3%
% Change 2023 to 2024		-15.0%	-19.6%	-0.4%	-18.4%	-3.6%	-10.9%	-6.1%	7.7%	8.1%	15.7%	15.4%	12.6%		-1.6%	-11.7%	-10.7%	3.1%	14.7%
Average Annual Change		14.7%	9.5%	7.9%	13.9%	11.2%	12.4%	7.9%	11.6%	15.4%	15.2%	7.4%	19.3%		11.6%	10.3%	12.3%	11.2%	12.9%
2013 000s		3.9	4.3	5.9	4.2	6.4	6.8	9.7	9.6	6.5	5.3	6.0	3.3		71.8	14.0	17.4	25.8	14.6
2014 000s		3.6	4.5	5.6	4.8	5.9	5.8	8.6	9.7	6.0	4.1	6.2	3.2	68.0	-5.3%	13.7	16.4	24.4	13.5
2015 000s		4.6	4.5	4.8	5.2	6.5	7.0	10.1	10.7	6.3	5.3	6.1	4.0	75.0	10.2%	13.9	18.6	27.1	15.4
2016 000s		4.7	4.3	5.8	4.8	5.9	5.1	9.2	10.5	6.7	4.9	5.9	3.6	71.5	-4.6%	14.8	15.8	26.5	14.4
2017 000s		4.5	4.9	6.1	7.8	6.8	8.5	10.9	12.6	8.7	6.9	6.0	4.8	88.5	23.8%	15.5	23.2	32.2	17.7
2018 000s		5.7	5.3	7.8	7.7	10.0	11.1	12.2	13.8	9.3	8.6	8.2	4.3	103.8	17.3%	18.8	28.8	35.3	21.0
2019 000s		7.7	6.6	8.1	8.7	10.4	11.6	12.4	13.5	11.2	9.0	7.1	7.5	113.8	9.6%	22.3	30.7	37.1	23.6
2020 000s		7.5	7.8	8.3				6.8	11.2	10.0	2.4	1.7	1.3	57.0	-49.9%	23.6		28.0	5.4
2021 000s				1.0	10.1	10.8	15.7	18.3	18.5	15.5	13.5	8.1	8.5	119.9	110.4%	1.0	36.5	52.2	30.1
2022 000s		11.4	10.4	11.3	12.3	13.1	16.2	17.4	17.8	14.1	11.6	9.1	8.5	153.3	27.8%	33.2	41.7	49.3	29.1
2023 000s		11.9	10.8	11.0	13.1	14.8	18.0	19.3	20.2	16.3	12.3	9.4	9.2	166.4	8.5%	33.8	45.9	55.8	30.9
2024 000s		10.1	8.7	11.0	10.7	14.2	16.0	18.1	21.8	17.6	14.3	10.8	10.3	163.7	-1.6%	29.8	41.0	57.5	35.4
VISITOR NUMBERS														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s	Visitor No.s by Year and Share of Total				
Non-Serviced 000s		71.8	68.0	75.0	71.5	88.5	103.8	113.8	57.0	119.9	153.3	166.4	163.7	200.00					
All Visitor Types M		2.1	2.1	2.2	2.3	2.3	2.3	2.3	0.5	1.5	2.3	2.3	2.3	150.00					
Share of Total %		3.5%	3.2%	3.4%	3.1%	3.8%	4.6%	5.0%	10.6%	8.0%	6.6%	7.3%	7.2%	100.00					
Annual Change in Share %			-7.3%	5.5%	-8.4%	21.8%	20.2%	8.4%	113.3%	-24.8%	-17.9%	10.5%	-1.2%	50.00					
Change in Share from 2013 %			-7.3%	-2.2%	-10.3%	9.2%	31.3%	42.4%	203.7%	128.5%	87.6%	107.3%	104.9%	0.00					
Avg Ann. Change in Share %			-7.3%	-1.1%	-3.4%	2.3%	6.3%	7.1%	29.1%	16.1%	9.7%	10.7%	9.5%	0.00	Legend: Non-Serviced 000s (Green Bar), Share of Total % (Grey Line)				
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STEAM REPORT FOR 2013-2024 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2013 to 2024			SFR		VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2013 to 2024		3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%		3.2%	3.2%	3.2%	3.2%	
% Change 2023 to 2024		0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%		0.7%	0.7%	0.7%	0.7%	
Average Annual Change		0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%		0.3%	0.3%	0.3%	0.3%	
2013	000s	18.7	7.5	8.3	15.8	12.5	10.1	13.7	14.0	8.6	8.7	7.2	16.2	141.6	0.5%	34.6	38.4	36.4	32.2	
2014	000s	18.8	7.5	8.4	15.9	12.6	10.1	13.8	14.1	8.7	8.8	7.2	16.3	142.2		34.7	38.6	36.6	32.3	
2015	000s	18.9	7.6	8.4	15.9	12.6	10.2	13.9	14.1	8.7	8.8	7.2	16.4	142.6	0.3%	34.8	38.7	36.6	32.4	
2016	000s	18.9	7.6	8.4	16.0	12.6	10.2	13.9	14.1	8.7	8.8	7.3	16.4	142.8	0.2%	34.9	38.8	36.7	32.5	
2017	000s	19.0	7.6	8.4	16.0	12.7	10.2	13.9	14.2	8.7	8.9	7.3	16.5	143.4	0.4%	35.0	38.9	36.9	32.6	
2018	000s	19.1	7.7	8.5	16.2	12.8	10.3	14.0	14.3	8.8	8.9	7.3	16.6	144.5	0.8%	35.3	39.2	37.1	32.9	
2019	000s	19.3	7.7	8.6	16.3	12.8	10.4	14.1	14.4	8.9	9.0	7.4	16.7	145.4	0.6%	35.5	39.5	37.4	33.1	
2020	000s	19.3	7.7	6.4				1.4	1.4					36.3	-75.0%	33.5		2.9		
2021	000s					1.3	1.0	7.1	7.3	4.5	4.5	3.7	8.4	37.9	4.5%		2.3	18.9	16.7	
2022	000s	19.1	7.6	8.5	16.1	12.7	10.3	14.0	14.2	8.8	8.9	7.3	16.5	143.9	279.4%	35.2	39.1	37.0	32.7	
2023	000s	19.2	7.7	8.5	16.2	12.8	10.3	14.1	14.3	8.8	9.0	7.4	16.6	145.0	0.7%	35.4	39.4	37.3	33.0	
2024	000s	19.3	7.7	8.6	16.3	12.9	10.4	14.2	14.4	8.9	9.0	7.4	16.8	146.1	0.7%	35.7	39.6	37.5	33.2	
VISITOR NUMBERS														SFR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s Visitor No.s by Year and Share of Total						
SFR		000s	141.6	142.2	142.6	142.8	143.4	144.5	145.4	36.3	37.9	143.9	145.0	146.1						
All Visitor Types		M	2.1	2.1	2.2	2.3	2.3	2.3	2.3	0.5	1.5	2.3	2.3	2.3						
Share of Total		%	6.9%	6.8%	6.5%	6.3%	6.2%	6.4%	6.4%	6.8%	2.5%	6.2%	6.3%	6.4%						
Annual Change in Share		%		-1.7%	-4.0%	-3.8%	-1.2%	3.3%	-0.5%	6.4%	-62.6%	143.6%	2.6%	1.2%						
Change in Share from 2013		%		-1.7%	-5.6%	-9.2%	-10.3%	-7.3%	-7.7%	-1.8%	-63.3%	-10.6%	-8.3%	-7.3%						
Avg Ann. Change in Share		%		-1.7%	-2.8%	-3.1%	-2.6%	-1.5%	-1.3%	-0.3%	-7.9%	-1.2%	-0.8%	-0.7%						
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STEAM REPORT FOR 2013-2024 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2013 to 2024			STAYING VISITOR	VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
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	Annual Change	Q1	Q2	Q3	Q4	
% Change 2013 to 2024		22.1%	41.9%	15.7%	52.1%	17.7%	20.6%	32.3%	51.4%	55.5%	46.2%	36.2%	40.3%		36.2%	25.4%	29.9%	45.4%	41.2%
% Change 2023 to 2024		-12.5%	-3.8%	-1.9%	-5.9%	5.3%	-2.4%	18.5%	20.4%	8.3%	17.3%	9.2%	6.8%		5.4%	-6.3%	-1.7%	16.6%	10.7%
Average Annual Change		2.0%	3.8%	1.4%	4.7%	1.6%	1.9%	2.9%	4.7%	5.0%	4.2%	3.3%	3.7%		3.3%	2.3%	2.7%	4.1%	3.7%
2013 000s		31.8	26.6	34.1	38.1	38.4	40.9	47.6	53.7	30.2	34.8	25.8	46.3		448.3	92.6	117.4	131.5	106.8
2014 000s		34.5	31.2	31.0	46.2	35.7	35.9	45.0	58.3	31.7	38.1	28.0	49.2	464.8	3.7%	96.7	117.8	135.0	115.3
2015 000s		35.4	32.0	32.8	47.4	37.2	39.6	49.0	61.7	33.9	45.9	28.4	51.0	494.2	6.3%	100.2	124.2	144.5	125.3
2016 000s		34.5	29.7	32.7	52.1	33.6	36.9	47.0	61.0	33.5	37.4	27.7	53.4	479.7	-2.9%	97.0	122.7	141.5	118.5
2017 000s		34.7	30.9	35.3	54.7	35.5	41.2	49.3	69.2	37.4	43.9	30.3	56.5	518.9	8.2%	100.9	131.4	155.8	130.8
2018 000s		37.1	35.5	37.9	57.2	40.2	47.3	53.9	69.6	37.8	45.1	33.3	58.6	553.6	6.7%	110.5	144.7	161.3	137.0
2019 000s		40.0	36.5	38.7	59.8	41.0	45.7	51.9	66.8	40.2	45.4	32.0	61.2	559.3	1.0%	115.2	146.5	158.9	138.7
2020 000s		39.1	36.6	24.0				8.8	44.1	24.9	10.5	1.7	5.5	195.2	-65.1%	99.7		77.8	17.7
2021 000s				1.0	10.1	18.2	37.9	47.7	63.2	38.9	42.7	26.0	45.8	331.6	69.9%	1.0	66.2	149.8	114.5
2022 000s		40.4	38.0	39.6	61.7	42.5	49.1	55.3	70.0	42.1	45.9	33.1	59.3	576.9	74.0%	117.9	153.3	167.4	138.3
2023 000s		44.4	39.3	40.2	61.6	42.9	50.5	53.1	67.6	43.3	43.4	32.1	60.7	579.2	0.4%	123.9	155.1	164.0	136.3
2024 000s		38.9	37.8	39.5	58.0	45.2	49.3	62.9	81.4	46.9	50.9	35.1	64.9	610.6	5.4%	116.1	152.5	191.2	150.8
VISITOR NUMBERS														STAYING VISITOR					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s	Visitor No.s by Year and Share of Total				
Staying Visitor 000s		448.3	464.8	494.2	479.7	518.9	553.6	559.3	195.2	331.6	576.9	579.2	610.6						
All Visitor Types M		2.1	2.1	2.2	2.3	2.3	2.3	2.3	0.5	1.5	2.3	2.3	2.3						
Share of Total %		21.8%	22.2%	22.6%	21.0%	22.4%	24.5%	24.5%	36.4%	22.1%	24.7%	25.3%	26.7%						
Annual Change in Share %			1.4%	1.9%	-6.8%	6.5%	9.3%	0.0%	48.6%	-39.2%	11.7%	2.2%	5.9%						
Change in Share from 2013 %			1.4%	3.3%	-3.7%	2.5%	12.1%	12.1%	66.6%	1.2%	13.1%	15.6%	22.4%						
Avg Ann. Change in Share %			1.4%	1.7%	-1.2%	0.6%	2.4%	2.0%	9.5%	0.2%	1.5%	1.6%	2.0%						

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STEAM REPORT FOR 2013-2024 - FINAL MONMOUTHSHIRE COUNTY COUNCIL											2013 to 2024				DAY VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:			MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY			DAY VISITOR																		
An increase of 3% or more			VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change			Q1			Q2			Q3			Q4									
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024			22.3%	-16.9%	-16.8%	6.5%	8.8%	-1.0%	10.9%	0.5%	3.7%	1.8%	47.7%	6.9%		4.3%	-9.5%	4.4%	4.8%	16.2%	
% Change 2023 to 2024			-17.7%	-24.4%	-10.4%	-10.8%	9.5%	-6.3%	-5.9%	9.8%	-4.3%	11.9%	-0.7%	-3.8%		-2.4%	-17.0%	-2.3%	0.4%	3.5%	
Average Annual Change			2.0%	-1.5%	-1.5%	0.6%	0.8%	-0.1%	1.0%	0.0%	0.3%	0.2%	4.3%	0.6%		0.4%	-0.9%	0.4%	0.4%	1.5%	
2013		M	0.041	0.075	0.105	0.120	0.174	0.193	0.228	0.287	0.151	0.112	0.067	0.052		1.604	1.8%	0.221	0.487	0.665	0.231
2014		M	0.046	0.070	0.112	0.150	0.149	0.190	0.228	0.276	0.159	0.124	0.075	0.054	1.633	0.228		0.489	0.663	0.253	
2015		M	0.052	0.081	0.113	0.171	0.168	0.169	0.232	0.279	0.156	0.146	0.077	0.050	1.696	3.8%		0.247	0.508	0.668	0.273
2016		M	0.049	0.071	0.144	0.120	0.148	0.224	0.249	0.338	0.170	0.144	0.085	0.059	1.800	6.2%		0.264	0.491	0.757	0.288
2017		M	0.057	0.079	0.111	0.158	0.165	0.223	0.238	0.289	0.171	0.147	0.104	0.055	1.798	-0.1%		0.247	0.545	0.698	0.307
2018		M	0.055	0.078	0.080	0.126	0.178	0.210	0.221	0.259	0.179	0.136	0.111	0.073	1.707	-5.1%		0.213	0.515	0.659	0.320
2019		M	0.066	0.089	0.065	0.172	0.180	0.179	0.215	0.266	0.180	0.134	0.104	0.076	1.725	1.1%		0.219	0.530	0.662	0.314
2020		M	0.066	0.074	0.037				0.028	0.052	0.015	0.033	0.018	0.018	0.341	-80.2%		0.176		0.096	0.069
2021		M				0.092	0.090	0.129	0.191	0.266	0.103	0.154	0.090	0.052	1.168	242.4%			0.311	0.560	0.297
2022		M	0.073	0.063	0.106	0.140	0.177	0.220	0.251	0.276	0.168	0.128	0.104	0.052	1.759	50.5%		0.243	0.538	0.695	0.283
2023		M	0.061	0.083	0.097	0.143	0.173	0.204	0.268	0.263	0.164	0.102	0.099	0.058	1.715	-2.5%	0.241	0.520	0.694	0.259	
2024		M	0.050	0.063	0.087	0.128	0.189	0.191	0.252	0.288	0.157	0.114	0.099	0.056	1.674	-2.4%	0.200	0.508	0.697	0.268	
VISITOR NUMBERS															DAY VISITOR						
SHARE OF MARKET			2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor No.s by Year and Share of Total						
Day Visitor		M	1.604	1.633	1.696	1.800	1.798	1.707	1.725	0.341	1.168	1.759	1.715	1.674							
All Visitor Types		M	2.052	2.098	2.190	2.280	2.317	2.260	2.284	0.536	1.500	2.336	2.294	2.284							
Share of Total		%	78.2%	77.8%	77.4%	79.0%	77.6%	75.5%	75.5%	63.6%	77.9%	75.3%	74.7%	73.3%							
Annual Change in Share		%		-0.4%	-0.5%	2.0%	-1.7%	-2.7%	0.0%	-15.8%	22.4%	-3.3%	-0.7%	-2.0%							
Change in Share from 2013		%		-0.4%	-0.9%	1.0%	-0.7%	-3.4%	-3.4%	-18.6%	-0.3%	-3.7%	-4.4%	-6.3%							
Avg Ann. Change in Share		%		-0.4%	-0.5%	0.3%	-0.2%	-0.7%	-0.6%	-2.7%	0.0%	-0.4%	-0.4%	-0.6%							
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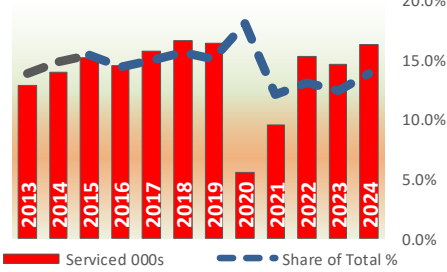
Visitor Days by Month, Year and Visitor Type for the Period 2013 to 2024

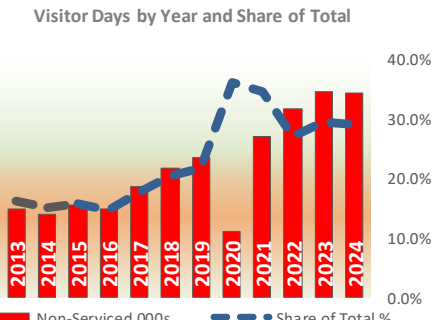
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

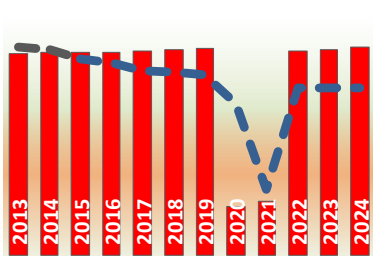
STEAM REPORT FOR 2013-2024 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2013 to 2024				TOTAL		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		TOTAL																		
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% 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 2013 to 2024		27.1%	12.1%	4.0%	33.1%	24.7%	20.5%	25.7%	26.9%	38.0%	37.4%	46.6%	39.2%	27.5%	Annual Change	12.7%	25.4%	29.0%	40.4%	
% Change 2023 to 2024		-13.4%	-16.0%	-5.6%	-10.2%	5.2%	-6.6%	-1.6%	11.2%	1.9%	14.5%	4.6%	4.4%	0.1%		-11.4%	-4.0%	4.2%	8.4%	
Average Annual Change		2.5%	1.1%	0.4%	3.0%	2.2%	1.9%	2.3%	2.4%	3.5%	3.4%	4.2%	3.6%	2.5%		1.2%	2.3%	2.6%	3.7%	
2013		M	0.117	0.130	0.184	0.219	0.276	0.297	0.368	0.443	0.241	0.207	0.131	0.156		2.771	0.431	0.792	1.052	0.495
2014		M	0.126	0.133	0.185	0.266	0.244	0.280	0.359	0.440	0.249	0.218	0.145	0.163	2.807	1.3%	0.444	0.790	1.047	0.526
2015		M	0.136	0.145	0.187	0.290	0.268	0.272	0.377	0.454	0.252	0.261	0.147	0.165	2.954	5.2%	0.468	0.830	1.083	0.573
2016		M	0.131	0.131	0.220	0.246	0.240	0.313	0.386	0.512	0.266	0.241	0.153	0.176	3.015	2.1%	0.482	0.799	1.164	0.570
2017		M	0.139	0.143	0.193	0.303	0.265	0.337	0.388	0.488	0.285	0.267	0.177	0.182	3.165	5.0%	0.474	0.905	1.161	0.626
2018		M	0.143	0.150	0.171	0.275	0.302	0.347	0.385	0.466	0.296	0.267	0.194	0.201	3.198	1.0%	0.463	0.924	1.147	0.662
2019		M	0.162	0.164	0.158	0.329	0.307	0.316	0.378	0.466	0.312	0.267	0.182	0.221	3.265	2.1%	0.485	0.953	1.156	0.671
2020		M	0.160	0.153	0.102				0.081	0.191	0.110	0.065	0.026	0.032	0.920	-71.8%	0.415		0.382	0.123
2021		M			0.005	0.157	0.177	0.271	0.373	0.485	0.252	0.305	0.159	0.169	2.352	155.8%	0.005	0.605	1.110	0.632
2022		M	0.176	0.151	0.212	0.319	0.322	0.388	0.446	0.508	0.318	0.275	0.190	0.197	3.501	48.8%	0.539	1.029	1.271	0.662
2023		M	0.172	0.173	0.203	0.325	0.327	0.383	0.470	0.505	0.327	0.249	0.184	0.209	3.527	0.8%	0.548	1.035	1.302	0.641
2024		M	0.149	0.146	0.191	0.292	0.344	0.358	0.463	0.562	0.333	0.285	0.192	0.218	3.533	0.1%	0.486	0.994	1.358	0.695
VISITOR DAYS														TOTAL						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor Days by Year and Share of Total						
Total		M	2.771	2.807	2.954	3.015	3.165	3.198	3.265	0.920	2.352	3.501	3.527	3.533						
All Visitor Types		M	2.771	2.807	2.954	3.015	3.165	3.198	3.265	0.920	2.352	3.501	3.527	3.533						
Share of Total		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							
Annual Change in Share		%																		
Change in Share from 2013		%																		
Avg Ann. Change in Share		%																		

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STEAM REPORT FOR 2013-2024 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2013 to 2024				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 2013 to 2024		-0.9%	46.1%	-0.5%	74.1%	-8.0%	-7.5%	24.2%	50.4%	34.5%	31.7%	30.5%	39.3%	27.4%	Annual Change	13.8%	17.7%	37.7%	34.6%		
% Change 2023 to 2024		-29.4%	2.7%	-3.7%	-4.4%	17.3%	2.8%	54.9%	36.5%	12.2%	24.7%	9.3%	8.2%	12.0%		-8.0%	2.4%	34.6%	13.9%		
Average Annual Change		-0.1%	4.2%	0.0%	6.7%	-0.7%	-0.7%	2.2%	4.6%	3.1%	2.9%	2.8%	3.6%	2.5%		1.3%	1.6%	3.4%	3.1%		
2013 000s		16.0	21.9	33.1	29.8	30.6	35.5	37.5	46.8	26.3	38.8	23.1	43.5	383.0	Annual Change	71.0	95.9	110.6	105.5		
2014 000s		20.4	28.7	28.3	42.4	26.6	28.9	34.5	53.3	29.7	47.5	26.7	48.5	415.5		8.5%	77.4	97.8	117.5	122.7	
2015 000s		20.4	29.8	32.4	43.6	27.8	32.6	38.3	57.0	33.3	59.7	27.7	49.8	452.4		8.9%	82.7	104.0	128.5	137.2	
2016 000s		18.6	26.7	30.6	52.7	23.6	31.6	36.8	56.6	31.6	44.4	26.2	54.2	433.6		-4.2%	76.0	107.9	125.0	124.8	
2017 000s		19.1	27.6	34.4	52.0	25.0	32.9	37.7	66.2	34.7	52.6	30.7	57.0	469.8		8.3%	81.1	109.8	138.6	140.3	
2018 000s		20.7	33.8	35.8	56.0	27.1	37.6	42.3	64.7	34.4	51.5	32.0	60.9	496.9		5.8%	90.3	120.7	141.4	144.4	
2019 000s		22.1	33.4	36.5	58.4	27.6	34.3	38.7	60.6	35.1	51.0	31.5	59.7	488.9		-1.6%	92.0	120.3	134.4	142.2	
2020 000s		20.8	31.6	15.4				0.9	49.1	25.9	15.0		6.8	165.5		-66.1%	67.8		75.9	21.8	
2021 000s						9.6	30.8	34.2	59.1	32.7	45.7	25.6	46.3	284.0		71.6%		40.4	126.0	117.6	
2022 000s		16.8	29.9	32.7	56.0	26.0	32.7	36.5	59.5	33.3	47.4	30.0	55.2	456.0		60.6%	79.4	114.7	129.3	132.6	
2023 000s		22.4	31.2	34.2	54.3	24.0	31.9	30.1	51.5	31.5	41.0	27.6	56.1	435.9		-4.4%	87.8	110.2	113.2	124.7	
2024 000s		15.8	32.0	33.0	51.9	28.1	32.8	46.6	70.3	35.4	51.2	30.2	60.7	488.0		12.0%	80.8	112.9	152.4	142.0	
VISITOR DAYS														SERVICED ACCOMMODATION							
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s	Visitor Days by Year and Share of Total						
Serviced		000s	383.0	415.5	452.4	433.6	469.8	496.9	488.9	165.5	284.0	456.0	435.9	488.0							
All Visitor Types		M	2.8	2.8	3.0	3.0	3.2	3.2	3.3	0.9	2.4	3.5	3.5								
Share of Total		%	13.8%	14.8%	15.3%	14.4%	14.8%	15.5%	15.0%	18.0%	12.1%	13.0%	12.4%	13.8%							
Annual Change in Share		%		7.1%	3.5%	-6.1%	3.2%	4.7%	-3.6%	20.2%	-32.9%	7.9%	-5.1%	11.8%							
Change in Share from 2013		%		7.1%	10.8%	4.0%	7.4%	12.4%	8.3%	30.2%	-12.7%	-5.8%	-10.6%	-0.1%							
Avg Ann. Change in Share		%		7.1%	5.4%	1.3%	1.8%	2.5%	1.4%	4.3%	-1.6%	-0.6%	-1.1%	0.0%							
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STEAM REPORT FOR 2013-2024 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2013 to 2024			NON-SERVICED		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN 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	Annual Change	Q1	Q2	Q3	Q4	
% Change 2013 to 2024		161.2%	104.7%	87.3%	153.3%	123.3%	136.6%	86.5%	127.7%	169.6%	167.4%	81.1%	212.2%		129.2%	109.0%	135.5%	122.6%	149.5%
% Change 2023 to 2024		-15.0%	-19.6%	-0.4%	-18.4%	-3.6%	-10.9%	-6.1%	7.7%	8.1%	15.7%	15.4%	12.6%		-0.8%	-10.8%	-10.6%	3.1%	14.8%
Average Annual Change		14.7%	9.5%	7.9%	13.9%	11.2%	12.4%	7.9%	11.6%	15.4%	15.2%	7.4%	19.3%		11.7%	9.9%	12.3%	11.1%	13.6%
2013 000s		13.2	17.0	28.2	27.0	43.9	47.5	69.0	72.7	45.1	37.4	26.8	18.5		446.4	58.4	118.4	186.8	82.8
2014 000s		12.4	18.0	26.8	30.4	40.6	40.6	61.3	73.8	41.5	28.6	28.0	18.1	420.0	-5.9%	57.2	111.6	176.6	74.7
2015 000s		15.5	18.1	23.0	33.0	44.8	48.7	71.7	81.3	43.3	36.9	27.3	22.6	466.4	11.1%	56.6	126.6	196.4	86.8
2016 000s		15.9	17.4	27.6	30.5	41.0	35.9	65.6	80.1	46.3	34.2	26.6	20.3	441.4	-5.4%	60.9	107.4	192.0	81.1
2017 000s		15.2	19.7	29.2	49.8	47.2	59.8	77.4	95.8	60.0	48.2	27.0	26.9	556.2	26.0%	64.2	156.9	233.1	102.0
2018 000s		19.4	21.4	37.3	49.0	69.1	77.7	86.4	105.2	63.9	60.0	36.8	23.8	649.9	16.9%	78.0	195.8	255.6	120.5
2019 000s		26.1	26.3	38.9	55.6	72.0	81.2	88.1	102.8	77.2	63.2	31.9	42.1	705.2	8.5%	91.2	208.8	268.0	137.1
2020 000s		25.4	31.3	39.8				48.1	85.4	69.1	17.0	7.6	7.1	330.8	-53.1%	96.4		202.6	31.8
2021 000s				4.8	64.5	74.4	109.6	129.7	140.7	106.7	94.7	36.3	47.9	809.2	144.6%	4.8	248.5	377.1	178.9
2022 000s		38.8	41.8	54.5	78.8	90.7	113.7	123.7	135.2	97.2	80.9	40.7	47.4	943.4	16.6%	135.0	283.2	356.2	169.0
2023 000s		40.4	43.3	53.0	83.9	101.8	126.1	137.0	153.8	112.5	86.4	42.1	51.4	1,031.7	9.4%	136.7	311.8	403.2	179.9
2024 000s		34.4	34.9	52.8	68.5	98.1	112.3	128.7	165.6	121.6	100.0	48.6	57.9	1,023.3	-0.8%	122.0	278.9	415.8	206.5
VISITOR DAYS														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s	Visitor Days by Year and Share of Total				
Non-Serviced		000s	446.4	420.0	466.4	441.4	556.2	649.9	705.2	330.8	809.2	943.4	1,031.7	1,023.3	1,200.00				
All Visitor Types		M	2.8	2.8	3.0	3.0	3.2	3.2	3.3	0.9	2.4	3.5	3.5	3.5	1,000.00				
Share of Total		%	16.1%	15.0%	15.8%	14.6%	17.6%	20.3%	21.6%	36.0%	34.4%	26.9%	29.2%	29.0%	800.00				
Annual Change in Share		%		-7.1%	5.5%	-7.3%	20.0%	15.7%	6.3%	66.6%	-4.4%	-21.7%	8.5%	-1.0%	600.00				
Change in Share from 2013		%		-7.1%	-2.0%	-9.1%	9.1%	26.2%	34.1%	123.3%	113.5%	67.3%	81.5%	79.8%	400.00				
Avg Ann. Change in Share		%		-7.1%	-1.0%	-3.0%	2.3%	5.2%	5.7%	17.6%	14.2%	7.5%	8.2%	7.3%	200.00				
															Legend: Non-Serviced 000s (Red Bar), Share of Total % (Blue Line)				
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STEAM REPORT FOR 2013-2024 - FINAL MONMOUTHSHIRE COUNTY COUNCIL											2013 to 2024			SFR	VISITOR DAYS																
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER															
KEY		SFR												TOTAL						% Change											
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																													
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change		Q1				Q2				Q3				Q4			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC																		
% Change 2013 to 2024		3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	0.5%	3.2%	3.2%	3.2%	3.2%												
% Change 2023 to 2024		0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%		0.7%	0.7%	0.7%	0.7%												
Average Annual Change		0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%		0.3%	0.3%	0.3%	0.3%												
2013		000s	46.9	15.7	17.9	42.7	27.5	21.2	34.4	36.4	18.7	18.7	14.6	42.2	337.0	0.3%	80.5	91.4	89.5	75.6											
2014		000s	47.1	15.8	18.0	43.0	27.6	21.3	34.5	36.6	18.8	18.8	14.7	42.4	338.6		80.9	91.9	89.9	75.9											
2015		000s	47.2	15.9	18.0	43.1	27.7	21.3	34.6	36.7	18.9	18.9	14.7	42.6	339.5		81.1	92.1	90.2	76.1											
2016		000s	47.3	15.9	18.1	43.1	27.7	21.4	34.7	36.7	18.9	18.9	14.7	42.6	340.0	0.2%	81.3	92.2	90.3	76.2											
2017		000s	47.5	16.0	18.1	43.3	27.9	21.5	34.8	36.9	19.0	19.0	14.8	42.8	341.4	0.4%	81.6	92.6	90.7	76.5											
2018		000s	47.9	16.1	18.3	43.6	28.1	21.6	35.1	37.2	19.1	19.1	14.9	43.1	344.1	0.8%	82.2	93.4	91.4	77.2											
2019		000s	48.1	16.2	18.4	43.9	28.2	21.8	35.3	37.4	19.2	19.2	15.0	43.4	346.2	0.6%	82.7	93.9	91.9	77.6											
2020		000s	48.4	16.3	10.1				3.5	3.8					82.0	-76.3%	74.7		7.3												
2021		000s					2.9	2.2	17.8	18.9	9.7	9.7	7.6	21.9	90.7	10.6%		5.1	46.5	39.2											
2022		000s	47.7	16.0	18.2	43.5	28.0	21.5	34.9	37.0	19.1	19.0	14.8	43.0	342.7	277.6%	81.9	93.0	91.0	76.8											
2023		000s	48.0	16.1	18.4	43.8	28.2	21.7	35.2	37.3	19.2	19.2	14.9	43.3	345.2	0.7%	82.5	93.6	91.7	77.4											
2024		000s	48.4	16.2	18.5	44.1	28.4	21.9	35.5	37.5	19.3	19.3	15.1	43.6	347.7	0.7%	83.1	94.3	92.3	78.0											
VISITOR DAYS														SFR																	
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Visitor Days by Year and Share of Total																	
SFR		000s	337.0	338.6	339.5	340.0	341.4	344.1	346.2	82.0	90.7	342.7	345.2	347.7																	
All Visitor Types		M	2.8	2.8	3.0	3.0	3.2	3.2	3.3	0.9	2.4	3.5	3.5																		
Share of Total		%	12.2%	12.1%	11.5%	11.3%	10.8%	10.8%	10.6%	8.9%	3.9%	9.8%	9.8%	9.8%																	
Annual Change in Share		%		-0.8%	-4.7%	-1.9%	-4.4%	-0.2%	-1.5%	-15.8%	-56.8%	153.7%	0.0%	0.6%																	
Change in Share from 2013		%		-0.8%	-5.5%	-7.3%	-11.3%	-11.5%	-12.8%	-26.6%	-68.3%	-19.5%	-19.5%	-19.1%																	
Avg Ann. Change in Share		%		-0.8%	-2.8%	-2.4%	-2.8%	-2.3%	-2.1%	-3.8%	-8.5%	-2.2%	-2.0%	-1.7%																	

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Report Prepared by: Cathy James, Date of Issue: 02/07/25

STEAM REPORT FOR 2013-2024 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2013 to 2024			STAYING VISITOR	VISITOR DAYS						
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		VISITOR DAYS IN 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	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024		29.7%	52.0%	31.5%	65.2%	51.6%	60.3%	49.6%	75.4%	95.6%	79.5%	45.4%	55.4%		59.4%	36.2%	59.0%	70.7%	61.6%	
% Change 2023 to 2024		-11.1%	-8.3%	-1.2%	-9.6%	0.4%	-7.1%	4.2%	12.7%	8.0%	16.3%	10.8%	7.6%		2.5%	-6.9%	-5.7%	8.6%	11.6%	
Average Annual Change		2.7%	4.7%	2.9%	5.9%	4.7%	5.5%	4.5%	6.9%	8.7%	7.2%	4.1%	5.0%		5.4%	3.3%	5.4%	6.4%	5.6%	
2013 000s		76.0	54.7	79.2	99.6	102.0	104.1	140.9	155.9	90.2	95.0	64.6	104.3		1,166.5	209.9	305.7	386.9	263.9	
2014 000s		79.9	62.5	73.1	115.8	94.8	90.7	130.4	163.6	90.0	94.9	69.4	109.1	1,174.1	215.5	301.3	384.0	273.3		
2015 000s		83.1	63.8	73.5	119.7	100.3	102.6	144.6	174.9	95.5	115.4	69.7	115.0	1,258.3	7.2%	220.4	322.7	415.1	300.2	
2016 000s		81.8	60.0	76.3	126.4	92.3	88.8	137.1	173.4	96.8	97.5	67.5	117.2	1,215.0	-3.4%	218.1	307.5	407.3	282.1	
2017 000s		81.8	63.3	81.7	145.1	100.0	114.1	149.9	198.8	113.7	119.7	72.4	126.7	1,367.3	12.5%	226.8	359.3	462.4	318.9	
2018 000s		87.9	71.3	91.4	148.7	124.3	136.9	163.9	207.1	117.5	130.6	83.7	127.9	1,490.9	9.0%	250.6	409.8	488.4	342.1	
2019 000s		96.4	75.9	93.7	157.9	127.8	137.3	162.1	200.7	131.5	133.5	78.4	145.1	1,540.2	3.3%	266.0	423.0	494.3	356.9	
2020 000s		94.5	79.1	65.3				52.5	138.3	95.0	32.0	7.6	14.0	578.4	-62.5%	239.0		285.8	53.6	
2021 000s				4.8	64.5	86.9	142.6	181.8	218.7	149.1	150.2	69.4	116.1	1,183.9	104.7%	4.8	294.0	549.5	335.6	
2022 000s		103.2	87.7	105.4	178.2	144.7	167.9	195.2	231.7	149.6	147.3	85.6	145.5	1,742.1	47.1%	296.4	490.9	576.5	378.4	
2023 000s		110.9	90.7	105.5	182.0	153.9	179.7	202.3	242.6	163.2	146.6	84.7	150.7	1,812.8	4.1%	307.1	515.6	608.1	382.0	
2024 000s		98.6	83.1	104.2	164.5	154.6	167.0	210.8	273.4	176.4	170.5	93.9	162.1	1,859.0	2.5%	285.9	486.1	660.6	426.5	
VISITOR DAYS														STAYING VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s	Visitor Days by Year and Share of Total					
Staying Visitor		000s	1,166.5	1,174.1	1,258.3	1,215.0	1,367.3	1,490.9	1,540.2	578.4	1,183.9	1,742.1	1,812.8	1,859.0	2,000.00					
All Visitor Types		M	2.8	2.8	3.0	3.0	3.2	3.2	3.3	0.9	2.4	3.5	3.5	3.5	1,500.00					
Share of Total		%	42.1%	41.8%	42.6%	40.3%	43.2%	46.6%	47.2%	62.9%	50.3%	49.8%	51.4%	52.6%	1,500.00					
Annual Change in Share		%		-0.6%	1.8%	-5.4%	7.2%	7.9%	1.2%	33.3%	-20.0%	-1.1%	3.3%	2.4%	1,500.00					
Change in Share from 2013		%		-0.6%	1.2%	-4.3%	2.6%	10.8%	12.1%	49.4%	19.6%	18.2%	22.1%	25.0%	1,500.00					
Avg Ann. Change in Share		%		-0.6%	0.6%	-1.4%	0.7%	2.2%	2.0%	7.1%	2.4%	2.0%	2.2%	2.3%	500.00					

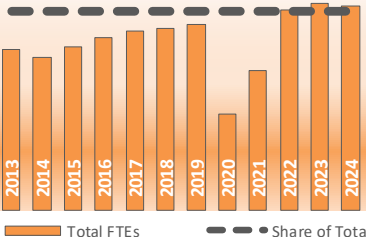
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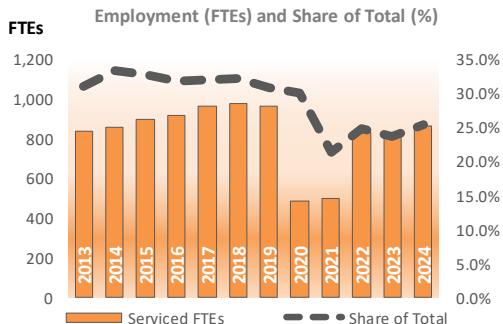
Report Prepared by: Cathy James. Date of Issue: 02/07/2025

STEAM REPORT FOR 2013-2024 - FINAL MONMOUTHSHIRE COUNTY COUNCIL											2013 to 2024			DAY VISITOR		VISITOR DAYS				
VISITOR DAYS BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY			DAY VISITOR																	
An increase of 3% or more			VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change			Q1			Q2			Q3			Q4								
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2013 to 2024			22.3%	-16.9%	-16.8%	6.5%	8.8%	-1.0%	10.9%	0.5%	3.7%	1.8%	47.7%	6.9%		4.3%	-9.5%	4.4%	4.8%	16.2%
% Change 2023 to 2024			-17.7%	-24.4%	-10.4%	-10.8%	9.5%	-6.3%	-5.9%	9.8%	-4.3%	11.9%	-0.7%	-3.8%		-2.4%	-17.0%	-2.3%	0.4%	3.5%
Average Annual Change			2.0%	-1.5%	-1.5%	0.6%	0.8%	-0.1%	1.0%	0.0%	0.3%	0.2%	4.3%	0.6%		0.4%	-0.9%	0.4%	0.4%	1.5%
2013			M	0.041	0.075	0.105	0.120	0.174	0.193	0.228	0.287	0.151	0.112	0.067		0.052	1.604	0.221	0.487	0.665
2014			M	0.046	0.070	0.112	0.150	0.149	0.190	0.228	0.276	0.159	0.124	0.075	0.054	1.633	0.228	0.489	0.663	0.253
2015			M	0.052	0.081	0.113	0.171	0.168	0.169	0.232	0.279	0.156	0.146	0.077	0.050	1.696	0.247	0.508	0.668	0.273
2016			M	0.049	0.071	0.144	0.120	0.148	0.224	0.249	0.338	0.170	0.144	0.085	0.059	1.800	0.264	0.491	0.757	0.288
2017			M	0.057	0.079	0.111	0.158	0.165	0.223	0.238	0.289	0.171	0.147	0.104	0.055	1.798	0.247	0.545	0.698	0.307
2018			M	0.055	0.078	0.080	0.126	0.178	0.210	0.221	0.259	0.179	0.136	0.111	0.073	1.707	0.213	0.515	0.659	0.320
2019			M	0.066	0.089	0.065	0.172	0.180	0.179	0.215	0.266	0.180	0.134	0.104	0.076	1.725	0.219	0.530	0.662	0.314
2020			M	0.066	0.074	0.037				0.028	0.052	0.015	0.033	0.018	0.018	0.341	0.176		0.096	0.069
2021			M				0.092	0.090	0.129	0.191	0.266	0.103	0.154	0.090	0.052	1.168		0.311	0.560	0.297
2022			M	0.073	0.063	0.106	0.140	0.177	0.220	0.251	0.276	0.168	0.128	0.104	0.052	1.759	0.243	0.538	0.695	0.283
2023			M	0.061	0.083	0.097	0.143	0.173	0.204	0.268	0.263	0.164	0.102	0.099	0.058	1.715	0.241	0.520	0.694	0.259
2024			M	0.050	0.063	0.087	0.128	0.189	0.191	0.252	0.288	0.157	0.114	0.099	0.056	1.674	0.200	0.508	0.697	0.268
VISITOR DAYS															DAY VISITOR					
SHARE OF MARKET			2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor Days by Year and Share of Total					
Day Visitor			M	1.604	1.633	1.696	1.800	1.798	1.707	1.725	0.341	1.168	1.759	1.715	1.674					
All Visitor Types			M	2.771	2.807	2.954	3.015	3.165	3.198	3.265	0.920	2.352	3.501	3.527	3.533					
Share of Total			%	57.9%	58.2%	57.4%	59.7%	56.8%	53.4%	52.8%	37.1%	49.7%	50.2%	48.6%	47.4%					
Annual Change in Share			%		0.5%	-1.3%	4.0%	-4.9%	-6.0%	-1.0%	-29.8%	33.9%	1.1%	-3.2%	-2.5%					
Change in Share from 2013			%		0.5%	-0.9%	3.1%	-1.9%	-7.8%	-8.8%	-35.9%	-14.2%	-13.2%	-16.0%	-18.2%					
Avg Ann. Change in Share			%		0.5%	-0.4%	1.0%	-0.5%	-1.6%	-1.5%	-5.1%	-1.8%	-1.5%	-1.6%	-1.7%					
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Direct and Total Employment by Month, Year and Visitor Type for the Period 2013 to 2024

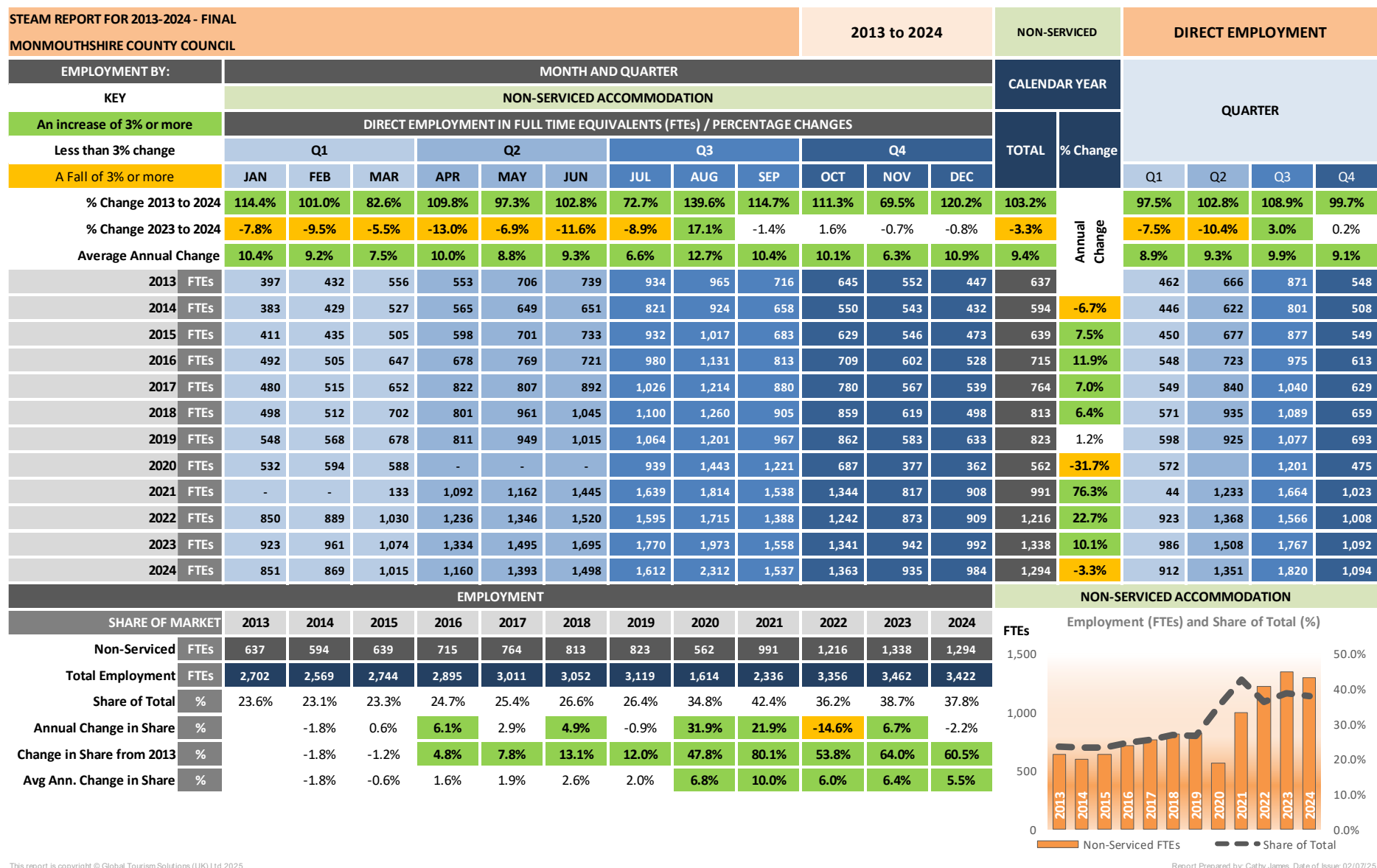
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM REPORT FOR 2013-2024 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2013 to 2024			TOTAL		TOTAL EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL																		
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2013 to 2024		23.2%	22.2%	11.8%	30.9%	22.4%	21.1%	20.1%	37.3%	35.3%	32.4%	27.1%	30.0%			26.6%	18.5%	24.5%	30.8%	30.1%
% Change 2023 to 2024		-9.1%	-8.7%	-5.0%	-9.7%	-0.9%	-8.0%	-2.6%	13.3%	-0.4%	6.4%	1.1%	1.5%			-1.1%	-7.5%	-6.3%	4.1%	3.2%
Average Annual Change		2.1%	2.0%	1.1%	2.8%	2.0%	1.9%	1.8%	3.4%	3.2%	2.9%	2.5%	2.7%			2.4%	1.7%	2.2%	2.8%	2.7%
2013 FTEs		1,860	1,862	2,348	2,605	2,953	3,114	3,773	4,268	2,777	2,589	1,976	2,303	2,702		2,023	2,891	3,606	2,289	
2014 FTEs		1,844	1,847	2,187	2,793	2,584	2,751	3,392	4,029	2,655	2,507	1,984	2,250	2,569	-4.9%	1,959	2,710	3,359	2,247	
2015 FTEs		1,949	1,953	2,247	3,008	2,798	2,865	3,675	4,306	2,783	2,949	2,038	2,355	2,744	6.8%	2,050	2,890	3,588	2,447	
2016 FTEs		2,045	1,985	2,585	3,026	2,766	3,126	3,840	4,787	3,020	2,845	2,160	2,556	2,895	5.5%	2,205	2,973	3,882	2,521	
2017 FTEs		2,069	2,047	2,474	3,379	2,904	3,355	3,858	4,824	3,201	3,099	2,295	2,624	3,011	4.0%	2,197	3,213	3,961	2,672	
2018 FTEs		2,104	2,115	2,416	3,235	3,207	3,538	3,906	4,669	3,229	3,118	2,407	2,686	3,052	1.4%	2,212	3,327	3,934	2,737	
2019 FTEs		2,286	2,254	2,370	3,582	3,269	3,394	3,877	4,645	3,390	3,132	2,327	2,899	3,119	2.2%	2,303	3,415	3,971	2,786	
2020 FTEs		2,230	2,186	1,640	-	-	-	1,924	4,118	2,900	2,179	1,032	1,158	1,614	-48.3%	2,018		2,981	1,456	
2021 FTEs		-	-	149	1,723	2,185	3,234	4,045	5,071	3,450	3,465	2,184	2,520	2,336	44.7%	50	2,381	4,189	2,723	
2022 FTEs		2,450	2,332	2,779	3,661	3,501	3,965	4,430	5,016	3,589	3,289	2,452	2,804	3,356	43.7%	2,520	3,709	4,345	2,848	
2023 FTEs		2,520	2,491	2,762	3,773	3,646	4,100	4,653	5,174	3,773	3,221	2,485	2,949	3,462	3.2%	2,591	3,839	4,534	2,885	
2024 FTEs		2,291	2,275	2,625	3,408	3,613	3,772	4,533	5,862	3,757	3,427	2,512	2,995	3,422	-1.1%	2,397	3,598	4,717	2,978	
EMPLOYMENT													TOTAL							
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs	Employment (FTEs) and Share of Total (%)					
Total		FTEs	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356	3,462	3,422	4,000					
Total Employment		FTEs	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356	3,462	3,422						
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 2013		%																		
Avg Ann. Change in Share		%																		
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STEAM REPORT FOR 2013-2024 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2013 to 2024			SERVICED	DIRECT EMPLOYMENT						
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	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024		-4.5%	5.5%	-5.5%	16.6%	-7.6%	-8.6%	1.9%	17.6%	3.2%	4.9%	1.7%	10.0%		3.2%	-1.6%	-0.1%	8.0%	5.8%	
% Change 2023 to 2024		-6.0%	1.7%	-0.6%	-2.0%	5.7%	1.6%	18.2%	21.4%	5.0%	10.5%	4.1%	5.2%		5.6%	-1.5%	1.4%	15.3%	6.6%	
Average Annual Change		-0.4%	0.5%	-0.5%	1.5%	-0.7%	-0.8%	0.2%	1.6%	0.3%	0.4%	0.2%	0.9%		0.3%	-0.1%	0.0%	0.7%	0.5%	
2013	FTEs	694	740	846	815	825	884	894	970	784	893	755	930		836	2.0%	760	841	883	859
2014	FTEs	730	790	800	918	789	817	861	1,010	808	958	784	963	852	774		841	893	902	
2015	FTEs	736	808	845	941	808	860	905	1,069	849	1,104	800	988	893	4.7%		796	870	941	964
2016	FTEs	762	822	870	1,069	808	889	929	1,107	868	983	819	1,071	916	2.7%		818	922	968	958
2017	FTEs	774	835	908	1,062	827	906	941	1,229	932	1,087	896	1,125	960	4.8%		839	932	1,034	1,036
2018	FTEs	801	901	930	1,103	858	957	990	1,188	908	1,054	886	1,137	976	1.7%		878	973	1,029	1,026
2019	FTEs	798	884	923	1,115	848	915	946	1,131	900	1,039	868	1,114	957	-2.0%		868	959	992	1,007
2020	FTEs	774	857	575	-	-	-	82	1,224	870	708	325	395	484	-49.4%		735		725	476
2021	FTEs	-	-	-	-	304	730	763	1,008	746	851	675	854	494	2.1%			345	839	793
2022	FTEs	661	760	797	981	734	797	819	1,010	780	895	752	960	829	67.7%		739	837	870	869
2023	FTEs	706	767	804	970	721	794	771	939	770	847	738	973	817	-1.5%	759	829	827	853	
2024	FTEs	663	781	800	951	762	807	911	1,140	809	937	768	1,023	863	5.6%	748	840	953	909	
EMPLOYMENT														SERVICED ACCOMMODATION						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs Employment (FTEs) and Share of Total (%)						
Serviced	FTEs	836	852	893	916	960	976	957	484	494	829	817	863							
Total Employment	FTEs	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356	3,462	3,422							
Share of Total	%	30.9%	33.2%	32.5%	31.7%	31.9%	32.0%	30.7%	30.0%	21.2%	24.7%	23.6%	25.2%							
Annual Change in Share	%		7.3%	-2.0%	-2.7%	0.8%	0.3%	-4.1%	-2.2%	-29.4%	16.7%	-4.5%	6.8%							
Change in Share from 2013	%		7.3%	5.2%	2.3%	3.1%	3.4%	-0.8%	-3.0%	-31.6%	-20.1%	-23.7%	-18.5%							
Avg Ann. Change in Share	%		7.3%	2.6%	0.8%	0.8%	0.7%	-0.1%	-0.4%	-3.9%	-2.2%	-2.4%	-1.7%							

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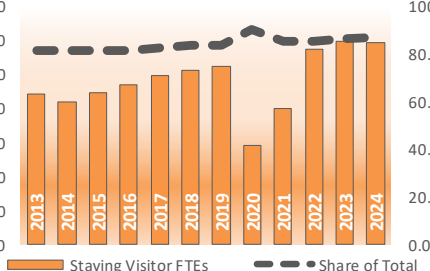
Report Prepared by: Cathy James, Date of Issue: 02/07/25



STEAM REPORT FOR 2013-2024 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2013 to 2024			SFR	DIRECT EMPLOYMENT						
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2013 to 2024		-10.3%	-10.3%	-10.3%	-10.3%	-10.3%	-10.3%	-10.3%	-10.3%	-10.3%	-10.3%	-10.3%	-10.3%	-10.3%	-10.3%	-10.3%	-10.3%	-10.3%	-10.3%	
% Change 2023 to 2024		-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	
Average Annual Change		-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	
2013 FTEs		339	114	130	309	199	153	249	263	136	135	105	305	203		194	220	216	182	
2014 FTEs		314	105	120	286	184	142	230	244	126	125	98	283	188	-7.4%	180	204	200	169	
2015 FTEs		327	110	125	298	192	148	240	254	131	130	102	294	196	4.1%	187	212	208	176	
2016 FTEs		329	111	126	300	193	149	241	256	132	131	102	297	197	0.8%	189	214	209	177	
2017 FTEs		323	108	123	294	189	146	237	251	129	129	100	291	193	-1.9%	185	210	205	173	
2018 FTEs		319	107	122	291	187	144	234	247	127	127	99	287	191	-1.3%	183	207	203	171	
2019 FTEs		330	111	126	301	193	149	242	256	132	132	103	297	198	3.5%	189	214	210	177	
2020 FTEs		340	114	71	-	-	-	59	42	-	-	-	-	52	-73.6%	175		34		
2021 FTEs		-	-	-	-	19	14	121	132	68	66	51	148	52	-1.0%		11	107	89	
2022 FTEs		318	107	121	282	181	140	227	240	124	123	96	278	186	261.1%	182	201	197	166	
2023 FTEs		311	105	119	284	183	141	228	242	125	124	97	281	187	0.1%	178	202	198	167	
2024 FTEs		304	102	116	277	178	137	223	236	122	121	95	274	182	-2.4%	174	198	193	163	
EMPLOYMENT														SFR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs Employment (FTEs) and Share of Total (%)						
SFR FTEs		203	188	196	197	193	191	198	52	52	186	187	182							
Total Employment FTEs		2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356	3,462	3,422							
Share of Total %		7.5%	7.3%	7.1%	6.8%	6.4%	6.3%	6.3%	3.2%	2.2%	5.6%	5.4%	5.3%							
Annual Change in Share %			-2.6%	-2.6%	-4.5%	-5.7%	-2.6%	1.3%	-49.0%	-31.6%	151.4%	-3.0%	-1.2%							
Change in Share from 2013 %			-2.6%	-5.1%	-9.3%	-14.5%	-16.7%	-15.7%	-57.0%	-70.6%	-26.1%	-28.3%	-29.2%							
Avg Ann. Change in Share %			-2.6%	-2.5%	-3.1%	-3.6%	-3.3%	-2.6%	-8.1%	-8.8%	-2.9%	-2.8%	-2.7%							

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Report Prepared by: Cathy James. Date of Issue: 02/07/2025

STEAM REPORT FOR 2013-2024 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2013 to 2024			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			Q1	Q2	Q3	Q4	
% Change 2013 to 2024		27.1%	36.2%	26.1%	42.4%	34.9%	37.6%	32.3%	67.8%	50.9%	44.7%	27.3%	35.6%	39.6%	Annual Change	29.5%	38.2%	50.6%	36.3%	
% Change 2023 to 2024		-6.3%	-4.4%	-3.3%	-7.7%	-2.8%	-7.1%	-0.8%	16.9%	0.6%	4.7%	1.2%	1.6%	-0.1%		-4.7%	-5.9%	6.3%	2.6%	
Average Annual Change		2.5%	3.3%	2.4%	3.9%	3.2%	3.4%	2.9%	6.2%	4.6%	4.1%	2.5%	3.2%	3.6%		2.7%	3.5%	4.6%	3.3%	
2013	FTEs	1,430	1,286	1,532	1,677	1,730	1,776	2,076	2,198	1,635	1,673	1,412	1,683	1,676	-2.4%	1,416	1,728	1,970	1,589	
2014	FTEs	1,426	1,325	1,448	1,769	1,622	1,610	1,912	2,178	1,591	1,633	1,424	1,678	1,635		1,400	1,667	1,894	1,578	
2015	FTEs	1,473	1,353	1,475	1,837	1,700	1,740	2,077	2,339	1,663	1,863	1,447	1,756	1,727		1,434	1,759	2,026	1,689	
2016	FTEs	1,583	1,437	1,643	2,047	1,770	1,759	2,151	2,493	1,812	1,824	1,524	1,897	1,828		1,554	1,859	2,152	1,748	
2017	FTEs	1,577	1,458	1,683	2,178	1,824	1,944	2,203	2,694	1,941	1,997	1,563	1,955	1,918		1,573	1,982	2,279	1,838	
2018	FTEs	1,618	1,520	1,754	2,195	2,005	2,146	2,324	2,696	1,941	2,040	1,604	1,922	1,981		1,631	2,115	2,320	1,856	
2019	FTEs	1,675	1,562	1,727	2,227	1,990	2,079	2,252	2,588	1,998	2,032	1,553	2,044	1,977		1,655	2,099	2,280	1,877	
2020	FTEs	1,646	1,566	1,234	-	-	-	1,079	2,708	2,091	1,395	701	758	1,098		-44.5%	1,482		1,960	951
2021	FTEs	-	-	133	1,092	1,485	2,190	2,523	2,954	2,352	2,260	1,544	1,911	1,537		40.0%	44	1,589	2,610	1,905
2022	FTEs	1,829	1,756	1,948	2,499	2,262	2,456	2,641	2,964	2,291	2,260	1,721	2,148	2,231		45.2%	1,844	2,406	2,632	2,043
2023	FTEs	1,940	1,833	1,997	2,588	2,400	2,630	2,769	3,154	2,453	2,313	1,777	2,246	2,342	4.9%	1,923	2,539	2,792	2,112	
2024	FTEs	1,818	1,752	1,931	2,389	2,333	2,443	2,746	3,688	2,467	2,421	1,798	2,282	2,339	-0.1%	1,834	2,388	2,967	2,167	
EMPLOYMENT														STAYING VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs	Employment (FTEs) and Share of Total (%)					
Staying Visitor		FTEs	2,193	2,087	2,224	2,340	2,470	2,549	2,597	1,447	1,984	2,850	2,970	2,957						
Total Employment		FTEs	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356	3,462	3,422						
Share of Total		%	81.1%	81.2%	81.1%	80.8%	82.1%	83.5%	83.3%	89.6%	84.9%	84.9%	85.8%	86.4%						
Annual Change in Share		%		0.1%	-0.2%	-0.3%	1.5%	1.8%	-0.3%	7.6%	-5.3%	0.0%	1.0%	0.7%						
Change in Share from 2013		%		0.1%	-0.1%	-0.4%	1.1%	2.9%	2.6%	10.5%	4.7%	4.7%	5.7%	6.5%						
Avg Ann. Change in Share		%		0.1%	0.0%	-0.1%	0.3%	0.6%	0.4%	1.5%	0.6%	0.5%	0.6%	0.6%						

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Report Prepared by: Cathy James. Date of Issue: 02/07/25

STEAM REPORT FOR 2013-2024 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2013 to 2024				DAY VISITOR		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												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 2013 to 2024		7.1%	-27.2%	-27.1%	-6.7%	-4.7%	-13.3%	-2.9%	-11.9%	-9.2%	-10.9%	29.4%	-6.4%	-8.6%	Annual Change	-20.8%	-8.6%	-8.2%	1.8%	
% Change 2023 to 2024		-20.2%	-26.7%	-13.1%	-13.6%	6.1%	-9.1%	-8.8%	6.4%	-7.2%	8.4%	-3.8%	-6.7%	-5.4%		-19.6%	-5.3%	-2.7%	0.4%	
Average Annual Change		0.6%	-2.5%	-2.5%	-0.6%	-0.4%	-1.2%	-0.3%	-1.1%	-0.8%	-1.0%	2.7%	-0.6%	-0.8%		-1.9%	-0.8%	-0.7%	0.2%	
2013	FTEs	157	287	400	457	662	735	867	1,093	575	428	254	199	509		281	618	845	294	
2014	FTEs	162	248	398	531	529	672	809	979	562	438	267	190	482	-5.4%	270	578	783	298	
2015	FTEs	193	299	416	628	617	622	853	1,026	575	536	283	184	519	7.7%	303	622	818	334	
2016	FTEs	182	264	531	444	547	828	922	1,253	628	531	316	217	555	6.9%	326	606	934	355	
2017	FTEs	206	286	400	569	594	804	860	1,043	617	532	376	199	540	-2.7%	297	656	840	369	
2018	FTEs	194	277	282	447	630	744	782	917	633	482	392	259	503	-6.9%	251	607	777	378	
2019	FTEs	239	321	235	623	652	649	782	965	655	486	378	277	522	3.7%	265	641	801	380	
2020	FTEs	245	274	137	-	-	-	242	305	90	337	188	189	167	-68.0%	219		212	238	
2021	FTEs	-	-	-	322	315	451	689	992	384	557	324	189	352	110.5%		363	688	357	
2022	FTEs	259	223	377	483	609	757	862	950	577	439	357	178	506	43.7%	286	616	797	325	
2023	FTEs	211	285	335	493	595	701	923	904	563	352	342	200	492	-2.8%	277	597	797	298	
2024	FTEs	168	209	291	426	632	637	842	962	523	381	329	186	466	-5.4%	223	565	776	299	
EMPLOYMENT														DAY VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs Employment (FTEs) and Share of Total (%)						
Day Visitor		FTEs	509	482	519	555	540	503	522	167	352	506	492	466						
Total Employment		FTEs	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356	3,462	3,422						
Share of Total		%	18.9%	18.8%	18.9%	19.2%	17.9%	16.5%	16.7%	10.4%	15.1%	15.1%	14.2%	13.6%						
Annual Change in Share		%		-0.4%	0.8%	1.3%	-6.4%	-8.2%	1.5%	-38.1%	45.5%	0.1%	-5.8%	-4.3%						
Change in Share from 2013		%		-0.4%	0.4%	1.7%	-4.8%	-12.6%	-11.3%	-45.1%	-20.1%	-20.0%	-24.6%	-27.9%						
Avg Ann. Change in Share		%		-0.4%	0.2%	0.6%	-1.2%	-2.5%	-1.9%	-6.4%	-2.5%	-2.2%	-2.5%	-2.5%						
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STEAM REPORT FOR 2013-2024 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

2024

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

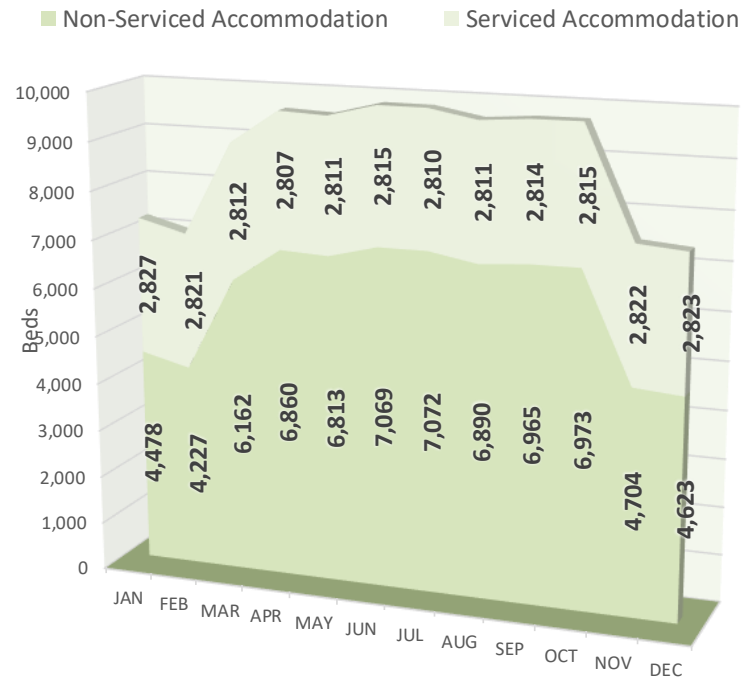
SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2013	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	105	2,830	+3	-20	-27	-42
+50 room hotels	4	893	0	0	+2	+103
11-50 room hotels	26	1,255	+1	+17	+2	+84
<10 room hotels/others	75	682	+2	-37	-31	-229

NON-SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2013	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	448	7,355	-22	-193	+246	+2,935
Self catering	327	2,008	-7	-77	+161	+791
Static caravans/chalets	76	808	-14	+28	+75	+764
Touring caravans/camping	45	3,165	-1	-273	+10	+6
Not-for-hire statics	0	0	0	0	0	0
Airbnb	0	1,374	0	+129		

DISTRIBUTION BY TYPE OF ACCOMMODATION 2024	2024		Change on 2023		Change on 2013	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	553	10,185	-19	-213	+219	+2,893
Serviced Accommodation Share of Total	19%	28%				
Non-Serviced Accommodation Share of Total	81%	72%				

SEASONAL AVAILABILITY OF BED SUPPLY 2024	2024											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	7,305	7,048	8,974	9,667	9,624	9,884	9,882	9,702	9,779	9,787	7,525	7,446
Serviced Accommodation	2,827	2,821	2,812	2,807	2,811	2,815	2,810	2,811	2,814	2,815	2,822	2,823
Non-Serviced Accommodation	4,478	4,227	6,162	6,860	6,813	7,069	7,072	6,890	6,965	6,973	4,704	4,623

SEASONAL AVAILABILITY OF BED SUPPLY
2024



Report Sections With Historic Financial Data Indexed to 2024 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: 2024*

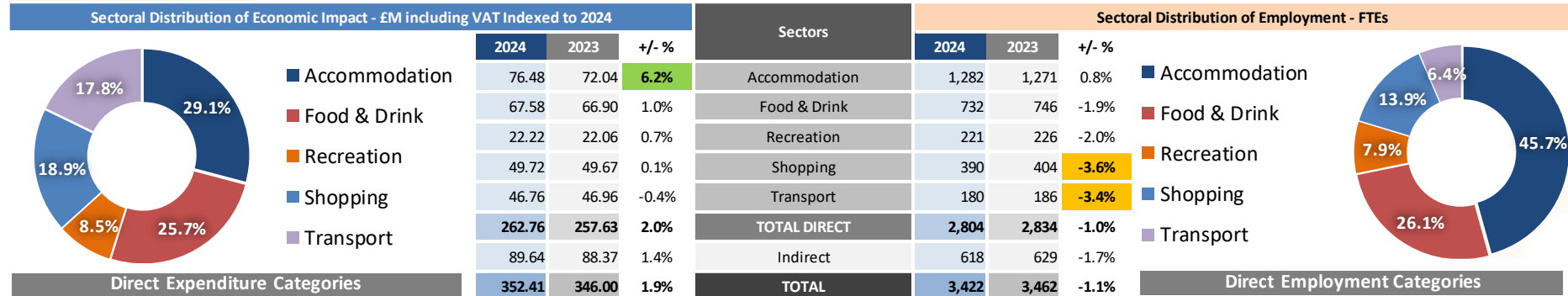
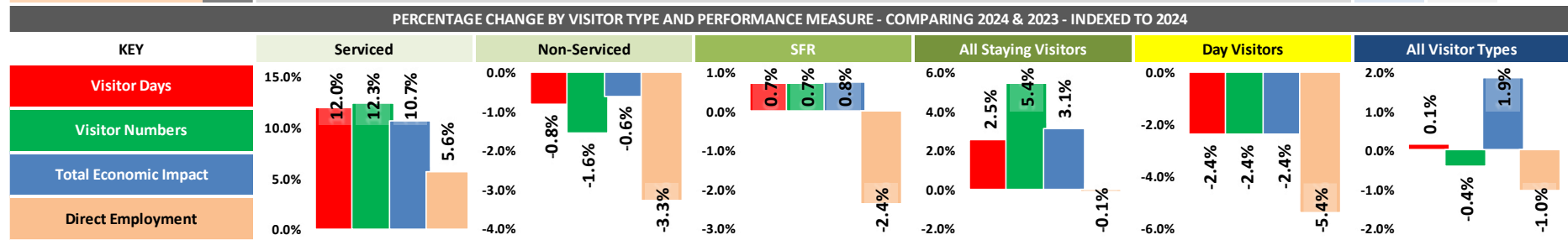
2013	<i>1.54</i>
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2022	<i>1.19</i>
2023	<i>1.05</i>
2024	<i>1.00</i>

STEAM REPORT FOR 2013-2024 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

Comparing 2024 and 2023
2023 in 2024 prices (1.049)

COMPARATIVE HEADLINES

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2024 & 2023 - INDEXED TO 2024																			
KEY		Staying in Paid Accommodation									All Staying Visitors			Day Visitors			All Visitor Types		
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)											
Less than 3% change		Serviced			Non-Serviced			Staying with Friends and Relatives (SFR)											
A Fall of 3% or more		2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %
Visitor Days	M	0.488	0.436	12.0%	1.023	1.032	-0.8%	0.348	0.345	0.7%	1.859	1.813	2.5%	1.674	1.715	-2.4%	3.533	3.527	0.1%
Visitor Numbers	M	0.301	0.268	12.3%	0.164	0.166	-1.6%	0.146	0.145	0.7%	0.611	0.579	5.4%	1.674	1.715	-2.4%	2.284	2.294	-0.4%
Direct Expenditure	£M																262.76	257.63	2.0%
Economic Impact	£M	93.25	84.26	10.7%	151.88	152.82	-0.6%	30.05	29.83	0.8%	275.18	266.90	3.1%	77.22	79.10	-2.4%	352.41	346.00	1.9%
Direct Employment	FTEs	863	817	5.6%	1,294	1,338	-3.3%	182	187	-2.4%	2,339	2,342	-0.1%	466	492	-5.4%	2,804	2,834	-1.0%
Total Employment	FTEs																3,422	3,462	-1.1%



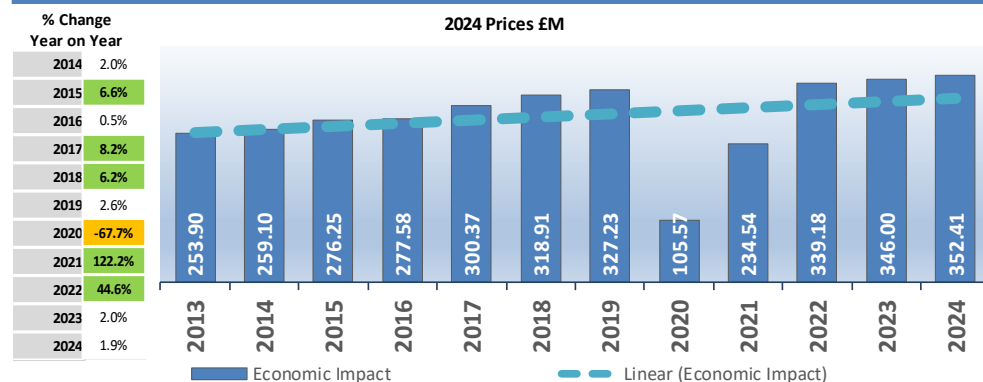
STEAM REPORT FOR 2013-2024 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

2013 to 2024
2024 Prices

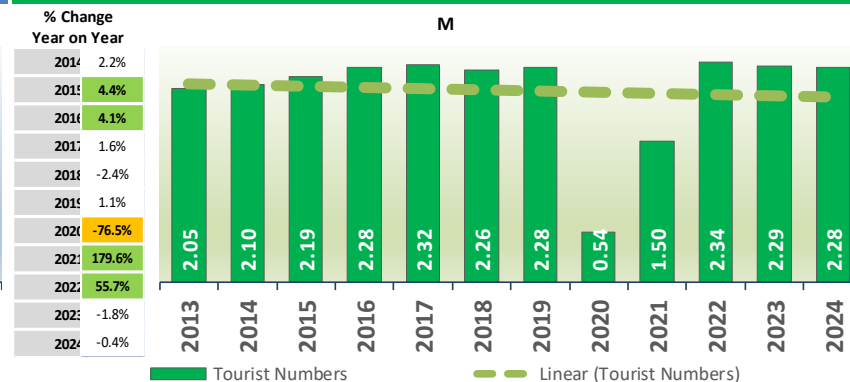
TOTAL

KEY MEASURES
Indexed

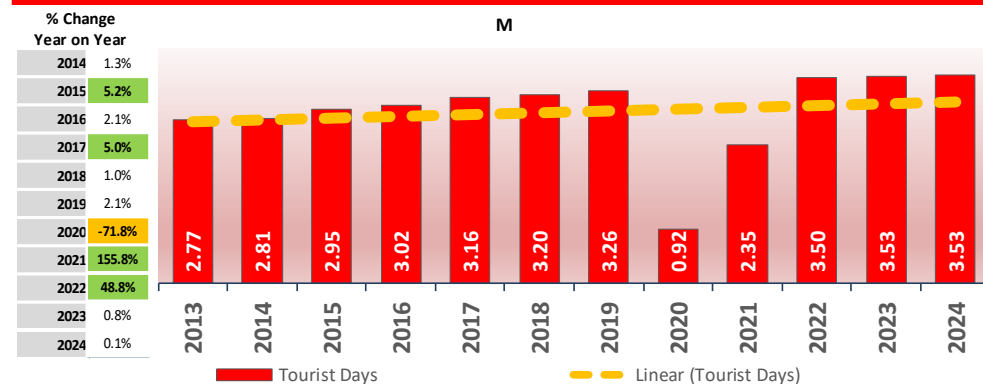
Economic Impact - Indexed - Total



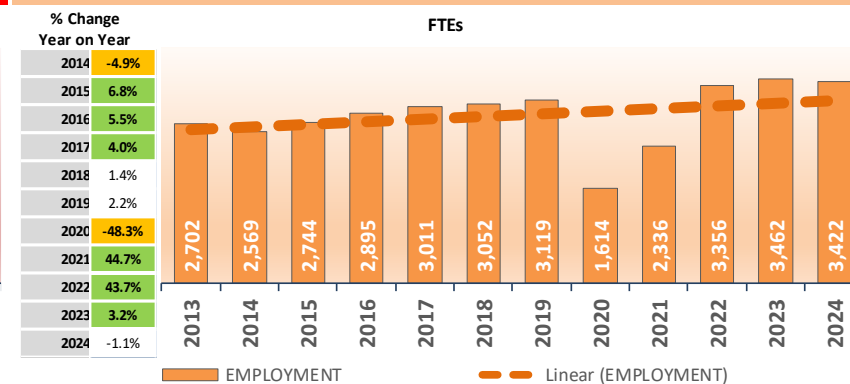
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		2.0%	8.8%	9.3%	18.3%	25.6%	28.9%	-58.4%	-7.6%	33.6%	36.3%	38.8%
Visitor Numbers		2.2%	6.7%	11.1%	12.9%	10.1%	11.3%	-73.9%	-26.9%	13.8%	11.8%	11.3%
Visitor Days		1.3%	6.6%	8.8%	14.2%	15.4%	17.8%	-66.8%	-15.1%	26.3%	27.3%	27.5%
Total Employment		-4.9%	1.5%	7.1%	11.4%	13.0%	15.4%	-40.3%	-13.6%	24.2%	28.1%	26.6%

"Linear" = Linear Trendline

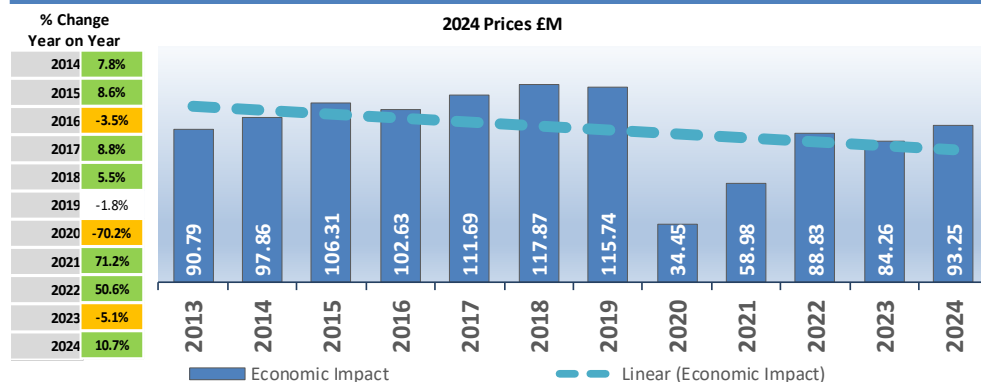
STEAM REPORT FOR 2013-2024 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

2013 to 2024
2024 Prices

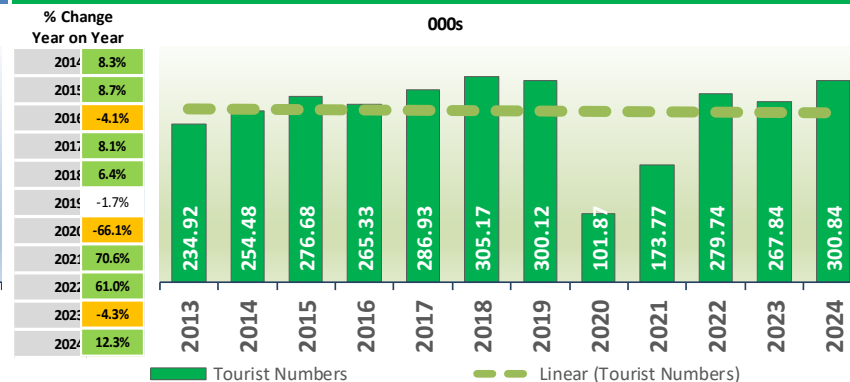
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

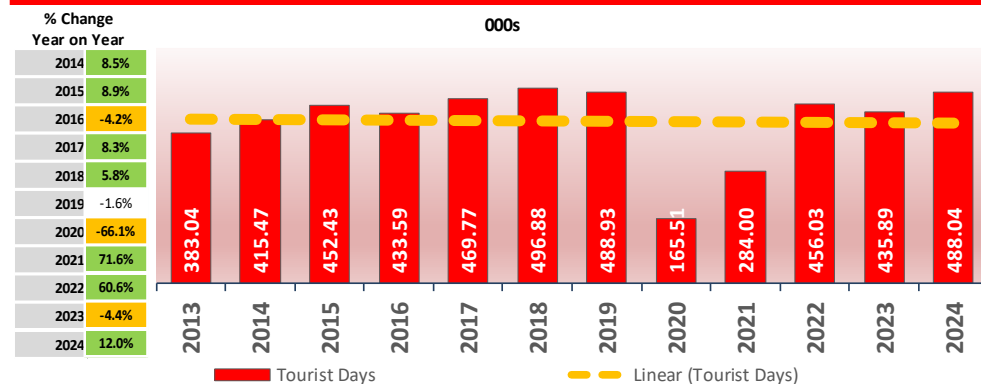
Economic Impact - Indexed - Serviced Accommodation



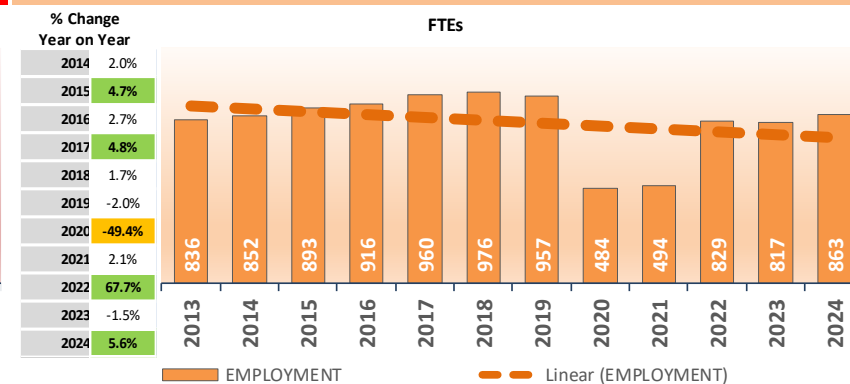
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		7.8%	17.1%	13.0%	23.0%	29.8%	27.5%	-62.1%	-35.0%	-2.2%	-7.2%	2.7%
Visitor Numbers		8.3%	17.8%	12.9%	22.1%	29.9%	27.8%	-56.6%	-26.0%	19.1%	14.0%	28.1%
Visitor Days		8.5%	18.1%	13.2%	22.6%	29.7%	27.6%	-56.8%	-25.9%	19.1%	13.8%	27.4%
Direct Employment		2.0%	6.8%	9.6%	14.9%	16.8%	14.4%	-42.1%	-40.9%	-0.8%	-2.3%	3.2%

"Linear" = Linear Trendline

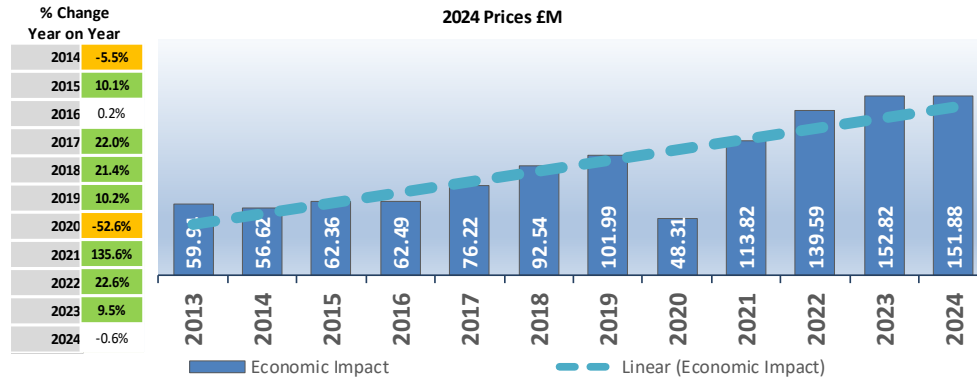
STEAM REPORT FOR 2013-2024 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

2013 to 2024
2024 Prices

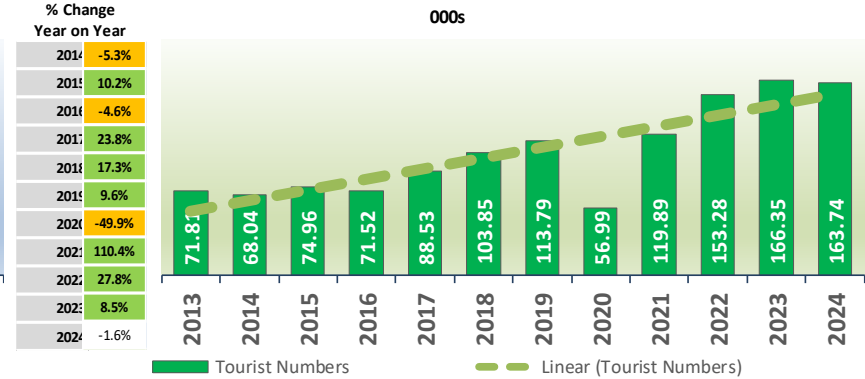
NON-SERVED
ACCOMMODATION

KEY MEASURES
Indexed

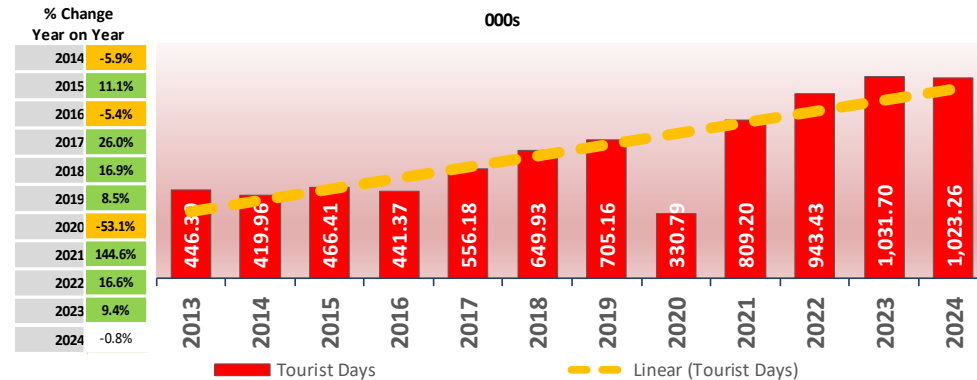
Economic Impact - Indexed - Non-Served Accommodation



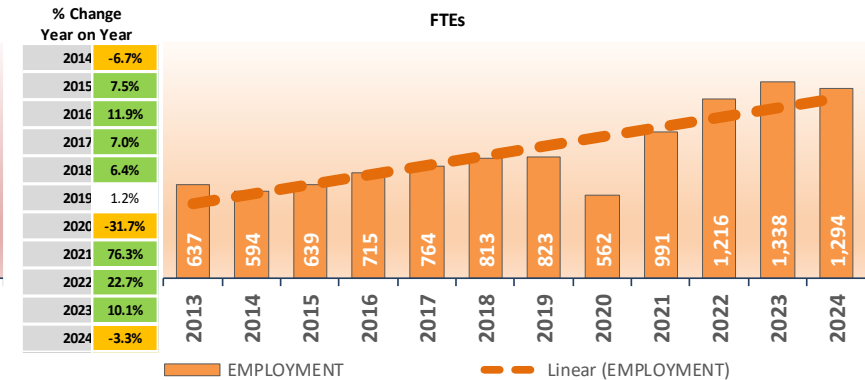
Visitor Numbers - Non-Served Accommodation



Visitor Days - Non-Served Accommodation



Direct Employment Supported - Non-Served Accommodation



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		-5.5%	4.0%	4.3%	27.2%	54.4%	70.2%	-19.4%	89.9%	132.9%	154.9%	153.4%
Visitor Numbers		-5.3%	4.4%	-0.4%	23.3%	44.6%	58.5%	-20.6%	67.0%	113.4%	131.7%	128.0%
Visitor Days		-5.9%	4.5%	-1.1%	24.6%	45.6%	58.0%	-25.9%	81.3%	111.3%	131.1%	129.2%
Direct Employment		-6.7%	0.3%	12.2%	20.1%	27.7%	29.3%	-11.7%	55.7%	91.0%	110.2%	103.2%

"Linear" = Linear Trendline

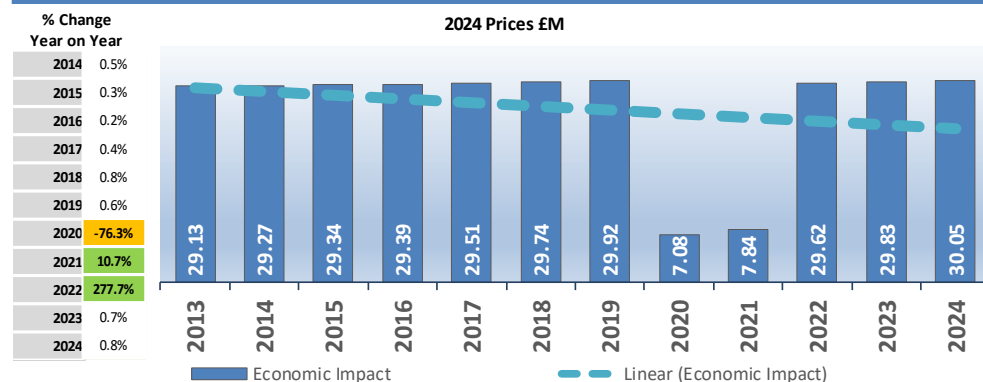
STEAM REPORT FOR 2013-2024 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

2013 to 2024
2024 Prices

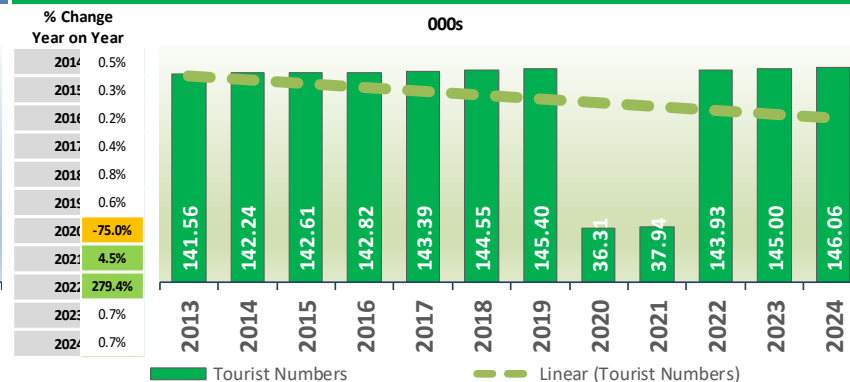
SFR

KEY MEASURES
Indexed

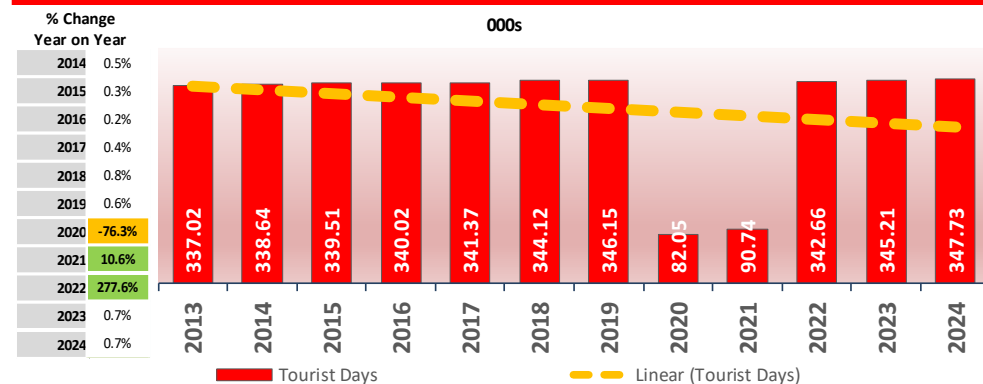
Economic Impact - Indexed - SFR



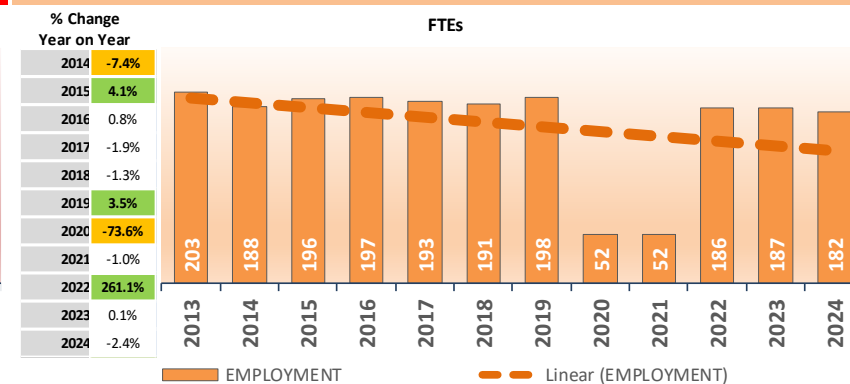
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		0.5%	0.7%	0.9%	1.3%	2.1%	2.7%	-75.7%	-73.1%	1.7%	2.4%	3.2%
Visitor Numbers		0.5%	0.7%	0.9%	1.3%	2.1%	2.7%	-74.3%	-73.2%	1.7%	2.4%	3.2%
Visitor Days		0.5%	0.7%	0.9%	1.3%	2.1%	2.7%	-75.7%	-73.1%	1.7%	2.4%	3.2%
Direct Employment		-7.4%	-3.6%	-2.9%	-4.8%	-6.0%	-2.7%	-74.3%	-74.6%	-8.2%	-8.1%	-10.3%

"Linear" = Linear Trendline

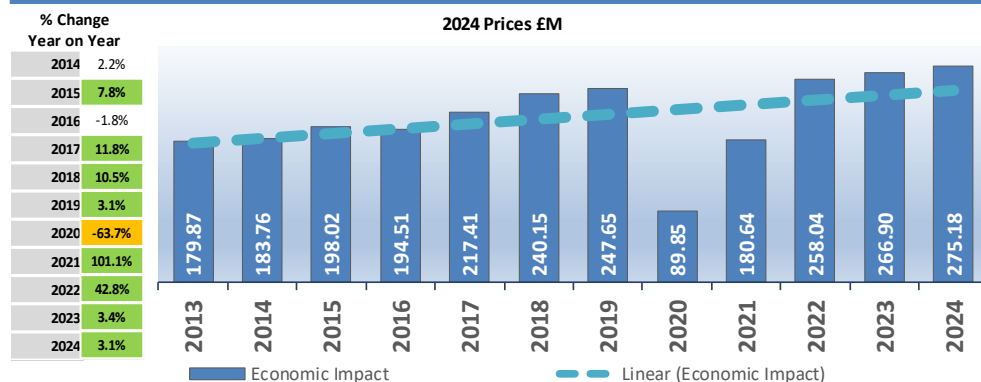
STEAM REPORT FOR 2013-2024 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

2013 to 2024
2024 Prices

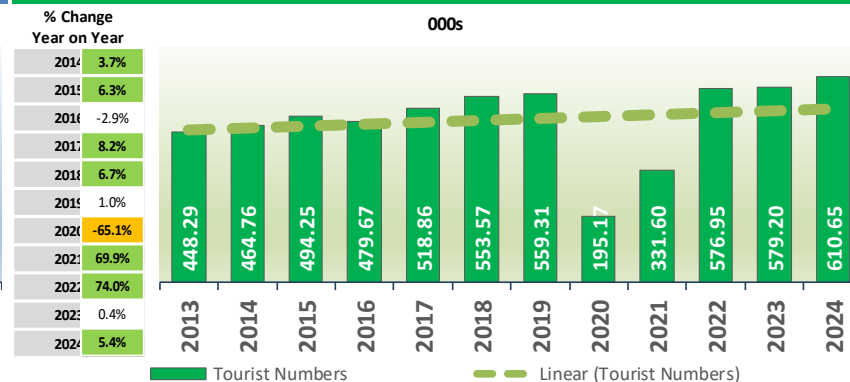
STAYING VISITOR

KEY MEASURES
Indexed

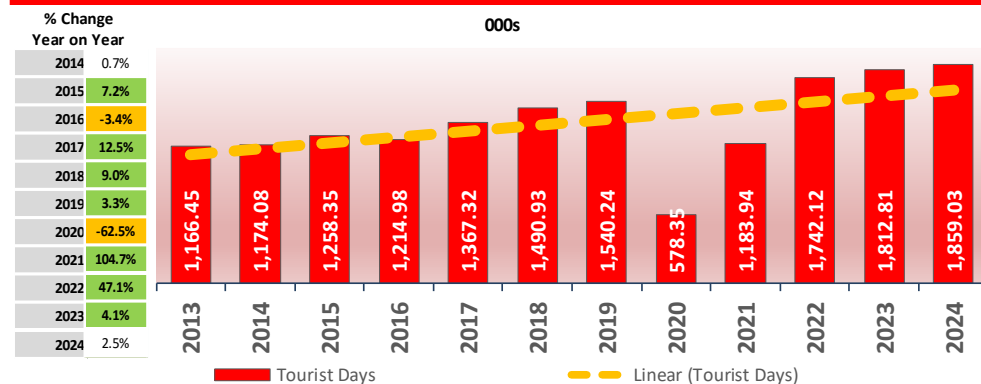
Economic Impact - Indexed - Staying Visitor



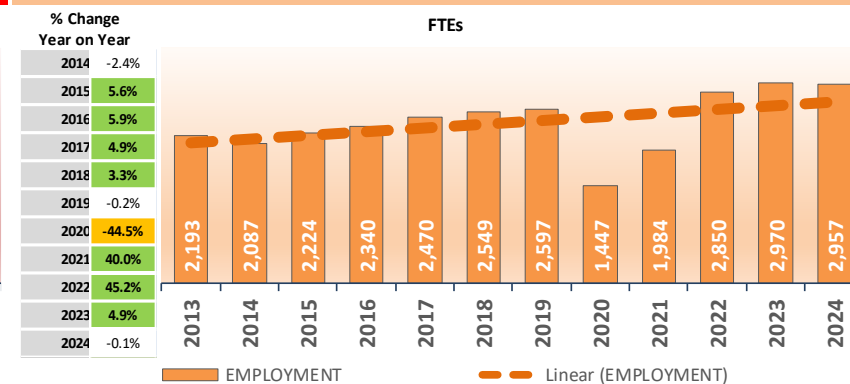
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		2.2%	10.1%	8.1%	20.9%	33.5%	37.7%	-50.0%	0.4%	43.5%	48.4%	53.0%
Visitor Numbers		3.7%	10.3%	7.0%	15.7%	23.5%	24.8%	-56.5%	-26.0%	28.7%	29.2%	36.2%
Visitor Days		0.7%	7.9%	4.2%	17.2%	27.8%	32.0%	-50.4%	1.5%	49.4%	55.4%	59.4%
Direct Employment		-4.8%	1.4%	6.7%	12.7%	16.3%	18.4%	-34.0%	-9.5%	30.0%	35.5%	34.8%

"Linear" = Linear Trendline

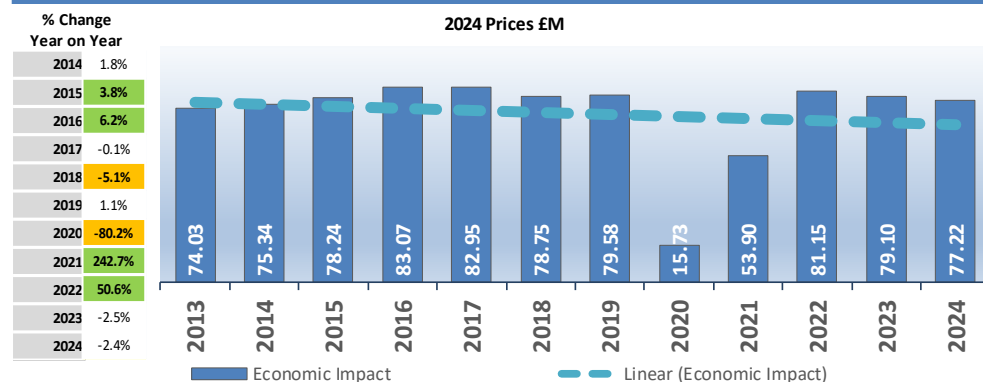
STEAM REPORT FOR 2013-2024 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

2013 to 2024
2024 Prices

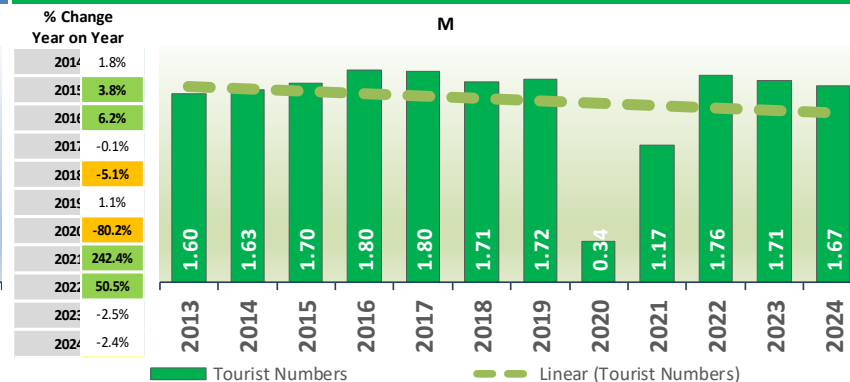
DAY VISITOR

KEY MEASURES
Indexed

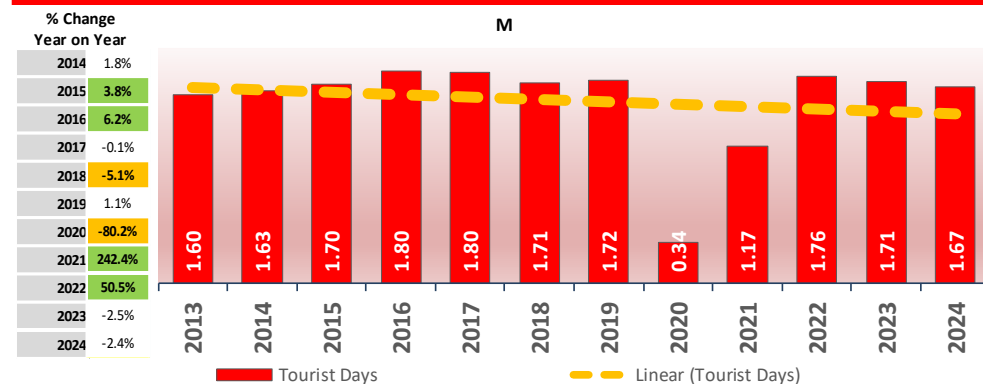
Economic Impact - Indexed - Day Visitor



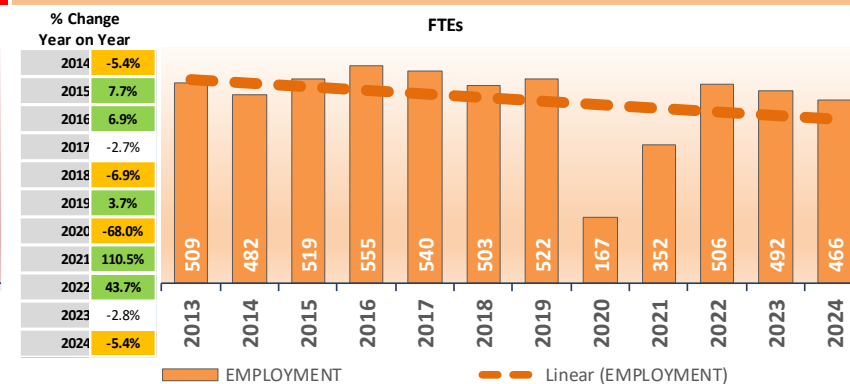
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



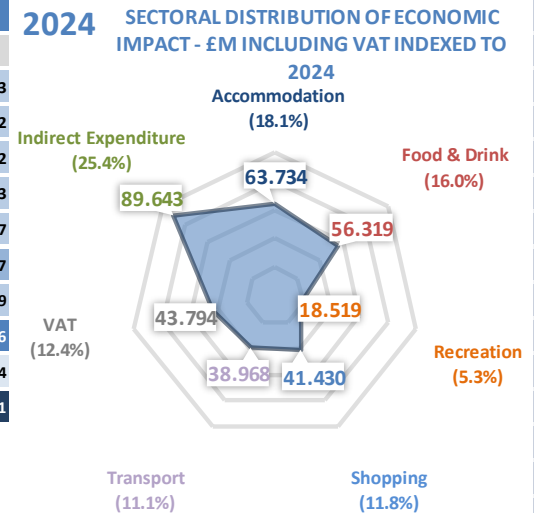
Direct Employment Supported - Day Visitor



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		1.8%	5.7%	12.2%	12.0%	6.4%	7.5%	-78.8%	-27.2%	9.6%	6.8%	4.3%
Visitor Numbers		1.8%	5.7%	12.2%	12.1%	6.4%	7.5%	-78.7%	-27.2%	9.6%	6.9%	4.3%
Visitor Days		1.8%	5.7%	12.2%	12.1%	6.4%	7.5%	-78.7%	-27.2%	9.6%	6.9%	4.3%
Direct Employment		-5.4%	1.9%	9.0%	6.1%	-1.2%	2.4%	-67.2%	-30.9%	-0.7%	-3.4%	-8.6%

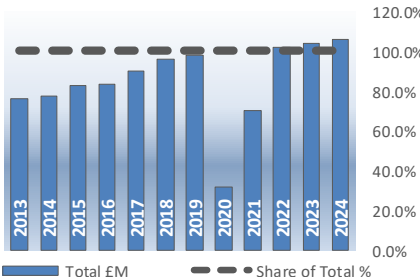
"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL MONMOUTHSHIRE COUNTY COUNCIL											2013 to 2024 2024 Prices			TOTAL	SECTORAL ANALYSIS Indexed
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2024														<div>2024</div> <div>SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2024</div> <div><div>2024</div><div>Accommodation (18.1%)</div><div>Food & Drink (16.0%)</div><div>Recreation (5.3%)</div><div>VAT (12.4%)</div><div>Indirect Expenditure (25.4%)</div></div>	
SECTOR / YEAR	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024			
Accommodation	£M	41.90	44.37	47.92	48.59	55.82	64.46	68.13	25.60	45.57	60.50	60.03	63.73		
Food & Drink	£M	42.57	43.15	45.89	45.68	48.42	49.62	50.15	16.37	39.32	55.08	55.75	56.32		
Recreation	£M	13.87	14.01	14.90	14.83	15.75	16.16	16.36	5.373	13.00	18.11	18.39	18.52		
Shopping	£M	31.94	32.18	34.10	34.06	35.77	36.35	36.64	11.07	27.30	40.38	41.39	41.43		
Transport	£M	29.79	29.87	31.73	31.62	33.17	33.65	33.80	10.39	26.25	37.91	39.13	38.97		
Direct Revenue	£M	160.07	163.59	174.54	174.78	188.93	200.24	205.06	68.81	151.44	211.99	214.69	218.97		
VAT	£M	32.01	32.72	34.91	34.96	37.79	40.05	41.01	9.746	22.89	41.02	42.94	43.79		
Direct Expenditure	£M	192.08	196.31	209.45	209.73	226.72	240.29	246.07	78.56	174.33	253.00	257.63	262.76		
Indirect Expenditure	£M	61.82	62.79	66.80	67.85	73.65	78.62	81.16	27.02	60.21	86.18	88.37	89.64		
TOTAL	£M	253.90	259.10	276.25	277.58	300.37	318.91	327.23	105.57	234.54	339.18	346.00	352.41		



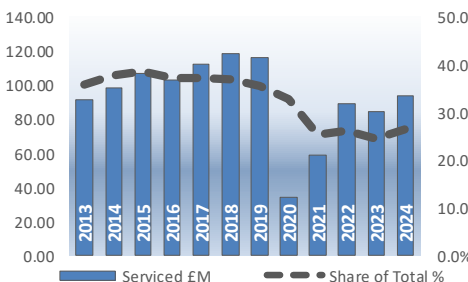
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	FTEs	866	876	879	1,012	1,046	1,069	1,035	562	793	1,206	1,271	1,282
Food & Drink	FTEs	551	607	675	672	670	695	687	285	549	727	746	732
Recreation	FTEs	218	174	179	192	208	195	217	96	159	221	226	221
Shopping	FTEs	377	318	355	349	367	362	386	227	263	401	404	390
Transport	FTEs	172	142	158	159	167	163	175	96	124	182	186	180
Direct Employment	FTEs	2,185	2,117	2,246	2,383	2,458	2,484	2,499	1,265	1,889	2,737	2,834	2,804
Indirect Employment	FTEs	517	452	498	512	552	569	620	348	447	618	629	618
TOTAL	FTEs	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356	3,462	3,422

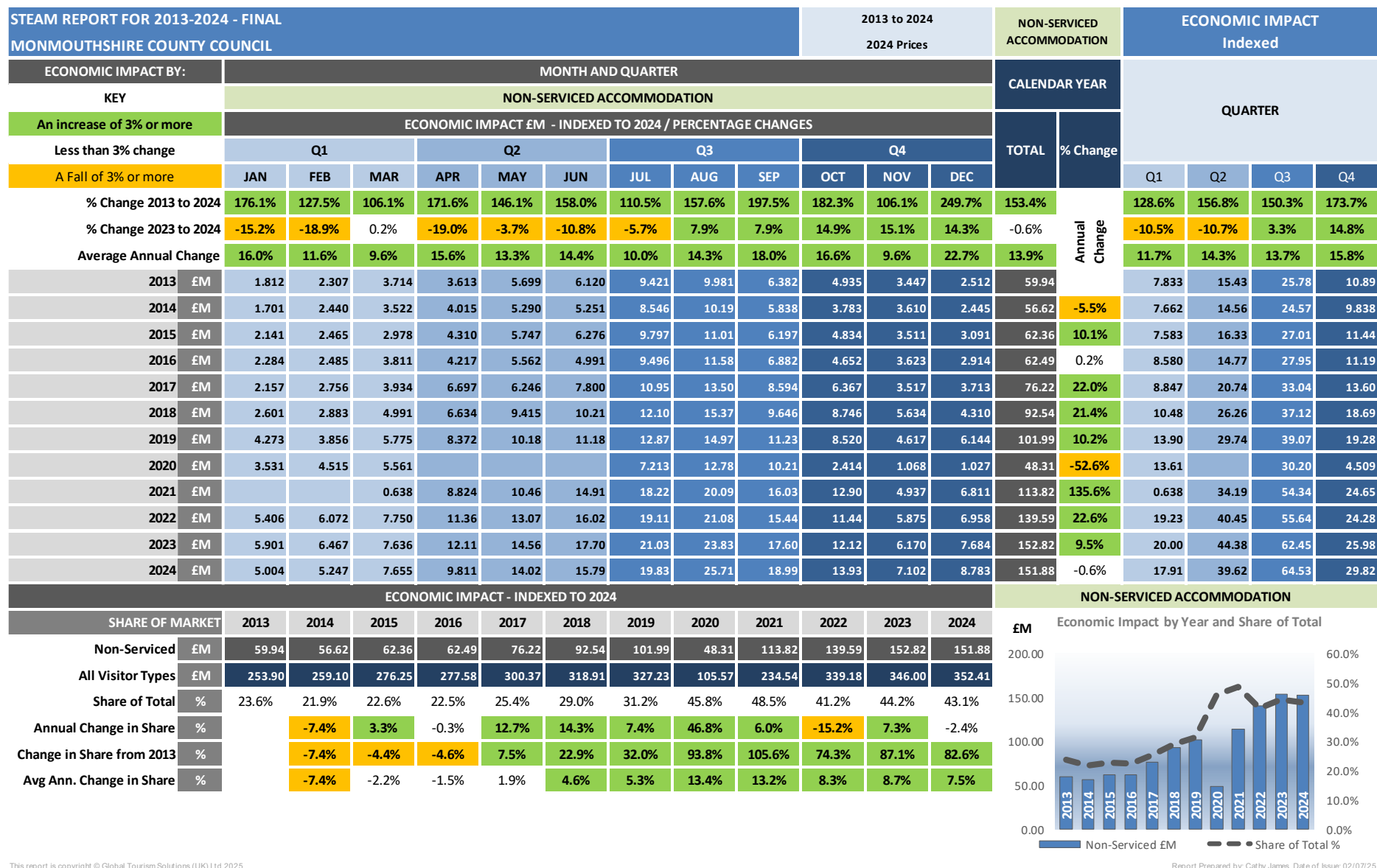


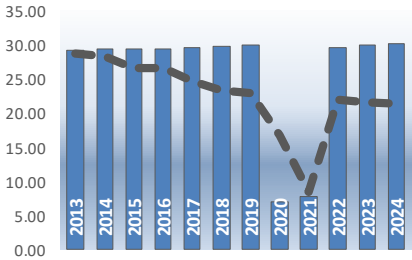
STEAM REPORT FOR 2013-2024 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2013 to 2024 2024 Prices				TOTAL		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / 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 2013 to 2024		28.1%	28.2%	11.5%	50.0%	33.8%	32.8%	32.5%	44.7%	55.5%	49.4%	43.2%	43.5%	38.8%	Annual Change	21.0%	38.1%	43.0%	45.8%
% Change 2023 to 2024		-15.2%	-11.7%	-3.5%	-10.8%	3.3%	-6.8%	3.0%	12.7%	4.3%	16.1%	8.0%	7.5%	1.9%		-9.8%	-5.1%	7.2%	10.9%
Average Annual Change		2.6%	2.6%	1.0%	4.5%	3.1%	3.0%	3.0%	4.1%	5.0%	4.5%	3.9%	4.0%	3.5%		1.9%	3.5%	3.9%	4.2%
2013 £M		11.20	11.84	17.19	19.22	22.60	24.44	33.76	39.90	22.95	20.04	12.76	18.00	253.90		2.0%	40.23	66.26	96.61
2014 £M		12.29	13.25	16.25	23.72	20.19	21.96	31.50	41.59	23.94	21.24	14.09	19.08	259.10	6.6%	41.79	65.87	97.04	54.41
2015 £M		13.04	14.04	16.64	25.24	21.76	22.83	33.96	43.51	25.11	25.95	14.29	19.86	276.25	0.5%	43.72	69.83	102.59	60.11
2016 £M		12.67	12.95	18.49	24.79	19.77	23.85	34.14	46.95	26.09	22.43	14.47	20.97	277.58	8.2%	44.11	68.41	107.18	57.88
2017 £M		13.03	13.78	17.91	28.87	21.55	26.90	35.35	49.52	28.91	26.09	16.22	22.24	300.37	6.2%	44.72	77.31	113.78	64.55
2018 £M		13.74	15.23	17.85	28.26	25.81	29.76	37.12	49.65	30.26	27.73	18.94	24.55	318.91	2.6%	46.83	83.82	117.04	71.22
2019 £M		16.26	16.59	18.10	32.62	26.77	28.60	36.66	48.40	32.14	27.31	17.50	26.27	327.23	-67.7%	50.96	87.99	117.21	71.08
2020 £M		14.39	14.71	10.88				9.042	27.62	17.45	6.527	1.908	3.055	105.57	122.2%	39.97		54.11	11.49
2021 £M				0.638	13.07	16.57	26.63	36.87	48.73	29.96	28.83	14.13	19.11	234.54	0.638	51.71	56.27	115.56	62.07
2022 £M		15.94	15.65	20.12	31.72	28.35	34.05	42.20	50.95	32.67	27.41	17.27	22.85	339.18	44.6%	53.98	94.12	125.81	67.54
2023 £M		16.93	17.19	19.86	32.30	29.28	34.84	43.43	51.22	34.20	25.79	16.92	24.04	346.00	2.0%	48.69	96.42	128.85	66.75
2024 £M		14.35	15.17	19.17	28.82	30.24	32.46	44.74	57.72	35.69	29.94	18.27	25.84	352.41	1.9%	91.52	138.14	74.05	
ECONOMIC IMPACT - INDEXED TO 2024														TOTAL					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M	Economic Impact by Year and Share of Total				
Total		£M	253.90	259.10	276.25	277.58	300.37	318.91	327.23	105.57	234.54	339.18	346.00	352.41					
All Visitor Types		£M	253.90	259.10	276.25	277.58	300.37	318.91	327.23	105.57	234.54	339.18	346.00	352.41					
Share of Total		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%						
Annual Change in Share		%																	
Change in Share from 2013		%																	
Avg Ann. Change in Share		%																	

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Report Prepared by: Cathy James. Date of Issue: 02/07/25

STEAM REPORT FOR 2013-2024 - FINAL MONMOUTHSHIRE COUNTY COUNCIL											2013 to 2024 2024 Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY			SERVICED ACCOMMODATION																	
An increase of 3% or more			ECONOMIC IMPACT £M - INDEXED TO 2024 / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change			Q1			Q2			Q3			Q4								
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2013 to 2024			-17.3%	20.1%	-17.0%	45.9%	-22.7%	-21.3%	-6.1%	14.2%	-2.2%	9.1%	7.0%	13.6%		2.7%	-5.6%	-0.8%	3.3%	10.5%
% Change 2023 to 2024			-30.0%	2.3%	-4.2%	-5.0%	16.7%	2.0%	45.8%	28.3%	5.4%	24.2%	9.0%	7.8%		10.7%	-8.6%	1.7%	26.5%	13.5%
Average Annual Change			-1.6%	1.8%	-1.5%	4.2%	-2.1%	-1.9%	-0.6%	1.3%	-0.2%	0.8%	0.6%	1.2%		0.2%	-0.5%	-0.1%	0.3%	1.0%
2013 £M			3.432	4.692	7.091	6.380	6.503	7.592	10.87	13.54	7.979	8.310	4.972	9.433		90.79	15.22	20.47	32.39	22.71
2014 £M			4.403	6.205	5.992	9.077	5.615	6.114	9.442	15.49	9.164	10.13	5.738	10.49	97.86	7.8%	16.60	20.81	34.10	26.36
2015 £M			4.403	6.444	6.880	9.329	5.883	6.898	10.47	16.45	10.06	12.76	5.956	10.78	106.31	8.6%	17.73	22.11	36.98	29.50
2016 £M			4.032	5.799	6.495	11.31	4.997	6.693	10.15	16.58	9.749	9.522	5.637	11.67	102.63	-3.5%	16.33	22.99	36.48	26.83
2017 £M			4.137	5.984	7.293	11.14	5.295	6.969	10.40	19.50	10.79	11.28	6.624	12.28	111.69	8.8%	17.41	23.41	40.68	30.18
2018 £M			4.482	7.347	7.600	12.02	5.745	7.980	11.79	19.11	10.71	11.05	6.907	13.13	117.87	5.5%	19.43	25.75	41.61	31.08
2019 £M			4.795	7.255	7.748	12.54	5.857	7.288	10.80	17.94	10.92	10.95	6.790	12.86	115.74	-1.8%	19.80	25.68	39.66	30.60
2020 £M			3.648	5.397	2.743				0.223	12.11	6.533	2.612		1.185	34.45	-70.2%	11.79		18.86	3.797
2021 £M							1.709	5.589	8.303	14.72	8.327	7.961	4.390	7.985	58.98	71.2%		7.298	31.35	20.34
2022 £M			3.040	5.286	5.888	10.13	4.690	6.015	8.497	13.91	7.830	8.438	5.313	9.789	88.83	50.6%	14.21	20.83	30.24	23.54
2023 £M			4.053	5.508	6.149	9.802	4.310	5.862	6.996	12.05	7.406	7.300	4.882	9.940	84.26	-5.1%	15.71	19.97	26.45	22.12
2024 £M			2.839	5.635	5.889	9.310	5.029	5.977	10.20	15.46	7.804	9.069	5.319	10.71	93.25	10.7%	14.36	20.32	33.47	25.10
ECONOMIC IMPACT - INDEXED TO 2024														SERVICED ACCOMMODATION						
SHARE OF MARKET			2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total					
Serviced			£M	90.79	97.86	106.31	102.63	111.69	117.87	115.74	58.98	88.83	84.26	93.25						
All Visitor Types			£M	253.90	259.10	276.25	277.58	300.37	318.91	327.23	105.57	234.54	339.18	346.00						352.41
Share of Total			%	35.8%	37.8%	38.5%	37.0%	37.2%	37.0%	35.4%	32.6%	25.1%	26.2%	24.4%						26.5%
Annual Change in Share			%		5.6%	1.9%	-3.9%	0.6%	-0.6%	-4.3%	-7.7%	-22.9%	4.1%	-7.0%						8.7%
Change in Share from 2013			%		5.6%	7.6%	3.4%	4.0%	3.4%	-1.1%	-8.7%	-29.7%	-26.8%	-31.9%						-26.0%
Avg Ann. Change in Share			%		5.6%	3.8%	1.1%	1.0%	0.7%	-0.2%	-1.2%	-3.7%	-3.0%	-3.2%	-2.4%					
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STEAM REPORT FOR 2013-2024 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2013 to 2024 2024 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 2024 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2013 to 2024		3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%		3.2%	3.2%	3.2%	3.2%	3.2%
% Change 2023 to 2024		0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%		0.8%	0.8%	0.8%	0.8%	0.8%
Average Annual Change		0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%		0.3%	0.3%	0.3%	0.3%	0.3%
2013	£M	4.052	1.361	1.549	3.695	2.377	1.831	2.971	3.145	1.620	1.618	1.261	3.652		29.13	0.5%	6.962	7.903	7.737
2014	£M	4.070	1.368	1.556	3.712	2.388	1.840	2.985	3.160	1.628	1.626	1.267	3.669	29.27	0.3%	6.994	7.940	7.773	6.562
2015	£M	4.081	1.371	1.560	3.722	2.394	1.844	2.993	3.168	1.632	1.630	1.270	3.678	29.34	0.2%	7.012	7.960	7.792	6.579
2016	£M	4.087	1.373	1.562	3.728	2.398	1.847	2.997	3.173	1.634	1.633	1.272	3.684	29.39	0.4%	7.023	7.973	7.805	6.589
2017	£M	4.104	1.379	1.568	3.742	2.407	1.854	3.009	3.186	1.641	1.639	1.277	3.699	29.51	0.8%	7.051	8.004	7.836	6.615
2018	£M	4.136	1.390	1.581	3.772	2.427	1.869	3.033	3.211	1.654	1.652	1.288	3.728	29.74	0.6%	7.107	8.069	7.899	6.668
2019	£M	4.161	1.398	1.590	3.795	2.441	1.880	3.051	3.230	1.664	1.662	1.295	3.750	29.92		7.149	8.116	7.945	6.708
2020	£M	4.176	1.403	0.874				0.306	0.324					7.083	-76.3%	6.453		0.630	
2021	£M					0.247	0.190	1.542	1.632	0.841	0.840	0.655	1.895	7.842	10.7%		0.437	4.015	3.390
2022	£M	4.119	1.384	1.574	3.757	2.416	1.861	3.021	3.198	1.647	1.645	1.282	3.713	29.62	277.7%	7.077	8.034	7.865	6.640
2023	£M	4.148	1.394	1.586	3.783	2.434	1.875	3.042	3.220	1.659	1.657	1.291	3.739	29.83	0.7%	7.128	8.092	7.921	6.688
2024	£M	4.180	1.404	1.598	3.812	2.452	1.889	3.065	3.245	1.671	1.670	1.301	3.767	30.05	0.8%	7.182	8.153	7.981	6.738
ECONOMIC IMPACT - INDEXED TO 2024														SFR					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total					
SFR	£M	29.13	29.27	29.34	29.39	29.51	29.74	29.92	7.083	7.842	29.62	29.83	30.05						
All Visitor Types	£M	253.90	259.10	276.25	277.58	300.37	318.91	327.23	105.57	234.54	339.18	346.00	352.41						
Share of Total	%	11.5%	11.3%	10.6%	10.6%	9.8%	9.3%	9.1%	6.7%	3.3%	8.7%	8.6%	8.5%						
Annual Change in Share	%		-1.6%	-6.0%	-0.3%	-7.2%	-5.1%	-2.0%	-26.6%	-50.2%	161.2%	-1.3%	-1.1%						
Change in Share from 2013	%		-1.6%	-7.4%	-7.7%	-14.4%	-18.7%	-20.3%	-41.5%	-70.9%	-23.9%	-24.9%	-25.7%						
Avg Ann. Change in Share	%		-1.6%	-3.7%	-2.6%	-3.6%	-3.7%	-3.4%	-5.9%	-8.9%	-2.7%	-2.5%	-2.3%						


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STEAM REPORT FOR 2013-2024 - FINAL MONMOUTHSHIRE COUNTY COUNCIL											2013 to 2024 2024 Prices			STAYING VISITOR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / 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 2013 to 2024		29.3%	47.0%	22.6%	67.6%	47.5%	52.2%	42.3%	66.6%	78.1%	66.0%	41.8%	49.2%	53.0%	Annual Change	31.5%	55.4%	60.8%	53.6%	
% Change 2023 to 2024		-14.7%	-8.1%	-1.5%	-10.8%	0.9%	-7.0%	6.6%	13.6%	6.8%	17.0%	11.2%	8.9%	3.1%		-7.9%	-6.0%	9.5%	12.5%	
Average Annual Change		2.7%	4.3%	2.1%	6.1%	4.3%	4.7%	3.8%	6.1%	7.1%	6.0%	3.8%	4.5%	4.8%		2.9%	5.0%	5.5%	4.9%	
2013 £M		9.296	8.360	12.35	13.69	14.58	15.54	23.26	26.67	15.98	14.86	9.680	15.60	179.87		2.2%	30.01	43.81	65.91	40.14
2014 £M		10.17	10.01	11.07	16.80	13.29	13.21	20.97	28.84	16.63	15.54	10.62	16.60	183.76			31.26	43.30	66.44	42.76
2015 £M		10.62	10.28	11.42	17.36	14.02	15.02	23.26	30.63	17.89	19.23	10.74	17.55	198.02	7.8%		32.32	46.40	71.78	47.51
2016 £M		10.40	9.657	11.87	19.25	12.96	13.53	22.65	31.33	18.26	15.81	10.53	18.27	194.51	-1.8%		31.93	45.74	72.24	44.61
2017 £M		10.40	10.12	12.80	21.58	13.95	16.62	24.35	36.18	21.03	19.29	11.42	19.69	217.41	11.8%		33.31	52.15	81.56	50.39
2018 £M		11.22	11.62	14.17	22.43	17.59	20.06	26.93	37.69	22.01	21.44	13.83	21.17	240.15	10.5%		37.01	60.07	86.63	56.44
2019 £M		13.23	12.51	15.11	24.70	18.48	20.35	26.72	36.14	23.82	21.13	12.70	22.75	247.65	3.1%		40.85	63.54	86.68	56.59
2020 £M		11.35	11.32	9.179				7.743	25.21	16.74	5.026	1.068	2.212	89.85	-63.7%		31.85		49.69	8.306
2021 £M				0.638	8.824	12.42	20.68	28.06	36.44	25.20	21.70	9.982	16.69	180.64	101.1%		0.638	41.92	89.70	48.38
2022 £M		12.57	12.74	15.21	25.24	20.18	23.89	30.63	38.20	24.92	21.53	12.47	20.46	258.04	42.8%		40.52	69.31	93.74	54.46
2023 £M		14.10	13.37	15.37	25.70	21.31	25.44	31.06	39.10	26.66	21.08	12.34	21.36	266.90	3.4%	42.84	72.44	96.83	54.79	
2024 £M		12.02	12.29	15.14	22.93	21.51	23.65	33.10	44.42	28.46	24.67	13.72	23.27	275.18	3.1%	39.45	68.09	105.98	61.66	
ECONOMIC IMPACT - INDEXED TO 2024														STAYING VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total						
Staying Visitor		£M	179.87	183.76	198.02	194.51	217.41	240.15	247.65	89.85	180.64	258.04	266.90	275.18						
All Visitor Types		£M	253.90	259.10	276.25	277.58	300.37	318.91	327.23	105.57	234.54	339.18	346.00	352.41						
Share of Total		%	70.8%	70.9%	71.7%	70.1%	72.4%	75.3%	75.7%	85.1%	77.0%	76.1%	77.1%	78.1%						
Annual Change in Share		%		0.1%	1.1%	-2.2%	3.3%	4.0%	0.5%	12.5%	-9.5%	-1.2%	1.4%	1.2%						
Change in Share from 2013		%		0.1%	1.2%	-1.1%	2.2%	6.3%	6.8%	20.1%	8.7%	7.4%	8.9%	10.2%						
Avg Ann. Change in Share		%		0.1%	0.6%	-0.4%	0.5%	1.3%	1.1%	2.9%	1.1%	0.8%	0.9%	0.9%						

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STEAM REPORT FOR 2013-2024 - FINAL MONMOUTHSHIRE COUNTY COUNCIL											2013 to 2024 2024 Prices			DAY VISITOR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:			MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY			DAY VISITOR																	
An increase of 3% or more			ECONOMIC IMPACT £M - INDEXED TO 2024 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change			Q1			Q2			Q3			Q4								
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2013 to 2024			22.3%	-16.9%	-16.8%	6.5%	8.8%	-1.0%	10.8%	0.5%	3.7%	1.8%	47.7%	6.9%		4.3%	-9.6%	4.4%	4.8%	16.2%
% Change 2023 to 2024			-17.6%	-24.4%	-10.4%	-10.8%	9.5%	-6.2%	-5.9%	9.8%	-4.2%	11.9%	-0.7%	-3.8%		-2.4%	-17.0%	-2.3%	0.4%	3.6%
Average Annual Change			2.0%	-1.5%	-1.5%	0.6%	0.8%	-0.1%	1.0%	0.0%	0.3%	0.2%	4.3%	0.6%		0.4%	-0.9%	0.4%	0.4%	1.5%
2013 £M			1.902	3.476	4.839	5.530	8.022	8.901	10.50	13.23	6.968	5.178	3.077	2.408		74.03	10.22	22.45	30.70	10.66
2014 £M			2.116	3.236	5.178	6.915	6.895	8.754	10.53	12.75	7.316	5.701	3.471	2.481	75.34	1.8%	10.53	22.56	30.60	11.65
2015 £M			2.419	3.759	5.224	7.880	7.741	7.807	10.71	12.89	7.216	6.725	3.558	2.315	78.24	3.8%	11.40	23.43	30.81	12.60
2016 £M			2.263	3.293	6.626	5.536	6.815	10.32	11.49	15.62	7.827	6.625	3.942	2.703	83.07	6.2%	12.18	22.67	34.94	13.27
2017 £M			2.631	3.665	5.117	7.282	7.598	10.28	11.00	13.34	7.886	6.800	4.806	2.547	82.95	-0.1%	11.41	25.16	32.23	14.15
2018 £M			2.525	3.612	3.679	5.826	8.222	9.699	10.20	11.96	8.253	6.289	5.112	3.380	78.75	-5.1%	9.816	23.75	30.41	14.78
2019 £M			3.033	4.084	2.987	7.915	8.290	8.255	9.942	12.26	8.326	6.173	4.801	3.516	79.58	1.1%	10.10	24.46	30.53	14.49
2020 £M			3.031	3.392	1.699				1.300	2.411	0.708	1.501	0.839	0.843	15.73	-80.2%	8.122		4.419	3.184
2021 £M						4.248	4.155	5.947	8.809	12.28	4.761	7.125	4.144	2.422	53.90	242.7%		14.35	25.85	13.69
2022 £M			3.371	2.910	4.909	6.481	8.172	10.16	11.57	12.75	7.750	5.887	4.796	2.395	81.15	50.6%	11.19	24.81	32.07	13.08
2023 £M			2.824	3.819	4.493	6.605	7.972	9.395	12.37	12.11	7.543	4.710	4.578	2.674	79.10	-2.5%	11.14	23.97	32.03	11.96
2024 £M			2.326	2.887	4.028	5.890	8.731	8.809	11.64	13.30	7.224	5.270	4.546	2.573	77.22	-2.4%	9.241	23.43	32.16	12.39
ECONOMIC IMPACT - INDEXED TO 2024														DAY VISITOR						
SHARE OF MARKET			2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total					
Day Visitor			£M	74.03	75.34	78.24	83.07	82.95	78.75	79.58	15.73	53.90	81.15	79.10	77.22					
All Visitor Types			£M	253.90	259.10	276.25	277.58	300.37	318.91	327.23	105.57	234.54	339.18	346.00						
Share of Total			%	29.2%	29.1%	28.3%	29.9%	27.6%	24.7%	24.3%	14.9%	23.0%	23.9%	22.9%	21.9%					
Annual Change in Share			%		-0.3%	-2.6%	5.7%	-7.7%	-10.6%	-1.5%	-38.8%	54.3%	4.1%	-4.4%	-4.1%					
Change in Share from 2013			%		-0.3%	-2.9%	2.6%	-5.3%	-15.3%	-16.6%	-48.9%	-21.2%	-18.0%	-21.6%	-24.8%					
Avg Ann. Change in Share			%		-0.3%	-1.4%	0.9%	-1.3%	-3.1%	-2.8%	-7.0%	-2.6%	-2.0%	-2.2%	-2.3%					
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