



Monmouthshire County Council

STEAM Tourism Economic Impacts
2021 Year in Review
Summary



Monmouthshire's Visitor Economy

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

Monmouthshire received
1.5 million
Tourism Visits during 2021

Visitors **staying overnight within the area** as part of a holiday or short break, accounted for **332 thousand visits** and **1.18 million nights** in local accommodation

2.35 million
Visitor Days generated
by visitors to
Monmouthshire in 2021

A total of **£183 million** was
generated within the local
economy through visitor and
tourism business expenditure

1.17 million tourism visits made
by Day Visitors



Day Visits generated **£42 million** for
the local economy in 2021

**Staying Visitor
Numbers**
+70% between
2020 and 2021

Visitors played a vital role in supporting
over **2,300**
full time equivalent jobs locally



In total, **staying visitors** generated a **total**
economic impact of
£141 million for local businesses and
communities



Monmouthshire's
staying visitors
spent £41
million
on local
accommodation,
staying 3.6 nights on
average



Economic Impact +122%
between 2020 and 2021

Staying Visitor Days +105% between 2020 and 2021,
accounting for an **increase of 606,000 days**

2021

Total
Visitor
Numbers
1.50 m

% Change
2020-2021
+180%

Net Change
2020-2021
**+0.96 m
Visits**

Visitor Types

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

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

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

Visitor Numbers

In 2021, there were an estimated 1.50m tourism visits to the Monmouthshire County Council area, 180% higher than 2020 but 35% lower than 2019. This is a better performance than the South East region, which saw a 45% increase on 2020 and a 50% decrease on 2019.

Key Figures: Visitor Numbers

Visitor Numbers		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
2021 (Millions)	M	0.174	0.120	0.038	0.332	1.168	1.500
2020 (Millions)	M	0.102	0.057	0.036	0.195	0.341	0.536
Change 20/21 (%)	%	+70.6	+110.4	+4.5	+69.9	+242.4	+179.6
Share of Total (%)	%	11.6	8.0	2.5	22.1	77.9	

Day visitors have always been critically important to Monmouthshire and in 2020 that sector was particularly hard-hit, so it is reassuring to see such a strong recovery for the sector in 2021. Day visitor numbers were down just 32% on 2019 (compared with a 49% regional average fall).

Staying visitor numbers also out-performed the region. Overall, Monmouthshire staying visitor numbers were up 70% on 2020 and down 41% on 2019. For the South East as a whole staying visitor numbers rose by 56% compared with 2020 and fell 49% compared with 2019.

**Total
Visitor
Days**
2.35m

**% Change
2020-2021**
+156%

**Net Change
2020-2021**
+1.43m
Visitor Days

Visitor Days

Monmouthshire's 1.50m tourism visits during 2021 generated a total of 2.35m visitor days spent within the County Council area – an increase of 156% between 2020 and 2021 and a fall of 28% from 2019. South East Wales saw an average increase of 50% between 2020 and 2021 and a fall of 49% from 2019.

Key Figures: Visitor Days

Visitor Days		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
2021 (Millions)	M	0.284	0.809	0.091	1.184	1.168	2.352
2020 (Millions)	M	0.166	0.331	0.082	0.578	0.341	0.920
Change 20/21 (%)	%	+71.6	+144.6	+10.6	+104.7	+242.4	+155.8
Share of Total (%)	%	12.1	34.4	3.9	50.3	49.7	

Staying visitors accounted for 50% of all visitor days spent in Monmouthshire in 2021, down from 63% in 2020 but similar to the 47% in 2019. This reflects the stronger impact of the pandemic on the day visitor sector but also its good recovery.

The non-serviced sector has been particularly resilient through the pandemic period. This applies across Wales, but particularly in rural areas. In Monmouthshire 2021 non-serviced visitor days showed an increase of 145% on 2020, and even out-performed 2019 levels by 15%. The dominance of non-serviced within Monmouthshire's accommodation offer means that staying visitor days showed a considerably better performance than the South East region, with an increase of 105% on 2021 (67% for South East Wales) and a fall of just 23% on 2019 compared with the regional average of 49%.

Average Length of Stay for Different Visitor Types: 2021

**Day
Visitors**

1

**All
Visitors**

1.6

**Serviced
Accommodation**

1.6

**Staying with
Friends/Relatives**

2.4

**Staying
Visitors**

3.6

**Non-Serviced
Accommodation**

6.7

**Total
Economic
Impact**
£182.79m

**% Change
2020-2021**
+122%

**Net Change
2020-2021**
+£100m

Visitor Expenditure and Total Economic Impact

Tourism visits were estimated to have generated £182.8 million for the local economy in 2021, an increase of 122% compared to 2020 and a net gain of £100m. (All figures are given in £s 2021 to remove inflation effects.) This figure comprises *direct expenditure* of visitors on goods and services (£135.9 million) and the subsequent indirect / induced economic effects arising within the local economy (£46.9 million). Compared with 2019 there was a decrease in economic impact of 28%. For South East Wales there was an increase of 61% on 2020 and a decrease of 47% on 2019.

Distribution of Economic Effects

2021	Direct Visitor Expenditure						Indirect and Induced	Total Economic Impact
	Accommodation	Food & Drink	Recreation	Shopping	Transport	Total Direct		
Totals	£40.9m	£35.3m	£11.7m	£24.5m	£23.6m	£135.9m	£46.9m	£182.8m

Note: m = million

Key Figures: Economic Impact

Economic Impact £s 2021		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
2021 (£ Millions)	£M	45.97	88.71	6.11	140.79	42.00	182.79
2020 (£ Millions)	£M	26.85	37.65	5.52	70.02	12.26	82.28
Change 20/21 (%)	%	+71.2	+135.6	+10.7	+101.1	+242.7	+122.2
Share of Total (%)	%	25.1	48.5	3.3	77.0	23.0	

Each visitor day brings an average of £77.71 to the local economy, ranging from £35.96 for day visitors to £161.86 for visitors staying in serviced accommodation. Staying visitors generate an average income for Monmouthshire of £424.57 per visitor.

Average Economic Impact Generated by Each Type of Visitor: 2021

Economic Impact	Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
Economic Impact per Day	£161.86	£109.62	£67.35	£118.91	£35.96	£77.71
Economic Impact per Visit	£264.54	£739.89	£161.09	£424.57	£35.96	£121.88

**Total
Employment
Supported**

**2,336
FTEs**

**% Change
2020-2021**

+45%

**Net Change
2020-2021**

**+722
FTEs**

Employment Supported by Tourism

Tourism visits to Monmouthshire in 2021 were estimated to have supported 2,336 Full-Time Equivalent jobs (FTEs). 81% of these FTEs (1,889) are assumed to have been generated directly through the expenditure of visitors (Direct Employment), with the remaining 19% being indirect and induced (447), that is supported through the supply chain and further rounds of expenditure within the economy including employee spend. In 2020 the furlough scheme meant that employment levels were above that predicted by the spend levels, so the 2021 percentage increase in jobs was less than that for economic impact.

Distribution of Employment

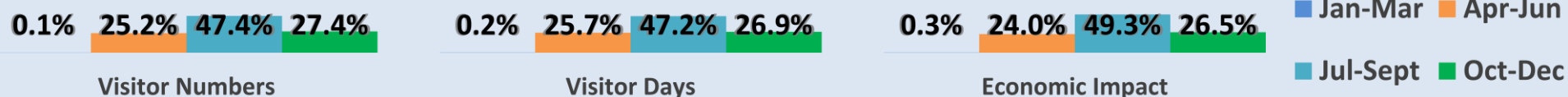
2021	Direct Employment						Indirect and Induced	Total Employment
	Accommodation	Food & Drink	Recreation	Shopping	Transport	Total Direct		
Totals	793	549	159	263	124	1,889	447	2,336

Key Figures: Employment Supported

Employment Supported		Direct Employment						Indirect and Induced	Total
		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	Total Direct		
2021 (FTEs)	FTE	494	991	52	1,537	352	1,889	447	2,336
2020 (FTEs)	FTE	484	562	52	1,098	167	1,265	348	1,614
Change 20/21 (%)	%	+2.1	+76.3	-1.0	+40.0	+110.5	+49.3	+28.2	+44.7
Share of Total (%)	%	26.2	52.5	2.7	81.4	18.6	100		

The largest portion of the direct employment supported is associated with the activity of visitors staying in non-serviced accommodation, accounting for 991 FTEs. Tourism spend supports the most employment in the Accommodation (793 FTEs) and Food & Drink (549 FTEs) sectors.

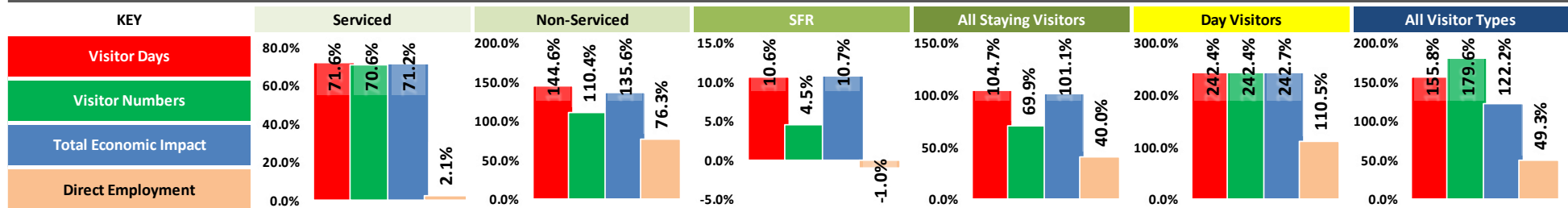
Distribution of Key Impacts by Quarter: 2021



KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 & 2020 - INDEXED TO 2021

KEY																			
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Served			Non-Served														
Less than 3% change																			
A Fall of 3% or more		2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %
Visitor Days	M	0.284	0.166	71.6%	0.809	0.331	144.6%	0.091	0.082	10.6%	1.184	0.578	104.7%	1.168	0.341	242.4%	2.352	0.920	155.8%
Visitor Numbers	M	0.174	0.102	70.6%	0.120	0.057	110.4%	0.038	0.036	4.5%	0.332	0.195	69.9%	1.168	0.341	242.4%	1.500	0.536	179.6%
Direct Expenditure	£M																135.87	61.22	121.9%
Economic Impact	£M	45.97	26.85	71.2%	88.71	37.65	135.6%	6.112	5.520	10.7%	140.79	70.02	101.1%	42.00	12.26	242.7%	182.79	82.28	122.2%
Direct Employment	FTEs	494	484	2.1%	991	562	76.3%	52	52	-1.0%	1,537	1,098	40.0%	352	167	110.5%	1,889	1,265	49.3%
Total Employment	FTEs																2,336	1,614	44.7%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2021 & 2020 - INDEXED TO 2021



Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2021

