



STEAM FINAL TREND REPORT FOR 2011-2022

Final

MONMOUTHSHIRE COUNTY COUNCIL


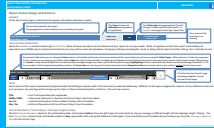











Global Tourism Solutions (UK) Ltd

71 Heol Gwys
Upper Cwmtwrch
Swansea
SA9 2XH

Telephone: 0798 445 5388

Email: cathryn.j@gtsuk.co.uk

Website: www.globaltourismsolutions.co.uk

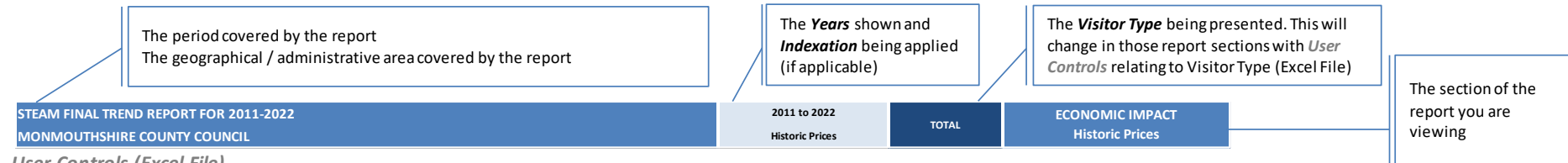
REPORT SECTIONS  <p>Page</p>	USER GUIDE  <p>3</p>	COMPARATIVE HEADLINES  <p>4</p>	KEY MEASURES  <p>5-11</p>
KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE	DISTRIBUTION OF IMPACT: <i>by Visitor Type</i>  <p>13</p>	DISTRIBUTION OF IMPACT: <i>by Month</i>  <p>14</p>	DISTRIBUTION OF IMPACT: <i>by Sector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



Report Section Design and Features

Headers

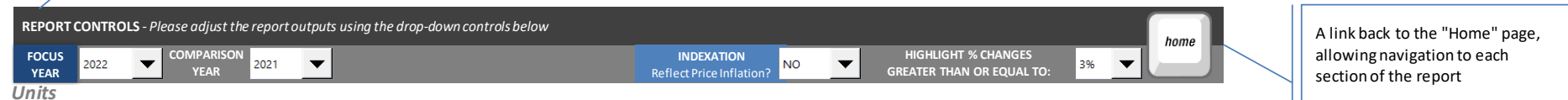
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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

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



Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

STEAM FINAL TREND REPORT FOR 2011-2022
MONMOUTHSHIRE COUNTY COUNCIL

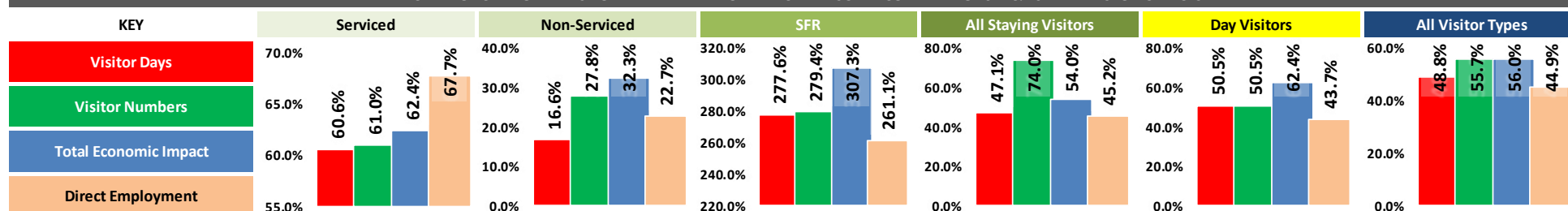
Comparing 2022 and 2021
 All £'s Historic Prices

COMPARATIVE HEADLINES

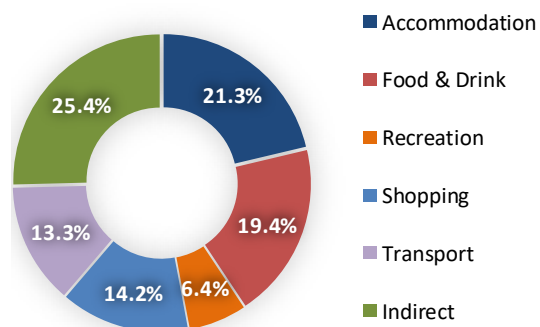
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - IN HISTORIC PRICES

KEY														Day Visitors			All Visitor Types		
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors								
Less than 3% change		Serviced			Non-Serviced														
A Fall of 3% or more		2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %
Visitor Days	M	0.456	0.284	60.6%	0.943	0.809	16.6%	0.343	0.091	277.6%	1.742	1.184	47.1%	1.759	1.168	50.5%	3.501	2.352	48.8%
Visitor Numbers	M	0.280	0.174	61.0%	0.153	0.120	27.8%	0.144	0.038	279.4%	0.577	0.332	74.0%	1.759	1.168	50.5%	2.336	1.500	55.7%
Direct Expenditure	£M																212.64	135.87	56.5%
Economic Impact	£M	74.66	45.97	62.4%	117.32	88.71	32.3%	24.89	6.112	307.3%	216.87	140.79	54.0%	68.20	42.00	62.4%	285.08	182.79	56.0%
Direct Employment	FTEs	829	494	67.7%	1,216	991	22.7%	186	52	261.1%	2,231	1,537	45.2%	506	352	43.7%	2,737	1,889	44.9%
Total Employment	FTEs																3,356	2,336	43.7%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2022 & 2021 - IN HISTORIC PRICES

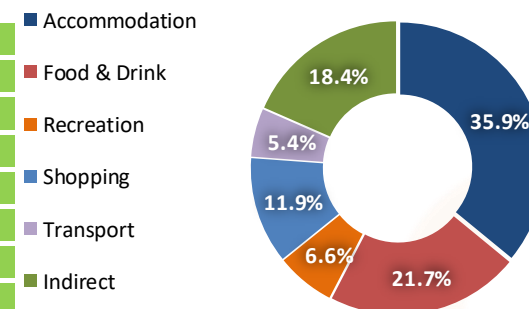


Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



			Sectors					
2022	2021	+/- %		2022	2021	+/- %		
60.69	40.88	48.4%	Accommodation	1,206	793	52.1%		
55.26	35.28	56.6%	Food & Drink	727	549	32.5%		
18.17	11.66	55.8%	Recreation	221	159	39.0%		
40.51	24.49	65.4%	Shopping	401	263	52.2%		
38.03	23.55	61.5%	Transport	182	124	45.9%		
212.64	135.87	56.5%	TOTAL DIRECT	2,737	1,889	44.9%		
72.43	46.93	54.4%	Indirect	618	447	38.5%		
285.08	182.79	56.0%	TOTAL	3,356	2,336	43.7%		

Sectoral Distribution of Employment - FTEs

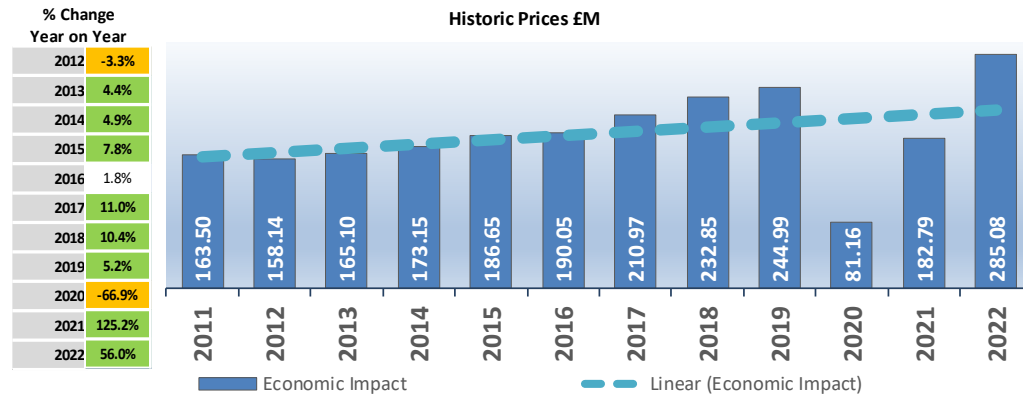


Unindexed Key Measures by Year and Visitor Type for the Period 2011 to 2022

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

STEAM FINAL TREND REPORT FOR 2011-2022
MONMOUTHSHIRE COUNTY COUNCIL

Economic Impact - Historic Prices - Total

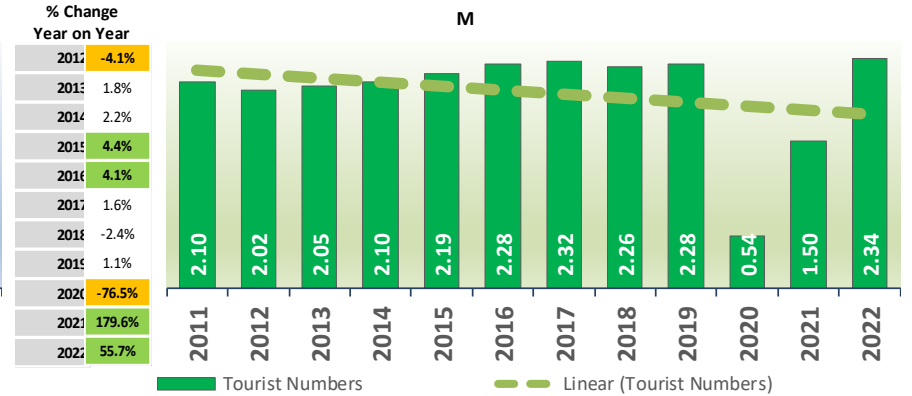


2011 to 2022
Historic Prices

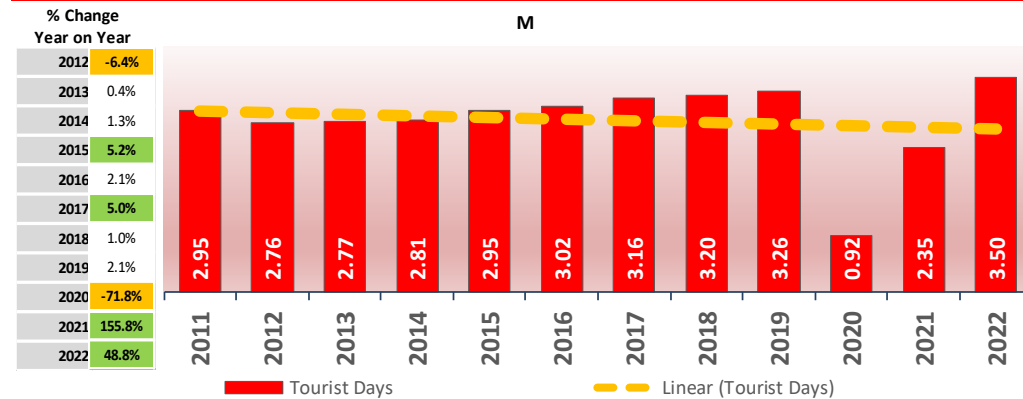
TOTAL

KEY MEASURES
Historic Prices

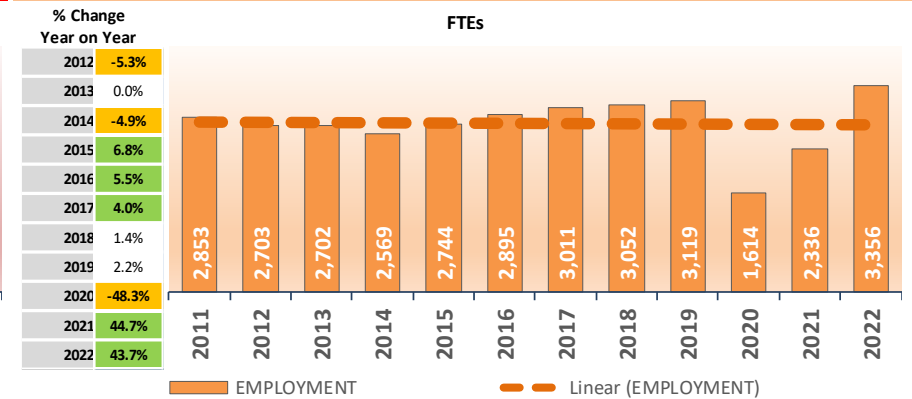
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total

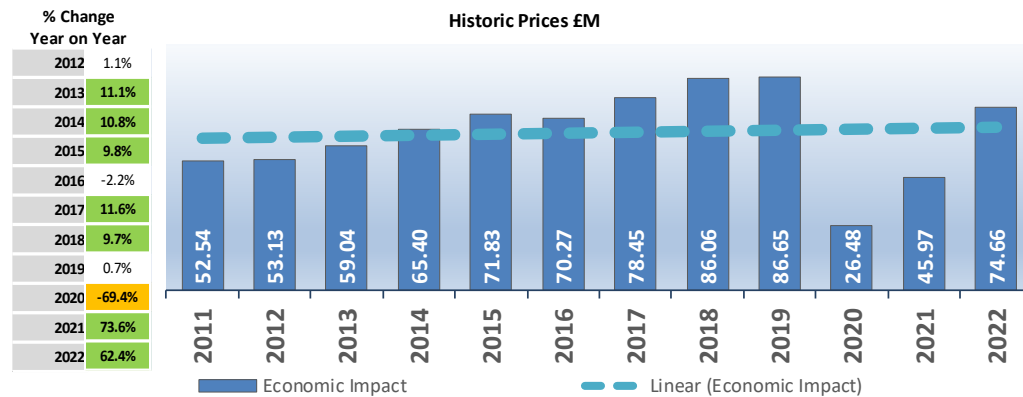


% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		-3.3%	1.0%	5.9%	14.2%	16.2%	29.0%	42.4%	49.8%	-50.4%	11.8%	74.4%
Visitor Numbers		-4.1%	-2.4%	-0.2%	4.2%	8.4%	10.2%	7.5%	8.6%	-74.5%	-28.7%	11.1%
Visitor Days		-6.4%	-6.0%	-4.8%	0.2%	2.3%	7.4%	8.5%	10.8%	-68.8%	-20.2%	18.8%
Total Employment		-5.3%	-5.3%	-10.0%	-3.8%	1.5%	5.5%	7.0%	9.3%	-43.4%	-18.1%	17.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
MONMOUTHSHIRE COUNTY COUNCIL

Economic Impact - Historic Prices - Serviced Accommodation

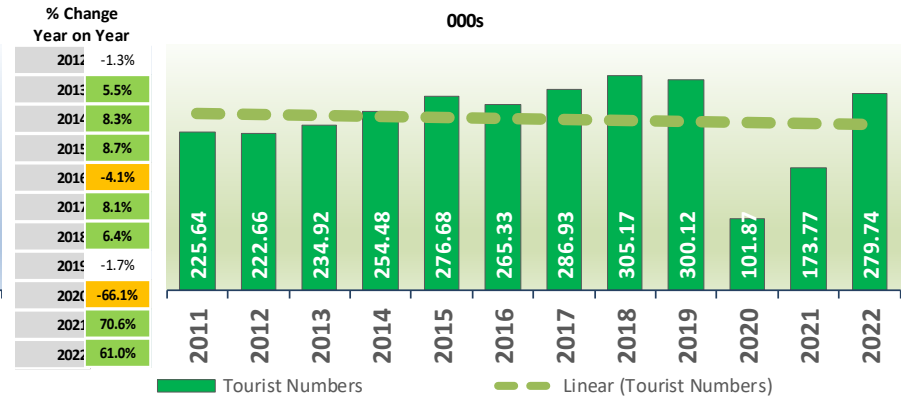


2011 to 2022
Historic Prices

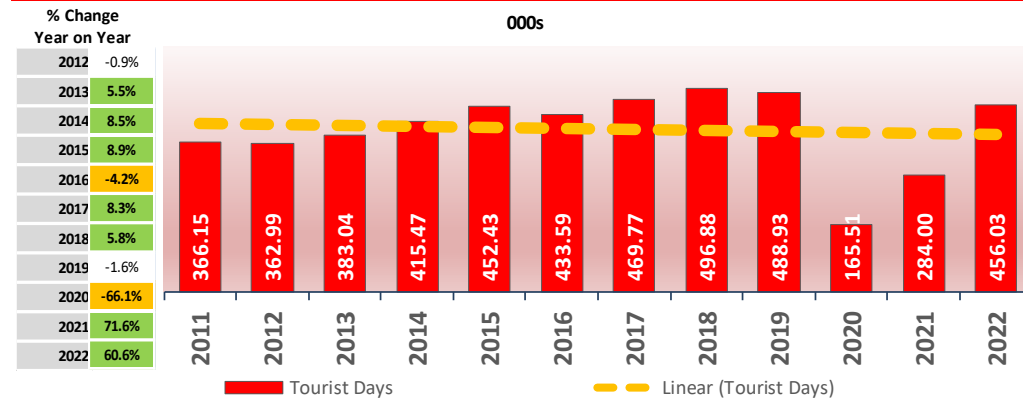
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

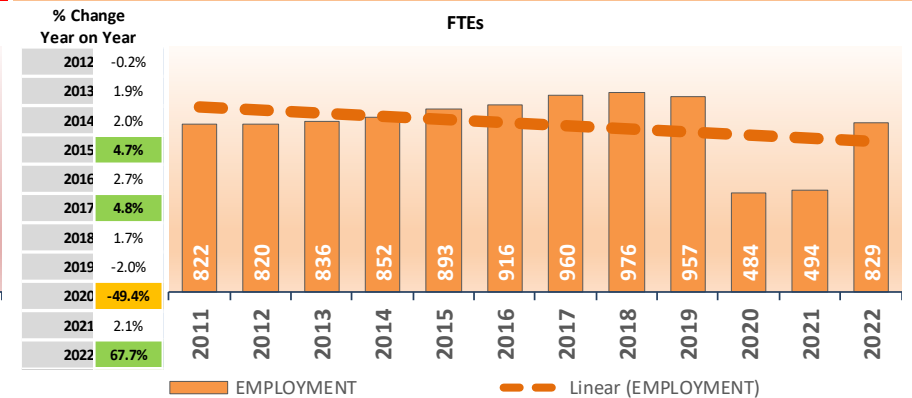
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation

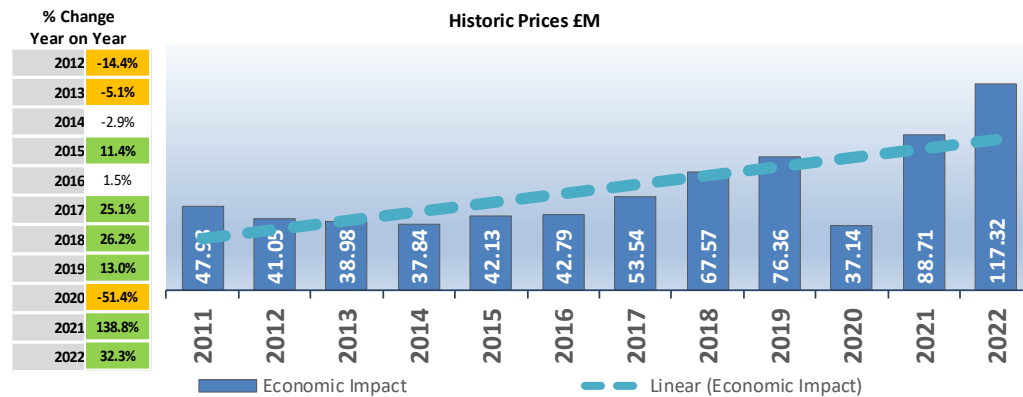


% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		1.1%	12.4%	24.5%	36.7%	33.7%	49.3%	63.8%	64.9%	-49.6%	-12.5%	42.1%
Visitor Numbers		-1.3%	4.1%	12.8%	22.6%	17.6%	27.2%	35.2%	33.0%	-54.9%	-23.0%	24.0%
Visitor Days		-0.9%	4.6%	13.5%	23.6%	18.4%	28.3%	35.7%	33.5%	-54.8%	-22.4%	24.5%
Direct Employment		-0.2%	1.7%	3.7%	8.6%	11.5%	16.8%	18.8%	16.4%	-41.1%	-39.9%	0.9%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
MONMOUTHSHIRE COUNTY COUNCIL

Economic Impact - Historic Prices - Non-Serviced Accommodation

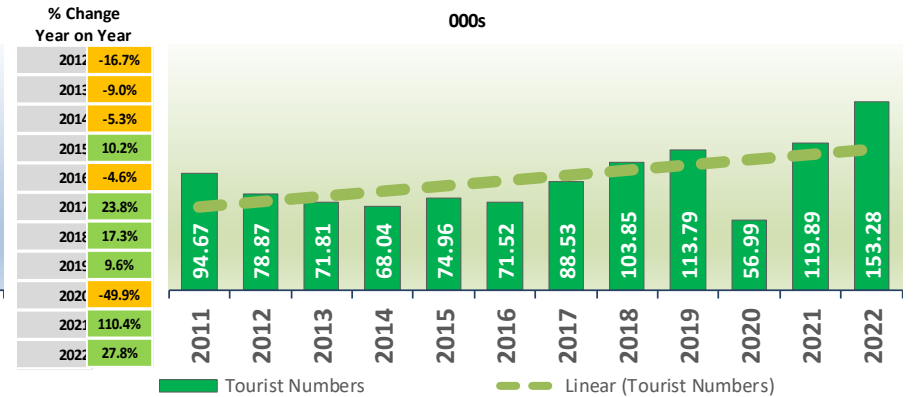


2011 to 2022
Historic Prices

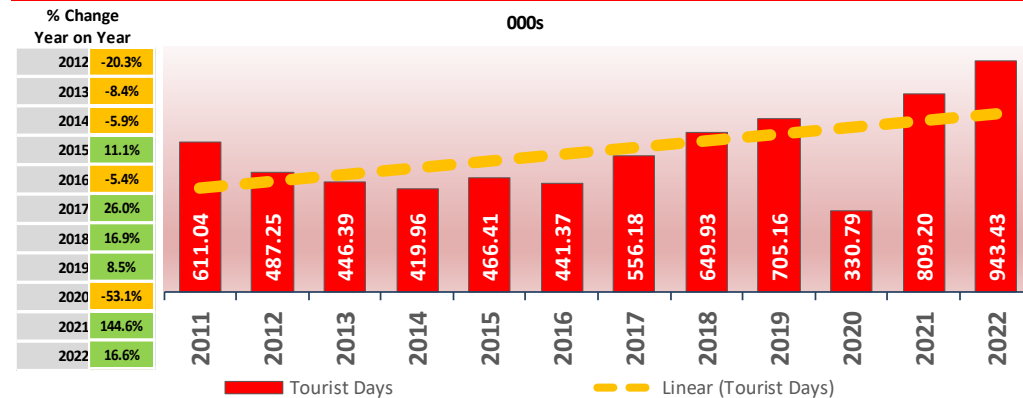
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

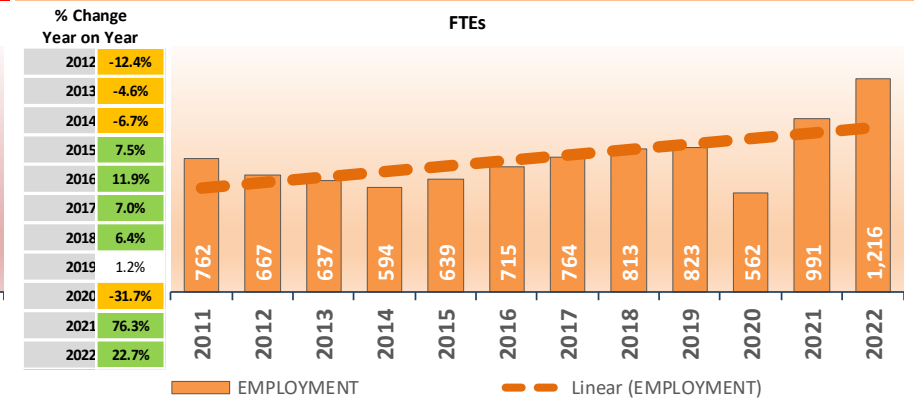
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation

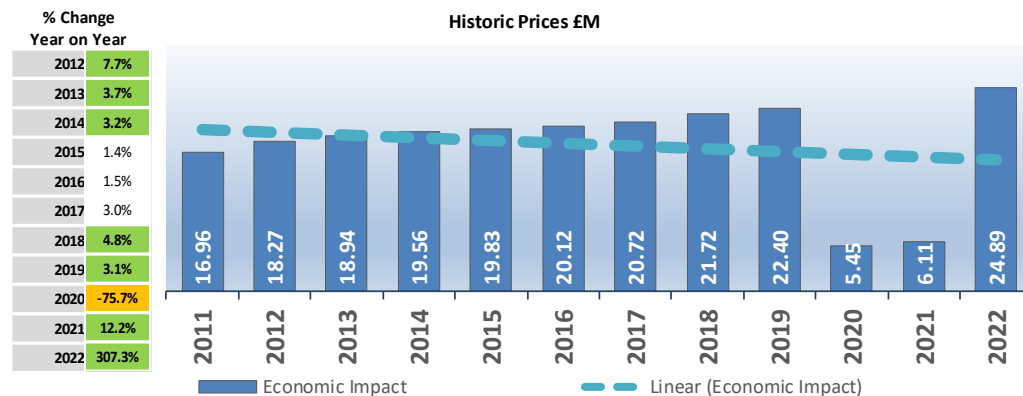


% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		-14.4%	-18.8%	-21.1%	-12.2%	-10.8%	11.6%	40.8%	59.1%	-22.6%	84.9%	144.5%
Visitor Numbers		-16.7%	-24.1%	-28.1%	-20.8%	-24.5%	-6.5%	9.7%	20.2%	-39.8%	26.6%	61.9%
Visitor Days		-20.3%	-26.9%	-31.3%	-23.7%	-27.8%	-9.0%	6.4%	15.4%	-45.9%	32.4%	54.4%
Direct Employment		-12.4%	-16.4%	-22.0%	-16.2%	-6.2%	0.3%	6.8%	8.1%	-26.2%	30.1%	59.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
MONMOUTHSHIRE COUNTY COUNCIL

Economic Impact - Historic Prices - SFR

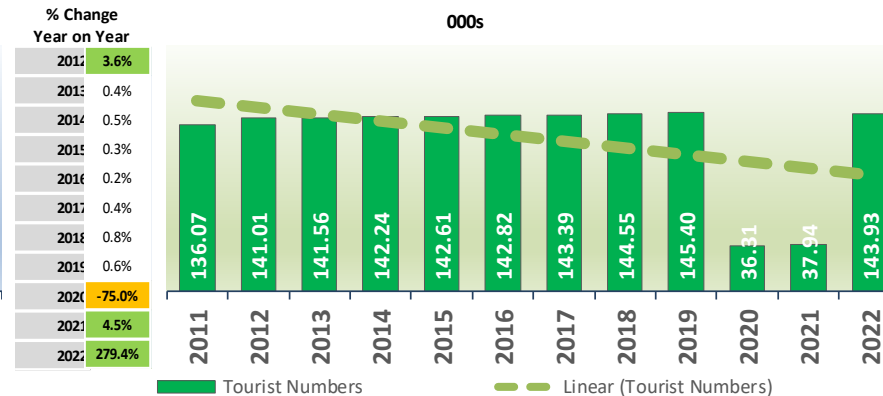


2011 to 2022
Historic Prices

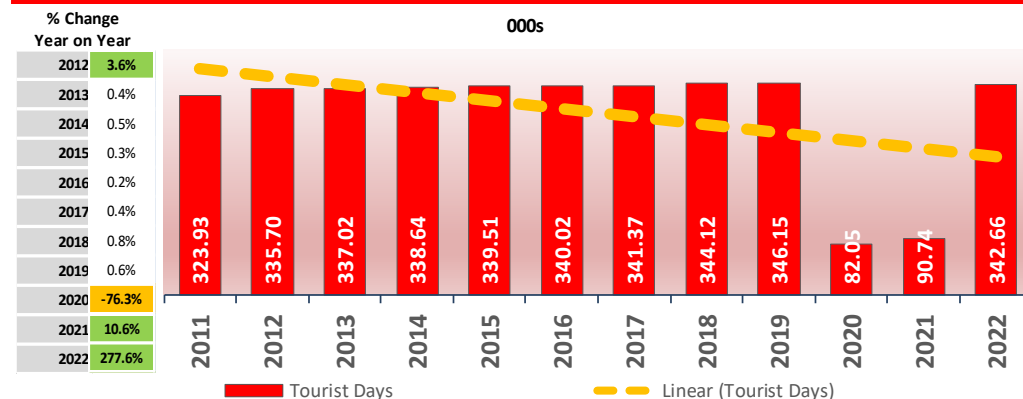
SFR

KEY MEASURES
Historic Prices

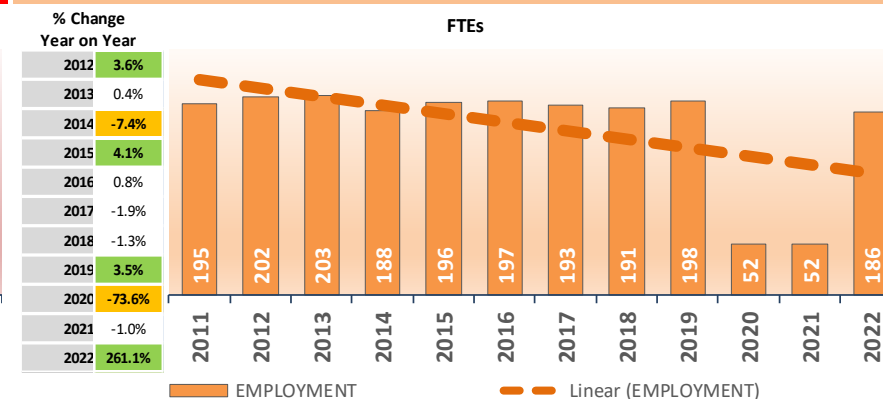
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR

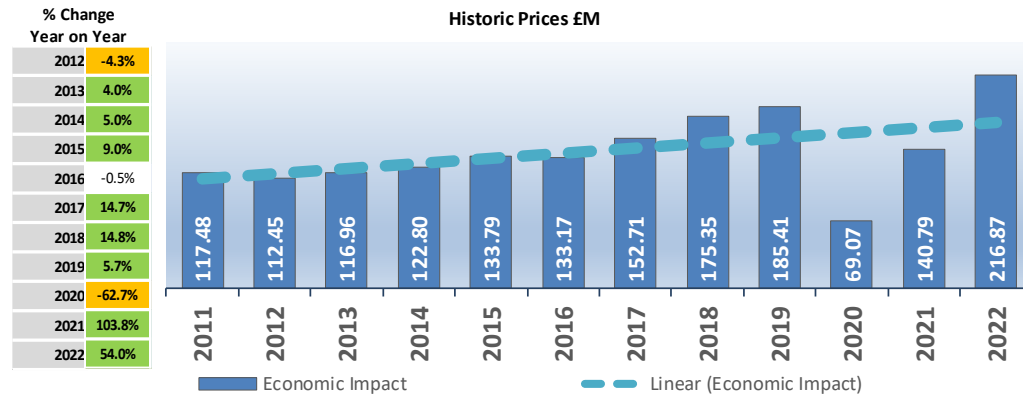


% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		7.7%	11.7%	15.3%	16.9%	18.6%	22.2%	28.0%	32.1%	-67.9%	-64.0%	46.8%
Visitor Numbers		3.6%	4.0%	4.5%	4.8%	5.0%	5.4%	6.2%	6.9%	-73.3%	-72.1%	5.8%
Visitor Days		3.6%	4.0%	4.5%	4.8%	5.0%	5.4%	6.2%	6.9%	-74.7%	-72.0%	5.8%
Direct Employment		3.6%	4.1%	-3.6%	0.3%	1.1%	-0.9%	-2.2%	1.3%	-73.3%	-73.6%	-4.5%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
MONMOUTHSHIRE COUNTY COUNCIL

Economic Impact - Historic Prices - Staying Visitor

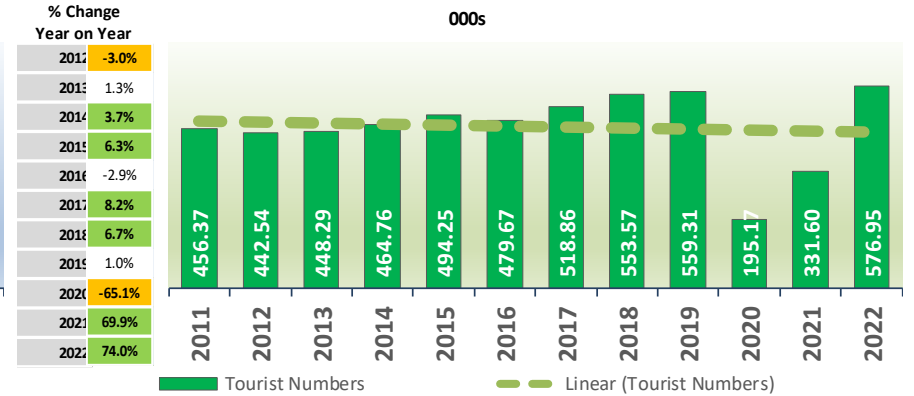


2011 to 2022
Historic Prices

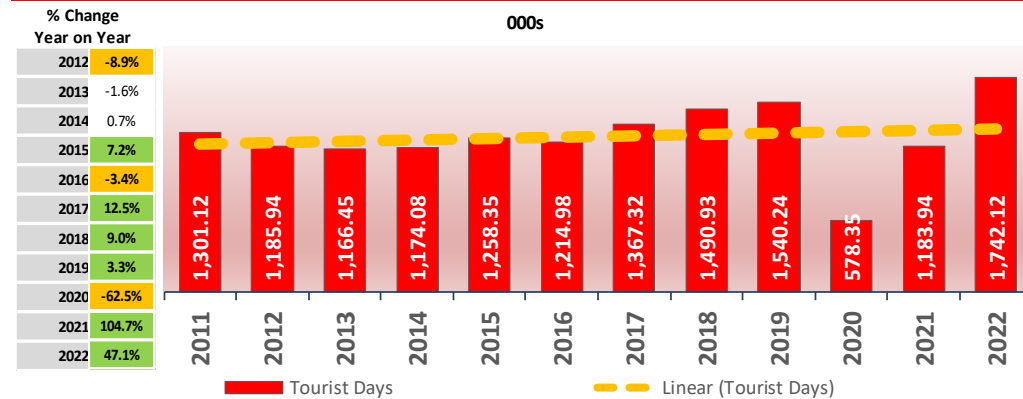
STAYING VISITOR

KEY MEASURES
Historic Prices

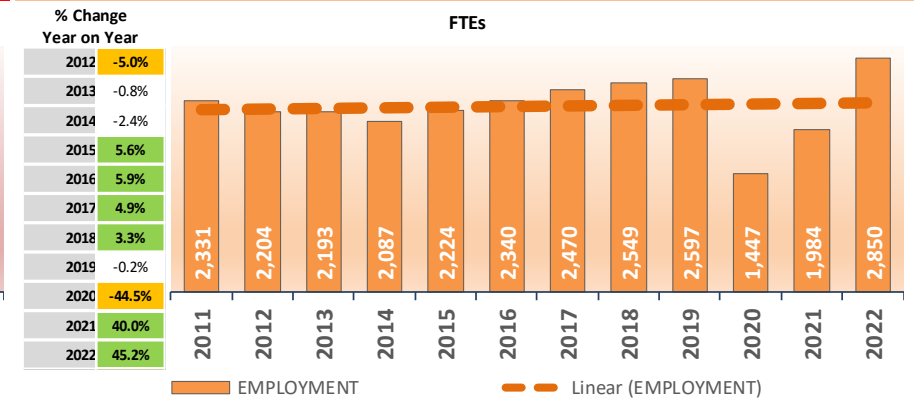
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor

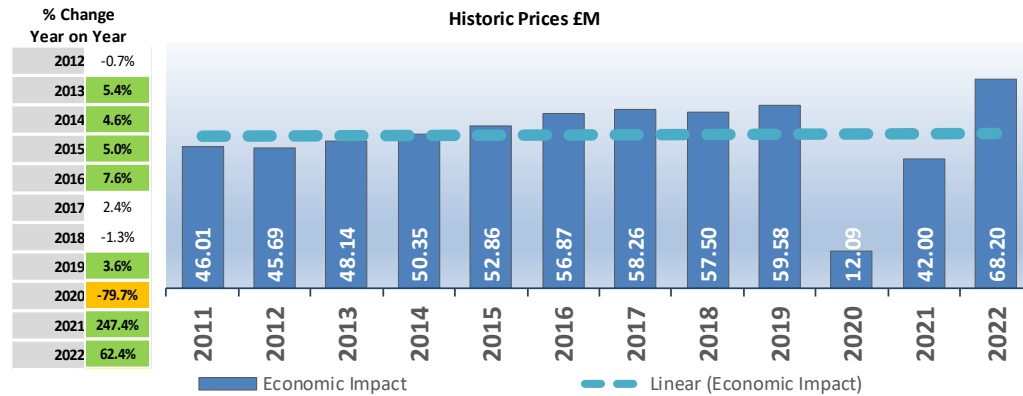


% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		-4.3%	-0.4%	4.5%	13.9%	13.4%	30.0%	49.3%	57.8%	-41.2%	19.8%	84.6%
Visitor Numbers		-3.0%	-1.8%	1.8%	8.3%	5.1%	13.7%	21.3%	22.6%	-57.2%	-27.3%	26.4%
Visitor Days		-8.9%	-10.4%	-9.8%	-3.3%	-6.6%	5.1%	14.6%	18.4%	-55.5%	-9.0%	33.9%
Direct Employment		-5.4%	-5.9%	-10.5%	-4.6%	0.4%	6.0%	9.4%	11.4%	-37.9%	-14.9%	22.3%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
MONMOUTHSHIRE COUNTY COUNCIL

Economic Impact - Historic Prices - Day Visitor

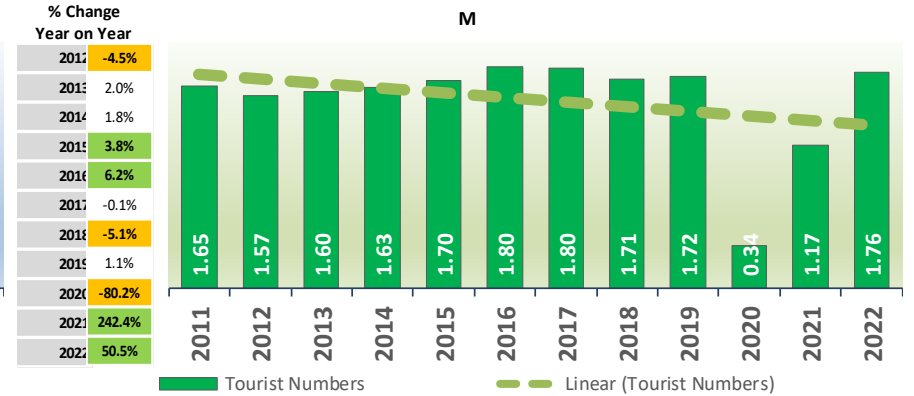


2011 to 2022
 Historic Prices

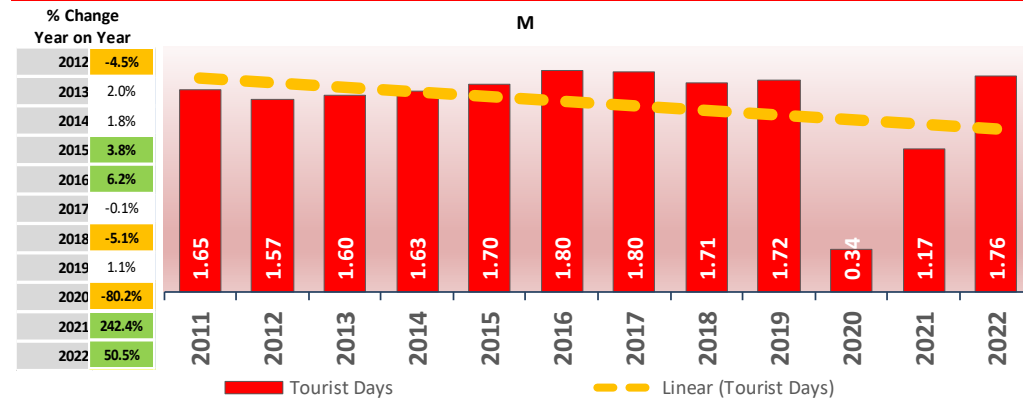
DAY VISITOR

KEY MEASURES
 Historic Prices

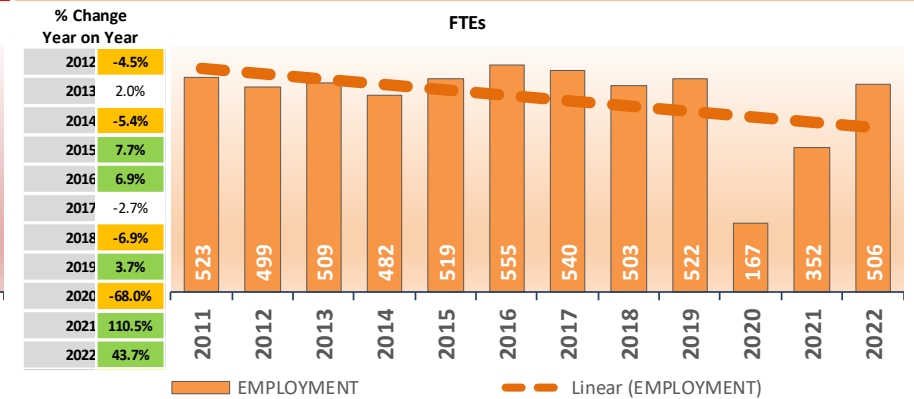
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		-0.7%	4.6%	9.4%	14.9%	23.6%	26.6%	25.0%	29.5%	-73.7%	-8.7%	48.2%
Visitor Numbers		-4.5%	-2.5%	-0.8%	3.0%	9.4%	9.2%	3.7%	4.8%	-79.3%	-29.0%	6.8%
Visitor Days		-4.5%	-2.5%	-0.8%	3.0%	9.4%	9.2%	3.7%	4.8%	-79.3%	-29.0%	6.8%
Direct Employment		-4.5%	-2.5%	-7.8%	-0.7%	6.2%	3.4%	-3.7%	-0.2%	-68.0%	-32.7%	-3.2%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2011 to 2022

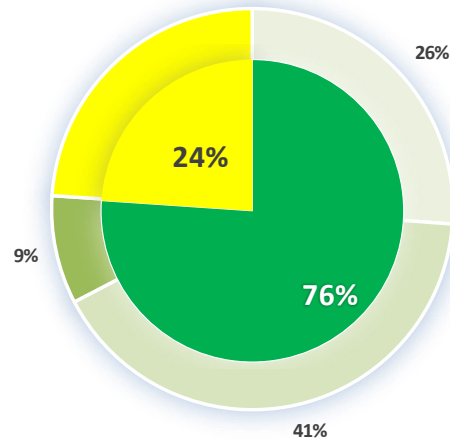
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2022 - M - Share of Total

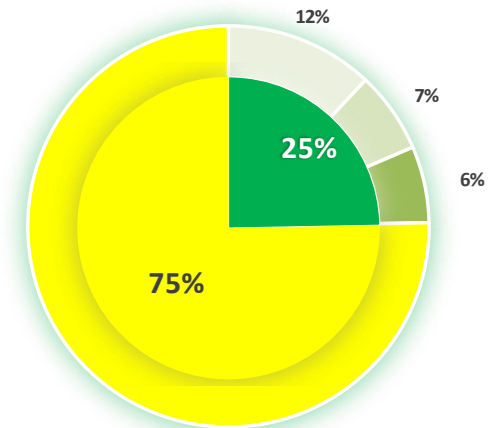
TOTAL
£285.08m

	£M
Serviced	74.66
Non-Serviced	117.32
SFR	24.89
Staying Visitor	216.87
Day Visitor	68.20
Total	285.08



TOTAL
2.34m

	M
Serviced	0.28
Non-Serviced	0.15
SFR	0.14
Staying Visitor	0.58
Day Visitor	1.76
Total	2.34

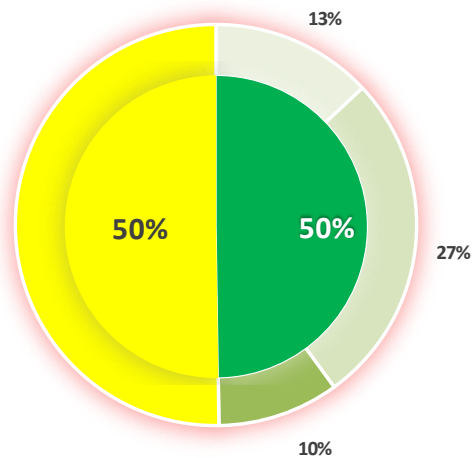


Visitor Days - 2022 - M - Share of Total

Direct Employment Supported - 2022 - FTEs - Share of Total

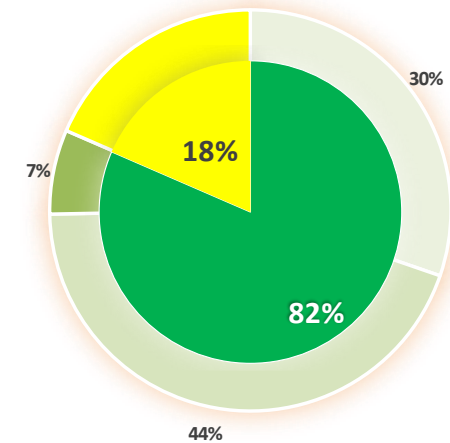
TOTAL
3.50m

	M
Serviced	0.46
Non-Serviced	0.94
SFR	0.34
Staying Visitor	1.74
Day Visitor	1.76
Total	3.50



TOTAL
2,737 Direct FTEs
3,356 Total FTEs

	FTEs
Serviced	829
Non-Serviced	1,216
SFR	186
Staying Visitor	2,231
Day Visitor	506
Total	2,737



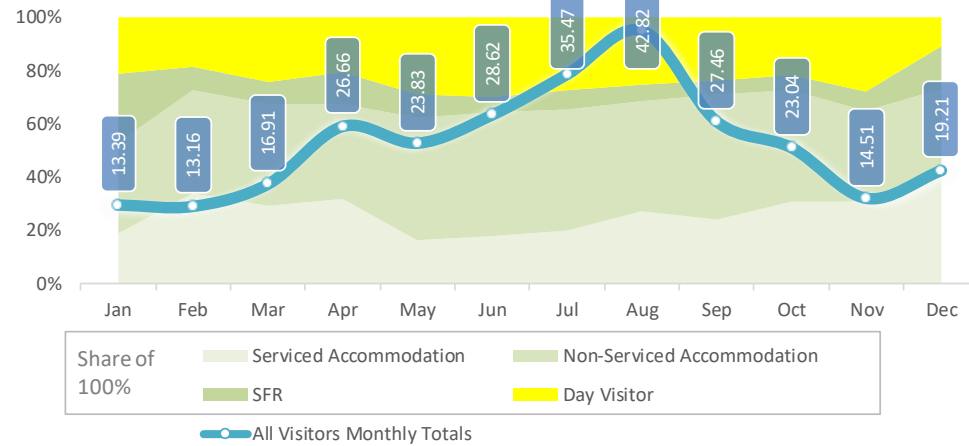
STEAM FINAL TREND REPORT FOR 2011-2022
MONMOUTHSHIRE COUNTY COUNCIL

2022
Historic Prices

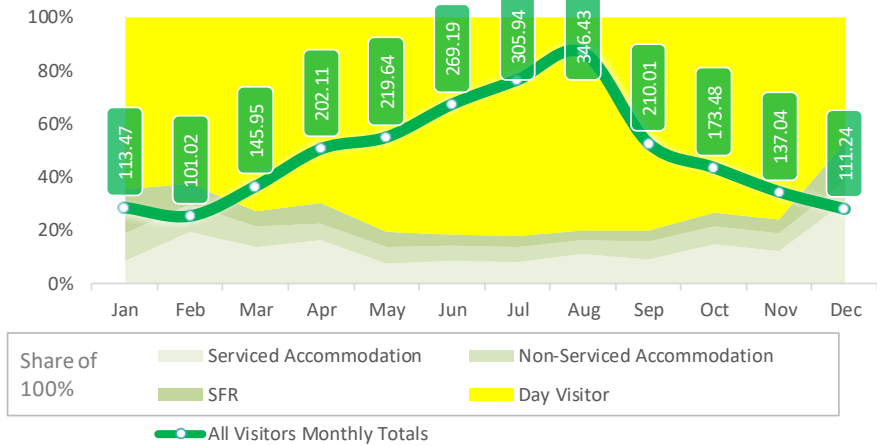
TOTAL

DISTRIBUTION BY MONTH
Historic Prices

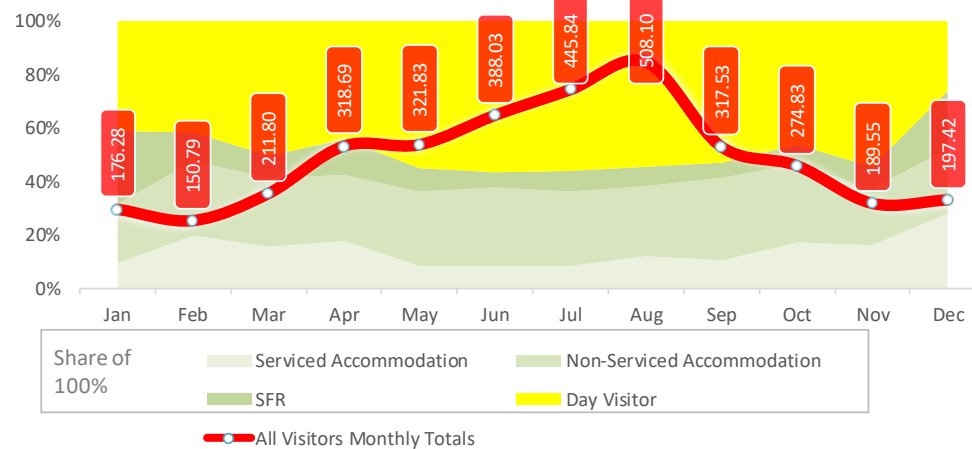
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



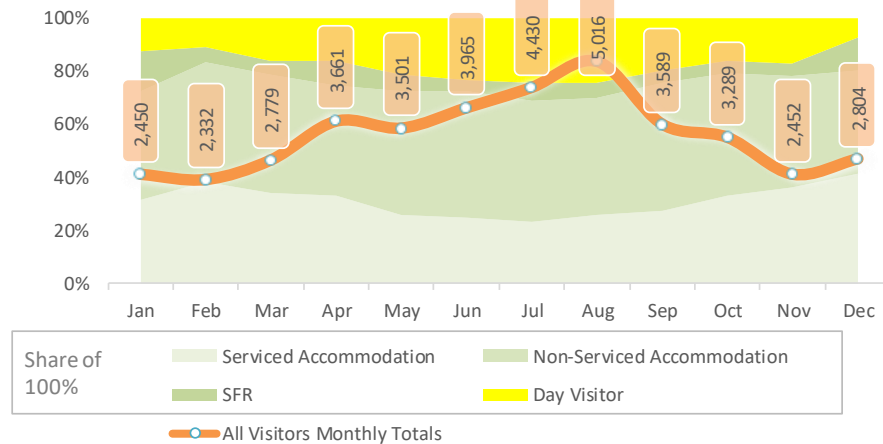
Visitor Numbers - 2022 - 000s - Distribution of Impact by Month



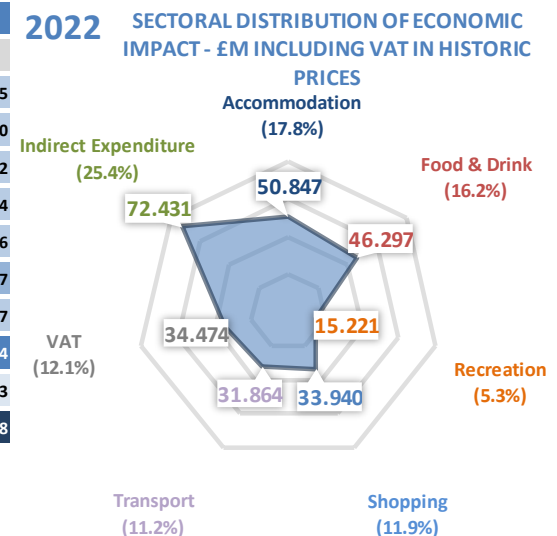
Visitor Days - 2022 - 000s - Distribution of Impact by Month



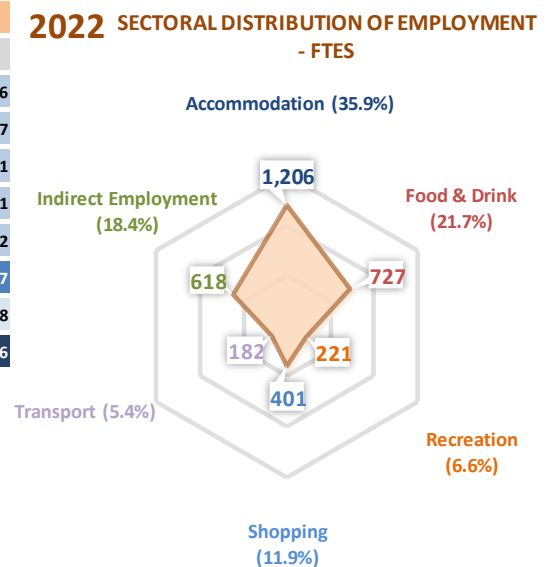
Direct Employment Supported - 2022 - FTEs - Distribution of Impact by Month



SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES													
SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	£M	24.87	24.84	27.25	29.65	32.38	33.27	39.21	47.07	51.01	19.68	35.51	50.85
Food & Drink	£M	27.93	26.82	27.68	28.84	31.01	31.27	34.01	36.23	37.54	12.58	30.65	46.30
Recreation	£M	9.154	8.759	9.021	9.365	10.07	10.15	11.06	11.80	12.24	4.131	10.13	15.22
Shopping	£M	21.07	20.20	20.77	21.51	23.04	23.32	25.12	26.54	27.43	8.511	21.28	33.94
Transport	£M	19.91	18.91	19.37	19.96	21.44	21.65	23.30	24.57	25.30	7.991	20.46	31.86
Direct Revenue	£M	102.94	99.53	104.08	109.32	117.93	119.66	132.70	146.21	153.52	52.90	118.03	178.17
VAT	£M	20.59	19.91	20.82	21.86	23.59	23.93	26.54	29.24	30.70	7.493	17.84	34.47
Direct Expenditure	£M	123.53	119.43	124.90	131.19	141.52	143.60	159.24	175.45	184.23	60.39	135.87	212.64
Indirect Expenditure	£M	39.97	38.71	40.20	41.96	45.14	46.45	51.73	57.40	60.76	20.77	46.93	72.43
TOTAL	£M	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08

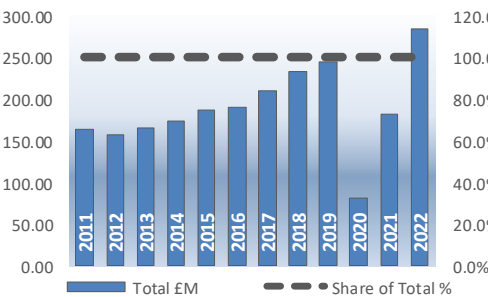


Sectoral Distribution of Employment - FTEs													
Sector / Year		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	FTEs	866	866	866	876	879	1,012	1,046	1,069	1,035	562	793	1,206
Food & Drink	FTEs	597	552	551	607	675	672	670	695	687	285	549	727
Recreation	FTEs	237	219	218	174	179	192	208	195	217	96	159	221
Shopping	FTEs	411	379	377	318	355	349	367	362	386	227	263	401
Transport	FTEs	190	174	172	142	158	159	167	163	175	96	124	182
Direct Employment	FTEs	2,301	2,189	2,185	2,117	2,246	2,383	2,458	2,484	2,499	1,265	1,889	2,737
Indirect Employment	FTEs	552	514	517	452	498	512	552	569	620	348	447	618
TOTAL	FTEs	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356



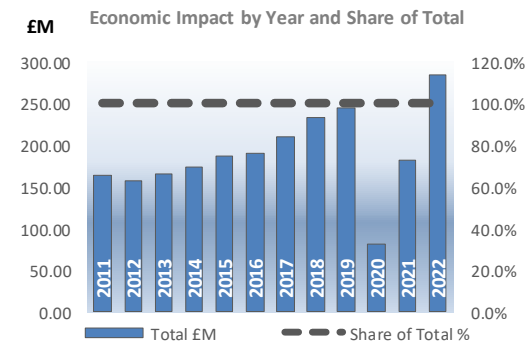
Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2011 to 2022

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

STEAM FINAL TREND REPORT FOR 2011-2022 MONMOUTHSHIRE COUNTY COUNCIL										2011 to 2022 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																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change	Q1	Q2	Q3	Q4	
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV							DEC
% Change 2011 to 2022		85.3%	69.8%	77.0%	61.1%	60.1%	78.6%	72.2%	71.7%	77.4%	71.4%	91.2%	103.1%	74.4%	Annual Change	77.2%	66.7%	73.3%	86.2%
% Change 2021 to 2022		3301.6%			161.7%	84.5%	37.9%	23.4%	12.8%	17.6%	2.5%	31.8%	28.9%	56.0%		8641.6%	80.4%	17.4%	17.3%
Average Annual Change		7.8%	6.3%	7.0%	5.6%	5.5%	7.1%	6.6%	6.5%	7.0%	6.5%	8.3%	9.4%	6.8%		7.0%	6.1%	6.7%	7.8%
2011	£M	7.226	7.749	9.553	16.55	14.89	16.03	20.60	24.95	15.47	13.44	7.591	9.456	163.50		24.53	47.46	61.01	30.49
2012	£M	7.451	7.324	11.74	13.81	12.77	15.04	20.03	24.62	15.47	12.34	7.724	9.831	158.14	-3.3%	26.52	41.62	60.11	29.89
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	4.4%	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
ECONOMIC IMPACT - IN HISTORIC PRICES														TOTAL					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M	Economic Impact by Year and Share of Total				
Total	£M	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08						
All Visitor Types	£M	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08						
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 2011	%																		
Avg Ann. Change in Share	%																		

This report is copyright © Global Tourism Solutions (UK) Ltd 2023

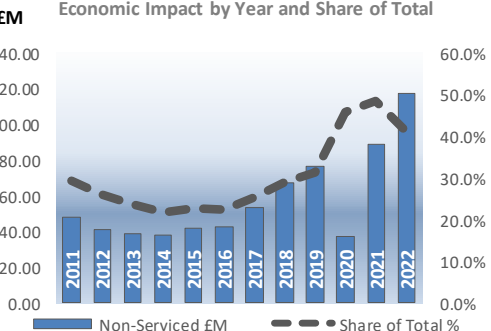
Report Prepared by: Cathy James. Date of Issue: 08/08/22



STEAM FINAL TREND REPORT FOR 2011-2022 MONMOUTHSHIRE COUNTY COUNCIL										2011 to 2022 Historic Prices		SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices						
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
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 2011 to 2022		10.1%	39.0%	41.8%	91.3%	4.0%	11.1%	9.0%	57.7%	37.5%	45.1%	62.8%	88.6%		42.1%	32.7%	36.9%	35.6%	65.0%
% Change 2021 to 2022						195.9%	16.1%	10.4%	2.0%	1.4%	14.3%	30.5%	32.2%		62.4%		207.8%	4.0%	24.8%
Average Annual Change		0.9%	3.5%	3.8%	8.3%	0.4%	1.0%	0.8%	5.2%	3.4%	4.1%	5.7%	8.1%		3.8%	3.0%	3.4%	3.2%	5.9%
2011	£M	2.320	3.196	3.489	4.449	3.792	4.552	6.549	7.417	4.785	4.886	2.743	4.363		52.54	9.005	12.79	18.75	11.99
2012	£M	1.906	2.604	4.470	4.550	3.558	4.409	6.045	8.362	5.104	5.178	2.327	4.621	53.13	8.980	12.52	19.51	12.13	
2013	£M	2.232	3.051	4.611	4.148	4.229	4.936	7.066	8.806	5.188	5.403	3.233	6.134	59.04	11.1%	9.894	13.31	21.06	14.77
2014	£M	2.942	4.146	4.004	6.066	3.752	4.086	6.310	10.35	6.124	6.772	3.834	7.010	65.40	10.8%	11.09	13.90	22.79	17.62
2015	£M	2.975	4.354	4.648	6.304	3.975	4.661	7.073	11.11	6.799	8.623	4.024	7.284	71.83	9.8%	11.98	14.94	24.98	19.93
2016	£M	2.761	3.970	4.447	7.740	3.421	4.582	6.952	11.35	6.675	6.519	3.859	7.989	70.27	-2.2%	11.18	15.74	24.98	18.37
2017	£M	2.905	4.203	5.123	7.828	3.719	4.895	7.302	13.69	7.580	7.922	4.652	8.623	78.45	11.6%	12.23	16.44	28.58	21.20
2018	£M	3.273	5.364	5.549	8.779	4.195	5.827	8.609	13.95	7.821	8.065	5.043	9.587	86.06	9.7%	14.19	18.80	30.38	22.69
2019	£M	3.590	5.432	5.800	9.386	4.385	5.456	8.086	13.43	8.177	8.199	5.084	9.625	86.65	0.7%	14.82	19.23	29.69	22.91
2020	£M	2.804	4.149	2.109				0.171	9.309	5.022	2.008		0.911	26.48	-69.4%	9.063		14.50	2.919
2021	£M					1.332	4.356	6.471	11.47	6.490	6.204	3.422	6.223	45.97	73.6%		5.688	24.43	15.85
2022	£M	2.555	4.443	4.949	8.510	3.942	5.056	7.141	11.69	6.581	7.092	4.465	8.227	74.66	62.4%	11.95	17.51	25.42	19.78
ECONOMIC IMPACT - IN HISTORIC PRICES														SERVICED ACCOMMODATION					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total					
Serviced	£M	52.54	53.13	59.04	65.40	71.83	70.27	78.45	86.06	86.65	26.48	45.97	74.66						
All Visitor Types	£M	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08						
Share of Total	%	32.1%	33.6%	35.8%	37.8%	38.5%	37.0%	37.2%	37.0%	35.4%	32.6%	25.1%	26.2%						
Annual Change in Share	%		4.6%	6.4%	5.6%	1.9%	-3.9%	0.6%	-0.6%	-4.3%	-7.7%	-22.9%	4.1%						
Change in Share from 2011	%		4.6%	11.3%	17.5%	19.8%	15.1%	15.7%	15.0%	10.1%	1.5%	-21.7%	-18.5%						
Avg Ann. Change in Share	%		4.6%	5.6%	5.8%	4.9%	3.0%	2.6%	2.1%	1.3%	0.2%	-2.2%	-1.7%						

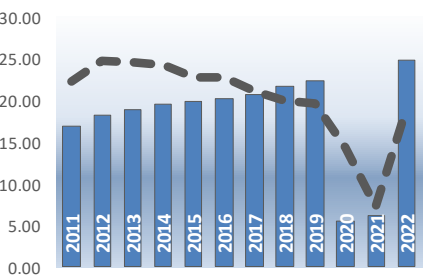
This report is copyright © Global Tourism Solutions (UK) Ltd 2023

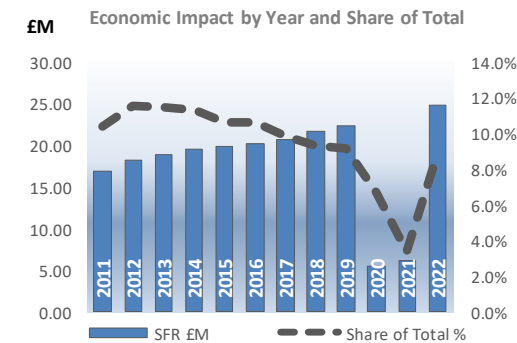
Report Prepared by: Cathy James. Date of Issue: 08/08/23

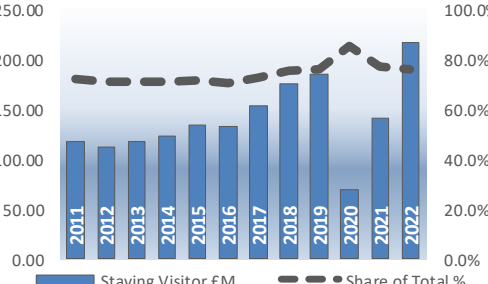
STEAM FINAL TREND REPORT FOR 2011-2022 MONMOUTHSHIRE COUNTY COUNCIL										2011 to 2022 Historic Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices						
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2011 to 2022		289.1%	245.9%	183.0%	85.0%	113.1%	145.9%	128.5%	129.4%	136.8%	168.6%	142.1%	320.9%	144.5%	Annual Change	226.8%	115.3%	131.1%	191.1%
% Change 2021 to 2022				1210.2%	38.8%	34.8%	15.9%	13.1%	13.2%	3.9%	-4.4%	28.3%	10.2%	32.3%		3150.5%	27.6%	10.4%	6.2%
Average Annual Change		26.3%	22.4%	16.6%	7.7%	10.3%	13.3%	11.7%	11.8%	12.4%	15.3%	12.9%	29.2%	13.1%		20.6%	10.5%	11.9%	17.4%
2011	£M	1.168	1.475	2.302	5.162	5.156	5.474	7.030	7.724	5.480	3.581	2.039	1.390	47.98		4.945	15.79	20.23	7.010
2012	£M	1.283	1.748	2.859	3.107	3.183	4.360	6.147	7.056	4.792	2.634	2.433	1.450	41.05	-14.4%	5.889	10.65	18.00	6.517
2013	£M	1.178	1.500	2.415	2.349	3.706	3.979	6.126	6.490	4.150	3.209	2.241	1.633	38.98	-5.1%	5.093	10.03	16.77	7.083
2014	£M	1.137	1.630	2.353	2.683	3.535	3.509	5.711	6.806	3.901	2.528	2.413	1.634	37.84	-2.9%	5.120	9.727	16.42	6.574
2015	£M	1.446	1.665	2.012	2.912	3.883	4.241	6.620	7.441	4.187	3.266	2.372	2.088	42.13	11.4%	5.124	11.04	18.25	7.726
2016	£M	1.564	1.702	2.609	2.887	3.808	3.417	6.501	7.926	4.712	3.185	2.481	1.995	42.79	1.5%	5.875	10.11	19.14	7.661
2017	£M	1.515	1.936	2.763	4.704	4.387	5.479	7.689	9.479	6.036	4.472	2.470	2.608	53.54	25.1%	6.214	14.57	23.20	9.551
2018	£M	1.899	2.105	3.644	4.844	6.875	7.453	8.836	11.22	7.043	6.386	4.113	3.147	67.57	26.2%	7.649	19.17	27.10	13.65
2019	£M	3.199	2.887	4.324	6.268	7.625	8.371	9.635	11.21	8.408	6.379	3.456	4.600	76.36	13.0%	10.41	22.26	29.25	14.44
2020	£M	2.715	3.471	4.275				5.546	9.821	7.849	1.856	0.821	0.790	37.14	-51.4%	10.46		23.22	3.467
2021	£M			0.497	6.877	8.152	11.62	14.20	15.66	12.49	10.06	3.848	5.308	88.71	138.8%	0.497	26.65	42.35	19.21
2022	£M	4.544	5.103	6.514	9.548	10.99	13.46	16.06	17.72	12.98	9.619	4.938	5.848	117.32	32.3%	16.16	34.00	46.76	20.41
ECONOMIC IMPACT - IN HISTORIC PRICES														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M	Economic Impact by Year and Share of Total				
Non-Serviced	£M	47.98	41.05	38.98	37.84	42.13	42.79	53.54	67.57	76.36	37.14	88.71	117.32						
All Visitor Types	£M	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08						
Share of Total	%	29.3%	26.0%	23.6%	21.9%	22.6%	22.5%	25.4%	29.0%	31.2%	45.8%	48.5%	41.2%						
Annual Change in Share	%		-11.5%	-9.1%	-7.4%	3.3%	-0.3%	12.7%	14.3%	7.4%	46.8%	6.0%	-15.2%						
Change in Share from 2011	%		-11.5%	-19.6%	-25.5%	-23.1%	-23.3%	-13.5%	-1.1%	6.2%	55.9%	65.4%	40.2%						
Avg Ann. Change in Share	%		-11.5%	-9.8%	-8.5%	-5.8%	-4.7%	-2.3%	-0.2%	0.8%	6.2%	6.5%	3.7%						

This report is copyright © Global Tourism Solutions (UK) Ltd 2023

Report Prepared by: Cathy James. Date of Issue: 08/08/23

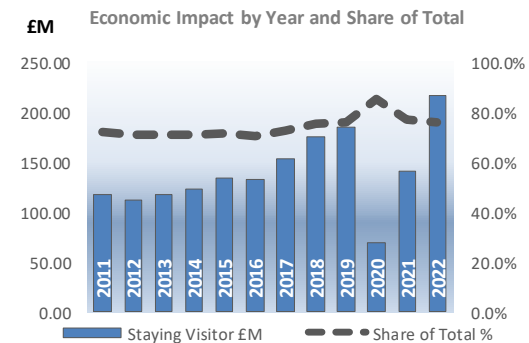
STEAM FINAL TREND REPORT FOR 2011-2022 MONMOUTHSHIRE COUNTY COUNCIL											2011 to 2022 Historic Prices			SFR	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																		
An increase of 3% or more	ECONOMIC IMPACT £M - IN 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			Q1	Q2	Q3	Q4	
% Change 2011 to 2022	46.8%	46.8%	46.8%	46.8%	46.8%	46.8%	46.8%	46.8%	46.8%	46.8%	46.8%	46.8%	46.8%	46.8%	Annual Change	46.8%	46.8%	46.8%	46.8%
% Change 2021 to 2022					956.2%	956.2%	111.2%	111.2%	111.2%	111.2%	111.2%	111.2%	307.3%				1883.7%	111.2%	111.2%
Average Annual Change	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%		4.3%	4.3%	4.3%	4.3%
2011	£M	2.359	0.793	0.902	2.151	1.384	1.066	1.730	1.831	0.943	0.942	0.734	2.126	16.96		4.053	4.601	4.504	3.803
2012	£M	2.541	0.854	0.971	2.317	1.490	1.148	1.863	1.972	1.016	1.015	0.791	2.290	18.27	7.7%	4.365	4.955	4.851	4.095
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	3.7%	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
ECONOMIC IMPACT - IN HISTORIC PRICES														SFR					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total					
SFR	£M	16.96	18.27	18.94	19.56	19.83	20.12	20.72	21.72	22.40	5.446	6.112	24.89						
All Visitor Types	£M	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08						
Share of Total	%	10.4%	11.6%	11.5%	11.3%	10.6%	10.6%	9.8%	9.3%	9.1%	6.7%	3.3%	8.7%						
Annual Change in Share	%		11.3%	-0.7%	-1.6%	-6.0%	-0.3%	-7.2%	-5.1%	-2.0%	-26.6%	-50.2%	161.2%						
Change in Share from 2011	%		11.3%	10.6%	8.9%	2.4%	2.1%	-5.3%	-10.1%	-11.9%	-35.3%	-67.8%	-15.8%						
Avg Ann. Change in Share	%		11.3%	5.3%	3.0%	0.6%	0.4%	-0.9%	-1.4%	-1.5%	-3.9%	-6.8%	-1.4%						
This report is copyright © Global Tourism Solutions (UK) Ltd 2023																			
Report Prepared by: Cathy James. Date of Issue: 08/08/22																			

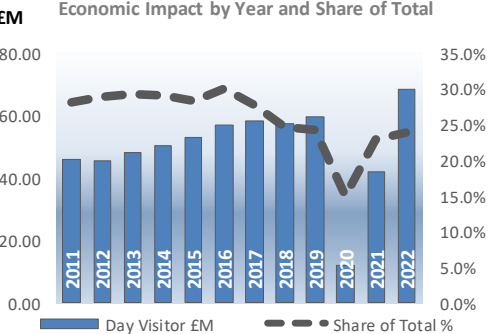


STEAM FINAL TREND REPORT FOR 2011-2022 MONMOUTHSHIRE COUNTY COUNCIL										2011 to 2022 Historic Prices			STAYING VISITOR		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		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							
% Change 2011 to 2022		80.6%	96.0%	91.0%	80.4%	64.2%	81.0%	68.2%	89.1%	86.9%	92.3%	90.0%	118.2%	84.6%	Annual Change	Q1	Q2	Q3	Q4	
% Change 2021 to 2022					2471.7%	208.5%	75.3%	24.6%	17.7%	13.0%	6.6%	7.0%	34.7%	32.2%		54.0%	6749.9%	78.3%	12.7%	21.4%
Average Annual Change		7.3%	8.7%	8.3%	7.3%	5.8%	7.4%	6.2%	8.1%	7.9%	8.4%	8.2%	10.7%	7.7%		8.1%	6.9%	7.4%	9.2%	
2011	£M	5.847	5.464	6.693	11.76	10.33	11.09	15.31	16.97	11.21	9.409	5.516	7.879	117.48		18.00	33.19	43.49	22.80	
2012	£M	5.729	5.205	8.300	9.975	8.231	9.917	14.06	17.39	10.91	8.827	5.551	8.360	112.45	-4.3%	19.23	28.12	42.36	22.74	
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	4.0%	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	
ECONOMIC IMPACT - IN HISTORIC PRICES														STAYING VISITOR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total						
Staying Visitor	£M	117.48	112.45	116.96	122.80	133.79	133.17	152.71	175.35	185.41	69.07	140.79	216.87							
All Visitor Types	£M	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08							
Share of Total	%	71.9%	71.1%	70.8%	70.9%	71.7%	70.1%	72.4%	75.3%	75.7%	85.1%	77.0%	76.1%							
Annual Change in Share	%		-1.0%	-0.4%	0.1%	1.1%	-2.2%	3.3%	4.0%	0.5%	12.5%	-9.5%	-1.2%							
Change in Share from 2011	%		-1.0%	-1.4%	-1.3%	-0.2%	-2.5%	0.7%	4.8%	5.3%	18.4%	7.2%	5.9%							
Avg Ann. Change in Share	%		-1.0%	-0.7%	-0.4%	-0.1%	-0.5%	0.1%	0.7%	0.7%	2.0%	0.7%	0.5%							

This report is copyright © Global Tourism Solutions (UK) Ltd 2023

Report Prepared by: Cathy James. Date of Issue: 08/08/23



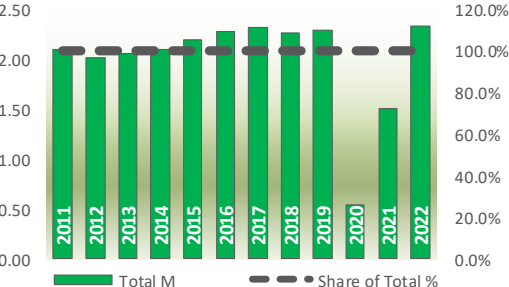
STEAM FINAL TREND REPORT FOR 2011-2022 MONMOUTHSHIRE COUNTY COUNCIL											2011 to 2022 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2011 to 2022		105.3%	7.0%	44.2%	13.8%	50.8%	73.0%	83.9%	34.4%	52.7%	22.8%	94.3%	27.6%	48.2%	Annual Change	44.1%	46.0%	53.8%	43.1%
% Change 2021 to 2022					64.5%	112.1%	84.2%	41.6%	12.0%	75.5%	-10.9%	24.8%	6.6%	62.4%		86.5%	33.8%	3.0%	
Average Annual Change		9.6%	0.6%	4.0%	1.3%	4.6%	6.6%	7.6%	3.1%	4.8%	2.1%	8.6%	2.5%	4.4%		4.0%	4.2%	4.9%	3.9%
2011	£M	1.380	2.285	2.861	4.788	4.556	4.935	5.286	7.974	4.266	4.030	2.075	1.578	46.01		6.526	14.28	17.53	7.683
2012	£M	1.722	2.119	3.445	3.835	4.537	5.126	5.970	7.228	4.555	3.510	2.172	1.470	45.69	-0.7%	7.286	13.50	17.75	7.153
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	5.4%	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
ECONOMIC IMPACT - IN HISTORIC PRICES														DAY VISITOR					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M	Economic Impact by Year and Share of Total				
Day Visitor		£M	46.01	45.69	48.14	50.35	52.86	56.87	58.26	57.50	59.58	12.09	42.00	68.20					
All Visitor Types		£M	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08					
Share of Total		%	28.1%	28.9%	29.2%	29.1%	28.3%	29.9%	27.6%	24.7%	24.3%	14.9%	23.0%	23.9%					
Annual Change in Share		%		2.7%	0.9%	-0.3%	-2.6%	5.7%	-7.7%	-10.6%	-1.5%	-38.8%	54.3%	4.1%					
Change in Share from 2011		%		2.7%	3.6%	3.3%	0.6%	6.3%	-1.9%	-12.3%	-13.6%	-47.1%	-18.3%	-15.0%					
Avg Ann. Change in Share		%		2.7%	1.8%	1.1%	0.2%	1.3%	-0.3%	-1.8%	-1.7%	-5.2%	-1.8%	-1.4%					

This report is copyright © Global Tourism Solutions (UK) Ltd 2023

Report Prepared by: Cathy James, Date of Issue: 08/08/22

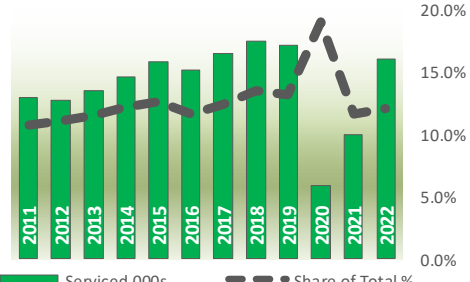
Visitor Numbers by Month, Year and Visitor Type for the Period 2011 to 2022

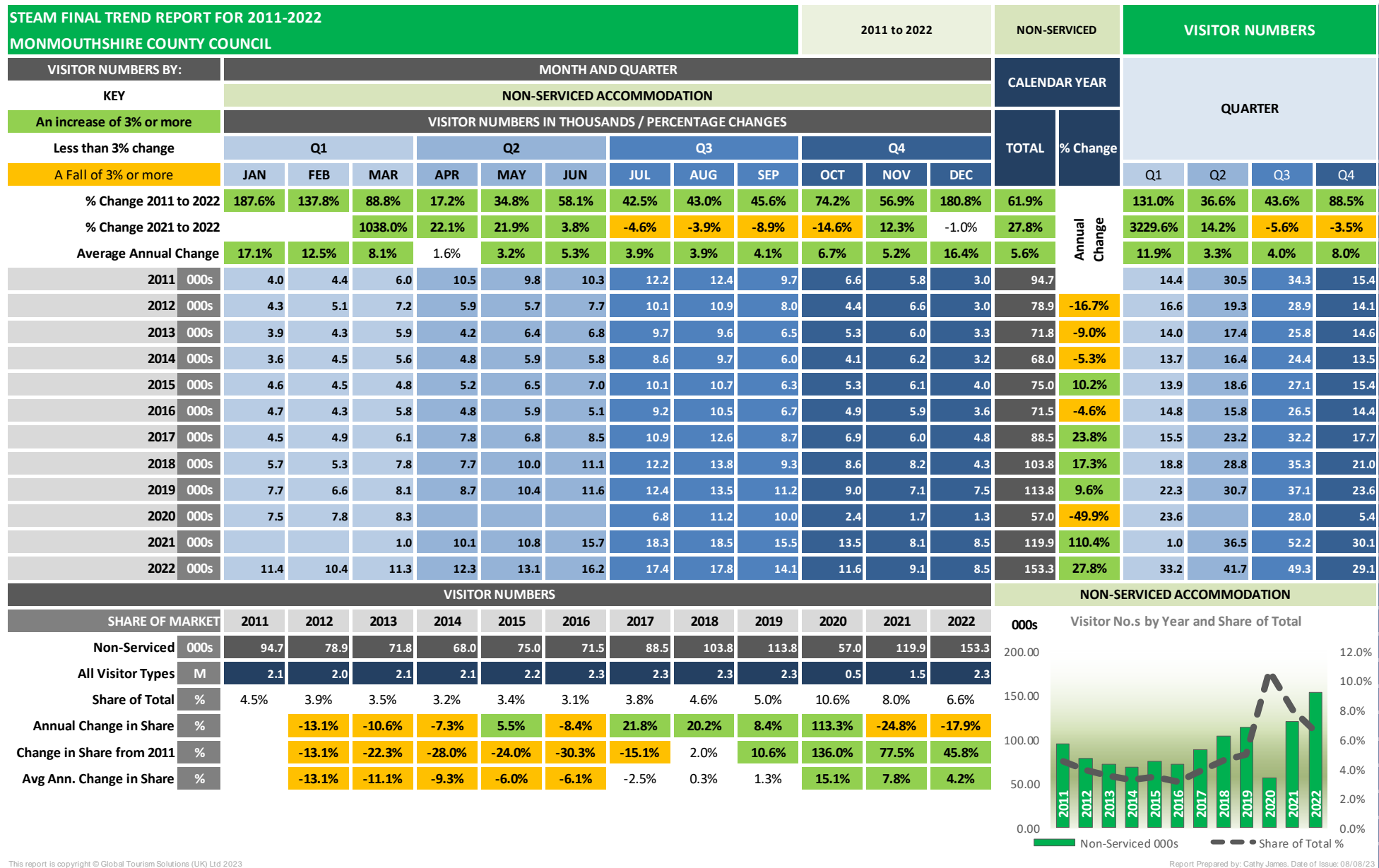
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

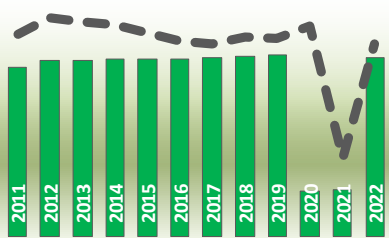
STEAM FINAL TREND REPORT FOR 2011-2022 MONMOUTHSHIRE COUNTY COUNCIL										2011 to 2022			TOTAL		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												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			Q1	Q2	Q3	Q4
% Change 2011 to 2022		38.7%	-8.0%	10.2%	-7.2%	8.0%	22.0%	28.1%	2.2%	13.3%	-3.2%	39.4%	16.1%	11.1%	Annual Change	11.2%	7.6%	13.0%	12.9%
% Change 2021 to 2022				14538.7%	97.9%	102.9%	61.4%	28.2%	5.1%	47.8%	-12.0%	18.3%	13.1%	55.7%		36052.1%	83.2%	21.4%	2.5%
Average Annual Change		3.5%	-0.7%	0.9%	-0.7%	0.7%	2.0%	2.6%	0.2%	1.2%	-0.3%	3.6%	1.5%	1.0%		1.0%	0.7%	1.2%	1.2%
2011	M	0.082	0.110	0.132	0.218	0.203	0.221	0.239	0.339	0.185	0.179	0.098	0.096	2.102		0.324	0.642	0.763	0.373
2012	M	0.091	0.099	0.154	0.175	0.191	0.217	0.251	0.304	0.189	0.155	0.098	0.091	2.015	-4.1%	0.344	0.583	0.744	0.344
2013	M	0.073	0.102	0.139	0.158	0.212	0.234	0.275	0.340	0.181	0.147	0.092	0.098	2.052	1.8%	0.314	0.604	0.797	0.338
2014	M	0.080	0.101	0.143	0.196	0.185	0.226	0.273	0.335	0.190	0.162	0.103	0.103	2.098	2.2%	0.325	0.607	0.798	0.368
2015	M	0.088	0.114	0.146	0.218	0.205	0.209	0.281	0.341	0.190	0.192	0.106	0.101	2.190	4.4%	0.347	0.632	0.812	0.398
2016	M	0.084	0.101	0.176	0.172	0.181	0.261	0.296	0.399	0.203	0.181	0.113	0.112	2.280	4.1%	0.361	0.614	0.899	0.406
2017	M	0.092	0.110	0.146	0.212	0.200	0.264	0.288	0.358	0.208	0.191	0.134	0.112	2.317	1.6%	0.348	0.677	0.854	0.437
2018	M	0.092	0.114	0.118	0.183	0.218	0.258	0.275	0.329	0.217	0.181	0.144	0.132	2.260	-2.4%	0.323	0.659	0.820	0.457
2019	M	0.106	0.125	0.103	0.231	0.221	0.225	0.267	0.333	0.221	0.179	0.136	0.137	2.284	1.1%	0.334	0.677	0.821	0.453
2020	M	0.105	0.110	0.061				0.037	0.096	0.040	0.043	0.020	0.024	0.536	-76.5%	0.276		0.174	0.087
2021	M			0.001	0.102	0.108	0.167	0.239	0.329	0.142	0.197	0.116	0.098	1.500	179.6%	0.001	0.377	0.710	0.411
2022	M	0.113	0.101	0.146	0.202	0.220	0.269	0.306	0.346	0.210	0.173	0.137	0.111	2.336	55.7%	0.360	0.691	0.862	0.422
VISITOR NUMBERS														TOTAL					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M Visitor No.s by Year and Share of Total					
Total	M	2.102	2.015	2.052	2.098	2.190	2.280	2.317	2.260	2.284	0.536	1.500	2.336						
All Visitor Types	M	2.102	2.015	2.052	2.098	2.190	2.280	2.317	2.260	2.284	0.536	1.500	2.336						
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 2011	%																		
Avg Ann. Change in Share	%																		

This report is copyright © Global Tourism Solutions (UK) Ltd 2023

Report Prepared by: Cathy James. Date of Issue: 08/08/23

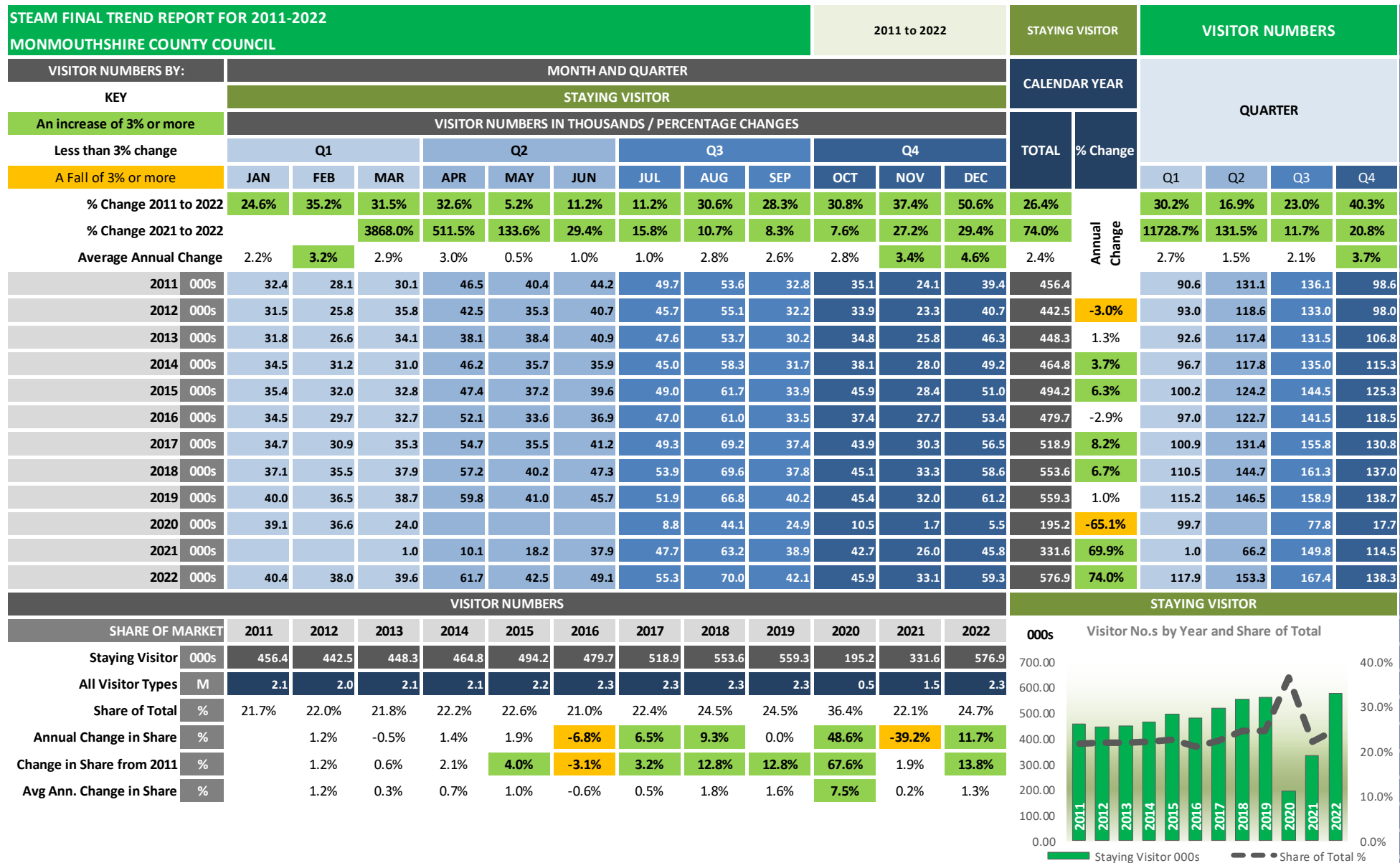
STEAM FINAL TREND REPORT FOR 2011-2022 MONMOUTHSHIRE COUNTY COUNCIL										2011 to 2022			SERVICED		VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		-4.8%	20.7%	23.0%	60.1%	-10.6%	-6.6%	-1.6%	37.1%	29.6%	27.0%	46.7%	65.4%	24.0%	Annual Change	15.3%	14.0%	21.4%	46.6%	
% Change 2021 to 2022						172.3%	6.4%	7.0%	1.4%	1.5%	3.4%	17.7%	19.0%	61.0%			165.0%	3.0%	13.1%	
Average Annual Change		-0.4%	1.9%	2.1%	5.5%	-1.0%	-0.6%	-0.1%	3.4%	2.7%	2.5%	4.2%	5.9%	2.2%		1.4%	1.3%	1.9%	4.2%	
2011 000s		10.5	16.5	16.1	20.8	18.7	24.2	24.3	27.7	14.8	20.1	11.4	20.8	225.6			43.0	63.6	66.8	52.2
2012 000s		8.4	13.2	20.3	20.8	17.2	23.0	21.9	30.3	15.6	20.8	9.5	21.5	222.7	-1.3%	42.0	61.0	67.9	51.8	
2013 000s		9.2	14.9	19.9	18.1	19.6	24.0	24.1	30.2	15.0	20.7	12.6	26.7	234.9	5.5%	44.0	61.6	69.3	60.0	
2014 000s		12.0	19.2	17.1	25.5	17.3	19.9	22.5	34.5	17.0	25.2	14.5	29.7	254.5	8.3%	48.3	62.8	74.1	69.4	
2015 000s		12.0	20.0	19.6	26.3	18.1	22.5	25.0	36.9	18.9	31.8	15.1	30.6	276.7	8.7%	51.5	66.8	80.8	77.5	
2016 000s		10.9	17.8	18.5	31.4	15.1	21.6	23.9	36.3	18.1	23.7	14.5	33.4	265.3	-4.1%	47.3	68.1	78.3	71.6	
2017 000s		11.2	18.4	20.8	30.9	16.0	22.5	24.4	42.4	19.9	28.1	17.1	35.3	286.9	8.1%	50.4	69.3	86.8	80.5	
2018 000s		12.2	22.5	21.6	33.4	17.4	25.9	27.7	41.5	19.7	27.6	17.8	37.8	305.2	6.4%	56.4	76.7	88.9	83.2	
2019 000s		13.1	22.3	22.0	34.8	17.7	23.8	25.4	38.9	20.1	27.4	17.5	37.0	300.1	-1.7%	57.4	76.3	84.4	82.0	
2020 000s		12.3	21.0	9.3				0.6	31.4	14.9	8.0		4.3	101.9	-66.1%	42.7		46.9	12.3	
2021 000s						6.1	21.2	22.3	37.5	18.9	24.6	14.2	28.9	173.8	70.6%		27.4	78.7	67.7	
2022 000s		10.0	19.9	19.7	33.2	16.7	22.6	23.9	38.0	19.2	25.5	16.7	34.3	279.7	61.0%	49.6	72.5	81.1	76.5	
VISITOR NUMBERS														SERVICED ACCOMMODATION						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	Visitor No.s by Year and Share of Total					
Serviced		000s	225.6	222.7	234.9	254.5	276.7	265.3	286.9	305.2	300.1	101.9	173.8	279.7						
All Visitor Types		M	2.1	2.0	2.1	2.1	2.2	2.3	2.3	2.3	2.3	0.5	1.5	2.3						
Share of Total		%	10.7%	11.0%	11.4%	12.1%	12.6%	11.6%	12.4%	13.5%	13.1%	19.0%	11.6%	12.0%						
Annual Change in Share		%		2.9%	3.6%	6.0%	4.1%	-7.9%	6.4%	9.0%	-2.7%	44.6%	-39.0%	3.4%						
Change in Share from 2011		%		2.9%	6.6%	13.0%	17.7%	8.4%	15.4%	25.8%	22.4%	77.0%	8.0%	11.6%						
Avg Ann. Change in Share		%		2.9%	3.3%	4.3%	4.4%	1.7%	2.6%	3.7%	2.8%	8.6%	0.8%	1.1%						
This report is copyright © Global Tourism Solutions (UK) Ltd 2023																				
Report Prepared by: Cathy James. Date of Issue: 08/08/23																				

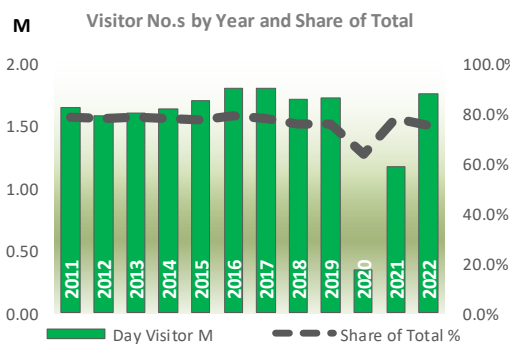


STEAM FINAL TREND REPORT FOR 2011-2022 MONMOUTHSHIRE COUNTY COUNCIL											2011 to 2022			SFR	VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	SFR																			
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												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								
% Change 2011 to 2022	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	Annual Change	5.8%	5.8%	5.8%	5.8%		
% Change 2021 to 2022					879.3%	879.3%	95.9%	95.9%	95.9%	95.9%	95.9%	95.9%	279.4%			1565.8%	95.9%	95.9%		
Average Annual Change	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%		0.5%	0.5%	0.5%	0.5%		
2011	000s	18.0	7.2	8.0	15.2	12.0	9.7	13.2	13.5	8.3	8.4	6.9	15.6	136.1	3.6%	33.2	36.9	35.0	30.9	
2012	000s	18.7	7.5	8.3	15.8	12.5	10.0	13.7	13.9	8.6	8.7	7.2	16.2	141.0		34.4	38.3	36.2	32.1	
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		0.4%	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		0.5%	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	
VISITOR NUMBERS														SFR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	Visitor No.s by Year and Share of Total					
SFR	000s	136.1	141.0	141.6	142.2	142.6	142.8	143.4	144.5	145.4	36.3	37.9	143.9	200.00						
All Visitor Types	M	2.1	2.0	2.1	2.1	2.2	2.3	2.3	2.3	2.3	0.5	1.5	2.3	150.00						
Share of Total	%	6.5%	7.0%	6.9%	6.8%	6.5%	6.3%	6.2%	6.4%	6.4%	6.8%	2.5%	6.2%	100.00						
Annual Change in Share	%		8.1%	-1.4%	-1.7%	-4.0%	-3.8%	-1.2%	3.3%	-0.5%	6.4%	-62.6%	143.6%	50.00						
Change in Share from 2011	%		8.1%	6.6%	4.8%	0.6%	-3.2%	-4.4%	-1.2%	-1.6%	4.6%	-60.9%	-4.8%	0.00						
Avg Ann. Change in Share	%		8.1%	3.3%	1.6%	0.2%	-0.6%	-0.7%	-0.2%	-0.2%	0.5%	-6.1%	-0.4%	8.0%						

This report is copyright © Global Tourism Solutions (UK) Ltd 2023

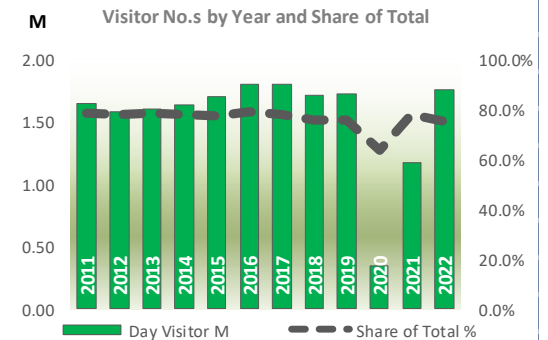
Report Prepared by: Cathy James, Date of Issue: 08/08/23



STEAM FINAL TREND REPORT FOR 2011-2022 MONMOUTHSHIRE COUNTY COUNCIL											2011 to 2022			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			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		48.0%	-22.9%	4.0%	-18.0%	8.7%	24.7%	32.5%	-3.1%	10.0%	-11.5%	40.0%	-8.0%	6.8%	Annual Change	3.9%	5.2%	10.8%	3.1%	
% Change 2021 to 2022					52.6%	96.7%	70.8%	31.3%	3.8%	62.7%	-17.4%	15.7%	-1.1%	50.5%			72.9%	24.0%	-4.5%	
Average Annual Change		4.4%	-2.1%	0.4%	-1.6%	0.8%	2.2%	3.0%	-0.3%	0.9%	-1.0%	3.6%	-0.7%	0.6%		0.4%	0.5%	1.0%	0.3%	
2011	M	0.049	0.082	0.102	0.171	0.163	0.177	0.189	0.285	0.153	0.144	0.074	0.056	1.646	Annual Change	0.233	0.511	0.627	0.275	
2012	M	0.059	0.073	0.119	0.132	0.156	0.176	0.206	0.249	0.157	0.121	0.075	0.051	1.573		-4.5%	0.251	0.465	0.611	0.246
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		2.0%	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		1.8%	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
VISITOR NUMBERS														DAY VISITOR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M Visitor No.s by Year and Share of Total						
Day Visitor	M	1.646	1.573	1.604	1.633	1.696	1.800	1.798	1.707	1.725	0.341	1.168	1.759							
All Visitor Types	M	2.102	2.015	2.052	2.098	2.190	2.280	2.317	2.260	2.284	0.536	1.500	2.336							
Share of Total	%	78.3%	78.0%	78.2%	77.8%	77.4%	79.0%	77.6%	75.5%	75.5%	63.6%	77.9%	75.3%							
Annual Change in Share	%		-0.3%	0.2%	-0.4%	-0.5%	2.0%	-1.7%	-2.7%	0.0%	-15.8%	22.4%	-3.3%							
Change in Share from 2011	%		-0.3%	-0.2%	-0.6%	-1.1%	0.9%	-0.9%	-3.6%	-3.6%	-18.8%	-0.5%	-3.8%							
Avg Ann. Change in Share	%		-0.3%	-0.1%	-0.2%	-0.3%	0.2%	-0.1%	-0.5%	-0.4%	-2.1%	-0.1%	-0.3%							

This report is copyright © Global Tourism Solutions (UK) Ltd 2023

Report Prepared by: Cathy James. Date of Issue: 08/08/23



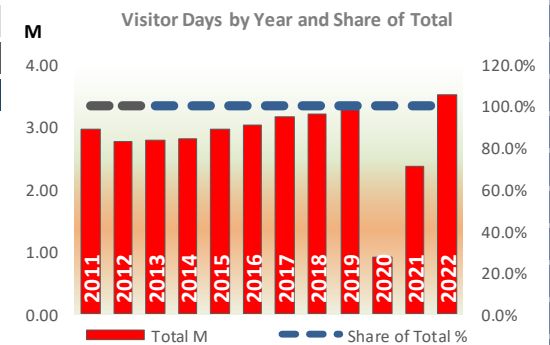
Visitor Days by Month, Year and Visitor Type for the Period 2011 to 2022

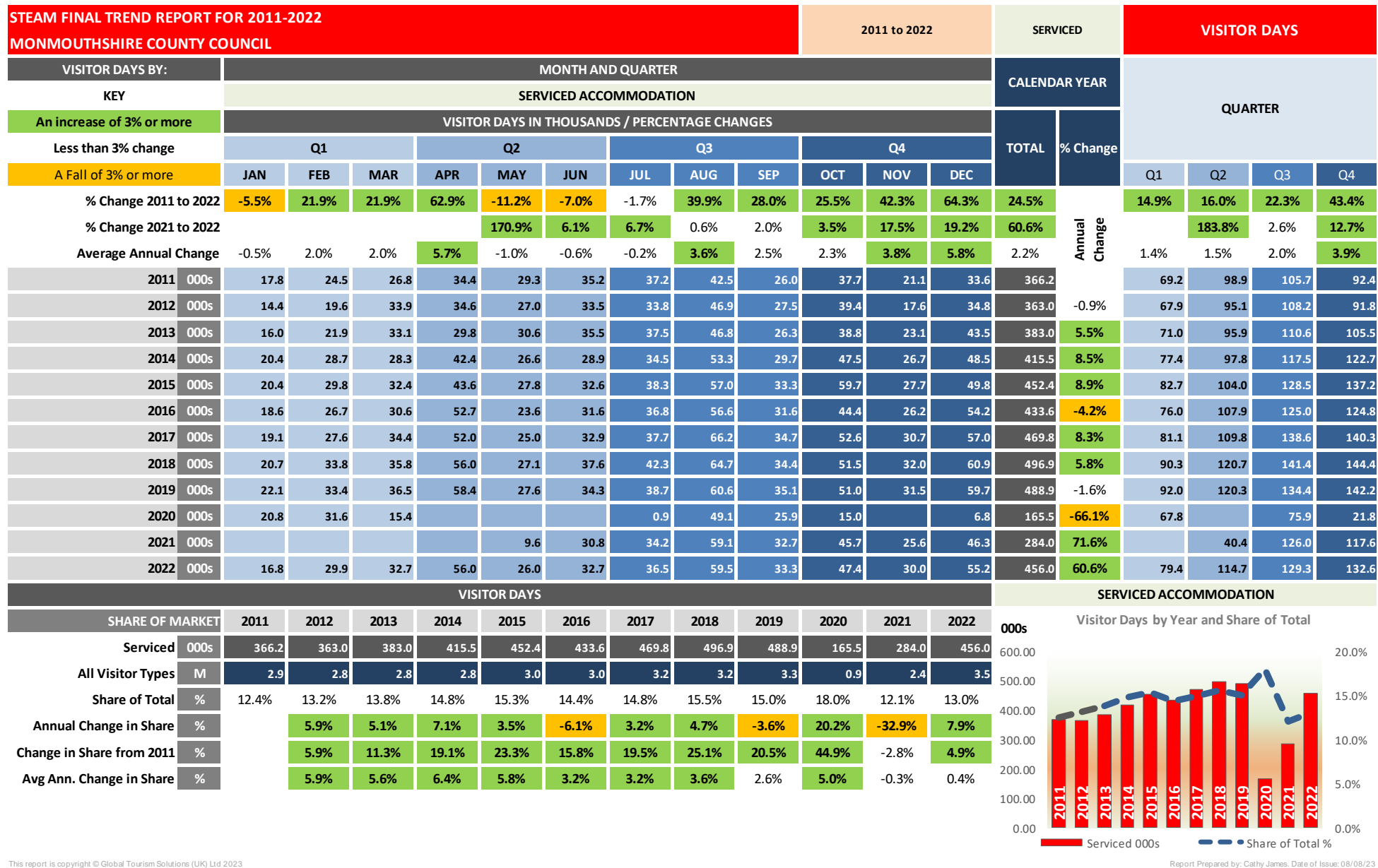
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

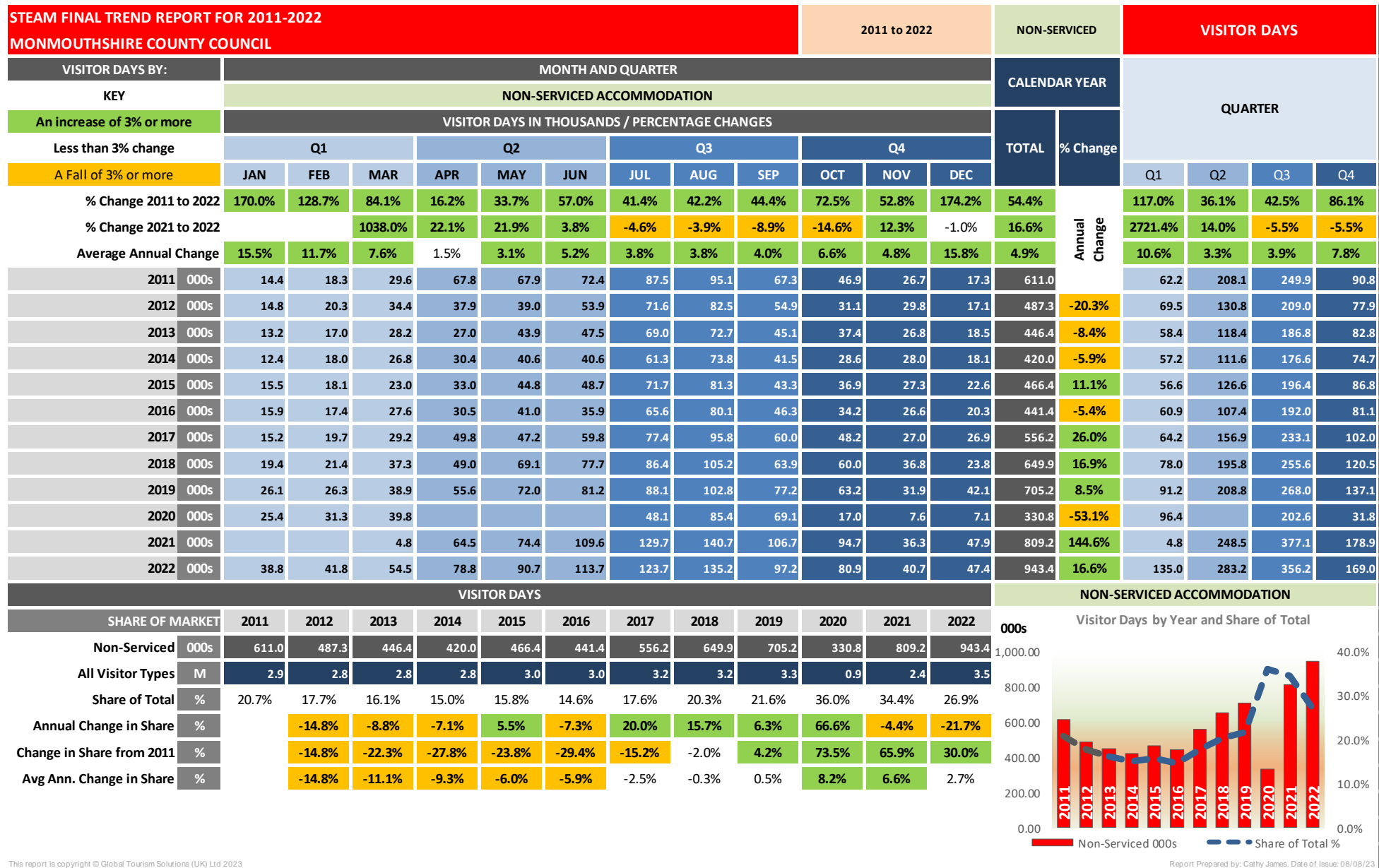
STEAM FINAL TREND REPORT FOR 2011-2022 MONMOUTHSHIRE COUNTY COUNCIL										2011 to 2022			TOTAL		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												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 2011 to 2022		39.3%	7.9%	20.4%	1.3%	12.3%	27.4%	28.6%	11.0%	20.3%	11.4%	39.4%	33.5%	18.8%	Annual Change	21.9%	13.6%	19.0%	24.7%
% Change 2021 to 2022				4325.6%	103.5%	81.9%	42.9%	19.6%	4.8%	25.9%	-9.8%	19.0%	17.1%	48.8%		11159.8%	70.0%	14.6%	4.6%
Average Annual Change		3.6%	0.7%	1.9%	0.1%	1.1%	2.5%	2.6%	1.0%	1.8%	1.0%	3.6%	3.0%	1.7%		2.0%	1.2%	1.7%	2.2%
2011	M	0.127	0.140	0.176	0.315	0.287	0.305	0.347	0.458	0.264	0.247	0.136	0.148	2.947			0.442	0.906	1.069
2012	M	0.135	0.129	0.205	0.247	0.250	0.285	0.345	0.414	0.258	0.210	0.137	0.145	2.759	-6.4%	0.468	0.782	1.017	0.491
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	0.4%	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
VISITOR DAYS														TOTAL					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M Visitor Days by Year and Share of Total					
Total	M	2.947	2.759	2.771	2.807	2.954	3.015	3.165	3.198	3.265	0.920	2.352	3.501						
All Visitor Types	M	2.947	2.759	2.771	2.807	2.954	3.015	3.165	3.198	3.265	0.920	2.352	3.501						
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 2011	%																		
Avg Ann. Change in Share	%																		

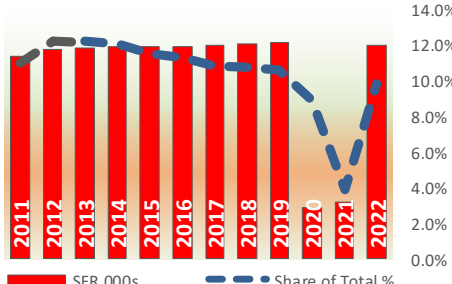
This report is copyright © Global Tourism Solutions (UK) Ltd 2023

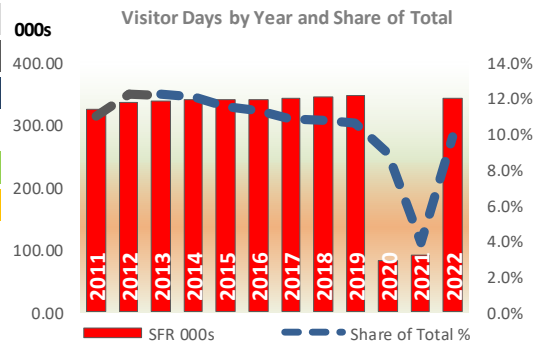
Report Prepared by: Cathy James. Date of Issue: 08/08/23

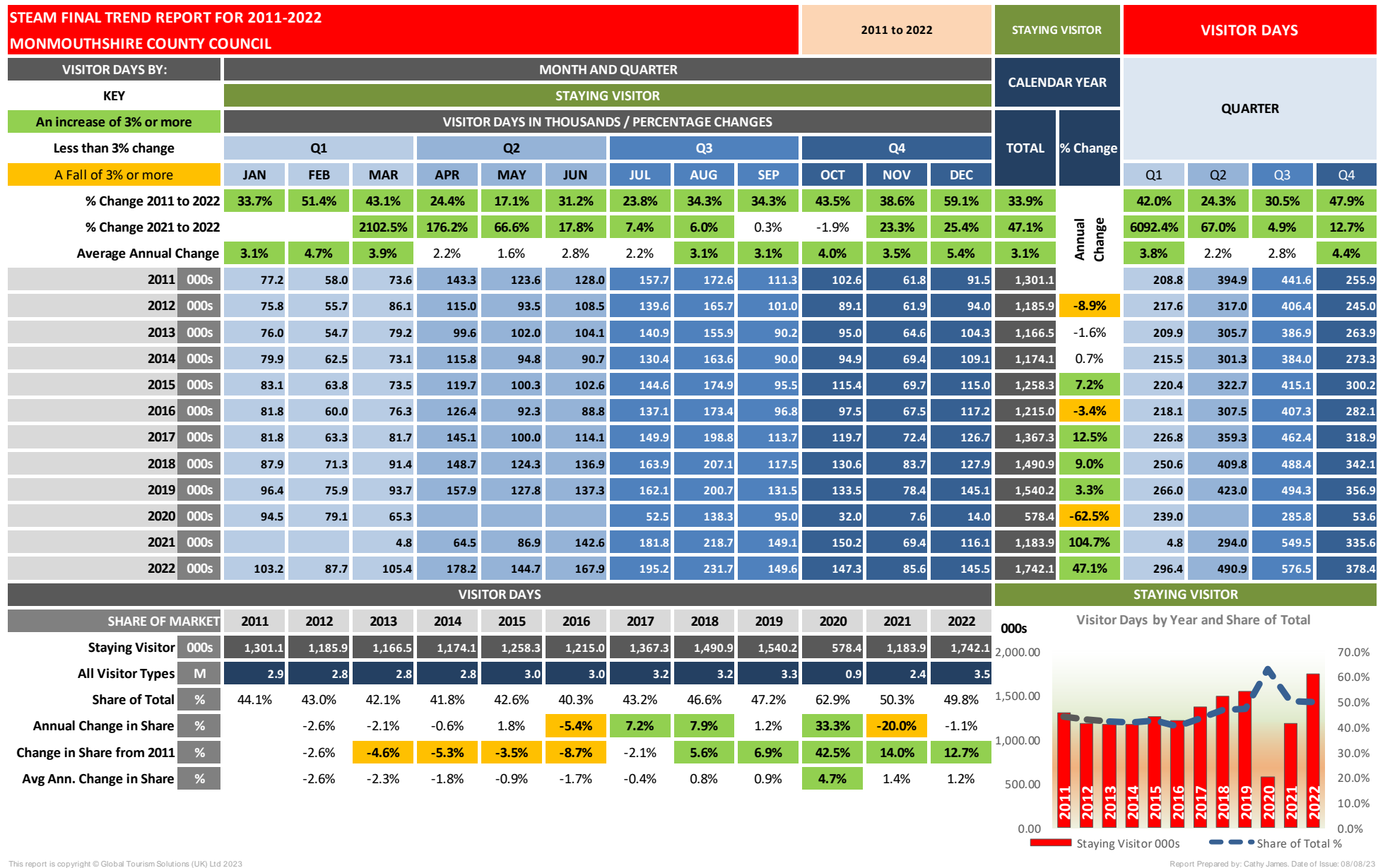






STEAM FINAL TREND REPORT FOR 2011-2022 MONMOUTHSHIRE COUNTY COUNCIL											2011 to 2022			SFR	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SFR																		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												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 2011 to 2022		5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	Annual Change	5.8%	5.8%	5.8%	5.8%	
% Change 2021 to 2022						879.3%	879.3%	95.9%	95.9%	95.9%	95.9%	95.9%	95.9%	277.6%			1739.2%	95.9%	95.9%	
Average Annual Change		0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%		0.5%	0.5%	0.5%	0.5%	
2011 000s		45.1	15.1	17.2	41.1	26.4	20.4	33.0	35.0	18.0	18.0	14.0	40.6	323.9	Annual Change	77.4	87.9	86.0	72.6	
2012 000s		46.7	15.7	17.8	42.6	27.4	21.1	34.2	36.2	18.7	18.7	14.5	42.1	335.7		3.6%	80.2	91.1	89.1	75.3
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		0.4%	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		0.5%	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		0.3%	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
VISITOR DAYS														SFR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	Visitor Days by Year and Share of Total					
SFR 000s		323.9	335.7	337.0	338.6	339.5	340.0	341.4	344.1	346.2	82.0	90.7	342.7	400.00						
All Visitor Types M		2.9	2.8	2.8	2.8	3.0	3.0	3.2	3.2	3.3	0.9	2.4	3.5	300.00						
Share of Total %		11.0%	12.2%	12.2%	12.1%	11.5%	11.3%	10.8%	10.8%	10.6%	8.9%	3.9%	9.8%	200.00						
Annual Change in Share %			10.7%	0.0%	-0.8%	-4.7%	-1.9%	-4.4%	-0.2%	-1.5%	-15.8%	-56.8%	153.7%	100.00						
Change in Share from 2011 %			10.7%	10.7%	9.8%	4.6%	2.6%	-1.9%	-2.1%	-3.5%	-18.8%	-64.9%	-10.9%	0.00						
Avg Ann. Change in Share %			10.7%	5.3%	3.3%	1.1%	0.5%	-0.3%	-0.3%	-0.4%	-2.1%	-6.5%	-1.0%	0.00						
This report is copyright © Global Tourism Solutions (UK) Ltd 2023																				
Report Prepared by: Cathy James. Date of Issue: 08/08/22																				

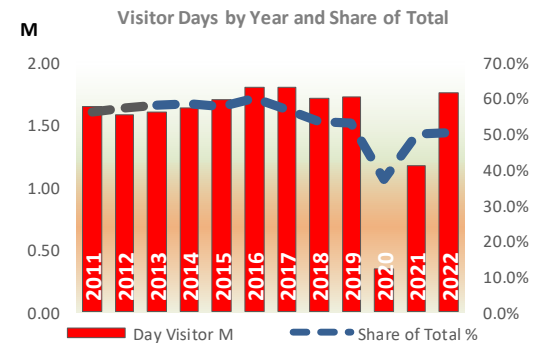




STEAM FINAL TREND REPORT FOR 2011-2022 MONMOUTHSHIRE COUNTY COUNCIL											2011 to 2022			DAY VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												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			Q1	Q2	Q3	Q4
% Change 2011 to 2022		48.0%	-22.9%	4.0%	-18.0%	8.7%	24.7%	32.5%	-3.1%	10.0%	-11.5%	40.0%	-8.0%	6.8%	Annual Change	3.9%	5.2%	10.8%	3.1%
% Change 2021 to 2022					52.6%	96.7%	70.8%	31.3%	3.8%	62.7%	-17.4%	15.7%	-1.1%	50.5%			72.9%	24.0%	-4.5%
Average Annual Change		4.4%	-2.1%	0.4%	-1.6%	0.8%	2.2%	3.0%	-0.3%	0.9%	-1.0%	3.6%	-0.7%	0.6%		0.4%	0.5%	1.0%	0.3%
2011	M	0.049	0.082	0.102	0.171	0.163	0.177	0.189	0.285	0.153	0.144	0.074	0.056	1.646		0.233	0.511	0.627	0.275
2012	M	0.059	0.073	0.119	0.132	0.156	0.176	0.206	0.249	0.157	0.121	0.075	0.051	1.573	-4.5%	0.251	0.465	0.611	0.246
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	2.0%	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	1.8%	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
VISITOR DAYS														DAY VISITOR					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M Visitor Days by Year and Share of Total					
Day Visitor	M	1.646	1.573	1.604	1.633	1.696	1.800	1.798	1.707	1.725	0.341	1.168	1.759						
All Visitor Types	M	2.947	2.759	2.771	2.807	2.954	3.015	3.165	3.198	3.265	0.920	2.352	3.501						
Share of Total	%	55.9%	57.0%	57.9%	58.2%	57.4%	59.7%	56.8%	53.4%	52.8%	37.1%	49.7%	50.2%						
Annual Change in Share	%		2.1%	1.6%	0.5%	-1.3%	4.0%	-4.9%	-6.0%	-1.0%	-29.8%	33.9%	1.1%						
Change in Share from 2011	%		2.1%	3.7%	4.2%	2.8%	6.9%	1.7%	-4.4%	-5.4%	-33.6%	-11.1%	-10.1%						
Avg Ann. Change in Share	%		2.1%	1.8%	1.4%	0.7%	1.4%	0.3%	-0.6%	-0.7%	-3.7%	-1.1%	-0.9%						

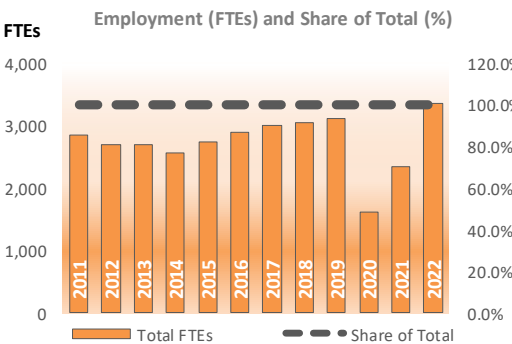
This report is copyright © Global Tourism Solutions (UK) Ltd 2023

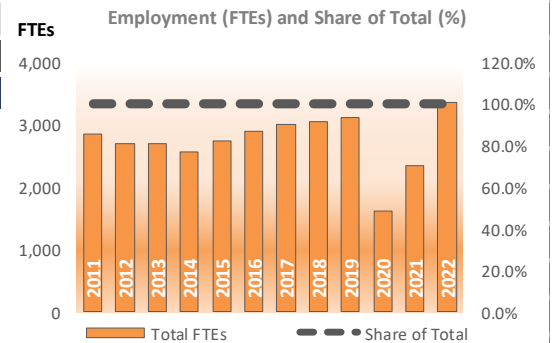
Report Prepared by: Cathy James. Date of Issue: 08/08/23

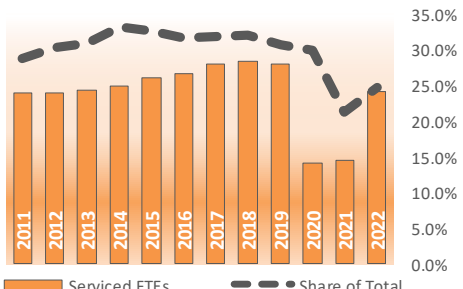


Direct and Total Employment by Month, Year and Visitor Type for the Period 2011 to 2022

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

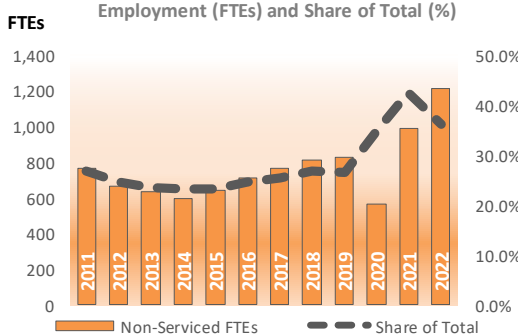
STEAM FINAL TREND REPORT FOR 2011-2022											2011 to 2022			TOTAL		TOTAL EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	TOTAL																		
An increase of 3% or more	TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% 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			Q1	Q2	Q3	Q4	
% Change 2011 to 2022	27.8%	20.3%	23.1%	7.4%	10.8%	19.6%	17.2%	12.7%	18.0%	15.8%	23.9%	30.2%	17.6%	Annual Change	23.7%	12.6%	15.6%	22.6%	
% Change 2021 to 2022			1770.3%	112.4%	60.2%	22.6%	9.5%	-1.1%	4.0%	-5.1%	12.3%	11.3%	43.7%		4988.4%	55.8%	3.7%	4.6%	
Average Annual Change	2.5%	1.8%	2.1%	0.7%	1.0%	1.8%	1.6%	1.2%	1.6%	1.4%	2.2%	2.7%	1.6%		2.2%	1.1%	1.4%	2.1%	
2011 FTEs	1,917	1,938	2,257	3,408	3,160	3,316	3,779	4,452	3,041	2,840	1,979	2,154	2,853		2,037	3,295	3,758	2,324	
2012 FTEs	1,943	1,857	2,496	2,862	2,753	3,075	3,630	4,192	2,938	2,561	1,979	2,151	2,703	-5.3%	2,099	2,897	3,587	2,230	
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	0.0%	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	
EMPLOYMENT													TOTAL						
SHARE OF MARKET	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs	Employment (FTEs) and Share of Total (%)					
Total	FTEs	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356	4,000					
Total Employment	FTEs	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356						
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 2011	%																		
Avg Ann. Change in Share	%																		
This report is copyright © Global Tourism Solutions (UK) Ltd 2023																			
Report Prepared by: Cathy James. Date of Issue: 08/08/23																			

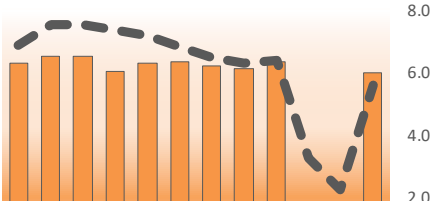


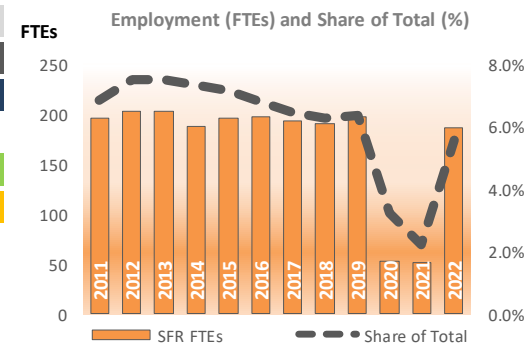
STEAM FINAL TREND REPORT FOR 2011-2022 MONMOUTHSHIRE COUNTY COUNCIL											2011 to 2022			SERVICED	DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY	SERVICED ACCOMMODATION																			
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																			
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change						
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2011 to 2022	-6.5%	-0.5%	1.1%	14.2%	-9.7%	-8.9%	-7.3%	8.6%	0.0%	1.2%	1.7%	14.4%	0.9%	Annual Change	-1.8%	-1.4%	0.6%	5.9%		
% Change 2021 to 2022					141.7%	9.1%	7.3%	0.2%	4.6%	5.3%	11.4%	12.4%	67.7%			142.9%	3.7%	9.5%		
Average Annual Change	-0.6%	0.0%	0.1%	1.3%	-0.9%	-0.8%	-0.7%	0.8%	0.0%	0.1%	0.2%	1.3%	0.1%		-0.2%	-0.1%	0.1%	0.5%		
2011	FTEs	707	764	788	859	813	875	884	930	780	885	739	839	822	-0.2%	753	849	864	821	
2012	FTEs	678	718	849	863	793	861	856	969	794	902	708	850	820		748	839	873	820	
2013	FTEs	694	740	846	815	825	884	894	970	784	893	755	930	836		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	
EMPLOYMENT													SERVICED ACCOMMODATION							
SHARE OF MARKET	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs Employment (FTEs) and Share of Total (%)							
Serviced	FTEs	822	820	836	852	893	916	960	976	957	484	494	829							
Total Employment	FTEs	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356							
Share of Total	%	28.8%	30.3%	30.9%	33.2%	32.5%	31.7%	31.9%	32.0%	30.7%	30.0%	21.2%	24.7%							
Annual Change in Share	%		5.3%	2.0%	7.3%	-2.0%	-2.7%	0.8%	0.3%	-4.1%	-2.2%	-29.4%	16.7%							
Change in Share from 2011	%		5.3%	7.4%	15.2%	13.0%	9.9%	10.7%	11.0%	6.5%	4.1%	-26.5%	-14.2%							
Avg Ann. Change in Share	%		5.3%	3.7%	5.1%	3.2%	2.0%	1.8%	1.6%	0.8%	0.5%	-2.7%	-1.3%							

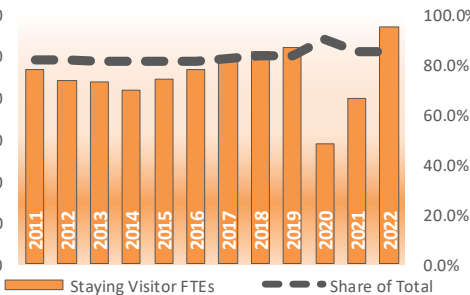
This report is copyright © Global Tourism Solutions (UK) Ltd 2023

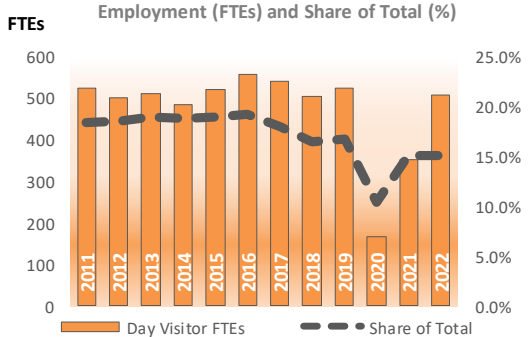
Report Prepared by: Cathy James, Date of Issue: 08/08/22

STEAM FINAL TREND REPORT FOR 2011-2022										2011 to 2022			NON-SERVICED		DIRECT EMPLOYMENT					
MONMOUTHSHIRE COUNTY COUNCIL																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		109.0%	100.9%	80.7%	33.8%	45.7%	57.1%	44.9%	47.1%	51.2%	68.9%	58.7%	108.0%	59.6%	Annual Change	95.1%	45.7%	47.5%	75.5%	
% Change 2021 to 2022					673.3%	13.2%	15.9%	5.2%	-2.7%	-5.5%	-9.8%	-7.6%	6.8%	0.1%		22.7%	1979.4%	10.9%	-5.9%	-1.5%
Average Annual Change		9.9%	9.2%	7.3%	3.1%	4.2%	5.2%	4.1%	4.3%	4.7%	6.3%	5.3%	9.8%	5.4%		8.6%	4.2%	4.3%	6.9%	
2011	FTEs	407	443	570	924	924	967	1,101	1,165	918	735	550	437	762		473	938	1,062	574	
2012	FTEs	410	460	609	652	664	796	957	1,055	805	586	576	435	667	-12.4%	493	704	939	532	
2013	FTEs	397	432	556	553	706	739	934	965	716	645	552	447	637	-4.6%	462	666	871	548	
2014	FTEs	383	429	527	565	649	651	821	924	658	550	543	432	594	-6.7%	446	622	801	508	
2015	FTEs	411	435	505	598	701	733	932	1,017	683	629	546	473	639	7.5%	450	677	877	549	
2016	FTEs	492	505	647	678	769	721	980	1,131	813	709	602	528	715	11.9%	548	723	975	613	
2017	FTEs	480	515	652	822	807	892	1,026	1,214	880	780	567	539	764	7.0%	549	840	1,040	629	
2018	FTEs	498	512	702	801	961	1,045	1,100	1,260	905	859	619	498	813	6.4%	571	935	1,089	659	
2019	FTEs	548	568	678	811	949	1,015	1,064	1,201	967	862	583	633	823	1.2%	598	925	1,077	693	
2020	FTEs	532	594	588	-	-	-	939	1,443	1,221	687	377	362	562	-31.7%	572		1,201	475	
2021	FTEs	-	-	133	1,092	1,162	1,445	1,639	1,814	1,538	1,344	817	908	991	76.3%	44	1,233	1,664	1,023	
2022	FTEs	850	889	1,030	1,236	1,346	1,520	1,595	1,715	1,388	1,242	873	909	1,216	22.7%	923	1,368	1,566	1,008	
EMPLOYMENT														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs Employment (FTEs) and Share of Total (%)						
Non-Serviced		FTEs	762	667	637	594	639	715	764	813	823	562	991	1,216						
Total Employment		FTEs	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356						
Share of Total		%	26.7%	24.7%	23.6%	23.1%	23.3%	24.7%	25.4%	26.6%	26.4%	34.8%	42.4%	36.2%						
Annual Change in Share		%		-7.6%	-4.5%	-1.8%	0.6%	6.1%	2.9%	4.9%	-0.9%	31.9%	21.9%	-14.6%						
Change in Share from 2011		%		-7.6%	-11.7%	-13.3%	-12.8%	-7.5%	-4.9%	-0.2%	-1.1%	30.4%	59.0%	35.7%						
Avg Ann. Change in Share		%		-7.6%	-5.9%	-4.4%	-3.2%	-1.5%	-0.8%	0.0%	-0.1%	3.4%	5.9%	3.2%						
This report is copyright © Global Tourism Solutions (UK) Ltd 2023															Report Prepared by: Cathy James. Date of Issue: 08/08/23					

STEAM FINAL TREND REPORT FOR 2011-2022 MONMOUTHSHIRE COUNTY COUNCIL											2011 to 2022			SFR	DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																		
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2011 to 2022	-2.5%	-2.5%	-2.5%	-5.1%	-5.1%	-5.1%	-5.1%	-5.1%	-5.1%	-5.1%	-5.1%	-5.1%	-4.5%	Annual Change	-2.5%	-5.1%	-5.1%	-5.1%	
% Change 2021 to 2022					864.7%	864.7%	87.6%	82.0%	82.0%	87.6%	87.6%	87.6%	261.1%			1711.9%	84.1%	87.6%	
Average Annual Change	-0.2%	-0.2%	-0.2%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.4%		-0.2%	-0.5%	-0.5%	-0.5%	
2011	FTEs	326	109	124	297	191	147	239	253	130	130	101	294	195		187	212	207	175
2012	FTEs	338	113	129	308	198	153	248	262	135	135	105	304	202	3.6%	193	219	215	181
2013	FTEs	339	114	130	309	199	153	249	263	136	135	105	305	203	0.4%	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
EMPLOYMENT														SFR					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs Employment (FTEs) and Share of Total (%)					
SFR	FTEs	195	202	203	188	196	197	193	191	198	52	52	186						
Total Employment	FTEs	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356						
Share of Total	%	6.8%	7.5%	7.5%	7.3%	7.1%	6.8%	6.4%	6.3%	6.3%	3.2%	2.2%	5.6%						
Annual Change in Share	%		9.4%	0.4%	-2.6%	-2.6%	-4.5%	-5.7%	-2.6%	1.3%	-49.0%	-31.6%	151.4%						
Change in Share from 2011	%		9.4%	9.9%	7.1%	4.3%	-0.4%	-6.1%	-8.5%	-7.4%	-52.8%	-67.7%	-18.8%						
Avg Ann. Change in Share	%		9.4%	4.9%	2.4%	1.1%	-0.1%	-1.0%	-1.2%	-0.9%	-5.9%	-6.8%	-1.7%						

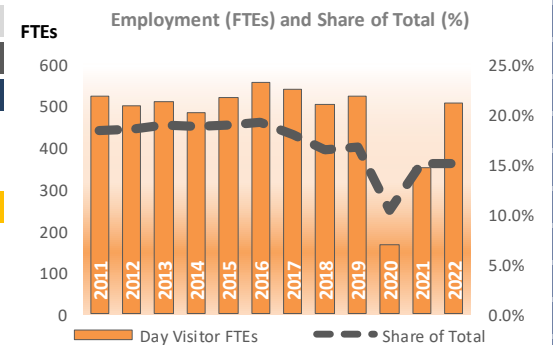


STEAM FINAL TREND REPORT FOR 2011-2022 MONMOUTHSHIRE COUNTY COUNCIL											2011 to 2022			STAYING VISITOR		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2011 to 2022		27.1%	33.4%	31.4%	20.2%	17.3%	23.5%	18.7%	26.3%	25.4%	29.2%	23.8%	36.8%	25.4%	Annual Change	30.6%	20.3%	23.4%	30.1%	
% Change 2021 to 2022				1362.8%	128.8%	52.3%	12.2%	4.7%	0.4%	-2.6%	0.0%	11.5%	12.4%	45.2%		4055.1%	51.4%	0.9%	7.3%	
Average Annual Change		2.5%	3.0%	2.9%	1.8%	1.6%	2.1%	1.7%	2.4%	2.3%	2.7%	2.2%	3.3%	2.3%		2.8%	1.8%	2.1%	2.7%	
2011	FTEs	1,439	1,316	1,482	2,080	1,928	1,989	2,224	2,348	1,828	1,750	1,391	1,570	1,779		1,412	1,999	2,133	1,570	
2012	FTEs	1,425	1,291	1,588	1,822	1,655	1,810	2,061	2,287	1,734	1,623	1,389	1,589	1,689	-5.0%	1,435	1,762	2,027	1,534	
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	-0.8%	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	-2.4%	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	5.6%	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	5.9%	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	4.9%	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	3.3%	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	-0.2%	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	
EMPLOYMENT														STAYING VISITOR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs	Employment (FTEs) and Share of Total (%)					
Staying Visitor		FTEs	2,331	2,204	2,193	2,087	2,224	2,340	2,470	2,549	2,597	1,447	1,984	2,850						
Total Employment		FTEs	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356						
Share of Total		%	81.7%	81.5%	81.1%	81.2%	81.1%	80.8%	82.1%	83.5%	83.3%	89.6%	84.9%	84.9%						
Annual Change in Share		%		-0.2%	-0.5%	0.1%	-0.2%	-0.3%	1.5%	1.8%	-0.3%	7.6%	-5.3%	0.0%						
Change in Share from 2011		%		-0.2%	-0.7%	-0.6%	-0.7%	-1.0%	0.5%	2.2%	1.9%	9.7%	4.0%	4.0%						
Avg Ann. Change in Share		%		-0.2%	-0.3%	-0.2%	-0.2%	-0.2%	0.1%	0.3%	0.2%	1.1%	0.4%	0.4%						
This report is copyright © Global Tourism Solutions (UK) Ltd 2023																				
Report Prepared by: Cathy James, Date of Issue: 08/08/22																				

STEAM FINAL TREND REPORT FOR 2011-2022											2011 to 2022			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																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		37.5%	-28.3%	-3.4%	-26.0%	-1.9%	12.5%	19.6%	-12.6%	-0.7%	-20.2%	26.3%	-17.0%	-3.2%	Annual Change	-3.5%	-5.0%	0.0%	-7.0%	
% Change 2021 to 2022					49.9%	93.2%	67.7%	25.1%	-4.2%	50.2%	-21.3%	10.3%	-5.7%	43.7%			69.8%	15.7%	-9.0%	
Average Annual Change		3.4%	-2.6%	-0.3%	-2.4%	-0.2%	1.1%	1.8%	-1.1%	-0.1%	-1.8%	2.4%	-1.5%	-0.3%		-0.3%	-0.5%	0.0%	-0.6%	
2011	FTEs	188	312	390	653	621	673	721	1,087	582	549	283	215	523		297	649	796	349	
2012	FTEs	226	278	452	503	595	672	783	948	597	460	285	193	499	-4.5%	319	590	776	313	
2013	FTEs	157	287	400	457	662	735	867	1,093	575	428	254	199	509	2.0%	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	
EMPLOYMENT														DAY VISITOR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs Employment (FTEs) and Share of Total (%)						
Day Visitor		FTEs	523	499	509	482	519	555	540	503	522	167	352	506						
Total Employment		FTEs	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356						
Share of Total		%	18.3%	18.5%	18.9%	18.8%	18.9%	19.2%	17.9%	16.5%	16.7%	10.4%	15.1%	15.1%						
Annual Change in Share		%		0.8%	2.1%	-0.4%	0.8%	1.3%	-6.4%	-8.2%	1.5%	-38.1%	45.5%	0.1%						
Change in Share from 2011		%		0.8%	2.9%	2.5%	3.3%	4.7%	-2.0%	-10.0%	-8.7%	-43.5%	-17.7%	-17.7%						
Avg Ann. Change in Share		%		0.8%	1.5%	0.8%	0.8%	0.9%	-0.3%	-1.4%	-1.1%	-4.8%	-1.8%	-1.6%						

This report is copyright © Global Tourism Solutions (UK) Ltd 2023

Report Prepared by: Cathy James. Date of Issue: 08/08/23

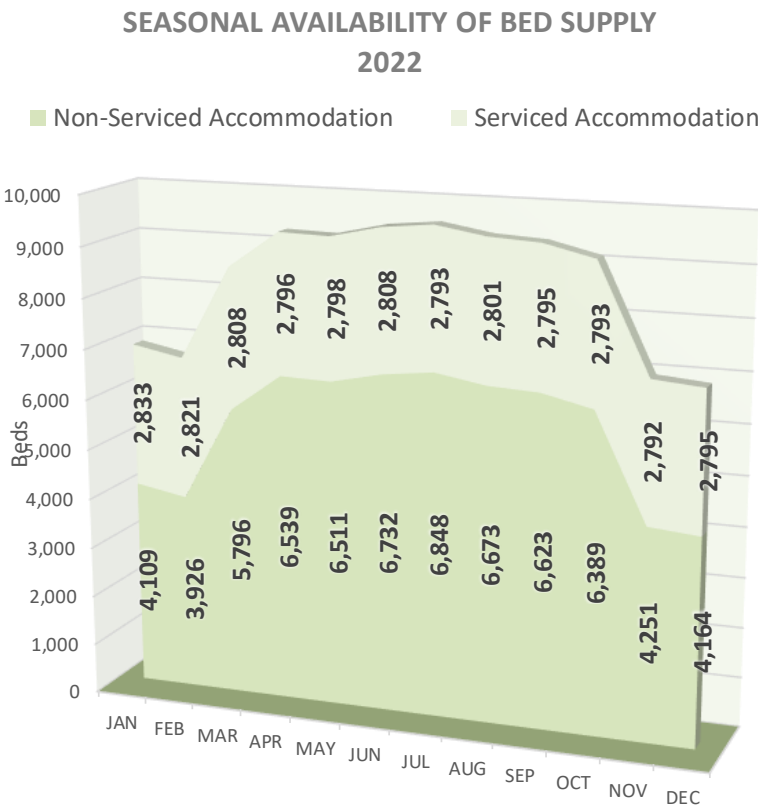


STEAM FINAL TREND REPORT FOR 2011-2022 MONMOUTHSHIRE COUNTY COUNCIL						2022	STAYING VISITORS	ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE
SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2011			
	Est.	Beds	Est.	Beds	Est.	Beds		
Serviced Accommodation Total	103	2,833	+9	+217	-29	-39		
+50 room hotels	4	893	0	+4	+2	+103		
11-50 room hotels	24	1,205	+5	+149	0	+34		
<10 room hotels/others	75	735	+4	+64	-31	-176		

NON-SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2011			
	Est.	Beds	Est.	Beds	Est.	Beds		
Non-Serviced Accommodation Total	437	6,995	+34	+535	+235	+2,443		
Self catering	312	1,968	+22	+180	+146	+755		
Static caravans/chalets	60	752	-10	+156	+59	+708		
Touring caravans/camping	65	3,312	+22	+246	+30	+153		
Not-for-hire statics	0	0	0	0	0	-136		
Airbnb	0	963	0	-47				

DISTRIBUTION BY TYPE OF ACCOMMODATION 2022	2022		Change on 2021		Change on 2011			
	Est.	Beds	Est.	Beds	Est.	Beds		
All Paid Accommodation Total	540	9,828	+43	+752	+206	+2,404		
Serviced Accommodation Share of Total	19%	29%						
Non-Serviced Accommodation Share of Total	81%	71%						

SEASONAL AVAILABILITY OF BED SUPPLY 2022	2022											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	6,942	6,747	8,604	9,335	9,309	9,539	9,641	9,474	9,419	9,182	7,043	6,959
Serviced Accommodation	2,833	2,821	2,808	2,796	2,798	2,808	2,793	2,801	2,795	2,793	2,792	2,795
Non-Serviced Accommodation	4,109	3,926	5,796	6,539	6,511	6,732	6,848	6,673	6,623	6,389	4,251	4,164



Report Sections With Historic Financial Data Indexed to 2022 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: 2022*

2011	<i>1.39</i>
2012	<i>1.33</i>
2013	<i>1.29</i>
2014	<i>1.26</i>
2015	<i>1.24</i>
2016	<i>1.23</i>
2017	<i>1.20</i>
2018	<i>1.15</i>
2019	<i>1.12</i>
2020	<i>1.09</i>
2021	<i>1.08</i>
2022	<i>1.00</i>

STEAM FINAL TREND REPORT FOR 2011-2022
MONMOUTHSHIRE COUNTY COUNCIL

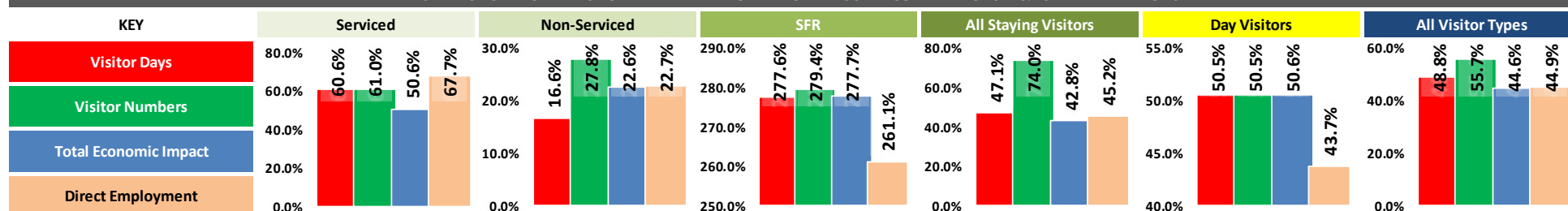
Comparing 2022 and 2021
 2021 in 2022 prices (1.078)

COMPARATIVE HEADLINES

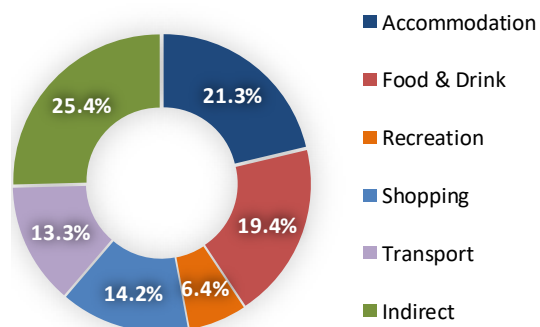
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - INDEXED TO 2022

KEY														Day Visitors			All Visitor Types		
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors								
Less than 3% change		Serviced			Non-Serviced														
A Fall of 3% or more		2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %
Visitor Days	M	0.456	0.284	60.6%	0.943	0.809	16.6%	0.343	0.091	277.6%	1.742	1.184	47.1%	1.759	1.168	50.5%	3.501	2.352	48.8%
Visitor Numbers	M	0.280	0.174	61.0%	0.153	0.120	27.8%	0.144	0.038	279.4%	0.577	0.332	74.0%	1.759	1.168	50.5%	2.336	1.500	55.7%
Direct Expenditure	£M																212.64	146.52	45.1%
Economic Impact	£M	74.66	49.57	50.6%	117.32	95.66	22.6%	24.89	6.591	277.7%	216.87	151.83	42.8%	68.20	45.30	50.6%	285.08	197.12	44.6%
Direct Employment	FTEs	829	494	67.7%	1,216	991	22.7%	186	52	261.1%	2,231	1,537	45.2%	506	352	43.7%	2,737	1,889	44.9%
Total Employment	FTEs																3,356	2,336	43.7%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2022 & 2021 - INDEXED TO 2022

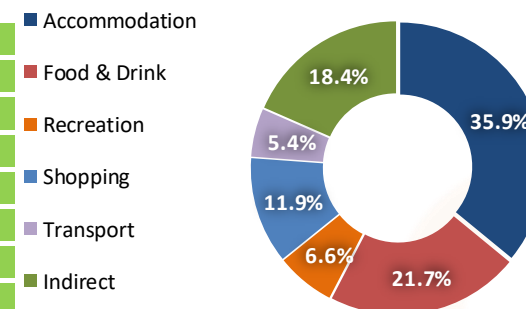


Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2022



			Sectors					
2022	2021	+/- %		2022	2021	+/- %		
60.69	44.09	37.7%	Accommodation	1,206	793	52.1%		
55.26	38.04	45.2%	Food & Drink	727	549	32.5%		
18.17	12.58	44.4%	Recreation	221	159	39.0%		
40.51	26.42	53.3%	Shopping	401	263	52.2%		
38.03	25.40	49.7%	Transport	182	124	45.9%		
212.64	146.52	45.1%	TOTAL DIRECT	2,737	1,889	44.9%		
72.43	50.61	43.1%	Indirect	618	447	38.5%		
285.08	197.12	44.6%	TOTAL	3,356	2,336	43.7%		

Sectoral Distribution of Employment - FTEs



STEAM FINAL TREND REPORT FOR 2011-2022
MONMOUTHSHIRE COUNTY COUNCIL

Economic Impact - Indexed - Total

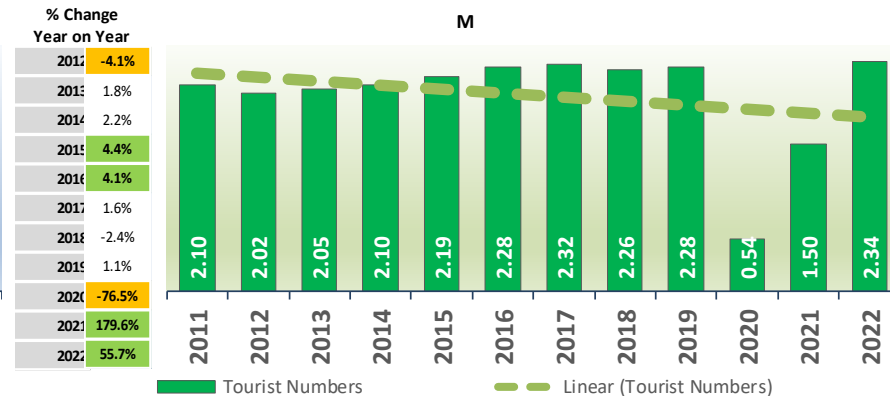


2011 to 2022
2022 Prices

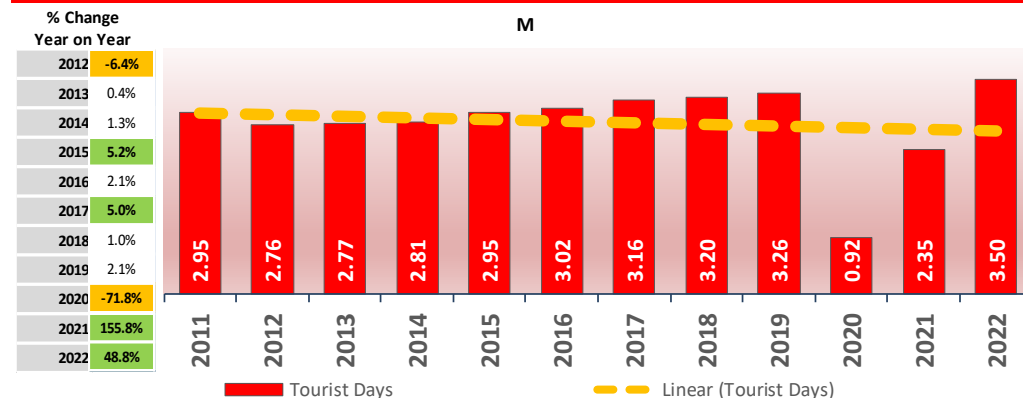
TOTAL

KEY MEASURES
Indexed

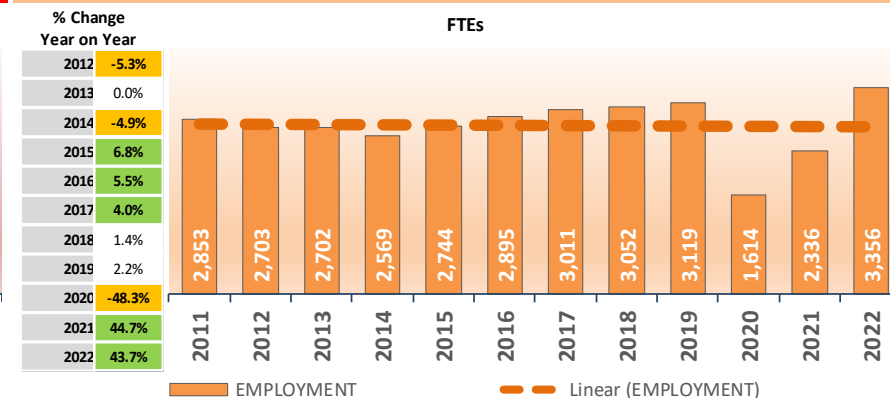
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-6.9%	-5.9%	-4.0%	2.4%	2.8%	11.3%	18.2%	21.2%	-60.9%	-13.1%	25.7%
Visitor Numbers		-4.1%	-2.4%	-0.2%	4.2%	8.4%	10.2%	7.5%	8.6%	-74.5%	-28.7%	11.1%
Visitor Days		-6.4%	-6.0%	-4.8%	0.2%	2.3%	7.4%	8.5%	10.8%	-68.8%	-20.2%	18.8%
Total Employment		-5.3%	-5.3%	-10.0%	-3.8%	1.5%	5.5%	7.0%	9.3%	-43.4%	-18.1%	17.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
MONMOUTHSHIRE COUNTY COUNCIL

Economic Impact - Indexed - Serviced Accommodation

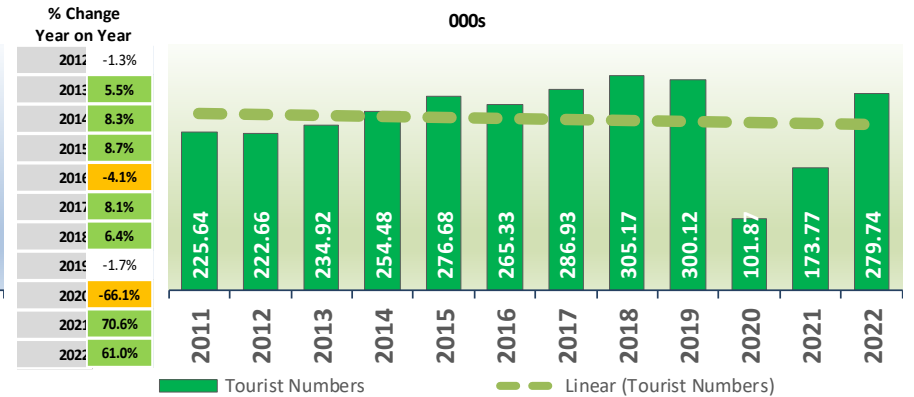


2011 to 2022
2022 Prices

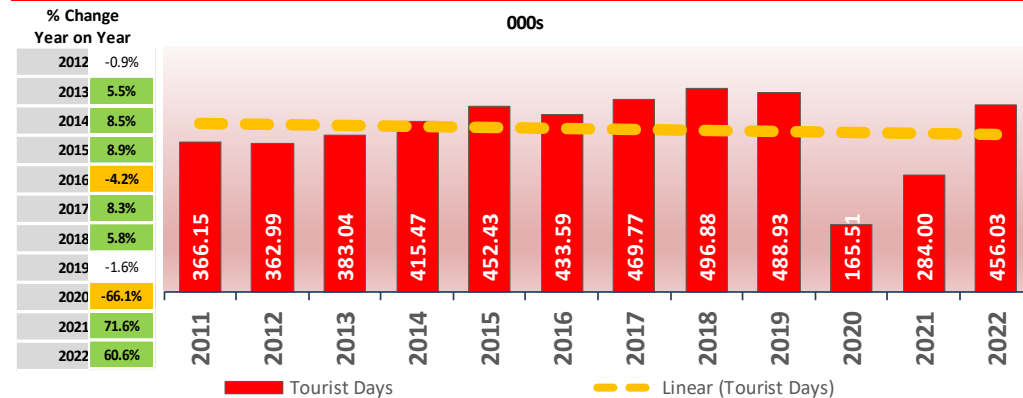
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

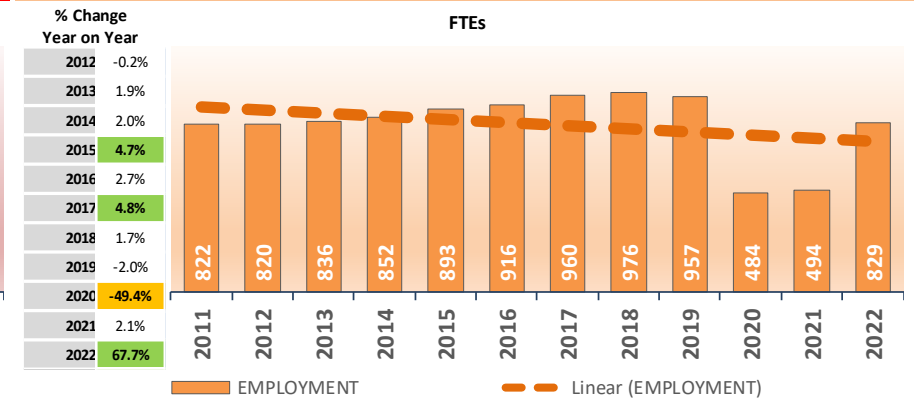
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-2.7%	4.7%	12.8%	22.6%	18.3%	28.8%	35.9%	33.4%	-60.3%	-32.0%	2.4%
Visitor Numbers		-1.3%	4.1%	12.8%	22.6%	17.6%	27.2%	35.2%	33.0%	-54.9%	-23.0%	24.0%
Visitor Days		-0.9%	4.6%	13.5%	23.6%	18.4%	28.3%	35.7%	33.5%	-54.8%	-22.4%	24.5%
Direct Employment		-0.2%	1.7%	3.7%	8.6%	11.5%	16.8%	18.8%	16.4%	-41.1%	-39.9%	0.9%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
MONMOUTHSHIRE COUNTY COUNCIL

Economic Impact - Indexed - Non-Serviced Accommodation

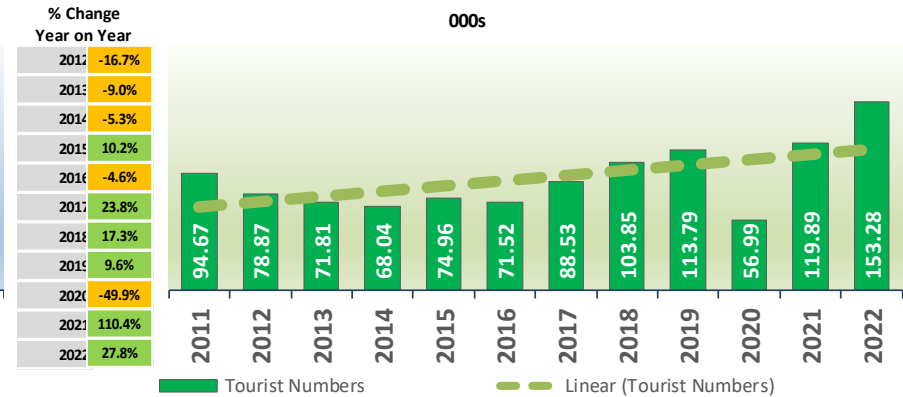


2011 to 2022
2022 Prices

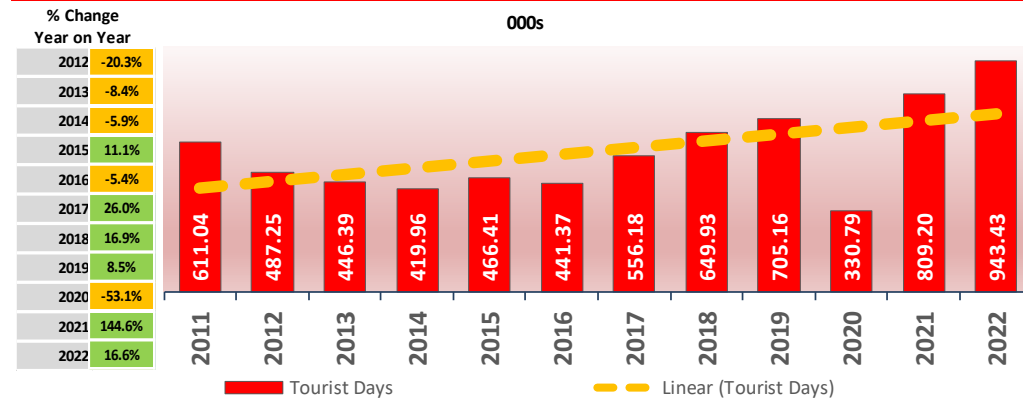
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

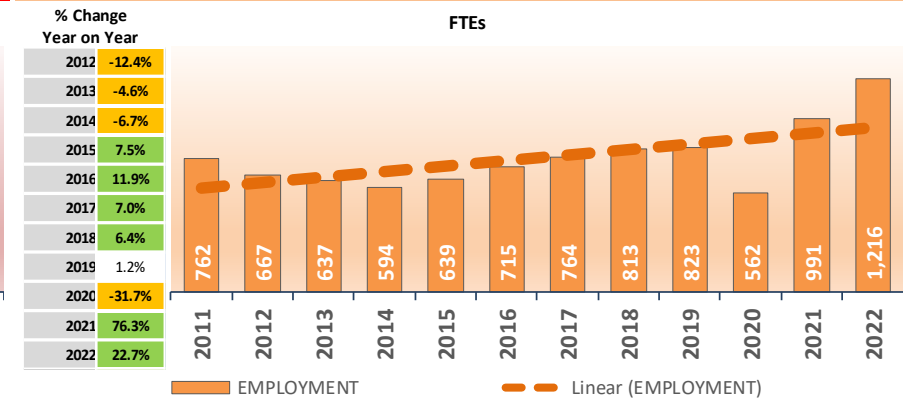
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-17.7%	-24.3%	-28.5%	-21.3%	-21.1%	-3.8%	16.8%	28.8%	-39.0%	43.7%	76.2%
Visitor Numbers		-16.7%	-24.1%	-28.1%	-20.8%	-24.5%	-6.5%	9.7%	20.2%	-39.8%	26.6%	61.9%
Visitor Days		-20.3%	-26.9%	-31.3%	-23.7%	-27.8%	-9.0%	6.4%	15.4%	-45.9%	32.4%	54.4%
Direct Employment		-12.4%	-16.4%	-22.0%	-16.2%	-6.2%	0.3%	6.8%	8.1%	-26.2%	30.1%	59.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
MONMOUTHSHIRE COUNTY COUNCIL

Economic Impact - Indexed - SFR

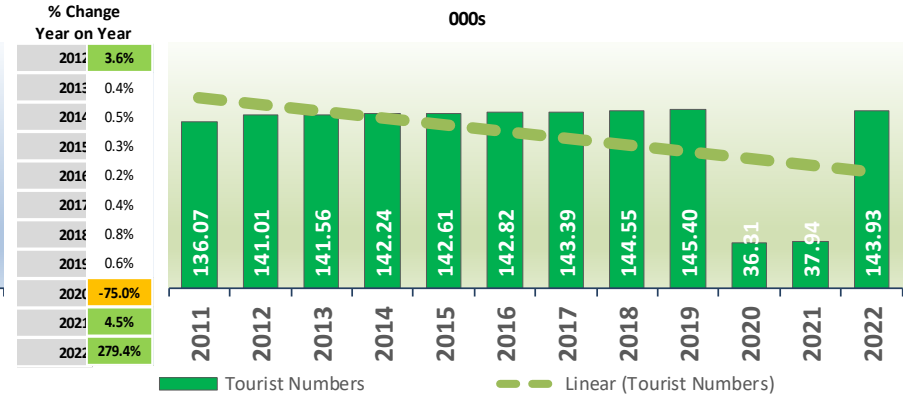


2011 to 2022
2022 Prices

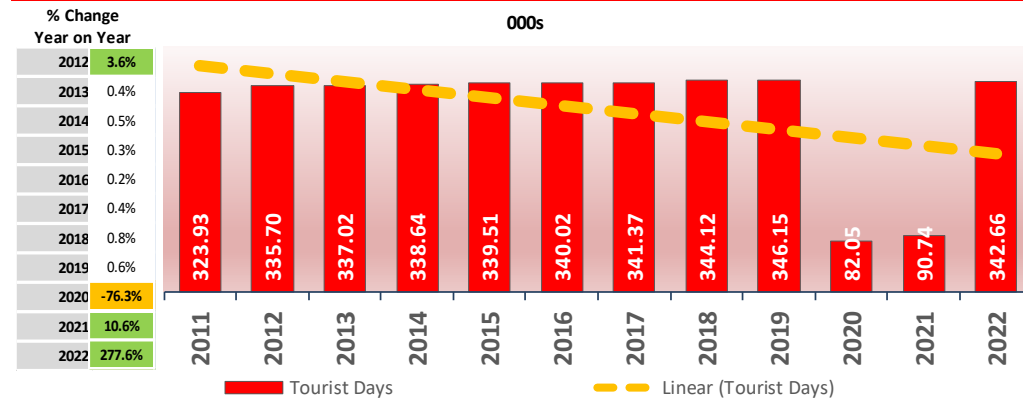
SFR

KEY MEASURES
Indexed

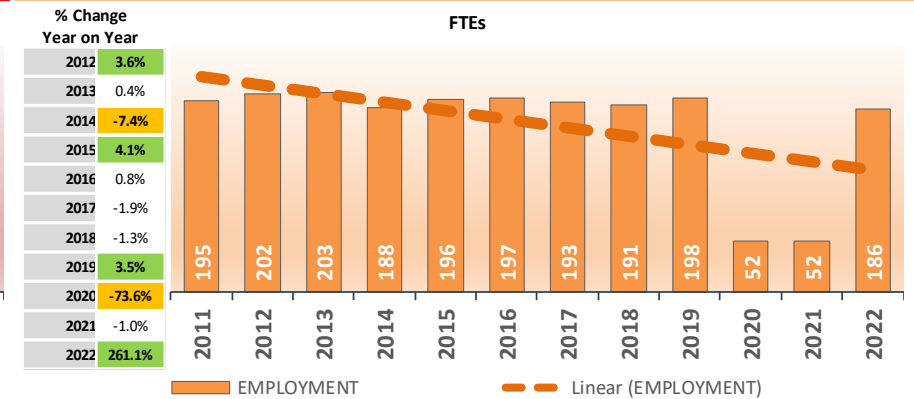
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		3.6%	4.1%	4.5%	4.8%	5.0%	5.4%	6.2%	6.9%	-74.7%	-72.0%	5.8%
Visitor Numbers		3.6%	4.0%	4.5%	4.8%	5.0%	5.4%	6.2%	6.9%	-73.3%	-72.1%	5.8%
Visitor Days		3.6%	4.0%	4.5%	4.8%	5.0%	5.4%	6.2%	6.9%	-74.7%	-72.0%	5.8%
Direct Employment		3.6%	4.1%	-3.6%	0.3%	1.1%	-0.9%	-2.2%	1.3%	-73.3%	-73.6%	-4.5%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
MONMOUTHSHIRE COUNTY COUNCIL

Economic Impact - Indexed - Staying Visitor

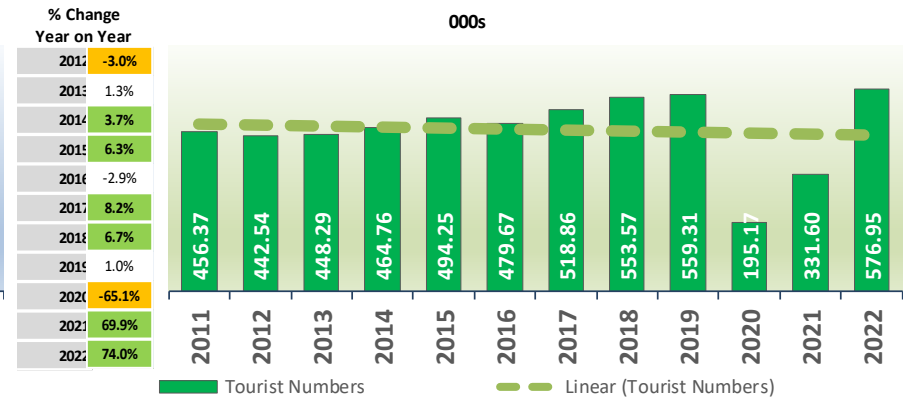


2011 to 2022
2022 Prices

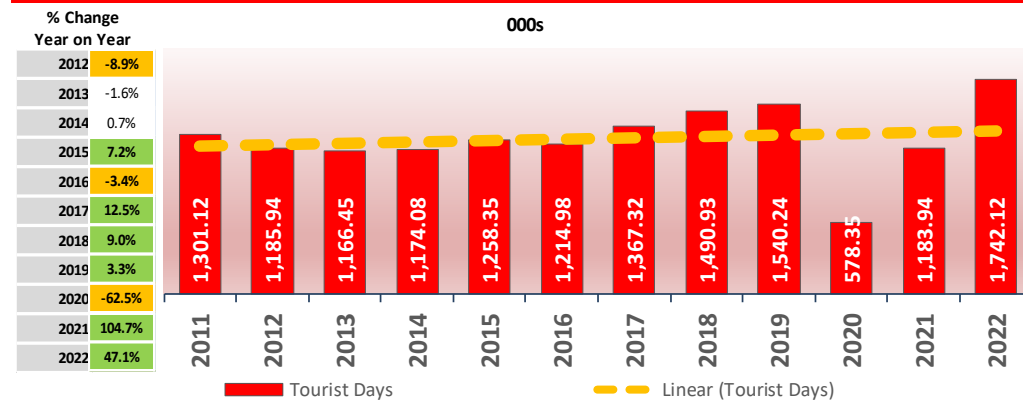
STAYING VISITOR

KEY MEASURES
Indexed

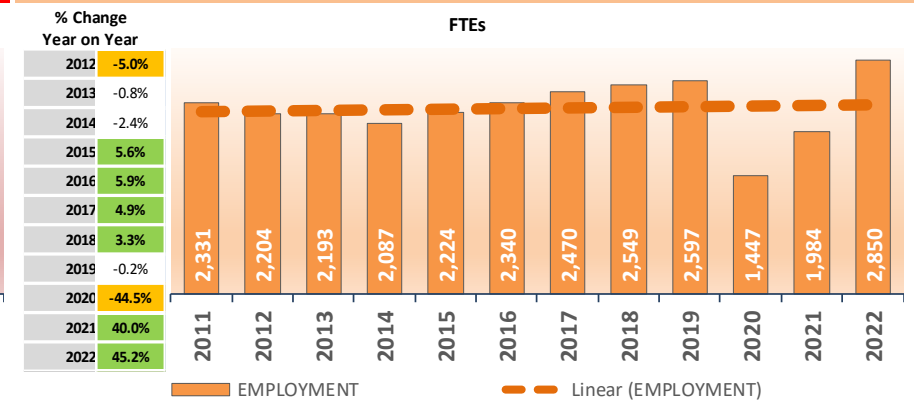
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor

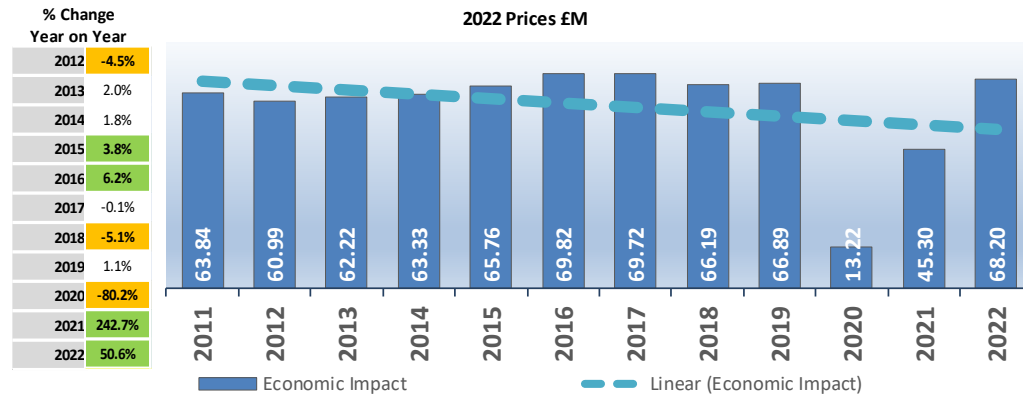


% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-7.9%	-7.3%	-5.2%	2.1%	0.3%	12.1%	23.8%	27.7%	-53.7%	-6.9%	33.1%
Visitor Numbers		-3.0%	-1.8%	1.8%	8.3%	5.1%	13.7%	21.3%	22.6%	-57.2%	-27.3%	26.4%
Visitor Days		-8.9%	-10.4%	-9.8%	-3.3%	-6.6%	5.1%	14.6%	18.4%	-55.5%	-9.0%	33.9%
Direct Employment		-5.4%	-5.9%	-10.5%	-4.6%	0.4%	6.0%	9.4%	11.4%	-37.9%	-14.9%	22.3%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2011-2022
MONMOUTHSHIRE COUNTY COUNCIL

Economic Impact - Indexed - Day Visitor

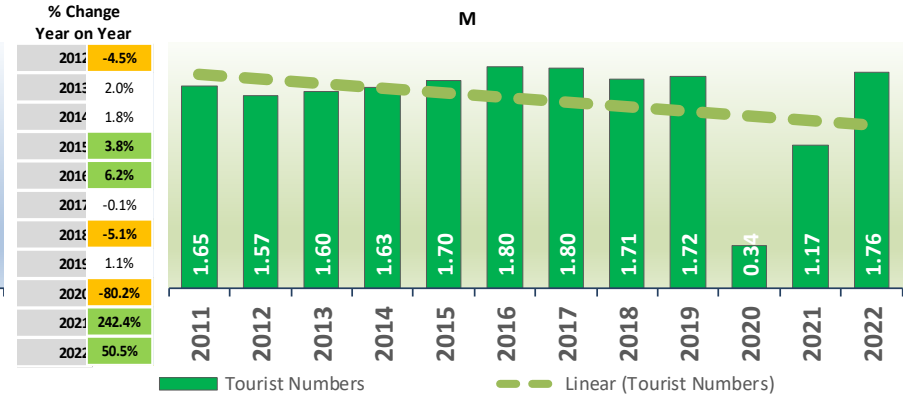


2011 to 2022
2022 Prices

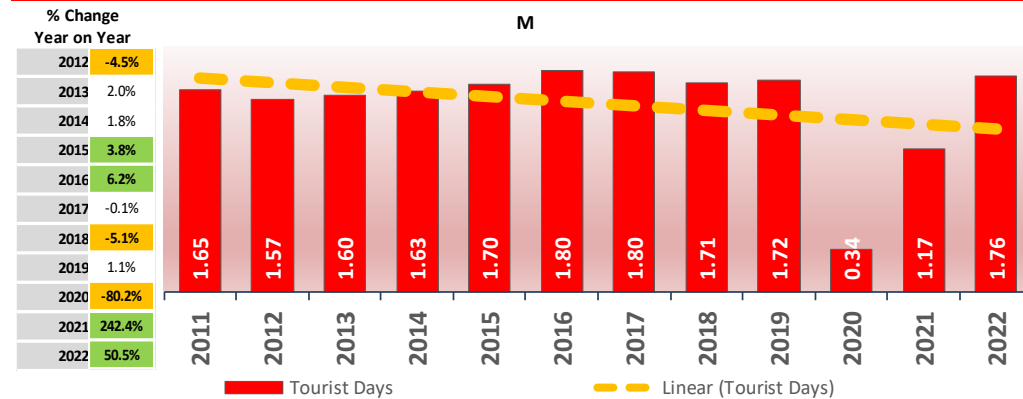
DAY VISITOR

KEY MEASURES
Indexed

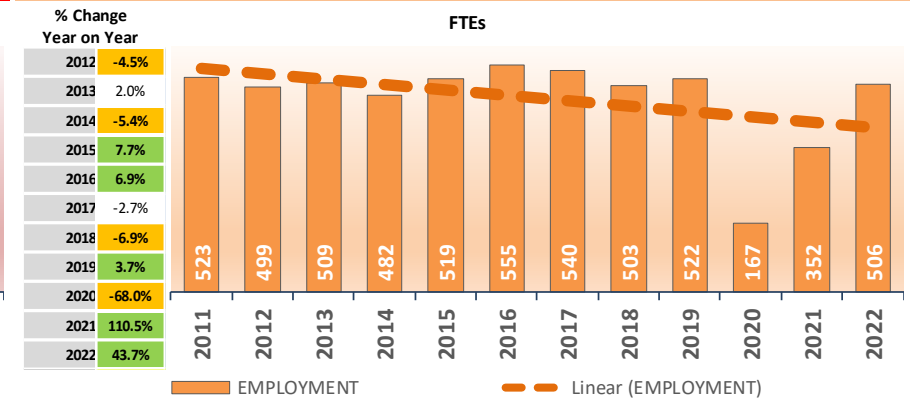
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



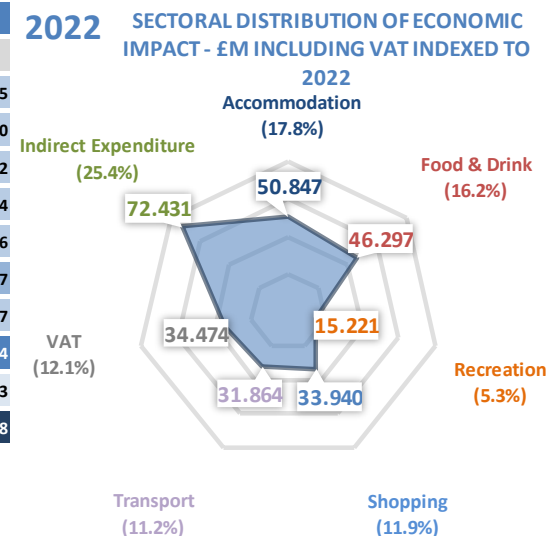
Direct Employment Supported - Day Visitor



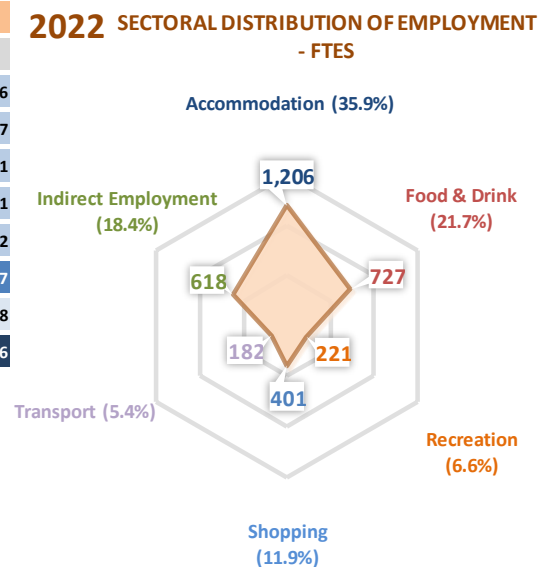
% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-4.5%	-2.5%	-0.8%	3.0%	9.4%	9.2%	3.7%	4.8%	-79.3%	-29.0%	6.8%
Visitor Numbers		-4.5%	-2.5%	-0.8%	3.0%	9.4%	9.2%	3.7%	4.8%	-79.3%	-29.0%	6.8%
Visitor Days		-4.5%	-2.5%	-0.8%	3.0%	9.4%	9.2%	3.7%	4.8%	-79.3%	-29.0%	6.8%
Direct Employment		-4.5%	-2.5%	-7.8%	-0.7%	6.2%	3.4%	-3.7%	-0.2%	-68.0%	-32.7%	-3.2%

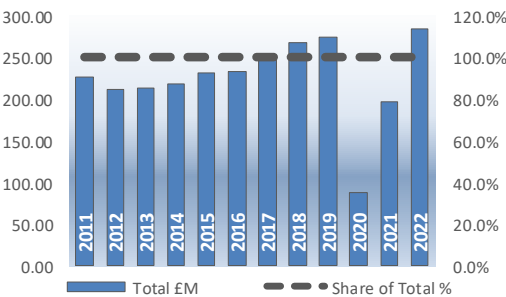
"Linear" = Linear Trendline

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2022													
SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	£M	34.51	33.16	35.22	37.29	40.28	40.84	46.91	54.18	57.26	21.52	38.30	50.85
Food & Drink	£M	38.75	35.80	35.78	36.27	38.57	38.39	40.69	41.71	42.15	13.76	33.05	46.30
Recreation	£M	12.70	11.69	11.66	11.78	12.53	12.47	13.24	13.58	13.75	4.516	10.93	15.22
Shopping	£M	29.23	26.96	26.84	27.05	28.66	28.63	30.06	30.55	30.79	9.304	22.95	33.94
Transport	£M	27.63	25.25	25.04	25.11	26.67	26.57	27.88	28.28	28.40	8.736	22.06	31.86
Direct Revenue	£M	142.82	132.86	134.54	137.50	146.70	146.90	158.79	168.30	172.35	57.83	127.28	178.17
VAT	£M	28.56	26.57	26.91	27.50	29.34	29.38	31.76	33.66	34.47	8.191	19.24	34.47
Direct Expenditure	£M	171.39	159.44	161.44	165.00	176.04	176.28	190.55	201.96	206.82	66.02	146.52	212.64
Indirect Expenditure	£M	55.45	51.68	51.96	52.77	56.14	57.02	61.90	66.07	68.21	22.71	50.61	72.43
TOTAL	£M	226.84	211.11	213.40	217.77	232.18	233.30	252.45	268.03	275.03	88.73	197.12	285.08



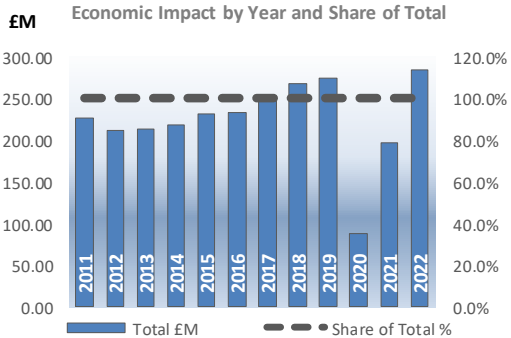
Sectoral Distribution of Employment - FTEs													
Sector / Year		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	FTEs	866	866	866	876	879	1,012	1,046	1,069	1,035	562	793	1,206
Food & Drink	FTEs	597	552	551	607	675	672	670	695	687	285	549	727
Recreation	FTEs	237	219	218	174	179	192	208	195	217	96	159	221
Shopping	FTEs	411	379	377	318	355	349	367	362	386	227	263	401
Transport	FTEs	190	174	172	142	158	159	167	163	175	96	124	182
Direct Employment	FTEs	2,301	2,189	2,185	2,117	2,246	2,383	2,458	2,484	2,499	1,265	1,889	2,737
Indirect Employment	FTEs	552	514	517	452	498	512	552	569	620	348	447	618
TOTAL	FTEs	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356

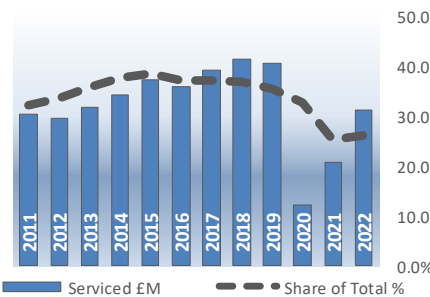


STEAM FINAL TREND REPORT FOR 2011-2022 MONMOUTHSHIRE COUNTY COUNCIL											2011 to 2022 2022 Prices			TOTAL		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / 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 2011 to 2022		33.6%	22.4%	27.6%	16.1%	15.4%	28.7%	24.1%	23.7%	27.9%	23.6%	37.8%	46.4%	25.7%	Annual Change	27.7%	20.1%	24.9%	34.2%
% Change 2021 to 2022				3054.3%	142.7%	71.1%	27.8%	14.4%	4.6%	9.0%	-4.9%	22.2%	19.6%	44.6%		8006.0%	67.3%	8.9%	8.8%
Average Annual Change		3.1%	2.0%	2.5%	1.5%	1.4%	2.6%	2.2%	2.2%	2.5%	2.1%	3.4%	4.2%	2.3%		2.5%	1.8%	2.3%	3.1%
2011	£M	10.03	10.75	13.25	22.96	20.66	22.24	28.57	34.61	21.47	18.65	10.53	13.12	226.84		34.03	65.85	84.65	42.30
2012	£M	9.947	9.778	15.68	18.44	17.04	20.08	26.73	32.86	20.65	16.47	10.31	13.12	211.11	-6.9%	35.40	55.56	80.25	39.90
2013	£M	9.412	9.947	14.45	16.15	19.00	20.54	28.38	33.53	19.29	16.84	10.72	15.13	213.40	1.1%	33.81	55.69	81.20	42.70
2014	£M	10.33	11.13	13.66	19.94	16.97	18.46	26.48	34.95	20.13	17.85	11.84	16.04	217.77	2.0%	35.12	55.36	81.56	45.73
2015	£M	10.96	11.80	13.99	21.21	18.29	19.18	28.55	36.57	21.10	21.81	12.01	16.70	232.18	6.6%	36.75	58.69	86.22	50.52
2016	£M	10.65	10.88	15.54	20.83	16.62	20.05	28.70	39.46	21.93	18.85	12.17	17.62	233.30	0.5%	37.08	57.50	90.08	48.64
2017	£M	10.95	11.58	15.06	24.26	18.11	22.61	29.71	41.62	24.30	21.92	13.64	18.69	252.45	8.2%	37.59	64.98	95.63	54.25
2018	£M	11.55	12.80	15.00	23.75	21.69	25.01	31.20	41.73	25.44	23.31	15.92	20.63	268.03	6.2%	39.36	70.45	98.37	59.86
2019	£M	13.67	13.95	15.21	27.42	22.50	24.04	30.81	40.68	27.02	22.95	14.71	22.08	275.03	2.6%	42.83	73.96	98.51	59.74
2020	£M	12.09	12.36	9.143				7.600	23.21	14.67	5.486	1.603	2.568	88.73	-67.7%	33.59		45.48	9.657
2021	£M			0.536	10.99	13.93	22.38	30.99	40.95	25.18	24.23	11.87	16.06	197.12	122.2%	0.536	47.30	97.12	52.17
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	44.6%	43.46	79.11	105.74	56.76
ECONOMIC IMPACT - INDEXED TO 2022														TOTAL					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M	Economic Impact by Year and Share of Total				
Total	£M	226.84	211.11	213.40	217.77	232.18	233.30	252.45	268.03	275.03	88.73	197.12	285.08						
All Visitor Types	£M	226.84	211.11	213.40	217.77	232.18	233.30	252.45	268.03	275.03	88.73	197.12	285.08						
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 2011	%																		
Avg Ann. Change in Share	%																		

This report is copyright © Global Tourism Solutions (UK) Ltd 2023

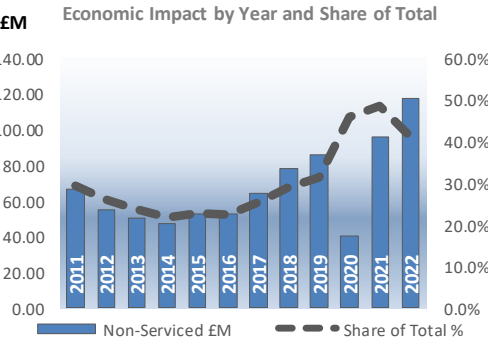
Report Prepared by: Cathy James. Date of Issue: 08/08/23



STEAM FINAL TREND REPORT FOR 2011-2022 MONMOUTHSHIRE COUNTY COUNCIL											2011 to 2022 2022 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 2022 / 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 2011 to 2022		-20.6%	0.2%	2.2%	37.9%	-25.1%	-19.9%	-21.4%	13.6%	-0.9%	4.6%	17.3%	35.9%	2.4%	Annual Change	-4.4%	-1.4%	-2.3%	18.9%	
% Change 2021 to 2022						174.4%	7.6%	2.3%	-5.5%	-6.0%	6.0%	21.0%	22.6%	50.6%				185.4%	-3.5%	15.8%
Average Annual Change		-1.9%	0.0%	0.2%	3.4%	-2.3%	-1.8%	-1.9%	1.2%	-0.1%	0.4%	1.6%	3.3%	0.2%			-0.4%	-0.1%	-0.2%	1.7%
2011	£M	3.219	4.434	4.841	6.172	5.261	6.315	9.086	10.29	6.638	6.779	3.805	6.054	72.90			12.49	17.75	26.01	16.64
2012	£M	2.544	3.476	5.967	6.075	4.750	5.886	8.070	11.16	6.813	6.913	3.107	6.168	70.93	-2.7%	11.99	16.71	26.05	16.19	
2013	£M	2.885	3.943	5.960	5.362	5.466	6.381	9.133	11.38	6.706	6.984	4.179	7.928	76.31	7.6%	12.79	17.21	27.22	19.09	
2014	£M	3.700	5.215	5.036	7.629	4.719	5.139	7.936	13.02	7.702	8.517	4.822	8.817	82.25	7.8%	13.95	17.49	28.66	22.16	
2015	£M	3.700	5.416	5.782	7.841	4.944	5.798	8.799	13.82	8.458	10.73	5.006	9.061	89.35	8.6%	14.90	18.58	31.08	24.79	
2016	£M	3.389	4.874	5.459	9.502	4.200	5.625	8.535	13.93	8.194	8.003	4.738	9.807	86.26	-3.5%	13.72	19.33	30.66	22.55	
2017	£M	3.477	5.029	6.130	9.367	4.450	5.857	8.737	16.39	9.070	9.479	5.567	10.32	93.87	8.8%	14.64	19.67	34.19	25.37	
2018	£M	3.767	6.175	6.388	10.11	4.828	6.707	9.910	16.06	9.002	9.283	5.805	11.04	99.07	5.5%	16.33	21.64	34.97	26.12	
2019	£M	4.030	6.098	6.512	10.54	4.923	6.125	9.078	15.08	9.179	9.204	5.707	10.81	97.27	-1.8%	16.64	21.59	33.33	25.72	
2020	£M	3.066	4.536	2.306				0.187	10.18	5.491	2.195		0.996	28.95	-70.2%	9.908		15.86	3.191	
2021	£M					1.437	4.698	6.978	12.37	6.999	6.691	3.690	6.711	49.57	71.2%		6.134	26.35	17.09	
2022	£M	2.555	4.443	4.949	8.510	3.942	5.056	7.141	11.69	6.581	7.092	4.465	8.227	74.66	50.6%	11.95	17.51	25.42	19.78	
ECONOMIC IMPACT - INDEXED TO 2022														SERVICED ACCOMMODATION						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M	Economic Impact by Year and Share of Total					
Serviced	£M	72.90	70.93	76.31	82.25	89.35	86.26	93.87	99.07	97.27	28.95	49.57	74.66							
All Visitor Types	£M	226.84	211.11	213.40	217.77	232.18	233.30	252.45	268.03	275.03	88.73	197.12	285.08							
Share of Total	%	32.1%	33.6%	35.8%	37.8%	38.5%	37.0%	37.2%	37.0%	35.4%	32.6%	25.1%	26.2%							
Annual Change in Share	%		4.6%	6.4%	5.6%	1.9%	-3.9%	0.6%	-0.6%	-4.3%	-7.7%	-22.9%	4.1%							
Change in Share from 2011	%		4.6%	11.3%	17.5%	19.8%	15.1%	15.7%	15.0%	10.1%	1.5%	-21.7%	-18.5%							
Avg Ann. Change in Share	%		4.6%	5.6%	5.8%	4.9%	3.0%	2.6%	2.1%	1.3%	0.2%	-2.2%	-1.7%							

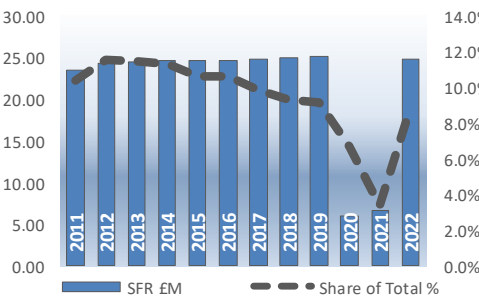
This report is copyright © Global Tourism Solutions (UK) Ltd 2023

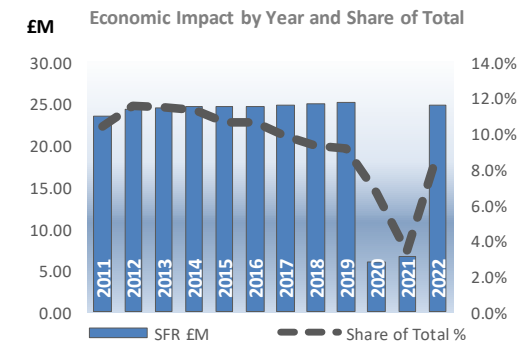
Report Prepared by: Cathy James, Date of Issue: 08/08/22


STEAM FINAL TREND REPORT FOR 2011-2022 MONMOUTHSHIRE COUNTY COUNCIL										2011 to 2022 2022 Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / 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 2011 to 2022		180.5%	149.3%	104.0%	33.3%	53.6%	77.2%	64.7%	65.4%	70.7%	93.6%	74.5%	203.3%	76.2%	Annual Change	135.6%	55.2%	66.6%	109.8%
% Change 2021 to 2022				1114.9%	28.7%	25.0%	7.4%	4.9%	4.9%	-3.7%	-11.3%	19.0%	2.2%	22.6%		2914.2%	18.3%	2.4%	-1.5%
Average Annual Change		16.4%	13.6%	9.5%	3.0%	4.9%	7.0%	5.9%	5.9%	6.4%	8.5%	6.8%	18.5%	6.9%		12.3%	5.0%	6.1%	10.0%
2011	£M	1.620	2.047	3.193	7.162	7.154	7.594	9.754	10.72	7.603	4.968	2.829	1.928	66.57		6.860	21.91	28.07	9.726
2012	£M	1.713	2.333	3.817	4.148	4.249	5.820	8.207	9.420	6.396	3.517	3.248	1.935	54.80	-17.7%	7.862	14.22	24.02	8.700
2013	£M	1.523	1.939	3.121	3.036	4.790	5.144	7.918	8.388	5.364	4.147	2.897	2.111	50.38	-8.1%	6.583	12.97	21.67	9.155
2014	£M	1.430	2.050	2.960	3.374	4.446	4.414	7.182	8.560	4.906	3.179	3.034	2.055	47.59	-5.5%	6.440	12.23	20.65	8.268
2015	£M	1.799	2.072	2.503	3.623	4.830	5.275	8.234	9.257	5.209	4.063	2.951	2.598	52.41	10.1%	6.374	13.73	22.70	9.611
2016	£M	1.920	2.089	3.203	3.544	4.675	4.195	7.981	9.730	5.784	3.910	3.045	2.449	52.52	0.2%	7.212	12.41	23.49	9.404
2017	£M	1.813	2.316	3.307	5.628	5.250	6.556	9.201	11.34	7.223	5.352	2.956	3.121	64.06	22.0%	7.436	17.43	27.77	11.43
2018	£M	2.186	2.423	4.195	5.576	7.913	8.580	10.17	12.92	8.107	7.351	4.735	3.622	77.78	21.4%	8.804	22.07	31.20	15.71
2019	£M	3.592	3.241	4.854	7.036	8.560	9.397	10.82	12.58	9.439	7.161	3.880	5.164	85.72	10.2%	11.69	24.99	32.84	16.21
2020	£M	2.968	3.795	4.674				6.063	10.74	8.581	2.029	0.898	0.863	40.61	-52.6%	11.44		25.38	3.790
2021	£M			0.536	7.417	8.791	12.53	15.31	16.89	13.47	10.85	4.149	5.725	95.66	135.6%	0.536	28.74	45.67	20.72
2022	£M	4.544	5.103	6.514	9.548	10.99	13.46	16.06	17.72	12.98	9.619	4.938	5.848	117.32	22.6%	16.16	34.00	46.76	20.41
ECONOMIC IMPACT - INDEXED TO 2022														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M	Economic Impact by Year and Share of Total				
Non-Serviced	£M	66.57	54.80	50.38	47.59	52.41	52.52	64.06	77.78	85.72	40.61	95.66	117.32	140.00					
All Visitor Types	£M	226.84	211.11	213.40	217.77	232.18	233.30	252.45	268.03	275.03	88.73	197.12	285.08	120.00					
Share of Total	%	29.3%	26.0%	23.6%	21.9%	22.6%	22.5%	25.4%	29.0%	31.2%	45.8%	48.5%	41.2%	100.00					
Annual Change in Share	%		-11.5%	-9.1%	-7.4%	3.3%	-0.3%	12.7%	14.3%	7.4%	46.8%	6.0%	-15.2%	80.00					
Change in Share from 2011	%		-11.5%	-19.6%	-25.5%	-23.1%	-23.3%	-13.5%	-1.1%	6.2%	55.9%	65.4%	40.2%	60.00					
Avg Ann. Change in Share	%		-11.5%	-9.8%	-8.5%	-5.8%	-4.7%	-2.3%	-0.2%	0.8%	6.2%	6.5%	3.7%	40.00					

This report is copyright © Global Tourism Solutions (UK) Ltd 2023

Report Prepared by: Cathy James. Date of Issue: 08/08/23

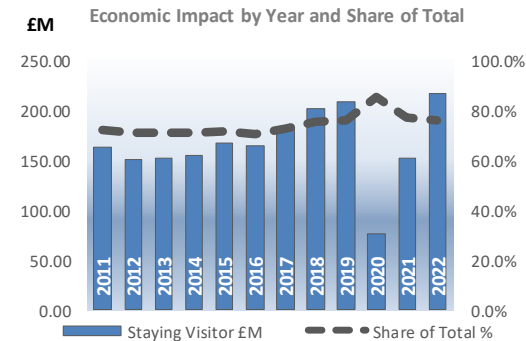
STEAM FINAL TREND REPORT FOR 2011-2022 MONMOUTHSHIRE COUNTY COUNCIL											2011 to 2022 2022 Prices			SFR	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SFR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / 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 2011 to 2022		5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	Annual Change	5.8%	5.8%	5.8%	5.8%	
% Change 2021 to 2022						879.4%	879.4%	95.9%	95.9%	95.9%	95.9%	95.9%	95.9%	277.7%			1739.5%	95.9%	95.9%	
Average Annual Change		0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%		0.5%	0.5%	0.5%	0.5%	
2011	£M	3.273	1.100	1.251	2.985	1.920	1.479	2.400	2.541	1.309	1.307	1.019	2.950	23.53	3.6%	5.623	6.384	6.249	5.276	
2012	£M	3.391	1.140	1.296	3.093	1.990	1.533	2.487	2.633	1.356	1.355	1.056	3.057	24.39		5.827	6.615	6.476	5.467	
2013	£M	3.405	1.144	1.302	3.106	1.998	1.539	2.497	2.644	1.362	1.360	1.060	3.069	24.49		0.4%	5.851	6.642	6.502	5.490
2014	£M	3.421	1.150	1.308	3.120	2.007	1.546	2.509	2.656	1.368	1.367	1.065	3.084	24.60		0.5%	5.878	6.673	6.533	5.515
2015	£M	3.430	1.152	1.311	3.128	2.012	1.550	2.515	2.663	1.371	1.370	1.068	3.091	24.66		0.3%	5.893	6.690	6.549	5.529
2016	£M	3.435	1.154	1.313	3.133	2.015	1.552	2.519	2.667	1.374	1.372	1.069	3.096	24.70		0.2%	5.903	6.701	6.560	5.538
2017	£M	3.449	1.159	1.318	3.145	2.023	1.559	2.529	2.677	1.379	1.378	1.074	3.109	24.80		0.4%	5.926	6.727	6.586	5.560
2018	£M	3.477	1.168	1.329	3.171	2.040	1.571	2.550	2.699	1.390	1.389	1.082	3.134	25.00		0.8%	5.974	6.781	6.639	5.605
2019	£M	3.497	1.175	1.337	3.189	2.052	1.580	2.565	2.715	1.398	1.397	1.089	3.152	25.15		0.6%	6.009	6.821	6.678	5.638
2020	£M	3.510	1.179	0.735				0.257	0.272					5.953		-76.3%	5.424		0.530	
2021	£M					0.207	0.160	1.296	1.372	0.707	0.706	0.550	1.593	6.591		10.7%		0.367	3.375	2.849
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		277.7%	5.948	6.753	6.611	5.581
ECONOMIC IMPACT - INDEXED TO 2022														SFR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total						
SFR	£M	23.53	24.39	24.49	24.60	24.66	24.70	24.80	25.00	25.15	5.953	6.591	24.89							
All Visitor Types	£M	226.84	211.11	213.40	217.77	232.18	233.30	252.45	268.03	275.03	88.73	197.12	285.08							
Share of Total	%	10.4%	11.6%	11.5%	11.3%	10.6%	10.6%	9.8%	9.3%	9.1%	6.7%	3.3%	8.7%							
Annual Change in Share	%		11.3%	-0.7%	-1.6%	-6.0%	-0.3%	-7.2%	-5.1%	-2.0%	-26.6%	-50.2%	161.2%							
Change in Share from 2011	%		11.3%	10.6%	8.9%	2.4%	2.1%	-5.3%	-10.1%	-11.9%	-35.3%	-67.8%	-15.8%							
Avg Ann. Change in Share	%		11.3%	5.3%	3.0%	0.6%	0.4%	-0.9%	-1.4%	-1.5%	-3.9%	-6.8%	-1.4%							
This report is copyright © Global Tourism Solutions (UK) Ltd 2023														Report Prepared by: Cathy James. Date of Issue: 08/08/22						

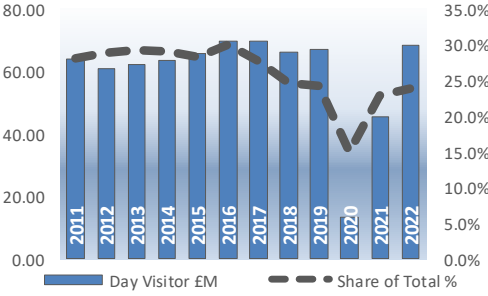


STEAM FINAL TREND REPORT FOR 2011-2022 MONMOUTHSHIRE COUNTY COUNCIL											2011 to 2022 2022 Prices			STAYING VISITOR	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / 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 2011 to 2022		30.2%	41.3%	37.7%	30.0%	18.3%	30.5%	21.2%	36.3%	34.7%	38.6%	36.9%	57.3%	33.1%	Annual Change	36.3%	26.5%	30.6%	44.7%
% Change 2021 to 2022				2284.7%	186.0%	62.5%	15.5%	9.1%	4.8%	-1.1%	-0.8%	24.9%	22.6%	42.8%		6251.8%	65.3%	4.5%	12.6%
Average Annual Change		2.7%	3.8%	3.4%	2.7%	1.7%	2.8%	1.9%	3.3%	3.2%	3.5%	3.4%	5.2%	3.0%		3.3%	2.4%	2.8%	4.1%
2011	£M	8.112	7.581	9.285	16.32	14.33	15.39	21.24	23.55	15.55	13.05	7.654	10.93	163.00		24.98	46.04	60.34	31.64
2012	£M	7.648	6.949	11.08	13.32	10.99	13.24	18.76	23.22	14.57	11.78	7.411	11.16	150.12	-7.9%	25.68	37.54	56.55	30.36
2013	£M	7.813	7.026	10.38	11.50	12.25	13.06	19.55	22.41	13.43	12.49	8.135	13.11	151.17	0.7%	25.22	36.82	55.39	33.74
2014	£M	8.551	8.415	9.304	14.12	11.17	11.10	17.63	24.24	13.98	13.06	8.922	13.96	154.44	2.2%	26.27	36.39	55.84	35.94
2015	£M	8.929	8.640	9.596	14.59	11.79	12.62	19.55	25.74	15.04	16.16	9.024	14.75	166.43	7.8%	27.17	39.00	60.33	39.93
2016	£M	8.744	8.117	9.975	16.18	10.89	11.37	19.03	26.33	15.35	13.29	8.852	15.35	163.48	-1.8%	26.84	38.44	60.72	37.49
2017	£M	8.738	8.504	10.75	18.14	11.72	13.97	20.47	30.41	17.67	16.21	9.597	16.55	182.73	11.8%	28.00	43.83	68.55	42.35
2018	£M	9.430	9.767	11.91	18.85	14.78	16.86	22.63	31.68	18.50	18.02	11.62	17.79	201.84	10.5%	31.11	50.49	72.81	47.44
2019	£M	11.12	10.51	12.70	20.76	15.53	17.10	22.46	30.37	20.02	17.76	10.68	19.12	208.14	3.1%	34.33	53.40	72.85	47.56
2020	£M	9.543	9.510	7.714				6.508	21.19	14.07	4.224	0.898	1.859	75.51	-63.7%	26.77		41.77	6.981
2021	£M			0.536	7.417	10.43	17.38	23.59	30.63	21.18	18.24	8.389	14.03	151.83	101.1%	0.536	35.24	75.39	40.66
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	42.8%	34.06	58.26	78.79	45.77
ECONOMIC IMPACT - INDEXED TO 2022														STAYING VISITOR					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M	Economic Impact by Year and Share of Total				
Staying Visitor	£M	163.00	150.12	151.17	154.44	166.43	163.48	182.73	201.84	208.14	75.51	151.83	216.87						
All Visitor Types	£M	226.84	211.11	213.40	217.77	232.18	233.30	252.45	268.03	275.03	88.73	197.12	285.08						
Share of Total	%	71.9%	71.1%	70.8%	70.9%	71.7%	70.1%	72.4%	75.3%	75.7%	85.1%	77.0%	76.1%						
Annual Change in Share	%		-1.0%	-0.4%	0.1%	1.1%	-2.2%	3.3%	4.0%	0.5%	12.5%	-9.5%	-1.2%						
Change in Share from 2011	%		-1.0%	-1.4%	-1.3%	-0.2%	-2.5%	0.7%	4.8%	5.3%	18.4%	7.2%	5.9%						
Avg Ann. Change in Share	%		-1.0%	-0.7%	-0.4%	-0.1%	-0.5%	0.1%	0.7%	0.7%	2.0%	0.7%	0.5%						

This report is copyright © Global Tourism Solutions (UK) Ltd 2023

Report Prepared by: Cathy James. Date of Issue: 08/08/23



STEAM FINAL TREND REPORT FOR 2011-2022 MONMOUTHSHIRE COUNTY COUNCIL											2011 to 2022 2022 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 2022 / 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 2011 to 2022		48.0%	-22.9%	4.0%	-18.0%	8.7%	24.7%	32.5%	-3.1%	10.0%	-11.5%	40.0%	-8.0%	6.8%	Annual Change	3.9%	5.3%	10.9%	3.1%
% Change 2021 to 2022					52.6%	96.7%	70.8%	31.3%	3.8%	62.8%	-17.4%	15.7%	-1.1%	50.6%			72.9%	24.0%	-4.5%
Average Annual Change		4.4%	-2.1%	0.4%	-1.6%	0.8%	2.2%	3.0%	-0.3%	0.9%	-1.0%	3.6%	-0.7%	0.6%		0.4%	0.5%	1.0%	0.3%
2011	£M	1.914	3.171	3.969	6.644	6.321	6.847	7.334	11.06	5.919	5.592	2.879	2.189	63.84		9.054	19.81	24.32	10.66
2012	£M	2.298	2.829	4.599	5.120	6.056	6.843	7.970	9.649	6.081	4.686	2.900	1.963	60.99	-4.5%	9.726	18.02	23.70	9.549
2013	£M	1.599	2.921	4.067	4.648	6.742	7.481	8.827	11.12	5.857	4.352	2.586	2.024	62.22	2.0%	8.587	18.87	25.80	8.962
2014	£M	1.778	2.720	4.352	5.812	5.795	7.358	8.852	10.72	6.149	4.791	2.917	2.085	63.33	1.8%	8.850	18.96	25.72	9.794
2015	£M	2.034	3.159	4.390	6.623	6.506	6.562	8.998	10.83	6.065	5.652	2.991	1.946	65.76	3.8%	9.583	19.69	25.89	10.59
2016	£M	1.902	2.768	5.569	4.653	5.728	8.676	9.661	13.13	6.578	5.568	3.313	2.271	69.82	6.2%	10.24	19.06	29.37	11.15
2017	£M	2.211	3.080	4.300	6.121	6.386	8.640	9.246	11.21	6.628	5.716	4.039	2.141	69.72	-0.1%	9.592	21.15	27.09	11.90
2018	£M	2.122	3.035	3.092	4.897	6.910	8.152	8.571	10.05	6.937	5.286	4.296	2.841	66.19	-5.1%	8.250	19.96	25.56	12.42
2019	£M	2.550	3.433	2.511	6.653	6.967	6.938	8.356	10.31	6.998	5.189	4.035	2.955	66.89	1.1%	8.493	20.56	25.66	12.18
2020	£M	2.548	2.851	1.428				1.092	2.027	0.595	1.262	0.705	0.709	13.22	-80.2%	6.827		3.714	2.676
2021	£M				3.570	3.492	4.998	7.404	10.32	4.002	5.989	3.483	2.036	45.30	242.7%		12.06	21.73	11.51
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	50.6%	9.405	20.85	26.95	10.99
ECONOMIC IMPACT - INDEXED TO 2022														DAY VISITOR					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total					
Day Visitor	£M	63.84	60.99	62.22	63.33	65.76	69.82	69.72	66.19	66.89	13.22	45.30	68.20						
All Visitor Types	£M	226.84	211.11	213.40	217.77	232.18	233.30	252.45	268.03	275.03	88.73	197.12	285.08						
Share of Total	%	28.1%	28.9%	29.2%	29.1%	28.3%	29.9%	27.6%	24.7%	24.3%	14.9%	23.0%	23.9%						
Annual Change in Share	%		2.7%	0.9%	-0.3%	-2.6%	5.7%	-7.7%	-10.6%	-1.5%	-38.8%	54.3%	4.1%						
Change in Share from 2011	%		2.7%	3.6%	3.3%	0.6%	6.3%	-1.9%	-12.3%	-13.6%	-47.1%	-18.3%	-15.0%						
Avg Ann. Change in Share	%		2.7%	1.8%	1.1%	0.2%	1.3%	-0.3%	-1.8%	-1.7%	-5.2%	-1.8%	-1.4%						
This report is copyright © Global Tourism Solutions (UK) Ltd 2023														Report Prepared by: Cathy James. Date of Issue: 08/08/23					