



STEAM FINAL TREND REPORT FOR 2010-2021

Final

MONMOUTHSHIRE COUNTY COUNCIL

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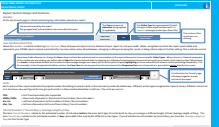
Website: www.globaltourismsolutions.co.uk

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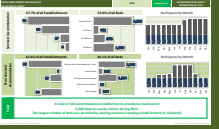
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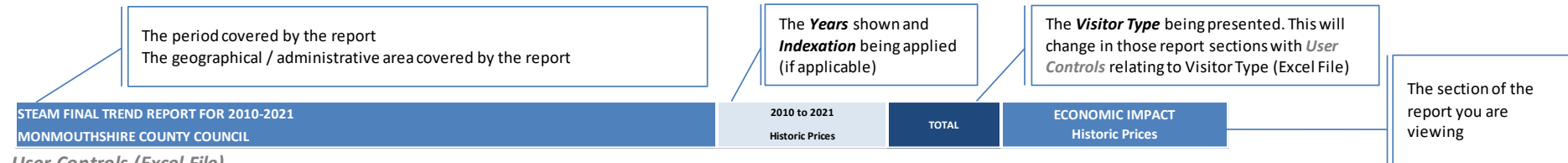
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Report Section Design and Features

Headers

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



User Controls (Excel File)

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

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



Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

STEAM FINAL TREND REPORT FOR 2010-2021
MONMOUTHSHIRE COUNTY COUNCIL

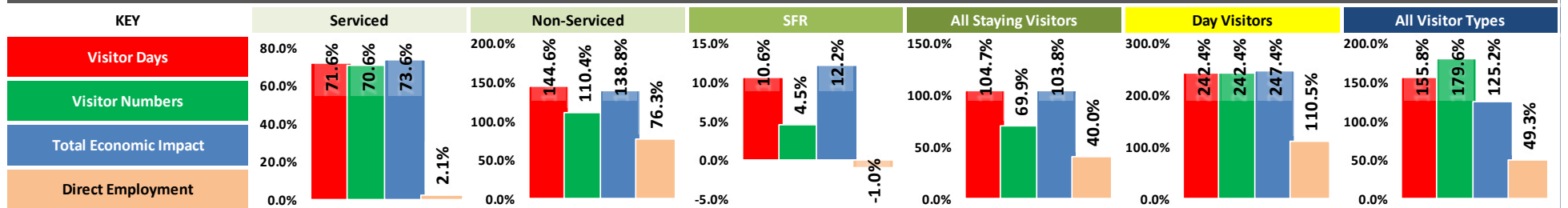
Comparing 2021 and 2020
All £'s Historic Prices

COMPARATIVE HEADLINES

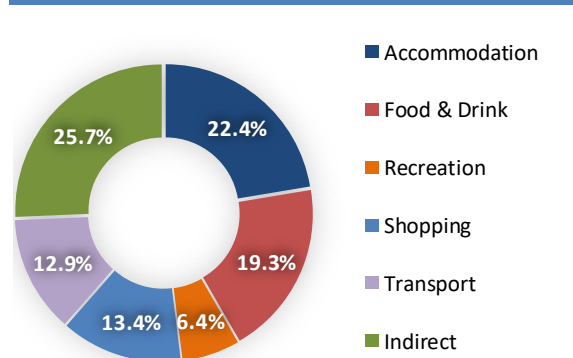
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 & 2020 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced						Non-Serviced																	
	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %						
Visitor Days	M	0.284	0.166	71.6%	0.809	0.331	144.6%	0.091	0.082	10.6%	1.184	0.578	104.7%	1.168	0.341	242.4%	2.352	0.920	155.8%					
Visitor Numbers	M	0.174	0.102	70.6%	0.120	0.057	110.4%	0.038	0.036	4.5%	0.332	0.195	69.9%	1.168	0.341	242.4%	1.500	0.536	179.6%					
Direct Expenditure	£M																135.87	60.39	125.0%					
Economic Impact	£M	45.97	26.48	73.6%	88.71	37.14	138.8%	6.112	5.446	12.2%	140.79	69.07	103.8%	42.00	12.09	247.4%	182.79	81.16	125.2%					
Direct Employment	FTEs	494	484	2.1%	991	562	76.3%	52	52	-1.0%	1,537	1,098	40.0%	352	167	110.5%	1,889	1,265	49.3%					
Total Employment	FTEs																2,336	1,614	44.7%					

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2021 & 2020 - IN HISTORIC PRICES

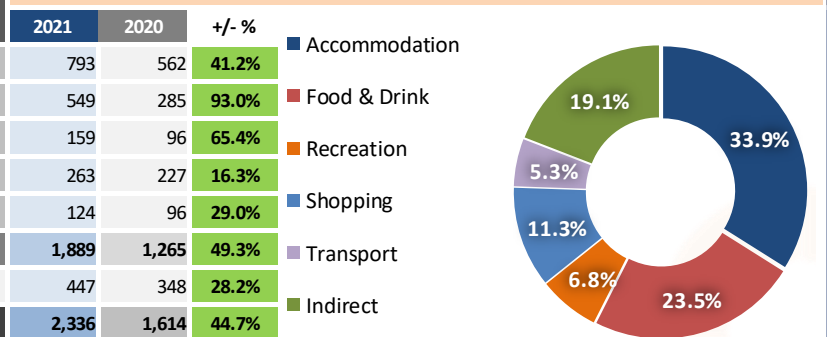


Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Sectors	2021	2020	+/- %
Accommodation	40.88	22.47	81.9%
Food & Drink	35.28	14.37	145.5%
Recreation	11.66	4.716	147.3%
Shopping	24.49	9.716	152.1%
Transport	23.55	9.123	158.1%
TOTAL DIRECT	135.87	60.39	125.0%
Indirect	46.93	20.77	125.9%
TOTAL	182.79	81.16	125.2%

Sectoral Distribution of Employment - FTEs



Unindexed Key Measures by Year and Visitor Type for the Period 2010 to 2021

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

STEAM FINAL TREND REPORT FOR 2010-2021
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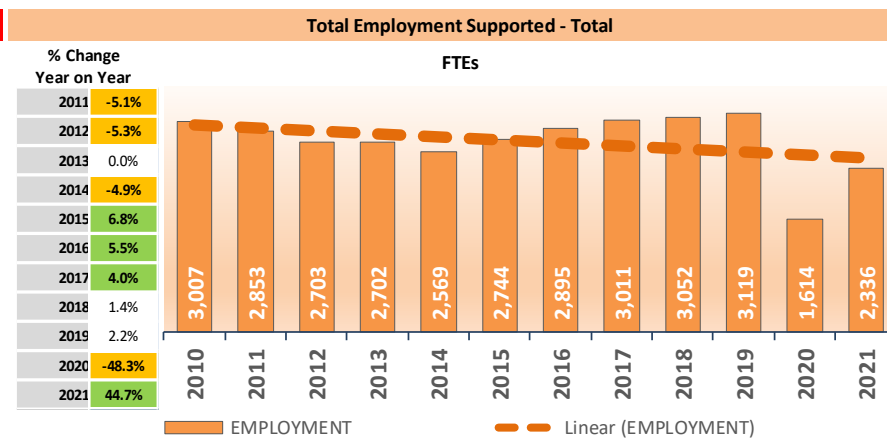
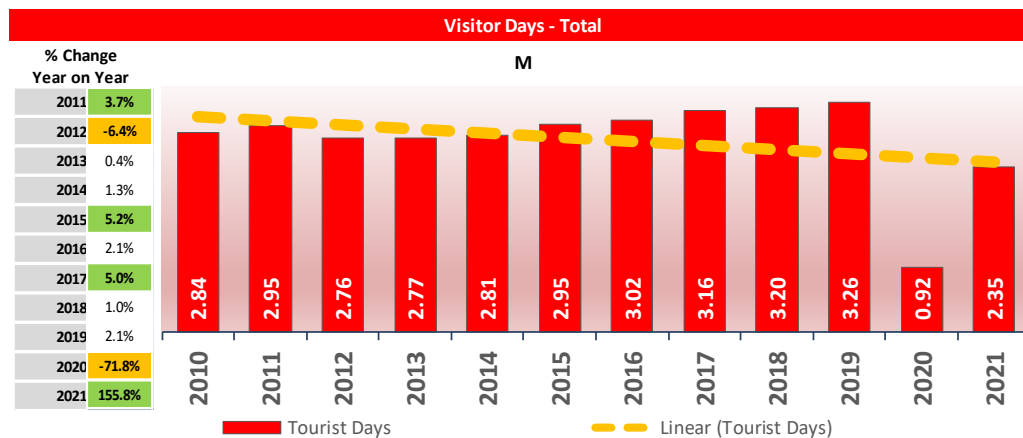
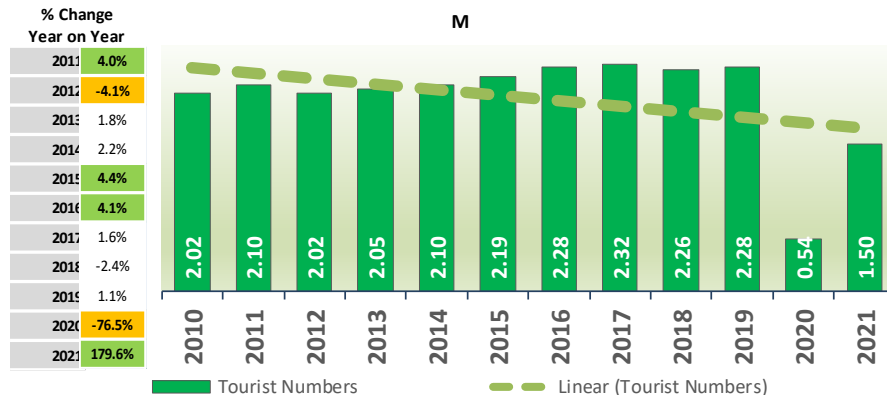
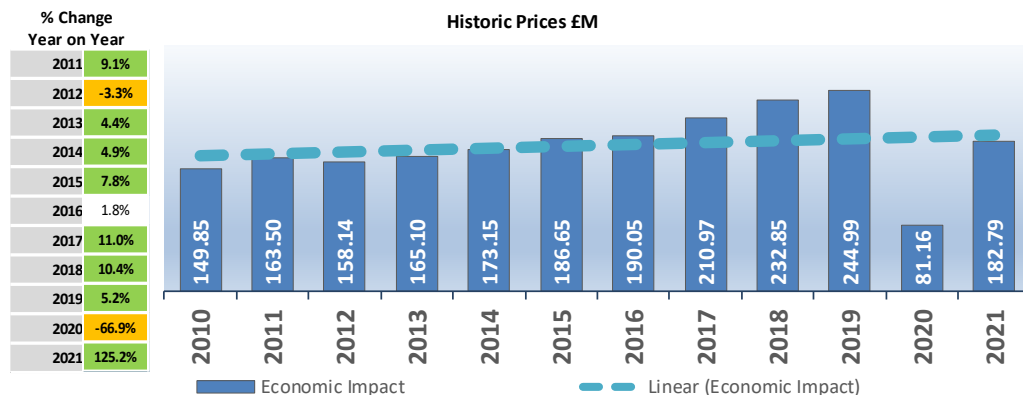
2010 to 2021
 Historic Prices

TOTAL

KEY MEASURES
 Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - Total



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		9.1%	5.5%	10.2%	15.5%	24.6%	26.8%	40.8%	55.4%	63.5%	-45.8%	22.0%
Visitor Numbers		4.0%	-0.4%	1.5%	3.7%	8.3%	12.7%	14.5%	11.8%	12.9%	-73.5%	-25.8%
Visitor Days		3.7%	-2.9%	-2.5%	-1.2%	3.9%	6.1%	11.4%	12.5%	14.9%	-67.6%	-17.2%
Total Employment		-5.1%	-10.1%	-10.1%	-14.6%	-8.8%	-3.7%	0.1%	1.5%	3.7%	-46.3%	-22.3%

"Linear" = Linear Trendline

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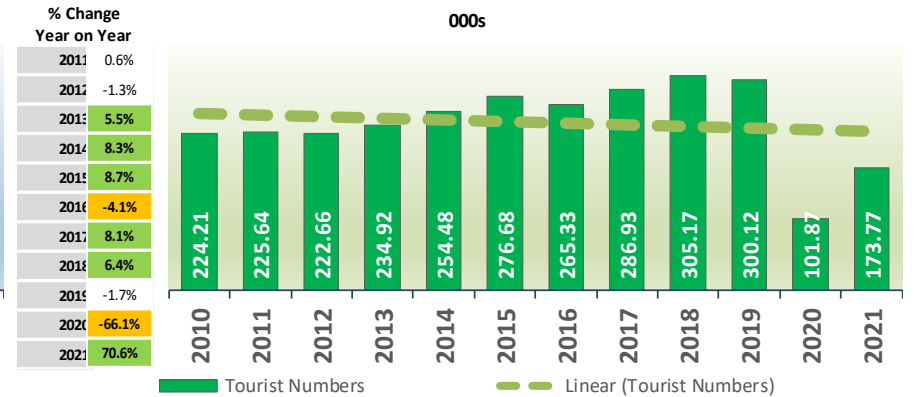
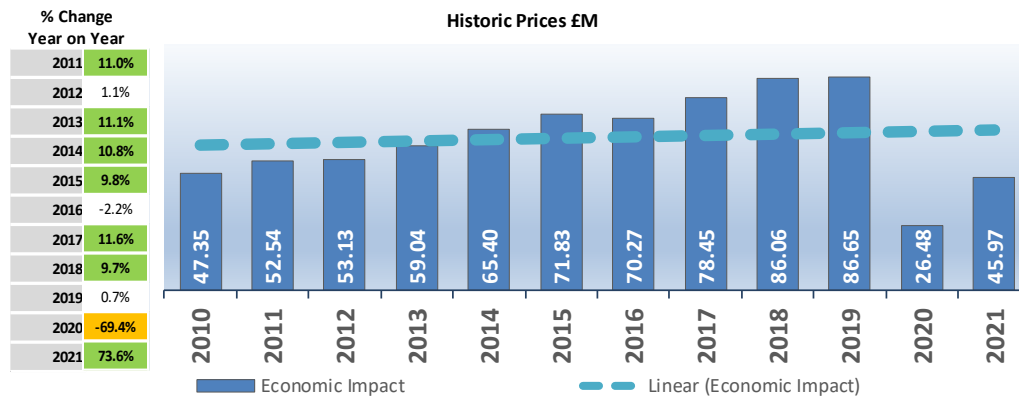
2010 to 2021
 Historic Prices

SERVICED
 ACCOMMODATION

KEY MEASURES
 Historic Prices

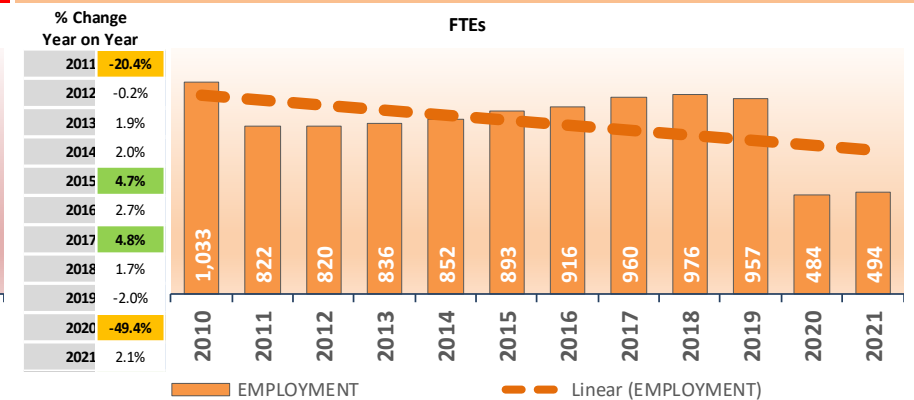
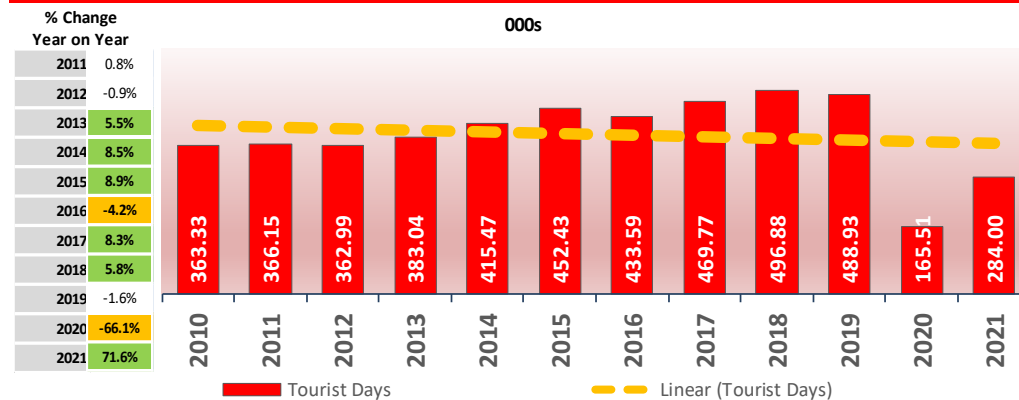
Economic Impact - Historic Prices - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation

Direct Employment Supported - Serviced Accommodation



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		11.0%	12.2%	24.7%	38.1%	51.7%	48.4%	65.7%	81.8%	83.0%	-44.1%	-2.9%
Visitor Numbers		0.6%	-0.7%	4.8%	13.5%	23.4%	18.3%	28.0%	36.1%	33.9%	-54.6%	-22.5%
Visitor Days		0.8%	-0.1%	5.4%	14.4%	24.5%	19.3%	29.3%	36.8%	34.6%	-54.4%	-21.8%
Direct Employment		-20.4%	-20.6%	-19.1%	-17.5%	-13.6%	-11.3%	-7.0%	-5.5%	-7.4%	-53.1%	-52.1%

"Linear" = Linear Trendline

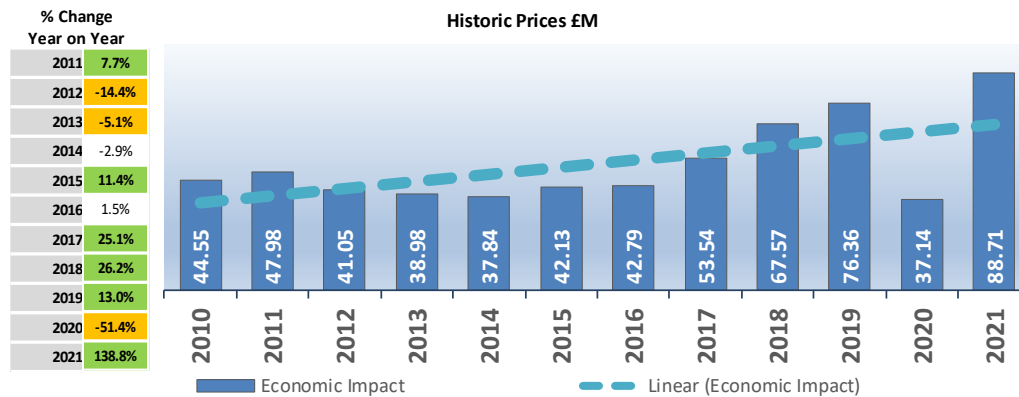
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2010 to 2021
 Historic Prices

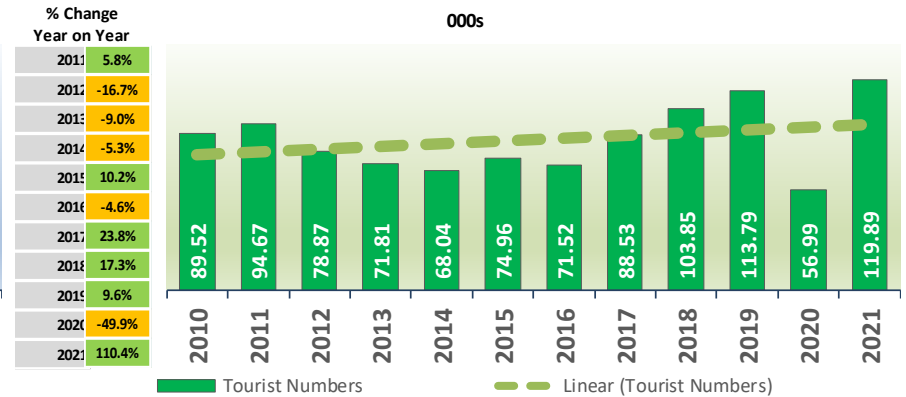
NON-SERVICED
 ACCOMMODATION

KEY MEASURES
 Historic Prices

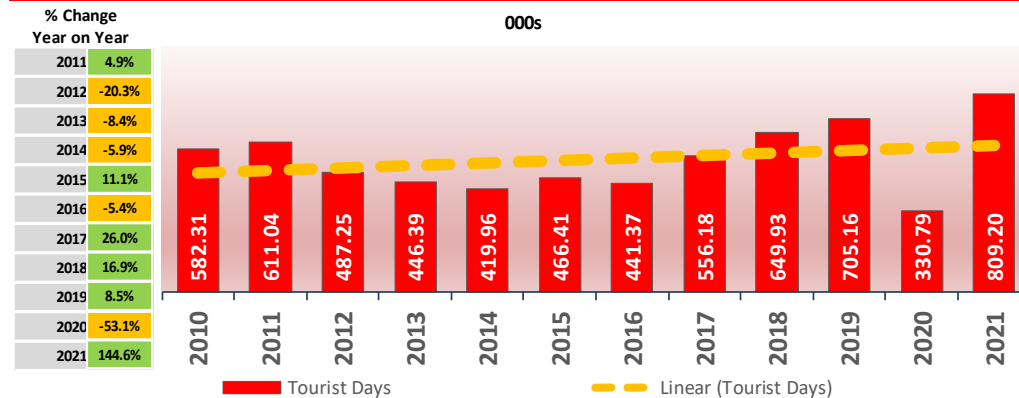
Economic Impact - Historic Prices - Non-Serviced Accommodation



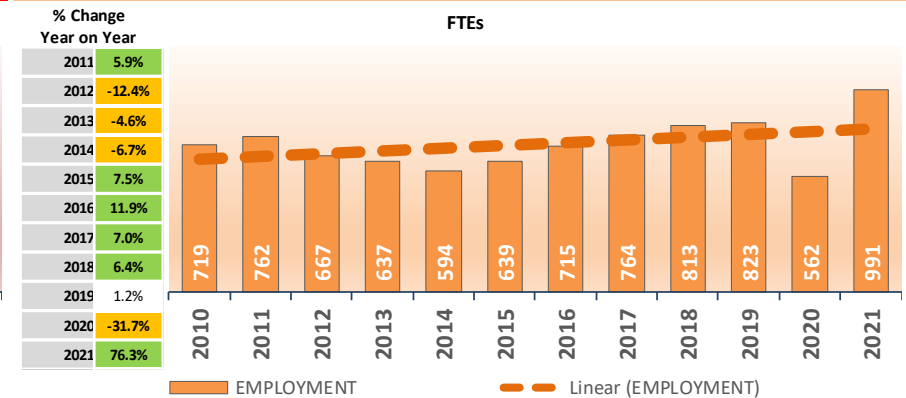
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		7.7%	-7.8%	-12.5%	-15.1%	-5.4%	-4.0%	20.2%	51.7%	71.4%	-16.6%	99.1%
Visitor Numbers		5.8%	-11.9%	-19.8%	-24.0%	-16.3%	-20.1%	-1.1%	16.0%	27.1%	-36.3%	33.9%
Visitor Days		4.9%	-16.3%	-23.3%	-27.9%	-19.9%	-24.2%	-4.5%	11.6%	21.1%	-43.2%	39.0%
Direct Employment		5.9%	-7.2%	-11.4%	-17.4%	-11.2%	-0.6%	6.3%	13.1%	14.5%	-21.8%	37.8%

"Linear" = Linear Trendline

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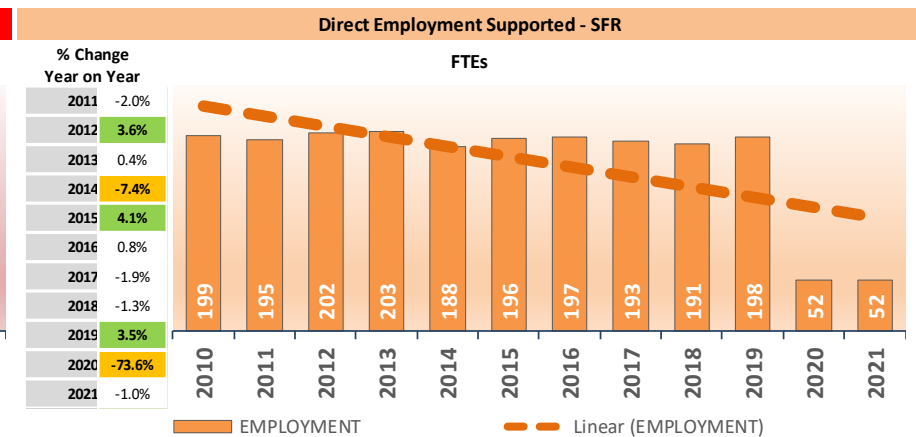
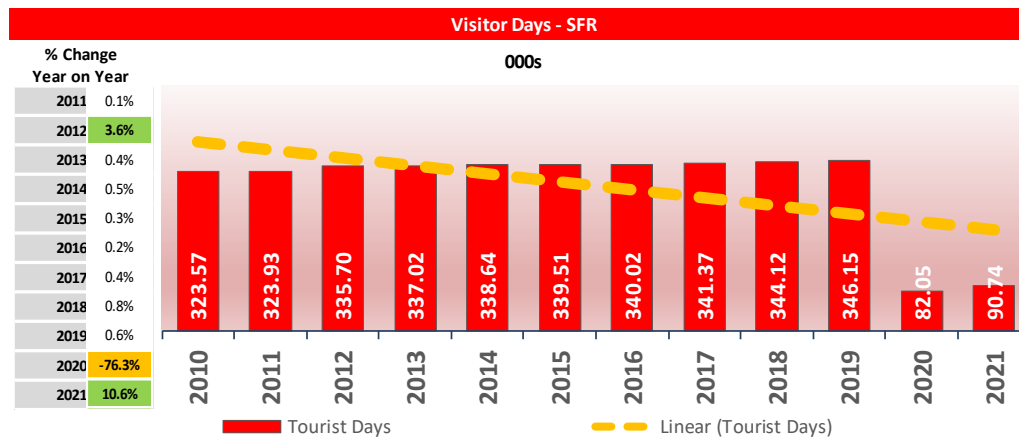
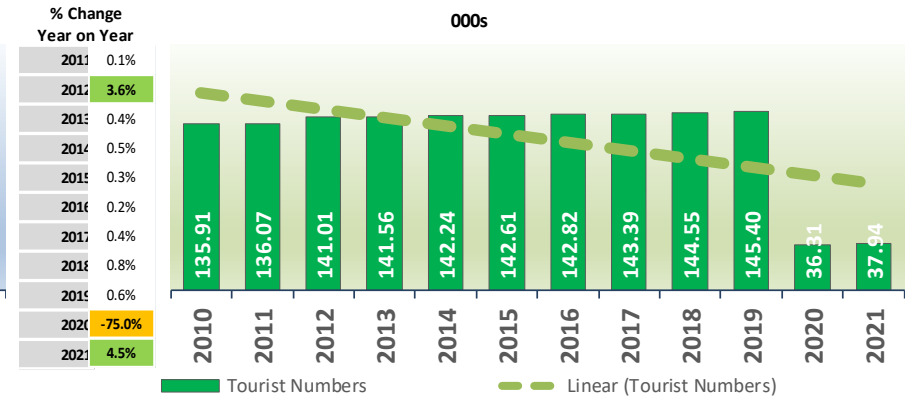
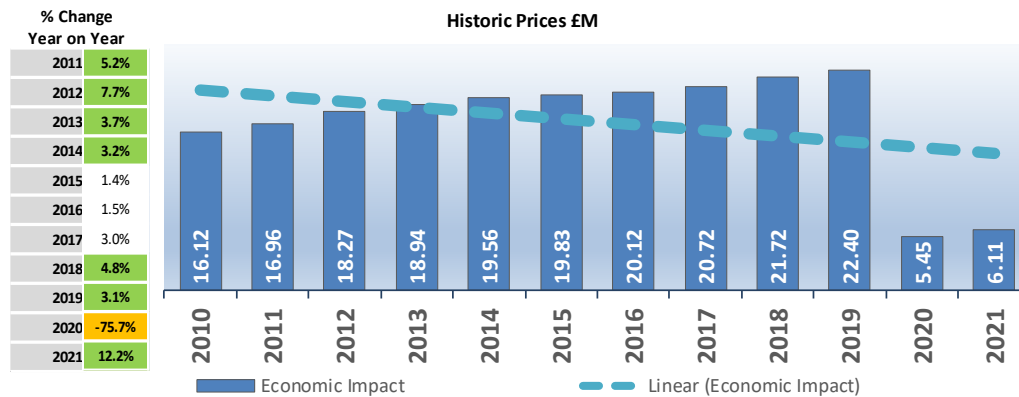
2010 to 2021
Historic Prices

SFR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - SFR

Visitor Numbers - SFR



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		5.2%	13.3%	17.5%	21.3%	23.0%	24.8%	28.6%	34.7%	38.9%	-66.2%	-62.1%
Visitor Numbers		0.1%	3.8%	4.2%	4.7%	4.9%	5.1%	5.5%	6.4%	7.0%	-73.3%	-72.1%
Visitor Days		0.1%	3.8%	4.2%	4.7%	4.9%	5.1%	5.5%	6.4%	7.0%	-74.6%	-72.0%
Direct Employment		-2.0%	1.6%	2.0%	-5.5%	-1.7%	-0.9%	-2.8%	-4.1%	-0.7%	-73.8%	-74.1%

"Linear" = Linear Trendline

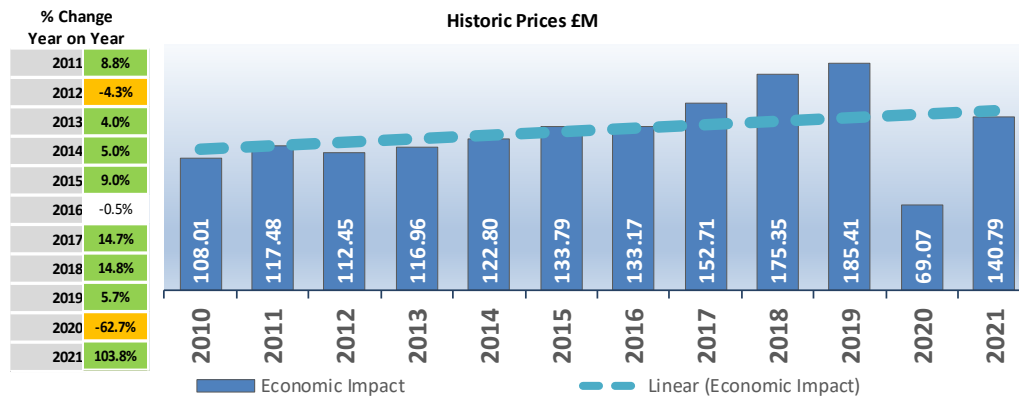
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2010 to 2021
Historic Prices

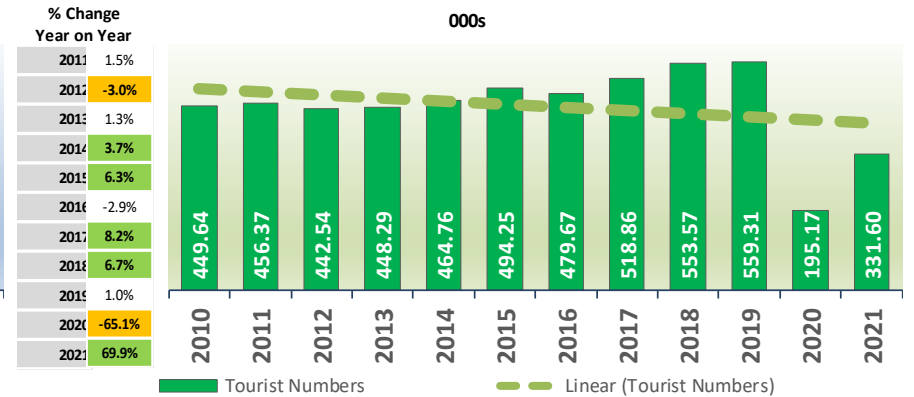
STAYING VISITOR

KEY MEASURES
Historic Prices

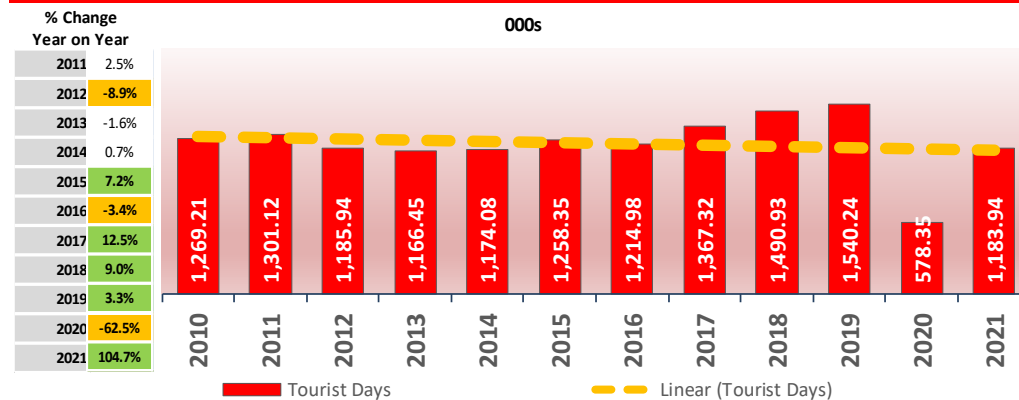
Economic Impact - Historic Prices - Staying Visitor



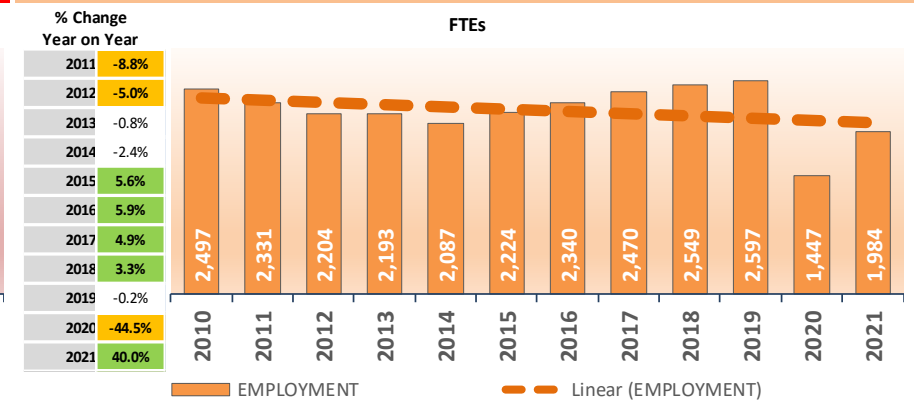
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		8.8%	4.1%	8.3%	13.7%	23.9%	23.3%	41.4%	62.3%	71.7%	-36.1%	30.3%
Visitor Numbers		1.5%	-1.6%	-0.3%	3.4%	9.9%	6.7%	15.4%	23.1%	24.4%	-56.6%	-26.3%
Visitor Days		2.5%	-6.6%	-8.1%	-7.5%	-0.9%	-4.3%	7.7%	17.5%	21.4%	-54.4%	-6.7%
Direct Employment		-6.7%	-11.7%	-12.2%	-16.4%	-10.9%	-6.3%	-1.1%	2.1%	4.0%	-42.1%	-20.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2010-2021
MONMOUTHSHIRE COUNTY COUNCIL

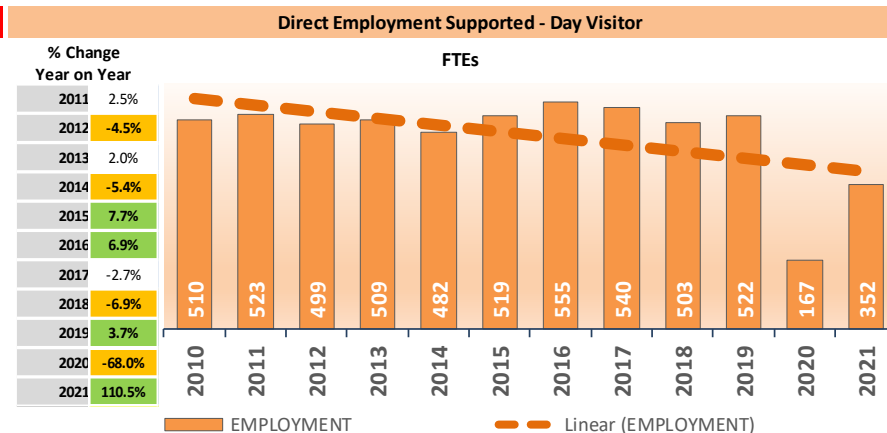
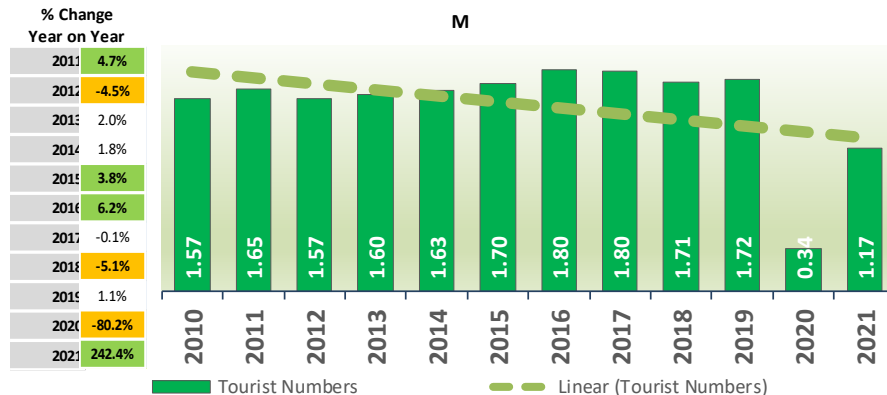
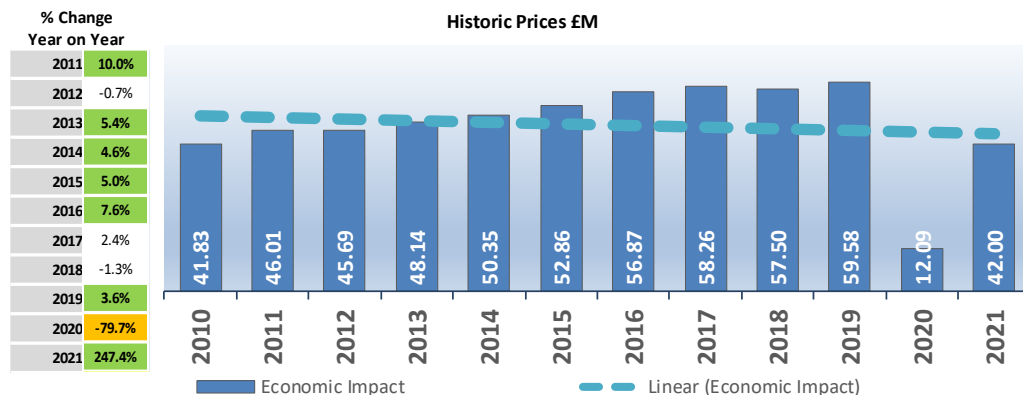
2010 to 2021
Historic Prices

DAY VISITOR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Day Visitor

Visitor Numbers - Day Visitor



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		10.0%	9.2%	15.1%	20.4%	26.4%	36.0%	39.3%	37.5%	42.4%	-71.1%	0.4%
Visitor Numbers		4.7%	0.0%	2.0%	3.8%	7.8%	14.5%	14.3%	8.5%	9.7%	-78.3%	-25.7%
Visitor Days		4.7%	0.0%	2.0%	3.8%	7.8%	14.5%	14.3%	8.5%	9.7%	-78.3%	-25.7%
Direct Employment		2.5%	-2.1%	-0.1%	-5.5%	1.8%	8.8%	6.0%	-1.4%	2.3%	-67.2%	-31.0%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2010 to 2021

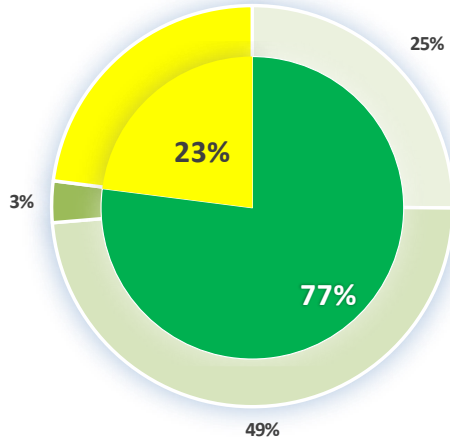
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2021 - M - Share of Total

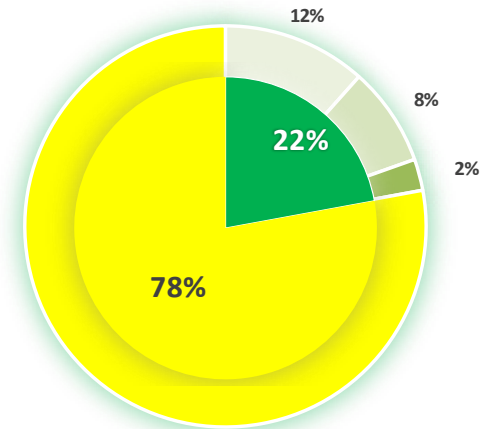
TOTAL
£182.79m

	£M
Serviced	45.97
Non-Serviced	88.71
SFR	6.11
Staying Visitor	140.79
Day Visitor	42.00
Total	182.79



TOTAL
1.50m

	M
Serviced	0.17
Non-Serviced	0.12
SFR	0.04
Staying Visitor	0.33
Day Visitor	1.17
Total	1.50

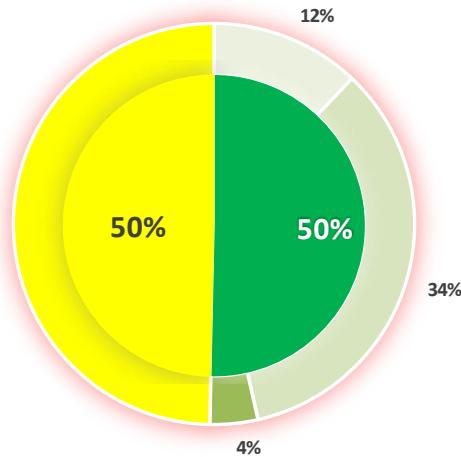


Visitor Days - 2021 - M - Share of Total

Direct Employment Supported - 2021 - FTEs - Share of Total

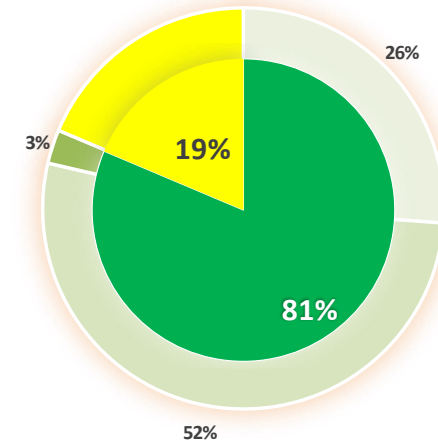
TOTAL
2.35m

	M
Serviced	0.28
Non-Serviced	0.81
SFR	0.09
Staying Visitor	1.18
Day Visitor	1.17
Total	2.35



TOTAL
1,889 Direct FTEs
2,336 Total FTEs

	FTEs
Serviced	494
Non-Serviced	991
SFR	52
Staying Visitor	1,537
Day Visitor	352
Total	1,889



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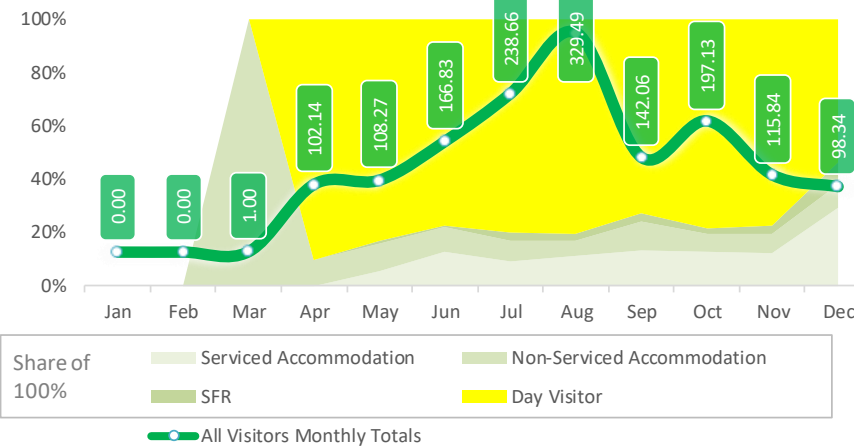
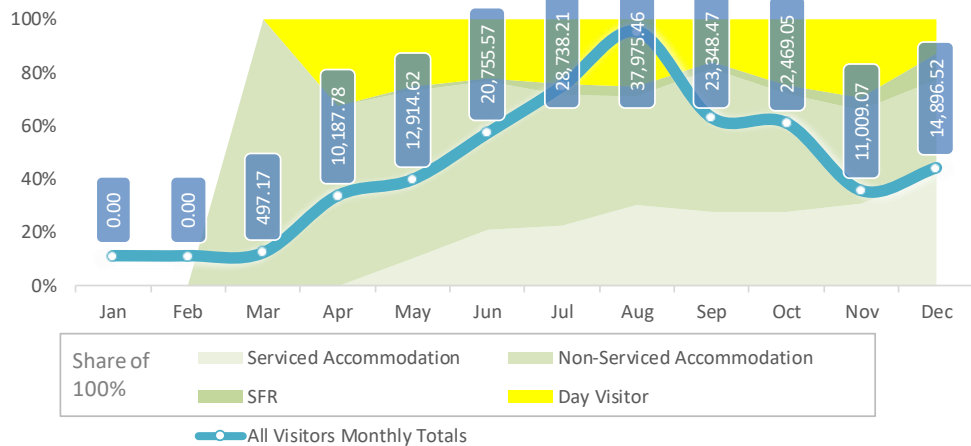
2021
 Historic Prices

TOTAL

DISTRIBUTION BY MONTH
 Historic Prices

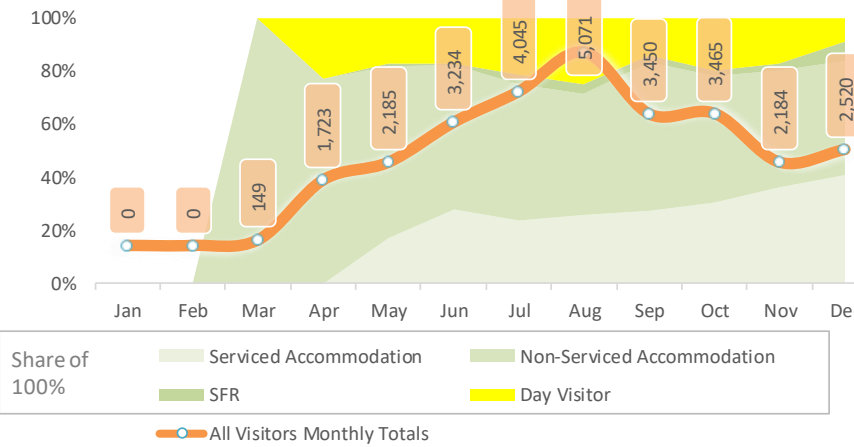
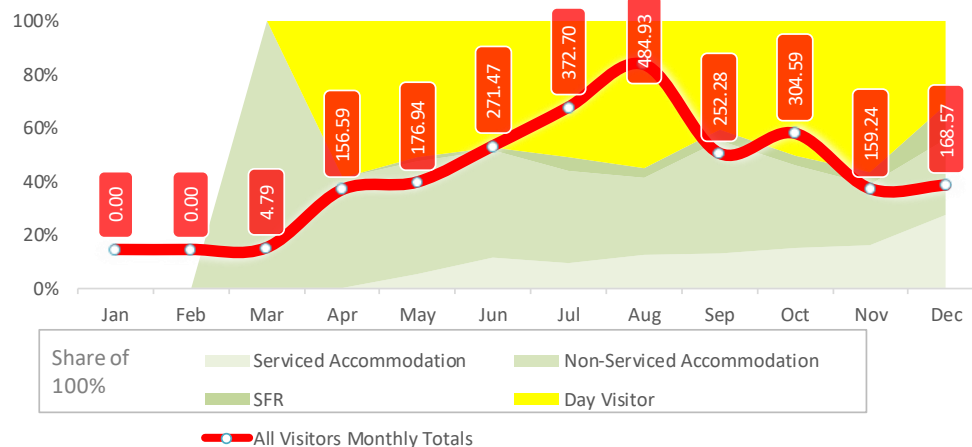
Economic Impact - Historic Prices - £000s - Distribution of Impact by Month

Visitor Numbers - 2021 - 000s - Distribution of Impact by Month



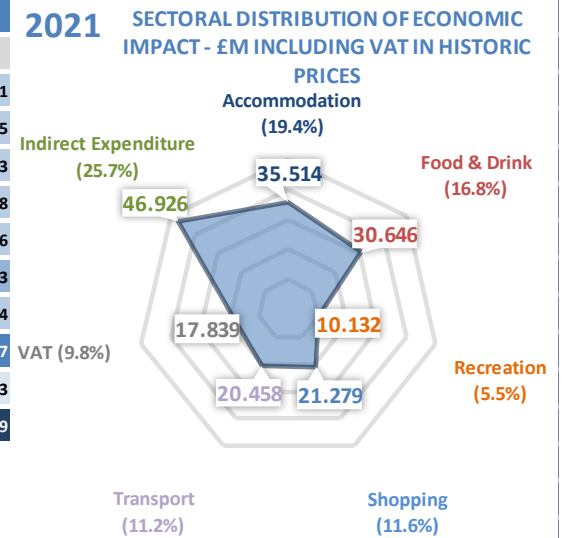
Visitor Days - 2021 - 000s - Distribution of Impact by Month

Direct Employment Supported - 2021 - FTEs - Distribution of Impact by Month



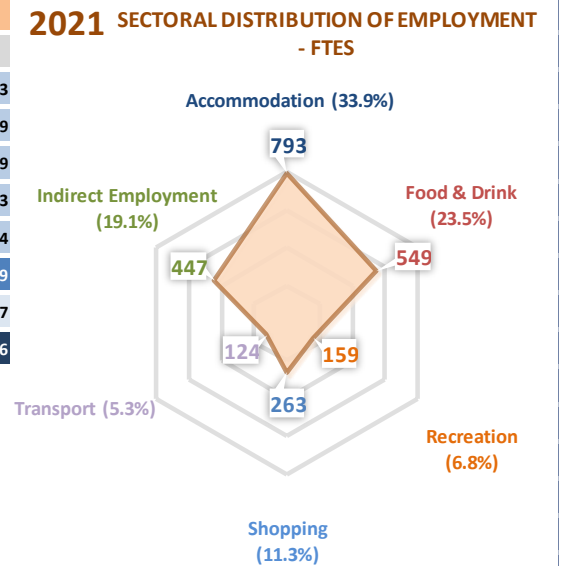
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Accommodation	£M	22.65	24.87	24.84	27.25	29.65	32.38	33.27	39.21	47.07	51.01	19.68	35.51
Food & Drink	£M	26.32	27.93	26.82	27.68	28.84	31.01	31.27	34.01	36.23	37.54	12.58	30.65
Recreation	£M	8.633	9.154	8.759	9.021	9.365	10.07	10.15	11.06	11.80	12.24	4.131	10.13
Shopping	£M	19.82	21.07	20.20	20.77	21.51	23.04	23.32	25.12	26.54	27.43	8.511	21.28
Transport	£M	18.76	19.91	18.91	19.37	19.96	21.44	21.65	23.30	24.57	25.30	7.991	20.46
Direct Revenue	£M	96.18	102.94	99.53	104.08	109.32	117.93	119.66	132.70	146.21	153.52	52.90	118.03
VAT	£M	16.83	20.59	19.91	20.82	21.86	23.59	23.93	26.54	29.24	30.70	7.493	17.84
Direct Expenditure	£M	113.01	123.53	119.43	124.90	131.19	141.52	143.60	159.24	175.45	184.23	60.39	135.87
Indirect Expenditure	£M	36.84	39.97	38.71	40.20	41.96	45.14	46.45	51.73	57.40	60.76	20.77	46.93
TOTAL	£M	149.85	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Accommodation	FTEs	1,040	866	866	866	876	879	1,012	1,046	1,069	1,035	562	793
Food & Drink	FTEs	591	597	552	551	607	675	672	670	695	687	285	549
Recreation	FTEs	235	237	219	218	174	179	192	208	195	217	96	159
Shopping	FTEs	406	411	379	377	318	355	349	367	362	386	227	263
Transport	FTEs	188	190	174	172	142	158	159	167	163	175	96	124
Direct Employment	FTEs	2,461	2,301	2,189	2,185	2,117	2,246	2,383	2,458	2,484	2,499	1,265	1,889
Indirect Employment	FTEs	546	552	514	517	452	498	512	552	569	620	348	447
TOTAL	FTEs	3,007	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336



Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2010 to 2021

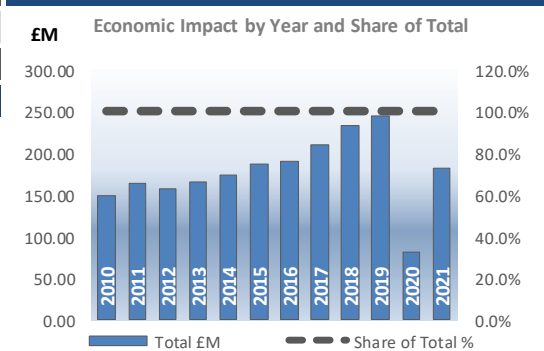
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM FINAL TREND REPORT FOR 2010-2021
MONMOUTHSHIRE COUNTY COUNCIL

ECONOMIC IMPACT BY:													2010 to 2021 Historic Prices	TOTAL	ECONOMIC IMPACT Historic Prices				
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
KEY	TOTAL												TOTAL	% Change					
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4					Annual Change	Q1	Q2	Q3	Q4
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2010 to 2021	-100.0%	-100.0%	-93.7%	-23.9%	-3.1%	39.4%	53.0%	66.2%	46.7%	78.8%	46.8%	42.7%	22.0%		-97.5%	5.4%	56.5%	58.6%	
% Change 2020 to 2021	-100.0%	-100.0%	-94.1%				313.4%	78.8%	74.0%	347.8%	650.6%	534.3%	125.2%		-98.4%		116.5%	447.6%	
Average Annual Change	-9.1%	-9.1%	-8.5%	-2.2%	-0.3%	3.6%	4.8%	6.0%	4.2%	7.2%	4.3%	3.9%	2.0%		-8.9%	0.5%	5.1%	5.3%	
2010	£M	6.164	6.071	7.949	13.38	13.33	14.89	18.79	22.85	15.92	12.56	7.498	10.44	149.85		20.18	41.60	57.56	30.50
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	9.1%	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

ECONOMIC IMPACT - IN HISTORIC PRICES

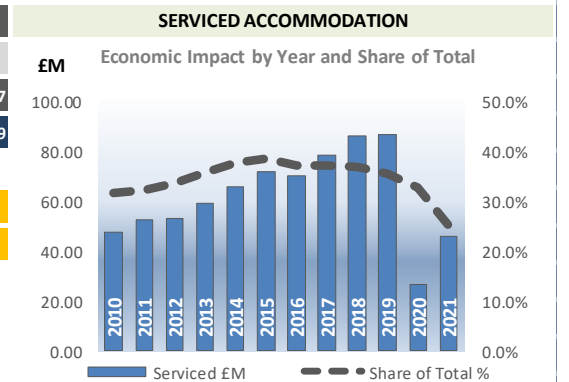
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Total	£M	149.85	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79
All Visitor Types	£M	149.85	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79
Share of Total	%	100.0%	100.0%	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 2010	%												
Avg Ann. Change in Share	%												



STEAM FINAL TREND REPORT FOR 2010-2021												2010 to 2021 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
MONMOUTHSHIRE COUNTY COUNCIL																			

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																		
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							
% Change 2010 to 2021		-100.0%	-100.0%	-100.0%	-100.0%	-58.6%	13.1%	22.8%	84.7%	20.0%	43.8%	-12.1%	9.0%	-2.9%	Annual Change		-45.8%	44.7%	13.9%	
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				3674.0%	23.2%	29.2%	209.0%		583.4%	73.6%					68.5%	443.0%
Average Annual Change		-9.1%	-9.1%	-9.1%	-9.1%	-5.3%	1.2%	2.1%	7.7%	1.8%	4.0%	-1.1%	0.8%	-0.3%				-4.2%	4.1%	1.3%
2010	£M	1.559	2.010	2.473	3.432	3.216	3.853	5.268	6.211	5.408	4.315	3.893	5.708	47.35		6.042	10.50	16.89	13.92	
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	11.0%	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	1.1%	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	

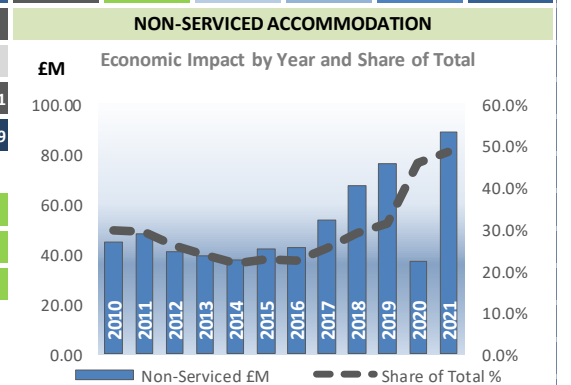
ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Serviced	£M	47.35	52.54	53.13	59.04	65.40	71.83	70.27	78.45	86.06	86.65	26.48	45.97
All Visitor Types	£M	149.85	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79
Share of Total	%	31.6%	32.1%	33.6%	35.8%	37.8%	38.5%	37.0%	37.2%	37.0%	35.4%	32.6%	25.1%
Annual Change in Share	%		1.7%	4.6%	6.4%	5.6%	1.9%	-3.9%	0.6%	-0.6%	-4.3%	-7.7%	-22.9%
Change in Share from 2010	%		1.7%	6.3%	13.2%	19.5%	21.8%	17.0%	17.7%	17.0%	11.9%	3.3%	-20.4%
Avg Ann. Change in Share	%		1.7%	3.2%	4.4%	4.9%	4.4%	2.8%	2.5%	2.1%	1.3%	0.3%	-1.9%



STEAM FINAL TREND REPORT FOR 2010-2021 MONMOUTHSHIRE COUNTY COUNCIL												2010 to 2021 Historic Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
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ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION												TOTAL		ANNUAL CHANGE			
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
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	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2010 to 2021		-100.0%	-100.0%	-75.2%	92.8%	93.3%	140.7%	107.3%	96.1%	134.3%	144.5%	184.9%	210.2%	99.1%		-89.2%	111.3%	110.0%	167.8%
% Change 2020 to 2021		-100.0%	-100.0%	-88.4%				156.1%	59.4%	59.2%	442.0%	368.4%	572.1%	138.8%		-95.2%		82.4%	454.2%
Average Annual Change		-9.1%	-9.1%	-6.8%	8.4%	8.5%	12.8%	9.8%	8.7%	12.2%	13.1%	16.8%	19.1%	9.0%		-8.1%	10.1%	10.0%	15.3%
2010	£M	1.250	1.340	2.005	3.567	4.217	4.826	6.851	7.984	5.332	4.113	1.351	1.711	44.55		4.595	12.61	20.17	7.175
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	7.7%	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

ECONOMIC IMPACT - IN HISTORIC PRICES														
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
Non-Serviced		£M	44.55	47.98	41.05	38.98	37.84	42.13	42.79	53.54	67.57	76.36	37.14	88.71
All Visitor Types		£M	149.85	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79
Share of Total		%	29.7%	29.3%	26.0%	23.6%	21.9%	22.6%	22.5%	25.4%	29.0%	31.2%	45.8%	48.5%
Annual Change in Share		%		-1.3%	-11.5%	-9.1%	-7.4%	3.3%	-0.3%	12.7%	14.3%	7.4%	46.8%	6.0%
Change in Share from 2010		%		-1.3%	-12.7%	-20.6%	-26.5%	-24.1%	-24.3%	-14.6%	-2.4%	4.8%	53.9%	63.2%
Avg Ann. Change in Share		%		-1.3%	-6.3%	-6.9%	-6.6%	-4.8%	-4.0%	-2.1%	-0.3%	0.5%	5.4%	5.7%

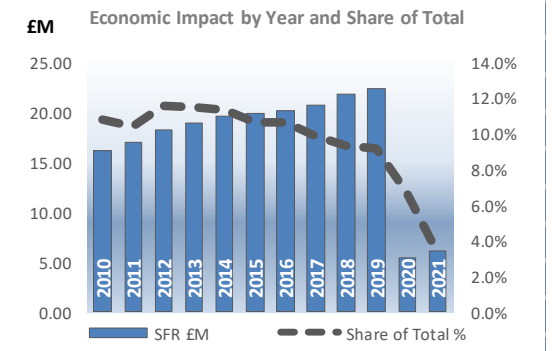


STEAM FINAL TREND REPORT FOR 2010-2021
MONMOUTHSHIRE COUNTY COUNCIL

ECONOMIC IMPACT BY:													2010 to 2021 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
KEY													TOTAL						% Change
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													Annual Change						
An increase of 3% or more																			
Less than 3% change																			
A Fall of 3% or more																			
		Q1			Q2			Q3			Q4								
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021		-100.0%	-100.0%	-100.0%	-100.0%	-85.4%	-85.4%	-26.9%	-26.9%	-26.9%	-26.9%	-26.9%	-26.9%	-62.1%			-92.2%	-26.9%	-26.9%
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				410.5%	410.5%					12.2%				545.7%	
Average Annual Change		-9.1%	-9.1%	-9.1%	-9.1%	-7.8%	-7.8%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-5.6%			-8.4%	-2.4%	-2.4%
2010	£M	2.242	0.753	0.857	2.045	1.315	1.013	1.644	1.740	0.896	0.896	0.698	2.021	16.12		3.852	4.373	4.281	3.614
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	5.2%	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

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
SFR	£M	16.12	16.96	18.27	18.94	19.56	19.83	20.12	20.72	21.72	22.40	5.446	6.112
All Visitor Types	£M	149.85	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79
Share of Total	%	10.8%	10.4%	11.6%	11.5%	11.3%	10.6%	10.6%	9.8%	9.3%	9.1%	6.7%	3.3%
Annual Change in Share	%		-3.6%	11.3%	-0.7%	-1.6%	-6.0%	-0.3%	-7.2%	-5.1%	-2.0%	-26.6%	-50.2%
Change in Share from 2010	%		-3.6%	7.4%	6.7%	5.0%	-1.3%	-1.6%	-8.7%	-13.3%	-15.0%	-37.6%	-68.9%
Avg Ann. Change in Share	%		-3.6%	3.7%	2.2%	1.3%	-0.3%	-0.3%	-1.2%	-1.7%	-1.7%	-3.8%	-6.3%



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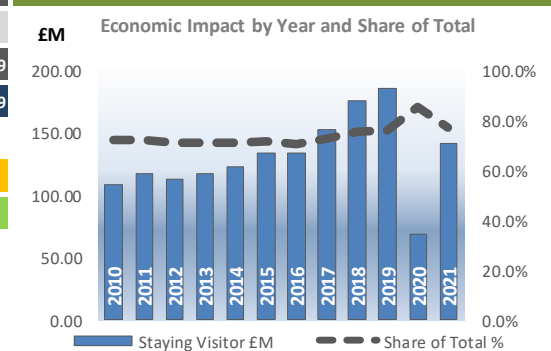
Report Prepared by: Cathy James. Date of Issue: 19/07/22

STEAM FINAL TREND REPORT FOR 2010-2021
MONMOUTHSHIRE COUNTY COUNCIL

ECONOMIC IMPACT BY:													2010 to 2021 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices					
MONTH AND QUARTER													CALENDAR YEAR		QUARTER							
KEY													TOTAL						% Change			
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																						
An increase of 3% or more																						
Less than 3% change																						
A Fall of 3% or more																						
Q1													Q2		Q3		Q4					
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC																						
% Change 2010 to 2021													30.3%		Annual Change							
% Change 2020 to 2021													103.8%									
Average Annual Change													2.8%									
2010	£M	5.051	4.104	5.335	9.044	8.749	9.693	13.76	15.94	11.64	9.324	5.941	9.440	108.01		14.49	27.49	41.33	24.70			
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	8.8%	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			

ECONOMIC IMPACT - IN HISTORIC PRICES

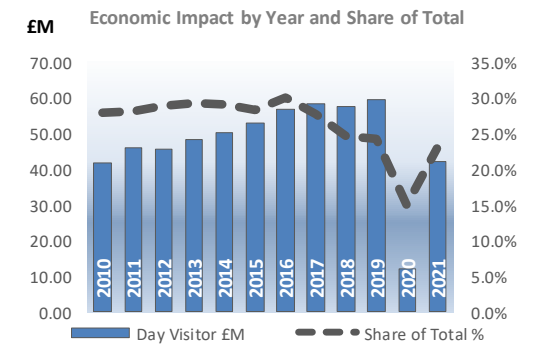
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Staying Visitor	£M	108.01	117.48	112.45	116.96	122.80	133.79	133.17	152.71	175.35	185.41	69.07	140.79
All Visitor Types	£M	149.85	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79
Share of Total	%	72.1%	71.9%	71.1%	70.8%	70.9%	71.7%	70.1%	72.4%	75.3%	75.7%	85.1%	77.0%
Annual Change in Share	%		-0.3%	-1.0%	-0.4%	0.1%	1.1%	-2.2%	3.3%	4.0%	0.5%	12.5%	-9.5%
Change in Share from 2010	%		-0.3%	-1.4%	-1.7%	-1.6%	-0.6%	-2.8%	0.4%	4.5%	5.0%	18.1%	6.9%
Avg Ann. Change in Share	%		-0.3%	-0.7%	-0.6%	-0.4%	-0.1%	-0.5%	0.1%	0.6%	0.6%	1.8%	0.6%



STEAM FINAL TREND REPORT FOR 2010-2021
MONMOUTHSHIRE COUNTY COUNCIL

ECONOMIC IMPACT BY:													2010 to 2021 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
DAY VISITOR													TOTAL						% Change	
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																				
KEY																				
An increase of 3% or more																				
Less than 3% change																				
A Fall of 3% or more																				
Q1													Q2		Q3		Q4			
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC									
% Change 2010 to 2021	-100.0%	-100.0%	-100.0%	-23.6%	-29.4%	-10.8%	36.6%	38.4%	-13.3%	71.4%	107.5%	88.9%	0.4%			-20.8%	24.2%	84.1%		
% Change 2020 to 2021	-100.0%	-100.0%	-100.0%				587.2%	416.5%	581.5%	381.1%	400.5%	191.3%	247.4%				493.1%	336.0%		
Average Annual Change	-9.1%	-9.1%	-9.1%	-2.1%	-2.7%	-1.0%	3.3%	3.5%	-1.2%	6.5%	9.8%	8.1%	0.0%			-1.9%	2.2%	7.6%		
2010	£M	1.113	1.967	2.614	4.335	4.585	5.198	5.027	6.918	4.279	3.241	1.557	1.000	41.83		5.694	14.12	16.22	5.797	
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	10.0%	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	

ECONOMIC IMPACT - IN HISTORIC PRICES													DAY VISITOR																																											
SHARE OF MARKET													Economic Impact by Year and Share of Total																																											
2010													2011				2012				2013				2014				2015				2016				2017				2018				2019				2020				2021			
Day Visitor	£M	41.83	46.01	45.69	48.14	50.35	52.86	56.87	58.26	57.50	59.58	12.09	42.00																																											
All Visitor Types	£M	149.85	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79																																											
Share of Total	%	27.9%	28.1%	28.9%	29.2%	29.1%	28.3%	29.9%	27.6%	24.7%	24.3%	14.9%	23.0%																																											
Annual Change in Share	%		0.8%	2.7%	0.9%	-0.3%	-2.6%	5.7%	-7.7%	-10.6%	-1.5%	-38.8%	54.3%																																											
Change in Share from 2010	%		0.8%	3.5%	4.4%	4.2%	1.4%	7.2%	-1.1%	-11.5%	-12.9%	-46.6%	-17.7%																																											
Avg Ann. Change in Share	%		0.8%	1.7%	1.5%	1.0%	0.3%	1.2%	-0.2%	-1.4%	-1.4%	-4.7%	-1.6%																																											



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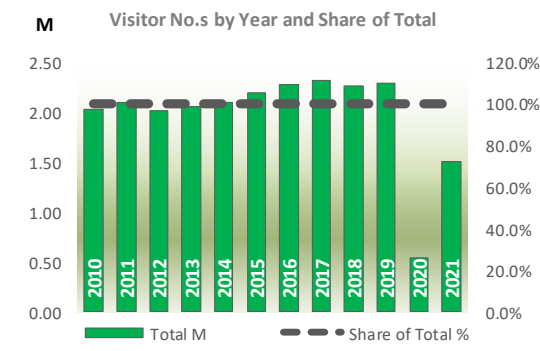
Visitor Numbers by Month, Year and Visitor Type for the Period 2010 to 2021

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

STEAM FINAL TREND REPORT FOR 2010-2021
MONMOUTHSHIRE COUNTY COUNCIL

VISITOR NUMBERS BY:														2010 to 2021		TOTAL	VISITOR NUMBERS			
MONTH AND QUARTER														CALENDAR YEAR		QUARTER				
TOTAL														TOTAL						
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES														Annual Change						
KEY																				
An increase of 3% or more																				
Less than 3% change																				
A Fall of 3% or more																				
Q1																				
Q2																				
Q3																				
Q4																				
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC																				
% Change 2010 to 2021																				
% Change 2020 to 2021																				
Average Annual Change																				
2010	M	0.072	0.097	0.124	0.204	0.211	0.237	0.237	0.314	0.197	0.157	0.087	0.086	2.022		0.293	0.651	0.748	0.330	
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	4.0%	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	

VISITOR NUMBERS														TOTAL	
SHARE OF MARKET															
2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021															
Total	M	2.022	2.102	2.015	2.052	2.098	2.190	2.280	2.317	2.260	2.284	0.536	1.500		
All Visitor Types	M	2.022	2.102	2.015	2.052	2.098	2.190	2.280	2.317	2.260	2.284	0.536	1.500		
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 2010	%														
Avg Ann. Change in Share	%														



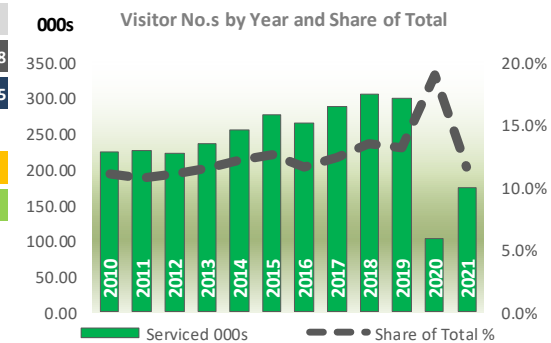
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Report Prepared by: Cathy James. Date of Issue: 19/07/22

STEAM FINAL TREND REPORT FOR 2010-2021
MONMOUTHSHIRE COUNTY COUNCIL

VISITOR NUMBERS BY:													2010 to 2021		SERVICED		VISITOR NUMBERS													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
SERVICED ACCOMMODATION													VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES		Annual Change															
An increase of 3% or more													Q1		Q2		Q3		Q4											
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	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2010 to 2021													-100.0%	-100.0%	-100.0%	-100.0%	-66.1%	-6.3%	-0.6%	37.0%	3.7%	29.8%	-18.6%	-0.5%	-22.5%			-53.5%	15.7%	3.4%
% Change 2020 to 2021													-100.0%	-100.0%	-100.0%				3580.1%	19.1%	27.2%	206.4%		578.4%	70.6%				67.7%	450.9%
Average Annual Change													-9.1%	-9.1%	-9.1%	-9.1%	-6.0%	-0.6%	-0.1%	3.4%	0.3%	2.7%	-1.7%	0.0%	-2.0%			-4.9%	1.4%	0.3%
2010	000s	7.6	11.7	12.7	18.1	18.1	22.7	22.5	27.3	18.2	19.0	17.5	29.0	224.2		31.9	58.8	68.0	65.5											
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	0.6%	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											

VISITOR NUMBERS													SERVICED ACCOMMODATION				
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s		Visitor No.s by Year and Share of Total	
Serviced	000s	224.2	225.6	222.7	234.9	254.5	276.7	265.3	286.9	305.2	300.1	101.9	173.8				
All Visitor Types	M	2.0	2.1	2.0	2.1	2.1	2.2	2.3	2.3	2.3	2.3	0.5	1.5				
Share of Total	%	11.1%	10.7%	11.0%	11.4%	12.1%	12.6%	11.6%	12.4%	13.5%	13.1%	19.0%	11.6%				
Annual Change in Share	%		-3.2%	2.9%	3.6%	6.0%	4.1%	-7.9%	6.4%	9.0%	-2.7%	44.6%	-39.0%				
Change in Share from 2010	%		-3.2%	-0.3%	3.2%	9.4%	14.0%	5.0%	11.7%	21.8%	18.5%	71.3%	4.5%				
Avg Ann. Change in Share	%		-3.2%	-0.2%	1.1%	2.4%	2.8%	0.8%	1.7%	2.7%	2.1%	7.1%	0.4%				



STEAM FINAL TREND REPORT FOR 2010-2021
MONMOUTHSHIRE COUNTY COUNCIL

VISITOR NUMBERS BY:													2010 to 2021		STAYING VISITOR		VISITOR NUMBERS									
MONTH AND QUARTER													CALENDAR YEAR		QUARTER											
STAYING VISITOR													TOTAL						% Change							
KEY													ANNUAL CHANGE													
An increase of 3% or more													ANNUAL CHANGE													
Less than 3% change													ANNUAL CHANGE													
A Fall of 3% or more													ANNUAL CHANGE													
VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES													ANNUAL CHANGE													
Q1													Q2		Q3		Q4		Q1		Q2		Q3		Q4	
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC													TOTAL		% Change		Q1		Q2		Q3		Q4			
% Change 2010 to 2021													TOTAL		% Change		Q1		Q2		Q3		Q4			
% Change 2020 to 2021													TOTAL		% Change		Q1		Q2		Q3		Q4			
Average Annual Change													TOTAL		% Change		Q1		Q2		Q3		Q4			
2010	000s	30.0	23.0	26.1	40.7	38.3	41.6	47.8	54.2	36.2	35.3	28.1	48.4	449.6	1.5%	79.0	120.6	138.3	111.8							
2011	000s	32.4	28.1	30.1	46.5	40.4	44.2	49.7	53.6	32.8	35.1	24.1	39.4	456.4	1.5%	90.6	131.1	136.1	98.6							
2012	000s	31.5	25.8	35.8	42.5	35.3	40.7	45.7	55.1	32.2	33.9	23.3	40.7	442.5	-3.0%	93.0	118.6	133.0	98.0							
2013	000s	31.8	26.6	34.1	38.1	38.4	40.9	47.6	53.7	30.2	34.8	25.8	46.3	448.3	1.3%	92.6	117.4	131.5	106.8							
2014	000s	34.5	31.2	31.0	46.2	35.7	35.9	45.0	58.3	31.7	38.1	28.0	49.2	464.8	3.7%	96.7	117.8	135.0	115.3							
2015	000s	35.4	32.0	32.8	47.4	37.2	39.6	49.0	61.7	33.9	45.9	28.4	51.0	494.2	6.3%	100.2	124.2	144.5	125.3							
2016	000s	34.5	29.7	32.7	52.1	33.6	36.9	47.0	61.0	33.5	37.4	27.7	53.4	479.7	-2.9%	97.0	122.7	141.5	118.5							
2017	000s	34.7	30.9	35.3	54.7	35.5	41.2	49.3	69.2	37.4	43.9	30.3	56.5	518.9	8.2%	100.9	131.4	155.8	130.8							
2018	000s	37.1	35.5	37.9	57.2	40.2	47.3	53.9	69.6	37.8	45.1	33.3	58.6	553.6	6.7%	110.5	144.7	161.3	137.0							
2019	000s	40.0	36.5	38.7	59.8	41.0	45.7	51.9	66.8	40.2	45.4	32.0	61.2	559.3	1.0%	115.2	146.5	158.9	138.7							
2020	000s	39.1	36.6	24.0				8.8	44.1	24.9	10.5	1.7	5.5	195.2	-65.1%	99.7		77.8	17.7							
2021	000s			1.0	10.1	18.2	37.9	47.7	63.2	38.9	42.7	26.0	45.8	331.6	69.9%	1.0	66.2	149.8	114.5							

VISITOR NUMBERS													STAYING VISITOR			
SHARE OF MARKET													000s		Visitor No.s by Year and Share of Total	
2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021													000s		Share of Total %	
Staying Visitor	000s	449.6	456.4	442.5	448.3	464.8	494.2	479.7	518.9	553.6	559.3	195.2	331.6	600.00	40.0%	
All Visitor Types	M	2.0	2.1	2.0	2.1	2.1	2.2	2.3	2.3	2.3	2.3	0.5	1.5	500.00	30.0%	
Share of Total	%	22.2%	21.7%	22.0%	21.8%	22.2%	22.6%	21.0%	22.4%	24.5%	24.5%	36.4%	22.1%	400.00	20.0%	
Annual Change in Share	%		-2.4%	1.2%	-0.5%	1.4%	1.9%	-6.8%	6.5%	9.3%	0.0%	48.6%	-39.2%	300.00	10.0%	
Change in Share from 2010	%		-2.4%	-1.2%	-1.8%	-0.3%	1.5%	-5.4%	0.7%	10.2%	10.1%	63.7%	-0.6%	200.00	0.0%	
Avg Ann. Change in Share	%		-2.4%	-0.6%	-0.6%	-0.1%	0.3%	-0.9%	0.1%	1.3%	1.1%	6.4%	-0.1%	100.00	0.0%	

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Report Prepared by: Cathy James. Date of Issue: 19/07/22

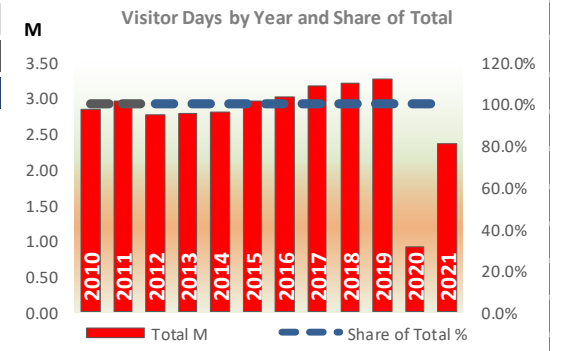
Visitor Days by Month, Year and Visitor Type for the Period 2010 to 2021

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

STEAM FINAL TREND REPORT FOR 2010-2021
MONMOUTHSHIRE COUNTY COUNCIL

VISITOR DAYS BY:														2010 to 2021	TOTAL	VISITOR DAYS			
MONTH AND QUARTER														CALENDAR YEAR		QUARTER			
TOTAL														TOTAL					
VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES														TOTAL	% Change				
Q1			Q2			Q3			Q4										
KEY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
An increase of 3% or more																			
Less than 3% change																			
A Fall of 3% or more																			
% Change 2010 to 2021	-100.0%	-100.0%	-97.1%	-44.2%	-37.6%	-13.5%	8.6%	10.9%	-9.9%	31.4%	30.1%	14.4%	-17.2%	Annual Change	-98.8%	-31.1%	4.7%	26.1%	
% Change 2020 to 2021	-100.0%	-100.0%	-95.3%				361.6%	154.4%	128.6%	371.6%	516.9%	422.3%	155.8%		-98.8%		190.8%	415.5%	
Average Annual Change	-9.1%	-9.1%	-8.8%	-4.0%	-3.4%	-1.2%	0.8%	1.0%	-0.9%	2.9%	2.7%	1.3%	-1.6%		-9.0%	-2.8%	0.4%	2.4%	
2010	M	0.116	0.123	0.163	0.281	0.283	0.314	0.343	0.437	0.280	0.232	0.122	0.147	2.842		0.402	0.878	1.060	0.502
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	3.7%	0.442	0.906	1.069	0.531
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

VISITOR DAYS														TOTAL			
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021					
Total	M	2.842	2.947	2.759	2.771	2.807	2.954	3.015	3.165	3.198	3.265	0.920	2.352				
All Visitor Types	M	2.842	2.947	2.759	2.771	2.807	2.954	3.015	3.165	3.198	3.265	0.920	2.352				
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 2010	%																
Avg Ann. Change in Share	%																



STEAM FINAL TREND REPORT FOR 2010-2021
MONMOUTHSHIRE COUNTY COUNCIL

2010 to 2021													SERVICED	VISITOR DAYS					
VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	SERVICED ACCOMMODATION																		
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																		
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							
% Change 2010 to 2021	-100.0%	-100.0%	-100.0%	-100.0%	-64.6%	-5.7%	1.0%	47.5%	-2.3%	26.5%	-21.4%	-2.7%	-21.8%	Annual Change			-54.5%	17.3%	1.2%
% Change 2020 to 2021	-100.0%	-100.0%	-100.0%				3593.5%	20.4%	26.3%	205.6%		575.9%	71.6%					66.1%	439.0%
Average Annual Change	-9.1%	-9.1%	-9.1%	-9.1%	-5.9%	-0.5%	0.1%	4.3%	-0.2%	2.4%	-1.9%	-0.2%	-2.0%				-5.0%	1.6%	0.1%
2010	000s	13.1	16.9	20.8	29.0	27.2	32.7	33.9	40.1	33.4	36.1	32.5	47.5	363.3		50.9	88.9	107.4	116.2
2011	000s	17.8	24.5	26.8	34.4	29.3	35.2	37.2	42.5	26.0	37.7	21.1	33.6	366.2	0.8%	69.2	98.9	105.7	92.4
2012	000s	14.4	19.6	33.9	34.6	27.0	33.5	33.8	46.9	27.5	39.4	17.6	34.8	363.0	-0.9%	67.9	95.1	108.2	91.8
2013	000s	16.0	21.9	33.1	29.8	30.6	35.5	37.5	46.8	26.3	38.8	23.1	43.5	383.0	5.5%	71.0	95.9	110.6	105.5
2014	000s	20.4	28.7	28.3	42.4	26.6	28.9	34.5	53.3	29.7	47.5	26.7	48.5	415.5	8.5%	77.4	97.8	117.5	122.7
2015	000s	20.4	29.8	32.4	43.6	27.8	32.6	38.3	57.0	33.3	59.7	27.7	49.8	452.4	8.9%	82.7	104.0	128.5	137.2
2016	000s	18.6	26.7	30.6	52.7	23.6	31.6	36.8	56.6	31.6	44.4	26.2	54.2	433.6	-4.2%	76.0	107.9	125.0	124.8
2017	000s	19.1	27.6	34.4	52.0	25.0	32.9	37.7	66.2	34.7	52.6	30.7	57.0	469.8	8.3%	81.1	109.8	138.6	140.3
2018	000s	20.7	33.8	35.8	56.0	27.1	37.6	42.3	64.7	34.4	51.5	32.0	60.9	496.9	5.8%	90.3	120.7	141.4	144.4
2019	000s	22.1	33.4	36.5	58.4	27.6	34.3	38.7	60.6	35.1	51.0	31.5	59.7	488.9	-1.6%	92.0	120.3	134.4	142.2
2020	000s	20.8	31.6	15.4				0.9	49.1	25.9	15.0		6.8	165.5	-66.1%	67.8		75.9	21.8
2021	000s					9.6	30.8	34.2	59.1	32.7	45.7	25.6	46.3	284.0	71.6%		40.4	126.0	117.6

VISITOR DAYS													SERVICED ACCOMMODATION				
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021					
Serviced	000s	363.3	366.2	363.0	383.0	415.5	452.4	433.6	469.8	496.9	488.9	165.5	284.0				
All Visitor Types	M	2.8	2.9	2.8	2.8	2.8	3.0	3.0	3.2	3.2	3.3	0.9	2.4				
Share of Total	%	12.8%	12.4%	13.2%	13.8%	14.8%	15.3%	14.4%	14.8%	15.5%	15.0%	18.0%	12.1%				
Annual Change in Share	%		-2.8%	5.9%	5.1%	7.1%	3.5%	-6.1%	3.2%	4.7%	-3.6%	20.2%	-32.9%				
Change in Share from 2010	%		-2.8%	2.9%	8.1%	15.8%	19.8%	12.5%	16.1%	21.5%	17.1%	40.8%	-5.6%				
Avg Ann. Change in Share	%		-2.8%	1.5%	2.7%	3.9%	4.0%	2.1%	2.3%	2.7%	1.9%	4.1%	-0.5%				



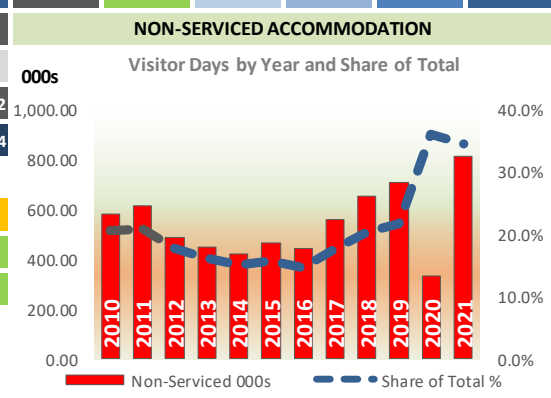
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Report Prepared by: Cathy James. Date of Issue: 19/07/22

STEAM FINAL TREND REPORT FOR 2010-2021													2010 to 2021		NON-SERVICED		VISITOR DAYS			
MONMOUTHSHIRE COUNTY COUNCIL																				

VISITOR DAYS BY:	MONTH AND QUARTER													CALENDAR YEAR		QUARTER			
KEY	NON-SERVICED ACCOMMODATION													TOTAL	% Change				
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES															Annual Change		Q1	Q2
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 2010 to 2021	-100.0%	-100.0%	-82.1%	35.1%	29.5%	67.2%	48.6%	37.6%	57.9%	69.8%	108.8%	120.4%	39.0%		-92.0%	45.6%	46.7%	88.5%	
% Change 2020 to 2021	-100.0%	-100.0%	-88.0%				169.8%	64.7%	54.4%	455.5%	377.4%	571.0%	144.6%		-95.0%		86.1%	462.8%	
Average Annual Change	-9.1%	-9.1%	-7.5%	3.2%	2.7%	6.1%	4.4%	3.4%	5.3%	6.3%	9.9%	10.9%	3.5%		-8.4%	4.1%	4.2%	8.0%	
2010	000s	15.8	17.1	26.7	47.7	57.5	65.5	87.3	102.3	67.6	55.8	17.4	21.7	582.3		59.6	170.7	257.1	94.9
2011	000s	14.4	18.3	29.6	67.8	67.9	72.4	87.5	95.1	67.3	46.9	26.7	17.3	611.0	4.9%	62.2	208.1	249.9	90.8
2012	000s	14.8	20.3	34.4	37.9	39.0	53.9	71.6	82.5	54.9	31.1	29.8	17.1	487.3	-20.3%	69.5	130.8	209.0	77.9
2013	000s	13.2	17.0	28.2	27.0	43.9	47.5	69.0	72.7	45.1	37.4	26.8	18.5	446.4	-8.4%	58.4	118.4	186.8	82.8
2014	000s	12.4	18.0	26.8	30.4	40.6	40.6	61.3	73.8	41.5	28.6	28.0	18.1	420.0	-5.9%	57.2	111.6	176.6	74.7
2015	000s	15.5	18.1	23.0	33.0	44.8	48.7	71.7	81.3	43.3	36.9	27.3	22.6	466.4	11.1%	56.6	126.6	196.4	86.8
2016	000s	15.9	17.4	27.6	30.5	41.0	35.9	65.6	80.1	46.3	34.2	26.6	20.3	441.4	-5.4%	60.9	107.4	192.0	81.1
2017	000s	15.2	19.7	29.2	49.8	47.2	59.8	77.4	95.8	60.0	48.2	27.0	26.9	556.2	26.0%	64.2	156.9	233.1	102.0
2018	000s	19.4	21.4	37.3	49.0	69.1	77.7	86.4	105.2	63.9	60.0	36.8	23.8	649.9	16.9%	78.0	195.8	255.6	120.5
2019	000s	26.1	26.3	38.9	55.6	72.0	81.2	88.1	102.8	77.2	63.2	31.9	42.1	705.2	8.5%	91.2	208.8	268.0	137.1
2020	000s	25.4	31.3	39.8				48.1	85.4	69.1	17.0	7.6	7.1	330.8	-53.1%	96.4		202.6	31.8
2021	000s			4.8	64.5	74.4	109.6	129.7	140.7	106.7	94.7	36.3	47.9	809.2	144.6%	4.8	248.5	377.1	178.9

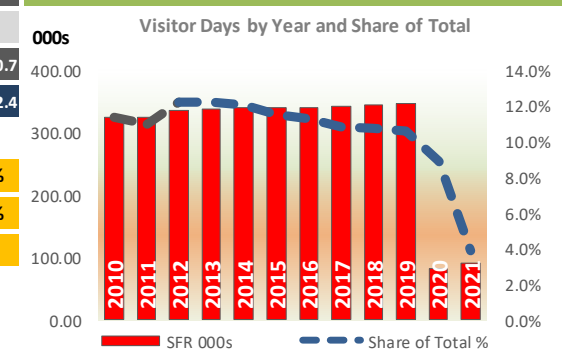
VISITOR DAYS														NON-SERVICED ACCOMMODATION			
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021					
Non-Serviced	000s	582.3	611.0	487.3	446.4	420.0	466.4	441.4	556.2	649.9	705.2	330.8	809.2				
All Visitor Types	M	2.8	2.9	2.8	2.8	2.8	3.0	3.0	3.2	3.2	3.3	0.9	2.4				
Share of Total	%	20.5%	20.7%	17.7%	16.1%	15.0%	15.8%	14.6%	17.6%	20.3%	21.6%	36.0%	34.4%				
Annual Change in Share	%		1.2%	-14.8%	-8.8%	-7.1%	5.5%	-7.3%	20.0%	15.7%	6.3%	66.6%	-4.4%				
Change in Share from 2010	%		1.2%	-13.8%	-21.4%	-27.0%	-22.9%	-28.6%	-14.2%	-0.8%	5.4%	75.6%	67.9%				
Avg Ann. Change in Share	%		1.2%	-6.9%	-7.1%	-6.7%	-4.6%	-4.8%	-2.0%	-0.1%	0.6%	7.6%	6.2%				



STEAM FINAL TREND REPORT FOR 2010-2021
MONMOUTHSHIRE COUNTY COUNCIL

2010 to 2021													SFR	VISITOR DAYS																
VISITOR DAYS BY:													CALENDAR YEAR		QUARTER															
MONTH AND QUARTER																														
KEY																														
SFR																														
VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																														
Less than 3% change													TOTAL	% Change																
A Fall of 3% or more																														
Q1													Q2			Q3			Q4			Q1	Q2	Q3	Q4					
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC																			
% Change 2010 to 2021													-100.0%	-100.0%	-100.0%	-100.0%	-89.2%	-89.2%	-45.9%	-45.9%	-45.9%	-45.9%	-45.9%	-45.9%	-72.0%			-94.2%	-45.9%	-45.9%
% Change 2020 to 2021													-100.0%	-100.0%	-100.0%				403.0%	403.0%					10.6%				536.3%	
Average Annual Change													-9.1%	-9.1%	-9.1%	-9.1%	-8.1%	-8.1%	-4.2%	-4.2%	-4.2%	-4.2%	-4.2%	-4.2%	-6.5%			-8.6%	-4.2%	-4.2%
2010	000s	45.0	15.1	17.2	41.0	26.4	20.3	33.0	34.9	18.0	18.0	14.0	40.6	323.6		77.3	87.8	85.9	72.5											
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	0.1%	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											

VISITOR DAYS													SFR		
SHARE OF MARKET													000s		
		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
SFR	000s	323.6	323.9	335.7	337.0	338.6	339.5	340.0	341.4	344.1	346.2	82.0	90.7		
All Visitor Types	M	2.8	2.9	2.8	2.8	2.8	3.0	3.0	3.2	3.2	3.3	0.9	2.4		
Share of Total	%	11.4%	11.0%	12.2%	12.2%	12.1%	11.5%	11.3%	10.8%	10.8%	10.6%	8.9%	3.9%		
Annual Change in Share	%		-3.5%	10.7%	0.0%	-0.8%	-4.7%	-1.9%	-4.4%	-0.2%	-1.5%	-15.8%	-56.8%		
Change in Share from 2010	%		-3.5%	6.9%	6.8%	6.0%	1.0%	-0.9%	-5.3%	-5.5%	-6.9%	-21.6%	-66.1%		
Avg Ann. Change in Share	%		-3.5%	3.4%	2.3%	1.5%	0.2%	-0.2%	-0.8%	-0.7%	-0.8%	-2.2%	-6.0%		



STEAM FINAL TREND REPORT FOR 2010-2021
MONMOUTHSHIRE COUNTY COUNCIL

2010 to 2021													STAYING VISITOR	VISITOR DAYS																	
VISITOR DAYS BY:														CALENDAR YEAR																	
MONTH AND QUARTER														QUARTER																	
KEY														STAYING VISITOR																	
An increase of 3% or more														VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change														TOTAL	% 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 2010 to 2021														-100.0%	-100.0%	-92.6%	-45.2%	-21.8%	20.3%	17.9%	23.4%	25.3%	36.6%	8.6%	5.7%	-6.7%	-97.5%	-15.4%	22.0%	18.4%	
% Change 2020 to 2021														-100.0%	-100.0%	-92.7%				246.0%	58.2%	57.0%	369.0%	813.4%	730.2%	104.7%	-98.0%		92.3%	526.3%	
Average Annual Change														-9.1%	-9.1%	-8.4%	-4.1%	-2.0%	1.8%	1.6%	2.1%	2.3%	3.3%	0.8%	0.5%	-0.6%	-8.9%	-1.4%	2.0%	1.7%	
Year	Units	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Total	Annual Change	Q1	Q2	Q3	Q4												
2010	000s	73.9	49.1	64.8	117.8	111.0	118.5	154.2	177.3	119.0	109.9	63.9	109.8	1,269.2		187.8	347.4	450.4	283.6												
2011	000s	77.2	58.0	73.6	143.3	123.6	128.0	157.7	172.6	111.3	102.6	61.8	91.5	1,301.1	2.5%	208.8	394.9	441.6	255.9												
2012	000s	75.8	55.7	86.1	115.0	93.5	108.5	139.6	165.7	101.0	89.1	61.9	94.0	1,185.9	-8.9%	217.6	317.0	406.4	245.0												
2013	000s	76.0	54.7	79.2	99.6	102.0	104.1	140.9	155.9	90.2	95.0	64.6	104.3	1,166.5	-1.6%	209.9	305.7	386.9	263.9												
2014	000s	79.9	62.5	73.1	115.8	94.8	90.7	130.4	163.6	90.0	94.9	69.4	109.1	1,174.1	0.7%	215.5	301.3	384.0	273.3												
2015	000s	83.1	63.8	73.5	119.7	100.3	102.6	144.6	174.9	95.5	115.4	69.7	115.0	1,258.3	7.2%	220.4	322.7	415.1	300.2												
2016	000s	81.8	60.0	76.3	126.4	92.3	88.8	137.1	173.4	96.8	97.5	67.5	117.2	1,215.0	-3.4%	218.1	307.5	407.3	282.1												
2017	000s	81.8	63.3	81.7	145.1	100.0	114.1	149.9	198.8	113.7	119.7	72.4	126.7	1,367.3	12.5%	226.8	359.3	462.4	318.9												
2018	000s	87.9	71.3	91.4	148.7	124.3	136.9	163.9	207.1	117.5	130.6	83.7	127.9	1,490.9	9.0%	250.6	409.8	488.4	342.1												
2019	000s	96.4	75.9	93.7	157.9	127.8	137.3	162.1	200.7	131.5	133.5	78.4	145.1	1,540.2	3.3%	266.0	423.0	494.3	356.9												
2020	000s	94.5	79.1	65.3				52.5	138.3	95.0	32.0	7.6	14.0	578.4	-62.5%	239.0		285.8	53.6												
2021	000s			4.8	64.5	86.9	142.6	181.8	218.7	149.1	150.2	69.4	116.1	1,183.9	104.7%	4.8	294.0	549.5	335.6												

VISITOR DAYS													STAYING VISITOR				
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	Visitor Days by Year and Share of Total			
Staying Visitor	000s	1,269.2	1,301.1	1,185.9	1,166.5	1,174.1	1,258.3	1,215.0	1,367.3	1,490.9	1,540.2	578.4	1,183.9	2,000.00	70.0%		
All Visitor Types	M	2.8	2.9	2.8	2.8	2.8	3.0	3.0	3.2	3.2	3.3	0.9	2.4	1,500.00	60.0%		
Share of Total	%	44.7%	44.1%	43.0%	42.1%	41.8%	42.6%	40.3%	43.2%	46.6%	47.2%	62.9%	50.3%	1,000.00	50.0%		
Annual Change in Share	%		-1.1%	-2.6%	-2.1%	-0.6%	1.8%	-5.4%	7.2%	7.9%	1.2%	33.3%	-20.0%	500.00	40.0%		
Change in Share from 2010	%		-1.1%	-3.7%	-5.7%	-6.3%	-4.6%	-9.8%	-3.3%	4.4%	5.6%	40.8%	12.7%	1,000.00	30.0%		
Avg Ann. Change in Share	%		-1.1%	-1.9%	-1.9%	-1.6%	-0.9%	-1.6%	-0.5%	0.6%	0.6%	4.1%	1.2%	500.00	20.0%		

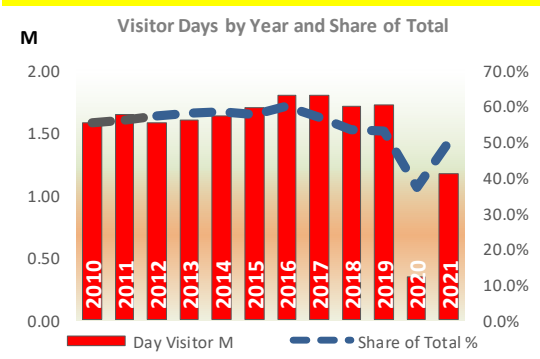
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Report Prepared by: Cathy James. Date of Issue: 19/07/22

STEAM FINAL TREND REPORT FOR 2010-2021
MONMOUTHSHIRE COUNTY COUNCIL

2010 to 2021													DAY VISITOR	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR												TOTAL	% Change				
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4					Annual Change	Q1	Q2	Q3
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2010 to 2021		-100.0%	-100.0%	-100.0%	-43.5%	-47.8%	-34.0%	1.0%	2.4%	-35.8%	26.8%	53.5%	39.7%	-25.7%			-41.4%	-8.1%	36.2%
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				577.1%	408.9%	571.5%	374.1%	393.2%	187.0%	242.4%				484.4%	329.6%
Average Annual Change		-9.1%	-9.1%	-9.1%	-4.0%	-4.3%	-3.1%	0.1%	0.2%	-3.3%	2.4%	4.9%	3.6%	-2.3%			-3.8%	-0.7%	3.3%
2010	M	0.042	0.074	0.098	0.163	0.172	0.195	0.189	0.260	0.161	0.122	0.059	0.038	1.573		0.214	0.531	0.610	0.218
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	4.7%	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

VISITOR DAYS													DAY VISITOR		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Day Visitor	M	1.573	1.646	1.573	1.604	1.633	1.696	1.800	1.798	1.707	1.725	0.341	1.168		
All Visitor Types	M	2.842	2.947	2.759	2.771	2.807	2.954	3.015	3.165	3.198	3.265	0.920	2.352		
Share of Total	%	55.3%	55.9%	57.0%	57.9%	58.2%	57.4%	59.7%	56.8%	53.4%	52.8%	37.1%	49.7%		
Annual Change in Share	%		0.9%	2.1%	1.6%	0.5%	-1.3%	4.0%	-4.9%	-6.0%	-1.0%	-29.8%	33.9%		
Change in Share from 2010	%		0.9%	3.0%	4.6%	5.1%	3.7%	7.9%	2.6%	-3.6%	-4.5%	-33.0%	-10.3%		
Avg Ann. Change in Share	%		0.9%	1.5%	1.5%	1.3%	0.7%	1.3%	0.4%	-0.4%	-0.5%	-3.3%	-0.9%		



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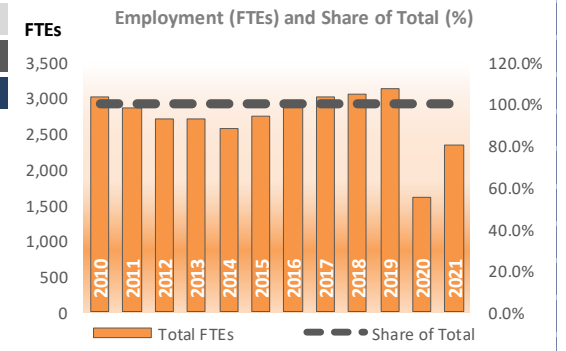
Report Prepared by: Cathy James. Date of Issue: 19/07/22

Direct and Total Employment by Month, Year and Visitor Type for the Period 2010 to 2021

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

STEAM FINAL TREND REPORT FOR 2010-2021 MONMOUTHSHIRE COUNTY COUNCIL														2010 to 2021			TOTAL		TOTAL EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		TOTAL												TOTAL						% Change		
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			TOTAL		% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change						
% Change 2010 to 2021		-100.0%	-100.0%	-93.5%	-47.6%	-33.6%	-8.7%	1.7%	9.2%	0.6%	13.1%	3.6%	1.1%	-22.3%	Annual Change		-97.6%	-29.4%	4.3%	6.6%		
% Change 2020 to 2021		-100.0%	-100.0%	-90.9%				110.2%	23.1%	19.0%	59.0%	111.7%	117.6%	44.7%	Annual Change		-97.5%		40.5%	87.0%		
Average Annual Change		-9.1%	-9.1%	-8.5%	-4.3%	-3.1%	-0.8%	0.2%	0.8%	0.1%	1.2%	0.3%	0.1%	-2.0%	Annual Change		-8.9%	-2.7%	0.4%	0.6%		
2010	FTEs	1,999	1,954	2,300	3,286	3,290	3,541	3,978	4,643	3,429	3,064	2,109	2,494	3,007	Annual Change		2,084	3,372	4,017	2,555		
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	Annual Change		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	Annual Change		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	Annual Change		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	Annual Change		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	Annual Change		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	Annual Change		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	Annual Change		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	Annual Change		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	Annual Change		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	Annual Change		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	Annual Change		50	2,381	4,189	2,723		

		EMPLOYMENT												TOTAL	
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	TOTAL	
Total	FTEs	3,007	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	TOTAL	
Total Employment	FTEs	3,007	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	TOTAL	
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%	TOTAL	
Annual Change in Share	%													TOTAL	
Change in Share from 2010	%													TOTAL	
Avg Ann. Change in Share	%													TOTAL	



STEAM FINAL TREND REPORT FOR 2010-2021
MONMOUTHSHIRE COUNTY COUNCIL

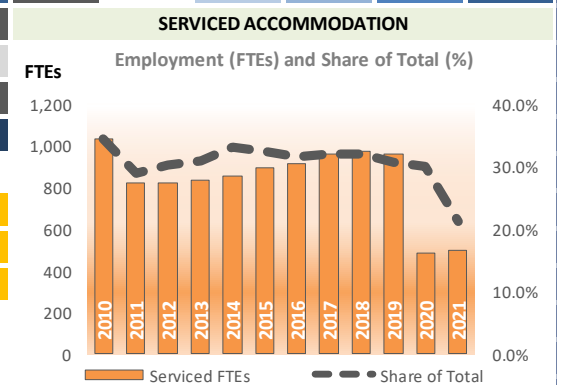
2010 to 2021

SERVICED

DIRECT EMPLOYMENT

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR	QUARTER				
KEY	SERVICED ACCOMMODATION																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER			
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 2010 to 2021	-100.0%	-100.0%	-100.0%	-100.0%	-69.9%	-31.9%	-28.9%	-10.7%	-29.7%	-23.3%	-36.2%	-27.5%	-52.1%			-66.7%	-22.9%	-28.9%
% Change 2020 to 2021	-100.0%	-100.0%	-100.0%				835.3%	-17.7%	-14.3%	20.2%	108.0%	116.1%	2.1%				15.7%	66.7%
Average Annual Change	-9.1%	-9.1%	-9.1%	-9.1%	-6.4%	-2.9%	-2.6%	-1.0%	-2.7%	-2.1%	-3.3%	-2.5%	-4.7%			-6.1%	-2.1%	-2.6%
2010 FTEs	849	895	937	1,025	1,009	1,072	1,074	1,128	1,060	1,108	1,058	1,179	1,033		894	1,035	1,087	1,115
2011 FTEs	707	764	788	859	813	875	884	930	780	885	739	839	822	-20.4%	753	849	864	821
2012 FTEs	678	718	849	863	793	861	856	969	794	902	708	850	820	-0.2%	748	839	873	820
2013 FTEs	694	740	846	815	825	884	894	970	784	893	755	930	836	1.9%	760	841	883	859
2014 FTEs	730	790	800	918	789	817	861	1,010	808	958	784	963	852	2.0%	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

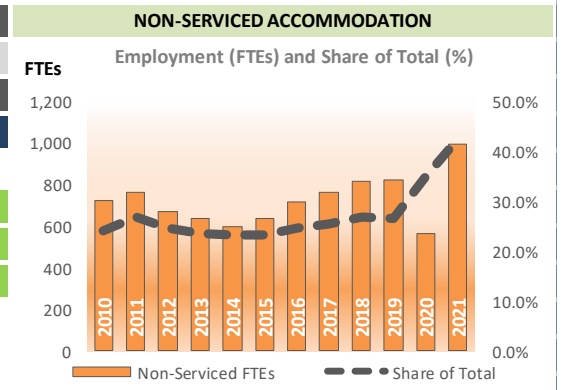
EMPLOYMENT													
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
Serviced FTEs	1,033	822	820	836	852	893	916	960	976	957	484	494	
Total Employment FTEs	3,007	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	
Share of Total %	34.3%	28.8%	30.3%	30.9%	33.2%	32.5%	31.7%	31.9%	32.0%	30.7%	30.0%	21.2%	
Annual Change in Share %		-16.2%	5.3%	2.0%	7.3%	-2.0%	-2.7%	0.8%	0.3%	-4.1%	-2.2%	-29.4%	
Change in Share from 2010 %		-16.2%	-11.7%	-9.9%	-3.4%	-5.3%	-7.8%	-7.1%	-6.9%	-10.7%	-12.7%	-38.4%	
Avg Ann. Change in Share %		-16.2%	-5.8%	-3.3%	-0.8%	-1.1%	-1.3%	-1.0%	-0.9%	-1.2%	-1.3%	-3.5%	



STEAM FINAL TREND REPORT FOR 2010-2021
 MONMOUTHSHIRE COUNTY COUNCIL

EMPLOYMENT BY:													2010 to 2021		NON-SERVICED		DIRECT EMPLOYMENT																					
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																							
KEY													TOTAL						% Change																			
NON-SERVICED ACCOMMODATION													DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES		Annual Change																							
An increase of 3% or more													Less than 3% change		A Fall of 3% or more																							
Q1													Q2			Q3			Q4																			
JAN													FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC					
% Change 2010 to 2021													-100.0%	-100.0%	-73.6%	48.7%	40.9%	60.7%	49.6%	46.8%	68.3%	67.6%	102.4%	108.4%	37.8%	-89.6%	50.4%	53.8%	87.0%									
% Change 2020 to 2021													-100.0%	-100.0%	-77.4%				74.7%	25.7%	25.9%	95.7%	116.9%	150.5%	76.3%	-92.2%		38.5%	115.2%									
Average Annual Change													-9.1%	-9.1%	-6.7%	4.4%	3.7%	5.5%	4.5%	4.3%	6.2%	6.1%	9.3%	9.9%	3.4%	-8.1%	4.6%	4.9%	7.9%									
2010	FTEs	384	393	505	735	825	899	1,096	1,236	914	802	404	436	719	427	820	1,082	547																				
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	493	704	939	532																				
2013	FTEs	397	432	556	553	706	739	934	965	716	645	552	447	637	462	666	871	548																				
2014	FTEs	383	429	527	565	649	651	821	924	658	550	543	432	594	446	622	801	508																				
2015	FTEs	411	435	505	598	701	733	932	1,017	683	629	546	473	639	450	677	877	549																				
2016	FTEs	492	505	647	678	769	721	980	1,131	813	709	602	528	715	548	723	975	613																				
2017	FTEs	480	515	652	822	807	892	1,026	1,214	880	780	567	539	764	549	840	1,040	629																				
2018	FTEs	498	512	702	801	961	1,045	1,100	1,260	905	859	619	498	813	571	935	1,089	659																				
2019	FTEs	548	568	678	811	949	1,015	1,064	1,201	967	862	583	633	823	598	925	1,077	693																				
2020	FTEs	532	594	588	-	-	-	939	1,443	1,221	687	377	362	562	572		1,201	475																				
2021	FTEs	-	-	133	1,092	1,162	1,445	1,639	1,814	1,538	1,344	817	908	991	44	1,233	1,664	1,023																				

EMPLOYMENT													NON-SERVICED ACCOMMODATION			
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs		
Non-Serviced		FTEs	719	762	667	637	594	639	715	764	813	823	562	991	Employment (FTEs) and Share of Total (%)	
Total Employment		FTEs	3,007	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	FTEs	
Share of Total		%	23.9%	26.7%	24.7%	23.6%	23.1%	23.3%	24.7%	25.4%	26.6%	26.4%	34.8%	42.4%	Share of Total	
Annual Change in Share		%		11.6%	-7.6%	-4.5%	-1.8%	0.6%	6.1%	2.9%	4.9%	-0.9%	31.9%	21.9%	FTEs	
Change in Share from 2010		%		11.6%	3.2%	-1.5%	-3.2%	-2.7%	3.2%	6.2%	11.4%	10.4%	45.6%	77.5%	Share of Total	
Avg Ann. Change in Share		%		11.6%	1.6%	-0.5%	-0.8%	-0.5%	0.5%	0.9%	1.4%	1.2%	4.6%	7.0%	FTEs	



STEAM FINAL TREND REPORT FOR 2010-2021 MONMOUTHSHIRE COUNTY COUNCIL													2010 to 2021		STAYING VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
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			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2010 to 2021		-100.0%	-100.0%	-91.5%	-47.0%	-26.8%	3.2%	4.6%	12.7%	11.6%	10.6%	-1.4%	-0.2%	-21.2%	-97.1%	-23.3%	9.6%	3.5%		
% Change 2020 to 2021		-100.0%	-100.0%	-89.2%				133.8%	9.1%	12.4%	62.1%	120.1%	152.1%	40.0%	-97.0%		33.2%	100.3%		
Average Annual Change		-9.1%	-9.1%	-8.3%	-4.3%	-2.4%	0.3%	0.4%	1.2%	1.1%	1.0%	-0.1%	0.0%	-1.9%	-8.8%	-2.1%	0.9%	0.3%		
2010	FTEs	1,565	1,399	1,569	2,062	2,029	2,122	2,413	2,622	2,107	2,043	1,565	1,914	1,951	1,511	2,071	2,381	1,841		
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	-8.8%	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	

EMPLOYMENT													STAYING VISITOR				
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs		Employment (FTEs) and Share of Total (%)	
Staying Visitor	FTEs	2,497	2,331	2,204	2,193	2,087	2,224	2,340	2,470	2,549	2,597	1,447	1,984				
Total Employment	FTEs	3,007	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336				
Share of Total	%	83.0%	81.7%	81.5%	81.1%	81.2%	81.1%	80.8%	82.1%	83.5%	83.3%	89.6%	84.9%				
Annual Change in Share	%		-1.6%	-0.2%	-0.5%	0.1%	-0.2%	-0.3%	1.5%	1.8%	-0.3%	7.6%	-5.3%				
Change in Share from 2010	%		-1.6%	-1.8%	-2.3%	-2.2%	-2.4%	-2.7%	-1.2%	0.6%	0.3%	8.0%	2.3%				
Avg Ann. Change in Share	%		-1.6%	-0.9%	-0.8%	-0.5%	-0.5%	-0.4%	-0.2%	0.1%	0.0%	0.8%	0.2%				

STEAM FINAL TREND REPORT FOR 2010-2021
 MONMOUTHSHIRE COUNTY COUNCIL

EMPLOYMENT BY:													2010 to 2021		DAY VISITOR		DIRECT EMPLOYMENT													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													DAY VISITOR		QUARTER															
An increase of 3% or more													DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES		QUARTER															
Less than 3% change													TOTAL		QUARTER															
A Fall of 3% or more													% Change		QUARTER															
Q1													Q2		Q3		Q4		QUARTER											
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC													TOTAL		QUARTER															
% Change 2010 to 2021													-100.0%	-100.0%	-100.0%	-49.2%	-53.0%	-40.7%	-6.4%	-2.0%	-38.6%	17.5%	42.2%	29.5%	-31.0%			-47.3%	-13.0%	26.2%
% Change 2020 to 2021													-100.0%	-100.0%	-100.0%				184.5%	225.3%	329.3%	65.5%	72.2%	0.2%	110.5%				224.4%	50.0%
Average Annual Change													-9.1%	-9.1%	-9.1%	-4.5%	-4.8%	-3.7%	-0.6%	-0.2%	-3.5%	1.6%	3.8%	2.7%	-2.8%	Annual Change		-4.3%	-1.2%	2.4%
2010	FTEs	163	288	383	634	671	760	735	1,012	626	474	228	146	510		278	689	791	283											
2011	FTEs	188	312	390	653	621	673	721	1,087	582	549	283	215	523	2.5%	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											

EMPLOYMENT													DAY VISITOR																							
SHARE OF MARKET													2010		2011		2012		2013		2014		2015		2016		2017		2018		2019		2020		2021	
Day Visitor													FTEs	510	523	499	509	482	519	555	540	503	522	167	352											
Total Employment													FTEs	3,007	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336											
Share of Total													%	17.0%	18.3%	18.5%	18.9%	18.8%	18.9%	19.2%	17.9%	16.5%	16.7%	10.4%	15.1%											
Annual Change in Share													%		8.0%	0.8%	2.1%	-0.4%	0.8%	1.3%	-6.4%	-8.2%	1.5%	-38.1%	45.5%											
Change in Share from 2010													%		8.0%	8.9%	11.2%	10.7%	11.6%	13.0%	5.8%	-2.8%	-1.4%	-38.9%	-11.1%											
Avg Ann. Change in Share													%		8.0%	4.5%	3.7%	2.7%	2.3%	2.2%	0.8%	-0.4%	-0.2%	-3.9%	-1.0%											



**STEAM FINAL TREND REPORT FOR 2010-2021
MONMOUTHSHIRE COUNTY COUNCIL**

2021

STAYING VISITORS

**ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE**

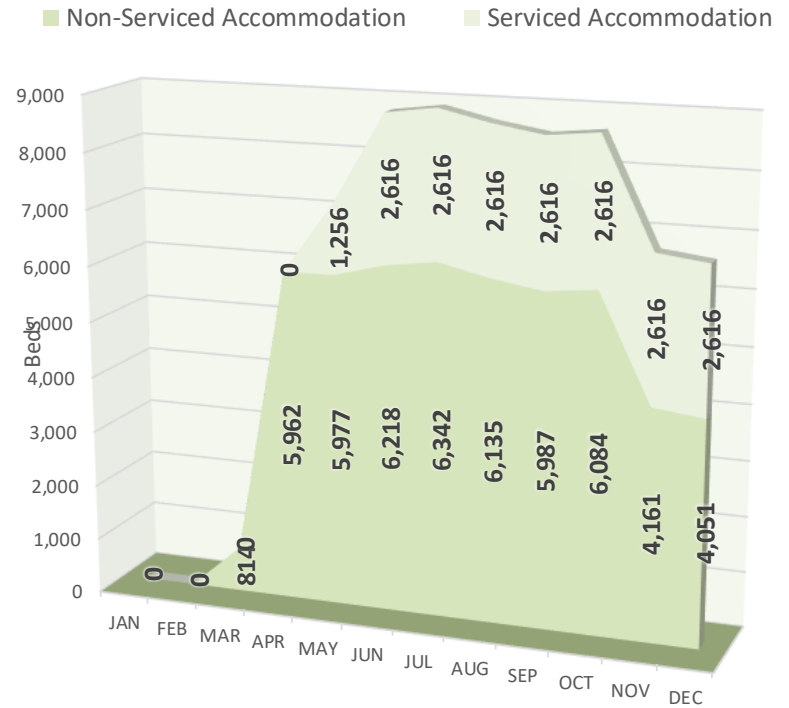
SERVICED ACCOMMODATION 2021	2021		Change on 2020		Change on 2010	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	94	2,616	-33	-287	-106	-527
+50 room hotels	4	889	0	0	+2	+323
11-50 room hotels	19	1,056	-6	-187	-12	-344
<10 room hotels/others	71	671	-27	-100	-96	-506

NON-SERVICED ACCOMMODATION 2021	2021		Change on 2020		Change on 2010	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	403	6,460	+127	+2,064	+209	+1,729
Self catering	290	1,788	+84	+431	+135	+387
Static caravans/chalets	70	596	+41	+314	+69	+552
Touring caravans/camping	43	3,066	+1	+1,232	+5	-84
Not-for-hire statics	0	0	0	0	0	-136
Airbnb	0	1,010	0	+87		

DISTRIBUTION BY TYPE OF ACCOMMODATION 2021	2021		Change on 2020		Change on 2010	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	497	9,076	+94	+1,777	+103	+1,202
Serviced Accommodation Share of Total	19%	29%				
Non-Serviced Accommodation Share of Total	81%	71%				

SEASONAL AVAILABILITY OF BED SUPPLY 2021	2021											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	0	0	814	5,962	7,232	8,834	8,958	8,751	8,603	8,700	6,777	6,667
Serviced Accommodation	0	0	0	0	1,256	2,616	2,616	2,616	2,616	2,616	2,616	2,616
Non-Serviced Accommodation	0	0	814	5,962	5,977	6,218	6,342	6,135	5,987	6,084	4,161	4,051

**SEASONAL AVAILABILITY OF BED SUPPLY
2021**



Report Sections With Historic Financial Data Indexed to 2021 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: 2021*

2010	<i>1.35</i>
2011	<i>1.29</i>
2012	<i>1.24</i>
2013	<i>1.20</i>
2014	<i>1.17</i>
2015	<i>1.15</i>
2016	<i>1.14</i>
2017	<i>1.11</i>
2018	<i>1.07</i>
2019	<i>1.04</i>
2020	<i>1.01</i>
2021	<i>1.00</i>

STEAM FINAL TREND REPORT FOR 2010-2021
MONMOUTHSHIRE COUNTY COUNCIL

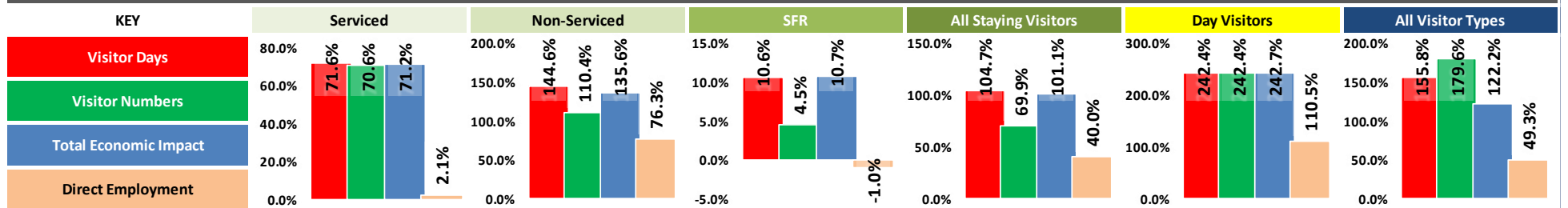
Comparing 2021 and 2020
2020 in 2021 prices (1.014)

COMPARATIVE HEADLINES

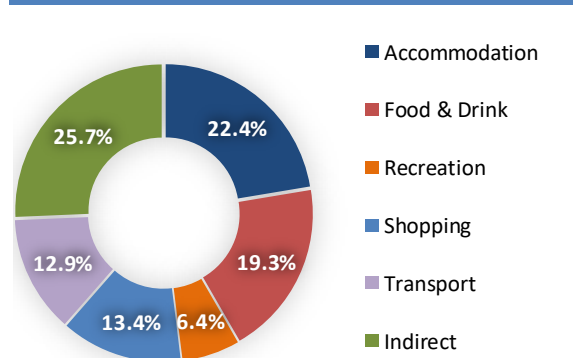
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 & 2020 - INDEXED TO 2021

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

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



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

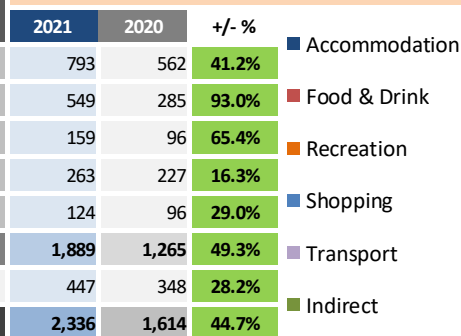


	2021	2020	+/- %
Accommodation	40.88	22.78	79.5%
Food & Drink	35.28	14.56	142.2%
Recreation	11.66	4.781	144.0%
Shopping	24.49	9.850	148.7%
Transport	23.55	9.249	154.6%
TOTAL DIRECT	135.87	61.22	121.9%
Indirect	46.93	21.06	122.9%
TOTAL	182.79	82.28	122.2%

Sectors

Sectors	2021	2020	+/- %
Accommodation	793	562	41.2%
Food & Drink	549	285	93.0%
Recreation	159	96	65.4%
Shopping	263	227	16.3%
Transport	124	96	29.0%
TOTAL DIRECT	1,889	1,265	49.3%
Indirect	447	348	28.2%
TOTAL	2,336	1,614	44.7%

Sectoral Distribution of Employment - FTEs



STEAM FINAL TREND REPORT FOR 2010-2021
MONMOUTHSHIRE COUNTY COUNCIL

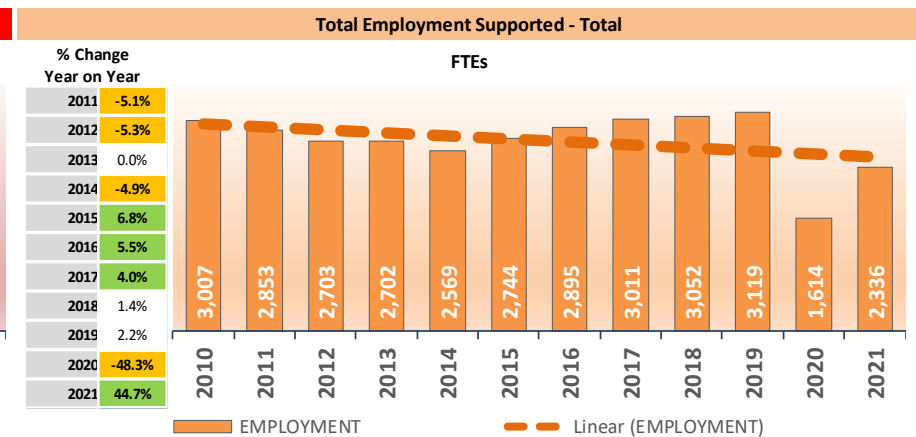
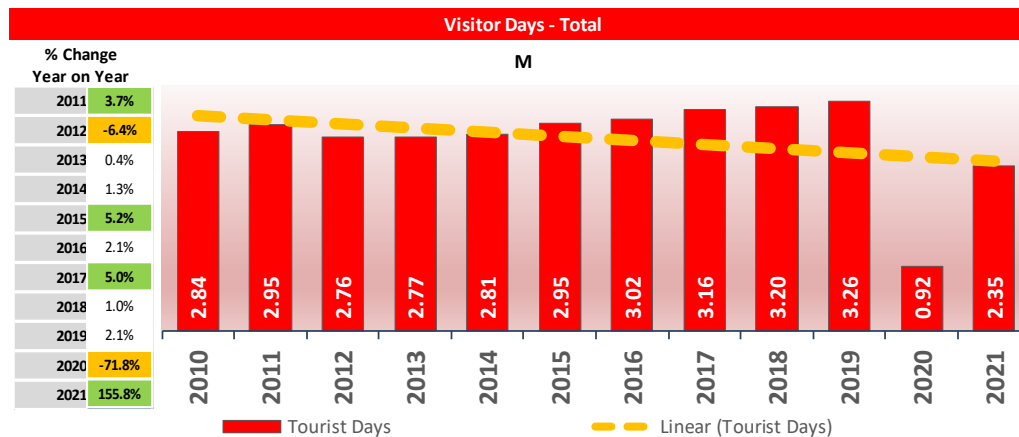
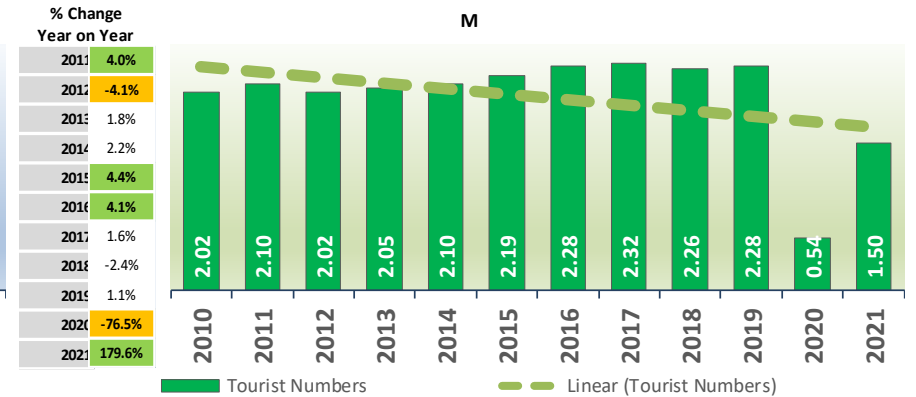
2010 to 2021
2021 Prices

TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		3.8%	-3.4%	-2.3%	-0.3%	6.3%	6.8%	15.5%	22.7%	25.9%	-59.4%	-9.8%
Visitor Numbers		4.0%	-0.4%	1.5%	3.7%	8.3%	12.7%	14.5%	11.8%	12.9%	-73.5%	-25.8%
Visitor Days		3.7%	-2.9%	-2.5%	-1.2%	3.9%	6.1%	11.4%	12.5%	14.9%	-67.6%	-17.2%
Total Employment		-5.1%	-10.1%	-10.1%	-14.6%	-8.8%	-3.7%	0.1%	1.5%	3.7%	-46.3%	-22.3%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2010-2021
MONMOUTHSHIRE COUNTY COUNCIL

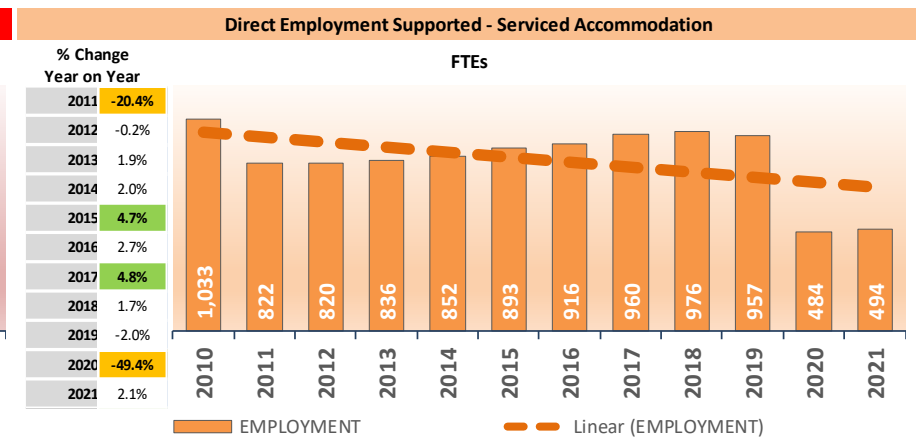
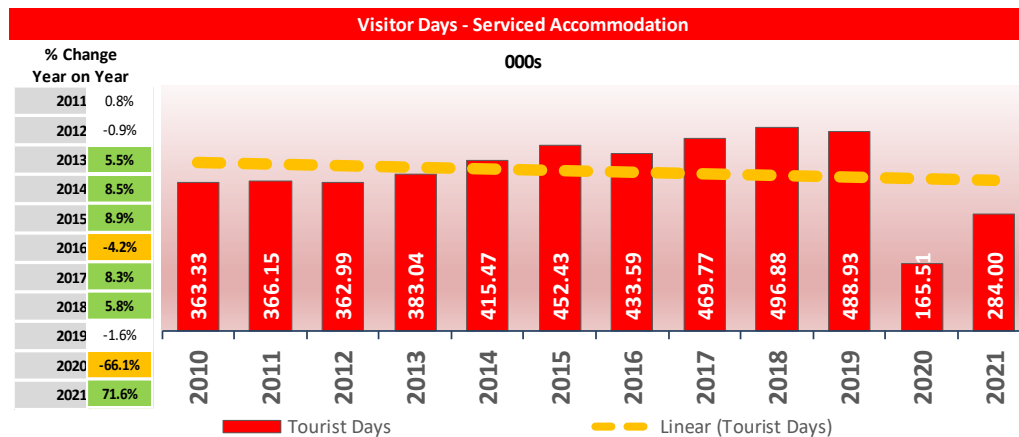
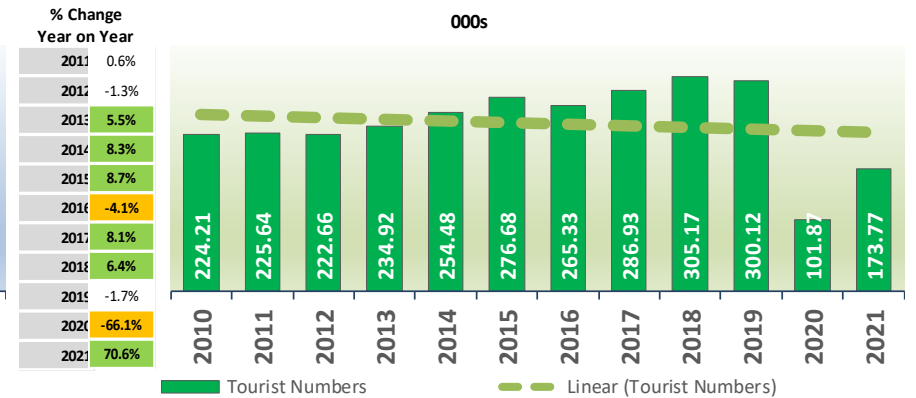
2010 to 2021
 2021 Prices

SERVICED
 ACCOMMODATION

KEY MEASURES
 Indexed

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		5.6%	2.8%	10.5%	19.1%	29.4%	25.0%	36.0%	43.5%	40.9%	-58.1%	-28.2%
Visitor Numbers		0.6%	-0.7%	4.8%	13.5%	23.4%	18.3%	28.0%	36.1%	33.9%	-54.6%	-22.5%
Visitor Days		0.8%	-0.1%	5.4%	14.4%	24.5%	19.3%	29.3%	36.8%	34.6%	-54.4%	-21.8%
Direct Employment		-20.4%	-20.6%	-19.1%	-17.5%	-13.6%	-11.3%	-7.0%	-5.5%	-7.4%	-53.1%	-52.1%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2010-2021
MONMOUTHSHIRE COUNTY COUNCIL

2010 to 2021
2021 Prices

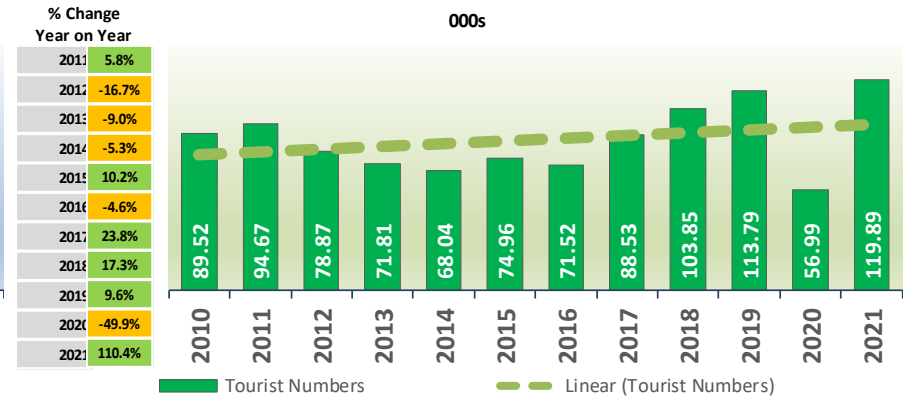
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

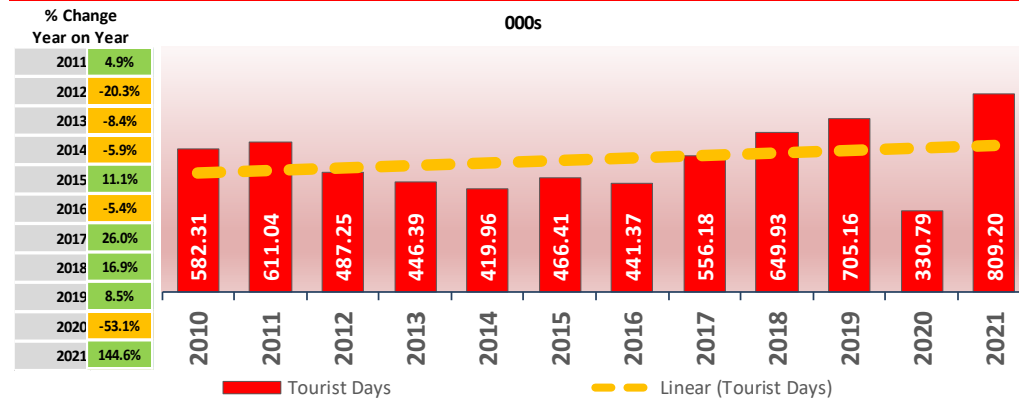
Economic Impact - Indexed - Non-Serviced Accommodation



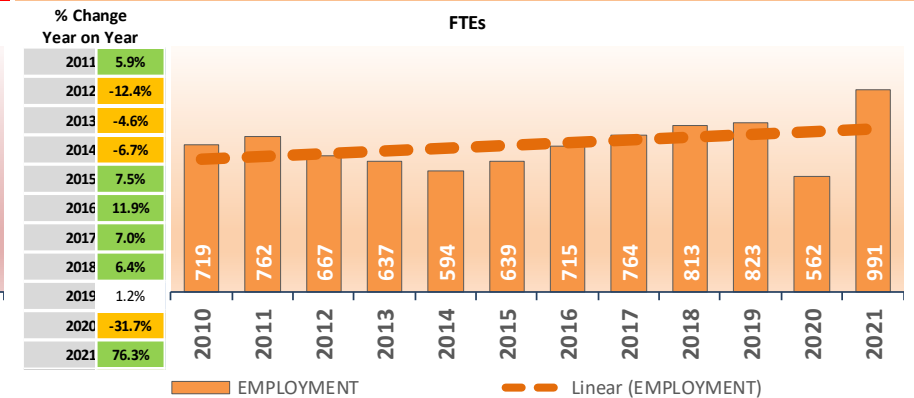
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		2.5%	-15.6%	-22.4%	-26.7%	-19.3%	-19.1%	-1.4%	19.8%	32.0%	-37.5%	47.3%
Visitor Numbers		5.8%	-11.9%	-19.8%	-24.0%	-16.3%	-20.1%	-1.1%	16.0%	27.1%	-36.3%	33.9%
Visitor Days		4.9%	-16.3%	-23.3%	-27.9%	-19.9%	-24.2%	-4.5%	11.6%	21.1%	-43.2%	39.0%
Direct Employment		5.9%	-7.2%	-11.4%	-17.4%	-11.2%	-0.6%	6.3%	13.1%	14.5%	-21.8%	37.8%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2010-2021
MONMOUTHSHIRE COUNTY COUNCIL

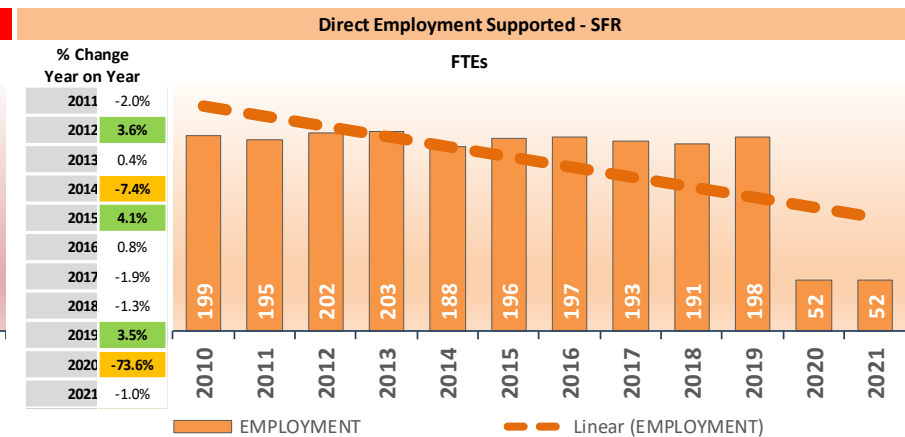
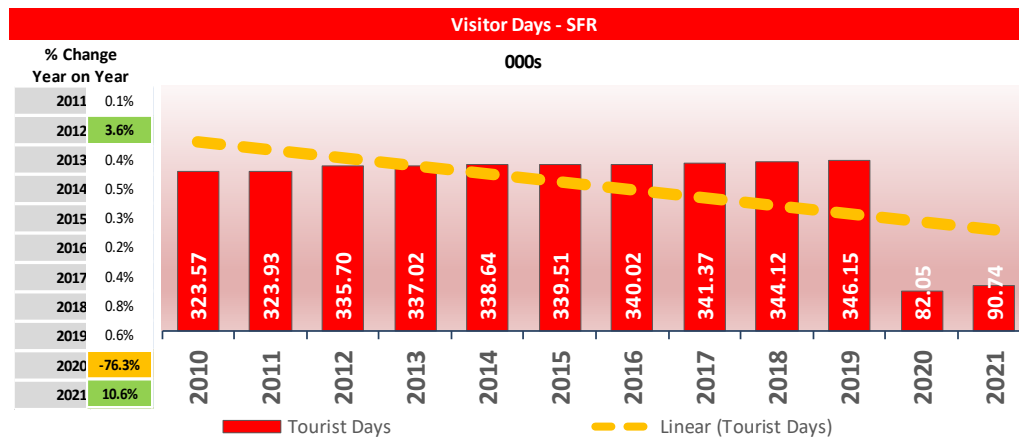
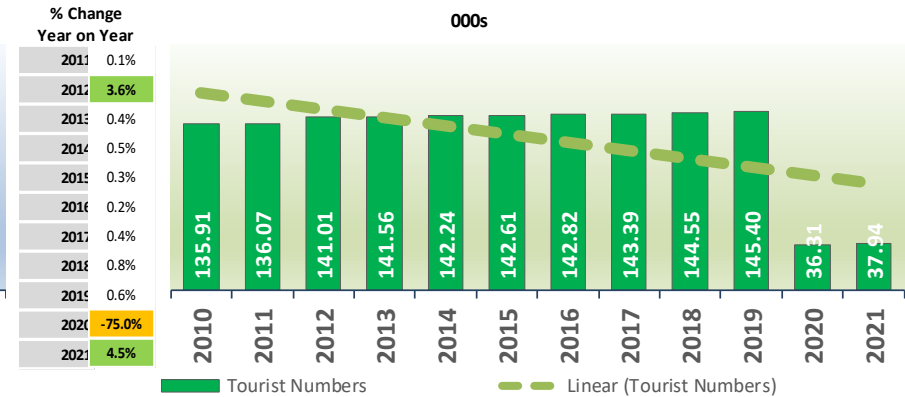
2010 to 2021
2021 Prices

SFR

KEY MEASURES
Indexed

Economic Impact - Indexed - SFR

Visitor Numbers - SFR



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed	0.1%	3.6%	3.8%	4.2%	4.7%	4.9%	5.1%	5.5%	6.4%	7.0%	-74.7%	-72.0%
Visitor Numbers	0.1%	3.6%	3.8%	4.2%	4.7%	4.9%	5.1%	5.5%	6.4%	7.0%	-73.3%	-72.1%
Visitor Days	0.1%	3.6%	3.8%	4.2%	4.7%	4.9%	5.1%	5.5%	6.4%	7.0%	-74.6%	-72.0%
Direct Employment	-2.0%	3.6%	1.6%	2.0%	-5.5%	-1.7%	-0.9%	-2.8%	-4.1%	-0.7%	-73.8%	-74.1%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2010-2021
MONMOUTHSHIRE COUNTY COUNCIL

2010 to 2021
2021 Prices

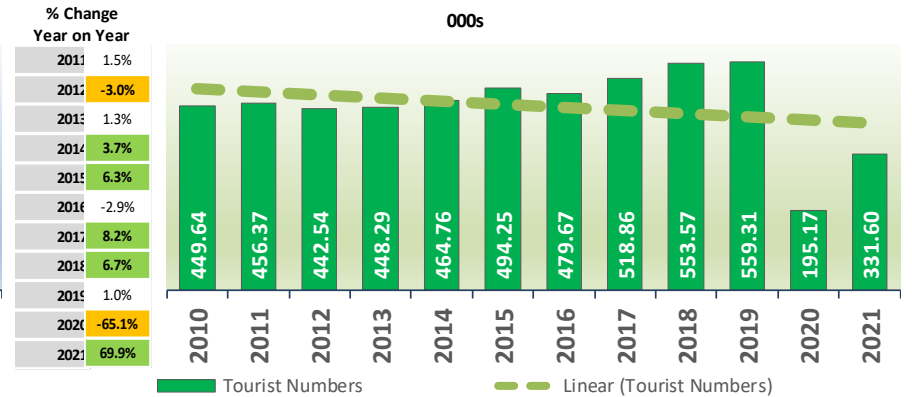
STAYING VISITOR

KEY MEASURES
Indexed

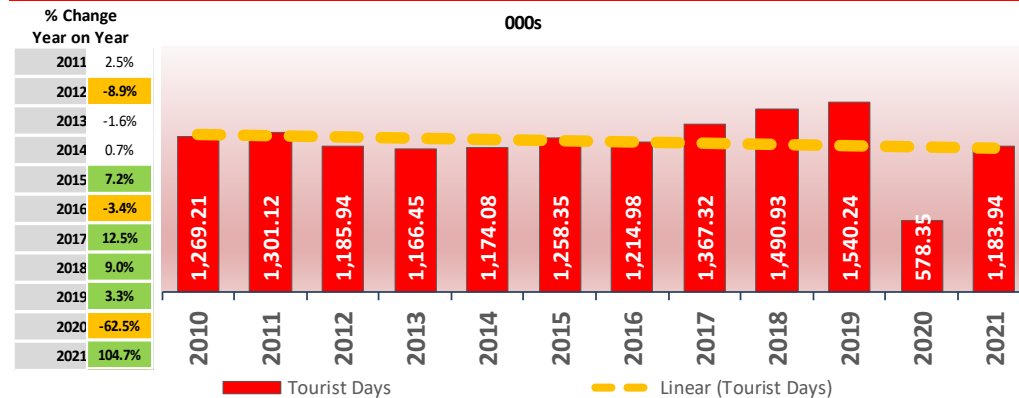
Economic Impact - Indexed - Staying Visitor



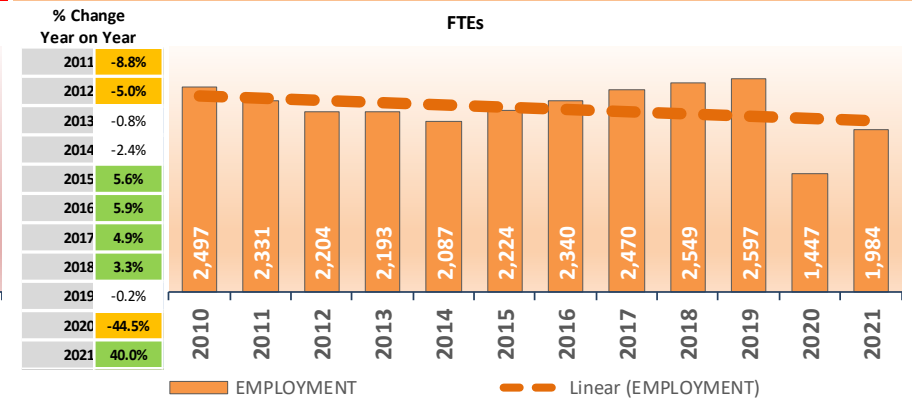
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		3.5%	-4.7%	-4.0%	-1.9%	5.7%	3.8%	16.0%	28.2%	32.2%	-52.1%	-3.6%
Visitor Numbers		1.5%	-1.6%	-0.3%	3.4%	9.9%	6.7%	15.4%	23.1%	24.4%	-56.6%	-26.3%
Visitor Days		2.5%	-6.6%	-8.1%	-7.5%	-0.9%	-4.3%	7.7%	17.5%	21.4%	-54.4%	-6.7%
Direct Employment		-6.7%	-11.7%	-12.2%	-16.4%	-10.9%	-6.3%	-1.1%	2.1%	4.0%	-42.1%	-20.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2010-2021
MONMOUTHSHIRE COUNTY COUNCIL

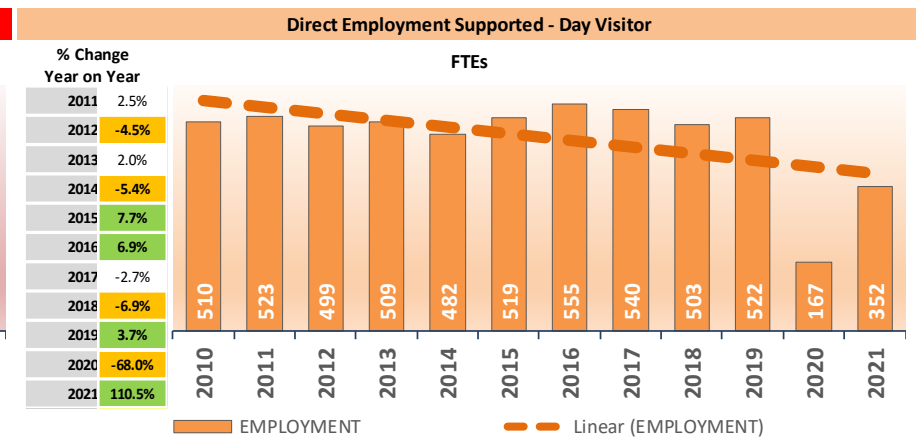
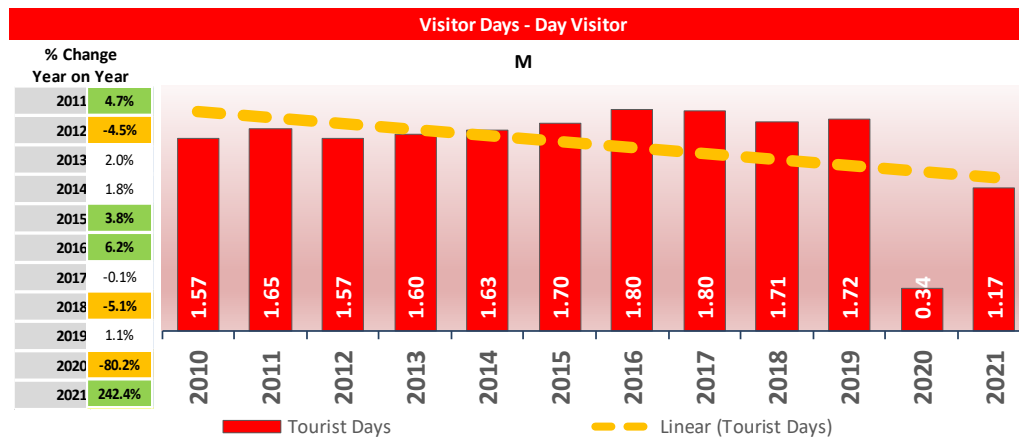
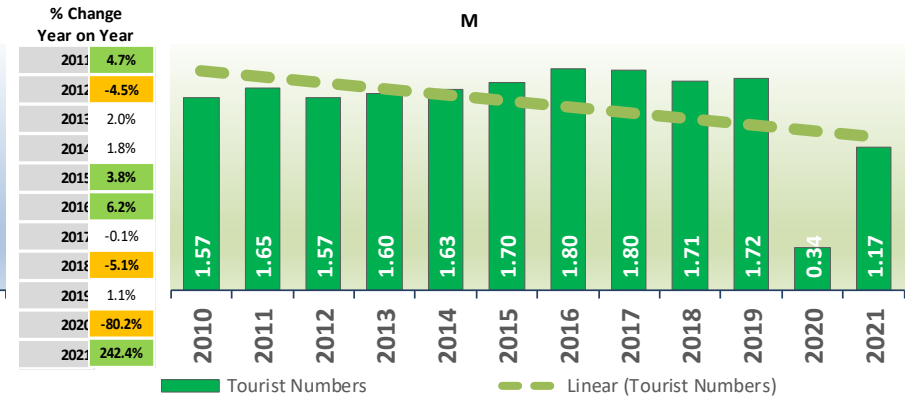
2010 to 2021
2021 Prices

DAY VISITOR

KEY MEASURES
Indexed

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor

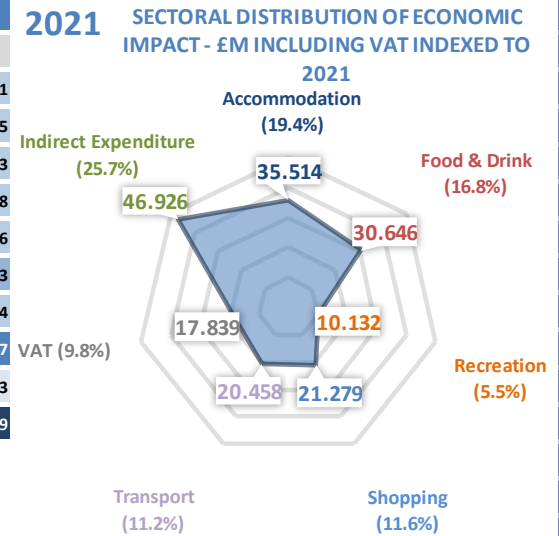


% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		4.7%	0.0%	2.0%	3.8%	7.8%	14.5%	14.3%	8.5%	9.7%	-78.3%	-25.7%
Visitor Numbers		4.7%	0.0%	2.0%	3.8%	7.8%	14.5%	14.3%	8.5%	9.7%	-78.3%	-25.7%
Visitor Days		4.7%	0.0%	2.0%	3.8%	7.8%	14.5%	14.3%	8.5%	9.7%	-78.3%	-25.7%
Direct Employment		2.5%	-2.1%	-0.1%	-5.5%	1.8%	8.8%	6.0%	-1.4%	2.3%	-67.2%	-31.0%

"Linear" = Linear Trendline

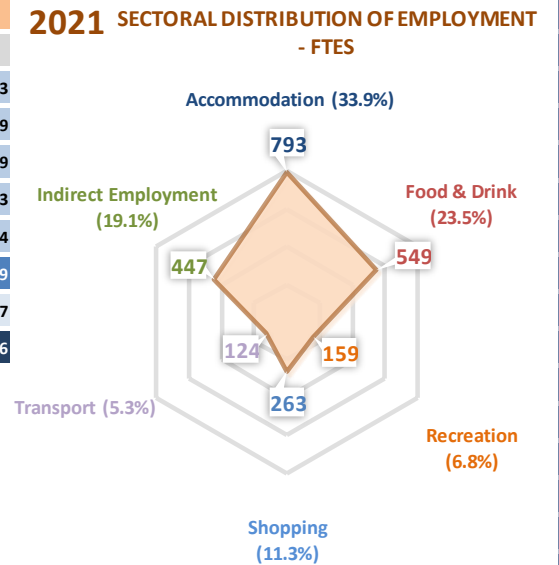
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2021

SECTOR / YEAR		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Accommodation	£M	30.62	32.00	30.75	32.66	34.58	37.35	37.87	43.50	50.24	53.10	19.95	35.51
Food & Drink	£M	35.58	35.93	33.20	33.18	33.63	35.77	35.60	37.74	38.67	39.08	12.76	30.65
Recreation	£M	11.67	11.78	10.84	10.81	10.92	11.61	11.56	12.28	12.59	12.75	4.187	10.13
Shopping	£M	26.80	27.11	25.00	24.89	25.08	26.58	26.55	27.87	28.33	28.55	8.628	21.28
Transport	£M	25.36	25.62	23.41	23.22	23.28	24.73	24.64	25.86	26.23	26.34	8.101	20.46
Direct Revenue	£M	130.03	132.44	123.20	124.75	127.50	136.03	136.22	147.25	156.06	159.82	53.63	118.03
VAT	£M	22.76	26.49	24.64	24.95	25.50	27.21	27.24	29.45	31.21	31.96	7.596	17.84
Direct Expenditure	£M	152.79	158.93	147.84	149.70	153.00	163.24	163.46	176.69	187.27	191.78	61.22	135.87
Indirect Expenditure	£M	49.81	51.42	47.92	48.18	48.94	52.06	52.88	57.40	61.27	63.25	21.06	46.93
TOTAL	£M	202.60	210.34	195.76	197.88	201.93	215.30	216.34	234.10	248.54	255.03	82.28	182.79



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Accommodation	FTEs	1,040	866	866	866	876	879	1,012	1,046	1,069	1,035	562	793
Food & Drink	FTEs	591	597	552	551	607	675	672	670	695	687	285	549
Recreation	FTEs	235	237	219	218	174	179	192	208	195	217	96	159
Shopping	FTEs	406	411	379	377	318	355	349	367	362	386	227	263
Transport	FTEs	188	190	174	172	142	158	159	167	163	175	96	124
Direct Employment	FTEs	2,461	2,301	2,189	2,185	2,117	2,246	2,383	2,458	2,484	2,499	1,265	1,889
Indirect Employment	FTEs	546	552	514	517	452	498	512	552	569	620	348	447
TOTAL	FTEs	3,007	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336

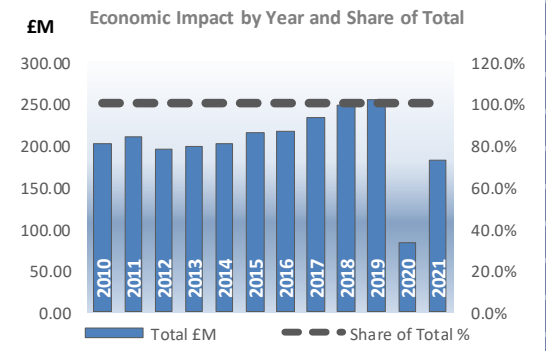


STEAM FINAL TREND REPORT FOR 2010-2021
MONMOUTHSHIRE COUNTY COUNCIL

ECONOMIC IMPACT BY:													2010 to 2021 2021 Prices	TOTAL	ECONOMIC IMPACT Indexed			
MONTH AND QUARTER													CALENDAR YEAR	QUARTER				
KEY	TOTAL																	
ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES													TOTAL	% Change	QUARTER			
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 2010 to 2021	-100.0%	-100.0%	-95.4%	-43.7%	-28.4%	3.1%	13.1%	22.9%	8.5%	32.3%	8.6%	5.5%		-9.8%	-98.2%	-22.0%	15.7%	17.3%
% Change 2020 to 2021	-100.0%	-100.0%	-94.1%				307.8%	76.4%	71.7%	341.7%	640.4%	525.7%	122.2%	-98.4%		113.6%	440.2%	
Average Annual Change	-9.1%	-9.1%	-8.7%	-4.0%	-2.6%	0.3%	1.2%	2.1%	0.8%	2.9%	0.8%	0.5%	-0.9%	-8.9%	-2.0%	1.4%	1.6%	
2010	£M	8.334	8.208	10.75	18.09	18.03	20.13	25.40	30.90	21.52	16.99	10.14	14.11	202.60	27.29	56.25	77.82	41.24
2011	£M	9.297	9.969	12.29	21.29	19.15	20.62	26.50	32.09	19.91	17.29	9.767	12.17	210.34	31.56	61.07	78.50	39.22
2012	£M	9.224	9.067	14.54	17.10	15.81	18.62	24.79	30.48	19.15	15.27	9.561	12.17	195.76	32.83	51.52	74.41	37.00
2013	£M	8.728	9.224	13.40	14.98	17.61	19.05	26.31	31.10	17.89	15.62	9.942	14.03	197.88	31.35	51.64	75.29	39.59
2014	£M	9.578	10.32	12.66	18.49	15.73	17.11	24.55	32.41	18.66	16.56	10.98	14.87	201.93	32.57	51.33	75.63	42.41
2015	£M	10.17	10.94	12.97	19.67	16.96	17.79	26.47	33.91	19.57	20.23	11.14	15.48	215.30	34.08	54.42	79.95	46.85
2016	£M	9.872	10.09	14.41	19.32	15.41	18.59	26.61	36.59	20.33	17.48	11.28	16.34	216.34	34.38	53.32	83.53	45.11
2017	£M	10.15	10.74	13.96	22.50	16.79	20.97	27.55	38.59	22.53	20.33	12.64	17.33	234.10	34.86	60.26	88.68	50.30
2018	£M	10.71	11.87	13.91	22.02	20.11	23.19	28.93	38.70	23.59	21.61	14.76	19.13	248.54	36.50	65.33	91.22	55.51
2019	£M	12.67	12.93	14.11	25.42	20.87	22.29	28.57	37.72	25.05	21.28	13.64	20.47	255.03	39.71	68.58	91.35	55.39
2020	£M	11.21	11.46	8.478				7.047	21.53	13.60	5.087	1.487	2.381	82.28	31.15		42.17	8.955
2021	£M			0.497	10.19	12.91	20.76	28.74	37.98	23.35	22.47	11.01	14.90	182.79	0.497	43.86	90.06	48.37

ECONOMIC IMPACT - INDEXED TO 2021

SHARE OF MARKET													TOTAL				
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021					
Total	£M	202.60	210.34	195.76	197.88	201.93	215.30	216.34	234.10	248.54	255.03	82.28	182.79				
All Visitor Types	£M	202.60	210.34	195.76	197.88	201.93	215.30	216.34	234.10	248.54	255.03	82.28	182.79				
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 2010	%																
Avg Ann. Change in Share	%																



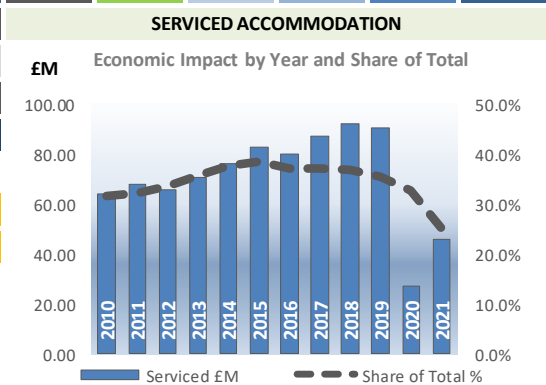
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Report Prepared by: Cathy James. Date of Issue: 19/07/22

STEAM FINAL TREND REPORT FOR 2010-2021
MONMOUTHSHIRE COUNTY COUNCIL

ECONOMIC IMPACT BY:													2010 to 2021 2021 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed														
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																
KEY													TOTAL						% Change												
An increase of 3% or more													ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES		Annual 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	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2010 to 2021													-100.0%	-100.0%	-100.0%	-100.0%	-69.4%	-16.4%	-9.1%	36.6%	-11.2%	6.3%	-35.0%	-19.4%	-28.2%				-59.9%	7.0%	-15.8%
% Change 2020 to 2021													-100.0%	-100.0%	-100.0%				3622.8%	21.5%	27.5%	204.8%		574.1%	71.2%					66.2%	435.6%
Average Annual Change													-9.1%	-9.1%	-9.1%	-9.1%	-6.3%	-1.5%	-0.8%	3.3%	-1.0%	0.6%	-3.2%	-1.8%	-2.6%				-5.4%	0.6%	-1.4%
2010	£M	2.108	2.718	3.343	4.640	4.349	5.210	7.122	8.398	7.311	5.834	5.263	7.718	64.01			8.169	14.20	22.83	18.81											
2011	£M	2.985	4.111	4.489	5.723	4.878	5.856	8.425	9.542	6.156	6.286	3.529	5.613	67.59	5.6%		11.59	16.46	24.12	15.43											
2012	£M	2.359	3.223	5.533	5.633	4.405	5.458	7.483	10.35	6.318	6.410	2.881	5.720	65.77	-2.7%		11.12	15.50	24.15	15.01											
2013	£M	2.675	3.657	5.527	4.972	5.068	5.917	8.469	10.55	6.219	6.476	3.875	7.352	70.76	7.6%		11.86	15.96	25.24	17.70											
2014	£M	3.431	4.836	4.670	7.074	4.376	4.765	7.359	12.07	7.142	7.898	4.472	8.176	76.27	7.8%		12.94	16.22	26.57	20.55											
2015	£M	3.431	5.022	5.362	7.271	4.585	5.376	8.159	12.82	7.843	9.947	4.642	8.402	82.86	8.6%		13.82	17.23	28.82	22.99											
2016	£M	3.143	4.519	5.062	8.811	3.894	5.216	7.914	12.92	7.598	7.421	4.393	9.094	79.99	-3.5%		12.72	17.92	28.43	20.91											
2017	£M	3.224	4.664	5.684	8.686	4.127	5.431	8.102	15.20	8.410	8.790	5.162	9.568	87.04	8.8%		13.57	18.24	31.71	23.52											
2018	£M	3.493	5.726	5.923	9.370	4.477	6.219	9.190	14.89	8.348	8.608	5.383	10.23	91.86	5.5%		15.14	20.07	32.43	24.22											
2019	£M	3.737	5.654	6.038	9.771	4.565	5.680	8.418	13.98	8.512	8.535	5.292	10.02	90.20	-1.8%		15.43	20.02	30.91	23.85											
2020	£M	2.843	4.206	2.138				0.174	9.437	5.091	2.036		0.923	26.85	-70.2%		9.188		14.70	2.959											
2021	£M					1.332	4.356	6.471	11.47	6.490	6.204	3.422	6.223	45.97	71.2%			5.688	24.43	15.85											

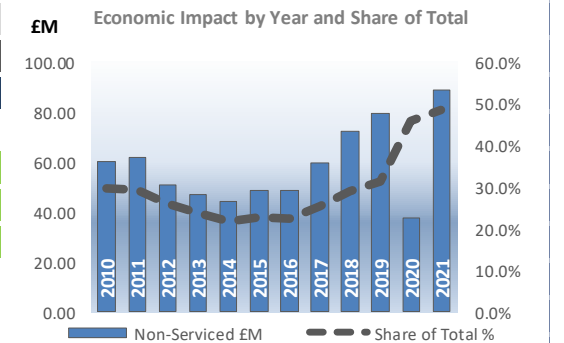
ECONOMIC IMPACT - INDEXED TO 2021													
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Serviced	£M	64.01	67.59	65.77	70.76	76.27	82.86	79.99	87.04	91.86	90.20	26.85	45.97
All Visitor Types	£M	202.60	210.34	195.76	197.88	201.93	215.30	216.34	234.10	248.54	255.03	82.28	182.79
Share of Total	%	31.6%	32.1%	33.6%	35.8%	37.8%	38.5%	37.0%	37.2%	37.0%	35.4%	32.6%	25.1%
Annual Change in Share	%		1.7%	4.6%	6.4%	5.6%	1.9%	-3.9%	0.6%	-0.6%	-4.3%	-7.7%	-22.9%
Change in Share from 2010	%		1.7%	6.3%	13.2%	19.5%	21.8%	17.0%	17.7%	17.0%	11.9%	3.3%	-20.4%
Avg Ann. Change in Share	%		1.7%	3.2%	4.4%	4.9%	4.4%	2.8%	2.5%	2.1%	1.3%	0.3%	-1.9%



STEAM FINAL TREND REPORT FOR 2010-2021 MONMOUTHSHIRE COUNTY COUNCIL	2010 to 2021 2021 Prices	NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed
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ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER							
KEY		NON-SERVICED ACCOMMODATION												TOTAL						% Change			
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES																					
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 2010 to 2021	-100.0%	-100.0%	-81.7%	42.6%	43.0%	78.0%	53.3%	45.1%	73.3%	80.8%	110.7%	129.4%	47.3%	Annual Change			-92.0%	56.3%	55.3%	98.1%	
		% Change 2020 to 2021	-100.0%	-100.0%	-88.5%				152.6%	57.3%	57.0%	434.6%	362.1%	563.0%	135.6%				-95.3%		80.0%	446.7%	
		Average Annual Change	-9.1%	-9.1%	-7.4%	3.9%	3.9%	7.1%	4.8%	4.1%	6.7%	7.3%	10.1%	11.8%	4.3%				-8.4%	5.1%	5.0%	8.9%	
		2010	£M	1.690	1.812	2.711	4.823	5.702	6.525	9.262	10.79	7.209	5.561	1.826	2.314		60.23			6.212	17.05	27.27	9.701
		2011	£M	1.502	1.898	2.961	6.641	6.634	7.042	9.045	9.938	7.050	4.607	2.624	1.788	61.73	2.5%			6.362	20.32	26.03	9.019
		2012	£M	1.588	2.163	3.539	3.846	3.940	5.397	7.610	8.735	5.931	3.261	3.012	1.795	50.82	-17.7%			7.290	13.18	22.28	8.068
		2013	£M	1.412	1.798	2.894	2.816	4.442	4.770	7.343	7.778	4.974	3.846	2.686	1.958	46.72	-8.1%			6.104	12.03	20.09	8.490
		2014	£M	1.326	1.901	2.745	3.129	4.123	4.093	6.660	7.938	4.550	2.948	2.814	1.905	44.13	-5.5%			5.972	11.34	19.15	7.667
		2015	£M	1.668	1.921	2.321	3.359	4.479	4.891	7.636	8.584	4.830	3.767	2.736	2.409	48.60	10.1%			5.910	12.73	21.05	8.912
		2016	£M	1.780	1.937	2.970	3.286	4.335	3.890	7.400	9.022	5.363	3.626	2.824	2.271	48.70	0.2%			6.687	11.51	21.79	8.720
		2017	£M	1.681	2.148	3.066	5.219	4.868	6.079	8.532	10.52	6.698	4.963	2.741	2.894	59.41	22.0%			6.895	16.17	25.75	10.60
		2018	£M	2.027	2.247	3.890	5.170	7.338	7.956	9.432	11.98	7.518	6.816	4.391	3.359	72.12	21.4%			8.164	20.46	28.93	14.57
		2019	£M	3.331	3.005	4.501	6.525	7.937	8.714	10.03	11.67	8.753	6.640	3.598	4.789	79.49	10.2%			10.84	23.18	30.45	15.03
		2020	£M	2.752	3.519	4.334				5.622	9.957	7.957	1.881	0.833	0.801	37.65	-52.6%			10.60		23.54	3.515
		2021	£M			0.497	6.877	8.152	11.62	14.20	15.66	12.49	10.06	3.848	5.308	88.71	135.6%			0.497	26.65	42.35	19.21

ECONOMIC IMPACT - INDEXED TO 2021														NON-SERVICED ACCOMMODATION				
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021					
Non-Serviced		£M	60.23	61.73	50.82	46.72	44.13	48.60	48.70	59.41	72.12	79.49	37.65	88.71				
All Visitor Types		£M	202.60	210.34	195.76	197.88	201.93	215.30	216.34	234.10	248.54	255.03	82.28	182.79				
Share of Total		%	29.7%	29.3%	26.0%	23.6%	21.9%	22.6%	22.5%	25.4%	29.0%	31.2%	45.8%	48.5%				
Annual Change in Share		%		-1.3%	-11.5%	-9.1%	-7.4%	3.3%	-0.3%	12.7%	14.3%	7.4%	46.8%	6.0%				
Change in Share from 2010		%		-1.3%	-12.7%	-20.6%	-26.5%	-24.1%	-24.3%	-14.6%	-2.4%	4.8%	53.9%	63.2%				
Avg Ann. Change in Share		%		-1.3%	-6.3%	-6.9%	-6.6%	-4.8%	-4.0%	-2.1%	-0.3%	0.5%	5.4%	5.7%				

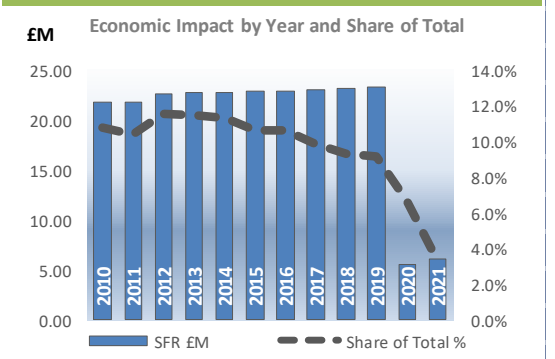


STEAM FINAL TREND REPORT FOR 2010-2021
MONMOUTHSHIRE COUNTY COUNCIL

ECONOMIC IMPACT BY:													2010 to 2021 2021 Prices		SFR	ECONOMIC IMPACT Indexed															
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																
KEY													TOTAL						% Change												
An increase of 3% or more													ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES		Annual 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	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2010 to 2021													-100.0%	-100.0%	-100.0%	-100.0%	-89.2%	-89.2%	-45.9%	-45.9%	-45.9%	-45.9%	-45.9%	-45.9%	-72.0%			-94.2%	-45.9%	-45.9%	
% Change 2020 to 2021													-100.0%	-100.0%	-100.0%				403.6%	403.6%					10.7%				536.9%		
Average Annual Change													-9.1%	-9.1%	-9.1%	-9.1%	-8.1%	-8.1%	-4.2%	-4.2%	-4.2%	-4.2%	-4.2%	-4.2%	-6.5%			-8.6%	-4.2%	-4.2%	
2010	£M	3.031	1.018	1.159	2.764	1.778	1.370	2.223	2.353	1.212	1.211	0.943	2.732	21.80		5.208	5.913	5.788	4.886												
2011	£M	3.035	1.020	1.160	2.768	1.780	1.371	2.225	2.356	1.213	1.212	0.945	2.735	21.82	0.1%	5.214	5.919	5.795	4.892												
2012	£M	3.145	1.057	1.202	2.868	1.845	1.421	2.306	2.441	1.258	1.256	0.979	2.835	22.61	3.6%	5.404	6.134	6.005	5.070												
2013	£M	3.158	1.061	1.207	2.880	1.853	1.427	2.316	2.451	1.263	1.261	0.983	2.846	22.71	0.4%	5.426	6.159	6.030	5.090												
2014	£M	3.172	1.066	1.213	2.893	1.861	1.434	2.326	2.463	1.269	1.267	0.987	2.859	22.81	0.5%	5.451	6.188	6.058	5.114												
2015	£M	3.181	1.069	1.216	2.901	1.866	1.437	2.332	2.469	1.272	1.271	0.990	2.867	22.87	0.3%	5.465	6.204	6.073	5.127												
2016	£M	3.186	1.070	1.218	2.905	1.869	1.440	2.336	2.473	1.274	1.273	0.992	2.871	22.91	0.2%	5.473	6.214	6.083	5.135												
2017	£M	3.198	1.075	1.222	2.917	1.876	1.445	2.345	2.483	1.279	1.278	0.995	2.883	23.00	0.4%	5.495	6.238	6.107	5.156												
2018	£M	3.224	1.083	1.232	2.940	1.891	1.457	2.364	2.503	1.289	1.288	1.003	2.906	23.18	0.8%	5.539	6.288	6.156	5.197												
2019	£M	3.243	1.090	1.239	2.957	1.902	1.465	2.378	2.517	1.297	1.295	1.009	2.923	23.32	0.6%	5.572	6.325	6.192	5.228												
2020	£M	3.254	1.094	0.681				0.239	0.253					5.520	-76.3%	5.029		0.491													
2021	£M					0.192	0.148	1.202	1.272	0.655	0.655	0.510	1.477	6.112	10.7%		0.340	3.129	2.642												

ECONOMIC IMPACT - INDEXED TO 2021

SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
SFR	£M	21.80	21.82	22.61	22.71	22.81	22.87	22.91	23.00	23.18	23.32	5.520	6.112
All Visitor Types	£M	202.60	210.34	195.76	197.88	201.93	215.30	216.34	234.10	248.54	255.03	82.28	182.79
Share of Total	%	10.8%	10.4%	11.6%	11.5%	11.3%	10.6%	10.6%	9.8%	9.3%	9.1%	6.7%	3.3%
Annual Change in Share	%		-3.6%	11.3%	-0.7%	-1.6%	-6.0%	-0.3%	-7.2%	-5.1%	-2.0%	-26.6%	-50.2%
Change in Share from 2010	%		-3.6%	7.4%	6.7%	5.0%	-1.3%	-1.6%	-8.7%	-13.3%	-15.0%	-37.6%	-68.9%
Avg Ann. Change in Share	%		-3.6%	3.7%	2.2%	1.3%	-0.3%	-0.3%	-1.2%	-1.7%	-1.7%	-3.8%	-6.3%



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