



STEAM REPORT FOR 2014-2025 - FINAL

Final

MONMOUTHSHIRE COUNTY COUNCIL

Global Tourism Solutions (UK) Ltd

71 Heol Gwys

Upper Cwmtwrch

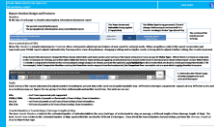
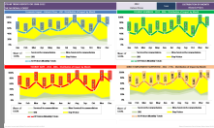
Swansea

SA9 2XH

Telephone: 0798 445 5388

Email: cathryn.j@gtsuk.co.uk

Website: www.globaltourismsolutions.co.uk

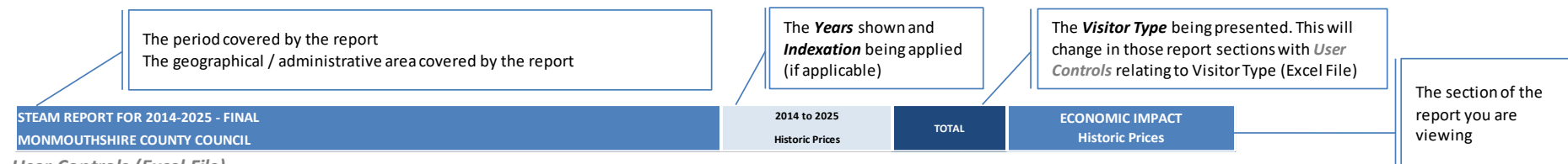
REPORT SECTIONS  Page	USER GUIDE  3	COMPARATIVE HEADLINES  4	KEY MEASURES  5-11
KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE	DISTRIBUTION OF IMPACT: <i>by Visitor Type</i>  13	DISTRIBUTION OF IMPACT: <i>by Month</i>  14	DISTRIBUTION OF IMPACT: <i>by Sector</i>  15
UNINDEXED ECONOMIC IMPACT  16-22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



Report Section Design and Features

Headers

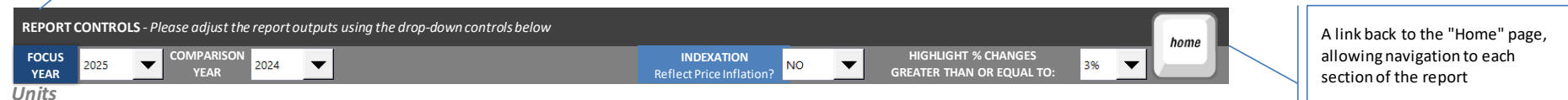
At the top of each page is a band containing key information about your report



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 REPORT FOR 2014-2025 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

Comparing 2025 and 2024

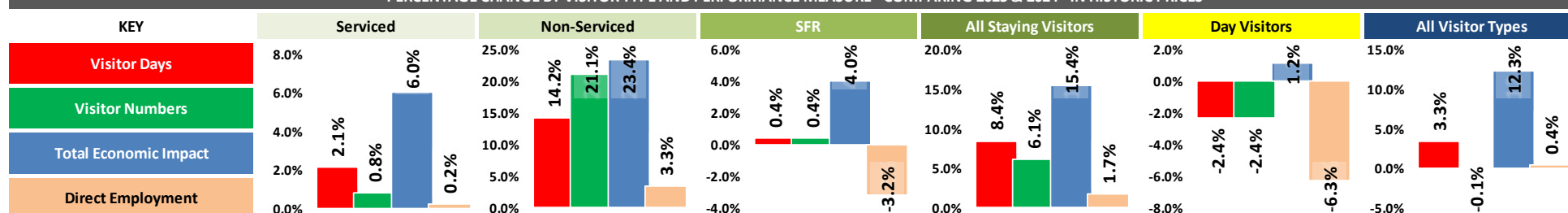
All £'s Historic Prices

COMPARATIVE HEADLINES

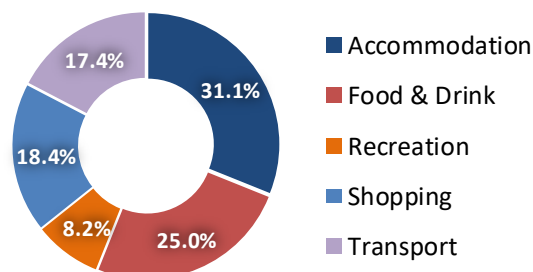
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - IN HISTORIC PRICES

KEY													Day Visitors			All Visitor Types			
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors								
Less than 3% change		Serviced			Non-Serviced			Staying with Friends and Relatives (SFR)			All Staying Visitors								
A Fall of 3% or more		2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %
Visitor Days	M	0.498	0.488	2.1%	1.168	1.023	14.2%	0.349	0.348	0.4%	2.016	1.859	8.4%	1.634	1.674	-2.4%	3.650	3.533	3.3%
Visitor Numbers	M	0.303	0.301	0.8%	0.198	0.164	21.1%	0.147	0.146	0.4%	0.648	0.611	6.1%	1.634	1.674	-2.4%	2.282	2.284	-0.1%
Direct Expenditure	£M																293.94	262.76	11.9%
Economic Impact	£M	98.89	93.25	6.0%	187.41	151.88	23.4%	31.26	30.05	4.0%	317.56	275.18	15.4%	78.14	77.22	1.2%	395.70	352.41	12.3%
Direct Employment	FTEs	865	863	0.2%	1,337	1,294	3.3%	176	182	-3.2%	2,378	2,339	1.7%	436	466	-6.3%	2,814	2,804	0.4%
Total Employment	FTEs															3,475	3,422	1.5%	

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2025 & 2024 - IN HISTORIC PRICES



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



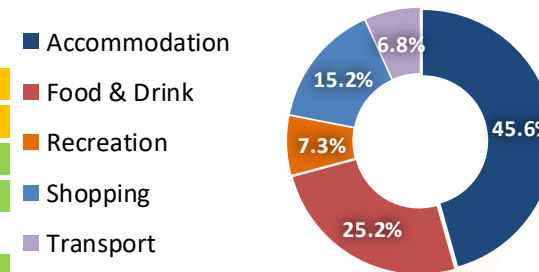
Direct Expenditure Categories

	2025	2024	+/- %
Accommodation	91.39	76.48	19.5%
Food & Drink	73.39	67.58	8.6%
Recreation	24.21	22.22	8.9%
Shopping	53.94	49.72	8.5%
Transport	51.01	46.76	9.1%
TOTAL DIRECT	293.94	262.76	11.9%
Indirect	101.76	89.64	13.5%
TOTAL	395.70	352.41	12.3%

Sectors

	2025	2024	+/- %
Accommodation	1,285	1,282	0.2%
Food & Drink	708	732	-3.2%
Recreation	204	221	-7.7%
Shopping	427	390	9.4%
Transport	191	180	5.9%
TOTAL DIRECT	2,814	2,804	0.4%
Indirect	660	618	6.9%
TOTAL	3,475	3,422	1.5%

Sectoral Distribution of Employment - FTEs



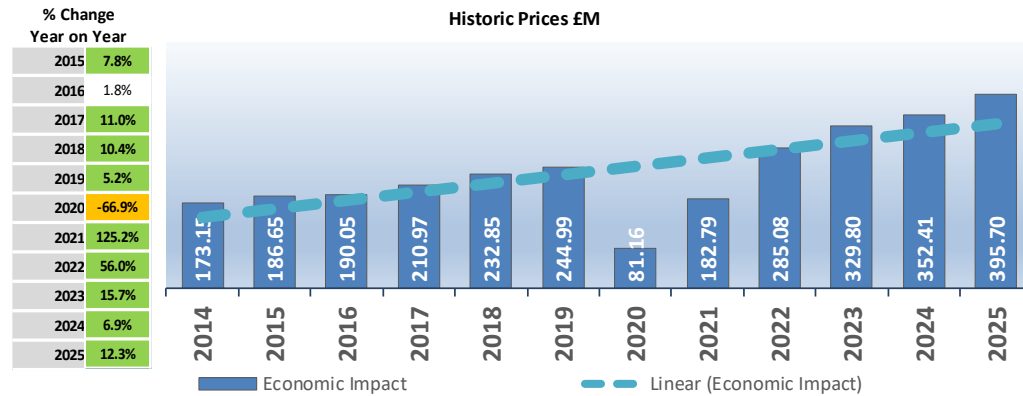
Direct Employment Categories

Unindexed Key Measures by Year and Visitor Type for the Period 2014 to 2025

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

STEAM REPORT FOR 2014-2025 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

Economic Impact - Historic Prices - Total



2014 to 2025

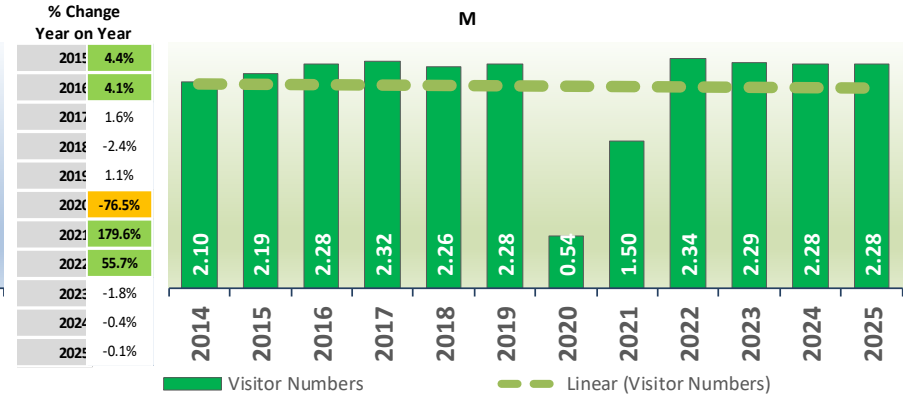
Historic Prices

TOTAL

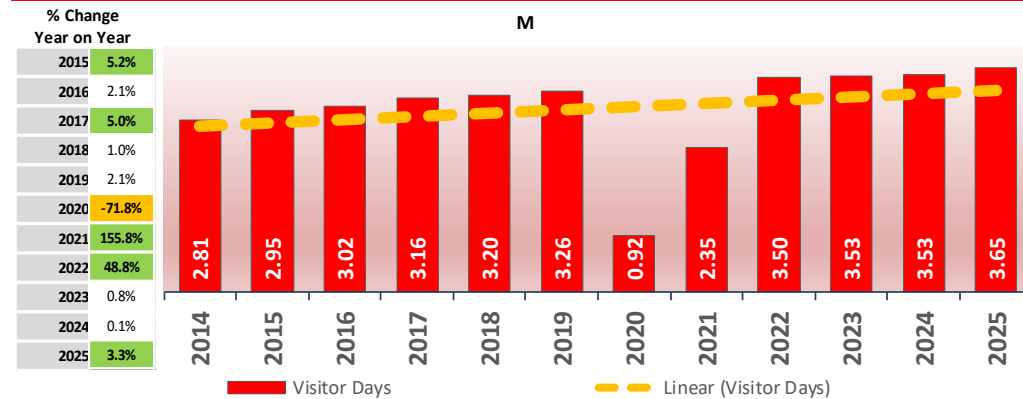
KEY MEASURES

Historic Prices

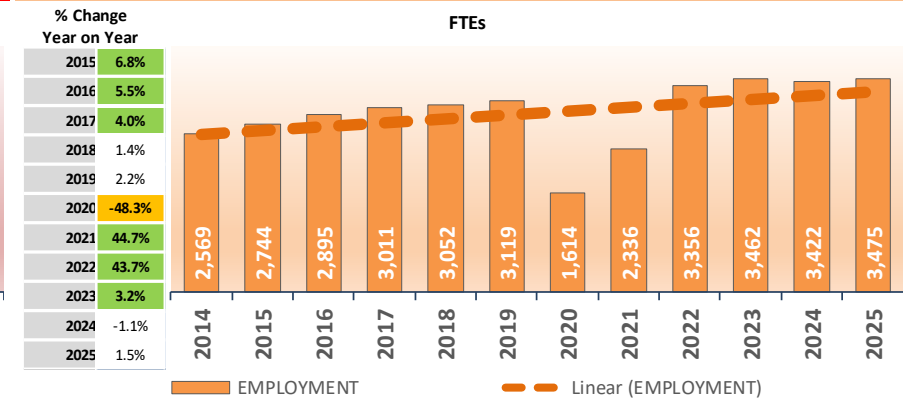
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total

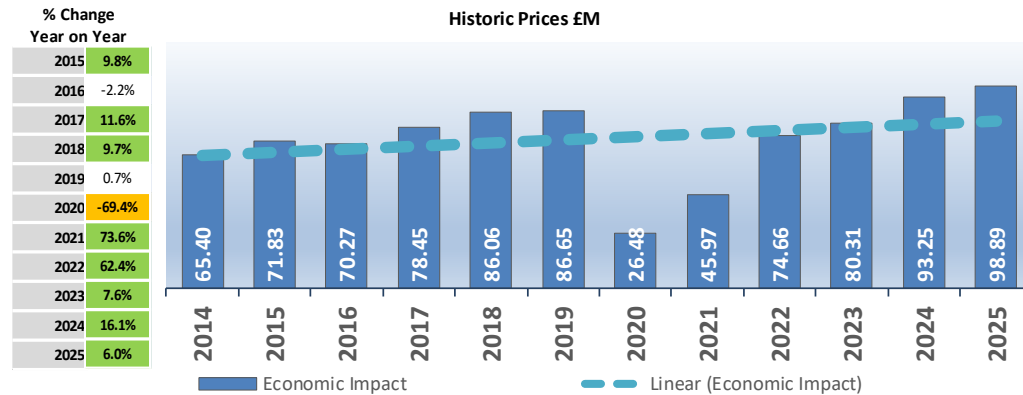


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		7.8%	9.8%	21.8%	34.5%	41.5%	-53.1%	5.6%	64.6%	90.5%	103.5%	128.5%
Visitor Numbers		4.4%	8.7%	10.4%	7.8%	8.9%	-74.4%	-28.5%	11.3%	9.4%	8.9%	8.8%
Visitor Days		5.2%	7.4%	12.8%	13.9%	16.3%	-67.2%	-16.2%	24.7%	25.7%	25.9%	30.0%
Total Employment		6.8%	12.7%	17.2%	18.8%	21.4%	-37.2%	-9.1%	30.6%	34.8%	33.2%	35.3%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

Economic Impact - Historic Prices - Serviced Accommodation

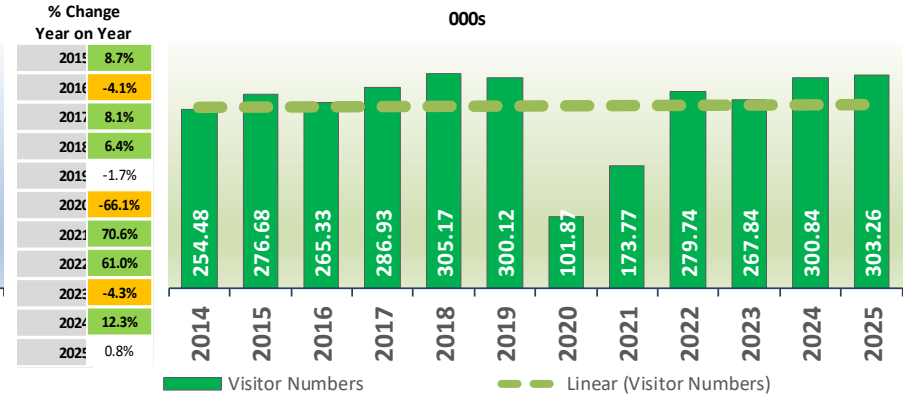


2014 to 2025
Historic Prices

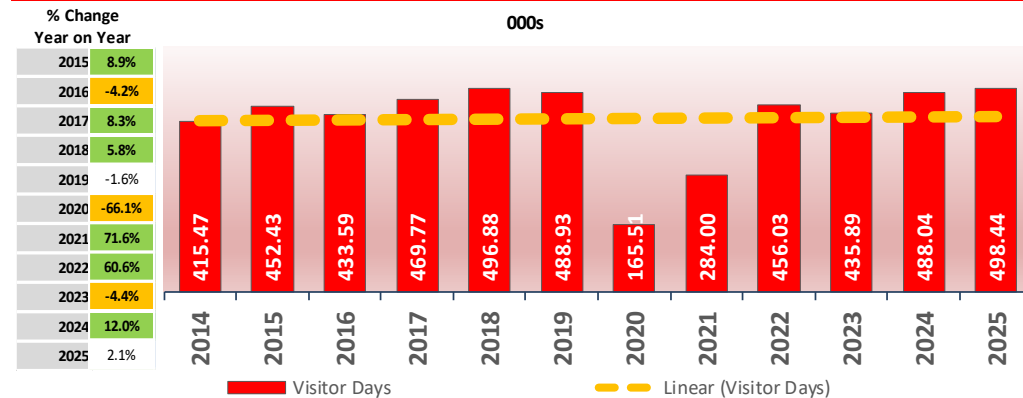
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

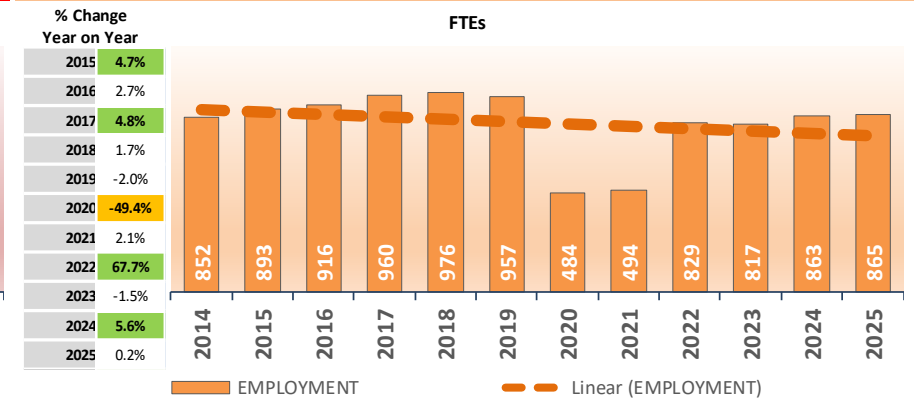
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		9.8%	7.4%	20.0%	31.6%	32.5%	-59.5%	-29.7%	14.2%	22.8%	42.6%	51.2%
Visitor Numbers		8.7%	4.3%	12.8%	19.9%	17.9%	-60.0%	-31.7%	9.9%	5.3%	18.2%	19.2%
Visitor Days		8.9%	4.4%	13.1%	19.6%	17.7%	-60.2%	-31.6%	9.8%	4.9%	17.5%	20.0%
Direct Employment		4.7%	7.5%	12.7%	14.5%	12.2%	-43.2%	-42.0%	-2.8%	-4.2%	1.2%	1.4%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

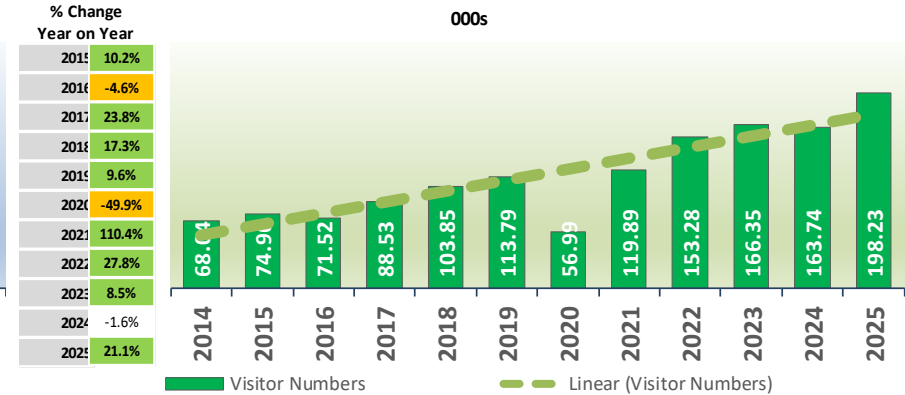
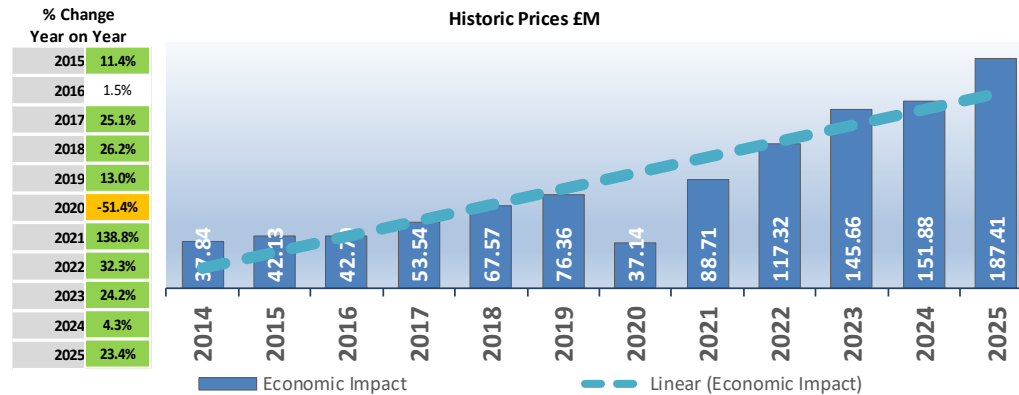
2014 to 2025
Historic Prices

NON-SERVED
ACCOMMODATION

KEY MEASURES
Historic Prices

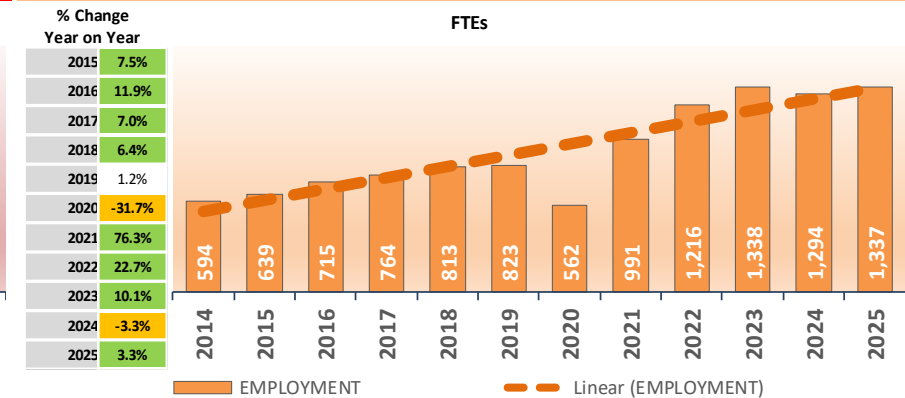
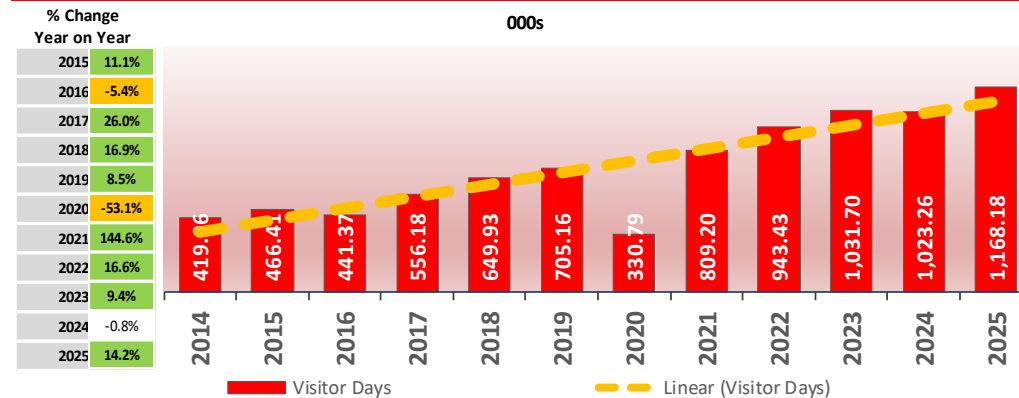
Economic Impact - Historic Prices - Non-Served Accommodation

Visitor Numbers - Non-Served Accommodation



Visitor Days - Non-Served Accommodation

Direct Employment Supported - Non-Served Accommodation

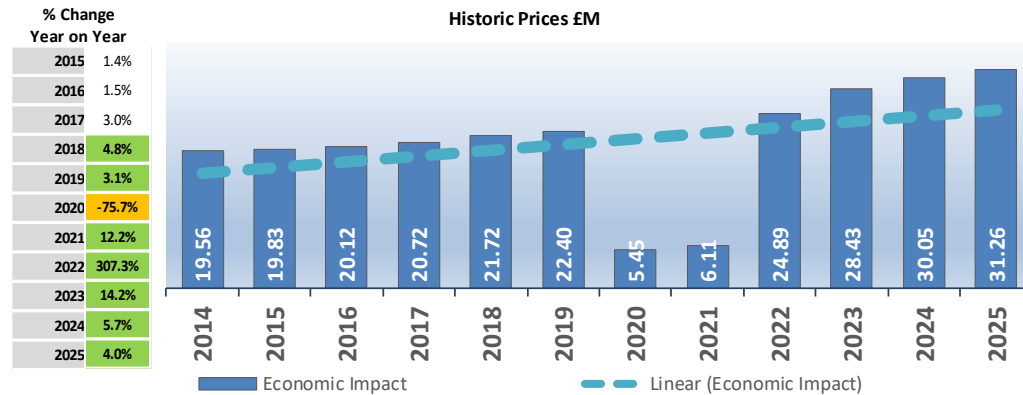


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		11.4%	13.1%	41.5%	78.6%	101.8%	-1.8%	134.4%	210.1%	284.9%	301.4%	395.3%
Visitor Numbers		10.2%	5.1%	30.1%	52.6%	67.2%	-16.2%	76.2%	125.3%	144.5%	140.7%	191.3%
Visitor Days		11.1%	5.1%	32.4%	54.8%	67.9%	-21.2%	92.7%	124.6%	145.7%	143.7%	178.2%
Direct Employment		7.5%	20.3%	28.6%	36.9%	38.5%	-5.4%	66.8%	104.6%	125.2%	117.8%	125.0%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

Economic Impact - Historic Prices - SFR



2014 to 2025

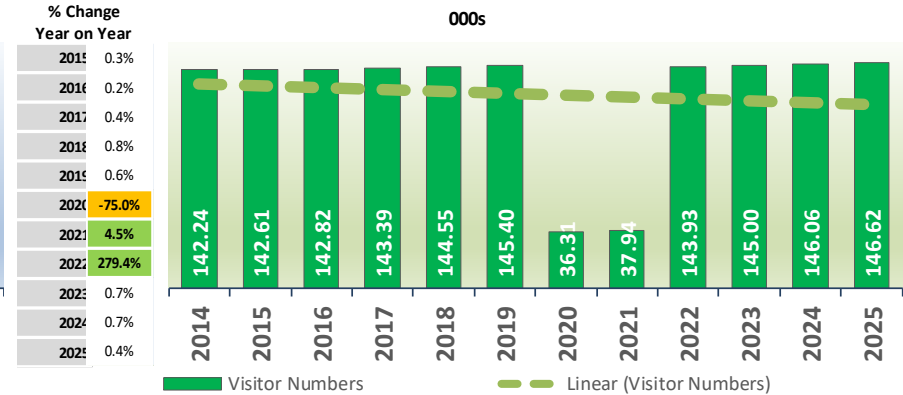
Historic Prices

SFR

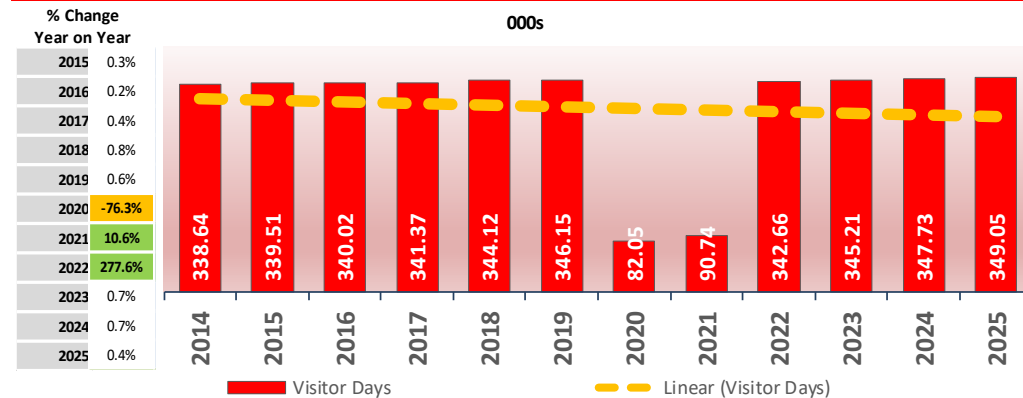
KEY MEASURES

Historic Prices

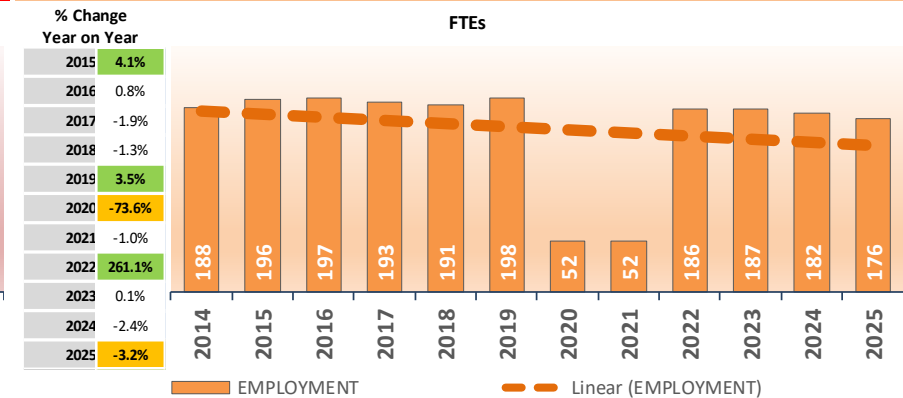
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR

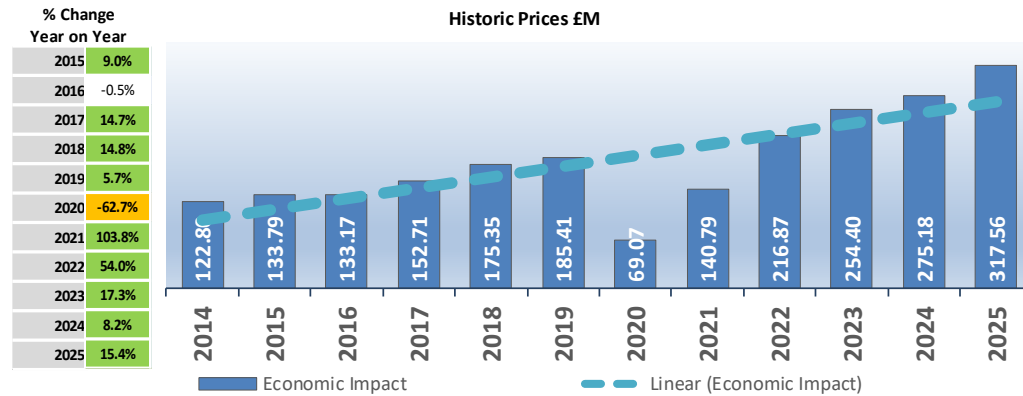


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		1.4%	2.9%	6.0%	11.0%	14.5%	-72.2%	-68.8%	27.3%	45.4%	53.7%	59.8%
Visitor Numbers		0.3%	0.4%	0.8%	1.6%	2.2%	-74.5%	-73.3%	1.2%	1.9%	2.7%	3.1%
Visitor Days		0.3%	0.4%	0.8%	1.6%	2.2%	-75.8%	-73.2%	1.2%	1.9%	2.7%	3.1%
Direct Employment		4.1%	4.9%	2.8%	1.5%	5.1%	-72.3%	-72.6%	-0.9%	-0.8%	-3.1%	-6.3%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

Economic Impact - Historic Prices - Staying Visitor

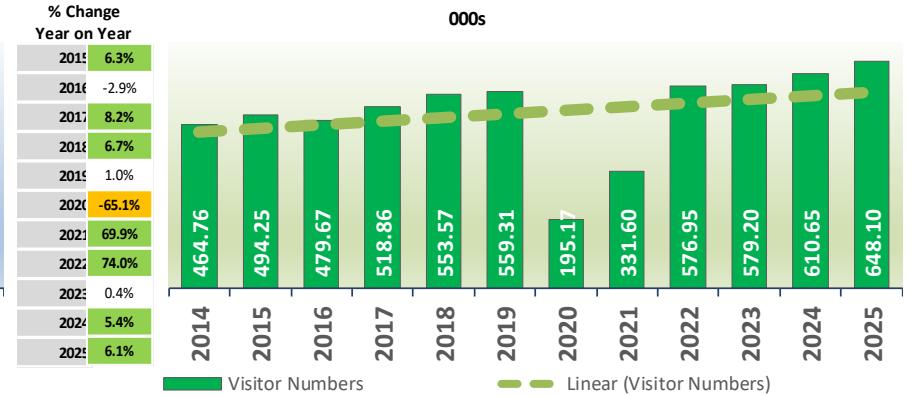


2014 to 2025
Historic Prices

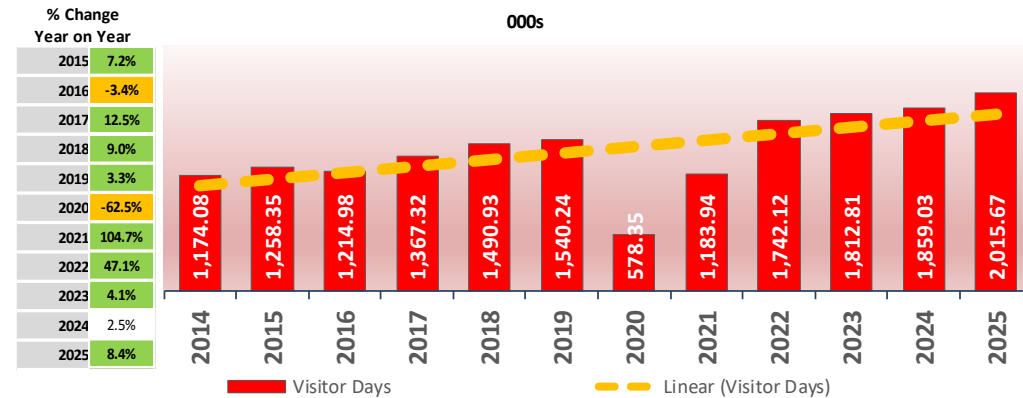
STAYING VISITOR

KEY MEASURES
Historic Prices

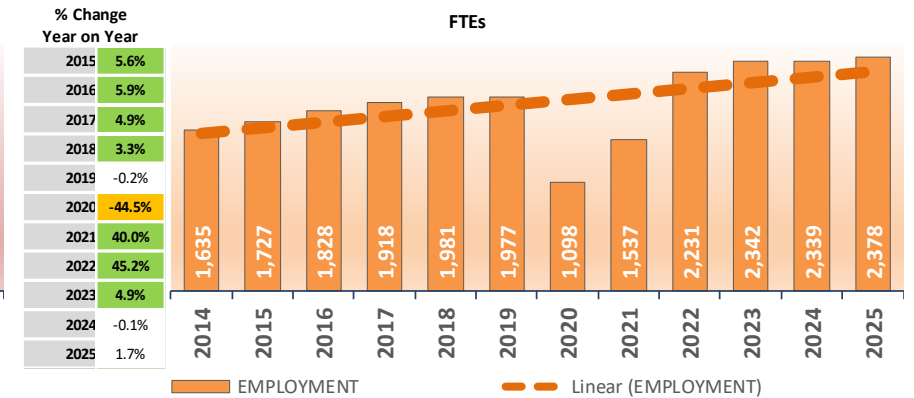
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor

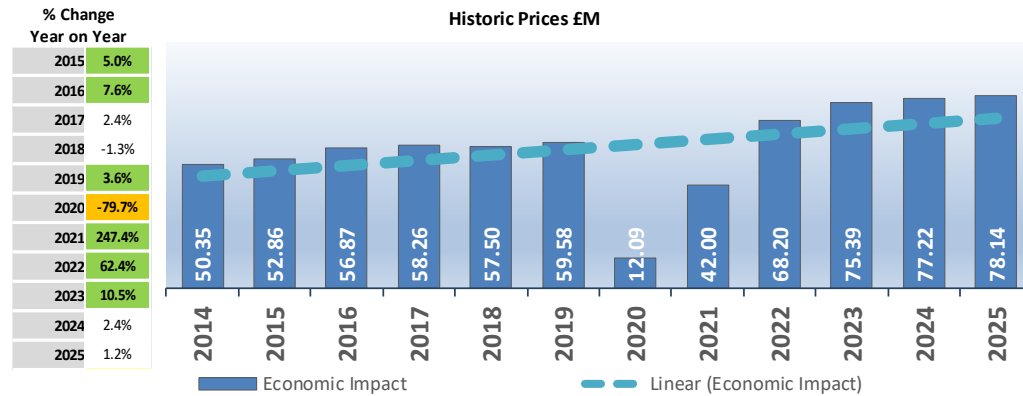


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		9.0%	8.5%	24.4%	42.8%	51.0%	-43.7%	14.7%	76.6%	107.2%	124.1%	158.6%
Visitor Numbers		6.3%	3.2%	11.6%	19.1%	20.3%	-58.0%	-28.7%	24.1%	24.6%	31.4%	39.4%
Visitor Days		7.2%	3.5%	16.5%	27.0%	31.2%	-50.7%	0.8%	48.4%	54.4%	58.3%	71.7%
Direct Employment		5.6%	11.8%	17.3%	21.2%	21.0%	-32.8%	-6.0%	36.5%	43.2%	43.1%	45.5%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

Economic Impact - Historic Prices - Day Visitor



2014 to 2025

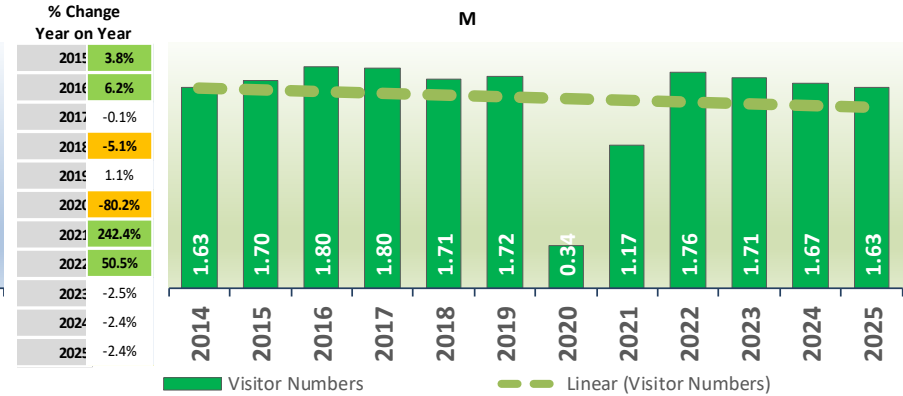
Historic Prices

DAY VISITOR

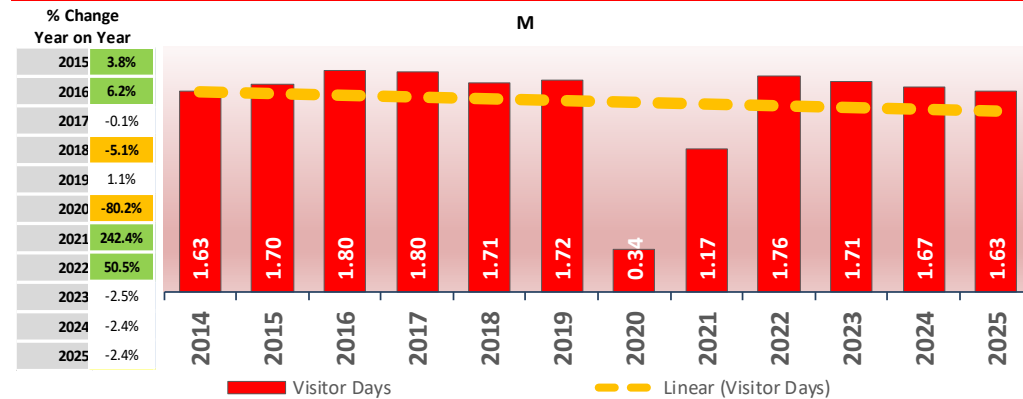
KEY MEASURES

Historic Prices

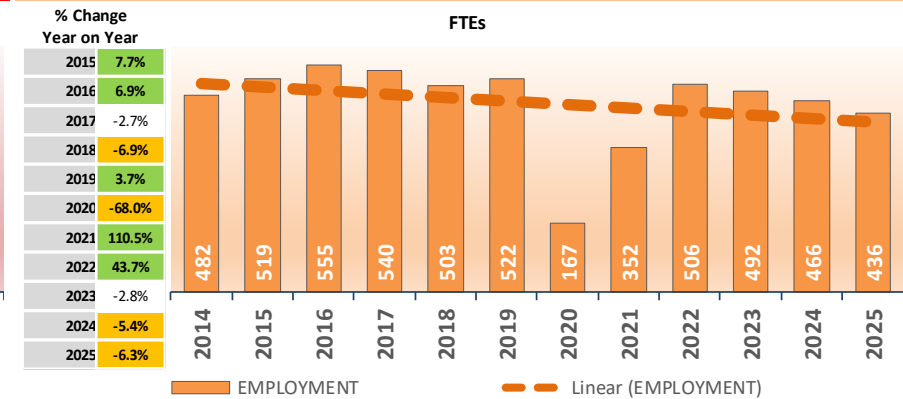
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor

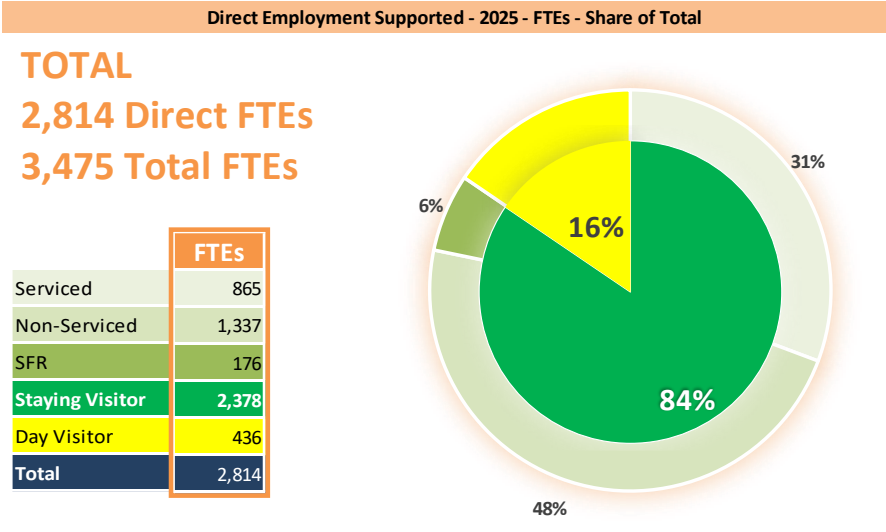
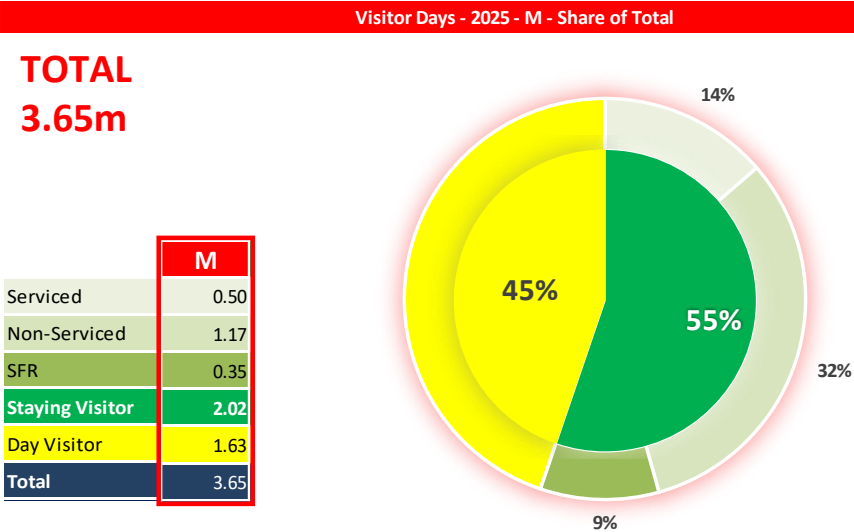
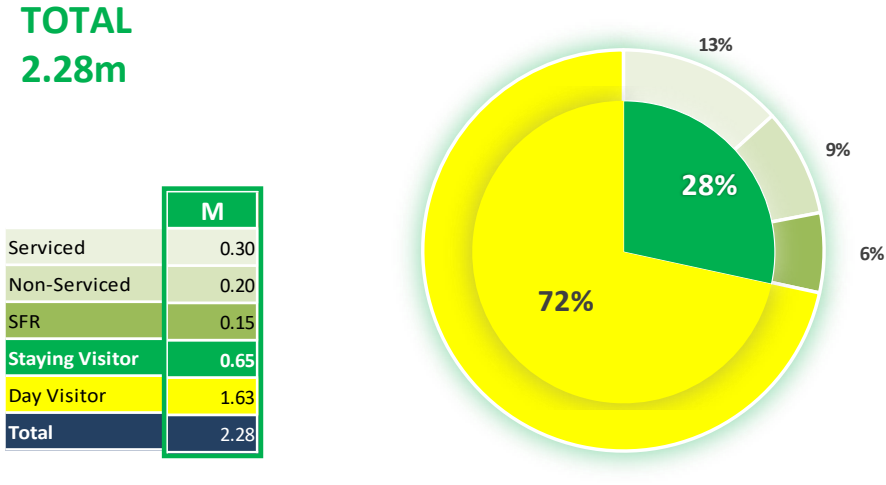
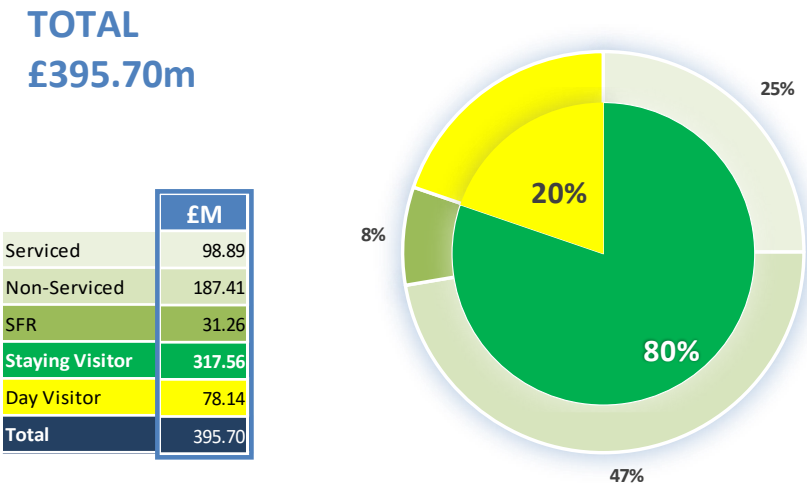


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		5.0%	13.0%	15.7%	14.2%	18.3%	-76.0%	-16.6%	35.5%	49.7%	53.4%	55.2%
Visitor Numbers		3.8%	10.2%	10.1%	4.5%	5.6%	-79.1%	-28.5%	7.7%	5.0%	2.5%	0.1%
Visitor Days		3.8%	10.2%	10.1%	4.5%	5.6%	-79.1%	-28.5%	7.7%	5.0%	2.5%	0.1%
Direct Employment		7.7%	15.1%	12.1%	4.4%	8.2%	-65.3%	-27.0%	4.9%	2.1%	-3.4%	-9.5%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2014 to 2025

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



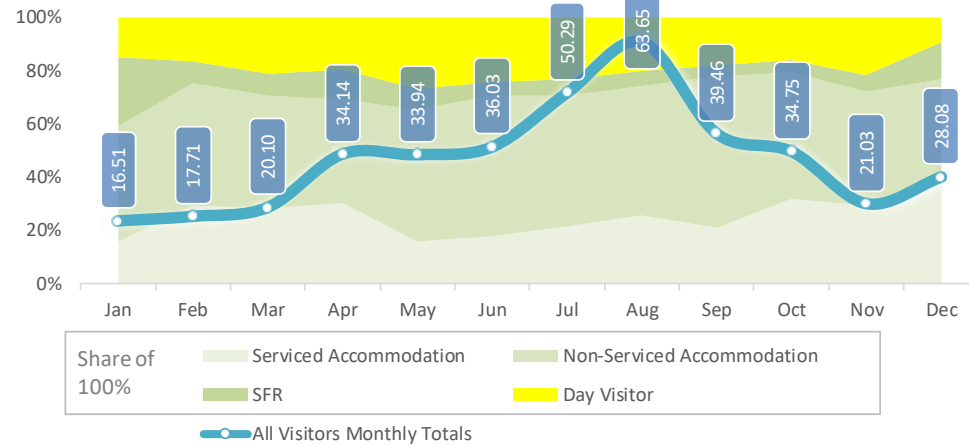
STEAM REPORT FOR 2014-2025 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

2025
Historic Prices

TOTAL

DISTRIBUTION BY MONTH
Historic Prices

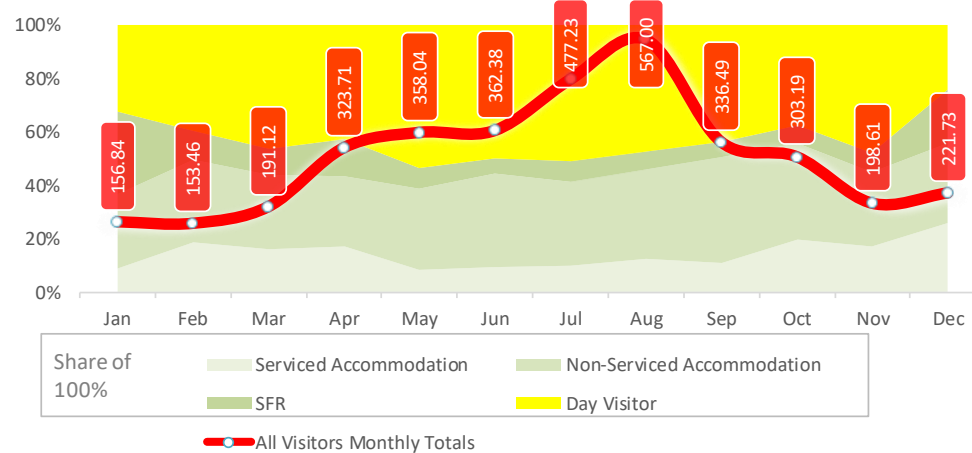
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



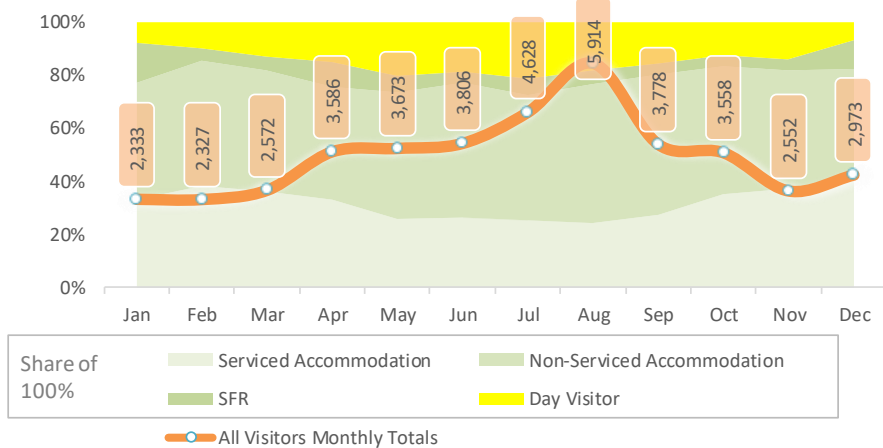
Visitor Numbers - 2025 - 000s - Distribution of Impact by Month



Visitor Days - 2025 - 000s - Distribution of Impact by Month

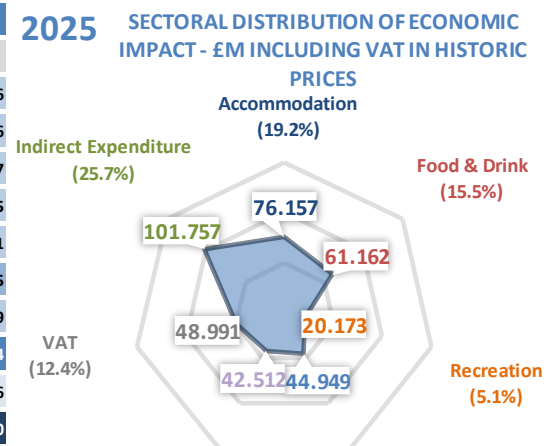


Direct Employment Supported - 2025 - FTEs - Distribution of Impact by Month



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

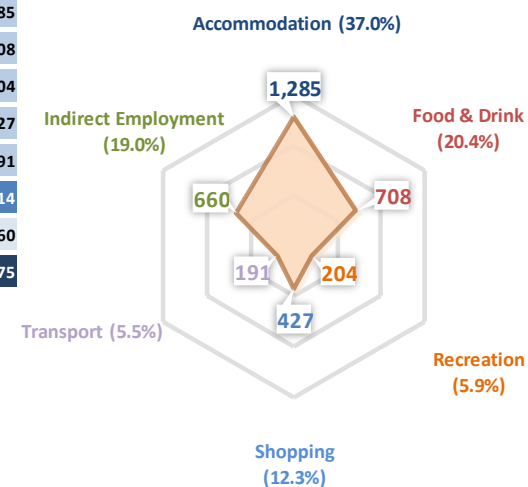
SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	£M	29.65	32.38	33.27	39.21	47.07	51.01	19.68	35.51	50.85	57.22	63.73	76.16
Food & Drink	£M	28.84	31.01	31.27	34.01	36.23	37.54	12.58	30.65	46.30	53.14	56.32	61.16
Recreation	£M	9.365	10.07	10.15	11.06	11.80	12.24	4.131	10.13	15.22	17.53	18.52	20.17
Shopping	£M	21.51	23.04	23.32	25.12	26.54	27.43	8.511	21.28	33.94	39.45	41.43	44.95
Transport	£M	19.96	21.44	21.65	23.30	24.57	25.30	7.991	20.46	31.86	37.30	38.97	42.51
Direct Revenue	£M	109.32	117.93	119.66	132.70	146.21	153.52	52.90	118.03	178.17	204.64	218.97	244.95
VAT	£M	21.86	23.59	23.93	26.54	29.24	30.70	7.493	17.84	34.47	40.93	43.79	48.99
Direct Expenditure	£M	131.19	141.52	143.60	159.24	175.45	184.23	60.39	135.87	212.64	245.57	262.76	293.94
Indirect Expenditure	£M	41.96	45.14	46.45	51.73	57.40	60.76	20.77	46.93	72.43	84.23	89.64	101.76
TOTAL	£M	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08	329.80	352.41	395.70



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

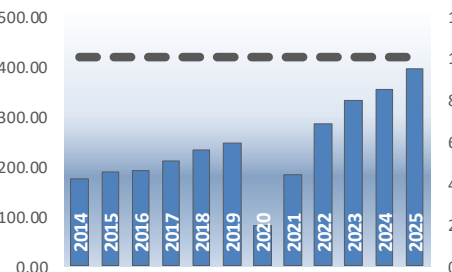
SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	876	879	1,012	1,046	1,069	1,035	562	793	1,206	1,271	1,282	1,285
Food & Drink	FTEs	607	675	672	670	695	687	285	549	727	746	732	708
Recreation	FTEs	174	179	192	208	195	217	96	159	221	226	221	204
Shopping	FTEs	318	355	349	367	362	386	227	263	401	404	390	427
Transport	FTEs	142	158	159	167	163	175	96	124	182	186	180	191
Direct Employment	FTEs	2,117	2,246	2,383	2,458	2,484	2,499	1,265	1,889	2,737	2,834	2,804	2,814
Indirect Employment	FTEs	452	498	512	552	569	620	348	447	618	629	618	660
TOTAL	FTEs	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356	3,462	3,422	3,475

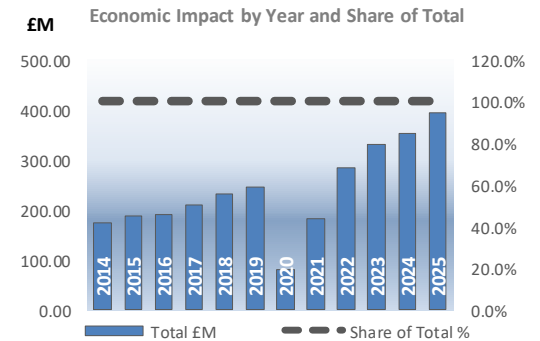
2025 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

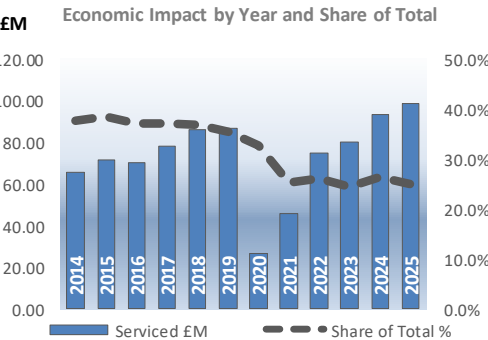


Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2014 to 2025

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

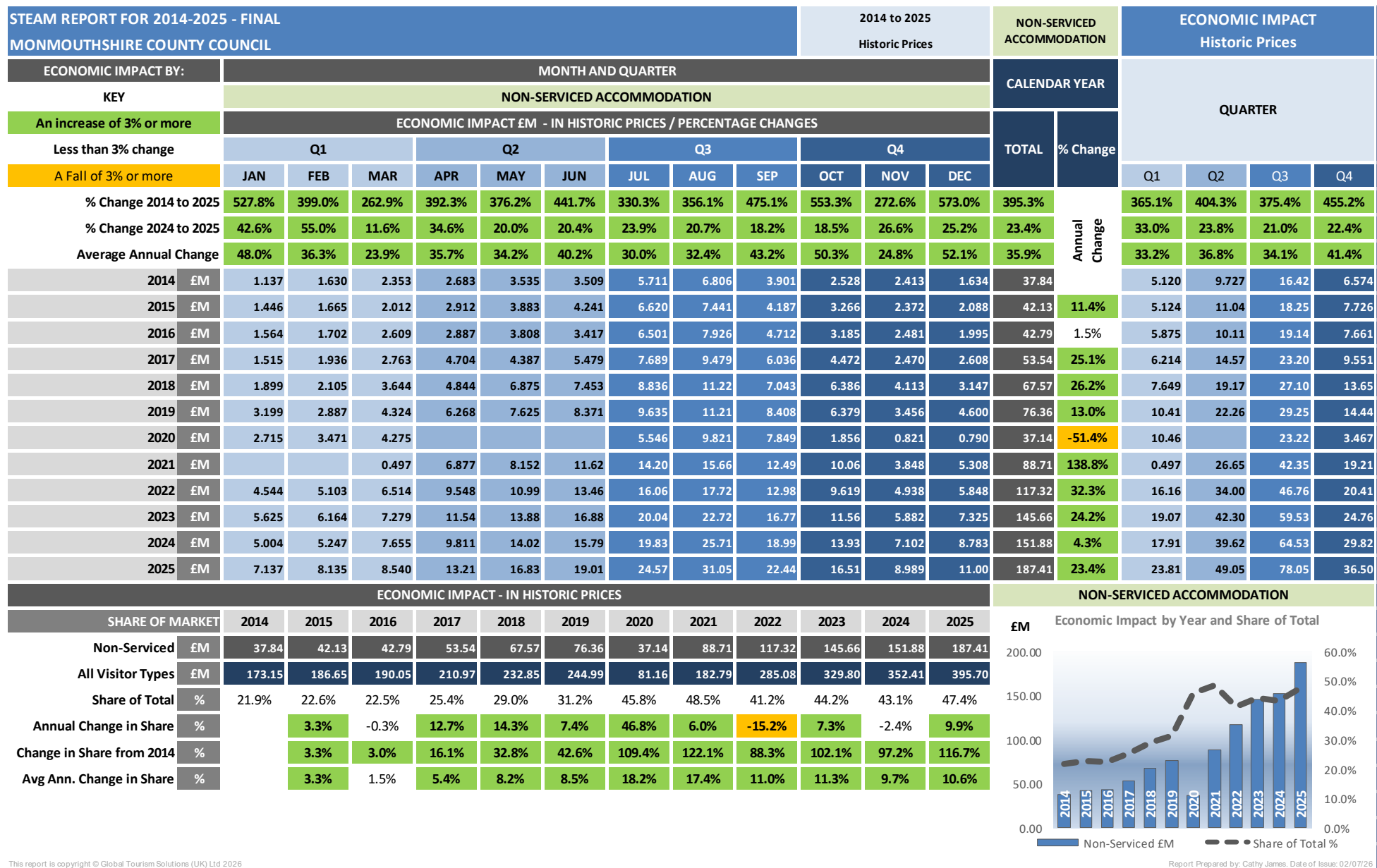
STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL											2014 to 2025 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		101.0%	100.1%	85.2%	115.4%	151.6%	145.5%	138.9%	129.0%	146.6%	144.8%	123.5%	120.2%	128.5%	Annual Change	94.5%	136.5%	136.6%	130.6%
% Change 2024 to 2025		15.0%	16.7%	4.9%	18.4%	12.3%	11.0%	12.4%	10.3%	10.6%	16.1%	15.1%	8.7%	12.3%		11.6%	13.8%	11.0%	13.3%
Average Annual Change		9.2%	9.1%	7.7%	10.5%	13.8%	13.2%	12.6%	11.7%	13.3%	13.2%	11.2%	10.9%	11.7%		8.6%	12.4%	12.4%	11.9%
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		27.92	44.02	64.84	36.36
2015	£M	8.813	9.485	11.24	17.05	14.71	15.42	22.95	29.40	16.96	17.53	9.659	13.42	186.65	7.8%	29.54	47.18	69.31	40.61
2016	£M	8.673	8.867	12.66	16.97	13.54	16.33	23.38	32.14	17.86	15.36	9.910	14.36	190.05	1.8%	30.20	46.84	73.38	39.62
2017	£M	9.151	9.681	12.58	20.27	15.13	18.90	24.83	34.78	20.31	18.32	11.40	15.62	210.97	11.0%	31.41	54.30	79.92	45.34
2018	£M	10.04	11.12	13.03	20.63	18.84	21.73	27.11	36.25	22.10	20.25	13.83	17.92	232.85	10.4%	34.19	61.20	85.46	52.00
2019	£M	12.18	12.42	13.55	24.42	20.04	21.42	27.45	36.24	24.06	20.44	13.10	19.67	244.99	5.2%	38.15	65.88	87.75	53.21
2020	£M	11.06	11.31	8.363				6.952	21.23	13.42	5.018	1.467	2.349	81.16	-66.9%	30.73		41.60	8.833
2021	£M			0.497	10.19	12.91	20.76	28.74	37.98	23.35	22.47	11.01	14.90	182.79	125.2%	0.497	43.86	90.06	48.37
2022	£M	13.39	13.16	16.91	26.66	23.83	28.62	35.47	42.82	27.46	23.04	14.51	19.21	285.08	56.0%	43.46	79.11	105.74	56.76
2023	£M	16.13	16.38	18.93	30.79	27.91	33.21	41.40	48.82	32.60	24.58	16.13	22.91	329.80	15.7%	51.45	91.90	122.82	63.62
2024	£M	14.35	15.17	19.17	28.82	30.24	32.46	44.74	57.72	35.69	29.94	18.27	25.84	352.41	6.9%	48.69	91.52	138.14	74.05
2025	£M	16.51	17.71	20.10	34.14	33.94	36.03	50.29	63.65	39.46	34.75	21.03	28.08	395.70	12.3%	54.32	104.11	153.41	83.86
ECONOMIC IMPACT - IN HISTORIC PRICES														TOTAL					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M	Economic Impact by Year and Share of Total				
Total	£M	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08	329.80	352.41	395.70						
All Visitor Types	£M	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08	329.80	352.41	395.70						
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 2014	%																		
Avg Ann. Change in Share	%																		
This report is copyright © Global Tourism Solutions (UK) Ltd 2026																			
Report Prepared by: Cathy James. Date of Issue: 02/07/26																			



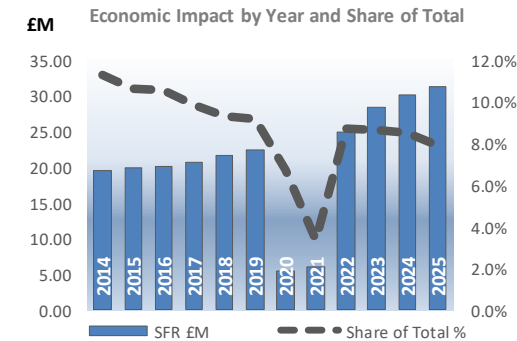
STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2014 to 2025 Historic Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2014 to 2025		-11.3%	25.6%	41.6%	70.2%	44.1%	57.4%	72.1%	58.1%	34.5%	62.9%	60.6%	51.1%	51.2%	Annual Change	Q1	Q2	Q3	Q4	
% Change 2024 to 2025		-8.1%	-7.6%	-3.7%	10.9%	7.5%	7.6%	6.4%	5.9%	5.5%	21.7%	15.8%	-1.2%	6.0%		-6.1%	9.1%	6.0%	10.7%	
Average Annual Change		-1.0%	2.3%	3.8%	6.4%	4.0%	5.2%	6.6%	5.3%	3.1%	5.7%	5.5%	4.6%	4.7%		2.0%	5.4%	5.1%	5.2%	
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		11.09	13.90	22.79	17.62	
2015	£M	2.975	4.354	4.648	6.304	3.975	4.661	7.073	11.11	6.799	8.623	4.024	7.284	71.83		9.8%	11.98	14.94	24.98	19.93
2016	£M	2.761	3.970	4.447	7.740	3.421	4.582	6.952	11.35	6.675	6.519	3.859	7.989	70.27		-2.2%	11.18	15.74	24.98	18.37
2017	£M	2.905	4.203	5.123	7.828	3.719	4.895	7.302	13.69	7.580	7.922	4.652	8.623	78.45		11.6%	12.23	16.44	28.58	21.20
2018	£M	3.273	5.364	5.549	8.779	4.195	5.827	8.609	13.95	7.821	8.065	5.043	9.587	86.06		9.7%	14.19	18.80	30.38	22.69
2019	£M	3.590	5.432	5.800	9.386	4.385	5.456	8.086	13.43	8.177	8.199	5.084	9.625	86.65		0.7%	14.82	19.23	29.69	22.91
2020	£M	2.804	4.149	2.109				0.171	9.309	5.022	2.008		0.911	26.48		-69.4%	9.063		14.50	2.919
2021	£M					1.332	4.356	6.471	11.47	6.490	6.204	3.422	6.223	45.97		73.6%		5.688	24.43	15.85
2022	£M	2.555	4.443	4.949	8.510	3.942	5.056	7.141	11.69	6.581	7.092	4.465	8.227	74.66		62.4%	11.95	17.51	25.42	19.78
2023	£M	3.863	5.250	5.861	9.343	4.108	5.588	6.668	11.49	7.059	6.958	4.653	9.474	80.31		7.6%	14.97	19.04	25.21	21.09
2024	£M	2.839	5.635	5.889	9.310	5.029	5.977	10.20	15.46	7.804	9.069	5.319	10.71	93.25		16.1%	14.36	20.32	33.47	25.10
2025	£M	2.608	5.207	5.669	10.32	5.408	6.430	10.86	16.37	8.236	11.03	6.159	10.59	98.89		6.0%	13.48	22.16	35.46	27.78
ECONOMIC IMPACT - IN HISTORIC PRICES														SERVICED ACCOMMODATION						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M Economic Impact by Year and Share of Total						
Serviced	£M	65.40	71.83	70.27	78.45	86.06	86.65	26.48	45.97	74.66	80.31	93.25	98.89							
All Visitor Types	£M	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08	329.80	352.41	395.70							
Share of Total	%	37.8%	38.5%	37.0%	37.2%	37.0%	35.4%	32.6%	25.1%	26.2%	24.4%	26.5%	25.0%							
Annual Change in Share	%		1.9%	-3.9%	0.6%	-0.6%	-4.3%	-7.7%	-22.9%	4.1%	-7.0%	8.7%	-5.6%							
Change in Share from 2014	%		1.9%	-2.1%	-1.6%	-2.1%	-6.4%	-13.6%	-33.4%	-30.7%	-35.5%	-29.9%	-33.8%							
Avg Ann. Change in Share	%		1.9%	-1.1%	-0.5%	-0.5%	-1.3%	-2.3%	-4.8%	-3.8%	-3.9%	-3.0%	-3.1%							

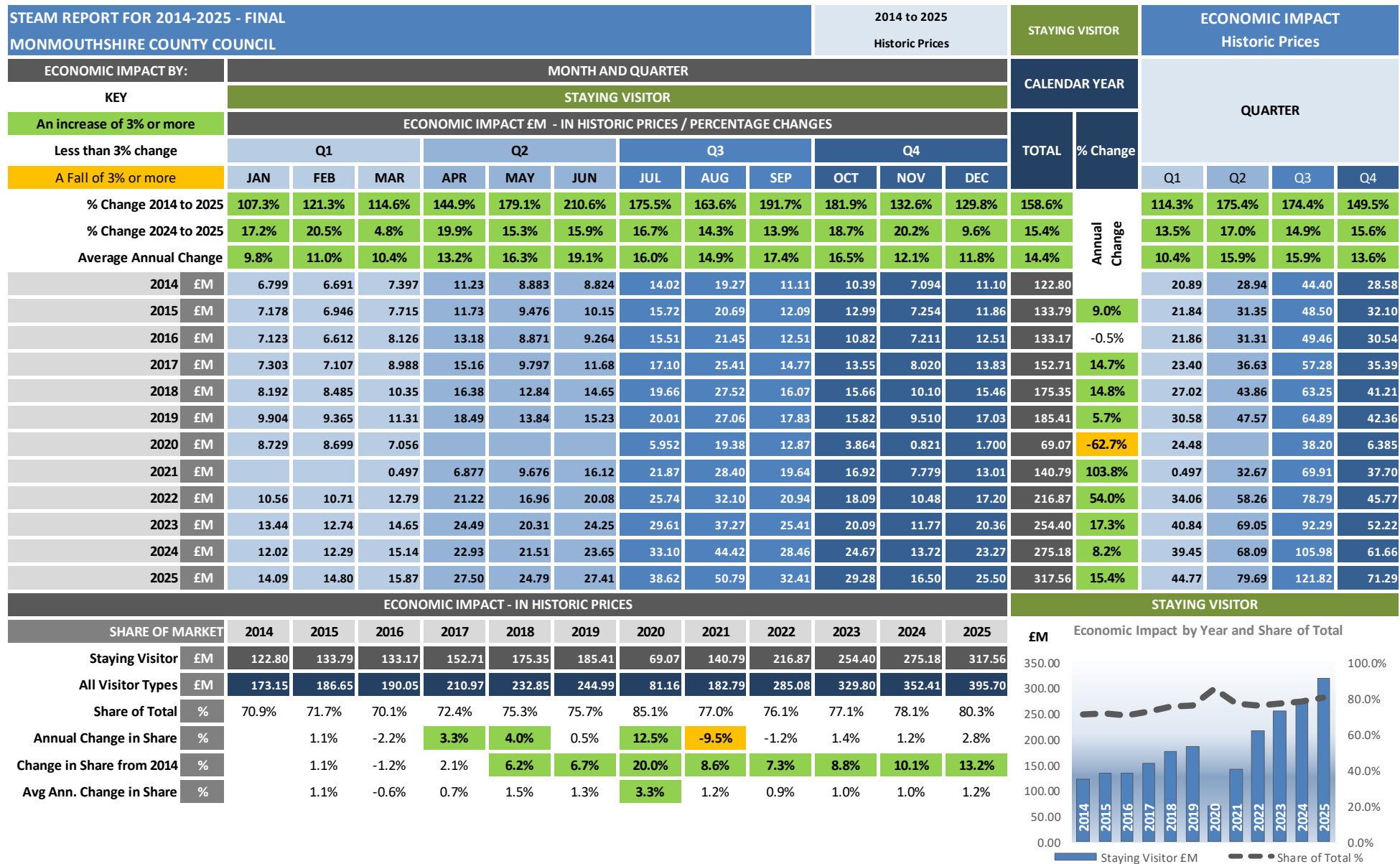
This report is copyright © Global Tourism Solutions (UK) Ltd 2026

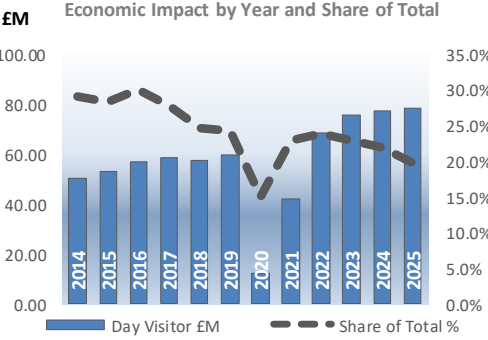
Report Prepared by: Cathy James. Date of Issue: 02/07/26



STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2014 to 2025 Historic Prices			SFR	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		59.8%	59.8%	59.8%	59.8%	59.8%	59.8%	59.8%	59.8%	59.8%	59.8%	59.8%	59.8%	59.8%	Annual Change	59.8%	59.8%	59.8%	59.8%
% Change 2024 to 2025		4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%		4.0%	4.0%	4.0%	4.0%
Average Annual Change		5.4%	5.4%	5.4%	5.4%	5.4%	5.4%	5.4%	5.4%	5.4%	5.4%	5.4%	5.4%	5.4%		5.4%	5.4%	5.4%	5.4%
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		4.674	5.306	5.194	4.385
2015	£M	2.757	0.926	1.054	2.515	1.618	1.246	2.022	2.141	1.103	1.101	0.858	2.485	19.83	1.4%	4.738	5.378	5.265	4.445
2016	£M	2.798	0.940	1.070	2.552	1.642	1.265	2.052	2.172	1.119	1.118	0.871	2.522	20.12	1.5%	4.808	5.459	5.344	4.511
2017	£M	2.882	0.968	1.102	2.629	1.691	1.303	2.114	2.237	1.152	1.151	0.897	2.598	20.72	3.0%	4.952	5.622	5.504	4.646
2018	£M	3.020	1.015	1.154	2.755	1.772	1.365	2.215	2.345	1.208	1.207	0.940	2.722	21.72	4.8%	5.190	5.891	5.767	4.869
2019	£M	3.115	1.047	1.191	2.841	1.828	1.408	2.284	2.418	1.246	1.244	0.970	2.808	22.40	3.1%	5.352	6.076	5.948	5.022
2020	£M	3.210	1.079	0.672				0.235	0.249					5.446	-75.7%	4.961		0.485	
2021	£M					0.192	0.148	1.202	1.272	0.655	0.655	0.510	1.477	6.112	12.2%		0.340	3.129	2.642
2022	£M	3.462	1.163	1.323	3.157	2.031	1.565	2.539	2.687	1.384	1.383	1.078	3.120	24.89	307.3%	5.948	6.753	6.611	5.581
2023	£M	3.954	1.329	1.511	3.606	2.320	1.787	2.900	3.070	1.581	1.580	1.231	3.564	28.43	14.2%	6.794	7.713	7.551	6.374
2024	£M	4.180	1.404	1.598	3.812	2.452	1.889	3.065	3.245	1.671	1.670	1.301	3.767	30.05	5.7%	7.182	8.153	7.981	6.738
2025	£M	4.348	1.461	1.662	3.965	2.551	1.965	3.188	3.375	1.738	1.737	1.353	3.919	31.26	4.0%	7.470	8.481	8.302	7.009
ECONOMIC IMPACT - IN HISTORIC PRICES														SFR					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M Economic Impact by Year and Share of Total					
SFR	£M	19.56	19.83	20.12	20.72	21.72	22.40	5.446	6.112	24.89	28.43	30.05	31.26						
All Visitor Types	£M	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08	329.80	352.41	395.70						
Share of Total	%	11.3%	10.6%	10.6%	9.8%	9.3%	9.1%	6.7%	3.3%	8.7%	8.6%	8.5%	7.9%						
Annual Change in Share	%		-6.0%	-0.3%	-7.2%	-5.1%	-2.0%	-26.6%	-50.2%	161.2%	-1.3%	-1.1%	-7.4%						
Change in Share from 2014	%		-6.0%	-6.3%	-13.0%	-17.4%	-19.1%	-40.6%	-70.4%	-22.7%	-23.7%	-24.5%	-30.1%						
Avg Ann. Change in Share	%		-6.0%	-3.1%	-4.3%	-4.4%	-3.8%	-6.8%	-10.1%	-2.8%	-2.6%	-2.5%	-2.7%						
This report is copyright © Global Tourism Solutions (UK) Ltd 2026														Report Prepared by: Cathy James. Date of Issue: 02/07/26					

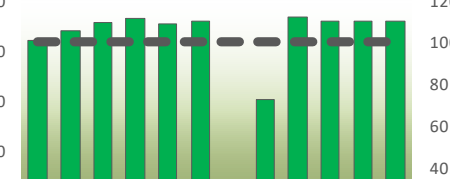


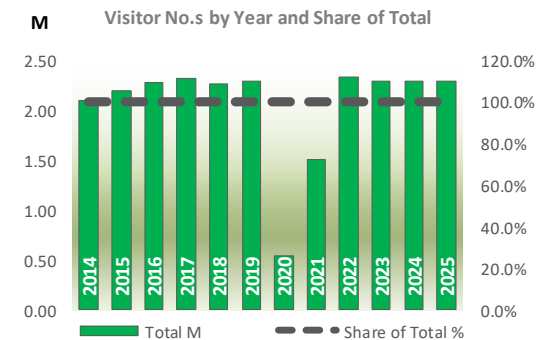


STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2014 to 2025 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2014 to 2025		70.7%	34.6%	22.3%	43.7%	98.6%	47.4%	65.9%	50.9%	44.3%	43.4%	95.4%	55.4%		55.2%	35.8%	61.9%	54.5%	61.5%
% Change 2024 to 2025		3.8%	0.8%	5.1%	12.8%	4.8%	-2.1%	0.3%	-3.3%	-2.4%	3.7%	-0.3%	0.1%		1.2%	3.4%	4.2%	-1.8%	1.5%
Average Annual Change		6.4%	3.1%	2.0%	4.0%	9.0%	4.3%	6.0%	4.6%	4.0%	3.9%	8.7%	5.0%		5.0%	3.3%	5.6%	5.0%	5.6%
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	7.036	15.08	20.45	7.787
2015	£M	1.635	2.540	3.529	5.324	5.230	5.275	7.233	8.707	4.875	4.544	2.404	1.564	52.86	5.0%	7.704	15.83	20.82	8.512
2016	£M	1.550	2.255	4.537	3.790	4.666	7.068	7.870	10.69	5.359	4.536	2.699	1.850	56.87	7.6%	8.341	15.52	23.92	9.085
2017	£M	1.848	2.574	3.594	5.115	5.337	7.220	7.727	9.370	5.539	4.776	3.375	1.789	58.26	2.4%	8.016	17.67	22.64	9.941
2018	£M	1.844	2.637	2.686	4.254	6.003	7.082	7.446	8.732	6.026	4.592	3.732	2.468	57.50	-1.3%	7.167	17.34	22.20	10.79
2019	£M	2.271	3.058	2.236	5.926	6.206	6.180	7.443	9.181	6.234	4.622	3.594	2.633	59.58	3.6%	7.565	18.31	22.86	10.85
2020	£M	2.330	2.608	1.306				0.999	1.854	0.545	1.154	0.645	0.648	12.09	-79.7%	6.244		3.397	2.448
2021	£M				3.310	3.238	4.635	6.865	9.574	3.711	5.553	3.230	1.888	42.00	247.4%		11.18	20.15	10.67
2022	£M	2.833	2.446	4.126	5.447	6.869	8.536	9.721	10.72	6.513	4.948	4.031	2.013	68.20	62.4%	9.405	20.85	26.95	10.99
2023	£M	2.692	3.640	4.283	6.296	7.599	8.955	11.79	11.54	7.190	4.490	4.363	2.549	75.39	10.5%	10.62	22.85	30.53	11.40
2024	£M	2.326	2.887	4.028	5.890	8.731	8.809	11.64	13.30	7.224	5.270	4.546	2.573	77.22	2.4%	9.241	23.43	32.16	12.39
2025	£M	2.413	2.910	4.231	6.642	9.151	8.625	11.68	12.86	7.053	5.464	4.533	2.577	78.14	1.2%	9.555	24.42	31.59	12.57
ECONOMIC IMPACT - IN HISTORIC PRICES														DAY VISITOR					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M Economic Impact by Year and Share of Total					
Day Visitor	£M	50.35	52.86	56.87	58.26	57.50	59.58	12.09	42.00	68.20	75.39	77.22	78.14						
All Visitor Types	£M	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08	329.80	352.41	395.70						
Share of Total	%	29.1%	28.3%	29.9%	27.6%	24.7%	24.3%	14.9%	23.0%	23.9%	22.9%	21.9%	19.7%						
Annual Change in Share	%		-2.6%	5.7%	-7.7%	-10.6%	-1.5%	-38.8%	54.3%	4.1%	-4.4%	-4.1%	-9.9%						
Change in Share from 2014	%		-2.6%	2.9%	-5.0%	-15.1%	-16.4%	-48.8%	-21.0%	-17.7%	-21.4%	-24.6%	-32.1%						
Avg Ann. Change in Share	%		-2.6%	1.5%	-1.7%	-3.8%	-3.3%	-8.1%	-3.0%	-2.2%	-2.4%	-2.5%	-2.9%						
This report is copyright © Global Tourism Solutions (UK) Ltd 2026														Report Prepared by: Cathy James. Date of Issue: 02/07/26					

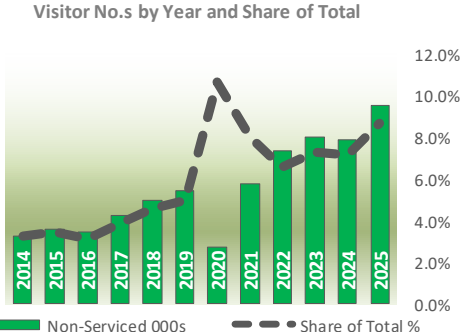
Visitor Numbers by Month, Year and Visitor Type for the Period 2014 to 2025

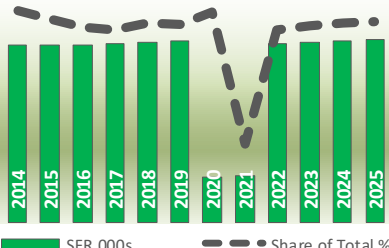
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL											2014 to 2025			TOTAL		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		15.1%	-1.1%	-11.8%	3.9%	29.5%	3.2%	14.5%	5.7%	4.0%	5.2%	28.6%	16.2%	8.8%	Annual Change	-1.8%	11.4%	8.3%	14.9%
% Change 2024 to 2025		3.6%	0.0%	-0.4%	9.7%	2.3%	-3.1%	-0.7%	-4.3%	-2.7%	3.0%	-0.7%	-0.8%	-0.1%		0.9%	2.4%	-2.7%	0.7%
Average Annual Change		1.4%	-0.1%	-1.1%	0.4%	2.7%	0.3%	1.3%	0.5%	0.4%	0.5%	2.6%	1.5%	0.8%		-0.2%	1.0%	0.8%	1.4%
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			0.325	0.607	0.798
2015	M	0.088	0.114	0.146	0.218	0.205	0.209	0.281	0.341	0.190	0.192	0.106	0.101	2.190	4.4%	0.347	0.632	0.812	0.398
2016	M	0.084	0.101	0.176	0.172	0.181	0.261	0.296	0.399	0.203	0.181	0.113	0.112	2.280	4.1%	0.361	0.614	0.899	0.406
2017	M	0.092	0.110	0.146	0.212	0.200	0.264	0.288	0.358	0.208	0.191	0.134	0.112	2.317	1.6%	0.348	0.677	0.854	0.437
2018	M	0.092	0.114	0.118	0.183	0.218	0.258	0.275	0.329	0.217	0.181	0.144	0.132	2.260	-2.4%	0.323	0.659	0.820	0.457
2019	M	0.106	0.125	0.103	0.231	0.221	0.225	0.267	0.333	0.221	0.179	0.136	0.137	2.284	1.1%	0.334	0.677	0.821	0.453
2020	M	0.105	0.110	0.061				0.037	0.096	0.040	0.043	0.020	0.024	0.536	-76.5%	0.276		0.174	0.087
2021	M			0.001	0.102	0.108	0.167	0.239	0.329	0.142	0.197	0.116	0.098	1.500	179.6%	0.001	0.377	0.710	0.411
2022	M	0.113	0.101	0.146	0.202	0.220	0.269	0.306	0.346	0.210	0.173	0.137	0.111	2.336	55.7%	0.360	0.691	0.862	0.422
2023	M	0.106	0.122	0.138	0.205	0.216	0.254	0.321	0.330	0.207	0.145	0.131	0.119	2.294	-1.8%	0.365	0.675	0.858	0.396
2024	M	0.089	0.100	0.127	0.186	0.234	0.240	0.315	0.370	0.203	0.165	0.134	0.121	2.284	-0.4%	0.316	0.660	0.888	0.419
2025	M	0.092	0.100	0.126	0.204	0.240	0.233	0.313	0.354	0.198	0.170	0.133	0.120	2.282	-0.1%	0.319	0.676	0.864	0.422
VISITOR NUMBERS														TOTAL					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	M Visitor No.s by Year and Share of Total					
Total	M	2.098	2.190	2.280	2.317	2.260	2.284	0.536	1.500	2.336	2.294	2.284	2.282						
All Visitor Types	M	2.098	2.190	2.280	2.317	2.260	2.284	0.536	1.500	2.336	2.294	2.284	2.282						
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 2014	%																		
Avg Ann. Change in Share	%																		



STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL											2014 to 2025			SERVICED		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2014 to 2025		-29.2%	0.9%	10.3%	31.2%	10.1%	19.9%	34.0%	28.8%	16.9%	26.0%	27.2%	19.1%	19.2%	Annual Change	-3.2%	21.8%	27.7%	23.3%	
% Change 2024 to 2025		-9.8%	-9.0%	-5.3%	8.2%	4.9%	4.8%	-1.3%	-1.6%	-2.3%	15.2%	9.7%	-6.5%	0.8%		-7.7%	6.3%	-1.7%	4.1%	
Average Annual Change		-2.7%	0.1%	0.9%	2.8%	0.9%	1.8%	3.1%	2.6%	1.5%	2.4%	2.5%	1.7%	1.7%		-0.3%	2.0%	2.5%	2.1%	
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		48.3	62.8	74.1	69.4	
2015 000s		12.0	20.0	19.6	26.3	18.1	22.5	25.0	36.9	18.9	31.8	15.1	30.6	276.7	8.7%	51.5	66.8	80.8	77.5	
2016 000s		10.9	17.8	18.5	31.4	15.1	21.6	23.9	36.3	18.1	23.7	14.5	33.4	265.3	-4.1%	47.3	68.1	78.3	71.6	
2017 000s		11.2	18.4	20.8	30.9	16.0	22.5	24.4	42.4	19.9	28.1	17.1	35.3	286.9	8.1%	50.4	69.3	86.8	80.5	
2018 000s		12.2	22.5	21.6	33.4	17.4	25.9	27.7	41.5	19.7	27.6	17.8	37.8	305.2	6.4%	56.4	76.7	88.9	83.2	
2019 000s		13.1	22.3	22.0	34.8	17.7	23.8	25.4	38.9	20.1	27.4	17.5	37.0	300.1	-1.7%	57.4	76.3	84.4	82.0	
2020 000s		12.3	21.0	9.3				0.6	31.4	14.9	8.0		4.3	101.9	-66.1%	42.7		46.9	12.3	
2021 000s						6.1	21.2	22.3	37.5	18.9	24.6	14.2	28.9	173.8	70.6%		27.4	78.7	67.7	
2022 000s		10.0	19.9	19.7	33.2	16.7	22.6	23.9	38.0	19.2	25.5	16.7	34.3	279.7	61.0%	49.6	72.5	81.1	76.5	
2023 000s		13.3	20.8	20.6	32.3	15.4	22.1	19.7	33.0	18.2	22.1	15.4	34.9	267.8	-4.3%	54.7	69.8	70.9	72.4	
2024 000s		9.4	21.3	19.9	31.0	18.1	22.8	30.6	45.2	20.4	27.5	16.9	37.8	300.8	12.3%	50.6	71.9	96.2	82.2	
2025 000s		8.5	19.4	18.8	33.5	19.0	23.9	30.2	44.4	19.9	31.7	18.5	35.4	303.3	0.8%	46.7	76.4	94.6	85.6	
VISITOR NUMBERS														SERVICED ACCOMMODATION						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	000s	Visitor No.s by Year and Share of Total					
Serviced		000s	254.5	276.7	265.3	286.9	305.2	300.1	173.8	279.7	267.8	300.8	303.3	Serviced 000s Share of Total %						
All Visitor Types		M	2.1	2.2	2.3	2.3	2.3	0.5	1.5	2.3	2.3	2.3	2.3							
Share of Total		%	12.1%	12.6%	11.6%	12.4%	13.5%	13.1%	19.0%	11.6%	12.0%	11.7%	13.2%		13.3%					
Annual Change in Share		%		4.1%	-7.9%	6.4%	9.0%	-2.7%	44.6%	-39.0%	3.4%	-2.5%	12.8%		0.9%					
Change in Share from 2014		%		4.1%	-4.1%	2.1%	11.3%	8.3%	56.6%	-4.5%	-1.3%	-3.8%	8.6%		9.5%					
Avg Ann. Change in Share		%		4.1%	-2.0%	0.7%	2.8%	1.7%	9.4%	-0.6%	-0.2%	-0.4%	0.9%		0.9%					
This report is copyright © Global Tourism Solutions (UK) Ltd 2026																				
Report Prepared by: Cathy James. Date of Issue: 02/07/26																				

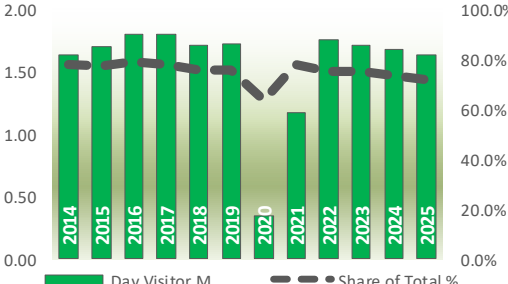
STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2014 to 2025			NON-SERVICED		VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2014 to 2025		287.2%	173.2%	85.5%	214.2%	179.2%	210.7%	181.5%	164.8%	258.4%	268.0%	91.9%	321.5%	191.3%	Annual Change	167.8%	200.4%	193.8%	199.8%	
% Change 2024 to 2025		39.5%	40.8%	-5.7%	39.6%	15.6%	12.3%	34.2%	18.0%	22.2%	5.2%	10.5%	31.6%	21.1%		23.2%	20.5%	24.4%	14.5%	
Average Annual Change		26.1%	15.7%	7.8%	19.5%	16.3%	19.2%	16.5%	15.0%	23.5%	24.4%	8.4%	29.2%	17.4%		15.3%	18.2%	17.6%	18.2%	
2014	000s	3.6	4.5	5.6	4.8	5.9	5.8	8.6	9.7	6.0	4.1	6.2	3.2	68.0		13.7	16.4	24.4	13.5	
2015	000s	4.6	4.5	4.8	5.2	6.5	7.0	10.1	10.7	6.3	5.3	6.1	4.0	75.0		10.2%	13.9	18.6	27.1	15.4
2016	000s	4.7	4.3	5.8	4.8	5.9	5.1	9.2	10.5	6.7	4.9	5.9	3.6	71.5		-4.6%	14.8	15.8	26.5	14.4
2017	000s	4.5	4.9	6.1	7.8	6.8	8.5	10.9	12.6	8.7	6.9	6.0	4.8	88.5		23.8%	15.5	23.2	32.2	17.7
2018	000s	5.7	5.3	7.8	7.7	10.0	11.1	12.2	13.8	9.3	8.6	8.2	4.3	103.8		17.3%	18.8	28.8	35.3	21.0
2019	000s	7.7	6.6	8.1	8.7	10.4	11.6	12.4	13.5	11.2	9.0	7.1	7.5	113.8		9.6%	22.3	30.7	37.1	23.6
2020	000s	7.5	7.8	8.3				6.8	11.2	10.0	2.4	1.7	1.3	57.0		-49.9%	23.6		28.0	5.4
2021	000s			1.0	10.1	10.8	15.7	18.3	18.5	15.5	13.5	8.1	8.5	119.9		110.4%	1.0	36.5	52.2	30.1
2022	000s	11.4	10.4	11.3	12.3	13.1	16.2	17.4	17.8	14.1	11.6	9.1	8.5	153.3		27.8%	33.2	41.7	49.3	29.1
2023	000s	11.9	10.8	11.0	13.1	14.8	18.0	19.3	20.2	16.3	12.3	9.4	9.2	166.4		8.5%	33.8	45.9	55.8	30.9
2024	000s	10.1	8.7	11.0	10.7	14.2	16.0	18.1	21.8	17.6	14.3	10.8	10.3	163.7	-1.6%	29.8	41.0	57.5	35.4	
2025	000s	14.1	12.3	10.4	14.9	16.4	18.0	24.3	25.7	21.5	15.0	11.9	13.6	198.2	21.1%	36.7	49.4	71.6	40.6	
VISITOR NUMBERS														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	000s	Visitor No.s by Year and Share of Total					
Non-Serviced		000s	68.0	75.0	71.5	88.5	103.8	113.8	57.0	119.9	153.3	166.4	163.7	198.2						
All Visitor Types		M	2.1	2.2	2.3	2.3	2.3	0.5	1.5	2.3	2.3	2.3	2.3							
Share of Total		%	3.2%	3.4%	3.1%	3.8%	4.6%	5.0%	10.6%	8.0%	6.6%	7.3%	7.2%	8.7%						
Annual Change in Share		%		5.5%	-8.4%	21.8%	20.2%	8.4%	113.3%	-24.8%	-17.9%	10.5%	-1.2%	21.2%						
Change in Share from 2014		%		5.5%	-3.3%	17.8%	41.6%	53.6%	227.6%	146.5%	102.3%	123.6%	121.0%	167.8%						
Avg Ann. Change in Share		%		5.5%	-1.6%	5.9%	10.4%	10.7%	37.9%	20.9%	12.8%	13.7%	12.1%	15.3%						
This report is copyright © Global Tourism Solutions (UK) Ltd 2026															Report Prepared by: Cathy James. Date of Issue: 02/07/26					

STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL											2014 to 2025			SFR	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY	SFR																		
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC					
% Change 2014 to 2025	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	Annual Change	3.1%	3.1%	3.1%	3.1%	
% Change 2024 to 2025	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%		0.4%	0.4%	0.4%	0.4%	
Average Annual Change	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%		0.3%	0.3%	0.3%	0.3%	
2014 000s	18.8	7.5	8.4	15.9	12.6	10.1	13.8	14.1	8.7	8.8	7.2	16.3	142.2		0.3%	34.7	38.6	36.6	32.3
2015 000s	18.9	7.6	8.4	15.9	12.6	10.2	13.9	14.1	8.7	8.8	7.2	16.4	142.6		0.3%	34.8	38.7	36.6	32.4
2016 000s	18.9	7.6	8.4	16.0	12.6	10.2	13.9	14.1	8.7	8.8	7.3	16.4	142.8	0.2%	34.9	38.8	36.7	32.5	
2017 000s	19.0	7.6	8.4	16.0	12.7	10.2	13.9	14.2	8.7	8.9	7.3	16.5	143.4	0.4%	35.0	38.9	36.9	32.6	
2018 000s	19.1	7.7	8.5	16.2	12.8	10.3	14.0	14.3	8.8	8.9	7.3	16.6	144.5	0.8%	35.3	39.2	37.1	32.9	
2019 000s	19.3	7.7	8.6	16.3	12.8	10.4	14.1	14.4	8.9	9.0	7.4	16.7	145.4	0.6%	35.5	39.5	37.4	33.1	
2020 000s	19.3	7.7	6.4				1.4	1.4					36.3	-75.0%	33.5		2.9		
2021 000s					1.3	1.0	7.1	7.3	4.5	4.5	3.7	8.4	37.9	4.5%		2.3	18.9	16.7	
2022 000s	19.1	7.6	8.5	16.1	12.7	10.3	14.0	14.2	8.8	8.9	7.3	16.5	143.9	279.4%	35.2	39.1	37.0	32.7	
2023 000s	19.2	7.7	8.5	16.2	12.8	10.3	14.1	14.3	8.8	9.0	7.4	16.6	145.0	0.7%	35.4	39.4	37.3	33.0	
2024 000s	19.3	7.7	8.6	16.3	12.9	10.4	14.2	14.4	8.9	9.0	7.4	16.8	146.1	0.7%	35.7	39.6	37.5	33.2	
2025 000s	19.4	7.8	8.6	16.4	12.9	10.4	14.2	14.5	8.9	9.1	7.4	16.8	146.6	0.4%	35.8	39.8	37.7	33.3	
VISITOR NUMBERS													SFR						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	000s	Visitor No.s by Year and Share of Total				
SFR 000s		142.2	142.6	142.8	143.4	144.5	145.4	36.3	37.9	143.9	145.0	146.1	146.6	200.00					
All Visitor Types M		2.1	2.2	2.3	2.3	2.3	2.3	0.5	1.5	2.3	2.3	2.3	2.3	150.00					
Share of Total %		6.8%	6.5%	6.3%	6.2%	6.4%	6.4%	6.8%	2.5%	6.2%	6.3%	6.4%	6.4%	100.00					
Annual Change in Share %			-4.0%	-3.8%	-1.2%	3.3%	-0.5%	6.4%	-62.6%	143.6%	2.6%	1.2%	0.5%	50.00					
Change in Share from 2014 %			-4.0%	-7.6%	-8.7%	-5.7%	-6.1%	-0.2%	-62.7%	-9.1%	-6.8%	-5.7%	-5.3%	0.00					
Avg Ann. Change in Share %			-4.0%	-3.8%	-2.9%	-1.4%	-1.2%	0.0%	-9.0%	-1.1%	-0.8%	-0.6%	-0.5%	0.00	SFR 000s —●— Share of Total %				
This report is copyright © Global Tourism Solutions (UK) Ltd 2026																			
Report Prepared by: Cathy James. Date of Issue: 02/07/25																			

STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2014 to 2025			STAYING VISITOR		VISITOR NUMBERS						
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		STAYING VISITOR																			
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL						% Change		
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4		
% Change 2014 to 2025		21.9%	26.2%	21.9%	40.3%	35.5%	46.0%	52.8%	45.3%	58.9%	46.7%	35.4%	33.6%			39.4%	23.3%	40.6%	51.0%	38.3%	
% Change 2024 to 2025		8.1%	4.4%	-4.2%	11.8%	7.0%	6.3%	9.3%	4.0%	7.4%	9.7%	8.0%	1.4%			6.1%	2.7%	8.6%	6.6%	5.7%	
Average Annual Change		2.0%	2.4%	2.0%	3.7%	3.2%	4.2%	4.8%	4.1%	5.4%	4.2%	3.2%	3.1%			3.6%	2.1%	3.7%	4.6%	3.5%	
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	Annual Change	96.7	117.8	135.0	115.3	
2015		000s	35.4	32.0	32.8	47.4	37.2	39.6	49.0	61.7	33.9	45.9	28.4	51.0	494.2		6.3%	100.2	124.2	144.5	125.3
2016		000s	34.5	29.7	32.7	52.1	33.6	36.9	47.0	61.0	33.5	37.4	27.7	53.4	479.7		-2.9%	97.0	122.7	141.5	118.5
2017		000s	34.7	30.9	35.3	54.7	35.5	41.2	49.3	69.2	37.4	43.9	30.3	56.5	518.9		8.2%	100.9	131.4	155.8	130.8
2018		000s	37.1	35.5	37.9	57.2	40.2	47.3	53.9	69.6	37.8	45.1	33.3	58.6	553.6		6.7%	110.5	144.7	161.3	137.0
2019		000s	40.0	36.5	38.7	59.8	41.0	45.7	51.9	66.8	40.2	45.4	32.0	61.2	559.3		1.0%	115.2	146.5	158.9	138.7
2020		000s	39.1	36.6	24.0				8.8	44.1	24.9	10.5	1.7	5.5	195.2		-65.1%	99.7		77.8	17.7
2021		000s			1.0	10.1	18.2	37.9	47.7	63.2	38.9	42.7	26.0	45.8	331.6		69.9%	1.0	66.2	149.8	114.5
2022		000s	40.4	38.0	39.6	61.7	42.5	49.1	55.3	70.0	42.1	45.9	33.1	59.3	576.9		74.0%	117.9	153.3	167.4	138.3
2023		000s	44.4	39.3	40.2	61.6	42.9	50.5	53.1	67.6	43.3	43.4	32.1	60.7	579.2		0.4%	123.9	155.1	164.0	136.3
2024		000s	38.9	37.8	39.5	58.0	45.2	49.3	62.9	81.4	46.9	50.9	35.1	64.9	610.6		5.4%	116.1	152.5	191.2	150.8
2025		000s	42.0	39.4	37.8	64.8	48.4	52.4	68.8	84.6	50.4	55.8	37.9	65.8	648.1		6.1%	119.3	165.6	203.8	159.5
VISITOR NUMBERS														STAYING VISITOR							
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	000s	Visitor No.s by Year and Share of Total						
Staying Visitor		000s	464.8	494.2	479.7	518.9	553.6	559.3	195.2	331.6	576.9	579.2	610.6	648.1							
All Visitor Types		M	2.1	2.2	2.3	2.3	2.3	2.3	0.5	1.5	2.3	2.3	2.3								
Share of Total		%	22.2%	22.6%	21.0%	22.4%	24.5%	24.5%	36.4%	22.1%	24.7%	25.3%	26.7%	28.4%							
Annual Change in Share		%		1.9%	-6.8%	6.5%	9.3%	0.0%	48.6%	-39.2%	11.7%	2.2%	5.9%	6.2%							
Change in Share from 2014		%		1.9%	-5.0%	1.1%	10.5%	10.5%	64.2%	-0.2%	11.5%	14.0%	20.7%	28.2%							
Avg Ann. Change in Share		%		1.9%	-2.5%	0.4%	2.6%	2.1%	10.7%	0.0%	1.4%	1.6%	2.1%	2.6%							

This report is copyright © Global Tourism Solutions (UK) Ltd 2026

Report Prepared by: Cathy James. Date of Issue: 02/07/26

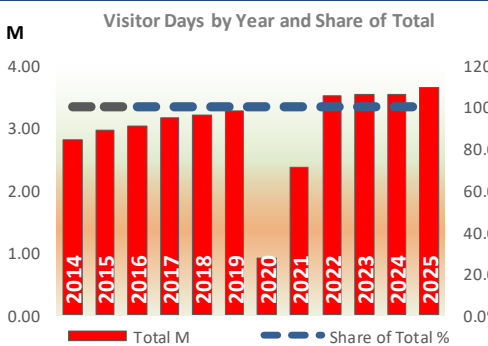
STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL											2014 to 2025			DAY VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2014 to 2025		10.1%	-13.2%	-21.1%	-7.3%	28.1%	-4.9%	7.0%	-2.7%	-7.0%	-7.5%	26.0%	0.2%	0.1%	Annual Change	-12.4%	4.4%	-0.4%	4.1%
% Change 2024 to 2025		0.1%	-2.7%	1.4%	8.8%	1.2%	-5.5%	-3.2%	-6.7%	-5.8%	0.1%	-3.8%	-3.4%	-2.4%		-0.2%	0.6%	-5.2%	-2.1%
Average Annual Change		0.9%	-1.2%	-1.9%	-0.7%	2.6%	-0.4%	0.6%	-0.2%	-0.6%	-0.7%	2.4%	0.0%	0.0%		-1.1%	0.4%	0.0%	0.4%
2014	M	0.046	0.070	0.112	0.150	0.149	0.190	0.228	0.276	0.159	0.124	0.075	0.054	1.633			0.228	0.489	0.663
2015	M	0.052	0.081	0.113	0.171	0.168	0.169	0.232	0.279	0.156	0.146	0.077	0.050	1.696	3.8%	0.247	0.508	0.668	0.273
2016	M	0.049	0.071	0.144	0.120	0.148	0.224	0.249	0.338	0.170	0.144	0.085	0.059	1.800	6.2%	0.264	0.491	0.757	0.288
2017	M	0.057	0.079	0.111	0.158	0.165	0.223	0.238	0.289	0.171	0.147	0.104	0.055	1.798	-0.1%	0.247	0.545	0.698	0.307
2018	M	0.055	0.078	0.080	0.126	0.178	0.210	0.221	0.259	0.179	0.136	0.111	0.073	1.707	-5.1%	0.213	0.515	0.659	0.320
2019	M	0.066	0.089	0.065	0.172	0.180	0.179	0.215	0.266	0.180	0.134	0.104	0.076	1.725	1.1%	0.219	0.530	0.662	0.314
2020	M	0.066	0.074	0.037				0.028	0.052	0.015	0.033	0.018	0.018	0.341	-80.2%	0.176		0.096	0.069
2021	M				0.092	0.090	0.129	0.191	0.266	0.103	0.154	0.090	0.052	1.168	242.4%		0.311	0.560	0.297
2022	M	0.073	0.063	0.106	0.140	0.177	0.220	0.251	0.276	0.168	0.128	0.104	0.052	1.759	50.5%	0.243	0.538	0.695	0.283
2023	M	0.061	0.083	0.097	0.143	0.173	0.204	0.268	0.263	0.164	0.102	0.099	0.058	1.715	-2.5%	0.241	0.520	0.694	0.259
2024	M	0.050	0.063	0.087	0.128	0.189	0.191	0.252	0.288	0.157	0.114	0.099	0.056	1.674	-2.4%	0.200	0.508	0.697	0.268
2025	M	0.050	0.061	0.088	0.139	0.191	0.180	0.244	0.269	0.148	0.114	0.095	0.054	1.634	-2.4%	0.200	0.511	0.661	0.263
VISITOR NUMBERS														DAY VISITOR					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	M Visitor No.s by Year and Share of Total					
Day Visitor	M	1.633	1.696	1.800	1.798	1.707	1.725	0.341	1.168	1.759	1.715	1.674	1.634						
All Visitor Types	M	2.098	2.190	2.280	2.317	2.260	2.284	0.536	1.500	2.336	2.294	2.284	2.282						
Share of Total	%	77.8%	77.4%	79.0%	77.6%	75.5%	75.5%	63.6%	77.9%	75.3%	74.7%	73.3%	71.6%						
Annual Change in Share	%		-0.5%	2.0%	-1.7%	-2.7%	0.0%	-15.8%	22.4%	-3.3%	-0.7%	-2.0%	-2.3%						
Change in Share from 2014	%		-0.5%	1.4%	-0.3%	-3.0%	-3.0%	-18.3%	0.1%	-3.3%	-4.0%	-5.9%	-8.0%						
Avg Ann. Change in Share	%		-0.5%	0.7%	-0.1%	-0.7%	-0.6%	-3.0%	0.0%	-0.4%	-0.4%	-0.6%	-0.7%						

This report is copyright © Global Tourism Solutions (UK) Ltd 2026

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

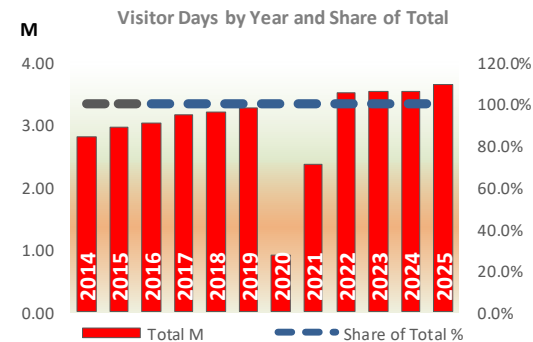
Visitor Days by Month, Year and Visitor Type for the Period 2014 to 2025

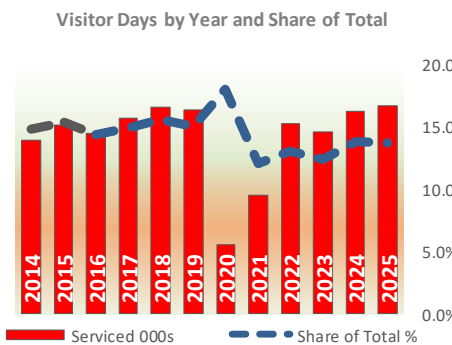
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

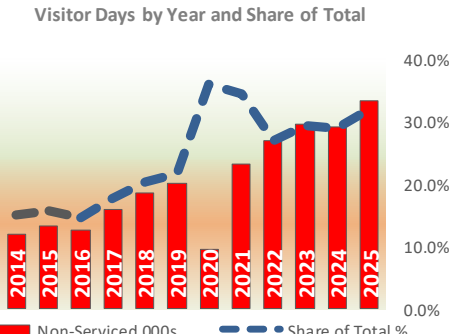
STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2014 to 2025			TOTAL		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2014 to 2025		24.7%	15.7%	3.1%	21.9%	46.6%	29.2%	33.1%	28.9%	35.4%	38.8%	37.3%	36.2%	30.0%	Annual Change	13.0%	32.1%	31.9%	37.6%
% Change 2024 to 2025		5.3%	5.3%	-0.2%	10.8%	4.1%	1.3%	3.1%	1.0%	1.1%	6.5%	3.2%	1.8%	3.3%		3.1%	5.1%	1.7%	4.1%
Average Annual Change		2.2%	1.4%	0.3%	2.0%	4.2%	2.7%	3.0%	2.6%	3.2%	3.5%	3.4%	3.3%	2.7%		1.2%	2.9%	2.9%	3.4%
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		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
2016	M	0.131	0.131	0.220	0.246	0.240	0.313	0.386	0.512	0.266	0.241	0.153	0.176	3.015	2.1%	0.482	0.799	1.164	0.570
2017	M	0.139	0.143	0.193	0.303	0.265	0.337	0.388	0.488	0.285	0.267	0.177	0.182	3.165	5.0%	0.474	0.905	1.161	0.626
2018	M	0.143	0.150	0.171	0.275	0.302	0.347	0.385	0.466	0.296	0.267	0.194	0.201	3.198	1.0%	0.463	0.924	1.147	0.662
2019	M	0.162	0.164	0.158	0.329	0.307	0.316	0.378	0.466	0.312	0.267	0.182	0.221	3.265	2.1%	0.485	0.953	1.156	0.671
2020	M	0.160	0.153	0.102				0.081	0.191	0.110	0.065	0.026	0.032	0.920	-71.8%	0.415		0.382	0.123
2021	M			0.005	0.157	0.177	0.271	0.373	0.485	0.252	0.305	0.159	0.169	2.352	155.8%	0.005	0.605	1.110	0.632
2022	M	0.176	0.151	0.212	0.319	0.322	0.388	0.446	0.508	0.318	0.275	0.190	0.197	3.501	48.8%	0.539	1.029	1.271	0.662
2023	M	0.172	0.173	0.203	0.325	0.327	0.383	0.470	0.505	0.327	0.249	0.184	0.209	3.527	0.8%	0.548	1.035	1.302	0.641
2024	M	0.149	0.146	0.191	0.292	0.344	0.358	0.463	0.562	0.333	0.285	0.192	0.218	3.533	0.1%	0.486	0.994	1.358	0.695
2025	M	0.157	0.153	0.191	0.324	0.358	0.362	0.477	0.567	0.336	0.303	0.199	0.222	3.650	3.3%	0.501	1.044	1.381	0.724
VISITOR DAYS														TOTAL					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	M Visitor Days by Year and Share of Total					
Total	M	2.807	2.954	3.015	3.165	3.198	3.265	0.920	2.352	3.501	3.527	3.533	3.650						
All Visitor Types	M	2.807	2.954	3.015	3.165	3.198	3.265	0.920	2.352	3.501	3.527	3.533	3.650						
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 2014	%																		
Avg Ann. Change in Share	%																		

This report is copyright © Global Tourism Solutions (UK) Ltd 2026

Report Prepared by: Cathy James. Date of Issue: 02/07/24



STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2014 to 2025			SERVICED		VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2014 to 2025		-31.4%	-0.7%	8.1%	30.7%	9.6%	17.8%	38.4%	34.7%	21.0%	26.3%	26.0%	18.9%	20.0%	Annual Change	-5.6%	21.2%	32.3%	23.3%	
% Change 2024 to 2025		-11.5%	-11.0%	-7.3%	6.8%	3.5%	3.6%	2.5%	2.0%	1.7%	17.2%	11.5%	-4.8%	2.1%		-9.6%	5.0%	2.1%	6.6%	
Average Annual Change		-2.9%	-0.1%	0.7%	2.8%	0.9%	1.6%	3.5%	3.2%	1.9%	2.4%	2.4%	1.7%	1.8%		-0.5%	1.9%	2.9%	2.1%	
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		77.4	97.8	117.5	122.7	
2015 000s		20.4	29.8	32.4	43.6	27.8	32.6	38.3	57.0	33.3	59.7	27.7	49.8	452.4	8.9%	82.7	104.0	128.5	137.2	
2016 000s		18.6	26.7	30.6	52.7	23.6	31.6	36.8	56.6	31.6	44.4	26.2	54.2	433.6	-4.2%	76.0	107.9	125.0	124.8	
2017 000s		19.1	27.6	34.4	52.0	25.0	32.9	37.7	66.2	34.7	52.6	30.7	57.0	469.8	8.3%	81.1	109.8	138.6	140.3	
2018 000s		20.7	33.8	35.8	56.0	27.1	37.6	42.3	64.7	34.4	51.5	32.0	60.9	496.9	5.8%	90.3	120.7	141.4	144.4	
2019 000s		22.1	33.4	36.5	58.4	27.6	34.3	38.7	60.6	35.1	51.0	31.5	59.7	488.9	-1.6%	92.0	120.3	134.4	142.2	
2020 000s		20.8	31.6	15.4				0.9	49.1	25.9	15.0		6.8	165.5	-66.1%	67.8		75.9	21.8	
2021 000s						9.6	30.8	34.2	59.1	32.7	45.7	25.6	46.3	284.0	71.6%		40.4	126.0	117.6	
2022 000s		16.8	29.9	32.7	56.0	26.0	32.7	36.5	59.5	33.3	47.4	30.0	55.2	456.0	60.6%	79.4	114.7	129.3	132.6	
2023 000s		22.4	31.2	34.2	54.3	24.0	31.9	30.1	51.5	31.5	41.0	27.6	56.1	435.9	-4.4%	87.8	110.2	113.2	124.7	
2024 000s		15.8	32.0	33.0	51.9	28.1	32.8	46.6	70.3	35.4	51.2	30.2	60.7	488.0	12.0%	80.8	112.9	152.4	142.0	
2025 000s		14.0	28.5	30.6	55.4	29.1	34.0	47.8	71.7	36.0	59.9	33.7	57.7	498.4	2.1%	73.1	118.5	155.5	151.3	
VISITOR DAYS														SERVICED ACCOMMODATION						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	000s	Visitor Days by Year and Share of Total					
Serviced		000s	415.5	452.4	433.6	469.8	496.9	488.9	165.5	284.0	456.0	435.9	488.0	498.4						
All Visitor Types		M	2.8	3.0	3.0	3.2	3.2	3.3	0.9	2.4	3.5	3.5	3.5	3.6						
Share of Total		%	14.8%	15.3%	14.4%	14.8%	15.5%	15.0%	18.0%	12.1%	13.0%	12.4%	13.8%	13.7%						
Annual Change in Share		%		3.5%	-6.1%	3.2%	4.7%	-3.6%	20.2%	-32.9%	7.9%	-5.1%	11.8%	-1.2%						
Change in Share from 2014		%		3.5%	-2.8%	0.3%	5.0%	1.2%	21.6%	-18.4%	-12.0%	-16.5%	-6.7%	-7.7%						
Avg Ann. Change in Share		%		3.5%	-1.4%	0.1%	1.2%	0.2%	3.6%	-2.6%	-1.5%	-1.8%	-0.7%	-0.7%						
This report is copyright © Global Tourism Solutions (UK) Ltd 2026																				
Report Prepared by: Cathy James. Date of Issue: 02/07/26																				

STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL											2014 to 2025			NON-SERVICED		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2014 to 2025		253.8%	165.9%	99.5%	179.8%	168.7%	210.7%	144.0%	155.8%	222.1%	283.4%	96.5%	267.3%	178.2%	Annual Change	153.8%	187.0%	167.3%	209.4%	
% Change 2024 to 2025		27.4%	37.1%	1.4%	24.3%	11.2%	12.3%	16.3%	14.0%	9.8%	9.6%	13.1%	14.7%	14.2%		18.9%	14.8%	13.5%	11.8%	
Average Annual Change		23.1%	15.1%	9.0%	16.3%	15.3%	19.2%	13.1%	14.2%	20.2%	25.8%	8.8%	24.3%	16.2%		14.0%	17.0%	15.2%	19.0%	
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		57.2	111.6	176.6	74.7	
2015	000s	15.5	18.1	23.0	33.0	44.8	48.7	71.7	81.3	43.3	36.9	27.3	22.6	466.4	11.1%	56.6	126.6	196.4	86.8	
2016	000s	15.9	17.4	27.6	30.5	41.0	35.9	65.6	80.1	46.3	34.2	26.6	20.3	441.4	-5.4%	60.9	107.4	192.0	81.1	
2017	000s	15.2	19.7	29.2	49.8	47.2	59.8	77.4	95.8	60.0	48.2	27.0	26.9	556.2	26.0%	64.2	156.9	233.1	102.0	
2018	000s	19.4	21.4	37.3	49.0	69.1	77.7	86.4	105.2	63.9	60.0	36.8	23.8	649.9	16.9%	78.0	195.8	255.6	120.5	
2019	000s	26.1	26.3	38.9	55.6	72.0	81.2	88.1	102.8	77.2	63.2	31.9	42.1	705.2	8.5%	91.2	208.8	268.0	137.1	
2020	000s	25.4	31.3	39.8				48.1	85.4	69.1	17.0	7.6	7.1	330.8	-53.1%	96.4		202.6	31.8	
2021	000s			4.8	64.5	74.4	109.6	129.7	140.7	106.7	94.7	36.3	47.9	809.2	144.6%	4.8	248.5	377.1	178.9	
2022	000s	38.8	41.8	54.5	78.8	90.7	113.7	123.7	135.2	97.2	80.9	40.7	47.4	943.4	16.6%	135.0	283.2	356.2	169.0	
2023	000s	40.4	43.3	53.0	83.9	101.8	126.1	137.0	153.8	112.5	86.4	42.1	51.4	1,031.7	9.4%	136.7	311.8	403.2	179.9	
2024	000s	34.4	34.9	52.8	68.5	98.1	112.3	128.7	165.6	121.6	100.0	48.6	57.9	1,023.3	-0.8%	122.0	278.9	415.8	206.5	
2025	000s	43.8	47.8	53.5	85.1	109.1	126.1	149.6	188.7	133.6	109.6	55.0	66.4	1,168.2	14.2%	145.1	320.2	471.9	231.0	
VISITOR DAYS														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	000s	Visitor Days by Year and Share of Total					
Non-Serviced		000s	420.0	466.4	441.4	556.2	649.9	705.2	330.8	809.2	943.4	1,031.7	1,023.3	1,168.2	1,400.00					
All Visitor Types		M	2.8	3.0	3.0	3.2	3.2	3.3	0.9	2.4	3.5	3.5	3.5	3.6	1,200.00					
Share of Total		%	15.0%	15.8%	14.6%	17.6%	20.3%	21.6%	36.0%	34.4%	26.9%	29.2%	29.0%	32.0%	1,000.00					
Annual Change in Share		%		5.5%	-7.3%	20.0%	15.7%	6.3%	66.6%	-4.4%	-21.7%	8.5%	-1.0%	10.5%	800.00					
Change in Share from 2014		%		5.5%	-2.2%	17.5%	35.9%	44.4%	140.4%	129.9%	80.1%	95.5%	93.6%	113.9%	600.00					
Avg Ann. Change in Share		%		5.5%	-1.1%	5.8%	9.0%	8.9%	23.4%	18.6%	10.0%	10.6%	9.4%	10.4%	400.00					
																200.00				
																0.00				
																0.0%				
																40.0%				

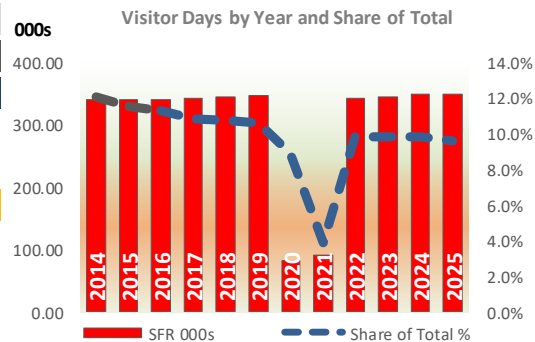
This report is copyright © Global Tourism Solutions (UK) Ltd 2026

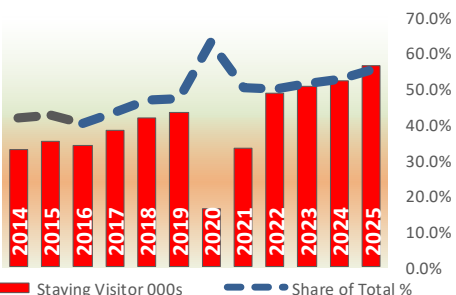
Report Prepared by: Cathy James. Date of Issue: 02/07/25

STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2014 to 2025				SFR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	Annual Change	3.1%	3.1%	3.1%	3.1%
% Change 2024 to 2025		0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%		0.4%	0.4%	0.4%	0.4%
Average Annual Change		0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%		0.3%	0.3%	0.3%	0.3%
2014 000s		47.1	15.8	18.0	43.0	27.6	21.3	34.5	36.6	18.8	18.8	14.7	42.4	338.6		80.9	91.9	89.9	75.9
2015 000s		47.2	15.9	18.0	43.1	27.7	21.3	34.6	36.7	18.9	18.9	14.7	42.6	339.5	0.3%	81.1	92.1	90.2	76.1
2016 000s		47.3	15.9	18.1	43.1	27.7	21.4	34.7	36.7	18.9	18.9	14.7	42.6	340.0	0.2%	81.3	92.2	90.3	76.2
2017 000s		47.5	16.0	18.1	43.3	27.9	21.5	34.8	36.9	19.0	19.0	14.8	42.8	341.4	0.4%	81.6	92.6	90.7	76.5
2018 000s		47.9	16.1	18.3	43.6	28.1	21.6	35.1	37.2	19.1	19.1	14.9	43.1	344.1	0.8%	82.2	93.4	91.4	77.2
2019 000s		48.1	16.2	18.4	43.9	28.2	21.8	35.3	37.4	19.2	19.2	15.0	43.4	346.2	0.6%	82.7	93.9	91.9	77.6
2020 000s		48.4	16.3	10.1				3.5	3.8					82.0	-76.3%	74.7		7.3	
2021 000s						2.9	2.2	17.8	18.9	9.7	9.7	7.6	21.9	90.7	10.6%		5.1	46.5	39.2
2022 000s		47.7	16.0	18.2	43.5	28.0	21.5	34.9	37.0	19.1	19.0	14.8	43.0	342.7	277.6%	81.9	93.0	91.0	76.8
2023 000s		48.0	16.1	18.4	43.8	28.2	21.7	35.2	37.3	19.2	19.2	14.9	43.3	345.2	0.7%	82.5	93.6	91.7	77.4
2024 000s		48.4	16.2	18.5	44.1	28.4	21.9	35.5	37.5	19.3	19.3	15.1	43.6	347.7	0.7%	83.1	94.3	92.3	78.0
2025 000s		48.5	16.3	18.6	44.3	28.5	21.9	35.6	37.7	19.4	19.4	15.1	43.8	349.0	0.4%	83.4	94.7	92.7	78.3
VISITOR DAYS														SFR					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	000s Visitor Days by Year and Share of Total					
SFR 000s		338.6	339.5	340.0	341.4	344.1	346.2	82.0	90.7	342.7	345.2	347.7	349.0						
All Visitor Types M		2.8	3.0	3.0	3.2	3.2	3.3	0.9	2.4	3.5	3.5	3.5	3.6						
Share of Total %		12.1%	11.5%	11.3%	10.8%	10.8%	10.6%	8.9%	3.9%	9.8%	9.8%	9.8%	9.6%						
Annual Change in Share %			-4.7%	-1.9%	-4.4%	-0.2%	-1.5%	-15.8%	-56.8%	153.7%	0.0%	0.6%	-2.8%						
Change in Share from 2014 %			-4.7%	-6.5%	-10.6%	-10.8%	-12.1%	-26.0%	-68.0%	-18.9%	-18.9%	-18.4%	-20.7%						
Avg Ann. Change in Share %			-4.7%	-3.3%	-3.5%	-2.7%	-2.4%	-4.3%	-9.7%	-2.4%	-2.1%	-1.8%	-1.9%						

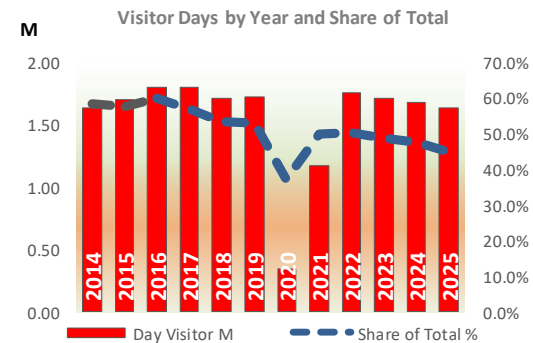
This report is copyright © Global Tourism Solutions (UK) Ltd 2026

Report Prepared by: Cathy James. Date of Issue: 02/07/26



STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL											2014 to 2025			STAYING VISITOR		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2014 to 2025		33.1%	48.1%	40.4%	59.6%	75.8%	100.6%	78.7%	82.2%	109.9%	99.1%	49.6%	53.9%	71.7%	Annual Change	40.0%	77.1%	87.5%	68.5%	
% Change 2024 to 2025		7.9%	11.4%	-1.5%	12.3%	7.8%	9.0%	10.6%	9.0%	7.2%	10.8%	10.6%	3.5%	8.4%		5.5%	9.8%	9.0%	8.0%	
Average Annual Change		3.0%	4.4%	3.7%	5.4%	6.9%	9.1%	7.2%	7.5%	10.0%	9.0%	4.5%	4.9%	6.5%		3.6%	7.0%	8.0%	6.2%	
2014	000s	79.9	62.5	73.1	115.8	94.8	90.7	130.4	163.6	90.0	94.9	69.4	109.1	1,174.1		215.5	301.3	384.0	273.3	
2015	000s	83.1	63.8	73.5	119.7	100.3	102.6	144.6	174.9	95.5	115.4	69.7	115.0	1,258.3	7.2%	220.4	322.7	415.1	300.2	
2016	000s	81.8	60.0	76.3	126.4	92.3	88.8	137.1	173.4	96.8	97.5	67.5	117.2	1,215.0	-3.4%	218.1	307.5	407.3	282.1	
2017	000s	81.8	63.3	81.7	145.1	100.0	114.1	149.9	198.8	113.7	119.7	72.4	126.7	1,367.3	12.5%	226.8	359.3	462.4	318.9	
2018	000s	87.9	71.3	91.4	148.7	124.3	136.9	163.9	207.1	117.5	130.6	83.7	127.9	1,490.9	9.0%	250.6	409.8	488.4	342.1	
2019	000s	96.4	75.9	93.7	157.9	127.8	137.3	162.1	200.7	131.5	133.5	78.4	145.1	1,540.2	3.3%	266.0	423.0	494.3	356.9	
2020	000s	94.5	79.1	65.3				52.5	138.3	95.0	32.0	7.6	14.0	578.4	-62.5%	239.0		285.8	53.6	
2021	000s			4.8	64.5	86.9	142.6	181.8	218.7	149.1	150.2	69.4	116.1	1,183.9	104.7%	4.8	294.0	549.5	335.6	
2022	000s	103.2	87.7	105.4	178.2	144.7	167.9	195.2	231.7	149.6	147.3	85.6	145.5	1,742.1	47.1%	296.4	490.9	576.5	378.4	
2023	000s	110.9	90.7	105.5	182.0	153.9	179.7	202.3	242.6	163.2	146.6	84.7	150.7	1,812.8	4.1%	307.1	515.6	608.1	382.0	
2024	000s	98.6	83.1	104.2	164.5	154.6	167.0	210.8	273.4	176.4	170.5	93.9	162.1	1,859.0	2.5%	285.9	486.1	660.6	426.5	
2025	000s	106.4	92.6	102.6	184.8	166.7	182.0	233.0	298.1	189.0	188.9	103.8	167.8	2,015.7	8.4%	301.6	533.5	720.1	460.6	
VISITOR DAYS														STAYING VISITOR						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	000s	Visitor Days by Year and Share of Total					
Staying Visitor		000s	1,174.1	1,258.3	1,215.0	1,367.3	1,490.9	1,540.2	578.4	1,183.9	1,742.1	1,812.8	1,859.0	2,015.7						
All Visitor Types		M	2.8	3.0	3.0	3.2	3.2	3.3	0.9	2.4	3.5	3.5	3.5	3.6						
Share of Total		%	41.8%	42.6%	40.3%	43.2%	46.6%	47.2%	62.9%	50.3%	49.8%	51.4%	52.6%	55.2%						
Annual Change in Share		%		1.8%	-5.4%	7.2%	7.9%	1.2%	33.3%	-20.0%	-1.1%	3.3%	2.4%	4.9%						
Change in Share from 2014		%		1.8%	-3.7%	3.3%	11.5%	12.8%	50.4%	20.3%	19.0%	22.9%	25.8%	32.0%						
Avg Ann. Change in Share		%		1.8%	-1.8%	1.1%	2.9%	2.6%	8.4%	2.9%	2.4%	2.5%	2.6%	2.9%						
This report is copyright © Global Tourism Solutions (UK) Ltd 2026																				
Report Prepared by: Cathy James. Date of Issue: 02/07/25																				

STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL											2014 to 2025			DAY VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2014 to 2025		10.1%	-13.2%	-21.1%	-7.3%	28.1%	-4.9%	7.0%	-2.7%	-7.0%	-7.5%	26.0%	0.2%	0.1%	Annual Change	-12.4%	4.4%	-0.4%	4.1%
% Change 2024 to 2025		0.1%	-2.7%	1.4%	8.8%	1.2%	-5.5%	-3.2%	-6.7%	-5.8%	0.1%	-3.8%	-3.4%	-2.4%		-0.2%	0.6%	-5.2%	-2.1%
Average Annual Change		0.9%	-1.2%	-1.9%	-0.7%	2.6%	-0.4%	0.6%	-0.2%	-0.6%	-0.7%	2.4%	0.0%	0.0%		-1.1%	0.4%	0.0%	0.4%
2014	M	0.046	0.070	0.112	0.150	0.149	0.190	0.228	0.276	0.159	0.124	0.075	0.054	1.633		0.228	0.489	0.663	0.253
2015	M	0.052	0.081	0.113	0.171	0.168	0.169	0.232	0.279	0.156	0.146	0.077	0.050	1.696	3.8%	0.247	0.508	0.668	0.273
2016	M	0.049	0.071	0.144	0.120	0.148	0.224	0.249	0.338	0.170	0.144	0.085	0.059	1.800	6.2%	0.264	0.491	0.757	0.288
2017	M	0.057	0.079	0.111	0.158	0.165	0.223	0.238	0.289	0.171	0.147	0.104	0.055	1.798	-0.1%	0.247	0.545	0.698	0.307
2018	M	0.055	0.078	0.080	0.126	0.178	0.210	0.221	0.259	0.179	0.136	0.111	0.073	1.707	-5.1%	0.213	0.515	0.659	0.320
2019	M	0.066	0.089	0.065	0.172	0.180	0.179	0.215	0.266	0.180	0.134	0.104	0.076	1.725	1.1%	0.219	0.530	0.662	0.314
2020	M	0.066	0.074	0.037				0.028	0.052	0.015	0.033	0.018	0.018	0.341	-80.2%	0.176		0.096	0.069
2021	M				0.092	0.090	0.129	0.191	0.266	0.103	0.154	0.090	0.052	1.168	242.4%		0.311	0.560	0.297
2022	M	0.073	0.063	0.106	0.140	0.177	0.220	0.251	0.276	0.168	0.128	0.104	0.052	1.759	50.5%	0.243	0.538	0.695	0.283
2023	M	0.061	0.083	0.097	0.143	0.173	0.204	0.268	0.263	0.164	0.102	0.099	0.058	1.715	-2.5%	0.241	0.520	0.694	0.259
2024	M	0.050	0.063	0.087	0.128	0.189	0.191	0.252	0.288	0.157	0.114	0.099	0.056	1.674	-2.4%	0.200	0.508	0.697	0.268
2025	M	0.050	0.061	0.088	0.139	0.191	0.180	0.244	0.269	0.148	0.114	0.095	0.054	1.634	-2.4%	0.200	0.511	0.661	0.263
VISITOR DAYS														DAY VISITOR					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	M Visitor Days by Year and Share of Total					
Day Visitor	M	1.633	1.696	1.800	1.798	1.707	1.725	0.341	1.168	1.759	1.715	1.674	1.634						
All Visitor Types	M	2.807	2.954	3.015	3.165	3.198	3.265	0.920	2.352	3.501	3.527	3.533	3.650						
Share of Total	%	58.2%	57.4%	59.7%	56.8%	53.4%	52.8%	37.1%	49.7%	50.2%	48.6%	47.4%	44.8%						
Annual Change in Share	%		-1.3%	4.0%	-4.9%	-6.0%	-1.0%	-29.8%	33.9%	1.1%	-3.2%	-2.5%	-5.5%						
Change in Share from 2014	%		-1.3%	2.6%	-2.4%	-8.2%	-9.2%	-36.2%	-14.6%	-13.6%	-16.4%	-18.6%	-23.0%						
Avg Ann. Change in Share	%		-1.3%	1.3%	-0.8%	-2.1%	-1.8%	-6.0%	-2.1%	-1.7%	-1.8%	-1.9%	-2.1%						
This report is copyright © Global Tourism Solutions (UK) Ltd 2026														Report Prepared by: Cathy James. Date of Issue: 02/07/26					



Direct and Total Employment by Month, Year and Visitor Type for the Period 2014 to 2025

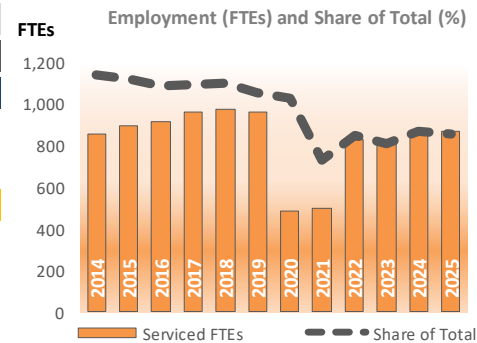
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

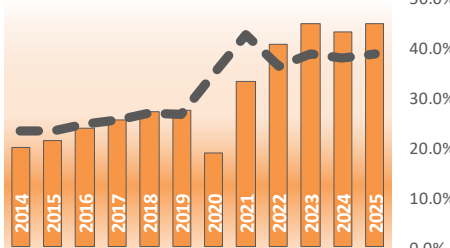
STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2014 to 2025			TOTAL		TOTAL EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		26.6%	26.0%	17.6%	28.4%	42.1%	38.3%	36.4%	46.8%	42.3%	41.9%	28.6%	32.1%	35.3%	Annual Change	23.0%	36.1%	42.1%	34.7%
% Change 2024 to 2025		1.8%	2.3%	-2.0%	5.2%	1.6%	0.9%	2.1%	0.9%	0.6%	3.8%	1.6%	-0.7%	1.5%		0.6%	2.5%	1.2%	1.7%
Average Annual Change		2.4%	2.4%	1.6%	2.6%	3.8%	3.5%	3.3%	4.3%	3.8%	3.8%	2.6%	2.9%	3.2%		2.1%	3.3%	3.8%	3.2%
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		1,959	2,710	3,359	2,247
2015	FTEs	1,949	1,953	2,247	3,008	2,798	2,865	3,675	4,306	2,783	2,949	2,038	2,355	2,744		6.8%	2,050	2,890	3,588
2016	FTEs	2,045	1,985	2,585	3,026	2,766	3,126	3,840	4,787	3,020	2,845	2,160	2,556	2,895	5.5%	2,205	2,973	3,882	2,521
2017	FTEs	2,069	2,047	2,474	3,379	2,904	3,355	3,858	4,824	3,201	3,099	2,295	2,624	3,011	4.0%	2,197	3,213	3,961	2,672
2018	FTEs	2,104	2,115	2,416	3,235	3,207	3,538	3,906	4,669	3,229	3,118	2,407	2,686	3,052	1.4%	2,212	3,327	3,934	2,737
2019	FTEs	2,286	2,254	2,370	3,582	3,269	3,394	3,877	4,645	3,390	3,132	2,327	2,899	3,119	2.2%	2,303	3,415	3,971	2,786
2020	FTEs	2,230	2,186	1,640	-	-	-	1,924	4,118	2,900	2,179	1,032	1,158	1,614	-48.3%	2,018		2,981	1,456
2021	FTEs	-	-	149	1,723	2,185	3,234	4,045	5,071	3,450	3,465	2,184	2,520	2,336	44.7%	50	2,381	4,189	2,723
2022	FTEs	2,450	2,332	2,779	3,661	3,501	3,965	4,430	5,016	3,589	3,289	2,452	2,804	3,356	43.7%	2,520	3,709	4,345	2,848
2023	FTEs	2,520	2,491	2,762	3,773	3,646	4,100	4,653	5,174	3,773	3,221	2,485	2,949	3,462	3.2%	2,591	3,839	4,534	2,885
2024	FTEs	2,291	2,275	2,625	3,408	3,613	3,772	4,533	5,862	3,757	3,427	2,512	2,995	3,422	-1.1%	2,397	3,598	4,717	2,978
2025	FTEs	2,333	2,327	2,572	3,586	3,673	3,806	4,628	5,914	3,778	3,558	2,552	2,973	3,475	1.5%	2,411	3,688	4,773	3,028
EMPLOYMENT														TOTAL					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	FTEs	Employment (FTEs) and Share of Total (%)				
Total	FTEs	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356	3,462	3,422	3,475						
Total Employment	FTEs	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356	3,462	3,422	3,475						
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 2014	%																		
Avg Ann. Change in Share	%																		
This report is copyright © Global Tourism Solutions (UK) Ltd 2026 Report Prepared by: Cathy James. Date of Issue: 02/07/25																			

STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2014 to 2025			SERVICED		DIRECT EMPLOYMENT																																										
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER																																										
KEY		SERVICED ACCOMMODATION																																																							
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																																																							
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change																																										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4																																						
% Change 2014 to 2025		-10.3%	-4.7%	-2.5%	5.6%	-2.4%	-0.3%	6.0%	12.2%	0.4%	5.0%	1.1%	1.6%	1.4%	Annual Change	-5.7%	1.2%	6.7%	2.7%																																						
% Change 2024 to 2025		-1.3%	-3.5%	-2.4%	2.0%	1.0%	0.9%	0.2%	-0.6%	0.3%	7.4%	3.2%	-4.4%	0.2%		-2.5%	1.3%	-0.1%	1.8%																																						
Average Annual Change		-0.9%	-0.4%	-0.2%	0.5%	-0.2%	0.0%	0.5%	1.1%	0.0%	0.5%	0.1%	0.1%	0.1%		-0.5%	0.1%	0.6%	0.2%																																						
2014	FTEs	730	790	800	918	789	817	861	1,010	808	958	784	963	852		774	841	893	902																																						
2015	FTEs	736	808	845	941	808	860	905	1,069	849	1,104	800	988	893	4.7%	796	870	941	964																																						
2016	FTEs	762	822	870	1,069	808	889	929	1,107	868	983	819	1,071	916	2.7%	818	922	968	958																																						
2017	FTEs	774	835	908	1,062	827	906	941	1,229	932	1,087	896	1,125	960	4.8%	839	932	1,034	1,036																																						
2018	FTEs	801	901	930	1,103	858	957	990	1,188	908	1,054	886	1,137	976	1.7%	878	973	1,029	1,026																																						
2019	FTEs	798	884	923	1,115	848	915	946	1,131	900	1,039	868	1,114	957	-2.0%	868	959	992	1,007																																						
2020	FTEs	774	857	575	-	-	-	82	1,224	870	708	325	395	484	-49.4%	735		725	476																																						
2021	FTEs	-	-	-	-	304	730	763	1,008	746	851	675	854	494	2.1%		345	839	793																																						
2022	FTEs	661	760	797	981	734	797	819	1,010	780	895	752	960	829	67.7%	739	837	870	869																																						
2023	FTEs	706	767	804	970	721	794	771	939	770	847	738	973	817	-1.5%	759	829	827	853																																						
2024	FTEs	663	781	800	951	762	807	911	1,140	809	937	768	1,023	863	5.6%	748	840	953	909																																						
2025	FTEs	655	754	780	970	770	815	913	1,133	811	1,006	792	978	865	0.2%	730	851	952	926																																						
EMPLOYMENT													SERVICED ACCOMMODATION																																												
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	FTEs Employment (FTEs) and Share of Total (%)																																											
Serviced	FTEs	852	893	916	960	976	957	484	494	829	817	863	865	<table border="1"><thead><tr><th>Year</th><th>Serviced FTEs</th><th>Share of Total (%)</th></tr></thead><tbody><tr><td>2014</td><td>852</td><td>30.0%</td></tr><tr><td>2015</td><td>893</td><td>30.0%</td></tr><tr><td>2016</td><td>916</td><td>30.0%</td></tr><tr><td>2017</td><td>960</td><td>30.0%</td></tr><tr><td>2018</td><td>976</td><td>30.0%</td></tr><tr><td>2019</td><td>957</td><td>30.0%</td></tr><tr><td>2020</td><td>484</td><td>20.0%</td></tr><tr><td>2021</td><td>494</td><td>20.0%</td></tr><tr><td>2022</td><td>829</td><td>20.0%</td></tr><tr><td>2023</td><td>817</td><td>20.0%</td></tr><tr><td>2024</td><td>863</td><td>20.0%</td></tr><tr><td>2025</td><td>865</td><td>20.0%</td></tr></tbody></table>					Year	Serviced FTEs	Share of Total (%)	2014	852	30.0%	2015	893	30.0%	2016	916	30.0%	2017	960	30.0%	2018	976	30.0%	2019	957	30.0%	2020	484	20.0%	2021	494	20.0%	2022	829	20.0%	2023	817	20.0%	2024	863	20.0%	2025	865	20.0%
Year	Serviced FTEs	Share of Total (%)																																																							
2014	852	30.0%																																																							
2015	893	30.0%																																																							
2016	916	30.0%																																																							
2017	960	30.0%																																																							
2018	976	30.0%																																																							
2019	957	30.0%																																																							
2020	484	20.0%																																																							
2021	494	20.0%																																																							
2022	829	20.0%																																																							
2023	817	20.0%																																																							
2024	863	20.0%																																																							
2025	865	20.0%																																																							
Total Employment	FTEs	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356	3,462	3,422	3,475																																												
Share of Total	%	33.2%	32.5%	31.7%	31.9%	32.0%	30.7%	30.0%	21.2%	24.7%	23.6%	25.2%	24.9%																																												
Annual Change in Share	%		-2.0%	-2.7%	0.8%	0.3%	-4.1%	-2.2%	-29.4%	16.7%	-4.5%	6.8%	-1.3%																																												
Change in Share from 2014	%		-2.0%	-4.6%	-3.9%	-3.6%	-7.6%	-9.6%	-36.2%	-25.6%	-28.9%	-24.0%	-25.0%																																												
Avg Ann. Change in Share	%		-2.0%	-2.3%	-1.3%	-0.9%	-1.5%	-1.6%	-5.2%	-3.2%	-3.2%	-2.4%	-2.3%																																												

This report is copyright © Global Tourism Solutions (UK) Ltd 2026

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



STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL											2014 to 2025			NON-SERVICED		DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																			
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4		
% Change 2014 to 2025		131.2%	115.1%	88.4%	118.1%	119.6%	138.6%	108.0%	162.1%	138.8%	151.8%	73.5%	133.5%			125.0%	109.2%	125.8%	137.2%	118.8%	
% Change 2024 to 2025		4.0%	6.1%	-2.1%	6.2%	2.4%	3.6%	5.9%	4.8%	2.2%	1.6%	0.8%	2.5%			3.3%	2.4%	3.9%	4.4%	1.6%	
Average Annual Change		11.9%	10.5%	8.0%	10.7%	10.9%	12.6%	9.8%	14.7%	12.6%	13.8%	6.7%	12.1%			11.4%	9.9%	11.4%	12.5%	10.8%	
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	7.5%	450	677	877	549		
2016	FTEs	492	505	647	678	769	721	980	1,131	813	709	602	528	715	11.9%	548	723	975	613		
2017	FTEs	480	515	652	822	807	892	1,026	1,214	880	780	567	539	764	7.0%	549	840	1,040	629		
2018	FTEs	498	512	702	801	961	1,045	1,100	1,260	905	859	619	498	813	6.4%	571	935	1,089	659		
2019	FTEs	548	568	678	811	949	1,015	1,064	1,201	967	862	583	633	823	1.2%	598	925	1,077	693		
2020	FTEs	532	594	588	-	-	-	939	1,443	1,221	687	377	362	562	-31.7%	572		1,201	475		
2021	FTEs	-	-	133	1,092	1,162	1,445	1,639	1,814	1,538	1,344	817	908	991	76.3%	44	1,233	1,664	1,023		
2022	FTEs	850	889	1,030	1,236	1,346	1,520	1,595	1,715	1,388	1,242	873	909	1,216	22.7%	923	1,368	1,566	1,008		
2023	FTEs	923	961	1,074	1,334	1,495	1,695	1,770	1,973	1,558	1,341	942	992	1,338	10.1%	986	1,508	1,767	1,092		
2024	FTEs	851	869	1,015	1,160	1,393	1,498	1,612	2,312	1,537	1,363	935	984	1,294	-3.3%	912	1,351	1,820	1,094		
2025	FTEs	885	922	993	1,232	1,426	1,552	1,707	2,423	1,571	1,384	942	1,009	1,337	3.3%	933	1,404	1,900	1,112		
EMPLOYMENT														NON-SERVICED ACCOMMODATION							
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	FTEs	Employment (FTEs) and Share of Total (%)						
Non-Serviced		FTEs	594	639	715	764	813	823	562	991	1,216	1,338	1,294	1,337							
Total Employment		FTEs	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356	3,462	3,422	3,475							
Share of Total		%	23.1%	23.3%	24.7%	25.4%	26.6%	26.4%	34.8%	42.4%	36.2%	38.7%	37.8%	38.5%							
Annual Change in Share		%		0.6%	6.1%	2.9%	4.9%	-0.9%	31.9%	21.9%	-14.6%	6.7%	-2.2%	1.8%							
Change in Share from 2014		%		0.6%	6.7%	9.8%	15.2%	14.1%	50.5%	83.4%	56.7%	67.1%	63.4%	66.3%							
Avg Ann. Change in Share		%		0.6%	3.4%	3.3%	3.8%	2.8%	8.4%	11.9%	7.1%	7.5%	6.3%	6.0%							

This report is copyright © Global Tourism Solutions (UK) Ltd 2026

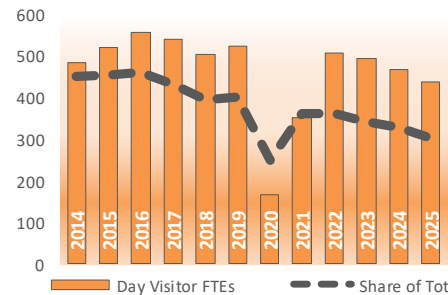
Report Prepared by: Cathy James. Date of Issue: 02/07/26

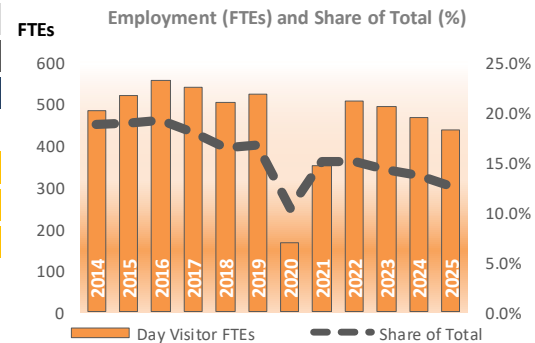
STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL											2014 to 2025			SFR	DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																		
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2014 to 2025	-6.3%	-6.3%	-6.3%	-6.3%	-6.3%	-6.3%	-6.3%	-6.3%	-6.3%	-6.3%	-6.3%	-6.3%	-6.3%	Annual Change	-6.3%	-6.3%	-6.3%	-6.3%	
% Change 2024 to 2025	-3.2%	-3.2%	-3.2%	-3.2%	-3.2%	-3.2%	-3.2%	-3.2%	-3.2%	-3.2%	-3.2%	-3.2%	-3.2%		-3.2%	-3.2%	-3.2%	-3.2%	
Average Annual Change	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%		-0.6%	-0.6%	-0.6%	-0.6%	
2014	FTEs	314	105	120	286	184	142	230	244	126	125	98	283	188		180	204	200	169
2015	FTEs	327	110	125	298	192	148	240	254	131	130	102	294	196	4.1%	187	212	208	176
2016	FTEs	329	111	126	300	193	149	241	256	132	131	102	297	197	0.8%	189	214	209	177
2017	FTEs	323	108	123	294	189	146	237	251	129	129	100	291	193	-1.9%	185	210	205	173
2018	FTEs	319	107	122	291	187	144	234	247	127	127	99	287	191	-1.3%	183	207	203	171
2019	FTEs	330	111	126	301	193	149	242	256	132	132	103	297	198	3.5%	189	214	210	177
2020	FTEs	340	114	71	-	-	-	59	42	-	-	-	-	52	-73.6%	175		34	
2021	FTEs	-	-	-	-	19	14	121	132	68	66	51	148	52	-1.0%		11	107	89
2022	FTEs	318	107	121	282	181	140	227	240	124	123	96	278	186	261.1%	182	201	197	166
2023	FTEs	311	105	119	284	183	141	228	242	125	124	97	281	187	0.1%	178	202	198	167
2024	FTEs	304	102	116	277	178	137	223	236	122	121	95	274	182	-2.4%	174	198	193	163
2025	FTEs	294	99	112	268	173	133	216	228	118	118	92	265	176	-3.2%	169	191	187	158
EMPLOYMENT														SFR					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	FTEs Employment (FTEs) and Share of Total (%) SFR FTEs Share of Total					
SFR	FTEs	188	196	197	193	191	198	52	52	186	187	182	176						
Total Employment	FTEs	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356	3,462	3,422	3,475						
Share of Total	%	7.3%	7.1%	6.8%	6.4%	6.3%	6.3%	3.2%	2.2%	5.6%	5.4%	5.3%	5.1%						
Annual Change in Share	%		-2.6%	-4.5%	-5.7%	-2.6%	1.3%	-49.0%	-31.6%	151.4%	-3.0%	-1.2%	-4.7%						
Change in Share from 2014	%		-2.6%	-7.0%	-12.3%	-14.6%	-13.5%	-55.9%	-69.8%	-24.1%	-26.4%	-27.3%	-30.7%						
Avg Ann. Change in Share	%		-2.6%	-3.5%	-4.1%	-3.6%	-2.7%	-9.3%	-10.0%	-3.0%	-2.9%	-2.7%	-2.8%						

This report is copyright © Global Tourism Solutions (UK) Ltd 2026

Report Prepared by: Cathy James. Date of Issue: 02/07/26

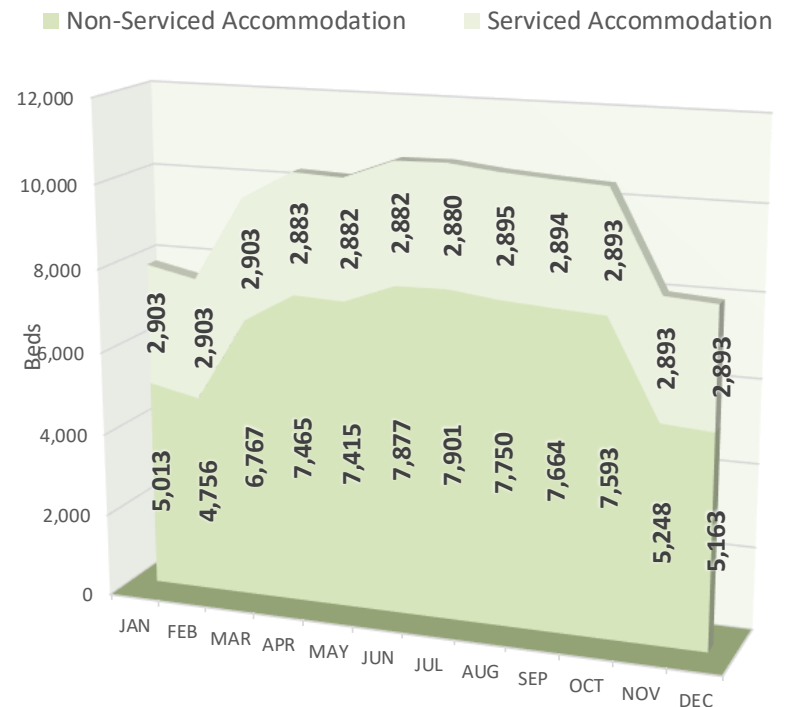
STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL											2014 to 2025			STAYING VISITOR		DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																			
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4		
% Change 2014 to 2025		28.6%	34.0%	30.3%	39.6%	46.0%	55.3%	48.3%	73.7%	57.1%	53.5%	28.2%	34.3%			45.5%	30.9%	46.7%	60.5%	39.1%	
% Change 2024 to 2025		0.9%	1.3%	-2.3%	3.4%	1.5%	2.3%	3.3%	2.6%	1.3%	3.6%	1.6%	-1.3%			1.7%	-0.1%	2.4%	2.5%	1.3%	
Average Annual Change		2.6%	3.1%	2.8%	3.6%	4.2%	5.0%	4.4%	6.7%	5.2%	4.9%	2.6%	3.1%			4.1%	2.8%	4.2%	5.5%	3.6%	
2014 FTEs		1,426	1,325	1,448	1,769	1,622	1,610	1,912	2,178	1,591	1,633	1,424	1,678			1,635	1,400	1,667	1,894	1,578	
2015 FTEs		1,473	1,353	1,475	1,837	1,700	1,740	2,077	2,339	1,663	1,863	1,447	1,756	1,727	5.6%	1,434	1,759	2,026	1,689		
2016 FTEs		1,583	1,437	1,643	2,047	1,770	1,759	2,151	2,493	1,812	1,824	1,524	1,897	1,828	5.9%	1,554	1,859	2,152	1,748		
2017 FTEs		1,577	1,458	1,683	2,178	1,824	1,944	2,203	2,694	1,941	1,997	1,563	1,955	1,918	4.9%	1,573	1,982	2,279	1,838		
2018 FTEs		1,618	1,520	1,754	2,195	2,005	2,146	2,324	2,696	1,941	2,040	1,604	1,922	1,981	3.3%	1,631	2,115	2,320	1,856		
2019 FTEs		1,675	1,562	1,727	2,227	1,990	2,079	2,252	2,588	1,998	2,032	1,553	2,044	1,977	-0.2%	1,655	2,099	2,280	1,877		
2020 FTEs		1,646	1,566	1,234	-	-	-	1,079	2,708	2,091	1,395	701	758	1,098	-44.5%	1,482		1,960	951		
2021 FTEs		-	-	133	1,092	1,485	2,190	2,523	2,954	2,352	2,260	1,544	1,911	1,537	40.0%	44	1,589	2,610	1,905		
2022 FTEs		1,829	1,756	1,948	2,499	2,262	2,456	2,641	2,964	2,291	2,260	1,721	2,148	2,231	45.2%	1,844	2,406	2,632	2,043		
2023 FTEs		1,940	1,833	1,997	2,588	2,400	2,630	2,769	3,154	2,453	2,313	1,777	2,246	2,342	4.9%	1,923	2,539	2,792	2,112		
2024 FTEs		1,818	1,752	1,931	2,389	2,333	2,443	2,746	3,688	2,467	2,421	1,798	2,282	2,339	-0.1%	1,834	2,388	2,967	2,167		
2025 FTEs		1,834	1,775	1,886	2,470	2,369	2,500	2,836	3,784	2,499	2,507	1,826	2,252	2,378	1.7%	1,831	2,446	3,040	2,195		
EMPLOYMENT													STAYING VISITOR								
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	FTEs	Employment (FTEs) and Share of Total (%)						
Staying Visitor		FTEs	1,635	1,727	1,828	1,918	1,981	1,977	1,098	1,537	2,231	2,342	2,339	2,378	2,500						
Total Employment		FTEs	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356	3,462	3,422	3,475	2,000						
Share of Total		%	63.6%	62.9%	63.2%	63.7%	64.9%	63.4%	68.0%	65.8%	66.5%	67.6%	68.3%	68.4%	1,500						
Annual Change in Share		%		-1.1%	0.3%	0.9%	1.8%	-2.3%	7.3%	-3.3%	1.0%	1.7%	1.0%	0.1%	1,000						
Change in Share from 2014		%		-1.1%	-0.8%	0.1%	2.0%	-0.4%	6.9%	3.4%	4.5%	6.3%	7.4%	7.5%	500						
Avg Ann. Change in Share		%		-1.1%	-0.4%	0.0%	0.5%	-0.1%	1.2%	0.5%	0.6%	0.7%	0.7%	0.7%	0						
This report is copyright © Global Tourism Solutions (UK) Ltd 2026															Report Prepared by: Cathy James. Date of Issue: 02/07/26						

STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL											2014 to 2025			DAY VISITOR		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2014 to 2025		-0.5%	-21.5%	-28.7%	-16.2%	15.8%	-14.0%	-3.2%	-12.0%	-15.9%	-16.4%	14.0%	-9.4%	-9.5%	Annual Change	-20.8%	-5.6%	-9.9%	-5.8%	
% Change 2024 to 2025		-3.9%	-6.6%	-2.7%	4.4%	-2.9%	-9.3%	-7.1%	-10.4%	-9.6%	-4.0%	-7.6%	-7.3%	-6.3%		-4.2%	-3.5%	-9.0%	-6.0%	
Average Annual Change		0.0%	-2.0%	-2.6%	-1.5%	1.4%	-1.3%	-0.3%	-1.1%	-1.4%	-1.5%	1.3%	-0.9%	-0.9%		-1.9%	-0.5%	-0.9%	-0.5%	
2014	FTEs	162	248	398	531	529	672	809	979	562	438	267	190	482		270	578	783	298	
2015	FTEs	193	299	416	628	617	622	853	1,026	575	536	283	184	519	7.7%	303	622	818	334	
2016	FTEs	182	264	531	444	547	828	922	1,253	628	531	316	217	555	6.9%	326	606	934	355	
2017	FTEs	206	286	400	569	594	804	860	1,043	617	532	376	199	540	-2.7%	297	656	840	369	
2018	FTEs	194	277	282	447	630	744	782	917	633	482	392	259	503	-6.9%	251	607	777	378	
2019	FTEs	239	321	235	623	652	649	782	965	655	486	378	277	522	3.7%	265	641	801	380	
2020	FTEs	245	274	137	-	-	-	242	305	90	337	188	189	167	-68.0%	219		212	238	
2021	FTEs	-	-	-	322	315	451	689	992	384	557	324	189	352	110.5%		363	688	357	
2022	FTEs	259	223	377	483	609	757	862	950	577	439	357	178	506	43.7%	286	616	797	325	
2023	FTEs	211	285	335	493	595	701	923	904	563	352	342	200	492	-2.8%	277	597	797	298	
2024	FTEs	168	209	291	426	632	637	842	962	523	381	329	186	466	-5.4%	223	565	776	299	
2025	FTEs	162	195	284	445	613	578	782	862	473	366	304	173	436	-6.3%	213	545	706	281	
EMPLOYMENT														DAY VISITOR						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	FTEs Employment (FTEs) and Share of Total (%)						
Day Visitor		FTEs	482	519	555	540	503	522	167	352	506	492	466	436						
Total Employment		FTEs	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356	3,462	3,422	3,475						
Share of Total		%	18.8%	18.9%	19.2%	17.9%	16.5%	16.7%	10.4%	15.1%	15.1%	14.2%	13.6%	12.6%						
Annual Change in Share		%		0.8%	1.3%	-6.4%	-8.2%	1.5%	-38.1%	45.5%	0.1%	-5.8%	-4.3%	-7.7%						
Change in Share from 2014		%		0.8%	2.2%	-4.4%	-12.2%	-10.9%	-44.8%	-19.7%	-19.7%	-24.3%	-27.5%	-33.1%						
Avg Ann. Change in Share		%		0.8%	1.1%	-1.5%	-3.0%	-2.2%	-7.5%	-2.8%	-2.5%	-2.7%	-2.8%	-3.0%						
This report is copyright © Global Tourism Solutions (UK) Ltd 2026														Report Prepared by: Cathy James. Date of Issue: 02/07/25						



STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL						2025		STAYING VISITORS		ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE						
SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2014		SEASONAL AVAILABILITY OF BED SUPPLY 2025									
	Est.	Beds	Est.	Beds	Est.	Beds										
Serviced Accommodation Total	109	2,903	+4	+73	-24	-9	Non-Serviced Accommodation					Serviced Accommodation				
+50 room hotels	4	893	0	0	+2	+103										
11-50 room hotels	26	1,296	0	+41	+1	+85										
<10 room hotels/others	79	714	+4	+32	-27	-197										
NON-SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2014		SEASONAL AVAILABILITY OF BED SUPPLY 2025									
	Est.	Beds	Est.	Beds	Est.	Beds										
Non-Serviced Accommodation Total	445	8,246	-3	+891	+243	+3,826	Non-Serviced Accommodation					Serviced Accommodation				
Self catering	318	2,383	-9	+375	+152	+1,166										
Static caravans/chalets	77	824	+1	+16	+76	+780										
Touring caravans/camping	50	3,582	+5	+417	+15	+423										
Not-for-hire statics	0	0	0	0	0	0										
Airbnb	0	1,457	0	+83												
DISTRIBUTION BY TYPE OF ACCOMMODATION 2025	2025		Change on 2024		Change on 2014		SEASONAL AVAILABILITY OF BED SUPPLY 2025									
	Est.	Beds	Est.	Beds	Est.	Beds										
All Paid Accommodation Total	554	11,149	+1	+964	+219	+3,817	Non-Serviced Accommodation					Serviced Accommodation				
Serviced Accommodation Share of Total	20%	26%														
Non-Serviced Accommodation Share of Total	80%	74%														
SEASONAL AVAILABILITY OF BED SUPPLY 2025	2025															
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC				
All Paid Accommodation Total	7,916	7,659	9,670	10,347	10,296	10,759	10,781	10,645	10,559	10,487	8,140	8,056				
Serviced Accommodation	2,903	2,903	2,903	2,883	2,882	2,882	2,880	2,895	2,894	2,893	2,893	2,893				
Non-Serviced Accommodation	5,013	4,756	6,767	7,465	7,415	7,877	7,901	7,750	7,664	7,593	5,248	5,163				

SEASONAL AVAILABILITY OF BED SUPPLY
2025



Report Sections With Historic Financial Data Indexed to 2025 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>

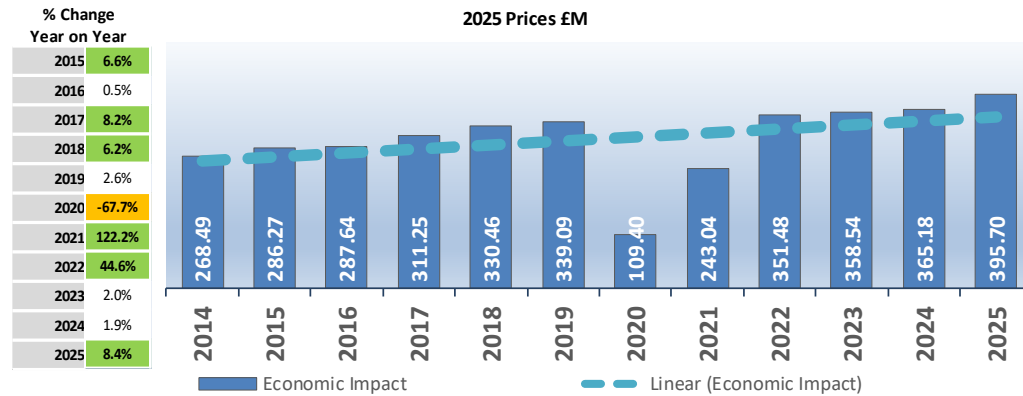
Indexation: *Indexation to: 2025*

2014	<i>1.55</i>
2015	<i>1.53</i>
2016	<i>1.51</i>
2017	<i>1.48</i>
2018	<i>1.42</i>
2019	<i>1.38</i>
2020	<i>1.35</i>
2021	<i>1.33</i>
2022	<i>1.23</i>
2023	<i>1.09</i>
2024	<i>1.04</i>
2025	<i>1.00</i>



STEAM REPORT FOR 2014-2025 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

Economic Impact - Indexed - Total

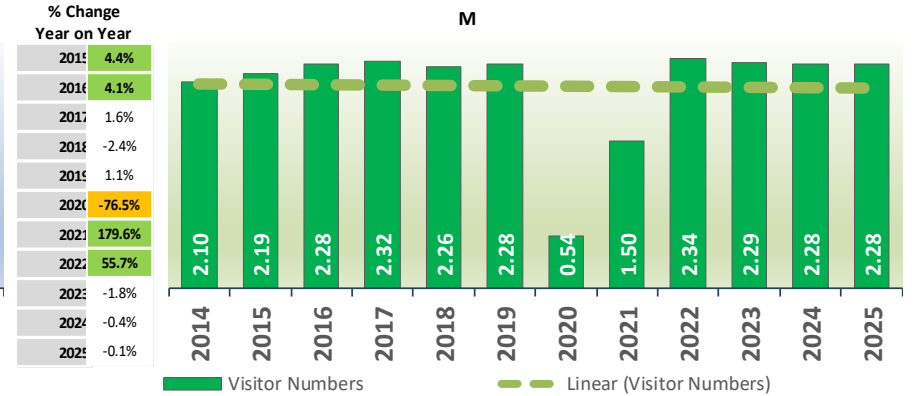


2014 to 2025
2025 Prices

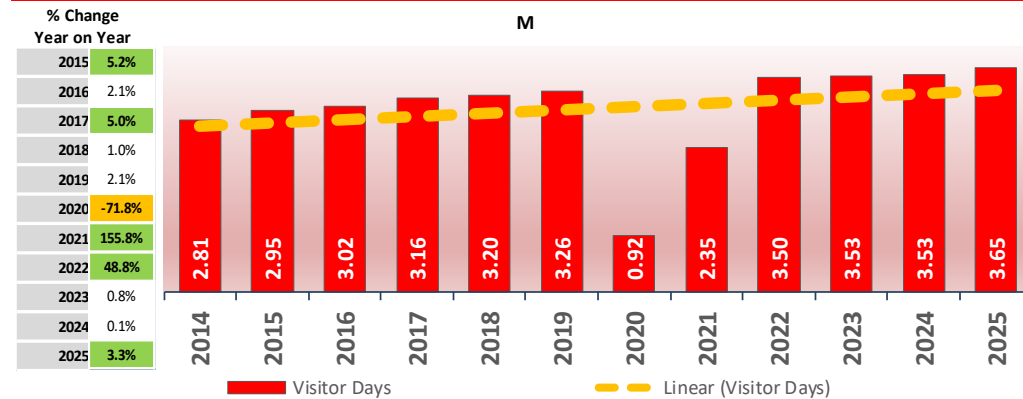
TOTAL

KEY MEASURES
Indexed

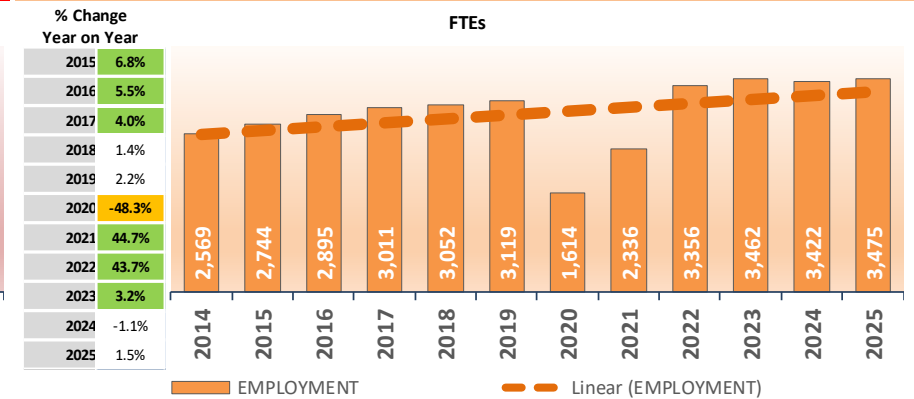
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total

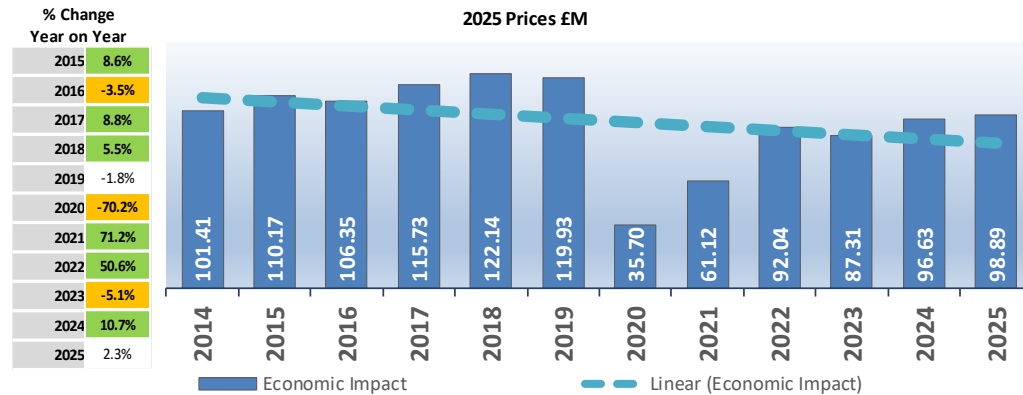


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		6.6%	7.1%	15.9%	23.1%	26.3%	-59.3%	-9.5%	30.9%	33.5%	36.0%	47.4%
Visitor Numbers		4.4%	8.7%	10.4%	7.8%	8.9%	-74.4%	-28.5%	11.3%	9.4%	8.9%	8.8%
Visitor Days		5.2%	7.4%	12.8%	13.9%	16.3%	-67.2%	-16.2%	24.7%	25.7%	25.9%	30.0%
Total Employment		6.8%	12.7%	17.2%	18.8%	21.4%	-37.2%	-9.1%	30.6%	34.8%	33.2%	35.3%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

Economic Impact - Indexed - Serviced Accommodation

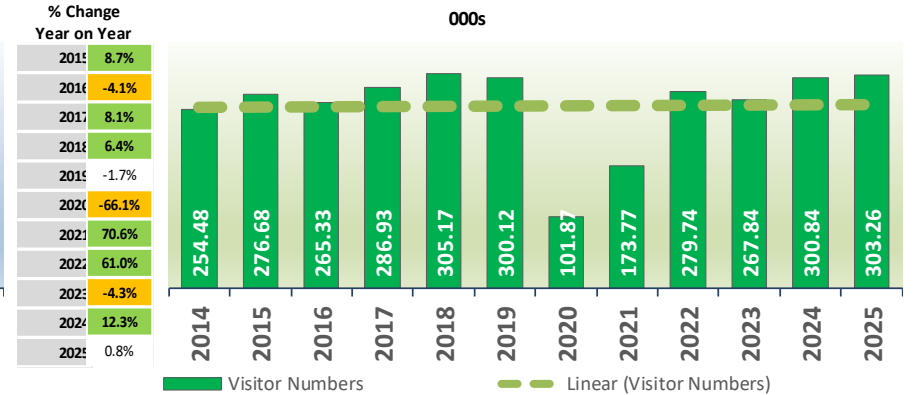


2014 to 2025
2025 Prices

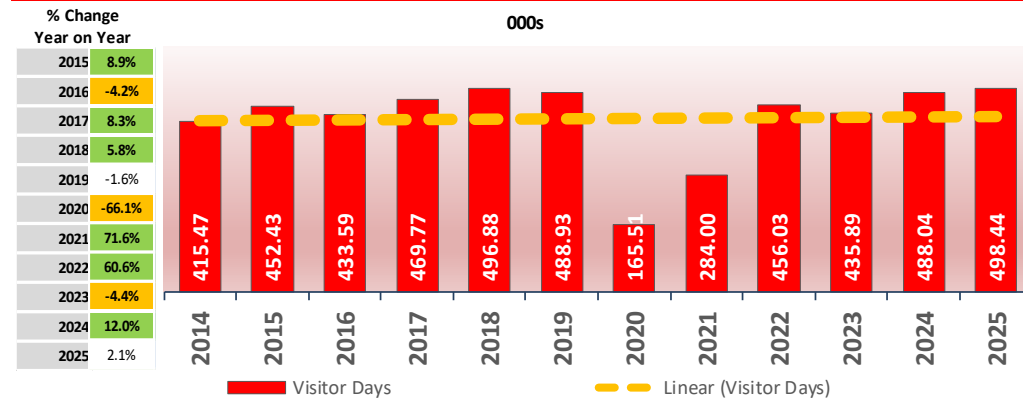
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

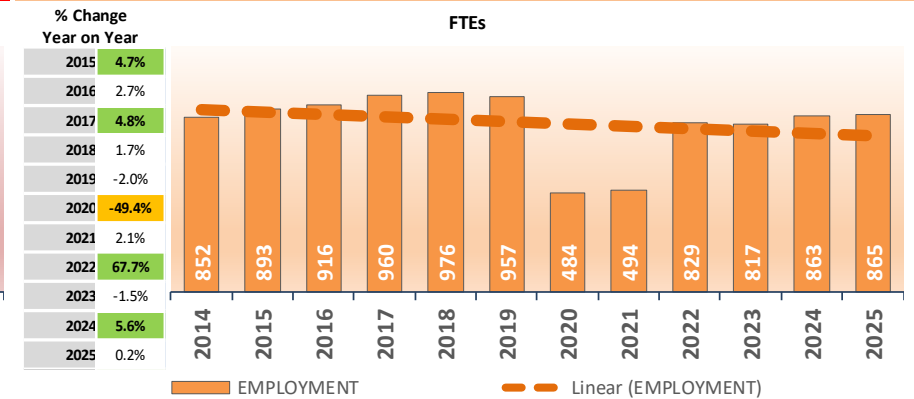
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation

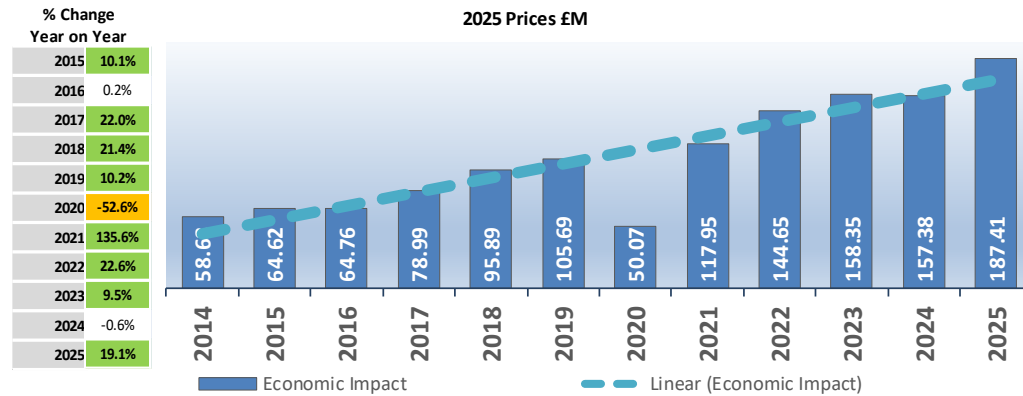


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		8.6%	4.9%	14.1%	20.4%	18.3%	-64.8%	-39.7%	-9.2%	-13.9%	-4.7%	-2.5%
Visitor Numbers		8.7%	4.3%	12.8%	19.9%	17.9%	-60.0%	-31.7%	9.9%	5.3%	18.2%	19.2%
Visitor Days		8.9%	4.4%	13.1%	19.6%	17.7%	-60.2%	-31.6%	9.8%	4.9%	17.5%	20.0%
Direct Employment		4.7%	7.5%	12.7%	14.5%	12.2%	-43.2%	-42.0%	-2.8%	-4.2%	1.2%	1.4%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

Economic Impact - Indexed - Non-Serviced Accommodation

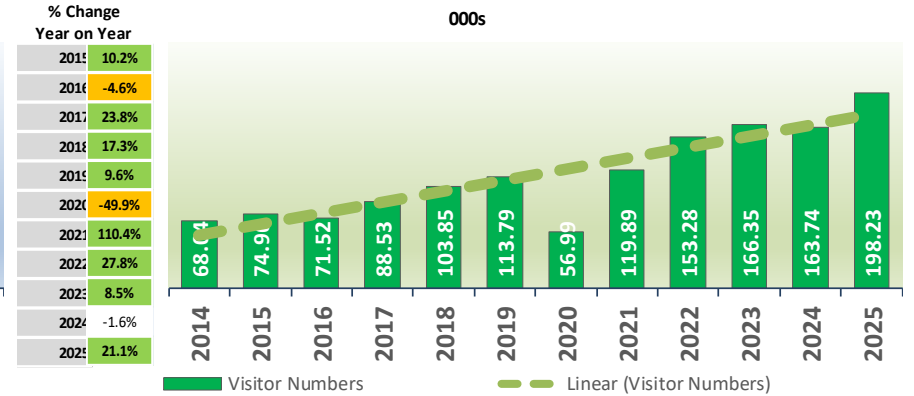


2014 to 2025
2025 Prices

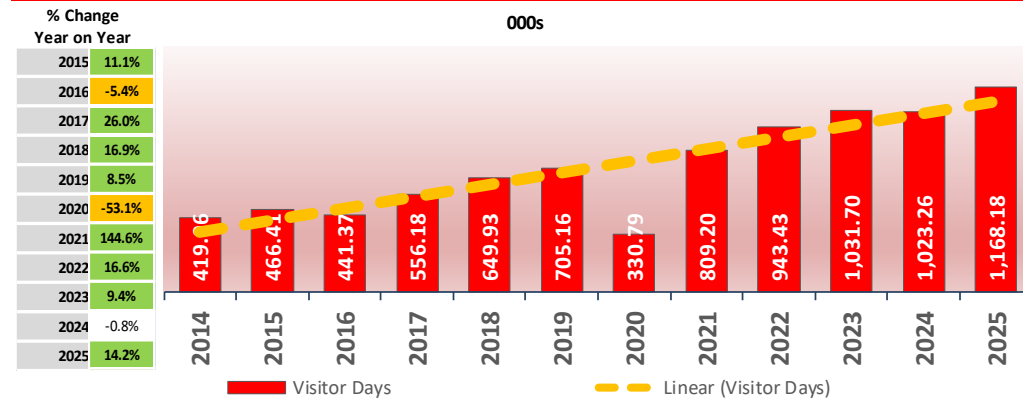
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

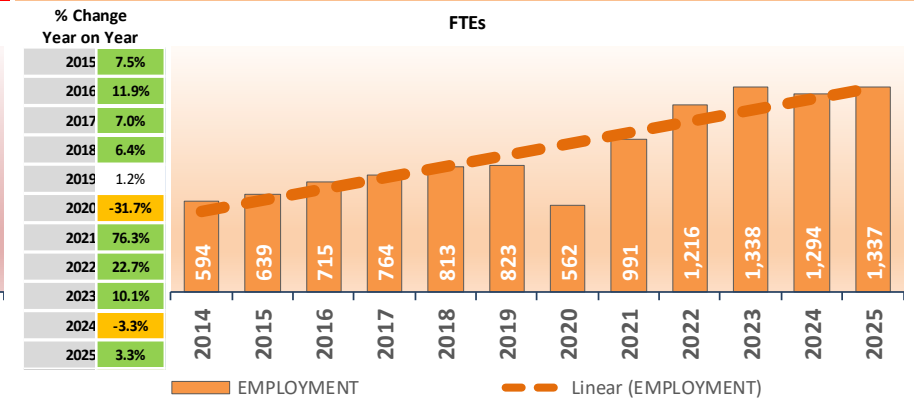
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		10.1%	10.4%	34.6%	63.4%	80.1%	-14.7%	101.0%	146.5%	169.9%	168.2%	219.4%
Visitor Numbers		10.2%	5.1%	30.1%	52.6%	67.2%	-16.2%	76.2%	125.3%	144.5%	140.7%	191.3%
Visitor Days		11.1%	5.1%	32.4%	54.8%	67.9%	-21.2%	92.7%	124.6%	145.7%	143.7%	178.2%
Direct Employment		7.5%	20.3%	28.6%	36.9%	38.5%	-5.4%	66.8%	104.6%	125.2%	117.8%	125.0%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

Economic Impact - Indexed - SFR

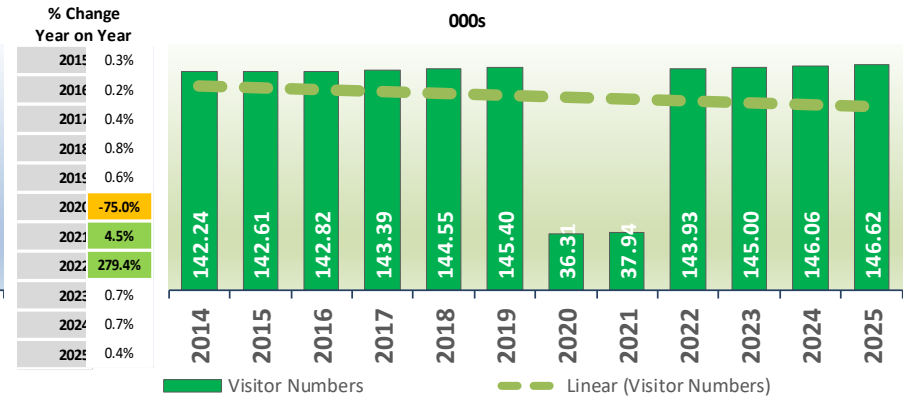


2014 to 2025
2025 Prices

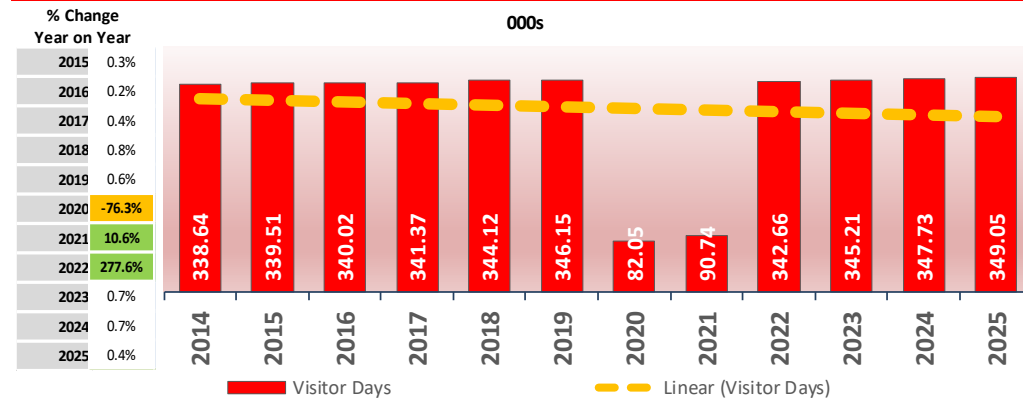
SFR

KEY MEASURES
Indexed

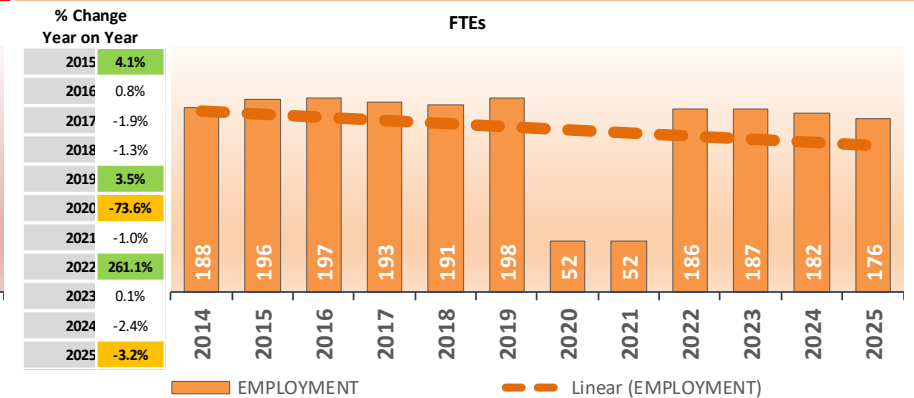
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR

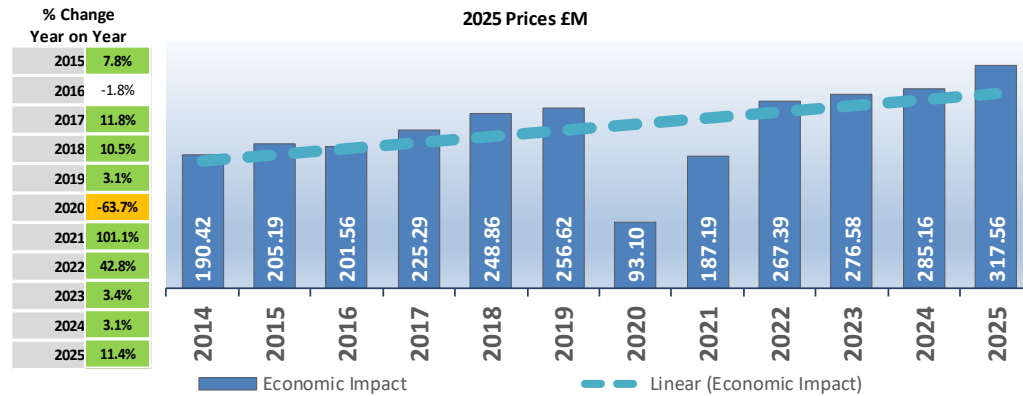


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		0.3%	0.4%	0.8%	1.6%	2.2%	-75.8%	-73.2%	1.2%	1.9%	2.7%	3.1%
Visitor Numbers		0.3%	0.4%	0.8%	1.6%	2.2%	-74.5%	-73.3%	1.2%	1.9%	2.7%	3.1%
Visitor Days		0.3%	0.4%	0.8%	1.6%	2.2%	-75.8%	-73.2%	1.2%	1.9%	2.7%	3.1%
Direct Employment		4.1%	4.9%	2.8%	1.5%	5.1%	-72.3%	-72.6%	-0.9%	-0.8%	-3.1%	-6.3%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

Economic Impact - Indexed - Staying Visitor

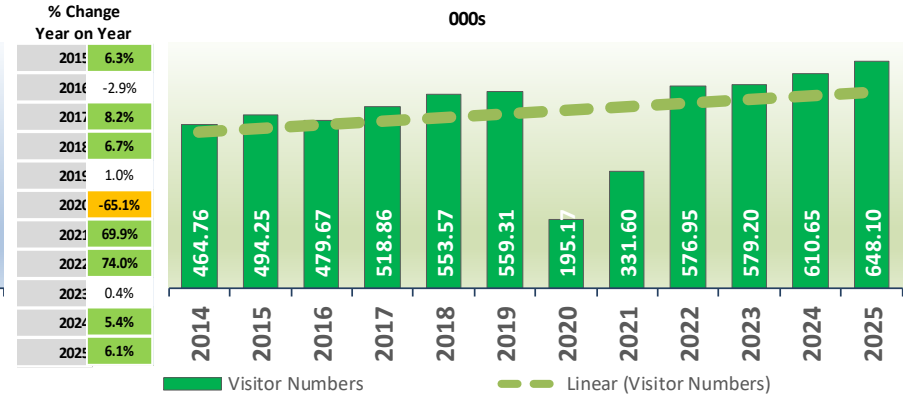


2014 to 2025
2025 Prices

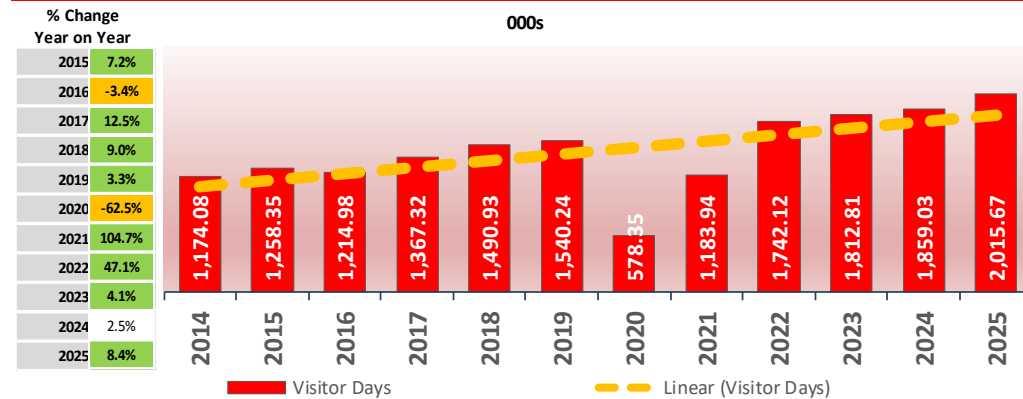
STAYING VISITOR

KEY MEASURES
Indexed

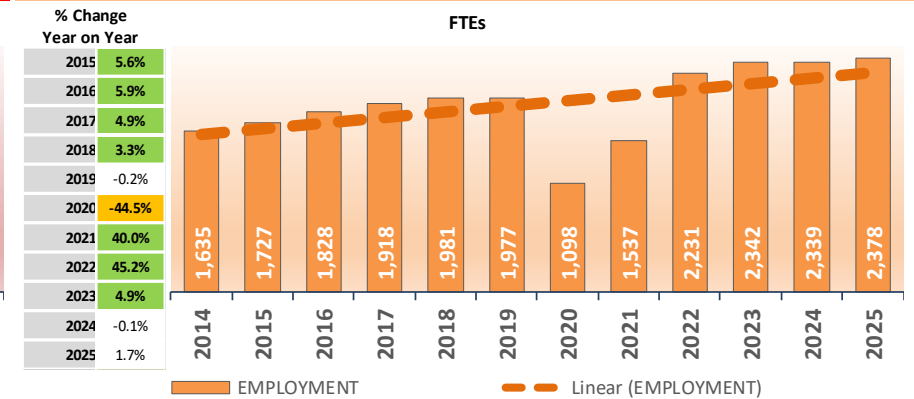
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		7.8%	5.9%	18.3%	30.7%	34.8%	-51.1%	-1.7%	40.4%	45.2%	49.8%	66.8%
Visitor Numbers		6.3%	3.2%	11.6%	19.1%	20.3%	-58.0%	-28.7%	24.1%	24.6%	31.4%	39.4%
Visitor Days		7.2%	3.5%	16.5%	27.0%	31.2%	-50.7%	0.8%	48.4%	54.4%	58.3%	71.7%
Direct Employment		5.6%	11.8%	17.3%	21.2%	21.0%	-32.8%	-6.0%	36.5%	43.2%	43.1%	45.5%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

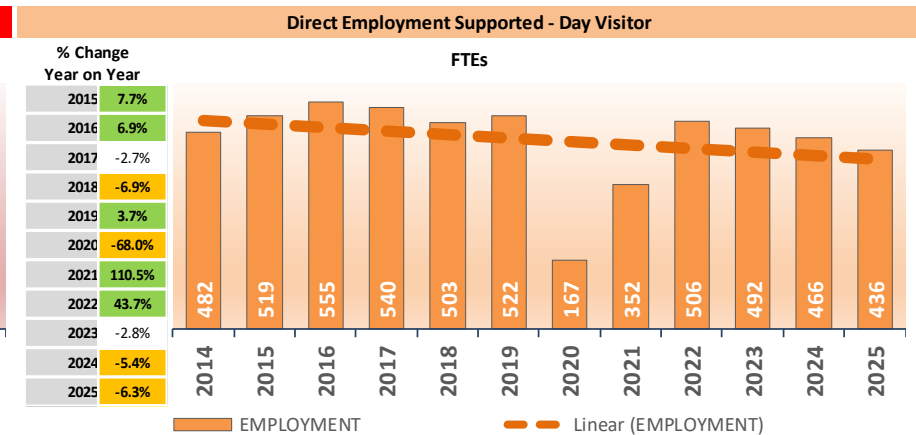
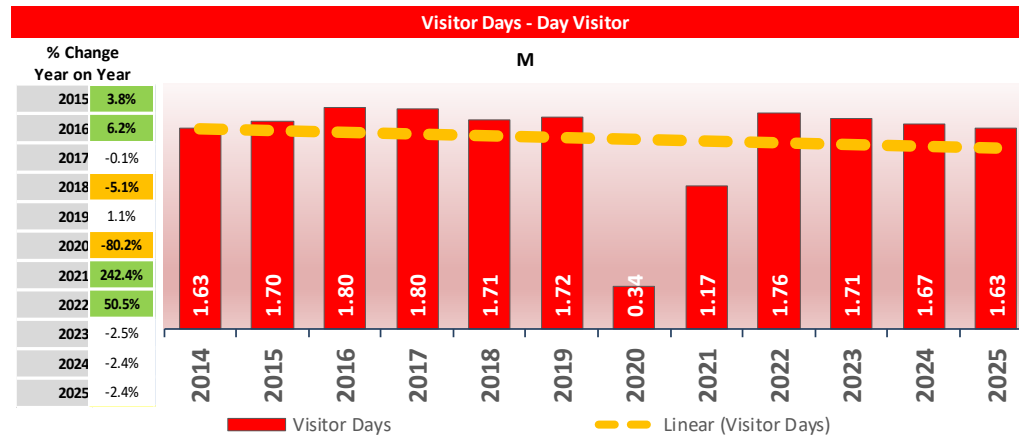
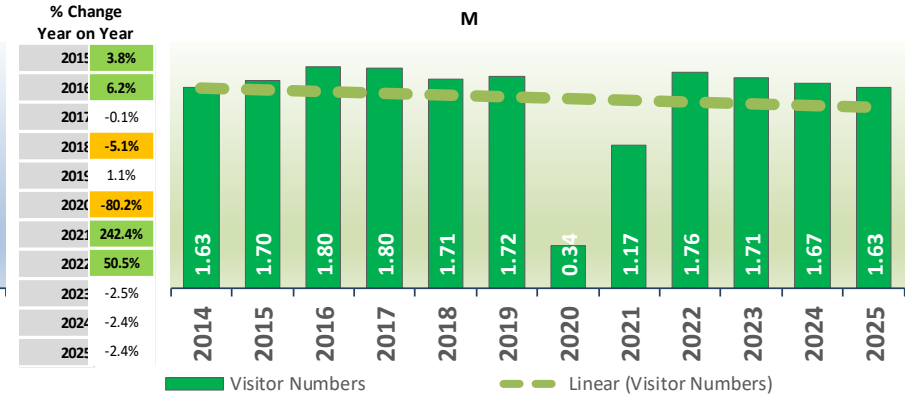
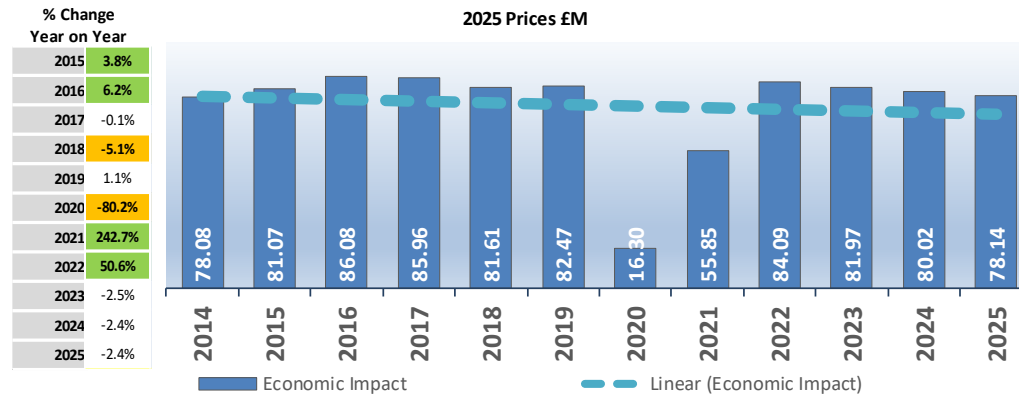
2014 to 2025
2025 Prices

DAY VISITOR

KEY MEASURES
Indexed

Economic Impact - Indexed - Day Visitor

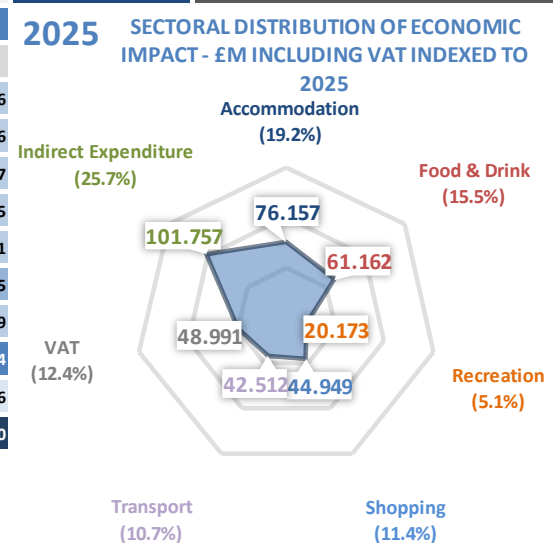
Visitor Numbers - Day Visitor



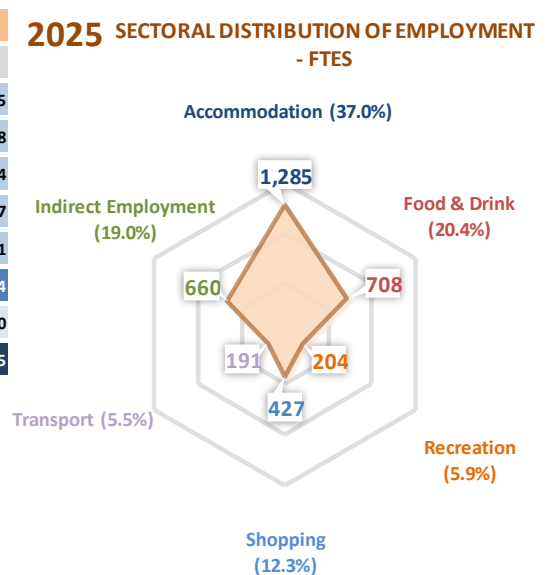
% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		3.8%	10.3%	10.1%	4.5%	5.6%	-79.1%	-28.5%	7.7%	5.0%	2.5%	0.1%
Visitor Numbers		3.8%	10.2%	10.1%	4.5%	5.6%	-79.1%	-28.5%	7.7%	5.0%	2.5%	0.1%
Visitor Days		3.8%	10.2%	10.1%	4.5%	5.6%	-79.1%	-28.5%	7.7%	5.0%	2.5%	0.1%
Direct Employment		7.7%	15.1%	12.1%	4.4%	8.2%	-65.3%	-27.0%	4.9%	2.1%	-3.4%	-9.5%

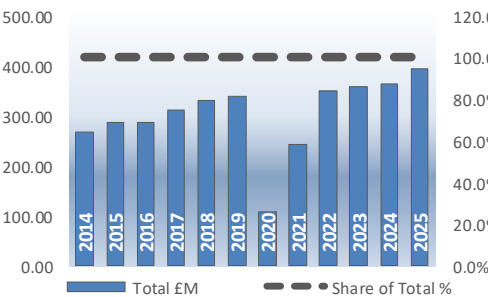
"Linear" = Linear Trendline

Sectoral Distribution of Economic Impact - £M including VAT indexed to 2025													
Sector / Year		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	£M	45.98	49.66	50.35	57.84	66.80	70.60	26.53	47.22	62.69	62.21	66.04	76.16
Food & Drink	£M	44.71	47.55	47.33	50.17	51.42	51.96	16.96	40.75	57.08	57.77	58.36	61.16
Recreation	£M	14.52	15.44	15.37	16.32	16.74	16.95	5.568	13.47	18.77	19.05	19.19	20.17
Shopping	£M	33.35	35.33	35.30	37.06	37.67	37.96	11.47	28.29	41.85	42.89	42.93	44.95
Transport	£M	30.95	32.88	32.76	34.38	34.87	35.02	10.77	27.20	39.29	40.55	40.38	42.51
Direct Revenue	£M	169.52	180.87	181.11	195.78	207.50	212.49	71.30	156.93	219.67	222.47	226.91	244.95
VAT	£M	33.90	36.17	36.22	39.16	41.50	42.50	10.10	23.72	42.50	44.49	45.38	48.99
Direct Expenditure	£M	203.43	217.04	217.33	234.93	249.00	254.99	81.40	180.65	262.17	266.97	272.29	293.94
Indirect Expenditure	£M	65.06	69.22	70.31	76.32	81.46	84.10	28.00	62.39	89.30	91.57	92.89	101.76
TOTAL	£M	268.49	286.27	287.64	311.25	330.46	339.09	109.40	243.04	351.48	358.54	365.18	395.70



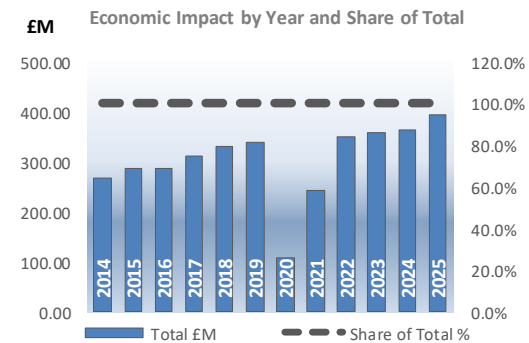
Sectoral Distribution of Employment - FTEs													
Sector / Year		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	876	879	1,012	1,046	1,069	1,035	562	793	1,206	1,271	1,282	1,285
Food & Drink	FTEs	607	675	672	670	695	687	285	549	727	746	732	708
Recreation	FTEs	174	179	192	208	195	217	96	159	221	226	221	204
Shopping	FTEs	318	355	349	367	362	386	227	263	401	404	390	427
Transport	FTEs	142	158	159	167	163	175	96	124	182	186	180	191
Direct Employment	FTEs	2,117	2,246	2,383	2,458	2,484	2,499	1,265	1,889	2,737	2,834	2,804	2,814
Indirect Employment	FTEs	452	498	512	552	569	620	348	447	618	629	618	660
TOTAL	FTEs	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356	3,462	3,422	3,475

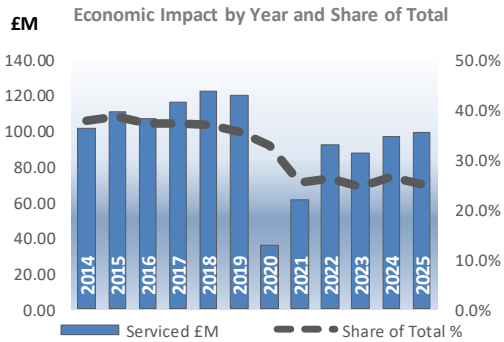


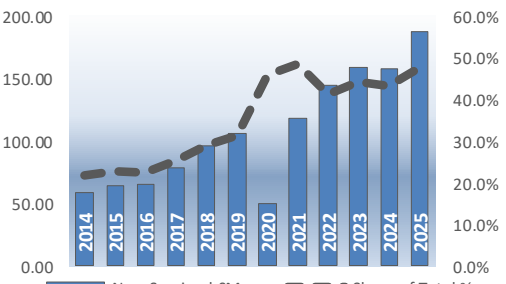
STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2014 to 2025 2025 Prices			TOTAL		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		29.6%	29.0%	19.4%	38.9%	62.2%	58.3%	54.1%	47.7%	59.0%	57.8%	44.1%	42.0%	47.4%	Annual Change	25.5%	52.5%	52.6%	48.7%
% Change 2024 to 2025		11.0%	12.7%	1.2%	14.3%	8.3%	7.1%	8.5%	6.4%	6.7%	12.0%	11.1%	4.9%	8.4%		7.7%	9.8%	7.2%	9.3%
Average Annual Change		2.7%	2.6%	1.8%	3.5%	5.7%	5.3%	4.9%	4.3%	5.4%	5.3%	4.0%	3.8%	4.3%		2.3%	4.8%	4.8%	4.4%
2014	£M	12.74	13.73	16.84	24.58	20.92	22.76	32.65	43.09	24.81	22.01	14.60	19.78	268.49		43.30	68.25	100.55	56.39
2015	£M	13.52	14.55	17.24	26.16	22.55	23.65	35.20	45.09	26.02	26.89	14.81	20.58	286.27	6.6%	45.31	72.36	106.30	62.29
2016	£M	13.13	13.42	19.16	25.68	20.49	24.72	35.38	48.65	27.04	23.24	15.00	21.73	287.64	0.5%	45.71	70.89	111.07	59.97
2017	£M	13.50	14.28	18.56	29.91	22.33	27.88	36.63	51.31	29.96	27.03	16.81	23.04	311.25	8.2%	46.35	80.12	117.91	66.88
2018	£M	14.24	15.78	18.50	29.28	26.74	30.83	38.47	51.45	31.36	28.74	19.63	25.44	330.46	6.2%	48.53	86.86	121.28	73.80
2019	£M	16.85	17.19	18.76	33.80	27.74	29.64	37.99	50.15	33.31	28.30	18.14	27.22	339.09	2.6%	52.80	91.18	121.45	73.65
2020	£M	14.91	15.24	11.27				9.370	28.62	18.08	6.764	1.977	3.166	109.40	-67.7%	41.42		56.07	11.91
2021	£M			0.661	13.55	17.17	27.60	38.21	50.49	31.04	29.87	14.64	19.81	243.04	122.2%	0.661	58.31	119.75	64.32
2022	£M	16.51	16.22	20.85	32.87	29.38	35.28	43.73	52.80	33.85	28.41	17.89	23.68	351.48	44.6%	53.58	97.53	130.37	69.98
2023	£M	17.54	17.81	20.58	33.47	30.34	36.10	45.01	53.07	35.44	26.73	17.53	24.91	358.54	2.0%	55.93	99.91	133.52	69.17
2024	£M	14.87	15.72	19.86	29.87	31.33	33.64	46.36	59.81	36.98	31.02	18.93	26.78	365.18	1.9%	50.46	94.84	143.15	76.73
2025	£M	16.51	17.71	20.10	34.14	33.94	36.03	50.29	63.65	39.46	34.75	21.03	28.08	395.70	8.4%	54.32	104.11	153.41	83.86
ECONOMIC IMPACT - INDEXED TO 2025														TOTAL					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M	Economic Impact by Year and Share of Total				
Total	£M	268.49	286.27	287.64	311.25	330.46	339.09	109.40	243.04	351.48	358.54	365.18	395.70						
All Visitor Types	£M	268.49	286.27	287.64	311.25	330.46	339.09	109.40	243.04	351.48	358.54	365.18	395.70						
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 2014	%																		
Avg Ann. Change in Share	%																		

This report is copyright © Global Tourism Solutions (UK) Ltd 2026

Report Prepared by: Cathy James. Date of Issue: 02/07/26

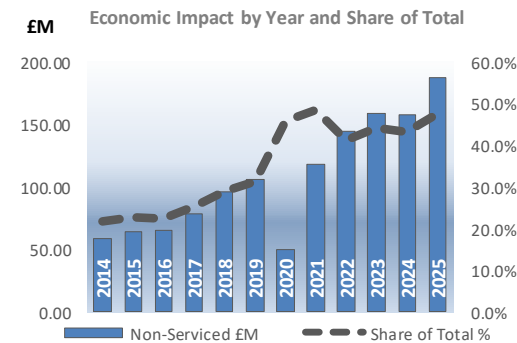


STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL											2014 to 2025 2025 Prices			SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2014 to 2025		-42.8%	-19.0%	-8.7%	9.8%	-7.1%	1.5%	11.0%	2.0%	-13.3%	5.1%	3.6%	-2.6%	-2.5%	-21.6%	2.8%	0.4%	1.7%	
% Change 2024 to 2025		-11.3%	-10.8%	-7.1%	7.0%	3.8%	3.8%	2.7%	2.2%	1.8%	17.4%	11.7%	-4.6%	2.3%	-9.4%	5.3%	2.2%	6.8%	
Average Annual Change		-3.9%	-1.7%	-0.8%	0.9%	-0.6%	0.1%	1.0%	0.2%	-1.2%	0.5%	0.3%	-0.2%	-0.2%	-2.0%	0.3%	0.0%	0.2%	
2014	£M	4.562	6.430	6.209	9.406	5.819	6.336	9.784	16.05	9.496	10.50	5.946	10.87	101.41		17.20	21.56	35.33	27.32
2015	£M	4.562	6.677	7.129	9.668	6.096	7.148	10.85	17.04	10.43	13.22	6.172	11.17	110.17	8.6%	18.37	22.91	38.32	30.57
2016	£M	4.178	6.009	6.730	11.71	5.178	6.936	10.52	17.18	10.10	9.867	5.841	12.09	106.35	-3.5%	16.92	23.83	37.80	27.80
2017	£M	4.286	6.201	7.558	11.55	5.487	7.221	10.77	20.20	11.18	11.69	6.864	12.72	115.73	8.8%	18.04	24.26	42.16	31.27
2018	£M	4.645	7.613	7.876	12.46	5.953	8.269	12.22	19.80	11.10	11.45	7.157	13.61	122.14	5.5%	20.13	26.68	43.12	32.21
2019	£M	4.968	7.518	8.028	12.99	6.069	7.552	11.19	18.59	11.32	11.35	7.036	13.32	119.93	-1.8%	20.51	26.61	41.10	31.71
2020	£M	3.780	5.593	2.843				0.231	12.55	6.769	2.707		1.227	35.70	-70.2%	12.22		19.55	3.934
2021	£M					1.771	5.792	8.604	15.25	8.629	8.249	4.549	8.275	61.12	71.2%		7.563	32.48	21.07
2022	£M	3.150	5.478	6.102	10.49	4.860	6.233	8.805	14.42	8.114	8.744	5.505	10.14	92.04	50.6%	14.73	21.59	31.34	24.39
2023	£M	4.200	5.707	6.371	10.16	4.466	6.075	7.249	12.49	7.674	7.564	5.059	10.30	87.31	-5.1%	16.28	20.70	27.41	22.92
2024	£M	2.942	5.839	6.102	9.648	5.211	6.193	10.57	16.02	8.087	9.398	5.512	11.10	96.63	10.7%	14.88	21.05	34.68	26.01
2025	£M	2.608	5.207	5.669	10.32	5.408	6.430	10.86	16.37	8.236	11.03	6.159	10.59	98.89	2.3%	13.48	22.16	35.46	27.78
ECONOMIC IMPACT - INDEXED TO 2025														SERVICED ACCOMMODATION					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M	Economic Impact by Year and Share of Total				
Serviced	£M	101.41	110.17	106.35	115.73	122.14	119.93	35.70	61.12	92.04	87.31	96.63	98.89						
All Visitor Types	£M	268.49	286.27	287.64	311.25	330.46	339.09	109.40	243.04	351.48	358.54	365.18	395.70						
Share of Total	%	37.8%	38.5%	37.0%	37.2%	37.0%	35.4%	32.6%	25.1%	26.2%	24.4%	26.5%	25.0%						
Annual Change in Share	%		1.9%	-3.9%	0.6%	-0.6%	-4.3%	-7.7%	-22.9%	4.1%	-7.0%	8.7%	-5.6%						
Change in Share from 2014	%		1.9%	-2.1%	-1.6%	-2.1%	-6.4%	-13.6%	-33.4%	-30.7%	-35.5%	-29.9%	-33.8%						
Avg Ann. Change in Share	%		1.9%	-1.1%	-0.5%	-0.5%	-1.3%	-2.3%	-4.8%	-3.8%	-3.9%	-3.0%	-3.1%						
This report is copyright © Global Tourism Solutions (UK) Ltd 2026																			
Report Prepared by: Cathy James. Date of Issue: 02/07/25																			

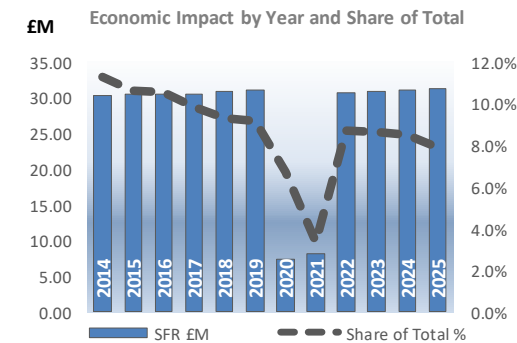
STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL										2014 to 2025 2025 Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		304.9%	221.8%	134.0%	217.5%	207.1%	249.3%	177.5%	194.2%	270.9%	321.3%	140.3%	334.0%	219.4%	Annual Change	199.9%	225.2%	206.6%	258.0%
% Change 2024 to 2025		37.6%	49.6%	7.7%	29.9%	15.8%	16.2%	19.6%	16.5%	14.0%	14.4%	22.1%	20.8%	19.1%		28.3%	19.5%	16.7%	18.1%
Average Annual Change		27.7%	20.2%	12.2%	19.8%	18.8%	22.7%	16.1%	17.7%	24.6%	29.2%	12.8%	30.4%	19.9%		18.2%	20.5%	18.8%	23.5%
2014	£M	1.763	2.528	3.649	4.160	5.481	5.442	8.855	10.55	6.049	3.920	3.741	2.533	58.68		7.940	15.08	25.46	10.19
2015	£M	2.218	2.554	3.086	4.466	5.956	6.504	10.15	11.41	6.422	5.009	3.638	3.203	64.62	10.1%	7.858	16.93	27.99	11.85
2016	£M	2.367	2.575	3.949	4.369	5.764	5.172	9.840	12.00	7.131	4.821	3.755	3.019	64.76	0.2%	8.891	15.30	28.97	11.59
2017	£M	2.235	2.856	4.077	6.939	6.472	8.083	11.34	13.98	8.905	6.598	3.645	3.847	78.99	22.0%	9.168	21.49	34.23	14.09
2018	£M	2.695	2.988	5.172	6.874	9.756	10.58	12.54	15.93	9.996	9.063	5.838	4.466	95.89	21.4%	10.85	27.21	38.46	19.37
2019	£M	4.428	3.996	5.984	8.675	10.55	11.59	13.34	15.51	11.64	8.829	4.784	6.367	105.69	10.2%	14.41	30.82	40.49	19.98
2020	£M	3.659	4.679	5.763				7.475	13.24	10.58	2.501	1.107	1.065	50.07	-52.6%	14.10		31.29	4.673
2021	£M			0.661	9.144	10.84	15.45	18.88	20.82	16.61	13.37	5.116	7.058	117.95	135.6%	0.661	35.43	56.31	25.55
2022	£M	5.602	6.292	8.031	11.77	13.55	16.60	19.81	21.85	16.00	11.86	6.088	7.210	144.65	22.6%	19.92	41.91	57.66	25.16
2023	£M	6.115	6.701	7.913	12.55	15.09	18.35	21.79	24.70	18.23	12.56	6.394	7.963	158.35	9.5%	20.73	45.99	64.72	26.92
2024	£M	5.186	5.438	7.932	10.17	14.53	16.36	20.55	26.65	19.67	14.44	7.359	9.101	157.38	-0.6%	18.56	41.06	66.87	30.90
2025	£M	7.137	8.135	8.540	13.21	16.83	19.01	24.57	31.05	22.44	16.51	8.989	11.00	187.41	19.1%	23.81	49.05	78.05	36.50
ECONOMIC IMPACT - INDEXED TO 2025														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M	Economic Impact by Year and Share of Total				
Non-Serviced	£M	58.68	64.62	64.76	78.99	95.89	105.69	50.07	117.95	144.65	158.35	157.38	187.41						
All Visitor Types	£M	268.49	286.27	287.64	311.25	330.46	339.09	109.40	243.04	351.48	358.54	365.18	395.70						
Share of Total	%	21.9%	22.6%	22.5%	25.4%	29.0%	31.2%	45.8%	48.5%	41.2%	44.2%	43.1%	47.4%						
Annual Change in Share	%		3.3%	-0.3%	12.7%	14.3%	7.4%	46.8%	6.0%	-15.2%	7.3%	-2.4%	9.9%						
Change in Share from 2014	%		3.3%	3.0%	16.1%	32.8%	42.6%	109.4%	122.1%	88.3%	102.1%	97.2%	116.7%						
Avg Ann. Change in Share	%		3.3%	1.5%	5.4%	8.2%	8.5%	18.2%	17.4%	11.0%	11.3%	9.7%	10.6%						

This report is copyright © Global Tourism Solutions (UK) Ltd 2026

Report Prepared by: Cathy James. Date of Issue: 02/07/26



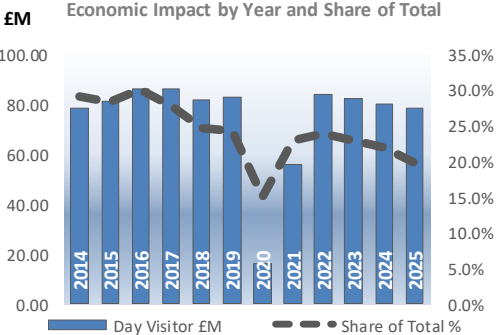
STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL											2014 to 2025 2025 Prices			SFR	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY	SFR																			
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES											TOTAL	% Change							
Less than 3% change	Q1			Q2			Q3			Q4										
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC						
% Change 2014 to 2025	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	Annual Change	3.1%	3.1%	3.1%	3.1%		
% Change 2024 to 2025	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%		0.4%	0.4%	0.4%	0.4%		
Average Annual Change	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%		0.3%	0.3%	0.3%	0.3%		
2014	£M	4.218	1.417	1.612	3.847	2.475	1.906	3.093	3.274	1.687	1.685	1.313	3.802		30.33		7.247	8.228	8.054	6.800
2015	£M	4.229	1.421	1.616	3.857	2.481	1.911	3.101	3.283	1.691	1.689	1.316	3.812		30.41	0.3%	7.266	8.249	8.075	6.817
2016	£M	4.235	1.423	1.619	3.863	2.485	1.914	3.106	3.288	1.694	1.692	1.318	3.818	30.45	0.2%	7.277	8.262	8.088	6.828	
2017	£M	4.252	1.429	1.625	3.878	2.495	1.922	3.118	3.301	1.700	1.699	1.324	3.833	30.58	0.4%	7.306	8.294	8.120	6.855	
2018	£M	4.286	1.440	1.638	3.909	2.515	1.937	3.143	3.328	1.714	1.712	1.334	3.863	30.82	0.8%	7.365	8.361	8.185	6.910	
2019	£M	4.312	1.449	1.648	3.932	2.529	1.949	3.162	3.347	1.724	1.722	1.342	3.886	31.00	0.6%	7.408	8.410	8.233	6.951	
2020	£M	4.327	1.454	0.906				0.317	0.336					7.340	-76.3%	6.687		0.653		
2021	£M					0.256	0.197	1.598	1.692	0.871	0.870	0.678	1.964	8.126	10.7%		0.453	4.161	3.513	
2022	£M	4.268	1.434	1.631	3.893	2.504	1.929	3.130	3.313	1.707	1.705	1.329	3.847	30.69	277.7%	7.334	8.326	8.150	6.881	
2023	£M	4.299	1.444	1.643	3.921	2.522	1.943	3.152	3.337	1.719	1.717	1.338	3.875	30.91	0.7%	7.386	8.385	8.209	6.930	
2024	£M	4.331	1.455	1.656	3.950	2.541	1.957	3.176	3.362	1.732	1.730	1.348	3.904	31.14	0.8%	7.442	8.449	8.271	6.982	
2025	£M	4.348	1.461	1.662	3.965	2.551	1.965	3.188	3.375	1.738	1.737	1.353	3.919	31.26	0.4%	7.470	8.481	8.302	7.009	
ECONOMIC IMPACT - INDEXED TO 2025														SFR						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M	Economic Impact by Year and Share of Total					
SFR	£M	30.33	30.41	30.45	30.58	30.82	31.00	7.340	8.126	30.69	30.91	31.14	31.26							
All Visitor Types	£M	268.49	286.27	287.64	311.25	330.46	339.09	109.40	243.04	351.48	358.54	365.18	395.70							
Share of Total	%	11.3%	10.6%	10.6%	9.8%	9.3%	9.1%	6.7%	3.3%	8.7%	8.6%	8.5%	7.9%							
Annual Change in Share	%		-6.0%	-0.3%	-7.2%	-5.1%	-2.0%	-26.6%	-50.2%	161.2%	-1.3%	-1.1%	-7.4%							
Change in Share from 2014	%		-6.0%	-6.3%	-13.0%	-17.4%	-19.1%	-40.6%	-70.4%	-22.7%	-23.7%	-24.5%	-30.1%							
Avg Ann. Change in Share	%		-6.0%	-3.1%	-4.3%	-4.4%	-3.8%	-6.8%	-10.1%	-2.8%	-2.6%	-2.5%	-2.7%							
This report is copyright © Global Tourism Solutions (UK) Ltd 2026																				
Report Prepared by: Cathy James. Date of Issue: 02/07/25																				



STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL											2014 to 2025 2025 Prices			STAYING VISITOR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2014 to 2025		33.7%	42.7%	38.4%	57.9%	80.0%	100.3%	77.7%	70.0%	88.1%	81.8%	50.0%	48.2%	66.8%	Annual Change	38.2%	77.6%	76.9%	60.9%	
% Change 2024 to 2025		13.1%	16.3%	1.2%	15.7%	11.2%	11.8%	12.6%	10.3%	9.9%	14.6%	16.0%	5.8%	11.4%		9.5%	12.9%	10.9%	11.6%	
Average Annual Change		3.1%	3.9%	3.5%	5.3%	7.3%	9.1%	7.1%	6.4%	8.0%	7.4%	4.5%	4.4%	6.1%		3.5%	7.1%	7.0%	5.5%	
2014	£M	10.54	10.37	11.47	17.41	13.77	13.68	21.73	29.88	17.23	16.11	11.00	17.21	190.42		32.39	44.87	68.85	44.31	
2015	£M	11.01	10.65	11.83	17.99	14.53	15.56	24.10	31.74	18.54	19.92	11.13	18.19	205.19	7.8%	33.49	48.09	74.38	49.24	
2016	£M	10.78	10.01	12.30	19.95	13.43	14.02	23.47	32.46	18.93	16.38	10.91	18.93	201.56	-1.8%	33.09	47.39	74.86	46.22	
2017	£M	10.77	10.49	13.26	22.37	14.45	17.23	25.23	37.49	21.79	19.98	11.83	20.40	225.29	11.8%	34.52	54.05	84.51	52.22	
2018	£M	11.63	12.04	14.69	23.24	18.22	20.78	27.90	39.06	22.81	22.22	14.33	21.93	248.86	10.5%	38.35	62.25	89.77	58.49	
2019	£M	13.71	12.96	15.66	25.60	19.15	21.09	27.69	37.45	24.68	21.90	13.16	23.58	256.62	3.1%	42.33	65.84	89.82	58.64	
2020	£M	11.77	11.73	9.511				8.023	26.12	17.35	5.208	1.107	2.292	93.10	-63.7%	33.00		51.49	8.607	
2021	£M			0.661	9.144	12.87	21.43	29.08	37.76	26.11	22.49	10.34	17.30	187.19	101.1%	0.661	43.44	92.95	50.13	
2022	£M	13.02	13.20	15.76	26.16	20.91	24.76	31.74	39.58	25.82	22.31	12.92	21.20	267.39	42.8%	41.99	71.83	97.14	56.43	
2023	£M	14.61	13.85	15.93	26.63	22.08	26.36	32.19	40.52	27.63	21.85	12.79	22.14	276.58	3.4%	44.39	75.07	100.34	56.77	
2024	£M	12.46	12.73	15.69	23.77	22.29	24.51	34.30	46.03	29.49	25.56	14.22	24.11	285.16	3.1%	40.88	70.56	109.82	63.89	
2025	£M	14.09	14.80	15.87	27.50	24.79	27.41	38.62	50.79	32.41	29.28	16.50	25.50	317.56	11.4%	44.77	79.69	121.82	71.29	
ECONOMIC IMPACT - INDEXED TO 2025														STAYING VISITOR						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M	Economic Impact by Year and Share of Total					
Staying Visitor		£M	190.42	205.19	201.56	225.29	248.86	256.62	93.10	187.19	267.39	276.58	285.16	317.56						
All Visitor Types		£M	268.49	286.27	287.64	311.25	330.46	339.09	109.40	243.04	351.48	358.54	365.18	395.70						
Share of Total		%	70.9%	71.7%	70.1%	72.4%	75.3%	75.7%	85.1%	77.0%	76.1%	77.1%	78.1%	80.3%						
Annual Change in Share		%		1.1%	-2.2%	3.3%	4.0%	0.5%	12.5%	-9.5%	-1.2%	1.4%	1.2%	2.8%						
Change in Share from 2014		%		1.1%	-1.2%	2.1%	6.2%	6.7%	20.0%	8.6%	7.3%	8.8%	10.1%	13.2%						
Avg Ann. Change in Share		%		1.1%	-0.6%	0.7%	1.5%	1.3%	3.3%	1.2%	0.9%	1.0%	1.0%	1.2%						

This report is copyright © Global Tourism Solutions (UK) Ltd 2026

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

STEAM REPORT FOR 2014-2025 - FINAL MONMOUTHSHIRE COUNTY COUNCIL											2014 to 2025 2025 Prices			DAY VISITOR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	Q1	Q2	Q3	Q4	
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2014 to 2025		10.1%	-13.2%	-21.1%	-7.3%	28.1%	-4.9%	7.0%	-2.7%	-7.0%	-7.5%	26.0%	0.2%	0.1%	Annual Change	-12.4%	4.4%	-0.4%	4.1%	
% Change 2024 to 2025		0.1%	-2.7%	1.4%	8.8%	1.1%	-5.5%	-3.2%	-6.7%	-5.8%	0.1%	-3.8%	-3.4%	-2.4%		-0.2%	0.6%	-5.2%	-2.1%	
Average Annual Change		0.9%	-1.2%	-1.9%	-0.7%	2.6%	-0.4%	0.6%	-0.2%	-0.6%	-0.7%	2.4%	0.0%	0.0%		-1.1%	0.4%	0.0%	0.4%	
2014	£M	2.193	3.353	5.365	7.166	7.145	9.071	10.91	13.21	7.581	5.908	3.597	2.571	78.08		10.91	23.38	31.71	12.08	
2015	£M	2.507	3.895	5.413	8.166	8.021	8.090	11.09	13.35	7.477	6.968	3.687	2.399	81.07	3.8%	11.82	24.28	31.92	13.05	
2016	£M	2.345	3.413	6.867	5.737	7.062	10.70	11.91	16.19	8.110	6.865	4.085	2.800	86.08	6.2%	12.62	23.50	36.21	13.75	
2017	£M	2.727	3.798	5.302	7.546	7.873	10.65	11.40	13.82	8.172	7.047	4.980	2.640	85.96	-0.1%	11.83	26.07	33.40	14.67	
2018	£M	2.617	3.742	3.813	6.037	8.520	10.05	10.57	12.39	8.553	6.517	5.297	3.502	81.61	-5.1%	10.17	24.61	31.51	15.32	
2019	£M	3.143	4.232	3.095	8.202	8.590	8.554	10.30	12.71	8.628	6.397	4.975	3.644	82.47	1.1%	10.47	25.35	31.64	15.02	
2020	£M	3.141	3.515	1.761				1.347	2.499	0.734	1.556	0.870	0.874	16.30	-80.2%	8.417		4.579	3.299	
2021	£M				4.401	4.306	6.162	9.128	12.73	4.934	7.384	4.294	2.510	55.85	242.7%		14.87	26.79	14.19	
2022	£M	3.493	3.016	5.087	6.716	8.469	10.52	11.99	13.22	8.030	6.100	4.970	2.482	84.09	50.6%	11.60	25.71	33.23	13.55	
2023	£M	2.927	3.958	4.656	6.845	8.261	9.736	12.82	12.55	7.817	4.881	4.744	2.771	81.97	-2.5%	11.54	24.84	33.19	12.40	
2024	£M	2.410	2.992	4.174	6.104	9.047	9.129	12.06	13.78	7.486	5.461	4.711	2.667	80.02	-2.4%	9.576	24.28	33.33	12.84	
2025	£M	2.413	2.910	4.231	6.642	9.151	8.625	11.68	12.86	7.053	5.464	4.533	2.577	78.14	-2.4%	9.555	24.42	31.59	12.57	
ECONOMIC IMPACT - INDEXED TO 2025														DAY VISITOR						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M Economic Impact by Year and Share of Total						
Day Visitor		£M	78.08	81.07	86.08	85.96	81.61	82.47	16.30	55.85	84.09	81.97	80.02	78.14						
All Visitor Types		£M	268.49	286.27	287.64	311.25	330.46	339.09	109.40	243.04	351.48	358.54	365.18	395.70						
Share of Total		%	29.1%	28.3%	29.9%	27.6%	24.7%	24.3%	14.9%	23.0%	23.9%	22.9%	21.9%	19.7%						
Annual Change in Share		%		-2.6%	5.7%	-7.7%	-10.6%	-1.5%	-38.8%	54.3%	4.1%	-4.4%	-4.1%	-9.9%						
Change in Share from 2014		%		-2.6%	2.9%	-5.0%	-15.1%	-16.4%	-48.8%	-21.0%	-17.7%	-21.4%	-24.6%	-32.1%						
Avg Ann. Change in Share		%		-2.6%	1.5%	-1.7%	-3.8%	-3.3%	-8.1%	-3.0%	-2.2%	-2.4%	-2.5%	-2.9%						
This report is copyright © Global Tourism Solutions (UK) Ltd 2026															Report Prepared by: Cathy James. Date of Issue: 02/07/26					

