



## STEAM FINAL TREND REPORT FOR 2008-2019

Final

MONMOUTHSHIRE COUNTY COUNCIL

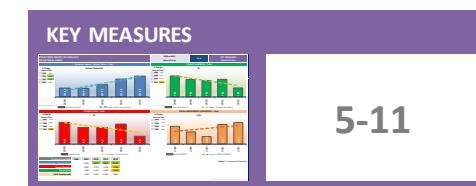
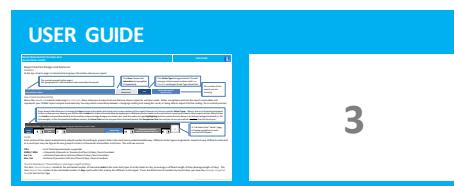
**Global Tourism Solutions (UK) Ltd**

71 Heol Gwys  
Upper Cwmtwrch  
Swansea  
SA9 2XH

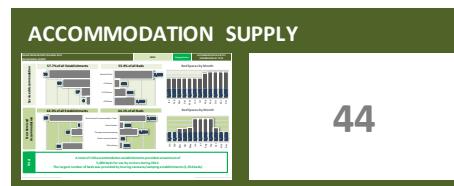
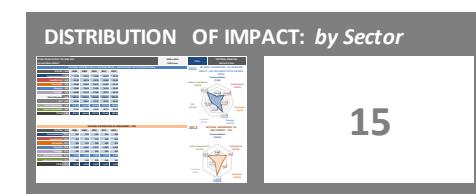
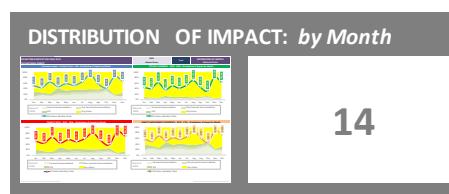
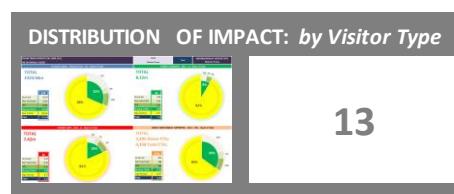
Telephone: 0798 445 5388

Email: [cj.gtsuk@btinternet.com](mailto:cj.gtsuk@btinternet.com)

Website: [www.globaltourismsolutions.co.uk](http://www.globaltourismsolutions.co.uk)



KEY IMPACT MEASURES:  
MONTHLY DATA BY  
VISITOR TYPE



ANNEX





## Report Section Design and Features

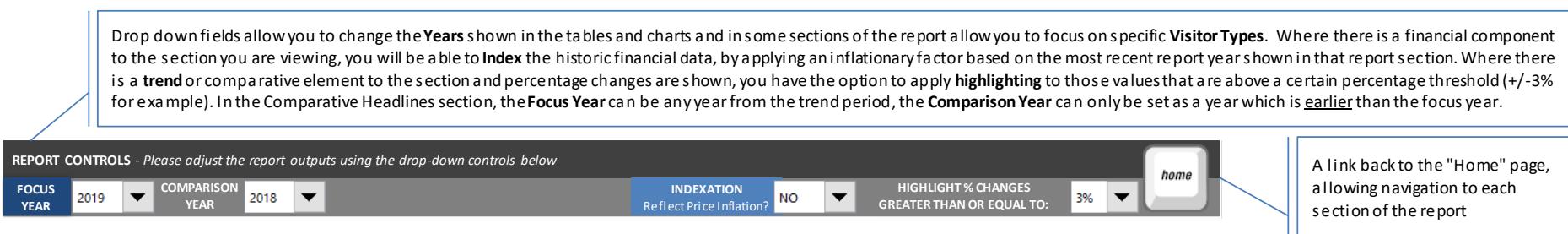
### Headers

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.



### Units

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

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

### Visitor Numbers / Visitor Days / Average Length of Stay

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

## STEAM FINAL TREND REPORT FOR 2008-2019

MONMOUTHSHIRE COUNTY COUNCIL

### Comparing 2019 and 2018

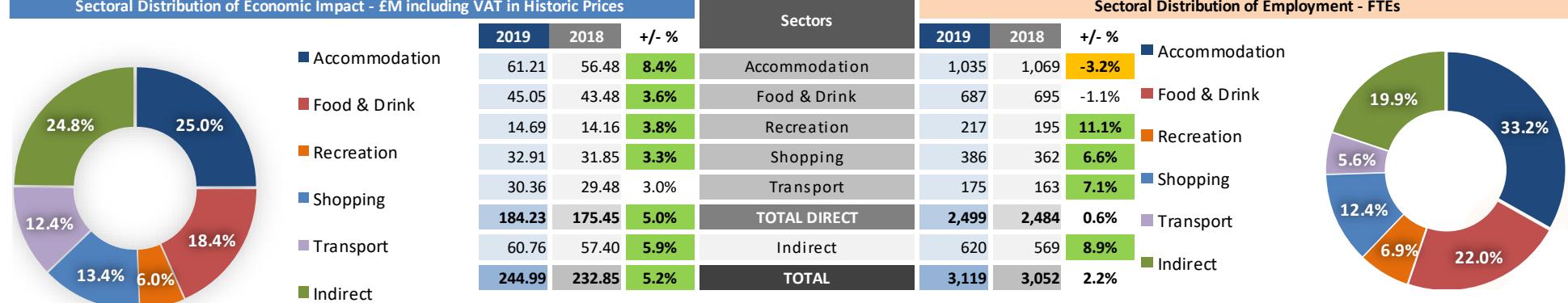
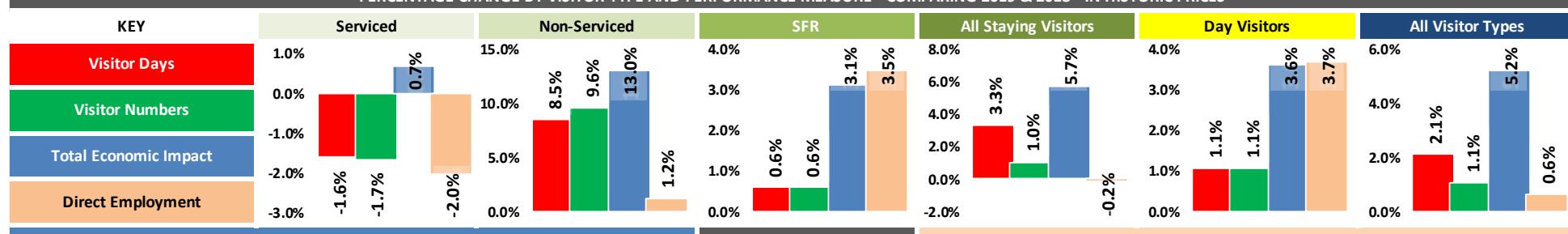
All £'s Historic Prices

### COMPARATIVE HEADLINES

#### KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2019 & 2018 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types					
	An increase of 3% or more			Less than 3% change			A Fall of 3% or more			Serviced			Non-Serviced			Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %			
Visitor Days	M	0.489	0.497	-1.6%	0.705	0.650	8.5%	0.346	0.344	0.6%	1.540	1.491	3.3%	1.725	1.707	1.1%	3.265	3.198	2.1%								
Visitor Numbers	M	0.300	0.305	-1.7%	0.114	0.104	9.6%	0.145	0.145	0.6%	0.559	0.554	1.0%	1.725	1.707	1.1%	2.284	2.260	1.1%								
Direct Expenditure	£M																						184.23	175.45	5.0%		
Economic Impact	£M	86.65	86.06	0.7%	76.36	67.57	13.0%	22.40	21.72	3.1%	185.41	175.35	5.7%	59.58	57.50	3.6%	244.99	232.85	5.2%								
Direct Employment	FTEs	957	976	-2.0%	823	813	1.2%	198	191	3.5%	1,977	1,981	-0.2%	522	503	3.7%	2,499	2,484	0.6%								
Total Employment	FTEs																					3,119	3,052	2.2%			

#### PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2019 & 2018 - IN HISTORIC PRICES



## Unindexed Key Measures by Year and Visitor Type for the Period 2008 to 2019

**Visitor Types:** *Total*

*Serviced Accommodation*

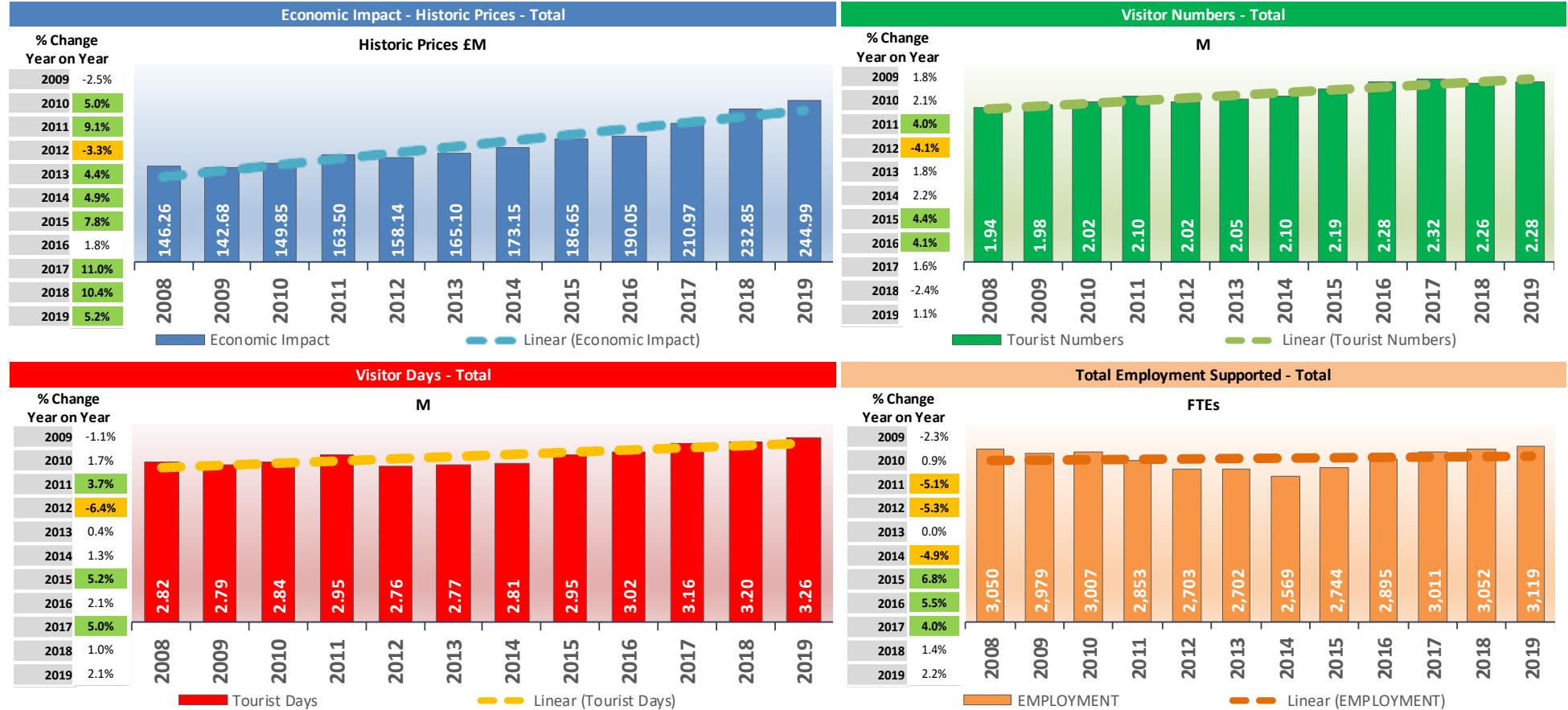
*Non-Serviced Accommodation*

*SFR*

*Staying Visitor*

*Day Visitor*

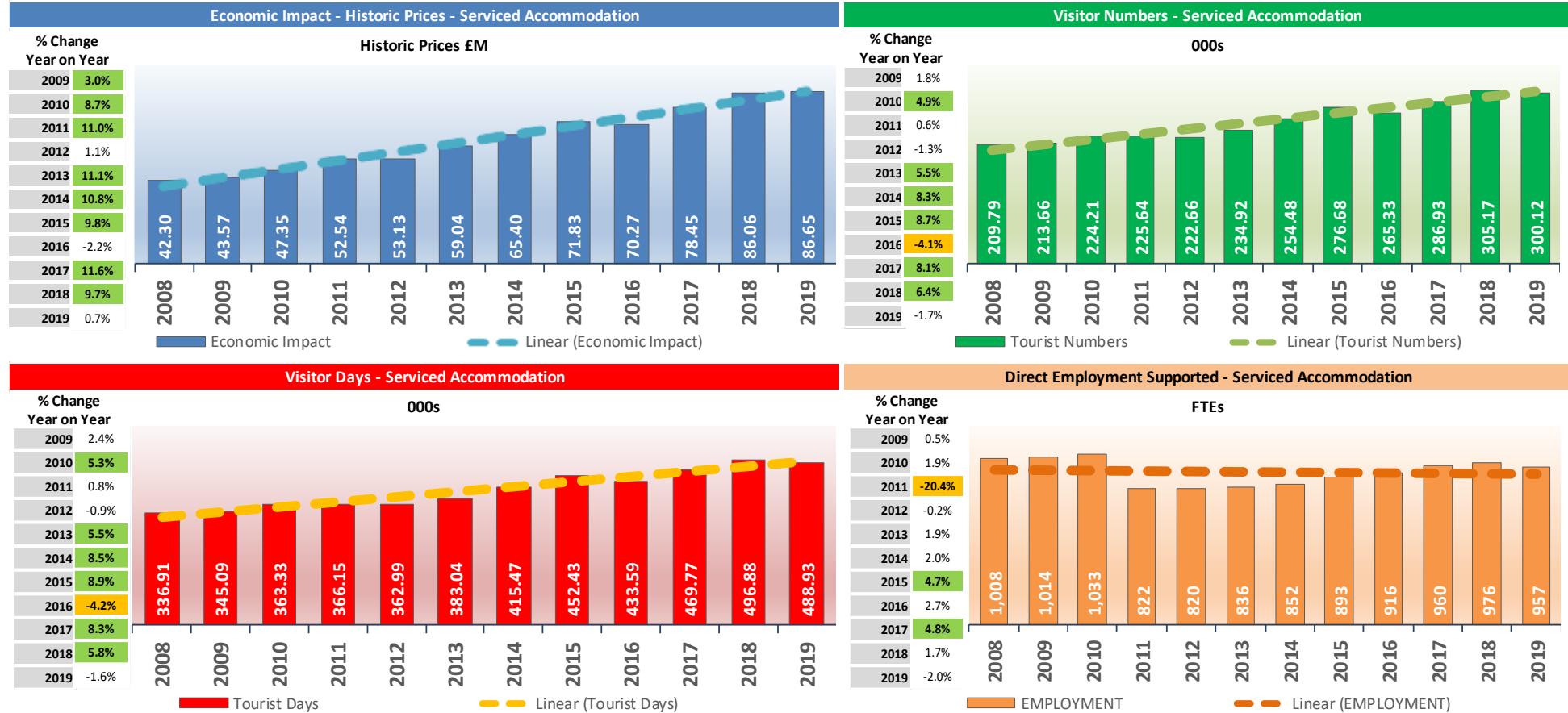
**STEAM FINAL TREND REPORT FOR 2008-2019**  
**MONMOUTHSHIRE COUNTY COUNCIL**



% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices	-2.5%	2.4%	11.8%	8.1%	12.9%	18.4%	27.6%	29.9%	44.2%	59.2%	67.5%	
Visitor Numbers	1.8%	4.0%	8.1%	3.6%	5.5%	7.9%	12.6%	17.2%	19.1%	16.2%	17.4%	
Visitor Days	-1.1%	0.6%	4.3%	-2.3%	-1.9%	-0.6%	4.6%	6.7%	12.1%	13.2%	15.6%	
Total Employment	-2.3%	-1.4%	-6.4%	-11.4%	-11.4%	-15.8%	-10.0%	-5.1%	-1.3%	0.1%	2.3%	

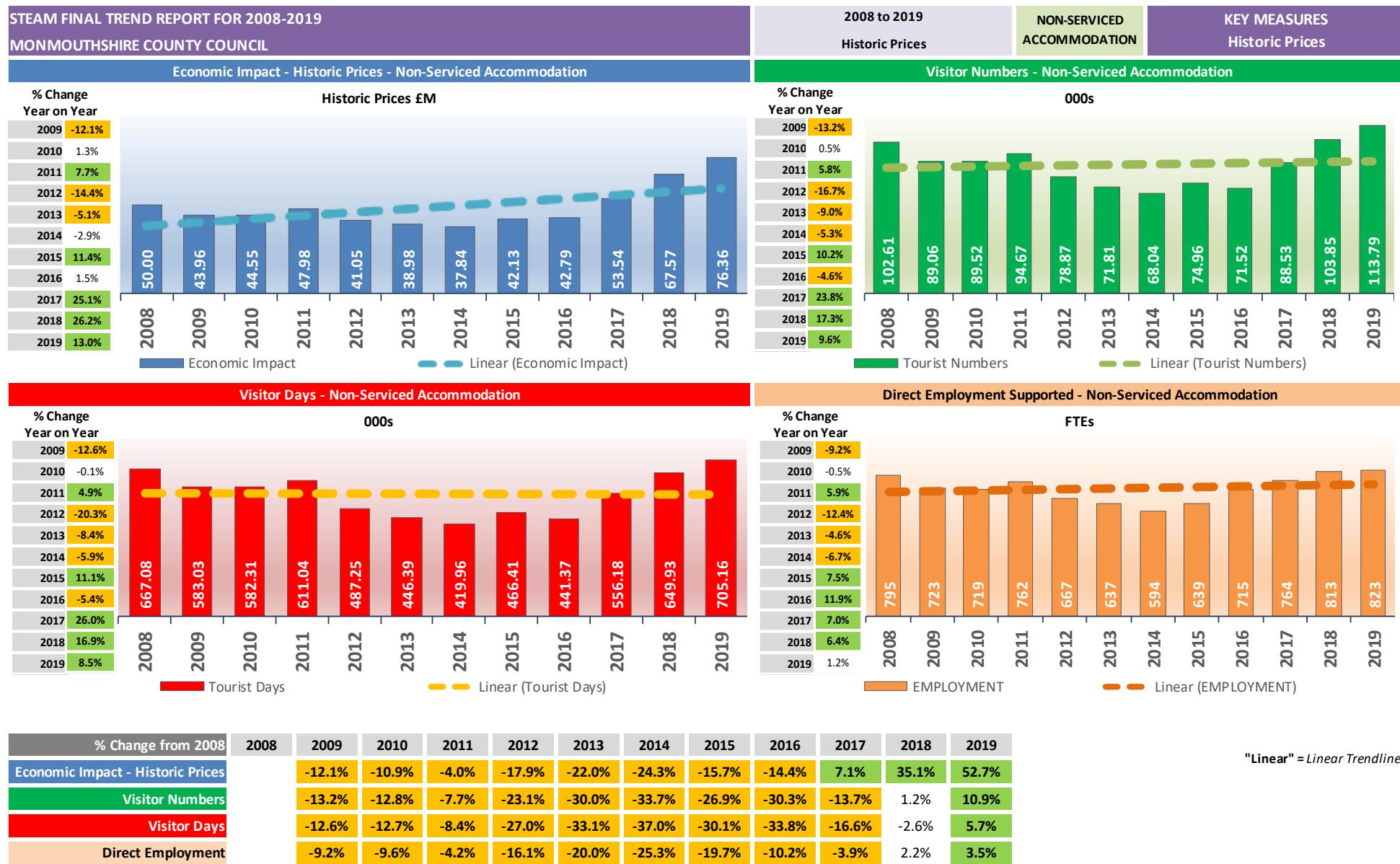
"Linear" = Linear Trendline

**STEAM FINAL TREND REPORT FOR 2008-2019**  
**MONMOUTHSHIRE COUNTY COUNCIL**



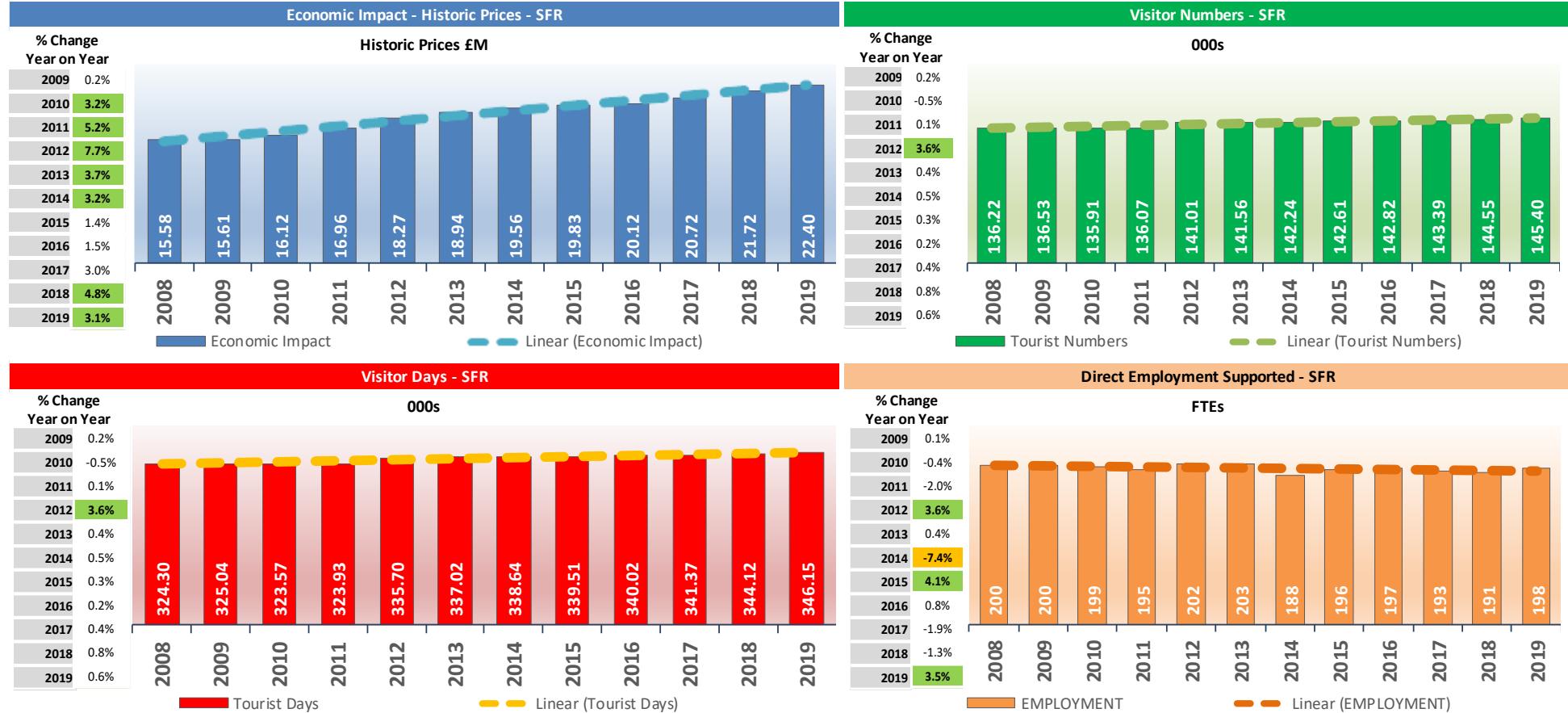
% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>Economic Impact - Historic Prices</b>		3.0%	11.9%	24.2%	25.6%	39.6%	54.6%	69.8%	66.1%	85.5%	103.5%	104.8%
<b>Visitor Numbers</b>		1.8%	6.9%	7.6%	6.1%	12.0%	21.3%	31.9%	26.5%	36.8%	45.5%	43.1%
<b>Visitor Days</b>		2.4%	7.8%	8.7%	7.7%	13.7%	23.3%	34.3%	28.7%	39.4%	47.5%	45.1%
<b>Direct Employment</b>		0.5%	2.4%	-18.5%	-18.7%	-17.1%	-15.5%	-11.5%	-9.1%	-4.8%	-3.2%	-5.1%

"Linear" = Linear Trendline



## STEAM FINAL TREND REPORT FOR 2008-2019

MONMOUTHSHIRE COUNTY COUNCIL

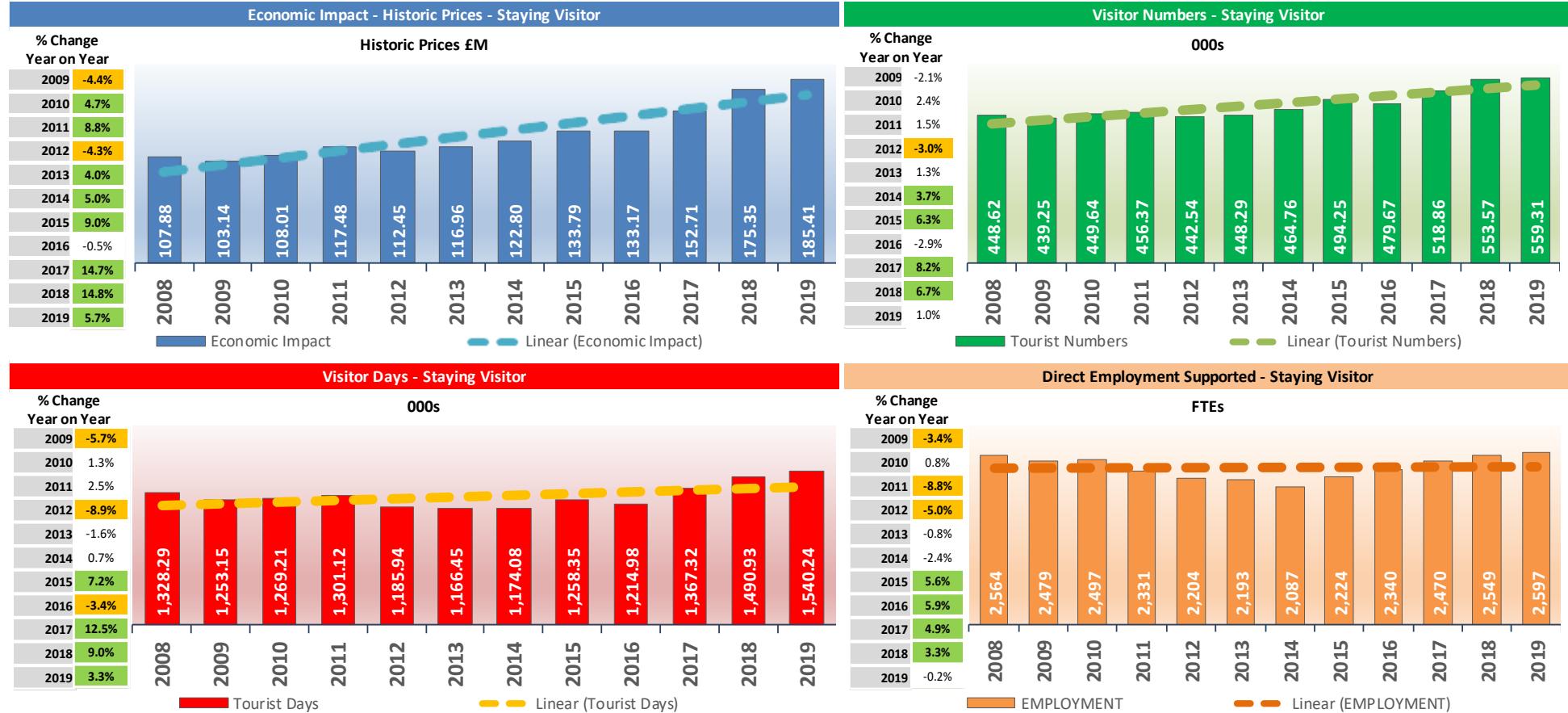


% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>Economic Impact - Historic Prices</b>	0.2%	3.4%	8.8%	17.2%	21.6%	25.5%	27.2%	29.1%	33.0%	39.4%	43.7%	
<b>Visitor Numbers</b>	0.2%	-0.2%	-0.1%	3.5%	3.9%	4.4%	4.7%	4.8%	5.3%	6.1%	6.7%	
<b>Visitor Days</b>	0.2%	-0.2%	-0.1%	3.5%	3.9%	4.4%	4.7%	4.8%	5.3%	6.1%	6.7%	
<b>Direct Employment</b>	0.1%	-0.4%	-2.4%	1.2%	1.6%	-5.9%	-2.1%	-1.3%	-3.2%	-4.5%	-1.1%	

"Linear" = Linear Trendline

## STEAM FINAL TREND REPORT FOR 2008-2019

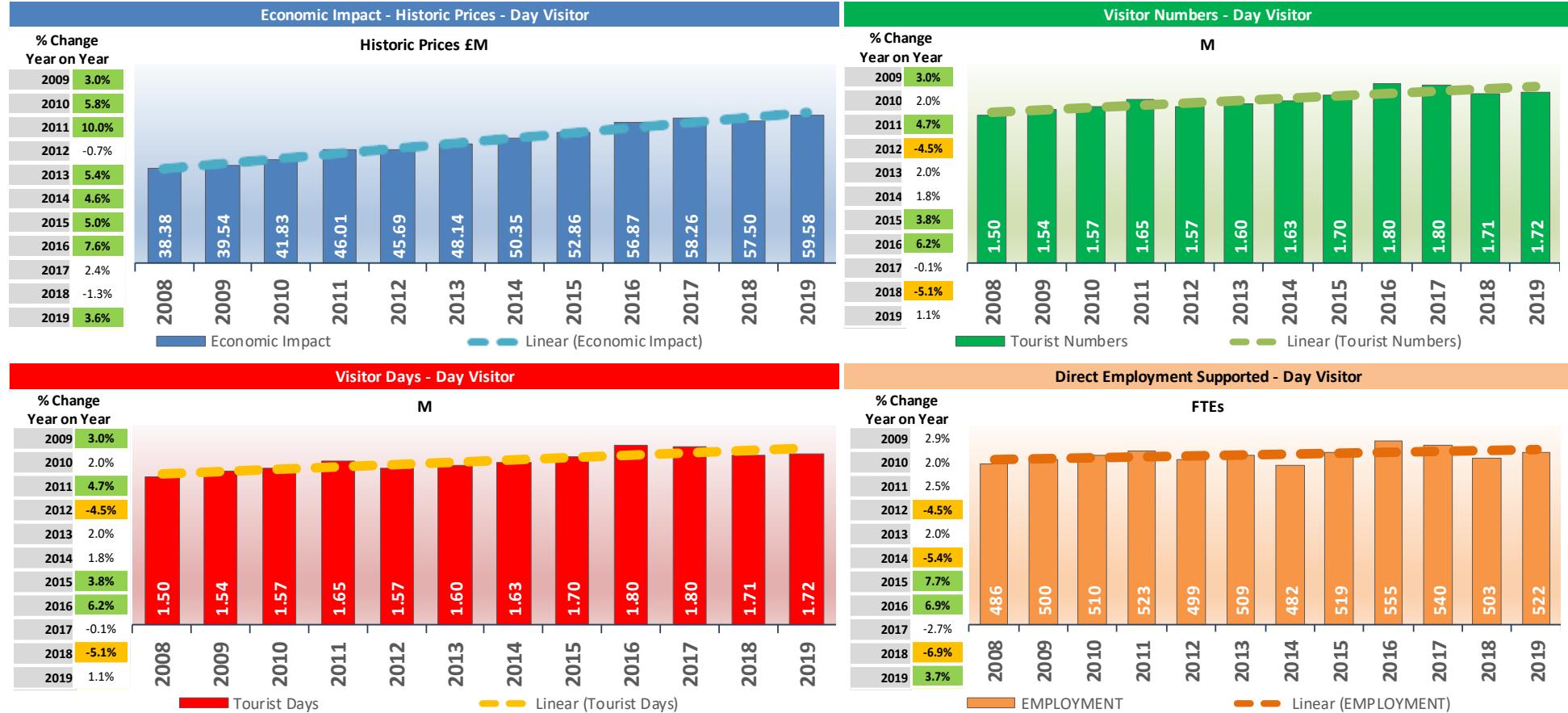
MONMOUTHSHIRE COUNTY COUNCIL



% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		-4.4%	0.1%	8.9%	4.2%	8.4%	13.8%	24.0%	23.4%	41.6%	62.5%	71.9%
Visitor Numbers		-2.1%	0.2%	1.7%	-1.4%	-0.1%	3.6%	10.2%	6.9%	15.7%	23.4%	24.7%
Visitor Days		-5.7%	-4.4%	-2.0%	-10.7%	-12.2%	-11.6%	-5.3%	-8.5%	2.9%	12.2%	16.0%
Direct Employment		-3.3%	-2.6%	-9.1%	-14.0%	-14.5%	-18.6%	-13.2%	-8.7%	-3.6%	-0.6%	1.3%

"Linear" = Linear Trendline

**STEAM FINAL TREND REPORT FOR 2008-2019**  
**MONMOUTHSHIRE COUNTY COUNCIL**



% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>Economic Impact - Historic Prices</b>		3.0%	9.0%	19.9%	19.0%	25.4%	31.2%	37.7%	48.2%	51.8%	49.8%	55.2%
<b>Visitor Numbers</b>		3.0%	5.1%	10.0%	5.1%	7.2%	9.1%	13.3%	20.3%	20.1%	14.1%	15.3%
<b>Visitor Days</b>		3.0%	5.1%	10.0%	5.1%	7.2%	9.1%	13.3%	20.3%	20.1%	14.1%	15.3%
<b>Direct Employment</b>	2.9%	4.9%	7.6%	2.8%	4.8%	-0.8%	6.8%	14.2%	11.2%	3.5%	7.3%	

"Linear" = Linear Trendline

## Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2008 to 2019

**Visitor Types:** *Total*

*Serviced Accommodation*

*Non-Serviced Accommodation*

*SFR*

*Staying Visitor*

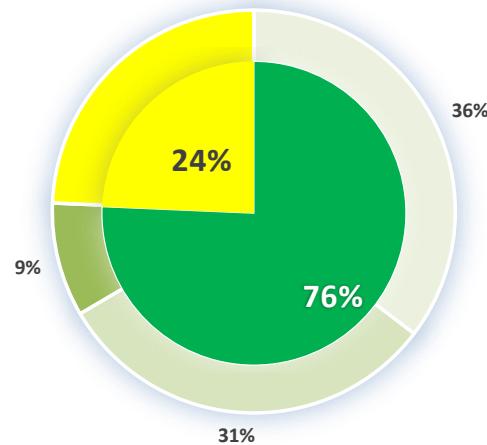
*Day Visitor*

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

Visitor Numbers - 2019 - M - Share of Total

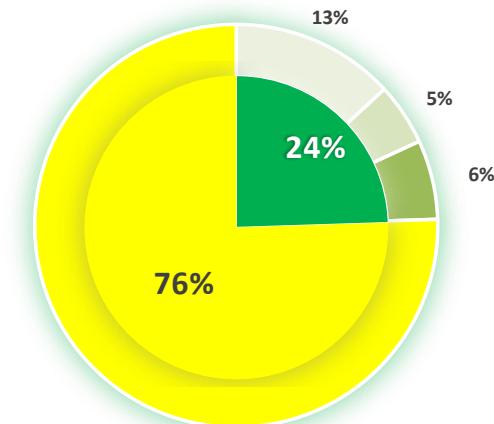
**TOTAL**  
**£244.99m**

	£M
Serviced	86.65
Non-Serviced	76.36
SFR	22.40
Staying Visitor	185.41
Day Visitor	59.58
<b>Total</b>	<b>244.99</b>



**TOTAL**  
**2.28m**

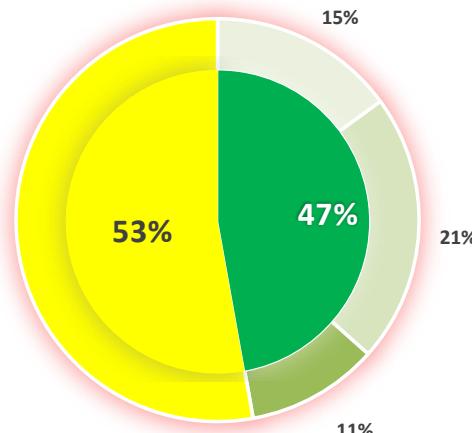
	M
Serviced	0.30
Non-Serviced	0.11
SFR	0.15
Staying Visitor	0.56
Day Visitor	1.72
<b>Total</b>	<b>2.28</b>



Visitor Days - 2019 - M - Share of Total

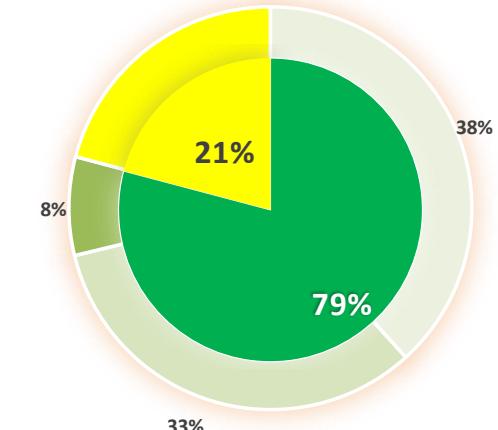
**TOTAL**  
**3.26m**

	M
Serviced	0.49
Non-Serviced	0.71
SFR	0.35
Staying Visitor	1.54
Day Visitor	1.72
<b>Total</b>	<b>3.26</b>



**TOTAL**  
**2,499 Direct FTEs**  
**3,119 Total FTEs**

	FTEs
Serviced	957
Non-Serviced	823
SFR	198
Staying Visitor	1,977
Day Visitor	522
<b>Total</b>	<b>2,499</b>



## STEAM FINAL TREND REPORT FOR 2008-2019

MONMOUTHSHIRE COUNTY COUNCIL

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



2019  
Historic Prices

TOTAL

DISTRIBUTION BY MONTH  
Historic Prices

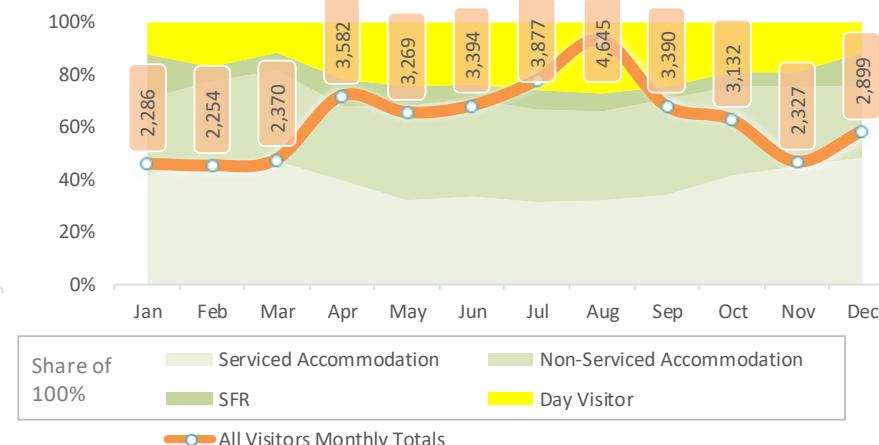
### Visitor Numbers - 2019 - 000s - Distribution of Impact by Month

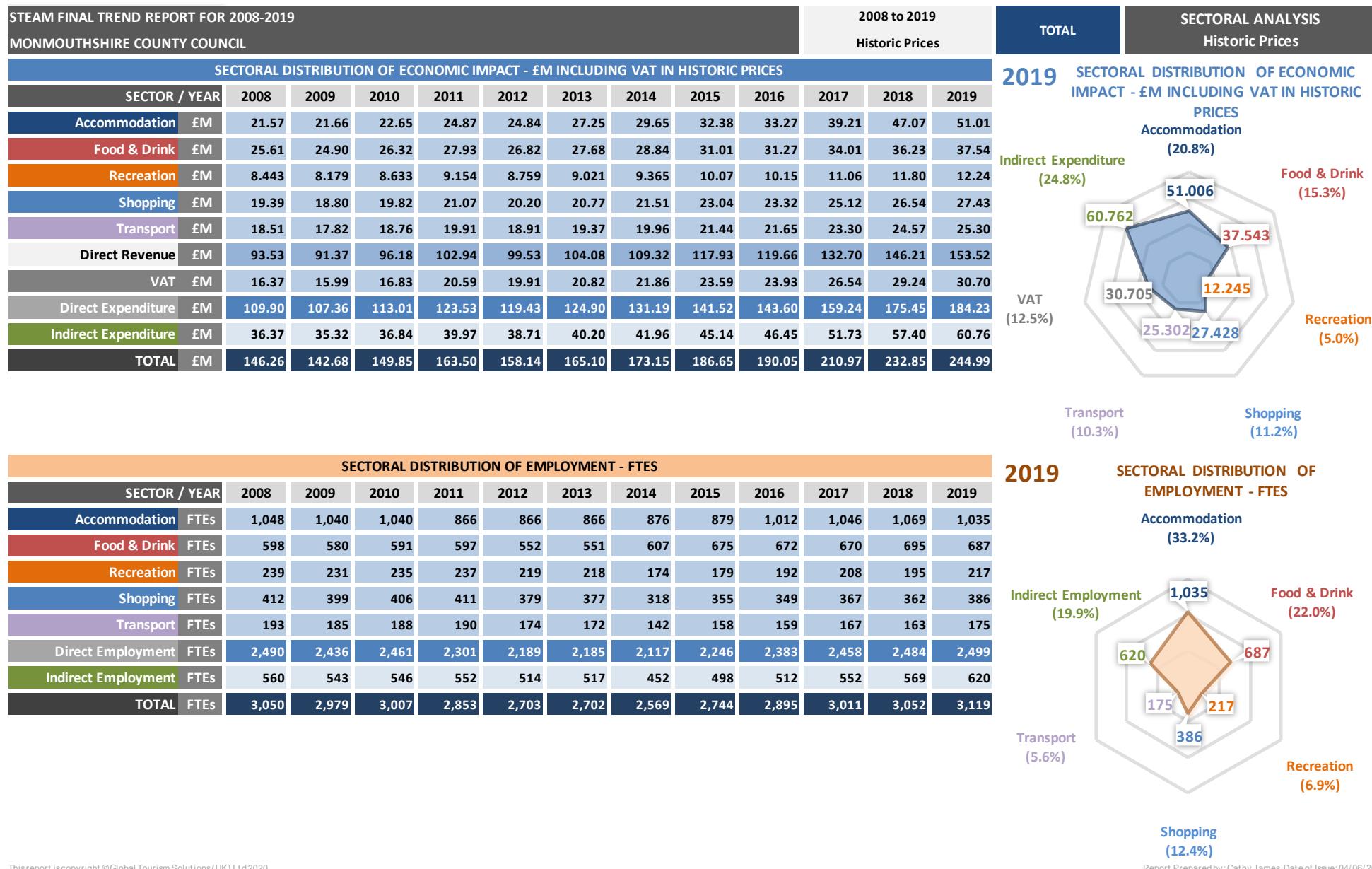


### Visitor Days - 2019 - 000s - Distribution of Impact by Month



### Direct Employment Supported - 2019 - FTEs - Distribution of Impact by Month





## Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2008 to 2019

**Visitor Types:** *Total*

*Serviced Accommodation*

*Non-Serviced Accommodation*

*SFR*

*Staying Visitor*

*Day Visitor*

STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019 Historic Prices		TOTAL		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		TOTAL																			
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4		
% Change 2008 to 2019		89.9%	74.3%	32.6%	137.6%	39.6%	43.5%	46.5%	58.1%	60.9%	62.4%	97.0%	177.3%	67.5%	Annual Change	60.6%	66.5%	55.0%	102.1%		
% Change 2018 to 2019		21.3%	11.7%	4.0%	18.4%	6.4%	-1.4%	1.3%	0.0%	8.9%	1.0%	-5.2%	9.7%	5.2%		11.6%	7.6%	2.7%	2.3%		
Average Annual Change		8.2%	6.8%	3.0%	12.5%	3.6%	4.0%	4.2%	5.3%	5.5%	5.7%	8.8%	16.1%	6.1%	Annual Change	5.5%	6.0%	5.0%	9.3%		
2008 £M		6.412	7.128	10.22	10.28	14.35	14.93	18.74	22.93	14.96	12.59	6.650	7.091	146.26		23.76	39.56	56.62	26.33		
2009 £M		5.932	5.698	7.864	13.29	12.95	14.10	17.93	24.27	14.26	10.42	6.711	9.252	142.68	-2.5%	19.49	40.34	56.45	26.39		
2010 £M		6.164	6.071	7.949	13.38	13.33	14.89	18.79	22.85	15.92	12.56	7.498	10.44	149.85	5.0%	20.18	41.60	57.56	30.50		
2011 £M		7.226	7.749	9.553	16.55	14.89	16.03	20.60	24.95	15.47	13.44	7.591	9.456	163.50	9.1%	24.53	47.46	61.01	30.49		
2012 £M		7.451	7.324	11.74	13.81	12.77	15.04	20.03	24.62	15.47	12.34	7.724	9.831	158.14	-3.3%	26.52	41.62	60.11	29.89		
2013 £M		7.282	7.696	11.18	12.50	14.70	15.89	21.95	25.94	14.92	13.03	8.295	11.71	165.10	4.4%	26.16	43.09	62.82	33.03		
2014 £M		8.213	8.853	10.86	15.85	13.49	14.67	21.05	27.79	16.00	14.20	9.413	12.75	173.15	4.9%	27.92	44.02	64.84	36.36		
2015 £M		8.813	9.485	11.24	17.05	14.71	15.42	22.95	29.40	16.96	17.53	9.659	13.42	186.65	7.8%	29.54	47.18	69.31	40.61		
2016 £M		8.673	8.867	12.66	16.97	13.54	16.33	23.38	32.14	17.86	15.36	9.910	14.36	190.05	1.8%	30.20	46.84	73.38	39.62		
2017 £M		9.151	9.681	12.58	20.27	15.13	18.90	24.83	34.78	20.31	18.32	11.40	15.62	210.97	11.0%	31.41	54.30	79.92	45.34		
2018 £M		10.04	11.12	13.03	20.63	18.84	21.73	27.11	36.25	22.10	20.25	13.83	17.92	232.85	10.4%	34.19	61.20	85.46	52.00		
2019 £M		12.18	12.42	13.55	24.42	20.04	21.42	27.45	36.24	24.06	20.44	13.10	19.67	244.99	5.2%	38.15	65.88	87.75	53.21		
ECONOMIC IMPACT - IN HISTORIC PRICES														TOTAL							
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	£M	Economic Impact by Year and Share of Total						
Total		£M	146.26	142.68	149.85	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	300.00	120.0%					
All Visitor Types		£M	146.26	142.68	149.85	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	250.00	100.0%					
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%	200.00	80.0%					
Annual Change in Share		%													150.00	60.0%					
Change in Share from 2008		%													100.00	40.0%					
Avg Ann. Change in Share		%													50.00	20.0%					
															0.00	0.0%					
														Total £M							
														Share of Total %							

This report is copyright ©Global Tourism Solutions (UK) Ltd 2020

Report Prepared by: Cathy James. Date of Issue: 04/06/20

STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019 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	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4						Q1	Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Annual Change						
% Change 2008 to 2019		82.8%	173.5%	124.9%	172.1%	10.5%	33.6%	60.9%	117.6%	88.9%	126.8%	86.3%	300.9%	104.8%		127.0%	67.2%	91.2%	162.0%			
% Change 2018 to 2019		9.7%	1.3%	4.5%	6.9%	4.5%	-6.4%	-6.1%	-3.8%	4.6%	1.7%	0.8%	0.4%	0.7%		4.5%	2.3%	-2.3%	0.9%			
Average Annual Change		7.5%	15.8%	11.4%	15.6%	1.0%	3.1%	5.5%	10.7%	8.1%	11.5%	7.8%	27.4%	9.5%		11.5%	6.1%	8.3%	14.7%			
2008 £M		1.964	1.986	2.579	3.449	3.967	4.084	5.024	6.173	4.329	3.614	2.729	2.401	42.30		6.529	11.50	15.53	8.744			
2009 £M		1.411	1.635	2.359	3.147	3.254	3.868	4.740	6.840	5.243	3.555	3.148	4.373	43.57	3.0%	5.405	10.27	16.82	11.08			
2010 £M		1.559	2.010	2.473	3.432	3.216	3.853	5.268	6.211	5.408	4.315	3.893	5.708	47.35	8.7%	6.042	10.50	16.89	13.92			
2011 £M		2.320	3.196	3.489	4.449	3.792	4.552	6.549	7.417	4.785	4.886	2.743	4.363	52.54	11.0%	9.005	12.79	18.75	11.99			
2012 £M		1.906	2.604	4.470	4.550	3.558	4.409	6.045	8.362	5.104	5.178	2.327	4.621	53.13	1.1%	8.980	12.52	19.51	12.13			
2013 £M		2.232	3.051	4.611	4.148	4.229	4.936	7.066	8.806	5.188	5.403	3.233	6.134	59.04	11.1%	9.894	13.31	21.06	14.77			
2014 £M		2.942	4.146	4.004	6.066	3.752	4.086	6.310	10.35	6.124	6.772	3.834	7.010	65.40	10.8%	11.09	13.90	22.79	17.62			
2015 £M		2.975	4.354	4.648	6.304	3.975	4.661	7.073	11.11	6.799	8.623	4.024	7.284	71.83	9.8%	11.98	14.94	24.98	19.93			
2016 £M		2.761	3.970	4.447	7.740	3.421	4.582	6.952	11.35	6.675	6.519	3.859	7.989	70.27	-2.2%	11.18	15.74	24.98	18.37			
2017 £M		2.905	4.203	5.123	7.828	3.719	4.895	7.302	13.69	7.580	7.922	4.652	8.623	78.45	11.6%	12.23	16.44	28.58	21.20			
2018 £M		3.273	5.364	5.549	8.779	4.195	5.827	8.609	13.95	7.821	8.065	5.043	9.587	86.06	9.7%	14.19	18.80	30.38	22.69			
2019 £M		3.590	5.432	5.800	9.386	4.385	5.456	8.086	13.43	8.177	8.199	5.084	9.625	86.65	0.7%	14.82	19.23	29.69	22.91			
ECONOMIC IMPACT - IN HISTORIC PRICES														SERVICED ACCOMMODATION								
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	£M	Economic Impact by Year and Share of Total							
Serviced		£M	42.30	43.57	47.35	52.54	53.13	59.04	65.40	71.83	70.27	78.45	86.06	86.65	100.00	50.0%						
All Visitor Types		£M	146.26	142.68	149.85	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	80.00	40.0%						
Share of Total		%	28.9%	30.5%	31.6%	32.1%	33.6%	35.8%	37.8%	38.5%	37.0%	37.2%	37.0%	35.4%	60.00	30.0%						
Annual Change in Share		%	5.6%	3.5%	1.7%	4.6%	6.4%	5.6%	1.9%	-3.9%	0.6%	-0.6%	-4.3%	20.00	20.0%							
Change in Share from 2008		%	5.6%	9.3%	11.1%	16.2%	23.6%	30.6%	33.1%	27.8%	28.6%	27.8%	22.3%	0.00	10.0%							
Avg Ann. Change in Share		%	5.6%	4.6%	3.7%	4.0%	4.7%	5.1%	4.7%	3.5%	3.2%	2.8%	2.0%	0.00	0.0%							

Economic Impact by Year and Share of Total

Report Prepared by: Cathy James. Date of Issue: 04/06/20

STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019 Historic Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION												CALENDAR YEAR							
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4					Q1	Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		93.3%	53.2%	32.7%	79.7%			
% Change 2008 to 2019		236.7%	67.1%	59.7%	77.5%	43.9%	46.7%	25.4%	24.3%	57.3%	49.2%	116.7%	112.9%	52.7%	36.1%	16.1%	7.9%	5.8%			
% Change 2018 to 2019		68.5%	37.1%	18.6%	29.4%	10.9%	12.3%	9.0%	-0.1%	19.4%	-0.1%	-16.0%	46.2%	13.0%	Annual Change	Annual Change	8.5%	4.8%	3.0%	7.2%	
Average Annual Change		21.5%	6.1%	5.4%	7.0%	4.0%	4.2%	2.3%	2.2%	5.2%	4.5%	10.6%	10.3%	4.8%			9.384	14.54	22.05	8.032	
2008 £M		0.950	1.728	2.707	3.530	5.300	5.705	7.683	9.017	5.345	4.276	1.595	2.161	50.00	2009 £M	2009 £M	5.384	14.54	22.05	8.032	
2009 £M		1.081	1.295	1.781	3.853	4.202	4.832	6.993	8.975	4.550	3.206	1.296	1.891	43.96			4.157	12.89	20.52	6.393	
2010 £M		1.250	1.340	2.005	3.567	4.217	4.826	6.851	7.984	5.332	4.113	1.351	1.711	44.55	2011 £M	2011 £M	4.595	12.61	20.17	7.175	
2011 £M		1.168	1.475	2.302	5.162	5.156	5.474	7.030	7.724	5.480	3.581	2.039	1.390	47.98			4.945	15.79	20.23	7.010	
2012 £M		1.283	1.748	2.859	3.107	3.183	4.360	6.147	7.056	4.792	2.634	2.433	1.450	41.05	2013 £M	2013 £M	5.889	10.65	18.00	6.517	
2013 £M		1.178	1.500	2.415	2.349	3.706	3.979	6.126	6.490	4.150	3.209	2.241	1.633	38.98			5.093	10.03	16.77	7.083	
2014 £M		1.137	1.630	2.353	2.683	3.535	3.509	5.711	6.806	3.901	2.528	2.413	1.634	37.84	2014 £M	2014 £M	5.120	9.727	16.42	6.574	
2015 £M		1.446	1.665	2.012	2.912	3.883	4.241	6.620	7.441	4.187	3.266	2.372	2.088	42.13			5.124	11.04	18.25	7.726	
2016 £M		1.564	1.702	2.609	2.887	3.808	3.417	6.501	7.926	4.712	3.185	2.481	1.995	42.79	2017 £M	2017 £M	5.875	10.11	19.14	7.661	
2017 £M		1.515	1.936	2.763	4.704	4.387	5.479	7.689	9.479	6.036	4.472	2.470	2.608	53.54			6.214	14.57	23.20	9.551	
2018 £M		1.899	2.105	3.644	4.844	6.875	7.453	8.836	11.22	7.043	6.386	4.113	3.147	67.57	2018 £M	2018 £M	7.649	19.17	27.10	13.65	
2019 £M		3.199	2.887	4.324	6.268	7.625	8.371	9.635	11.21	8.408	6.379	3.456	4.600	76.36			10.41	22.26	29.25	14.44	
ECONOMIC IMPACT - IN HISTORIC PRICES														NON-SERVICED ACCOMMODATION							
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	£M	Economic Impact by Year and Share of Total						
Non-Serviced		£M	50.00	43.96	44.55	47.98	41.05	38.98	37.84	42.13	42.79	53.54	67.57	76.36	£M	Economic Impact by Year and Share of Total					
All Visitor Types		£M	146.26	142.68	149.85	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	£M	Economic Impact by Year and Share of Total					
Share of Total		%	34.2%	30.8%	29.7%	29.3%	26.0%	23.6%	21.9%	22.6%	22.5%	25.4%	29.0%	31.2%	£M	Economic Impact by Year and Share of Total					
Annual Change in Share		%	-9.9%	-3.5%	-1.3%	-11.5%	-9.1%	-7.4%	3.3%	-0.3%	12.7%	14.3%	7.4%	-8.8%	£M	Economic Impact by Year and Share of Total					
Change in Share from 2008		%	-9.9%	-13.0%	-14.1%	-24.1%	-30.9%	-36.1%	-34.0%	-34.1%	-25.8%	-15.1%	-8.8%	-0.8%	£M	Economic Impact by Year and Share of Total					
Avg Ann. Change in Share		%	-9.9%	-6.5%	-4.7%	-6.0%	-6.2%	-6.0%	-4.9%	-4.3%	-2.9%	-1.5%	-0.8%	-0.8%	£M	Economic Impact by Year and Share of Total					

This report is copyright ©Global Tourism Solutions (UK) Ltd 2020

Report Prepared by: Cathy James. Date of Issue: 04/06/20

STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019 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	QUARTER					
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2008 to 2019		43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%	43.7%		43.7%	43.7%	43.7%	43.7%		
% Change 2018 to 2019		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%		
Average Annual Change		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%	
2008	£M	2.167	0.728	0.828	1.977	1.271	0.979	1.589	1.682	0.867	0.866	0.675	1.953	15.58	3.724	4.227	4.138	3.494			
2009	£M	2.172	0.730	0.830	1.980	1.274	0.981	1.592	1.686	0.868	0.867	0.676	1.957	15.61							
2010	£M	2.242	0.753	0.857	2.045	1.315	1.013	1.644	1.740	0.896	0.896	0.698	2.021	16.12	3.2%	3.852	4.373	4.281	3.614		
2011	£M	2.359	0.793	0.902	2.151	1.384	1.066	1.730	1.831	0.943	0.942	0.734	2.126	16.96	5.2%	4.053	4.601	4.504	3.803		
2012	£M	2.541	0.854	0.971	2.317	1.490	1.148	1.863	1.972	1.016	1.015	0.791	2.290	18.27	7.7%	4.365	4.955	4.851	4.095		
2013	£M	2.635	0.885	1.007	2.403	1.546	1.191	1.932	2.045	1.053	1.052	0.820	2.375	18.94	3.7%	4.527	5.139	5.031	4.247		
2014	£M	2.720	0.914	1.040	2.481	1.596	1.229	1.995	2.112	1.088	1.087	0.847	2.452	19.56	3.2%	4.674	5.306	5.194	4.385		
2015	£M	2.757	0.926	1.054	2.515	1.618	1.246	2.022	2.141	1.103	1.101	0.858	2.485	19.83	1.4%	4.738	5.378	5.265	4.445		
2016	£M	2.798	0.940	1.070	2.552	1.642	1.265	2.052	2.172	1.119	1.118	0.871	2.522	20.12	1.5%	4.808	5.459	5.344	4.511		
2017	£M	2.882	0.968	1.102	2.629	1.691	1.303	2.114	2.237	1.152	1.151	0.897	2.598	20.72	3.0%	4.952	5.622	5.504	4.646		
2018	£M	3.020	1.015	1.154	2.755	1.772	1.365	2.215	2.345	1.208	1.207	0.940	2.722	21.72	4.8%	5.190	5.891	5.767	4.869		
2019	£M	3.115	1.047	1.191	2.841	1.828	1.408	2.284	2.418	1.246	1.244	0.970	2.808	22.40	3.1%	5.352	6.076	5.948	5.022		
ECONOMIC IMPACT - IN HISTORIC PRICES														SFR							
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	£M	Economic Impact by Year and Share of Total						
SFR		£M	15.58	15.61	16.12	16.96	18.27	18.94	19.56	19.83	20.12	20.72	21.72		Share of Total %						
All Visitor Types		£M	146.26	142.68	149.85	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99							
Share of Total		%	10.7%	10.9%	10.8%	10.4%	11.6%	11.5%	11.3%	10.6%	10.6%	9.8%	9.3%	9.1%							
Annual Change in Share		%	2.7%	-1.7%	-3.6%	11.3%	-0.7%	-1.6%	-6.0%	-0.3%	-7.2%	-5.1%	-2.0%								
Change in Share from 2008		%	2.7%	1.0%	-2.6%	8.4%	7.7%	6.0%	-0.3%	-0.6%	-7.8%	-12.5%	-14.2%								
Avg Ann. Change in Share		%	2.7%	0.5%	-0.9%	2.1%	1.5%	1.0%	0.0%	-0.1%	-0.9%	-1.2%	-1.3%								
														£M							
															Share of Total %						



STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																			
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER					
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2008 to 2019		94.9%	110.8%	85.1%	106.5%	31.3%	41.5%	39.9%	60.4%	69.2%	80.7%	90.2%	161.5%	71.9%	Annual Change	95.6%	57.2%	55.6%	109.0%		
% Change 2018 to 2019		20.9%	10.4%	9.3%	12.9%	7.8%	4.0%	1.8%	-1.7%	10.9%	1.0%	-5.8%	10.2%	5.7%		13.2%	8.4%	2.6%	2.8%		
Average Annual Change		8.6%	10.1%	7.7%	9.7%	2.8%	3.8%	3.6%	5.5%	6.3%	7.3%	8.2%	14.7%	6.5%	8.7%	5.2%	5.1%	9.9%			
2008	£M	5.082	4.442	6.114	8.956	10.54	10.77	14.30	16.87	10.54	8.756	4.999	6.515	107.88	15.64	30.26	41.71	20.27			
2009	£M	4.663	3.659	4.970	8.981	8.730	9.681	13.32	17.50	10.66	7.629	5.119	8.222	103.14		13.29	27.39	41.49	20.97		
2010	£M	5.051	4.104	5.335	9.044	8.749	9.693	13.76	15.94	11.64	9.324	5.941	9.440	108.01	4.7%	14.49	27.49	41.33	24.70		
2011	£M	5.847	5.464	6.693	11.76	10.33	11.09	15.31	16.97	11.21	9.409	5.516	7.879	117.48	8.8%	18.00	33.19	43.49	22.80		
2012	£M	5.729	5.205	8.300	9.975	8.231	9.917	14.06	17.39	10.91	8.827	5.551	8.360	112.45	-4.3%	19.23	28.12	42.36	22.74		
2013	£M	6.045	5.436	8.033	8.900	9.480	10.11	15.12	17.34	10.39	9.664	6.294	10.14	116.96	4.0%	19.51	28.49	42.86	26.10		
2014	£M	6.799	6.691	7.397	11.23	8.883	8.824	14.02	19.27	11.11	10.39	7.094	11.10	122.80	5.0%	20.89	28.94	44.40	28.58		
2015	£M	7.178	6.946	7.715	11.73	9.476	10.15	15.72	20.69	12.09	12.99	7.254	11.86	133.79	9.0%	21.84	31.35	48.50	32.10		
2016	£M	7.123	6.612	8.126	13.18	8.871	9.264	15.51	21.45	12.51	10.82	7.211	12.51	133.17	-0.5%	21.86	31.31	49.46	30.54		
2017	£M	7.303	7.107	8.988	15.16	9.797	11.68	17.10	25.41	14.77	13.55	8.020	13.83	152.71	14.7%	23.40	36.63	57.28	35.39		
2018	£M	8.192	8.485	10.35	16.38	12.84	14.65	19.66	27.52	16.07	15.66	10.10	15.46	175.35	14.8%	27.02	43.86	63.25	41.21		
2019	£M	9.904	9.365	11.31	18.49	13.84	15.23	20.01	27.06	17.83	15.82	9.510	17.03	185.41	5.7%	30.58	47.57	64.89	42.36		
ECONOMIC IMPACT - IN HISTORIC PRICES														STAYING VISITOR							
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	£M	Economic Impact by Year and Share of Total						
Staying Visitor		£M	107.88	103.14	108.01	117.48	112.45	116.96	122.80	133.79	133.17	152.71	175.35	185.41	200.00	Share of Total %					
All Visitor Types		£M	146.26	142.68	149.85	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	150.00	80.0%					
Share of Total		%	73.8%	72.3%	72.1%	71.9%	71.1%	70.8%	70.9%	71.7%	70.1%	72.4%	75.3%	75.7%	150.00	60.0%					
Annual Change in Share		%	-2.0%	-0.3%	-0.3%	-1.0%	-0.4%	0.1%	1.1%	-2.2%	3.3%	4.0%	0.5%	100.00	40.0%						
Change in Share from 2008		%	-2.0%	-2.3%	-2.6%	-3.6%	-4.0%	-3.8%	-2.8%	-5.0%	-1.9%	2.1%	2.6%	0.2%	50.00	20.0%					
Avg Ann. Change in Share		%	-2.0%	-1.1%	-0.9%	-0.9%	-0.8%	-0.6%	-0.4%	-0.6%	-0.2%	0.2%	0.2%	0.2%	50.00	0.0%					

This report is copyright ©Global Tourism Solutions (UK) Ltd 2020

Report Prepared by: Cathy James. Date of Issue: 04/06/20

STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019 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	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4											
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1		Q2		Q3		Q4
% Change 2008 to 2019		70.7%	13.9%	-45.5%	348.0%	62.7%	48.6%	67.7%	51.7%	41.1%	20.7%	117.6%	356.8%	55.2%		-6.8%	97.0%	53.3%	79.1%			
% Change 2018 to 2019		23.2%	16.0%	-16.8%	39.3%	3.4%	-12.7%	0.0%	5.1%	3.4%	0.6%	-3.7%	6.7%	3.6%		5.5%	5.6%	2.9%	0.5%			
Average Annual Change		6.4%	1.3%	-4.1%	31.6%	5.7%	4.4%	6.2%	4.7%	3.7%	1.9%	10.7%	32.4%	5.0%		-0.6%	8.8%	4.8%	7.2%			
2008 £M		1.330	2.686	4.103	1.323	3.814	4.159	4.439	6.053	4.418	3.830	1.652	0.576	38.38		8.119	9.296	14.91	6.058			
2009 £M		1.268	2.039	2.894	4.310	4.223	4.418	4.603	6.767	3.596	2.795	1.592	1.031	39.54		6.201	12.95	14.97	5.418			
2010 £M		1.113	1.967	2.614	4.335	4.585	5.198	5.027	6.918	4.279	3.241	1.557	1.000	41.83		5.694	14.12	16.22	5.797			
2011 £M		1.380	2.285	2.861	4.788	4.556	4.935	5.286	7.974	4.266	4.030	2.075	1.578	46.01		6.526	14.28	17.53	7.683			
2012 £M		1.722	2.119	3.445	3.835	4.537	5.126	5.970	7.228	4.555	3.510	2.172	1.470	45.69		7.286	13.50	17.75	7.153			
2013 £M		1.237	2.260	3.147	3.596	5.216	5.788	6.829	8.602	4.531	3.367	2.001	1.566	48.14		6.644	14.60	19.96	6.934			
2014 £M		1.414	2.162	3.460	4.621	4.608	5.850	7.038	8.521	4.889	3.810	2.320	1.658	50.35		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		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		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		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		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		7.565	18.31	22.86	10.85			
ECONOMIC IMPACT - IN HISTORIC PRICES														DAY VISITOR								
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019									
Day Visitor		£M	38.38	39.54	41.83	46.01	45.69	48.14	50.35	52.86	56.87	58.26	57.50	59.58								
All Visitor Types		£M	146.26	142.68	149.85	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99								
Share of Total		%	26.2%	27.7%	27.9%	28.1%	28.9%	29.2%	29.1%	28.3%	29.9%	27.6%	24.7%	24.3%								
Annual Change in Share		%	5.6%	0.7%	0.8%	2.7%	0.9%	-0.3%	-2.6%	5.7%	-7.7%	-10.6%	-1.5%									
Change in Share from 2008		%	5.6%	6.4%	7.2%	10.1%	11.1%	10.8%	7.9%	14.0%	5.2%	-5.9%	-7.3%									
Avg Ann. Change in Share		%	5.6%	3.2%	2.4%	2.5%	2.2%	1.8%	1.1%	1.8%	0.6%	-0.6%	-0.7%									
ECONOMIC IMPACT - IN HISTORIC PRICES														£M	Economic Impact by Year and Share of Total							
														80.00								
														40.0%								
														60.00								
														20.00								
														0.00								
														Day Visitor £M								
														Share of Total %								

This report is copyright ©Global Tourism Solutions (UK) Ltd 2020

Report Prepared by: Cathy James. Date of Issue: 04/06/20

## Visitor Numbers by Month, Year and Visitor Type for the Period 2008 to 2019

**Visitor Types:** *Total*

*Serviced Accommodation*

*Non-Serviced Accommodation*

*SFR*

*Staying Visitor*

*Day Visitor*

STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019		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			TOTAL			Q1 Q2 Q3 Q4					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Annual Change	-16.8%	36.5%	13.8%	38.6%		
% Change 2008 to 2019		27.1%	-3.2%	-45.3%	148.6%	13.5%	7.9%	20.1%	13.5%	7.4%	-1.8%	53.7%	147.2%	17.4%			3.4%	2.6%	0.0%	-1.0%		
% Change 2018 to 2019		15.2%	9.9%	-12.1%	26.1%	1.1%	-12.8%	-2.7%	1.1%	1.8%	-1.2%	-5.6%	4.2%	1.1%			-1.5%	3.3%	1.3%	3.5%		
Average Annual Change		2.5%	-0.3%	-4.1%	13.5%	1.2%	0.7%	1.8%	1.2%	0.7%	-0.2%	4.9%	13.4%	1.6%								
2008	M	0.083	0.129	0.189	0.093	0.194	0.208	0.223	0.293	0.205	0.182	0.089	0.056	1.945			0.402	0.496	0.721	0.327		
2009	M	0.079	0.101	0.138	0.209	0.204	0.215	0.226	0.324	0.175	0.140	0.087	0.083	1.981			0.317	0.628	0.726	0.310		
2010	M	0.072	0.097	0.124	0.204	0.211	0.237	0.237	0.314	0.197	0.157	0.087	0.086	2.022			0.293	0.651	0.748	0.330		
2011	M	0.082	0.110	0.132	0.218	0.203	0.221	0.239	0.339	0.185	0.179	0.098	0.096	2.102			0.324	0.642	0.763	0.373		
2012	M	0.091	0.099	0.154	0.175	0.191	0.217	0.251	0.304	0.189	0.155	0.098	0.091	2.015			0.344	0.583	0.744	0.344		
2013	M	0.073	0.102	0.139	0.158	0.212	0.234	0.275	0.340	0.181	0.147	0.092	0.098	2.052			0.314	0.604	0.797	0.338		
2014	M	0.080	0.101	0.143	0.196	0.185	0.226	0.273	0.335	0.190	0.162	0.103	0.103	2.098			0.325	0.607	0.798	0.368		
2015	M	0.088	0.114	0.146	0.218	0.205	0.209	0.281	0.341	0.190	0.192	0.106	0.101	2.190			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			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			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			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			0.334	0.677	0.821	0.453		
VISITOR NUMBERS														TOTAL								
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	M	Visitor No.s by Year and Share of Total							
Total	M	1.945	1.981	2.022	2.102	2.015	2.052	2.098	2.190	2.280	2.317	2.260	2.284					120.0%				
All Visitor Types	M	1.945	1.981	2.022	2.102	2.015	2.052	2.098	2.190	2.280	2.317	2.260	2.284					100.0%				
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%					80.0%				
Annual Change in Share	%																60.0%					
Change in Share from 2008	%																40.0%					
Avg Ann. Change in Share	%																20.0%					
																	0.0%					

The chart displays two series: 'Total M' (green bars) and 'Share of Total %' (grey bars). The Y-axis ranges from 0.00 to 2.50. The X-axis lists the years from 2008 to 2019. The 'Total M' bars show a general upward trend, starting at approximately 1.945 in 2008 and reaching about 2.284 in 2019. The 'Share of Total %' bars remain relatively stable, starting around 100.0% and ending near 120.0%.

STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019			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					Q1	Q2	Q3	Q4				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		61.5%	14.2%	28.8%	95.9%					
% Change 2008 to 2019		32.1%	86.4%	61.0%	84.5%	-23.1%	-4.6%	14.2%	38.2%	32.9%	66.3%	37.4%	193.5%	43.1%	1.8%	-0.5%	-5.1%	-1.4%					
% Change 2018 to 2019		7.2%	-1.2%	1.9%	4.4%	2.1%	-8.4%	-8.4%	-6.2%	1.9%	-0.7%	-1.6%	-1.9%	-1.7%	5.6%	1.3%	2.6%	8.7%					
Average Annual Change		2.9%	7.9%	5.5%	7.7%	-2.1%	-0.4%	1.3%	3.5%	3.0%	6.0%	3.4%	17.6%	3.9%	Annual Change								
2008 000s		9.9	11.9	13.7	18.9	23.1	24.9	22.2	28.2	15.1	16.5	12.8	12.6	209.8	35.5	66.9	65.5	41.9					
2009 000s		7.1	9.8	12.5	17.2	18.9	23.6	20.9	31.2	18.3	16.2	14.7	23.0	213.7	1.8%	29.5	59.8	70.5	53.9				
2010 000s		7.6	11.7	12.7	18.1	18.1	22.7	22.5	27.3	18.2	19.0	17.5	29.0	224.2	4.9%	31.9	58.8	68.0	65.5				
2011 000s		10.5	16.5	16.1	20.8	18.7	24.2	24.3	27.7	14.8	20.1	11.4	20.8	225.6	0.6%	43.0	63.6	66.8	52.2				
2012 000s		8.4	13.2	20.3	20.8	17.2	23.0	21.9	30.3	15.6	20.8	9.5	21.5	222.7	-1.3%	42.0	61.0	67.9	51.8				
2013 000s		9.2	14.9	19.9	18.1	19.6	24.0	24.1	30.2	15.0	20.7	12.6	26.7	234.9	5.5%	44.0	61.6	69.3	60.0				
2014 000s		12.0	19.2	17.1	25.5	17.3	19.9	22.5	34.5	17.0	25.2	14.5	29.7	254.5	8.3%	48.3	62.8	74.1	69.4				
2015 000s		12.0	20.0	19.6	26.3	18.1	22.5	25.0	36.9	18.9	31.8	15.1	30.6	276.7	8.7%	51.5	66.8	80.8	77.5				
2016 000s		10.9	17.8	18.5	31.4	15.1	21.6	23.9	36.3	18.1	23.7	14.5	33.4	265.3	-4.1%	47.3	68.1	78.3	71.6				
2017 000s		11.2	18.4	20.8	30.9	16.0	22.5	24.4	42.4	19.9	28.1	17.1	35.3	286.9	8.1%	50.4	69.3	86.8	80.5				
2018 000s		12.2	22.5	21.6	33.4	17.4	25.9	27.7	41.5	19.7	27.6	17.8	37.8	305.2	6.4%	56.4	76.7	88.9	83.2				
2019 000s		13.1	22.3	22.0	34.8	17.7	23.8	25.4	38.9	20.1	27.4	17.5	37.0	300.1	-1.7%	57.4	76.3	84.4	82.0				
VISITOR NUMBERS															SERVICED ACCOMMODATION								
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	000s	Visitor No.s by Year and Share of Total								
Serviced 000s		209.8	213.7	224.2	225.6	222.7	234.9	254.5	276.7	265.3	286.9	305.2	300.1	400.0	Visitor No.s by Year and Share of Total								
All Visitor Types M		1.9	2.0	2.0	2.1	2.0	2.1	2.1	2.2	2.3	2.3	2.3	2.3	400.0	Visitor No.s by Year and Share of Total								
Share of Total %		10.8%	10.8%	11.1%	10.7%	11.0%	11.4%	12.1%	12.6%	11.6%	12.4%	13.5%	13.1%	400.0	Visitor No.s by Year and Share of Total								
Annual Change in Share %		0.0%	2.8%	-3.2%	2.9%	3.6%	6.0%	4.1%	-7.9%	6.4%	9.0%	-2.7%	21.8%	400.0	Visitor No.s by Year and Share of Total								
Change in Share from 2008 %		0.0%	2.8%	-0.5%	2.4%	6.1%	12.5%	17.1%	7.9%	14.8%	25.2%	21.8%	21.8%	400.0	Visitor No.s by Year and Share of Total								
Avg Ann. Change in Share %		0.0%	1.4%	-0.2%	0.6%	1.2%	2.1%	2.4%	1.0%	1.6%	2.5%	2.0%	2.0%	400.0	Visitor No.s by Year and Share of Total								

The chart displays two data series over a 12-year period. The green bars represent 'Serviced 000s', showing a general upward trend from approximately 210 in 2008 to 300 in 2019. The grey dashed line represents the 'Share of Total %', which fluctuates between 10% and 15%, peaking around 15% in 2019.

STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019		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					Q1	Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		37.9%	4.6%	-5.9%	34.3%		
% Change 2008 to 2019		126.5%	22.2%	8.9%	17.6%	-1.8%	2.2%	-12.5%	-12.7%	14.3%	9.2%	59.1%	54.2%			18.7%	6.8%	5.2%	12.6%		
% Change 2018 to 2019		34.5%	23.0%	4.2%	13.5%	4.1%	4.5%	1.9%	-2.4%	20.7%	5.4%	-13.2%	76.7%	9.6%			3.4%	0.4%	-0.5%	3.1%	
Average Annual Change		11.5%	2.0%	0.8%	1.6%	-0.2%	0.2%	-1.1%	-1.2%	1.3%	0.8%	5.4%	4.9%	1.0%							
2008 000s		3.4	5.4	7.4	7.4	10.6	11.3	14.2	15.5	9.8	8.3	4.5	4.9	102.6		16.2	29.4	39.5	17.6		
2009 000s		3.9	4.0	4.8	8.1	8.4	9.4	12.7	15.5	8.2	6.1	3.6	4.3	89.1		12.7	25.9	36.4	14.0		
2010 000s		4.4	4.1	5.4	7.4	8.2	9.3	12.2	13.4	9.7	7.9	3.7	3.8	89.5	0.5%	13.9	24.9	35.3	15.4		
2011 000s		4.0	4.4	6.0	10.5	9.8	10.3	12.2	12.4	9.7	6.6	5.8	3.0	94.7	5.8%	14.4	30.5	34.3	15.4		
2012 000s		4.3	5.1	7.2	5.9	5.7	7.7	10.1	10.9	8.0	4.4	6.6	3.0	78.9	-16.7%	16.6	19.3	28.9	14.1		
2013 000s		3.9	4.3	5.9	4.2	6.4	6.8	9.7	9.6	6.5	5.3	6.0	3.3	71.8	-9.0%	14.0	17.4	25.8	14.6		
2014 000s		3.6	4.5	5.6	4.8	5.9	5.8	8.6	9.7	6.0	4.1	6.2	3.2	68.0	-5.3%	13.7	16.4	24.4	13.5		
2015 000s		4.6	4.5	4.8	5.2	6.5	7.0	10.1	10.7	6.3	5.3	6.1	4.0	75.0	10.2%	13.9	18.6	27.1	15.4		
2016 000s		4.7	4.3	5.8	4.8	5.9	5.1	9.2	10.5	6.7	4.9	5.9	3.6	71.5	-4.6%	14.8	15.8	26.5	14.4		
2017 000s		4.5	4.9	6.1	7.8	6.8	8.5	10.9	12.6	8.7	6.9	6.0	4.8	88.5	23.8%	15.5	23.2	32.2	17.7		
2018 000s		5.7	5.3	7.8	7.7	10.0	11.1	12.2	13.8	9.3	8.6	8.2	4.3	103.8	17.3%	18.8	28.8	35.3	21.0		
2019 000s		7.7	6.6	8.1	8.7	10.4	11.6	12.4	13.5	11.2	9.0	7.1	7.5	113.8	9.6%	22.3	30.7	37.1	23.6		
VISITOR NUMBERS														NON-SERVICED ACCOMMODATION							
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	000s	Visitor No.s by Year and Share of Total						
Non-Serviced 000s		102.6	89.1	89.5	94.7	78.9	71.8	68.0	75.0	71.5	88.5	103.8	113.8								
All Visitor Types M		1.9	2.0	2.0	2.1	2.0	2.1	2.1	2.2	2.3	2.3	2.3	2.3								
Share of Total %		5.3%	4.5%	4.4%	4.5%	3.9%	3.5%	3.2%	3.4%	3.1%	3.8%	4.6%	5.0%								
Annual Change in Share %		-14.8%	-1.5%	1.7%	-13.1%	-10.6%	-7.3%	5.5%	-8.4%	21.8%	20.2%	8.4%									
Change in Share from 2008 %		-14.8%	-16.1%	-14.7%	-25.8%	-33.7%	-38.5%	-35.1%	-40.5%	-27.6%	-12.9%	-5.6%									
Avg Ann. Change in Share %		-14.8%	-8.1%	-4.9%	-6.5%	-6.7%	-6.4%	-5.0%	-5.1%	-3.1%	-1.3%	-0.5%									



Non-Serviced 000s

Visitor No.s by Year and Share of Total

Year	Non-Serviced 000s	Share of Total %
2008	102.6	5.3%
2009	89.1	4.5%
2010	89.5	4.4%
2011	94.7	4.5%
2012	78.9	3.9%
2013	71.8	3.5%
2014	68.0	3.2%
2015	75.0	3.4%
2016	71.5	3.1%
2017	88.5	3.8%
2018	103.8	4.6%
2019	113.8	5.0%

STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019		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	QUARTER					
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2008 to 2019		6.7%	6.7%	6.7%	6.7%	6.7%	6.7%	6.7%	6.7%	6.7%	6.7%	6.7%	6.7%	6.7%		6.7%	6.7%	6.7%	6.7%		
% Change 2018 to 2019		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%	Annual Change	0.6%	0.6%	0.6%	0.6%	
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%	0.6%		
2008 000s		18.0	7.2	8.0	15.2	12.0	9.7	13.2	13.5	8.3	8.4	6.9	15.6	136.2	33.3	37.0	35.0	31.0			
2009 000s		18.1	7.2	8.0	15.3	12.1	9.7	13.3	13.5	8.3	8.4	6.9	15.7	136.5	0.2%	33.4	37.1	35.1	31.0		
2010 000s		18.0	7.2	8.0	15.2	12.0	9.7	13.2	13.4	8.3	8.4	6.9	15.6	135.9	-0.5%	33.2	36.9	34.9	30.9		
2011 000s		18.0	7.2	8.0	15.2	12.0	9.7	13.2	13.5	8.3	8.4	6.9	15.6	136.1	0.1%	33.2	36.9	35.0	30.9		
2012 000s		18.7	7.5	8.3	15.8	12.5	10.0	13.7	13.9	8.6	8.7	7.2	16.2	141.0	3.6%	34.4	38.3	36.2	32.1		
2013 000s		18.7	7.5	8.3	15.8	12.5	10.1	13.7	14.0	8.6	8.7	7.2	16.2	141.6	0.4%	34.6	38.4	36.4	32.2		
2014 000s		18.8	7.5	8.4	15.9	12.6	10.1	13.8	14.1	8.7	8.8	7.2	16.3	142.2	0.5%	34.7	38.6	36.6	32.3		
2015 000s		18.9	7.6	8.4	15.9	12.6	10.2	13.9	14.1	8.7	8.8	7.2	16.4	142.6	0.3%	34.8	38.7	36.6	32.4		
2016 000s		18.9	7.6	8.4	16.0	12.6	10.2	13.9	14.1	8.7	8.8	7.3	16.4	142.8	0.2%	34.9	38.8	36.7	32.5		
2017 000s		19.0	7.6	8.4	16.0	12.7	10.2	13.9	14.2	8.7	8.9	7.3	16.5	143.4	0.4%	35.0	38.9	36.9	32.6		
2018 000s		19.1	7.7	8.5	16.2	12.8	10.3	14.0	14.3	8.8	8.9	7.3	16.6	144.5	0.8%	35.3	39.2	37.1	32.9		
2019 000s		19.3	7.7	8.6	16.3	12.8	10.4	14.1	14.4	8.9	9.0	7.4	16.7	145.4	0.6%	35.5	39.5	37.4	33.1		
VISITOR NUMBERS														SFR							
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	000s	Visitor No.s by Year and Share of Total						
SFR 000s		136.2	136.5	135.9	136.1	141.0	141.6	142.2	142.6	142.8	143.4	144.5	145.4	200.00	8.0%						
All Visitor Types M		1.9	2.0	2.0	2.1	2.0	2.1	2.1	2.2	2.3	2.3	2.3	2.3	200.00	8.0%						
Share of Total %		7.0%	6.9%	6.7%	6.5%	7.0%	6.9%	6.8%	6.5%	6.3%	6.2%	6.4%	6.4%	150.00	6.0%						
Annual Change in Share %		-1.6%	-2.5%	-3.7%	8.1%	-1.4%	-1.7%	-4.0%	-3.8%	-1.2%	3.3%	-0.5%	-0.9%	100.00	4.0%						
Change in Share from 2008 %		-1.6%	-4.1%	-7.6%	-0.1%	-1.5%	-3.2%	-7.0%	-10.6%	-11.6%	-8.7%	-9.1%	-0.8%	50.00	2.0%						
Avg Ann. Change in Share %		-1.6%	-2.0%	-2.5%	0.0%	-0.3%	-0.5%	-1.0%	-1.3%	-1.3%	-0.9%	-0.8%	-0.8%	0.00	0.0%						

This report is copyright ©Global Tourism Solutions (UK) Ltd 2020

Report Prepared by: Cathy James. Date of Issue: 04/06/20

SFR 000s Share of Total %

STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019		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					Q1	Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		35.5%	10.0%	13.5%	53.4%		
% Change 2008 to 2019		27.7%	48.9%	32.7%	44.1%	-10.3%	-0.5%	4.6%	17.0%	20.9%	37.0%	32.6%	84.9%	24.7%		4.3%	1.3%	-1.5%	1.2%		
% Change 2018 to 2019		8.0%	2.8%	2.1%	4.5%	2.1%	-3.4%	-3.7%	-4.0%	6.2%	0.7%	-4.0%	4.5%	1.0%	Annual Change	3.2%	0.9%	1.2%	4.9%		
Average Annual Change		2.5%	4.4%	3.0%	4.0%	-0.9%	0.0%	0.4%	1.5%	1.9%	3.4%	3.0%	7.7%	2.2%		3.2%	0.9%	1.2%	4.9%		
2008 000s		31.3	24.5	29.1	41.5	45.7	46.0	49.6	57.1	33.2	33.2	24.1	33.1	448.6	Annual Change	85.0	133.2	140.0	90.4		
2009 000s		29.1	21.1	25.4	40.6	39.4	42.7	46.9	60.3	34.9	30.7	25.3	42.9	439.2		75.5	122.7	142.0	99.0		
2010 000s		30.0	23.0	26.1	40.7	38.3	41.6	47.8	54.2	36.2	35.3	28.1	48.4	449.6	Annual Change	79.0	120.6	138.3	111.8		
2011 000s		32.4	28.1	30.1	46.5	40.4	44.2	49.7	53.6	32.8	35.1	24.1	39.4	456.4		90.6	131.1	136.1	98.6		
2012 000s		31.5	25.8	35.8	42.5	35.3	40.7	45.7	55.1	32.2	33.9	23.3	40.7	442.5	Annual Change	93.0	118.6	133.0	98.0		
2013 000s		31.8	26.6	34.1	38.1	38.4	40.9	47.6	53.7	30.2	34.8	25.8	46.3	448.3		92.6	117.4	131.5	106.8		
2014 000s		34.5	31.2	31.0	46.2	35.7	35.9	45.0	58.3	31.7	38.1	28.0	49.2	464.8	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		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	Annual Change	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		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	Annual Change	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		115.2	146.5	158.9	138.7		
VISITOR NUMBERS														STAYING VISITOR							
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	000s	Visitor No.s by Year and Share of Total						
Staying Visitor		448.6	439.2	449.6	456.4	442.5	448.3	464.8	494.2	479.7	518.9	553.6	559.3	600.0	30.0%						
All Visitor Types		1.9	2.0	2.0	2.1	2.0	2.1	2.1	2.2	2.3	2.3	2.3	2.3	500.0	25.0%						
Share of Total		%	23.1%	22.2%	22.2%	21.7%	22.0%	21.8%	22.2%	22.6%	21.0%	22.4%	24.5%	24.5%	400.0	20.0%					
Annual Change in Share		%	-3.9%	0.3%	-2.4%	1.2%	-0.5%	1.4%	1.9%	-6.8%	6.5%	9.3%	0.0%	300.0	15.0%						
Change in Share from 2008		%	-3.9%	-3.6%	-5.9%	-4.8%	-5.3%	-3.9%	-2.2%	-8.8%	-2.9%	6.2%	6.2%	200.0	10.0%						
Avg Ann. Change in Share		%	-3.9%	-1.8%	-2.0%	-1.2%	-1.1%	-0.7%	-0.3%	-1.1%	-0.3%	0.6%	0.6%	100.0	5.0%						
														0.0	0.0%						
														Staying Visitor 000s							
														Share of Total %							

STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019		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	QUARTER							
Less than 3% change		Q1			Q2			Q3			Q4						Q1		Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Annual Change							
% Change 2008 to 2019		26.8%	-15.5%	-59.5%	232.7%	20.8%	10.3%	24.5%	12.6%	4.8%	-10.4%	61.6%	239.2%	15.3%		-30.8%	46.3%	13.8%	33.0%				
% Change 2018 to 2019		20.1%	13.1%	-18.8%	35.9%	0.8%	-14.9%	-2.5%	2.5%	0.9%	-1.8%	-6.1%	4.0%	1.1%		2.9%	3.0%	0.4%	-2.0%				
Average Annual Change		2.4%	-1.4%	-5.4%	21.2%	1.9%	0.9%	2.2%	1.1%	0.4%	-0.9%	5.6%	21.7%	1.4%		-2.8%	4.2%	1.3%	3.0%				
2008	M	0.052	0.105	0.160	0.052	0.149	0.162	0.173	0.236	0.172	0.149	0.064	0.022	1.496		0.316		0.362	0.581	0.236			
2009	M	0.049	0.080	0.113	0.168	0.165	0.172	0.179	0.264	0.140	0.109	0.062	0.040	1.542		3.0%		0.242	0.505	0.584	0.211		
2010	M	0.042	0.074	0.098	0.163	0.172	0.195	0.189	0.260	0.161	0.122	0.059	0.038	1.573		2.0%		0.214	0.531	0.610	0.218		
2011	M	0.049	0.082	0.102	0.171	0.163	0.177	0.189	0.285	0.153	0.144	0.074	0.056	1.646		4.7%		0.233	0.511	0.627	0.275		
2012	M	0.059	0.073	0.119	0.132	0.156	0.176	0.206	0.249	0.157	0.121	0.075	0.051	1.573		-4.5%		0.251	0.465	0.611	0.246		
2013	M	0.041	0.075	0.105	0.120	0.174	0.193	0.228	0.287	0.151	0.112	0.067	0.052	1.604		2.0%		0.221	0.487	0.665	0.231		
2014	M	0.046	0.070	0.112	0.150	0.149	0.190	0.228	0.276	0.159	0.124	0.075	0.054	1.633		1.8%		0.228	0.489	0.663	0.253		
2015	M	0.052	0.081	0.113	0.171	0.168	0.169	0.232	0.279	0.156	0.146	0.077	0.050	1.696		3.8%		0.247	0.508	0.668	0.273		
2016	M	0.049	0.071	0.144	0.120	0.148	0.224	0.249	0.338	0.170	0.144	0.085	0.059	1.800		6.2%		0.264	0.491	0.757	0.288		
2017	M	0.057	0.079	0.111	0.158	0.165	0.223	0.238	0.289	0.171	0.147	0.104	0.055	1.798		-0.1%		0.247	0.545	0.698	0.307		
2018	M	0.055	0.078	0.080	0.126	0.178	0.210	0.221	0.259	0.179	0.136	0.111	0.073	1.707		-5.1%		0.213	0.515	0.659	0.320		
2019	M	0.066	0.089	0.065	0.172	0.180	0.179	0.215	0.266	0.180	0.134	0.104	0.076	1.725		1.1%		0.219	0.530	0.662	0.314		
VISITOR NUMBERS														DAY VISITOR									
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	M	Visitor No.s by Year and Share of Total								
Day Visitor	M	1.496	1.542	1.573	1.646	1.573	1.604	1.633	1.696	1.800	1.798	1.707	1.725	100.0%									
All Visitor Types	M	1.945	1.981	2.022	2.102	2.015	2.052	2.098	2.190	2.280	2.317	2.260	2.284	80.0%									
Share of Total	%	76.9%	77.8%	77.8%	78.3%	78.0%	78.2%	77.8%	77.4%	79.0%	77.6%	75.5%	75.5%	60.0%									
Annual Change in Share	%		1.2%	-0.1%	0.7%	-0.3%	0.2%	-0.4%	-0.5%	2.0%	-1.7%	-2.7%	0.0%	40.0%									
Change in Share from 2008	%		1.2%	1.1%	1.8%	1.4%	1.6%	1.2%	0.6%	2.6%	0.9%	-1.9%	-1.8%	20.0%									
Avg Ann. Change in Share	%		1.2%	0.5%	0.6%	0.4%	0.3%	0.2%	0.1%	0.3%	0.1%	-0.2%	-0.2%	0.0%									
															Day Visitor M								

The chart displays two data series over a 12-year period. The first series, 'Day Visitor M', is represented by blue bars, starting at approximately 1.5 million in 2008 and ending at about 1.7 million in 2019. The second series, 'Share of Total %', is shown as a grey line, which remains relatively stable around 75% throughout the same period.

## Visitor Days by Month, Year and Visitor Type for the Period 2008 to 2019

**Visitor Types:** *Total*

*Serviced Accommodation*

*Non-Serviced Accommodation*

*SFR*

*Staying Visitor*

*Day Visitor*

STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019		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 2008 to 2019		28.1%	3.1%	-32.9%	92.9%	8.4%	6.0%	10.7%	8.4%	9.0%	3.9%	48.3%	98.1%	15.6%	Annual Change	-7.1%	26.6%	9.3%	36.4%	
% Change 2018 to 2019		13.6%	9.9%	-7.4%	19.8%	1.7%	-8.9%	-1.9%	0.1%	5.3%	0.1%	-6.2%	10.0%	2.1%		4.7%	3.1%	0.7%	1.3%	
Average Annual Change		2.6%	0.3%	-3.0%	8.4%	0.8%	0.5%	1.0%	0.8%	0.8%	0.4%	4.4%	8.9%	1.4%		-0.6%	2.4%	0.8%	3.3%	
2008		M	0.127	0.159	0.236	0.171	0.284	0.298	0.341	0.431	0.286	0.257	0.123	0.112	2.825	0.522	0.753	1.058	0.492	
2009		M	0.121	0.126	0.174	0.289	0.278	0.293	0.335	0.463	0.249	0.201	0.121	0.143	2.795	-1.1%	0.421	0.861	1.047	0.465
2010		M	0.116	0.123	0.163	0.281	0.283	0.314	0.343	0.437	0.280	0.232	0.122	0.147	2.842		0.402	0.878	1.060	0.502
2011		M	0.127	0.140	0.176	0.315	0.287	0.305	0.347	0.458	0.264	0.247	0.136	0.148	2.947	3.7%	0.442	0.906	1.069	0.531
2012		M	0.135	0.129	0.205	0.247	0.250	0.285	0.345	0.414	0.258	0.210	0.137	0.145	2.759	-6.4%	0.468	0.782	1.017	0.491
2013		M	0.117	0.130	0.184	0.219	0.276	0.297	0.368	0.443	0.241	0.207	0.131	0.156	2.771	0.4%	0.431	0.792	1.052	0.495
2014		M	0.126	0.133	0.185	0.266	0.244	0.280	0.359	0.440	0.249	0.218	0.145	0.163	2.807	1.3%	0.444	0.790	1.047	0.526
2015		M	0.136	0.145	0.187	0.290	0.268	0.272	0.377	0.454	0.252	0.261	0.147	0.165	2.954	5.2%	0.468	0.830	1.083	0.573
2016		M	0.131	0.131	0.220	0.246	0.240	0.313	0.386	0.512	0.266	0.241	0.153	0.176	3.015	2.1%	0.482	0.799	1.164	0.570
2017		M	0.139	0.143	0.193	0.303	0.265	0.337	0.388	0.488	0.285	0.267	0.177	0.182	3.165	5.0%	0.474	0.905	1.161	0.626
2018		M	0.143	0.150	0.171	0.275	0.302	0.347	0.385	0.466	0.296	0.267	0.194	0.201	3.198	1.0%	0.463	0.924	1.147	0.662
2019		M	0.162	0.164	0.158	0.329	0.307	0.316	0.378	0.466	0.312	0.267	0.182	0.221	3.265	2.1%	0.485	0.953	1.156	0.671
VISITOR DAYS														TOTAL						
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	M	Visitor Days by Year and Share of Total					
Total		M	2.825	2.795	2.842	2.947	2.759	2.771	2.807	2.954	3.015	3.165	3.198	3.265	M	Visitor Days by Year and Share of Total				
All Visitor Types		M	2.825	2.795	2.842	2.947	2.759	2.771	2.807	2.954	3.015	3.165	3.198	3.265	4.00	Visitor Days by Year and Share of Total				
Share of Total		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	120.0%	Visitor Days by Year and Share of Total				
Annual Change in Share		%													100.0%	Visitor Days by Year and Share of Total				
Change in Share from 2008		%													80.0%	Visitor Days by Year and Share of Total				
Avg Ann. Change in Share		%													60.0%	Visitor Days by Year and Share of Total				
															40.0%	Visitor Days by Year and Share of Total				
															20.0%	Visitor Days by Year and Share of Total				
															0.0%	Visitor Days by Year and Share of Total				
															Total M	Share of Total %				

This report is copyright ©Global Tourism Solutions (UK) Ltd 2020

Report Prepared by: Cathy James. Date of Issue: 04/06/20

STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019		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	QUARTER							
Less than 3% change		Q1			Q2			Q3			Q4						Q1		Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Annual Change		61.4%		19.2%	31.0%	86.1%	
% Change 2008 to 2019		29.1%	92.7%	62.0%	93.2%	-20.7%	-4.4%	15.5%	46.8%	26.3%	61.3%	32.0%	185.2%	45.1%		1.9%	-0.3%	-5.0%	-1.6%				
% Change 2018 to 2019		6.9%	-1.3%	1.9%	4.3%	2.0%	-8.7%	-8.6%	-6.3%	1.9%	-0.9%	-1.7%	-2.1%	-1.6%									
Average Annual Change		2.6%	8.4%	5.6%	8.5%	-1.9%	-0.4%	1.4%	4.3%	2.4%	5.6%	2.9%	16.8%	4.1%		5.6%	1.7%	2.8%	7.8%				
2008 000s		17.1	17.3	22.5	30.2	34.8	35.9	33.5	41.3	27.8	31.6	23.8	20.9	336.9		57.0	100.9	102.6	76.4				
2009 000s		12.3	14.3	20.6	27.6	28.5	34.0	31.6	45.7	33.6	31.1	27.5	38.1	345.1		47.2	90.1	111.0	96.8				
2010 000s		13.1	16.9	20.8	29.0	27.2	32.7	33.9	40.1	33.4	36.1	32.5	47.5	363.3	5.3%	50.9	88.9	107.4	116.2				
2011 000s		17.8	24.5	26.8	34.4	29.3	35.2	37.2	42.5	26.0	37.7	21.1	33.6	366.2	0.8%	69.2	98.9	105.7	92.4				
2012 000s		14.4	19.6	33.9	34.6	27.0	33.5	33.8	46.9	27.5	39.4	17.6	34.8	363.0	-0.9%	67.9	95.1	108.2	91.8				
2013 000s		16.0	21.9	33.1	29.8	30.6	35.5	37.5	46.8	26.3	38.8	23.1	43.5	383.0	5.5%	71.0	95.9	110.6	105.5				
2014 000s		20.4	28.7	28.3	42.4	26.6	28.9	34.5	53.3	29.7	47.5	26.7	48.5	415.5	8.5%	77.4	97.8	117.5	122.7				
2015 000s		20.4	29.8	32.4	43.6	27.8	32.6	38.3	57.0	33.3	59.7	27.7	49.8	452.4	8.9%	82.7	104.0	128.5	137.2				
2016 000s		18.6	26.7	30.6	52.7	23.6	31.6	36.8	56.6	31.6	44.4	26.2	54.2	433.6	-4.2%	76.0	107.9	125.0	124.8				
2017 000s		19.1	27.6	34.4	52.0	25.0	32.9	37.7	66.2	34.7	52.6	30.7	57.0	469.8	8.3%	81.1	109.8	138.6	140.3				
2018 000s		20.7	33.8	35.8	56.0	27.1	37.6	42.3	64.7	34.4	51.5	32.0	60.9	496.9	5.8%	90.3	120.7	141.4	144.4				
2019 000s		22.1	33.4	36.5	58.4	27.6	34.3	38.7	60.6	35.1	51.0	31.5	59.7	488.9	-1.6%	92.0	120.3	134.4	142.2				
VISITOR DAYS														SERVICED ACCOMMODATION				Visitor Days by Year and Share of Total					
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	000s									
Serviced 000s		336.9	345.1	363.3	366.2	363.0	383.0	415.5	452.4	433.6	469.8	496.9	488.9	20.0%									
All Visitor Types M		2.8	2.8	2.8	2.9	2.8	2.8	2.8	3.0	3.0	3.2	3.2	3.3	15.0%									
Share of Total %		11.9%	12.3%	12.8%	12.4%	13.2%	13.8%	14.8%	15.3%	14.4%	14.8%	15.5%	15.0%	10.0%									
Annual Change in Share %		3.5%	3.5%	-2.8%	5.9%	5.1%	7.1%	3.5%	-6.1%	3.2%	4.7%	-3.6%	5.0%										
Change in Share from 2008 %		3.5%	7.2%	4.2%	10.3%	15.9%	24.1%	28.4%	20.6%	24.4%	30.3%	25.5%	0.0%										
Avg Ann. Change in Share %		3.5%	3.6%	1.4%	2.6%	3.2%	4.0%	4.1%	2.6%	2.7%	3.0%	2.3%											

The chart displays two data series over a 12-year period. The red bars represent 'Serviced 000s', starting at approximately 337 in 2008 and ending at 489 in 2019. The blue line with circular markers represents the 'Share of Total %', starting at about 12.3% in 2008 and rising to nearly 15.0% by 2019.

STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019		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	QUARTER					
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2008 to 2019		110.4%	18.3%	6.7%	16.2%	-2.5%	1.5%	-13.1%	-13.1%	13.4%	8.4%	53.8%	52.0%	5.7%	Annual Change	28.4%	3.5%	-6.8%	28.5%		
% Change 2018 to 2019		34.5%	23.0%	4.2%	13.5%	4.1%	4.5%	1.9%	-2.4%	20.7%	5.4%	-13.2%	76.7%	8.5%		16.9%	6.6%	4.9%	13.8%		
Average Annual Change		10.0%	1.7%	0.6%	1.5%	-0.2%	0.1%	-1.2%	-1.2%	1.2%	0.8%	4.9%	4.7%	0.5%		2.6%	0.3%	-0.6%	2.6%		
2008	000s	12.4	22.2	36.4	47.9	73.8	79.9	101.4	118.3	68.1	58.3	20.7	27.7	667.1		71.0	201.7	287.7	106.7		
2009	000s	14.0	16.9	23.8	52.3	58.6	66.4	90.6	118.6	57.3	43.1	17.1	24.4	583.0	-12.6%	54.6	177.3	266.5	84.5		
2010	000s	15.8	17.1	26.7	47.7	57.5	65.5	87.3	102.3	67.6	55.8	17.4	21.7	582.3	-0.1%	59.6	170.7	257.1	94.9		
2011	000s	14.4	18.3	29.6	67.8	67.9	72.4	87.5	95.1	67.3	46.9	26.7	17.3	611.0	4.9%	62.2	208.1	249.9	90.8		
2012	000s	14.8	20.3	34.4	37.9	39.0	53.9	71.6	82.5	54.9	31.1	29.8	17.1	487.3	-20.3%	69.5	130.8	209.0	77.9		
2013	000s	13.2	17.0	28.2	27.0	43.9	47.5	69.0	72.7	45.1	37.4	26.8	18.5	446.4	-8.4%	58.4	118.4	186.8	82.8		
2014	000s	12.4	18.0	26.8	30.4	40.6	40.6	61.3	73.8	41.5	28.6	28.0	18.1	420.0	-5.9%	57.2	111.6	176.6	74.7		
2015	000s	15.5	18.1	23.0	33.0	44.8	48.7	71.7	81.3	43.3	36.9	27.3	22.6	466.4	11.1%	56.6	126.6	196.4	86.8		
2016	000s	15.9	17.4	27.6	30.5	41.0	35.9	65.6	80.1	46.3	34.2	26.6	20.3	441.4	-5.4%	60.9	107.4	192.0	81.1		
2017	000s	15.2	19.7	29.2	49.8	47.2	59.8	77.4	95.8	60.0	48.2	27.0	26.9	556.2	26.0%	64.2	156.9	233.1	102.0		
2018	000s	19.4	21.4	37.3	49.0	69.1	77.7	86.4	105.2	63.9	60.0	36.8	23.8	649.9	16.9%	78.0	195.8	255.6	120.5		
2019	000s	26.1	26.3	38.9	55.6	72.0	81.2	88.1	102.8	77.2	63.2	31.9	42.1	705.2	8.5%	91.2	208.8	268.0	137.1		
VISITOR DAYS														NON-SERVICED ACCOMMODATION							
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	000s	Visitor Days by Year and Share of Total						
Non-Serviced	000s	667.1	583.0	582.3	611.0	487.3	446.4	420.0	466.4	441.4	556.2	649.9	705.2								
All Visitor Types	M	2.8	2.8	2.8	2.9	2.8	2.8	2.8	3.0	3.0	3.2	3.2	3.3	000s							
Share of Total	%	23.6%	20.9%	20.5%	20.7%	17.7%	16.1%	15.0%	15.8%	14.6%	17.6%	20.3%	21.6%								
Annual Change in Share	%		-11.7%	-1.8%	1.2%	-14.8%	-8.8%	-7.1%	5.5%	-7.3%	20.0%	15.7%	6.3%								
Change in Share from 2008	%		-11.7%	-13.2%	-12.2%	-25.2%	-31.8%	-36.7%	-33.1%	-38.0%	-25.6%	-13.9%	-8.6%								
Avg Ann. Change in Share	%		-11.7%	-6.6%	-4.1%	-6.3%	-6.4%	-6.1%	-4.7%	-4.8%	-2.8%	-1.4%	-0.8%								

The chart displays two data series: 'Non-Serviced 000s' (red bars) and 'Share of Total %' (blue dashed line). The Y-axis ranges from 0.00 to 800.00. The X-axis shows years from 2008 to 2019. The Non-Serviced 000s show a general upward trend from 667.1 in 2008 to 705.2 in 2019. The Share of Total % starts at approximately 23.6% in 2008 and decreases steadily to about 13.8% by 2019.

STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019			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	QUARTER							
Less than 3% change		Q1			Q2			Q3			Q4							Q1	Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Annual Change							
% Change 2008 to 2019		6.7%	6.7%	6.7%	6.7%	6.7%	6.7%	6.7%	6.7%	6.7%	6.7%	6.7%	6.7%	6.7%	6.7%	6.7%	6.7%	6.7%	6.7%				
% Change 2018 to 2019		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%	0.6%	0.6%	0.6%		
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%	0.6%	0.6%	0.6%		
2008 000s		45.1	15.2	17.2	41.1	26.5	20.4	33.1	35.0	18.0	18.0	14.0	40.7	324.3			77.5	88.0	86.1	72.7			
2009 000s		45.2	15.2	17.3	41.2	26.5	20.4	33.2	35.1	18.1	18.1	14.1	40.7	325.0	0.2%		77.7	88.2	86.3	72.9			
2010 000s		45.0	15.1	17.2	41.0	26.4	20.3	33.0	34.9	18.0	18.0	14.0	40.6	323.6	-0.5%		77.3	87.8	85.9	72.5			
2011 000s		45.1	15.1	17.2	41.1	26.4	20.4	33.0	35.0	18.0	18.0	14.0	40.6	323.9	0.1%		77.4	87.9	86.0	72.6			
2012 000s		46.7	15.7	17.8	42.6	27.4	21.1	34.2	36.2	18.7	18.7	14.5	42.1	335.7	3.6%		80.2	91.1	89.1	75.3			
2013 000s		46.9	15.7	17.9	42.7	27.5	21.2	34.4	36.4	18.7	18.7	14.6	42.2	337.0	0.4%		80.5	91.4	89.5	75.6			
2014 000s		47.1	15.8	18.0	43.0	27.6	21.3	34.5	36.6	18.8	18.8	14.7	42.4	338.6	0.5%		80.9	91.9	89.9	75.9			
2015 000s		47.2	15.9	18.0	43.1	27.7	21.3	34.6	36.7	18.9	18.9	14.7	42.6	339.5	0.3%		81.1	92.1	90.2	76.1			
2016 000s		47.3	15.9	18.1	43.1	27.7	21.4	34.7	36.7	18.9	18.9	14.7	42.6	340.0	0.2%		81.3	92.2	90.3	76.2			
2017 000s		47.5	16.0	18.1	43.3	27.9	21.5	34.8	36.9	19.0	19.0	14.8	42.8	341.4	0.4%		81.6	92.6	90.7	76.5			
2018 000s		47.9	16.1	18.3	43.6	28.1	21.6	35.1	37.2	19.1	19.1	14.9	43.1	344.1	0.8%		82.2	93.4	91.4	77.2			
2019 000s		48.1	16.2	18.4	43.9	28.2	21.8	35.3	37.4	19.2	19.2	15.0	43.4	346.2	0.6%		82.7	93.9	91.9	77.6			
VISITOR DAYS															SFR								
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	000s	Visitor Days by Year and Share of Total								
SFR 000s		324.3	325.0	323.6	323.9	335.7	337.0	338.6	339.5	340.0	341.4	344.1	346.2		400.00								
All Visitor Types M		2.8	2.8	2.8	2.9	2.8	2.8	2.8	3.0	3.0	3.2	3.2	3.3		300.00								
Share of Total %		11.5%	11.6%	11.4%	11.0%	12.2%	12.2%	12.1%	11.5%	11.3%	10.8%	10.8%	10.6%		200.00								
Annual Change in Share %		1.3%	-2.1%	-3.5%	10.7%	0.0%	-0.8%	-4.7%	-1.9%	-4.4%	-0.2%	-1.5%			100.00								
Change in Share from 2008 %		1.3%	-0.8%	-4.3%	6.0%	5.9%	5.1%	0.1%	-1.8%	-6.1%	-6.3%	-7.7%											
Avg Ann. Change in Share %		1.3%	-0.4%	-1.4%	1.5%	1.2%	0.8%	0.0%	-0.2%	-0.7%	-0.6%	-0.7%											

SFR 000s

Share of Total %

Report Prepared by: Cathy James. Date of Issue: 04/06/20

STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL											2008 to 2019			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	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4					Q1		Q2	Q3	Q4	
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		29.4%	8.3%	3.8%	39.5%			
% Change 2008 to 2019		29.1%	38.7%	23.0%	32.4%	-5.4%	0.7%	-3.5%	3.2%	15.5%	23.6%	33.7%	62.6%	16.0%	6.1%	3.2%	1.2%	4.3%			
% Change 2018 to 2019		9.6%	6.4%	2.6%	6.2%	2.9%	0.3%	-1.1%	-3.1%	11.9%	2.2%	-6.4%	13.5%	3.3%	Annual Change		2.7%	0.8%	0.3%	3.6%	
Average Annual Change		2.6%	3.5%	2.1%	2.9%	-0.5%	0.1%	-0.3%	0.3%	1.4%	2.1%	3.1%	5.7%	1.5%			2.7%	0.8%	0.3%	3.6%	
2008	000s	74.6	54.7	76.2	119.2	135.1	136.2	167.9	194.6	113.9	108.0	58.6	89.2	1,328.3	Annual Change	205.5	390.6	476.4	255.8		
2009	000s	71.5	46.4	61.6	121.2	113.6	120.8	155.4	199.5	109.0	92.3	58.6	103.2	1,253.1		179.5	355.6	463.9	254.2		
2010	000s	73.9	49.1	64.8	117.8	111.0	118.5	154.2	177.3	119.0	109.9	63.9	109.8	1,269.2		1.3%	187.8	347.4	450.4	283.6	
2011	000s	77.2	58.0	73.6	143.3	123.6	128.0	157.7	172.6	111.3	102.6	61.8	91.5	1,301.1		2.5%	208.8	394.9	441.6	255.9	
2012	000s	75.8	55.7	86.1	115.0	93.5	108.5	139.6	165.7	101.0	89.1	61.9	94.0	1,185.9		-8.9%	217.6	317.0	406.4	245.0	
2013	000s	76.0	54.7	79.2	99.6	102.0	104.1	140.9	155.9	90.2	95.0	64.6	104.3	1,166.5		-1.6%	209.9	305.7	386.9	263.9	
2014	000s	79.9	62.5	73.1	115.8	94.8	90.7	130.4	163.6	90.0	94.9	69.4	109.1	1,174.1		0.7%	215.5	301.3	384.0	273.3	
2015	000s	83.1	63.8	73.5	119.7	100.3	102.6	144.6	174.9	95.5	115.4	69.7	115.0	1,258.3		7.2%	220.4	322.7	415.1	300.2	
2016	000s	81.8	60.0	76.3	126.4	92.3	88.8	137.1	173.4	96.8	97.5	67.5	117.2	1,215.0		-3.4%	218.1	307.5	407.3	282.1	
2017	000s	81.8	63.3	81.7	145.1	100.0	114.1	149.9	198.8	113.7	119.7	72.4	126.7	1,367.3		12.5%	226.8	359.3	462.4	318.9	
2018	000s	87.9	71.3	91.4	148.7	124.3	136.9	163.9	207.1	117.5	130.6	83.7	127.9	1,490.9		9.0%	250.6	409.8	488.4	342.1	
2019	000s	96.4	75.9	93.7	157.9	127.8	137.3	162.1	200.7	131.5	133.5	78.4	145.1	1,540.2		3.3%	266.0	423.0	494.3	356.9	
VISITOR DAYS														STAYING VISITOR							
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	000s	Visitor Days by Year and Share of Total						
Staying Visitor	000s	1,328.3	1,253.1	1,269.2	1,301.1	1,185.9	1,166.5	1,174.1	1,258.3	1,215.0	1,367.3	1,490.9	1,540.2	2,000.00	Share of Total %						
All Visitor Types	M	2.8	2.8	2.8	2.9	2.8	2.8	2.8	3.0	3.0	3.2	3.2	3.3	1,500.00	50.0%						
Share of Total	%	47.0%	44.8%	44.7%	44.1%	43.0%	42.1%	41.8%	42.6%	40.3%	43.2%	46.6%	47.2%	1,500.00	40.0%						
Annual Change in Share	%	-4.7%	-0.4%	-1.1%	-2.6%	-2.1%	-0.6%	1.8%	-5.4%	7.2%	7.9%	1.2%	1.2%	1,000.00	30.0%						
Change in Share from 2008	%	-4.7%	-5.0%	-6.1%	-8.6%	-10.5%	-11.1%	-9.4%	-14.3%	-8.1%	-0.9%	0.3%	0.0%	500.00	20.0%						
Avg Ann. Change in Share	%	-4.7%	-2.5%	-2.0%	-2.1%	-2.1%	-1.8%	-1.3%	-1.8%	-0.9%	-0.1%	0.0%	0.0%	0.00	10.0%						
														Staying Visitor 000s	Share of Total %	Report Prepared by: Cathy James. Date of Issue: 04/06/20					

STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019		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	QUARTER					
Less than 3% change		Q1			Q2			Q3			Q4					Q1	Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			-30.8%	46.3%	13.8%	33.0%		
% Change 2008 to 2019		26.8%	-15.5%	-59.5%	232.7%	20.8%	10.3%	24.5%	12.6%	4.8%	-10.4%	61.6%	239.2%	15.3%	Annual Change		2.9%	3.0%	0.4%	-2.0%	
% Change 2018 to 2019		20.1%	13.1%	-18.8%	35.9%	0.8%	-14.9%	-2.5%	2.5%	0.9%	-1.8%	-6.1%	4.0%	1.1%			-2.8%	4.2%	1.3%	3.0%	
Average Annual Change		2.4%	-1.4%	-5.4%	21.2%	1.9%	0.9%	2.2%	1.1%	0.4%	-0.9%	5.6%	21.7%	1.4%							
2008		M	0.052	0.105	0.160	0.052	0.149	0.162	0.173	0.236	0.172	0.149	0.064	0.022	1.496	0.316	0.362	0.581	0.236		
2009		M	0.049	0.080	0.113	0.168	0.165	0.172	0.179	0.264	0.140	0.109	0.062	0.040	1.542	3.0%	0.242	0.505	0.584	0.211	
2010		M	0.042	0.074	0.098	0.163	0.172	0.195	0.189	0.260	0.161	0.122	0.059	0.038	1.573	2.0%	0.214	0.531	0.610	0.218	
2011		M	0.049	0.082	0.102	0.171	0.163	0.177	0.189	0.285	0.153	0.144	0.074	0.056	1.646	4.7%	0.233	0.511	0.627	0.275	
2012		M	0.059	0.073	0.119	0.132	0.156	0.176	0.206	0.249	0.157	0.121	0.075	0.051	1.573	-4.5%	0.251	0.465	0.611	0.246	
2013		M	0.041	0.075	0.105	0.120	0.174	0.193	0.228	0.287	0.151	0.112	0.067	0.052	1.604	2.0%	0.221	0.487	0.665	0.231	
2014		M	0.046	0.070	0.112	0.150	0.149	0.190	0.228	0.276	0.159	0.124	0.075	0.054	1.633	1.8%	0.228	0.489	0.663	0.253	
2015		M	0.052	0.081	0.113	0.171	0.168	0.169	0.232	0.279	0.156	0.146	0.077	0.050	1.696	3.8%	0.247	0.508	0.668	0.273	
2016		M	0.049	0.071	0.144	0.120	0.148	0.224	0.249	0.338	0.170	0.144	0.085	0.059	1.800	6.2%	0.264	0.491	0.757	0.288	
2017		M	0.057	0.079	0.111	0.158	0.165	0.223	0.238	0.289	0.171	0.147	0.104	0.055	1.798	-0.1%	0.247	0.545	0.698	0.307	
2018		M	0.055	0.078	0.080	0.126	0.178	0.210	0.221	0.259	0.179	0.136	0.111	0.073	1.707	-5.1%	0.213	0.515	0.659	0.320	
2019		M	0.066	0.089	0.065	0.172	0.180	0.179	0.215	0.266	0.180	0.134	0.104	0.076	1.725	1.1%	0.219	0.530	0.662	0.314	
VISITOR DAYS														DAY VISITOR							
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Visitor Days by Year and Share of Total							
Day Visitor		M	1.496	1.542	1.573	1.646	1.573	1.604	1.633	1.696	1.800	1.798	1.707	1.725	M						
All Visitor Types		M	2.825	2.795	2.842	2.947	2.759	2.771	2.807	2.954	3.015	3.165	3.198	3.265	Visitor Days by Year and Share of Total						
Share of Total		%	53.0%	55.2%	55.3%	55.9%	57.0%	57.9%	58.2%	57.4%	59.7%	56.8%	53.4%	52.8%	2.00	1.50	1.00	0.50	0.00		
Annual Change in Share		%		4.1%	0.3%	0.9%	2.1%	1.6%	0.5%	-1.3%	4.0%	-4.9%	-6.0%	-1.0%	80.0%	60.0%	40.0%	20.0%	0.0%		
Change in Share from 2008		%		4.1%	4.5%	5.4%	7.6%	9.3%	9.8%	8.4%	12.7%	7.2%	0.8%	0.1%	Day Visitor M	Day Visitor M	Day Visitor M	Day Visitor M	Day Visitor M		
Avg Ann. Change in Share		%		4.1%	2.2%	1.8%	1.9%	1.9%	1.6%	1.2%	1.6%	0.8%	0.1%	0.0%	Day Visitor M	Day Visitor M	Day Visitor M	Day Visitor M	Day Visitor M		

## Direct and Total Employment by Month, Year and Visitor Type for the Period 2008 to 2019

**Visitor Types:** *Total*

*Serviced Accommodation*

*Non-Serviced Accommodation*

*SFR*

*Staying Visitor*

*Day Visitor*

STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019		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										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC								
% Change 2008 to 2019		10.4%	2.8%	-14.5%	30.4%	-6.4%	-6.0%	-5.1%	-4.4%	-1.0%	-1.1%	13.5%	36.6%	2.3%	-1.8%	4.0%	-3.7%	13.9%			
% Change 2018 to 2019		8.7%	6.6%	-1.9%	10.7%	1.9%	-4.1%	-0.7%	-0.5%	5.0%	0.4%	-3.3%	7.9%	2.2%	4.1%	2.6%	0.9%	1.8%			
Average Annual Change		0.9%	0.3%	-1.3%	2.8%	-0.6%	-0.5%	-0.5%	-0.4%	-0.1%	-0.1%	1.2%	3.3%	0.2%	-0.2%	0.4%	-0.3%	1.3%			
Annual Change																					
2008 FTEs		2,071	2,194	2,773	2,748	3,492	3,611	4,084	4,856	3,425	3,167	2,051	2,123	3,050	2,346	3,284	4,122	2,447			
2009 FTEs		2,013	1,953	2,342	3,362	3,292	3,464	3,951	4,968	3,208	2,759	2,040	2,400	2,979	2,102	3,373	4,042	2,399			
2010 FTEs		1,999	1,954	2,300	3,286	3,290	3,541	3,978	4,643	3,429	3,064	2,109	2,494	3,007	2,084	3,372	4,017	2,555			
2011 FTEs		1,917	1,938	2,257	3,408	3,160	3,316	3,779	4,452	3,041	2,840	1,979	2,154	2,853	2,037	3,295	3,758	2,324			
2012 FTEs		1,943	1,857	2,496	2,862	2,753	3,075	3,630	4,192	2,938	2,561	1,979	2,151	2,703	2,099	2,897	3,587	2,230			
2013 FTEs		1,860	1,862	2,348	2,605	2,953	3,114	3,773	4,268	2,777	2,589	1,976	2,303	2,702	2,023	2,891	3,606	2,289			
2014 FTEs		1,844	1,847	2,187	2,793	2,584	2,751	3,392	4,029	2,655	2,507	1,984	2,250	2,569	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	2,050	2,890	3,588	2,447			
2016 FTEs		2,045	1,985	2,585	3,026	2,766	3,126	3,840	4,787	3,020	2,845	2,160	2,556	2,895	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	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	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	2,303	3,415	3,971	2,786			
EMPLOYMENT														TOTAL							
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	FTEs	Employment (FTEs) and Share of Total (%)						
Total		3,050	2,979	3,007	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	120.0%							
Total Employment		3,050	2,979	3,007	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	100.0%							
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		%	0.0%																		
Change in Share from 2008		%	0.0%																		
Avg Ann. Change in Share		%	0.0%																		

The chart displays two data series over 12 years. The orange bars represent the total number of FTEs, which shows a general upward trend from approximately 3,050 in 2008 to about 3,119 in 2019. The grey line represents the share of total, which remains relatively stable around 100.0% throughout the period.

STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019			SERVICED		DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		SERVICED ACCOMMODATION																				
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4					Q1		Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			-4.9%		-10.6%	-7.6%	3.4%		
% Change 2008 to 2019		-10.0%	-1.7%	-3.2%	7.5%	-21.5%	-17.1%	-11.6%	-0.8%	-10.9%	-0.7%	-9.4%	21.3%	-5.1%		-1.1%	-1.4%	-3.5%	-1.9%			
% Change 2018 to 2019		-0.5%	-2.0%	-0.8%	1.0%	-1.2%	-4.4%	-4.4%	-4.7%	-4.7%	-0.9%	-1.4%	-2.1%	-2.1%	-2.0%	Annual Change						
Average Annual Change		-0.9%	-0.2%	-0.3%	0.7%	-2.0%	-1.6%	-1.1%	-0.1%	-1.0%	-0.1%	-0.9%	1.9%	-0.5%	-0.4%		-1.0%	-0.7%	0.3%			
2008 FTEs		886	899	953	1,037	1,079	1,104	1,071	1,140	1,010	1,046	958	918	1,008	913		1,073	1,073	974			
2009 FTEs		841	871	935	1,012	1,021	1,085	1,052	1,181	1,062	1,041	991	1,072	1,014	882		1,039	1,098	1,035			
2010 FTEs		849	895	937	1,025	1,009	1,072	1,074	1,128	1,060	1,108	1,058	1,179	1,033	894		1,035	1,087	1,115			
2011 FTEs		707	764	788	859	813	875	884	930	780	885	739	839	822	-20.4%		753	849	864	821		
2012 FTEs		678	718	849	863	793	861	856	969	794	902	708	850	820	-0.2%		748	839	873	820		
2013 FTEs		694	740	846	815	825	884	894	970	784	893	755	930	836	1.9%		760	841	883	859		
2014 FTEs		730	790	800	918	789	817	861	1,010	808	958	784	963	852	2.0%		774	841	893	902		
2015 FTEs		736	808	845	941	808	860	905	1,069	849	1,104	800	988	893	4.7%		796	870	941	964		
2016 FTEs		762	822	870	1,069	808	889	929	1,107	868	983	819	1,071	916	2.7%		818	922	968	958		
2017 FTEs		774	835	908	1,062	827	906	941	1,229	932	1,087	896	1,125	960	4.8%		839	932	1,034	1,036		
2018 FTEs		801	901	930	1,103	858	957	990	1,188	908	1,054	886	1,137	976	1.7%		878	973	1,029	1,026		
2019 FTEs		798	884	923	1,115	848	915	946	1,131	900	1,039	868	1,114	957	-2.0%		868	959	992	1,007		
EMPLOYMENT															SERVICED ACCOMMODATION							
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	FTEs	Employment (FTEs) and Share of Total (%)							
Serviced		1,008	1,014	1,033	822	820	836	852	893	916	960	976	957		Employment (FTEs) and Share of Total (%)							
Total Employment		3,050	2,979	3,007	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119		Employment (FTEs) and Share of Total (%)							
Share of Total		%	33.1%	34.0%	34.3%	28.8%	30.3%	30.9%	33.2%	32.5%	31.7%	31.9%	32.0%	30.7%	Employment (FTEs) and Share of Total (%)							
Annual Change in Share		%	2.9%	1.0%	-16.2%	5.3%	2.0%	7.3%	-2.0%	-2.7%	0.8%	0.3%	-4.1%	Employment (FTEs) and Share of Total (%)								
Change in Share from 2008		%	2.9%	3.9%	-12.9%	-8.3%	-6.5%	0.4%	-1.6%	-4.3%	-3.5%	-3.3%	-7.2%	Employment (FTEs) and Share of Total (%)								
Avg Ann. Change in Share		%	2.9%	1.9%	-4.3%	-2.1%	-1.3%	0.1%	-0.2%	-0.5%	-0.4%	-0.3%	-0.7%	Employment (FTEs) and Share of Total (%)								

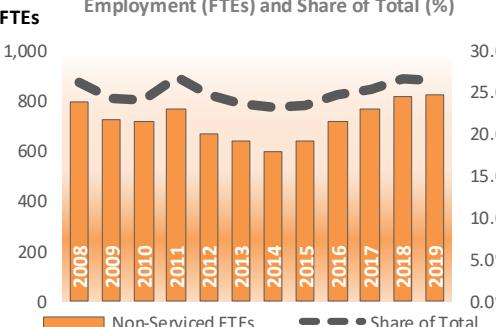
This report is copyright ©Global Tourism Solutions (UK) Ltd 2020

Report Prepared by: Cathy James. Date of Issue: 04/06/20

STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019			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	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4						Q1	Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Annual Change						
% Change 2008 to 2019		51.4%	28.0%	13.8%	9.8%	-3.1%	-2.3%	-13.6%	-18.9%	5.3%	4.4%	33.0%	28.6%	3.5%		28.0%	0.6%	-11.0%	18.3%			
% Change 2018 to 2019		10.1%	10.9%	-3.4%	1.3%	-1.2%	-2.8%	-3.3%	-4.7%	6.8%	0.3%	-5.8%	27.2%	1.2%		4.8%	-1.1%	-1.1%	5.2%			
Average Annual Change		4.7%	2.5%	1.3%	0.9%	-0.3%	-0.2%	-1.2%	-1.7%	0.5%	0.4%	3.0%	2.6%	0.3%		2.5%	0.1%	-1.0%	1.7%			
2008	FTEs	362	443	596	739	979	1,039	1,232	1,481	918	825	438	492	795	FTEs	Employment (FTEs)	467	919	1,210	585		
2009	FTEs	375	398	481	779	840	908	1,127	1,390	818	685	407	464	723			418	842	1,112	519		
2010	FTEs	384	393	505	735	825	899	1,096	1,236	914	802	404	436	719			-0.5%	427	820	1,082	547	
2011	FTEs	407	443	570	924	924	967	1,101	1,165	918	735	550	437	762			5.9%	473	938	1,062	574	
2012	FTEs	410	460	609	652	664	796	957	1,055	805	586	576	435	667			-12.4%	493	704	939	532	
2013	FTEs	397	432	556	553	706	739	934	965	716	645	552	447	637			-4.6%	462	666	871	548	
2014	FTEs	383	429	527	565	649	651	821	924	658	550	543	432	594			-6.7%	446	622	801	508	
2015	FTEs	411	435	505	598	701	733	932	1,017	683	629	546	473	639			7.5%	450	677	877	549	
2016	FTEs	492	505	647	678	769	721	980	1,131	813	709	602	528	715			11.9%	548	723	975	613	
2017	FTEs	480	515	652	822	807	892	1,026	1,214	880	780	567	539	764			7.0%	549	840	1,040	629	
2018	FTEs	498	512	702	801	961	1,045	1,100	1,260	905	859	619	498	813			6.4%	571	935	1,089	659	
2019	FTEs	548	568	678	811	949	1,015	1,064	1,201	967	862	583	633	823			1.2%	598	925	1,077	693	
EMPLOYMENT												NON-SERVICED ACCOMMODATION										
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	FTEs	Employment (FTEs) and Share of Total (%)							
Non-Serviced	FTEs	795	723	719	762	667	637	594	639	715	764	813	823		Employment (FTEs) and Share of Total (%)							
Total Employment	FTEs	3,050	2,979	3,007	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	Employment (FTEs)	Employment (FTEs) and Share of Total (%)							
Share of Total	%	26.1%	24.3%	23.9%	26.7%	24.7%	23.6%	23.1%	23.3%	24.7%	25.4%	26.6%	26.4%		Employment (FTEs) and Share of Total (%)							
Annual Change in Share	%	-7.0%	-1.4%	11.6%	-7.6%	-4.5%	-1.8%	0.6%	6.1%	2.9%	4.9%	-0.9%	Employment (FTEs)	Employment (FTEs) and Share of Total (%)								
Change in Share from 2008	%	-7.0%	-8.3%	2.3%	-5.4%	-9.7%	-11.3%	-10.8%	-5.4%	-2.7%	2.2%	1.2%		Employment (FTEs) and Share of Total (%)								
Avg Ann. Change in Share	%	-7.0%	-4.2%	0.8%	-1.3%	-1.9%	-1.9%	-1.5%	-0.7%	-0.3%	0.2%	0.1%		Employment (FTEs) and Share of Total (%)								

This report is copyright ©Global Tourism Solutions (UK) Ltd 2020

Report Prepared by: Cathy James. Date of Issue: 04/06/20



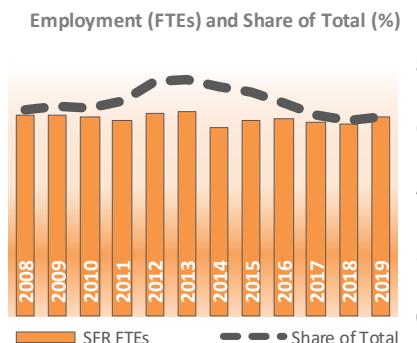
## STEAM FINAL TREND REPORT FOR 2008-2019

### MONMOUTHSHIRE COUNTY COUNCIL

2008 to 2019												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																	
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 2008 to 2019		-1.1%	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%		-1.1%	-1.1%	-1.1%	-1.1%
% Change 2018 to 2019		3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%		3.5%	3.5%	3.5%	3.5%
Average Annual Change		-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%		-0.1%	-0.1%	-0.1%	-0.1%
2008	FTEs	334	112	127	304	196	151	245	259	133	133	104	301	200		191	217	212	179
2009	FTEs	334	112	128	304	196	151	245	259	133	133	104	301	200	0.1%	191	217	212	179
2010	FTEs	332	112	127	303	195	150	244	258	133	133	103	299	199	-0.4%	190	216	211	179
2011	FTEs	326	109	124	297	191	147	239	253	130	130	101	294	195	-2.0%	187	212	207	175
2012	FTEs	338	113	129	308	198	153	248	262	135	135	105	304	202	3.6%	193	219	215	181
2013	FTEs	339	114	130	309	199	153	249	263	136	135	105	305	203	0.4%	194	220	216	182
2014	FTEs	314	105	120	286	184	142	230	244	126	125	98	283	188	-7.4%	180	204	200	169
2015	FTEs	327	110	125	298	192	148	240	254	131	130	102	294	196	4.1%	187	212	208	176
2016	FTEs	329	111	126	300	193	149	241	256	132	131	102	297	197	0.8%	189	214	209	177
2017	FTEs	323	108	123	294	189	146	237	251	129	129	100	291	193	-1.9%	185	210	205	173
2018	FTEs	319	107	122	291	187	144	234	247	127	127	99	287	191	-1.3%	183	207	203	171
2019	FTEs	330	111	126	301	193	149	242	256	132	132	103	297	198	3.5%	189	214	210	177
EMPLOYMENT														SFR					
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	FTEs	Employment (FTEs) and Share of Total (%)				
SFR FTEs		200	200	199	195	202	203	188	196	197	193	191	198		250	8.0%			
Total Employment FTEs		3,050	2,979	3,007	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119		200	6.0%			
Share of Total %		6.6%	6.7%	6.6%	6.8%	7.5%	7.5%	7.3%	7.1%	6.8%	6.4%	6.3%	6.3%		150	4.0%			
Annual Change in Share %		2.4%	-1.4%	3.3%	9.4%	0.4%	-2.6%	-2.6%	-4.5%	-5.7%	-2.6%	1.3%			100	2.0%			
Change in Share from 2008 %		2.4%	1.0%	4.4%	14.2%	14.7%	11.7%	8.8%	3.9%	-2.0%	-4.5%	-3.3%				50	0.0%		
Avg Ann. Change in Share %		2.4%	0.5%	1.5%	3.5%	2.9%	2.0%	1.3%	0.5%	-0.2%	-0.5%	-0.3%							

This report is copyright ©Global Tourism Solutions (UK) Ltd 2020

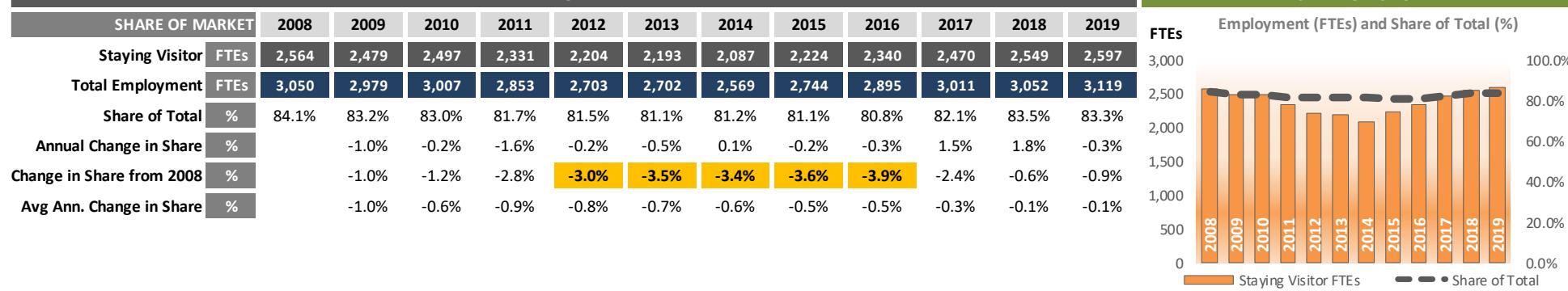
Report Prepared by: Cathy James. Date of Issue: 04/06/20



STEAM FINAL TREND REPORT FOR 2008-2019

MONMOUTHSHIRE COUNTY COUNCIL

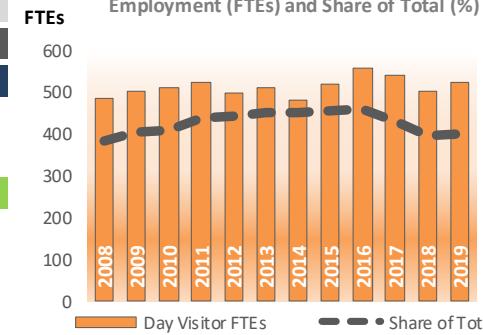
2008 to 2019												STAYING VISITOR		DIRECT EMPLOYMENT											
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER									
KEY		STAYING VISITOR																							
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change										
Less than 3% change		Q1			Q2			Q3			Q4					Q1		Q2		Q3		Q4			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		5.3%		-5.0%		-8.7%		7.9%			
% Change 2008 to 2019		5.9%	7.4%	3.0%	7.1%	-11.7%	-9.4%	-11.6%	-10.1%	-3.1%	1.4%	3.6%	19.5%	-1.3%	1.5%		-0.8%		-1.8%		1.1%				
% Change 2018 to 2019		3.5%	2.8%	-1.6%	1.4%	-0.8%	-3.1%	-3.1%	-4.0%	3.0%	-0.4%	-3.2%	6.3%	-0.2%	0.5%		-0.5%		-0.8%		0.7%				
Average Annual Change		0.5%	0.7%	0.3%	0.6%	-1.1%	-0.9%	-1.1%	-0.9%	-0.3%	0.1%	0.3%	1.8%	-0.1%	0.5%		1,571		2,209		2,496		1,739		
2008	FTEs	1,582	1,455	1,676	2,080	2,254	2,294	2,547	2,880	2,061	2,005	1,500	1,711	2,004	1,492		2,098		2,423		1,732				
2009	FTEs	1,550	1,381	1,544	2,095	2,056	2,144	2,424	2,830	2,014	1,859	1,502	1,837	1,936	-3.4%	1,511		2,071		2,381		1,841			
2010	FTEs	1,565	1,399	1,569	2,062	2,029	2,122	2,413	2,622	2,107	2,043	1,565	1,914	1,951	0.8%	1,412		1,999		2,133		1,570			
2011	FTEs	1,439	1,316	1,482	2,080	1,928	1,989	2,224	2,348	1,828	1,750	1,391	1,570	1,779	-8.8%	1,435		1,762		2,027		1,534			
2012	FTEs	1,425	1,291	1,588	1,822	1,655	1,810	2,061	2,287	1,734	1,623	1,389	1,589	1,689	-5.0%	1,416		1,728		1,970		1,589			
2013	FTEs	1,430	1,286	1,532	1,677	1,730	1,776	2,076	2,198	1,635	1,673	1,412	1,683	1,676	-0.8%	1,400		1,667		1,894		1,578			
2014	FTEs	1,426	1,325	1,448	1,769	1,622	1,610	1,912	2,178	1,591	1,633	1,424	1,678	1,635	-2.4%	1,434		1,759		2,026		1,689			
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%	1,447		1,524		1,859		1,748			
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%	1,573		1,982		2,279		1,838			
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%	1,631		2,115		2,320		1,856			
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%	1,655		2,099		2,280		1,877			
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%	1,571		2,209		2,496		1,739			



## STEAM FINAL TREND REPORT FOR 2008-2019

MONMOUTHSHIRE COUNTY COUNCIL

2008 to 2019												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			
% Change 2008 to 2019		18.1%	-21.3%	-62.3%	209.8%	12.5%	2.8%	15.9%	4.9%	-2.4%	-16.5%	50.5%	215.9%	7.3%		-35.6%		36.2%			
% Change 2018 to 2019		23.3%	16.0%	-16.7%	39.4%	3.5%	-12.7%	0.0%	5.2%	3.5%	0.7%	-3.6%	6.8%	3.7%		5.6%		5.7%			
Average Annual Change		1.6%	-1.9%	-5.7%	19.1%	1.1%	0.3%	1.4%	0.4%	-0.2%	-1.5%	4.6%	19.6%	0.7%		-3.2%		3.3%			
2008 FTEs		202	408	623	201	580	632	675	920	671	582	251	88	486		411		471			
2009 FTEs		192	309	439	654	641	670	698	1,027	546	424	242	156	500		314		655			
2010 FTEs		163	288	383	634	671	760	735	1,012	626	474	228	146	510		2.9%		278			
2011 FTEs		188	312	390	653	621	673	721	1,087	582	549	283	215	523		2.0%		297			
2012 FTEs		226	278	452	503	595	672	783	948	597	460	285	193	499		-4.5%		319			
2013 FTEs		157	287	400	457	662	735	867	1,093	575	428	254	199	509		2.0%		281			
2014 FTEs		162	248	398	531	529	672	809	979	562	438	267	190	482		-5.4%		270			
2015 FTEs		193	299	416	628	617	622	853	1,026	575	536	283	184	519		7.7%		303			
2016 FTEs		182	264	531	444	547	828	922	1,253	628	531	316	217	555		6.9%		326			
2017 FTEs		206	286	400	569	594	804	860	1,043	617	532	376	199	540		-2.7%		297			
2018 FTEs		194	277	282	447	630	744	782	917	633	482	392	259	503		-6.9%		251			
2019 FTEs		239	321	235	623	652	649	782	965	655	486	378	277	522		3.7%		265			
EMPLOYMENT														DAY VISITOR							
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Employment (FTEs) and Share of Total (%)							
Day Visitor FTEs		486	500	510	523	499	509	482	519	555	540	503	522								
Total Employment FTEs		3,050	2,979	3,007	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119								
Share of Total %		15.9%	16.8%	17.0%	18.3%	18.5%	18.9%	18.8%	18.9%	19.2%	17.9%	16.5%	16.7%								
Annual Change in Share %			5.3%	1.1%	8.0%	0.8%	2.1%	-0.4%	0.8%	1.3%	-6.4%	-8.2%	1.5%								
Change in Share from 2008 %			5.3%	6.4%	14.9%	15.9%	18.3%	17.8%	18.8%	20.3%	12.6%	3.4%	5.0%								
Avg Ann. Change in Share %			5.3%	3.2%	5.0%	4.0%	3.7%	3.0%	2.7%	2.5%	1.4%	0.3%	0.5%								



STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL							2019	STAYING VISITORS	ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE				
SERVICED ACCOMMODATION 2019	2019		Change on 2018		Change on 2008		SEASONAL AVAILABILITY OF BED SUPPLY 2019	Non-Serviced Accommodation	Serviced Accommodation				
	Est.	Beds	Est.	Beds	Est.	Beds							
Serviced Accommodation Total	131	2,963	-7	-41	-68	+74							
+50 room hotels	4	889	0	0	+3	+577							
11-50 room hotels	26	1,283	0	+4	-5	-117							
<10 room hotels/others	101	791	-7	-45	-66	-386							
NON-SERVICED ACCOMMODATION 2019	2019		Change on 2018		Change on 2008		Non-Serviced Accommodation	Serviced Accommodation					
	Est.	Beds	Est.	Beds	Est.	Beds							
Non-Serviced Accommodation Total	270	5,245	-20	+275	+72	+332							
Self catering	211	1,509	-27	-103	+52	-74							
Static caravans/chalets	29	272	+12	+32	+28	+228							
Touring caravans/camping	30	2,331	-5	+75	-8	-819							
Not-for-hire statics	0	0	0	0	0	-136							
Airbnb	0	1,133	0	+271									
DISTRIBUTION BY TYPE OF ACCOMMODATION 2019	2019		Change on 2018		Change on 2008		Non-Serviced Accommodation	Serviced Accommodation					
	Est.	Beds	Est.	Beds	Est.	Beds							
All Paid Accommodation Total	401	8,208	-27	+234	+4	+406							
Serviced Accommodation Share of Total	33%	36%											
Non-Serviced Accommodation Share of Total	67%	64%											
SEASONAL AVAILABILITY OF BED SUPPLY 2019		2019											
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total		5,965	5,754	7,416	7,869	7,868	8,007	8,008	7,937	8,044	7,974	6,192	6,312
Serviced Accommodation		2,963	2,963	2,963	2,963	2,963	2,963	2,963	2,963	2,963	2,963	2,963	2,963
Non-Serviced Accommodation		3,002	2,791	4,453	4,906	4,905	5,044	5,045	4,974	5,081	5,011	3,229	3,349

## Report Sections With Historic Financial Data Indexed to 2019 Prices

**Sections:**  
*Comparative Headlines*  
*Key Measures*  
*Economic Impact*  
*Sectoral Analysis*

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

**Indexation:** Indexation to: 2019

<b>2008</b>	<b>1.35</b>
<b>2009</b>	<b>1.35</b>
<b>2010</b>	<b>1.30</b>
<b>2011</b>	<b>1.24</b>
<b>2012</b>	<b>1.19</b>
<b>2013</b>	<b>1.15</b>
<b>2014</b>	<b>1.12</b>
<b>2015</b>	<b>1.11</b>
<b>2016</b>	<b>1.09</b>
<b>2017</b>	<b>1.07</b>
<b>2018</b>	<b>1.03</b>
<b>2019</b>	<b>1.00</b>

## STEAM FINAL TREND REPORT FOR 2008-2019

MONMOUTHSHIRE COUNTY COUNCIL

Comparing 2019 and 2018

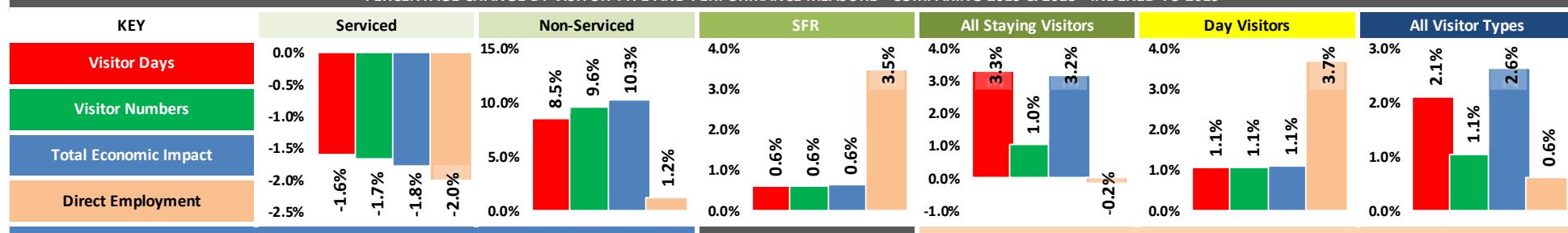
2018 in 2019 prices (1.025)

COMPARATIVE HEADLINES

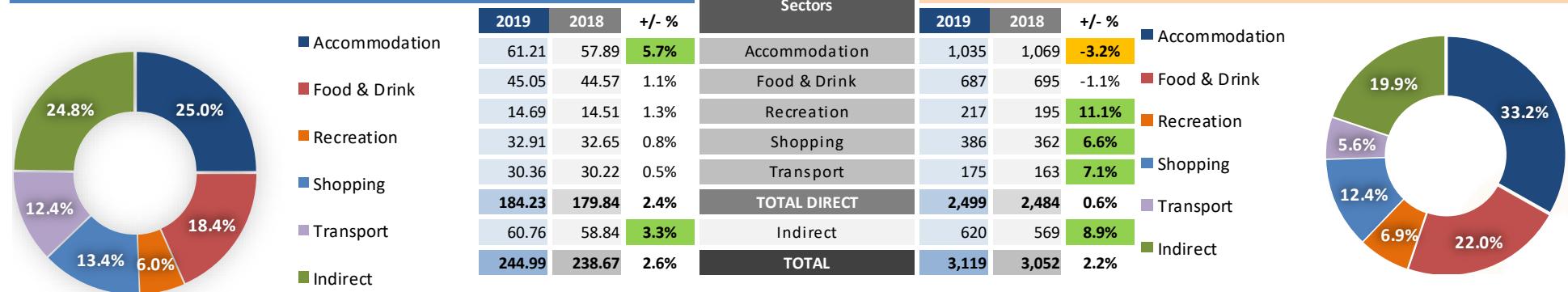
## KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2019 &amp; 2018 - INDEXED TO 2019

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced			SFR			All Staying Visitors			Day Visitors			All Visitor Types								
Less than 3% change	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %			
A Fall of 3% or more																								
Visitor Days	M	0.489	0.497	-1.6%	0.705	0.650	8.5%	0.346	0.344	0.6%	1.540	1.491	3.3%	1.725	1.707	1.1%	3.265	3.198	2.1%					
Visitor Numbers	M	0.300	0.305	-1.7%	0.114	0.104	9.6%	0.145	0.145	0.6%	0.559	0.554	1.0%	1.725	1.707	1.1%	2.284	2.260	1.1%					
Direct Expenditure	£M																			184.23	179.84	2.4%		
Economic Impact	£M	86.65	88.22	-1.8%	76.36	69.26	10.3%	22.40	22.26	0.6%	185.41	179.73	3.2%	59.58	58.94	1.1%	244.99	238.67	2.6%					
Direct Employment	FTEs	957	976	-2.0%	823	813	1.2%	198	191	3.5%	1,977	1,981	-0.2%	522	503	3.7%	2,499	2,484	0.6%					
Total Employment	FTEs																		3,119	3,052	2.2%			

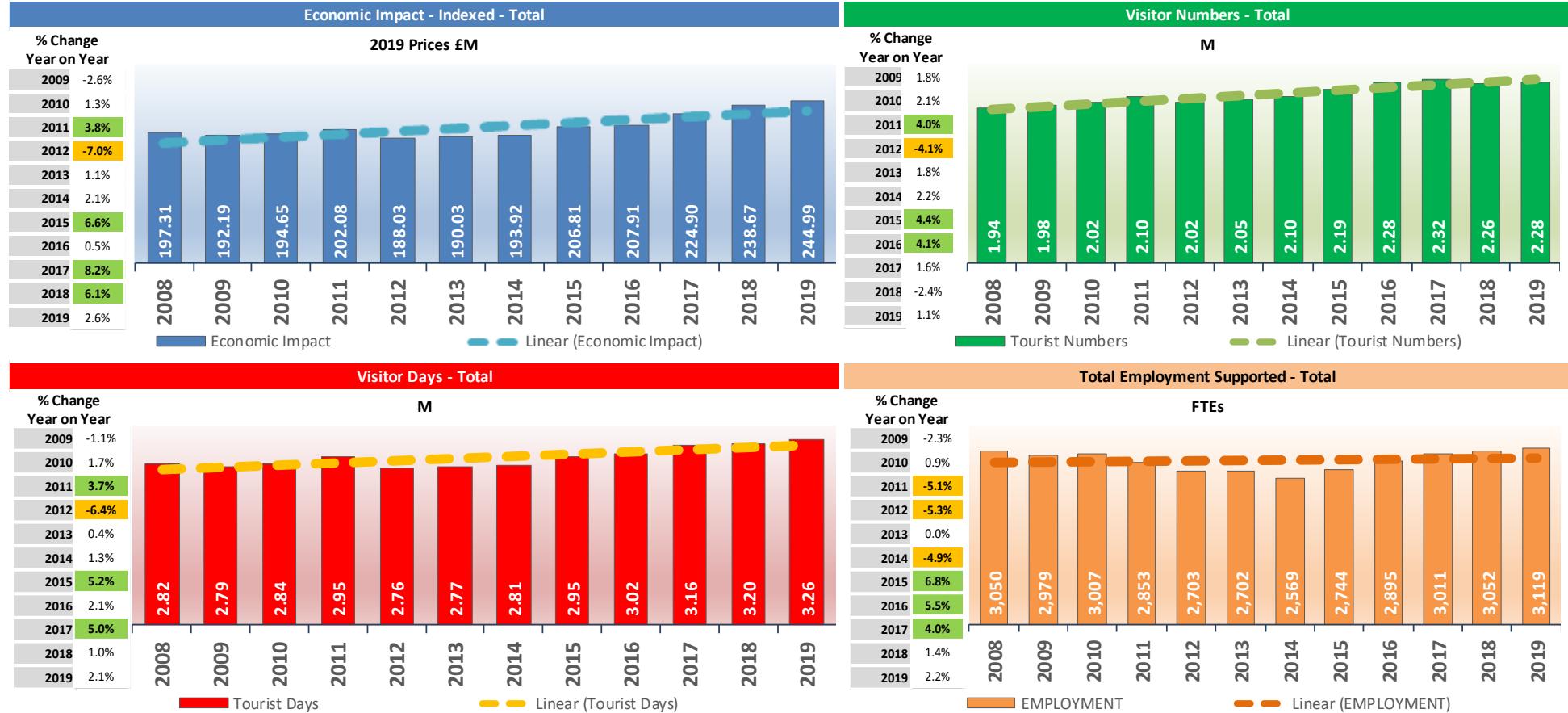
## PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2019 &amp; 2018 - INDEXED TO 2019



## Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2019



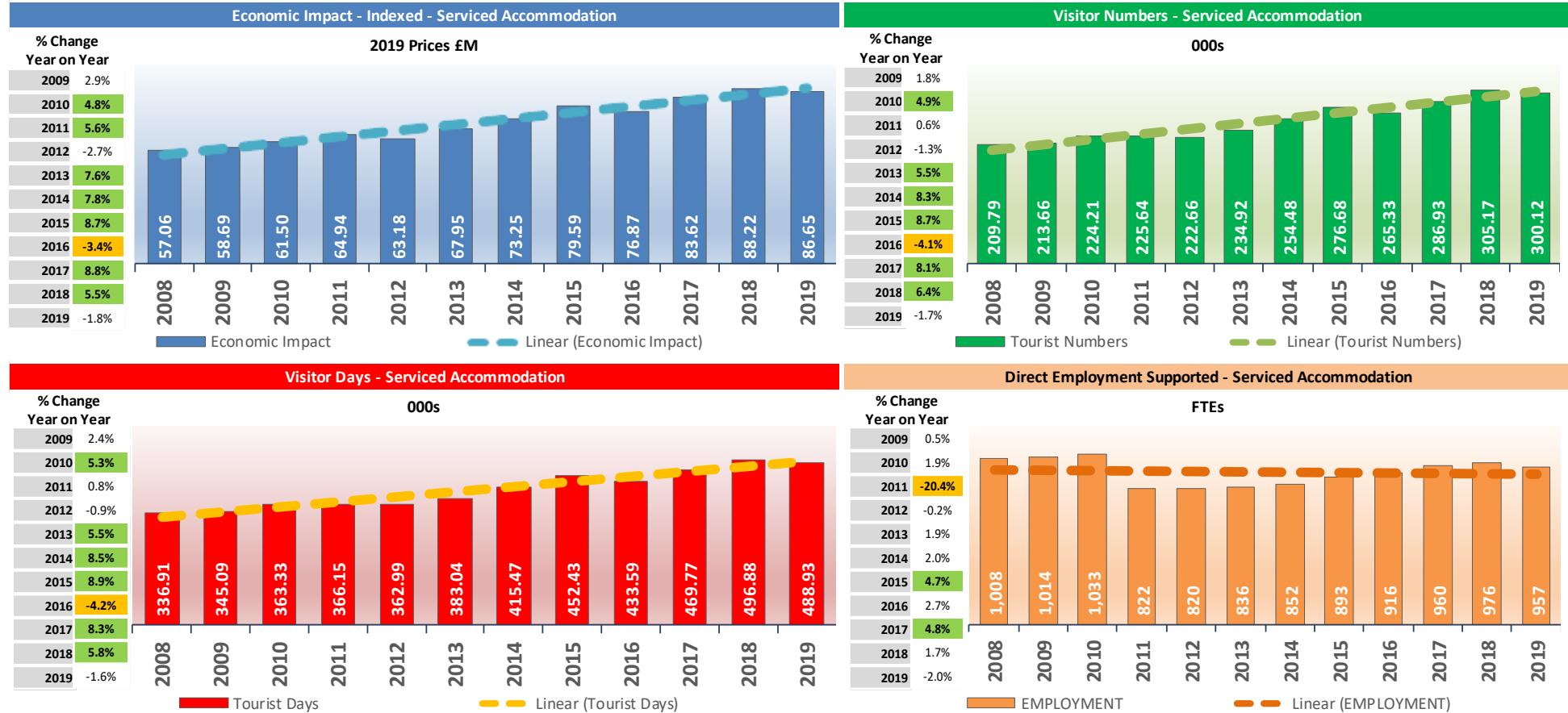
STEAM FINAL TREND REPORT FOR 2008-2019  
MONMOUTHSHIRE COUNTY COUNCIL



% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>Economic Impact - Indexed</b>	-2.6%	-1.3%	2.4%	<b>-4.7%</b>	<b>-3.7%</b>	-1.7%	<b>4.8%</b>	<b>5.4%</b>	<b>14.0%</b>	<b>21.0%</b>	<b>24.2%</b>	
<b>Visitor Numbers</b>	1.8%	<b>4.0%</b>	<b>8.1%</b>	<b>3.6%</b>	<b>5.5%</b>	<b>7.9%</b>	12.6%	<b>17.2%</b>	<b>19.1%</b>	<b>16.2%</b>	<b>17.4%</b>	
<b>Visitor Days</b>	-1.1%	0.6%	<b>4.3%</b>	-2.3%	-1.9%	-0.6%	<b>4.6%</b>	<b>6.7%</b>	<b>12.1%</b>	<b>13.2%</b>	<b>15.6%</b>	
<b>Total Employment</b>	-2.3%	-1.4%	<b>-6.4%</b>	<b>-11.4%</b>	<b>-11.4%</b>	<b>-15.8%</b>	<b>-10.0%</b>	<b>-5.1%</b>	-1.3%	0.1%	2.3%	

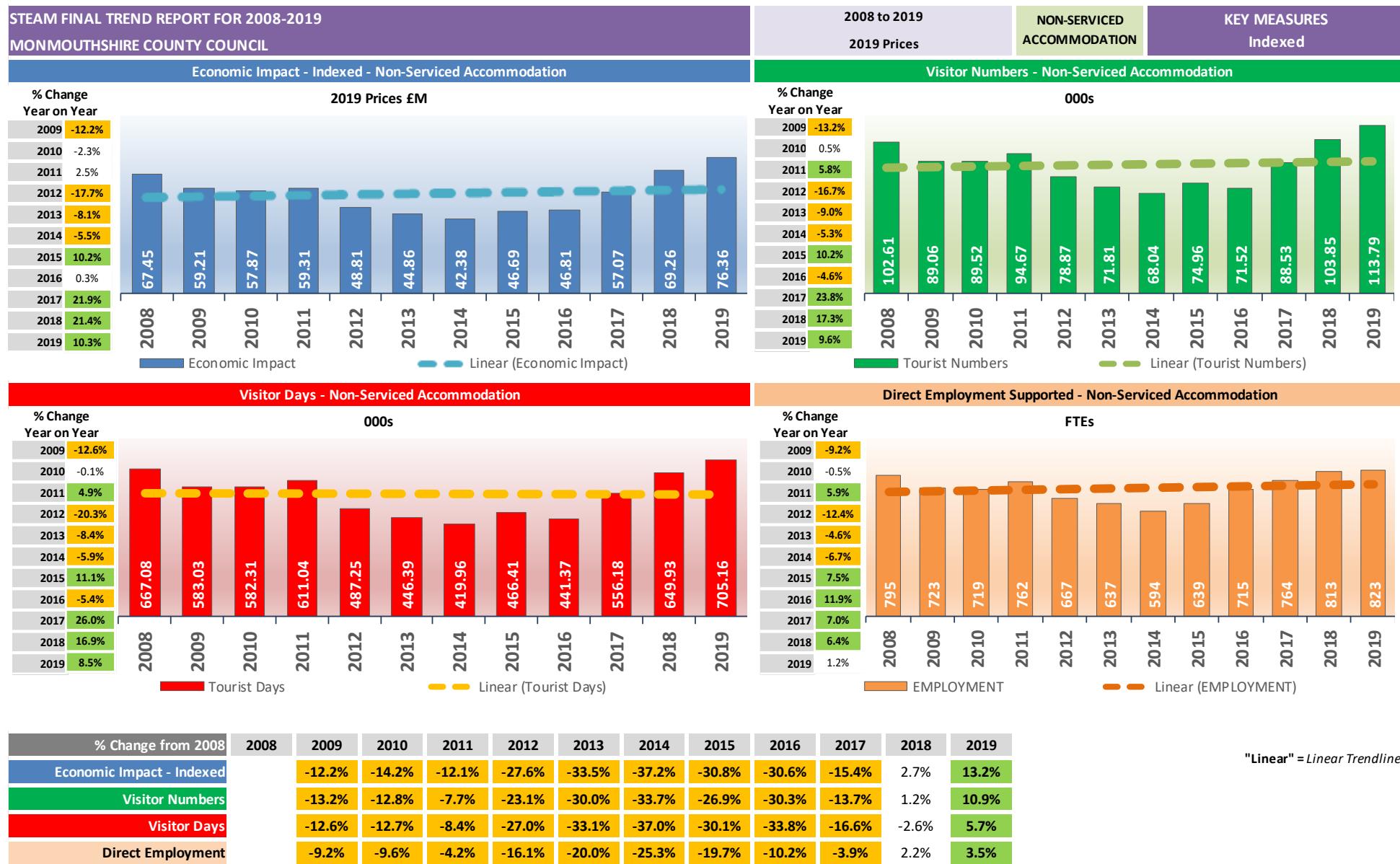
"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2008-2019  
MONMOUTHSHIRE COUNTY COUNCIL



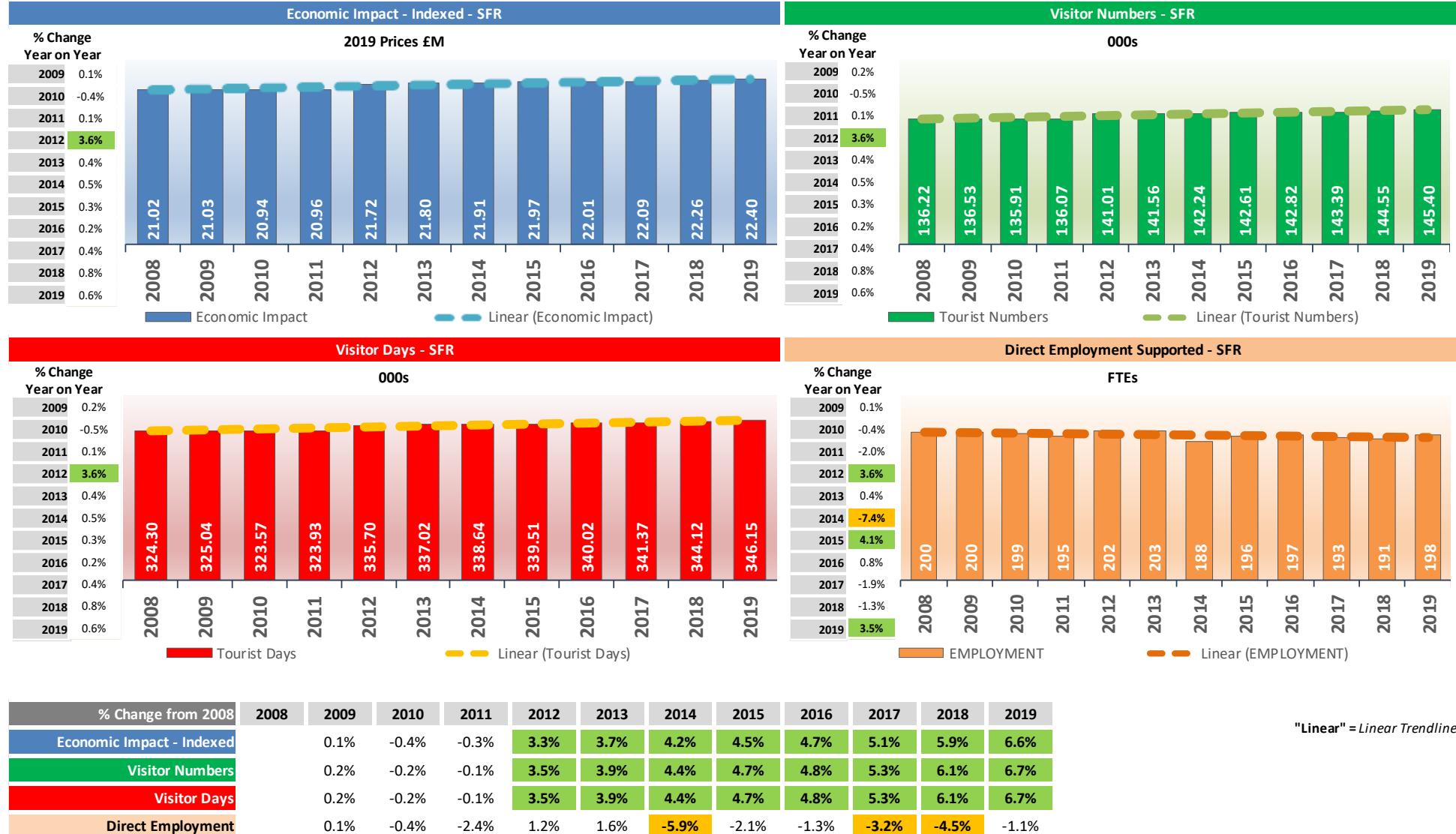
% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed	2.9%	7.8%	13.8%	10.7%	19.1%	28.4%	39.5%	34.7%	46.5%	54.6%	51.8%	
Visitor Numbers	1.8%	6.9%	7.6%	6.1%	12.0%	21.3%	31.9%	26.5%	36.8%	45.5%	43.1%	
Visitor Days	2.4%	7.8%	8.7%	7.7%	13.7%	23.3%	34.3%	28.7%	39.4%	47.5%	45.1%	
Direct Employment	0.5%	2.4%	-18.5%	-18.7%	-17.1%	-15.5%	-11.5%	-9.1%	-4.8%	-3.2%	-5.1%	

"Linear" = Linear Trendline

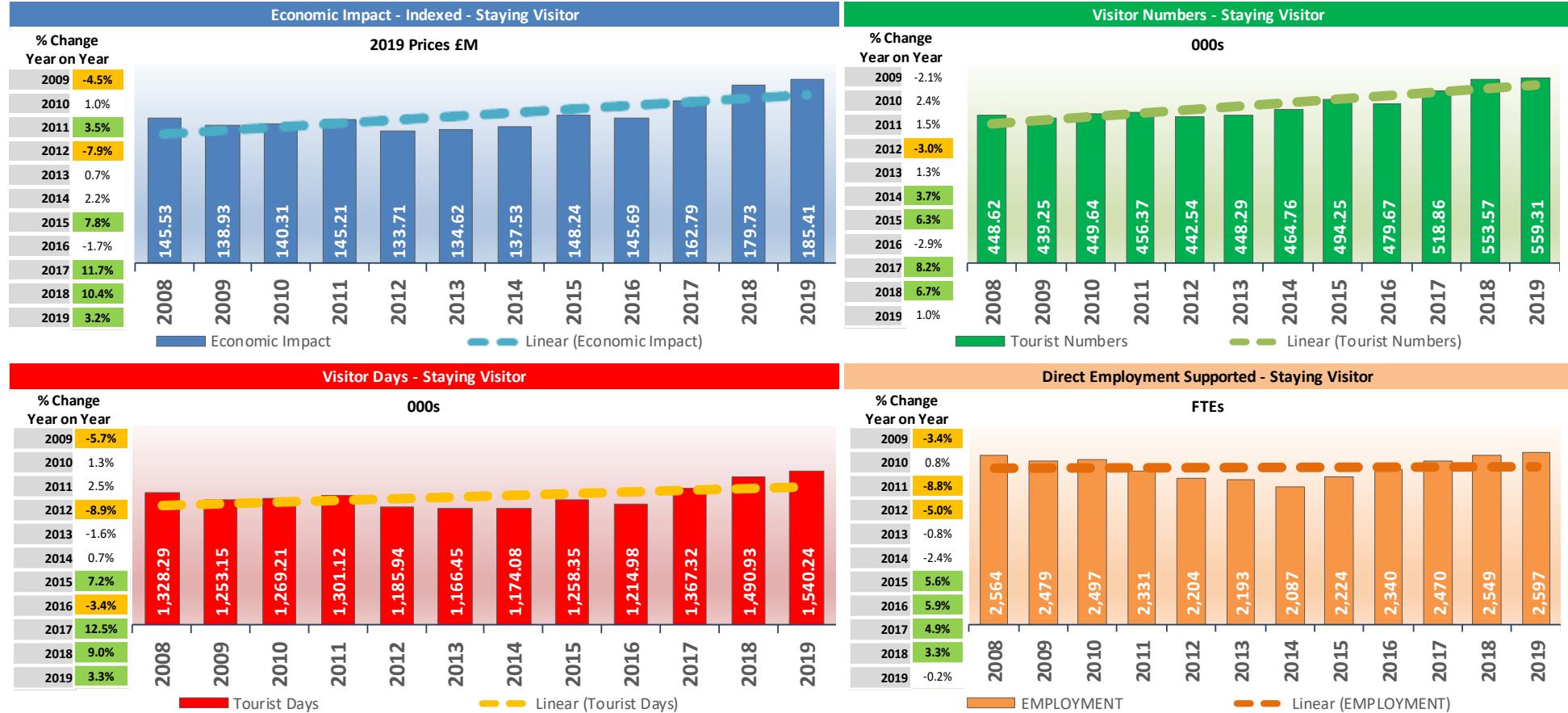


## STEAM FINAL TREND REPORT FOR 2008-2019

MONMOUTHSHIRE COUNTY COUNCIL



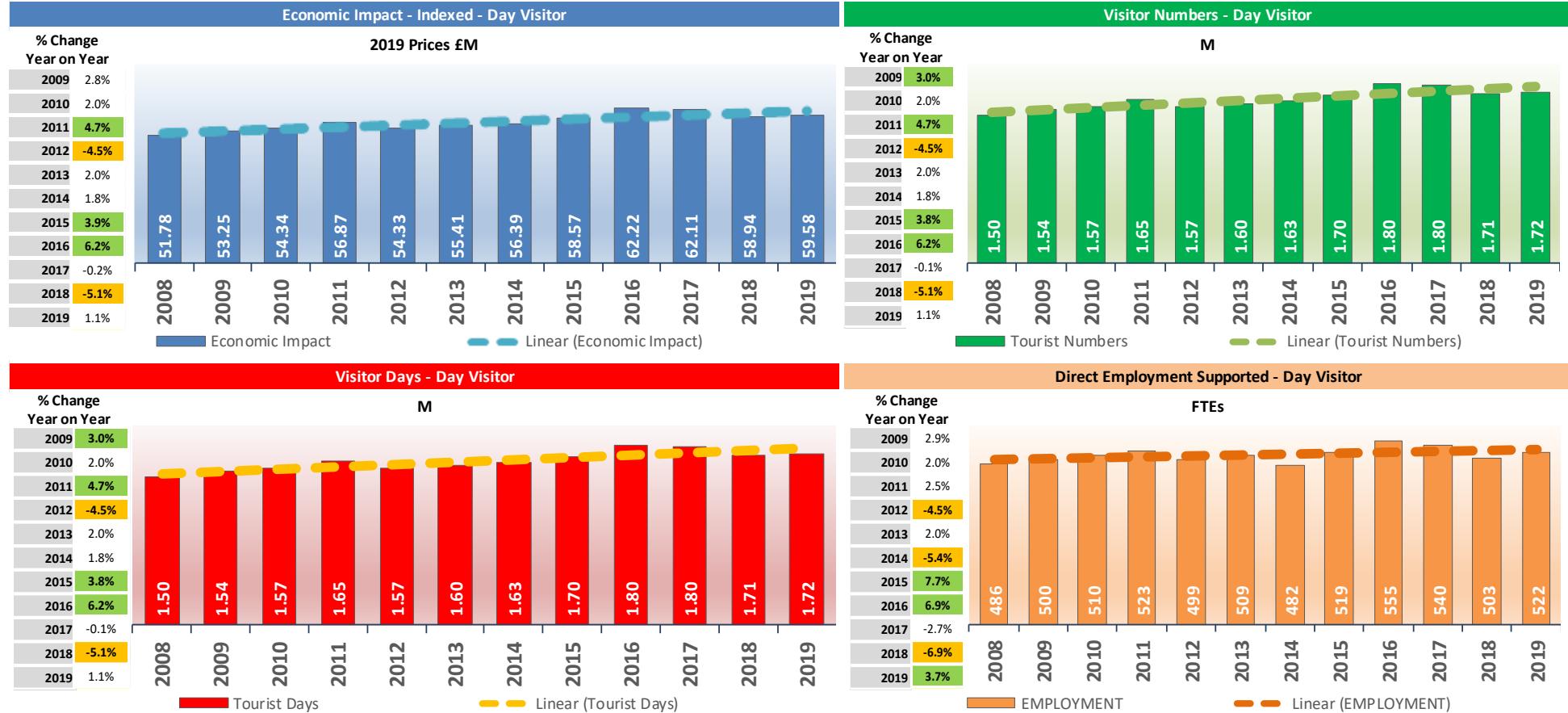
**STEAM FINAL TREND REPORT FOR 2008-2019**  
**MONMOUTHSHIRE COUNTY COUNCIL**



% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>Economic Impact - Indexed</b>	-4.5%	-3.6%	-0.2%	-8.1%	-7.5%	-5.5%	1.9%	0.1%	11.9%	23.5%	27.4%	
<b>Visitor Numbers</b>	-2.1%	0.2%	1.7%	-1.4%	-0.1%	3.6%	10.2%	6.9%	15.7%	23.4%	24.7%	
<b>Visitor Days</b>	-5.7%	-4.4%	-2.0%	-10.7%	-12.2%	-11.6%	-5.3%	-8.5%	2.9%	12.2%	16.0%	
<b>Direct Employment</b>	-3.3%	-2.6%	-9.1%	-14.0%	-14.5%	-18.6%	-13.2%	-8.7%	-3.6%	-0.6%	1.3%	

"Linear" = Linear Trendline

**STEAM FINAL TREND REPORT FOR 2008-2019**  
**MONMOUTHSHIRE COUNTY COUNCIL**



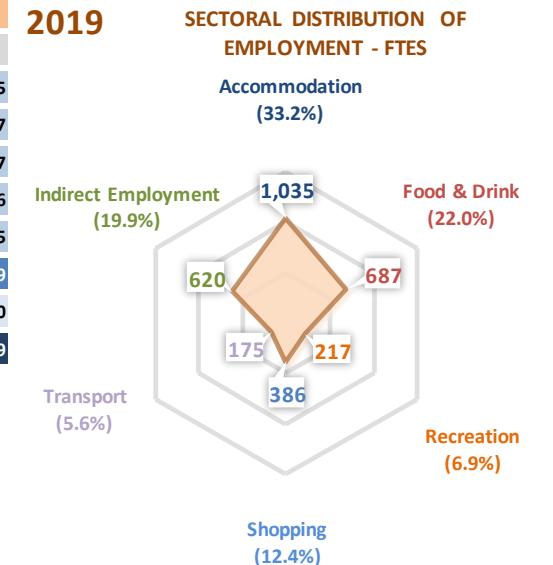
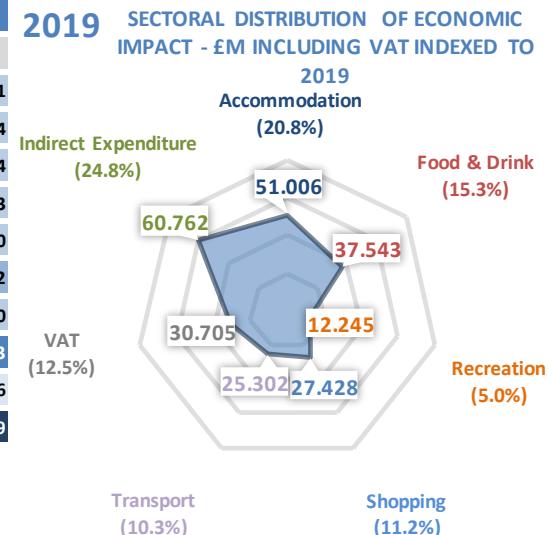
% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		2.8%	4.9%	9.8%	4.9%	7.0%	8.9%	13.1%	20.2%	20.0%	13.8%	15.1%
Visitor Numbers		3.0%	5.1%	10.0%	5.1%	7.2%	9.1%	13.3%	20.3%	20.1%	14.1%	15.3%
Visitor Days		3.0%	5.1%	10.0%	5.1%	7.2%	9.1%	13.3%	20.3%	20.1%	14.1%	15.3%
Direct Employment		2.9%	4.9%	7.6%	2.8%	4.8%	-0.8%	6.8%	14.2%	11.2%	3.5%	7.3%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019 2019 Prices		TOTAL	SECTORAL ANALYSIS Indexed
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2019												2019 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2019			
SECTOR / YEAR		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019		
Accommodation	£M	29.10	29.18	29.42	30.75	29.53	31.36	33.21	35.88	36.40	41.79	48.24	51.01		
Food & Drink	£M	34.55	33.54	34.19	34.52	31.89	31.86	32.30	34.36	34.21	36.25	37.14	37.54		
Recreation	£M	11.39	11.02	11.21	11.31	10.41	10.38	10.49	11.16	11.11	11.79	12.09	12.24		
Shopping	£M	26.16	25.33	25.74	26.04	24.02	23.90	24.09	25.53	25.51	26.78	27.21	27.43		
Transport	£M	24.98	24.00	24.37	24.61	22.49	22.29	22.36	23.75	23.68	24.84	25.18	25.30		
Direct Revenue	£M	126.17	123.07	124.93	127.24	118.34	119.80	122.44	130.67	130.91	141.46	149.86	153.52		
VAT	£M	22.08	21.54	21.86	25.45	23.67	23.96	24.49	26.13	26.18	28.29	29.97	30.70		
Direct Expenditure	£M	148.25	144.61	146.80	152.68	142.01	143.76	146.93	156.80	157.09	169.75	179.84	184.23		
Indirect Expenditure	£M	49.06	47.57	47.85	49.40	46.03	46.27	46.99	50.01	50.82	55.15	58.84	60.76		
<b>TOTAL</b>	<b>£M</b>	<b>197.31</b>	<b>192.19</b>	<b>194.65</b>	<b>202.08</b>	<b>188.03</b>	<b>190.03</b>	<b>193.92</b>	<b>206.81</b>	<b>207.91</b>	<b>224.90</b>	<b>238.67</b>	<b>244.99</b>		

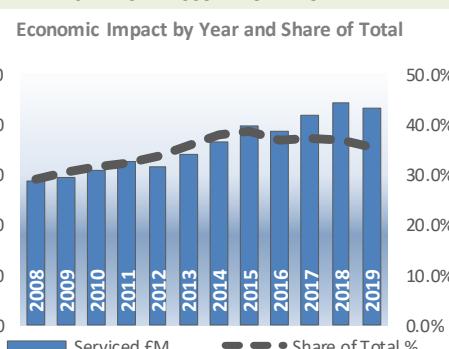
  

SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES												2019 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES			
SECTOR / YEAR		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019		
Accommodation	FTEs	1,048	1,040	1,040	866	866	866	876	879	1,012	1,046	1,069	1,035		
Food & Drink	FTEs	598	580	591	597	552	551	607	675	672	670	695	687		
Recreation	FTEs	239	231	235	237	219	218	174	179	192	208	195	217		
Shopping	FTEs	412	399	406	411	379	377	318	355	349	367	362	386		
Transport	FTEs	193	185	188	190	174	172	142	158	159	167	163	175		
Direct Employment	FTEs	2,490	2,436	2,461	2,301	2,189	2,185	2,117	2,246	2,383	2,458	2,484	2,499		
Indirect Employment	FTEs	560	543	546	552	514	517	452	498	512	552	569	620		
<b>TOTAL</b>	<b>FTEs</b>	<b>3,050</b>	<b>2,979</b>	<b>3,007</b>	<b>2,853</b>	<b>2,703</b>	<b>2,702</b>	<b>2,569</b>	<b>2,744</b>	<b>2,895</b>	<b>3,011</b>	<b>3,052</b>	<b>3,119</b>		



STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019 2019 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 2019 / 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 2008 to 2019		40.8%	29.2%	-1.7%	76.1%	3.5%	6.3%	8.6%	17.2%	19.2%	20.4%	46.1%	105.6%	24.2%	Annual Change	19.0%	23.5%	14.9%	49.8%	
% Change 2018 to 2019		18.4%	9.0%	1.4%	15.5%	3.8%	-3.8%	-1.2%	-2.5%	6.2%	-1.5%	-7.6%	7.0%	2.6%		8.9%	5.0%	0.2%	-0.2%	
Average Annual Change		3.7%	2.7%	-0.2%	6.9%	0.3%	0.6%	0.8%	1.6%	1.7%	1.9%	4.2%	9.6%	2.2%		1.7%	2.1%	1.4%	4.5%	
2008	£M	8.650	9.615	13.78	13.87	19.36	20.14	25.28	30.93	20.18	16.98	8.971	9.566	197.31		32.05	53.37	76.38	35.52	
2009	£M	7.990	7.676	10.59	17.90	17.45	18.99	24.15	32.69	19.21	14.04	9.040	12.46	192.19		26.26	54.34	76.04	35.54	
2010	£M	8.007	7.886	10.33	17.38	17.32	19.34	24.41	29.69	20.67	16.32	9.740	13.56	194.65		26.22	54.04	74.77	39.62	
2011	£M	8.932	9.578	11.81	20.46	18.40	19.81	25.46	30.83	19.13	16.61	9.383	11.69	202.08	3.8%	30.32	58.67	75.41	37.68	
2012	£M	8.859	8.709	13.96	16.42	15.18	17.89	23.81	29.27	18.39	14.67	9.183	11.69	188.03	-7.0%	31.53	49.49	71.47	35.54	
2013	£M	8.381	8.858	12.87	14.38	16.92	18.29	25.27	29.86	17.18	15.00	9.548	13.48	190.03	1.1%	30.11	49.59	72.30	38.02	
2014	£M	9.198	9.915	12.16	17.75	15.11	16.44	23.58	31.13	17.92	15.90	10.54	14.28	193.92	2.1%	31.27	49.30	72.63	40.73	
2015	£M	9.765	10.51	12.46	18.90	16.29	17.09	25.43	32.58	18.80	19.43	10.70	14.87	206.81	6.6%	32.73	52.28	76.80	45.00	
2016	£M	9.488	9.700	13.85	18.56	14.81	17.87	25.57	35.16	19.54	16.80	10.84	15.71	207.91	0.5%	33.04	51.24	80.28	43.35	
2017	£M	9.755	10.32	13.41	21.61	16.13	20.14	26.47	37.08	21.65	19.53	12.15	16.65	224.90	8.2%	33.49	57.89	85.19	48.33	
2018	£M	10.29	11.40	13.36	21.15	19.32	22.27	27.78	37.16	22.65	20.76	14.17	18.37	238.67	6.1%	35.05	62.73	87.59	53.30	
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	2.6%	38.15	65.88	87.75	53.21	
ECONOMIC IMPACT - INDEXED TO 2019													TOTAL							
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	£M	Economic Impact by Year and Share of Total					
Total	£M	197.31	192.19	194.65	202.08	188.03	190.03	193.92	206.81	207.91	224.90	238.67	244.99	300.00	Share of Total %					
All Visitor Types	£M	197.31	192.19	194.65	202.08	188.03	190.03	193.92	206.81	207.91	224.90	238.67	244.99	250.00	Total £M					
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%	200.00	Share of Total %					
Annual Change in Share	%													150.00	Report Prepared by: Cathy James. Date of Issue: 04/06/20					
Change in Share from 2008	%													100.00						
Avg Ann. Change in Share	%													50.00						
														0.00						

STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019 2019 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 2019 / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4						Q1	Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Annual Change						
% Change 2008 to 2019		35.5%	102.7%	66.7%	101.7%	-18.1%	-1.0%	19.3%	61.3%	40.0%	68.2%	38.1%	197.2%	51.8%		68.3%	23.9%	41.8%	94.2%			
% Change 2018 to 2019		7.0%	-1.2%	2.0%	4.3%	2.0%	-8.6%	-8.4%	-6.1%	2.0%	-0.8%	-1.7%	-2.1%	-1.8%		1.9%	-0.2%	-4.7%	-1.5%			
Average Annual Change		3.2%	9.3%	6.1%	9.2%	-1.6%	-0.1%	1.8%	5.6%	3.6%	6.2%	3.5%	17.9%	4.7%		6.2%	2.2%	3.8%	8.6%			
2008	£M	2.649	2.679	3.479	4.653	5.352	5.509	6.778	8.327	5.840	4.876	3.682	3.238	57.06	8.808	2.9%	8.808	15.51	20.94	11.80		
2009	£M	1.901	2.202	3.178	4.239	4.383	5.210	6.384	9.213	7.063	4.789	4.240	5.890	58.69			7.281	13.83	22.66	14.92		
2010	£M	2.026	2.611	3.212	4.458	4.178	5.005	6.843	8.068	7.025	5.605	5.056	7.415	61.50	4.8%	7.849	13.64	21.94	18.08			
2011	£M	2.868	3.950	4.313	5.499	4.687	5.626	8.094	9.167	5.914	6.039	3.390	5.393	64.94	5.6%	11.13	15.81	23.18	14.82			
2012	£M	2.266	3.096	5.315	5.410	4.231	5.242	7.188	9.943	6.069	6.157	2.767	5.494	63.18	-2.7%	10.68	14.88	23.20	14.42			
2013	£M	2.569	3.512	5.307	4.775	4.867	5.682	8.132	10.14	5.972	6.219	3.721	7.060	67.95	7.6%	11.39	15.32	24.24	17.00			
2014	£M	3.295	4.644	4.485	6.794	4.203	4.576	7.067	11.59	6.859	7.585	4.294	7.851	73.25	7.8%	12.42	15.57	25.52	19.73			
2015	£M	3.296	4.824	5.150	6.984	4.404	5.164	7.837	12.31	7.533	9.554	4.459	8.071	79.59	8.7%	13.27	16.55	27.68	22.08			
2016	£M	3.020	4.343	4.865	8.468	3.743	5.013	7.606	12.42	7.302	7.132	4.222	8.740	76.87	-3.4%	12.23	17.22	27.33	20.09			
2017	£M	3.097	4.480	5.461	8.344	3.965	5.218	7.784	14.60	8.080	8.445	4.959	9.192	83.62	8.8%	13.04	17.53	30.46	22.60			
2018	£M	3.355	5.499	5.688	8.998	4.300	5.972	8.825	14.30	8.016	8.267	5.169	9.827	88.22	5.5%	14.54	19.27	31.14	23.26			
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	-1.8%	14.82	19.23	29.69	22.91			
ECONOMIC IMPACT - INDEXED TO 2019														SERVICED ACCOMMODATION								
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	£M	Economic Impact by Year and Share of Total							
Serviced		£M	57.06	58.69	61.50	64.94	63.18	67.95	73.25	79.59	76.87	83.62	88.22	86.65	£M							
All Visitor Types		£M	197.31	192.19	194.65	202.08	188.03	190.03	193.92	206.81	207.91	224.90	238.67	244.99								
Share of Total		%	28.9%	30.5%	31.6%	32.1%	33.6%	35.8%	37.8%	38.5%	37.0%	37.2%	37.0%	35.4%								
Annual Change in Share		%	5.6%	3.5%	1.7%	4.6%	6.4%	5.6%	1.9%	-3.9%	0.6%	-0.6%	-4.3%									
Change in Share from 2008		%	5.6%	9.3%	11.1%	16.2%	23.6%	30.6%	33.1%	27.8%	28.6%	27.8%	22.3%									
Avg Ann. Change in Share		%	5.6%	4.6%	3.7%	4.0%	4.7%	5.1%	4.7%	3.5%	3.2%	2.8%	2.0%									



This report is copyright ©Global Tourism Solutions (UK) Ltd 2020

Report Prepared by: Cathy James. Date of Issue: 04/06/20

STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019 2019 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 2019 / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4											
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1 Q2 Q3 Q4						
% Change 2008 to 2019		149.6%	23.9%	18.4%	31.6%	6.6%	8.8%	-7.0%	-7.9%	16.6%	10.6%	60.6%	57.8%	13.2%		43.3%	13.5%	-1.6%	33.2%			
% Change 2018 to 2019		64.4%	33.8%	15.7%	26.2%	8.2%	9.6%	6.4%	-2.6%	16.5%	-2.5%	-18.0%	42.6%	10.3%	Annual Change		32.8%	13.3%	5.3%	3.2%		
Average Annual Change		13.6%	2.2%	1.7%	2.9%	0.6%	0.8%	-0.6%	-0.7%	1.5%	1.0%	5.5%	5.3%	1.2%			3.9%	1.2%	-0.1%	3.0%		
2008	£M	1.282	2.330	3.651	4.763	7.150	7.696	10.36	12.16	7.211	5.769	2.152	2.915	67.45			7.264	19.61	29.74	10.84		
2009	£M	1.456	1.745	2.399	5.191	5.660	6.509	9.419	12.09	6.129	4.319	1.745	2.548	59.21			5.599	17.36	27.64	8.612		
2010	£M	1.623	1.741	2.604	4.634	5.478	6.269	8.899	10.37	6.926	5.343	1.754	2.223	57.87	-2.3%		5.968	16.38	26.20	9.320		
2011	£M	1.443	1.824	2.845	6.381	6.373	6.765	8.689	9.547	6.773	4.426	2.521	1.718	59.31	2.5%		6.112	19.52	25.01	8.664		
2012	£M	1.525	2.078	3.399	3.694	3.784	5.184	7.309	8.390	5.697	3.132	2.893	1.724	48.81	-17.7%		7.003	12.66	21.40	7.749		
2013	£M	1.356	1.726	2.780	2.704	4.265	4.580	7.051	7.470	4.776	3.693	2.580	1.880	44.86	-8.1%		5.862	11.55	19.30	8.153		
2014	£M	1.273	1.826	2.636	3.005	3.959	3.930	6.396	7.623	4.369	2.831	2.702	1.830	42.38	-5.5%		5.735	10.89	18.39	7.363		
2015	£M	1.603	1.845	2.229	3.227	4.303	4.699	7.335	8.245	4.639	3.619	2.628	2.314	46.69	10.2%		5.677	12.23	20.22	8.561		
2016	£M	1.711	1.862	2.854	3.158	4.166	3.738	7.112	8.671	5.154	3.485	2.714	2.182	46.81	0.3%		6.427	11.06	20.94	8.381		
2017	£M	1.615	2.063	2.946	5.014	4.677	5.840	8.196	10.10	6.435	4.768	2.634	2.780	57.07	21.9%		6.624	15.53	24.74	10.18		
2018	£M	1.946	2.158	3.735	4.965	7.046	7.640	9.057	11.50	7.219	6.546	4.216	3.225	69.26	21.4%		7.840	19.65	27.78	13.99		
2019	£M	3.199	2.887	4.324	6.268	7.625	8.371	9.635	11.21	8.408	6.379	3.456	4.600	76.36	10.3%		10.41	22.26	29.25	14.44		
ECONOMIC IMPACT - INDEXED TO 2019														NON-SERVICED ACCOMMODATION								
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	£M	Economic Impact by Year and Share of Total							
Non-Serviced	£M	67.45	59.21	57.87	59.31	48.81	44.86	42.38	46.69	46.81	57.07	69.26	76.36			40.0%						
All Visitor Types	£M	197.31	192.19	194.65	202.08	188.03	190.03	193.92	206.81	207.91	224.90	238.67	244.99									
Share of Total	%	34.2%	30.8%	29.7%	29.3%	26.0%	23.6%	21.9%	22.6%	22.5%	25.4%	29.0%	31.2%			30.0%						
Annual Change in Share	%	-9.9%	-3.5%	-1.3%	-11.5%	-9.1%	-7.4%	3.3%	-0.3%	12.7%	14.3%	7.4%										
Change in Share from 2008	%	-9.9%	-13.0%	-14.1%	-24.1%	-30.9%	-36.1%	-34.0%	-34.1%	-25.8%	-15.1%	-8.8%			20.0%							
Avg Ann. Change in Share	%	-9.9%	-6.5%	-4.7%	-6.0%	-6.2%	-6.0%	-4.9%	-4.3%	-2.9%	-1.5%	-0.8%										
														£M	Non-Serviced £M	Share of Total %	0.0%	10.0%	20.0%	30.0%	40.0%	

STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019 2019 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 2019 / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER							
Less than 3% change		Q1			Q2			Q3			Q4												
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1		Q2		Q3		Q4	
% Change 2008 to 2019		6.6%	6.6%	6.6%	6.6%	6.6%	6.6%	6.6%	6.6%	6.6%	6.6%	6.6%	6.6%	6.6%		6.6%	6.6%	6.6%	6.6%	6.6%	6.6%		
% Change 2018 to 2019		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%	Annual Change		0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	
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%	0.6%	0.6%	
2008 £M		2.924	0.982	1.117	2.666	1.715	1.321	2.144	2.270	1.169	1.168	0.910	2.635	21.02	5.023		5.703	5.583	4.713				
2009 £M		2.925	0.983	1.118	2.668	1.716	1.322	2.145	2.271	1.170	1.168	0.910	2.636	21.03	5.026		5.706	5.585	4.715				
2010 £M		2.912	0.979	1.113	2.656	1.709	1.316	2.136	2.261	1.165	1.163	0.906	2.625	20.94	5.004		5.681	5.561	4.695				
2011 £M		2.915	0.980	1.114	2.659	1.710	1.318	2.138	2.263	1.166	1.165	0.907	2.628	20.96	5.009		5.687	5.567	4.700				
2012 £M		3.021	1.015	1.155	2.755	1.772	1.365	2.215	2.345	1.208	1.207	0.940	2.723	21.72	3.6%		5.190	5.892	5.768	4.870			
2013 £M		3.032	1.019	1.159	2.766	1.779	1.370	2.224	2.354	1.213	1.211	0.944	2.733	21.80	5.210		5.915	5.790	4.888				
2014 £M		3.047	1.024	1.164	2.778	1.787	1.377	2.234	2.365	1.218	1.217	0.948	2.746	21.91	5.235		5.943	5.817	4.911				
2015 £M		3.055	1.027	1.168	2.786	1.792	1.381	2.240	2.372	1.222	1.220	0.951	2.754	21.97	5.249		5.959	5.834	4.925				
2016 £M		3.061	1.029	1.170	2.792	1.796	1.384	2.245	2.377	1.224	1.223	0.953	2.759	22.01	5.260		5.972	5.846	4.935				
2017 £M		3.072	1.032	1.174	2.802	1.803	1.389	2.253	2.385	1.229	1.227	0.956	2.769	22.09	5.279		5.993	5.867	4.953				
2018 £M		3.096	1.040	1.183	2.823	1.816	1.399	2.270	2.403	1.238	1.237	0.964	2.790	22.26	5.319		6.039	5.911	4.991				
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	5.352		6.076	5.948	5.022				
ECONOMIC IMPACT - INDEXED TO 2019														SFR									
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	£M		Economic Impact by Year and Share of Total							
SFR £M		21.02	21.03	20.94	20.96	21.72	21.80	21.91	21.97	22.01	22.09	22.26	22.40	25.00		£M							
All Visitor Types £M		197.31	192.19	194.65	202.08	188.03	190.03	193.92	206.81	207.91	224.90	238.67	244.99	20.00		Economic Impact by Year and Share of Total							
Share of Total %		10.7%	10.9%	10.8%	10.4%	11.6%	11.5%	11.3%	10.6%	10.6%	9.8%	9.3%	9.1%	15.0%		£M							
Annual Change in Share %		2.7%	-1.7%	-3.6%	11.3%	-0.7%	-1.6%	-6.0%	-0.3%	-7.2%	-5.1%	-2.0%		10.0%		£M							
Change in Share from 2008 %		2.7%	1.0%	-2.6%	8.4%	7.7%	6.0%	-0.3%	-0.6%	-7.8%	-12.5%	-14.2%		5.0%		£M							
Avg Ann. Change in Share %		2.7%	0.5%	-0.9%	2.1%	1.5%	1.0%	0.0%	-0.1%	-0.9%	-1.2%	-1.3%		0.0%		£M							
														SFR £M		Share of Total %							

STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019 2019 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 2019 / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4						Q1	Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Annual Change						
% Change 2008 to 2019		44.5%	56.3%	37.2%	53.1%	-2.7%	4.9%	3.7%	18.9%	25.4%	33.9%	41.0%	93.8%	27.4%		45.0%	16.5%	15.3%	54.9%			
% Change 2018 to 2019		18.0%	7.7%	6.7%	10.2%	5.1%	1.5%	-0.7%	-4.1%	8.2%	-1.4%	-8.1%	7.5%	3.2%		10.4%	5.8%	0.1%	0.3%			
Average Annual Change		4.0%	5.1%	3.4%	4.8%	-0.2%	0.4%	0.3%	1.7%	2.3%	3.1%	3.7%	8.5%	2.5%		4.1%	1.5%	1.4%	5.0%			
2008	£M	6.855	5.992	8.248	12.08	14.22	14.53	19.29	22.76	14.22	11.81	6.743	8.788	145.53		21.09	40.83	56.27	27.34			
2009	£M	6.281	4.929	6.695	12.10	11.76	13.04	17.95	23.57	14.36	10.28	6.896	11.07	138.93	-4.5%	17.91	36.90	55.88	28.25			
2010	£M	6.561	5.331	6.930	11.75	11.37	12.59	17.88	20.70	15.12	12.11	7.717	12.26	140.31	1.0%	18.82	35.70	53.69	32.09			
2011	£M	7.226	6.753	8.272	14.54	12.77	13.71	18.92	20.98	13.85	11.63	6.818	9.738	145.21	3.5%	22.25	41.02	53.75	28.19			
2012	£M	6.812	6.189	9.869	11.86	9.787	11.79	16.71	20.68	12.97	10.50	6.600	9.940	133.71	-7.9%	22.87	33.44	50.36	27.04			
2013	£M	6.957	6.257	9.246	10.24	10.91	11.63	17.41	19.96	11.96	11.12	7.245	11.67	134.62	0.7%	22.46	32.79	49.33	30.04			
2014	£M	7.615	7.493	8.285	12.58	9.949	9.883	15.70	21.58	12.45	11.63	7.945	12.43	137.53	2.2%	23.39	32.41	49.72	32.00			
2015	£M	7.954	7.696	8.548	13.00	10.50	11.24	17.41	22.93	13.39	14.39	8.038	13.14	148.24	7.8%	24.20	34.74	53.74	35.57			
2016	£M	7.793	7.233	8.889	14.42	9.705	10.13	16.96	23.47	13.68	11.84	7.889	13.68	145.69	-1.7%	23.92	34.26	54.11	33.41			
2017	£M	7.785	7.576	9.581	16.16	10.44	12.45	18.23	27.09	15.74	14.44	8.549	14.74	162.79	11.7%	24.94	39.05	61.06	37.73			
2018	£M	8.397	8.697	10.61	16.79	13.16	15.01	20.15	28.21	16.47	16.05	10.35	15.84	179.73	10.4%	27.70	44.96	64.83	42.24			
2019	£M	9.904	9.365	11.31	18.49	13.84	15.23	20.01	27.06	17.83	15.82	9.510	17.03	185.41	3.2%	30.58	47.57	64.89	42.36			
ECONOMIC IMPACT - INDEXED TO 2019														STAYING VISITOR								
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019									
Staying Visitor	£M	145.53	138.93	140.31	145.21	133.71	134.62	137.53	148.24	145.69	162.79	179.73	185.41									
All Visitor Types	£M	197.31	192.19	194.65	202.08	188.03	190.03	193.92	206.81	207.91	224.90	238.67	244.99									
Share of Total	%	73.8%	72.3%	72.1%	71.9%	71.1%	70.8%	70.9%	71.7%	70.1%	72.4%	75.3%	75.7%									
Annual Change in Share	%	-2.0%	-0.3%	-0.3%	-1.0%	-0.4%	0.1%	1.1%	-2.2%	3.3%	4.0%	0.5%										
Change in Share from 2008	%	-2.0%	-2.3%	-2.6%	-3.6%	-4.0%	-3.8%	-2.8%	-5.0%	-1.9%	2.1%	2.6%										
Avg Ann. Change in Share	%	-2.0%	-1.1%	-0.9%	-0.9%	-0.8%	-0.6%	-0.4%	-0.6%	-0.2%	0.2%	0.2%										
														£M	Economic Impact by Year and Share of Total							
															200.00							
															80.0%							
															60.0%							
															40.0%							
															20.0%							
															0.0%							
															Staying Visitor £M	Share of Total %						
															Report Prepared by: Cathy James. Date of Issue: 04/06/20							

STEAM FINAL TREND REPORT FOR 2008-2019 MONMOUTHSHIRE COUNTY COUNCIL												2008 to 2019 2019 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 2019 / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4											
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1		Q2		Q3		Q4
% Change 2008 to 2019		26.5%	-15.6%	-59.6%	232.1%	20.6%	10.2%	24.3%	12.4%	4.6%	-10.5%	61.3%	238.6%	15.1%		-30.9%	46.0%	13.6%	32.8%			
% Change 2018 to 2019		20.2%	13.1%	-18.8%	35.9%	0.9%	-14.9%	-2.5%	2.6%	0.9%	-1.8%	-6.1%	4.1%	1.1%		3.0%	3.0%	0.4%	-1.9%			
Average Annual Change		2.4%	-1.4%	-5.4%	21.1%	1.9%	0.9%	2.2%	1.1%	0.4%	-1.0%	5.6%	21.7%	1.4%		-2.8%	4.2%	1.2%	3.0%			
Annual Change		2008 £M	1.795	3.623	5.535	1.784	5.145	5.610	5.989	8.166	5.960	5.166	2.228	0.778	51.78	10.95	12.54	20.11	8.172			
2009		£M	1.708	2.746	3.898	5.806	5.688	5.951	6.200	9.115	4.844	3.765	2.144	1.389	53.25	2.8%	8.353	17.44	20.16	7.298		
2010		£M	1.446	2.555	3.396	5.631	5.957	6.752	6.529	8.986	5.558	4.210	2.022	1.298	54.34	2.0%	7.397	18.34	21.07	7.531		
2011		£M	1.705	2.825	3.536	5.919	5.631	6.100	6.534	9.856	5.273	4.982	2.565	1.950	56.87	4.7%	8.066	17.65	21.66	9.496		
2012		£M	2.047	2.520	4.096	4.560	5.394	6.095	7.099	8.594	5.416	4.173	2.583	1.748	54.33	-4.5%	8.663	16.05	21.11	8.505		
2013		£M	1.424	2.601	3.622	4.139	6.004	6.662	7.860	9.901	5.215	3.876	2.303	1.802	55.41	2.0%	7.647	16.80	22.98	7.981		
2014		£M	1.584	2.422	3.875	5.176	5.161	6.552	7.882	9.543	5.475	4.267	2.598	1.857	56.39	1.8%	7.881	16.89	22.90	8.721		
2015		£M	1.811	2.814	3.911	5.899	5.795	5.845	8.015	9.648	5.402	5.034	2.664	1.733	58.57	3.9%	8.536	17.54	23.06	9.431		
2016		£M	1.695	2.467	4.963	4.146	5.105	7.732	8.610	11.70	5.862	4.962	2.953	2.024	62.22	6.2%	9.125	16.98	26.17	9.939		
2017		£M	1.970	2.744	3.831	5.452	5.689	7.697	8.237	9.988	5.905	5.092	3.598	1.907	62.11	-0.2%	8.545	18.84	24.13	10.60		
2018		£M	1.890	2.703	2.754	4.360	6.153	7.259	7.632	8.950	6.177	4.707	3.826	2.530	58.94	-5.1%	7.346	17.77	22.76	11.06		
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	1.1%	7.565	18.31	22.86	10.85		
ECONOMIC IMPACT - INDEXED TO 2019														DAY VISITOR								
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	£M	Economic Impact by Year and Share of Total							
Day Visitor		£M	51.78	53.25	54.34	56.87	54.33	55.41	56.39	58.57	62.22	62.11	58.94	59.58	£M							
All Visitor Types		£M	197.31	192.19	194.65	202.08	188.03	190.03	193.92	206.81	207.91	224.90	238.67	244.99	£M							
Share of Total		%	26.2%	27.7%	27.9%	28.1%	28.9%	29.2%	29.1%	28.3%	29.9%	27.6%	24.7%	24.3%	%							
Annual Change in Share		%	5.6%	0.7%	0.8%	2.7%	0.9%	-0.3%	-2.6%	5.7%	-7.7%	-10.6%	-1.5%		%							
Change in Share from 2008		%	5.6%	6.4%	7.2%	10.1%	11.1%	10.8%	7.9%	14.0%	5.2%	-5.9%	-7.3%		%							
Avg Ann. Change in Share		%	5.6%	3.2%	2.4%	2.5%	2.2%	1.8%	1.1%	1.8%	0.6%	-0.6%	-0.7%		%							

This report is copyright ©Global Tourism Solutions (UK) Ltd 2020

Report Prepared by: Cathy James. Date of Issue: 04/06/20