



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

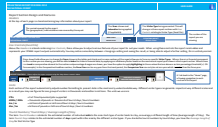
Website: www.globaltourismsolutions.co.uk

REPORT SECTIONS



Page

USER GUIDE



3

COMPARATIVE HEADLINES



4


KEY MEASURES



5-11


**KEY IMPACT MEASURES:
MONTHLY DATA BY
VISITOR TYPE**

DISTRIBUTION OF IMPACT: *by Visitor Type*




13

DISTRIBUTION OF IMPACT: *by Month*



14

DISTRIBUTION OF IMPACT: *by Sector*




15

UNINDEXED ECONOMIC IMPACT



16-22

VISITOR NUMBERS



23-29

VISITOR DAYS



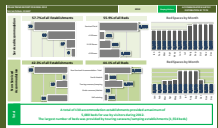
30-36

DIRECT AND TOTAL EMPLOYMENT



37-43


ACCOMMODATION SUPPLY



44

ANNEX

INDEXED FINANCIAL DATA



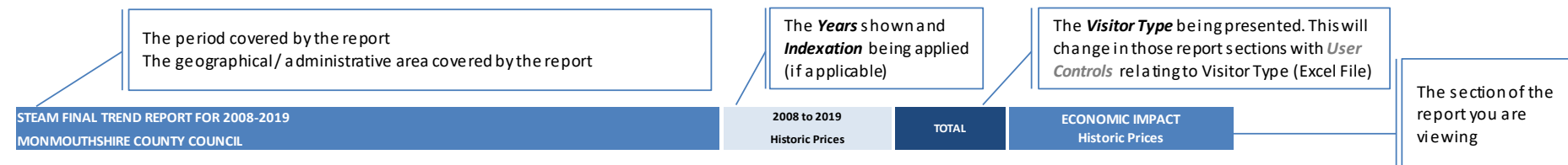
45-59



Report Section Design and Features

Headers

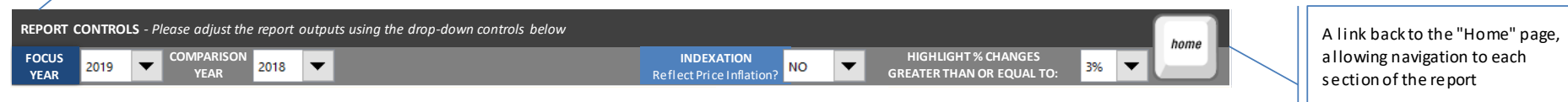
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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

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



Units

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

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

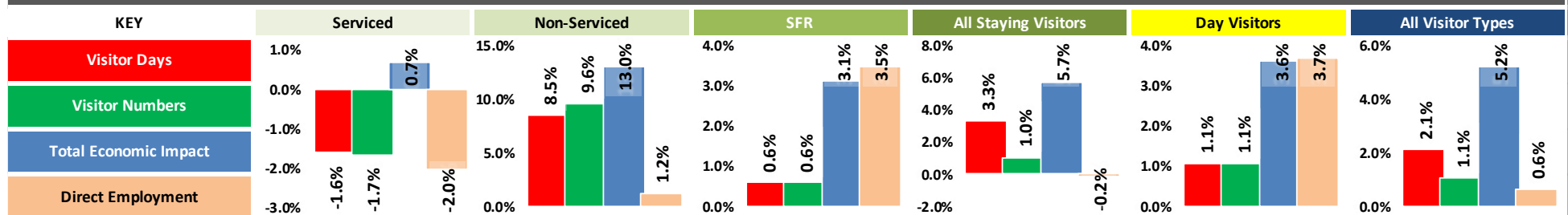
Visitor Numbers / Visitor Days / Average Length of Stay

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

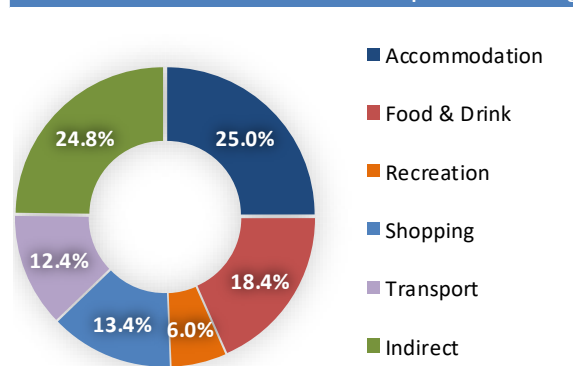
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2019 & 2018 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced			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



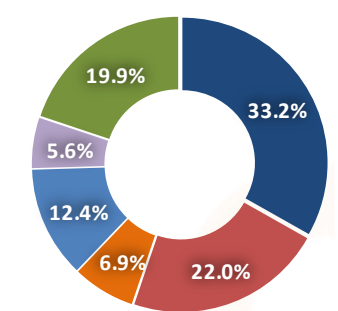
Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Sectors	2019	2018	+/- %
Accommodation	61.21	56.48	8.4%
Food & Drink	45.05	43.48	3.6%
Recreation	14.69	14.16	3.8%
Shopping	32.91	31.85	3.3%
Transport	30.36	29.48	3.0%
TOTAL DIRECT	184.23	175.45	5.0%
Indirect	60.76	57.40	5.9%
TOTAL	244.99	232.85	5.2%

Sectoral Distribution of Employment - FTEs

Sectors	2019	2018	+/- %
Accommodation	1,035	1,069	-3.2%
Food & Drink	687	695	-1.1%
Recreation	217	195	11.1%
Shopping	386	362	6.6%
Transport	175	163	7.1%
TOTAL DIRECT	2,499	2,484	0.6%
Indirect	620	569	8.9%
TOTAL	3,119	3,052	2.2%



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

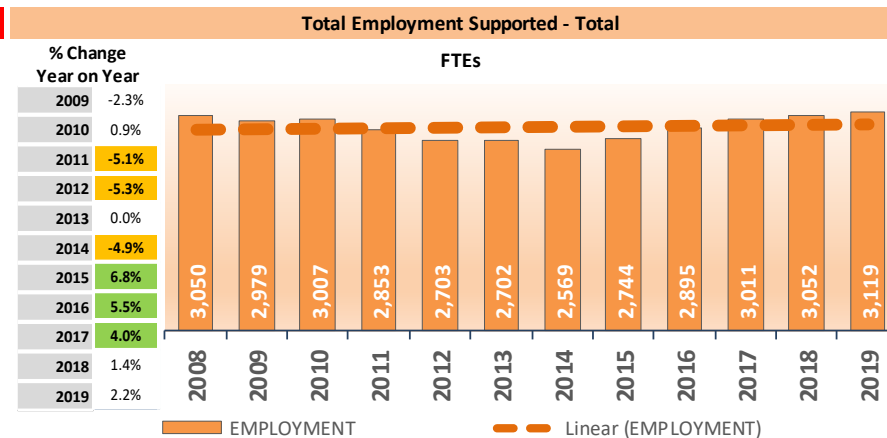
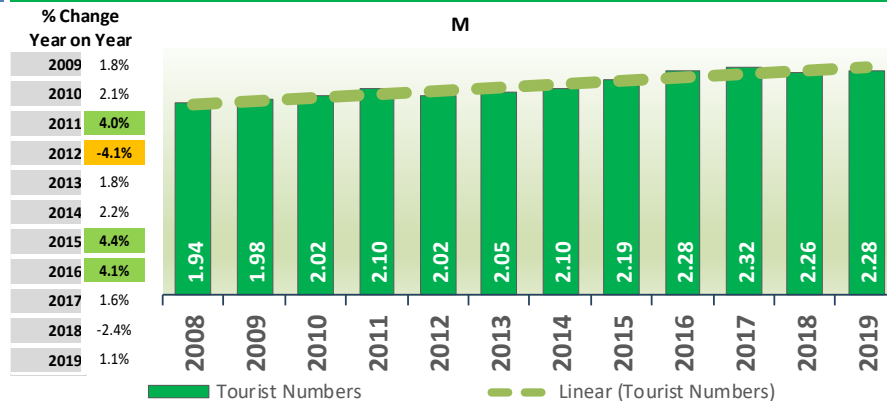
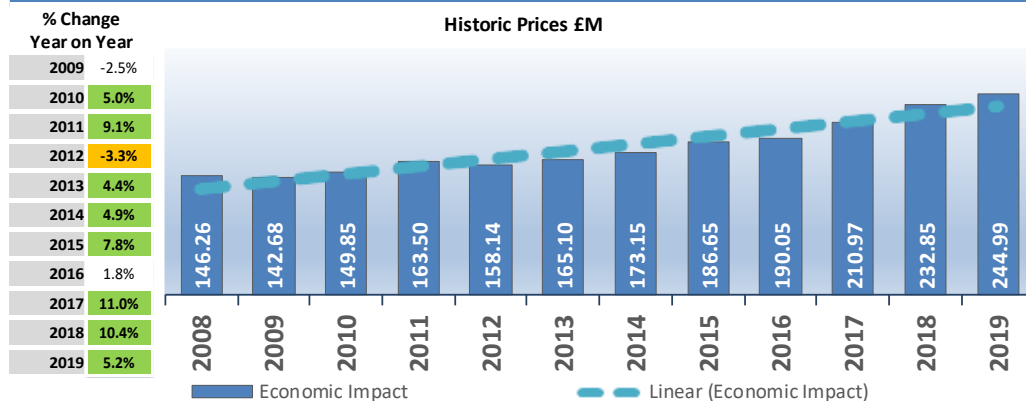
2008 to 2019
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - Total



% 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

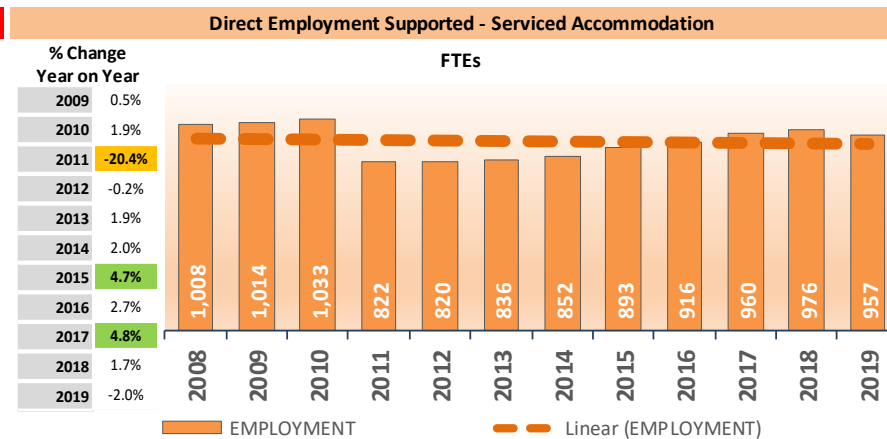
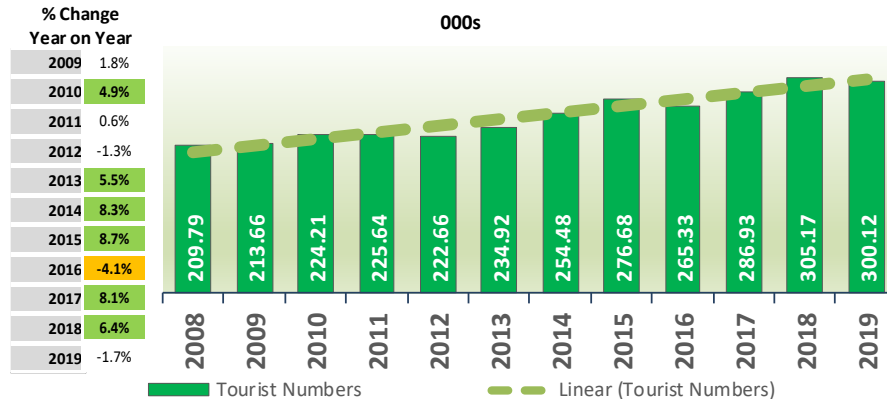
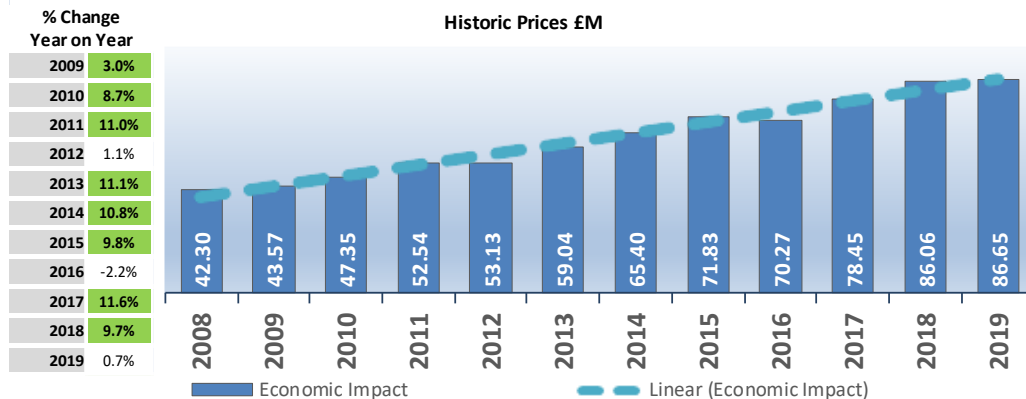
2008 to 2019
Historic Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		3.0%	11.9%	24.2%	25.6%	39.6%	54.6%	69.8%	66.1%	85.5%	103.5%	104.8%
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

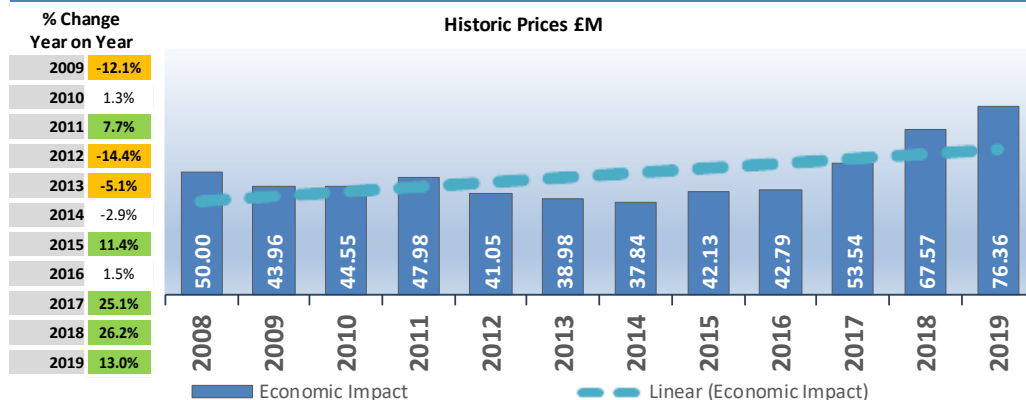
STEAM FINAL TREND REPORT FOR 2008-2019
MONMOUTHSHIRE COUNTY COUNCIL

2008 to 2019
 Historic Prices

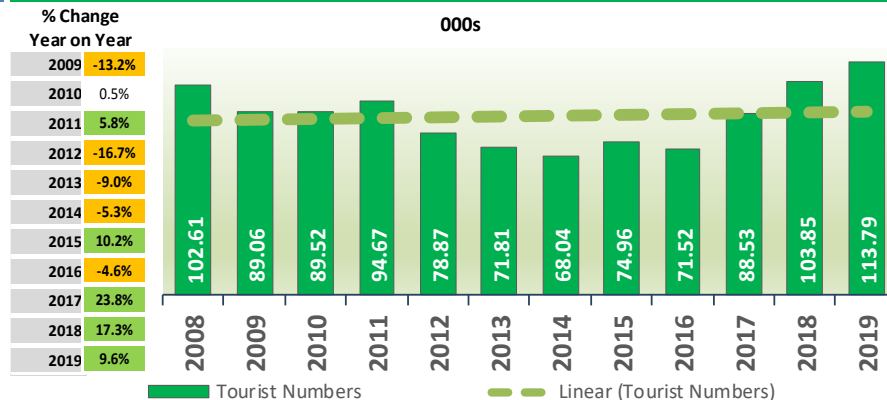
NON-SERVICED
 ACCOMMODATION

KEY MEASURES
 Historic Prices

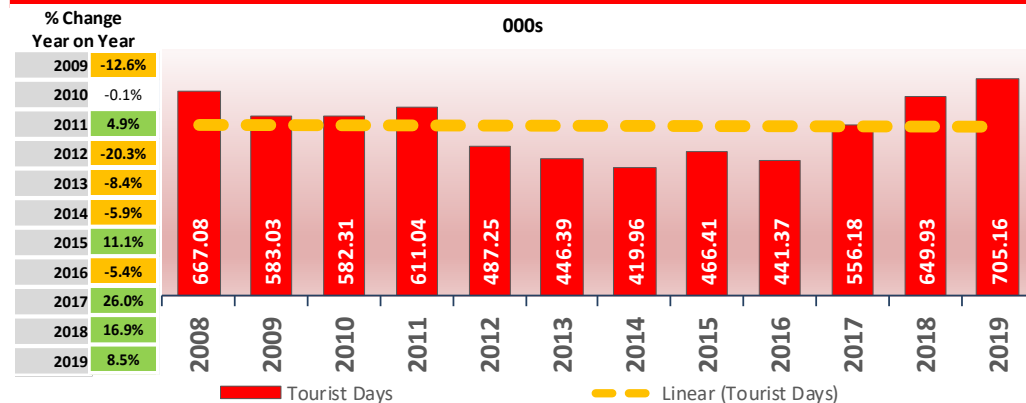
Economic Impact - Historic Prices - Non-Serviced Accommodation



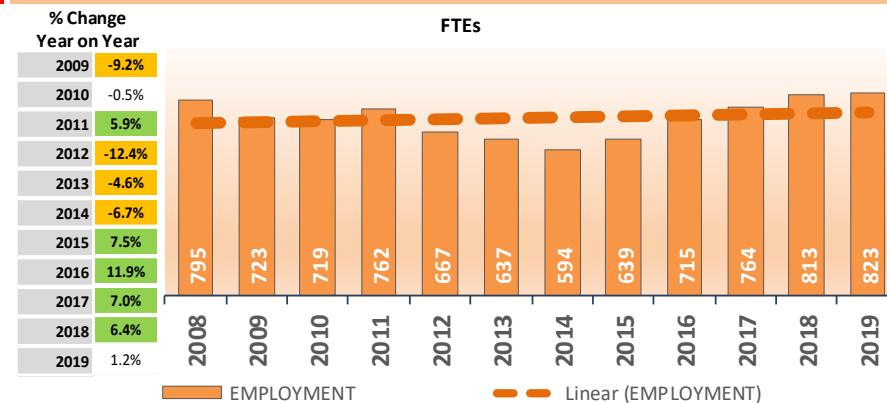
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



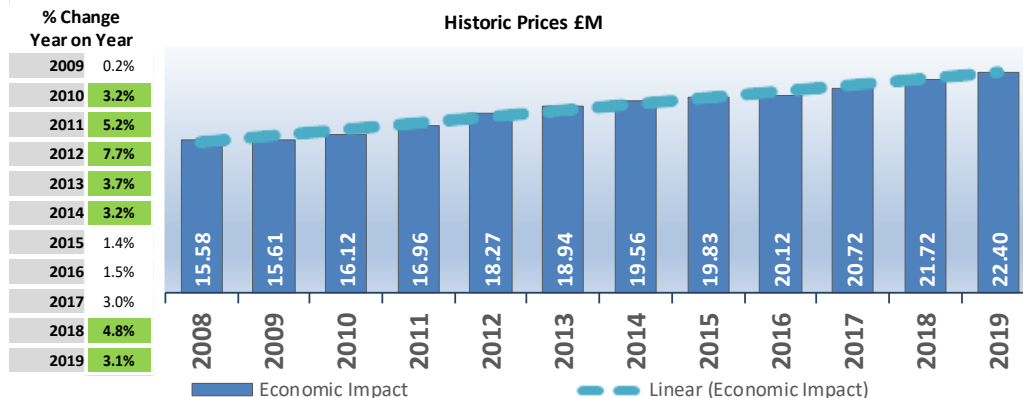
Direct Employment Supported - Non-Serviced Accommodation



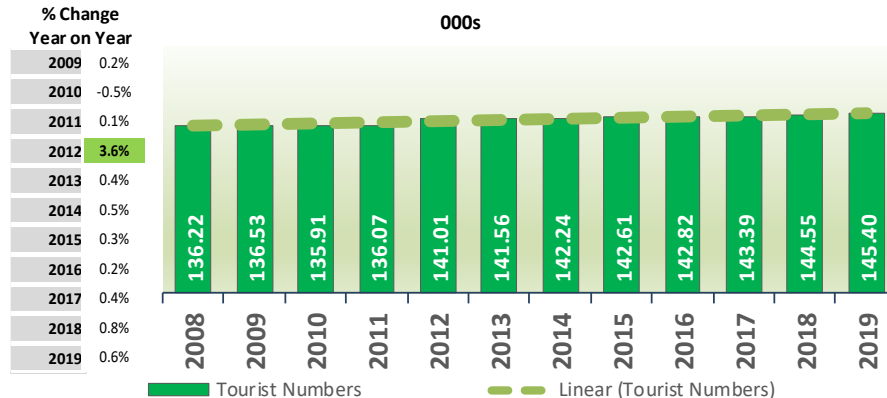
% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		-12.1%	-10.9%	-4.0%	-17.9%	-22.0%	-24.3%	-15.7%	-14.4%	7.1%	35.1%	52.7%
Visitor Numbers		-13.2%	-12.8%	-7.7%	-23.1%	-30.0%	-33.7%	-26.9%	-30.3%	-13.7%	1.2%	10.9%
Visitor Days		-12.6%	-12.7%	-8.4%	-27.0%	-33.1%	-37.0%	-30.1%	-33.8%	-16.6%	-2.6%	5.7%
Direct Employment		-9.2%	-9.6%	-4.2%	-16.1%	-20.0%	-25.3%	-19.7%	-10.2%	-3.9%	2.2%	3.5%

"Linear" = Linear Trendline

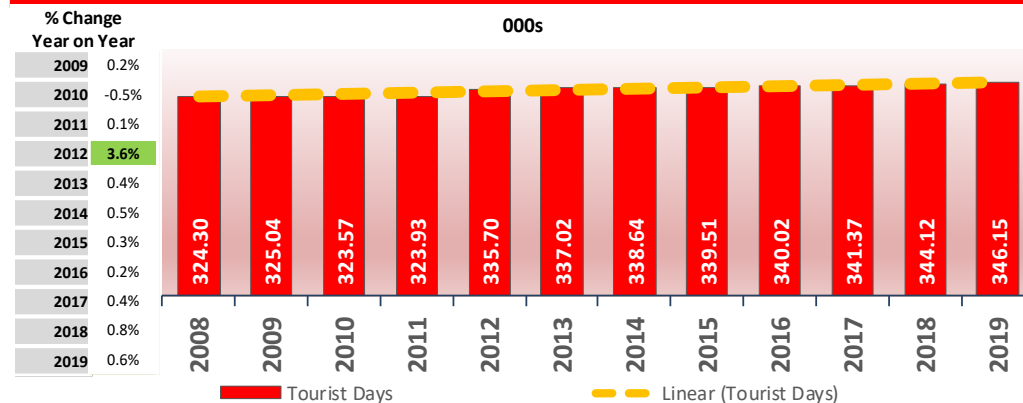
Economic Impact - Historic Prices - SFR



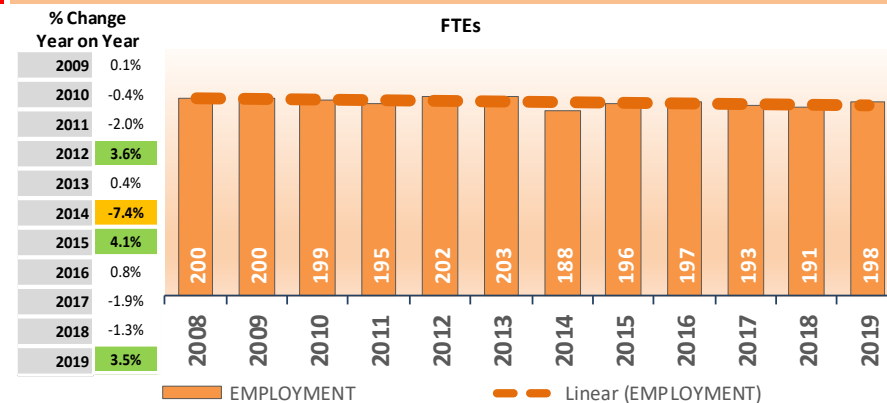
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		0.2%	3.4%	8.8%	17.2%	21.6%	25.5%	27.2%	29.1%	33.0%	39.4%	43.7%
Visitor Numbers		0.2%	-0.2%	-0.1%	3.5%	3.9%	4.4%	4.7%	4.8%	5.3%	6.1%	6.7%
Visitor Days		0.2%	-0.2%	-0.1%	3.5%	3.9%	4.4%	4.7%	4.8%	5.3%	6.1%	6.7%
Direct Employment		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

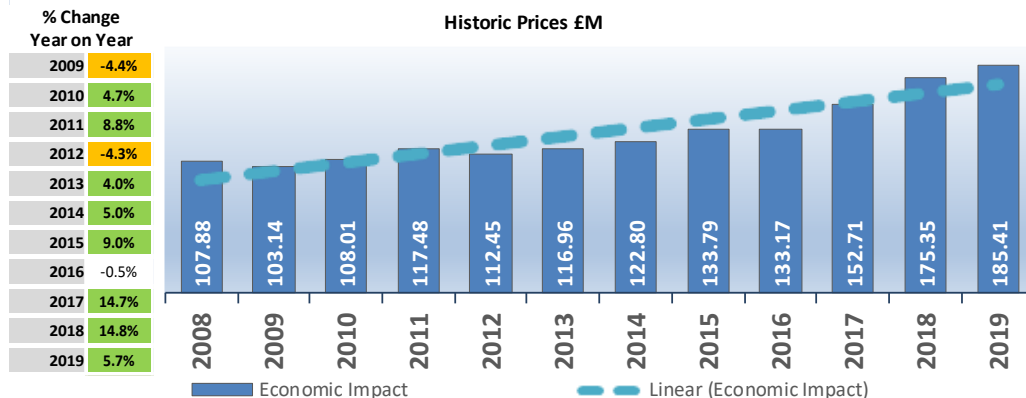
STEAM FINAL TREND REPORT FOR 2008-2019
MONMOUTHSHIRE COUNTY COUNCIL

2008 to 2019
Historic Prices

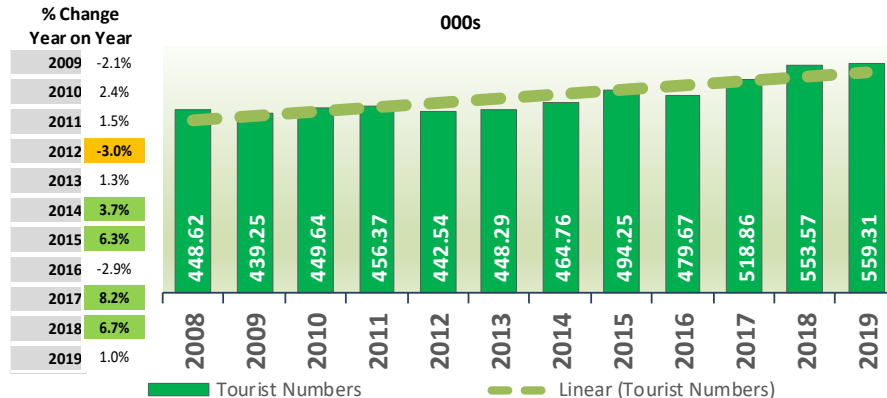
STAYING VISITOR

KEY MEASURES
Historic Prices

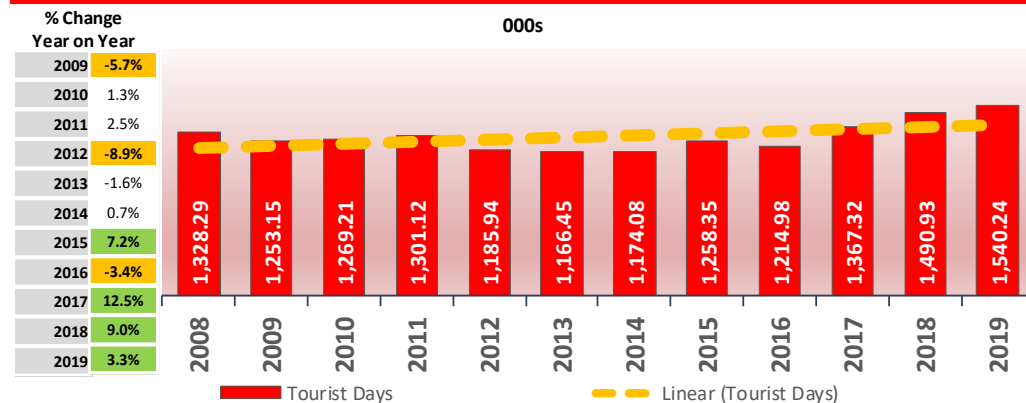
Economic Impact - Historic Prices - Staying Visitor



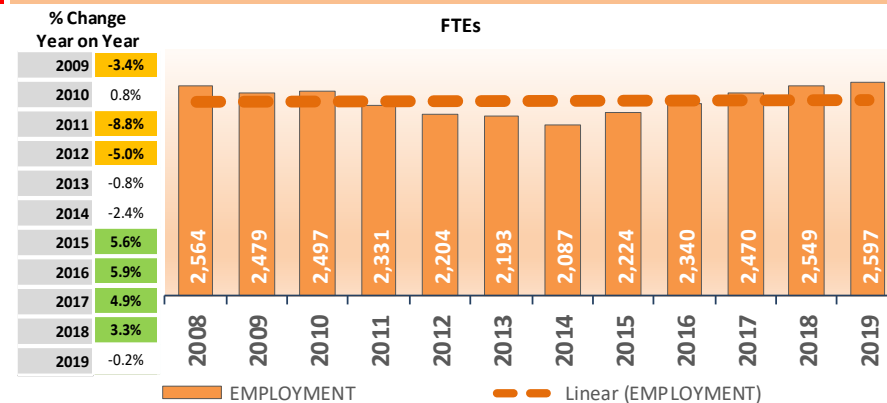
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



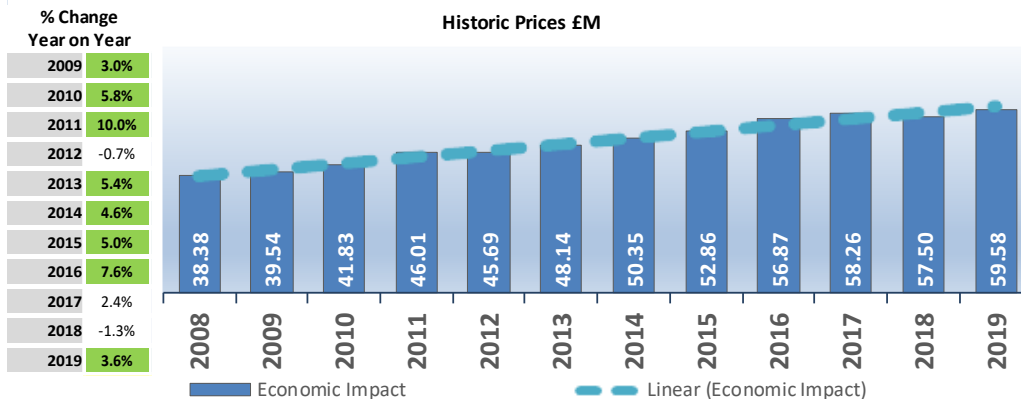
Direct Employment Supported - Staying Visitor



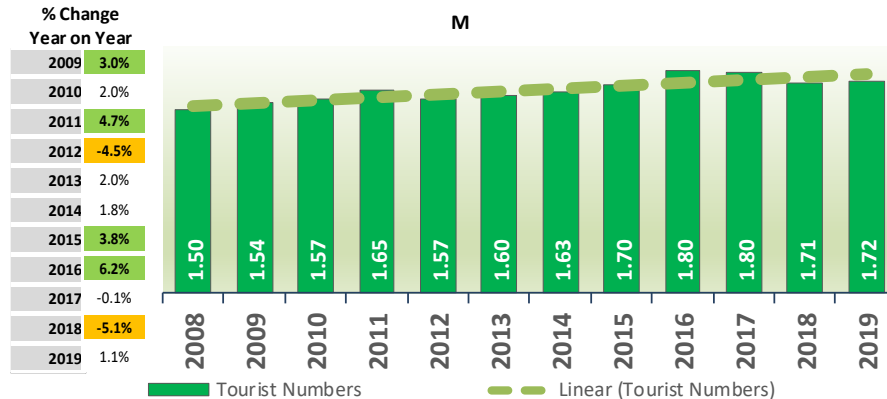
% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		-4.4%	0.1%	8.9%	4.2%	8.4%	13.8%	24.0%	23.4%	41.6%	62.5%	71.9%
Visitor Numbers		-2.1%	0.2%	1.7%	-1.4%	-0.1%	3.6%	10.2%	6.9%	15.7%	23.4%	24.7%
Visitor Days		-5.7%	-4.4%	-2.0%	-10.7%	-12.2%	-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

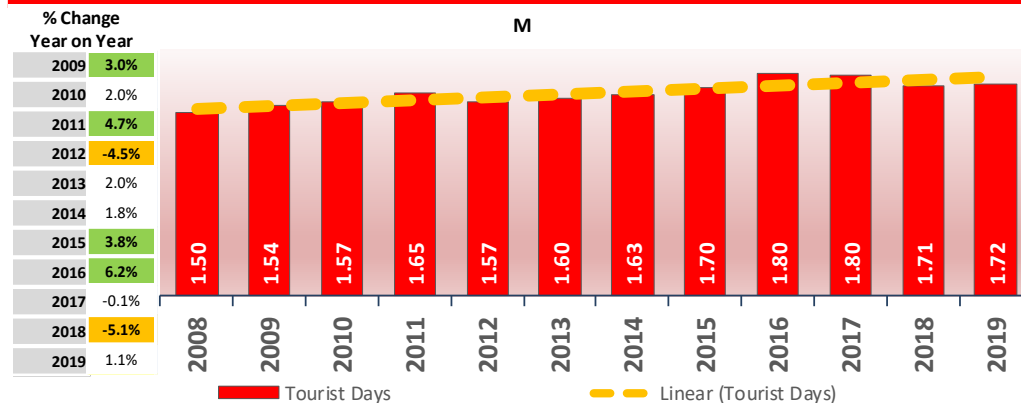
Economic Impact - Historic Prices - Day Visitor



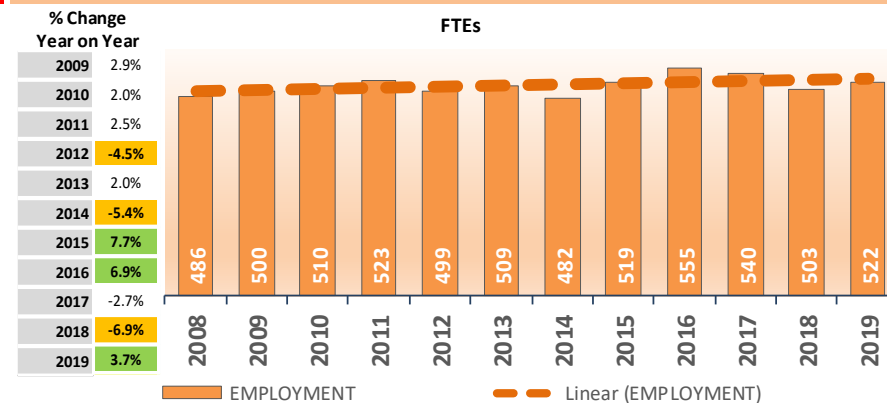
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		3.0%	9.0%	19.9%	19.0%	25.4%	31.2%	37.7%	48.2%	51.8%	49.8%	55.2%
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

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

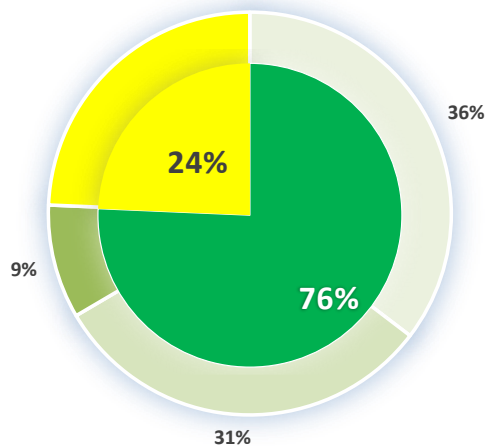
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2019 - M - Share of Total

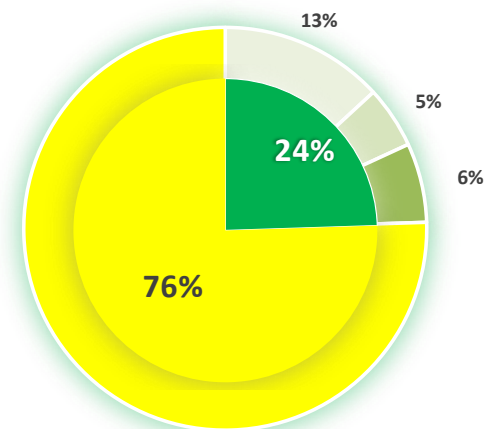
TOTAL
£244.99m

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



TOTAL
2.28m

	M
Serviced	0.30
Non-Serviced	0.11
SFR	0.15
Staying Visitor	0.56
Day Visitor	1.72
Total	2.28

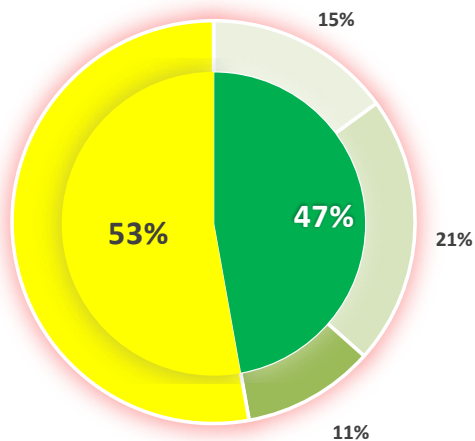


Visitor Days - 2019 - M - Share of Total

Direct Employment Supported - 2019 - FTEs - Share of Total

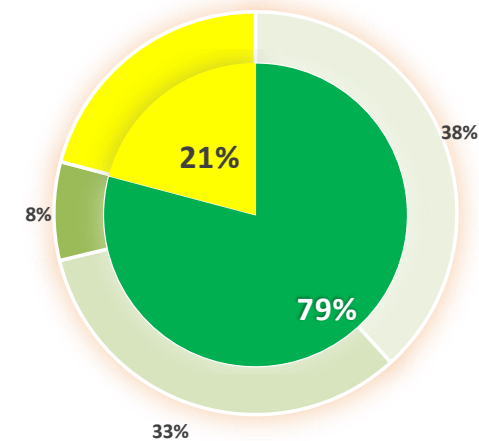
TOTAL
3.26m

	M
Serviced	0.49
Non-Serviced	0.71
SFR	0.35
Staying Visitor	1.54
Day Visitor	1.72
Total	3.26



TOTAL
2,499 Direct FTEs
3,119 Total FTEs

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

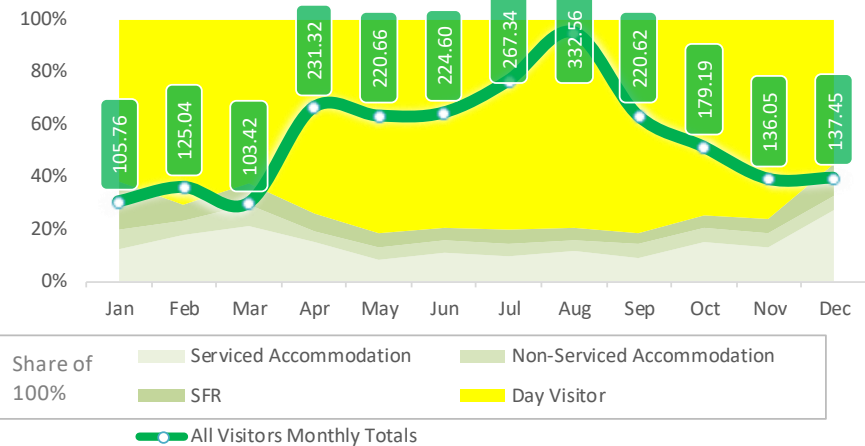
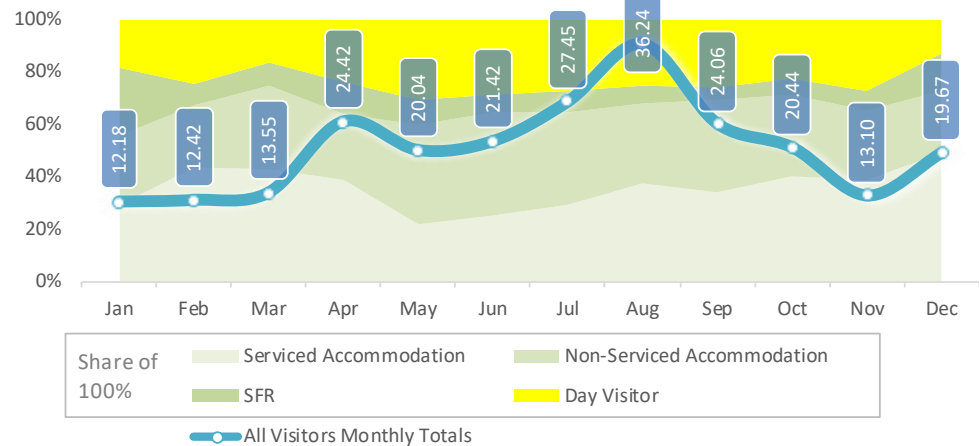


STEAM FINAL TREND REPORT FOR 2008-2019
MONMOUTHSHIRE COUNTY COUNCIL

2019
Historic Prices **TOTAL** **DISTRIBUTION BY MONTH**
Historic Prices

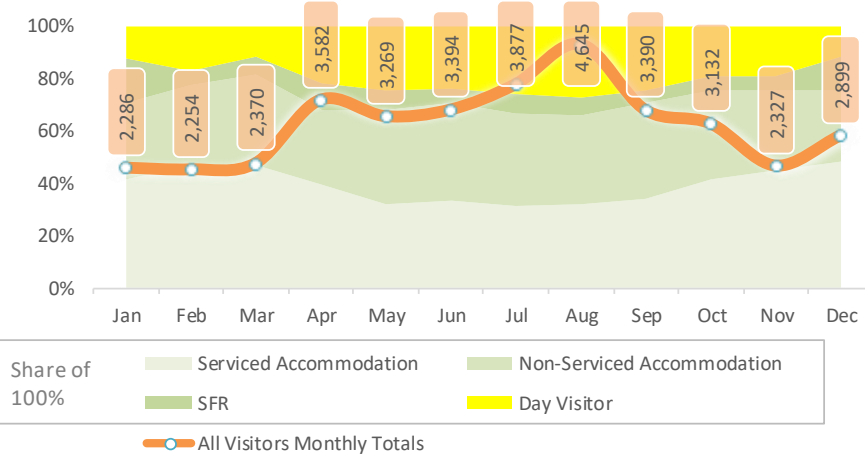
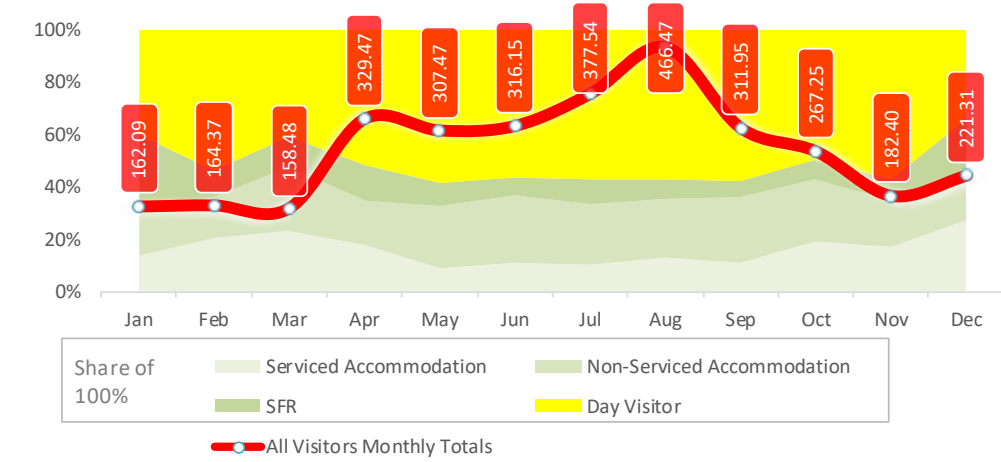
Economic Impact - Historic Prices - £M - Distribution of Impact by Month

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

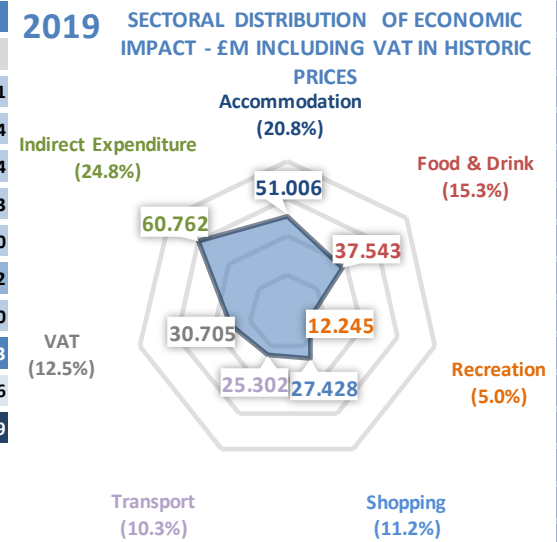


This report is copyright © Global Tourism Solutions (UK) Ltd 2020

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

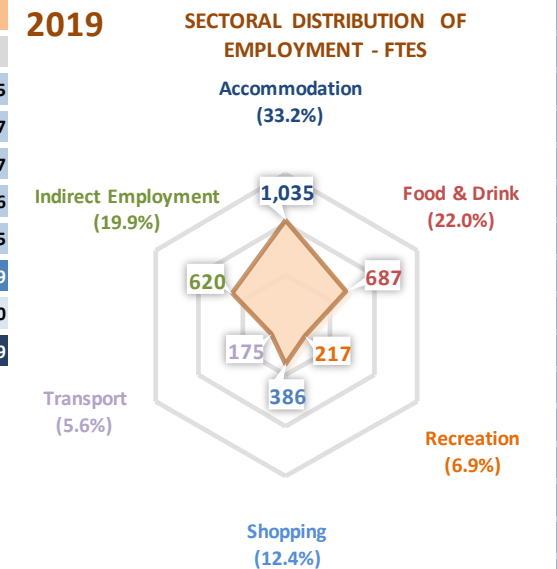
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Accommodation £M	21.57	21.66	22.65	24.87	24.84	27.25	29.65	32.38	33.27	39.21	47.07	51.01
Food & Drink £M	25.61	24.90	26.32	27.93	26.82	27.68	28.84	31.01	31.27	34.01	36.23	37.54
Recreation £M	8.443	8.179	8.633	9.154	8.759	9.021	9.365	10.07	10.15	11.06	11.80	12.24
Shopping £M	19.39	18.80	19.82	21.07	20.20	20.77	21.51	23.04	23.32	25.12	26.54	27.43
Transport £M	18.51	17.82	18.76	19.91	18.91	19.37	19.96	21.44	21.65	23.30	24.57	25.30
Direct Revenue £M	93.53	91.37	96.18	102.94	99.53	104.08	109.32	117.93	119.66	132.70	146.21	153.52
VAT £M	16.37	15.99	16.83	20.59	19.91	20.82	21.86	23.59	23.93	26.54	29.24	30.70
Direct Expenditure £M	109.90	107.36	113.01	123.53	119.43	124.90	131.19	141.52	143.60	159.24	175.45	184.23
Indirect Expenditure £M	36.37	35.32	36.84	39.97	38.71	40.20	41.96	45.14	46.45	51.73	57.40	60.76
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



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
TOTAL 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



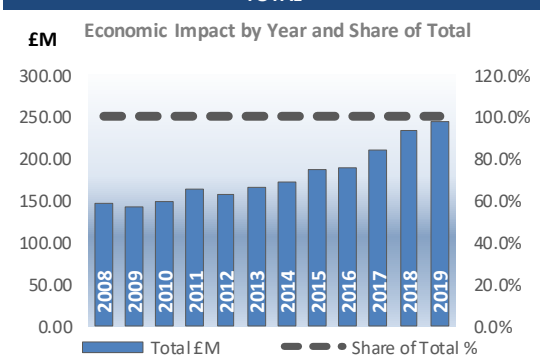
Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2008 to 2019

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

STEAM FINAL TREND REPORT FOR 2008-2019
MONMOUTHSHIRE COUNTY COUNCIL

ECONOMIC IMPACT BY:													2008 to 2019 Historic Prices		TOTAL		ECONOMIC IMPACT Historic Prices			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
TOTAL													TOTAL							
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													Annual Change							
KEY	TOTAL												TOTAL	% Change						
An increase of 3% or more	Q1			Q2			Q3			Q4					Q1	Q2	Q3	Q4		
Less than 3% change	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC								
A Fall of 3% or more																				
% 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%	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%	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	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	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	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	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	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	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	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	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	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	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	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		
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		
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	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
Annual Change in Share	%														
Change in Share from 2008	%														
Avg Ann. Change in Share	%														



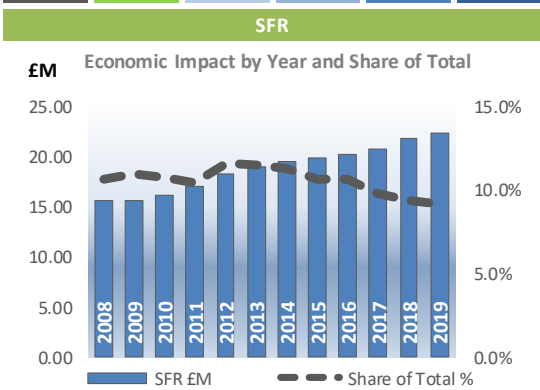
This report is copyright © Global Tourism Solutions (UK) Ltd 2020

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

STEAM FINAL TREND REPORT FOR 2008-2019
MONMOUTHSHIRE COUNTY COUNCIL

ECONOMIC IMPACT BY:													2008 to 2019 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices				
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
KEY													SFR							
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													TOTAL	% Change						
Q1			Q2			Q3			Q4			JAN			FEB	MAR	Q1	Q2	Q3	Q4
An increase of 3% or more																				
Less than 3% change																				
A Fall of 3% or more																				
% 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%	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%	3.1%	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%	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	0.2%		3.731	4.236	4.147	3.501
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		
SFR	£M	15.58	15.61	16.12	16.96	18.27	18.94	19.56	19.83	20.12	20.72	21.72	22.40		
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%		



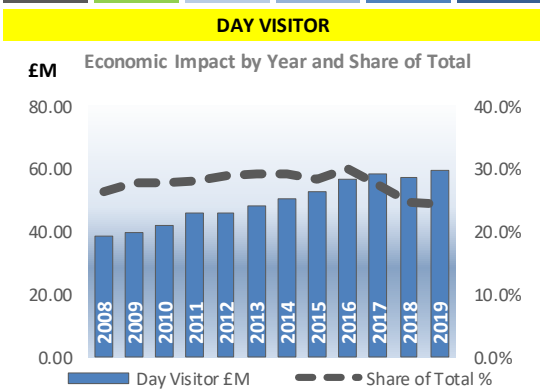
This report is copyright © Global Tourism Solutions (UK) Ltd 2020

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

STEAM FINAL TREND REPORT FOR 2008-2019
MONMOUTHSHIRE COUNTY COUNCIL

ECONOMIC IMPACT BY:													2008 to 2019 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																														
An increase of 3% or more																														
Less than 3% change																														
A Fall of 3% or more																														
													Q1		Q2		Q3		Q4		Q1		Q2		Q3		Q4			
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	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%	Annual Change	-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	3.0%	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	5.8%	5.694	14.12	16.22	5.797											
2011	£M	1.380	2.285	2.861	4.788	4.556	4.935	5.286	7.974	4.266	4.030	2.075	1.578	46.01	10.0%	6.526	14.28	17.53	7.683											
2012	£M	1.722	2.119	3.445	3.835	4.537	5.126	5.970	7.228	4.555	3.510	2.172	1.470	45.69	-0.7%	7.286	13.50	17.75	7.153											
2013	£M	1.237	2.260	3.147	3.596	5.216	5.788	6.829	8.602	4.531	3.367	2.001	1.566	48.14	5.4%	6.644	14.60	19.96	6.934											
2014	£M	1.414	2.162	3.460	4.621	4.608	5.850	7.038	8.521	4.889	3.810	2.320	1.658	50.35	4.6%	7.036	15.08	20.45	7.787											
2015	£M	1.635	2.540	3.529	5.324	5.230	5.275	7.233	8.707	4.875	4.544	2.404	1.564	52.86	5.0%	7.704	15.83	20.82	8.512											
2016	£M	1.550	2.255	4.537	3.790	4.666	7.068	7.870	10.69	5.359	4.536	2.699	1.850	56.87	7.6%	8.341	15.52	23.92	9.085											
2017	£M	1.848	2.574	3.594	5.115	5.337	7.220	7.727	9.370	5.539	4.776	3.375	1.789	58.26	2.4%	8.016	17.67	22.64	9.941											
2018	£M	1.844	2.637	2.686	4.254	6.003	7.082	7.446	8.732	6.026	4.592	3.732	2.468	57.50	-1.3%	7.167	17.34	22.20	10.79											
2019	£M	2.271	3.058	2.236	5.926	6.206	6.180	7.443	9.181	6.234	4.622	3.594	2.633	59.58	3.6%	7.565	18.31	22.86	10.85											

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%



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

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																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
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		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%	61.5%	14.2%	28.8%	95.9%	
% 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%	1.8%	-0.5%	-5.1%	-1.4%	
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%	5.6%	1.3%	2.6%	8.7%	
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

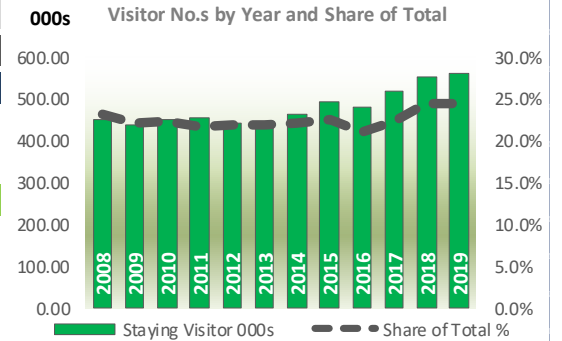
VISITOR NUMBERS													
SHARE OF MARKET		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Serviced	000s	209.8	213.7	224.2	225.6	222.7	234.9	254.5	276.7	265.3	286.9	305.2	300.1
All Visitor Types	M	1.9	2.0	2.0	2.1	2.0	2.1	2.1	2.2	2.3	2.3	2.3	2.3
Share of Total	%	10.8%	10.8%	11.1%	10.7%	11.0%	11.4%	12.1%	12.6%	11.6%	12.4%	13.5%	13.1%
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%
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%
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%



STEAM FINAL TREND REPORT FOR 2008-2019
MONMOUTHSHIRE COUNTY COUNCIL

VISITOR NUMBERS BY:													2008 to 2019		STAYING VISITOR		VISITOR NUMBERS																											
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																													
STAYING VISITOR													TOTAL						% Change																									
VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																																												
KEY																																												
An increase of 3% or more																																												
Less than 3% change																																												
A Fall of 3% or more																																												
													Q1		Q2		Q3		Q4		TOTAL		Annual Change		Q1		Q2		Q3		Q4													
													JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC									
% 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%	35.5%	10.0%	13.5%	53.4%															
% 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%	4.3%	1.3%	-1.5%	1.2%															
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	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	-2.1%	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	2.4%	79.0	120.6	138.3	111.8																									
2011	000s	32.4	28.1	30.1	46.5	40.4	44.2	49.7	53.6	32.8	35.1	24.1	39.4	456.4	1.5%	90.6	131.1	136.1	98.6																									
2012	000s	31.5	25.8	35.8	42.5	35.3	40.7	45.7	55.1	32.2	33.9	23.3	40.7	442.5	-3.0%	93.0	118.6	133.0	98.0																									
2013	000s	31.8	26.6	34.1	38.1	38.4	40.9	47.6	53.7	30.2	34.8	25.8	46.3	448.3	1.3%	92.6	117.4	131.5	106.8																									
2014	000s	34.5	31.2	31.0	46.2	35.7	35.9	45.0	58.3	31.7	38.1	28.0	49.2	464.8	3.7%	96.7	117.8	135.0	115.3																									
2015	000s	35.4	32.0	32.8	47.4	37.2	39.6	49.0	61.7	33.9	45.9	28.4	51.0	494.2	6.3%	100.2	124.2	144.5	125.3																									
2016	000s	34.5	29.7	32.7	52.1	33.6	36.9	47.0	61.0	33.5	37.4	27.7	53.4	479.7	-2.9%	97.0	122.7	141.5	118.5																									
2017	000s	34.7	30.9	35.3	54.7	35.5	41.2	49.3	69.2	37.4	43.9	30.3	56.5	518.9	8.2%	100.9	131.4	155.8	130.8																									
2018	000s	37.1	35.5	37.9	57.2	40.2	47.3	53.9	69.6	37.8	45.1	33.3	58.6	553.6	6.7%	110.5	144.7	161.3	137.0																									
2019	000s	40.0	36.5	38.7	59.8	41.0	45.7	51.9	66.8	40.2	45.4	32.0	61.2	559.3	1.0%	115.2	146.5	158.9	138.7																									

VISITOR NUMBERS													STAYING VISITOR			
SHARE OF MARKET													000s		Visitor No.s by Year and Share of Total	
Staying Visitor	000s	448.6	439.2	449.6	456.4	442.5	448.3	464.8	494.2	479.7	518.9	553.6	559.3	600.00	30.0%	
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	500.00	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%	400.00	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%	300.00	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%	200.00	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%	100.00	5.0%	



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

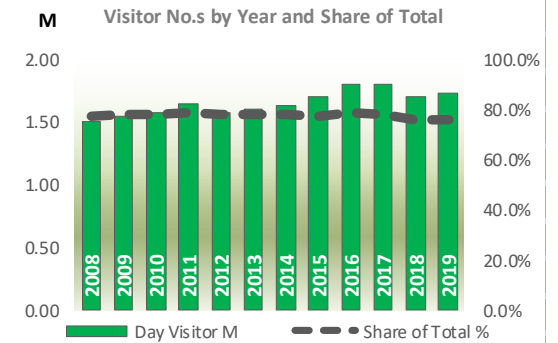
2008 to 2019

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								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 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		
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		
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		
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%		
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%		
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%		
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%		



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

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

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

SERVICED

VISITOR DAYS

VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
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		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%	Annual Change	61.4%	19.2%	31.0%	86.1%
% 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%	1.9%	-0.3%	-5.0%	-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	2.4%	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	
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	Visitor Days by Year and 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		
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%		
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%		
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%		
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%		



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

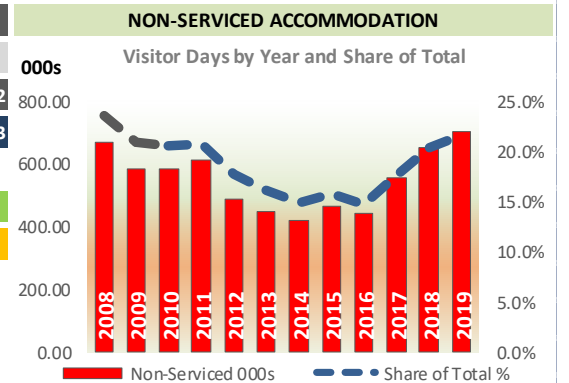
2008 to 2019

NON-SERVICED

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																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
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%	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	
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		
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%		



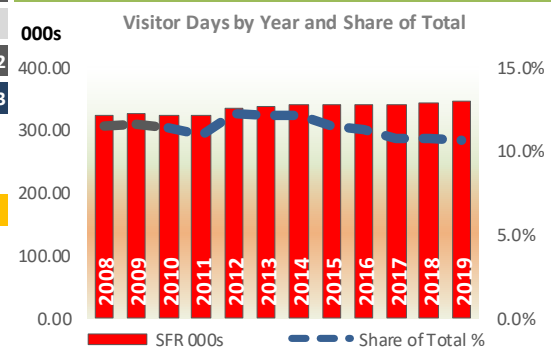
This report is copyright © Global Tourism Solutions (UK) Ltd 2020

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

STEAM FINAL TREND REPORT FOR 2008-2019
MONMOUTHSHIRE COUNTY COUNCIL

VISITOR DAYS BY:													2008 to 2019		SFR	VISITOR DAYS															
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																
KEY													TOTAL						% Change												
An increase of 3% or more													VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES		Annual Change																
Less than 3% change													Q1		Q2		Q3		Q4												
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 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%	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%
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	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													000s		Visitor Days by Year and Share of Total		
		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019				
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				
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				
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%				
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%				
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%				



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

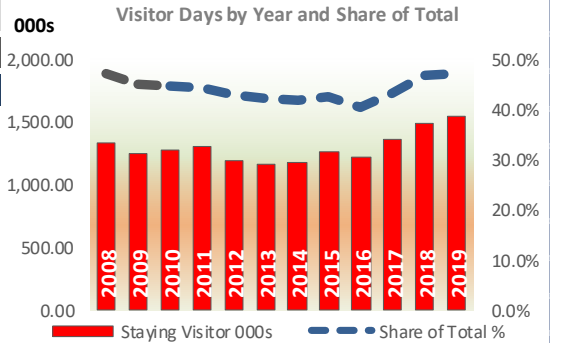
2008 to 2019

STAYING VISITOR

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																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
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		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%	29.4%	8.3%	3.8%	39.5%	
% 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%	6.1%	3.2%	1.2%	4.3%	
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	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	-5.7%	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	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	50.0%
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	1,500.00	40.0%
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%	1,000.00	30.0%
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%	500.00	20.0%
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%	0.00	10.0%
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%	0.00	0.0%



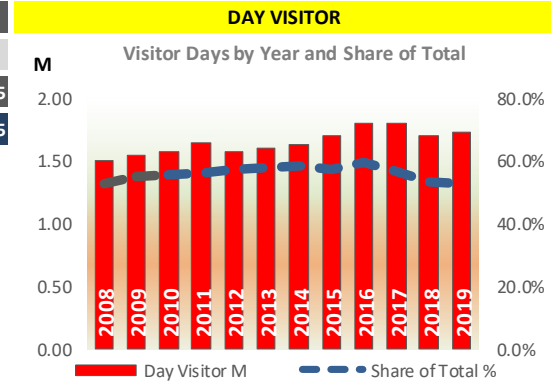
This report is copyright © Global Tourism Solutions (UK) Ltd 2020

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

STEAM FINAL TREND REPORT FOR 2008-2019
MONMOUTHSHIRE COUNTY COUNCIL

VISITOR DAYS BY:													2008 to 2019		DAY VISITOR		VISITOR DAYS												
MONTH AND QUARTER													CALENDAR YEAR		QUARTER														
DAY VISITOR													TOTAL	% Change															
VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES															Annual Change	Q1	Q2	Q3	Q4										
KEY																													
An increase of 3% or more																													
Less than 3% change																													
A Fall of 3% or more																													
Q1													Q2				Q3				Q4								
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC													Q1				Q2				Q3				Q4				
% 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 DAYS													DAY VISITOR																																															
SHARE OF MARKET													2008				2009				2010				2011				2012				2013				2014				2015				2016				2017				2018				2019			
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																																			
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																																			
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%																																			
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%																																			
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%	-0.3%																																			
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%																																			



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

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

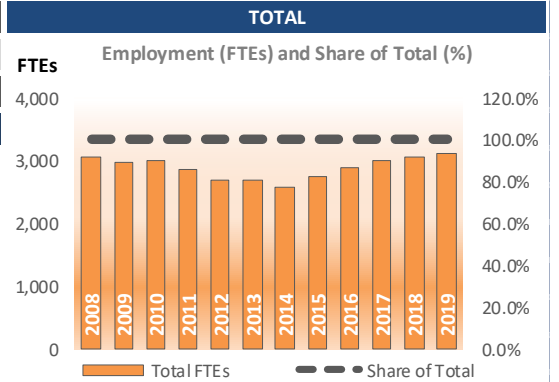
Direct and Total Employment by Month, Year and Visitor Type for the Period 2008 to 2019

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												TOTAL	% Change	Q1	Q2	Q3	Q4
An increase of 3% or more	TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	Q1	Q2	Q3	Q4
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% 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%	Annual Change	-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%
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
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	-2.3%	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	0.9%	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	-5.1%	2,037	3,295	3,758	2,324
2012 FTEs	1,943	1,857	2,496	2,862	2,753	3,075	3,630	4,192	2,938	2,561	1,979	2,151	2,703	-5.3%	2,099	2,897	3,587	2,230
2013 FTEs	1,860	1,862	2,348	2,605	2,953	3,114	3,773	4,268	2,777	2,589	1,976	2,303	2,702	0.0%	2,023	2,891	3,606	2,289
2014 FTEs	1,844	1,847	2,187	2,793	2,584	2,751	3,392	4,029	2,655	2,507	1,984	2,250	2,569	-4.9%	1,959	2,710	3,359	2,247
2015 FTEs	1,949	1,953	2,247	3,008	2,798	2,865	3,675	4,306	2,783	2,949	2,038	2,355	2,744	6.8%	2,050	2,890	3,588	2,447
2016 FTEs	2,045	1,985	2,585	3,026	2,766	3,126	3,840	4,787	3,020	2,845	2,160	2,556	2,895	5.5%	2,205	2,973	3,882	2,521
2017 FTEs	2,069	2,047	2,474	3,379	2,904	3,355	3,858	4,824	3,201	3,099	2,295	2,624	3,011	4.0%	2,197	3,213	3,961	2,672
2018 FTEs	2,104	2,115	2,416	3,235	3,207	3,538	3,906	4,669	3,229	3,118	2,407	2,686	3,052	1.4%	2,212	3,327	3,934	2,737
2019 FTEs	2,286	2,254	2,370	3,582	3,269	3,394	3,877	4,645	3,390	3,132	2,327	2,899	3,119	2.2%	2,303	3,415	3,971	2,786

EMPLOYMENT													TOTAL	
SHARE OF MARKET	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	FTEs	Share of Total (%)
Total	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	
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	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Annual Change in Share	%													
Change in Share from 2008	%													
Avg Ann. Change in Share	%													



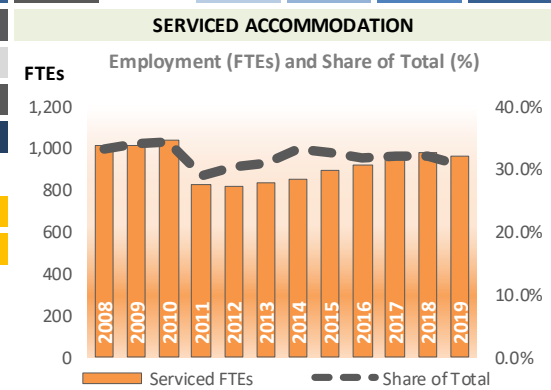
This report is copyright © Global Tourism Solutions (UK) Ltd 2020

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

STEAM FINAL TREND REPORT FOR 2008-2019
MONMOUTHSHIRE COUNTY COUNCIL

EMPLOYMENT BY:													2008 to 2019		SERVICED		DIRECT EMPLOYMENT			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
KEY													TOTAL		QUARTER					
SERVICED ACCOMMODATION													% Change		QUARTER					
DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES													Annual Change		QUARTER					
An increase of 3% or more													Annual Change		QUARTER					
Less than 3% change													Annual Change		QUARTER					
A Fall of 3% or more													Annual Change		QUARTER					
Q1													Annual Change		QUARTER					
Q2													Annual Change		QUARTER					
Q3													Annual Change		QUARTER					
Q4													Annual Change		QUARTER					
JAN													Annual Change		QUARTER					
FEB													Annual Change		QUARTER					
MAR													Annual Change		QUARTER					
APR													Annual Change		QUARTER					
MAY													Annual Change		QUARTER					
JUN													Annual Change		QUARTER					
JUL													Annual Change		QUARTER					
AUG													Annual Change		QUARTER					
SEP													Annual Change		QUARTER					
OCT													Annual Change		QUARTER					
NOV													Annual Change		QUARTER					
DEC													Annual Change		QUARTER					
2008 FTEs													Annual Change		QUARTER					
2009 FTEs													Annual Change		QUARTER					
2010 FTEs													Annual Change		QUARTER					
2011 FTEs													Annual Change		QUARTER					
2012 FTEs													Annual Change		QUARTER					
2013 FTEs													Annual Change		QUARTER					
2014 FTEs													Annual Change		QUARTER					
2015 FTEs													Annual Change		QUARTER					
2016 FTEs													Annual Change		QUARTER					
2017 FTEs													Annual Change		QUARTER					
2018 FTEs													Annual Change		QUARTER					
2019 FTEs													Annual Change		QUARTER					

EMPLOYMENT													SERVICED ACCOMMODATION		
SHARE OF MARKET													FTEs		
Serviced	FTEs	1,008	1,014	1,033	822	820	836	852	893	916	960	976	957	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		
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%		
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%		
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%		
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%		



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

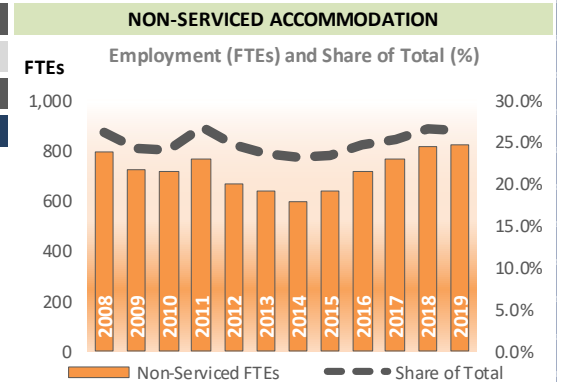
2008 to 2019

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	Q1	Q2	Q3	Q4
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% 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%	Annual Change	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%	Annual Change	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%	Annual Change	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		467	919	1,210	585
2009 FTEs	375	398	481	779	840	908	1,127	1,390	818	685	407	464	723	-9.2%	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												
SHARE OF MARKET	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Non-Serviced FTEs	795	723	719	762	667	637	594	639	715	764	813	823
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 %	26.1%	24.3%	23.9%	26.7%	24.7%	23.6%	23.1%	23.3%	24.7%	25.4%	26.6%	26.4%
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%
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%
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%



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

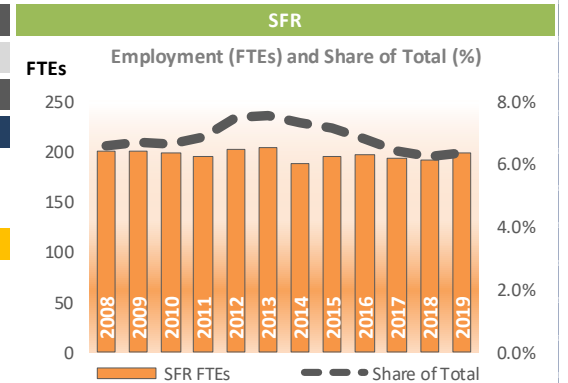
2008 to 2019

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												TOTAL	% Change	Q1	Q2	Q3	Q4	
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% 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%	-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%	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%	-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		
SFR	FTEs	200	200	199	195	202	203	188	196	197	193	191	198		
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	%	6.6%	6.7%	6.6%	6.8%	7.5%	7.5%	7.3%	7.1%	6.8%	6.4%	6.3%	6.3%		
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%		
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%		
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

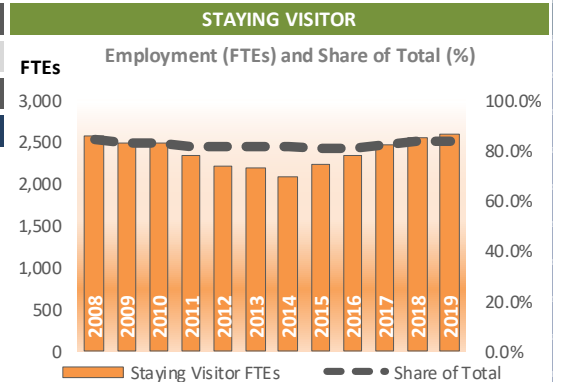
2008 to 2019

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	Q1	Q2	Q3	Q4
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% 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%	Annual Change	5.3%	-5.0%	-8.7%	7.9%
% 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%		1.5%	-0.8%	-1.8%	1.1%
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%	-0.5%	-0.8%	0.7%
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		1,571	2,209	2,496	1,739
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%	1,492	2,098	2,423	1,732
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%	1,511	2,071	2,381	1,841
2011 FTEs	1,439	1,316	1,482	2,080	1,928	1,989	2,224	2,348	1,828	1,750	1,391	1,570	1,779	-8.8%	1,412	1,999	2,133	1,570
2012 FTEs	1,425	1,291	1,588	1,822	1,655	1,810	2,061	2,287	1,734	1,623	1,389	1,589	1,689	-5.0%	1,435	1,762	2,027	1,534
2013 FTEs	1,430	1,286	1,532	1,677	1,730	1,776	2,076	2,198	1,635	1,673	1,412	1,683	1,676	-0.8%	1,416	1,728	1,970	1,589
2014 FTEs	1,426	1,325	1,448	1,769	1,622	1,610	1,912	2,178	1,591	1,633	1,424	1,678	1,635	-2.4%	1,400	1,667	1,894	1,578
2015 FTEs	1,473	1,353	1,475	1,837	1,700	1,740	2,077	2,339	1,663	1,863	1,447	1,756	1,727	5.6%	1,434	1,759	2,026	1,689
2016 FTEs	1,583	1,437	1,643	2,047	1,770	1,759	2,151	2,493	1,812	1,824	1,524	1,897	1,828	5.9%	1,554	1,859	2,152	1,748
2017 FTEs	1,577	1,458	1,683	2,178	1,824	1,944	2,203	2,694	1,941	1,997	1,563	1,955	1,918	4.9%	1,573	1,982	2,279	1,838
2018 FTEs	1,618	1,520	1,754	2,195	2,005	2,146	2,324	2,696	1,941	2,040	1,604	1,922	1,981	3.3%	1,631	2,115	2,320	1,856
2019 FTEs	1,675	1,562	1,727	2,227	1,990	2,079	2,252	2,588	1,998	2,032	1,553	2,044	1,977	-0.2%	1,655	2,099	2,280	1,877

EMPLOYMENT													STAYING VISITOR	
SHARE OF MARKET	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	FTEs	Share of Total (%)
Staying Visitor FTEs	2,564	2,479	2,497	2,331	2,204	2,193	2,087	2,224	2,340	2,470	2,549	2,597		
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 %	84.1%	83.2%	83.0%	81.7%	81.5%	81.1%	81.2%	81.1%	80.8%	82.1%	83.5%	83.3%		
Annual Change in Share %		-1.0%	-0.2%	-1.6%	-0.2%	-0.5%	0.1%	-0.2%	-0.3%	1.5%	1.8%	-0.3%		
Change in Share from 2008 %		-1.0%	-1.2%	-2.8%	-3.0%	-3.5%	-3.4%	-3.6%	-3.9%	-2.4%	-0.6%	-0.9%		
Avg Ann. Change in Share %		-1.0%	-0.6%	-0.9%	-0.8%	-0.7%	-0.6%	-0.5%	-0.5%	-0.3%	-0.1%	-0.1%		



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

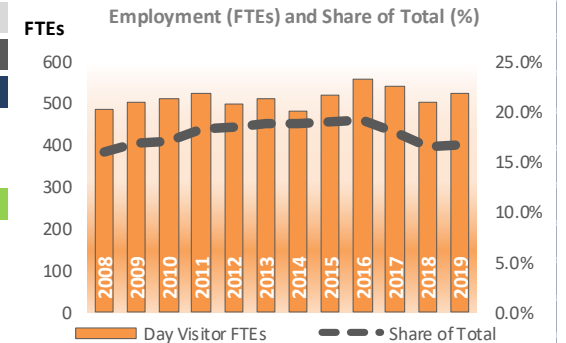
2008 to 2019

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												TOTAL	% Change	Q1	Q2	Q3	Q4
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% 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%	Annual Change	-35.6%	36.2%	6.0%	23.8%
% 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%	3.0%	0.6%
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%	0.5%	2.2%
2008 FTEs	202	408	623	201	580	632	675	920	671	582	251	88	486		411	471	755	307
2009 FTEs	192	309	439	654	641	670	698	1,027	546	424	242	156	500	2.9%	314	655	757	274
2010 FTEs	163	288	383	634	671	760	735	1,012	626	474	228	146	510	2.0%	278	689	791	283
2011 FTEs	188	312	390	653	621	673	721	1,087	582	549	283	215	523	2.5%	297	649	796	349
2012 FTEs	226	278	452	503	595	672	783	948	597	460	285	193	499	-4.5%	319	590	776	313
2013 FTEs	157	287	400	457	662	735	867	1,093	575	428	254	199	509	2.0%	281	618	845	294
2014 FTEs	162	248	398	531	529	672	809	979	562	438	267	190	482	-5.4%	270	578	783	298
2015 FTEs	193	299	416	628	617	622	853	1,026	575	536	283	184	519	7.7%	303	622	818	334
2016 FTEs	182	264	531	444	547	828	922	1,253	628	531	316	217	555	6.9%	326	606	934	355
2017 FTEs	206	286	400	569	594	804	860	1,043	617	532	376	199	540	-2.7%	297	656	840	369
2018 FTEs	194	277	282	447	630	744	782	917	633	482	392	259	503	-6.9%	251	607	777	378
2019 FTEs	239	321	235	623	652	649	782	965	655	486	378	277	522	3.7%	265	641	801	380

EMPLOYMENT													DAY VISITOR	
SHARE OF MARKET	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	FTEs	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%	18.8%	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%	



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

2019

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

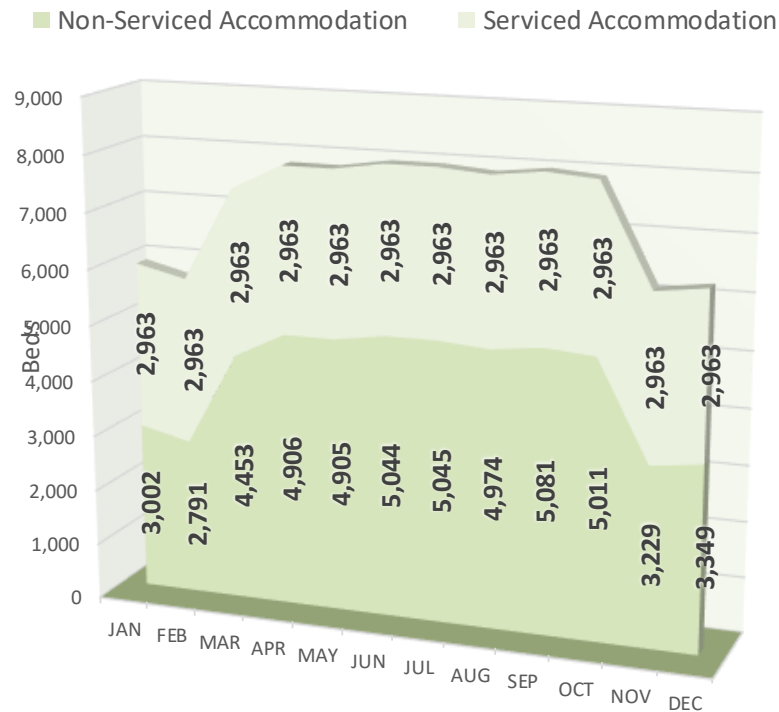
SERVICED ACCOMMODATION 2019	2019		Change on 2018		Change on 2008	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	131	2,963	-7	-41	-68	+74
+50 room hotels	4	889	0	0	+3	+577
11-50 room hotels	26	1,283	0	+4	-5	-117
<10 room hotels/others	101	791	-7	-45	-66	-386

NON-SERVICED ACCOMMODATION 2019	2019		Change on 2018		Change on 2008	
	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	
	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

SEASONAL AVAILABILITY OF BED SUPPLY
2019



Report Sections With Historic Financial Data Indexed to 2019 Prices

Sections:	<i>Comparative Headlines</i>	Visitor Types:	<i>Total</i>
	<i>Key Measures</i>		<i>Serviced Accommodation</i>
	<i>Economic Impact</i>		<i>Non-Serviced Accommodation</i>
	<i>Sectoral Analysis</i>		<i>SFR</i>
			<i>Staying Visitor</i>
			<i>Day Visitor</i>

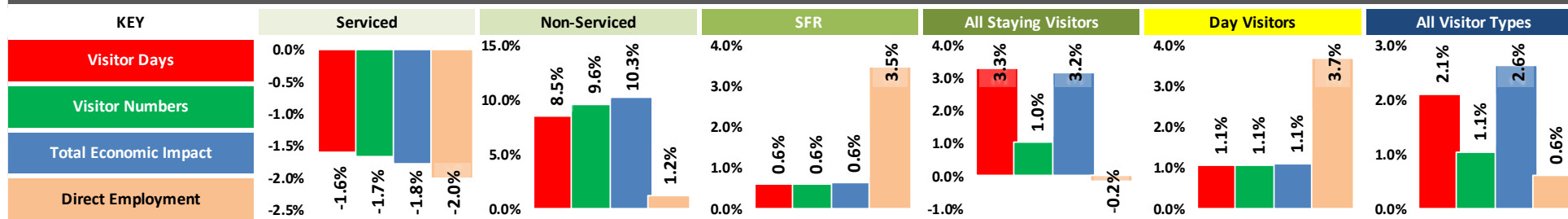
Indexation: *Indexation to: 2019*

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

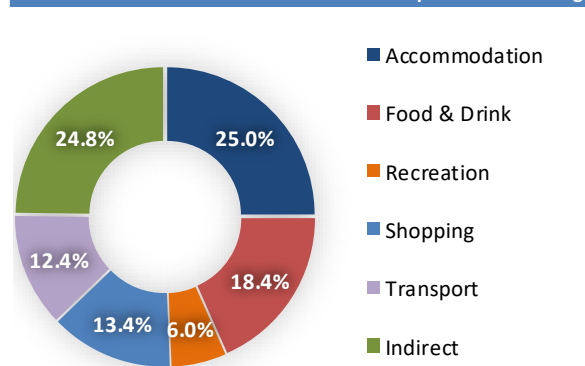
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2019 & 2018 - INDEXED TO 2019

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced			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	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 & 2018 - INDEXED TO 2019

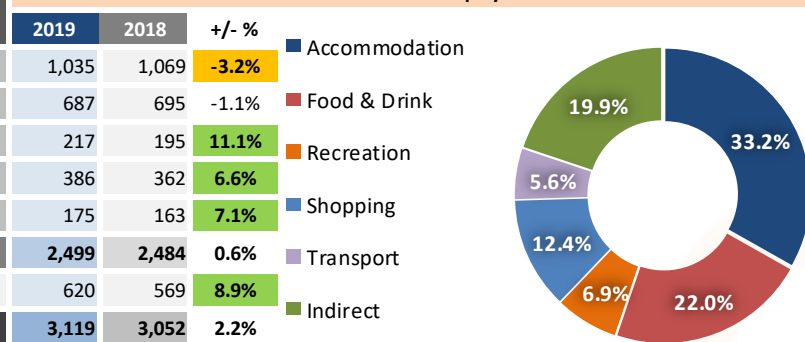


Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2019



Sectors	2019	2018	+/- %
Accommodation	61.21	57.89	5.7%
Food & Drink	45.05	44.57	1.1%
Recreation	14.69	14.51	1.3%
Shopping	32.91	32.65	0.8%
Transport	30.36	30.22	0.5%
TOTAL DIRECT	184.23	179.84	2.4%
Indirect	60.76	58.84	3.3%
TOTAL	244.99	238.67	2.6%

Sectoral Distribution of Employment - FTEs



STEAM FINAL TREND REPORT FOR 2008-2019
MONMOUTHSHIRE COUNTY COUNCIL

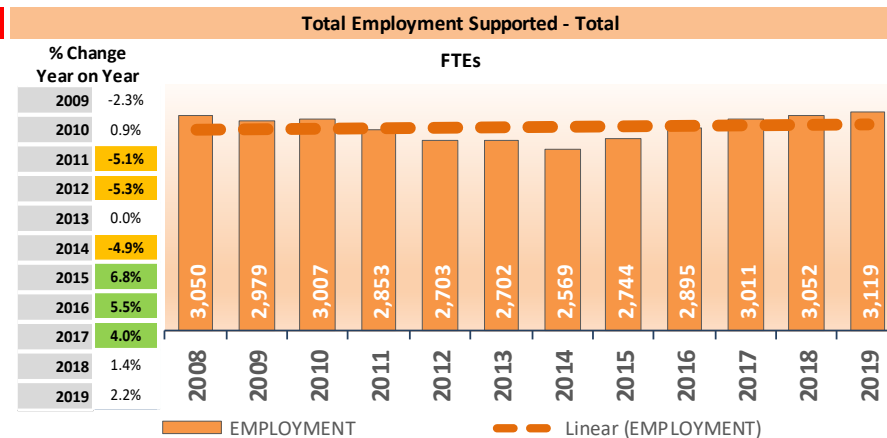
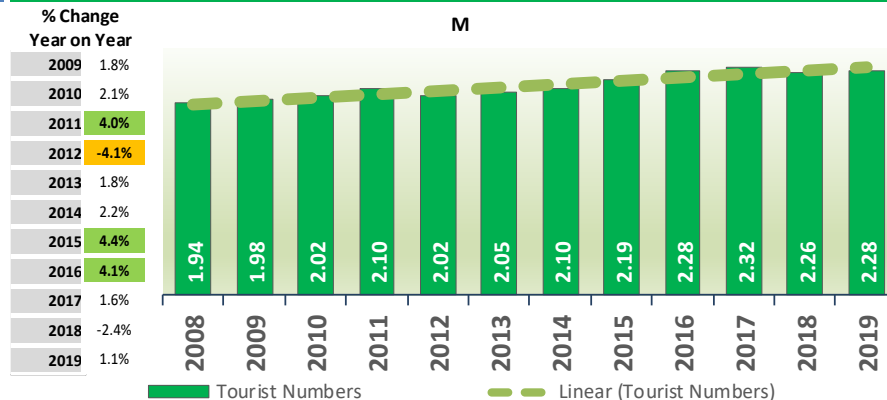
2008 to 2019
2019 Prices

TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total



% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		-2.6%	-1.3%	2.4%	-4.7%	-3.7%	-1.7%	4.8%	5.4%	14.0%	21.0%	24.2%
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%

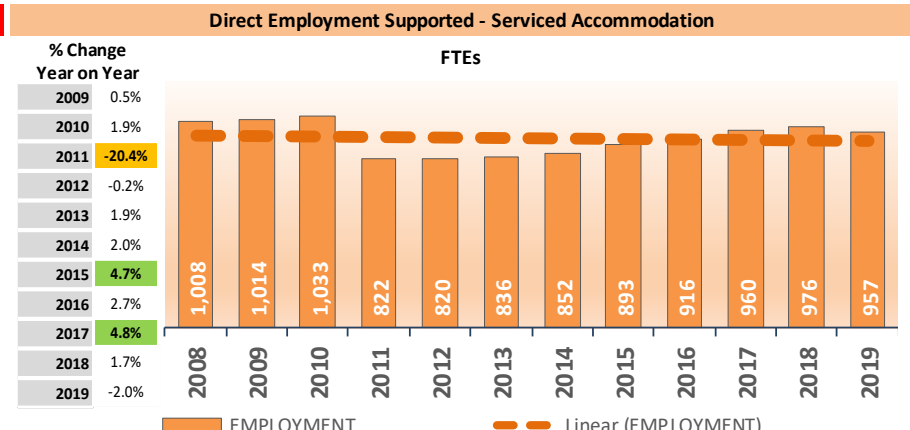
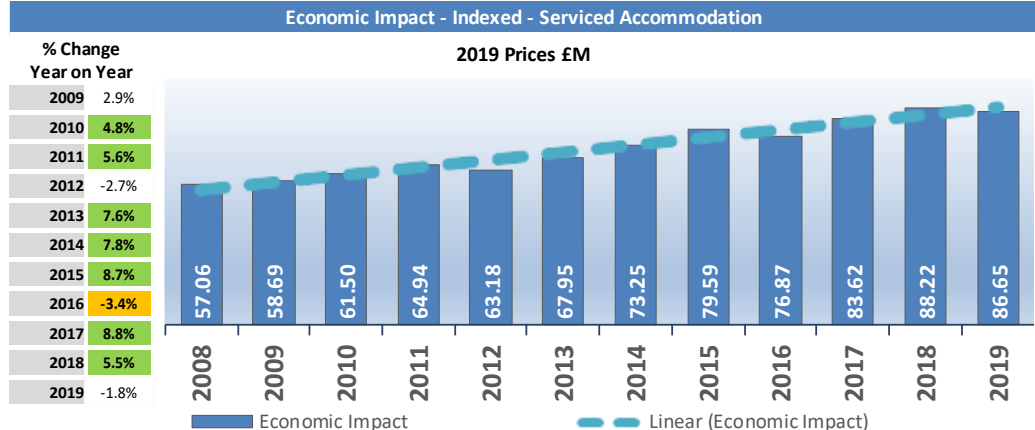
"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2008-2019
MONMOUTHSHIRE COUNTY COUNCIL

2008 to 2019
 2019 Prices

SERVICED
 ACCOMMODATION

KEY MEASURES
 Indexed



% 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

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

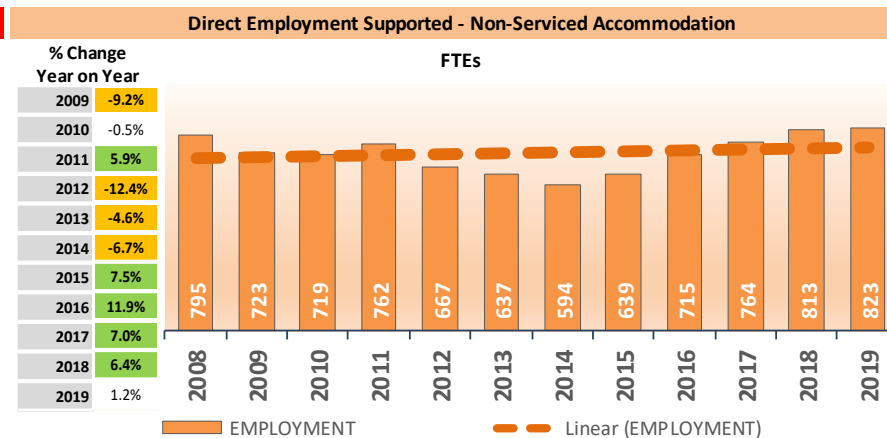
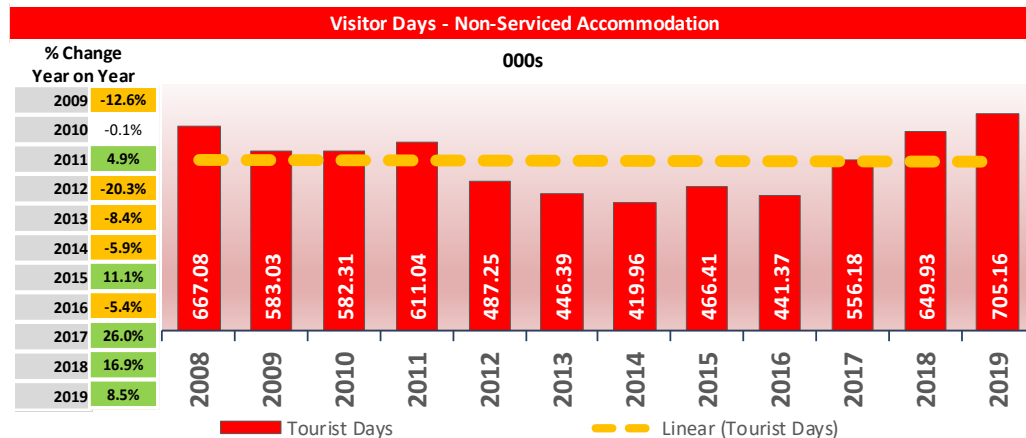
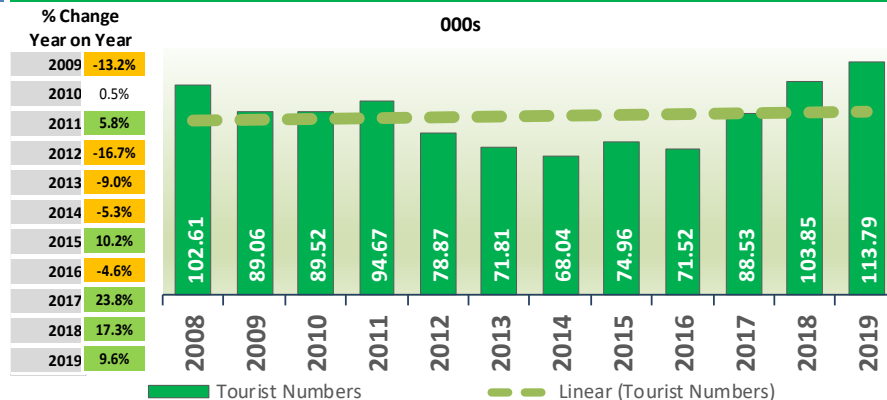
2008 to 2019
2019 Prices

NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation

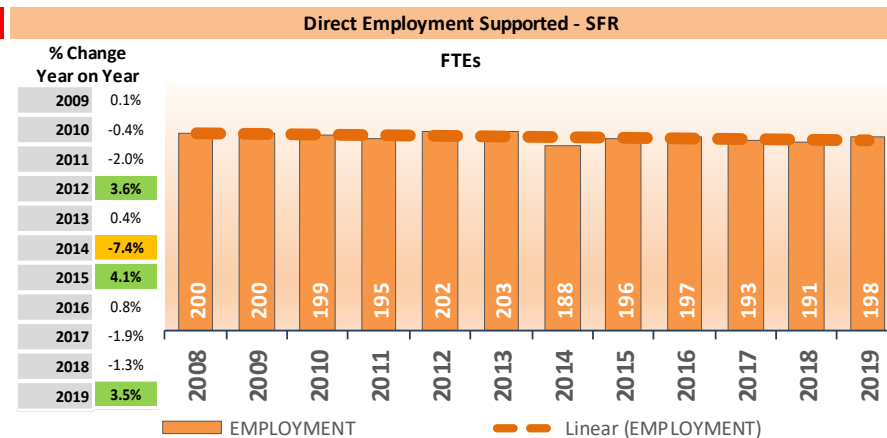
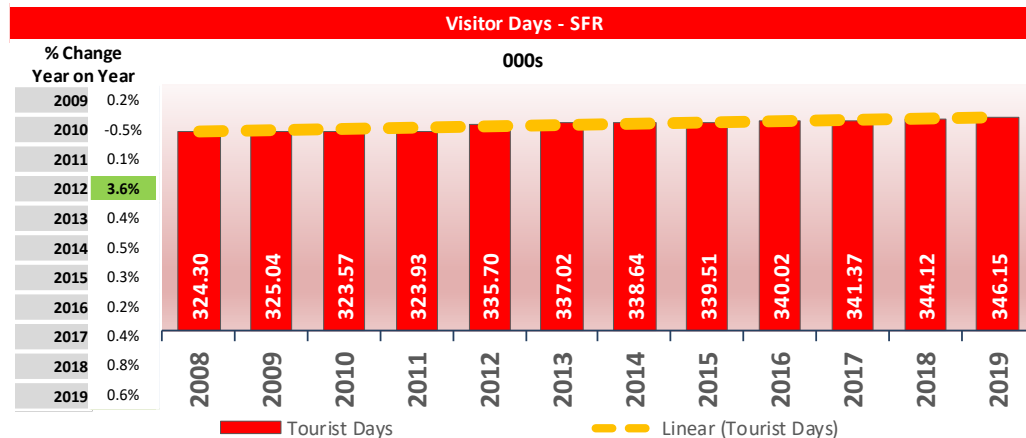
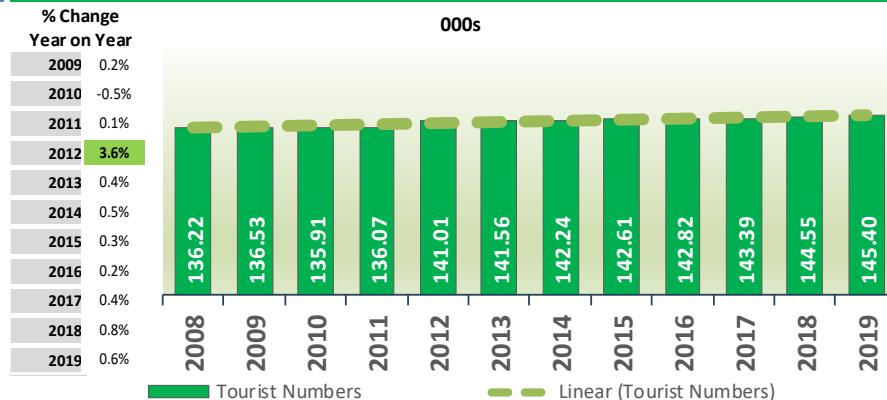
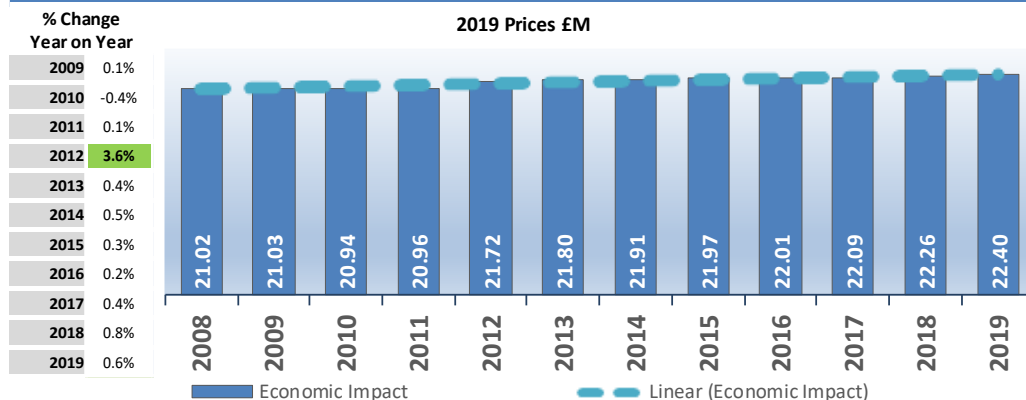


% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		-12.2%	-14.2%	-12.1%	-27.6%	-33.5%	-37.2%	-30.8%	-30.6%	-15.4%	2.7%	13.2%
Visitor Numbers		-13.2%	-12.8%	-7.7%	-23.1%	-30.0%	-33.7%	-26.9%	-30.3%	-13.7%	1.2%	10.9%
Visitor Days		-12.6%	-12.7%	-8.4%	-27.0%	-33.1%	-37.0%	-30.1%	-33.8%	-16.6%	-2.6%	5.7%
Direct Employment		-9.2%	-9.6%	-4.2%	-16.1%	-20.0%	-25.3%	-19.7%	-10.2%	-3.9%	2.2%	3.5%

"Linear" = Linear Trendline

Economic Impact - Indexed - SFR

Visitor Numbers - SFR



% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		0.1%	-0.4%	-0.3%	3.3%	3.7%	4.2%	4.5%	4.7%	5.1%	5.9%	6.6%
Visitor Numbers		0.2%	-0.2%	-0.1%	3.5%	3.9%	4.4%	4.7%	4.8%	5.3%	6.1%	6.7%
Visitor Days		0.2%	-0.2%	-0.1%	3.5%	3.9%	4.4%	4.7%	4.8%	5.3%	6.1%	6.7%
Direct Employment		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

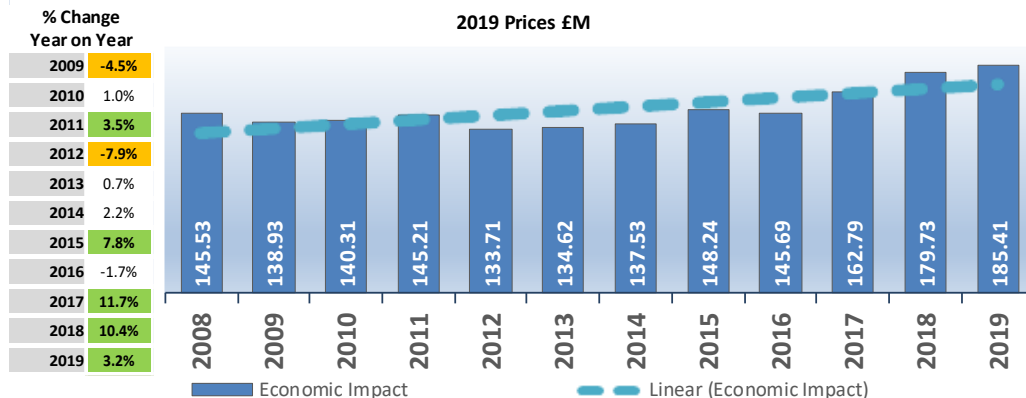
STEAM FINAL TREND REPORT FOR 2008-2019
MONMOUTHSHIRE COUNTY COUNCIL

2008 to 2019
2019 Prices

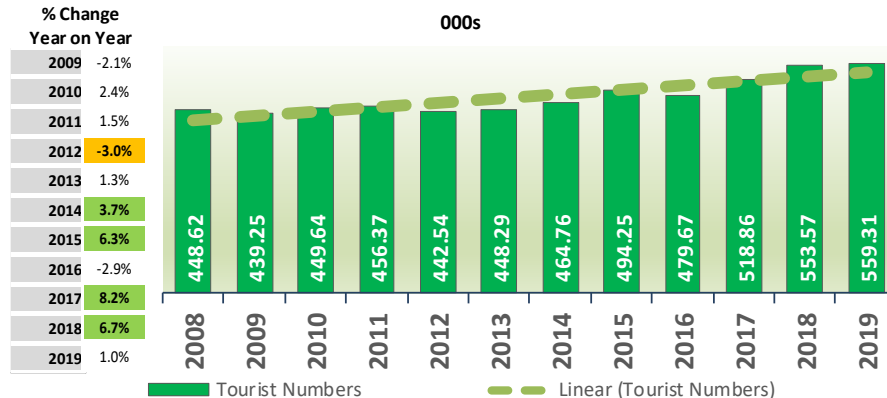
STAYING VISITOR

KEY MEASURES
Indexed

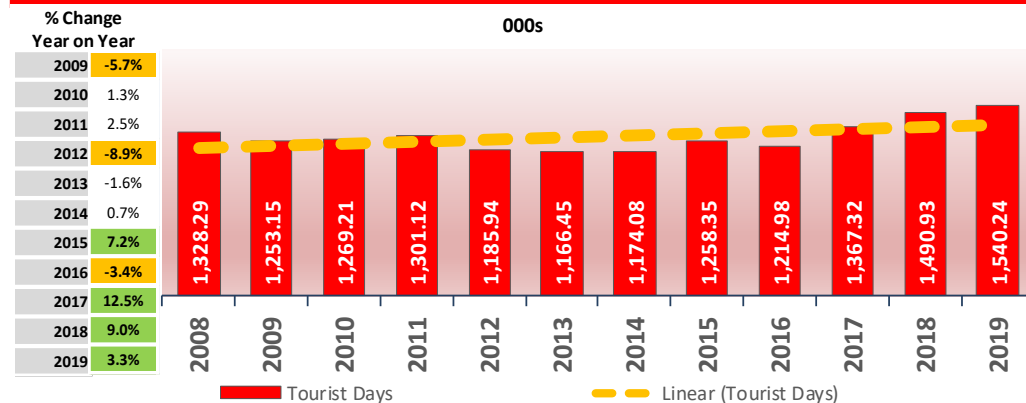
Economic Impact - Indexed - Staying Visitor



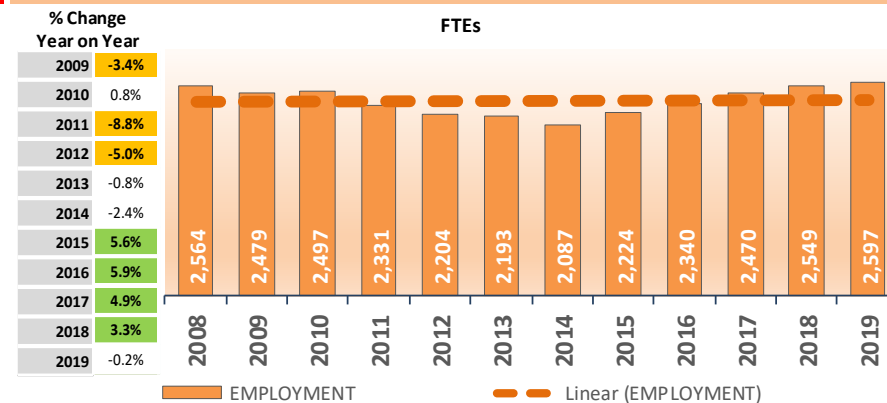
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



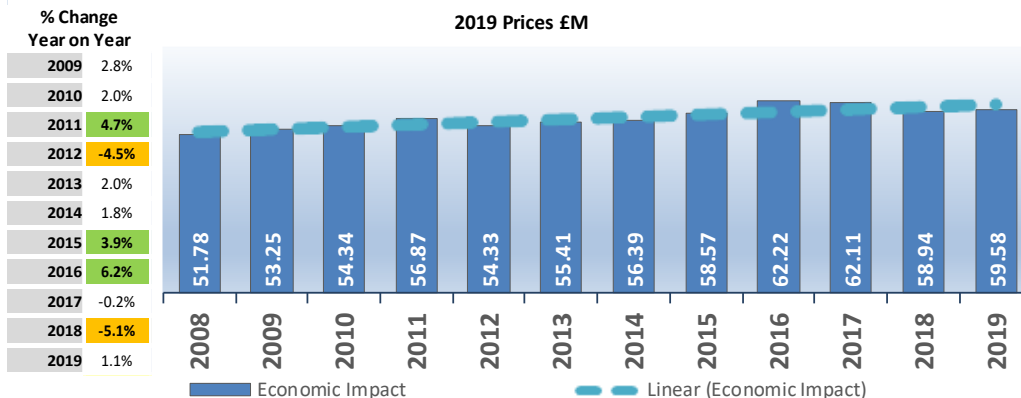
Direct Employment Supported - Staying Visitor



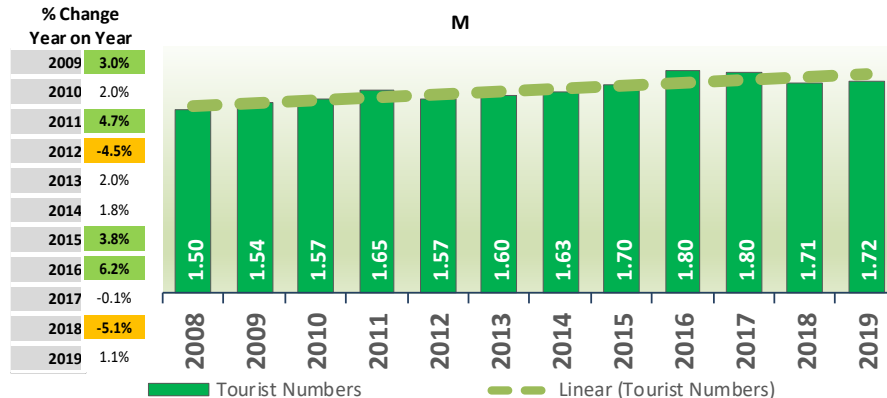
% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		-4.5%	-3.6%	-0.2%	-8.1%	-7.5%	-5.5%	1.9%	0.1%	11.9%	23.5%	27.4%
Visitor Numbers		-2.1%	0.2%	1.7%	-1.4%	-0.1%	3.6%	10.2%	6.9%	15.7%	23.4%	24.7%
Visitor Days		-5.7%	-4.4%	-2.0%	-10.7%	-12.2%	-11.6%	-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

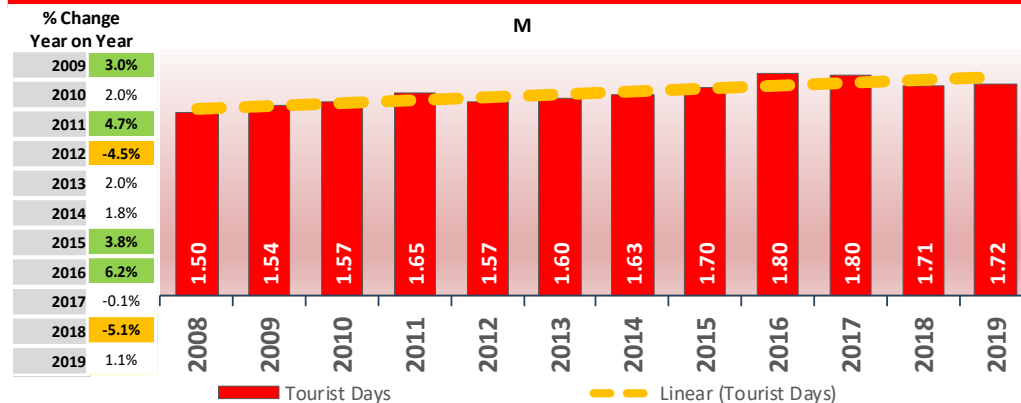
Economic Impact - Indexed - Day Visitor



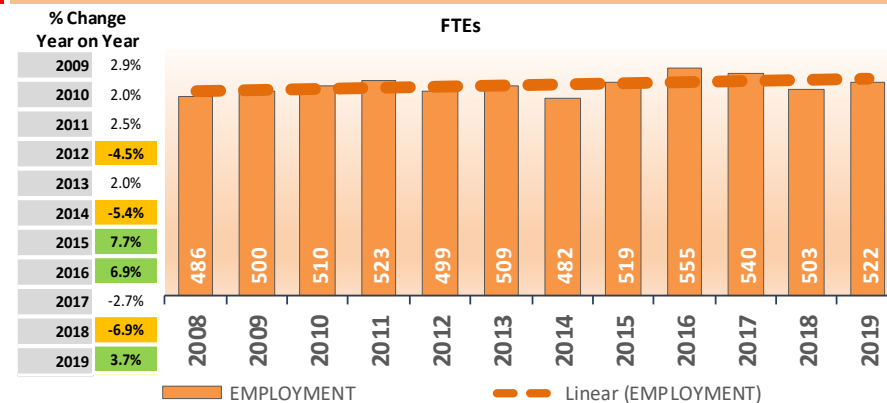
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



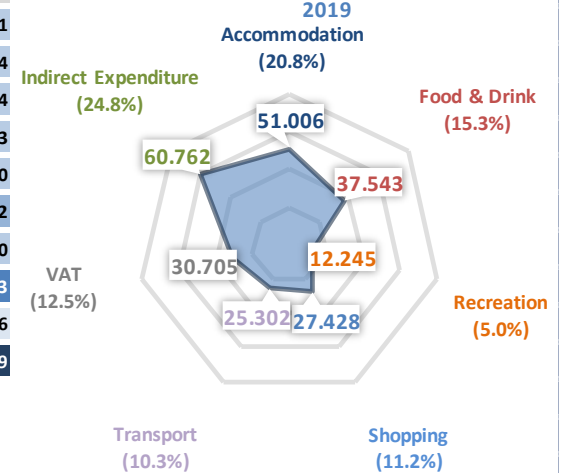
% Change from 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		2.8%	4.9%	9.8%	4.9%	7.0%	8.9%	13.1%	20.2%	20.0%	13.8%	15.1%
Visitor Numbers		3.0%	5.1%	10.0%	5.1%	7.2%	9.1%	13.3%	20.3%	20.1%	14.1%	15.3%
Visitor Days		3.0%	5.1%	10.0%	5.1%	7.2%	9.1%	13.3%	20.3%	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

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2019

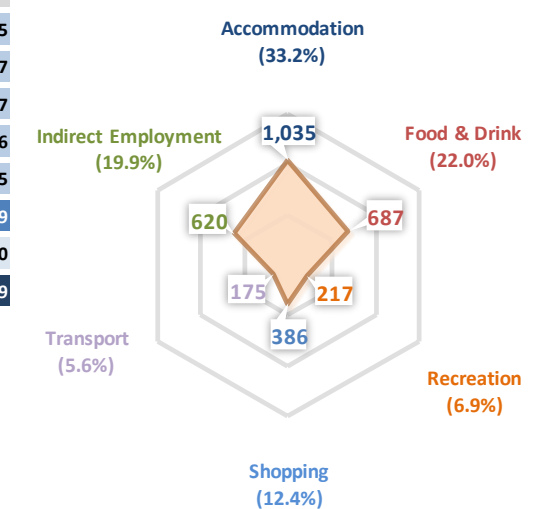
SECTOR / YEAR	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Accommodation £M	29.10	29.18	29.42	30.75	29.53	31.36	33.21	35.88	36.40	41.79	48.24	51.01
Food & Drink £M	34.55	33.54	34.19	34.52	31.89	31.86	32.30	34.36	34.21	36.25	37.14	37.54
Recreation £M	11.39	11.02	11.21	11.31	10.41	10.38	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
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

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 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
TOTAL 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

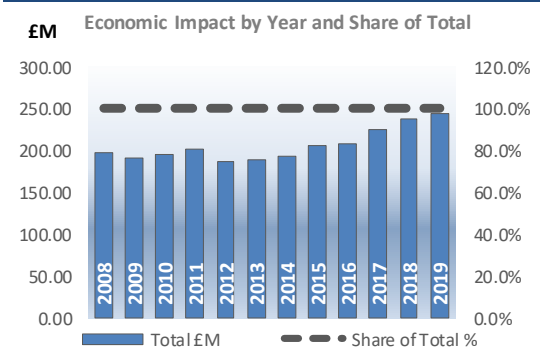
2019 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



STEAM FINAL TREND REPORT FOR 2008-2019
MONMOUTHSHIRE COUNTY COUNCIL

ECONOMIC IMPACT BY:													2008 to 2019 2019 Prices	TOTAL	ECONOMIC IMPACT Indexed				
MONTH AND QUARTER													CALENDAR YEAR	QUARTER					
KEY	TOTAL																		
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	Annual Change	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%	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	-2.6%	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	1.3%	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					
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				
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	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%				
Annual Change in Share	%																
Change in Share from 2008	%																
Avg Ann. Change in Share	%																



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

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

