



STEAM REPORT FOR 2012-2023 - FINAL

Final

MONMOUTHSHIRE COUNTY COUNCIL

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KEY MEASURES



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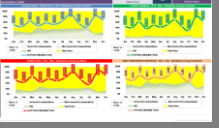
**KEY IMPACT MEASURES:
MONTHLY DATA BY
VISITOR TYPE**

DISTRIBUTION OF IMPACT: *by Visitor Type*



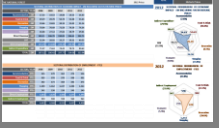
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INDEXED FINANCIAL DATA



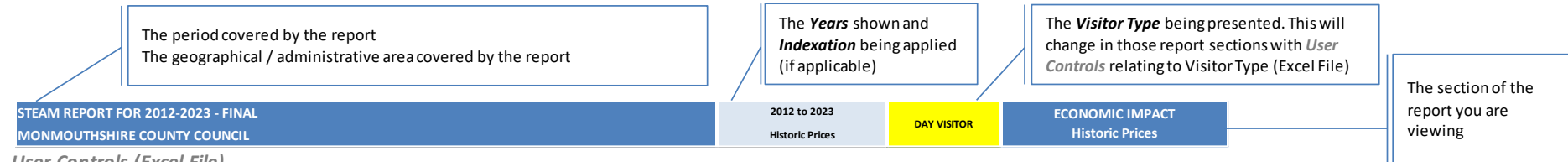
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Report Section Design and Features

Headers

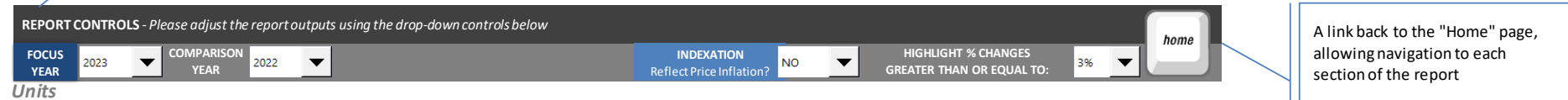
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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

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



Units

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

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

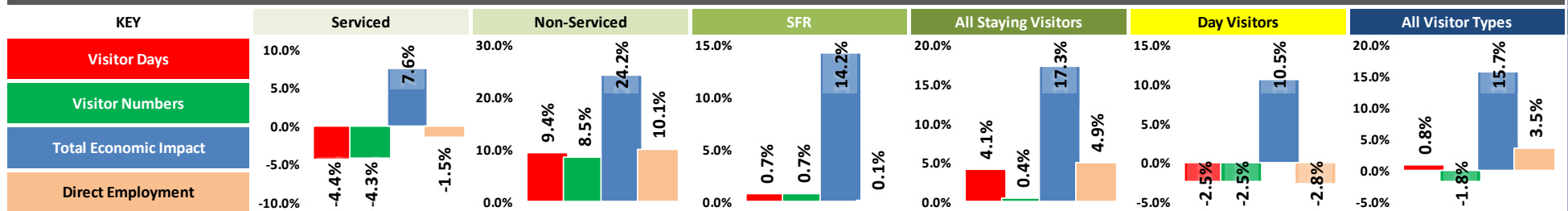
Visitor Numbers / Visitor Days / Average Length of Stay

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

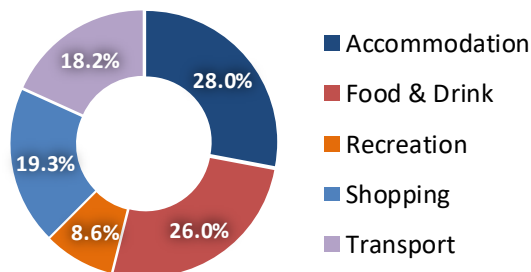
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2023 & 2022 - IN HISTORIC PRICES

KEY		Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced			2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %
		2023	2022	+/- %	2023	2022	+/- %															
Visitor Days	M	0.436	0.456	-4.4%	1.032	0.943	9.4%	0.345	0.343	0.7%	1.813	1.742	4.1%	1.715	1.759	-2.5%	3.527	3.501	0.8%			
Visitor Numbers	M	0.268	0.280	-4.3%	0.166	0.153	8.5%	0.145	0.144	0.7%	0.579	0.577	0.4%	1.715	1.759	-2.5%	2.294	2.336	-1.8%			
Direct Expenditure	£M																245.57	212.64	15.5%			
Economic Impact	£M	80.31	74.66	7.6%	145.66	117.32	24.2%	28.43	24.89	14.2%	254.40	216.87	17.3%	75.39	68.20	10.5%	329.80	285.08	15.7%			
Direct Employment	FTEs	817	829	-1.5%	1,338	1,216	10.1%	187	186	0.1%	2,342	2,231	4.9%	492	506	-2.8%	2,834	2,737	3.5%			
Total Employment	FTEs																3,462	3,356	3.2%			

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2023 & 2022 - IN HISTORIC PRICES



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



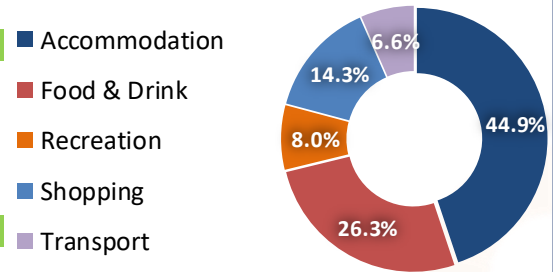
Direct Expenditure Categories

	2023	2022	+/- %
Accommodation	68.67	60.69	13.1%
Food & Drink	63.77	55.26	15.4%
Recreation	21.03	18.17	15.8%
Shopping	47.34	40.51	16.9%
Transport	44.76	38.03	17.7%
TOTAL DIRECT	245.57	212.64	15.5%
Indirect	84.23	72.43	16.3%
TOTAL	329.80	285.08	15.7%

Sectors

Sectors	2023	2022	+/- %
Accommodation	1,271	1,206	5.4%
Food & Drink	746	727	2.6%
Recreation	226	221	2.1%
Shopping	404	401	0.8%
Transport	186	182	2.6%
TOTAL DIRECT	2,834	2,737	3.5%
Indirect	629	618	1.7%
TOTAL	3,462	3,356	3.2%

Sectoral Distribution of Employment - FTEs



Direct Employment Categories

Unindexed Key Measures by Year and Visitor Type for the Period 2012 to 2023

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

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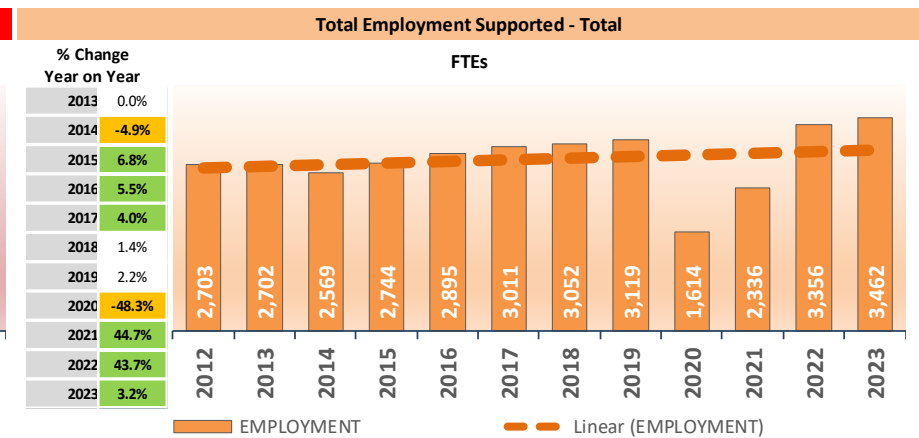
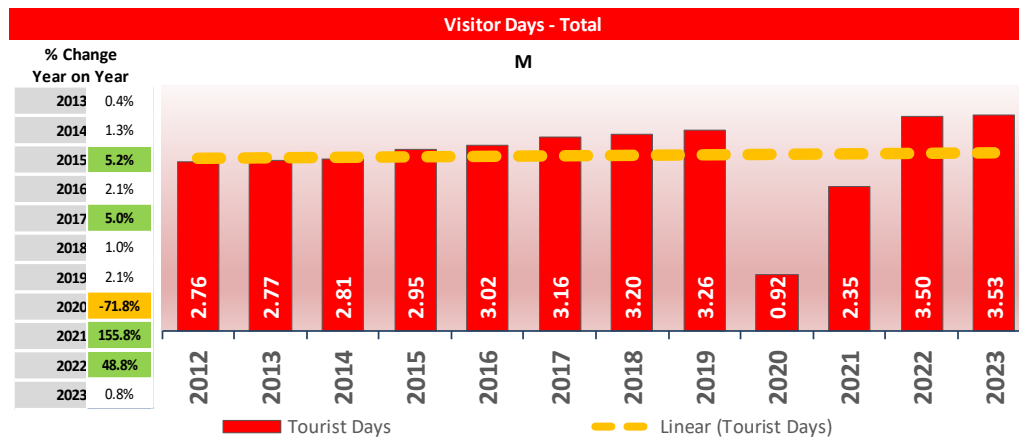
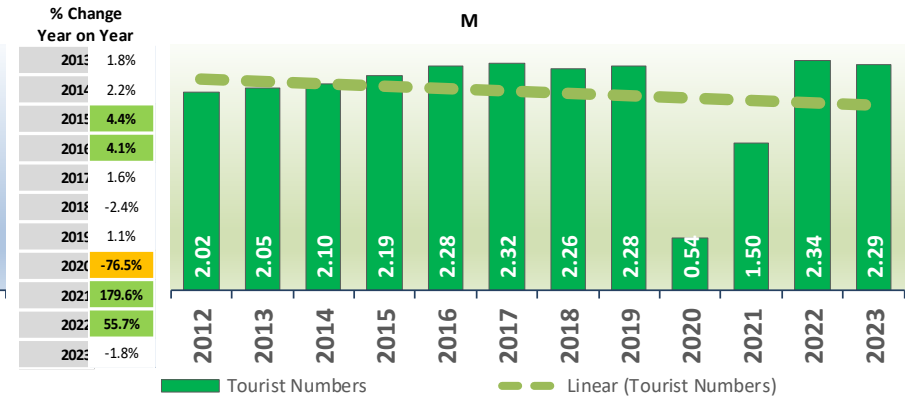
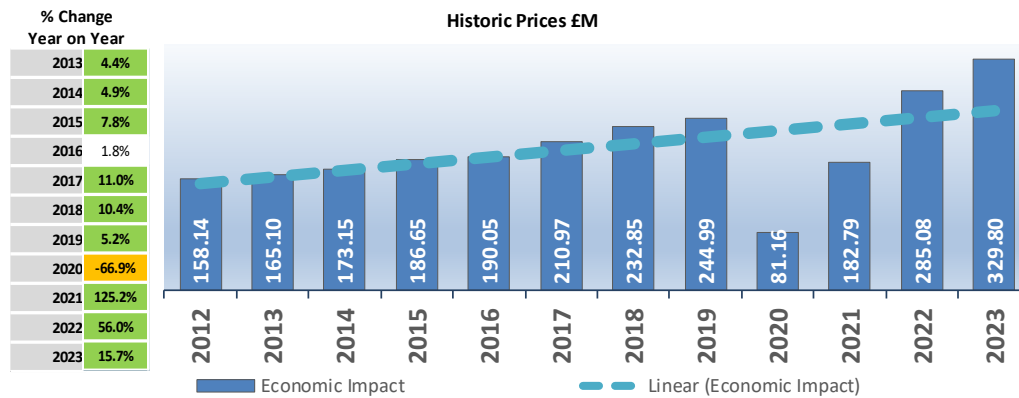
2012 to 2023
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - Total



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		4.4%	9.5%	18.0%	20.2%	33.4%	47.2%	54.9%	-48.7%	15.6%	80.3%	108.5%
Visitor Numbers		1.8%	4.1%	8.7%	13.1%	14.9%	12.2%	13.3%	-73.4%	-25.6%	15.9%	13.8%
Visitor Days		0.4%	1.7%	7.1%	9.3%	14.7%	15.9%	18.4%	-66.7%	-14.7%	26.9%	27.9%
Total Employment		0.0%	-5.0%	1.5%	7.1%	11.4%	12.9%	15.4%	-40.3%	-13.6%	24.1%	28.1%

"Linear" = Linear Trendline

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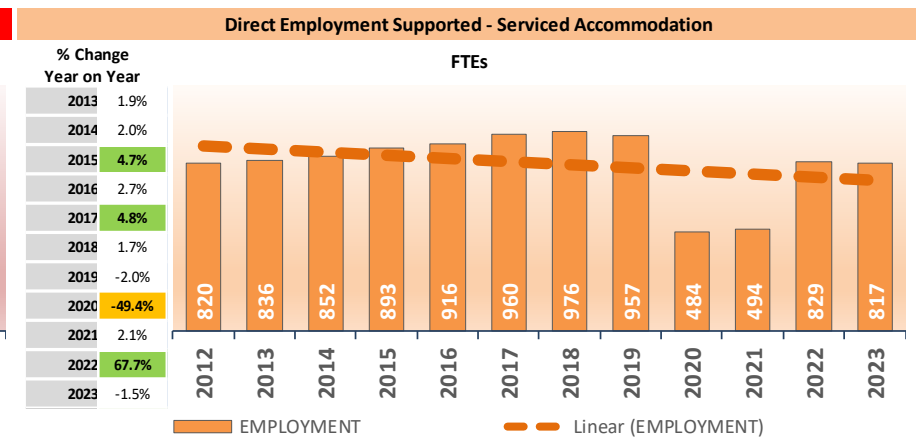
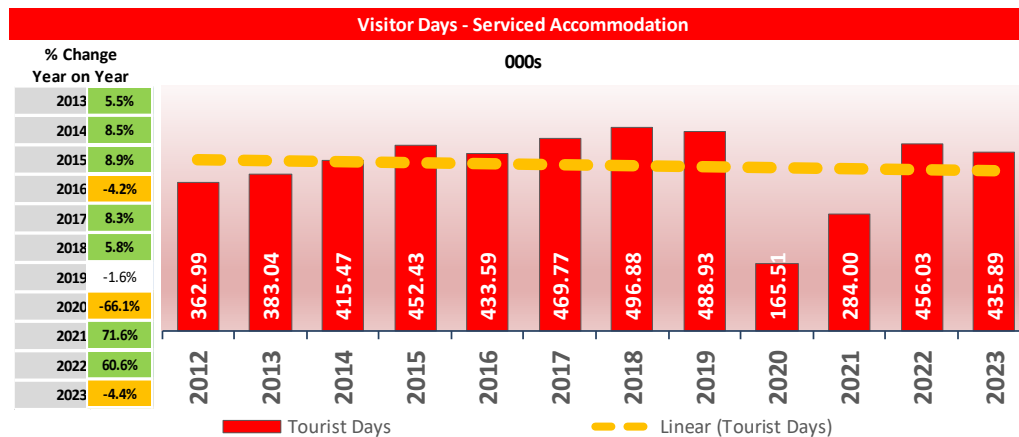
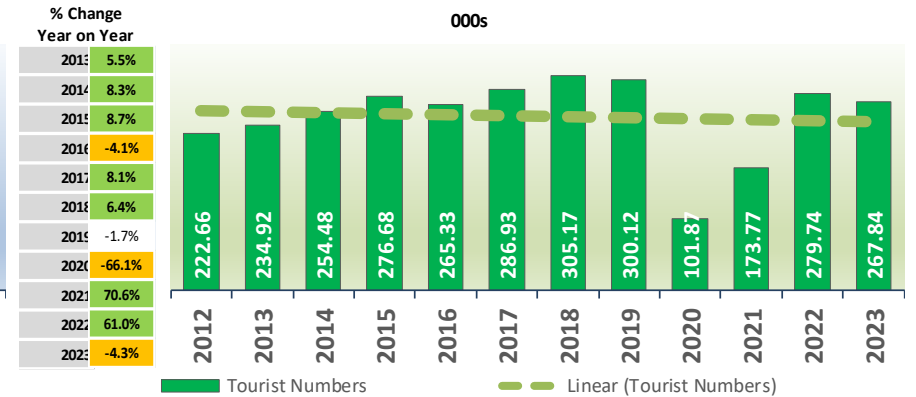
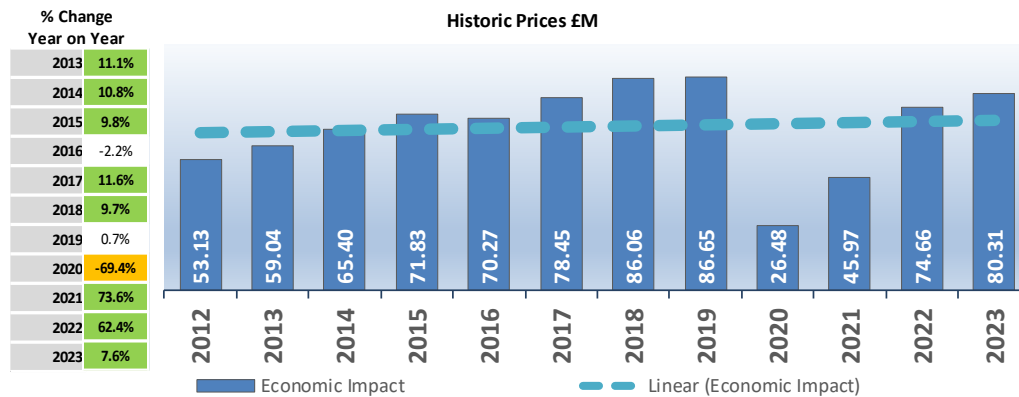
2012 to 2023
Historic Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Serviced Accommodation

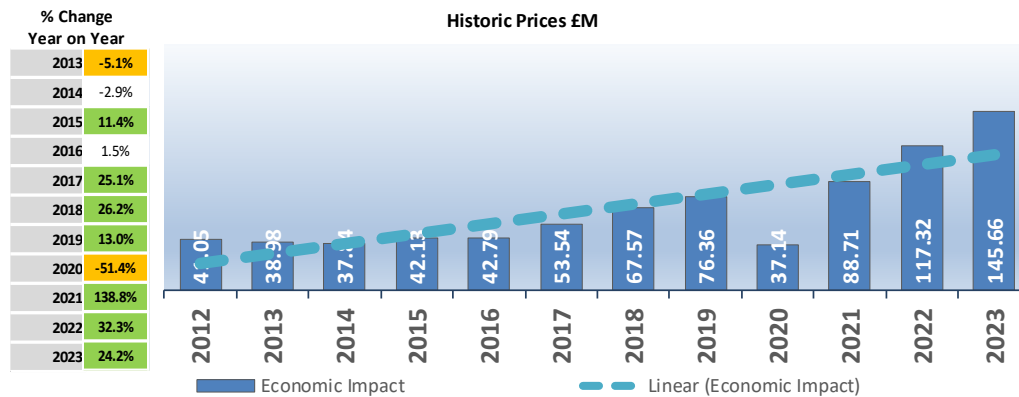
Visitor Numbers - Serviced Accommodation



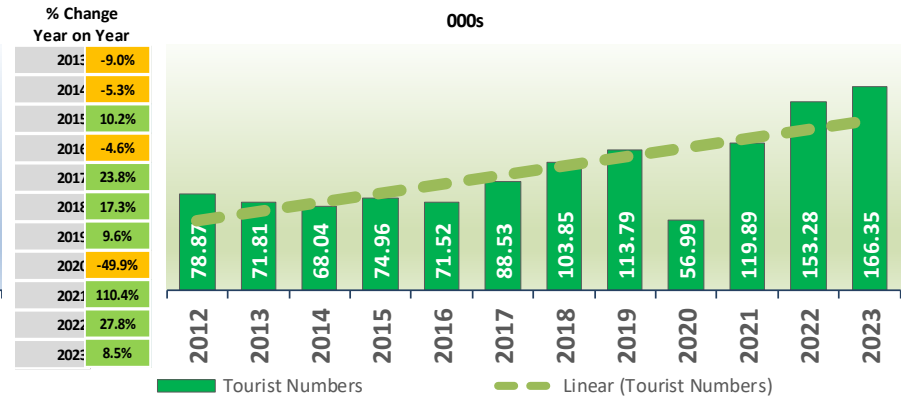
% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		11.1%	23.1%	35.2%	32.2%	47.6%	62.0%	63.1%	-50.2%	-13.5%	40.5%	51.1%
Visitor Numbers		5.5%	14.3%	24.3%	19.2%	28.9%	37.1%	34.8%	-54.2%	-22.0%	25.6%	20.3%
Visitor Days		5.5%	14.5%	24.6%	19.5%	29.4%	36.9%	34.7%	-54.4%	-21.8%	25.6%	20.1%
Direct Employment		1.9%	3.9%	8.8%	11.8%	17.1%	19.0%	16.6%	-41.0%	-39.7%	1.1%	-0.4%

"Linear" = Linear Trendline

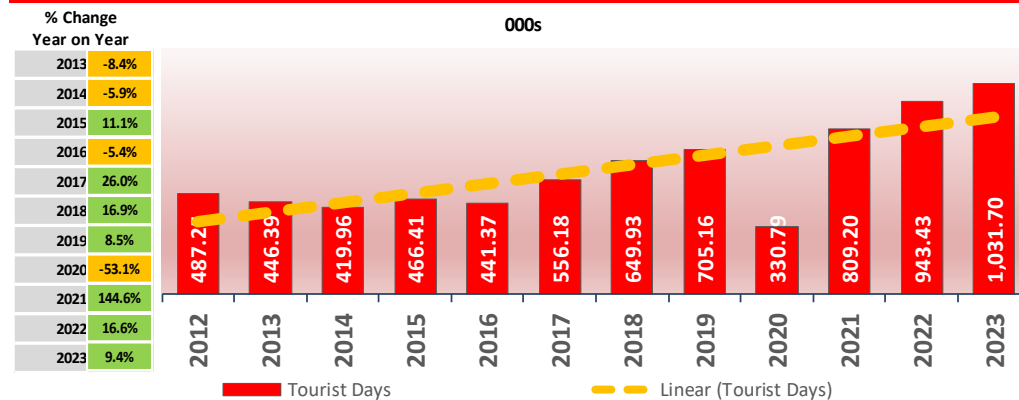
Economic Impact - Historic Prices - Non-Serviced Accommodation



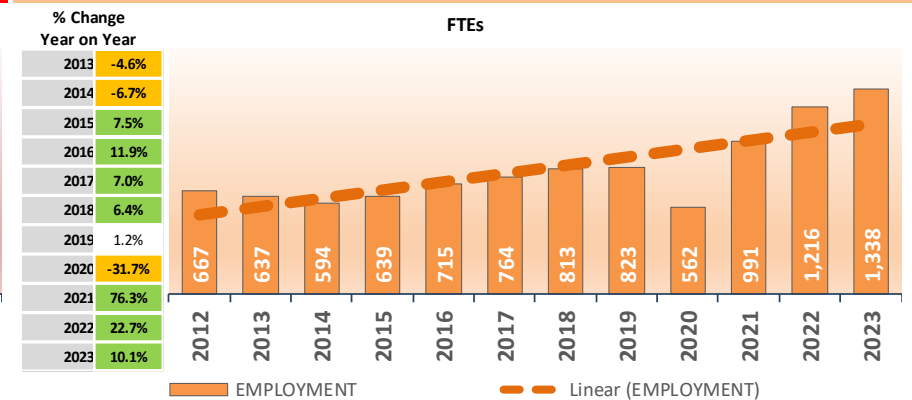
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



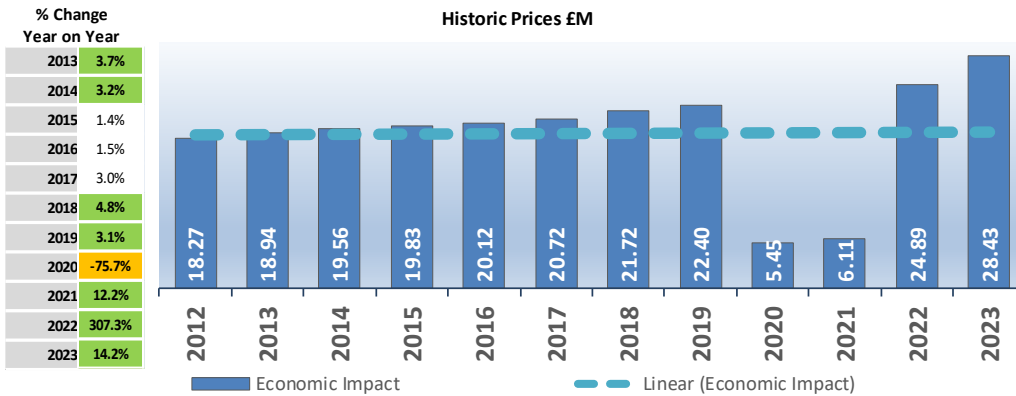
Direct Employment Supported - Non-Serviced Accommodation



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices	-	-5.1%	-7.8%	2.6%	4.2%	30.4%	64.6%	86.0%	-9.5%	116.1%	185.8%	254.8%
Visitor Numbers	-	-9.0%	-13.7%	-5.0%	-9.3%	12.3%	31.7%	44.3%	-27.7%	52.0%	94.3%	110.9%
Visitor Days	-	-8.4%	-13.8%	-4.3%	-9.4%	14.1%	33.4%	44.7%	-32.1%	66.1%	93.6%	111.7%
Direct Employment	-	-4.6%	-10.9%	-4.3%	7.1%	14.6%	21.9%	23.4%	-15.8%	48.6%	82.3%	100.6%

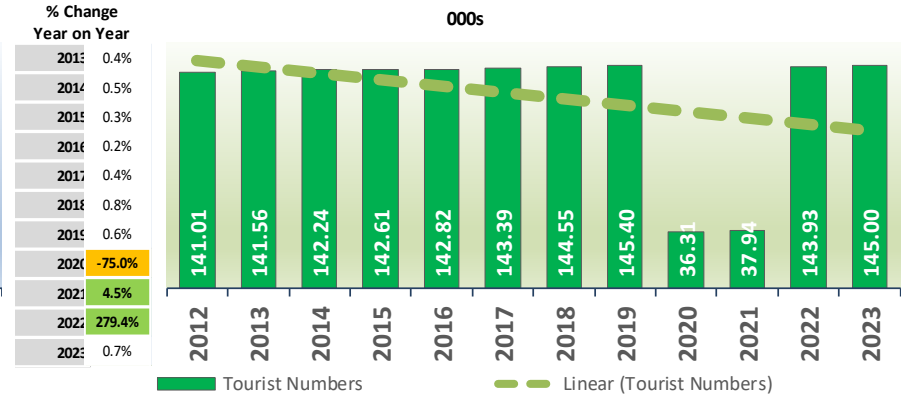
"Linear" = Linear Trendline

Economic Impact - Historic Prices - SFR



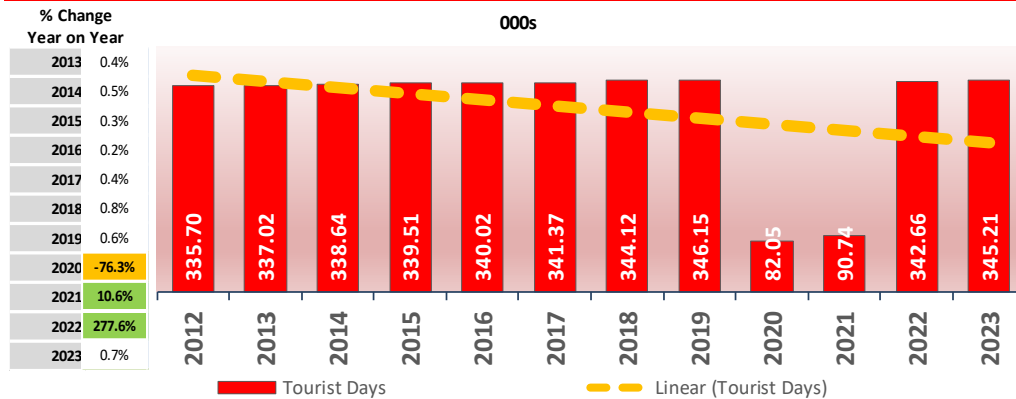
Year	% Change Year on Year
2013	3.7%
2014	3.2%
2015	1.4%
2016	1.5%
2017	3.0%
2018	4.8%
2019	3.1%
2020	-75.7%
2021	12.2%
2022	307.3%
2023	14.2%

Visitor Numbers - SFR



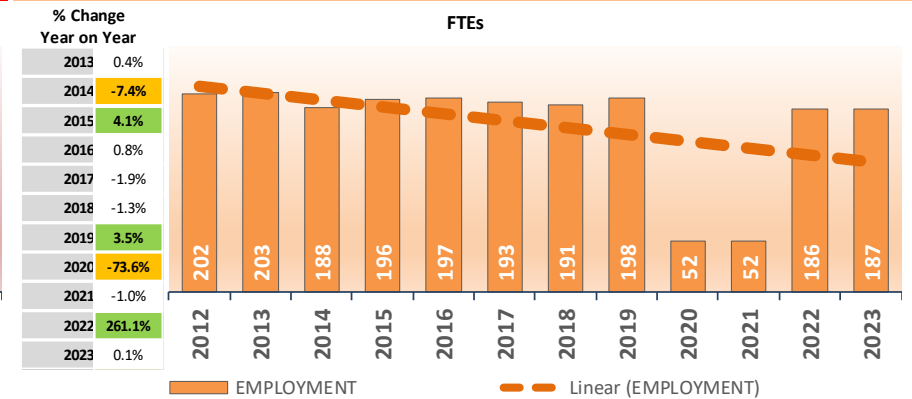
Year	% Change Year on Year
2013	0.4%
2014	0.5%
2015	0.3%
2016	0.2%
2017	0.4%
2018	0.8%
2019	0.6%
2020	-75.0%
2021	4.5%
2022	279.4%
2023	0.7%

Visitor Days - SFR



Year	% Change Year on Year
2013	0.4%
2014	0.5%
2015	0.3%
2016	0.2%
2017	0.4%
2018	0.8%
2019	0.6%
2020	-76.3%
2021	10.6%
2022	277.6%
2023	0.7%

Direct Employment Supported - SFR

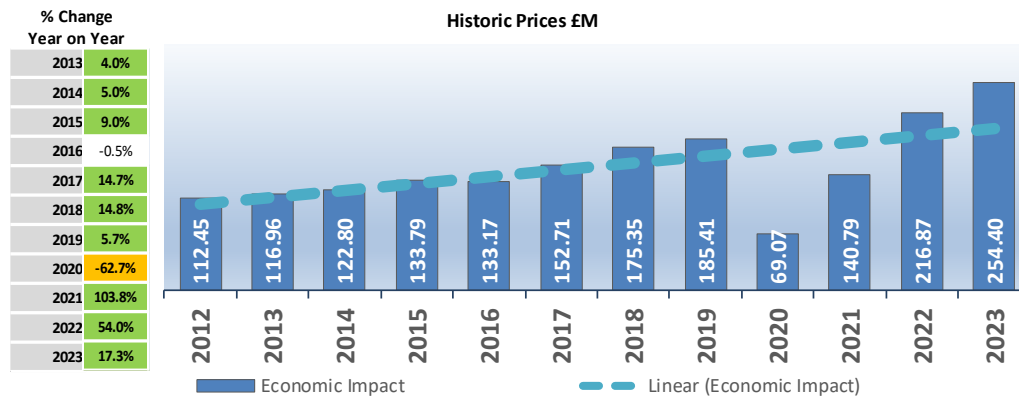


Year	% Change Year on Year
2013	0.4%
2014	-7.4%
2015	4.1%
2016	0.8%
2017	-1.9%
2018	-1.3%
2019	3.5%
2020	-73.6%
2021	-1.0%
2022	261.1%
2023	0.1%

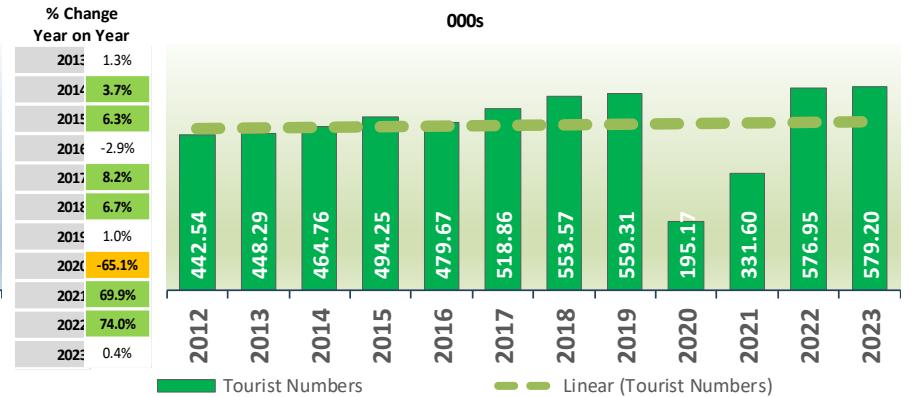
% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		3.7%	7.1%	8.5%	10.2%	13.5%	18.9%	22.6%	-70.2%	-66.5%	36.3%	55.6%
Visitor Numbers		0.4%	0.9%	1.1%	1.3%	1.7%	2.5%	3.1%	-74.2%	-73.1%	2.1%	2.8%
Visitor Days		0.4%	0.9%	1.1%	1.3%	1.7%	2.5%	3.1%	-75.6%	-73.0%	2.1%	2.8%
Direct Employment		0.4%	-7.0%	-3.2%	-2.5%	-4.4%	-5.6%	-2.3%	-74.2%	-74.5%	-7.8%	-7.7%

"Linear" = Linear Trendline

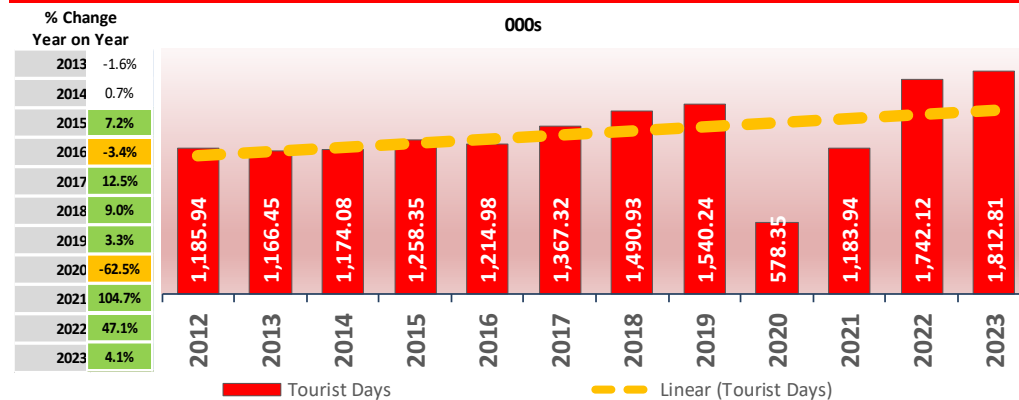
Economic Impact - Historic Prices - Staying Visitor



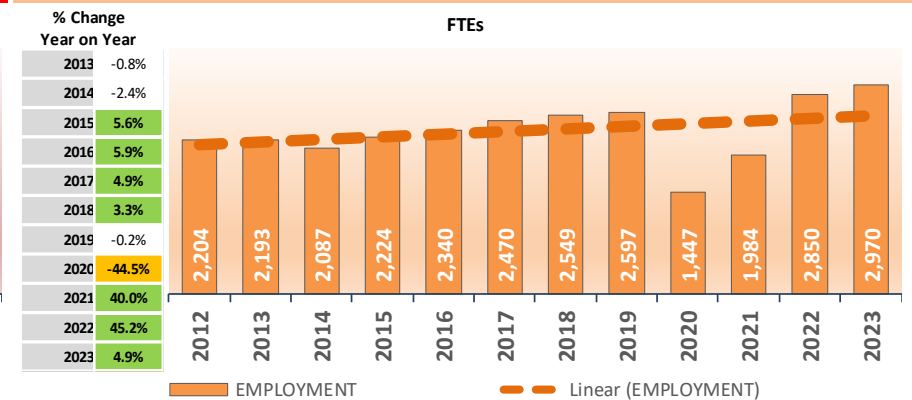
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



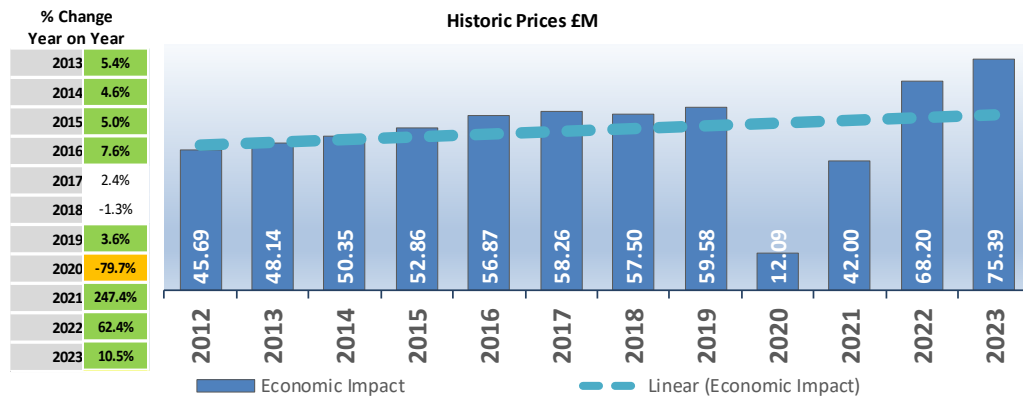
Direct Employment Supported - Staying Visitor



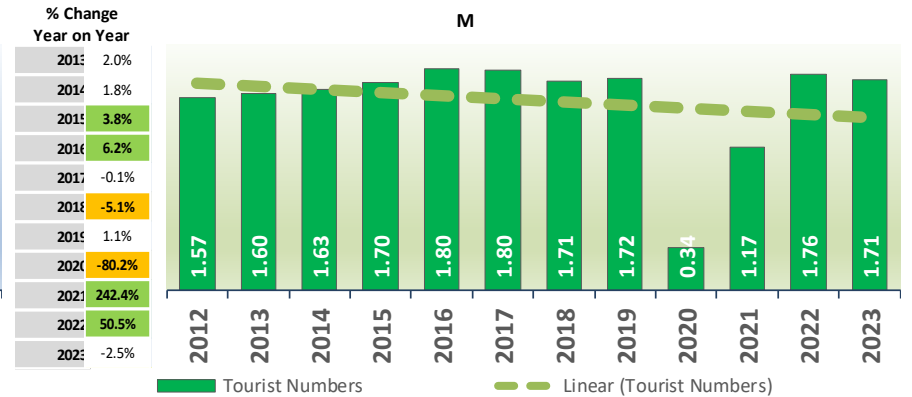
% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		4.0%	9.2%	19.0%	18.4%	35.8%	55.9%	64.9%	-38.6%	25.2%	92.9%	126.2%
Visitor Numbers		1.3%	5.0%	11.7%	8.4%	17.2%	25.1%	26.4%	-55.9%	-25.1%	30.4%	30.9%
Visitor Days		-1.6%	-1.0%	6.1%	2.4%	15.3%	25.7%	29.9%	-51.2%	-0.2%	46.9%	52.9%
Direct Employment		-0.5%	-5.3%	0.9%	6.2%	12.1%	15.7%	17.8%	-34.4%	-10.0%	29.3%	34.8%

"Linear" = Linear Trendline

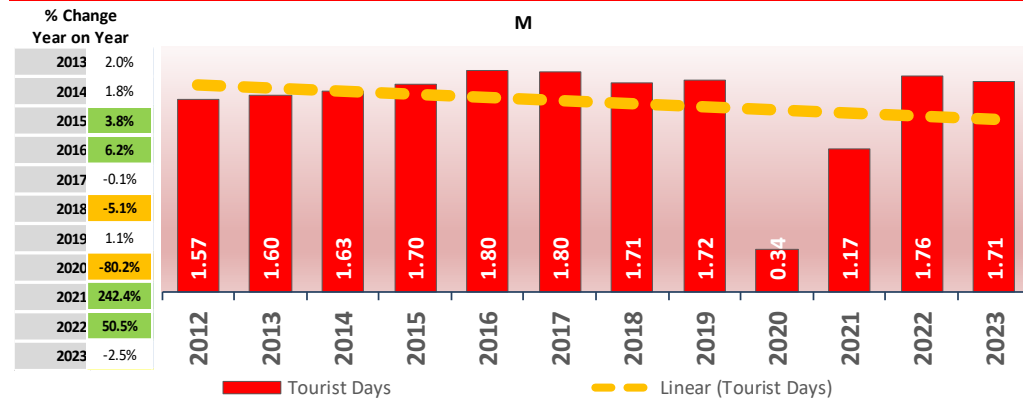
Economic Impact - Historic Prices - Day Visitor



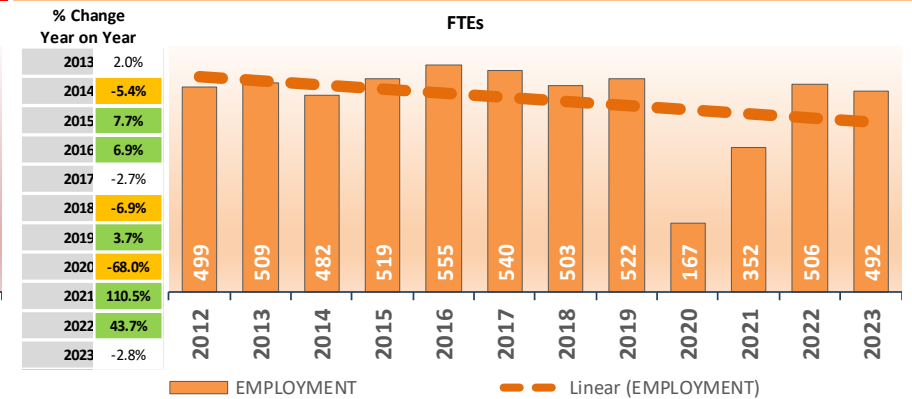
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		5.4%	10.2%	15.7%	24.5%	27.5%	25.9%	30.4%	-73.5%	-8.1%	49.3%	65.0%
Visitor Numbers		2.0%	3.8%	7.8%	14.5%	14.3%	8.5%	9.7%	-78.3%	-25.7%	11.8%	9.0%
Visitor Days		2.0%	3.8%	7.8%	14.5%	14.3%	8.5%	9.7%	-78.3%	-25.7%	11.8%	9.0%
Direct Employment		2.0%	-3.5%	4.0%	11.2%	8.2%	0.7%	4.5%	-66.5%	-29.5%	1.3%	-1.5%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2012 to 2023

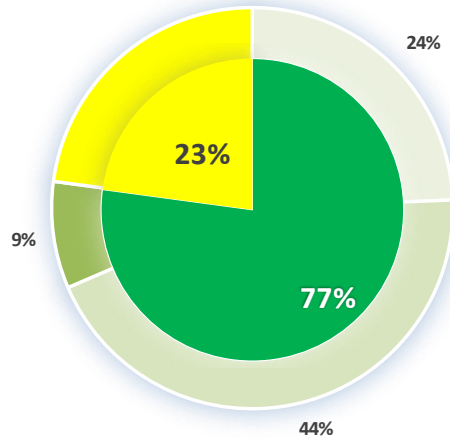
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2023 - M - Share of Total

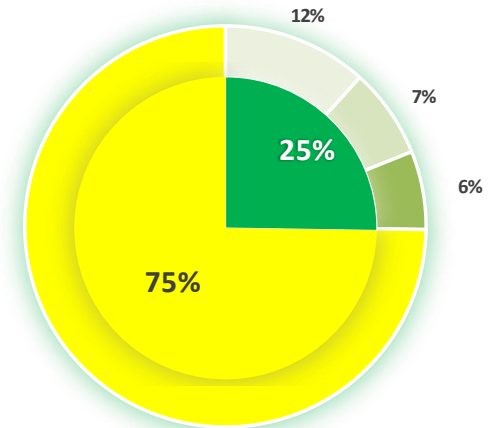
TOTAL
£329.80m

	£M
Serviced	80.31
Non-Serviced	145.66
SFR	28.43
Staying Visitor	254.40
Day Visitor	75.39
Total	329.80



TOTAL
2.29m

	M
Serviced	0.27
Non-Serviced	0.17
SFR	0.15
Staying Visitor	0.58
Day Visitor	1.71
Total	2.29

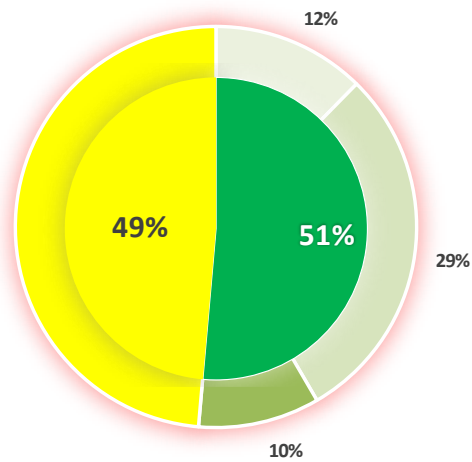


Visitor Days - 2023 - M - Share of Total

Direct Employment Supported - 2023 - FTEs - Share of Total

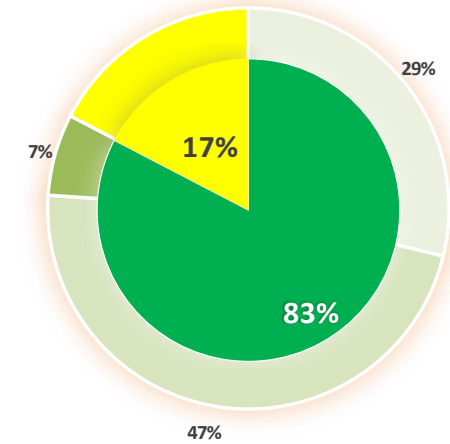
TOTAL
3.53m

	M
Serviced	0.44
Non-Serviced	1.03
SFR	0.35
Staying Visitor	1.81
Day Visitor	1.71
Total	3.53



TOTAL
2,834 Direct FTEs
3,462 Total FTEs

	FTEs
Serviced	817
Non-Serviced	1,338
SFR	187
Staying Visitor	2,342
Day Visitor	492
Total	2,834



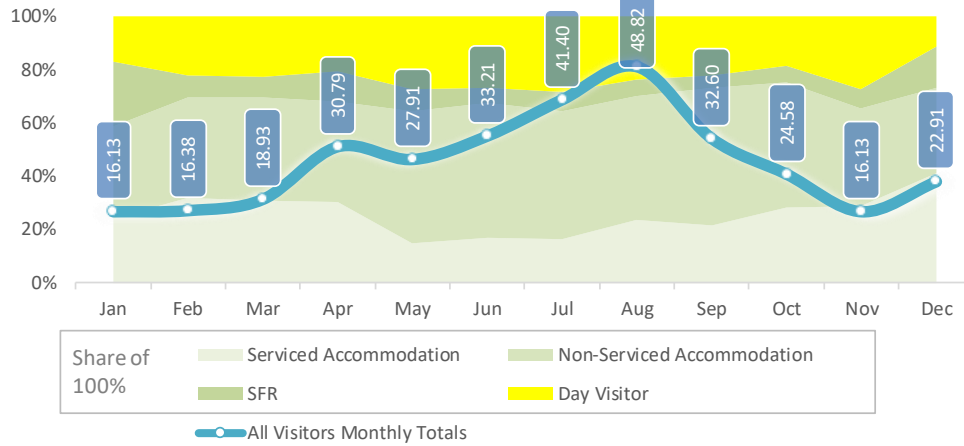
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MONMOUTHSHIRE COUNTY COUNCIL

2023
 Historic Prices

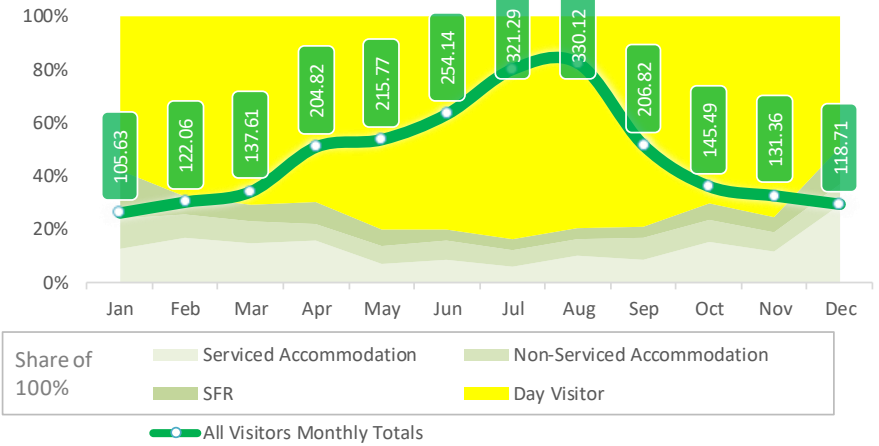
TOTAL

DISTRIBUTION BY MONTH
 Historic Prices

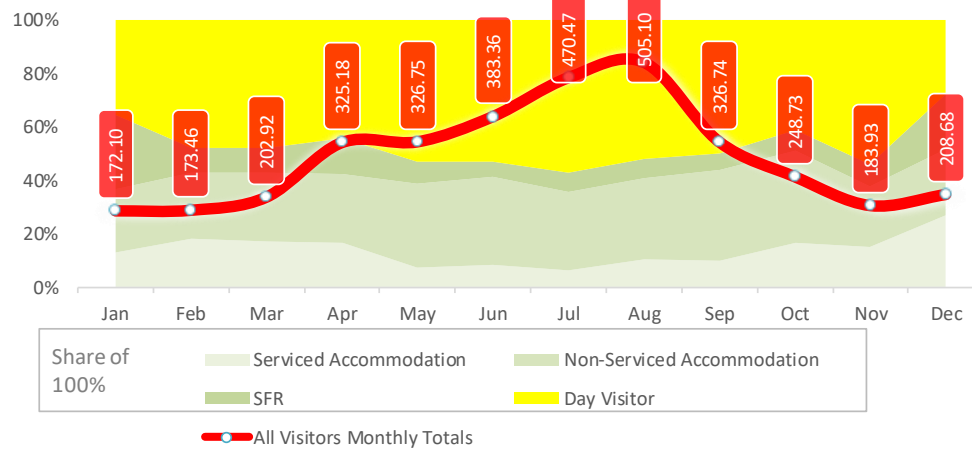
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



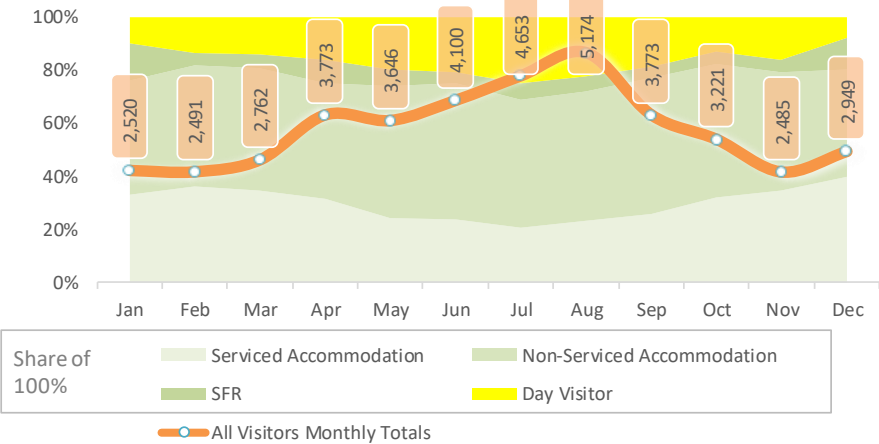
Visitor Numbers - 2023 - 000s - Distribution of Impact by Month



Visitor Days - 2023 - 000s - Distribution of Impact by Month

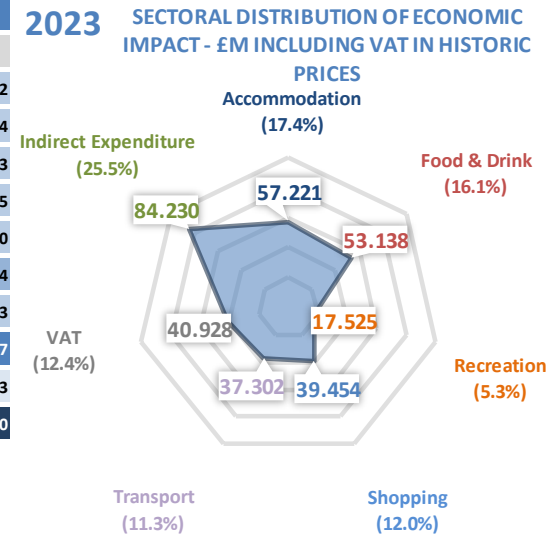


Direct Employment Supported - 2023 - FTEs - Distribution of Impact by Month



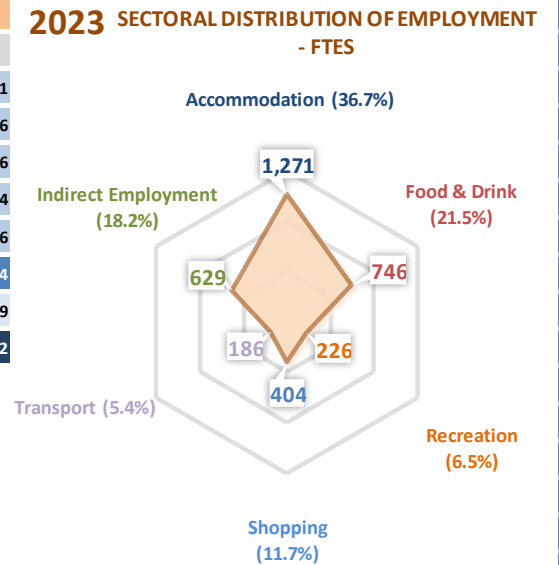
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	£M	24.84	27.25	29.65	32.38	33.27	39.21	47.07	51.01	19.68	35.51	50.85	57.22
Food & Drink	£M	26.82	27.68	28.84	31.01	31.27	34.01	36.23	37.54	12.58	30.65	46.30	53.14
Recreation	£M	8.759	9.021	9.365	10.07	10.15	11.06	11.80	12.24	4.131	10.13	15.22	17.53
Shopping	£M	20.20	20.77	21.51	23.04	23.32	25.12	26.54	27.43	8.511	21.28	33.94	39.45
Transport	£M	18.91	19.37	19.96	21.44	21.65	23.30	24.57	25.30	7.991	20.46	31.86	37.30
Direct Revenue	£M	99.53	104.08	109.32	117.93	119.66	132.70	146.21	153.52	52.90	118.03	178.17	204.64
VAT	£M	19.91	20.82	21.86	23.59	23.93	26.54	29.24	30.70	7.493	17.84	34.47	40.93
Direct Expenditure	£M	119.43	124.90	131.19	141.52	143.60	159.24	175.45	184.23	60.39	135.87	212.64	245.57
Indirect Expenditure	£M	38.71	40.20	41.96	45.14	46.45	51.73	57.40	60.76	20.77	46.93	72.43	84.23
TOTAL	£M	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08	329.80



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	FTEs	866	866	876	879	1,012	1,046	1,069	1,035	562	793	1,206	1,271
Food & Drink	FTEs	552	551	607	675	672	670	695	687	285	549	727	746
Recreation	FTEs	219	218	174	179	192	208	195	217	96	159	221	226
Shopping	FTEs	379	377	318	355	349	367	362	386	227	263	401	404
Transport	FTEs	174	172	142	158	159	167	163	175	96	124	182	186
Direct Employment	FTEs	2,189	2,185	2,117	2,246	2,383	2,458	2,484	2,499	1,265	1,889	2,737	2,834
Indirect Employment	FTEs	514	517	452	498	512	552	569	620	348	447	618	629
TOTAL	FTEs	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356	3,462



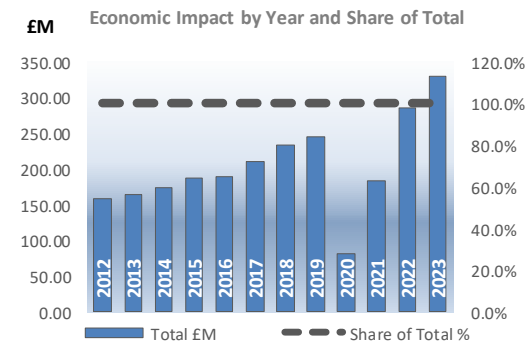
Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2012 to 2023

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

STEAM REPORT FOR 2012-2023 - FINAL
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ECONOMIC IMPACT BY:													2012 to 2023 Historic Prices		TOTAL	ECONOMIC IMPACT Historic Prices			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
TOTAL													TOTAL						
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													% 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 2012 to 2023	116.5%	123.7%	61.2%	123.0%	118.6%	120.7%	106.7%	98.3%	110.8%	99.3%	108.8%	133.1%	108.5%	Annual Change	94.0%	120.8%	104.3%	112.9%	
% Change 2022 to 2023	20.5%	24.5%	12.0%	15.5%	17.1%	16.0%	16.7%	14.0%	18.7%	6.7%	11.1%	19.3%	15.7%		18.4%	16.2%	16.1%	12.1%	
Average Annual Change	10.6%	11.2%	5.6%	11.2%	10.8%	11.0%	9.7%	8.9%	10.1%	9.0%	9.9%	12.1%	9.9%		8.5%	11.0%	9.5%	10.3%	
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	4.4%	26.16	43.09	62.82	33.03
2014	£M	8.213	8.853	10.86	15.85	13.49	14.67	21.05	27.79	16.00	14.20	9.413	12.75	173.15	4.9%	27.92	44.02	64.84	36.36
2015	£M	8.813	9.485	11.24	17.05	14.71	15.42	22.95	29.40	16.96	17.53	9.659	13.42	186.65	7.8%	29.54	47.18	69.31	40.61
2016	£M	8.673	8.867	12.66	16.97	13.54	16.33	23.38	32.14	17.86	15.36	9.910	14.36	190.05	1.8%	30.20	46.84	73.38	39.62
2017	£M	9.151	9.681	12.58	20.27	15.13	18.90	24.83	34.78	20.31	18.32	11.40	15.62	210.97	11.0%	31.41	54.30	79.92	45.34
2018	£M	10.04	11.12	13.03	20.63	18.84	21.73	27.11	36.25	22.10	20.25	13.83	17.92	232.85	10.4%	34.19	61.20	85.46	52.00
2019	£M	12.18	12.42	13.55	24.42	20.04	21.42	27.45	36.24	24.06	20.44	13.10	19.67	244.99	5.2%	38.15	65.88	87.75	53.21
2020	£M	11.06	11.31	8.363				6.952	21.23	13.42	5.018	1.467	2.349	81.16	-66.9%	30.73		41.60	8.833
2021	£M			0.497	10.19	12.91	20.76	28.74	37.98	23.35	22.47	11.01	14.90	182.79	125.2%	0.497	43.86	90.06	48.37
2022	£M	13.39	13.16	16.91	26.66	23.83	28.62	35.47	42.82	27.46	23.04	14.51	19.21	285.08	56.0%	43.46	79.11	105.74	56.76
2023	£M	16.13	16.38	18.93	30.79	27.91	33.21	41.40	48.82	32.60	24.58	16.13	22.91	329.80	15.7%	51.45	91.90	122.82	63.62

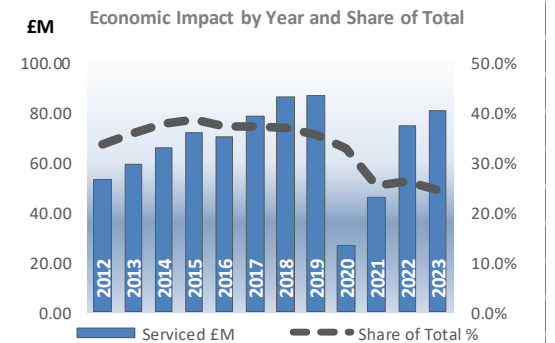
ECONOMIC IMPACT - IN HISTORIC PRICES													TOTAL				
SHARE OF MARKET	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023					
Total	£M	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08	329.80				
All Visitor Types	£M	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08	329.80				
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 2012	%																
Avg Ann. Change in Share	%																



STEAM REPORT FOR 2012-2023 - FINAL MONMOUTHSHIRE COUNTY COUNCIL	2012 to 2023 Historic Prices	SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices
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ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR	QUARTER						
KEY	SERVICED ACCOMMODATION																			
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER					
Less than 3% change	Q1			Q2			Q3			Q4										
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2012 to 2023	102.7%	101.6%	31.1%	105.3%	15.5%	26.7%	10.3%	37.4%	38.3%	34.4%	100.0%	105.0%	51.1%	Annual Change	66.8%	52.1%	29.2%	73.9%		
% Change 2022 to 2023	51.2%	18.2%	18.4%	9.8%	4.2%	10.5%	-6.6%	-1.8%	7.3%	-1.9%	4.2%	15.2%	7.6%		25.3%	8.7%	-0.8%	6.6%		
Average Annual Change	9.3%	9.2%	2.8%	9.6%	1.4%	2.4%	0.9%	3.4%	3.5%	3.1%	9.1%	9.5%	4.6%		6.1%	4.7%	2.7%	6.7%		
2012	£M	1.906	2.604	4.470	4.550	3.558	4.409	6.045	8.362	5.104	5.178	2.327	4.621	53.13		8.980	12.52	19.51	12.13	
2013	£M	2.232	3.051	4.611	4.148	4.229	4.936	7.066	8.806	5.188	5.403	3.233	6.134	59.04	11.1%		9.894	13.31	21.06	14.77
2014	£M	2.942	4.146	4.004	6.066	3.752	4.086	6.310	10.35	6.124	6.772	3.834	7.010	65.40	10.8%		11.09	13.90	22.79	17.62
2015	£M	2.975	4.354	4.648	6.304	3.975	4.661	7.073	11.11	6.799	8.623	4.024	7.284	71.83	9.8%		11.98	14.94	24.98	19.93
2016	£M	2.761	3.970	4.447	7.740	3.421	4.582	6.952	11.35	6.675	6.519	3.859	7.989	70.27	-2.2%		11.18	15.74	24.98	18.37
2017	£M	2.905	4.203	5.123	7.828	3.719	4.895	7.302	13.69	7.580	7.922	4.652	8.623	78.45	11.6%		12.23	16.44	28.58	21.20
2018	£M	3.273	5.364	5.549	8.779	4.195	5.827	8.609	13.95	7.821	8.065	5.043	9.587	86.06	9.7%		14.19	18.80	30.38	22.69
2019	£M	3.590	5.432	5.800	9.386	4.385	5.456	8.086	13.43	8.177	8.199	5.084	9.625	86.65	0.7%		14.82	19.23	29.69	22.91
2020	£M	2.804	4.149	2.109				0.171	9.309	5.022	2.008		0.911	26.48	-69.4%		9.063		14.50	2.919
2021	£M					1.332	4.356	6.471	11.47	6.490	6.204	3.422	6.223	45.97	73.6%			5.688	24.43	15.85
2022	£M	2.555	4.443	4.949	8.510	3.942	5.056	7.141	11.69	6.581	7.092	4.465	8.227	74.66	62.4%		11.95	17.51	25.42	19.78
2023	£M	3.863	5.250	5.861	9.343	4.108	5.588	6.668	11.49	7.059	6.958	4.653	9.474	80.31	7.6%		14.97	19.04	25.21	21.09

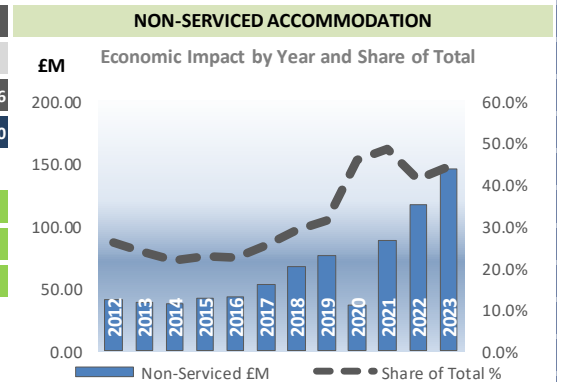
ECONOMIC IMPACT - IN HISTORIC PRICES													SERVICED ACCOMMODATION		
SHARE OF MARKET	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M	Share of Total %	
Serviced	£M	53.13	59.04	65.40	71.83	70.27	78.45	86.06	86.65	26.48	45.97	74.66	80.31		
All Visitor Types	£M	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08	329.80		
Share of Total	%	33.6%	35.8%	37.8%	38.5%	37.0%	37.2%	37.0%	35.4%	32.6%	25.1%	26.2%	24.4%		
Annual Change in Share	%		6.4%	5.6%	1.9%	-3.9%	0.6%	-0.6%	-4.3%	-7.7%	-22.9%	4.1%	-7.0%		
Change in Share from 2012	%		6.4%	12.4%	14.5%	10.0%	10.7%	10.0%	5.3%	-2.9%	-25.2%	-22.1%	-27.5%		
Avg Ann. Change in Share	%		6.4%	6.2%	4.8%	2.5%	2.1%	1.7%	0.8%	-0.4%	-2.8%	-2.2%	-2.5%		



STEAM REPORT FOR 2012-2023 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

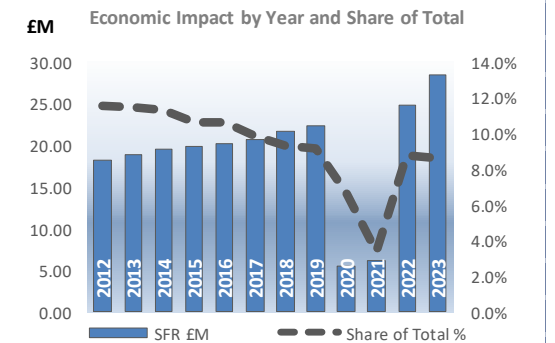
ECONOMIC IMPACT BY:													2012 to 2023 Historic Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices																													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																															
NON-SERVICED ACCOMMODATION													TOTAL						% Change																											
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																																														
KEY																																														
An increase of 3% or more																																														
Less than 3% change																																														
A Fall of 3% or more																																														
													Q1		Q2		Q3		Q4		TOTAL		% Change		QUARTER																					
													JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC											
% Change 2012 to 2023													338.4%	252.7%	154.6%	271.5%	336.1%	287.1%	226.0%	221.9%	250.0%	338.7%	141.7%	405.2%	254.8%	Annual Change	223.8%	297.2%	230.8%	279.9%																
% Change 2022 to 2023													23.8%	20.8%	11.7%	20.9%	26.3%	25.4%	24.8%	28.2%	29.2%	20.1%	19.1%	25.2%	24.2%		18.0%	24.4%	27.3%	21.4%																
Average Annual Change													30.8%	23.0%	14.1%	24.7%	30.6%	26.1%	20.5%	20.2%	22.7%	30.8%	12.9%	36.8%	23.2%		20.3%	27.0%	21.0%	25.4%																
2012	£M	1.283	1.748	2.859	3.107	3.183	4.360	6.147	7.056	4.792	2.634	2.433	1.450	41.05		5.889	10.65	18.00	6.517																											
2013	£M	1.178	1.500	2.415	2.349	3.706	3.979	6.126	6.490	4.150	3.209	2.241	1.633	38.98	-5.1%	5.093	10.03	16.77	7.083																											
2014	£M	1.137	1.630	2.353	2.683	3.535	3.509	5.711	6.806	3.901	2.528	2.413	1.634	37.84	-2.9%	5.120	9.727	16.42	6.574																											
2015	£M	1.446	1.665	2.012	2.912	3.883	4.241	6.620	7.441	4.187	3.266	2.372	2.088	42.13	11.4%	5.124	11.04	18.25	7.726																											
2016	£M	1.564	1.702	2.609	2.887	3.808	3.417	6.501	7.926	4.712	3.185	2.481	1.995	42.79	1.5%	5.875	10.11	19.14	7.661																											
2017	£M	1.515	1.936	2.763	4.704	4.387	5.479	7.689	9.479	6.036	4.472	2.470	2.608	53.54	25.1%	6.214	14.57	23.20	9.551																											
2018	£M	1.899	2.105	3.644	4.844	6.875	7.453	8.836	11.22	7.043	6.386	4.113	3.147	67.57	26.2%	7.649	19.17	27.10	13.65																											
2019	£M	3.199	2.887	4.324	6.268	7.625	8.371	9.635	11.21	8.408	6.379	3.456	4.600	76.36	13.0%	10.41	22.26	29.25	14.44																											
2020	£M	2.715	3.471	4.275				5.546	9.821	7.849	1.856	0.821	0.790	37.14	-51.4%	10.46		23.22	3.467																											
2021	£M			0.497	6.877	8.152	11.62	14.20	15.66	12.49	10.06	3.848	5.308	88.71	138.8%	0.497	26.65	42.35	19.21																											
2022	£M	4.544	5.103	6.514	9.548	10.99	13.46	16.06	17.72	12.98	9.619	4.938	5.848	117.32	32.3%	16.16	34.00	46.76	20.41																											
2023	£M	5.625	6.164	7.279	11.54	13.88	16.88	20.04	22.72	16.77	11.56	5.882	7.325	145.66	24.2%	19.07	42.30	59.53	24.76																											

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Non-Serviced	£M	41.05	38.98	37.84	42.13	42.79	53.54	67.57	76.36	37.14	88.71	117.32	145.66
All Visitor Types	£M	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08	329.80
Share of Total	%	26.0%	23.6%	21.9%	22.6%	22.5%	25.4%	29.0%	31.2%	45.8%	48.5%	41.2%	44.2%
Annual Change in Share	%		-9.1%	-7.4%	3.3%	-0.3%	12.7%	14.3%	7.4%	46.8%	6.0%	-15.2%	7.3%
Change in Share from 2012	%		-9.1%	-15.8%	-13.0%	-13.3%	-2.2%	11.8%	20.1%	76.3%	86.9%	58.5%	70.1%
Avg Ann. Change in Share	%		-9.1%	-7.9%	-4.3%	-3.3%	-0.4%	2.0%	2.9%	9.5%	9.7%	5.9%	6.4%



STEAM REPORT FOR 2012-2023 - FINAL MONMOUTHSHIRE COUNTY COUNCIL													2012 to 2023 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2023		55.6%	55.6%	55.6%	55.6%	55.6%	55.6%	55.6%	55.6%	55.6%	55.6%	55.6%	55.6%	55.6%	Annual Change	55.6%	55.6%	55.6%	55.6%
% Change 2022 to 2023		14.2%	14.2%	14.2%	14.2%	14.2%	14.2%	14.2%	14.2%	14.2%	14.2%	14.2%	14.2%	14.2%		14.2%	14.2%	14.2%	14.2%
Average Annual Change		5.1%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%		5.1%	5.1%	5.1%	5.1%
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		4.365	4.955	4.851	4.095
2013	£M	2.635	0.885	1.007	2.403	1.546	1.191	1.932	2.045	1.053	1.052	0.820	2.375	18.94	3.7%	4.527	5.139	5.031	4.247
2014	£M	2.720	0.914	1.040	2.481	1.596	1.229	1.995	2.112	1.088	1.087	0.847	2.452	19.56	3.2%	4.674	5.306	5.194	4.385
2015	£M	2.757	0.926	1.054	2.515	1.618	1.246	2.022	2.141	1.103	1.101	0.858	2.485	19.83	1.4%	4.738	5.378	5.265	4.445
2016	£M	2.798	0.940	1.070	2.552	1.642	1.265	2.052	2.172	1.119	1.118	0.871	2.522	20.12	1.5%	4.808	5.459	5.344	4.511
2017	£M	2.882	0.968	1.102	2.629	1.691	1.303	2.114	2.237	1.152	1.151	0.897	2.598	20.72	3.0%	4.952	5.622	5.504	4.646
2018	£M	3.020	1.015	1.154	2.755	1.772	1.365	2.215	2.345	1.208	1.207	0.940	2.722	21.72	4.8%	5.190	5.891	5.767	4.869
2019	£M	3.115	1.047	1.191	2.841	1.828	1.408	2.284	2.418	1.246	1.244	0.970	2.808	22.40	3.1%	5.352	6.076	5.948	5.022
2020	£M	3.210	1.079	0.672				0.235	0.249					5.446	-75.7%	4.961		0.485	
2021	£M					0.192	0.148	1.202	1.272	0.655	0.655	0.510	1.477	6.112	12.2%		0.340	3.129	2.642
2022	£M	3.462	1.163	1.323	3.157	2.031	1.565	2.539	2.687	1.384	1.383	1.078	3.120	24.89	307.3%	5.948	6.753	6.611	5.581
2023	£M	3.954	1.329	1.511	3.606	2.320	1.787	2.900	3.070	1.581	1.580	1.231	3.564	28.43	14.2%	6.794	7.713	7.551	6.374

ECONOMIC IMPACT - IN HISTORIC PRICES													SFR		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023		
SFR		£M	18.27	18.94	19.56	19.83	20.12	20.72	21.72	22.40	5.446	6.112	24.89	28.43	
All Visitor Types		£M	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08	329.80	
Share of Total		%	11.6%	11.5%	11.3%	10.6%	10.6%	9.8%	9.3%	9.1%	6.7%	3.3%	8.7%	8.6%	
Annual Change in Share		%		-0.7%	-1.6%	-6.0%	-0.3%	-7.2%	-5.1%	-2.0%	-26.6%	-50.2%	161.2%	-1.3%	
Change in Share from 2012		%		-0.7%	-2.2%	-8.0%	-8.3%	-15.0%	-19.3%	-20.8%	-41.9%	-71.1%	-24.4%	-25.4%	
Avg Ann. Change in Share		%		-0.7%	-1.1%	-2.7%	-2.1%	-3.0%	-3.2%	-3.0%	-5.2%	-7.9%	-2.4%	-2.3%	



STEAM REPORT FOR 2012-2023 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

2012 to 2023
 Historic Prices

STAYING VISITOR

ECONOMIC IMPACT
 Historic Prices

ECONOMIC IMPACT BY:		MONTH AND QUARTER												TOTAL	% Change	QUARTER			
KEY		STAYING VISITOR														CALENDAR YEAR			
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	Q1	Q2	Q3	Q4
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2012 to 2023		134.6%	144.8%	76.5%	145.6%	146.7%	144.5%	110.7%	114.3%	132.9%	127.6%	112.0%	143.6%	126.2%	Annual Change	112.3%	145.5%	117.9%	129.7%
% Change 2022 to 2023		27.3%	19.0%	14.6%	15.5%	19.7%	20.8%	15.0%	16.1%	21.3%	11.1%	12.3%	18.4%	17.3%		19.9%	18.5%	17.1%	14.1%
Average Annual Change		12.2%	13.2%	7.0%	13.2%	13.3%	13.1%	10.1%	10.4%	12.1%	11.6%	10.2%	13.1%	11.5%		10.2%	13.2%	10.7%	11.8%
2012	£M	5.729	5.205	8.300	9.975	8.231	9.917	14.06	17.39	10.91	8.827	5.551	8.360	112.45		19.23	28.12	42.36	22.74
2013	£M	6.045	5.436	8.033	8.900	9.480	10.11	15.12	17.34	10.39	9.664	6.294	10.14	116.96	4.0%	19.51	28.49	42.86	26.10
2014	£M	6.799	6.691	7.397	11.23	8.883	8.824	14.02	19.27	11.11	10.39	7.094	11.10	122.80	5.0%	20.89	28.94	44.40	28.58
2015	£M	7.178	6.946	7.715	11.73	9.476	10.15	15.72	20.69	12.09	12.99	7.254	11.86	133.79	9.0%	21.84	31.35	48.50	32.10
2016	£M	7.123	6.612	8.126	13.18	8.871	9.264	15.51	21.45	12.51	10.82	7.211	12.51	133.17	-0.5%	21.86	31.31	49.46	30.54
2017	£M	7.303	7.107	8.988	15.16	9.797	11.68	17.10	25.41	14.77	13.55	8.020	13.83	152.71	14.7%	23.40	36.63	57.28	35.39
2018	£M	8.192	8.485	10.35	16.38	12.84	14.65	19.66	27.52	16.07	15.66	10.10	15.46	175.35	14.8%	27.02	43.86	63.25	41.21
2019	£M	9.904	9.365	11.31	18.49	13.84	15.23	20.01	27.06	17.83	15.82	9.510	17.03	185.41	5.7%	30.58	47.57	64.89	42.36
2020	£M	8.729	8.699	7.056				5.952	19.38	12.87	3.864	0.821	1.700	69.07	-62.7%	24.48		38.20	6.385
2021	£M			0.497	6.877	9.676	16.12	21.87	28.40	19.64	16.92	7.779	13.01	140.79	103.8%	0.497	32.67	69.91	37.70
2022	£M	10.56	10.71	12.79	21.22	16.96	20.08	25.74	32.10	20.94	18.09	10.48	17.20	216.87	54.0%	34.06	58.26	78.79	45.77
2023	£M	13.44	12.74	14.65	24.49	20.31	24.25	29.61	37.27	25.41	20.09	11.77	20.36	254.40	17.3%	40.84	69.05	92.29	52.22

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Staying Visitor	£M	112.45	116.96	122.80	133.79	133.17	152.71	175.35	185.41	69.07	140.79	216.87	254.40
All Visitor Types	£M	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08	329.80
Share of Total	%	71.1%	70.8%	70.9%	71.7%	70.1%	72.4%	75.3%	75.7%	85.1%	77.0%	76.1%	77.1%
Annual Change in Share	%		-0.4%	0.1%	1.1%	-2.2%	3.3%	4.0%	0.5%	12.5%	-9.5%	-1.2%	1.4%
Change in Share from 2012	%		-0.4%	-0.3%	0.8%	-1.5%	1.8%	5.9%	6.4%	19.7%	8.3%	7.0%	8.5%
Avg Ann. Change in Share	%		-0.4%	-0.1%	0.3%	-0.4%	0.4%	1.0%	0.9%	2.5%	0.9%	0.7%	0.8%



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STEAM REPORT FOR 2012-2023 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

2012 to 2023
Historic Prices

DAY VISITOR

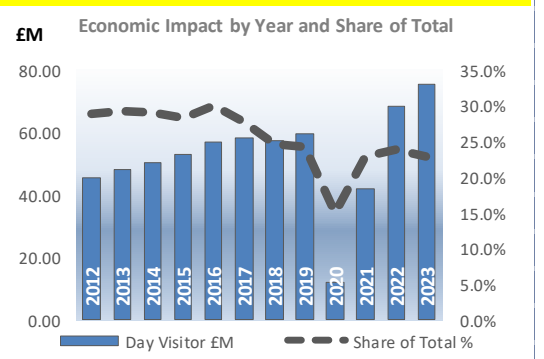
ECONOMIC IMPACT
Historic Prices

ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR												TOTAL	% Change	QUARTER			
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES														Annual Change	Q1	Q2	Q3
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change	Q1		Q2	Q3	Q4
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2012 to 2023		56.4%	71.8%	24.3%	64.2%	67.5%	74.7%	97.5%	59.7%	57.8%	27.9%	100.8%	73.4%	65.0%	45.7%	69.3%	71.9%	59.4%	
% Change 2022 to 2023		-5.0%	48.8%	3.8%	15.6%	10.6%	4.9%	21.3%	7.7%	10.4%	-9.3%	8.2%	26.6%	10.5%	12.9%	9.6%	13.3%	3.7%	
Average Annual Change		5.1%	6.5%	2.2%	5.8%	6.1%	6.8%	8.9%	5.4%	5.3%	2.5%	9.2%	6.7%	5.9%	4.2%	6.3%	6.5%	5.4%	
2012	£M	1.722	2.119	3.445	3.835	4.537	5.126	5.970	7.228	4.555	3.510	2.172	1.470	45.69	7.286	13.50	17.75	7.153	
2013	£M	1.237	2.260	3.147	3.596	5.216	5.788	6.829	8.602	4.531	3.367	2.001	1.566	48.14	5.4%	6.644	14.60	19.96	6.934
2014	£M	1.414	2.162	3.460	4.621	4.608	5.850	7.038	8.521	4.889	3.810	2.320	1.658	50.35	4.6%	7.036	15.08	20.45	7.787
2015	£M	1.635	2.540	3.529	5.324	5.230	5.275	7.233	8.707	4.875	4.544	2.404	1.564	52.86	5.0%	7.704	15.83	20.82	8.512
2016	£M	1.550	2.255	4.537	3.790	4.666	7.068	7.870	10.69	5.359	4.536	2.699	1.850	56.87	7.6%	8.341	15.52	23.92	9.085
2017	£M	1.848	2.574	3.594	5.115	5.337	7.220	7.727	9.370	5.539	4.776	3.375	1.789	58.26	2.4%	8.016	17.67	22.64	9.941
2018	£M	1.844	2.637	2.686	4.254	6.003	7.082	7.446	8.732	6.026	4.592	3.732	2.468	57.50	-1.3%	7.167	17.34	22.20	10.79
2019	£M	2.271	3.058	2.236	5.926	6.206	6.180	7.443	9.181	6.234	4.622	3.594	2.633	59.58	3.6%	7.565	18.31	22.86	10.85
2020	£M	2.330	2.608	1.306				0.999	1.854	0.545	1.154	0.645	0.648	12.09	-79.7%	6.244		3.397	2.448
2021	£M				3.310	3.238	4.635	6.865	9.574	3.711	5.553	3.230	1.888	42.00	247.4%		11.18	20.15	10.67
2022	£M	2.833	2.446	4.126	5.447	6.869	8.536	9.721	10.72	6.513	4.948	4.031	2.013	68.20	62.4%	9.405	20.85	26.95	10.99
2023	£M	2.692	3.640	4.283	6.296	7.599	8.955	11.79	11.54	7.190	4.490	4.363	2.549	75.39	10.5%	10.62	22.85	30.53	11.40

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Day Visitor	£M	45.69	48.14	50.35	52.86	56.87	58.26	57.50	59.58	12.09	42.00	68.20	75.39
All Visitor Types	£M	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	182.79	285.08	329.80
Share of Total	%	28.9%	29.2%	29.1%	28.3%	29.9%	27.6%	24.7%	24.3%	14.9%	23.0%	23.9%	22.9%
Annual Change in Share	%		0.9%	-0.3%	-2.6%	5.7%	-7.7%	-10.6%	-1.5%	-38.8%	54.3%	4.1%	-4.4%
Change in Share from 2012	%		0.9%	0.7%	-2.0%	3.6%	-4.4%	-14.5%	-15.8%	-48.4%	-20.5%	-17.2%	-20.9%
Avg Ann. Change in Share	%		0.9%	0.3%	-0.7%	0.9%	-0.9%	-2.4%	-2.3%	-6.1%	-2.3%	-1.7%	-1.9%

DAY VISITOR



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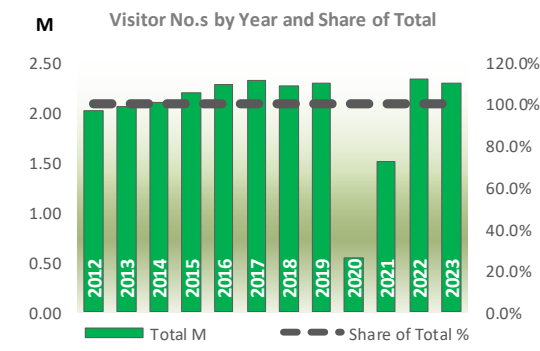
Visitor Numbers by Month, Year and Visitor Type for the Period 2012 to 2023

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

STEAM REPORT FOR 2012-2023 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

VISITOR NUMBERS BY:													2012 to 2023		TOTAL	VISITOR NUMBERS			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
TOTAL													TOTAL						
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES													TOTAL		% Change				
KEY													TOTAL		Annual Change				
An increase of 3% or more													TOTAL		% Change				
Less than 3% change													TOTAL		% Change				
A Fall of 3% or more													TOTAL		% Change				
Q1													Q2		Q3		Q4		
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC													TOTAL		% Change				
% Change 2012 to 2023													TOTAL		% Change				
% Change 2022 to 2023													TOTAL		% Change				
Average Annual Change													TOTAL		% Change				
2012	M	0.091	0.099	0.154	0.175	0.191	0.217	0.251	0.304	0.189	0.155	0.098	0.091	2.015	1.8%	0.344	0.583	0.744	0.344
2013	M	0.073	0.102	0.139	0.158	0.212	0.234	0.275	0.340	0.181	0.147	0.092	0.098	2.052	2.2%	0.314	0.604	0.797	0.338
2014	M	0.080	0.101	0.143	0.196	0.185	0.226	0.273	0.335	0.190	0.162	0.103	0.103	2.098	4.4%	0.325	0.607	0.798	0.368
2015	M	0.088	0.114	0.146	0.218	0.205	0.209	0.281	0.341	0.190	0.192	0.106	0.101	2.190	4.1%	0.347	0.632	0.812	0.398
2016	M	0.084	0.101	0.176	0.172	0.181	0.261	0.296	0.399	0.203	0.181	0.113	0.112	2.280	1.6%	0.361	0.614	0.899	0.406
2017	M	0.092	0.110	0.146	0.212	0.200	0.264	0.288	0.358	0.208	0.191	0.134	0.112	2.317	-2.4%	0.348	0.677	0.854	0.437
2018	M	0.092	0.114	0.118	0.183	0.218	0.258	0.275	0.329	0.217	0.181	0.144	0.132	2.260	1.1%	0.323	0.659	0.820	0.457
2019	M	0.106	0.125	0.103	0.231	0.221	0.225	0.267	0.333	0.221	0.179	0.136	0.137	2.284	-76.5%	0.334	0.677	0.821	0.453
2020	M	0.105	0.110	0.061				0.037	0.096	0.040	0.043	0.020	0.024	0.536	179.6%	0.276		0.174	0.087
2021	M			0.001	0.102	0.108	0.167	0.239	0.329	0.142	0.197	0.116	0.098	1.500	55.7%	0.001	0.377	0.710	0.411
2022	M	0.113	0.101	0.146	0.202	0.220	0.269	0.306	0.346	0.210	0.173	0.137	0.111	2.336	-1.8%	0.360	0.691	0.862	0.422
2023	M	0.106	0.122	0.138	0.205	0.216	0.254	0.321	0.330	0.207	0.145	0.131	0.119	2.294		0.365	0.675	0.858	0.396

VISITOR NUMBERS													TOTAL		
SHARE OF MARKET													TOTAL		
2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023													TOTAL		
Total	M	2.015	2.052	2.098	2.190	2.280	2.317	2.260	2.284	0.536	1.500	2.336	2.294		
All Visitor Types	M	2.015	2.052	2.098	2.190	2.280	2.317	2.260	2.284	0.536	1.500	2.336	2.294		
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 2012	%														
Avg Ann. Change in Share	%														



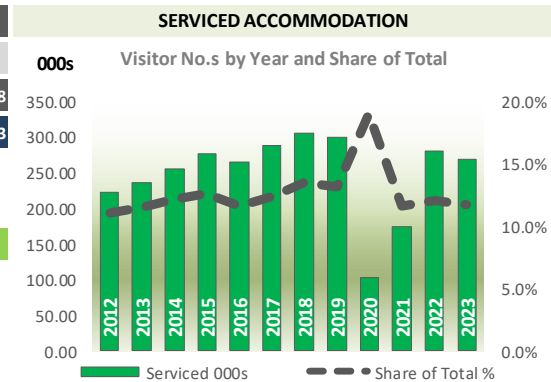
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STEAM REPORT FOR 2012-2023 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

VISITOR NUMBERS BY:													2012 to 2023		SERVICED		VISITOR NUMBERS					
MONTH AND QUARTER													CALENDAR YEAR		QUARTER							
KEY													TOTAL						% Change			
SERVICED ACCOMMODATION													Annual Change		Q1		Q2		Q3		Q4	
VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES													Annual Change		Q1		Q2		Q3		Q4	
An increase of 3% or more													Annual Change		Q1		Q2		Q3		Q4	
Less than 3% change													Annual Change		Q1		Q2		Q3		Q4	
A Fall of 3% or more													Annual Change		Q1		Q2		Q3		Q4	
Q1													Annual Change		Q1		Q2		Q3		Q4	
Q2													Annual Change		Q1		Q2		Q3		Q4	
Q3													Annual Change		Q1		Q2		Q3		Q4	
Q4													Annual Change		Q1		Q2		Q3		Q4	
JAN													Annual Change		Q1		Q2		Q3		Q4	
FEB													Annual Change		Q1		Q2		Q3		Q4	
MAR													Annual Change		Q1		Q2		Q3		Q4	
APR													Annual Change		Q1		Q2		Q3		Q4	
MAY													Annual Change		Q1		Q2		Q3		Q4	
JUN													Annual Change		Q1		Q2		Q3		Q4	
JUL													Annual Change		Q1		Q2		Q3		Q4	
AUG													Annual Change		Q1		Q2		Q3		Q4	
SEP													Annual Change		Q1		Q2		Q3		Q4	
OCT													Annual Change		Q1		Q2		Q3		Q4	
NOV													Annual Change		Q1		Q2		Q3		Q4	
DEC													Annual Change		Q1		Q2		Q3		Q4	
TOTAL													Annual Change		Q1		Q2		Q3		Q4	
% Change 2012 to 2023													Annual Change		Q1		Q2		Q3		Q4	
% Change 2022 to 2023													Annual Change		Q1		Q2		Q3		Q4	
Average Annual Change													Annual Change		Q1		Q2		Q3		Q4	
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		42.0	61.0	67.9	51.8			
2013	000s	9.2	14.9	19.9	18.1	19.6	24.0	24.1	30.2	15.0	20.7	12.6	26.7	234.9	5.5%	44.0	61.6	69.3	60.0			
2014	000s	12.0	19.2	17.1	25.5	17.3	19.9	22.5	34.5	17.0	25.2	14.5	29.7	254.5	8.3%	48.3	62.8	74.1	69.4			
2015	000s	12.0	20.0	19.6	26.3	18.1	22.5	25.0	36.9	18.9	31.8	15.1	30.6	276.7	8.7%	51.5	66.8	80.8	77.5			
2016	000s	10.9	17.8	18.5	31.4	15.1	21.6	23.9	36.3	18.1	23.7	14.5	33.4	265.3	-4.1%	47.3	68.1	78.3	71.6			
2017	000s	11.2	18.4	20.8	30.9	16.0	22.5	24.4	42.4	19.9	28.1	17.1	35.3	286.9	8.1%	50.4	69.3	86.8	80.5			
2018	000s	12.2	22.5	21.6	33.4	17.4	25.9	27.7	41.5	19.7	27.6	17.8	37.8	305.2	6.4%	56.4	76.7	88.9	83.2			
2019	000s	13.1	22.3	22.0	34.8	17.7	23.8	25.4	38.9	20.1	27.4	17.5	37.0	300.1	-1.7%	57.4	76.3	84.4	82.0			
2020	000s	12.3	21.0	9.3				0.6	31.4	14.9	8.0		4.3	101.9	-66.1%	42.7		46.9	12.3			
2021	000s					6.1	21.2	22.3	37.5	18.9	24.6	14.2	28.9	173.8	70.6%		27.4	78.7	67.7			
2022	000s	10.0	19.9	19.7	33.2	16.7	22.6	23.9	38.0	19.2	25.5	16.7	34.3	279.7	61.0%	49.6	72.5	81.1	76.5			
2023	000s	13.3	20.8	20.6	32.3	15.4	22.1	19.7	33.0	18.2	22.1	15.4	34.9	267.8	-4.3%	54.7	69.8	70.9	72.4			

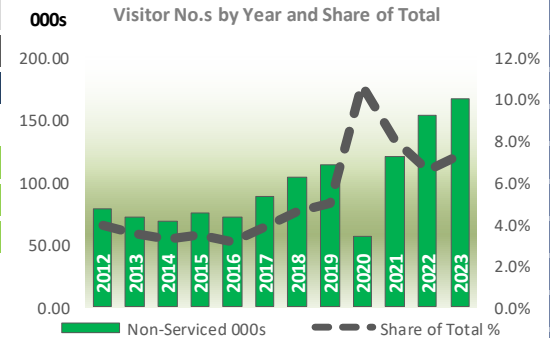
VISITOR NUMBERS													SERVICED ACCOMMODATION		
SHARE OF MARKET													000s		
SERVICED													Visitor No.s by Year and Share of Total		
All Visitor Types													Share of Total %		
Serviced	000s	222.7	234.9	254.5	276.7	265.3	286.9	305.2	300.1	101.9	173.8	279.7	267.8		
All Visitor Types	M	2.0	2.1	2.1	2.2	2.3	2.3	2.3	2.3	0.5	1.5	2.3	2.3		
Share of Total	%	11.0%	11.4%	12.1%	12.6%	11.6%	12.4%	13.5%	13.1%	19.0%	11.6%	12.0%	11.7%		
Annual Change in Share	%		3.6%	6.0%	4.1%	-7.9%	6.4%	9.0%	-2.7%	44.6%	-39.0%	3.4%	-2.5%		
Change in Share from 2012	%		3.6%	9.8%	14.4%	5.3%	12.1%	22.2%	18.9%	71.9%	4.9%	8.4%	5.7%		
Avg Ann. Change in Share	%		3.6%	4.9%	4.8%	1.3%	2.4%	3.7%	2.7%	9.0%	0.5%	0.8%	0.5%		



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VISITOR NUMBERS BY:													2012 to 2023		NON-SERVICED		VISITOR NUMBERS			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
KEY													TOTAL						% Change	
NON-SERVICED ACCOMMODATION													VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES		Annual Change					
VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES													Annual Change							
Less than 3% change													Annual Change							
A Fall of 3% or more													Annual Change							
Q1													Annual Change							
Q2													Annual Change							
Q3													Annual Change							
Q4													Annual Change							
JAN													Annual Change							
FEB													Annual Change							
MAR													Annual Change							
APR													Annual Change							
MAY													Annual Change							
JUN													Annual Change							
JUL													Annual Change							
AUG													Annual Change							
SEP													Annual Change							
OCT													Annual Change							
NOV													Annual Change							
DEC													Annual Change							
% Change 2012 to 2023													Annual Change							
% Change 2022 to 2023													Annual Change							
Average Annual Change													Annual Change							
2012 000s													Annual Change							
2013 000s													Annual Change							
2014 000s													Annual Change							
2015 000s													Annual Change							
2016 000s													Annual Change							
2017 000s													Annual Change							
2018 000s													Annual Change							
2019 000s													Annual Change							
2020 000s													Annual Change							
2021 000s													Annual Change							
2022 000s													Annual Change							
2023 000s													Annual Change							

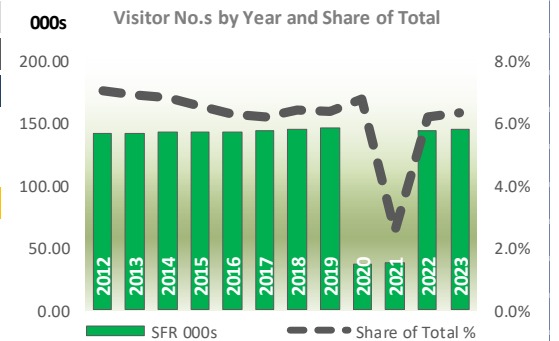
VISITOR NUMBERS													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET													000s		
Non-Serviced	000s	78.9	71.8	68.0	75.0	71.5	88.5	103.8	113.8	57.0	119.9	153.3	166.4	Visitor No.s by Year and Share of Total	
All Visitor Types	M	2.0	2.1	2.1	2.2	2.3	2.3	2.3	2.3	0.5	1.5	2.3	2.3	000s	
Share of Total	%	3.9%	3.5%	3.2%	3.4%	3.1%	3.8%	4.6%	5.0%	10.6%	8.0%	6.6%	7.3%	Share of Total %	
Annual Change in Share	%		-10.6%	-7.3%	5.5%	-8.4%	21.8%	20.2%	8.4%	113.3%	-24.8%	-17.9%	10.5%		
Change in Share from 2012	%		-10.6%	-17.1%	-12.5%	-19.8%	-2.3%	17.4%	27.3%	171.5%	104.3%	67.7%	85.3%		
Avg Ann. Change in Share	%		-10.6%	-8.6%	-4.2%	-5.0%	-0.5%	2.9%	3.9%	21.4%	11.6%	6.8%	7.8%		



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2012 to 2023													SFR	VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2023		2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%
% Change 2022 to 2023		0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%
Average Annual Change		0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
2012	000s	18.7	7.5	8.3	15.8	12.5	10.0	13.7	13.9	8.6	8.7	7.2	16.2	141.0		34.4	38.3	36.2	32.1
2013	000s	18.7	7.5	8.3	15.8	12.5	10.1	13.7	14.0	8.6	8.7	7.2	16.2	141.6	0.4%	34.6	38.4	36.4	32.2
2014	000s	18.8	7.5	8.4	15.9	12.6	10.1	13.8	14.1	8.7	8.8	7.2	16.3	142.2	0.5%	34.7	38.6	36.6	32.3
2015	000s	18.9	7.6	8.4	15.9	12.6	10.2	13.9	14.1	8.7	8.8	7.2	16.4	142.6	0.3%	34.8	38.7	36.6	32.4
2016	000s	18.9	7.6	8.4	16.0	12.6	10.2	13.9	14.1	8.7	8.8	7.3	16.4	142.8	0.2%	34.9	38.8	36.7	32.5
2017	000s	19.0	7.6	8.4	16.0	12.7	10.2	13.9	14.2	8.7	8.9	7.3	16.5	143.4	0.4%	35.0	38.9	36.9	32.6
2018	000s	19.1	7.7	8.5	16.2	12.8	10.3	14.0	14.3	8.8	8.9	7.3	16.6	144.5	0.8%	35.3	39.2	37.1	32.9
2019	000s	19.3	7.7	8.6	16.3	12.8	10.4	14.1	14.4	8.9	9.0	7.4	16.7	145.4	0.6%	35.5	39.5	37.4	33.1
2020	000s	19.3	7.7	6.4				1.4	1.4					36.3	-75.0%	33.5		2.9	
2021	000s					1.3	1.0	7.1	7.3	4.5	4.5	3.7	8.4	37.9	4.5%		2.3	18.9	16.7
2022	000s	19.1	7.6	8.5	16.1	12.7	10.3	14.0	14.2	8.8	8.9	7.3	16.5	143.9	279.4%	35.2	39.1	37.0	32.7
2023	000s	19.2	7.7	8.5	16.2	12.8	10.3	14.1	14.3	8.8	9.0	7.4	16.6	145.0	0.7%	35.4	39.4	37.3	33.0

VISITOR NUMBERS													SFR				
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s Visitor No.s by Year and Share of Total			
SFR	000s	141.0	141.6	142.2	142.6	142.8	143.4	144.5	145.4	36.3	37.9	143.9	145.0	200.00			
All Visitor Types	M	2.0	2.1	2.1	2.2	2.3	2.3	2.3	2.3	0.5	1.5	2.3	2.3	150.00			
Share of Total	%	7.0%	6.9%	6.8%	6.5%	6.3%	6.2%	6.4%	6.4%	6.8%	2.5%	6.2%	6.3%	100.00			
Annual Change in Share	%		-1.4%	-1.7%	-4.0%	-3.8%	-1.2%	3.3%	-0.5%	6.4%	-62.6%	143.6%	2.6%	50.00			
Change in Share from 2012	%		-1.4%	-3.1%	-6.9%	-10.5%	-11.5%	-8.6%	-9.0%	-3.2%	-63.8%	-11.9%	-9.7%	0.00			
Avg Ann. Change in Share	%		-1.4%	-1.5%	-2.3%	-2.6%	-2.3%	-1.4%	-1.3%	-0.4%	-7.1%	-1.2%	-0.9%	0.00			



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VISITOR NUMBERS BY:													2012 to 2023		STAYING VISITOR		VISITOR NUMBERS													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
STAYING VISITOR													TOTAL						% Change											
KEY													ANNUAL CHANGE																	
An increase of 3% or more													VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change													Q1		Q2		Q3		Q4											
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2012 to 2023													41.1%	52.4%	12.4%	44.9%	21.6%	23.9%	16.3%	22.6%	34.5%	27.8%	38.0%	49.1%	30.9%	Annual Change	33.2%	30.8%	23.3%	39.1%
% Change 2022 to 2023													9.9%	3.5%	1.6%	0.0%	1.0%	2.8%	-3.9%	-3.5%	2.9%	-5.5%	-2.9%	2.4%	0.4%		5.0%	1.2%	-2.0%	-1.5%
Average Annual Change													3.7%	4.8%	1.1%	4.1%	2.0%	2.2%	1.5%	2.1%	3.1%	2.5%	3.5%	4.5%	2.8%		3.0%	2.8%	2.1%	3.6%
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		93.0	118.6	133.0	98.0											
2013	000s	31.8	26.6	34.1	38.1	38.4	40.9	47.6	53.7	30.2	34.8	25.8	46.3	448.3	1.3%	92.6	117.4	131.5	106.8											
2014	000s	34.5	31.2	31.0	46.2	35.7	35.9	45.0	58.3	31.7	38.1	28.0	49.2	464.8	3.7%	96.7	117.8	135.0	115.3											
2015	000s	35.4	32.0	32.8	47.4	37.2	39.6	49.0	61.7	33.9	45.9	28.4	51.0	494.2	6.3%	100.2	124.2	144.5	125.3											
2016	000s	34.5	29.7	32.7	52.1	33.6	36.9	47.0	61.0	33.5	37.4	27.7	53.4	479.7	-2.9%	97.0	122.7	141.5	118.5											
2017	000s	34.7	30.9	35.3	54.7	35.5	41.2	49.3	69.2	37.4	43.9	30.3	56.5	518.9	8.2%	100.9	131.4	155.8	130.8											
2018	000s	37.1	35.5	37.9	57.2	40.2	47.3	53.9	69.6	37.8	45.1	33.3	58.6	553.6	6.7%	110.5	144.7	161.3	137.0											
2019	000s	40.0	36.5	38.7	59.8	41.0	45.7	51.9	66.8	40.2	45.4	32.0	61.2	559.3	1.0%	115.2	146.5	158.9	138.7											
2020	000s	39.1	36.6	24.0				8.8	44.1	24.9	10.5	1.7	5.5	195.2	-65.1%	99.7		77.8	17.7											
2021	000s			1.0	10.1	18.2	37.9	47.7	63.2	38.9	42.7	26.0	45.8	331.6	69.9%	1.0	66.2	149.8	114.5											
2022	000s	40.4	38.0	39.6	61.7	42.5	49.1	55.3	70.0	42.1	45.9	33.1	59.3	576.9	74.0%	117.9	153.3	167.4	138.3											
2023	000s	44.4	39.3	40.2	61.6	42.9	50.5	53.1	67.6	43.3	43.4	32.1	60.7	579.2	0.4%	123.9	155.1	164.0	136.3											

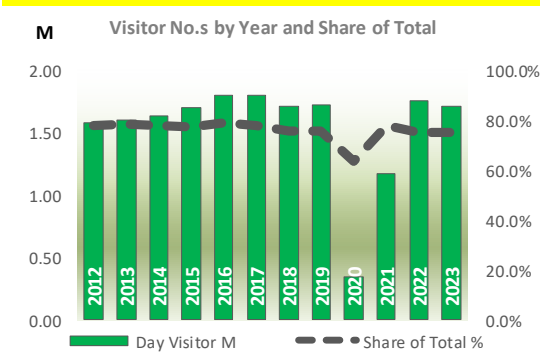
VISITOR NUMBERS													STAYING VISITOR			
SHARE OF MARKET													000s		Visitor No.s by Year and Share of Total	
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023				
Staying Visitor	000s	442.5	448.3	464.8	494.2	479.7	553.6	559.3	195.2	331.6	576.9	579.2				
All Visitor Types	M	2.0	2.1	2.1	2.2	2.3	2.3	2.3	0.5	1.5	2.3	2.3				
Share of Total	%	22.0%	21.8%	22.2%	22.6%	21.0%	24.5%	24.5%	36.4%	22.1%	24.7%	25.3%				
Annual Change in Share	%		-0.5%	1.4%	1.9%	-6.8%	6.5%	9.3%	0.0%	48.6%	-39.2%	11.7%	2.2%			
Change in Share from 2012	%		-0.5%	0.9%	2.8%	-4.2%	2.0%	11.5%	11.5%	65.7%	0.7%	12.5%	15.0%			
Avg Ann. Change in Share	%		-0.5%	0.4%	0.9%	-1.0%	0.4%	1.9%	1.6%	8.2%	0.1%	1.2%	1.4%			



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VISITOR NUMBERS BY:													2012 to 2023		DAY VISITOR		VISITOR NUMBERS			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
DAY VISITOR													TOTAL	% Change						
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES															Annual Change					
KEY																				
An increase of 3% or more																				
Less than 3% change																				
A Fall of 3% or more																				
Q1																				
Q2																				
Q3																				
Q4																				
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC																				
% Change 2012 to 2023																				
% Change 2022 to 2023																				
Average Annual Change																				
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		0.251	0.465	0.611	0.246	
2013	M	0.041	0.075	0.105	0.120	0.174	0.193	0.228	0.287	0.151	0.112	0.067	0.052	1.604	2.0%	0.221	0.487	0.665	0.231	
2014	M	0.046	0.070	0.112	0.150	0.149	0.190	0.228	0.276	0.159	0.124	0.075	0.054	1.633	1.8%	0.228	0.489	0.663	0.253	
2015	M	0.052	0.081	0.113	0.171	0.168	0.169	0.232	0.279	0.156	0.146	0.077	0.050	1.696	3.8%	0.247	0.508	0.668	0.273	
2016	M	0.049	0.071	0.144	0.120	0.148	0.224	0.249	0.338	0.170	0.144	0.085	0.059	1.800	6.2%	0.264	0.491	0.757	0.288	
2017	M	0.057	0.079	0.111	0.158	0.165	0.223	0.238	0.289	0.171	0.147	0.104	0.055	1.798	-0.1%	0.247	0.545	0.698	0.307	
2018	M	0.055	0.078	0.080	0.126	0.178	0.210	0.221	0.259	0.179	0.136	0.111	0.073	1.707	-5.1%	0.213	0.515	0.659	0.320	
2019	M	0.066	0.089	0.065	0.172	0.180	0.179	0.215	0.266	0.180	0.134	0.104	0.076	1.725	1.1%	0.219	0.530	0.662	0.314	
2020	M	0.066	0.074	0.037				0.028	0.052	0.015	0.033	0.018	0.018	0.341	-80.2%	0.176		0.096	0.069	
2021	M				0.092	0.090	0.129	0.191	0.266	0.103	0.154	0.090	0.052	1.168	242.4%		0.311	0.560	0.297	
2022	M	0.073	0.063	0.106	0.140	0.177	0.220	0.251	0.276	0.168	0.128	0.104	0.052	1.759	50.5%	0.243	0.538	0.695	0.283	
2023	M	0.061	0.083	0.097	0.143	0.173	0.204	0.268	0.263	0.164	0.102	0.099	0.058	1.715	-2.5%	0.241	0.520	0.694	0.259	

VISITOR NUMBERS													DAY VISITOR		
SHARE OF MARKET															
2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023															
Day Visitor	M	1.573	1.604	1.633	1.696	1.800	1.798	1.707	1.725	0.341	1.168	1.759	1.715		
All Visitor Types	M	2.015	2.052	2.098	2.190	2.280	2.317	2.260	2.284	0.536	1.500	2.336	2.294		
Share of Total	%	78.0%	78.2%	77.8%	77.4%	79.0%	77.6%	75.5%	75.5%	63.6%	77.9%	75.3%	74.7%		
Annual Change in Share	%		0.2%	-0.4%	-0.5%	2.0%	-1.7%	-2.7%	0.0%	-15.8%	22.4%	-3.3%	-0.7%		
Change in Share from 2012	%		0.2%	-0.3%	-0.8%	1.2%	-0.6%	-3.2%	-3.2%	-18.5%	-0.2%	-3.5%	-4.2%		
Avg Ann. Change in Share	%		0.2%	-0.1%	-0.3%	0.3%	-0.1%	-0.5%	-0.5%	-2.3%	0.0%	-0.4%	-0.4%		



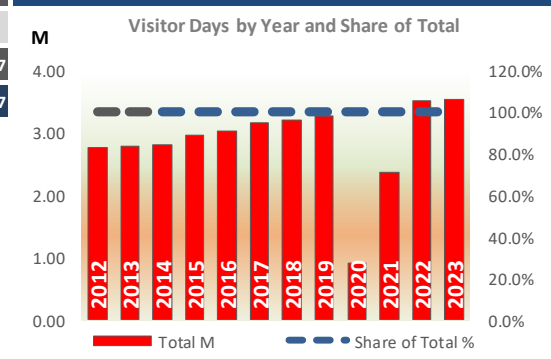
Visitor Days by Month, Year and Visitor Type for the Period 2012 to 2023

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

STEAM REPORT FOR 2012-2023 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

VISITOR DAYS BY:														2012 to 2023		TOTAL		VISITOR DAYS			
MONTH AND QUARTER														CALENDAR YEAR		QUARTER					
TOTAL														TOTAL							
VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES														TOTAL	% Change						
Q1			Q2			Q3			Q4												
KEY		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
An increase of 3% or more																					
Less than 3% change																					
A Fall of 3% or more																					
% Change 2012 to 2023		27.4%	34.9%	-0.9%	31.6%	30.9%	34.5%	36.3%	21.9%	26.7%	18.5%	34.6%	44.3%	27.9%		17.1%	32.5%	28.0%	30.6%		
% Change 2022 to 2023		-2.4%	15.0%	-4.2%	2.0%	1.5%	-1.2%	5.5%	-0.6%	2.9%	-9.5%	-3.0%	5.7%	0.8%	Annual Change	1.8%	0.7%	2.4%	-3.1%		
Average Annual Change		2.5%	3.2%	-0.1%	2.9%	2.8%	3.1%	3.3%	2.0%	2.4%	1.7%	3.1%	4.0%	2.5%		1.6%	3.0%	2.5%	2.8%		
2012	M	0.135	0.129	0.205	0.247	0.250	0.285	0.345	0.414	0.258	0.210	0.137	0.145	2.759		0.468	0.782	1.017	0.491		
2013	M	0.117	0.130	0.184	0.219	0.276	0.297	0.368	0.443	0.241	0.207	0.131	0.156	2.771	0.4%	0.431	0.792	1.052	0.495		
2014	M	0.126	0.133	0.185	0.266	0.244	0.280	0.359	0.440	0.249	0.218	0.145	0.163	2.807	1.3%	0.444	0.790	1.047	0.526		
2015	M	0.136	0.145	0.187	0.290	0.268	0.272	0.377	0.454	0.252	0.261	0.147	0.165	2.954	5.2%	0.468	0.830	1.083	0.573		
2016	M	0.131	0.131	0.220	0.246	0.240	0.313	0.386	0.512	0.266	0.241	0.153	0.176	3.015	2.1%	0.482	0.799	1.164	0.570		
2017	M	0.139	0.143	0.193	0.303	0.265	0.337	0.388	0.488	0.285	0.267	0.177	0.182	3.165	5.0%	0.474	0.905	1.161	0.626		
2018	M	0.143	0.150	0.171	0.275	0.302	0.347	0.385	0.466	0.296	0.267	0.194	0.201	3.198	1.0%	0.463	0.924	1.147	0.662		
2019	M	0.162	0.164	0.158	0.329	0.307	0.316	0.378	0.466	0.312	0.267	0.182	0.221	3.265	2.1%	0.485	0.953	1.156	0.671		
2020	M	0.160	0.153	0.102				0.081	0.191	0.110	0.065	0.026	0.032	0.920	-71.8%	0.415		0.382	0.123		
2021	M			0.005	0.157	0.177	0.271	0.373	0.485	0.252	0.305	0.159	0.169	2.352	155.8%	0.005	0.605	1.110	0.632		
2022	M	0.176	0.151	0.212	0.319	0.322	0.388	0.446	0.508	0.318	0.275	0.190	0.197	3.501	48.8%	0.539	1.029	1.271	0.662		
2023	M	0.172	0.173	0.203	0.325	0.327	0.383	0.470	0.505	0.327	0.249	0.184	0.209	3.527	0.8%	0.548	1.035	1.302	0.641		

VISITOR DAYS														TOTAL	
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023		
Total	M	2.759	2.771	2.807	2.954	3.015	3.165	3.198	3.265	0.920	2.352	3.501	3.527		
All Visitor Types	M	2.759	2.771	2.807	2.954	3.015	3.165	3.198	3.265	0.920	2.352	3.501	3.527		
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 2012	%														
Avg Ann. Change in Share	%														



STEAM REPORT FOR 2012-2023 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

2012 to 2023													SERVICED	VISITOR DAYS					
VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	SERVICED ACCOMMODATION												TOTAL						% Change
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2012 to 2023	55.9%	58.9%	0.9%	57.0%	-11.4%	-4.6%	-10.9%	9.8%	14.8%	4.1%	57.2%	61.0%	20.1%	Annual Change	29.3%	15.9%	4.6%	35.9%	
% Change 2022 to 2023	33.5%	4.3%	4.6%	-3.1%	-8.0%	-2.3%	-17.6%	-13.3%	-5.3%	-13.4%	-8.0%	1.6%	-4.4%	Annual Change	10.6%	-4.0%	-12.5%	-5.9%	
Average Annual Change	5.1%	5.4%	0.1%	5.2%	-1.0%	-0.4%	-1.0%	0.9%	1.3%	0.4%	5.2%	5.5%	1.8%	Annual Change	2.7%	1.4%	0.4%	3.3%	
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		67.9	95.1	108.2	91.8
2013	000s	16.0	21.9	33.1	29.8	30.6	35.5	37.5	46.8	26.3	38.8	23.1	43.5	383.0	5.5%	71.0	95.9	110.6	105.5
2014	000s	20.4	28.7	28.3	42.4	26.6	28.9	34.5	53.3	29.7	47.5	26.7	48.5	415.5	8.5%	77.4	97.8	117.5	122.7
2015	000s	20.4	29.8	32.4	43.6	27.8	32.6	38.3	57.0	33.3	59.7	27.7	49.8	452.4	8.9%	82.7	104.0	128.5	137.2
2016	000s	18.6	26.7	30.6	52.7	23.6	31.6	36.8	56.6	31.6	44.4	26.2	54.2	433.6	-4.2%	76.0	107.9	125.0	124.8
2017	000s	19.1	27.6	34.4	52.0	25.0	32.9	37.7	66.2	34.7	52.6	30.7	57.0	469.8	8.3%	81.1	109.8	138.6	140.3
2018	000s	20.7	33.8	35.8	56.0	27.1	37.6	42.3	64.7	34.4	51.5	32.0	60.9	496.9	5.8%	90.3	120.7	141.4	144.4
2019	000s	22.1	33.4	36.5	58.4	27.6	34.3	38.7	60.6	35.1	51.0	31.5	59.7	488.9	-1.6%	92.0	120.3	134.4	142.2
2020	000s	20.8	31.6	15.4				0.9	49.1	25.9	15.0		6.8	165.5	-66.1%	67.8		75.9	21.8
2021	000s					9.6	30.8	34.2	59.1	32.7	45.7	25.6	46.3	284.0	71.6%		40.4	126.0	117.6
2022	000s	16.8	29.9	32.7	56.0	26.0	32.7	36.5	59.5	33.3	47.4	30.0	55.2	456.0	60.6%	79.4	114.7	129.3	132.6
2023	000s	22.4	31.2	34.2	54.3	24.0	31.9	30.1	51.5	31.5	41.0	27.6	56.1	435.9	-4.4%	87.8	110.2	113.2	124.7

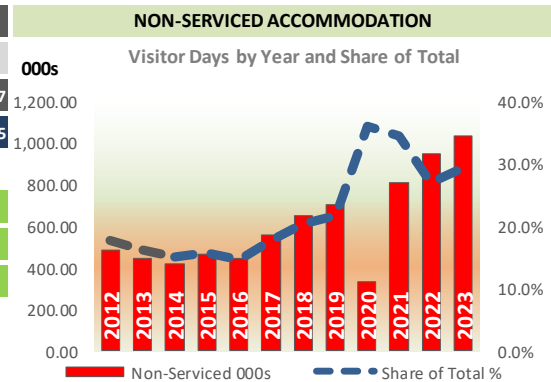
VISITOR DAYS													SERVICED ACCOMMODATION													
SHARE OF MARKET	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s													
Serviced	000s	363.0	383.0	415.5	452.4	433.6	469.8	496.9	488.9	165.5	284.0	456.0	435.9													
All Visitor Types	M	2.8	2.8	2.8	3.0	3.0	3.2	3.2	3.3	0.9	2.4	3.5	3.5													
Share of Total	%	13.2%	13.8%	14.8%	15.3%	14.4%	14.8%	15.0%	18.0%	12.1%	13.0%	12.4%														
Annual Change in Share	%		5.1%	7.1%	3.5%	-6.1%	3.2%	4.7%	-3.6%	20.2%	-32.9%	7.9%	-5.1%													
Change in Share from 2012	%		5.1%	12.5%	16.4%	9.3%	12.8%	18.1%	13.8%	36.8%	-8.2%	-1.0%	-6.1%													
Avg Ann. Change in Share	%		5.1%	6.2%	5.5%	2.3%	2.6%	3.0%	2.0%	4.6%	-0.9%	-0.1%	-0.6%													



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2012 to 2023													NON-SERVICED	VISITOR DAYS																															
VISITOR DAYS BY:													CALENDAR YEAR		QUARTER																														
MONTH AND QUARTER													TOTAL	% Change																															
NON-SERVICED ACCOMMODATION															Annual Change																														
VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES													TOTAL	% 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		
% Change 2012 to 2023													174.0%	113.2%	54.0%	121.7%	160.7%	133.8%	91.3%	86.3%	104.9%	178.1%	41.4%	201.1%	111.7%	96.8%	138.3%	92.9%	130.9%																
% Change 2022 to 2023													4.3%	3.7%	-2.8%	6.5%	12.2%	10.9%	10.7%	13.7%	15.7%	6.9%	3.4%	8.4%	9.4%	1.3%	10.1%	13.2%	6.5%																
Average Annual Change													15.8%	10.3%	4.9%	11.1%	14.6%	12.2%	8.3%	7.8%	9.5%	16.2%	3.8%	18.3%	10.2%	8.8%	12.6%	8.4%	11.9%																
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		69.5	130.8	209.0	77.9																										
2013	000s	13.2	17.0	28.2	27.0	43.9	47.5	69.0	72.7	45.1	37.4	26.8	18.5	446.4	-8.4%	58.4	118.4	186.8	82.8																										
2014	000s	12.4	18.0	26.8	30.4	40.6	40.6	61.3	73.8	41.5	28.6	28.0	18.1	420.0	-5.9%	57.2	111.6	176.6	74.7																										
2015	000s	15.5	18.1	23.0	33.0	44.8	48.7	71.7	81.3	43.3	36.9	27.3	22.6	466.4	11.1%	56.6	126.6	196.4	86.8																										
2016	000s	15.9	17.4	27.6	30.5	41.0	35.9	65.6	80.1	46.3	34.2	26.6	20.3	441.4	-5.4%	60.9	107.4	192.0	81.1																										
2017	000s	15.2	19.7	29.2	49.8	47.2	59.8	77.4	95.8	60.0	48.2	27.0	26.9	556.2	26.0%	64.2	156.9	233.1	102.0																										
2018	000s	19.4	21.4	37.3	49.0	69.1	77.7	86.4	105.2	63.9	60.0	36.8	23.8	649.9	16.9%	78.0	195.8	255.6	120.5																										
2019	000s	26.1	26.3	38.9	55.6	72.0	81.2	88.1	102.8	77.2	63.2	31.9	42.1	705.2	8.5%	91.2	208.8	268.0	137.1																										
2020	000s	25.4	31.3	39.8				48.1	85.4	69.1	17.0	7.6	7.1	330.8	-53.1%	96.4		202.6	31.8																										
2021	000s			4.8	64.5	74.4	109.6	129.7	140.7	106.7	94.7	36.3	47.9	809.2	144.6%	4.8	248.5	377.1	178.9																										
2022	000s	38.8	41.8	54.5	78.8	90.7	113.7	123.7	135.2	97.2	80.9	40.7	47.4	943.4	16.6%	135.0	283.2	356.2	169.0																										
2023	000s	40.4	43.3	53.0	83.9	101.8	126.1	137.0	153.8	112.5	86.4	42.1	51.4	1,031.7	9.4%	136.7	311.8	403.2	179.9																										

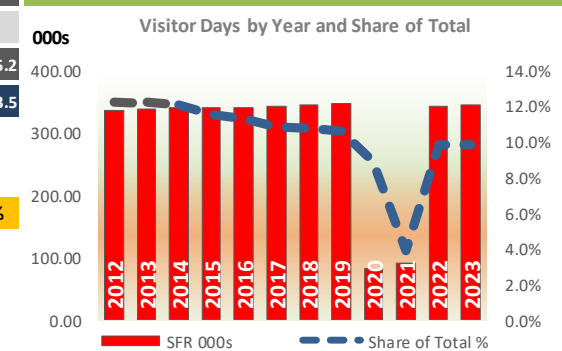
VISITOR DAYS													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET													000s		
Non-Serviced	000s	487.3	446.4	420.0	466.4	441.4	556.2	649.9	705.2	330.8	809.2	943.4	1,031.7		
All Visitor Types	M	2.8	2.8	2.8	3.0	3.0	3.2	3.2	3.3	0.9	2.4	3.5	3.5		
Share of Total	%	17.7%	16.1%	15.0%	15.8%	14.6%	17.6%	20.3%	21.6%	36.0%	34.4%	26.9%	29.2%		
Annual Change in Share	%		-8.8%	-7.1%	5.5%	-7.3%	20.0%	15.7%	6.3%	66.6%	-4.4%	-21.7%	8.5%		
Change in Share from 2012	%		-8.8%	-15.3%	-10.6%	-17.1%	-0.5%	15.1%	22.3%	103.7%	94.8%	52.6%	65.6%		
Avg Ann. Change in Share	%		-8.8%	-7.6%	-3.5%	-4.3%	-0.1%	2.5%	3.2%	13.0%	10.5%	5.3%	6.0%		



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MONMOUTHSHIRE COUNTY COUNCIL

2012 to 2023													SFR	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2023		2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%
% Change 2022 to 2023		0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%
Average Annual Change		0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
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		80.2	91.1	89.1	75.3
2013	000s	46.9	15.7	17.9	42.7	27.5	21.2	34.4	36.4	18.7	18.7	14.6	42.2	337.0	0.4%	80.5	91.4	89.5	75.6
2014	000s	47.1	15.8	18.0	43.0	27.6	21.3	34.5	36.6	18.8	18.8	14.7	42.4	338.6	0.5%	80.9	91.9	89.9	75.9
2015	000s	47.2	15.9	18.0	43.1	27.7	21.3	34.6	36.7	18.9	18.9	14.7	42.6	339.5	0.3%	81.1	92.1	90.2	76.1
2016	000s	47.3	15.9	18.1	43.1	27.7	21.4	34.7	36.7	18.9	18.9	14.7	42.6	340.0	0.2%	81.3	92.2	90.3	76.2
2017	000s	47.5	16.0	18.1	43.3	27.9	21.5	34.8	36.9	19.0	19.0	14.8	42.8	341.4	0.4%	81.6	92.6	90.7	76.5
2018	000s	47.9	16.1	18.3	43.6	28.1	21.6	35.1	37.2	19.1	19.1	14.9	43.1	344.1	0.8%	82.2	93.4	91.4	77.2
2019	000s	48.1	16.2	18.4	43.9	28.2	21.8	35.3	37.4	19.2	19.2	15.0	43.4	346.2	0.6%	82.7	93.9	91.9	77.6
2020	000s	48.4	16.3	10.1				3.5	3.8					82.0	-76.3%	74.7		7.3	
2021	000s					2.9	2.2	17.8	18.9	9.7	9.7	7.6	21.9	90.7	10.6%		5.1	46.5	39.2
2022	000s	47.7	16.0	18.2	43.5	28.0	21.5	34.9	37.0	19.1	19.0	14.8	43.0	342.7	277.6%	81.9	93.0	91.0	76.8
2023	000s	48.0	16.1	18.4	43.8	28.2	21.7	35.2	37.3	19.2	19.2	14.9	43.3	345.2	0.7%	82.5	93.6	91.7	77.4

VISITOR DAYS													SFR				
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023				
SFR	000s	335.7	337.0	338.6	339.5	340.0	341.4	344.1	346.2	82.0	90.7	342.7	345.2				
All Visitor Types	M	2.8	2.8	2.8	3.0	3.0	3.2	3.2	3.3	0.9	2.4	3.5	3.5				
Share of Total	%	12.2%	12.2%	12.1%	11.5%	11.3%	10.8%	10.8%	10.6%	8.9%	3.9%	9.8%	9.8%				
Annual Change in Share	%		0.0%	-0.8%	-4.7%	-1.9%	-4.4%	-0.2%	-1.5%	-15.8%	-56.8%	153.7%	0.0%				
Change in Share from 2012	%		0.0%	-0.9%	-5.5%	-7.3%	-11.4%	-11.6%	-12.9%	-26.7%	-68.3%	-19.6%	-19.6%				
Avg Ann. Change in Share	%		0.0%	-0.4%	-1.8%	-1.8%	-2.3%	-1.9%	-1.8%	-3.3%	-7.6%	-2.0%	-1.8%				



STEAM REPORT FOR 2012-2023 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

2012 to 2023

STAYING VISITOR

VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR	QUARTER				
KEY	STAYING VISITOR													TOTAL	% Change	Q1	Q2	Q3
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												Annual Change					
Less than 3% change	Q1			Q2			Q3			Q4				Annual Change	Q1	Q2	Q3	Q4
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change					
% Change 2012 to 2023	46.2%	62.9%	22.5%	58.2%	64.7%	65.6%	44.9%	46.4%	61.6%	64.5%	36.8%	60.4%		52.9%	Annual Change	41.1%	62.7%	49.6%
% Change 2022 to 2023	7.4%	3.4%	0.1%	2.1%	6.4%	7.0%	3.6%	4.7%	9.1%	-0.4%	-1.1%	3.6%	4.1%	3.6%		5.0%	5.5%	1.0%
Average Annual Change	4.2%	5.7%	2.0%	5.3%	5.9%	6.0%	4.1%	4.2%	5.6%	5.9%	3.3%	5.5%	4.8%	3.7%		5.7%	4.5%	5.1%
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		217.6	317.0	406.4	245.0
2013 000s	76.0	54.7	79.2	99.6	102.0	104.1	140.9	155.9	90.2	95.0	64.6	104.3	1,166.5	-1.6%	209.9	305.7	386.9	263.9
2014 000s	79.9	62.5	73.1	115.8	94.8	90.7	130.4	163.6	90.0	94.9	69.4	109.1	1,174.1	0.7%	215.5	301.3	384.0	273.3
2015 000s	83.1	63.8	73.5	119.7	100.3	102.6	144.6	174.9	95.5	115.4	69.7	115.0	1,258.3	7.2%	220.4	322.7	415.1	300.2
2016 000s	81.8	60.0	76.3	126.4	92.3	88.8	137.1	173.4	96.8	97.5	67.5	117.2	1,215.0	-3.4%	218.1	307.5	407.3	282.1
2017 000s	81.8	63.3	81.7	145.1	100.0	114.1	149.9	198.8	113.7	119.7	72.4	126.7	1,367.3	12.5%	226.8	359.3	462.4	318.9
2018 000s	87.9	71.3	91.4	148.7	124.3	136.9	163.9	207.1	117.5	130.6	83.7	127.9	1,490.9	9.0%	250.6	409.8	488.4	342.1
2019 000s	96.4	75.9	93.7	157.9	127.8	137.3	162.1	200.7	131.5	133.5	78.4	145.1	1,540.2	3.3%	266.0	423.0	494.3	356.9
2020 000s	94.5	79.1	65.3				52.5	138.3	95.0	32.0	7.6	14.0	578.4	-62.5%	239.0		285.8	53.6
2021 000s			4.8	64.5	86.9	142.6	181.8	218.7	149.1	150.2	69.4	116.1	1,183.9	104.7%	4.8	294.0	549.5	335.6
2022 000s	103.2	87.7	105.4	178.2	144.7	167.9	195.2	231.7	149.6	147.3	85.6	145.5	1,742.1	47.1%	296.4	490.9	576.5	378.4
2023 000s	110.9	90.7	105.5	182.0	153.9	179.7	202.3	242.6	163.2	146.6	84.7	150.7	1,812.8	4.1%	307.1	515.6	608.1	382.0

VISITOR DAYS													STAYING VISITOR	
SHARE OF MARKET	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s	Share of Total %
Staying Visitor	000s	1,185.9	1,166.5	1,174.1	1,258.3	1,215.0	1,367.3	1,490.9	1,540.2	578.4	1,183.9	1,742.1	1,812.8	62.9%
All Visitor Types	M	2.8	2.8	2.8	3.0	3.0	3.2	3.2	3.3	0.9	2.4	3.5	3.5	5.0%
Share of Total	%	43.0%	42.1%	41.8%	42.6%	40.3%	43.2%	46.6%	47.2%	62.9%	50.3%	49.8%	51.4%	50.0%
Annual Change in Share	%		-2.1%	-0.6%	1.8%	-5.4%	7.2%	7.9%	1.2%	33.3%	-20.0%	-1.1%	3.3%	5.0%
Change in Share from 2012	%		-2.1%	-2.7%	-0.9%	-6.3%	0.5%	8.5%	9.7%	46.3%	17.1%	15.8%	19.5%	7.1%
Avg Ann. Change in Share	%		-2.1%	-1.4%	-0.3%	-1.6%	0.1%	1.4%	1.4%	5.8%	1.9%	1.6%	1.8%	2.5%



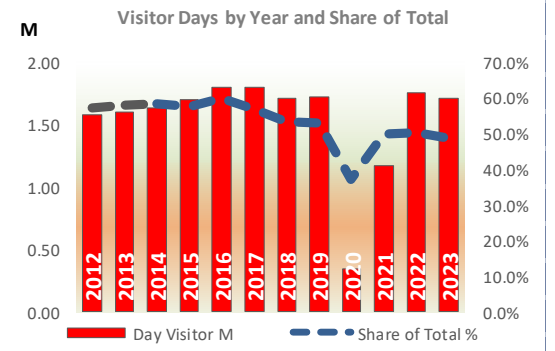
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Report Prepared by: Cathy James, Date of Issue: 20/07/24

STEAM REPORT FOR 2012-2023 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

2012 to 2023													DAY VISITOR	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
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 2012 to 2023		3.3%	13.5%	-17.9%	8.5%	10.7%	15.4%	30.5%	5.5%	4.3%	-15.5%	32.7%	14.5%	9.0%	-3.7%	11.8%	13.6%	5.3%	
% Change 2022 to 2023		-16.2%	31.3%	-8.4%	1.9%	-2.4%	-7.5%	7.0%	-5.0%	-2.6%	-20.0%	-4.5%	11.7%	-2.5%	-0.5%	-3.3%	-0.1%	-8.5%	
Average Annual Change		0.3%	1.2%	-1.6%	0.8%	1.0%	1.4%	2.8%	0.5%	0.4%	-1.4%	3.0%	1.3%	0.8%	-0.3%	1.1%	1.2%	0.5%	
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		0.251	0.465	0.611	0.246
2013	M	0.041	0.075	0.105	0.120	0.174	0.193	0.228	0.287	0.151	0.112	0.067	0.052	1.604	2.0%	0.221	0.487	0.665	0.231
2014	M	0.046	0.070	0.112	0.150	0.149	0.190	0.228	0.276	0.159	0.124	0.075	0.054	1.633	1.8%	0.228	0.489	0.663	0.253
2015	M	0.052	0.081	0.113	0.171	0.168	0.169	0.232	0.279	0.156	0.146	0.077	0.050	1.696	3.8%	0.247	0.508	0.668	0.273
2016	M	0.049	0.071	0.144	0.120	0.148	0.224	0.249	0.338	0.170	0.144	0.085	0.059	1.800	6.2%	0.264	0.491	0.757	0.288
2017	M	0.057	0.079	0.111	0.158	0.165	0.223	0.238	0.289	0.171	0.147	0.104	0.055	1.798	-0.1%	0.247	0.545	0.698	0.307
2018	M	0.055	0.078	0.080	0.126	0.178	0.210	0.221	0.259	0.179	0.136	0.111	0.073	1.707	-5.1%	0.213	0.515	0.659	0.320
2019	M	0.066	0.089	0.065	0.172	0.180	0.179	0.215	0.266	0.180	0.134	0.104	0.076	1.725	1.1%	0.219	0.530	0.662	0.314
2020	M	0.066	0.074	0.037				0.028	0.052	0.015	0.033	0.018	0.018	0.341	-80.2%	0.176		0.096	0.069
2021	M				0.092	0.090	0.129	0.191	0.266	0.103	0.154	0.090	0.052	1.168	242.4%		0.311	0.560	0.297
2022	M	0.073	0.063	0.106	0.140	0.177	0.220	0.251	0.276	0.168	0.128	0.104	0.052	1.759	50.5%	0.243	0.538	0.695	0.283
2023	M	0.061	0.083	0.097	0.143	0.173	0.204	0.268	0.263	0.164	0.102	0.099	0.058	1.715	-2.5%	0.241	0.520	0.694	0.259

VISITOR DAYS													DAY VISITOR				
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023				
Day Visitor	M	1.573	1.604	1.633	1.696	1.800	1.798	1.707	1.725	0.341	1.168	1.759	1.715				
All Visitor Types	M	2.759	2.771	2.807	2.954	3.015	3.165	3.198	3.265	0.920	2.352	3.501	3.527				
Share of Total	%	57.0%	57.9%	58.2%	57.4%	59.7%	56.8%	53.4%	52.8%	37.1%	49.7%	50.2%	48.6%				
Annual Change in Share	%		1.6%	0.5%	-1.3%	4.0%	-4.9%	-6.0%	-1.0%	-29.8%	33.9%	1.1%	-3.2%				
Change in Share from 2012	%		1.6%	2.0%	0.7%	4.7%	-0.4%	-6.4%	-7.3%	-34.9%	-12.9%	-11.9%	-14.7%				
Avg Ann. Change in Share	%		1.6%	1.0%	0.2%	1.2%	-0.1%	-1.1%	-1.0%	-4.4%	-1.4%	-1.2%	-1.3%				

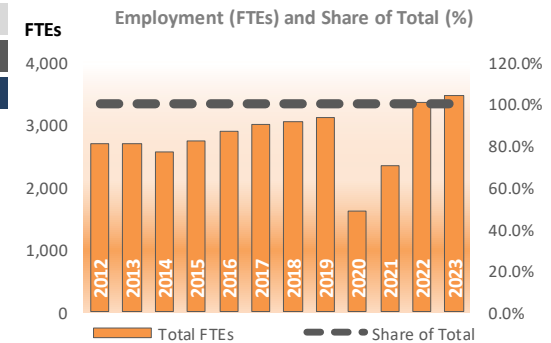


Direct and Total Employment by Month, Year and Visitor Type for the Period 2012 to 2023

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

EMPLOYMENT BY:													2012 to 2023		TOTAL	TOTAL EMPLOYMENT			
KEY	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
An increase of 3% or more	TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change	Q1	Q2	Q3	Q4	
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2012 to 2023	29.7%	34.1%	10.6%	31.8%	32.4%	33.3%	28.2%	23.4%	28.4%	25.8%	25.6%	37.1%	28.1%	Annual Change	23.4%	32.5%	26.4%	29.4%	
% Change 2022 to 2023	2.8%	6.8%	-0.6%	3.1%	4.1%	3.4%	5.0%	3.2%	5.1%	-2.1%	1.4%	5.2%	3.2%		2.8%	3.5%	4.3%	1.3%	
Average Annual Change	2.7%	3.1%	1.0%	2.9%	2.9%	3.0%	2.6%	2.1%	2.6%	2.3%	2.3%	3.4%	2.6%		2.1%	3.0%	2.4%	2.7%	
2012 FTEs	1,943	1,857	2,496	2,862	2,753	3,075	3,630	4,192	2,938	2,561	1,979	2,151	2,703		2,099	2,897	3,587	2,230	
2013 FTEs	1,860	1,862	2,348	2,605	2,953	3,114	3,773	4,268	2,777	2,589	1,976	2,303	2,702	0.0%	2,023	2,891	3,606	2,289	
2014 FTEs	1,844	1,847	2,187	2,793	2,584	2,751	3,392	4,029	2,655	2,507	1,984	2,250	2,569	-4.9%	1,959	2,710	3,359	2,247	
2015 FTEs	1,949	1,953	2,247	3,008	2,798	2,865	3,675	4,306	2,783	2,949	2,038	2,355	2,744	6.8%	2,050	2,890	3,588	2,447	
2016 FTEs	2,045	1,985	2,585	3,026	2,766	3,126	3,840	4,787	3,020	2,845	2,160	2,556	2,895	5.5%	2,205	2,973	3,882	2,521	
2017 FTEs	2,069	2,047	2,474	3,379	2,904	3,355	3,858	4,824	3,201	3,099	2,295	2,624	3,011	4.0%	2,197	3,213	3,961	2,672	
2018 FTEs	2,104	2,115	2,416	3,235	3,207	3,538	3,906	4,669	3,229	3,118	2,407	2,686	3,052	1.4%	2,212	3,327	3,934	2,737	
2019 FTEs	2,286	2,254	2,370	3,582	3,269	3,394	3,877	4,645	3,390	3,132	2,327	2,899	3,119	2.2%	2,303	3,415	3,971	2,786	
2020 FTEs	2,230	2,186	1,640	-	-	-	1,924	4,118	2,900	2,179	1,032	1,158	1,614	-48.3%	2,018		2,981	1,456	
2021 FTEs	-	-	149	1,723	2,185	3,234	4,045	5,071	3,450	3,465	2,184	2,520	2,336	44.7%	50	2,381	4,189	2,723	
2022 FTEs	2,450	2,332	2,779	3,661	3,501	3,965	4,430	5,016	3,589	3,289	2,452	2,804	3,356	43.7%	2,520	3,709	4,345	2,848	
2023 FTEs	2,520	2,491	2,762	3,773	3,646	4,100	4,653	5,174	3,773	3,221	2,485	2,949	3,462	3.2%	2,591	3,839	4,534	2,885	

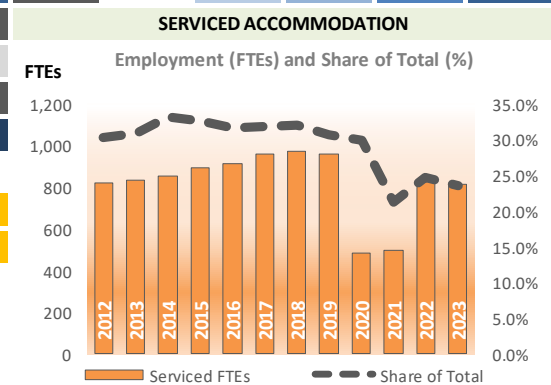
EMPLOYMENT														TOTAL	
SHARE OF MARKET	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs		
Total	FTEs	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356	3,462		
Total Employment	FTEs	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356	3,462		
Share 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 2012	%														
Avg Ann. Change in Share	%														



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EMPLOYMENT BY:													2012 to 2023		SERVICED		DIRECT EMPLOYMENT													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
An increase of 3% or more													DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / 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			Q1	Q2	Q3	Q4
% Change 2012 to 2023													4.1%	6.9%	-5.3%	12.5%	-9.0%	-7.7%	-10.0%	-3.1%	-2.9%	-6.1%	4.2%	14.4%	-0.4%		1.4%	-1.2%	-5.3%	4.0%
% Change 2022 to 2023													6.7%	1.0%	0.9%	-1.1%	-1.7%	-0.3%	-5.9%	-7.0%	-1.2%	-5.4%	-1.9%	1.3%	-1.5%		2.7%	-1.0%	-4.9%	-1.9%
Average Annual Change													0.4%	0.6%	-0.5%	1.1%	-0.8%	-0.7%	-0.9%	-0.3%	-0.3%	-0.6%	0.4%	1.3%	0.0%		0.1%	-0.1%	-0.5%	0.4%
2012	FTEs	678	718	849	863	793	861	856	969	794	902	708	850	820		748	839	873	820											
2013	FTEs	694	740	846	815	825	884	894	970	784	893	755	930	836	1.9%	760	841	883	859											
2014	FTEs	730	790	800	918	789	817	861	1,010	808	958	784	963	852	2.0%	774	841	893	902											
2015	FTEs	736	808	845	941	808	860	905	1,069	849	1,104	800	988	893	4.7%	796	870	941	964											
2016	FTEs	762	822	870	1,069	808	889	929	1,107	868	983	819	1,071	916	2.7%	818	922	968	958											
2017	FTEs	774	835	908	1,062	827	906	941	1,229	932	1,087	896	1,125	960	4.8%	839	932	1,034	1,036											
2018	FTEs	801	901	930	1,103	858	957	990	1,188	908	1,054	886	1,137	976	1.7%	878	973	1,029	1,026											
2019	FTEs	798	884	923	1,115	848	915	946	1,131	900	1,039	868	1,114	957	-2.0%	868	959	992	1,007											
2020	FTEs	774	857	575	-	-	-	82	1,224	870	708	325	395	484	-49.4%	735		725	476											
2021	FTEs	-	-	-	-	304	730	763	1,008	746	851	675	854	494	2.1%		345	839	793											
2022	FTEs	661	760	797	981	734	797	819	1,010	780	895	752	960	829	67.7%	739	837	870	869											
2023	FTEs	706	767	804	970	721	794	771	939	770	847	738	973	817	-1.5%	759	829	827	853											

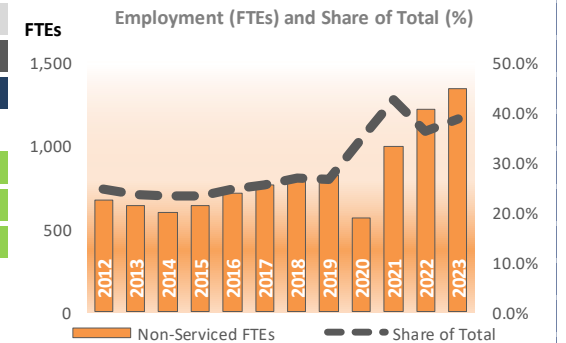
EMPLOYMENT													
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Serviced	FTEs	820	836	852	893	916	960	976	957	484	494	829	817
Total Employment	FTEs	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356	3,462
Share of Total	%	30.3%	30.9%	33.2%	32.5%	31.7%	31.9%	32.0%	30.7%	30.0%	21.2%	24.7%	23.6%
Annual Change in Share	%		2.0%	7.3%	-2.0%	-2.7%	0.8%	0.3%	-4.1%	-2.2%	-29.4%	16.7%	-4.5%
Change in Share from 2012	%		2.0%	9.4%	7.2%	4.3%	5.1%	5.4%	1.1%	-1.1%	-30.2%	-18.6%	-22.2%
Avg Ann. Change in Share	%		2.0%	4.7%	2.4%	1.1%	1.0%	0.9%	0.2%	-0.1%	-3.4%	-1.9%	-2.0%



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EMPLOYMENT BY:													2012 to 2023		NON-SERVICED		DIRECT EMPLOYMENT																																							
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																																									
NON-SERVICED ACCOMMODATION													TOTAL	% Change																																										
DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / 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			
% Change 2012 to 2023													100.0%				114.3%				88.1%				105.1%																															
% Change 2022 to 2023													6.8%				10.3%				12.8%				8.3%																															
Average Annual Change													9.1%				10.4%				8.0%				9.6%																															
2012	FTEs	410	460	609	652	664	796	957	1,055	805	586	576	435	667	493	704	939	532																																						
2013	FTEs	397	432	556	553	706	739	934	965	716	645	552	447	637	-4.6%	462	666	871	548																																					
2014	FTEs	383	429	527	565	649	651	821	924	658	550	543	432	594	-6.7%	446	622	801	508																																					
2015	FTEs	411	435	505	598	701	733	932	1,017	683	629	546	473	639	7.5%	450	677	877	549																																					
2016	FTEs	492	505	647	678	769	721	980	1,131	813	709	602	528	715	11.9%	548	723	975	613																																					
2017	FTEs	480	515	652	822	807	892	1,026	1,214	880	780	567	539	764	7.0%	549	840	1,040	629																																					
2018	FTEs	498	512	702	801	961	1,045	1,100	1,260	905	859	619	498	813	6.4%	571	935	1,089	659																																					
2019	FTEs	548	568	678	811	949	1,015	1,064	1,201	967	862	583	633	823	1.2%	598	925	1,077	693																																					
2020	FTEs	532	594	588	-	-	-	939	1,443	1,221	687	377	362	562	-31.7%	572		1,201	475																																					
2021	FTEs	-	-	133	1,092	1,162	1,445	1,639	1,814	1,538	1,344	817	908	991	76.3%	44	1,233	1,664	1,023																																					
2022	FTEs	850	889	1,030	1,236	1,346	1,520	1,595	1,715	1,388	1,242	873	909	1,216	22.7%	923	1,368	1,566	1,008																																					
2023	FTEs	923	961	1,074	1,334	1,495	1,695	1,770	1,973	1,558	1,341	942	992	1,338	10.1%	986	1,508	1,767	1,092																																					

EMPLOYMENT													NON-SERVICED ACCOMMODATION	
SHARE OF MARKET													FTEs	
2012	FTEs	667	637	594	639	715	764	813	823	562	991	1,216	1,338	
2013	FTEs	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356	3,462	
2014	FTEs	24.7%	23.6%	23.1%	23.3%	24.7%	25.4%	26.6%	26.4%	34.8%	42.4%	36.2%	38.7%	
2015	FTEs	-4.5%	-1.8%	0.6%	6.1%	2.9%	4.9%	-0.9%	31.9%	21.9%	-14.6%	6.7%		
2016	FTEs	-4.5%	-6.3%	-5.7%	0.0%	2.9%	8.0%	7.0%	41.1%	72.0%	46.8%	56.6%		
2017	FTEs	-4.5%	-3.1%	-1.9%	0.0%	0.6%	1.3%	1.0%	5.1%	8.0%	4.7%	5.1%		



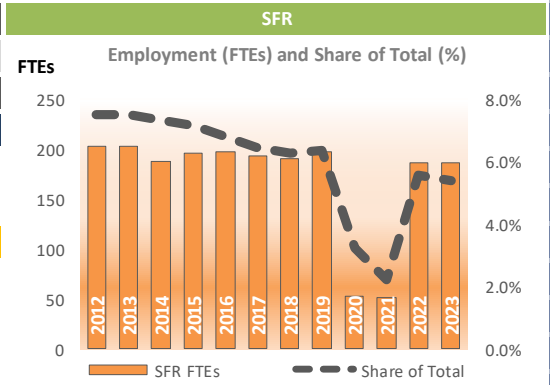
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Report Prepared by: Cathy James. Date of Issue: 20/07/24

STEAM REPORT FOR 2012-2023 - FINAL MONMOUTHSHIRE COUNTY COUNCIL											2012 to 2023		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	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 2012 to 2023		-7.7%	-7.7%	-7.7%	-7.7%	-7.7%	-7.7%	-7.7%	-7.7%	-7.7%	-7.7%	-7.7%	-7.7%		-7.7%	-7.7%	-7.7%	-7.7%	-7.7%
% Change 2022 to 2023		-1.9%	-1.9%	-1.9%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%		0.1%	-1.9%	0.8%	0.8%	0.8%
Average Annual Change		-0.7%	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%		-0.7%	-0.7%	-0.7%	-0.7%	-0.7%
2012	FTEs	338	113	129	308	198	153	248	262	135	135	105	304		202	193	219	215	181
2013	FTEs	339	114	130	309	199	153	249	263	136	135	105	305	203	194	220	216	182	
2014	FTEs	314	105	120	286	184	142	230	244	126	125	98	283	188	180	204	200	169	
2015	FTEs	327	110	125	298	192	148	240	254	131	130	102	294	196	187	212	208	176	
2016	FTEs	329	111	126	300	193	149	241	256	132	131	102	297	197	189	214	209	177	
2017	FTEs	323	108	123	294	189	146	237	251	129	129	100	291	193	185	210	205	173	
2018	FTEs	319	107	122	291	187	144	234	247	127	127	99	287	191	183	207	203	171	
2019	FTEs	330	111	126	301	193	149	242	256	132	132	103	297	198	189	214	210	177	
2020	FTEs	340	114	71	-	-	-	59	42	-	-	-	-	52	175		34		
2021	FTEs	-	-	-	-	19	14	121	132	68	66	51	148	52		11	107	89	
2022	FTEs	318	107	121	282	181	140	227	240	124	123	96	278	186	182	201	197	166	
2023	FTEs	311	105	119	284	183	141	228	242	125	124	97	281	187	178	202	198	167	

EMPLOYMENT													
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
SFR	FTEs	202	203	188	196	197	193	191	198	52	52	186	187
Total Employment	FTEs	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356	3,462
Share of Total	%	7.5%	7.5%	7.3%	7.1%	6.8%	6.4%	6.3%	6.3%	3.2%	2.2%	5.6%	5.4%
Annual Change in Share	%		0.4%	-2.6%	-2.6%	-4.5%	-5.7%	-2.6%	1.3%	-49.0%	-31.6%	151.4%	-3.0%
Change in Share from 2012	%		0.4%	-2.1%	-4.7%	-8.9%	-14.1%	-16.4%	-15.3%	-56.8%	-70.5%	-25.8%	-28.0%
Avg Ann. Change in Share	%		0.4%	-1.1%	-1.6%	-2.2%	-2.8%	-2.7%	-2.2%	-7.1%	-7.8%	-2.6%	-2.5%



STEAM REPORT FOR 2012-2023 - FINAL
 MONMOUTHSHIRE COUNTY COUNCIL

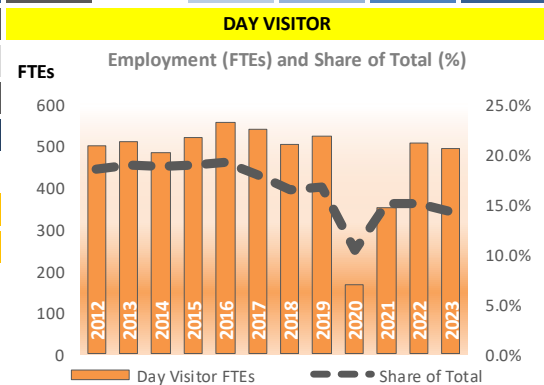
EMPLOYMENT BY:													2012 to 2023		STAYING VISITOR		DIRECT EMPLOYMENT			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
STAYING VISITOR													TOTAL	% Change						
DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES															TOTAL	% Change	Q1	Q2	Q3	Q4
KEY													TOTAL	% Change						
An increase of 3% or more															TOTAL	% Change	Q1	Q2	Q3	Q4
Less than 3% change													TOTAL	% Change						
A Fall of 3% or more															TOTAL	% Change	Q1	Q2	Q3	Q4
Q1													TOTAL	% Change						
Q2															TOTAL	% Change	Q1	Q2	Q3	Q4
Q3													TOTAL	% Change						
Q4															TOTAL	% Change	Q1	Q2	Q3	Q4
JAN													TOTAL	% Change						
FEB															TOTAL	% Change	Q1	Q2	Q3	Q4
MAR													TOTAL	% Change						
APR															TOTAL	% Change	Q1	Q2	Q3	Q4
MAY													TOTAL	% Change						
JUN															TOTAL	% Change	Q1	Q2	Q3	Q4
JUL													TOTAL	% Change						
AUG															TOTAL	% Change	Q1	Q2	Q3	Q4
SEP													TOTAL	% Change						
OCT															TOTAL	% Change	Q1	Q2	Q3	Q4
NOV													TOTAL	% Change						
DEC															TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2012 to 2023													TOTAL	% Change						
% Change 2022 to 2023															TOTAL	% Change	Q1	Q2	Q3	Q4
Average Annual Change													TOTAL	% Change						
2012 FTEs															TOTAL	% Change	Q1	Q2	Q3	Q4
2013 FTEs													TOTAL	% Change						
2014 FTEs															TOTAL	% Change	Q1	Q2	Q3	Q4
2015 FTEs													TOTAL	% Change						
2016 FTEs															TOTAL	% Change	Q1	Q2	Q3	Q4
2017 FTEs													TOTAL	% Change						
2018 FTEs															TOTAL	% Change	Q1	Q2	Q3	Q4
2019 FTEs													TOTAL	% Change						
2020 FTEs															TOTAL	% Change	Q1	Q2	Q3	Q4
2021 FTEs													TOTAL	% Change						
2022 FTEs															TOTAL	% Change	Q1	Q2	Q3	Q4
2023 FTEs													TOTAL	% Change						

EMPLOYMENT														STAYING VISITOR	
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs	Employment (FTEs) and Share of Total (%)
Staying Visitor	FTEs	2,204	2,193	2,087	2,224	2,340	2,470	2,549	2,597	1,447	1,984	2,850	2,970	2,970	
Total Employment	FTEs	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356	3,462		
Share of Total	%	81.5%	81.1%	81.2%	81.1%	80.8%	82.1%	83.5%	83.3%	89.6%	84.9%	84.9%	85.8%		
Annual Change in Share	%		-0.5%	0.1%	-0.2%	-0.3%	1.5%	1.8%	-0.3%	7.6%	-5.3%	0.0%	1.0%		
Change in Share from 2012	%		-0.5%	-0.4%	-0.6%	-0.9%	0.6%	2.4%	2.1%	10.0%	4.2%	4.2%	5.2%		
Avg Ann. Change in Share	%		-0.5%	-0.2%	-0.2%	-0.2%	0.1%	0.4%	0.3%	1.2%	0.5%	0.4%	0.5%		

STEAM REPORT FOR 2012-2023 - FINAL
 MONMOUTHSHIRE COUNTY COUNCIL

EMPLOYMENT BY:													2012 to 2023		DAY VISITOR		DIRECT EMPLOYMENT					
MONTH AND QUARTER													CALENDAR YEAR		QUARTER							
KEY													TOTAL						% Change			
DAY VISITOR													Annual Change		Q1		Q2		Q3		Q4	
DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES													Annual Change		Q1		Q2		Q3		Q4	
Less than 3% change													Annual Change		Q1		Q2		Q3		Q4	
A Fall of 3% or more													Annual Change		Q1		Q2		Q3		Q4	
An increase of 3% or more													Annual Change		Q1		Q2		Q3		Q4	
Q1													Annual Change		Q1		Q2		Q3		Q4	
Q2													Annual Change		Q1		Q2		Q3		Q4	
Q3													Annual Change		Q1		Q2		Q3		Q4	
Q4													Annual Change		Q1		Q2		Q3		Q4	
JAN													Annual Change		Q1		Q2		Q3		Q4	
FEB													Annual Change		Q1		Q2		Q3		Q4	
MAR													Annual Change		Q1		Q2		Q3		Q4	
APR													Annual Change		Q1		Q2		Q3		Q4	
MAY													Annual Change		Q1		Q2		Q3		Q4	
JUN													Annual Change		Q1		Q2		Q3		Q4	
JUL													Annual Change		Q1		Q2		Q3		Q4	
AUG													Annual Change		Q1		Q2		Q3		Q4	
SEP													Annual Change		Q1		Q2		Q3		Q4	
OCT													Annual Change		Q1		Q2		Q3		Q4	
NOV													Annual Change		Q1		Q2		Q3		Q4	
DEC													Annual Change		Q1		Q2		Q3		Q4	
Average Annual Change													Annual Change		Q1		Q2		Q3		Q4	
2012 FTEs													Annual Change		Q1		Q2		Q3		Q4	
2013 FTEs													Annual Change		Q1		Q2		Q3		Q4	
2014 FTEs													Annual Change		Q1		Q2		Q3		Q4	
2015 FTEs													Annual Change		Q1		Q2		Q3		Q4	
2016 FTEs													Annual Change		Q1		Q2		Q3		Q4	
2017 FTEs													Annual Change		Q1		Q2		Q3		Q4	
2018 FTEs													Annual Change		Q1		Q2		Q3		Q4	
2019 FTEs													Annual Change		Q1		Q2		Q3		Q4	
2020 FTEs													Annual Change		Q1		Q2		Q3		Q4	
2021 FTEs													Annual Change		Q1		Q2		Q3		Q4	
2022 FTEs													Annual Change		Q1		Q2		Q3		Q4	
2023 FTEs													Annual Change		Q1		Q2		Q3		Q4	

EMPLOYMENT													DAY VISITOR	
SHARE OF MARKET													FTEs	
2012													FTEs	
2013													FTEs	
2014													FTEs	
2015													FTEs	
2016													FTEs	
2017													FTEs	
2018													FTEs	
2019													FTEs	
2020													FTEs	
2021													FTEs	
2022													FTEs	
2023													FTEs	
Day Visitor													FTEs	
Total Employment													FTEs	
Share of Total													%	
Annual Change in Share													%	
Change in Share from 2012													%	
Avg Ann. Change in Share													%	



STEAM REPORT FOR 2012-2023 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

2023

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

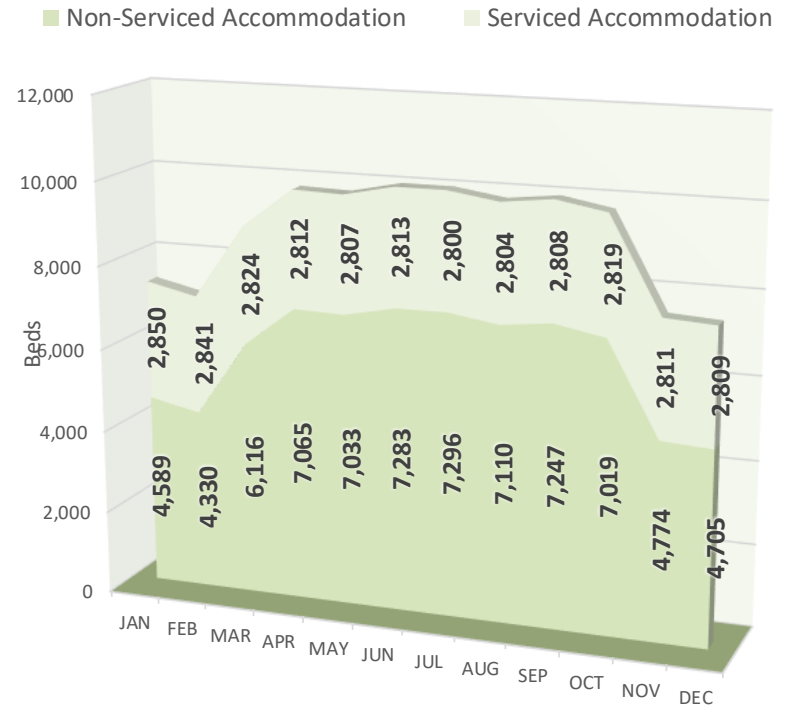
SERVICED ACCOMMODATION 2023	2023		Change on 2022		Change on 2012	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	102	2,850	-1	+17	-30	-22
+50 room hotels	4	893	0	0	+2	+103
11-50 room hotels	25	1,238	+1	+33	+1	+67
<10 room hotels/others	73	719	-2	-16	-33	-192

NON-SERVICED ACCOMMODATION 2023	2023		Change on 2022		Change on 2012	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	470	7,548	+33	+552	+268	+3,128
Self catering	334	2,085	+22	+117	+168	+868
Static caravans/chalets	90	780	+30	+28	+89	+736
Touring caravans/camping	46	3,438	-19	+126	+11	+279
Not-for-hire statics	0	0	0	0	0	0
Airbnb	0	1,245	0	+282		

DISTRIBUTION BY TYPE OF ACCOMMODATION 2023	2023		Change on 2022		Change on 2012	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	572	10,398	+32	+569	+238	+3,106
Serviced Accommodation Share of Total	18%	27%				
Non-Serviced Accommodation Share of Total	82%	73%				

SEASONAL AVAILABILITY OF BED SUPPLY 2023	2023											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	7,439	7,171	8,940	9,878	9,840	10,096	10,096	9,915	10,055	9,838	7,585	7,514
Serviced Accommodation	2,850	2,841	2,824	2,812	2,807	2,813	2,800	2,804	2,808	2,819	2,811	2,809
Non-Serviced Accommodation	4,589	4,330	6,116	7,065	7,033	7,283	7,296	7,110	7,247	7,019	4,774	4,705

SEASONAL AVAILABILITY OF BED SUPPLY
2023



Report Sections With Historic Financial Data Indexed to 2023 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>

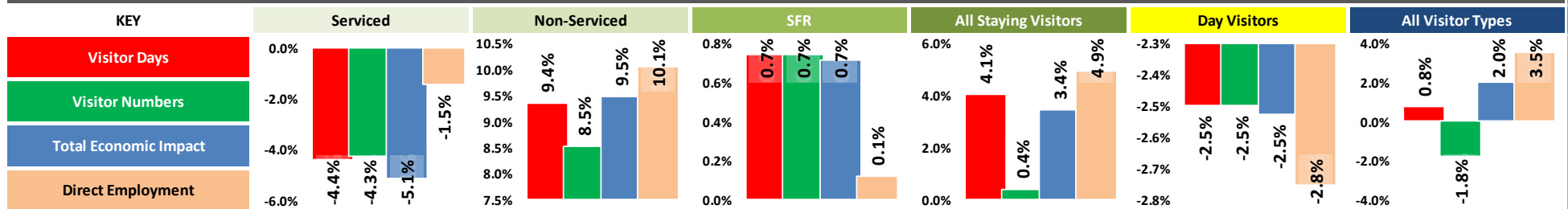
Indexation: *Indexation to: 2023*

2012	<i>1.51</i>
2013	<i>1.47</i>
2014	<i>1.43</i>
2015	<i>1.41</i>
2016	<i>1.39</i>
2017	<i>1.36</i>
2018	<i>1.31</i>
2019	<i>1.27</i>
2020	<i>1.24</i>
2021	<i>1.22</i>
2022	<i>1.13</i>
2023	<i>1.00</i>

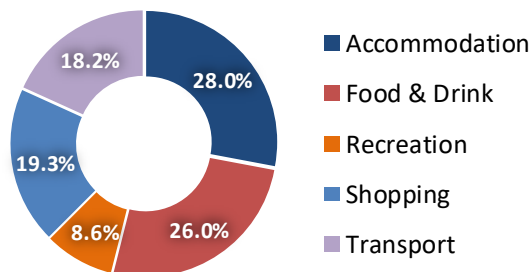
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2023 & 2022 - INDEXED TO 2023

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced			2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %
	2023	2022	+/- %	2023	2022	+/- %															
Visitor Days	M	0.436	0.456	-4.4%	1.032	0.943	9.4%	0.345	0.343	0.7%	1.813	1.742	4.1%	1.715	1.759	-2.5%	3.527	3.501	0.8%		
Visitor Numbers	M	0.268	0.280	-4.3%	0.166	0.153	8.5%	0.145	0.144	0.7%	0.579	0.577	0.4%	1.715	1.759	-2.5%	2.294	2.336	-1.8%		
Direct Expenditure	£M																	245.57	241.16	1.8%	
Economic Impact	£M	80.31	84.67	-5.1%	145.66	133.06	9.5%	28.43	28.23	0.7%	254.40	245.95	3.4%	75.39	77.35	-2.5%	329.80	323.30	2.0%		
Direct Employment	FTEs	817	829	-1.5%	1,338	1,216	10.1%	187	186	0.1%	2,342	2,231	4.9%	492	506	-2.8%	2,834	2,737	3.5%		
Total Employment	FTEs																	3,462	3,356	3.2%	

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2023 & 2022 - INDEXED TO 2023



Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2023

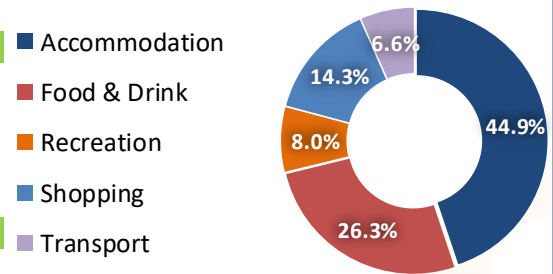


	2023	2022	+/- %
Accommodation	68.67	68.82	-0.2%
Food & Drink	63.77	62.66	1.8%
Recreation	21.03	20.60	2.1%
Shopping	47.34	45.94	3.1%
Transport	44.76	43.13	3.8%
TOTAL DIRECT	245.57	241.16	1.8%
Indirect	84.23	82.14	2.5%
TOTAL	329.80	323.30	2.0%

Sectors

	2023	2022	+/- %
Accommodation	1,271	1,206	5.4%
Food & Drink	746	727	2.6%
Recreation	226	221	2.1%
Shopping	404	401	0.8%
Transport	186	182	2.6%
TOTAL DIRECT	2,834	2,737	3.5%
Indirect	629	618	1.7%
TOTAL	3,462	3,356	3.2%

Sectoral Distribution of Employment - FTEs



Direct Employment Categories

STEAM REPORT FOR 2012-2023 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

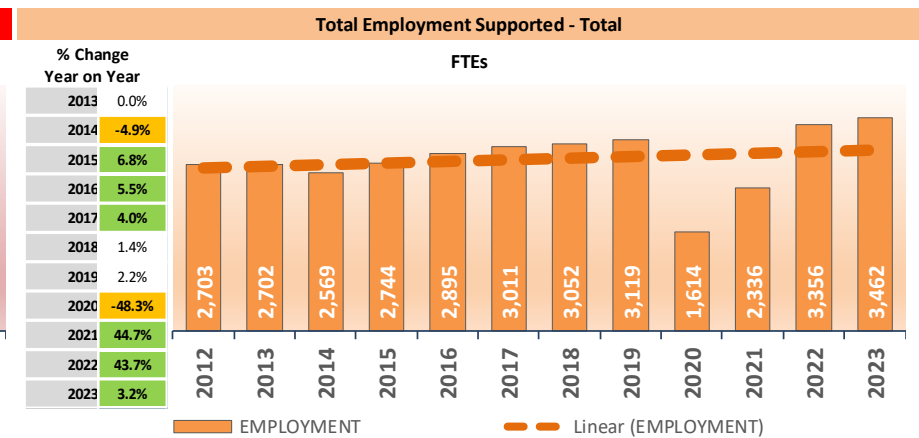
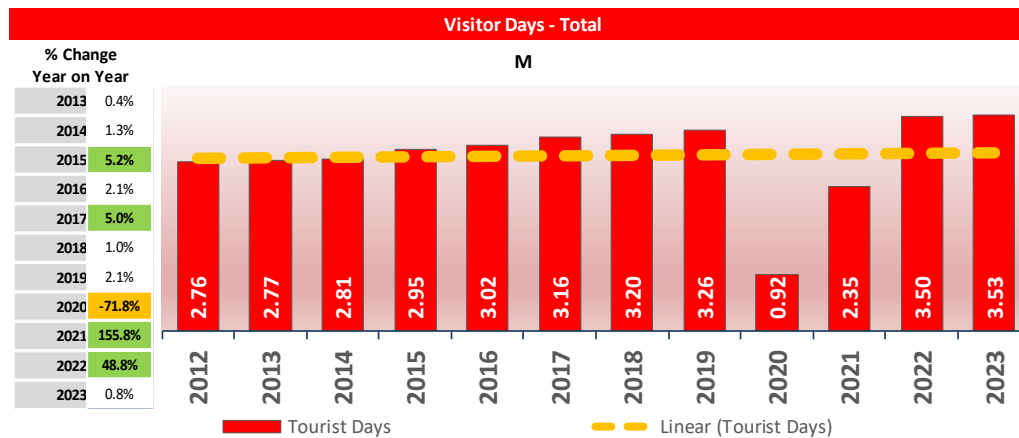
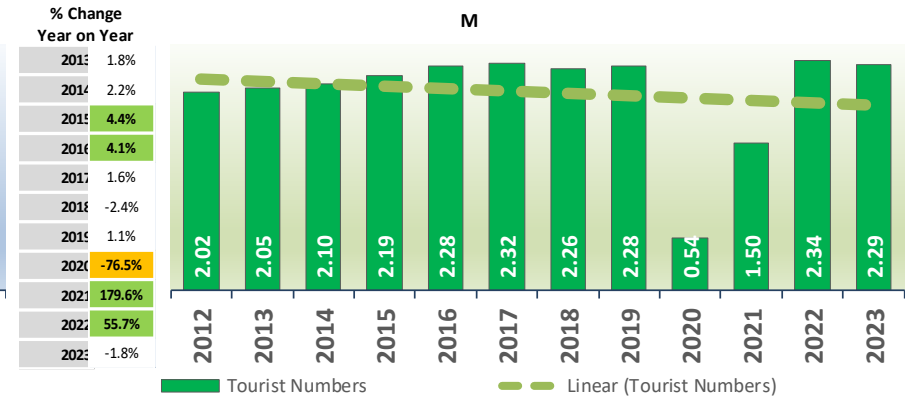
2012 to 2023
2023 Prices

TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed	1.1%	3.2%	10.0%	10.5%	19.6%	27.0%	30.3%	-58.0%	-6.6%	35.0%	37.7%	
Visitor Numbers	1.8%	4.1%	8.7%	13.1%	14.9%	12.2%	13.3%	-73.4%	-25.6%	15.9%	13.8%	
Visitor Days	0.4%	1.7%	7.1%	9.3%	14.7%	15.9%	18.4%	-66.7%	-14.7%	26.9%	27.9%	
Total Employment	0.0%	-5.0%	1.5%	7.1%	11.4%	12.9%	15.4%	-40.3%	-13.6%	24.1%	28.1%	

"Linear" = Linear Trendline

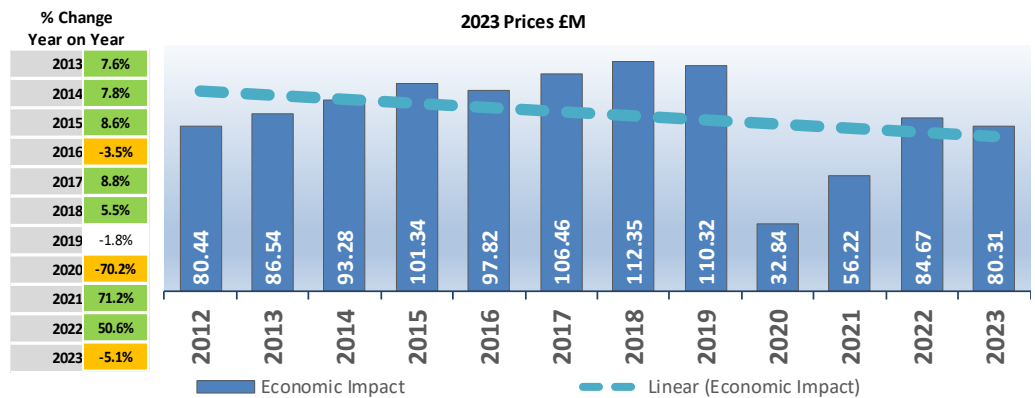
STEAM REPORT FOR 2012-2023 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

2012 to 2023
2023 Prices

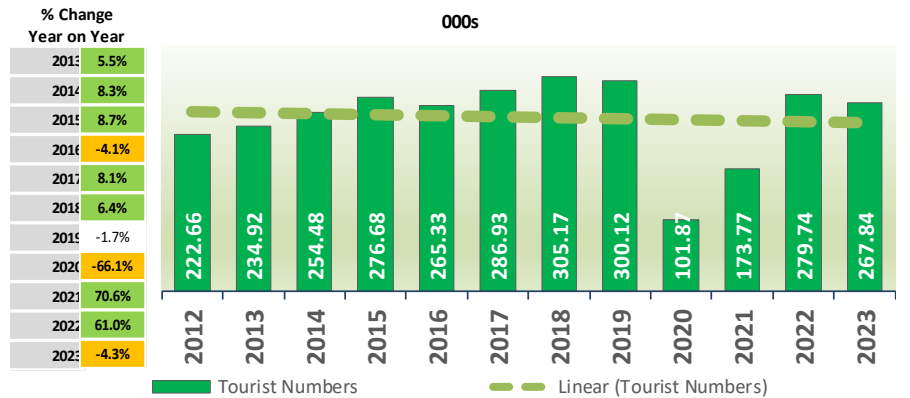
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

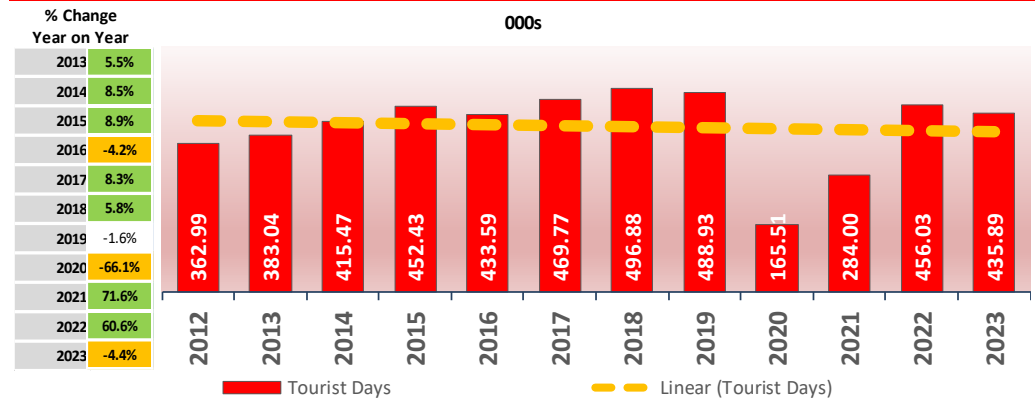
Economic Impact - Indexed - Serviced Accommodation



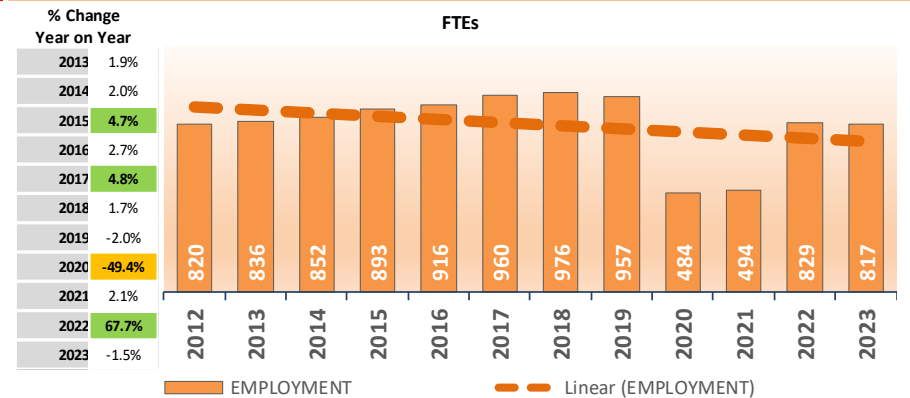
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		7.6%	16.0%	26.0%	21.6%	32.3%	39.7%	37.1%	-59.2%	-30.1%	5.2%	-0.2%
Visitor Numbers		5.5%	14.3%	24.3%	19.2%	28.9%	37.1%	34.8%	-54.2%	-22.0%	25.6%	20.3%
Visitor Days		5.5%	14.5%	24.6%	19.5%	29.4%	36.9%	34.7%	-54.4%	-21.8%	25.6%	20.1%
Direct Employment		1.9%	3.9%	8.8%	11.8%	17.1%	19.0%	16.6%	-41.0%	-39.7%	1.1%	-0.4%

"Linear" = Linear Trendline

STEAM REPORT FOR 2012-2023 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

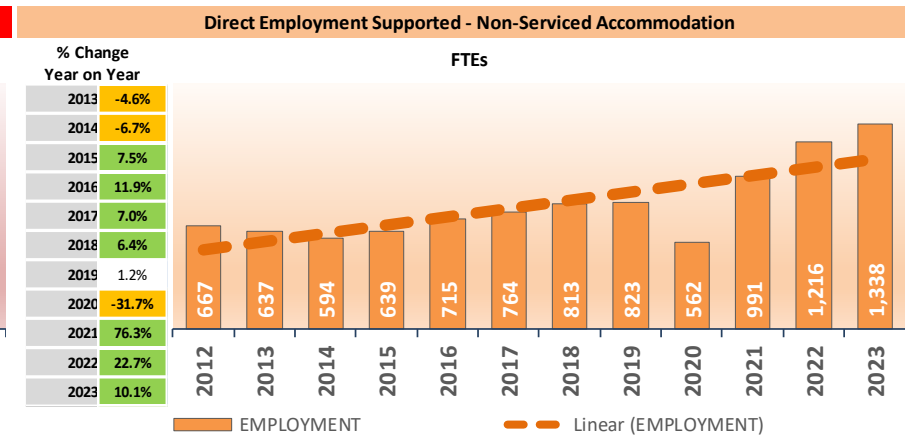
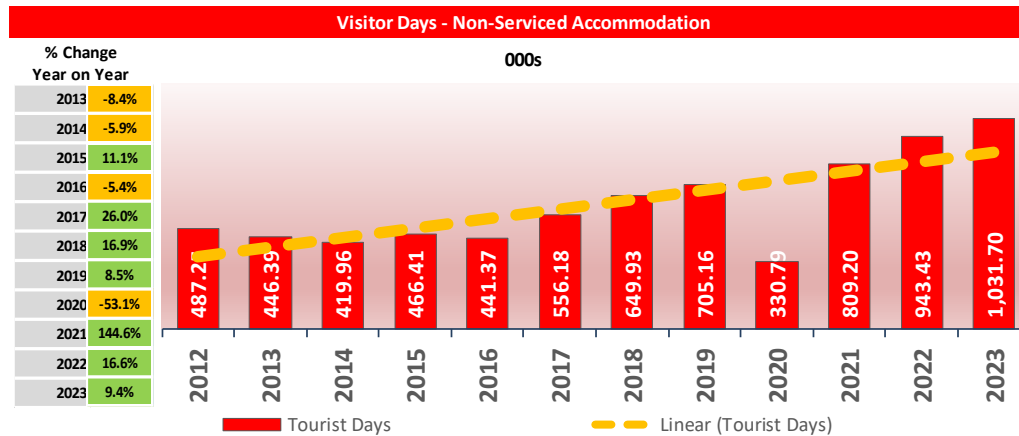
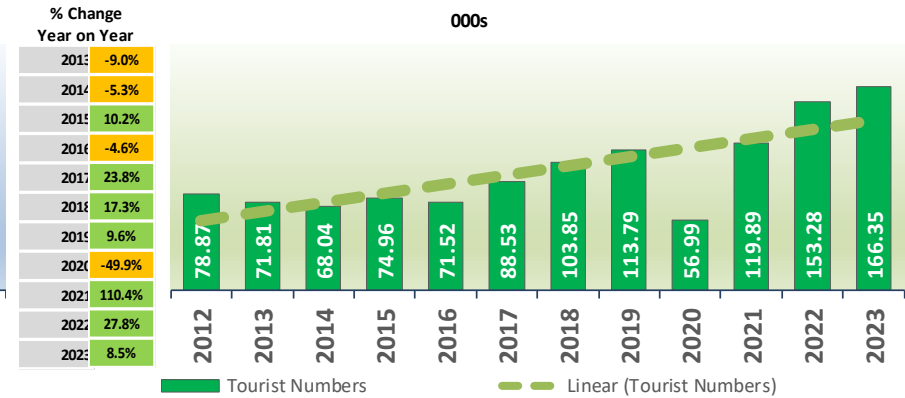
2012 to 2023
2023 Prices

NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation



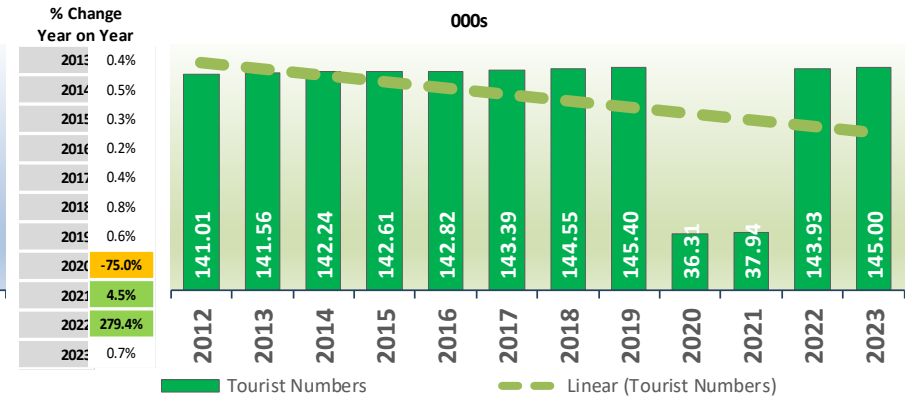
% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		-8.1%	-13.2%	-4.4%	-4.2%	16.9%	41.9%	56.4%	-25.9%	74.6%	114.1%	134.4%
Visitor Numbers		-9.0%	-13.7%	-5.0%	-9.3%	12.3%	31.7%	44.3%	-27.7%	52.0%	94.3%	110.9%
Visitor Days		-8.4%	-13.8%	-4.3%	-9.4%	14.1%	33.4%	44.7%	-32.1%	66.1%	93.6%	111.7%
Direct Employment		-4.6%	-10.9%	-4.3%	7.1%	14.6%	21.9%	23.4%	-15.8%	48.6%	82.3%	100.6%

"Linear" = Linear Trendline

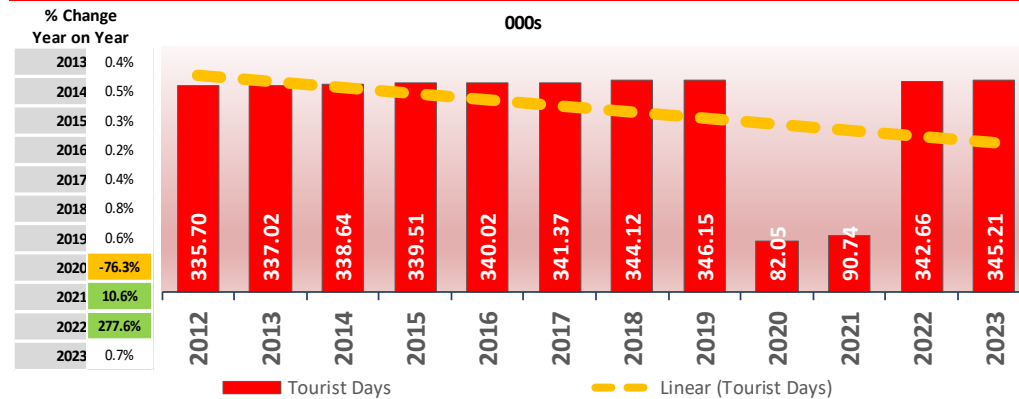
Economic Impact - Indexed - SFR



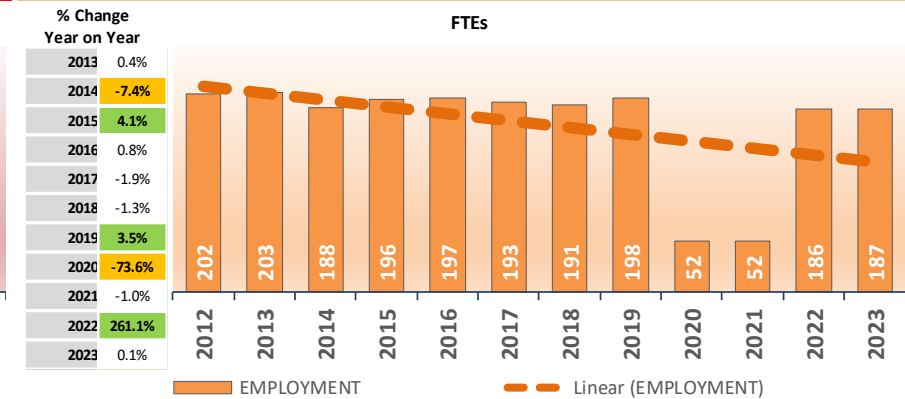
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		0.4%	0.9%	1.1%	1.3%	1.7%	2.5%	3.1%	-75.6%	-73.0%	2.1%	2.8%
Visitor Numbers		0.4%	0.9%	1.1%	1.3%	1.7%	2.5%	3.1%	-74.2%	-73.1%	2.1%	2.8%
Visitor Days		0.4%	0.9%	1.1%	1.3%	1.7%	2.5%	3.1%	-75.6%	-73.0%	2.1%	2.8%
Direct Employment		0.4%	-7.0%	-3.2%	-2.5%	-4.4%	-5.6%	-2.3%	-74.2%	-74.5%	-7.8%	-7.7%

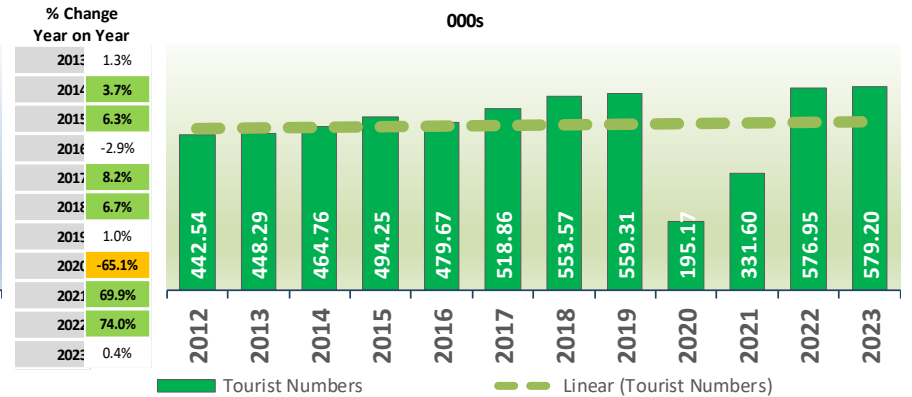
"Linear" = Linear Trendline

Economic Impact - Indexed - Staying Visitor



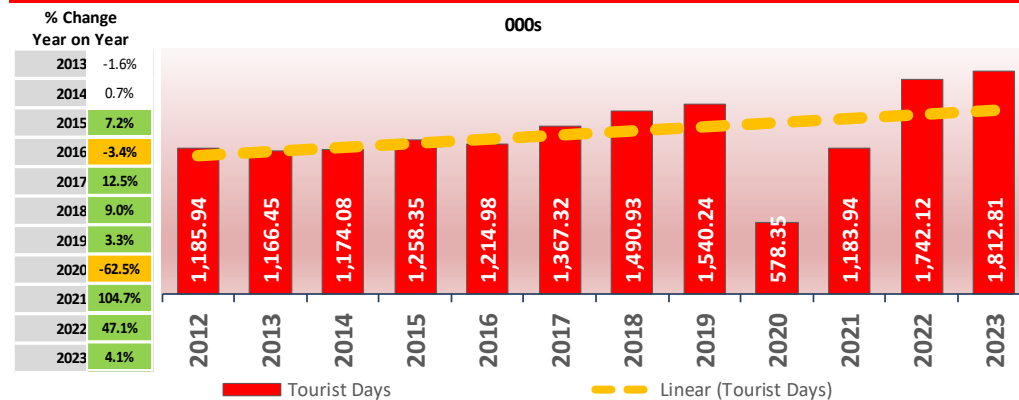
Year	% Change Year on Year
2013	0.7%
2014	2.2%
2015	7.8%
2016	-1.8%
2017	11.8%
2018	10.5%
2019	3.1%
2020	-63.7%
2021	101.1%
2022	42.8%
2023	3.4%

Visitor Numbers - Staying Visitor



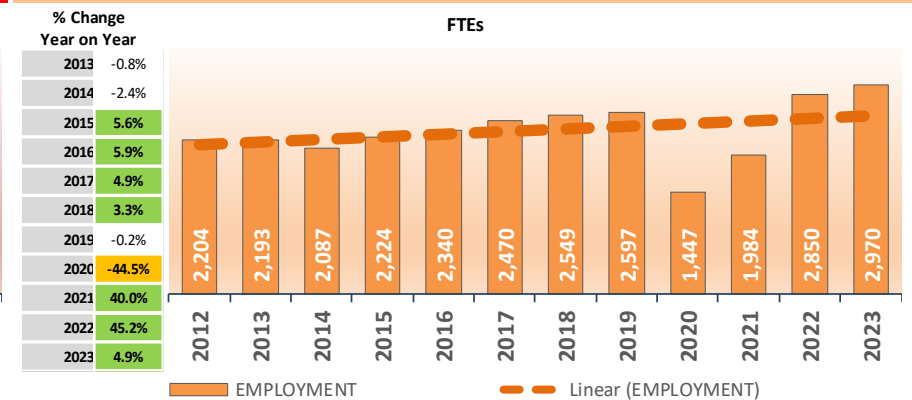
Year	% Change Year on Year
2013	1.3%
2014	3.7%
2015	6.3%
2016	-2.9%
2017	8.2%
2018	6.7%
2019	1.0%
2020	-65.1%
2021	69.9%
2022	74.0%
2023	0.4%

Visitor Days - Staying Visitor



Year	% Change Year on Year
2013	-1.6%
2014	0.7%
2015	7.2%
2016	-3.4%
2017	12.5%
2018	9.0%
2019	3.3%
2020	-62.5%
2021	104.7%
2022	47.1%
2023	4.1%

Direct Employment Supported - Staying Visitor



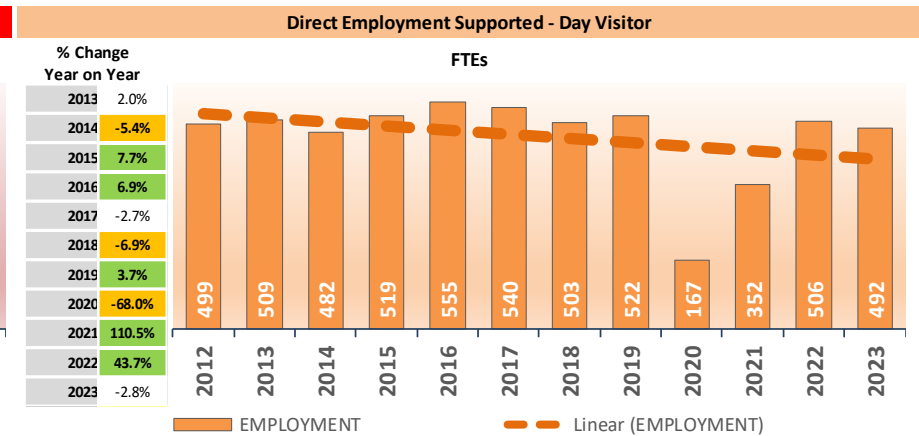
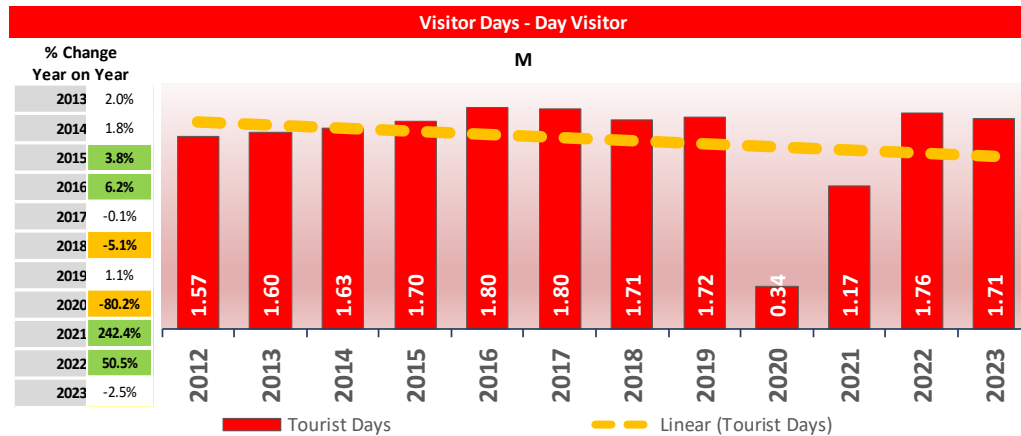
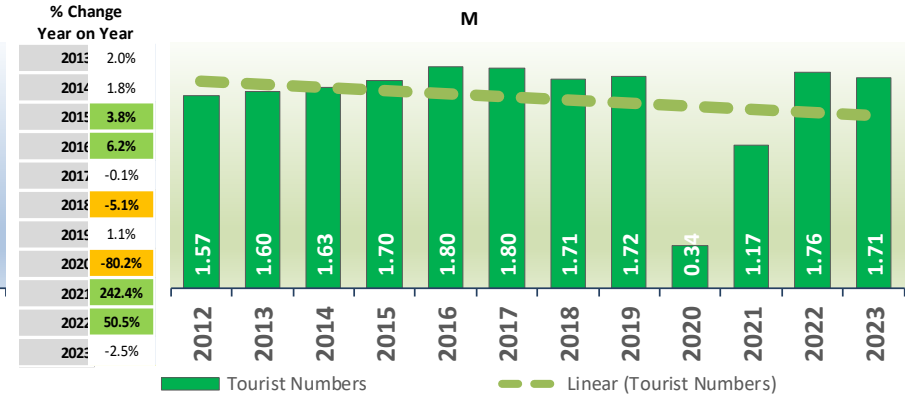
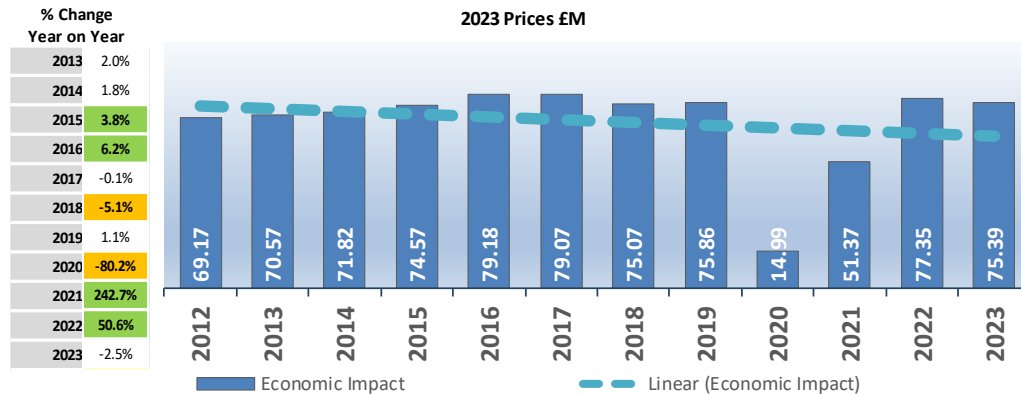
Year	% Change Year on Year
2013	-0.8%
2014	-2.4%
2015	5.6%
2016	5.9%
2017	4.9%
2018	3.3%
2019	-0.2%
2020	-44.5%
2021	40.0%
2022	45.2%
2023	4.9%

% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		0.7%	2.9%	10.9%	8.9%	21.7%	34.5%	38.6%	-49.7%	1.1%	44.5%	49.4%
Visitor Numbers		1.3%	5.0%	11.7%	8.4%	17.2%	25.1%	26.4%	-55.9%	-25.1%	30.4%	30.9%
Visitor Days		-1.6%	-1.0%	6.1%	2.4%	15.3%	25.7%	29.9%	-51.2%	-0.2%	46.9%	52.9%
Direct Employment		-0.5%	-5.3%	0.9%	6.2%	12.1%	15.7%	17.8%	-34.4%	-10.0%	29.3%	34.8%

"Linear" = Linear Trendline

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor

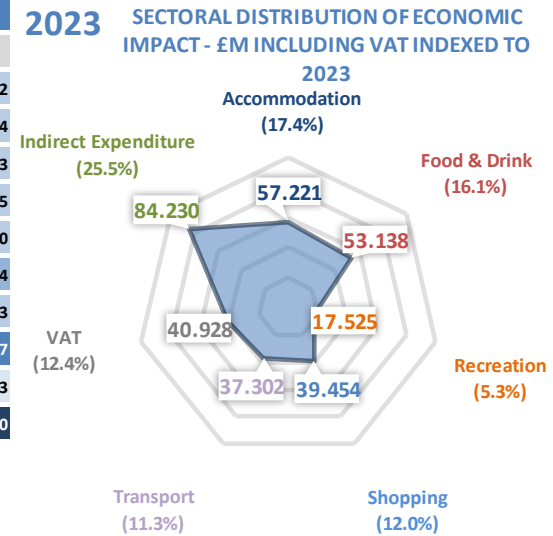


% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed	2.0%	3.8%	7.8%	14.5%	14.3%	8.5%	9.7%	-78.3%	-25.7%	11.8%	9.0%	
Visitor Numbers	2.0%	3.8%	7.8%	14.5%	14.3%	8.5%	9.7%	-78.3%	-25.7%	11.8%	9.0%	
Visitor Days	2.0%	3.8%	7.8%	14.5%	14.3%	8.5%	9.7%	-78.3%	-25.7%	11.8%	9.0%	
Direct Employment	2.0%	-3.5%	4.0%	11.2%	8.2%	0.7%	4.5%	-66.5%	-29.5%	1.3%	-1.5%	

"Linear" = Linear Trendline

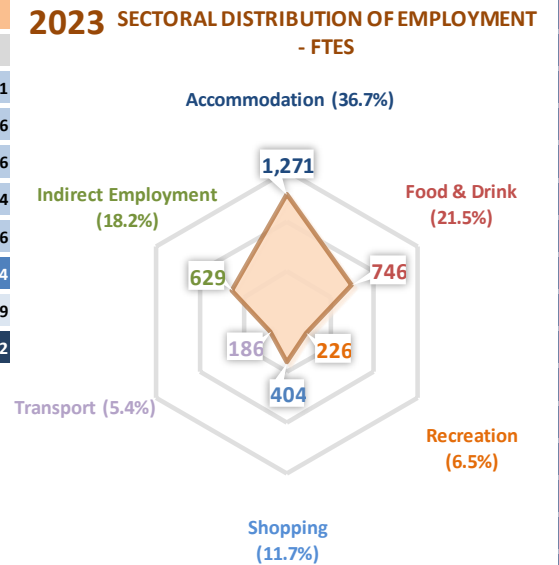
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2023

SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	£M	37.61	39.94	42.30	45.68	46.32	53.20	61.44	64.94	24.40	43.43	57.67	57.22
Food & Drink	£M	40.60	40.58	41.13	43.74	43.54	46.15	47.30	47.80	15.60	37.48	52.50	53.14
Recreation	£M	13.26	13.22	13.36	14.21	14.14	15.02	15.40	15.59	5.121	12.39	17.26	17.53
Shopping	£M	30.58	30.44	30.68	32.50	32.47	34.09	34.65	34.92	10.55	26.02	38.49	39.45
Transport	£M	28.63	28.39	28.47	30.24	30.14	31.62	32.07	32.21	9.908	25.02	36.14	37.30
Direct Revenue	£M	150.68	152.57	155.93	166.37	166.59	180.08	190.87	195.46	65.59	144.35	202.06	204.64
VAT	£M	30.14	30.51	31.19	33.27	33.32	36.02	38.17	39.09	9.290	21.82	39.10	40.93
Direct Expenditure	£M	180.82	183.09	187.12	199.64	199.91	216.10	229.04	234.55	74.88	166.17	241.16	245.57
Indirect Expenditure	£M	58.61	58.92	59.85	63.67	64.67	70.20	74.93	77.36	25.75	57.39	82.14	84.23
TOTAL	£M	239.42	242.01	246.97	263.32	264.58	286.30	303.97	311.91	100.63	223.56	323.30	329.80



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	FTEs	866	866	876	879	1,012	1,046	1,069	1,035	562	793	1,206	1,271
Food & Drink	FTEs	552	551	607	675	672	670	695	687	285	549	727	746
Recreation	FTEs	219	218	174	179	192	208	195	217	96	159	221	226
Shopping	FTEs	379	377	318	355	349	367	362	386	227	263	401	404
Transport	FTEs	174	172	142	158	159	167	163	175	96	124	182	186
Direct Employment	FTEs	2,189	2,185	2,117	2,246	2,383	2,458	2,484	2,499	1,265	1,889	2,737	2,834
Indirect Employment	FTEs	514	517	452	498	512	552	569	620	348	447	618	629
TOTAL	FTEs	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	2,336	3,356	3,462

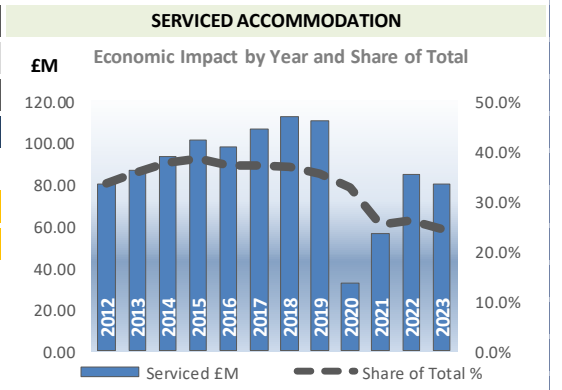


STEAM REPORT FOR 2012-2023 - FINAL MONMOUTHSHIRE COUNTY COUNCIL												2012 to 2023 2023 Prices		TOTAL	ECONOMIC IMPACT Indexed						
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		TOTAL												TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES												TOTAL		% Change		QUARTER			
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	TOTAL		% Change		Q1	Q2	Q3	Q4
% Change 2012 to 2023		43.0%	47.7%	6.5%	47.3%	44.4%	45.8%	36.6%	31.0%	39.2%	31.6%	37.9%	53.9%	37.7%	Annual Change	%	28.1%	45.9%	35.0%	40.6%	
% Change 2022 to 2023		6.2%	9.8%	-1.3%	1.8%	3.3%	2.3%	2.9%	0.5%	4.7%	-5.9%	-2.0%	5.2%	2.0%			4.4%	2.4%	2.4%	-1.2%	
Average Annual Change		3.9%	4.3%	0.6%	4.3%	4.0%	4.2%	3.3%	2.8%	3.6%	2.9%	3.4%	4.9%	3.4%			2.6%	4.2%	3.2%	3.7%	
2012	£M	11.28	11.09	17.78	20.91	19.33	22.77	30.32	37.27	23.42	18.68	11.69	14.88	239.42	Annual Change	%	40.15	63.01	91.01	45.25	
2013	£M	10.67	11.28	16.39	18.32	21.54	23.30	32.18	38.03	21.87	19.10	12.16	17.16	242.01			1.1%	38.34	63.16	92.08	48.42
2014	£M	11.71	12.63	15.49	22.61	19.24	20.93	30.03	39.64	22.82	20.25	13.43	18.19	246.97			2.0%	39.83	62.78	92.49	51.87
2015	£M	12.43	13.38	15.86	24.06	20.75	21.76	32.37	41.48	23.93	24.74	13.63	18.93	263.32			6.6%	41.68	66.56	97.78	57.30
2016	£M	12.07	12.34	17.63	23.62	18.85	22.74	32.54	44.75	24.87	21.38	13.80	19.99	264.58			0.5%	42.05	65.21	102.16	55.17
2017	£M	12.42	13.14	17.07	27.51	20.54	25.64	33.70	47.20	27.56	24.86	15.46	21.19	286.30			8.2%	42.63	73.69	108.46	61.52
2018	£M	13.10	14.52	17.02	26.93	24.60	28.36	35.39	47.32	28.85	26.43	18.05	23.40	303.97			6.2%	44.64	79.90	111.56	67.89
2019	£M	15.50	15.82	17.25	31.09	25.52	27.26	34.95	46.13	30.64	26.03	16.68	25.04	311.91			2.6%	48.57	83.87	111.72	67.75
2020	£M	13.71	14.02	10.37				8.619	26.33	16.63	6.221	1.818	2.912	100.63			-67.7%	38.10		51.58	10.95
2021	£M			0.608	12.46	15.79	25.38	35.15	46.44	28.56	27.48	13.46	18.22	223.56			122.2%	0.608	53.64	110.15	59.16
2022	£M	15.19	14.92	19.18	30.24	27.02	32.45	40.22	48.57	31.14	26.13	16.46	21.78	323.30	44.6%	49.29	89.72	119.92	64.37		
2023	£M	16.13	16.38	18.93	30.79	27.91	33.21	41.40	48.82	32.60	24.58	16.13	22.91	329.80	2.0%	51.45	91.90	122.82	63.62		
ECONOMIC IMPACT - INDEXED TO 2023														TOTAL							
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M							
Total		£M	239.42	242.01	246.97	263.32	264.58	286.30	303.97	311.91	100.63	223.56	323.30	329.80	Economic Impact by Year and Share of Total						
All Visitor Types		£M	239.42	242.01	246.97	263.32	264.58	286.30	303.97	311.91	100.63	223.56	323.30	329.80							
Share of Total		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%								
Annual Change in Share		%																			
Change in Share from 2012		%																			
Avg Ann. Change in Share		%																			

STEAM REPORT FOR 2012-2023 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

ECONOMIC IMPACT BY:													2012 to 2023 2023 Prices	SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed				
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
KEY													TOTAL	% Change					
SERVICED ACCOMMODATION																			
ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES													TOTAL	% Change	QUARTER				
An increase of 3% or more															Annual 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 2012 to 2023		33.9%	33.2%	-13.4%	35.6%	-23.7%	-16.3%	-27.1%	-9.3%	-8.6%	-11.2%	32.1%	35.4%	-0.2%	10.1%	0.5%	-14.6%	14.9%	
% Change 2022 to 2023		33.3%	4.2%	4.4%	-3.2%	-8.1%	-2.5%	-17.7%	-13.4%	-5.4%	-13.5%	-8.1%	1.5%	-5.1%	10.5%	-4.1%	-12.5%	-6.0%	
Average Annual Change		3.1%	3.0%	-1.2%	3.2%	-2.2%	-1.5%	-2.5%	-0.8%	-0.8%	-1.0%	2.9%	3.2%	0.0%	0.9%	0.0%	-1.3%	1.4%	
2012	£M	2.885	3.942	6.767	6.889	5.387	6.675	9.152	12.66	7.727	7.840	3.523	6.995	80.44	13.59	18.95	29.54	18.36	
2013	£M	3.271	4.472	6.759	6.081	6.199	7.236	10.36	12.91	7.606	7.921	4.739	8.991	86.54	7.6%	14.50	19.52	30.87	21.65
2014	£M	4.196	5.914	5.711	8.652	5.352	5.828	9.000	14.77	8.735	9.659	5.469	9.999	93.28	7.8%	15.82	19.83	32.50	25.13
2015	£M	4.197	6.142	6.558	8.893	5.607	6.575	9.979	15.68	9.592	12.16	5.677	10.28	101.34	8.6%	16.90	21.08	35.25	28.12
2016	£M	3.843	5.527	6.191	10.78	4.763	6.380	9.679	15.80	9.292	9.076	5.373	11.12	97.82	-3.5%	15.56	21.92	34.77	25.57
2017	£M	3.943	5.704	6.952	10.62	5.047	6.642	9.909	18.58	10.29	10.75	6.314	11.70	106.46	8.8%	16.60	22.31	38.78	28.77
2018	£M	4.272	7.003	7.244	11.46	5.476	7.606	11.24	18.21	10.21	10.53	6.583	12.52	112.35	5.5%	18.52	24.54	39.66	29.63
2019	£M	4.570	6.915	7.385	11.95	5.583	6.946	10.29	17.10	10.41	10.44	6.472	12.25	110.32	-1.8%	18.87	24.48	37.80	29.16
2020	£M	3.477	5.144	2.615				0.213	11.54	6.227	2.490		1.129	32.84	-70.2%	11.24		17.98	3.619
2021	£M					1.629	5.327	7.914	14.03	7.937	7.588	4.185	7.611	56.22	71.2%		6.957	29.88	19.38
2022	£M	2.898	5.039	5.612	9.651	4.471	5.734	8.099	13.26	7.463	8.043	5.064	9.330	84.67	50.6%	13.55	19.86	28.82	22.44
2023	£M	3.863	5.250	5.861	9.343	4.108	5.588	6.668	11.49	7.059	6.958	4.653	9.474	80.31	-5.1%	14.97	19.04	25.21	21.09

ECONOMIC IMPACT - INDEXED TO 2023													
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Serviced	£M	80.44	86.54	93.28	101.34	97.82	106.46	112.35	110.32	32.84	56.22	84.67	80.31
All Visitor Types	£M	239.42	242.01	246.97	263.32	264.58	286.30	303.97	311.91	100.63	223.56	323.30	329.80
Share of Total	%	33.6%	35.8%	37.8%	38.5%	37.0%	37.2%	37.0%	35.4%	32.6%	25.1%	26.2%	24.4%
Annual Change in Share	%		6.4%	5.6%	1.9%	-3.9%	0.6%	-0.6%	-4.3%	-7.7%	-22.9%	4.1%	-7.0%
Change in Share from 2012	%		6.4%	12.4%	14.5%	10.0%	10.7%	10.0%	5.3%	-2.9%	-25.2%	-22.1%	-27.5%
Avg Ann. Change in Share	%		6.4%	6.2%	4.8%	2.5%	2.1%	1.7%	0.8%	-0.4%	-2.8%	-2.2%	-2.5%



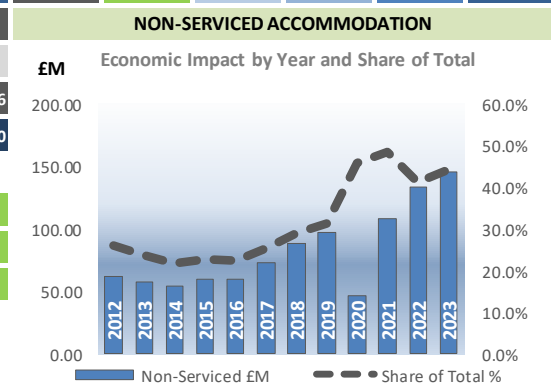
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Report Prepared by: Cathy James. Date of Issue: 20/07/24

STEAM REPORT FOR 2012-2023 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

ECONOMIC IMPACT BY:													2012 to 2023 2023 Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed																																	
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																																			
NON-SERVICED ACCOMMODATION													TOTAL						% Change																															
ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES																																																		
KEY																																																		
An increase of 3% or more																																																		
Less than 3% change																																																		
A Fall of 3% or more																																																		
													Q1		Q2		Q3		Q4																															
													JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC															
													189.6%		133.0%		68.2%		145.4%		188.1%		155.7%		115.3%		112.7%		131.2%		189.8%		59.7%		233.7%		134.4%													
													9.2%		6.5%		-1.5%		6.6%		11.4%		10.5%		10.0%		13.0%		14.0%		5.9%		5.0%		10.4%		9.5%													
													17.2%		12.1%		6.2%		13.2%		17.1%		14.2%		10.5%		10.2%		11.9%		17.3%		5.4%		21.2%		12.2%													
													2012		2013		2014		2015		2016		2017		2018		2019		2020		2021		2022		2023		£M		Annual Change											
													£M		£M		£M		£M		£M		£M		£M		£M		£M		£M		£M		£M		%		%											
													1.942		2.199		2.325		2.349		2.177		2.056		2.479		4.073		3.366		5.153		5.625		62.15		-8.1%		8.916		16.12		27.24		9.867					
													1.727		2.199		3.540		4.019		2.177		2.056		2.479		4.073		3.366		5.153		5.625		57.13		-8.1%		7.466		14.71		24.58		10.38					
													1.621		2.325		3.357		4.108		2.177		2.056		2.479		4.073		3.366		5.153		5.625		53.97		-5.5%		7.303		13.87		23.42		9.377					
													2.040		2.349		2.839		4.108		2.177		2.056		2.479		4.073		3.366		5.153		5.625		59.44		10.1%		7.228		15.57		25.74		10.90					
													2.177		2.369		3.632		4.019		2.177		2.056		2.479		4.073		3.366		5.153		5.625		59.57		0.2%		8.179		14.08		26.64		10.67					
													2.056		2.627		3.750		6.383		2.056		2.056		2.479		4.073		3.366		5.153		5.625		72.65		22.0%		8.433		19.77		31.49		12.96					
													2.479		2.748		4.757		8.974		2.479		2.479		2.479		2.479		2.479		2.479		2.479		88.21		21.4%		9.985		25.03		35.38		17.81					
													4.073		3.675		5.505		7.980		4.073		4.073		4.073		4.073		4.073		4.073		4.073		97.22		10.2%		13.25		28.34		37.24		18.38					
													3.366		4.304		5.301				3.366		3.366		3.366		3.366		3.366		3.366		3.366		46.05		-52.6%		12.97				28.78		4.298					
													5.153		5.787		7.387		10.83		5.153		5.153		5.153		5.153		5.153		5.153		5.153		108.49		135.6%		0.608		32.59		51.80		23.50					
													5.625		6.164		7.279		11.54		5.625		5.625		5.625		5.625		5.625		5.625		5.625		133.06		22.6%		18.33		38.55		53.03		23.14					
													5.625		6.164		7.279		11.54		5.625		5.625		5.625		5.625		5.625		5.625		5.625		145.66		9.5%		19.07		42.30		59.53		24.76					

ECONOMIC IMPACT - INDEXED TO 2023													NON-SERVICED ACCOMMODATION																									
SHARE OF MARKET													2012		2013		2014		2015		2016		2017		2018		2019		2020		2021		2022		2023			
Non-Serviced													£M		62.15		57.13		53.97		59.44		59.57		72.65		88.21		97.22		46.05		108.49		133.06		145.66	
All Visitor Types													£M		239.42		242.01		246.97		263.32		264.58		286.30		303.97		311.91		100.63		223.56		323.30		329.80	
Share of Total													%		26.0%		23.6%		21.9%		22.6%		22.5%		25.4%		29.0%		31.2%		45.8%		48.5%		41.2%		44.2%	
Annual Change in Share													%				-9.1%		-7.4%		3.3%		-0.3%		12.7%		14.3%		7.4%		46.8%		6.0%		-15.2%		7.3%	
Change in Share from 2012													%				-9.1%		-15.8%		-13.0%		-13.3%		-2.2%		11.8%		20.1%		76.3%		86.9%		58.5%		70.1%	
Avg Ann. Change in Share													%				-9.1%		-7.9%		-4.3%		-3.3%		-0.4%		2.0%		2.9%		9.5%		9.7%		5.9%		6.4%	

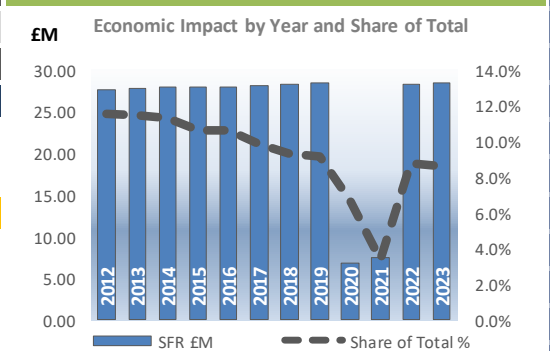


STEAM REPORT FOR 2012-2023 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

2012 to 2023 2023 Prices													SFR	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR	QUARTER					
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / 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 2012 to 2023		2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%		2.8%	2.8%	2.8%	2.8%	2.8%
% Change 2022 to 2023		0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	
Average Annual Change		0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	
2012	£M	3.846	1.292	1.470	3.508	2.256	1.738	2.821	2.986	1.538	1.536	1.197	3.467	27.66	6.609	7.502	7.344	6.200	
2013	£M	3.862	1.298	1.476	3.522	2.266	1.745	2.832	2.998	1.544	1.543	1.202	3.481	27.77	6.636	7.533	7.374	6.226	
2014	£M	3.880	1.304	1.483	3.538	2.276	1.753	2.845	3.012	1.551	1.550	1.208	3.497	27.90	6.667	7.568	7.409	6.255	
2015	£M	3.890	1.307	1.487	3.548	2.282	1.758	2.853	3.020	1.555	1.554	1.211	3.506	27.97	6.684	7.587	7.428	6.271	
2016	£M	3.896	1.309	1.489	3.553	2.286	1.761	2.857	3.024	1.558	1.556	1.213	3.512	28.01	6.694	7.599	7.439	6.281	
2017	£M	3.911	1.314	1.495	3.567	2.295	1.768	2.868	3.036	1.564	1.562	1.217	3.525	28.12	6.721	7.629	7.469	6.305	
2018	£M	3.943	1.325	1.507	3.596	2.313	1.782	2.891	3.061	1.577	1.575	1.227	3.554	28.35	6.775	7.691	7.529	6.356	
2019	£M	3.966	1.333	1.516	3.617	2.327	1.792	2.908	3.079	1.586	1.584	1.234	3.575	28.52	6.814	7.736	7.573	6.393	
2020	£M	3.980	1.337	0.833				0.292	0.309					6.752	-76.3%	6.151		0.601	
2021	£M					0.235	0.181	1.470	1.556	0.801	0.801	0.624	1.807	7.475	10.7%		0.416	3.827	3.231
2022	£M	3.926	1.319	1.501	3.581	2.303	1.774	2.879	3.048	1.570	1.568	1.222	3.539	28.23	277.7%	6.746	7.658	7.497	6.329
2023	£M	3.954	1.329	1.511	3.606	2.320	1.787	2.900	3.070	1.581	1.580	1.231	3.564	28.43	0.7%	6.794	7.713	7.551	6.374

ECONOMIC IMPACT - INDEXED TO 2023 **SFR**

SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
SFR	£M	27.66	27.77	27.90	27.97	28.01	28.12	28.35	28.52	6.752	7.475	28.23	28.43
All Visitor Types	£M	239.42	242.01	246.97	263.32	264.58	286.30	303.97	311.91	100.63	223.56	323.30	329.80
Share of Total	%	11.6%	11.5%	11.3%	10.6%	10.6%	9.8%	9.3%	9.1%	6.7%	3.3%	8.7%	8.6%
Annual Change in Share	%		-0.7%	-1.6%	-6.0%	-0.3%	-7.2%	-5.1%	-2.0%	-26.6%	-50.2%	161.2%	-1.3%
Change in Share from 2012	%		-0.7%	-2.2%	-8.0%	-8.3%	-15.0%	-19.3%	-20.8%	-41.9%	-71.1%	-24.4%	-25.4%
Avg Ann. Change in Share	%		-0.7%	-1.1%	-2.7%	-2.1%	-3.0%	-3.2%	-3.0%	-5.2%	-7.9%	-2.4%	-2.3%



STEAM REPORT FOR 2012-2023 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

2012 to 2023
2023 Prices

STAYING VISITOR

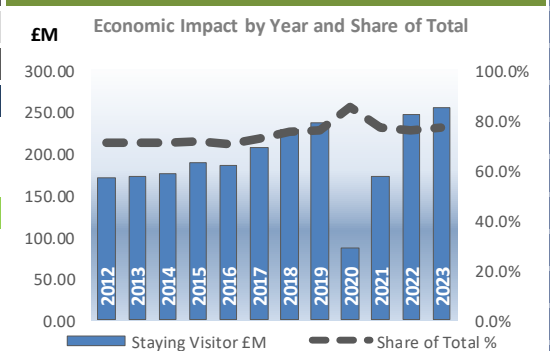
ECONOMIC IMPACT
Indexed

ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR	QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2023		55.0%	61.7%	16.6%	62.2%	63.0%	61.5%	39.1%	41.6%	53.8%	50.4%	40.0%	60.9%	49.4%	Annual Change	40.2%	62.2%	43.9%	51.7%
% Change 2022 to 2023		12.2%	4.9%	1.0%	1.8%	5.6%	6.5%	1.4%	2.4%	7.0%	-2.1%	-1.0%	4.4%	3.4%		5.7%	4.5%	3.3%	0.6%
Average Annual Change		5.0%	5.6%	1.5%	5.7%	5.7%	5.6%	3.6%	3.8%	4.9%	4.6%	3.6%	5.5%	4.5%		3.7%	5.7%	4.0%	4.7%
2012	£M	8.674	7.880	12.57	15.10	12.46	15.01	21.28	26.33	16.52	13.36	8.404	12.66	170.25		29.12	42.58	64.13	34.43
2013	£M	8.861	7.968	11.78	13.05	13.90	14.81	22.17	25.42	15.23	14.17	9.226	14.87	171.44	0.7%	28.60	41.76	62.82	38.26
2014	£M	9.698	9.543	10.55	16.02	12.67	12.59	19.99	27.49	15.85	14.81	10.12	15.83	175.15	2.2%	29.79	41.27	63.33	40.76
2015	£M	10.13	9.798	10.88	16.55	13.37	14.32	22.17	29.19	17.05	18.33	10.23	16.73	188.74	7.8%	30.81	44.23	68.42	45.29
2016	£M	9.917	9.205	11.31	18.35	12.35	12.90	21.59	29.86	17.41	15.07	10.04	17.41	185.40	-1.8%	30.43	43.60	68.86	42.52
2017	£M	9.910	9.645	12.20	20.57	13.30	15.84	23.21	34.48	20.04	18.38	10.88	18.77	207.23	11.8%	31.75	49.71	77.74	48.03
2018	£M	10.69	11.08	13.51	21.38	16.76	19.12	25.67	35.93	20.98	20.44	13.18	20.18	228.91	10.5%	35.28	57.26	82.57	53.80
2019	£M	12.61	11.92	14.41	23.55	17.62	19.40	25.47	34.45	22.70	20.14	12.11	21.69	236.05	3.1%	38.94	60.56	82.62	53.94
2020	£M	10.82	10.79	8.749				7.380	24.03	15.96	4.790	1.018	2.108	85.64	-63.7%	30.36		47.37	7.917
2021	£M			0.608	8.411	11.83	19.72	26.75	34.74	24.02	20.69	9.514	15.91	172.18	101.1%	0.608	39.96	85.50	46.11
2022	£M	11.98	12.15	14.50	24.06	19.23	22.77	29.20	36.41	23.75	20.52	11.89	19.50	245.95	42.8%	38.62	66.07	89.35	51.91
2023	£M	13.44	12.74	14.65	24.49	20.31	24.25	29.61	37.27	25.41	20.09	11.77	20.36	254.40	3.4%	40.84	69.05	92.29	52.22

ECONOMIC IMPACT - INDEXED TO 2023

SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Staying Visitor	£M	170.25	171.44	175.15	188.74	185.40	207.23	228.91	236.05	85.64	172.18	245.95	254.40
All Visitor Types	£M	239.42	242.01	246.97	263.32	264.58	286.30	303.97	311.91	100.63	223.56	323.30	329.80
Share of Total	%	71.1%	70.8%	70.9%	71.7%	70.1%	72.4%	75.3%	75.7%	85.1%	77.0%	76.1%	77.1%
Annual Change in Share	%		-0.4%	0.1%	1.1%	-2.2%	3.3%	4.0%	0.5%	12.5%	-9.5%	-1.2%	1.4%
Change in Share from 2012	%		-0.4%	-0.3%	0.8%	-1.5%	1.8%	5.9%	6.4%	19.7%	8.3%	7.0%	8.5%
Avg Ann. Change in Share	%		-0.4%	-0.1%	0.3%	-0.4%	0.4%	1.0%	0.9%	2.5%	0.9%	0.7%	0.8%

STAYING VISITOR



STEAM REPORT FOR 2012-2023 - FINAL
MONMOUTHSHIRE COUNTY COUNCIL

2012 to 2023
 2023 Prices

DAY VISITOR

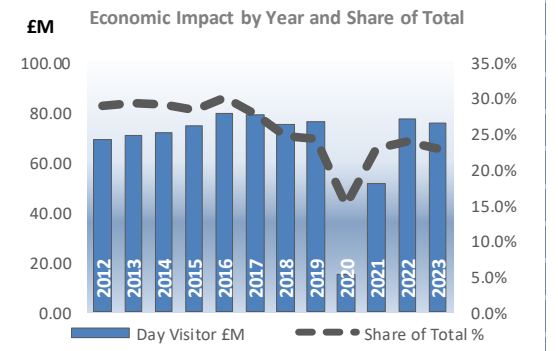
ECONOMIC IMPACT
 Indexed

ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR												TOTAL		QUARTER			
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES												Annual Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change		QUARTER			
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 2012 to 2023		3.3%	13.5%	-17.9%	8.4%	10.6%	15.4%	30.5%	5.5%	4.3%	-15.5%	32.7%	14.5%	9.0%	3.8%	-3.8%	11.8%	13.6%	5.3%
% Change 2022 to 2023		-16.2%	31.2%	-8.5%	1.9%	-2.4%	-7.5%	7.0%	-5.0%	-2.7%	-20.0%	-4.6%	11.6%	-2.5%	-0.5%	-3.4%	-0.1%	-8.5%	
Average Annual Change		0.3%	1.2%	-1.6%	0.8%	1.0%	1.4%	2.8%	0.5%	0.4%	-1.4%	3.0%	1.3%	0.8%	-0.3%	1.1%	1.2%	0.5%	
2012	£M	2.607	3.208	5.215	5.807	6.868	7.760	9.039	10.94	6.896	5.314	3.289	2.226	69.17		11.03	20.44	26.88	10.83
2013	£M	1.813	3.313	4.613	5.271	7.647	8.484	10.01	12.61	6.642	4.936	2.933	2.295	70.57	2.0%	9.739	21.40	29.26	10.16
2014	£M	2.017	3.084	4.935	6.591	6.572	8.344	10.04	12.15	6.973	5.434	3.309	2.365	71.82	1.8%	10.04	21.51	29.17	11.11
2015	£M	2.306	3.583	4.979	7.511	7.378	7.442	10.20	12.28	6.878	6.410	3.392	2.207	74.57	3.8%	10.87	22.33	29.37	12.01
2016	£M	2.157	3.139	6.316	5.277	6.496	9.840	10.96	14.89	7.460	6.315	3.758	2.576	79.18	6.2%	11.61	21.61	33.30	12.65
2017	£M	2.508	3.493	4.877	6.941	7.242	9.798	10.49	12.72	7.517	6.482	4.581	2.428	79.07	-0.1%	10.88	23.98	30.72	13.49
2018	£M	2.407	3.442	3.507	5.553	7.837	9.245	9.720	11.40	7.867	5.995	4.872	3.222	75.07	-5.1%	9.356	22.63	28.99	14.09
2019	£M	2.891	3.893	2.847	7.545	7.901	7.868	9.476	11.69	7.936	5.884	4.576	3.352	75.86	1.1%	9.631	23.31	29.10	13.81
2020	£M	2.889	3.233	1.620				1.239	2.298	0.675	1.431	0.800	0.804	14.99	-80.2%	7.742		4.212	3.035
2021	£M				4.049	3.961	5.668	8.397	11.71	4.538	6.792	3.950	2.309	51.37	242.7%		13.68	24.64	13.05
2022	£M	3.213	2.774	4.679	6.178	7.790	9.680	11.02	12.16	7.387	5.611	4.572	2.283	77.35	50.6%	10.67	23.65	30.57	12.47
2023	£M	2.692	3.640	4.283	6.296	7.599	8.955	11.79	11.54	7.190	4.490	4.363	2.549	75.39	-2.5%	10.62	22.85	30.53	11.40

ECONOMIC IMPACT - INDEXED TO 2023

SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Day Visitor	£M	69.17	70.57	71.82	74.57	79.18	79.07	75.07	75.86	14.99	51.37	77.35	75.39
All Visitor Types	£M	239.42	242.01	246.97	263.32	264.58	286.30	303.97	311.91	100.63	223.56	323.30	329.80
Share of Total	%	28.9%	29.2%	29.1%	28.3%	29.9%	27.6%	24.7%	24.3%	14.9%	23.0%	23.9%	22.9%
Annual Change in Share	%		0.9%	-0.3%	-2.6%	5.7%	-7.7%	-10.6%	-1.5%	-38.8%	54.3%	4.1%	-4.4%
Change in Share from 2012	%		0.9%	0.7%	-2.0%	3.6%	-4.4%	-14.5%	-15.8%	-48.4%	-20.5%	-17.2%	-20.9%
Avg Ann. Change in Share	%		0.9%	0.3%	-0.7%	0.9%	-0.9%	-2.4%	-2.3%	-6.1%	-2.3%	-1.7%	-1.9%

DAY VISITOR



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