

2023 Monmouthshire Tourism Performance

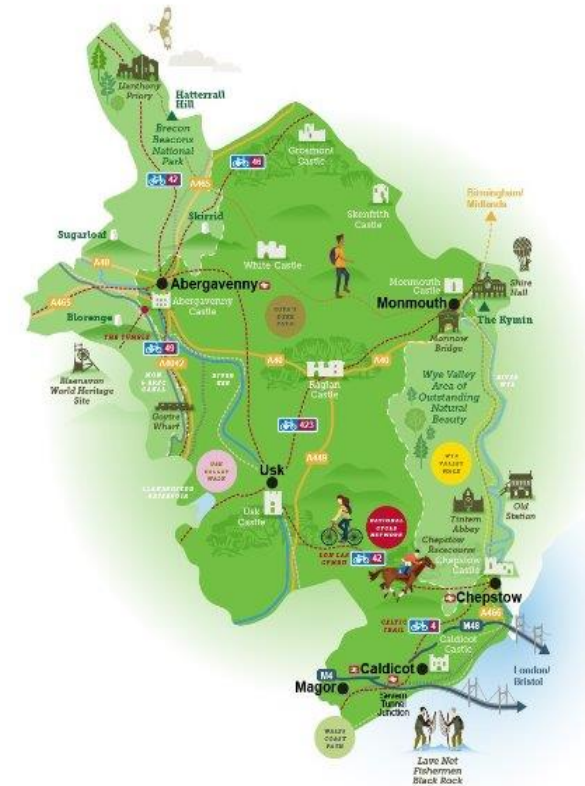
Place Scrutiny Committee
7th November 2024

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Tourism delivers a wide range of benefits for Monmouthshire communities

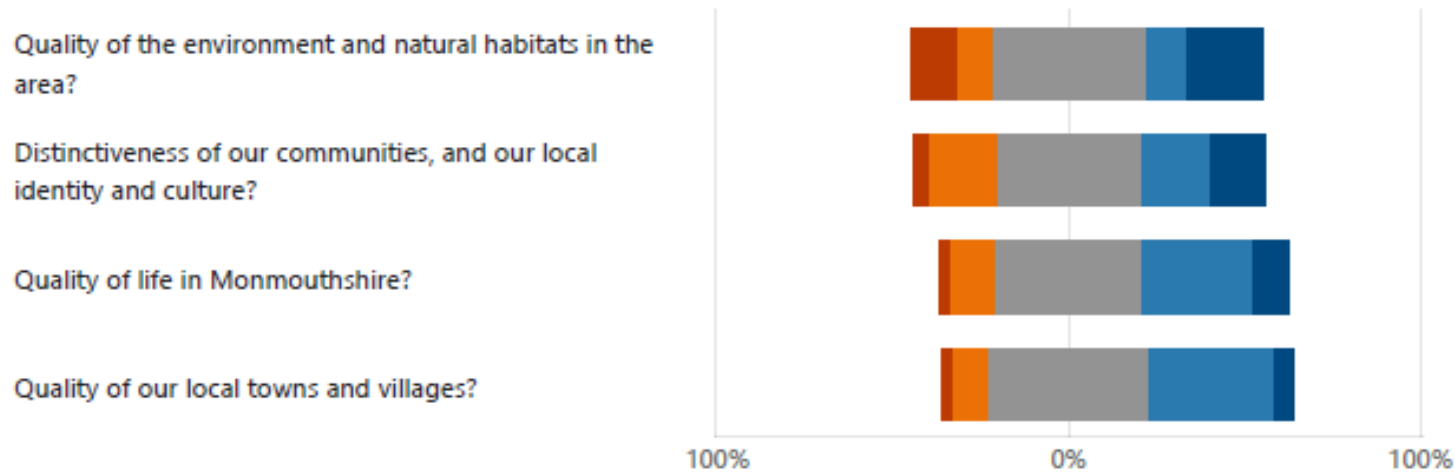
- Important part of the foundational economy
- Generates visitor spend to support:
 - Rural services
 - High streets
 - Local heritage, culture and leisure assets
 - Event programmes
 - Employment opportunities
- Number of tourist days and nights used by WG to calculate LA settlement figure
- Place branding impacts on:
 - Perceptions of area
 - Attractiveness for investment
 - Quality of life for citizens



What do residents think of the impact of tourism on Monmouthshire?

12. What kind of impact does tourism have on the:

■ It damages ■ It has no effect ■ It helps to maintain ■ It helps to improve ■ Don't know



Source: 2024 Destination Resident Survey 157 responses



How is volume & value of tourism estimated?

Using the STEAM (Scarborough Tourism Economic Activity Monitor) model

- Used by Welsh LAs for more than 20 years
- Based on inputs collected nationally and locally including:
 - Visitor accommodation bedstock
 - Visitor accommodation occupancy rates
 - Visitor figures for attractions & events



Value of tourism to Monmouthshire's economy

(STEAM 2023)



2.29 million visitors

The 0.58 million staying visitors contribute £245.40m to Monmouthshire's economy.
Day visitors contribute £75.4m

£

£330 million boost to the economy

£

£246 million direct spend



3,462 jobs (FTE) are supported by the sector



How does 2023 performance compare with 2022?

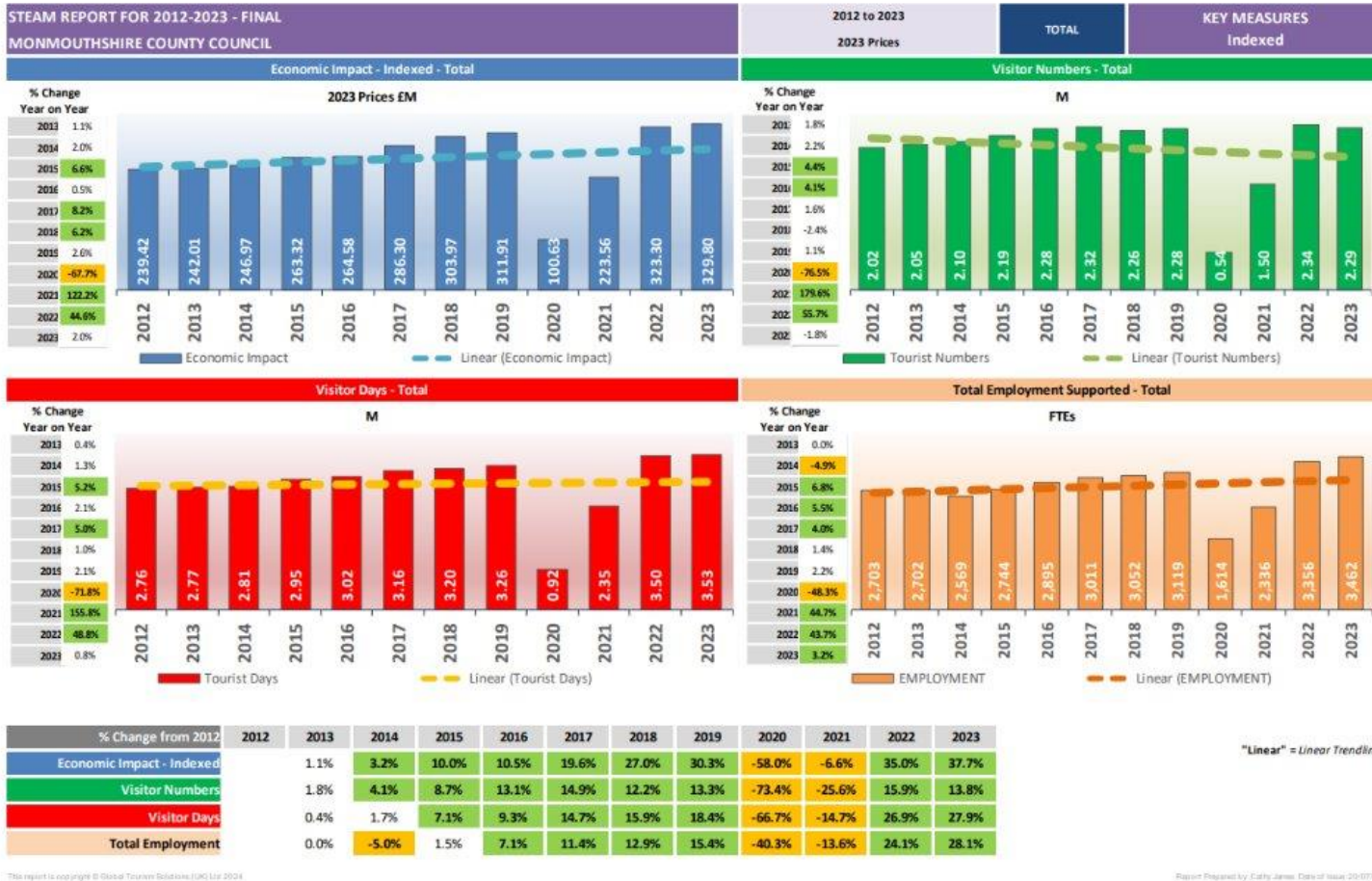
2023 STEAM figures show **continued recovery** of Monmouthshire's visitor economy post pandemic.

Comparisons with 2022 figures:

- Economic impact of tourism **increased by 2%**
- Number of FTE jobs supported by tourism **increased by 3.2%**
- Total visitor numbers **down 1.8%** but...
- Economic Impact Per Visitor Day (EIPVD) **up 1.2%** reflecting the increased importance of staying visitors (particularly those staying in non-serviced accommodation) as a proportion of all visitors to Monmouthshire in 2023.



Monmouthshire Tourism Performance Trends 2012 – 2023 (sTEAM 2023 p. 47)



How does Monmouthshire's performance compare with the Region's?

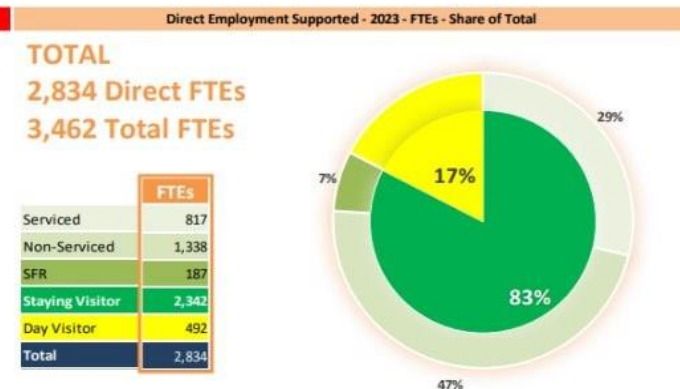
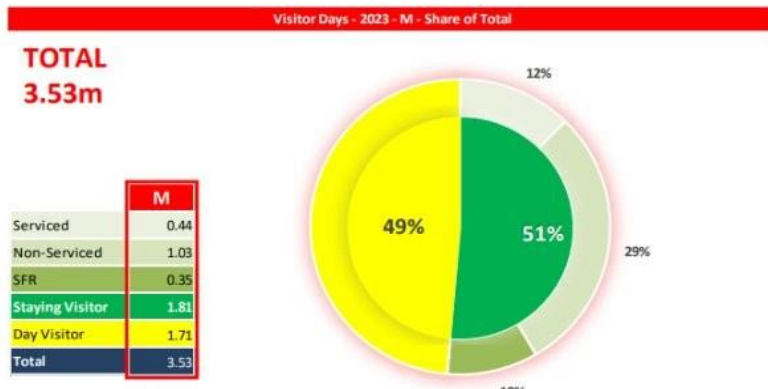
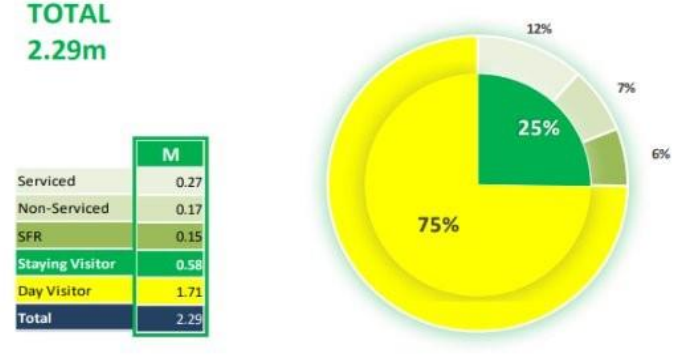
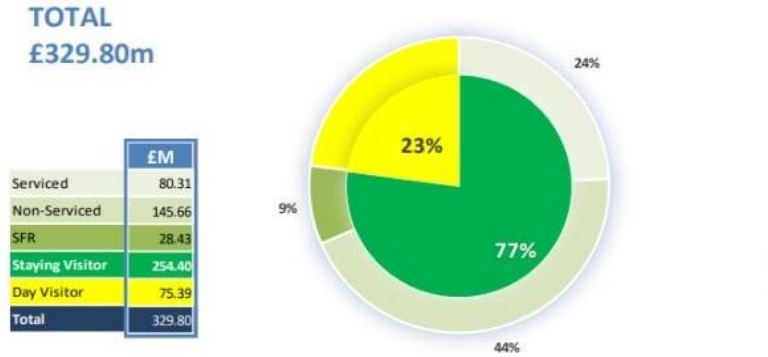
% change for Monmouthshire KPIs compared with the SE Wales averages (2022–2023):

- Economic impact **+2%** (**+1.2%** SE Wales average)
- Visitor numbers **-1.8%** (**+4.3%** SE Wales average)
- Visitor Days **+0.8%** (**+4.2%** SE Wales average)
- FTEs **+3.2%** (**+2.1%** SE Wales average)
- EIPVD **£93.43 (+1.2%)** (**£80.10** SE Wales average **-2.9%**)



Staying visitors generate the lion's share of tourism benefits

STEAM REPORT FOR 2012-2023 - FINAL MONMOUTHSHIRE COUNTY COUNCIL		2023 Historic Prices	TOTAL	DISTRIBUTION BY VISITOR TYPE Historic Prices
Economic Impact - Historic Prices - £M - Share of Total		Visitor Numbers - 2023 - M - Share of Total		



Average EI per visitor £144 (Day visitors £42.79 compared with Staying visitors £439)



What is driving EI growth in Monmouthshire?

Type of bedspace (b/s)	No of b/s 2016	No of b/s 2022	No of b/s 2023	% change 2016 - 2023	Change in b/s 2022 - 2023
All visitor b/s	6,419	9,829	10,398	+47%	+569
Serviced b/s	2,761	2,833	2,850	+3%	+17
Non-serviced b/s	3,658 (57% of all b/s)	6,996	7,548 (73% of all b/s)	+106%	+552
Self-catering b/s (incl in above)	1,528	2,931	3,330	+118%	+399



Monmouthshire visitor accommodation occupancy 2022 - 2024

Accommodation type	Occupancy 2022	Occupancy 2023	Occupancy 2024
Hotel	72.2%	69.7%	73.6% (YTD Sept)
Self-catering	55.2%	51.7%	Data not yet available



Economic Impact – Distribution of Impact by Month



35% of EI generated off-peak (October to March)



Future of tourism in Monmouthshire

- Previous Plan ended in 2020 when Covid hit
- 15% real growth between 2017 and 2023
- New operating environment
 - New Community & Corporate Plan
 - Changed perceptions of tourism
 - Changing regulatory / tax environment
- Need to report on broader range of metrics
- Anian Ltd commissioned to review / renew Plan
- Informed by market but shaped by locals
- Consultation / stakeholder engagement phase almost complete
- Draft Plan due early 2025



Diolch / Thanks Any questions?

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www.visitmonmouthshire.com

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