



# Monmouthshire County Council

STEAM Tourism Economic Impacts  
2015 Year in Review  
Summary



## Monmouthshire's Visitor Economy

This is a summary of the annual tourism economic impact research undertaken for Monmouthshire County Council by Global Tourism Solutions (UK) Ltd.

Monmouthshire received  
**2.2 million**  
Tourism Visits during 2015

Visitors **staying overnight within the area** as part of a holiday or short break, accounted for **494 thousand visits** and **1.3 million nights** in local accommodation

**2.95 million**  
Visitor Days generated by visitors to Monmouthshire in 2015

A total of **£187 million** was generated within the local economy through visitor and tourism business expenditure

**1.7 million tourism visits** made by Day Visitors



**Visitor Numbers**  
**+4.4%** between 2014 and 2015

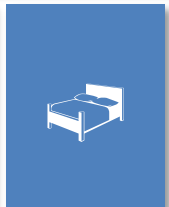


**Day Visits** generated **£53 million** for the local economy in 2015

Visitors play a vital role in supporting over **2,700 full time equivalent jobs** locally



In total, **staying visitors** generated a **total economic impact of £134 million** for local businesses and communities



Monmouthshire's **staying visitors** spent **£39 million** on local accommodation, staying 2.5 nights on average



**Economic Impact +6.6%** between 2014 and 2015

**Total Visitor Days +5.2%** between 2014 and 2015, accounting for an **additional 147,000 days**

# 2015

**Total  
Visitor  
Numbers**  
**2.190m**

**% Change  
2014-2015**  
**+4.4%**

**Net Change  
2014-2015**  
**+92k Visits**

## Visitor Types

**Staying Visitors** encompass all tourists staying overnight for at least one night in one of the following types of accommodation:

- **Serviced Accommodation** - including Hotels, Guest Houses, B&Bs, Inns
- **Non-Serviced Accommodation** – including Self-Catering properties such as Houses, Cottages, Chalets and Flats, as well as Camping and Caravanning, Hostels and University / College accommodation
- **Staying with Friends and Relatives (SFR)** – unpaid overnight accommodation with local residents

**Day Visitors** visiting the area on a non-routine and non-regular leisure day trip from a home or holiday base

## Visitor Numbers

In 2015, there were an estimated 2.19m tourism visits to the Monmouthshire County Council area, 4.4% higher than in 2014 and 6.7% higher than in 2013. This is slightly higher than the currently estimated 4.2% increase on 2014 for South East Wales as a whole.

### Key Figures: Visitor Numbers

Visitor Numbers		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
<b>2015 (Millions)</b>	<b>M</b>	<b>0.277</b>	<b>0.075</b>	<b>0.143</b>	<b>0.494</b>	<b>1.696</b>	<b>2.190</b>
2014 (Millions)	M	0.254	0.068	0.142	0.465	1.633	2.098
<b>Change 14/15 (%)</b>	<b>%</b>	<b>+8.7</b>	<b>+10.2</b>	<b>+0.3</b>	<b>+6.3</b>	<b>+3.8</b>	<b>+4.4</b>
Share of Total (%)	%	12.6	3.4	6.5	22.6	77.4	100.0

Day visitors continue to be critically important to Monmouthshire and the 1.7 million day visits accounted for 77% of all visits to the county. Day visits increased by 3.8% from 2014 levels. This continues a general upward trend since 2008, with an average annual increase in day visitor numbers from 2008 to 2015 of 1.9%.

The staying visitor market saw higher growth levels between 2014 and 2015, with +6.3% change in visits compared to 2014. This was driven by improved performance in both the serviced and non-serviced sectors. The 8.7% increase in serviced accommodation continues the strong growth of recent years, with an average increase of 8% per annum since 2012.

The number of visitors staying in non-serviced accommodation grew by 10.2% from 2014-2015. This is a welcome improvement following annual falls in the sector since 2011, though this trend had been Wales-wide rather than specific to Monmouthshire.

**Total  
Visitor  
Days  
2.954m**

**% Change  
2014-2015  
+5.2%**

**Net Change  
2014-2015  
+147k  
Visitor Days**

## Visitor Days

Monmouthshire's 2.19m tourism visits during 2015 generated a total of 2.954m visitor days spent within the County Council area - an increase of 5.2% between 2014 and 2015. This compares favourably with the currently estimated 4% increase for South East Wales as a whole.

### Key Figures: Visitor Days

Visitor Days		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
2015 (Millions)	M	0.452	0.466	0.340	1.258	1.696	2.954
2014 (Millions)	M	0.415	0.420	0.339	1.174	1.633	2.807
Change 14/15 (%)	%	+8.9	+11.1	+0.3	+7.2	+3.8	+5.2
Share of Total (%)	%	15.3	15.8	11.5	42.6	57.4	100.0

Staying visitors accounted for 42.6% of all visitor days and a total of 1.258 million days spent in Monmouthshire during 2015. There were 84,000 additional staying visitor days spent in Monmouthshire compared with 2014 - an increase of 7.2%.

Within the staying visitor market, visits using paid accommodation accounted for the largest portion, with 452,000 days spent in *serviced accommodation* (up 8.9%) and 466,000 days spent in *non-serviced accommodation* (up 11.1%).

Day visitor days increased by 3.8% between 2014 and 2015. The total of 1.696 million day visits in 2015 is the highest for Monmouthshire since STEAM began monitoring tourism in the county in 1999.

**Total  
Economic  
Impact**  
**£186.65m**

**% Change  
2014-2015**  
**+6.6%**

**Net Change  
2014-2015**  
**+£11.6m**

## Visitor Expenditure and Total Economic Impact

Tourism visits were estimated to have generated £186.65 million for the local economy in 2015, an increase of 6.6% compared to 2014. (All 2014 figures are given in £s 2015 to remove inflation effects.) This figure comprises *direct expenditure* of visitors on goods and services (£141.5 million) and the subsequent indirect / induced economic effects arising within the local economy (£45.1 million). Monmouthshire's growth is slightly higher than the current South East Wales estimate of 6%.

### Distribution of Economic Effects

2015	Direct Visitor Expenditure						Indirect and Induced	Total Economic Impact
	Accommodation	Food & Drink	Recreation	Shopping	Transport	Total Direct		
Totals	£38.9m	£37.2m	£12.1m	£27.6m	£25.7m	<b>£141.5m</b>	£45.1m	<b>£186.7m</b>

Note: m = million

### Key Figures: Economic Impact

Economic Impact £s 2015		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
2015 (£ Millions)	£M	<b>71.832</b>	<b>42.135</b>	<b>19.826</b>	<b>133.793</b>	<b>52.86</b>	<b>186.654</b>
2014 (£ Millions)	£M	66.123	38.259	19.775	124.157	50.908	175.065
<b>Change 14/15 (%)</b>	%	<b>+8.6</b>	<b>+10.1</b>	<b>+0.3</b>	<b>+7.8</b>	<b>+3.8</b>	<b>+6.6</b>
Share of Total (%)	%	38.5	22.6	10.6	71.7	28.3	100.0

Each visitor day brings an average of £63.19 to the local economy, ranging from £31.18 for day visitors to £158.77 for visitors staying in serviced accommodation. Staying visitors generate an average income for Monmouthshire of £270.70 per visitor.

### Average Economic Impact Generated by Each Type of Visitor: 2015

Economic Impact	Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
Economic Impact per Day	<b>£158.77</b>	<b>£90.34</b>	<b>£58.40</b>	<b>£106.32</b>	<b>£31.18</b>	<b>£63.19</b>
Economic Impact per Visit	£259.62	£562.08	£139.02	£270.70	£31.18	£85.24

## Total Employment Supported

**2,744 FTEs**

## % Change 2014-2015

**+6.8%**

## Net Change 2014-2015

**+175 FTEs**

## Employment Supported by Tourism

Tourism visits to Monmouthshire in 2015 were estimated to have supported 2,744 Full-Time Equivalent jobs (FTEs). 82% of these FTEs (2,246) are assumed to have been generated directly through the expenditure of visitors (Direct Employment), with the remaining 18% being indirect and induced (498), that is supported through the supply chain and further rounds of expenditure within the economy including employee spend.

### Distribution of Employment

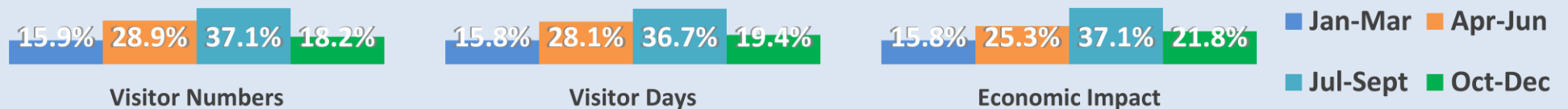
2015	Direct Employment						Indirect and Induced	Total Employment
	Accommodation	Food & Drink	Recreation	Shopping	Transport	Total Direct		
Totals	879	675	179	355	158	2246	498	2744

### Key Figures: Employment Supported

Employment Supported		Direct Employment					Total Direct	Indirect and Induced	Total
		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors			
2015 (FTEs)	FTE	893	639	196	1727	519	2246	498	2744
2014 (FTEs)	FTE	852	594	188	1635	482	2117	452	2569
Change 14/15 (%)	%	+4.7	+7.5	+4.1	+5.6	+7.7	+6.1	+10.1	+6.8
Share of Total (%)	%	32.5	23.3	7.1	62.9	18.9	81.9	18.1	100

The largest portion of the direct employment supported is associated with the activity of visitors staying in serviced accommodation, accounting for 893 FTEs. Tourism spend supports the most employment in the Accommodation (879 FTEs) and Food & Drink (675 FTEs) sectors.

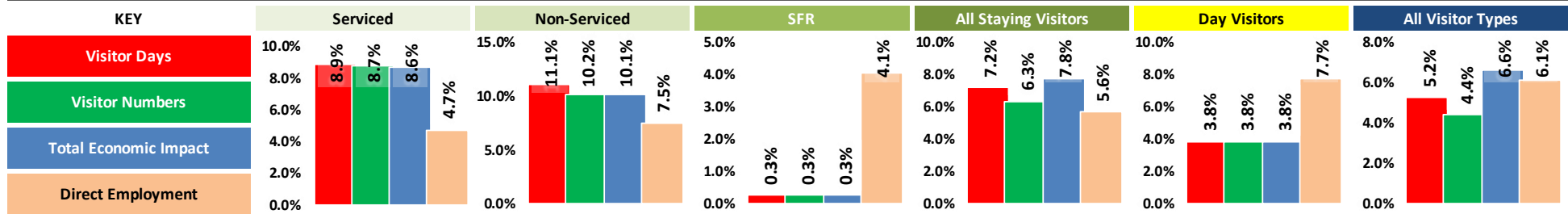
## Distribution of Key Impacts by Quarter: 2015



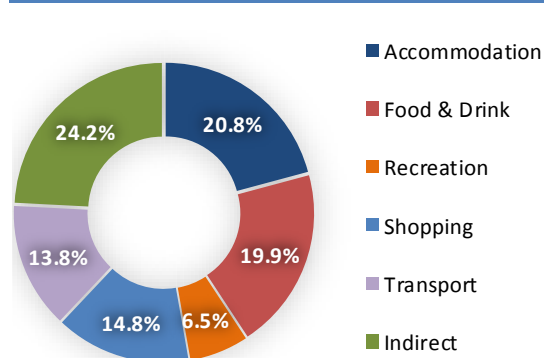
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2015 & 2014 - INDEXED TO 2015

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)	All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced			2015				2014			2015			2014		
	2015	2014	+/- %	2015	2014	+/- %	2015	2014	+/- %		2015	2014	+/- %	2015	2014	+/- %	2015	2014	+/- %
Visitor Days	M	0.452	0.415	8.9%	0.466	0.420	11.1%	0.340	0.339	0.3%	1.258	1.174	7.2%	1.696	1.633	3.8%	2.954	2.807	5.2%
Visitor Numbers	M	0.277	0.254	8.7%	0.075	0.068	10.2%	0.143	0.142	0.3%	0.494	0.465	6.3%	1.696	1.633	3.8%	2.190	2.098	4.4%
Direct Expenditure	£M																141.52	132.64	6.7%
Economic Impact	£M	71.83	66.12	8.6%	42.13	38.26	10.1%	19.83	19.78	0.3%	133.79	124.16	7.8%	52.86	50.91	3.8%	186.65	175.06	6.6%
Direct Employment	FTEs	893	852	4.7%	639	594	7.5%	196	188	4.1%	1,727	1,635	5.6%	519	482	7.7%	2,246	2,117	6.1%
Total Employment	FTEs																2,744	2,569	6.8%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2015 & 2014 - INDEXED TO 2015



Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2015



Sectors	2015	2014	+/- %
Accommodation	38.85	35.98	8.0%
Food & Drink	37.21	34.99	6.4%
Recreation	12.08	11.36	6.3%
Shopping	27.65	26.10	5.9%
Transport	25.73	24.22	6.2%
TOTAL DIRECT	141.52	132.64	6.7%
Indirect	45.14	42.42	6.4%
TOTAL	186.65	175.06	6.6%

Sectoral Distribution of Employment - FTEs

