

# Tourism in Monmouthshire Fast Facts

## Value of tourism to the local economy (STEAM 2015)

**2.2 million visitors**  
The 0.5 million Staying visitors contribute £134 million to Monmouthshire's economy  
Day visitors contribute £53 million

**£187 million total boost to the economy**

**£142 million direct spend**



2744 jobs (fte) are supported by the sector

## Accommodation Stock 2017



**37%**

...of ALL accommodation bed spaces are in the serviced category

**airbnb**  
Approximately 300 properties feature on Airbnb in Monmouthshire, it is estimated that 90% of these are open 12 months a year

### Bed Spaces



Glamping continues to grow

Of the 0.5 million staying visitors annually, approx 140,000 stay with friends & family

## Some of the things that visitors enjoy most



Events are VERY important and cycling is growing in popularity

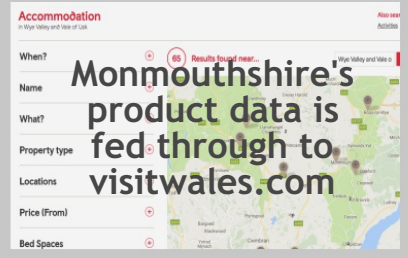


In the 2016 visitor survey, 95% of those interviewed said that they would recommend Monmouthshire to friends and relatives



## Visitor Information

visitmonmouthshire.com is driven by one of Wales' most comprehensive and up to date product databases. The same product data feeds the digital information kiosks at key visitor sites



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Trained Ambassadors



Tourist Information Centres and Information outlets assist visitors and businesses