



# Attractions

Service Report 2019-20

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# MonLife

## Mission

To promote healthier lives and inspirational experiences, and promote the vibrancy of Monmouthshire as a great place to be.

## Vision

Enriching people's lives and creating vibrant places.

## Aims

- Enrich people's lives through participation and activity
- Build strong communities in Monmouthshire

## Values

- Openness
- Fairness
- Flexibility
- Teamwork



**3000+**

PEOPLE HAVE ENJOYED THE MINIATURE RAILWAY AT OLD STATION, TINTERN



**20**

DIFFERENT CHILDREN TRAILS OFFERED AT OLD STATION, TINTERN



**90%**

OF OUR VISITORS SAY THEY WOULD HIGHLY RECOMMEND OUR TIC TO FRIENDS AND FAMILY



**90%**

OF OUR VISITORS RATE THE TIC AS AT LEAST 8 OUT OF 10



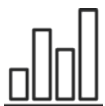
**6000+**

HOT DRINKS SERVED IN THE LAST 12 MONTHS AT TIC



**200%**

INCREASE IN INCOME FROM RETAIL AT TIC SINCE REFURBISHING IN 2019



**300%**

INCREASE IN INCOME FROM RETAIL AT CALDICOT CASTLE



**600%**

INCREASE IN SPEND PER HEAD AT CALDICOT CASTLE



**£500**

IN VOLUNTARY DONATIONS TOWARDS THE UPKEEP OF CALDICOT CASTLE



**80,000**

VISITORS WALKED OVER DRAWBRIDGE TO VISIT CALDICOT CASTLE



**50+**

HISTORIC TOURS OF MONNOW BRIDGE DELIVERED BY SHIRE HALL, MONMOUTH



## Any questions?

If you've got any questions about our Attractions offer, please contact:

**Andrew Lloyd Hughes**

Visitor Attractions Group Manager

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