



# VisitMonmouthshire

## Service Report 2019-20

[www.visitmonmouthshire.com](http://www.visitmonmouthshire.com)

[tourism@monmouthshire.gov.uk](mailto:tourism@monmouthshire.gov.uk)





# 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



**£244.99m**

VALUE OF TOURISM TO  
MONMOUTHSHIRE'S ECONOMY



**2,280,000**

VISITORS TO  
MONMOUTHSHIRE



**560,000**

STAYING VISITORS CONTRIBUTE  
TO 185.4m TO MONMOUTHSHIRE  
ECONOMY



**£59.6m**

CONTRIBUTED TO  
MONMOUTHSHIRE ECONOMY  
THROUGH DAY VISITS



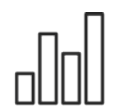
**£184m**

DIRECT SPEND



**18.5%**

REAL GROWTH 2015-19  
(TARGET 10% INCREASE 2015-20)



**£331.09**

AVERAGE VALUE OF EACH  
STAYING VISITOR



**£34.64**

AVERAGE VALUE OF EACH DAY  
VISITORS



**£184,000**

EXTERNAL GRANT FUNDING  
ACHIEVED FOR COLLABORATIVE  
PROJECTS



**364,675**

NUMBER OF UNIQUE VISITORS  
TO VISITMONMOUTHSHIRE.COM



**50,038**

NUMBER OF REFERRALS TO  
BUSINESSES OWN WEBSITES



**595**

NUMBER OF MONMOUTHSHIRE  
BUSINESS ENTRIES PUBLISHED  
ON WEBSITE



233,259

NUMBER OF EVENT ENTRY VIEWS  
ON WEBSITE



4,068

NUMBER OF FACEBOOK  
FOLLOWERS



8,957

NUMBER OF TWITTER  
FOLLOWERS



1,704

NUMBER OF INSTAGRAM  
FOLLOWERS



2

NEWSLETTERS SEND TO  
VISITORS DATABASE



19%

VISITOR NEWSLETTERS  
AVERAGE OPEN RATE



2

NEWSLETTERS SEND TO  
BUSINESS DATABASE



26%

BUSINESS NEWSLETTERS  
AVERAGE OPEN RATE



2

NEWSLETTERS SEND TO GROUP  
TRAVEL DATABASE



23%

NUMBER OF UNIQUE VISITORS  
TO VISITMONMOUTHSHIRE.COM



25

NUMBER OF BLOG POSTS  
CREATED & DISTRIBUTED

2019 WELCOME TO MONMOUTHSHIRE  
BEDROOM BROWSER PRINTED AND  
DISTRIBUTED

2019 GROUP TRAVEL GUIDE PRINTED AND  
DISTRIBUTED

## Any questions?

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

Nicola Edwards

Destination Manager

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