



# MonLife Connect

Visit Monmouthshire 2020-2021



[www.monlife.co.uk/connect](http://www.monlife.co.uk/connect)



# MonLife Connect



## 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
- Developing leadership skills for our future generations



## Values:

- Openness
- Flexibility
- Fairness
- Teamwork

# VisitMonmouthshire Milestones



**300,653**

Unique visitors to visitmonmouthshire.com.



**536K**

Visitors to Monmouthshire



**21**

Blogs published



**£81.16m**

Value of tourism to Monmouthshire's economy (STEAM 2020)



**34,575**

Website referrals to local businesses in Monmouthshire



**£331.09**

Average value of each staying visitor 2019 (pre-pandemic)



**18.5%**

Real growth between 2015 and 2019 (pre-pandemic)



**591**

local business entries on the website



**7940**

Accommodation referrals.



**4,163**



**9,195**



**2,832**

# MonLife Connect Service Report 2020-2021

If you have any questions regarding our Connect services, please contact:

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Ar gyfer meddwl, corff ac enaid ein cymuned  
For the mind, body and soul of our community



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