

VISIT MONMOUTHSHIRE DESTINATION MANAGEMENT ACTIVITY UPDATE – 18 MARCH 2020

Strategy

- [Monmouthshire's Destination Management Plan 2017-2020](#) is due for revision at the end of 2020. Development of consultation process and timetable to be discussed and agreed with DMP members at meeting on 24th March. (Now postponed).
- Feedback provided on Monmouthshire's Draft Cycling Strategy.

Research

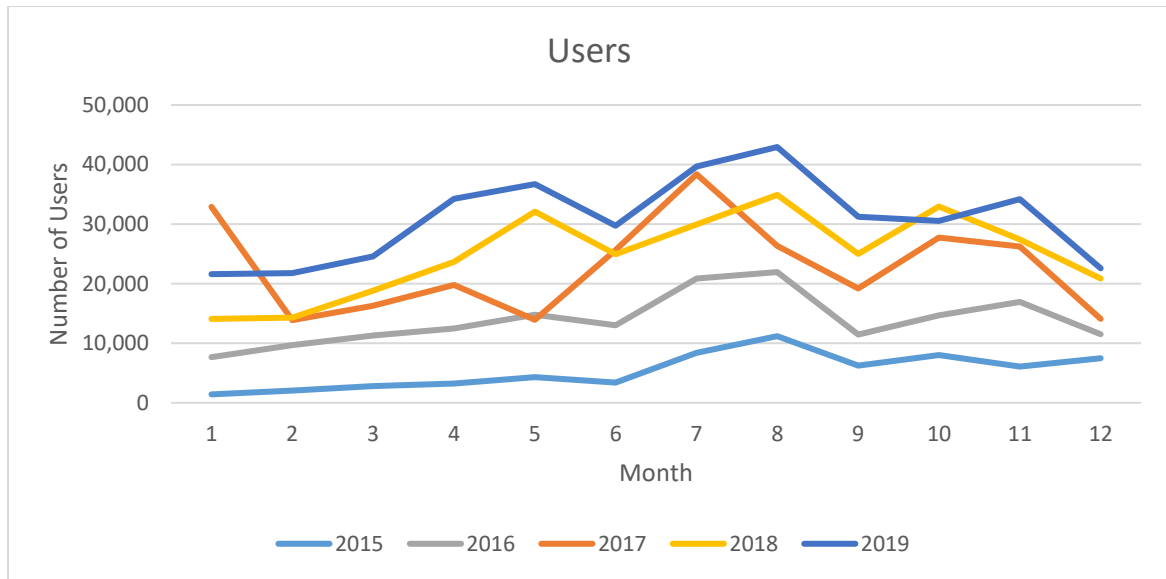
- Beaufort Research commissioned to undertake **2019 Monmouthshire Visitor Survey** as part of 2019 pan Wales visitor survey – results will be presented at DMP meeting on 24 March 2020. (Now postponed – report attached).
- 2019 **Monmouthshire Bedstock Survey** underway – Visit Wales contributing 50% of salary costs.
- Participation in Wales Airbnb pilot study to estimate value of Airbnb accommodation to Monmouthshire's visitor economy. Final report received. An online survey is now being carried out to identify the percentage of known accommodation businesses which use peer-to-peer websites to market their accommodation, and what percentage of their bookings are achieved that way. The link to the survey is here: <https://www.surveymonkey.co.uk/r/M2QRM8K>
- Collation of visitor figures for **2019 Monmouthshire STEAM** underway. Will be sent to Global Tourism Solutions for preparation of 2019 STEAM figures as soon as bedstock survey complete. Results due May / June 2020.
- [Gwent Levels Accommodation Study](#) and [Gwent Levels Visitor Accommodation Advisory Pack](#) available for download.
- 2020 serviced accommodation occupancy received (-4.6% Jan, -4.1% Feb compared with Jan / Feb 2019)

Visitor Information

- Sharing space with One Stop Shop staff in old rent office currently. Will move back to One Stop Shop office when refurbishment of this office is complete, before finally moving back to old rent office in shared space with Borough Theatre when refurbishment of this office complete.
- Audit of pedestrian and highways signage undertaken following planned relocation of TIC. New pedestrian signage arm procured and updates to pedestrian signage and updated town map installation scheduled mid-March. No changes to highways signage required.
- Refurbishment of Chepstow TIC and café complete (now managed by MonLife Group Attractions Manager).

Marketing

2019 VisitMonmouthshire.com Website Performance

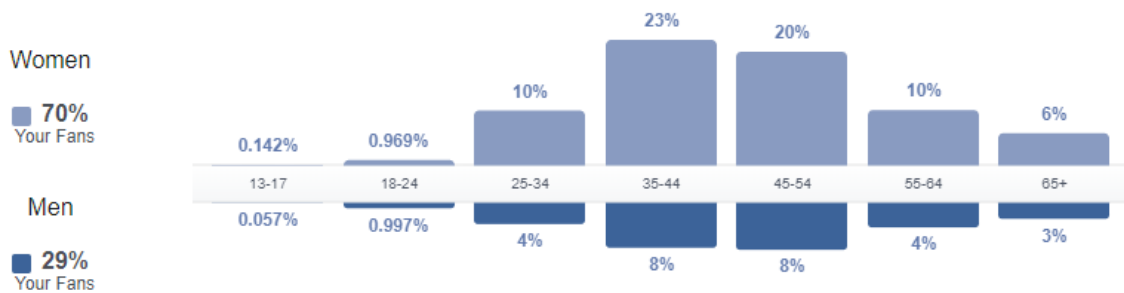


- Total unique visitors (users) 2019 - **369,853** (+23.66% change on 2018)
- Number of referrals to businesses own websites 2019 - **50,038** (+46% change on 2018 figures)

Social Media – Facebook (no paid for advertising)

- As of 29th February 2020 the Visit Monmouthshire Facebook page had **3,988** followers (+37% on Feb 2018)
- Between 12th February and 10th March 2020, the reach has been 16,105, with 408 page views and 4,017 post engagement.

The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including the age and gender information that users provide in their Facebook profiles. This number is an estimate.



Country	Your Fans	City	Your Fans	Language	Your Fans
United Kingdom	3,165	Chepstow, Wales	296	English (UK)	2,250
United States of America	95	Abergavenny, Wales	295	English (US)	1,130
Australia	38	Monmouth, Wales	247	French (France)	14
Canada	23	Newport, Wales	245	Italian	11
France	15	Caldicot, Wales	216	Polish	9
Germany	12	Cardiff, Wales	181	German	8
Italy	10	Pontypool, Wales	124	Dutch	8
Ireland	9	Usk, Wales	110	Welsh	7
Netherlands	9	Hereford, England	91	Norwegian (bokmal)	6
Spain	7	Cwmbran, Wales	85	Arabic	6

Social Media – Twitter

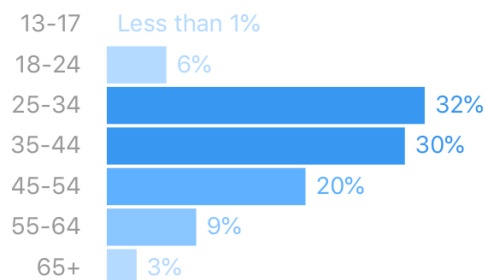
- At 29 February 2020 the Visit Monmouthshire Twitter account had **8,919** followers (+5% on Feb 2018)

Social Media – Instagram

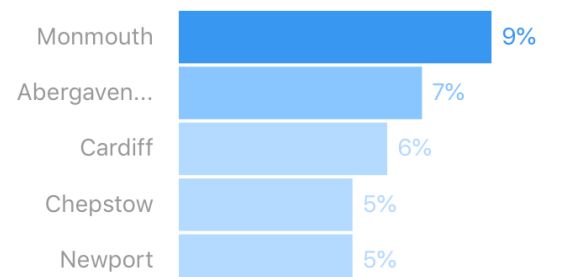
- At 29th February 2019 the Visit Monmouthshire Instagram account had 1,658 followers (+62% on Feb 2018)
- Most popular posts are landscape images (e.g. Wye Valley), heritage sites such as Tintern Abbey and castles (e.g. Raglan castle).

Audience

Age range ⓘ



Top locations ⓘ



2020 Welcome to Monmouthshire Visitor Guide / Bedroom Browser

- 2020 guide due to published July 2020.

Newsletters

- Consumer Newsletters – [Christmas 2019](#) (3,233 sent, open rate 20%) [New Year 2020](#) (3,187 sent, open rate 20%)
- Group Travel Newsletters – [Spring 2019](#) (133 sent, 23% open rate) [Summer 2019](#) (139 sent, open rate 20%)
- Industry newsletters [Christmas 2019](#) (411 sent, open rate 26%)

Monmouthshire Group Travel Guide

- [Guide](#) updated and distributed at 2020 Southern Wales Group Buyer Showcase event

Business Events

- **Meet GB & Northern Ireland** 22-24th April 2020 - Planned attendance at Visit Britain's flagship MICE event at ICC Wales alongside Newport City Council. 1-2-1 appointments with 90 hand-picked MICE buyers from North America. (Event now in doubt).

Film Tourism

- Attendance at Visit Britain **International Screen Tourism Conference** London Transport Museum 29 November 2019
- Review of MCC's film enquiry process undertaken following attendance at conference and future opportunities identified. New enquiry process and standard filming contract under development to make it easier for location managers / film production companies to film in Monmouthshire and enable identified opportunities for the destination to be capitalised on more effectively. New content being developed to promote Monmouthshire as film destination on VisitMonmouthshire.com

EXTERNALLY FUNDED PROJECTS

1. RDP Wye Valley & Vale of Usk Visitor Information & Coach Tourism Project (Led by Visit Monmouthshire)

- [On-Territory Visitor Information Review](#) completed
- Part-time tourism officer recruited for fixed 2 year post
- Development of [Groups area of Visit Monmouthshire website](#)
- Advertising campaign delivered targeting key group travel press
- Vouchers developed with Chepstow retail businesses for group visitors to the town
- Group travel planner folders designed and printed for distribution to group travel planners
- Monmouthshire Group travel guide updated in 2019
- Training and support of Abergavenny Town Ambassadors for the 2019 Abergavenny Food Festival
- Group Sales training delivered on Thursday 24th October aimed at helping businesses attract more and better quality group visits. An [online Group Sales Toolkit](#) developed to support the training and provide legacy for businesses unable to attend.
- A new Wye Tour groups itinerary was launched at this event to celebrate the 250th anniversary in 2020 of William Gilpin's boat trip down the river Wye in 1770. Press coverage achieved for the new itinerary (and the Gilpin 2020 anniversary) as follows:

Page 20 of the December edition of Coach Tours

UK. <https://en.calameo.com/read/0028633515a608484f09d...>

Group Travel World website <https://www.grouptravelworld.com/new-welsh-tourist-trail-launched-for-groups/>

The Guardian Travel https://www.theguardian.com/travel/2019/nov/29/canoeing-river-wye-symonds-yat-william-gilpin-250-anniversary?fbclid=IwAR1Q6a_3BSUhZHJDPvSolMug4ta1hYkPg7DplhI9EOZlhOqUgUXfBQ5sQ4Q

Visit Wales website <https://www.visitwales.com/info/travel-trade/news-and-updates/new-coach-itinerary-south-wales>

- The [Picturesque Wye Tour](#) visitor guide updated and distributed to tie in with the Gilpin 2020 anniversary.
- Two Wye Tour familiarisation trips for businesses were delivered on 31st October and 7th February, led by professional Wales tour guide.
- 2 day CPD training course 'Edge of Empire – The Roman Wild West' developed and delivered (9/10th March 2020) to 22 professional tour guides to raise awareness of the significance of and relationship between 'Roman Caerleon and Caerwent'.
- 2 day CPD training course for professional tour guides on the Picturesque Wye Tour developed and due to be delivered 30 and 31st March 2020. (This will now be postponed).
- 8 x iPads and cases / stands purchased for Abergavenny & Chepstow TICs
- 1 x iPad plus case / stand purchased for Visit Monmouthshire team for attendance at events and exhibitions
- 3 x 55 inch flat screen TVs and HD Fire Sticks purchased for Borough Theatre / Abergavenny TIC
- Resource area for Monmouthshire ambassadors under development on VisitMonmouthshire.com

Final RDP claim on this project submitted 13/03/2020. In total £49,112.24 claimed out of potential £49,154 (99.9%).

2. Over the Bridge to Wales (£40k RTEF project led by Newport CC and being delivered by Kim Colebrook, Can-do Tourism)

- Activity update planned for DMP meeting 24 March 2020. Meeting postponed – campaign update attached.

Main activity now on hold to avoid wasted effort/resource and, critically, to preserve a recovery marketing fund.

3. South East Wales Marketing Hub (£150k RTEF project led by Bridgend CBC)

Consumer activity

- S3 advertising agency commissioned to deliver the following themed consumer campaigns to tie in with Visit Wales' Year of the Great Outdoors:
- Big Forest Adventure
- Big Coast Adventure
- Arc of Legends

Consumer activity now on hold to avoid wasted effort/resource and, critically, to preserve a recovery marketing fund.

Group Travel / Travel Trade activity

- Visit Monmouthshire attendance at **Southern Wales Group Buyer Showcase, National Museum Cardiff, Monday 2 March** and **Familiarisation trip Tuesday 3 March to Shire Hall, Monmouth.**
- Visit Monmouthshire attendance (representing the region) at **UKinbound 5-6th February 2020, Mercure Hotel, Bristol.** Scheduled appointments with 22 UK and overseas tour operators.
- Planned attendance (representing the region) at **Explore GB & NI, 18-20th May 2020,** Belfast, Visit Britain's flagship event giving international travel trade buyers and media and UK tourism suppliers the opportunity of meeting and doing business. (Event now in doubt).