

2021 Destination Survey Headlines & Destination Plan Review

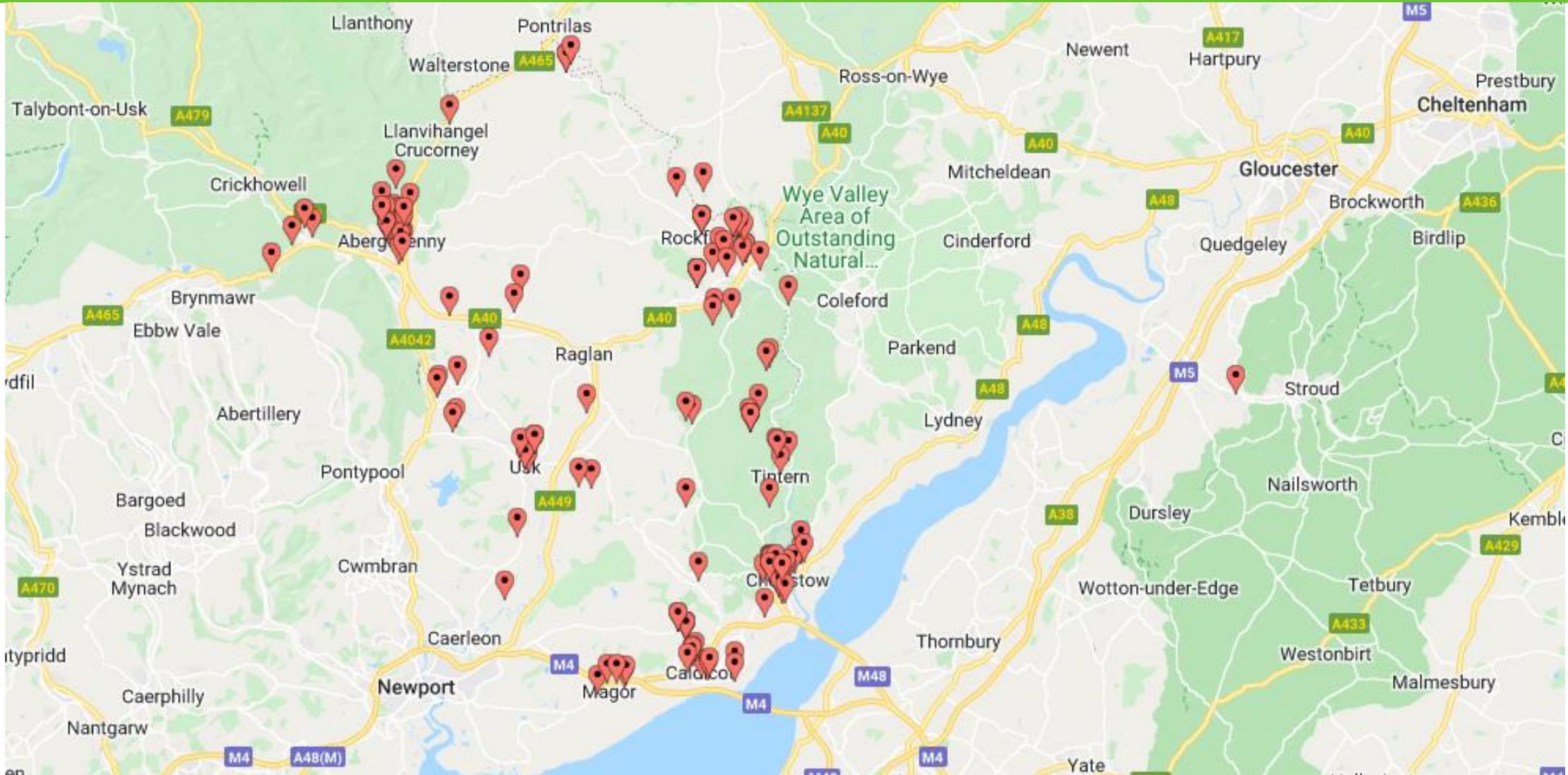
Kevin Ford, Destination Marketing Officer

Nicola Edwards, Destination Manager

10th March 2022

- Online survey conducted September – November 2021
- Promoted via social media
- Targeting residents, businesses and visitors
- To inform review of Monmouthshire Destination Management Plan
- Total responses 293 (residents 142, businesses 80 and visitors 71)
- Prize draw winner of Wye Valley Producers' Christmas hamper – Rachel Jones, Hereford

Home postcodes of resident respondents



<https://batchgeo.com/map/9c2ada369ee5f03ef00ad210999ec6ec>

How do residents feel about tourism in Monmouthshire?

4. Please look at the statements below and indicate how you feel about them using the tick box options on the right

[More Details](#)

Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know

Overall, I am very satisfied with tourism in Monmouthshire in **autumn**

Overall, I am very satisfied with tourism in Monmouthshire in **winter**

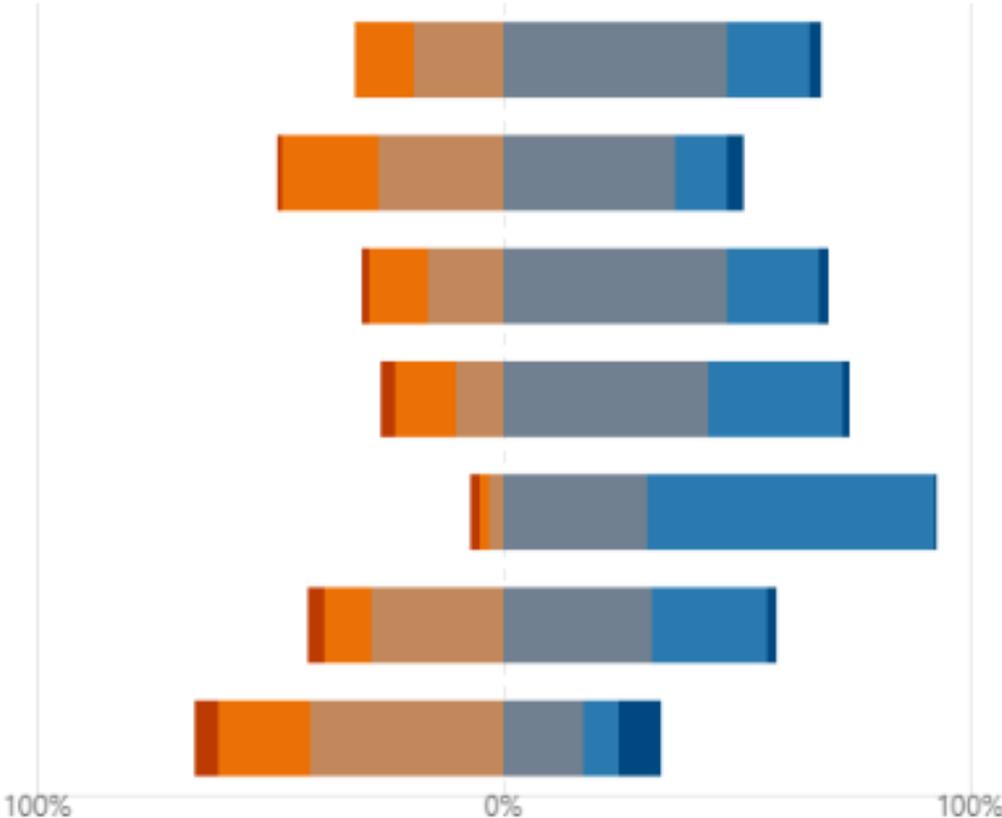
Overall, I am very satisfied with tourism in Monmouthshire in **spring**

Overall, I am very satisfied with tourism in Monmouthshire in **summer**

There are benefits for the local community from tourism and tourists visiting Monmouthshire

There are benefits for myself from tourism and tourists visiting Monmouthshire

Overall, I am very satisfied with residents' involvement and influence in the planning and development of...

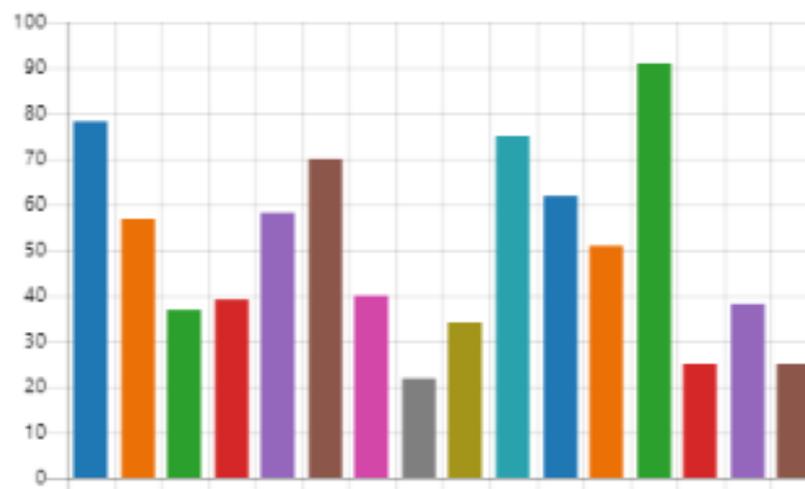


Which attractions do residents visit?

5. Have you visited any of the following attractions over the past 3 years? (Tick all that apply)

[More Details](#)

 Abergavenny, Chepstow or M...	78
 Abergavenny Food Festival	57
 Abergavenny or Chepstow To...	37
 Black Rock picnic site	39
 Caldicot Castle and Country P...	58
 Chepstow Castle	70
 Chepstow Racecourse	40
 Magor Marsh	22
 Open Garden(s)	34
 Old Station, Tintern	75
 Raglan Castle	62
 Shire Hall, Monmouth	51
 Tintern Abbey	91
 Usk Castle	25
 Vineyard or cider orchard (incl...	38
 Other	25



What impact does tourism have on residents' quality of life?

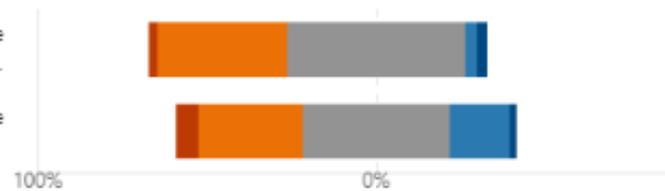
6. Please look at the questions below and choose the response which most accurately reflects how you feel using the tick box options on the right

[More Details](#)

■ It damages
 ■ It helps to maintain
 ■ It helps to improve
 ■ It has no effect
 ■ Don't Know

In your opinion, what kind of effect does tourism have on the distinctiveness and local identity, culture, and...

In your opinion, what kind of effect does tourism have on the quality of your life in Monmouthshire?



7. Please look at the statements below and indicate how you feel about each using the tick box options on the right.

[More Details](#)

■ Strongly disagree
 ■ Disagree
 ■ Neutral
 ■ Agree
 ■ Strongly agree
 ■ Don't Know

Monmouthshire strikes the right balance between the needs of visitors and residents

Monmouthshire provides good basic visitor services (e.g. car parking/toilets)

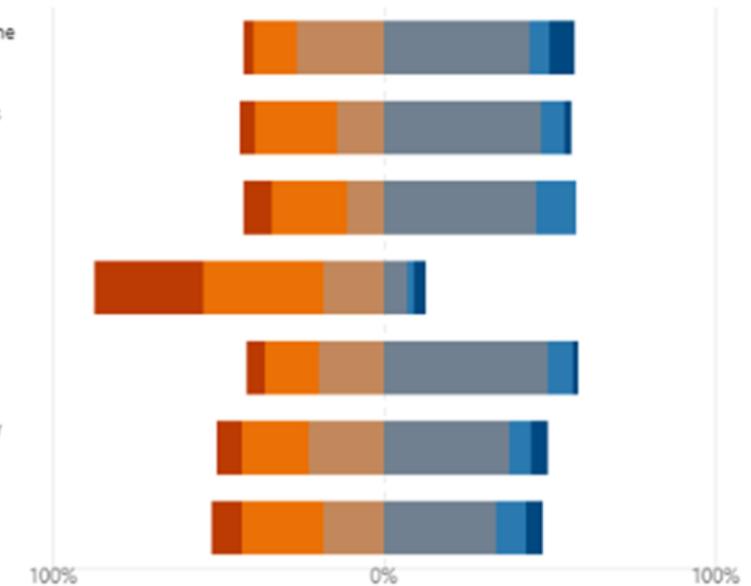
Broadband connectivity is adequate for my needs

Public transport options are adequate and well promoted

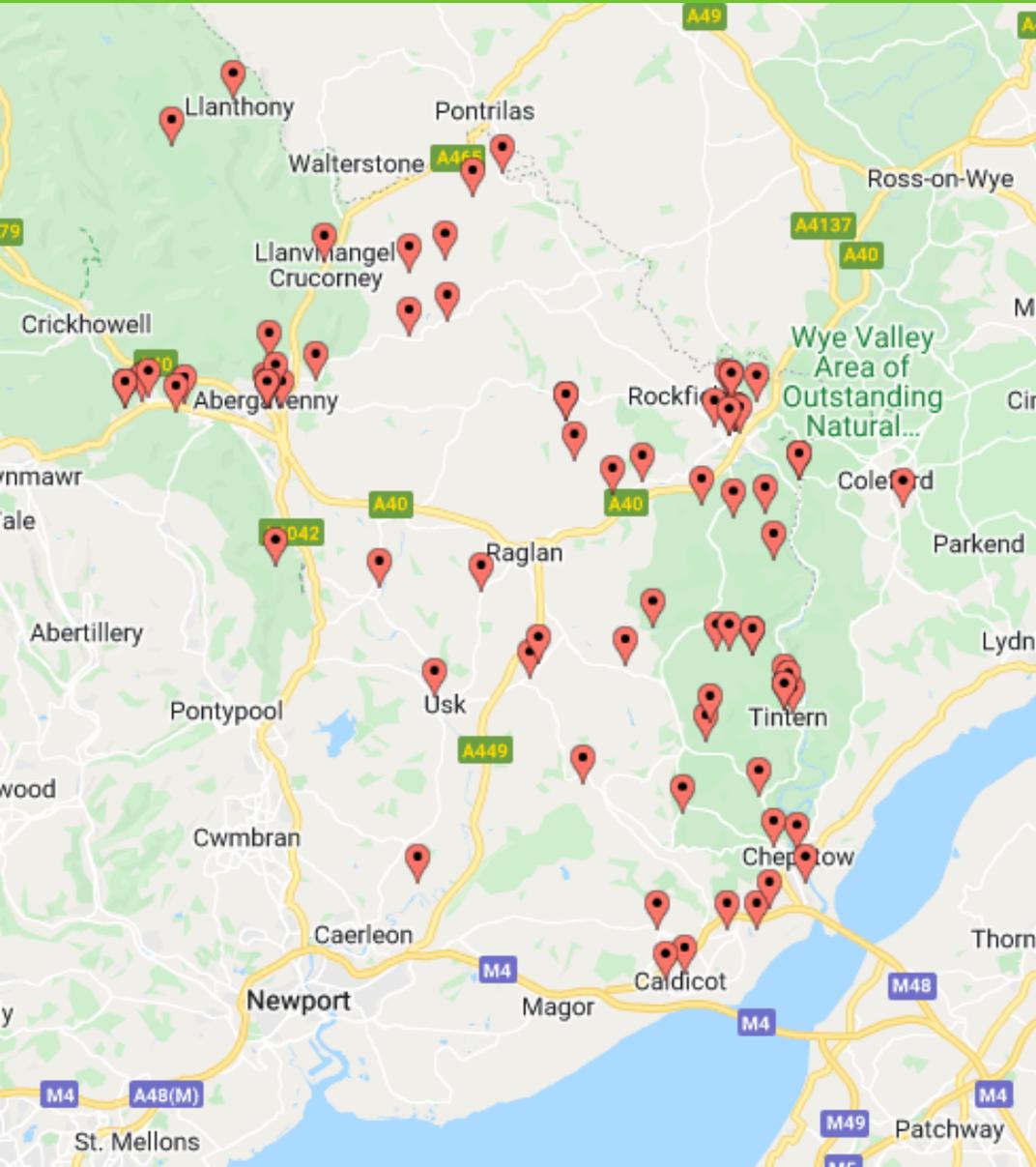
The level and quality of signposting on roads and highways is good

The level and quality of signposting for walking and cycling in towns is good

The level and quality of signposting for public footpaths, cycleways and bridleways is good

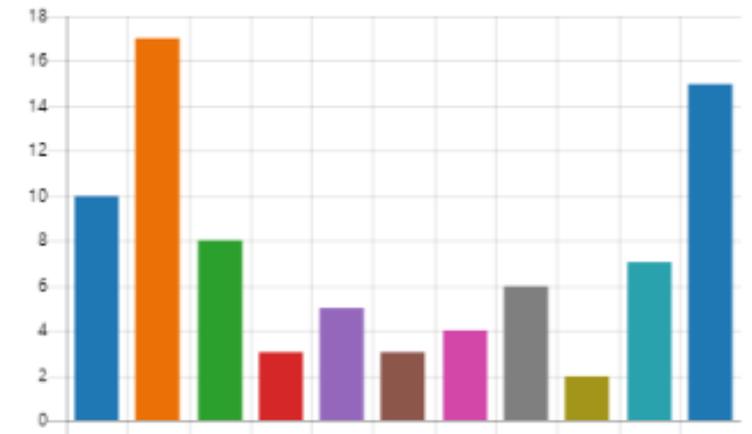


Business survey respondent locations



5. Which of the following best describes your business?

[More Details](#)



<https://batchgeo.com/map/7e7751fc19be391d9f3dc479db29069c>

Business Survey Headlines

9. How confident are you that you can run your business profitably over the next 12 months?

[More Details](#)

Very confident	21
Fairly confident	42
Not very confident	10
Not at all confident	6
Don't know	1



11. How many advance bookings do you have over the next 12 months compared to what you would normally have at this point in the year?

[More Details](#)

 Insights

More than normal	12
Same as normal	33
Fewer than normal	22



17. When did you most need additional business? (Please tick all that apply)

[More Details](#)

Weekdays in general	36
Weekends	10
Summer season (July-August)	13
Shoulder seasons (April-June ...)	24
Winter period (November-Mar...)	42



23. How long have you been involved with the tourism sector in Monmouthshire?

[More Details](#)

Less than 12 months	5
Between 12 months and 5 years	8
Between 5 and 10 years	23
More than 10 years	43



Business Survey Headlines

24. **Are you a member of any of the following Tourism Associations / Organisations?** (Please tick all that apply).

[More Details](#)

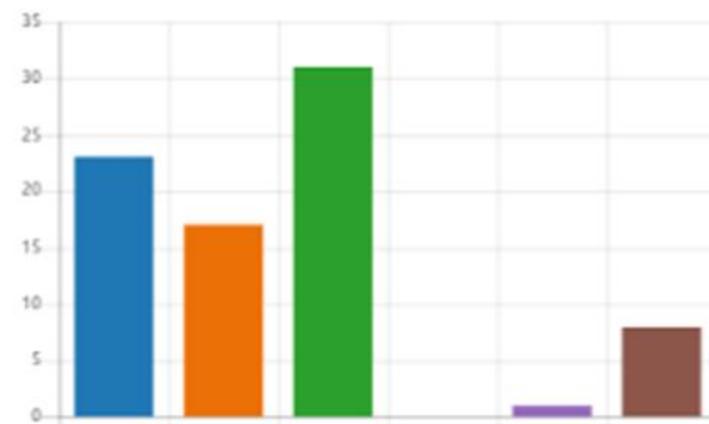
● Wye Valley and Forest of Dean...	15
● Brecon Beacons Tourism (www...	6
● Abergavenny and District Tour...	11
● I am not a member of any Tou...	41
● Other	7



27. **How satisfied are you with the way the destination is promoted by Visit Monmouthshire?**

[More Details](#)

● Very satisfied	23
● Somewhat satisfied	17
● Neither satisfied nor dissatisfied	31
● Somewhat dissatisfied	0
● Very dissatisfied	1
● Don't know	8



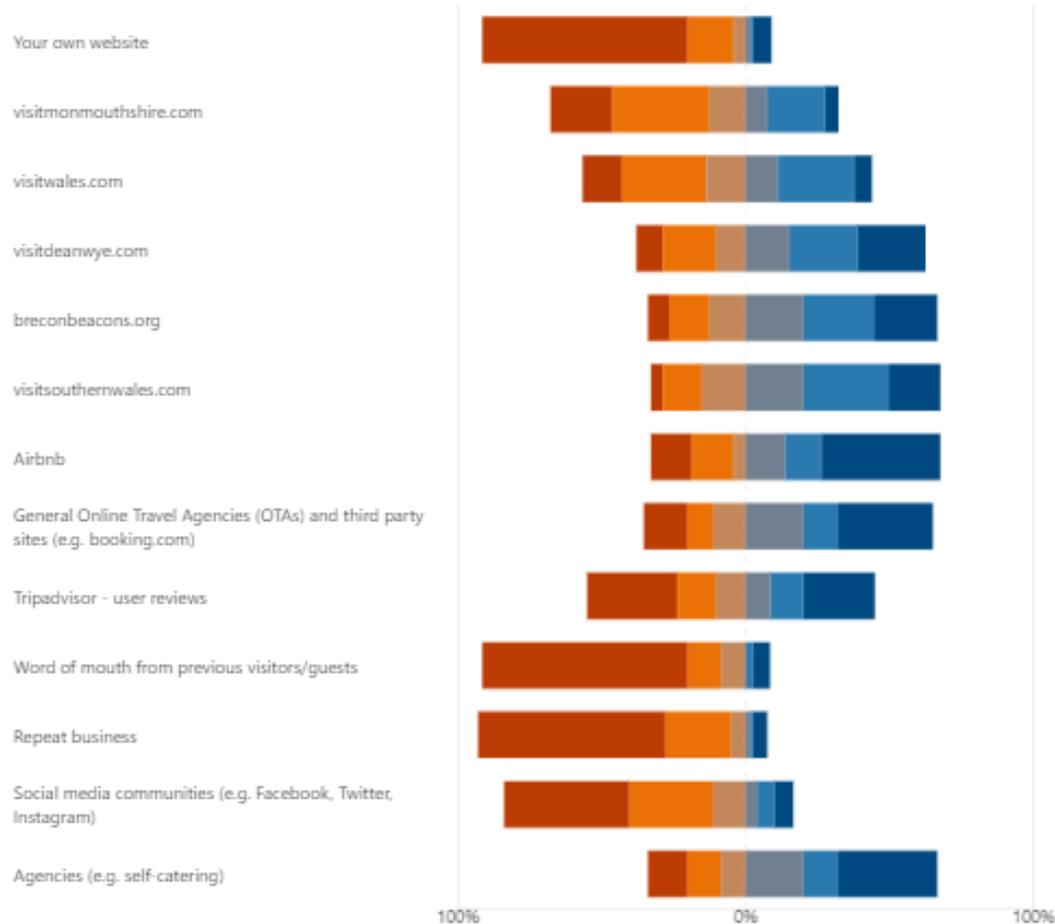
Most important sources of business

25. How important are the following sources of business to your operation?

[More Details](#)

■ Very important
 ■ Fairly important
 ■ Not very important
 ■ Not at all important
 ■ Don't know/cannot evaluate

■ N/A



29. Does your business have an entry on the visitmonmouthshire.com website?

[More Details](#)

[Insights](#)

- Yes 43
- No 24
- Don't know 12

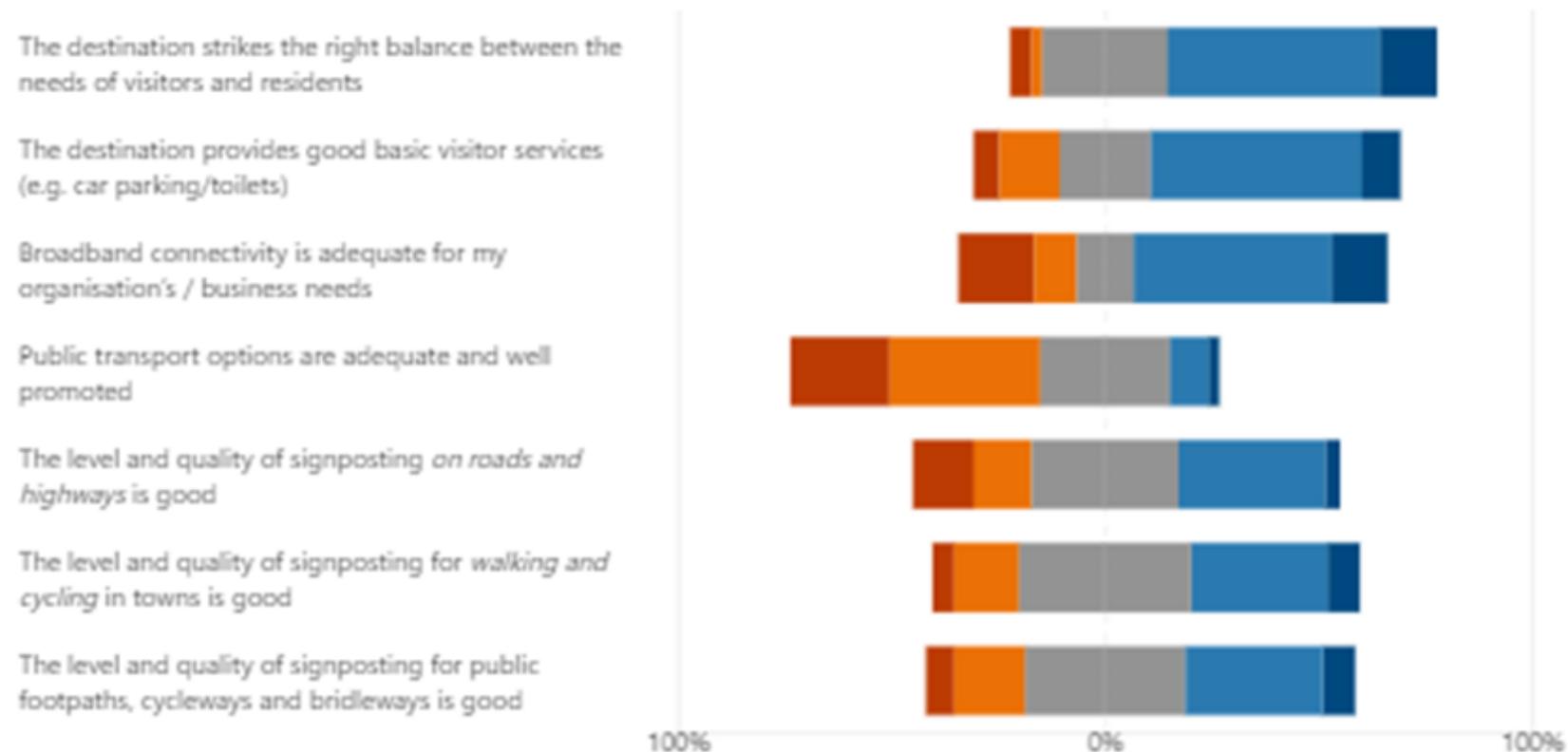


Business Survey Headlines

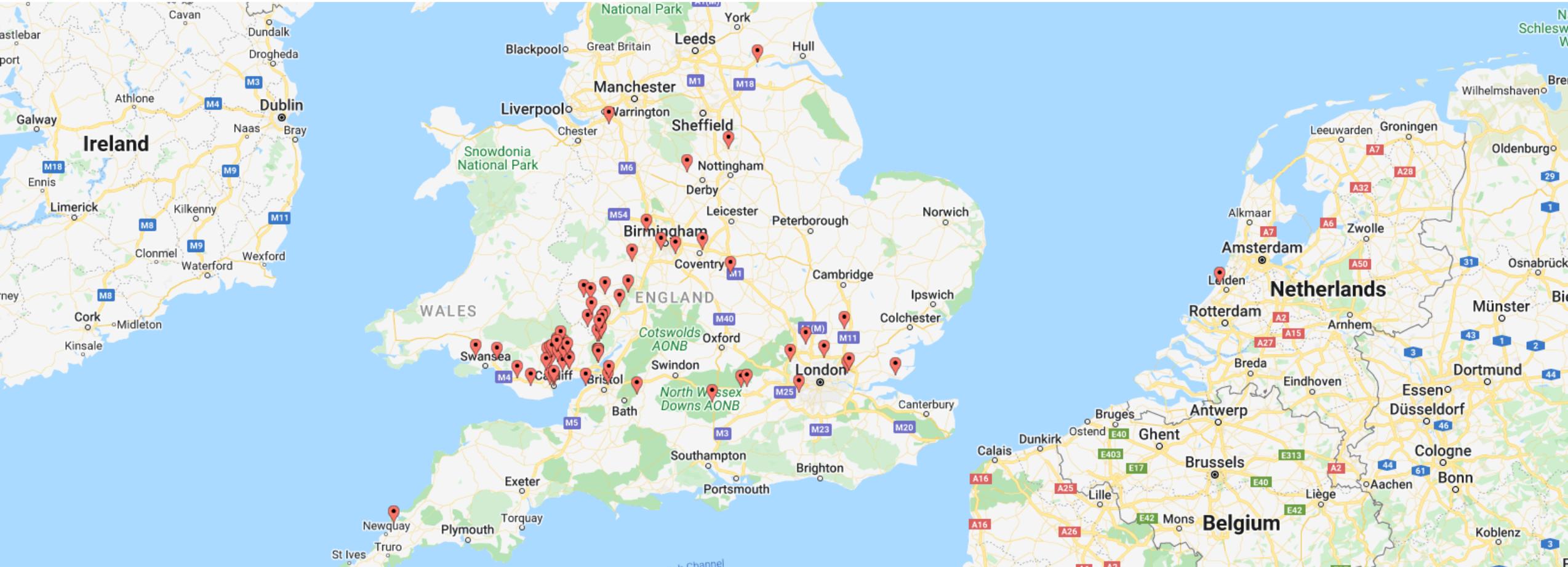
37. Please look at the statements below and indicate how you feel about each using the tick box options on the right.

[More Details](#)

■ Strongly disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly agree



Home postcodes of visitors (71)



<https://batchgeo.com/map/8499216a67c230d5b16da14c97471ac0>

Visitor survey headlines

4. When did you last visit Monmouthshire?

[More Details](#)

[Insights](#)

Pre-2020	13
2020	3
2021 post lockdown	55



5. Which of these best describes the reason for your most recent trip to Monmouthshire?

[More Details](#)

[Insights](#)

Part of a holiday, staying in M...	17
Part of a holiday to visit friend...	4
Day visit to / in Monmouthshi...	44
Other	6

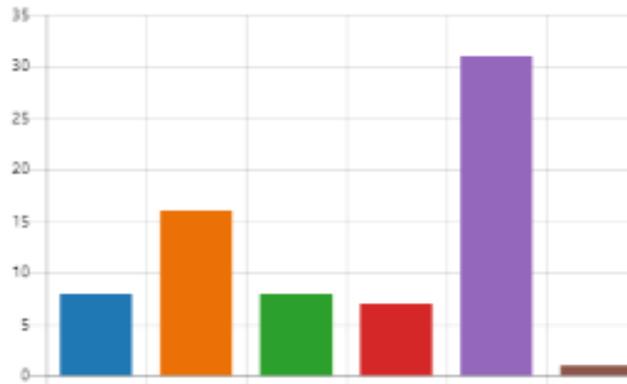


6. How many times in the last three years have you visited Monmouthshire?

[More Details](#)

[Insights](#)

Once in three years	8
2 - 3 times	16
4 - 6 times	8
7 - 10 times	7
More than 10 times	31
Don't know / can't remember	1

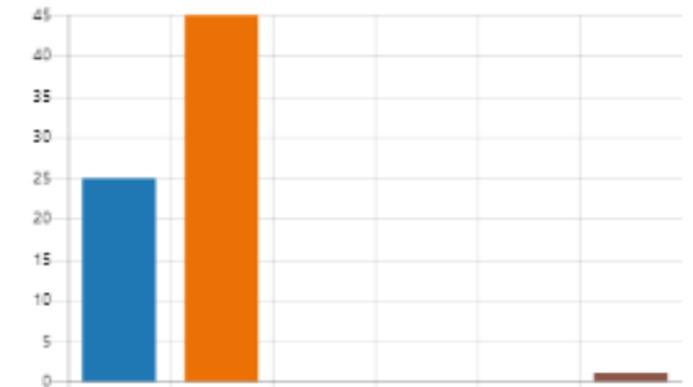


7. Which country do you live in?

[More Details](#)

[Insights](#)

Wales	25
England	45
Scotland	0
Northern Ireland	0
Republic of Ireland	0
Other	1

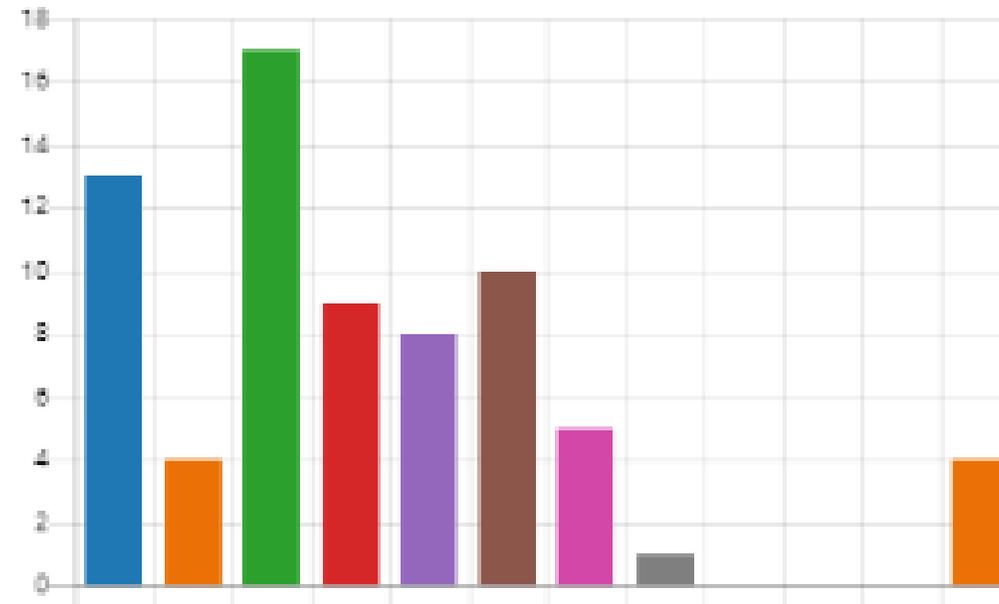


Visitor Survey Headlines

11. Which was your main reason for visiting Monmouthshire (on your most recent trip)?

More Details

	To take part in outdoor or spo...	13
	To attend an event / concert / ...	4
	To enjoy the landscape / coun...	17
	To visit places / historical sites ...	9
	To visit a town / village	8
	To shop	10
	To visit friends or relatives	5
	To attend a special event / cel...	1
	To visit a spa or have a beauty...	0
	For genealogy / to trace my a...	0
	Don't know / can't remember	0
	Other	4

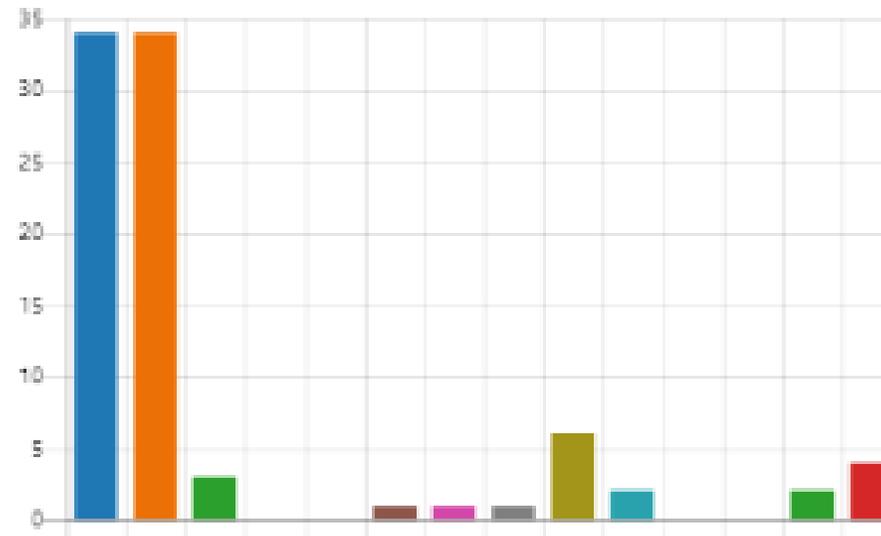


Visitor Survey Headlines

12. Which of the following did you take part in during your trip? (Tick all that apply)

[More Details](#)

 Walking (less than 2 miles)	34
 Walking (more than 2 miles)	34
 Cycling	3
 Mountain biking	0
 Fishing - sea / course / game	0
 Golf	1
 Horse riding / pony trekking	1
 Adventure and water sports / ...	1
 Canal / boating trip	6
 Swimming (indoor or outdoor)	2
 Field sports e.g. hunting / sho...	0
 A sporting event or race, e.g. ...	0
 Don't know / can't remember	2
 Other	4

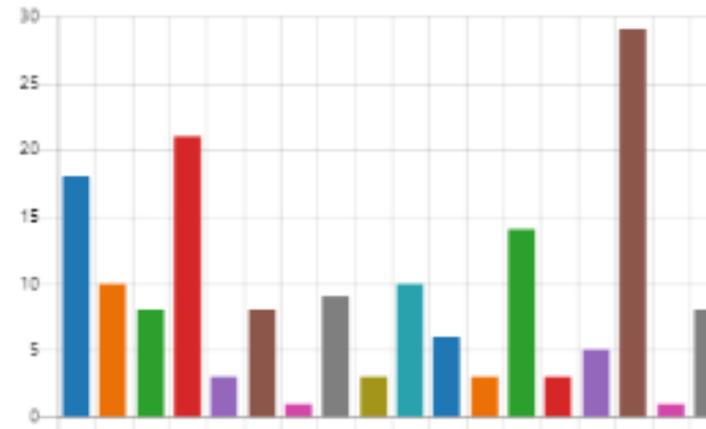


Visitor Survey Headlines

13. Did you visit any of the following during your last visit to Monmouthshire? (Tick all that apply)

[More Details](#)

 Abergavenny, Chepstow or M...	18
 Abergavenny Food Festival	10
 Abergavenny or Chepstow To...	8
 Brecon Beacons National Park	21
 Caldicot Castle and Country P...	3
 Chepstow Castle	8
 Chepstow Racecourse	1
 Garden(s)	9
 Gwent Levels (including Black ...	3
 Old Station, Tintern	10
 Raglan Castle	6
 Shire Hall, Monmouth	3
 Tintern Abbey	14
 Usk Castle	3
 Vineyard or cider orchard (incl...	5
 Wye Valley Area of Outstandin...	29
 Don't know / can't remember	1
 Other	8



Visitor Survey Headlines

15. How would you rate your satisfaction with Monmouthshire overall as a place to visit on a scale of 1-10, where 1 = very dissatisfied and 10 = completely satisfied

[More Details](#)

[Insights](#)

71

Responses

8.79

Average Number

18. Would you recommend Monmouthshire as a place to visit to a friend or relative?

[More Details](#)

[Insights](#)

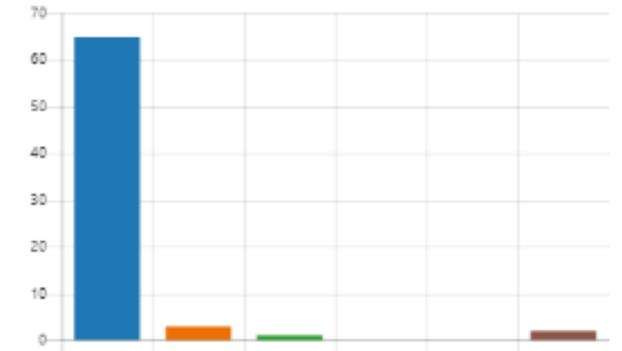
Definitely would	60
Probably would	10
Probably wouldn't	0
Definitely wouldn't	0
Don't know	1



17. How likely are you to make another visit to Monmouthshire in the next few years?

[More Details](#)

Very likely	65
Somewhat likely	3
Neither likely nor unlikely	1
Somewhat unlikely	0
Very unlikely	0
Don't know	2



Three weakest aspects of tourism offer

Monmouthshire Destination Survey - Resident Questionnaire



Monmouthshire Destination Survey - Visitor Questionnaire



Monmouthshire Destination Survey - Business Questionnaire



One thing you'd want the world to know?



Monmouthshire Destination Survey - Resident Questionnaire

beautiful place Wye is beautiful beautiful landscape
Beautiful countryside local food place in the history
Wye Valley beautiful beautiful surroundings
beautiful castles rivers **beautiful** towns beautiful County
beautiful scenery natural beauty area Beautiful walks
beautiful secret towns and villages beauty of the countryside

Monmouthshire Destination Survey - Business Questionnaire

beautiful landscape great eateries Natural beauty
Beautiful county Wales outdoor activities
beautiful area fantastic **beautiful** great Beautiful scenery
restaurants great place people Monmouthshire destination Good food
beautiful surroundings beautiful location local food

Monmouthshire Destination Survey - Visitor Questionnaire

countryside is beautiful best place Beautiful countryside
beautiful county pretty beautiful places
Wye Valley great **beautiful** beauty great the range
towns and villages visit beautiful scenery
great place friendly food River Wye
countryside is stunning wonderful place

Next steps?

- Draft revised Destination Plan based on results and review of best prospects to deliver economic recovery and grow tourism for the benefit of Monmouthshire's people, environment and communities.
- Consultation on draft Plan & incorporation of feedback
- Approval of Plan by Partnership & new political administration
- Deliver and monitor the Plan
- Any questions?