

# Stakeholder feedback



108 stakeholders contributed in November and December 2016

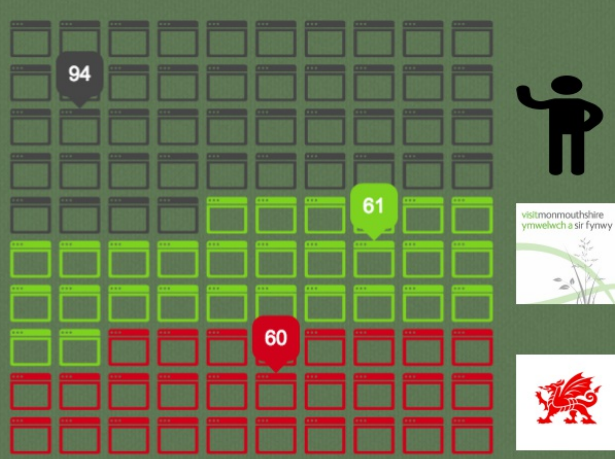
## Stakeholder contributions



43 accommodation operators took part together with retail, eating out, attractions, third sector and other organisations

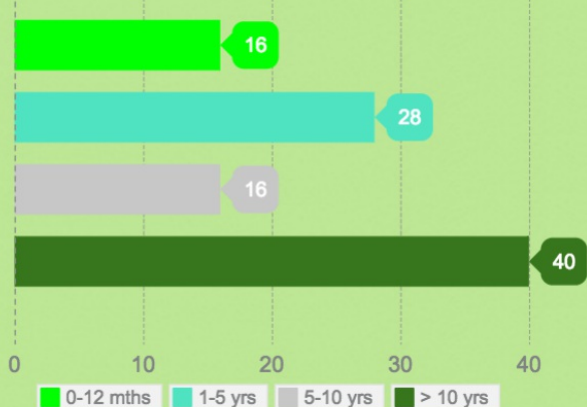
Approx 50% of accommodation in grading schemes (either VW, AA or both)

## Top 3 channels for online promotion



Respondents cited their own website along with Visit Monmouthshire (2nd) and Visit Wales (3rd)

## Involvement in tourism sector



(16 businesses had been operating for less than a year)

80% of businesses are "quite" (22%) or "very" (58%) satisfied with business levels over the last 24 months



Seasonality remains an issue, particularly for accommodation - though not extreme across the board

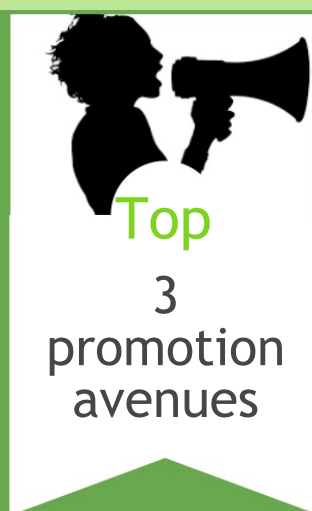


50% of businesses felt that they needed more business in the Nov - March period and midweek

Levels of "awareness & understanding about Monmouthshire activity?"

59% feel "very" (13%) or "quite" WELL INFORMED about Visit Monmouthshire activity to support tourism

Over 90% of respondents favoured email as a preferred way of keeping in touch with activity - half (45%) were also interested in stakeholder events



As well as websites and social media...

Word of Mouth

User Reviews

Repeat Business

Delivering the best possible visitor experience is the foundation for all promotion

Over two thirds of operators agree that Monmouthshire promotes its key products effectively



## Destination management

80% believe that Monmouthshire provides good visitor services

Between 60-70% believe that signage (road/footpath/brideways and cyclepaths) is adequate

70% believe that conservation and upkeep of towns and villages is undertaken well

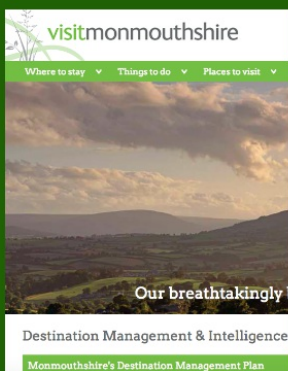
Over 80% value the event programme and range of attractions on offer

90% think that the Tourist Information Centre service is important and that the area's food offer is good

Public transport (options and promotion) saw the lowest satisfaction ratings



Around half of all stakeholders would like more clarity regarding the different roles played by the local authority, tourist associations and other bodies



For further information on destination management and market intelligence go to

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

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



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