

Appendix 2

PLAN ON A PAGE

Here's a one-page summary of the detailed Plan that follows:

Purpose

Monmouthshire is the birthplace of British tourism and now we're shaping its future.

Our guiding purpose: to become a blueprint for next generation regenerative rural destinations.

The most inspiring, connected and welcoming place in Wales to stay, invest and live.

Ambition 2030

By 2030 we want to be Wales's stand-out rural destination. A place of imaginative experiences and characterful places to eat, drink, and stay – rich in sense of place. We'll celebrate Monmouthshire's creative energy: encouraging the next generation to get inspired, get involved, and shape the future.

Aim

We'll bring vibrancy to our high streets, adventure to our landscapes, and confidence to our communities through more and better tourism that celebrates and enriches our quality of life.

Objectives

Economic growth	Improved infrastructure	Vibrant culture	Enhanced experiences	Environmental protection
Economic growth. More private sector investment.	Sense of arrival. Better basics.	Community participation. Improved civic pride.	Signature experiences. Keynote places to stay.	Improved visitor awareness & behaviour. Public transport use.

Visitor, business and resident satisfaction with tourism.

Future Growth Markets: Wider UK and International Markets

Local residents , including families and young people.	Independent Explorers from within 2hrs – encouraging longer-stays.	New visitor markets from across the UK and beyond , including younger cohorts.
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Special interest markets:

Outdoor Activities; Equestrian; Gardens; Weddings; Corporate.

Proposition

Monmouthshire-made experiences that are uniquely local, distinctively Welsh and international in quality.

Vibrant communities	Natural adventure	Inspiring culture
Creative spirit – a place of inspiration.		

Drivers

Stand out	Stay	Sense of Place
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Priorities

Vibrant Places Integrated placemaking. Better basics – including connectivity. Living Welsh culture and language.	Active Landscapes for healthy lifestyles A walking and cycling county. A boosted activity sector. Promoting responsible tourism.	Enriching Experiences Monmouthshire-made experiences and events. High-quality accommodation. Showcasing local produce.
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Enablers

Brand marketing	Strong support structures	Sustainable and inclusive delivery
Creativity and originality		

