

# NORTH



Llywodraeth Cymru  
Welsh Government



**Cronfa Datblygu  
Rhanbarthol Ewrop  
European Regional  
Development Fund**



Llywodraeth Cymru  
Welsh Government



**Cronfa Amaethyddol Ewrop ar  
gyfer Datblygu Gwledig:  
Ewrop yn Buddsoddi mewn Ardaloedd Gwledig  
European Agricultural Fund for  
Rural Development:  
Europe Investing in Rural Areas**

# INTRODUCTION

Visit Wales has a number of funding mechanisms and support schemes to help the tourism industry in Wales to develop their products.

We have capital and revenue support for both the public and private sector that bring forward innovative products that help to sell Wales in a more modern way to the UK and international marketplace.

This brochure provides some top level information and a small selection of those tourism products in your area.

## Contacts

For more information or advice, please contact:

### **Capital funding (TISS, TAIS and MSBF)**

Phil Griffiths – Regional Analyst

[phil.griffiths@gov.wales](mailto:phil.griffiths@gov.wales)

+44 (0) 3000 625 397

### **Revenue funding (RTEF and TPIF)**

Andrew Forfar – Regional Engagement Manager

[andrewwallace.forfar@gov.wales](mailto:andrewwallace.forfar@gov.wales)

+44 (0) 3000 625 837

Ceri Turner – Regional Engagement Executive

[ceri.turner2@gov.wales](mailto:ceri.turner2@gov.wales)

+44 (0) 3000 625 338

## Useful website links:

### **Finance**

[businesswales.gov.wales/tourism/finance](http://businesswales.gov.wales/tourism/finance)

### **Thematic Years**

[businesswales.gov.wales/tourism/thematic-years](http://businesswales.gov.wales/tourism/thematic-years)

### **The Wales Way**

[thewalesway.com](http://thewalesway.com)

### **Visit Wales**

[visitwales.com](http://visitwales.com) – @visitwales

[traveltrade.visitwales.com](http://traveltrade.visitwales.com) – @visitwalestrade

[visitwales.com/businessevents](http://visitwales.com/businessevents) – @MeetInWales

### **Tourism Zone**

[businesswales.gov.wales/tourism/](http://businesswales.gov.wales/tourism/) – @visitwalesbiz

### **Email your product news**

[productnews@gov.wales](mailto:productnews@gov.wales)

### **Email your industry enquiries**

[quality.tourism@gov.wales](mailto:quality.tourism@gov.wales)

# TOURISM IN NORTH WALES: TOP FACTS AND FIGURES

**Note:** Statistics for tourism volume and value are annual averages 2014-16 from the GB Tourism Survey, GB Day Visits Survey and International Passenger Survey. Employment figures are from Welsh Government Priority Sector Statistics.

For more detailed information, please follow the link to our Regional Factsheets [gov.wales/statistics-and-research/?topic=Tourism&lang=en](http://gov.wales/statistics-and-research/?topic=Tourism&lang=en)



Annual spend by tourists and visitors in North Wales is £1.8 billion. This is almost a third of the all-Wales total.



British overnight visitors outnumber international visitors to North Wales by 12 to 1. The most important overseas markets for North Wales are Ireland (20%), Germany (12%), USA (11%) and France (9%).



North Wales attracts over 3.6 million British overnight visitors annually plus almost a further 0.3 million from overseas. 69% of British overnight visitors come on holiday. Top region of origin is North West England, home for 39% of North Wales' staying visitors.



In addition to overnight stays, North Wales attracts 28 million day visits annually, worth over £1 billion a year.



Average length of stay in North Wales is 3.65 nights, slightly longer than the Wales average of 3.5 nights.



31,200 are directly employed in tourism in North Wales. This is 11% of all employment in North Wales and 24% of all tourism employment in Wales.

We have been successful in sourcing additional money from the **European Union** to enhance the Welsh Government's capital budget and allow us to work proactively with the private and public sectors within the region to develop new high quality tourism products through the following programmes.

### Tourism Attractor Destination (TAD) Programme

**The Economy Futures Fund – Tourism Investment Support Scheme (EFF-TISS)**

**Micro Small Business Fund (MSBF)**

**Tourism Amenity Investment Support (TAIS)**

# C A P I T A L F U N D I N G

## Tourism Attractor Destination (TAD) Programme

Across Wales, the TAD scheme aims to create eleven "must visit" destinations to drive interest in Wales as a holiday destination for new and repeat visitors and will play a part in growing the tourism sector in Wales by 10% by 2020.

The TAD scheme which was approved by the Wales European Funding Office (WEFO) in March 2016 includes £7.5 million European Regional Development Fund (ERDF) funding for the North that will deliver a total investment of £19.3 million.

Across Wales, this equates to an ERDF total of £27.7 million that will deliver a total investment of £62 million.

North Wales projects supported include:

### 01—Colwyn Bay Waterfront (Conwy County Borough Council)

This project will build upon previous developments, improving a further 1 km of the promenade, creating additional space for kiosks, parking, new activity and interest points.

### 02—Venue Cymru (Conwy County Borough Council)

Reconfiguration of the building allowing better use of the space to accommodate business events and conferences.

### 03—Caernarfon Castle (Welsh Government Cadw)

Improved access to the upper levels of the castle's main entrance; new café area and immersive experiences; increased retail space and improvements to visitor toilets.

### 04—Caernarfon Waterfront (Gwynedd Council)

New terminus building and station facilities for the Welsh Highland Railway; extend the Galeri Creative Enterprise Centre to provide cinema facilities, offices and creative work space; develop new physical linkages to connect key sites in Caernarfon.

### 05—Holy Island International Visitor Gateway (Isle of Anglesey County Council)

Ferry port terminus signage and interpretation for international visitors; access improvements to St Cybi's Church and Roman Fort; new signage and interpretation for self-guided tours on Holy Island; new motorhome and tourer caravan park at Breakwater Park Holyhead.

01—



07—



09—



### The Economy Futures Fund – Tourism Investment Support Scheme (EFF-TIIS)

The EFF-TIIS is available for medium to large businesses, with 50 or more full time equivalent (FTE) employees. It's an investment fund comprising a mix of repayable and non-repayable finance, targeting eligible capital investment projects in the tourism sector in Wales that support our tourism priorities (outlined in the tourism strategy Partnership for Growth) and the Welsh Government's Prosperity for All strategy.

It can be used either to upgrade existing, or create new high quality product where there is

a gap in the market. Support of between £25,000 and £500,000 will be considered and occasionally above this in exceptional cases.

Since April 2015, across Wales, we have made 47 offers of funding through TISS totalling £7.8 million, inducing investment of £44 million and assisting 698 jobs.

North Wales projects supported include:

#### 06—Zip World, Betws-y-Coed

Create new alpine coaster ride at ZipWorld Fforest.

#### 07—Erskine Arms, Conwy

Convert Grade II listed building into a 10-bedroom 4 Star inn.

#### 08—Ty Glyndŵr, Caernarfon

To create a 30 bed, 4 Star bunkhouse with a café and bar.

#### 09—Dylan's Restaurant, Llandudno

Convert Grade II listed property into a 250 cover destination restaurant.

#### 10—Ty Castell, Caernarfon

Convert Grade II listed Georgian townhouse into a 4 Star boutique style restaurant with rooms.



### **Micro Small Business Fund (MSBF)**

MSBF is available for micro to small size businesses with fewer than 50 FTE employees and a turnover or balance sheet of less than €10 million. It's a capital investment fund supported through the Welsh Government Rural Communities – Rural Development Programme 2014-2020, funded by the European Agricultural Fund for Rural Development, and Welsh Government, targeting projects that support the objectives of our tourism priorities (outlined in the tourism strategy Partnership for Growth), and the Rural Development Programme.

It can be used either to upgrade existing or create new high quality product where there is a gap in the market. Support of between £25,000 and £500,000 will be considered. In exceptional circumstances we may be able to consider a lower level of support.

Since October 2017, through the MSBF, we have made 18 offers of funding across Wales totalling £1.9 million, inducing investment of £5.9 million and assisting 213 jobs.

North Wales projects supported include:

#### **11—Plassey Leisure Park Ltd, Eytон**

Create 14 luxury 5 Star quality accommodation units (includes

10 lodges and 4 safari tents) and upgrade the Shippon Restaurant.

#### **12—RibRide, Menai Bridge**

Purchase of a bespoke Rib carrying 11 passengers.

#### **13—Sandymount House, Rhosneigr**

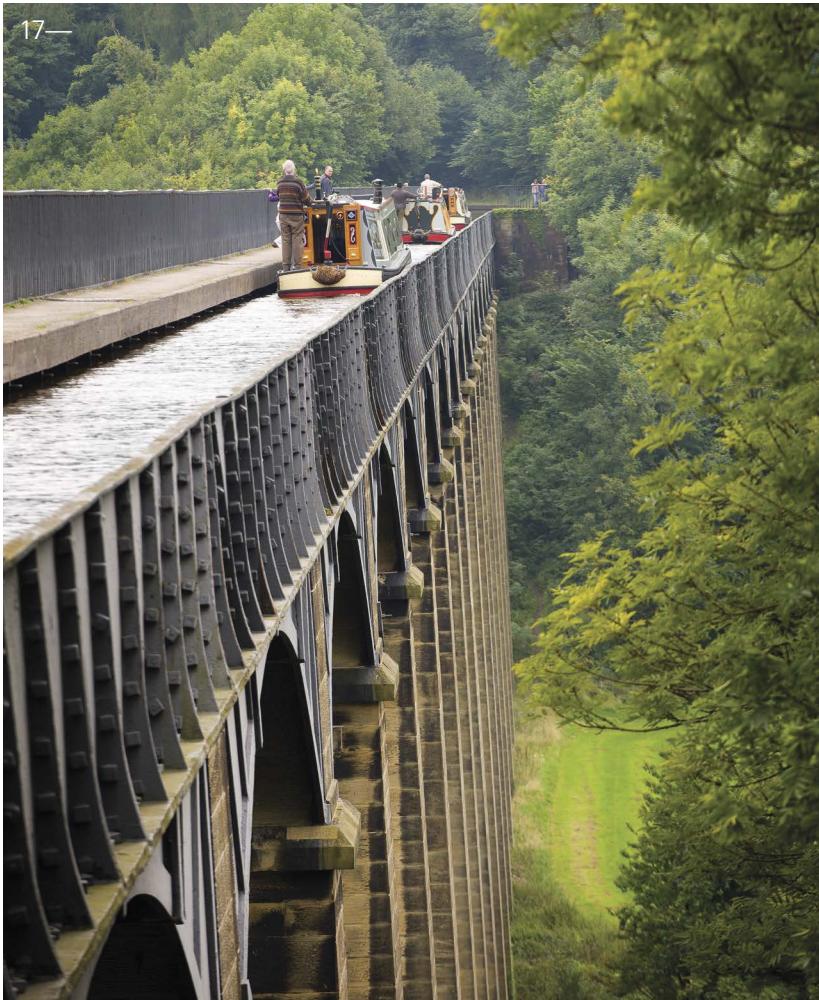
Convert derelict pub into a 7-bedrooom 5 Star restaurant with rooms.

#### **14—Inigo Jones Slate Works, Caernarfon**

Update and improve visitor facilities.

#### **15—Slate Caverns Hotel, Blaenau Ffestiniog**

New 4 Star 23-bedroom hotel and 6 glamping safari tents.



### **Tourism Amenity Investment Support (TAIS)**

TAIS is available for public, third sector and not for profit organisations. It's a capital investment fund supported through the Welsh Government Rural Communities – Rural Development Programme 2014-2020 funded by the European Agricultural Fund for Rural Development, and Welsh Government, targeting projects that support the development of small scale tourism infrastructure. Support of between £25,000 and £128,000 will be considered.

The cap on total eligible project expenditure is £160,000.

The first round of funding under the TAIS Scheme (2017) resulted in 23 offers of grant funding across Wales being made to local authorities and third sector organisations totalling £2.2 million. In the second funding round (2018) applications have been invited against a fund value of some £1.7 million (the fund is closed to new enquiries) with decisions expected in late Autumn.

North Wales projects supported include:

#### **16—Harlech – Upgrade coach park facilities (Gwynedd Council)**

To improve visitor amenities and customer welcome in this UNESCO World Heritage Site.

#### **17—Pontcysyllte Aqueduct and Canal – Create new visitor parking (Canal and River Trust)**

Since becoming a UNESCO World Heritage site in 2009 visitor numbers have increased by 70% in some locations. Trevor Basin now attracts over 250,000 visitors a year.

#### **18—Conwy – Visitor Signage and Maps (Conwy County Borough Council)**

A mix of signage in the county to improve rural connectivity.

#### **19—Coed Y Brenin Visitor Centre (Natural Resources Wales)**

A fourth loop added to the MinorTaur trail Coed y Brenin Forest Park, increasing the single track a further 2 km.

#### **20—Llangefni (Isle of Anglesey County Council)**

Improvements to three key locations around the market town: the Oriel Mon; Dingle Nature Reserve and Lon Las 566 path.

Our revenue programmes support both public and private sectors to promote and develop distinctive, high quality visitor destinations through encouraging more collaborative working aligned to our product-led thematic years and

### **The Wales Way.**

### **Regional Tourism Engagement Fund (RTEF)**

### **Tourism Product Innovation Fund (TPIF)**

# R E V E N U E F U N D I N G

### **Regional Tourism Engagement Fund (RTEF)**

RTEF is a revenue fund, supported through the Welsh Government Rural Communities Rural Development Programme 2014-2020. It is funded by the European Agricultural Fund for Rural Development (EAFRD), and Welsh Government.

The purpose of the fund is:

- to contribute to the delivery of a 10% growth target set out in the Partnership for Growth: strategy for tourism 2013-2020
- to promote and develop distinctive, high quality visitor destinations through the delivery of their destination management plans

—to enable destinations to maximise the benefits from aligning with our product-led thematic years and the Wales Way

Since 2015, through RTEF, we have supported 65 projects across Wales totalling £3.5 million.

In North Wales this equates to 17 projects totalling £1.1 million.

North Wales projects supported include:

21—

### 21—North Wales Cruise Programme

This programme, developed for the 2017/2019 cruise seasons, is creating a “legendary” welcome and experience for passengers. Activities included jetty-side performances and events in key North Wales destinations. The project is also creating promotional material for cruise trade shows and digital media focusing on Year of the Sea 2018.

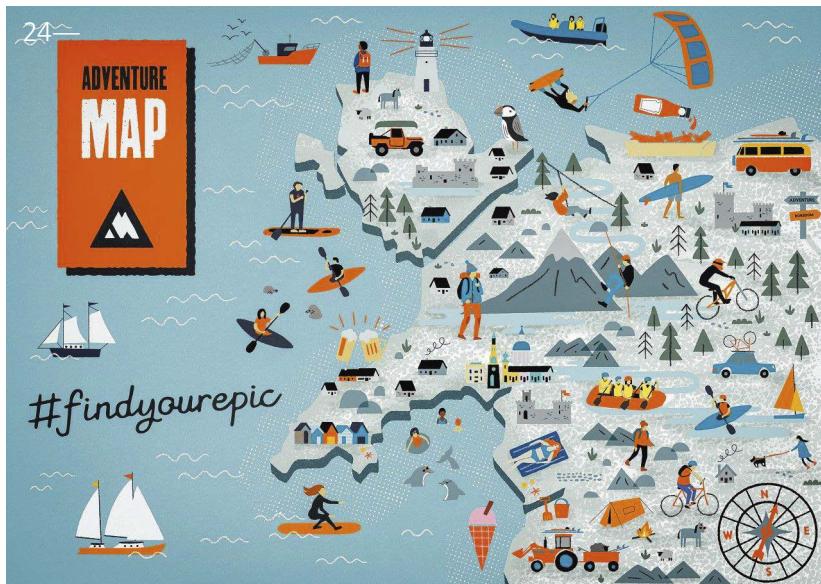
### 22—Routes to The Sea (North East Wales)

Showcasing the rich variety of the tourism offer by promoting contemporary and engaging activities and visitor experiences. It also led on the “seafood challenge” for food providers in the area, encouraging the use of locally sourced seafood to create and promote a compelling new dish.





22—



**23—Ffordd y Môr (Gwynedd Council, Ceredigion County Council and Pembrokeshire County Council)**

Working with local partners to capitalise on the Wales Way coastal route to create videos and images to enhance existing websites and a social media campaign.

**24—Land of Legends (Gwynedd Council in partnership with Isle of Anglesey County Council and Conwy County Borough Council)**

Development of online content and promoting Gwynedd's tourism offer with the Year of Legends theme. The project supported the design of the sword at Llanberis and delivered a high impact online marketing and PR campaign targeting Wales' key markets.

**25—Corwen Pop up Sleeping Giant (Clwydian Range and Dee Valley Area of Outstanding Natural Beauty)**

Creation of a unique large scale piece of land art, which will interpret local legend, and encourage visitors to the town. The AONB will work closely with the residents and business community on the design ensuring maximum benefits of the project.

## Tourism Product Innovation Fund (TPIF)

TPIF is a revenue fund, supported through the Welsh Government Rural Communities Rural Development Programme 2014-2020. It is funded by the European Agricultural Fund for Rural Development (EAFRD), and Welsh Government.

The purpose of the fund is to work with tourism sector partners across Wales:

- to deliver the 10% growth target set out in the Partnership for Growth: strategy for tourism 2013-2020
- to encourage closer joint working between tourism consortia, partnerships and trade groups
- to develop and improve the product offer to visitors to benefit the tourism sector and local communities
- to help grow the tourism economy in a sustainable way.

Since 2015, through TPIF, we have supported 69 projects across Wales totalling £2.6 million.

In North Wales this equates to 23 projects totalling £727,671.

North Wales projects supported include:

### 26—Lonely Planet Promotion (GO North Wales)

Lonely Planet's Best in Travel featured North Wales in the "Top 10 regions" for 2017. GO North Wales developed a visual campaign promoting this designation in London, wrapping six taxis and a bus with images of North Wales. There was also a radio competition to win a trip to North Wales.

### 27—EPIC Road Trip (Snowdonia-Active)

During 2017 and 2018 Snowdonia-Active toured the Wales Way in a classic Volkswagen camper van. Along the way they were joined by inspiring characters in a series of exciting "pit-stops". The tour was captured in compelling video footage aimed at inspiring visitors to have their own adventures along the routes of Wales.

### 28—MythFest Wales (Clwydian Range Tourism Group)

Celebrating North East Wales' myths and legends through a series of unique and interactive family events at key rural and coastal sites, immersing visitors in traditional Welsh storytelling, music and sustainable crafts.

### 29—Fire and Sea Festival (Harlech Tourism Association)

A festival telling tales of the Harlech Giants through a series of exciting events for visitors and residents. Blazing lanterns, extraordinary installations and flaming sand sculptures combined together to create Meirions Magic. The festival was supported and promoted through social media and competitions.





### 30—Flying the Flag for Wales (Great Little Trains of Wales)

A consortia working together to promote their product and the wider North Wales visitor offer to key markets in England and overseas. The project includes development of online information and promotion as well as targeted work in Germany aimed at increasing group travel to the area and to the Great Little Trains visitor offer.



