

SOUTH WEST



Llywodraeth Cymru
Welsh Government



UNDEB EWROPEAIDD
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Welsh Government

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



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

I N T R O D U C T I O N

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.

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Useful website links:

Finance

businesswales.gov.wales/tourism/finance

Thematic Years

businesswales.gov.wales/tourism/thematic-years

The Wales Way

thewalesway.com

Visit Wales

visitwales.com – @visitwales

traveltrade.visitwales.com – @visitwalestrade

visitwales.com/businessesevents – @MeetInWales

Tourism Zone

businesswales.gov.wales/tourism/ – @visitwalesbiz

Email your product news

productnews@gov.wales

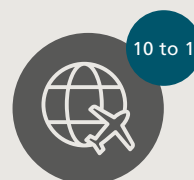
Email your industry enquiries

quality.tourism@gov.wales

TOURISM IN SOUTH WEST WALES: TOP FACTS AND FIGURES



Annual spend by tourists and visitors in South West Wales is £1.172 billion. This is about 21% of the all-Wales total.



British overnight visitors outnumber international visitors to South West Wales by about 10 to 1. The most important overseas markets for South West Wales are Ireland (23%), Germany (12%), France (8%) and the Netherlands (7%).



South West Wales attracts over 2 million British overnight visitors annually plus over 200,000 from overseas. 62% of British overnight visitors come on holiday. Top region of origin is Wales itself, home for 33% of South West Wales' staying visitors.



In addition to overnight stays, South West Wales attracts 21 million day visits annually, worth £694 million a year.

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



Average length of stay in South West Wales is 3.93 nights, longer than the Wales average of 3.50 nights.



30,100 are directly employed in tourism in South West Wales. This is 10% of all employment in South West Wales and 23% 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 £8.7 million European Regional Development Fund (ERDF) funding for the South West that will deliver a total investment of £18.8 million.

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

South West Wales projects supported include:

01—Wales International Coastal Centre (Saundersfoot Harbour Commissioners)

Comprising the following four linked developments: Marine Centre of Excellence and Coastal Storm Centre; Ocean Square Heritage & Arts Centre; Coastal Schooner Centre; and National Events Deck.

02—Pendine Land Speed Cultural Centre and Eco Resort Complex (Carmarthenshire County Council)

New Land Speed Museum; new 42-bed Eco hostel; and new car parking and events infrastructure.

03—Llys y Fran Park and Activity Centre (Dŵr Cymru Welsh Water)

Visitor centre refurbishment; new outdoor activity centre and waterside cabin; bike pump skills area and 10 km cycle trail; and re-landscaping of the woodland, meadows and dam environs.



04—

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, including investment of £44 million and assisting 698 jobs.

South West Wales projects supported include:

04—Dr Beynon’s Bug Farm, St Davids

Create visitor attraction, bunkhouse accommodation and campsite linked to a research and education centre.

05—Pontoon, Fishguard Harbour, Stena Line Ports Ltd

Construction of dedicated cruise passenger tendering pontoon and associated landing facilities.

06—Three Cliffs Coffee Shop, Swansea

Extension to offer restaurant facilities, expand the café, provide public toilets and visitor facilities.

07—Castle Hotel, Neath

Upgrade hotel to a 4 Star standard.

08—Fairyhill Hotel, Reynoldston

Extension to the listed property to provide wedding and conference facilities.



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

The EFF-TISS 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.

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 (EAFRD), 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.

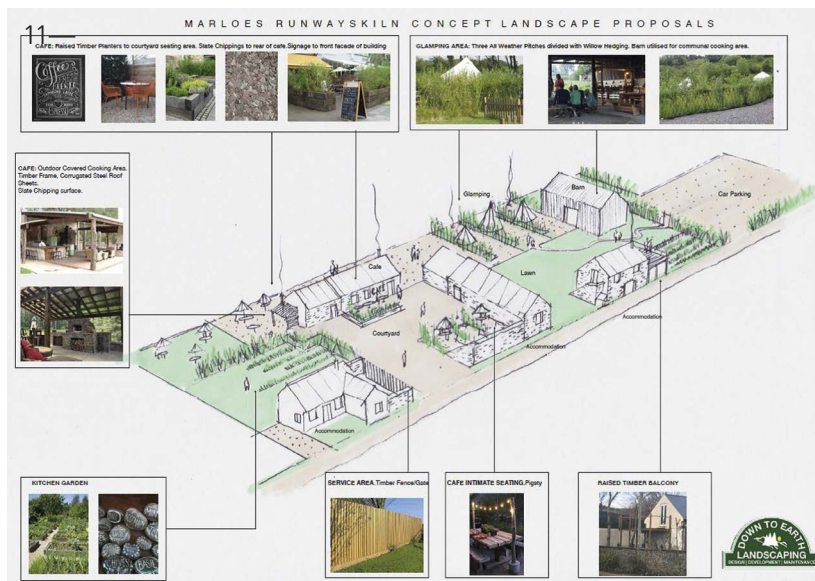
It can be used either to upgrade existing or create new high quality product where there is a gap in the market. Support of between £25,000 and £500,000 will be considered. In exceptional circumstances we may be able to consider a lower level of support.

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.

South West Wales projects supported include:

09—The Globe Hotel, Pembroke

Addition of 5 Star guest accommodation facilities to supplement the existing 5 Star self-catering business.



10—Pontyclerc Farm Bed and Breakfast, Ammanford

Convert unused property into a boutique 4/5 Star accommodation.

11—Runwayskiln, Marloes Sands

Create new 4 star hostel and café.

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 (EAFRD), 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.

South West Wales projects supported include:

12—Waterfall Country Pontneddfechan Visitor Hub (Neath Port Talbot County Borough Council)

Creation of 43 off-road parking facilities and significantly enhancing the visitor experience and dwell time.

13—Wales Coast Path artwork (Natural Resources Wales)

Commissioning of Year of the Sea themed artwork to capture the public's imagination.



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 South West Wales this equates to 10 projects totalling £638,060.

South West Wales projects supported include:

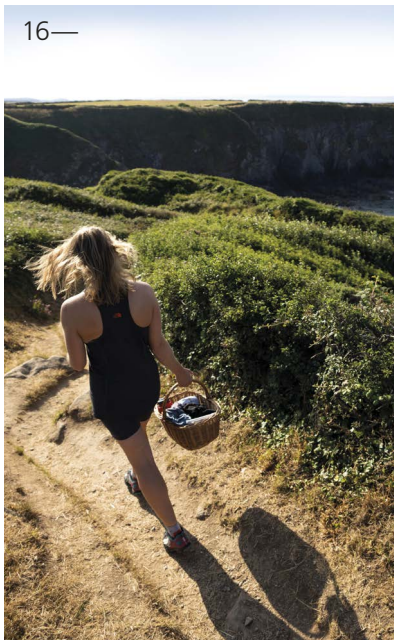
14—Year of Sea “Surfari Bus”
(Visit Swansea Bay)

A 12-week whistle stop tour incorporating some of The Wales Way routes and Ireland promoting Swansea Bay as a “Year of the Sea” destination maximising exposure and encouraging engagement and spend.





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15—Blue Flag Celebrations and Wales Wide Coastal Clean-Up Campaign (Keep Wales Tidy and the Green Seas Wales Partnership)

This 30th anniversary project delivered a national event at the Volvo Ocean Race which showcased the quality of Wales' coastline and success in achieving more Blue Flag beaches per mile than anywhere else in Britain. Further activities include an all-Wales beach clean and community events linked to tackling marine litter plus materials aimed at businesses on how to maximise the promotion of Blue Flag and Green Coast Awards.

16—All Wales Coast Path (Pembrokeshire Coast National Park)

The project will re-launch the Path through a reinvigorated marketing campaign across the whole of the Wales Coast Path, aiming to increase both visitor and business awareness of its reputation as the world's first continuous coastal footpath.

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 South West Wales this equates to 16 projects totalling £581,615.



17—



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Prifysgol Abertawe

Taliesin

SWANSEA
INTERNATIONAL
FESTIVAL

South West Wales project supported include:

17—Sea Wild Wales (Wildlife Trust South and West Wales)

Sea Wales 7D creates an unique and innovative, mobile, visitor experience using the latest holographic augmented reality technology to showcase the amazing Welsh coast and its iconic wildlife. It forms part of a Wales and UK roadshow promoting Welsh wildlife experiences to visitors at key shows along with itineraries, a marketing campaign and the development of coastal events.

18—Hwyl, the Real Welsh Experience (Carmarthenshire Tourism Association)

This project aims to introduce “Hwyl” Welsh cultural entertainment events through product development, brand building, a series of events and

marketing activities. Previous work evidenced a strong need, and demand, from visitors, the travel trade, group, coach and cruise operators.

19—Nawr Yr Arwr/Now the Hero (Taliesin Arts Centre)

A commemoration of World War 1 centred on Swansea (as the opening event of the Swansea Festival 2018). This unique, immersive, multi-art form performance will use high calibre artists to create international significance and appeal.

20—Welsh Routes (Seren Collection Ltd)

This project aims to inspire specialist tour companies and travel agents to see Wales as a must visit, top-end destination by creating luxury travel routes and itineraries linking world class establishments drawing visitors into Wales and out of London.

21—Pollinator Trail (Dr Beynon’s Bug Farm)

Creating a physical link between sustainable tourism businesses in Pembrokeshire via a “Pollinator trail” comprising of new wild flower habitat, art science artwork, interactive activities and interpretation both at and between partner sites interwoven with events to build St David’s and Wales’ reputation as an internationally renowned sustainable wildlife tourism destination culminating in an application to become Wales’ first “Bee Friendly City”.



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