

## Report of Chief Executive

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### **Subject: Presentation by Visit Pembrokeshire**

#### **Purpose of report**

The Authority has agreed a package of support for Visit Pembrokeshire. A key element of this was to enable Visit Pembrokeshire to develop its Membership base in order to develop its long-term sustainability as an organisation. Over the past year Visit Pembrokeshire has undertaken a review of the Pembrokeshire Destination Management Plan, with the Authority approving that plan earlier in 2024.

As part of our support for Visit Pembrokeshire, the Authority has one seat on the Board of the organisation. Currently the Authority is represented on the Board by the Chair of the Authority. The Chief Executive also attends meetings as an advisor. The Director of Nature and Tourism sits on a group overseeing the Destination Management Plan.

Emma Thornton, Chief Executive of Visit Pembrokeshire will provide a presentation on the work of Visit Pembrokeshire over the last year.

#### **RECOMMENDATION:**

**That Members are asked to note the presentation from Visit Pembrokeshire.**

*(For further information, please contact Tegryn Jones, Chief Executive)*





# Visit Pembrokeshire

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STRONGER TOGETHER | YMWELD Â SIR BENFRO

Pembrokeshire Coast National Park Authority – Visit Pembrokeshire  
Annual update

Wednesday 11<sup>th</sup> December

Building a Sustainable Future for Tourism in Pembrokeshire – Year 4



**Pembrokeshire**




# Agenda:

- Membership Drive and Business Engagement
  - Building the Pembrokeshire brand- Marketing and PR update
  - 2024-28 Destination Management Plan
  - Open To All
  - Croeso Awards 2024
  - Leadership and Advocacy
  - Research
  - Value of Visit Pembrokeshire
  - 2025 Priorities
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# Agenda:

- Ymgyrch Aelodaeth ac Ymgysylltu â Busnesau
  - Adeiladu brand Sir Benfro - diweddariad ar Farchnata a Chysylltiadau Cyhoeddus
  - Cynllun Rheoli Cyrchfan 2024-28
  - Agored i Bawb • Gwobrau Croeso 2024
  - Arweinyddiaeth ac Eiriolaeth
  - Gwaith ymchwil
  - Gwerth Croeso Sir Benfro
  - Blaenoriaethau 2025
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# Membership Report

## Monthly Visit Pembrokeshire Membership Report

DATE: August 2024 Report

NEW MEMBERS VS TARGETS													
YEAR	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	ANNUAL TOTAL
2020/21	3	11	5	5	4	4	2	1	9	5	0	5	54
2021/22	5	9	4	3	4	5	9	1	0	3	2	2	47
2022/23	1	2	6	2	0	13	14	13	5	13	10	5	84
<b>2023/24</b>	<b>2</b>	<b>3</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>17</b>	<b>13</b>	<b>8</b>	<b>8</b>	<b>7</b>	<b>8</b>	<b>18</b>	<b>102</b>
PROPOSED YOY 25% GROWTH	1	3	7	3	1	16	17	16	7	16	12	6	105.00
VARIATION TO 25% GROWTH	1	0	0	3	4	1	-4	-8	1	-9	-4	12	-3
PROPOSED 2024/25 TARGETS	8	8	10	8	8	16	14	10	10	10	10	8	120
Y2D OVERALL	<b>275</b>	<b>277</b>	<b>280</b>	<b>287</b>	<b>292</b>	<b>309</b>	<b>322</b>	<b>328</b>	<b>334</b>	<b>338</b>	<b>335</b>	<b>345</b>	

\*Stats as of 30/08/2024



- 89% retention against a target of 85%
- 345 Members

- 102 new Member in 2023/2024
- 25% growth year on year

# Business Engagement

Delivering key tourism events and providing networking opportunities across the county, delivering valuable business information to the trade.

**700+**  
**ATTENDEES**

across all 2024 events YTD\*

**860+ HOURS**

of free training provided\*

**20+ EVENTS**

over a 12 month period\*

Open to All Launch in March & November Conference

FREE Bi-Monthly Themed Networking events  
with Guest Speakers and Venue/Business Spotlights

FREE Bi-Monthly 'Meet the Team' drop in sessions

Annual Tourism Summit

Visit Pembrokeshire AGM & DMP update

**Visit Pembrokeshire Croeso Awards**

Recognising quality tourism in the County

Plus B2B communications delivered monthly via our newsletter,  
and throughout the week via our trade platforms  
(trade Facebook & LinkedIn)

Source: 2023/24 Eventbrite report

# Marketing Impact & Results

Visit Pembrokeshire Marketing Statistics  
as of June 2024

- 2.8 million page views on Google
- 1.5 million unique visitors to Visit Pembrokeshire each year
- 12k+ newsletter subscribers
- 58% email open rate
- Over 88k social media followers
- Average x150 social media posts per month
- Average social media post reach of 18k

Source: 2023 Economic and Value report

**£604 MILLION**

Economic value to Pembrokeshire in 2023\*

**6.3 MILLION VISITORS**

of which 1M stayed overnight\*

**23% OF EMPLOYMENT**

from Pembrokeshire Tourism industry in 2023\*



# New Website

## VISIT PEMBROKESHIRE'S GOALS:

- Be the go-to resource for visitor information & inspiration.
- User-friendly platform for easy content management and up-to-date information.
- Enhance member visibility.
- Ensure a seamless, accessible experience for all users (Open to All).
- Promote Pembrokeshire as a year-round destination, boosting off-peak tourism.
- Provide new communication and support tools for members.



**Good for Visitors**

## WHAT'S NEW:

- Streamlined navigation with clear, consistent presentation
- Enhanced search and filter options, including new 'event' listings by date.
- Visual planning tools with dynamic maps.
- Mobile-first design with high accessibility standards.

## KEY FEATURES:

- Refreshed, responsive user interface.
- Advanced search, filtering, and itinerary builder.
- Potential for Direct bookings through TXGB
- Accessibility and language preference settings.



# TRW/GWR Come to Pembrokeshire by Train

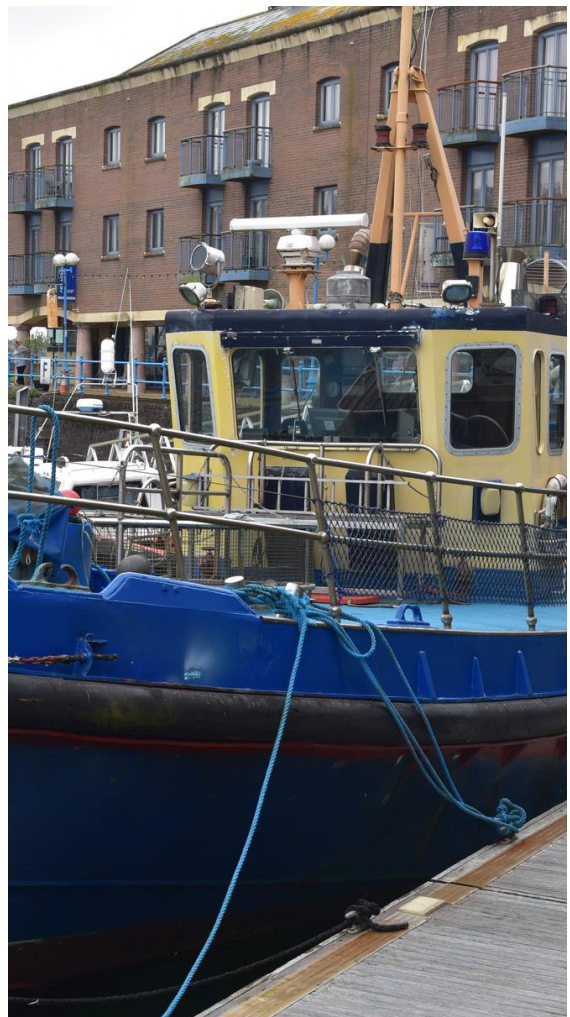
## OUR CAMPAIGN GOALS:

- Increased awareness
- Promote the “Explorer West Wales Pass” and “Explorer South Wales Pass”
- Highlight attractions and events in Pembrokeshire during the off-peak season, with redeemable special offers
- Engage with the audience through interactive/video/beautiful content

## FOCUS ON THE FOLLOWING DESTINATIONS:

- Milford Haven & Haverfordwest
- Tenby, Narberth & Saundersfoot
- Pembroke
- Fishguard

Linking in with the e-bikes trial at all these stations for last mile  
Promoting beautiful walks within walking distance





**2024-28 DMP**

Updated Vision and Strategic Priorities



# **Cynllun Rheoli Cyrchfan 2024-28**

## Gweledigaeth a Blaenoriaethau Strategol wedi'u Diweddaru



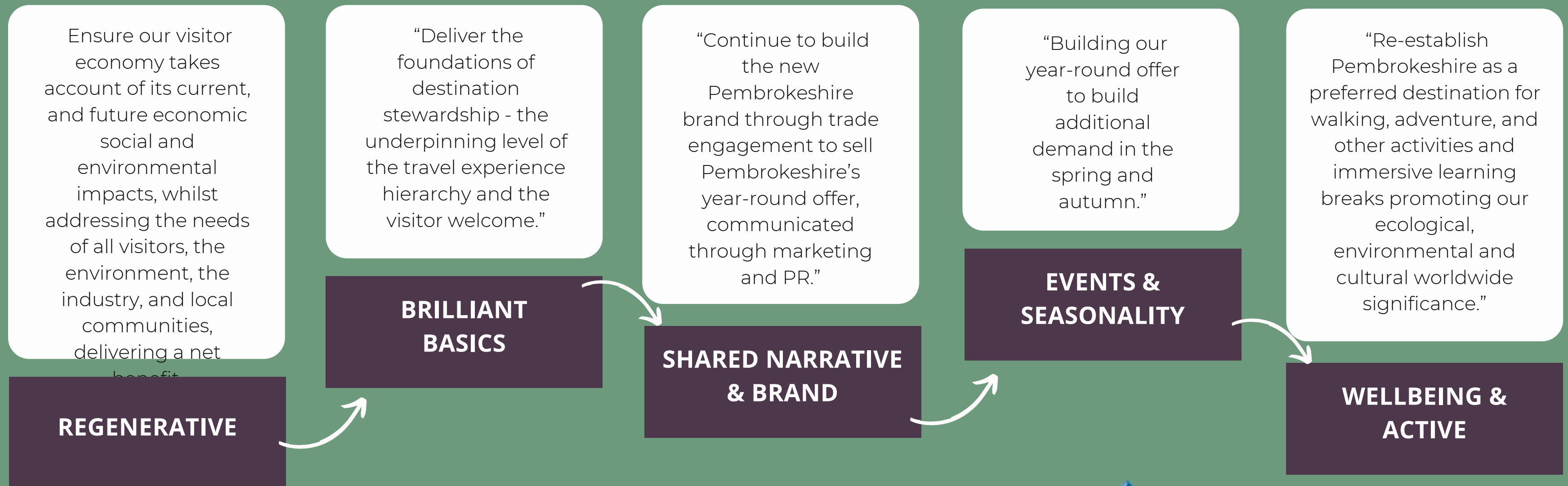
**Pembrokeshire**

# Strategic Destination Priorities

Our ambition is to “Grow Tourism for the good of Pembrokeshire”. Our Vision: To be a global leader in regenerative tourism.

## 2024 PROJECT UPDATES:

- TFW/GWR campaign
- Pembrokeshire pledge
- Pembrokeshire Produce Mark
- Open to All





# DMP delivery and governance

- Each strategic objective has an Industry lead across private/ public /third sector with officer support within partner organisations. This forms the DMP Strategic Advisory Board
- Each lead reviews delivery across partner organisations and identifies activity that aligns with the DMP.
- The DMP Community Panel, involved in developing the plan, meet twice a year to review progress.
- 6 monthly and annual reporting based on outputs with a RAG rating.
- An annual conference organised to report on progress

**A shared plan delivered in partnership**



# Cyflawni a llywodraethu'r CRhC

- Mae gan bob amcan strategol arweinydd Diwydiant ar draws y sector preifat/cyhoeddus/trydydd sector gyda chymorth swyddogion o fewn y sefydliadau partner. Hyn sy'n ffurfio Bwrdd Cyngori Strategol y CRhC.
- Mae pob arweinydd yn adolygu'r ddarpariaeth ar draws y sefydliadau partner ac yn clustnodi gweithgaredd sy'n cyd-fynd â'r CRhC.
- Mae Panel Cymunedol y CRhC, sy'n ymwneud â datblygu'r cynllun, yn cyfarfod ddwywaith y flwyddyn i adolygu'r cynnydd.
- Adroddiadau 6 mis a blynyddol sy'n seiliedig ar yr allbwn â sgôr Coch Melyn Gwyrdd.
- Cynhadledd flynyddol i gyflwyno adroddiadau ar y camau ymlaen a gymerwyd.

**Cynllun ar y cyd a gyflwynir mewn partneriaeth.**

# Open to All Project 2024

## HIGHLIGHTS SO FAR...

- Showcasing accessible outdoor adventures
- Delivered a total of 20 training sessions & events to 473 attendees this year with more to come
- Businesses step-up to welcome all via audits, website changes, accessibility guides and tasters
- Resource creation, such as Accessibility Guides for village hall, hotel, college and more
- Key local enterprise support e.g. workshops, flyer design, new signage and visuals
- Autumn Conference with talks, workshops, Q&A, speakers and outdoor activities

## THINGS IN THE PIPELINE....

- Final audits including Milford Haven Waterfront
- Resource Hub! Including business case studies, details of specialist advisors, training materials, media library to enrich your own marketing materials, toolkit & templates.
- Project evaluation and analysis
- Final report with key recommendations



**Pembrokeshire**



# Croeso Awards 2024

30th October 2024, Pembrokeshire College

- 235 attended, with 141 tickets sold
- Presented by Jamie Owen
- Hosted by Pembrokeshire College
- Exciting partnership between Seren and Pembrokeshire College
- 17 Awards feeding into the Southwest Regional Awards then national Visit Wales Awards in spring 2025





# 2023 Economic Volume and Value

Year	2019	2021	2022	2023
<b>Visits</b>	7 Million	5.5 Million	6.6 Million	6.3 Million
<b>Economic Value</b>	590 Million	420 Million	594 Million	604 Million
<b>Local Employment</b>	21%	17%	22.5%	23%

# Value of Visit Pembrokeshire

Visit Pembrokeshire's contribution to the local economy

- 2023 Economic value from tourism - £604 million
- Combined economic value of the top 10 tourism businesses (who are ALL VP Members) is estimated to be between £283 million and £340 million annually.

Visit Pembrokeshire's combined Membership contributes in the region of

**£415 MILLION**

representing

**69%**

of the total tourism economic value in 2023

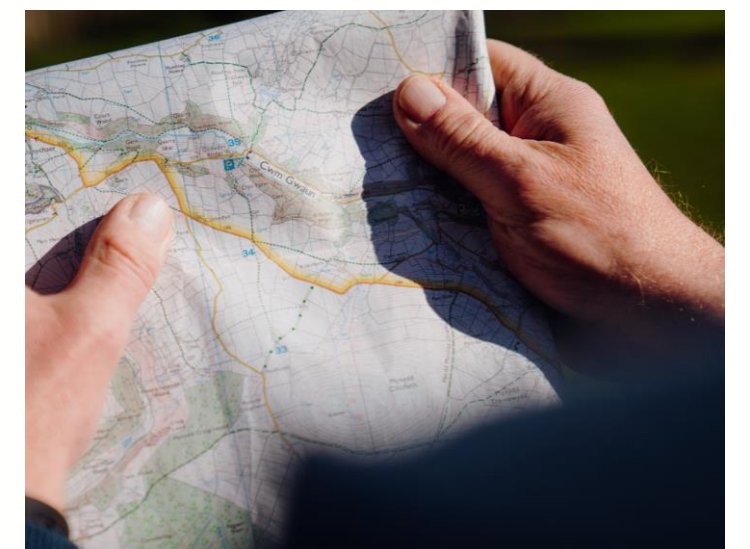
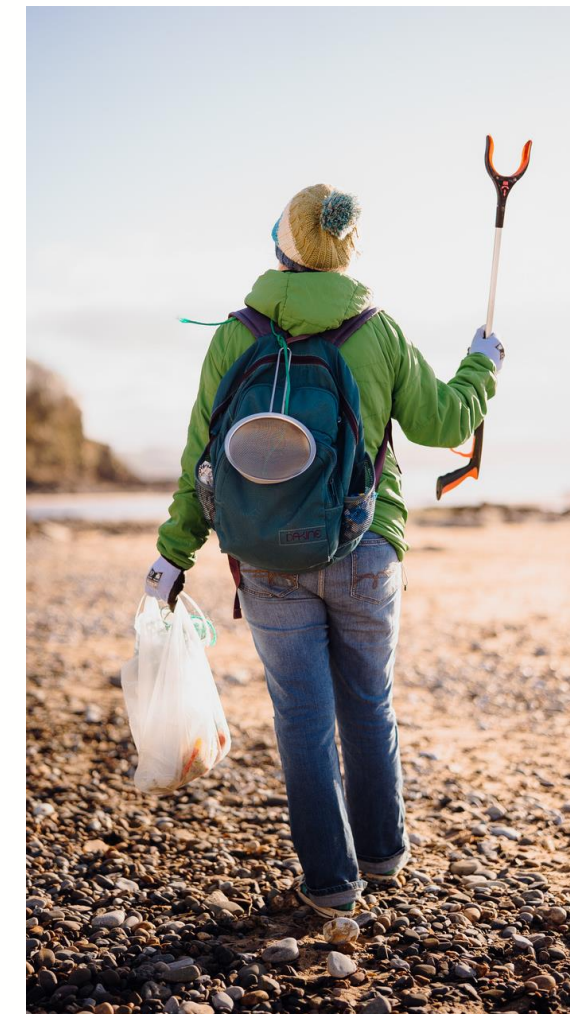
# Advocacy and Lobbying

The official voice for Tourism in Pembrokeshire

Where there are issues or concerns regarding local and national policy that impact your business or organisation, our role is to gather feedback, facilitate conversations and lobby on your behalf. This is one of the many crucial ways in which we deliver on being 'Stronger' as the voice of the hospitality and tourism trade in Pembrokeshire.


Example's of Visit Pembrokeshire advocacy include:

- [182-day rule for self-catering](#)
- [Visitor levy](#)
- [Article 4 -Camping and Caravan Development](#)
- [Representation on SWT Forum and WTA](#)






# Priorities for 2025

- Continue to grow Membership and our Strategic Partners
  - Business engagement – through regular face-to-face events, e-comms, social media
  - Continue to grow our Marketing platforms whilst strengthening our brand narrative.
  - Finalise DMP Governance, and delivery and reporting model – Spring 2025
  - Identifying funding/ partnership opportunities to support DMP delivery
  - Optimising new website
  - New Membership structure
  - Continued advocacy and leadership
  - Visitor levy consultation
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# Blaenoriaethau ar gyfer 2025

- Parhau i gynyddu Aelodaeth a'n Partneriaid Strategol.
  - Ymgysylltu â busnesau – drwy ddigwyddiadau rheolaidd wyneb yn wyneb, e-gyfathrebu, a'r cyfryngau cymdeithasol.
  - Parhau i dyfu ein llwyfannau Marchnata tra'n cryfhau brand Sir Benfro.
  - Cwblhau Llywodraethiant y Cynllun Rheoli Cyrchfan, a'r model cyflawni ac adrodd – Gwanwyn 2025
  - Clustnodi cyfleoedd ariannu/ partneriaeth i ategu'r gwaith o gyflawni'r CRhC.
  - Optimeiddio gwefan newydd Croeso Sir Benfro.
  - Strwythur Aelodaeth newydd.
  - Eiriolaeth ac arweinyddiaeth barhaus.
  - Ymgynghori ynghylch yr ardoll ymwelwyr.
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# Strategic Partners



Parc Cenedlaethol  
Arfordir Penfro  
Pembrokeshire Coast  
National Park



Ambassador & Corporate Partners

The logo for reallypro features a red stylized house icon to the left of the text "reallypro" in a bold, lowercase sans-serif font, with the tagline "we see your potential" below it.The logo for tyf features the letters "tyf" in a bold, lowercase sans-serif font, with a blue circular swoosh behind the letters.The logo for Hean Castle Estate features the text "Hean Castle" in a cursive script, "ESTATE" in a smaller font below it, and "PROPERTY MANAGEMENT" in a small, uppercase sans-serif font at the bottom.



# Visit Pembrokeshire

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STRONGER TOGETHER | YMWELD Â SIR BENFRO

Thank you for your attention, Diolch am eich sylw  
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