

VALE OF GLAMORGAN
COAST • COUNTRYSIDE • CULTURE



ARFORDIR • CEFN GWLAD • DIWYLLIANT
BRO MORGANNWG

Tourism & Events report

Environment & Regeneration Scrutiny Committee



**Nia Hollins, Principal Tourism & Marketing Officer
Regeneration**



To inform Environment
& Regeneration
Scrutiny Committee of
the latest
developments in the
tourism sector and
events within the Vale
of Glamorgan

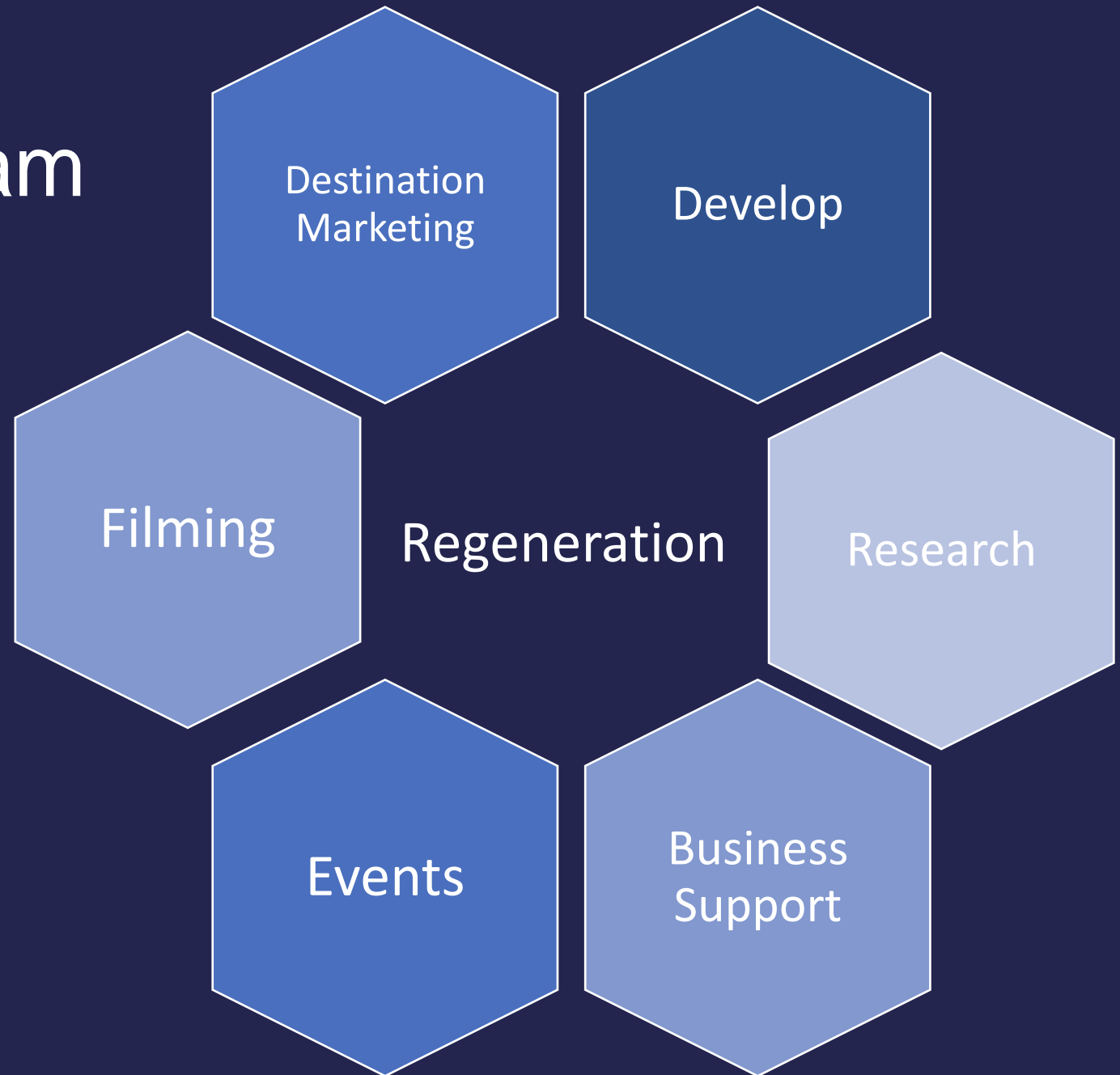
To advise
Committee of
the impact the
tourism industry
has on the local
economy.

To advise
committee of
current and new
legislation and
how that will
impact the
industry





Tourism & Events Team



STEAM Stats – % Since 2019

2022 STEAM Results



- Total economic impact of tourism - £292 million (-5.3%)



- Total visitor numbers – 4.11 million (-5.1%)

- Number of staying visitors – 590,000 (-11.3%)



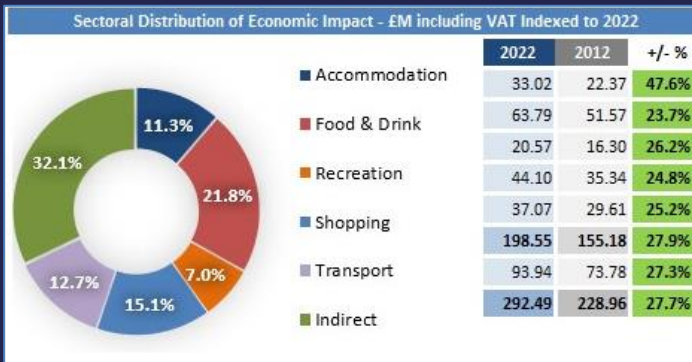
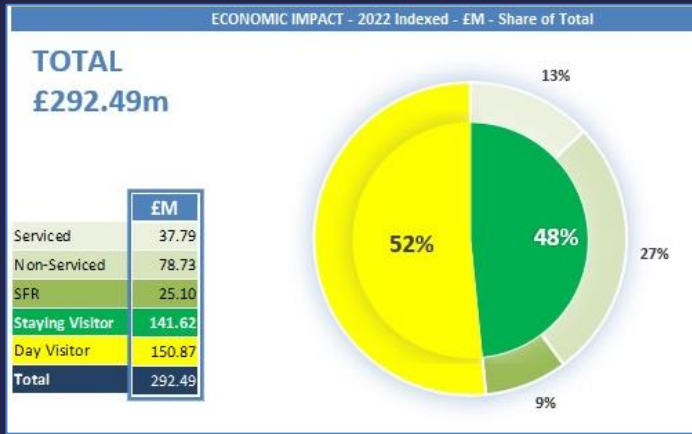
- Number of day visitors – 3.52 million (-4%)

- Number of FTE jobs supported by tourism – 3022 (-5.3%)

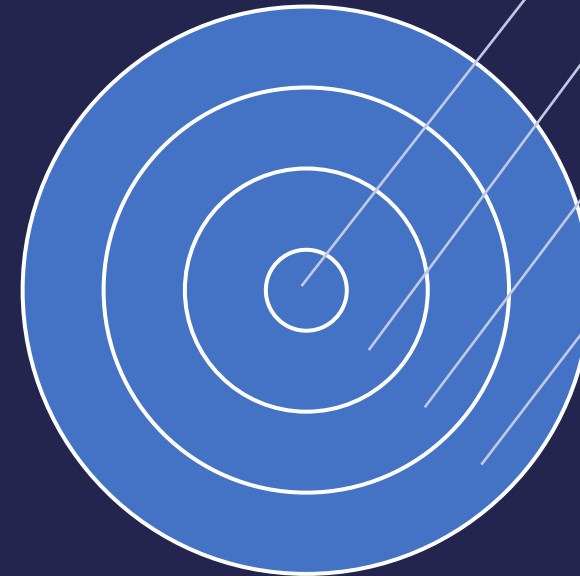




Appendix B



Economic Impact by Visitor Type



SFR 9%

Served 13%

Non-Served 27%

Day Visitor 52%

Full 2022 STEAM Report available

VISITTHEVALE.COM

YMWELDARFRO.COM



ACCOMMODATION STOCK

2019 – PRE COVID

- SELF CATERING – 42
- B&B'S – 14
- HOTELS – 18
- INN & RESTAURANT – 7
- CARAVAN & CAMPING - 19

2023 – POST COVID

- SELF CATERING – 130*
- B&B'S – 19
- HOTELS – 18**
- INN & RESTAURANT – 9
- CARAVAN & CAMPING – 19

* Not including 118 available through AirBNB

**including those not available due to alternative use



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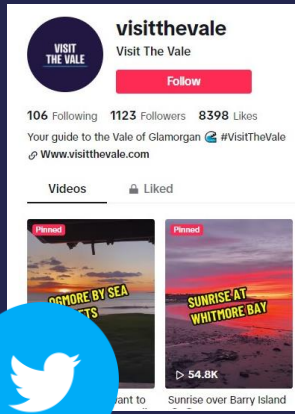
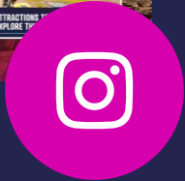
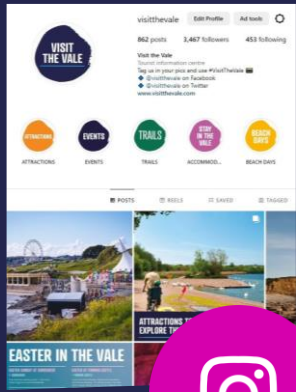


New Legislation

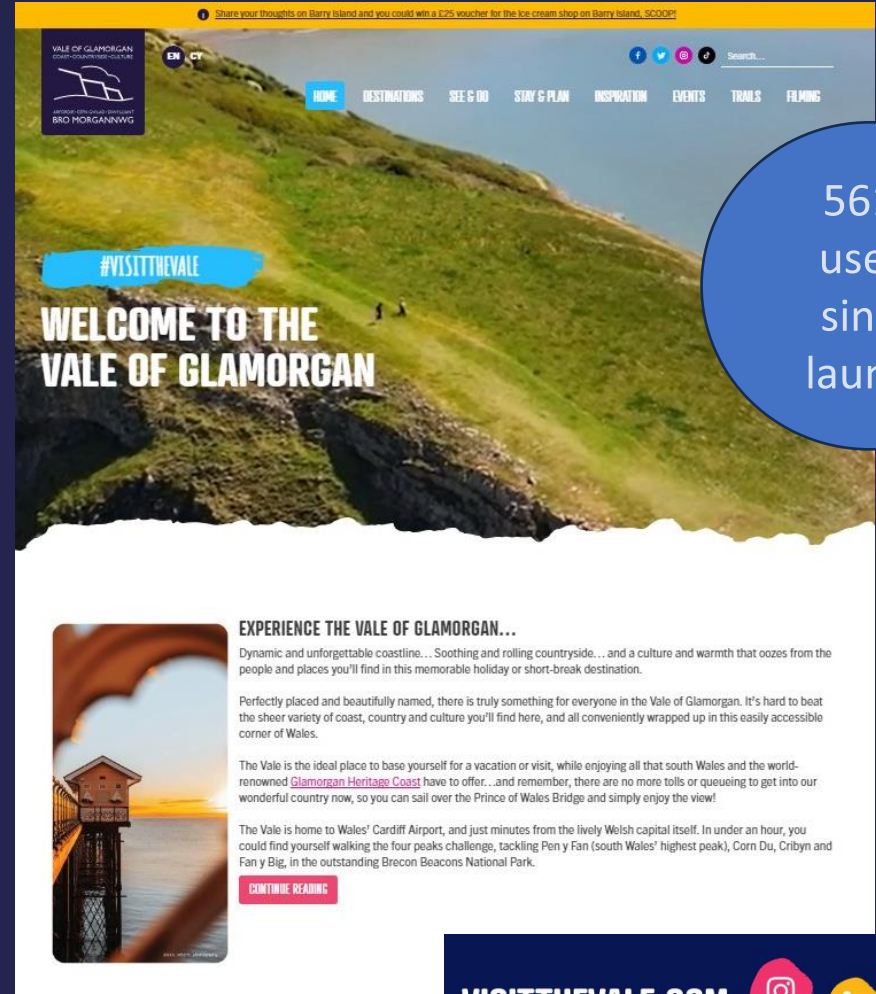
- 182 day occupancy rule for self-catering
- Premium tax on long term empty properties & second homes
- Potential introduction of statutory licensing for commercial properties
- Potential introduction of tourism tax/levy on staying visitors



VISIT THE VALE – Digital platforms



26k followers on social media

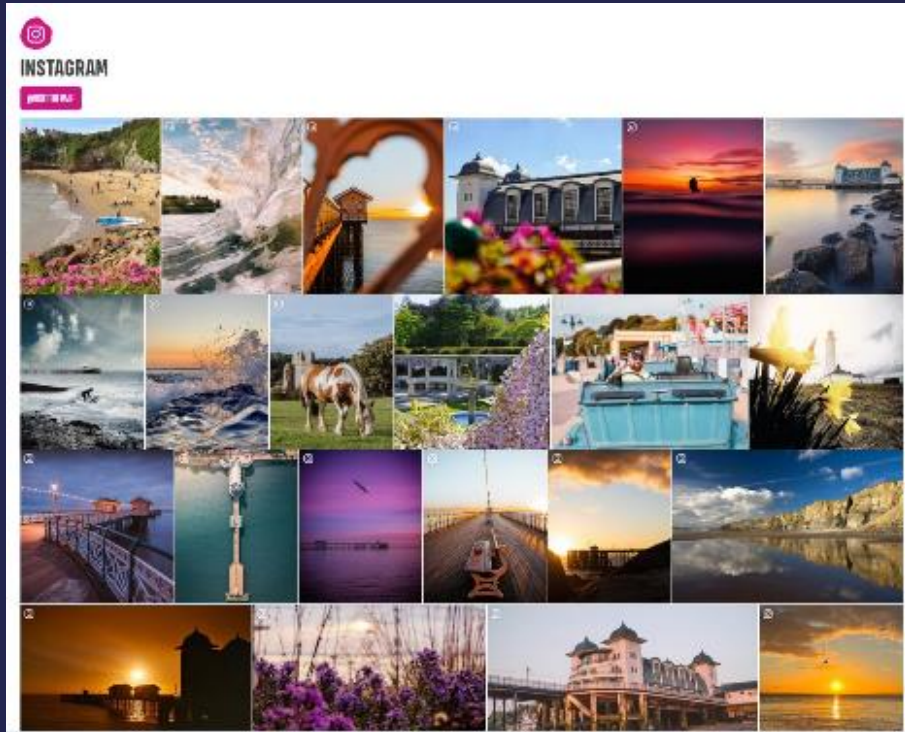


561k users since launch

Socials Reach



User Generated Content (UGC) Platform





Events

The Vale has built a reputation for Events in recent years.

Continue to be the biggest draw through our social presence, with some posts reaching vast audiences

Events Network continues to thrive

ESAG – Event Safety Advisory Group

Future focus for events



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Filming in the Vale

www.filminthevale.com

www.ffilmynyfro.com



Share your thoughts on Barry Island and you could win a £25 voucher for the ice cream shop on Barry Island. **SCOOP!**



EN CY

Search...

HOME DESTINATIONS SEE & DO STAY & PLAN INSPIRATION EVENTS TRAILS **FILMING**

FILMING IN THE VALE



BEACHES



PARKS, GARDENS AND OPEN SPACES



You won't be the first to choose the Vale as the perfect destination for your film/tv production, here are just a few others:



LLANTWIT MAJOR & THE GLAMORGAN HERITAGE COAST

POLDARK

While most will associate Poldark with the beautiful coast and countryside of Cornwall, few might be aware that some scenes were also filmed on the glorious Glamorgan Heritage Coast in the Vale of Glamorgan. In Season 3, cast and crew re-located to shoot scenes at Dunraven Bay in the village of Southerdown, and those that know our coastline well will recognise the familiar backdrop of the cliffs. A popular location for filming, there



COWBRIDGE & THE RURAL VALE

HIS DARK MATERIALS

Fantasy Drama His Dark Materials is a television series based on the trilogy of novels by Philip Pullman. Produced by Bad Wolf and New Line Productions, for BBC One and HBO, the show follows the orphan Lyra as she searches for a missing friend and discovers a kidnapping plot related to an invisible cosmic substance called Dust. We were delighted to welcome the film crew to the Vale. Rhose Point, the most southerly point on mainland Wales, where the Wales



BARRY & BARRY ISLAND

GAVIN AND STACEY

Much loved TV sitcom Gavin & Stacey was filmed in and around Barry with much of the filming taking place on iconic Barry Island showcasing the beach and amusement arcades. The show, created by James Corden and Ruth Jones, revolves around the romantic relationship between Gavin from Essex and Stacey from Barry. The use of Barry Island adds to the show's authenticity and charm and visitors from around the world still make the journey to Barry Island to



PENARTH

SEX EDUCATION

Viewers will recognise some familiar scenes in Penarth from the hit Netflix series Sex Education. The Netflix comedy-drama Sex Education features Otis, Eric, Maeve, and their mot crew of friends and family as they navigate through the tricky topic mentioned in the show's title - 'sex education'. Viewers will recognise some locations in Penarth where Paget Breewick's room was used for the school scenes and Penarth Pier an esplanade features in later episodes.



MAKE A FILMING REQUEST

If you already know what you want for your production, that's great. Simply complete the enquiry form below as soon as possible. By providing as much detail as you can in the first instance, we will be able to respond sooner on the approval, costs, etc.

Please read the filming checklist to see what will be required to complete a booking.

[MAKE A FILMING REQUEST](#) [FILMING CHECKLIST](#)

If you'd like a little more inspiration, take a look through our Filming pages and hopefully you will find what you get in touch and we'll help you find that perfect location.

film@valeofglamorgan.gov.uk



Working in Partnership

- Visit Wales
- 10 Local Authority Partnership – Southern Wales
- Travel Trade
- Town Councils
- Business & trade groups
- Other Council departments
- Press





is a chic countryside hotel and restaurant situated on a working
the UK, Llanerch is situated in the heart of the Vale of G
romantic countryside retreat where couples can find

Try a vineyard vacation

WHAT Wine & Dine Escape at
Llanerch Vineyard Hotel &
Restaurant
WHERE Vale of Glamorgan, Wales
WHEN Ongoing offer
PRICE From £300 per couple (based
on a midweek stay)
WEBSITE llanerch.co.uk

Situated on a working vineyard in
the heart of the Vale of Glamorgan, this
first-of-its-kind hotel and restaurant
offers a romantic countryside retreat
where couples can find time for each
other, relax and reconnect. As part of
the package, you'll be staying the
night in a comfortable room complete
with a super king-size bed,
picturesque views of rolling fields and
a bottle of Cariad wine, which will be
waiting for you on arrival.

You'll also be treated to a vineyard
tour and tutored wine-tasting



experience, plus a three-course dinner
and full Welsh breakfast in the on-site
Llanerch Restaurant, which overlooks
the beautiful vineyard where the wine
accompanying your food was grown.

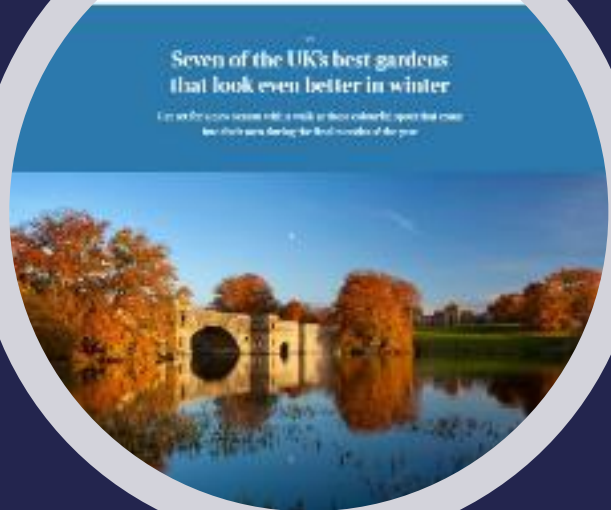
After dining, why not retreat to the
cosy bar area where you can relax with
a post-dinner drink in front of the

roaring fire – perfect for the coldest
winter months! During your stay,
you can also indulge in an
afternoon tea, try a cookery class
at the onsite school, or enjoy
romantic countryside strolls
together through the surrounding
lush woodland.

Press & PR

The Telegraph
Travel Daily Media
The Times
iNews
Red online
Top Sante
Travel Times

Woman
The Sun
South Wales Argus
Take a Break
Glasgow Times
The Sunday Times
Rough Guides 2024



The UK's 30 prettiest autumn walks for families, from Northumberland woodland trails to Welsh coastal paths

Take a colourful stroll in one of these picturesque spots



Photo: Anoly/Getty

Best luxury hotels in Wales

Country house retreats, these are our top picks for a
getaway in Wales

By Laura Hillier | Published 17 October 2023

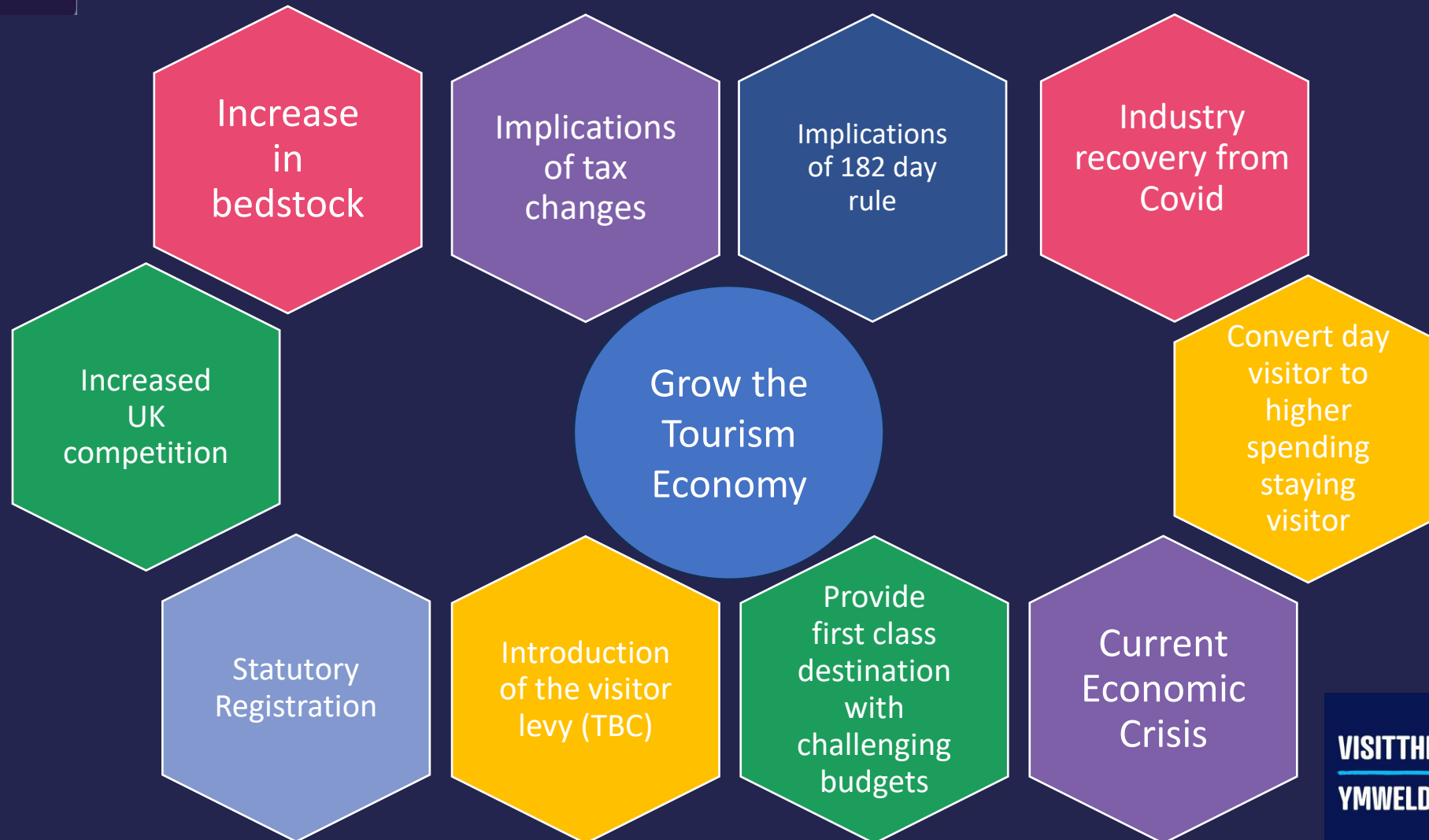


When it comes to the perfect autumnal escape, you can't really do better
than Wales. It's not so big (it takes less than five hours to drive from
north to south), it blends mountains and coastline as well as villages and
cities (including, of course, the ever vibrant Cardiff), and with 600
parques, three national parks, four UNESCO Heritage Sites, and five Areas
of Outstanding Natural Beauty, you'll never be short of things to see and





Key challenges facing the tourism industry



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DIOLCH – THANK YOU

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Sarah Jones, Events Officer

Molly Payne, Tourism Marketing Assistant

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@visitthevale #visitthevale

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