



# A Feasibility Study – Guided Cultural Adventures in Rural Ceredigion



Cyngor Sir  
**CEREDIGION**  
County Council



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## **Executive Summary**

This report provides recommendations on the potential to provide Guided Cultural Adventures in Rural Ceredigion, with a focus on the town of Llandysul. The principles of this project were to scope the opinions of the tourism and service sectors and their visitors for the need and demand for Guided Cultural Adventures in rural Ceredigion. The objective was to gather hard evidence that will influence a proposal to develop regular, high quality guided tours to places of interest with a particular focus on the hinterlands of Llandysul. There is an intention that the findings will be used as a blueprint in identifying the potential to roll out the concept through other rural areas within Ceredigion.

The commissioning of the report was supported through the Cynnal y Cardi scheme. This has been funded through the Welsh Government Rural Communities - Rural Development Programme 2014-2020, which is funded by the Welsh Government and the European Union.

During the preparation of this feasibility study, the project team has focused on a visitor economy beyond the global pandemic. At the time of writing, Covid controls and risk management continue to be necessary and all activities have been managed appropriately to reflect Welsh Government Coronavirus control plans, as published and relevant.

The tender was awarded to Wales Best Guides Enterprises Ltd., a trading arm of WOTGA, the Wales Official Tourist Guiding Association, whose members have been providing Guided Tours across Wales for almost forty years.

Information about the preferences expressed by visitors to Ceredigion has been obtained via the circulation of questionnaires. Overall, the survey findings indicate there is an untapped market to help increase rural tourism in Ceredigion, but the challenge will be to attract this market away from the attractions of the coast.

The surveys highlighted that from both the family and non-family audiences well over half, 58.5% and 61.5% respectively, had not visited the rural areas away from the coast during their stay. The sample of interviews from the coastal respondents indicated that of 120 suggestions made 39 were for better information.

The compilation of the data for the report has also identified the increased importance in recent years of new accommodation providers used increasingly by visitors, and in particular, the preference for Airbnb. Between 2018 and 2019, 824 bedspaces were available through Airbnb.

There is a demonstrable pride in the area's cultural legacy and a genuine desire to share this with visitors to the town. The town of Llandysul is well-presented, litter-free and has many features of interest. The Memorial Park and wider riverside area is a prime spot for sensitive improvement and developing as the hub for visitor facilities, to benefit both the community and visitors. Volunteers and paid officers collaborate with the business community but require support and direction to achieve the identified goals. The report has identified significant opportunities within the business community to engage with the cultural visitor. Businesses such as Cariad Glass and Teifi Harps and local food producers in the Llandysul area provide a 'rare opportunity for visitors to experience and learn about the area's rich cultural offer'. There is a clear commitment to be involved with the Guided Cultural Adventures and many businesses are in favour of the idea of investing their own funds and in-kind support, subject to match funding or contributions from other sources. This includes the promotion and marketing of any initiative. Some revenue support will be required to facilitate this and we would recommend that a development workshop is held to this end. In addition, we believe that there is an opportunity and support for local

guides to assist these businesses at their premises by leading Guided Cultural Adventures.

However, it will be important to package any Guided Cultural Adventures in an engaging manner, and on a regular basis. The survey responses which expressed a desire for more information reflects the lack of any clear branding for the area's culture. Significant initiatives in recent years such as the Cadw Heritage Tourism project or the Mona Antiqua project in Anglesey have shown that a clear message and brand together with investment in interpretation can provide a more satisfactory visitor experience as well as linking individual sites as a coherent package for the visitor.

## **Recommended Options**

The report includes an Action Plan (Annex 4) and numerous recommendations of how to deliver the Guided Cultural Adventures. Of these, we have prioritised those that are critical to the delivery of a product that can be established and delivered.

- Establishment of a co-ordinating body.
- Branding activity, to include USPs, locations and themes.
- The formation and training of a group of local Tourist Guides.
- The improvement of facilities and locations, to improve visitor readiness.

- Identifying funding streams to facilitate the above recommendations.

If these recommendations are implemented it will prove possible to provide Guided Cultural Adventures that will form the nucleus of new and planned products to attract visitors to rural Ceredigion. Detailed observations and supporting information are provided in support of the above recommendations.

Guided Cultural Adventure could take the following form:

- Guide-led tours with transport provided.
- Guide-led tours with visitors met by Guides at specific locations, visitors using own transport.
- Self-guided audio tours, with visitors downloading from an audio App.
- Self-guided tours, with visitors downloading illustrated digital content or reading a hard copy guide leaflet.

## **Pricing**

It is recommended that a below-cost, subsidised price and family package pricing should be considered for the family audience. This would be a pump-priming discounting to get activity going, with a view to more sustainable pricing being introduced as demand rises.



## 1.0 Introduction

After a competitive tender, in July 2021, Cynnal y Cardi commissioned Wales Best Guides Enterprises Limited to undertake a Feasibility Study exploring the opportunities to develop Guided Cultural Adventures in Rural Ceredigion. The key aims of the initiative are to **develop new business opportunities, aid businesses and employment recovery in Rural Ceredigion**, through enhancing the tourism offer of the area, to achieve the aims through sharing the benefits of the visitor economy. The term “Guided Cultural Adventures” was chosen to reflect the wide variety of offer for the visitor to Rural Ceredigion and in particular, the town of Llandysul and its hinterland. This was selected as the first area for research into the feasibility and trialling of the recommendations, supported by the local development body Llandysul Pont Tyweli Ymlaen.

The feasibility study has been supported by the Cynnal y Cardi LEADER Scheme, which has been funded by the Welsh Government Rural Communities - Rural Development Programme 2014-2020, which is funded by the Welsh Government and the European Union.

### 1.1 Definitions

A Tourist Guide is defined as a person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area, which person normally possesses an area-specific qualification usually issued and/or recognised by the appropriate authority. Source: **FEG (feg-touristguides.com)**.

Culture is described as: “the customs and beliefs, art, way of life, and social organisation of a particular country or group”

**OxfordLearnersDictionaries.com**

Adventure tourism is defined by United Nations World Tourism Organisation (UNWTO) as “a trip

that includes at least two out of the three following elements: physical activity, natural environment and cultural immersion”. **unwto-global-report**, p.10.

The Office for National Statistics definition of Rural is any settlement of less than 10,000 residents, which classifies the whole of the county of Ceredigion, with the exception of Aberystwyth, as Rural. Rural, for the purposes of this exercise, is defined relative to Ceredigion, i.e., excluding the coastal belt and using the three inland towns of Ceredigion and their hinterlands as hubs to develop and run Guided Cultural Adventures. These are Lampeter, Tregaron and Llandysul.

## 2.0 Project Objectives, Outputs and Benefits

### 2.1 Objectives

After considering the key aims, these are to be fulfilled by delivering on the following objectives:

- Ascertain what visitors would like to see and identify offerings and approaches that could be developed in partnership with local businesses and other support agencies.
- Engagement with a variety of sectors to determine the level of interest by tourists and local organisations / businesses.
- Gather hard evidence that will influence a proposal to develop regular, high quality guided tours to places of interest with a particular focus on the hinterlands of Llandysul.
- Create an opportunity for smaller local enterprises to offer more authentic experiences if well packaged and marketed effectively either through intermediaries or direct to the consumer.
- To nurture and encourage visitors to visit areas and attractions that they may not normally have visited.
- Research the viability of the proposal.
- Identify a partnership approach by working collaboratively with a wide range of partners to make this a sustainable scheme that could be

delivered by a local enterprise.

- Create a blueprint identifying the potential to roll out the concept through other Rural areas within Ceredigion.
- Make the most of Ceredigion's cultural assets by seizing the opportunity to develop high quality Welsh orientated cultural tours to help bring people back to hospitality providers and a range of local attractions such as micro-breweries, food producers to support the local economy.
- Support a growing awareness of sustainable tourism which includes exploring places beyond the usual honeypots and hotspots.
- Incorporate cross cutting themes into the delivery such as reflecting “Welshness” in all experiences; supporting good practices to protect the local environment and have a low carbon footprint; incorporate good value for money and cost-effective delivery of the Adventures; provide enjoyable, safe activities which encourage people to share their experiences with others or visit again.

### **2.2 Outputs from the brief**

The following actions were carried out to support achieving the objectives:

- Identifying current local provision across Ceredigion to ensure complementarity. It is vital that any scheme adds value to current activity.
- Identifying key local stakeholders to be involved in the engagement process and who may have a role in any potential future scheme.
- Consult and gather the opinions of visitors that come into Ceredigion (which will include a sample of visitors along the coastline and those located inland).
- Consult and gather the opinions of local holiday accommodation providers such as the holiday cottage industry and the numerous hotels and static / touring sites across Ceredigion.
- Consult with local businesses and attractions that provide or may want to provide and benefit

from a guided visitor experience.

- Consult and gather the opinions of those being surveyed on the pricing of the offering, providing an analysis of what price people would pay for the experience but also how a scheme such as this could be made financially sustainable for the future.
- Identify packages / itinerary as a starting point for future development.
- Scope what marketing strategy will be required including the best way of effectively selling the guided tours.
- Propose an appropriate future model for the scheme.
- Identify any similar successful schemes where lessons could be learned.
- Identify key findings that could be used as a blueprint for other areas within Ceredigion.

### **2.3 Added Value Benefits**

The consultants have the view that as well as achieving the benefits of developing new business opportunities, aiding Rural businesses and employment recovery several other benefits should be evident, in the longer term:

- Increased profile for Llandysul, locally, regionally, nationally even globally!
- A database of local leisure activities and their providers.
- A database of the supply chain which supports such providers.
- Improved community cohesion stimulated by working together to improve the offer for visitors.
- Health benefits as a result of more walking and active travel improvements.
- A consequent improvement for the local community by developing the offer for visitors.
- A comprehensive resource of the stories of the locality.
- Improved civic pride as a result of knowing the stories of the locality.
- Improved multi-generational activities within the

community.

- Improved engagement of young people in their community heritage

## 3.0 Strategic Fit

Consideration has been given to several policy and strategy documents and previous local initiatives in the preparation of this report, ranging from UK and Wales national, to Local Authority and Llandysul town- focused. It is particularly important that any specific marketing of the Guided Cultural Adventures aligns with the values and tone of other consumer-facing marketing initiatives for Wales.

More specifically, the strategies considered are:

- Welsh Government and Visit Wales' **Welcome to Wales: priorities for the visitor economy 2020 to 2025** and its COVID recovery document, **Let's Shape the Future**. Within these strategies there is an emphasis on community tourism, but also that investment will go into existing key destinations, so it is important to aim for links to these, bearing in mind that the existing key destinations in Ceredigion are coastal.
- Ceredigion County Council's **Boosting Ceredigion's Economy, A Strategy for Action 2020-35**. This strategy can help raise the profile of more visitor potential in the Rural areas, thus influencing the partnership's support for Rural areas. Visit Wales wishes to revive the Destination Management Partnership approach and in the past Ceredigion County Council led on this.
- Growing Mid Wales, the regional growth deal delivery partnership, values tourism as a key sector within the Mid Wales region in its strategic and project documents **Growing Mid Wales**, including high profile visitor attractions and a co-ordinated place marketing plan. They also feature infrastructure improvements which will benefit the visitor economy, such as improving fast digital connectivity, active travel plans, low carbon transport investment and local purchasing consortia.
- **The Local Development Strategy** published by Cynnal y Cardi has identified as a key priority "to make Ceredigion a distinctive place where people want to live, work and visit" (as part of its review of the Local Development Strategy in September 2020). It seeks to explore opportunities to support and sustain Ceredigion's market town economy and to strengthen the identity of the area using its cultural assets. It aims to promote and support social and economic activities that will strengthen the position of the Welsh language. This initiative particularly meets the Themes 1: Adding Value to local identity and natural and cultural resources, 2: Facilitating pre-commercial development, business partnerships and short supply chains and 5 Exploitation of digital technology in scope.
- **Mid Wales Tourism** has a list of projects, mainly marketing-focussed, but also supporting the Visit Wales with their Wales Tourism Product Database (WTPD), a listing of all graded and approved tourism businesses in Wales. They also host the 'showmewales' website and promote with the hashtag #realmidwales. As a tourism business membership organisation as well as a long-established tourism consultancy business, they represent the voice of the tourism operator and provide a means of engaging with the private sector and supporting and publicising initiatives, such as Guided Cultural Adventures.
- Other non-tourism strategies that have relevance have been referenced. The Welsh



Government's Welsh Language strategy **Cymraeg 2050: A million Welsh speakers**, where Rural areas are recognised as key to the growth in the use of Welsh language. We have aimed to incorporate elements of the Welsh language and Welsh culture as an implicit part of the guided cultural adventure. This is further interpreted by the Ceredigion County Council language strategy action plan, with activities designed to meet Strategic Aim 3, To create social conditions that enable the Welsh Language to thrive in Ceredigion. The 7 point strategy to implement the Wellbeing of Future Generations Act has also been considered in the development, with matters such as group travel, active travel, young persons' engagement, economic benefit amongst others being beneficial outcomes.

- The **UK Community Renewal Fund and Shared Prosperity Fund** levelling up funding. Wales is attracting UK Government funds intended to replace European Union Structural Funds, with Ceredigion securing £2,830,546 out of a total amount of £46,855,257 announced for Wales in November 2021 and it is important to keep abreast of these opportunities, complementary to Welsh Government initiatives.
- **Peaceful Places Review**, November 2017. This is an important piece of work about raising the profile of faith trails and guided experiences in northern Ceredigion.



- Llandysul Place Plan from the 2019 **Ceredigion Place Plans, Adfywio Llandysul** reports and action plans commissioned by Ben Lake, MP in 2018 and the **Rural Futures Story Studio** report contain many ideas for developments which are mainly aimed at providing community assets. Inevitably some of these, if delivered, will benefit the tourism offer. There is community feedback that more of these actions need to be delivered and there is a keenness and dedication amongst stakeholders to achieve.
- **Business recovery plans** from Wales Official Tourist Guides Association (WOTGA) identifying a more digital and community-embedded approach to developing Tourist Guiding in Wales.
- **Dyfi Biosphere Tourism Strategy**. This tourism strategy has been in place since 2013 and delivered a StoryBus. Although out of

immediate region, it has some relevance as a previously successful, similar initiative.

Some individuals with responsibility for these strategies have been consulted about this work.

As a footnote to the Strategic Fit we would also draw attention to the Cadw Heritage Tourism Project, funded by European Structural Funds ERDF (European Regional

Development Funds). This project was used to promote monuments in the care of Cadw and a partnership with Anglesey known as the Mona Antiqua Project and was led by a Rural Enterprise Agency Menter Môn in partnership with the Isle of

Anglesey County Council. The project developed a clear brand to promote the cultural heritage and the Interpretive Plans established a benchmark for Interpretation. The approach may well hold some relevance for any initiatives in Rural Ceredigion.

### 4.0 Methodology

Upon contract award, a project plan was agreed with Cynnal y Cardi to include the following:

Task	Detail
Client inception meeting	Introduce our team and their roles, meet client team and their key operational contact and lines of communication, discuss the brief with client to agree outputs and outcomes, identify how client can support the work outputs, e.g., communication to research participants, essential consultees, etc.
Inform identified stakeholders of contract	Draft a statement and press release regarding the project and distribute directly or via a range of media.
Identify research audiences	Segment the audiences (visitors, visitor hosting businesses and experience participant businesses) as per the brief. Confirm best method of reaching the audiences and ensuring participation.
List and address risk register	Compile list of project risks to be discussed at each project team meeting and for use as project progresses.
Finalise research methods and design for each audience	Create surveys, questionnaires, etc to provide responses relevant to the brief. Include digital technologies to best effect. Include elements regarding capacity for and viability of Guided offers. Include data security elements for participant re-assurance.
Complete research - tourism sector providers	Either remotely/digitally or face to face, implement to designed research activities specifications.
Model business/experience provider clusters	Work with existing or suggest where clusters might exist to support collaboration for product development.
Complete research - visitor audiences	Emphasis on non-family, outside of school holiday markets.
Mid-term review	Present interim reporting to client. Identify emerging themes, further research emphasis. Re-visit risk register and update.
Complete research - visitor audiences	Emphasis on family, school holiday markets.
Analyse research results	Collate all research findings, secure and store the data
Interpret findings	Present in readable, action-oriented formats.

Task	Detail
Suggest Guided Adventure ideas	Based on research, capacity of businesses locally and regionally.
Cost the Guided Adventure ideas	Emphasis on a blend of economic viability and benefit.
Gather further opinion of visitors and accommodation providers	Test the suggested recommendations and pricing by survey interviews and questionnaires.
Produce recommendations	Present a series of recommendations to the client and stakeholder group for the Llandysul area and include the template model requested for wider Ceredigion area.
Finalise and produce draft bilingually	Emphasis on readability and clear recommendations for implementation by suppliers with a local connection.
Review draft	Presentation of draft to client, with amendments to be made for final presentation of a bilingual report.
Provide bilingual report	The presentation of the report will be image, summary and action rich to support readability and presentation bilingually. Background data will be archived and supplied to the client.
Post project activity	Evaluation of Wales Best Guides Enterprises Ltd.'s work.

## 5.0 Key Stakeholders

The client identified Key Stakeholders and others were added to this group to form an advisory panel. Stakeholders have been included to provide representation of elected bodies, regional strategic bodies, local development organisations, individual private sector business people and their representative bodies, community development interests, town event organisers and other initiative participants.

The Key Stakeholders are:

**Cllr Keith Evans**, Ceredigion County Council and Llandysul Community Council. Cllr Evans is tireless in supporting the delivery of improvements for Llandysul and is mentioned significantly on the delivery side of the reporting of Ben Lake MP, after community consultation.

**Anne Edwards**, Dolen Teifi and Llandysul Pont Tyweli Ymlaen. Manager of the community transport association supporting Llandysul, amongst other

interests to develop the local economy.

**Suzanna van Eeghen**, Llandysul Pont Tyweli Ymlaen, a long-standing member of the local tourism community.

**Val Hawkins**, Mid Wales Tourism Cymru, CEO of this tourism membership body enabling access to the views of the private sector and advice regarding wider tourism initiatives in the region and across Wales.

**Meleri Richards**, Rural Communities Coordinator, Cynnal y Cardi. The commissioner of this work, ensuring it has fit with LEADER objectives and we deliver to brief.

**Beti Gordon**, Rural Towns Development Officer, and **Catrin George**, Rural Communities Officer, Cynnal y Cardi. Their participation influences and ensures complementarity with other initiatives related to developing Rural towns in Ceredigion.

**Gwenfair Owen**, Swyddog Twristiaeth Ceredigion

Tourism Officer. Gwenfair Owen brings many years' experience of the Ceredigion tourism offer and leads on the Destination Management Partnership.

**Tom Cowcher**, Proprietor, The Long Barn and Community Councillor. Tom Cowcher brings tourism diversification experiences and a wealth of local knowledge and archive to the initiative.

**Mike Hotson**, arts4wellbeing, Community Councillor and community development. Mike has had a significant role in community consultations in the area over the past few years and brings this voice to the work.

**Julie Lewis**, Growing Mid Wales. Julie gives a view of the work, in relation to the Growing Mid Wales strategy and projects and has particular expertise in the visitor economy as past Tourism Officer for Powys.

**Lesley Parker**, Solutions Factory and Teifi Trail group member, Smart Towns Llandysul representative. Lesley is a digital expert and a dedicated, enthusiastic organiser of festivals and events in the town of Llandysul.

**Gareth Bryant**, Proprietor of Llandysul Paddlers, a highly significant draw for visitors to Llandysul.

**Sandra Richards**, Proprietor of Nyth y Robin, an evolving successful bookshop and café. Sandra is also a post graduate student in community development with her own body of research to assist our aims.

Stakeholders were interviewed in person or by telephone interview initially and then gathered for key milestone reporting via remote meetings.

## 5.1 Engaging Young People

A separate engagement exercise has been supported to ensure the involvement of young people. This includes Steve Parkin, Ieuenctid Tysul

Youth; Matt Adams, Calon Tysul and Elinor Morgan, Ysgol Bro Teifi.

## 6.0 Research Outputs

### 6.1 Visitor surveys

A full range of survey findings in the form of pie charts and tables are annexed at the end of this report.

From the initial brief, surveys were carried out at coastal locations in Aberystwyth, Aberaeron, Llangrannog and Aberporth, and at Rural locations in and near Llandysul and Tregaron.

67 survey responses were secured in the coastal areas and 20 in the Rural areas surveyed.

Following scrutiny of the age profiles and groups composition of the respondents a further division of the responses was made to enable analysis related to two broad market segments: the family audience; and non-family (adult couples and singles).

Survey	Family Audience	Non-family (adult couples and singles)	Total
Coastal	29	38	67
Rural	5	15	20
Totals	34	53	87

### 6.2 Timing of surveys and respondent grouping

Surveying took place in August and September 2021 in the towns of Aberaeron, Aberporth, Llangrannog, Aberystwyth, Llandysul and Tregaron.

From the aggregated data, we have sub divided the audiences into two clear market segments: Families, with the subcategories of Family Group, including children under 5; Family Group including children 6-12 and Family group including teenagers.

Non-family, with subcategories of a couple; mainly over 50s; no group/single traveller.

In August in the coastal belt of 67 respondents, 16 were in the Non-family grouping and 51 were family groups. In September, all respondents were in the Non-family category.

A full bank of data responses is available but highlights have been included below analysing the responses regarding visiting the Rural areas of Ceredigion for Family and Non-family categories in the Rural and Coastal locations. Follow the link in each heading below to see the applicable chart.

### **6.3 Survey results and headline findings**

#### **6.3.1 Income ranges – Chart 1, Annex 1**

With few respondents declaring a household income of over £80,000, it can be argued that the eventual Guided Cultural Adventure market would be price sensitive and products need to offer good value. A third of total respondents had an income of £50,000 or less, a quarter of total respondents had a household income of over £50,000.

#### **6.3.2 Place of stay – Chart 2, Annex 1**

The most popular forms of accommodation are self-catering, either as Airbnb or other properties; and caravan and chalets. This reflects the known availability of bed spaces in Ceredigion, from data held by Ceredigion County Council. This data reflects huge growth in Airbnb listings in the county (+824 bedspaces between 2018 and 2019) and points us towards Airbnb as a channel for providing information to visitors in the area about Guided Cultural Adventures.

#### **6.3.3 Duration of stay – Chart 3 Annex 1**

The number of nights' stay indicates key markets of day trippers, short breaks and week-long stayers. Whilst the day trip market is strong, there were a large number of respondents staying more than 3

nights in the coastal area, giving an indication that they may have time to visit the Rural areas at some stage during their stay.

For 61.6% of the total respondents, this was their main holiday of this year, with a further 20.9% indicating it was their second holiday. This reflects the “staycation” trend for holidaying during the pandemic period when restrictions allowed. There is mixed opinion amongst the global travel industry regarding the recovery of the overseas travel market and its consequent impact upon the staycation and Rural tourism. Visit Britain travel intentions surveys predict varying levels of interest per age group for 2022. **PowerPoint Presentation (visitbritain.org)**. The European Tourism Association (ETOA) predicts poor recovery until 2023. **Industry ‘will be fortunate to see full recovery by 2023’ (Travel Weekly)**.

36% had stayed in the region more than 5 times before, a further 25.6% had holidayed here 1-4 times before with 38.4% being new visitors. This significant percentage shows the staycation approach has attracted new visitors to the region.

#### **6.3.4 Visited the Rural area? – Chart 4, Annex 1**

From both the Family and Non-family audiences who were interviewed in coastal locations well over half, 58.5% and 61.5% respectively, had not visited the Rural areas away from the coast during their stay.

#### **6.3.5 Why had people not visited the Rural areas? - Table 1, Annex 1**

Two key messages emerge from this data:

The coast is the main draw for a significant number of respondents across all travelling group types (19 responses out of 65).

There needs to be more persuasive publicity and information reaching the audience holidaying at the

coast regarding the attraction of spending some time in the Rural areas of the County (19 responses out of 65).

### **6.3.6 Impressions of quality – Chart 5.1 – 5.5, Annex 1**

The 41.5% Family group respondents and the 38.5% of non-family group respondents who had visited the Rural areas were asked to rate the facilities that they had experienced in the area for quality.

Overall rankings for the family coastal audience were lower than the family Rural audience, possibly reflecting a difference in approach for the primarily coastal visitor. There are opportunities here to persuade this audience of the positive experiences to be had in the Rural setting.

Surroundings and countryside scored very highly, as did overall appearance, tidiness and quality of accommodation. Public transport, shopping, evening entertainment, indoor/wet weather facilities and sporting facilities were the lowest rated categories overall. This suggests a lack of profile and information for these aspects of the Rural setting. Sporting facilities were rated highly by the Rural family audience as respondents were found at the Llandysul Paddlers facility, reflecting their quality of operation.

### **6.3.7 Suggest improvements – Table 2.1, 2.2 Annex 1**

#### **How could the Rural area be improved, by travelling groups, Rural respondents?**

Respondents were given a list of suggestions to identify improvements and also an opportunity to make other comments.

Out of 38 responses, 9 respondents wanted more information, 6 respondents each wanted organised tours and walks, better opening hours and better

transport links.

#### **How could the Rural area be improved, by travelling groups, coastal respondents?**

Of the 120 suggestions from the coastal respondents, 39 wanted better information, 16 each wanted organised tours and walks and “more for the family and all abilities”. 12 each wanted better specialist facilities and better places to eat and drink. Just 9 wanted better transport links, despite this aspect scoring poorly in the quality assessment.

### **6.4 Conclusions – visitor feedback**

Visitors appreciate the scenic countryside, cleanliness of the area and value for money. Those that do visit highly rate the quality indicators surveyed.

The survey findings indicate there is an untapped market to help increase Rural tourism in Ceredigion, but the challenge will be to attract this market away from the attractions of the coast. It will be important to package any Guided Cultural Adventures in an engaging manner, on a regular basis and provide both first-person and digital versions of the Adventures.

Adventures and marketing efforts can also be aimed at the existing markets for Rural tourism. For this market, the challenge will be less about convincing the visitor of the benefits of the Rural setting and more about increasing the profile of Rural Ceredigion as a new and relatively undiscovered, less-crowded destination compared to places such as the Lake District or Snowdonia National Park.

### **6.5 Business surveys Chart 6.1 – 6.8, Annex 1**

There was some difficulty in receiving responses to the digitally shared questionnaire. It was distributed to a database of 55 businesses supplied by Llandysul Pont Tyweli Ymlaen, this was further

endorsed by the Community Council, distributed for a second time and follow up phone calls were made to those regarded as key contributors, resulting in a total of 16 responses returned. The research team supplemented the questionnaire with personal interviews of respondents.

12 (75%) businesses described themselves as a tourism business or maybe a tourism business, with 12 businesses providing an attraction, activity or experience. There are also responses from 4 retailers in Llandysul town centre.

Businesses and employers are small in size with low turnover. As a snapshot of business confidence, question 8 shows us a desire for more custom and increased business levels in the town from those surveyed.

Business respondents have a good appreciation of the appeal of the area to visitors with some identifying specific offers detailed in the Annex 2 of qualitative responses.

As the definition of a Guided Cultural Adventure is not clear to all, this has been described in more detail in the introduction at 1.0.

Despite some uncertainty about the definition of a Guided Cultural Adventure, there is an appetite to be part of one and many are in favour of the idea of investing their own funds and in-kind support, subject to match funding or contributions from other sources. This includes the promotion and marketing of any initiative.

An overall assessment of support from local businesses indicates a high level of enthusiasm for the idea of Guided Cultural Adventures as a means to **develop new business opportunities, aid Rural businesses and employment recovery.**

Annex 2 contains the anonymised qualitative

responses and comments from business respondents.

## 6.6 Interviews with stakeholders

Stakeholders were chosen to be representative of the private sector, tourism-focused businesses, local government representatives, local economic and community development organisations and regional tourism representation.

Stakeholders were interviewed to gauge their views on the initiative and to suggest what can be built upon from previous work, to help identify a unique selling point for Llandysul and to enable the research team to tap into local knowledge, get a



real “feel” for the town of Llandysul and identify opportunities for development.

Findings included the following:  
There is a dedicated core of volunteers and paid officers, where funded,

leading developments and initiatives, with some businesses fully on board, but they would like more engagement and support. Efforts to start a Business Association have not been successful in terms of attendance and events such as the Christmas Festival tend to be led by the Community Council.

The “inside out Christmas Tree” initiative was mentioned many times as a successful unique feature in the region, which drew much positive PR and several thousand visitors to the town, but most importantly enabled people to express their hopes and fears for theirs and the town’s future.

There is appreciation of the success of the Paddlers centre set up just beyond Pont Tyweli, but concerns exist regarding how to draw their visitors to town as an add-on activity for accompanying parents or for post-activity food and drink.

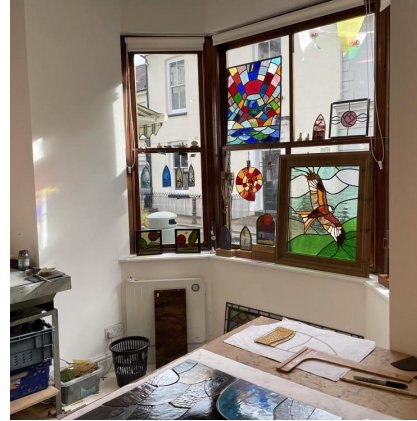
There is particular pride in the Memorial Park setting, which is a valuable asset to the town, being very scenic open space with relatively safe river access, which can be almost beach-like when water levels are suitable.

There is much care evident for supporting the community and this can easily be oriented to support the visitor, e.g., are the several events and festivals marketed to the community or for the visitor? Are they held to benefit the community or the visitor?

Every stakeholder we visited had knowledge of the history, features and potential of Llandysul and were positive about visitors coming to town and could see the economic benefits of tourism. There is a genuine interest in sharing the stories and assets of the town with others. All stakeholders referred us to businesses or individuals to talk to, adding to our databases of activities.

We did not encounter any adverse feedback regarding visitor presence or behaviours as has been encountered in some areas of Wales during the pandemic period, whether this be unlawful visits during the lockdowns, or over-tourism during the summer of 2021 from the staycation market.

The Porth Hotel is a real gem with potential as the third generation of family ownership lead a programme of improvements. The food is outstanding and would compete with anything you can find in the best restaurants, with a great emphasis on sourcing local food and dishes to reflect the season.



The “makers” within town, such as Cariad Glass and Teifi Harps, as well as the food producers in the wider Llandysul area, present rare opportunities for

visitors to experience and learn about these expert producers at work.

There is appetite for the Guided Cultural Adventures to be led by a multi-generational group of community-based Guides.

## **6.7 Conclusions Business and Stakeholder Feedback**

From telephone interviews and personal visits when businesses were asked to participate in Guided Cultural Adventures there was a positive response. There is, however, evidence of “consultation fatigue” and now respondents wish for things to happen that have been discussed for many months.

Opportunities to theme itineraries and design tours are many and some are unique to Llandysul, such as visiting Teifi Harps. The challenge is to decide which resources to bring into the Guided Cultural Adventures to give a clear product choice to the visitor.

Businesses are busy producing, which is a very positive economically, so any requests for contributions to visitor activities by businesses whose primary aim is to be a maker or producer will need to be as low cost as possible in terms of both financial and time resources. There is evidence of a desire for local guides to lead the Guided Cultural Adventures who would host the visitor at these busy production premises, such as Cariad Glass, Teifi Harps, Caws Teifi or Tregroes Waffles.



There is a core of tireless volunteers dedicated to delivering improvements in the town. Their efforts are recognised, but ultimately more people need to join in, not necessarily as part of a collective, but just to address developments and improvements as they benefit their business, which ultimately will become a collective effort. Whatever the reason, be it pandemic or lack of funding or co-ordination, the sentiments exist, and actions need to be visible and obvious to all.

The concept of training a multi-generational group of local Llandysul people as tourist guides has been suggested by several respondents, including the involvement of young people; the transference of the stories of the town to a younger generation; delivering an authentic local welcome to visitors, improving a sense of ownership and pride in the locality and its heritage; building capacity to host Guided Cultural Adventures on a regular basis; creating a resource of the town's stories. NB the use of the term "ambassador" has been avoided, as this is a concept that applies to a larger destination, which the Ceredigion County Tourism Officer is leading on.

### **6.8 Observational visit to Llandysul, 29th September to 1st October**

The town feels unique. It is tidy, litter free and has much of interest to look at, if you take the time to look. The riverside setting is a huge asset and possibly unique with the riverside setting and the quality of the open space adjacent to ample car parking. The town was very quiet at the times we walked around (Wed eve, 5-6pm and Fri am, 10-11) It was felt that when we scratched the surface to look at some detail, then the town and its surroundings have a huge number of assets to provide Guided Cultural Adventures. It could be argued that its people are its key asset. For the passer-by, who stumbles upon the town it is easy to keep on travelling and miss the appeal of Llandysul. The challenge is to engage these passers-by and make

sure they stop to take a look around. A draft itinerary of highlights of Llandysul and its immediate surroundings, reflecting the uniqueness of the town and reflecting aspects of Welsh culture, has been devised.

Some improvements, made sensitively as to not impact upon the feel of the town are suggested, such as traffic calming of the one-way system, widened walkways and safe crossing places indicated, pavement-set directional and history trail markers.

### **6.9 User Generated Content (UGC) Feedback**

Desk research was undertaken to see how visitors are regarding Llandysul and the surrounding area on sites such as TripAdvisor. It is difficult to interpret anything from the small number of recent reviews, however, considering older reviews, the experience of the town in terms of tidiness and pavement appeal has improved. A beacon amongst this feedback is the Paddlers centre, with 172 reviews, overall 5 stars (165 excellent and 5 good, 1 poor, 1 terrible). The Da Mhile Distillery also features strongly, along with Celtic Country Wines and the Teifi Valley Railway. THE 10 BEST Things to Do in Llandysul - 2021 (with Photos) | TripAdvisor - Must See Attractions in Llandysul, Ceredigion.

In conclusion, reviews of Llandysul and surroundings are sparse, with one or two exceptions. An increased emphasis for businesses to engage in digital commerce and encourage their customers to review is needed, to encourage the benefits of customer reviews as a powerful marketing tool.

### **6.10 Conclusions, Observations and UGC**

Contrary to some survey feedback, it is evident that things do happen in Llandysul, dedication to making the town a success is plentiful and messages endorsing what has been and is planned to be achieved need conveying to the wider

population, beyond the dedicated core of supporters and “doers”.

### **6.11 Llandysul and hinterland and its Unique Selling Points (USPs)**

As a final conclusion it is important to highlight USPs for Llandysul which can form the backbone of the Guided Cultural Adventures to be developed and can be drawn upon for other promotional activities for the area.

- The River Teifi and the Memorial Park, providing an almost resort beach-like setting for events, picnicking, fun sports and generally a great, safe space for children to run around, with the Porth Hotel, the church of St Tysul and the cricket club and Llandysul Paddlers as additional terrific riverbank settings.
- The pride, friendliness, dedication and community spirit of the people of Llandysul and surroundings.
- The distinctive, stylish Welshness of an area with a very high proportion of Welsh speakers compared to other areas of Wales and Ceredigion.
- The vintage feel of the town, with splashes of the contemporary. Its architecture, doorways, “sinc” cladding and colours.
- The world-class makers of Llandysul, be they harp manufacturers, food producers or crafters.
- The transport assets and the energy and focus of Dolen Teifi initiative, in particular its low carbon transport options.
- The concept of the Guided Cultural Adventure can be embedded into the visitor offer of Ceredigion as a USP.

### **7.0 Recommended Options**

Eight recommendations are proposed to ensure the success of the development and delivery of Guided Cultural Adventures to meet the key aims of the

initiative. These recommendations are applicable to other towns in Ceredigion and create a transferable model for implementation in other locations.

- Establishment of a co-ordinating body.
- Branding activity, to include USPs, locations and themes.
- The development and provision of Guided Cultural Adventures.
- The formation and training of a group of local Tourist Guides.
- The compilation of a database of Guided Cultural Adventures in Llandysul and area
- The improvement of facilities and locations, to improve visitor readiness.
- Marketing and Sales campaign to include scheduled purchasing channels to ensure Guided Cultural Adventures happen.
- A Festival of Guided Cultural Adventures.

### **7.1 Establishment of a co-ordinating body**

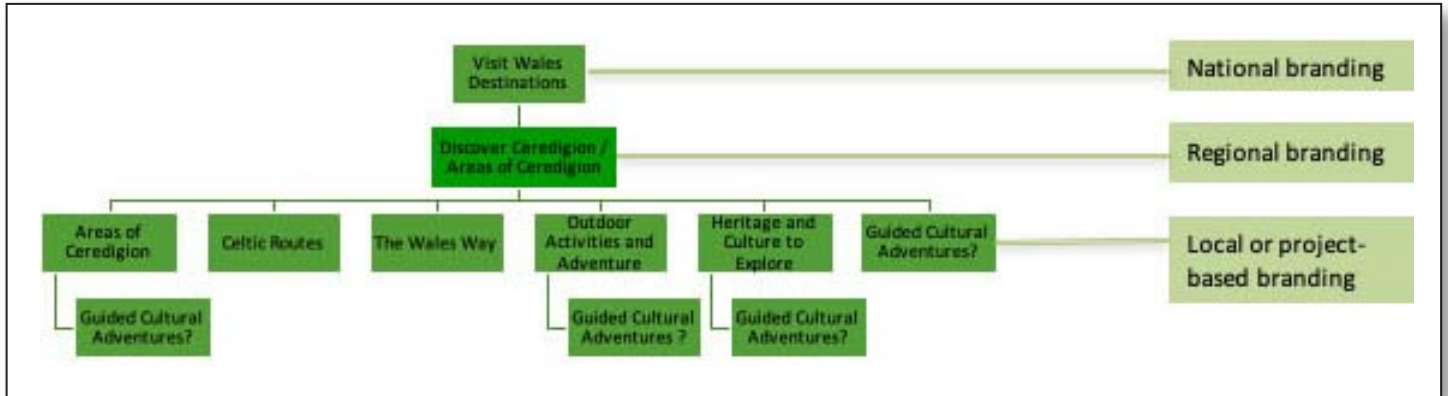
There is the need for a local body to manage the Guided Cultural Adventures, financial matters (funding and income), developments, quality assurance and safety, supply chains and contractual matters.

**Suggested Action to deliver:** It is suggested that this co-ordinating body comes from either existing infrastructure of successful local projects to date; the creation of a new social enterprise, with community ownership or it could be contracted out to the private sector.

### **7.2 Branding activity, to cover USPs, locations and themes**

As an initial activity to support eventual marketing a branding exercise needs to be undertaken. We suggest that the branding mirrors the tone of voice and messaging of the following brands, arranged from national, to regional to local or specific projects.

“Guided Cultural Adventures” is the concept for the



purposes of the feasibility study and consideration needs to be given regarding this title as a brand and whether it has visitor appeal. Something more appealing could be adopted such as a “Ceredigion Adventure” and over time it would develop its own identity and values (see point 7.3 below) recognised by the visitor.

Here are some suggestions:

Antur Ceredigion - A Ceredigion Adventure

Antur Gwlad Ceredigion - Ceredigion Country Adventures

Beth am Ceredigion? – What about Ceredigion?

Llwybrau Ceredigion – Ceredigion Routes

Under the Discover Ceredigion website schematic Guided Cultural Adventures could sit under or alongside the sub-brands featured above.

It is important to note the development of the Teifi Trail, currently underway. It is important to maintain links with the development group for this is initiative, represented within our stakeholders by Lesley Parker.

The INTERREG project, Celtic Routes, also has coverage in Ceredigion and their branding of Celtic rather than Welsh is a strong element of their offer. It needs to be considered how branding for Guided

Cultural Adventures, for which there is a need to be uniquely Welsh, fits in with or complements Celtic Routes. Other brands with Ceredigion coverage include the Dyfi Biosphere, The Wales Way, Cors Caron, Pumlumon and the Cambrian Mountains. Any proposed “Ceredigion Adventure” brand can sit with all these existing initiatives as a product, rather than a destination.

**Suggested Action to Achieve:** It is recommended that the Ceredigion County Council marketing team advise on this aspect, along with a number of the key stakeholders.

### 7.3 The development and provision of Guided Cultural Adventures

This aspect is a key function of the co-ordinating body involving tour planning, scheduling dates, avoiding or complementing other events. These functions can be contracted out or staff employed to be responsible.

A Guided Cultural Adventure has the following essential elements:

- A warm, Welsh welcome
- A celebration of something uniquely Welsh
- You will meet locals and go where the locals go
- Quality Food and Drink
- Information - you will know where you are going, how and for how long
- Lots of stories will be told
- You will take away some great memories

**Suggested actions to deliver:** An appropriately qualified and experienced organisation can be contracted to design the Guided Cultural Adventures in full detail, meeting the essential elements to include costings, complete buy-in of suppliers of experiences, transport and food and drink provision with specifications to include all aspects of access, safety, insurances as relevant, contingencies.

A Guided Cultural Adventure could take the following form:

- **Guide-led tours with transport provided**

Suggest that these are run weekly on a cycle of four-weekly themes and are also available on a bespoke basis for parties.

- **Guide-led tours with visitors met by Guides at specific locations, visitors using own transport**

Developed for a short tour programme where visitors have their own transport or use public transport, tying in with public transport timetables.

- **Self-guided audio tours, with visitors downloading from an audio App**

These are recorded by local tourist guides and available to download at a small cost by those having the App, e.g., VoiceMap, which is used by guides in Wales already, with a strong relationship already existing between the App owners based in South Africa and Wales' official tourist guides.

- **Self-guided tours, with visitors downloading illustrated digital content or reading a hard copy guide leaflet**

A more traditional leaflet-based approach with multi-media access, e.g. Treasure Trails. Other digital activities such as Geocaching or Pokeman stops and gyms can be included in promotional materials.

All formats can be available bilingually Welsh and English and also through qualified linguist guides they can be delivered in other languages such as German, Spanish, French or Italian.

Further information on suggested themes and itineraries is contained in section 8.0 below.

### **7.4 The formation and training of a group of local Tourist Guides**

Working with various community groups in Llandysul from youth groups and schools to community associations such as the Historical Society or Merched y Wawr, this would be an initiative to develop tourist guiding skills. These include group management techniques, communication skills, safety and quality, storytelling, story development. The Guides would be available to host the Guided Cultural Adventures and also be present offering Guiding services to support the festivals and events in the town, clearly promoted as events themselves within the festivals' programmes. Several of the local maker businesses consulted, such as Teifi Harps and Cariad Glass have said they would value a local guide, who can be trained to specialise in their story and host any groups who come to their premises, minimising the time needed to be come away from actual production.

Another important part of this initiative would be for this group to bring together a definitive archive of the stories of Llandysul. This model being transferable to the other Ceredigion towns.

**Suggested action to deliver:** A readily available course is the Level 2 of the Wales Official Tourist Guides training framework, which covers Single Site Guiding, including a Walking Tour route. This model can be applied to each of the Ceredigion towns. The course combines communication skills, group management, safety aspects, as well as creating a body of local knowledge and sourcing other resources to create a safe, entertaining tour.

During the period of training of local guides, tours can be led by already qualified Guides, some of whom are bilingual, of which there are 10 resident

and qualified within Ceredigion and the surrounding counties and another 34 Blue Badge Guides from across Wales qualified to guide in the county who could be called upon.



### **7.5 The compilation of a database of Guided Cultural Adventures in all the Rural towns of Ceredigion**

It is important that once designed, Guide Cultural Adventure itineraries are kept up to date to reflect any changes in availability of any element.

**Suggested action to deliver:** The co-ordinating body could host listings of Guided Cultural Events compiled as part of this project. This could be a real-time searchable and bookable web-based facility to enable the provision of information in digital format, with clear routes to purchase. This could be worked up as content for a provider such as Viator or Airbnb Experiences, taking advantage of their coverage and traffic (commission payable) or could be designed as an independent website or included within Discover Ceredigion and Visit Wales consumer facing webpages.

### **7.6 The improvement of facilities and locations, to improve visitor readiness**

This recommendation is two-fold. Firstly, improvements are needed at various locations to create a

good first impression for visitors, mirroring the overall impression of the town as a tidy, well-kept, and valued location to be, e.g., welcome signage in keeping with the character of the town; parking or coach access where possible, clearly indicated, safe and tidy. Visitors need to clearly know they have arrived, are welcome and are directed where to go to see the visitor offer of the town in full. Consideration also needs to be given to the safety of walking routes around town, regarding traffic speed, safe crossing points and width of walkways. To minimise clutter of too much signage, which would spoil the vintage ambience, pavements inserts are a good option to help with trails and safety.

Secondly, during research to identify provision of activities ready for a pilot tour, there is wholesale enthusiasm for the ideas, but it is evident that some leisure activity providers are ready to welcome guests, whereas others need some improvements and assistance to present their facility to the visitor.

**Suggested actions to deliver:** The Regenerating Ceredigion's Rural Towns initiative, being supported by the Cynnal y Cardi LEADER scheme, will coordinate and facilitate the delivery of regeneration activity across the six Rural towns in Ceredigion (Aberystwyth, Tregaron, Aberaeron, Llandysul, Lampeter and Cardigan). This will involve working collaboratively with town representatives to assist them with identifying ideas and funding opportunities.

As well as investment in physical improvements in the town, it is suggested that development workshops are held to enable businesses to collaborate, innovate and decide on their own actions to develop facilities and improvements to their own settings, making them more accessible to the visitor. Such workshops would also get everyone in town on message and set up communication channels for business networking which

have so far been trialled but with limited success.

### **7.7 Marketing and Sales campaign to include scheduled purchasing channels to ensure Guided Cultural Adventures happen**

The approach to branding has already been addressed. The designed branding then needs to be applied to the products and schedules of Adventures compiled, launched and given profile by a structured marketing and sales campaign. The primary aspect of this would be to promote to the segmented markets identified in the research, i.e., Ceredigion Rural and coastal visitors; family and non-family visitors. It is suggested campaigns are placed in the locations of the longer-stay visitor, with digital and social media campaigns targeted to these visitors in the run-up to their holidays, when they are planning activities. It is important that clear channels to purchasing are included in any campaign assets.

Deadlines for booking should be available up to the last minute. The commercial considerations for this would involve an element of subsidy to cover costs in the event of under-recruitment or non-running of a tour. Whilst efforts should be made to have profitability for each event, they should be considered in aggregate as a yearly or monthly set of financials, with some generating surplus, others may have run at a loss.

Marketing should also be aimed at the local community to foster a positive approach by everyone in welcoming the visitor to their Cultural Adventure destination.

All marketing campaigns should include a “call to action” showing the visitor where to book their Guided Cultural Adventure.

**Suggested action to deliver:** It is recommended that a specialist marketing agency is employed to design and deliver the campaign overall.

### **7.8 A Festival of Guided Cultural Adventures**

A pre-season week of subsidised Guided Cultural Adventures, e.g., during Whit half term, straddling the non-Bank Holiday weekend of that break, to capture both target markets.

**Suggested Action to deliver:** A suggested model is that visitors buy, at subsidised cost, the digital equivalent of a food festival type wrist band, giving them access to bookings for Cultural Adventures across the Festival. Supply would have to be plentiful to avoid disappointment. This would be in 2023, after full training of the local Guides. An example of this from the past was when Llanberis, Gwynedd was in receipt of Slate Valleys Regeneration funds, and they had open weekends where attractions were open for free – we are not advocating a total free-for-all approach for this.

### **7.9 Costs of the recommendations for funding purposes**

Regarding the running of the Guided Cultural Adventures, it is suggested that a percentage of total costs for each adventure be applied to cover the operational costs of the co-ordinating body.

Consideration also needs to be given to outline costs for those items listed above, which are in addition to the direct costs of running a Guided Cultural Adventure. These are:

- A branding exercise and marketing campaigns
- Online and other sales channel commission
- Staffing and other running costs, such as office equipment and insurance, of a co-ordinating service
- Training of local tourist guides
- Festival or Event management costs
- Visitor amenity improvement costs
- A commercial percentage mark-up to give profitability.

**Annex 4** contains a summary of suggested actions, who is responsible and indicative costs.

## 8.0 Themes and Itineraries

### 8.1 A pilot itinerary

This is a proposal for a pilot tour, giving a taster experience of the locality. As a pilot exercise, the Adventure would not include the three pick up points.

A Ceredigion Adventure in Cheese and Chapel, Water and Wool		
Title	Timing	Detail
<b>Transport</b>		Hired in Coach, with microphone
<b>Guide</b>		Commentary of local stories and points of interest
<b>Pick up 1</b>	9.00am	Pick up from Aberaeron
<b>Pick up 2</b>	9.20am	Pick up from New Quay
<b>Pick up 3</b>	9.40am	Pick up from Aberporth
<b>Stop 1</b>	10:20am	Caws Teifi, sample cheeses and have a coffee
<b>Stop 2</b>	11:15am	Hen Gapel Llwynrhydowen - Introduction to rural Wales, including a fun Welsh language lesson
<b>Free time in Llandysul</b>	12:30pm	Llandysul
<b>Lunch stop</b>		Nyth y Robin vintage picnic
<b>Stop 3</b>	2:00pm	Activity in Llandysul - Kayak taster, craft activity or town walk, followed by Tregroes Waffle and hot chocolate at the Paddlers or Porth Hotel.
<b>Stop 4</b>	3:00pm	National Wool Museum, special demonstration - need to book tickets in advance.
<b>Drop off 1</b>	4:30pm	Aberporth
<b>Drop off 3</b>	4:50pm	New Quay
<b>Drop off 4</b>	5:10pm	Aberaeron
		<b>Price per person</b>
		<b>£75</b>

### 8.2 Affordability

It's felt that the Non-family Coastal visitor market will afford the price if marketing is powerful and convincing.

For the family audience, it is felt that the full cost recovery price may be high, particularly with trends of cost-of-living increases being experienced in late 2021. It is recommended that a below-cost, subsidised price and family package pricing should be considered for this audience. This would be a pump-priming discounting to get activity going, with a view to more sustainable pricing being introduced when demand rises. Alternatively, the digital versions could be recommended for this audience.

The cost of other popular day experiences in Wales can be considered as a comparison:

Experience	Family of 4, children over 6	Non-family couple
<b>Zip World Caverns Titan 2</b>	<b>£240</b>	<b>£120</b>
<b>Oakwood, off peak</b>	<b>£107.50</b>	<b>£71</b>
<b>Cardiff Castle day ticket</b>	<b>£39</b>	<b>£29</b>
<b>Twr y Felin, Coasteering</b>	<b>£252</b>	<b>£126</b>
<b>Mid Wales Tours, motorcycle and side car day tour</b>	<b>-</b>	<b>£450</b>
<b>Entry to Manorbier Castle</b>	<b>£15</b>	<b>£11</b>

Whilst we would ultimately want the Guided Cultural Adventures to be popular and self-sustaining, it is the “bringing to” the Rural setting and providing a great experience to encourage positive user-generated review content recommending others

visit, word-of-mouth referrals and longer repeat visits that is key. It is important to note that for the costing illustration, only the direct costs per Adventure have been provided.

Elements that have not been costed above include: a branding and marketing exercise; online and other promotion; sales channel commission; staffing and other running costs, such as office equipment



and insurance, of a co-ordinating service; training of tourist guides; event management costs; visitor amenity improvement costs; a commercial percentage mark-up to give profitability.

### 8.3 Further Guided Cultural Adventure ideas

Identifying which is the suitable mode of delivery for the Cultural Adventure, from this list:

1. Guide-led tours with transport provided
2. Guide-led tours with visitors met by Guides at specific locations, visitors using own transport
3. Self-guided audio tours, with visitors downloading from an audio App
4. Self-guided tours, with visitors downloading illustrated digital content or reading a hard copy guide leaflet

Other themes for development in the Llandysul area alone include:

Title	Key features and locations	Type of tour suitable
<b>A Taste of a Ceredigion Adventure</b>	The pilot itinerary Cheese and Chapel, Water and Wool	1
<b>A Ceredigion Adventure in Faith</b> , following the Peaceful Places network of churches and more specifically for Llandysul area, enjoy the stories of the spiritual and solitude	Hen Capel, LlwynRhydowen, St Tysul's Church, St Tyfriog Church Llandyfriog, Henllan former Italian POW camp, Maesycrugiau (Llanllwni church) mausoleums, St Davids, Capel Dewi church	1, 2, 3
<b>A Ceredigion Adventure in Making</b> , visit world class makers and have a go yourself	Cariad Glass, Teifi Harps, beginners' workshop at Pwerdy with a local tutor	1, 2
<b>A Ceredigion Adventure in Food and Drink</b> . Hear the stories of the unique array of food products developed in Llandysul	Learn about and taste gin, cheese, waffles, lunch locally, country wines	1, 2
<b>A Ceredigion Adventure in Ale</b> . "While away a day rediscovering the charm of authentic pubs and unique real ales, without having to worry about who's driving."	Following the branded Real Ale Trail concept, see <a href="https://realaletrail.co.uk/">https://realaletrail.co.uk/</a>	1
<b>A Ceredigion Adventure of motoring</b> . Break off from your Wales Way journey to see a road less travelled	A VoiceMap driving tour from the coast to Llandysul and the lower Teifi Valley; from the coast, a tour of the upper Teifi Valley.	3, 4



Title	Key features and locations	Type of tour suitable
<b>A Ceredigion Adventure in Music.</b> Experience the land of song and home of the first Eisteddfod	A young competitor tells us how the Eisteddfod works and demonstrates their skills. Includes Teifi Harps, Male Choir and harp recital, evening meal	1, 2
<b>A Ceredigion Adventure in Birding.</b> Join “Biggest Twitch” world record holder Ruth Miller for a day of birding in the Teifi Valley	A tour with specialist birding guides, Ruth Miller and Alan Davies. <b>Guided Birdwatching Trips with The Biggest Twitch</b>	1, 2
<b>A Ceredigion Adventure in Digital.</b> Keep the family entertained enjoying their favourite Apps and games in the countryside.	Following a Geocache trail, Pokemon or a branded Treasure Trail. Promote the digital activities in Llandysul	3, 4
<b>A Ceredigion Adventure in the Garden.</b> Have special access to gardens and estates to enjoy seasonal delights (access to be negotiated).	Norwood, Farmyard nurseries, Coed y Foel, Cambrian Mountains, dark skies, Alltyrolyn Mansion Gardens, Cilgwyn Gardens Llandyfriog, Highmead Gardens, Llanwenog?	1, 4
<b>A Ceredigion Adventure in Arts and Craft.</b> Hear the stories and see the products of some of Wales’ finest artists and craftspeople.	gallery, Arts4Wellbeing, Powerhouse, Sculpture Heaven, Diane Mathias, Pot-sian, Gabrielle’s Gallery, Henllan former POW camp	1
<b>A Ceredigion Adventure on the bridges of the Teifi.</b> Follow the bridges, ancient and modern on a Teifi Valley trail.	Pont-tyweli, Llanfihangel ar Arth, Pont Allt y Cafan (Pentrecwrt), Pont Henllan, Cenarth (including Coracle Centre), Newcastle Emlyn Bridge, Pont Felincwrws near Henllan, Pont Llwni Llanllwni	1, 3, 4
<b>A Ceredigion Adventure in the Mansions of the Teifi.</b> Learn about the architecture and history of these splendid homes (access to be negotiated).	Alltyrolyn Mansion, Dolhaidd Mansion, Maesycrugiau Manor (Llanllwni), Llanfair (E of Llandysul), Blaendyffryn Horeb, Cilgwyn Llandyfriog, Castell Howell Pontsian	1, 3, 4
<b>A Ceredigion Adventure with Wool.</b> What is the true story about Wales and sheep? The triumphs, the tugging and the tragedies.	Pick up from Llangrannog / Aberporth - Wool Museum (Drefach Felindre) – Dolhaidd Mansion – Rock Mill – return to coast	1
<b>A Ceredigion Adventure with People and Places.</b> Learn about the characters of Ceredigion and where they lived.	Pick up from Llangrannog / Aberporth – Chapel Llwynrhydowen Chapel - Alltyrolyn Mansion – Lunch @Llandysul - Llandysul Church – Newcastle Emlyn castle - back to the coast.	1, 3, 4
<b>A Ceredigion Adventure by cycle, motorcycle, car.</b> What’s your pleasure? Let us design a route for your group.	Design routes and promote to enthusiast groups. Encourage benefits for low carbon, active travel.	3, 4

The tours above relate primarily to Llandysul and surroundings, but Adventure planners can apply the same researching principles to the other towns of

Ceredigion to design ideas.

These themes and the pilot itineraries were tested

with audiences as pilot events and by interview. It is inevitable that these themes will be whittled down to a shorter list, as too much product in the marketplace will create a confused offer. The list is to demonstrate the breadth of offer in this small locality alone.



Whilst the scope is huge for design and it is important to have the outline ideas stored for future interest and use, the co-ordinating body will need to decide which to design in full and promote to which markets.

### **8.4 Feedback on Guided Cultural Adventure ideas**

A series of 5 mock-up promotional flyers (Annex 3) were prepared to share with a sample of visitor respondents and accommodation providers to gauge their opinion of the proposed Guided Cultural Adventure Ideas.

Here are the ideas featured:

- 1 A Ceredigion Adventure - a family road tour of the Bridges of the lower Teifi Valley
- 2 A Ceredigion Adventure in Chapels, Cheese, Water and Wool
- 3 A Ceredigion Adventure in Countryside Skills
- 4 A Ceredigion Adventure in Welsh Music and food evening
- 5 A Ceredigion Adventure Treasure Trails

### **Accommodation providers**

Accommodation provider respondents (9) were very supportive and likely to recommend the Guided Cultural Adventures to their guests. They were questioned on their opinion of the affordability of the Adventures. Of the five tour ideas, all were likely or very likely to recommend to their guests. The most popular tour idea (Chapel, Cheese, Water and Wool) was deemed as the least likely of the 5 to be

affordable to the customer base, although all 5 were deemed as affordable overall.

### **Visitor Survey Respondents**

A small sample of 4 visitors responded. They had been previously surveyed during the initial in person research. Only Adventure ideas 4 and 5, Welsh music and food, and Treasure Trails scored in the very likely category for participation and pricing. These are quite different in pitch, one being higher cost and more exclusive, the other lower cost and accessible to a larger group. Respondents did not distinguish between a special occasion or a general excursion activity when it came to affordability.

### **Inbound Tour Operators**

A leading inbound tour operator to Wales was consulted about the Guided Cultural Adventure ideas.

Janet Redler felt the itineraries were appealing, but for her clientele, who are mainly undertaking all-Wales or all-UK and Ireland tours, the Guided Cultural Adventure delivery areas are too far from the key destinations of St Davids or Aberystwyth, which they do frequent. Whilst there is plentiful guest accommodation in the area, the combination of highest quality and ability to host travelling groups is limited in the Rural areas, in Janet Redler's experience. On occasion her groups travel north along the A487 and consideration will be given to some of the attractions highlighted as stopping points.

## **9.0 Cross-cutting Themes**

### **9.1 Welsh language and Welsh culture**

Guided Cultural Adventures can be made available in either English or Welsh. Published content will be available bilingually. Welsh language lessons feature as an element of some itineraries, with an enjoyable, introductory lesson for beginners. The training of local Guides will also increase the existing capacity to deliver in Welsh.

**9.2 Environmental and Low Carbon**

Group tours will have less of a carbon footprint than those undertaken as individuals. Consideration can be given to the use of electric minibuses for transporting visitors to the Rural areas and this could be promoted as a USP. Incentives, funded by a subsidy could be provided to those using active travel methods to undertake a Guided Adventure, or if they are using electric vehicles.

The two suppliers already identified for the provision of lunches use local food suppliers and producers and this is promoted within their business offers.

Low carbon aspects of the Guided Cultural Adventures will be promoted as a selling point.

When considering an active travel approach, it is noted that the area surrounding Llandysul would benefit from designation and promotion of more walking and cycling routes. The Teifi Trail is a good opportunity currently under development.

**9.3 Safety**

All partners and suppliers for any element of the Adventures should have appropriate insurances and risk assessments in place as part of their offer. Evidence will need to be collected of this as part of the management of the experiences. An online form has been produced to capture this information from Leisure Activity Providers invited to be part of a Ceredigion Adventure.

The Ceredigion Guided Cultural Adventures would

not form a package or linked travel arrangement under the Package Travel and Linked Travel Arrangements Regulations 2018 as the travel services provided are for less than 24 hours. **The Package Travel and Linked Travel Arrangements Regulations 2018, Page 6.**

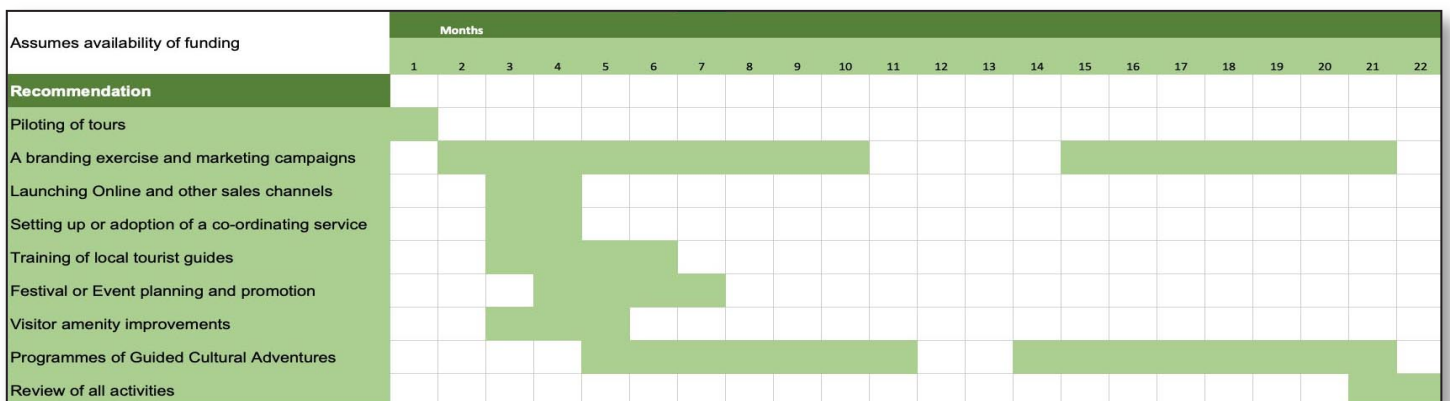
During the preparation of this feasibility study, the project team have focused on a visitor economy beyond the global pandemic. At the time of writing, Covid controls and risk management continue to be necessary and all events will be managed appropriately to reflect Welsh Government Coronavirus control plans, as published and relevant.

**9.4 Community and Wellbeing**

When preparing itineraries and other activities, there should be engagement with the community and communication of planned activities. The co-ordinating body should consider all activities in line with the seven wellbeing goals for Wales, enacted in the Wellbeing of Future Generations Act.

**10. Phasing and Timescales**

As noted, there is an implicit need within the town to see some sort of progress and action. The project team sincerely wish to respond to this but need to considerate of Covid levels and advice from local authorities regarding the organisation of activities at the end of 2021. The chart below shows a basic timescale for further phases of the initiative, should this feasibility study be adopted in full or part.



### 11.0 Feasibility Study Conclusion

As a final review of the feasibility study, the consultants are of the view that with a buoyant staycation market of visitors, a plentiful supply of Guided Cultural Adventure components, available marketing and sales channels, the will of the community of Llandysul to make this succeed and what is possibly a unique, innovative, community-driven approach to organising visitor activities then with appropriate funding, staffing support and quality of offer, the Guided Cultural Adventures in Rural Ceredigion should come to fruition and go on to sustained success.

Wales Best Guides Enterprises Ltd offers grateful thanks to everyone who has been so welcoming and contributed to this study, whether virtually or in person.

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On behalf of the Directors

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Wales Best Guides - Wales Official Tourist Guides Association

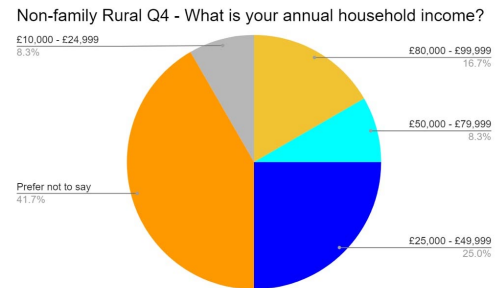
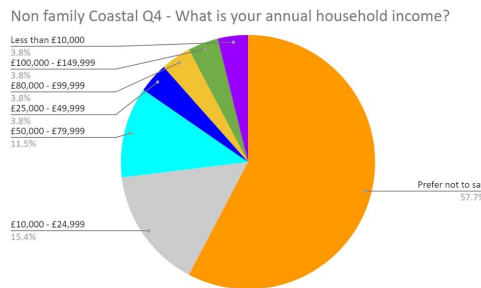
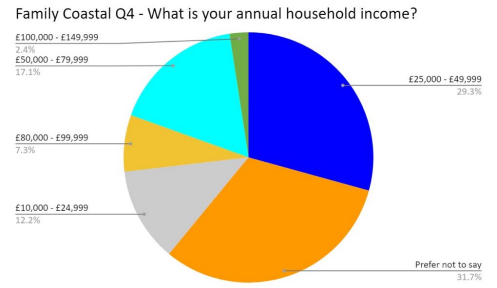
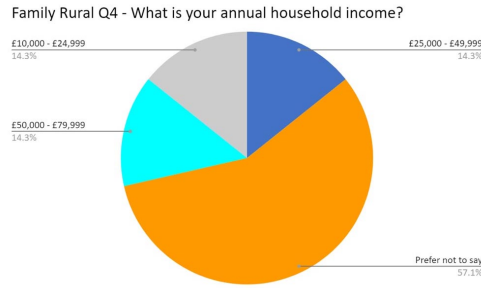
**Picture credits:** © Hawlfraint y Goron / © Crown copyright (2022) Cymru Wales, G Huw Davies, Christine Evans, Amanda Whitehead, Steve Griffin, Tysul Youth and Lesley Parker.

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## Annex 1 - Research charts and tables

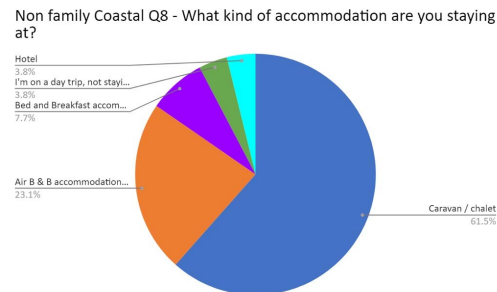
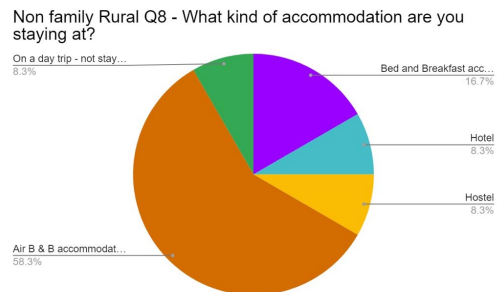
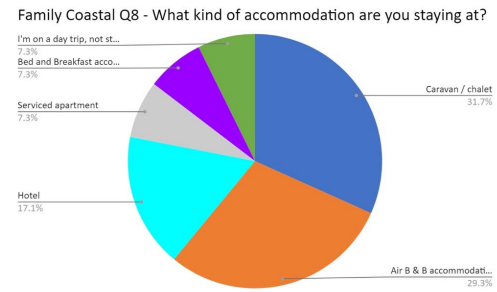
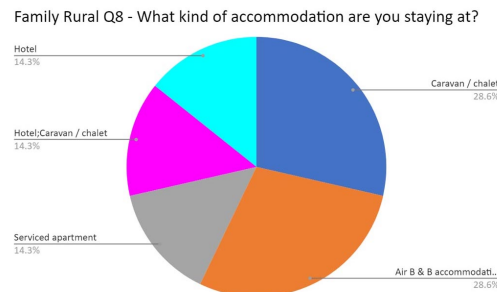
### Income ranges – Chart 1, Annex 1

With few respondents declaring a household income of over £80,000, it can be argued that the eventual Guided Cultural Adventure market would be price sensitive and need to offer good value.



### Place of stay – Chart 2, Annex 1

The most popular forms of accommodation are self-catering, either as Airbnb or other properties, and caravan and chalets. This reflects the known availability of bed spaces in Ceredigion.



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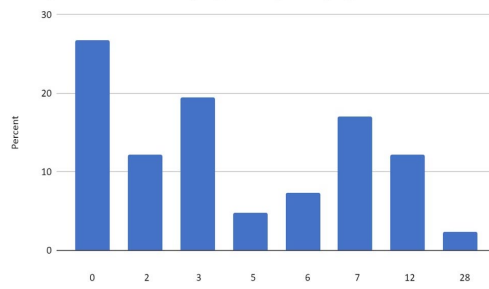
## Annex 1 - Research charts and tables

### Duration of stay – Chart 3, Annex 1

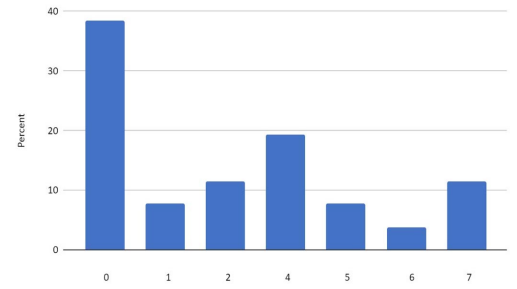
The number of nights' stay indicates key markets of day trippers, short breaker and week-long stayers.

For 61.6% of the total respondents, this was their main holiday of this year, with a further 20.9% indicating it was their second holiday. 36% had holidayed in the region more than 5 times before, a further 25.6% had holiday here 1-4 times before with 38.4% being new visitors.

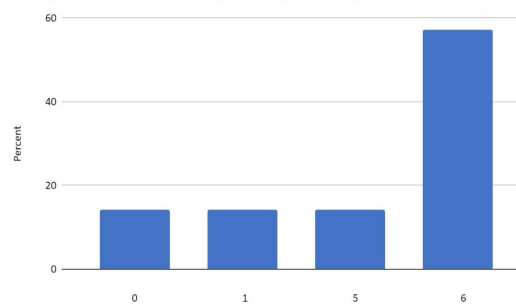
Family Coastal - How many nights are you staying in this area?



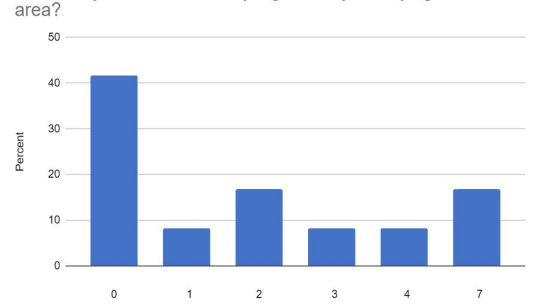
Non-family Coastal - How many nights are you staying in this area?



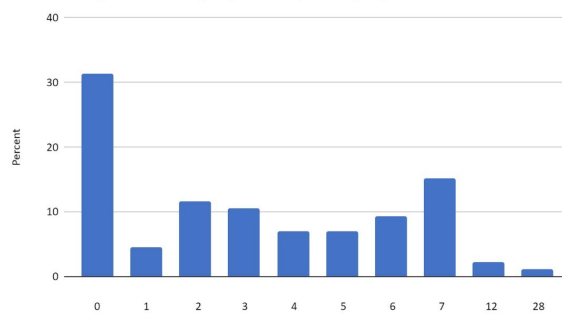
Family Rural - How many nights are you staying in this area?



Non-family Rural - How many nights are you staying in this area?



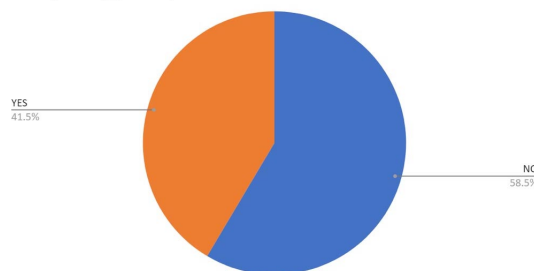
Total survey - How many nights are you staying in this area?



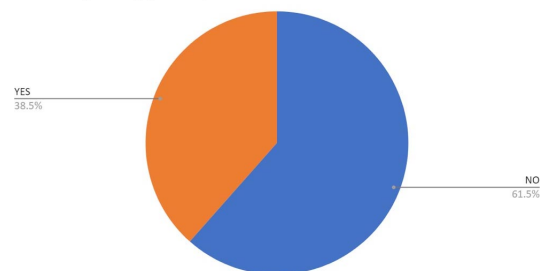
### Visited the rural area – Chart 4, Annex 1

From both the Family and Non-family audiences who were interviewed in coastal locations well over half had not visited the Rural areas away from the coast during their stay.

Family Coastal Q17 - Have you visited the rural area (away from the coast) during your trip?



Non-family Coastal Q17 - Have you visited the rural area (away from the coast) during your trip?



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## Annex 1 - Research charts and tables

### Why had people not visited the Rural areas?

**Table 1, annex 1**

Coastal respondents -  
Reasons for not going to Rural area, by travelling group.

**Table 1**

Two key messages emerge from this data:

The coast is the main draw for the audience interviewed.

There needs to be more persuasive publicity for the audience holidaying at the coast regarding the attraction of spending some time in the Rural areas of the County.

	Family with children under 5	Family with children 6 - 12	Family with teenagers	Non-family group	Total
Prefer to stay on the beach	3	3	-	2	8
Everything we need is by the coast	2	5	3	9	19
Lack of info / or publicity	2	7	4	6	19
Don't want to travel	1	-	2	-	3
Rural area is expensive	1	-	-	1	2
Lack of facilities in the Rural area	1	-	-	2	3
Nothing for the family to do in the Rural area	-	-	1	-	1
No reason given				1	1
Just passing through the area				4	4
Not enough time				5	5

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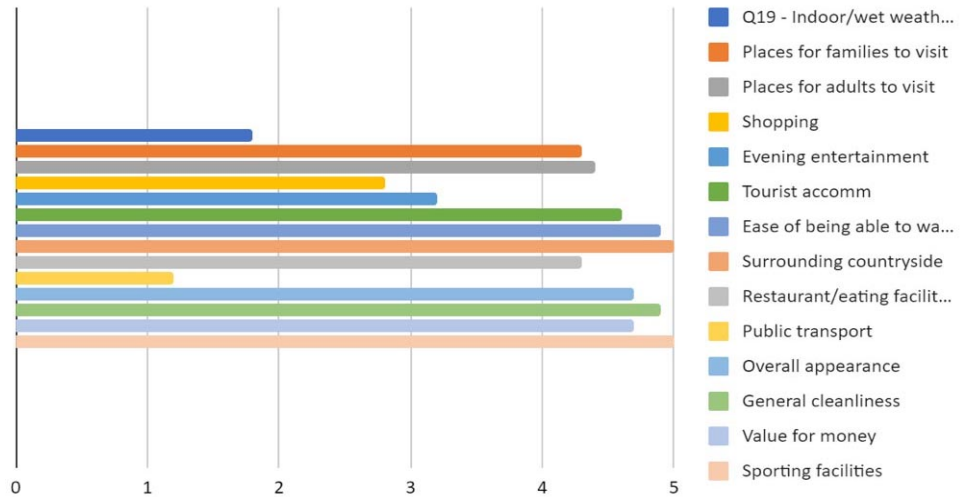
## Annex 1 - Research charts and tables

### Impressions of quality –

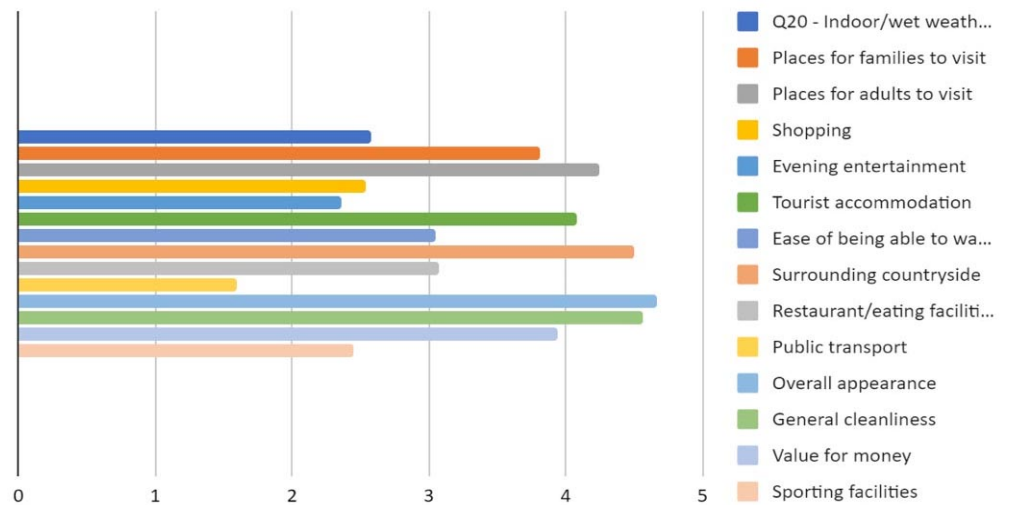
#### Chart 5.1 – 5.5, annex 1

The 41.5% Family group respondents and the 38.5% of non-family group respondents were asked to rate the facilities that they had experienced in the Rural areas for quality.

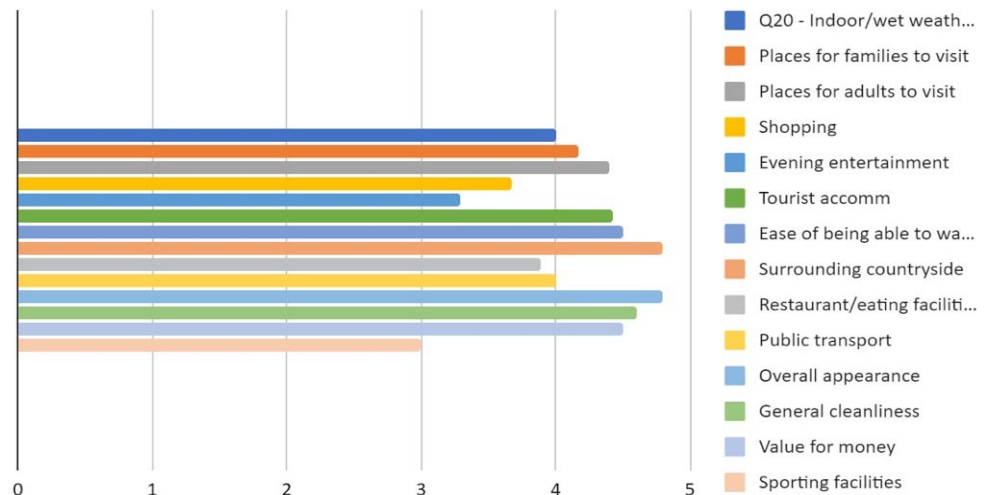
**Chart 5.1** Family Rural Q19 Average rating of rural facilities from 1 poor to 5 excellent



**Chart 5.2** Family Coastal Q20 Average rating of rural facilities from 1 poor to 5 excellent



**Chart 5.3** Non-family Coastal Q20 average rating of rural facilities from 1 poor to 5 excellent

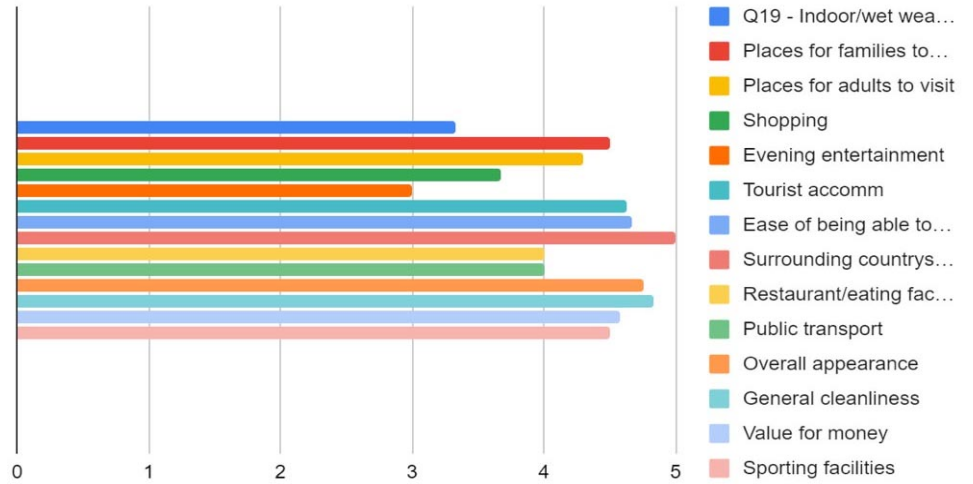




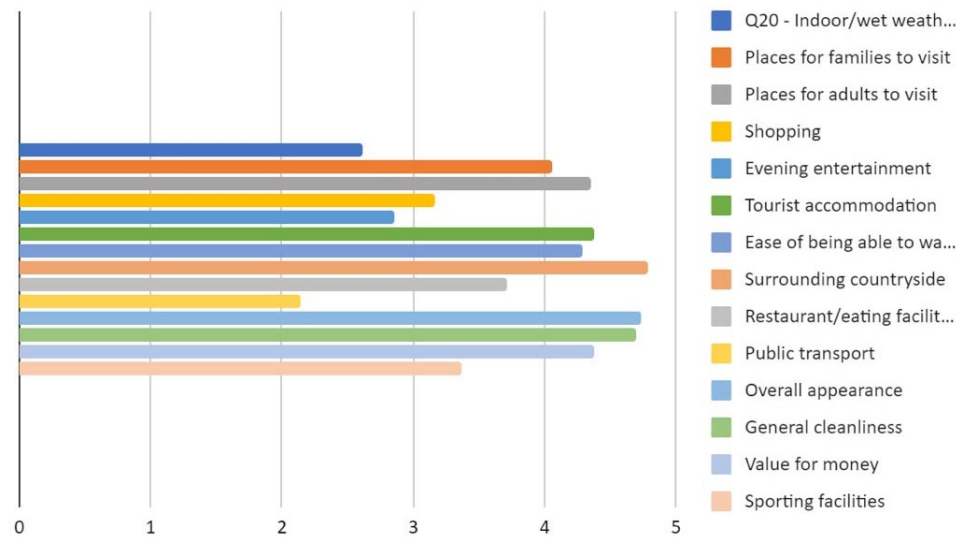
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**Annex 1 - Research charts and tables**

**Chart 5.4** Non-family Rural Q19 Average rating of rural facilities from 1 poor to 5 excellent



**Chart 5.5** Total Survey - Average rating of rural facilities from 1 poor to 5 excellent



## Annex 1 - Research charts and tables

### Suggest improvements?

#### Table 2.1, Table 2.2, annex 1

How could the Rural area be improved, by travelling groups, Rural Respondents?

NB: There were no respondents to surveys in the Rural area with children under 5.

**Table 2.1 - Rural Respondents**

	Family with children 6-12 (Total no.2)	Family with teenagers (Total no.2)	Non-family group (Total no.2)	Responses to "other" improvements	Total
More for the family and all abilities	1		2		3
Better specialist facilities	2	1		1	4
Organised tours and walks	1	1	4		6
Better information		2	3	4	9
Better places to eat / drink	1	1	1	1	4
Better opening hours	1		4	1	6
Better transport links	1		5		6

**Table 2.2 - Coastal Respondents**

	Family with children under 5 (Total no.6)	Family with children 6-12 (Total no.13)	Family with teenagers (Total no.8)	Non-family group (Total no.10)	Responses to "other" improvements	Total comments
More things to do to make a day		5	1	5		11
More for the family and all abilities	3	3	6	4		16
Better specialist facilities	1	3	3	6		13
Organised tours and walks	2	2	6	6		16
Better information	4	7	6	19	3	39
Better places to eat / drink	1	1	3	5	2	12
Better opening hours		1	1	3		5
Better transport links	1		1	5	2	9

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## Annex 1 - Research charts and tables

### Business surveys

#### Chart 6.1 – 6.8, annex 1

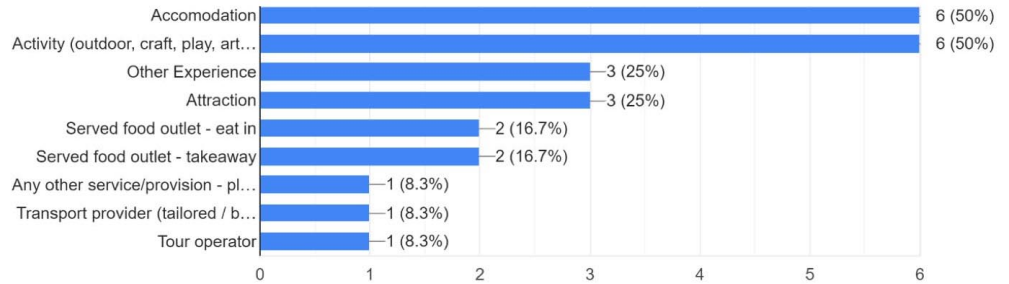
There was some difficulty in receiving responses to the digitally shared questionnaire. It was distributed to a database of 55 businesses supplied by Llandysul Pont Tyweli Ymlaen, this was further endorsed by the Community Council, distributed for a second time and follow up phone calls were made to those regarded as key contributors, resulting in a total of 16 responses returned. The research team supplemented the questionnaire with personal interviews of respondents.

12 (75%) businesses described themselves as a tourism business or maybe a tourism business, with 12 businesses providing an attraction, activity or experience. There also responses from 4 retailers in Llandysul town centre.

Businesses and employers are small in size with low turnover. As a snapshot of business confidence, question 8 shows us a desire for more custom and increased business levels in the town from those surveyed.

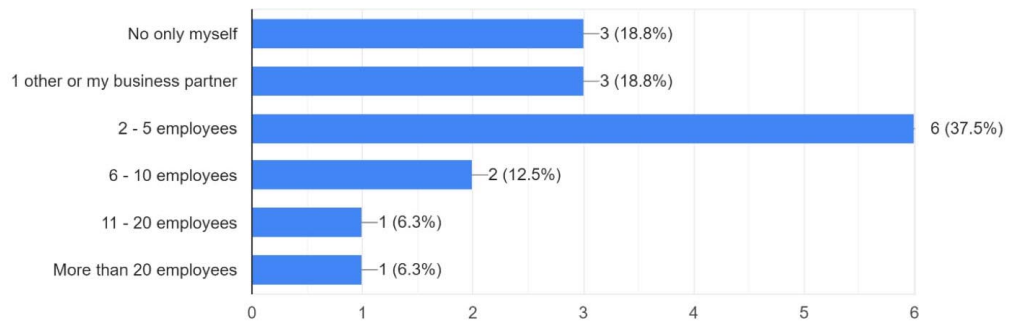
#### Chart 6.1

Q2 - If you said YES in Q1, what services do you provide/supply? Tick as many as are appropriate  
12 responses

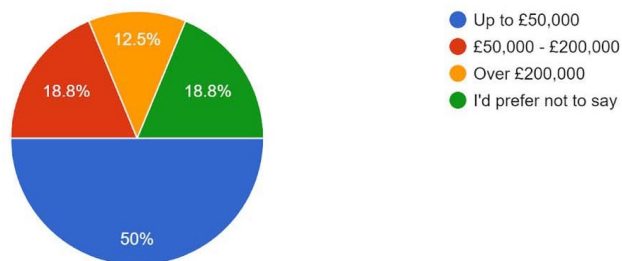


#### Chart 6.2

Q6 - Do you employ people? (other than yourself).  
16 responses

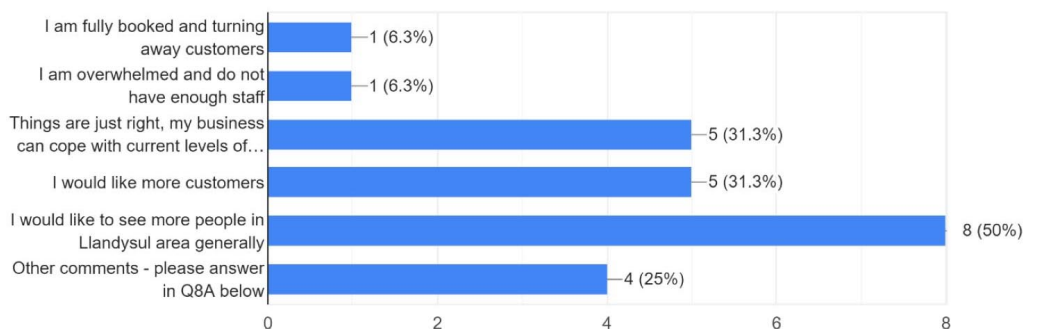


Q7 - What is your business turn-over?  
16 responses



#### Chart 6.3

Q8 - How do you feel about current business levels for summer 2021, post 7th August?  
16 responses



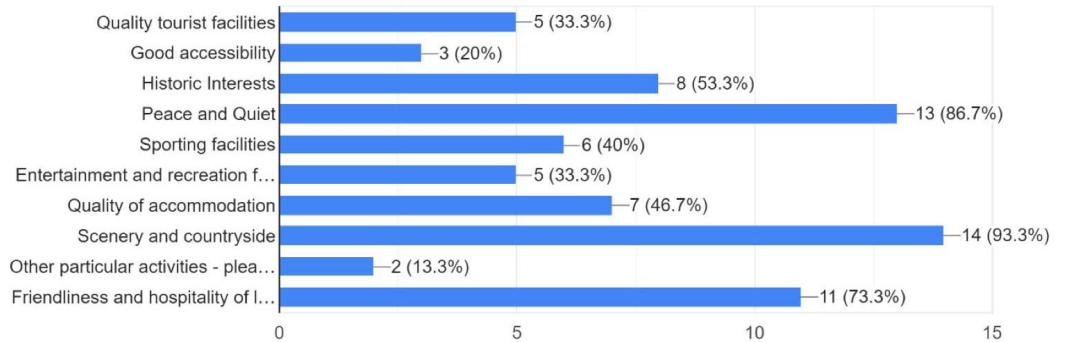
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## Annex 1 - Research charts and tables

Business respondents have a good appreciation of the appeal of the area with some identifying specific offers detailed in the Annex 2 of qualitative responses.

**Chart 6.4**

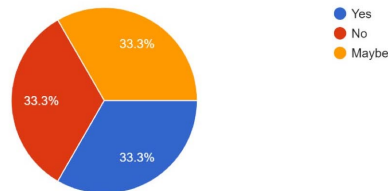
Q9 - What do you feel is the main visitor appeal of this area? Tick all that are applicable  
15 responses



As the definition of a Guided Cultural Adventure is not clear to all, this has been described in more detail in the introduction at 1.0

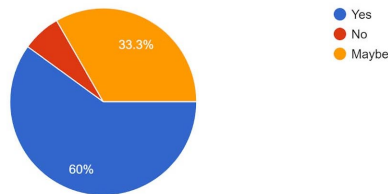
**Chart 6.5**

Q13 - Do you understand what is meant by a Guided Cultural Adventure?  
15 responses



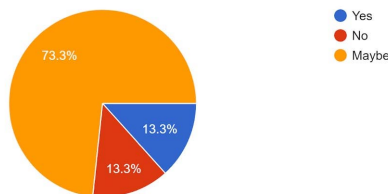
**Chart 6.6**

Q15 - Would you like your business offer to be part of a Guided Cultural Adventure?  
15 responses



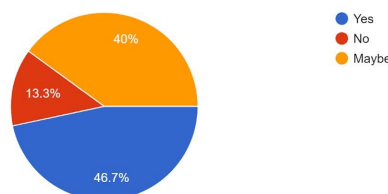
**Chart 6.7**

Q16 - Would you be prepared to invest your business funds in setting up a Guided Cultural Adventure?  
15 responses



**Chart 6.8**

Q17 - Would you be prepared to invest "in kind" in setting up a Guided Cultural Adventure E.g. providing meeting point, facilities for changing?  
15 responses



## **Annex 2 - Comments by business survey respondents**

### **Q8A - Other comments: How do you feel about current business levels for summer 2021, post 7th August?**

“We are enablers and work alongside businesses across various sectors. We help support and run walking festivals, host events that draw locals and visitors to the town, e.g., Gardening weekend, Christmas Fair, summer fairs etc.”

“Difficult to predict and plan staff accordingly we also have two volunteers with additional needs.”

“As a business, we have spent a great deal of time going over and over what Llandysul needs - a great deal of time was spent with Ben Lake over the past 4 years as a think tank exercise, and it was great to see so many people from the village engage with this....sadly, the feeling now is that 'nothing gets done' and so fatigue has set in and people find it hard to be enthused.”

“Busy with online services however could benefit from more footfall to the town to support high street premises”

“Need help marketing our events and services.”

“We have a community Tourist Ambassador pilot project we would like to explore and develop in Llandysul.”

“Tourism is a farm diversification. Farming is our main business.”

“We have been very busy and grateful for the business”

### **Q9A: Specify "Other particular activities"**

“Good walking trails, The Paddlers Centre which has this year provided activities for all ages and abilities.”

“Our stained-glass courses and new gallery, Llandysul Paddlers is a big draw, as is The Arcade. Llandysul is also home to the Harp Centre of Wales, Telynau Teifi, The Powerhouse and Y Porth are also important local places as well as fishing. There are a great number of creative and musical individuals in the area.”

“Ceredigion has a number of renowned Food & Drink Producers who pride themselves on producing sustainably. Quite a few of them have visitor attractions. In our own case people can visit our farm shop and have tastings in the Da Mhile Gallery.”

### **Q10 - What do you feel are the opportunities to grow the visitor economy in Rural Ceredigion?**

“Llandysul & Pont Tyweli need a new identity. It is now a place to visit for adventures, canoeing, swimming, cricket, children's play area, picnic area with tables, a truly relaxing place to stay with a good book shop with a coffee/tea area. We have ample take away facilities but we do need more good eateries during the day time, particularly for good evening dining.

“Some people want to visit the beaches and beach towns, others want to explore in land to learn and enjoy the culture and heritage of Wales.

“From our experience of people who have stayed in our holiday flat over the last 8 years,

## **Annex 2 - Comments by business survey respondents**

they just love Llandysul and all it has to offer. They appreciate being able to visit the busy beaches and return to the quiet of a small Rural town. They also appreciate that Llandysul is in a good location to visit all parts of Wales.

“Provide information about the food produced in Wales.

“Provide information about all other produce Made In Wales eg. art, ceramics stained glass, harps, etc.”

“The staycation factor, more needs to be done to market Rural Ceredigion (Tourism Wales) and the various regional tourism fora, both of which require government funding to aid promotion. Covid in one sense regrettably aided that with families that would travel abroad deciding to stay within the British Isles due to the complications of traveling elsewhere.”

“Cultural and historic or special interest area.”

“Greater visibility of what each town/area has to offer through a dedicated visitor experience The Teifi Valley should be advertised as a destination.”

“Need more indoor attractions as it would extend the tourist season.”

“Huge potential just need the right approach. Improve the following - car parking facilities, advertising, changing room facilities for outdoor sports, bike trails, Canoe Trails.”

“The number of people who do not want to risk going abroad deluxe to potential restrictions and the wide appeal of activities in the area.”

“Arrange events”

“It looks like staycations may be with us for some years to come. Here Ceredigion has a great opportunity to grow the number of quality Glamping Sites that will attract visitors who will bring much needed revenue into the community.”

“Capitalising on the Rural tranquillity of the area, and it's versatility between the coast and inland options being so accessible for visitors e.g. the coastal path being adjoined with Rural walking, The Teifi Trail initiative.”

“Maybe guided informative walks.”

“Sharing the news of Ceredigion being a great walkers destination - as part of the Walkers are Welcome group we are working on the Teifi Valley Trail long distance footpath along the Teifi. This sort of initiative is excellent for our area as it brings people into the area who will be able to enjoy the excellent walking here.”

### **Q11 - What do you feel are the barriers to growing the visitor economy in Rural Ceredigion?**

“Rural areas need to market and publicise all the features of Rural life. The history of the Woollen industry all over Wales, the listed buildings and their history, the many stories about farming life and much more. This is a possible barrier for the people who are not aware of how to access information.”

“Lack of financial resource to market the area professionally, like using TV advertising etc. People that have visited are most complimentary of the offer, welcome etc.”

## **Annex 2 - Comments by business survey respondents**

“Public transport and lack of marketing of areas like Llandysul.”

“Lack of knowledge, lack of enthusiasm, businesses are tired of think tanks and want pro-active and immediate action to see improvement.”

“Lack of quality hotels at reasonable rates.”

“Lack of investment and lack of vision. There is no reason Ceredigion could not be as successful as Cornwall.”

“Not getting the right approach.”

“Public transport and signage in Llandysul is rubbish.”

“Communication.”

“Planning for more Glamping Sites. Especially high quality PODS.”

“Battling against the natural coastal tourism, we should try to work alongside, interlink and network with what's already an attraction.”

“Entrepreneurial skills/trail guide books/information boards”

“Not aware of barriers.”

“Poor public transport infrastructure so that everyone who comes into the area has to come by car. There are no real alternatives and so our small roads will soon get blocked as tourist numbers increase. Also distance from major population centres and lack of knowledge of the area.

### **Q12: What support is needed?**

“We need positive knowledgeable (in all things to do with their locality) ambassadors linked up with the tourist industry.”

“Financial and professionally abled individuals to help promote the area, easier access in allowing the use of brown tourism signage. Individual town based brochures highlighting the offer in each of the towns and tourism hot spots in Ceredigion. Bringing providers together within these communities to develop a package of what could be done on a half day package, full day package or if they use the town as the base for a week or fortnight break.”

“Marketing and development ideas followed by actions as opposed to ideas which remain as ideas.”

“A dedicated outreach person who can collaborate ideas and action them.”

“Encourage existing hotels to invest and advise which grants are available for them.”

“Marketing the County to its' own inhabitants so they can take pride in what is here. Marketing to attract investment.”

“Some financial seed funding, some real community development at grass roots, some imagination and out of the box thinking. some invitations to share 'wild imaginings', working with potential and what could be.”

“Funds to help improve the facilities.”

“Better public transport and signage on the

## **Annex 2 - Comments by business survey respondents**

bypass and down by the Paddlers pointing people up to the shopping area.”

“Not Known.”

“More flexibility with approving planning for high quality Glamping Pods.”

“Build more on the advertising via Ceredigion tourism to encourage more opportunities in the Rural market towns.”

“Delivery of above.”

“Don't know.”

“Development of public transport schemes.”

### **Q12A - Who do you feel should provide this support?**

“The tourist board.”

“Wales Tourism, aided by regional tourism bodies, County Council and getting some limited support from the town and Community Councils as well as the sector itself. We should all be involved in creating the hymn sheet and then singing the same tune to draw the locals (Ceredigion wide) and visitors.”

“County council tourism contacts.”

“Ceredigion Tourism, Welsh Assembly.”

“Local Councils.”

“I don't know.”

“Those best placed to do so: Europe / WAG / funders with seeding cash incentives.

“Local organisations and agencies: background stuff.

“Local people and local organisations on site.”

“County Council.”

“Ceredigion County Council, Tourism departments and Welsh Government.”

“Ceredigion tourism sector.”

“Tourist board / independent contractors.”

“Don't know.”

“That is in the public domain so local govt, Welsh govt.”

### **Q14 - How do you feel the businesses and services within the Llandysul area can best provide such Adventures?**

“Publicity and marketing, word of mouth and ambassadors in each area.”

“By working together to initially draw the locals and visitors into the town, then the tourist businesses and the wider business sector in the high street and beyond can benefit from the additional footfall.

“As previously mentioned create visitor packages giving a variety of offer, be it historical terms, walking, sport/ leisure etc.”

“Packages tailored to segmented groups of visitors.”



*This document is intended for reading digitally, please zoom in for improved legibility*

## **Annex 2 - Comments by business survey respondents**

“The concept needs to be explained before I can answer this.”

“To talk to other organisations within the area / Share ideas.”

“By creating specific activities or opening their shops, maybe out of hours to suit the adventure.”

“It will all depend on how they are approached and what they are told to do or offered an opportunity to do.”

“With plenty of notice and organisation. Providing opportunities within a business to network with an opportunity e.g. advertise the topic or network directly by providing an aspect which can be part of the adventure e.g. via food, drink or more.”

“Resource material needs collating.”

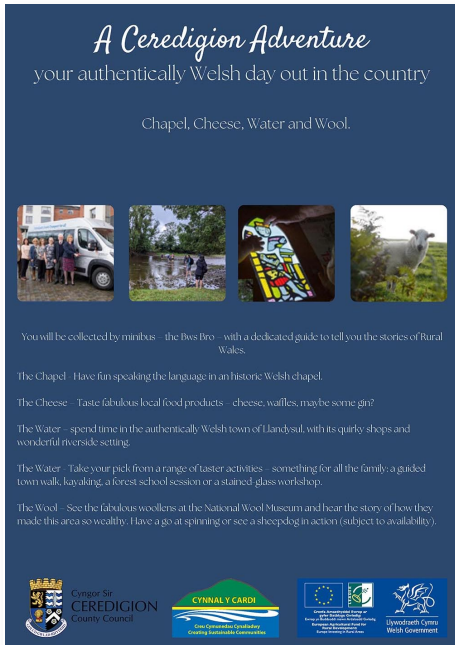
“Not sure what it is so cannot respond.”



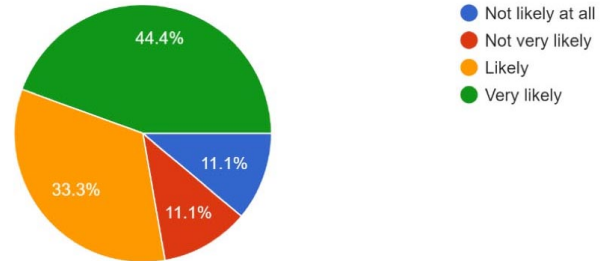
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## Annex 3 - Guided Cultural Adventure mock-up flyers used in research and data charts

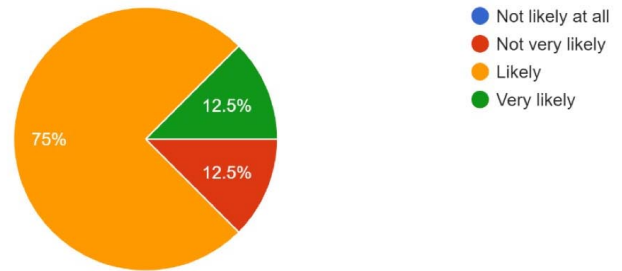
### Adventure 2 – A Ceredigion Adventure in Chapels, Cheese, Water and Wool



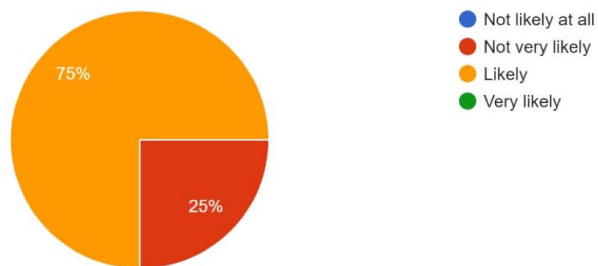
Q5B - Would you be likely to promote Tour 2 Ceredigion Adventure to your guests?  
9 responses



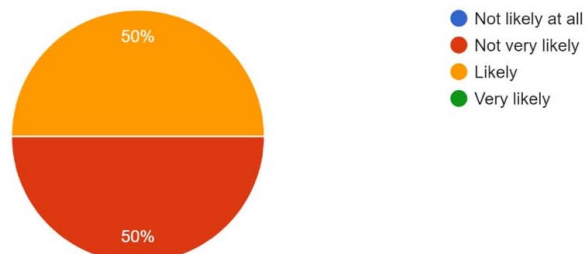
Q6B - Do you think your guests would be likely to afford the activity on Tour 2?  
8 responses



Q1 - How likely would you be to go on this rural adventure tour when you stay along the Coast of Ceredigion?  
4 responses



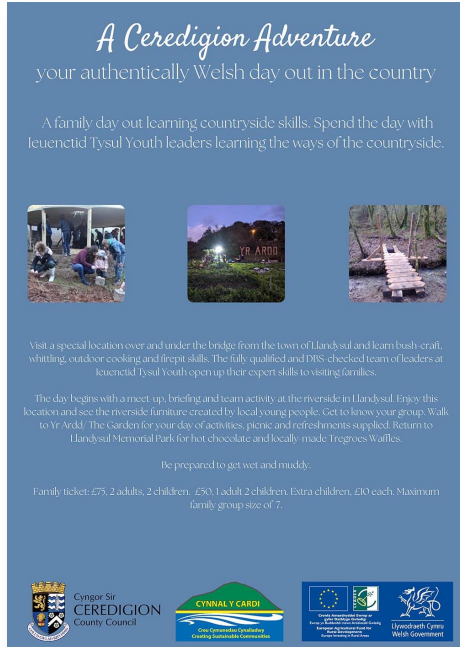
Q3 - If we priced this Adventure at £75.00 per person and £145.00 per family group (2 adults and 2 children), would you be likely to pay this amount for a holiday excursion?  
4 responses



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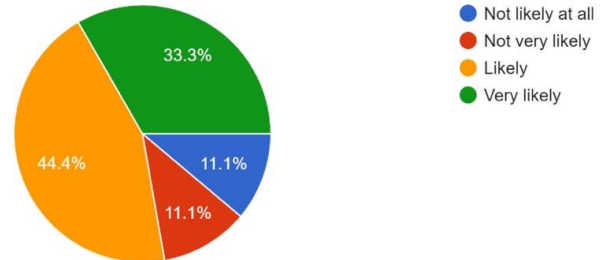
## Annex 3 - Guided Cultural Adventure mock-up flyers used in research and data charts

### Adventure 3 – A Ceredigion Adventure in Countryside Skills



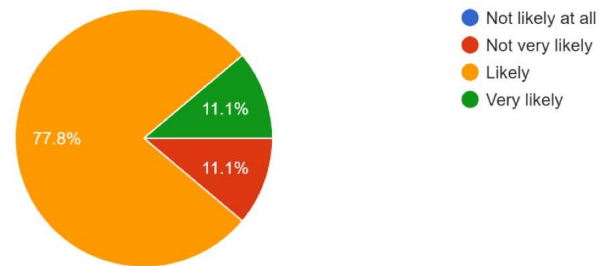
Q5C - Would you be likely to promote Tour 3 Ceredigion Adventure to your guests?

9 responses



Q6C - Do you think your guests would be likely to afford the activity on Tour 3?

9 responses



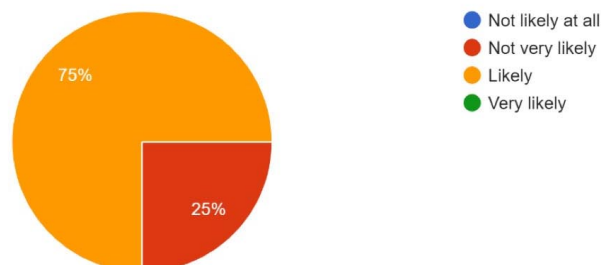
Q1 - How likely would you be to go on this rural adventure tour when you stay along the Coast of Ceredigion?

4 responses



Q3 - If we priced this Adventure at £75.00 per family group (2 adults and 2 children), would you be likely to pay this amount for a holiday excursion

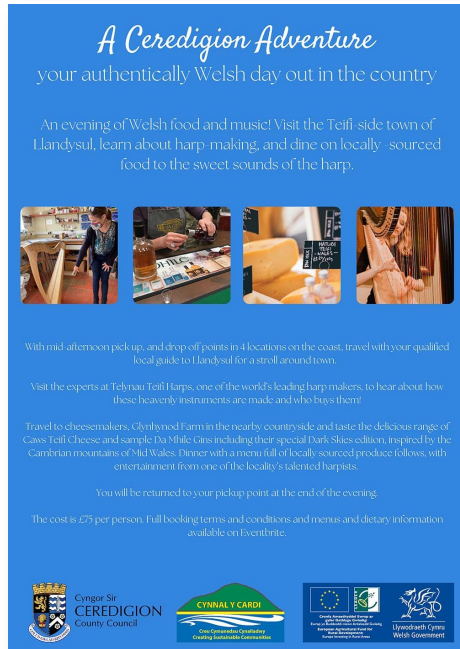
4 responses



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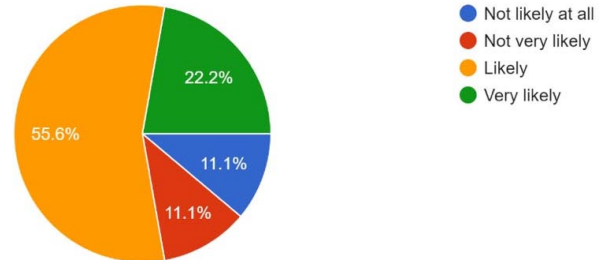
## Annex 3 - Guided Cultural Adventure mock-up flyers used in research and data charts

### Adventure 4 – A Ceredigion Adventure in Welsh Food and Music



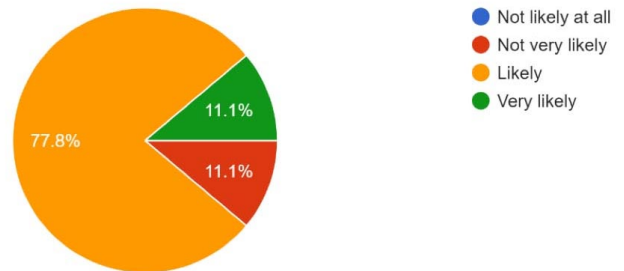
Q5D - Would you be likely to promote Tour 4 Ceredigion Adventure to your guests?

9 responses



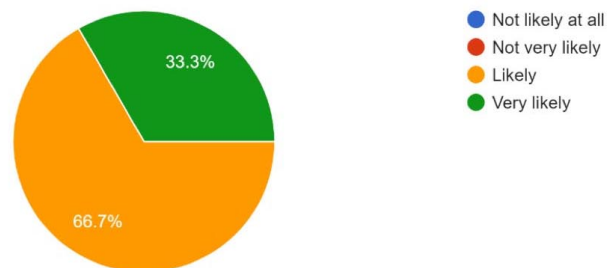
Q6D - Do you think your guests would be likely to afford the activity on Tour 4?

9 responses



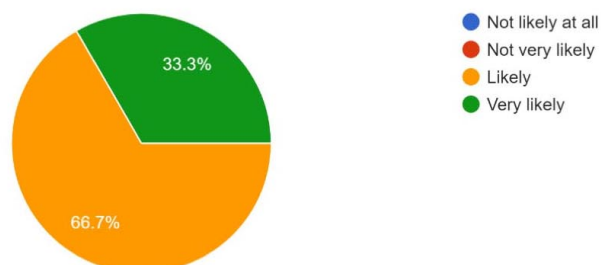
Q1 - How likely would you be to go on this rural adventure tour when you stay along the Coast of Ceredigion?

3 responses



Q3 - If we priced this Adventure at £75.00 per person, would you be likely to pay this amount for a holiday excursion

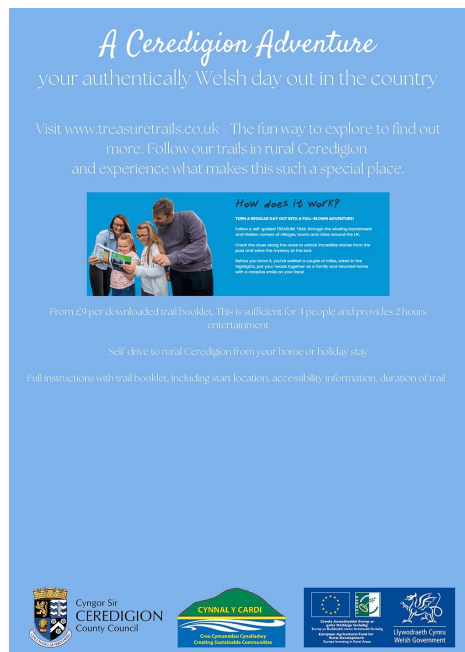
3 responses



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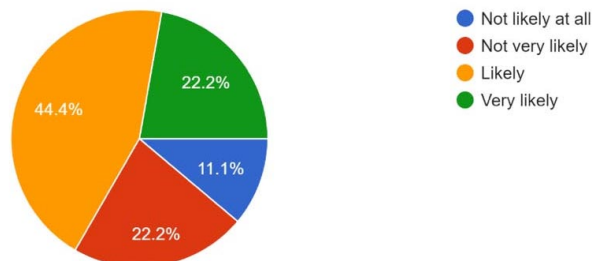
## Annex 3 - Guided Cultural Adventure mock-up flyers used in research and data charts

### Adventure 5 – A Ceredigion Adventure: Treasure Trails



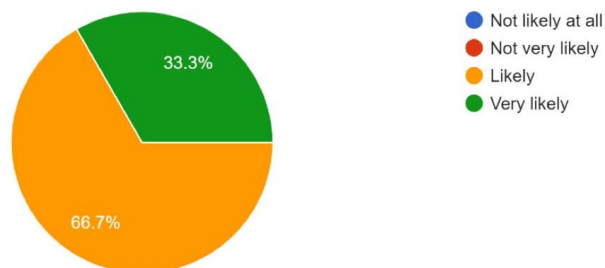
Q5E - Would you be likely to promote Tour 5 Ceredigion Adventure to your guests?

9 responses



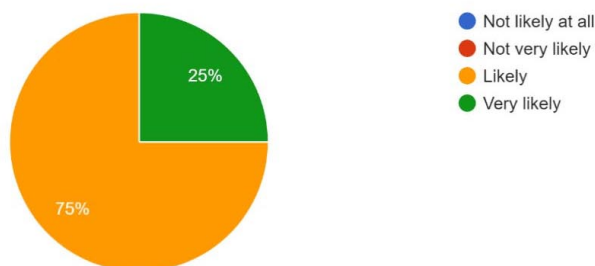
Q6E Do you think your guests would be likely to afford the activity on Tour 5?

9 responses



Q1 - How likely would you be to use this rural adventure tour when you stay along the Coast of Ceredigion?

4 responses



Q3 - If we priced this Adventure at £9.00 per downloaded trail booklet (for 4 people), would you be likely to pay this amount for a holiday excursion

4 responses



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## Action plan and indicative costs

Suggested action	Detail	What needs to be funded	Indicative costs
7.1 Establishment of a co-ordinating body	To be managed by an existing organisation, creation of a social enterprise to manage or contracted out	Co-ordinator post Management costs Operational costs (IT, office space and kit, consumables) Supervision by a Steering Group	Post, c £25k, plus 30% on costs = £32,500. Management, £200 per week, for 2 years = £8000 Operational costs = £8000 (15% of salary costs).
7.2 Branding activity, to cover USPs, locations and themes	Branding specialist contracted to deliver	Branding contract, design schematic and usage guide	Contract = £10,000
7.3 The development and provision of Guided Cultural Adventures (GCAs)	Working with the co-ordinator to develop and confirm suppliers for GCAs, scheduling of a calendar of events or hosting and launch of digital options. An appropriately qualified and experienced organisation contracted to meet the essential elements to include costings, complete buy-in of suppliers of experiences, transport and food and drink provision. specifications to include all aspects of access, safety, insurances as relevant, contingencies.	A contractor	Contract = £12,000
7.4 The formation and training of a group of local Tourist Guides	Recruitment of suitable candidates and the delivery of a Wales Level 2 in Tourist Guiding qualification (Walking Guide)	A contractor to deliver, the co-ordinator to lead on recruitment of trainee guides from the local community	£6000
7.5 The compilation of a database of Guided Cultural Adventures in all the Rural towns of Ceredigion	A discrete archive of themes, itineraries and suppliers which can be updated as required.		Nil, this should be an output included in the brief of 7.3 above

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**Action plan and indicative costs**

Suggested action	Detail	What needs to be funded	Indicative costs
7.6 The improvement of facilities and locations, to improve visitor readiness	<p>Support for capital and revenue improvements can be identified and facilitated by the Regenerating Ceredigion's Rural Towns initiative, being supported by the Cynnal y Cardi LEADER scheme, as well as other authorities.</p> <p>A workshop to support development of businesses to ensure readiness and quality standards for 7.3</p>	Contract to develop and deliver workshops	Contract = £3,000
7.7 Marketing and Sales campaign to include scheduled purchasing channels.  Airbnb Experiences.  Viator (owned by TripAdvisor).	<p>Advice from CS Ceredigion CC marketing team.</p> <p>A targeted and structured marketing campaign for the markets identified in the research.</p> <p>Placement of product within purchasing channels.</p>	<p>A contract with a marketing and public relations agency.</p> <p>Placement and maintenance of offer on purchasing channels should be covered by the co-ordinator role.</p>	<p>Nil</p> <p>£15,000</p> <p>Nil</p>
7.8 A Festival of Guided Cultural Adventures	A pre-season week of subsidised Guided Cultural Adventures, e.g., during Whit half term, straddling the non-Bank Holiday weekend of that break, to capture both target markets.	<p>Festival running costs.</p> <p>The co-ordinator will organise.</p>	Minimum suggested £5000 operational costs, to include contribution matched by local businesses. £2000 promotional costs.
7.9 Costs of the recommendations for funding purposes	Consideration of overall costs of Guided Cultural Adventures	Securing funding to support, management of costs throughout delivery, working towards financial sustainability.	Nil, supported by the co-ordinator, management and Steering Group