

**Tourism data and information
in support of planning application to convert
The Old Barn, Cilmaengwyn Uchaf Farm**

The information below is drawn from local tourism reports and Welsh Government documentation. Thanks to Geraldine Williams (Swansea Tourism Development Officer) for providing information.

It is important to note that the most recent complete data is from 2019 as 2020 was skewed by on-going travel restrictions and Government closures, and meaningful data for 2021 is yet to be collated and released. However, in correspondence with Geraldine Williams she notes that “early indications are that it [2021] was one of the busiest years so far for the tourism industry.”

Tourism within the local area: Neath Porth Talbot, Swansea and beyond

Tourism Profile – South West Wales (2017 – 2019 Summary) produced by GSR & Welsh Government 2021

South West Wales is an attractive destination for both domestic and international visitors accounting for over £1 billion of spending within this region. Of specific relevance to the planning application for The Old Barn:

- 1.9 million overnight domestic GB trips and 187,000 international visits to the area with an average annual associated spend of £1.2 billion
- During 2017-2019, over two thirds (68 per cent) of overnight visitors to South West Wales came for a holiday. Holiday visitors are a target market for The Old Barn.
- (47 per cent) to South West Wales lasted 4 or more nights with 30% being ‘empty nesters’ (55+) and 46% being families. These two groups are the target markets for The Old Barn accommodation based on its design and location.
- 21% stay in a village or the countryside with 20% of visitors using self catering accommodation accounting for 30 per cent of related expenditure (£117m). The Old Barn will provide self catering accommodation in a countryside location.
- Self catering occupancy rates averaged 57%. Based on a projected average weekly cost of £750 this would indicate a likely income for The Old Barn of £22,500.

Tourism profile – Wales Local Authorities 2011-19 produced by GSR & Welsh Government 2021

Data specifically focussed on NPT indicates that:

- 56,000 domestic overnight trips to the NPT area (2017-19) accounting for 429,000 nights spent in the area and an associated £8 million of spend
- 15,300 international trips to the NPT area (2017-19) accounting for 165,500 nights spent in the area and an associated £10.7 million of spend

The Swansea Bay Visitor Survey (2019)

Given the location of The Old Barn and its proximity to Swansea Bay, key information about visitors to the Swansea Bay area are also likely to be of relevance. The visitor survey identifies that:

- 47% of visitors were from Wales (45% from Rest of UK - key areas South West and West Midlands)
- 53% of visitors stay overnight (82% of whom are from outside Wales) with the majority (21%) of these staying in self catering accommodation such as that proposed for The Old Barn
- 86% of those visiting from outside Wales have visited Wales before suggesting that repeat custom to The Old Barn is likely
- The coast and scenery are the most common factors influencing the decision to visit (64%) both of which are on the doorstep of / in easy travel distance of The old Barn
- 43% of visitors indicate they intend to engage in walks of 2 miles or more whilst visiting – such opportunities can be accessed directly from The Old Barn

From the above, it is clear that tourism is a major part of the local economy and that high quality self-catering accommodation forms an important role in enabling and supporting this. The property is superbly located to enable those staying to take advantage of the walking and cycling opportunities in the immediate area and to access attractions such as mountain bike trails in the Afon Valley, Aberdulais and Melincourt waterfalls, Neath and Margam abbeys as well as industrial heritage sites and museums. The location of The Old Barn also provides easy access to the Beacons (to the North) and Swansea and Gower (to the south).