



Gwynedd

Snowdonia National Park / Llyn Peninsula / Cambrian Coast

Investor Guide



Cymru
Wales



Gwynedd

Gwynedd is situated in North West Wales sharing borders with Powys, Conwy, Anglesey over the Menai Strait, and Ceredigion. The area is marketed under the the Snowdonia Mountains and Coast tourism brand AND includes the scenic Llŷn Peninsula (AONB) and most of Snowdonia National Park. Main settlements and tourism destinations include; Bangor, the home of Bangor University, Caernarfon, Bethesda, Blaenau Ffestiniog, Bala, Dolgellau, Porthmadog, Pwllheli, Abersoch, Tywyn and Aberdyfi.

Local Authority - Gwynedd Council

www.gwynedd.llyw.cymru



Zip world Velocity. Bethesda

Location



Gwynedd - Key Facts

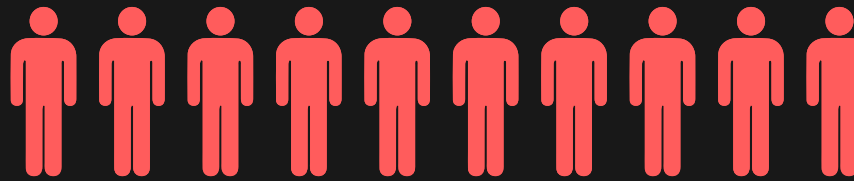
Natural landscape

- 2,548 square km (983.78 sq miles)
- 200 miles of coastline
- 15 mountain peaks over 3,000ft including Snowdon (highest peak in Wales and England)
- Snowdonia National Park
- Llŷn Peninsula Area of Outstanding Natural Beauty



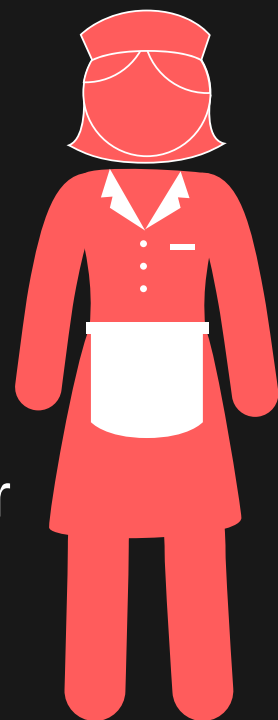
Demographic

- Population 123,742
- Male 61,335 / Female 62,407
- Age between 18-65 - 73,844



Employment

- Human health and social work activities 19.2%
- Accommodation and food service activities 15.4%
- Wholesale and retail trade; repair of motor vehicles and motorcycles 15.4%
- Education 13.5%



Tourism

- economic impact of tourism: **£1.06 billion**
- visitor days: 22.19 million
- visitor numbers: **7.28 million**
- staying visitors: 3.53 million
- hotel occupancy level: 68%
- Domestic visitors **82%**
- Key reasons of visit - landscape (73%), coastline (34%)
- 35% of visiting groups include children
- **82%** would rate Gwynedd 9/10 as a tourism destination
- Key international markets include Germany, Holland, France and Ireland.

Destination web site www.visitsnowdonia.info



Key attractions

- Snowdon summit - 654,077
- Electric Mountain - 250,000
- Greenwood Forest Park - 150,000
- Zip World - 280,000
- Portmeirion - 203,301
- 2 World Heritage Sites - Caernarfon Castle and Harlech Castle 320,891
- Coed y Brenin Forest Park - 147,489
- National Slate Museum - 145,969

2017 Figures



Snowdon Summit

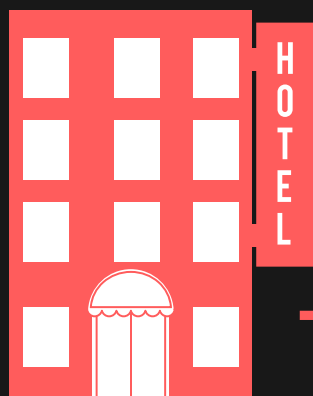
Accommodation Industry



Visitor numbers: 7.28 million

Staying visitors: 3.53 million

Tourism bed space



77

Hotel properties in the area



Accommodation properties



2,807

Self catering properties

2,023







Harlech

World Heritage Site

Site Specific Information



Cymru
Wales



Harlech

A picturesque town situated in North West Wales overlooking Cardigan Bay. This historic town is located within Snowdonia National Park and boasts a World Heritage Edward the 1st Castle Site built in 1283. An attractive town and destination for visitors and golfers.



Key local landmarks

Harlech Castle - World Heritage Site



Harlech beach



Royal St David's
golf club



Portmeirion

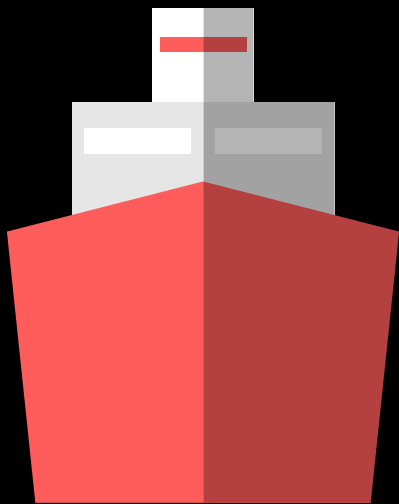
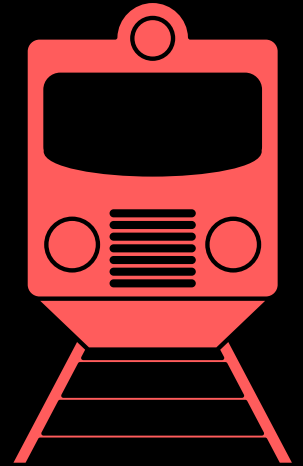


Transport



Road : great transport links to
A496 and A470

Train : from town centre:
shrewsbury (3h10m direct)
birmingham (4h20m direct)
cardiff (5h30m direct)
london (6h direct)



Port : holyhead 56 miles

Airport :
liverpool 95
manchester 103 miles



in the locality?



1. Snowdonia National Park
2. Zip and bounce bellow
3. Zip world titan
4. Antur Stiniog downhill
5. Coed y Brenin

6. Llechwedd
7. Portmeirion
8. Blue flag beaches
9. Trawsfynydd Lake

within less than 30 minutes

Investment and opportunity

- Recent £6m investment in the Castle improving the visitor experience
- The popularity of the Royal St David's Golf Club as one of the best golf courses in Wales (Top 100 course in the UK)
- Increasing amount of events and activities strengthening the local night time economy
- The lack of serviced accommodation within the town
- The growing tourism industry , and especially adventure tourism, on the doorstep of Harlech in Snowdonia
- The growing interest in heritage tourism and the prime location of Harlech Castle
- Llanbedr Airfield as a key strategic employment sites within a close proximity



Pwllheli

Site Specific Information



Cymru
Wales



Pwllheli

A seaside, market town situated in North West Wales overlooking Cardigan Bay. This historic, old fishing town is located on the edge of the beautiful Llŷn Peninsula a designated area of Outstanding Natural Beauty (AONB) and is an attractive town and destination for visitors and a key employment and centre hub for the local population. Recent key investments include Plas Heli the Wales National Sailing Centre.

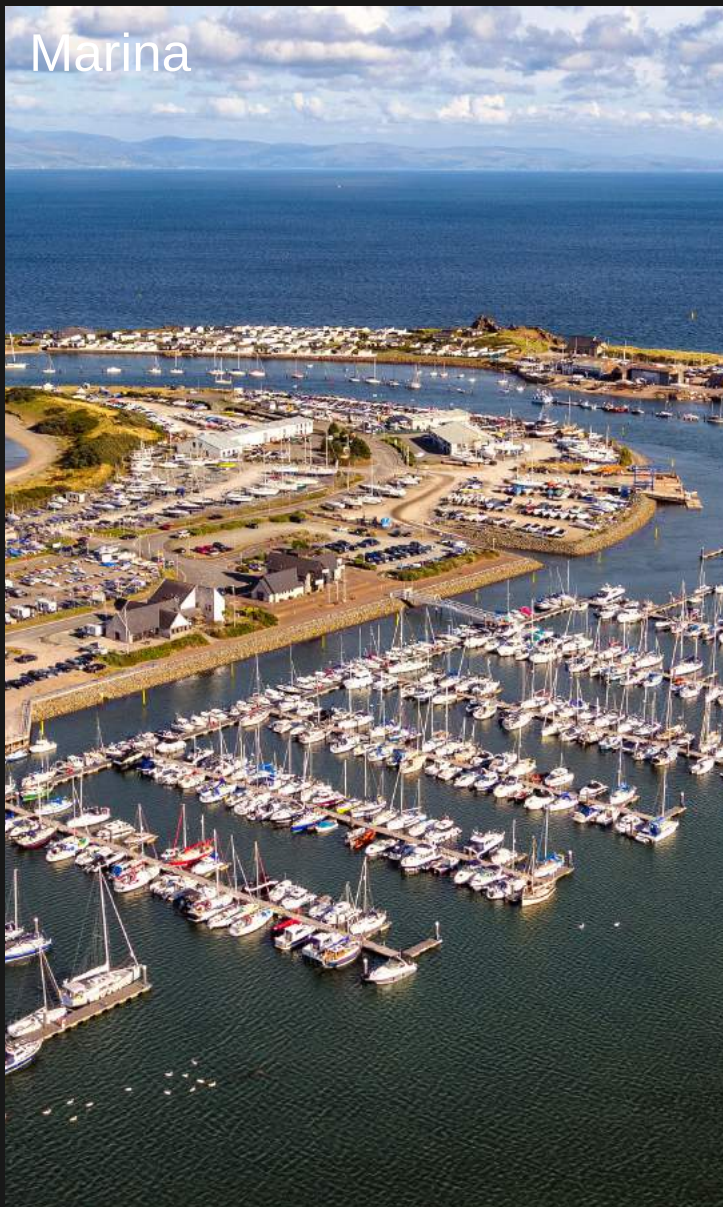


Key local landmarks

Plas Heli - National Sailing Academy



Marina



Pwllheli Golf Course



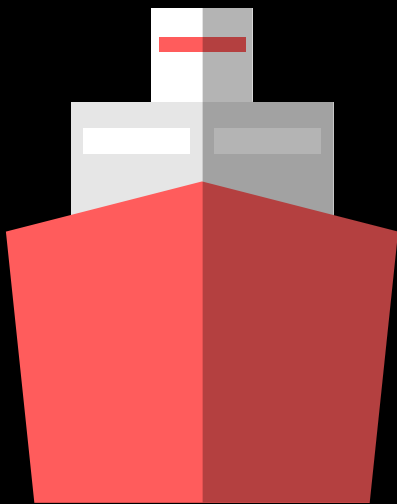
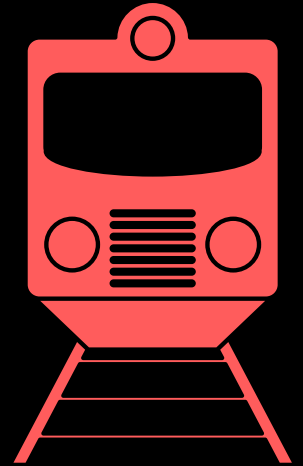
Wales Coast Path

Transport



Road : great transport links to A487 and A4990

Train : from town centre:
shrewsbury (3h40m direct)
birmingham (4h50m direct)
cardiff (6h direct)
london (6h30m direct)



Port : holyhead 49 miles

Airport :
liverpool 108
manchester 117 miles



in the locality?



1. Glasfryn Park
2. Nefyn Golf Course
3. Criccieth
4. Nant Gwrtheyrn
5. Abersoch

6. Watersports
7. Portmeirion
8. Welsh Highland Railway
9. Plas Glyn y Weddw Gallery

within less than 30 minutes

investment and opportunity

- Recent £8.9m investment Plas Heli and additional visitor pontoons which has strengthened the local marine and leisure industry;
- Increasing amount of events and activities strengthening the local night time economy;
- The lack of serviced accommodation within the town;
- The growing tourism industry , and especially adventure tourism, with the newly developed Llŷn Coastal Path (part of the Wales Coastal Path, and nearby in Snowdonia;
- The growing interest in heritage tourism and the network of heritage attractions within close proximity to Pwllheli (Plas Glyn y Weddw, Nant Gwrtheyrn, Nefyn Maritime Museum and Porth y Swnt.)



Bangor

Site Specific Information



Cymru
Wales

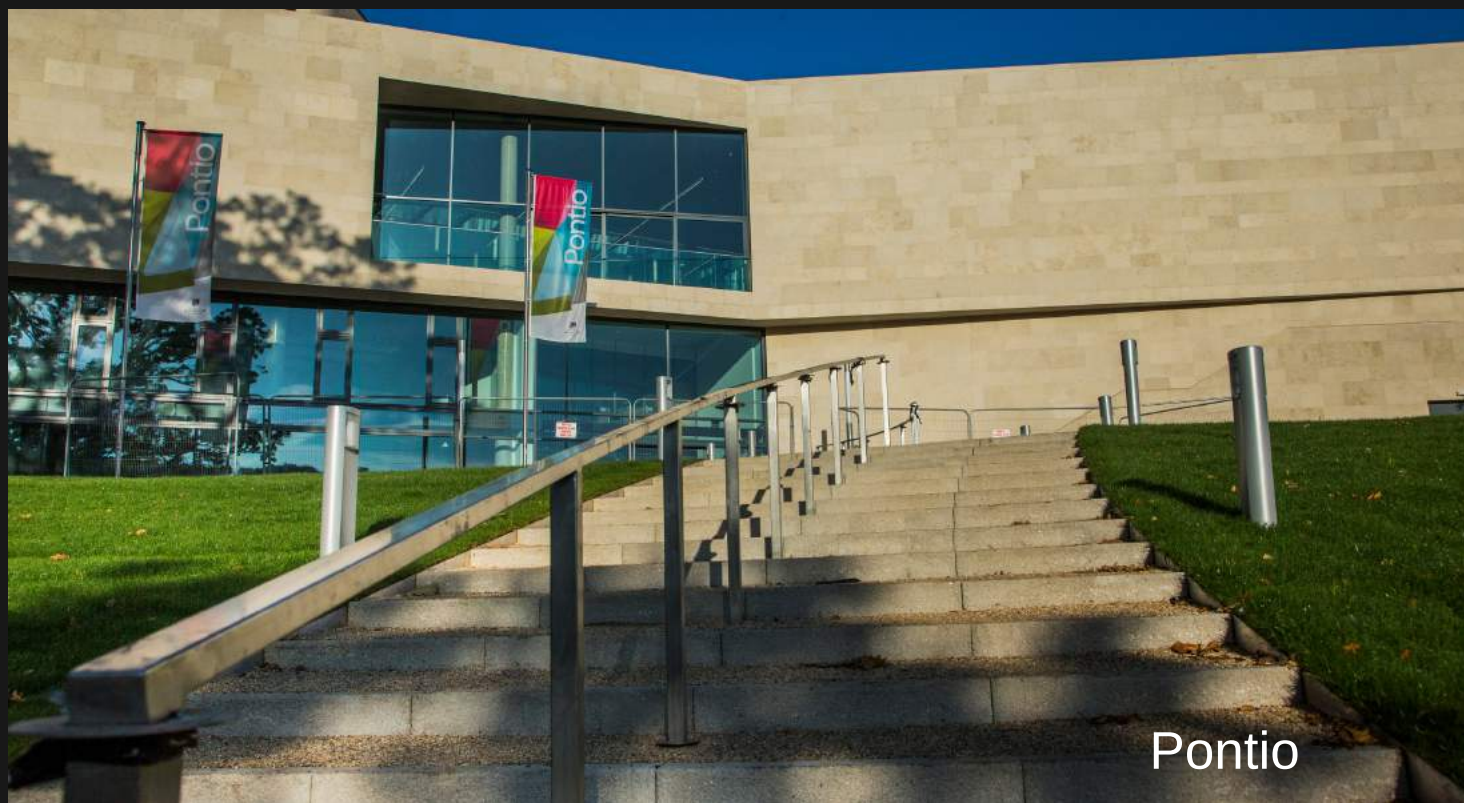


Bangor

A vibrant University City situated in North West Wales overlooking the Menai Straits and within 8 miles of the Snowdonia National Park. A key regional center destination for visitors, local population and as an employment center. The University of Wales Bangor is ranked in the top 10 of the UK's non-specialist Universities. The University is also among the top 100 European Universities in the recent Times Higher Education (THE) European Teaching Rankings.



Key local landmarks



Pontio



University of Wales
Bangor



Storiell museum and gallery



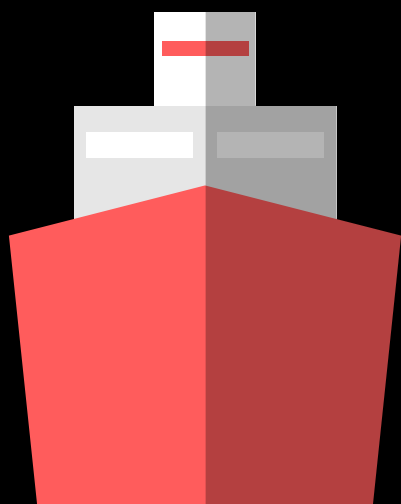
Bangor
Cathedral

Transport



Road : great transport links to A55 express way

Train :from city centre:
holyhead (30m direct)
manchester (2h22m direct)
cardiff (4h15m direct)
london (3h15m direct)

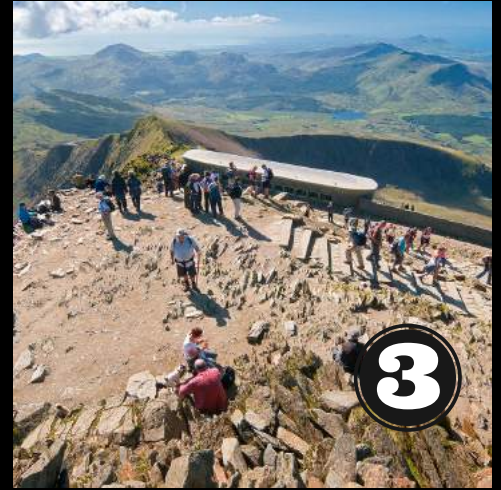


Port : holyhead 25 miles

Airport :
liverpool 75
manchester 90 miles



in the locality?



1. Greenwood Forest Park

2. Zip World Velocity

3. Snowdon Summit

4. Caernarfon Castle (WHS)

5. Surf Snowdonia

6. Beaches and Coastline

7. World Class Mountaineering

8. Outdoor Events

9. Penrhyn Castle

within less than 30 minutes

investment and opportunity

- Recent arts and cultural investments in Bangor (£40m Pontio Development and £2.6m Storiel Development);
- Increasing amount of events and activities strengthening the local night time economy;
- The lack of serviced accommodation within a close proximity to the city centre;
- The growing popularity of Bangor University for students and researchers
- The growing tourism, and especially adventure tourism, on the doorstep of Bangor in Snowdonia;
- The growing interest in heritage tourism and the close proximity to a number of World Heritage Sites (such as Caernarfon, Conwy and Beaumaris Castles);
- Key strategic employment sites within a close proximity





For further information regarding investment and development opportunities, please contact:

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