

Pembrokeshire Destination Management Plan 2020-2025

AMBITION				
Grow tourism for the good of Pembrokeshire				
TARGETS				
10% growth in visitor economy in real terms over 5 years	25% of value generated Oct-March	75% tourism business engaged with Pembrokeshire brand	Pembrokeshire a Top 5 UK destination choice	
VISION				
One Pembrokeshire – a place of landscape, culture and adventure				
Reputation: <i>beautiful, accessible, active and green</i>				
Differentiation: <i>Sustainable, responsible with a focus on 'local'</i>				
Messaging: <i>Consistent, memorable and differentiated. A 'sense of person' as much as a 'sense of place'</i>				
Focussed: <i>Segmented markets and offer</i>				
Balanced: <i>Year round major events & festivals, and cultural offer</i>				
Coherent: <i>Team Pembrokeshire</i>				
MEASURED BY				
Economic impact studies				
Visitor Surveys				
Industry Surveys				
Visitor Perception and Media monitoring				
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS	
<ul style="list-style-type: none"> ▶ Natural Assets National Park/Trail ▶ Access ▶ Activities ▶ Identity ▶ Attractions 	<ul style="list-style-type: none"> ▶ Public Transport (rail) ▶ Reliance on traditional markets ▶ Poor weather options ▶ Fragmented marketing 	<ul style="list-style-type: none"> ▶ Sustainability ▶ Market trends ▶ Growth of cruise market ▶ Shared narrative ▶ Major events 	<ul style="list-style-type: none"> ▶ Competitors ▶ Over-tourism in hot spots ▶ Public funding ▶ Impact on landscape 	
TARGET MARKETS				
Pre-family Explorers (18-35 years)	Cultural Explorers (45+ years)	Scenic Explorers (45+ years)		
STRATEGIC PRIORITIES				
Shared Narrative & Brand	Events & Seasonality	Responsible & Sustainable	Wellbeing & Active	Brilliant Basics
<ul style="list-style-type: none"> ▶ Shared narrative & toolkit ▶ Destination PR & Marketing ▶ Content curation ▶ 'Year of..' 	<ul style="list-style-type: none"> ▶ Events plan & network ▶ Events promotion ▶ New major events ▶ Indoor offer 	<ul style="list-style-type: none"> ▶ Community welcome ▶ Sustainable transport ▶ Develop cruise ▶ Sustainable industry 	<ul style="list-style-type: none"> ▶ Wellbeing focus year round ▶ Experience and learning activity ▶ New products 	<ul style="list-style-type: none"> ▶ Essential services ▶ Parking improvements ▶ Policy links ▶ Broadband ▶ Visitor Research
DELIVERY				
Team Pembrokeshire approach with potential new delivery model and/or existing destination partnership and agreed new role for industry				
Investment: Public sector focus on the foundations for the visitor economy. Private sector on making the most of the market opportunity.				

Cynllun Rheoli Cyrchfan Sir Benfro 2020-2025

UCHELGAIS

Tyfu twristiaeth er budd Sir Benfro

TARGEDAU

Cynnydd o 10% yn yr economi ymwelwyr mewn telerau real dros 5 mlynedd	Cynhyrchu 25% o'r gwerth rhwng mis Hydref a mis Mawrth	75% o fusnesau twristiaeth yn ymgysylltu â brand Sir Benfro	Sir Benfro ym 5 uchaf cyrchfannau mwyaf poblogaidd y DU
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GWELEDIGAETH

Un Sir Benfro – lle sy'n llawn tirweddau, diwylliant ac antur

Enw da: *hardd, hygyrch, actif a gwyrdd*

Gwahaniaeth: *Cynaliadwy, cyfrifol a ffocws ar y 'lleol'*

Negeseuon: *Cyson, cofiadwy, wedi'u gwahaniaethu. 'Ymdeimlad o'r unigolyn' yn ogystal â 'naws am le'.*

Ffocws: *Marchnadoedd ac arlwy segmentiedig*

Cytbwys: *Digwyddiadau a gwyliau mawr ac arlwy diwylliannol trwy'r flwyddyn*

Cydlynol: *Tîm Sir Benfro*

MESURIR TRWY

Astudiaethau Effaith Economaidd

Arolygon Ymwelwyr

Arolygon Diwydiant

Monitro'r Cyfryngau a Chanfyddiadau Ymwelwyr

CRYFDERAU

- ▶ Asedau Naturiol Parc/Llwybr Cenedlaethol
- ▶ Mynediad
- ▶ Gweithgareddau
- ▶ Hunaniaeth
- ▶ Atyniadau

GWENDIDAU

- ▶ Trafnidiaeth Gyhoeddus (trenau)
- ▶ Dibynnu ar farchnadoedd traddodiadol
- ▶ Dewisiadau mewn tywydd gwael
- ▶ Marchnata darniog

CYFLEOEDD

- ▶ Cynaliadwyedd
- ▶ Tueddiadau'r farchnad
- ▶ Twf y farchnad mordeithiau
- ▶ Rhannu naratif
- ▶ Digwyddiadau mawr

BYGYTHIADAU

- ▶ Cystadleuwyr
- ▶ Gor-dwristiaeth mewn manau poblogaidd
- ▶ Cyllid cyhoeddus
- ▶ Effaith ar y dirwedd

MARCHNADOEDD TARGED

Fforwyr Cyn-cael-teulu (18-35 oed)

Fforwyr Diwylliannol (45+ oed)

Fforwyr Golygfeydd (45+ oed)

BLAENORIAETHAU STRATEGOL

Rhannu Naratif a Brand	Digwyddiadau a Natur Dymhorol	Cyfrifol a Chynaliadwy	Llesiant ac Actif	Hanfodion Gwych
<ul style="list-style-type: none"> ▶ Rhannu naratif ac offerynnau ▶ Cysylltiadau Cyhoeddus a Marchnata'r Gyrchfan ▶ Curadu cynnwys 'Blwyddyn ...' 	<ul style="list-style-type: none"> ▶ Cynllun a rhwydwaith digwyddiadau ▶ Hybu digwyddiadau ▶ Digwyddiadau mawr newydd ▶ Arlwy dan do 	<ul style="list-style-type: none"> ▶ Croeso i'r gymuned ▶ Trafnidiaeth gynaliadwy ▶ Datblygu mordeithiau ▶ Diwydiant cynaliadwy 	<ul style="list-style-type: none"> ▶ Ffocws ar lesiant trwy gydol y flwyddyn ▶ Gweithgareddau profiadau a dysgu ▶ Cynnyrch newydd 	<ul style="list-style-type: none"> ▶ Gwasanaethau hanfodol ▶ Gwella'r parcio ▶ Cysylltiadau polisi ▶ Band eang ▶ Ymchwil i Ymwelwyr

CYFLAWNI

Cyflawni fel Tîm Sir Benfro gyda model cyflawni newydd posibl a/neu'r bartneriaeth cyrchfan sy'n bodoli'n barod a rôl newydd y cytunwyd arni ar gyfer y diwydiant

Buddsoddiad: Ffocws y sector cyhoeddus ar sylfeini'r economi ymwelwyr. Ffocws y sector preifat ar wneud y gorau o gyfleoedd y farchnad.