



# Industrial heritage in the wider tourism offer for areas of natural beauty

Dr Peter Wakelin



# Areas of natural beauty

Snowdonia



Wikimedia

Brecon Beacons



Pixabay

Dee Valley



RCAHMW

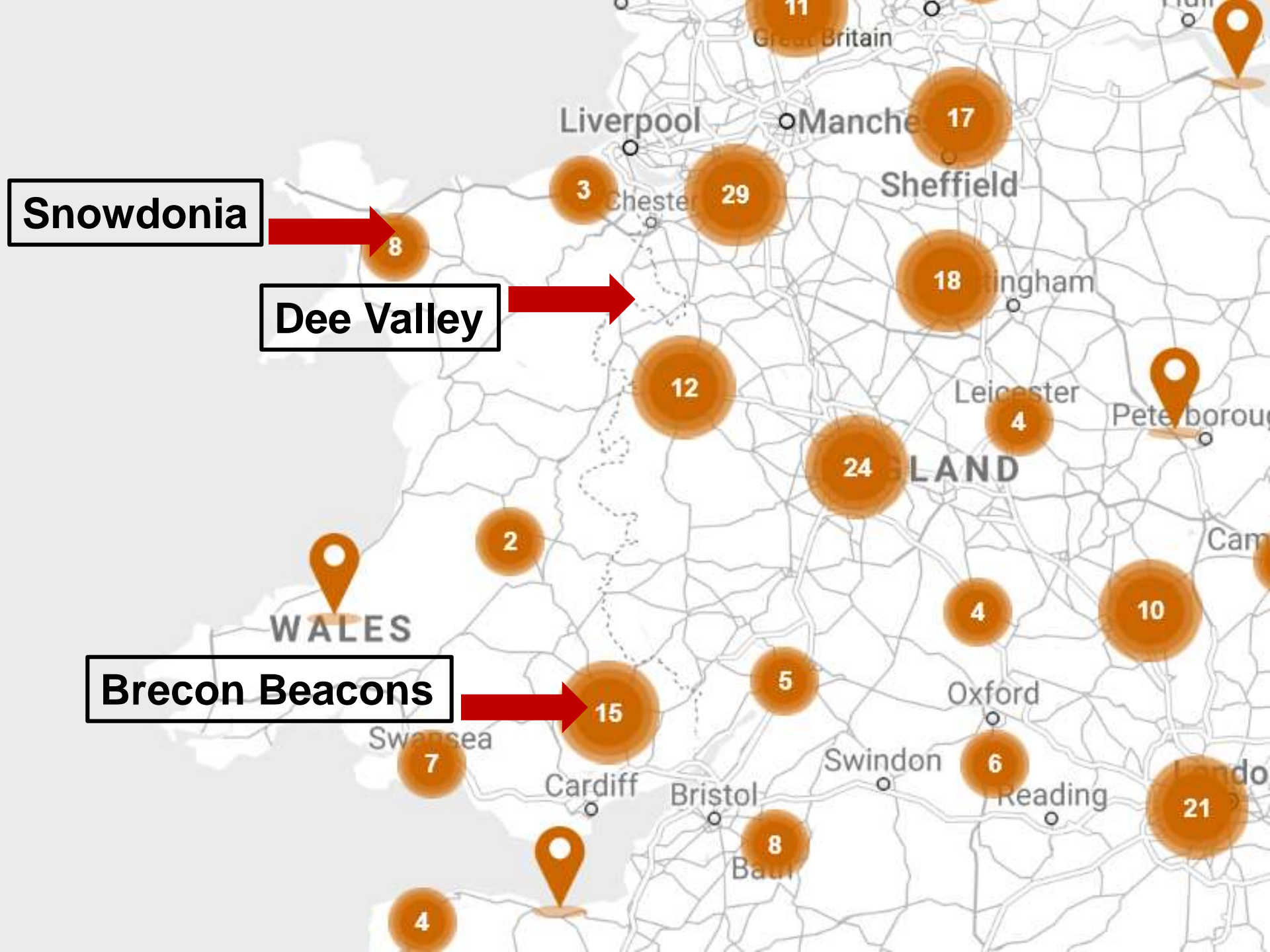
**Snowdonia**



**Dee Valley**



**Brecon Beacons**





# The Romantic Landscape

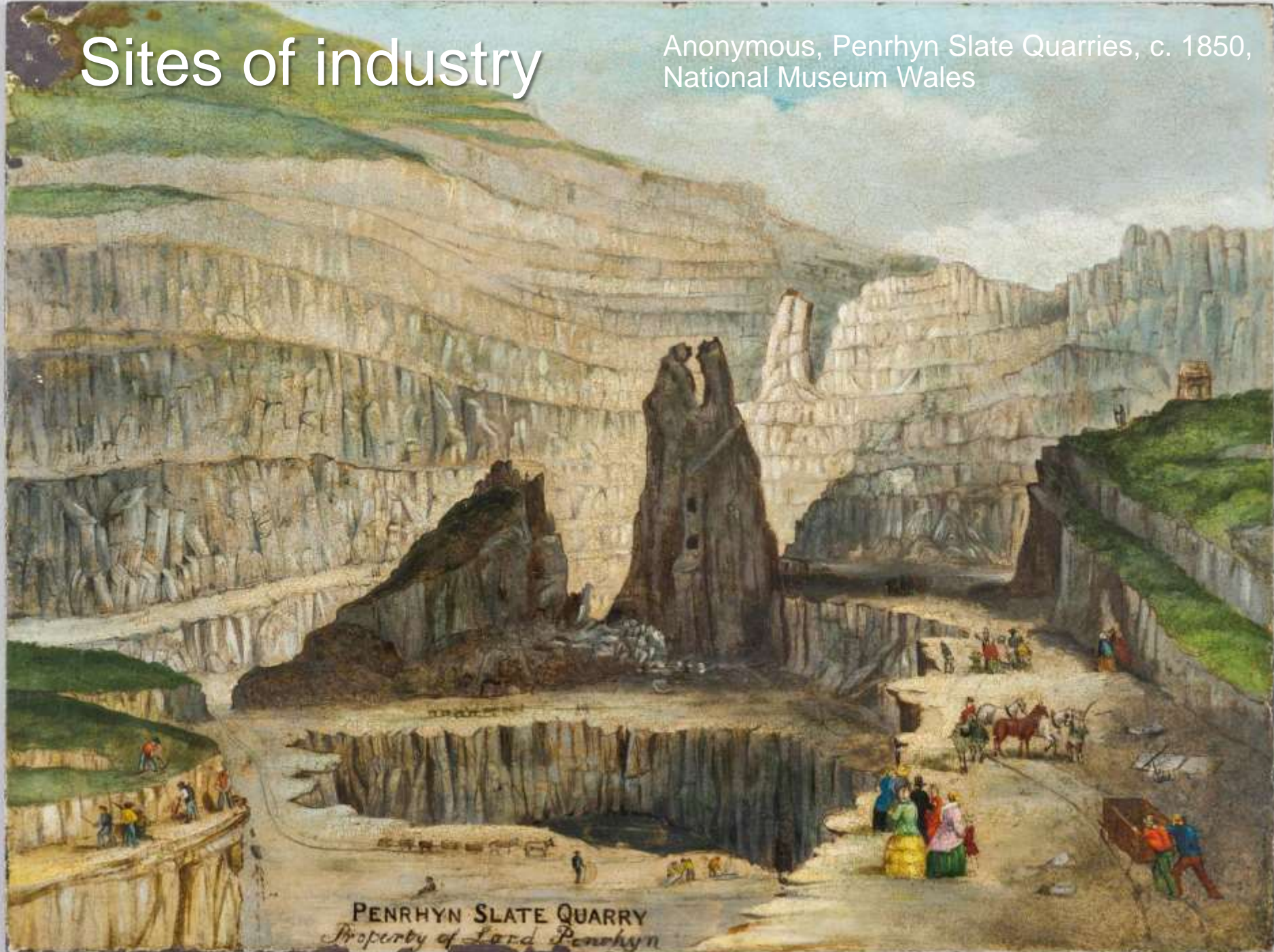


J M W Turner, Llanberis Lake and Snowdon, c. 1836,  
Scottish National Gallery, Wikimedia Commons



# Sites of industry

Anonymous, Penrhyn Slate Quarries, c. 1850,  
National Museum Wales



PENRHYN SLATE QUARRY  
*Property of Lord Penrhyn*



# Immensity

‘The present proprietor, Colonel Douglas Pennant MP, employs three guides to show visitors around the quarries.’





# Industrial experiences for Romantic tourists

Rides – rail waggons, canal boats

Going underground – mines and tunnels

Immensity – construction, ripping up the earth

Invention – mechanics, smelting, civil engineering

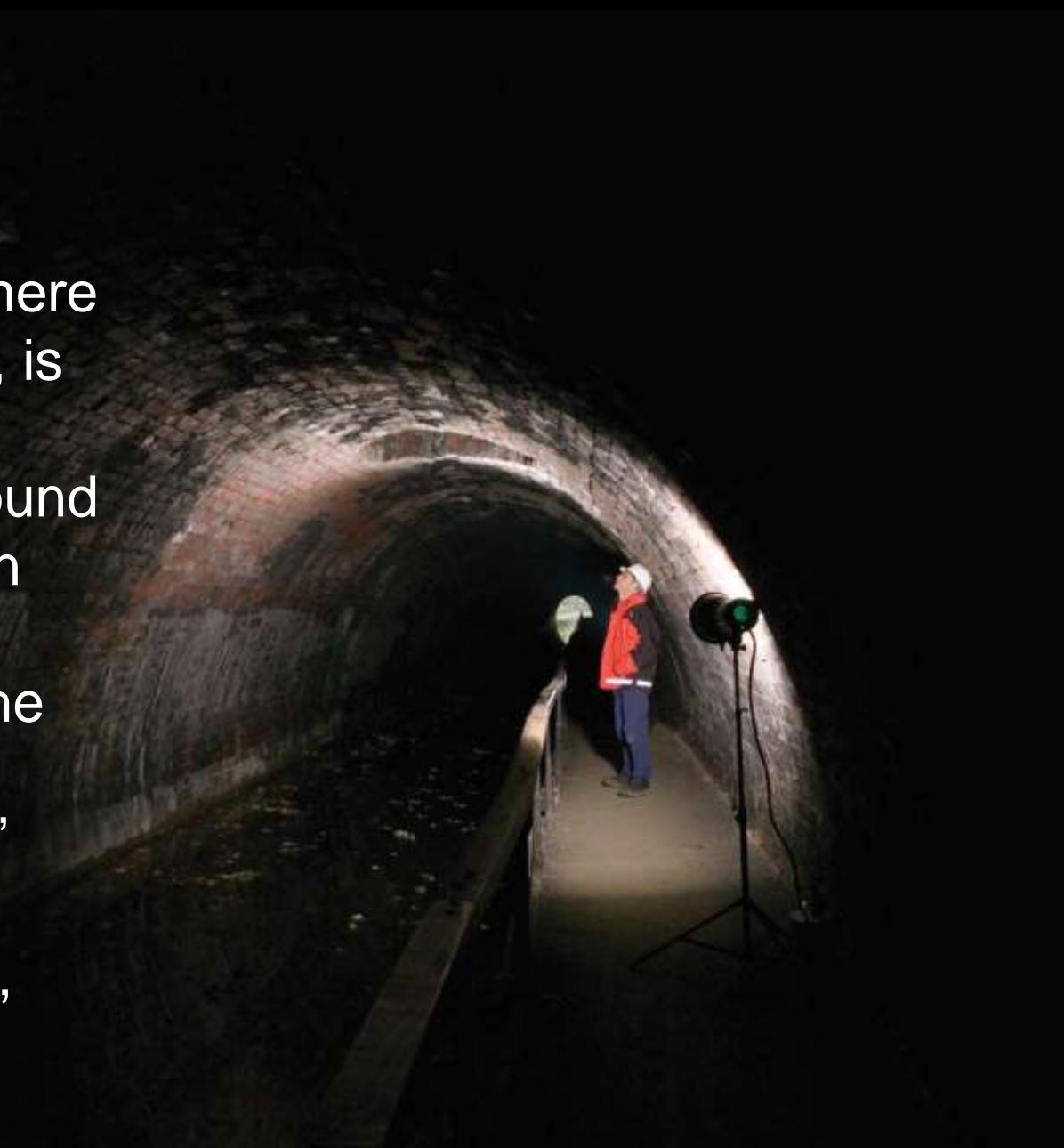
Enterprise – trade, investment, new wealth

People – workers, life-stories

## Going Underground

‘The canal, after being here carried above the earth, is shortly afterwards, near Chirk, carried under ground ... I soon found myself in utter darkness, with the aperture at the end of the tunnel, appearing at a distance like a dim star.’

Samuel Heinrich Spiker,  
Librarian to the King of  
Prussia, 1816





# Invention

‘A work which would have done honour to Rome’.  
Prince Hermann von Pükler-Muskau (1832)



Pontcysyllte Aqueduct by G. Arnold, 1826, Institution of Civil Engineers



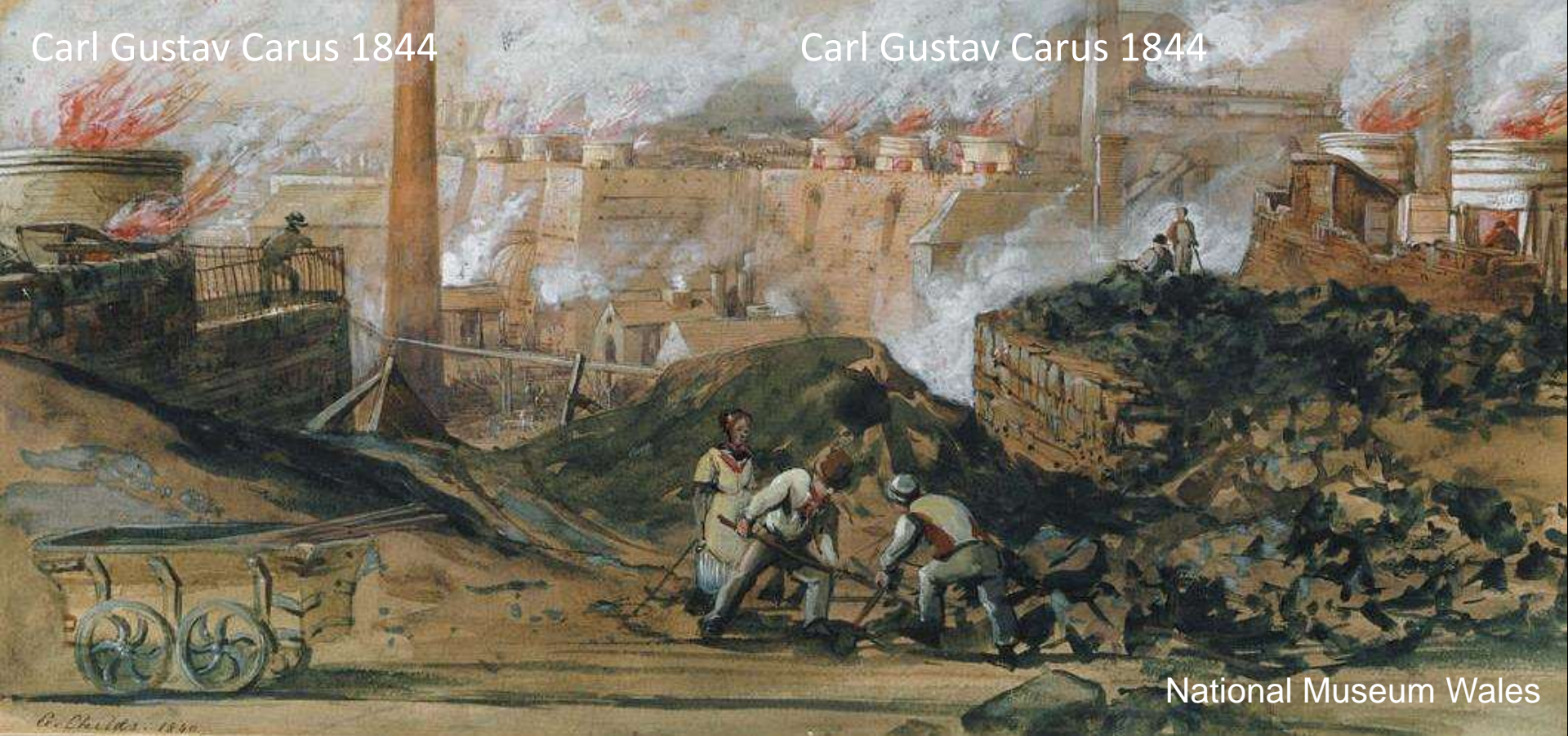
# Enterprise - Dowlais Ironworks, Merthyr Tydfil, G. Childe, 1840

All other considerations however vanish, when one comes to understand the size and extent of the iron-works themselves. The first we visited, in which six blast furnaces were at work, presented an extraordinary sight ... The works employ about 6000 work-people daily ...

Carl Gustav Carus 1844

Alle andern Betrachtungen schwinden jedoch, sobald einem die Größe und der Umfang der Eisenwerke hier am Orte selbst deutlich wird. Schon das erste wo sechs Hoheöfen brannten, gewährte einen wundersamen Anblick ... Die Werke haben circa 6000 Arbeiter täglich ...

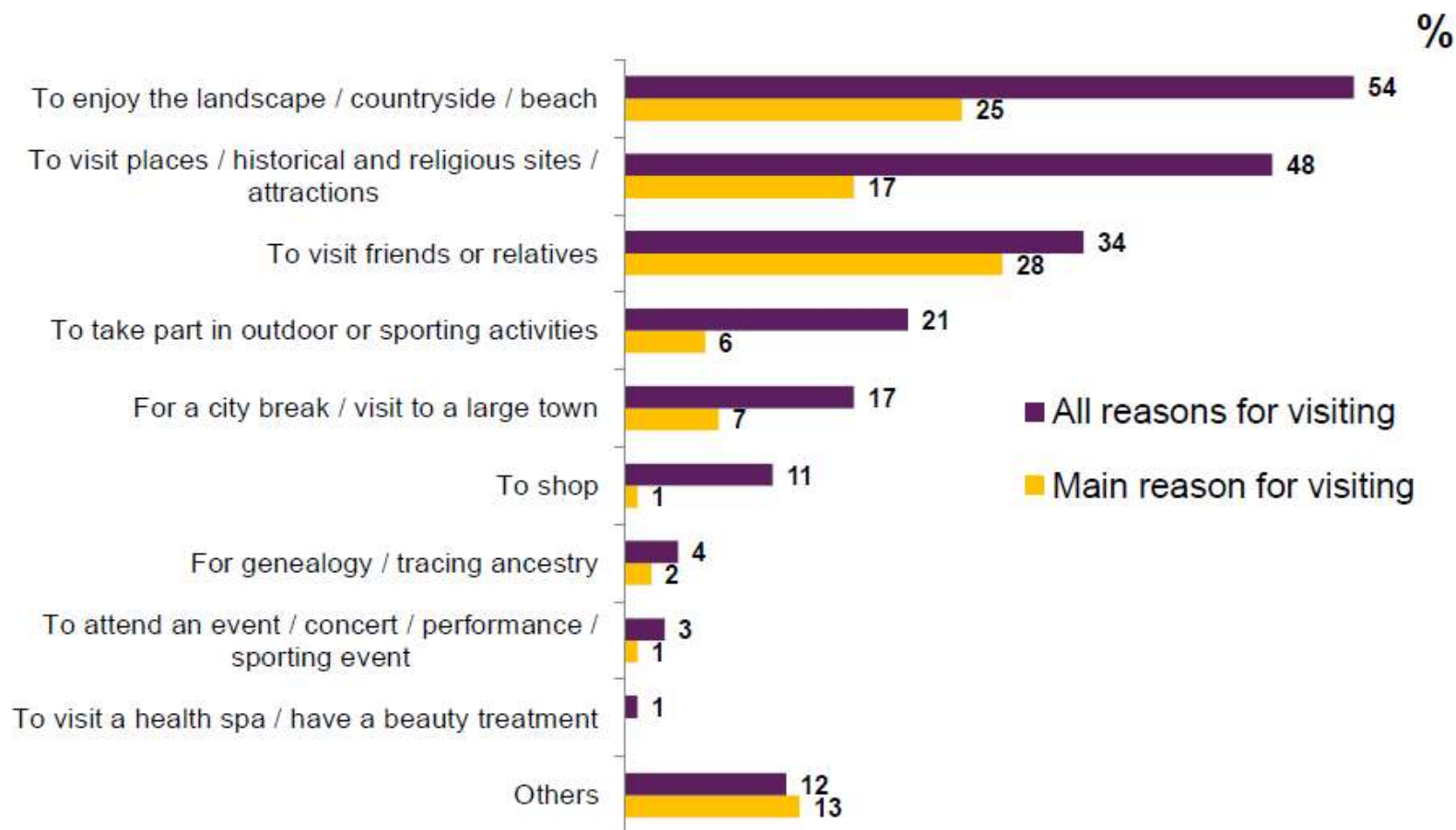
Carl Gustav Carus 1844



National Museum Wales



**Fig 8: Reasons for visiting Wales**



Base = all overseas visitors: 2016 Stage 2 (319)

NB: percentages may not add up to 100% (more than one response possible / rounding)



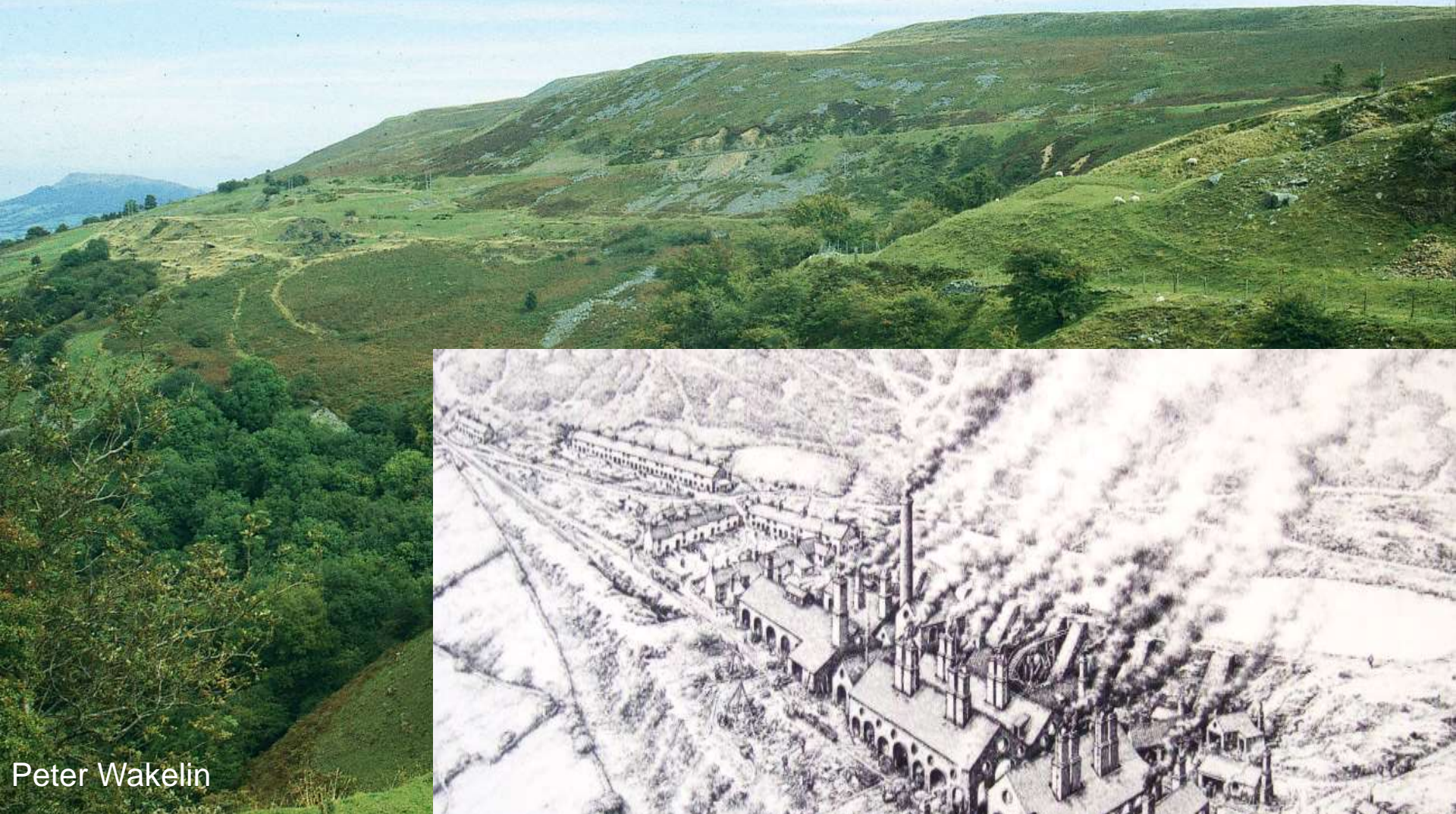
# Snowdonia Tourism value



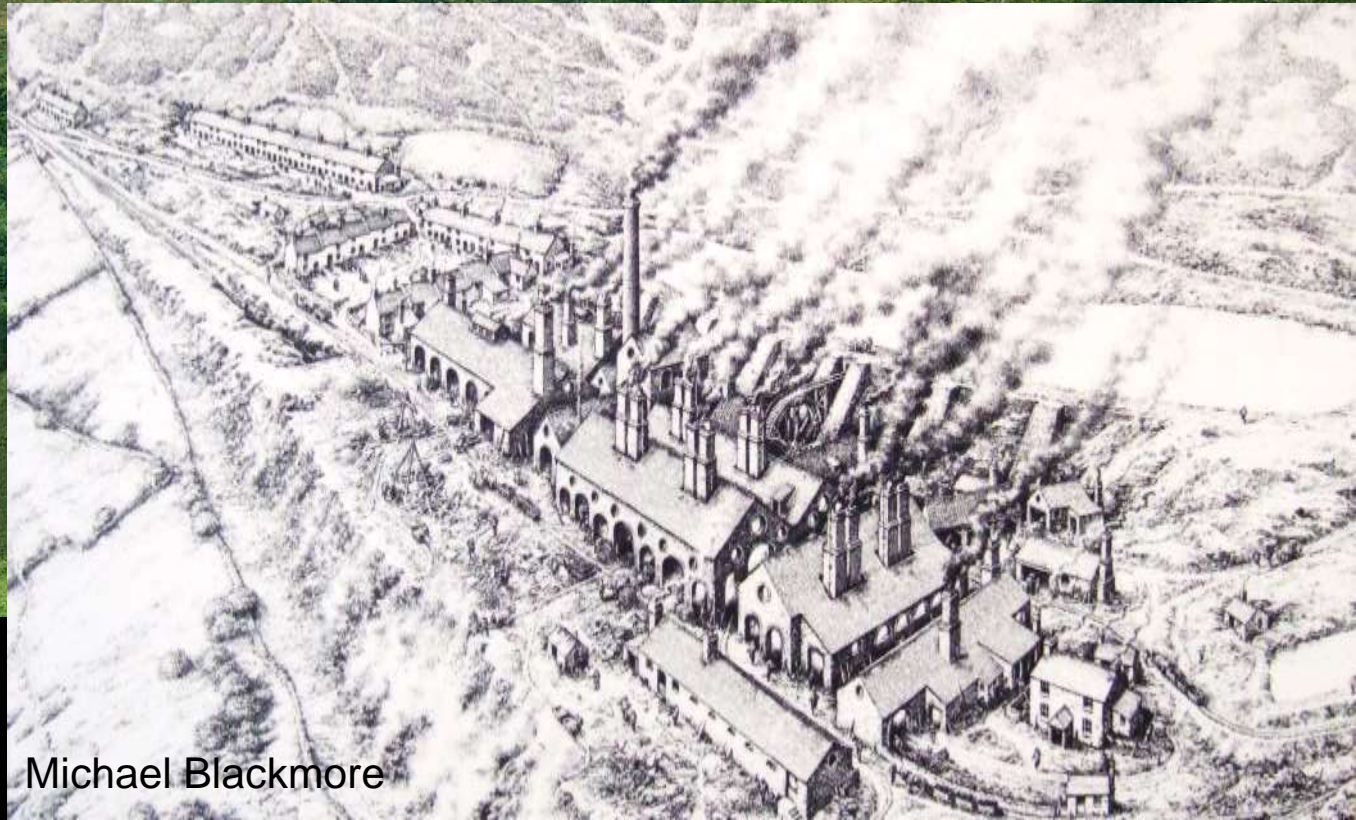
21 million tourist days a year  
Supports 16,000 jobs (13,000 directly)



# Brecon Beacons – industry amid beauty



Peter Wakelin



Garnddyrys Forge:  
site and reconstruction

Michael Blackmore



<b>Table 8: Specific activities undertaken: To visit places / historical and religious sites / attractions / city break</b>	<b>2016 %</b>	
<b>% all overseas visitors saying this was a reason for visiting</b>	<b>48</b>	
<b>Specific activities undertaken by those visitors coming to visit places / historical and religious sites / attractions / city break</b>		
<b>Castle or other historic attraction</b>	<b>78</b>	
<b>General sightseeing</b>	<b>68</b>	
<b>Museum or heritage centre</b>	<b>60</b>	
Religious site (e.g. cathedral)	44	
Nature-based attraction (e.g. gardens)	44	
Scenic / steam / historic railway	24	
Industrial heritage attraction (e.g. mill)	24	
Art gallery or exhibition	16	
A location associated with a TV series, film or literature	16	
Animal-based attraction (e.g. zoo)	11	
Theme / amusement park	10	
Science / technology centre	9	
Others	2	
Don't know / can't remember	4	

Overseas visitors to Wales 2016: source Wales Visitor Survey



# Popular experiences at industrial sites today are the same as in the past

Rides – rail waggons, canal boats

Going underground – mines and tunnels

Immensity – construction, ripping up the earth

Invention – mechanics, smelting, civil engineering

Enterprise – trade, investment, new wealth

People – workers, life-stories



# Rides

Horse-drawn canal boats, Llangollen  
68,000 visitors a year



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## Horse Drawn Boats



Horse drawn boat trips are a **unique experience**, as you get to appreciate drifting through the majestic Welsh mountains...

[Tell me more](#)

## Aqueduct Boat Trips



Our motorised canal boat, the Thomas Telford, carries you through the **exquisite Vale of Llangollen** and across...

[Tell me more](#)

## Self-drive Boat Trips



Our 32-foot (11m) narrowboat is also available for day hire. This is the **perfect way** for a family, group of friends...

[Tell me more](#)



# Rides

## Snowdon Mountain Railway

130,000  
visitors a year





# Going Underground

Big Pit,  
Blaenavon

142,000  
visitors a year





# Visit Duration and Satisfaction

2hrs 35mins

average **visit duration**

9.1

overall **enjoyment and appreciation** (mean score out of 10)

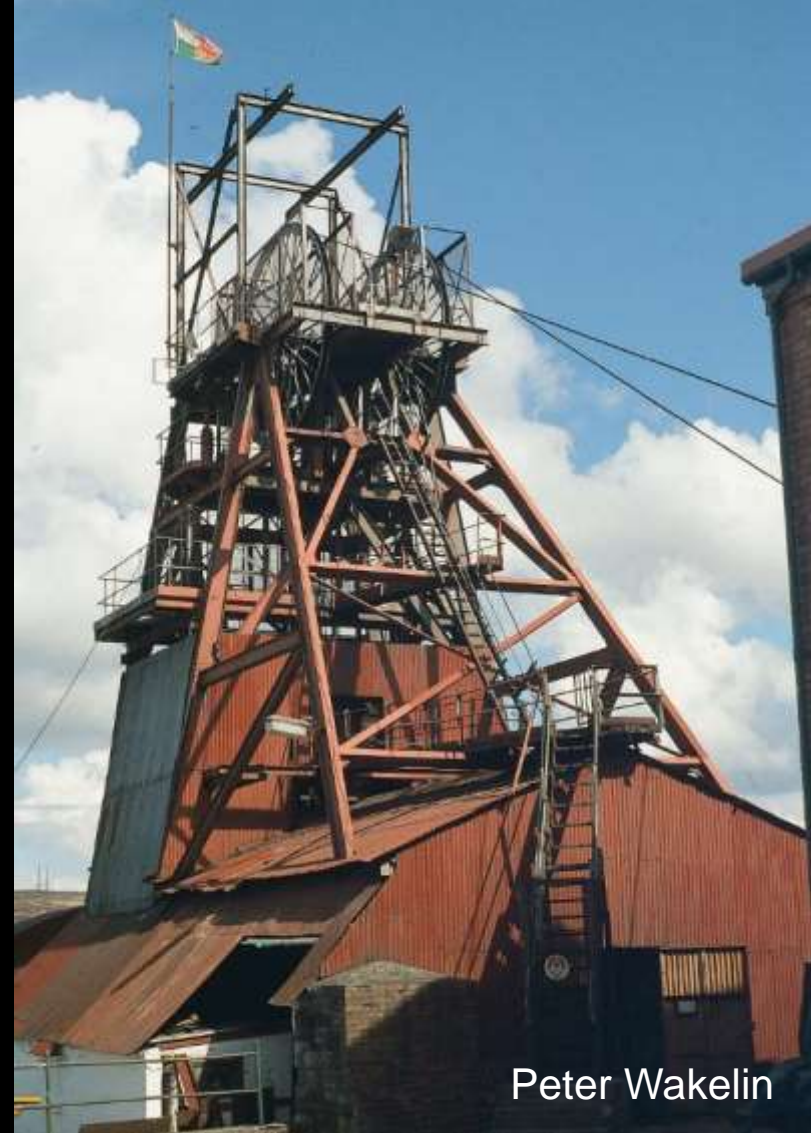
**Highest rated** enjoyment level of all Amgueddfa Cymru museum sites

## Most Inspiring Element

61

%

of visitors thought **being underground** was the most inspiring part of their visit



Peter Wakelin

Big Pit National Coal Mining Museum

*Source: National Museum Wales visitor survey 2015/16*



# People

National Slate  
Museum,  
Llanberis

146,000  
visitors a year



ERIH website



# Visit Duration and Satisfaction

1 hr 39 mins

average **visit duration**

9.1

overall **enjoyment and appreciation** (mean score out of 10)

## Most Inspiring Element

19 %

of visitors thought the **information / knowledge about living and working conditions** was the most inspiring part of their visit

16 %

of visitors thought the **houses / cottages** were the most inspiring part of their visit



ERIH website

National Slate Museum

Source: National Museum Wales  
visitor survey 2015/16



## Big Pit National Coal Museum

Wales 64,204

Rest of UK 47,889

Abroad 32,720

## National Slate Museum

Wales 38,788

Rest of UK 52,764

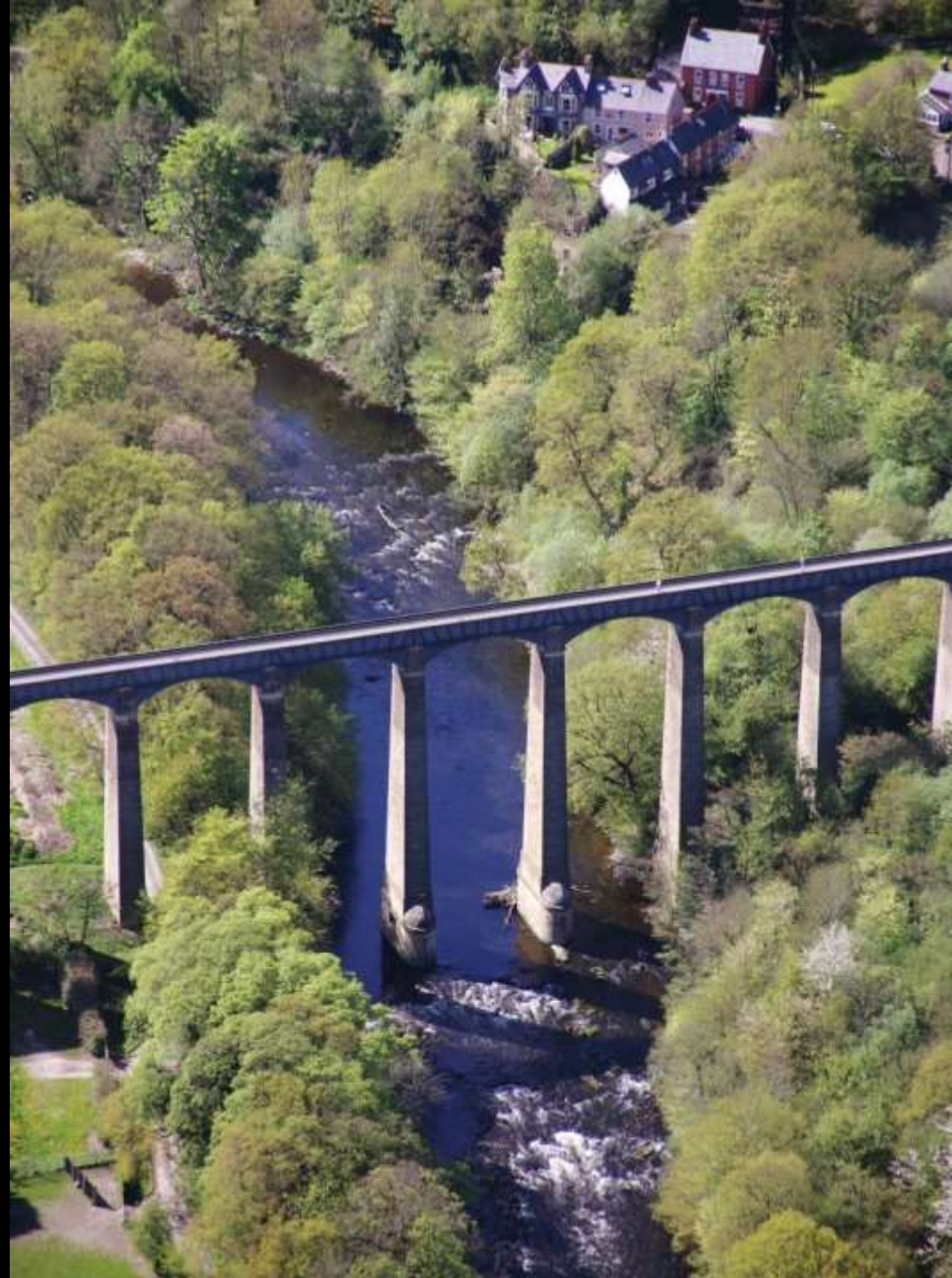
Abroad 50,598



# Immensity

Pontcysyllte Aqueduct

333,000 visitors a year





# Industrial heritage builds on the existing tourism offer in areas of natural beauty:

- Attracts more visitors and international visitors (especially World Heritage sites)
- Extends the season with attractions that are not weather-dependent
- Reduces visitor pressure in sensitive and overcrowded locations
- Transfers benefits to deprived communities
- Diversifies the tourism offer with cultural and family history themes
- Attracts additional grants and investment



# Attract visits and international visitors

Pontcysyllte World Heritage Site has grown from 100,000 to 400,000 visits in 10 years since WH status

Visitors book  
June 2019

Visitors			
Date	Name	Address	Remarks
4/6/19	K29 & Wingo	N. Wales & Hong Kong	This is our second time in here. Hope we can come every year! Excellent 😊
4.6.2019	Wendy Blakeley - Read Scott Read	Tauranga, New Zealand	Another tick on our list
4/6/19	Maurice & Mike Rock	Marblehead, Kent	our first time,
4/6/19	John & Tina Hill	COUNTRY	FANTASTIC
5/6/19	Sue Martin, Erin, Craeme, Vicky	Australia	Amazing Amazing 😊
5/6/19	Karen & Peter Kingsbury	Melbourne Australia	Really incredible
5/6/19	Mika Sato	JAPON	英国の南禅寺 4/11/16
5/6/19	DOUG & JO MASTERS	HERTFORDSHIRE	Incredible
5/6/2019	Ed Drummer & Ruth Watten	Cape Town, South Africa	WORTH THE MILES OF TRAVEL -
5/6/2019	Jim & PEBBIE CLARKSON	RICHLAND, WASHINGTON USA	GREAT TRIP!
5/6/2019	BARB & MARI DAVIS	Walsall, West Mids.	Brilliant visit!
5.6.2019	MARY & MARGARET MASHAM	MT Gambier SOUTHERN AUSTRALIA	incredible !!

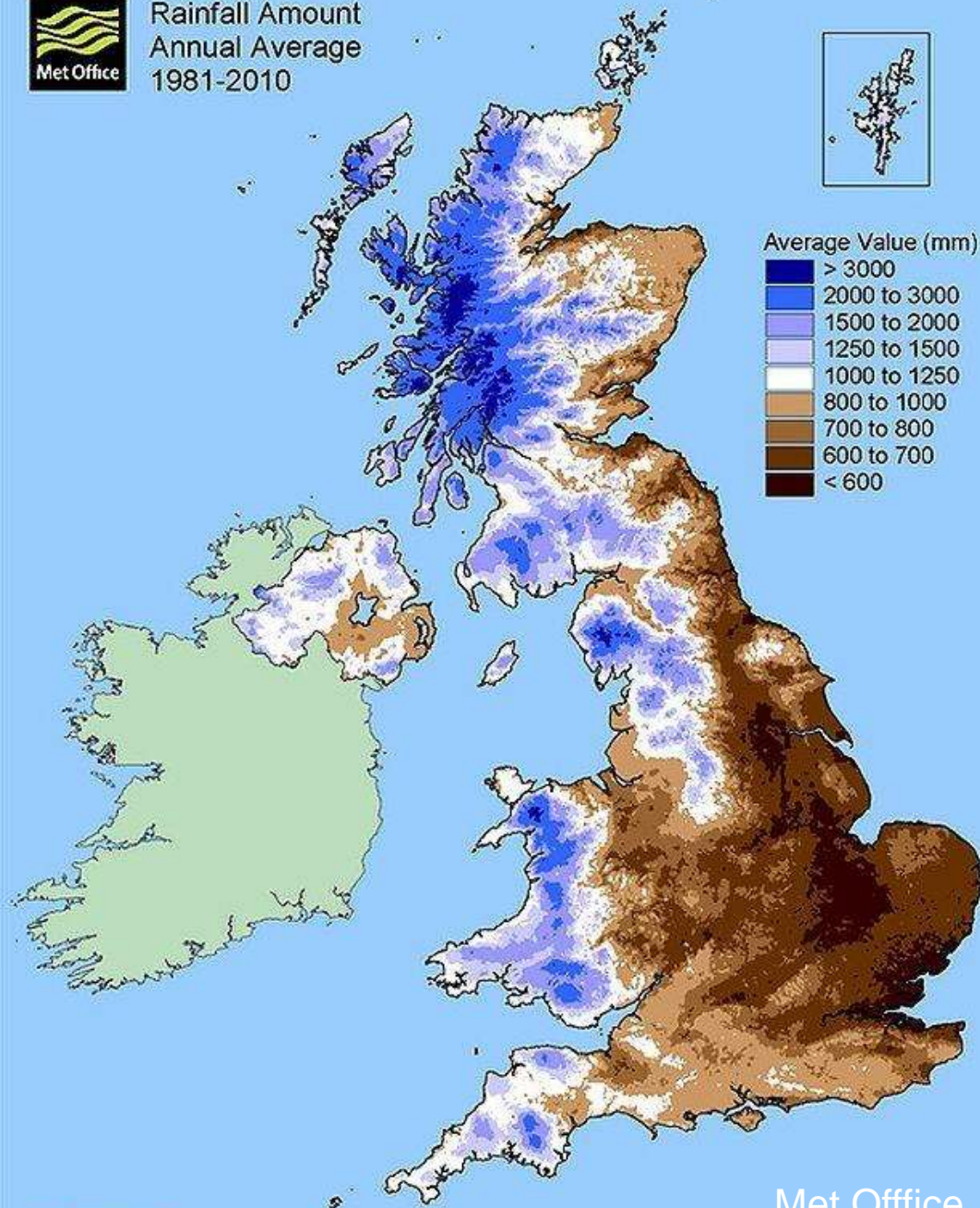
USA  
Netherlands  
Ireland  
China  
Hong Kong  
Australia  
Lithuania  
Spain  
Canada  
Japan  
South Africa  
New Zealand



Rainfall Amount  
Annual Average  
1981-2010



Average Value (mm)



Met Office

© Crown copyright

**Extends the season with  
attractions that are not  
weather dependant**



Peter Wakelin

**Blaenavon World Heritage  
Centre  
42,000 visitors a year**



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## Avoid Snowdon, Sir Chris Bonington urges walkers

28 August 2013

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Walkers form queue at Snowdon's peak on Bank Holiday Monday

**Reduces visitor pressure in sensitive locations**

Snowden summit  
654,000 visitors a year



ERIH website

BBC News 2013



# Transfers benefits to deprived communities



Blaenavon Industrial Landscape World Heritage Site  
Changed perceptions of town and landscape  
Worth €24 million to regional economy 2018



# Diversifies the tourism offer with culture and family history



Blaenavon Ironworks  
39,000 visitors a year

Peter Wakelin



# Attracts additional grants and investment



- €8.3m redevelopment project
- Gulbenkian Museum of Year 2005



# Success factors to build on tourism offer

- Professional products
- Regional partnership and marketing
- Coordinated visitor management
- Interest from tour operators
- Strong industrial experiences

# Professional products

<https://www.visitwales.com/destinations>

## Destinations

Find out about the regions of Wales: dramatic North Wales; rolling Mid Wales; the coastal West; and the urban South.

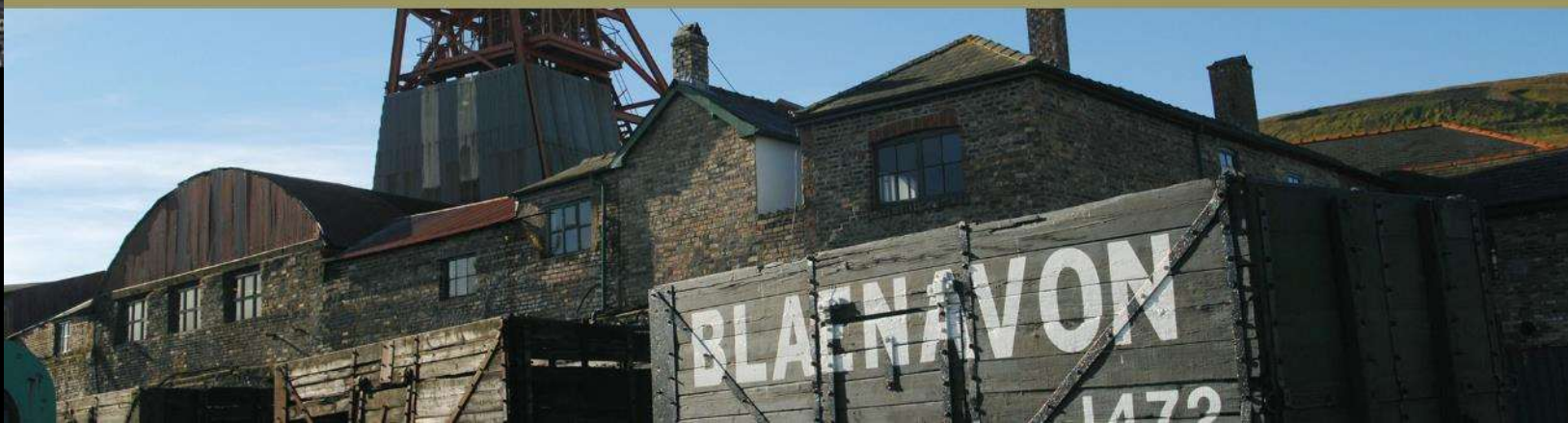


## Explore the South Wales Valleys

North Wales

The epic landscapes  
are alive with action.

Where: **SOUTH WALES**  
Topics: **TRAINS & RAILWAYS**  
**HISTORIC BUILDINGS** **LIST**





# Regional partnerships and marketing

<https://www.snowdonia-attractions.com/>



## HERITAGE & CULTURE

Discover hidden cultural gems located in the heartland of Welsh language and tradition.



## MUSEUMS & GALLERIES

Be inspired by local artist and uncover the stories of Snowdonia's past.



## STEAM RAILWAYS

Enjoy stunning views from high in the mountains or along scenic lakes on Snowdonia's heritage railways.



## UNDERGROUND ADVENTURES

Explore the winding tunnels and colourful chambers.



## NORTH WALES CASTLES

Unleash your adventurous streak and enjoy the rush of



## SCENIC TRANSPORT

Travel from Coast to Country and take in the stunning

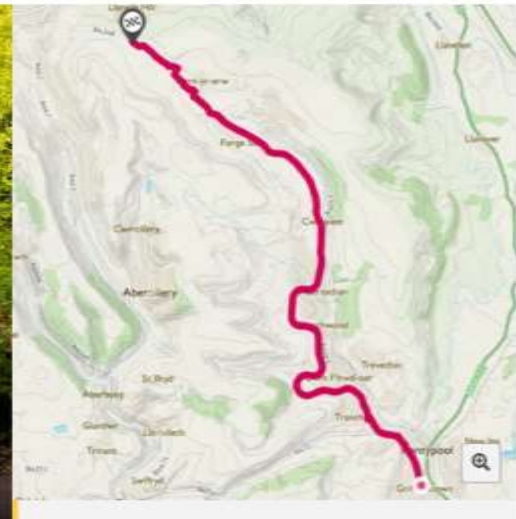
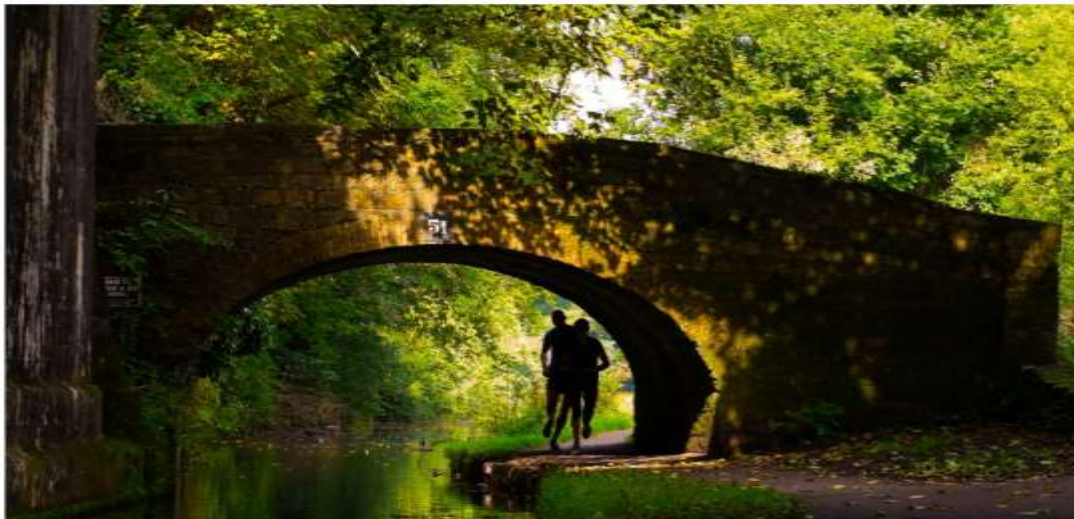


# Coordinated visitor management

## Pontypool to Blaenavon Cycle Route

This traffic-free route follows the disused railway line to the Blaenavon World Heritage Site and the Big Pit National Mine Museum. Climbing steadily as it heads north from Pontypool, the path passes through broad-leaf woodland and offers fantastic views east across the valley of Afon Llwyd.

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<https://www.sustrans.org.uk/find-a-route-on-the-national-cycle-network/pontypool-to-blaenavon-cycle-route/>



# Interest from tour operators

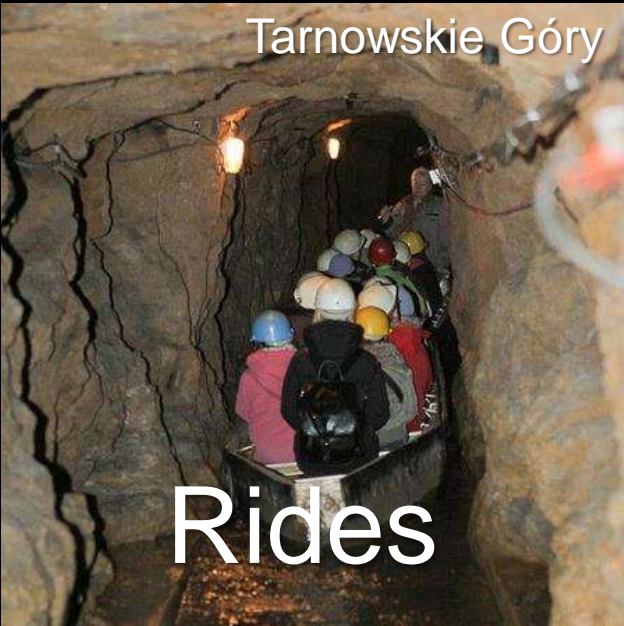
Fred Olsen cruise liners  
take coaches from Liverpool  
to Pontcysyllte Aqueduct





# Strong industrial experiences

Tarnowskie Góry



Rides

Pozo Soton



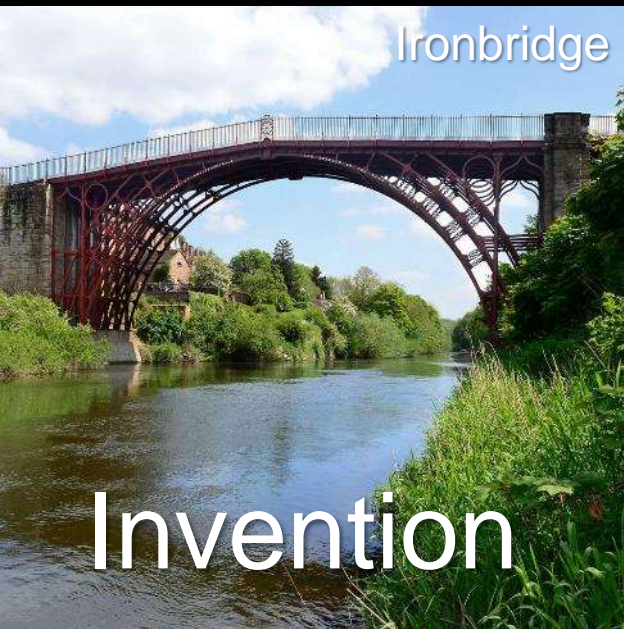
Underground

Erzburg Adventure



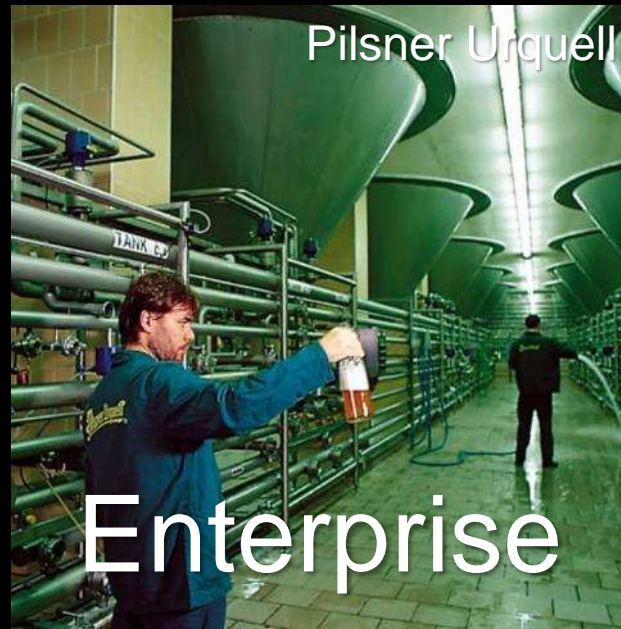
Immensity

Ironbridge



Invention

Pilsner Urquell



Enterprise

Nazi Forced Labour Centre



People