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

Dr Peter Wakelin
Areas of natural beauty

Showdonia

Brecon Beacons

Dee Valley
The Romantic Landscape

J M W Turner, Llanberis Lake and Snowdon, c. 1836, Scottish National Gallery, Wikimedia Commons
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
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
Fig 8: Reasons for visiting Wales

- To enjoy the landscape / countryside / beach: 54%
- To visit places / historical and religious sites / attractions: 48%
- To visit friends or relatives: 34%
- To take part in outdoor or sporting activities: 21%
- For a city break / visit to a large town: 17%
- To shop: 11%
- For genealogy / tracing ancestry: 4%
- To attend an event / concert / performance / sporting event: 3%
- To visit a health spa / have a beauty treatment: 1%
- Others: 13%

Base = all overseas visitors: 2016 Stage 2 (319)
NB: percentages may not add up to 100% (more than one response possible / rounding)

Overseas visitors to Wales 2016: source Wales Visitor Survey
Snowdonia Tourism value

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

Source: Gwynedd Destination Plan 2012-2020
Brecon Beacons – industry amid beauty

Garnddyrys Forge: site and reconstruction

Peter Wakelin

Michael Blackmore
<table>
<thead>
<tr>
<th>Specific activities undertaken by those visitors coming to visit places / historical and religious sites / attractions / city break</th>
<th>2016 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Castle or other historic attraction</td>
<td>78</td>
</tr>
<tr>
<td>General sightseeing</td>
<td>68</td>
</tr>
<tr>
<td>Museum or heritage centre</td>
<td>60</td>
</tr>
<tr>
<td>Religious site (e.g. cathedral)</td>
<td>44</td>
</tr>
<tr>
<td>Nature-based attraction (e.g. gardens)</td>
<td>44</td>
</tr>
<tr>
<td>Scenic / steam / historic railway</td>
<td>24</td>
</tr>
<tr>
<td>Industrial heritage attraction (e.g. mill)</td>
<td>24</td>
</tr>
<tr>
<td>Art gallery or exhibition</td>
<td>16</td>
</tr>
<tr>
<td>A location associated with a TV series, film or literature</td>
<td>16</td>
</tr>
<tr>
<td>Animal-based attraction (e.g. zoo)</td>
<td>11</td>
</tr>
<tr>
<td>Theme / amusement park</td>
<td>10</td>
</tr>
<tr>
<td>Science / technology centre</td>
<td>9</td>
</tr>
<tr>
<td>Others</td>
<td>2</td>
</tr>
<tr>
<td>Don’t know / can’t remember</td>
<td>4</td>
</tr>
</tbody>
</table>

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

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

2 hrs 35 mins  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

Source: National Museum Wales visitor survey 2015/16
People

National Slate Museum, Llanberis

146,000 visitors a year
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

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

ERIH website
Where visits come from: 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

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

Canal and River Trust Visitors Book
Extends the season with attractions that are not weather dependant

Blaenavon World Heritage Centre
42,000 visitors a year

Peter Wakelin
Avoid Snowdon, Sir Chris Bonington urges walkers

28 August 2013

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

ERIH website

Reduces visitor pressure in sensitive locations

Snowden summit

654,000 visitors a year
Transfers benefits to deprived communities

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

Peter Wakelin
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

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 of North Wales are alive with action, history, culture and everything in between.
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 views.

https://www.snowdonia-attractions.com/
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 Llwyr.

Interest from tour operators

Fred Olsen cruise liners take coaches from Liverpool to Pontcysyllte Aqueduct
Strong industrial experiences

Rides

Underground

Immensity

Ironbridge

Enterprise

People