

Tourism impact report

Gogoyan is a hamlet within the village of Llanddewi Brefi some 4 miles from the market town of Tregaron and 5 miles from Lampeter and within the Cambrian Mountains range.

Gogoyan caravan camping and glamping park is already a family business since 1965. Mr and Mrs Griffiths (John's parents) bought their first static caravan for holiday let as a source of extra income to support the dairy farm. Previously they were members of the Camping and Caravanning Club hosting 5 pitches and held several group meetings on the site. Over the years there were more and more visitors and by now there are 12 privately owned static caravans.

Gogoyan Farm is a working dairy farm and the cattle can be seen grazing on the meadows through out the spring and summer.

The services are already in place on the site with mains water and electricity supply. Minimal infrastructure is required at the site and we intend to upgrade the existing facility to offer a variety of accommodation options for our customers.

The holiday park sits across 1 acre of private land that includes 12 static caravans 4 electric hook up points and 2 glamping top end quality self contained pods, set alongside the river Teifi. There is access to 1.5 miles of private fishing along the river Teifi. This is main attraction to existing visitors to the site as they are free to fish anywhere on the river at any time within the fishing season. As it is a private fishing area it is only our visitors that have access to the 1.5 mile stretch of river The area is an abundance of wildlife including otters, red kites, kingfishers and the tranquillity allows the visitors to completely relax and switch off from the stresses of life.

Glamping is proving to be a new and exciting business and as an established business within the tourist industry we feel that installing two glamping pods offers visitors a choice of holiday type within the site and is the way forward to expanding the current business.

Our vision is to provide visitors with a relaxing rejuvenating break where they need just bring themselves as we believe that if you go away for a break that is should be a break from normal routine. As well as providing the tranquillity and a chance to get away from it all the site will provide everything from towels to tea spoons. We will provide a locally sourced welcome pack for our guests upon arrival working closely with local food and drink producers.

Within a short walking distance is the grade II listed 5 arch Gogoyan bridge which was built in the late eighteenth century and considered to be the most attractive bridge over the river Teifi.

Guests can also benefit from what the area has to offer. A short drive away brings you to the village of Llanddewi Brefi where the historic church of St David stands. This is where the land rose when St David (the patron saint of Wales) visited during the 6th century. Within the village you will find the local shop and two pubs. There are numerous walks that can be taken from the village. The village was made famous back in 2004 in the t v programme Little Britain. Visitors from our site will provide revenue to local businesses in the village of Llanddewi Brefi and Tregaron.

Tregaron famous for the Welsh gold centre and of course The Talbot hotel which sits on the square behind the famous statue of Henry Richard the apostle of peace is also a short 10 minutes drive away. Here you will also find the Red Kite centre and the famous Cors Caron Bog. 2020 is proving to be a very important year for the area as we are welcoming the Welsh National Eisteddfod to Tregaron and the area and this will bring welcome revenue and recognition to this beautiful area.

A 30 minute drive away to the west brings you to the pretty town of Aberaeron where you can have access to the beautiful coast of Ceredigion where visitors can embark on the famous costal path which takes you to surrounding coastal villages including New Quay, Tresaith, and Aberporth and a few miles further the town of Aberteifi. Why no visit the recently refurbished Castle which dates back to 1176 where the first National Eisteddfod was held. If the coast line doesn't attract you how about travelling north towards Devils Bridge and exploring the area where the famous t.v series Hinterland was filmed. A truly picturesque area within the Cambrian Mountains.

There is also a range of popular family day-out destinations all within a 40 minute drive away, including Rheidol Valley Railway, Fantasy Farm Park and National Trust sites.

Gogoyan caravan, camping and glamping offers the ultimate flexibility as a holiday accommodation site. Bookings have the potential to range from couples enjoying romantic getaways, to families taking a trip with the children.

The Welsh language is an integral part of our area and we aim to promote the language to our visitors by using bilingual website, signage, social media and promotional offers on social media.

We have two daughters and feel that it is important to develop their interest in the business, to be able to create jobs for them in the future and to sustain the tourism industry and the Welsh language.

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My target audience

The target audience of customers will largely be focused on couples romantic get away who are looking to enjoy a weekend stay or an extended break., it will also hope to have group bookings, couples and on some occasions individuals.

Competitor analysis

Name + location	Price range	Strengths	Weaknesses	How will you compete?
1.Cwmcoediog, Mydroilyn 17 miles 35 minutes drive away	■■■■■ night	Coastal location. Hot tub	Bring your own bedding etc. Shared facilities	Fully equipped en suite unit. Welcome pack, Private fishing. Tranquil. Rural location. Working dairy farm.
2.Erw barfe, Devils Bridge 20 miles 40 minutes drive away	■■■■■ night	Established large business. Close to tourist attractions.	Bring your own bedding etc. Shared facilities. Busy site,	Fully equipped en suite unit. Welcome pack. Private fishing. Tranquil. Rural location. Working dairy farm.
3. Einon Valley Llanybydder 15 miles 30 minutes drive away	■■■■■ night	Rural location. Working farm.	Bring your own bedding etc. Shared facilities.	Fully equipped en suite unit. Welcome pack. Private fishing. Tranquil. Rural location. Working dairy farm.

Swot analysis

Strengths – top end high quality pod, fully equipped made up on arrival, en suite, riverside location. Quiet and tranquil. Clear nights. Welcome pack. One and a half miles of private fishing on the river Teifi.

Weaknesses – quite a walk from local transport links, no hot tub facility.

Opportunities – no local competition (within 10 miles)

Threats – local campsite set up

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Aims

After establishing itself the site will be able to expand its marketing reach with a growing email marketing list. This will consist of customers who have already enjoyed stays and potential guests who have expressed interest and have submitted their details to receive further information.

Although social media is an important part of life these days, we also feel it's important to reach the customers who do not use social media and therefore advertise our facilities by working with:

- Country living magazine or similar type of magazines
- Trout and Salmon / Fishing magazines
- Welsh Tourist Board star rating / grading
- UK schools for Geography based outdoor learning
- Cubs / scouts
- Duke of Edinburgh Award Scheme

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