



This item contains the Dublin core metadata attributes and Curatescape item type metadata fields for a story from the Ports, Past and Present archived collection on the digital repository of Ireland. It has been provided in .odt format for easy copy and pasting.

For more information about the Ports, Past and Present Project, see

<https://portspastpresent.eu/>.

For more information about Omeka Classic, see <https://omeka.org/classic/>.

For more information about Curatescape, its Omeka plugin suite and this item type metadata schema, see <https://curatescape.org/>.

For a .csv containing tabular data for all stories, see the larger collection at

<https://doi.org/10.7486/DRI.ht259b362>.

For an archived snapshot of the story as it appeared between 2020 and 2023 on

<https://portspastpresent.eu/>, see the Relation field below.

## Dublin Core

### Title

North Pembrokeshire Trade and Tourism | Masnach a Thwristiaeth Gogledd Sir Benfro

### Subject

Fishguard

Business Association

Goodwick

Tourism Development

### Creator

Jeremy Martineau

### Publisher

Ports, Past and Present Project

### Date

2023

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### Relation

<https://perma.cc/C2TX-6MWX>

### Language

English and Welsh

### Coverage

52.05258737640791, -4.969224275816018

## Curatescape Story Item Type Metadata

### Title (Welsh)

Masnach a Thwristiaeth Gogledd Sir Benfro

## **Lede**

A community development organisation dedicated to realizing the enormous tourism potential of North Pembrokeshire.

## **Lede (Welsh)**

Sefydliad datblygu cymunedol sy'n benderfynol o wireddu potensial twristiaeth enfawr Gogledd Sir Benfro.

## **Story**

North Pembrokeshire Trade and Tourism Ltd is a not-for-profit association of businesses and enterprise leaders, dedicated to the strengthening of the economy and community life of North Pembrokeshire. It grew out of what was then called Fishguard and Goodwick Chamber of Trade and Tourism, in recognition that the twin towns are a hub for a wider area, as was evidenced by our successful project in 2024-2016. This project, funded by the Coastal Communities Fund was called 'Refreshing North Pembrokeshire'. Among the legacies of that project are North Pembrokeshire Tours, our change of name and focus and our award winning 'Fishguard Bay Welcome'.

Fishguard Bay Welcome focuses on growing the number of cruise ships calling into Fishguard, now the second largest cruise port in Wales. Every cruise passenger is greeted and welcomed as they disembark by the team of volunteers who proudly wear the gilet, which is admired and coveted by many visitors. Branded bags are offered together with a town map for those who use the free shuttle bus into Fishguard.

As a Chamber we provide one-to-one help and support to members, play an important part in promoting our area to the Travel Trade, for instance by taking a half page in the Pembrokeshire Coastal National Park's Coast to Coast.

A next significant project is to re-open the former Tourist Information Centre. Closure of TICs is now recognised as an error, based on the expectation that visitors would find our all their information on-line. It is now acknowledged that face-to-face discussion with local experts cannot be replaced by digital information.

Our most recent survey of businesses and their needs shows how our promotional work is widely appreciated – we just need to keep at it, especially to extend the tourist season into the autumn. Difficulties in recruiting staff and in finding time to do the social media marketing that has become so important, joined by a desire to see business rates and energy costs reduced (as main pressures on what are predominantly micro-businesses) also emerged from the survey.

Members contribute a minimal £50 a year which also gives them a free entry on our busy website: <https://visitfishguard.co.uk>.

Another volunteer manages our social media promotion on Instagram and Facebook, with our YouTube channel all sharing the same name Visit Fishguard and Goodwick.

Contact the Chamber secretary on [chamber@gofishguard.co.uk](mailto:chamber@gofishguard.co.uk)

## Story (Welsh)

Mae North Pembrokeshire Trade and Tourism Ltd yn gymdeithas ddi-elw o fusnesau ac arweinwyr menter, sydd wedi ymroi i gryfhau economi a bywyd cymunedol Gogledd Sir Benfro. Fe dyfodd allan o'r hyn a elwid bryd hynny yn Siambr Masnach a Thwristiaeth Abergwaun ac Wdig, i gydnabod bod y gefeilldrefi yn ganolbwynt ar gyfer ardal ehangach, fel y gwelwyd yn ein project llwyddiannus yn 2024-2016. Enw'r project hwnnw, a ariannwyd gan Gronfa Cymunedau'r Arfordir, oedd 'Adnewyddu Gogledd Sir Benfro' ac mae gwaddol y project yn cynnwys Teithiau Gogledd Sir Benfro, ein newid enw a ffocws a'n menter arobyn 'Croeso Bae Abergwaun'.

Mae Croeso Bae Abergwaun yn canolbwyntio ar gynyddu nifer y llongau mordaith sy'n galw yn Abergwaun, sef yr ail borthladd mordeithio mwyaf yng Nghymru erbyn hyn. Mae pob teithiwr ar fordaith yn cael ei gyfarch a'i groesawu wrth ddod oddi ar y llong gan y tîm o wirfoddolwyr sy'n falch o wisgo'r wasgod, sy'n cael ei hedmygu a'i chwennych gan lawer o ymwelwyr. Mae bagiau wedi'u brandio yn cael eu cynnig, ynghyd â map o'r dref i'r rhai sy'n defnyddio'r bws gwennol am ddim i Abergwaun.

Fel Siambr rydyn ni'n darparu cymorth a chefnogaeth un-i-un i'r aelodau, yn chwarae rhan bwysig wrth hybu'n hardal i'r Fasnach Deithio, er enghraifft trwy gymryd hanner tudalen yng nghyhoeddiad Parc Cenedlaethol Arfordir Penfro, Coast to Coast.

Y project pwysig nesaf yw ail-agor yr hen Ganolfan Groeso. Mae cau canolfannau croeso bellach yn cael ei gydnabod fel camgymeriad, ar sail y disgwyliad y byddai'r ymwelwyr yn dod o hyd i'w gwybodaeth i gyd ar-lein. Cydnabyddir erbyn hyn nad yw gwybodaeth ddigidol yn gallu disodli trafod wyneb yn wyneb gydag arbenigwyr lleol.

Mae'n harolwg diweddaraf o fusnesau a'u hanghenion yn dangos bod ein gwaith hybu'n cael ei werthfawrogi'n eang – y cyfan mae angen inni ei wneud yw dal ati, yn enwedig i ymestyn y tymor twristiaeth i mewn i'r hydref. Elfennau eraill a gododd yn yr arolwg oedd anawsterau recriwtio staff a chael amser i wneud gwaith marchnata yn y cyfryngau cymdeithasol sydd wedi dod mor bwysig, ynghyd ag awydd i weld trethi busnes a chostau ynni yn gostwng (sef y prif bwysau ar fusnesau sydd i bob pwrpas yn feicro-fusnesau).

Mae'r aelodau'n cyfrannu isafswm o £50 y flwyddyn sydd hefyd yn rhoi cofnod am ddim iddyn nhw ar ein gwefan brysur: <https://visitfishguard.co.uk>.

Mae gwirfoddolwr arall yn rheoli'n gwaith hyrwyddo ar y cyfryngau cymdeithasol ar Instagram, Facebook a'n sianel YouTube, sydd i gyd yn rhannu'r un enw: Visit Fishguard and Goodwick.

Cysylltwch ag ysgrifennydd y Siambr drwy [chamber@gofishguard.co.uk](mailto:chamber@gofishguard.co.uk).

**Official Website**

[Visit Fishguard](#)