

[National Assembly for Wales](#)
[Enterprise and Business Committee](#)
[Inquiry into Tourism](#)

Evidence from Steven Campbell-Kelly – TOU 20

I read with interest regarding the Welsh Government's Inquiry into Tourism.

I am a business owner of Rhossili Gallery in Rhossili, Gower.

As I am sure you are aware, Rhossili is a particularly high profile tourist destination. Its success has been bolstered by being declared in a recent TripAdvisor poll as having the best beach in Britain (second year running), third in Europe (second year running) and ninth in the world (up from tenth last year). There are many other accolades given to this destination in recent years.

The destination location is frequently used by film makers, TV producers, pop groups, VisitWales, Olympic opening ceremony and advertisers and adds familiarity in peoples mind reinforcing their perception of Gower when considering a choice for family holidays in Wales.

Rhossili is an exception being part of the glorious Gower AONB which is the jewel in Swansea's crown.

There is no doubt that the model, along with many other similar destination in Wales, can help formulate a program that will help the Welsh Government's aim to grow tourism earnings by 10 per cent by 2020.

If it is of any interest to you I am willing to assist in your inquiry process with what little input I can based on my business experience in Rhossili.

You can contact me through this email address or as below.

Yours sincerely,

Steven Campbell-Kelly