

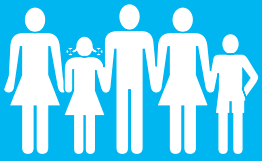


INVEST IN CARDIFF

A LEADING VISITOR DESTINATION







22 million annual visitors



2.2 million staying visitors



£1.5 bn annual visitor spend



Over 150,000 venue seats



£1 bn investment in a new transport system



One of the UK's **fastest growing cities**

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WELCOME TO CAR



CARDIFF

Cardiff is a city transformed, and we are a city that is primed for investment. On a number of measures we are the fastest growing city in the UK.

We have over 20 million annual visitors attracted to a city that has hosted some of the biggest events in the world, including Champions League Final, when the city put on a mesmerizing show for a global audience of over 1 billion.

Our capital city is home to world-class universities, cultural institutions and creative start-ups, major companies, entrepreneurs and innovators who are up there with the best in the world.

Cardiff is also benefitting from continued investment in our infrastructure. The regeneration of Central Square and surrounding area that has the potential to support up to 30,000 jobs, whilst the £1bn investment in a new South Wales Metro will see more frequent, more reliable and faster trains accessing nearly 100 stations across a network that has Cardiff as its core. This critical infrastructure has put Cardiff at the forefront of UK cities as an investment location.

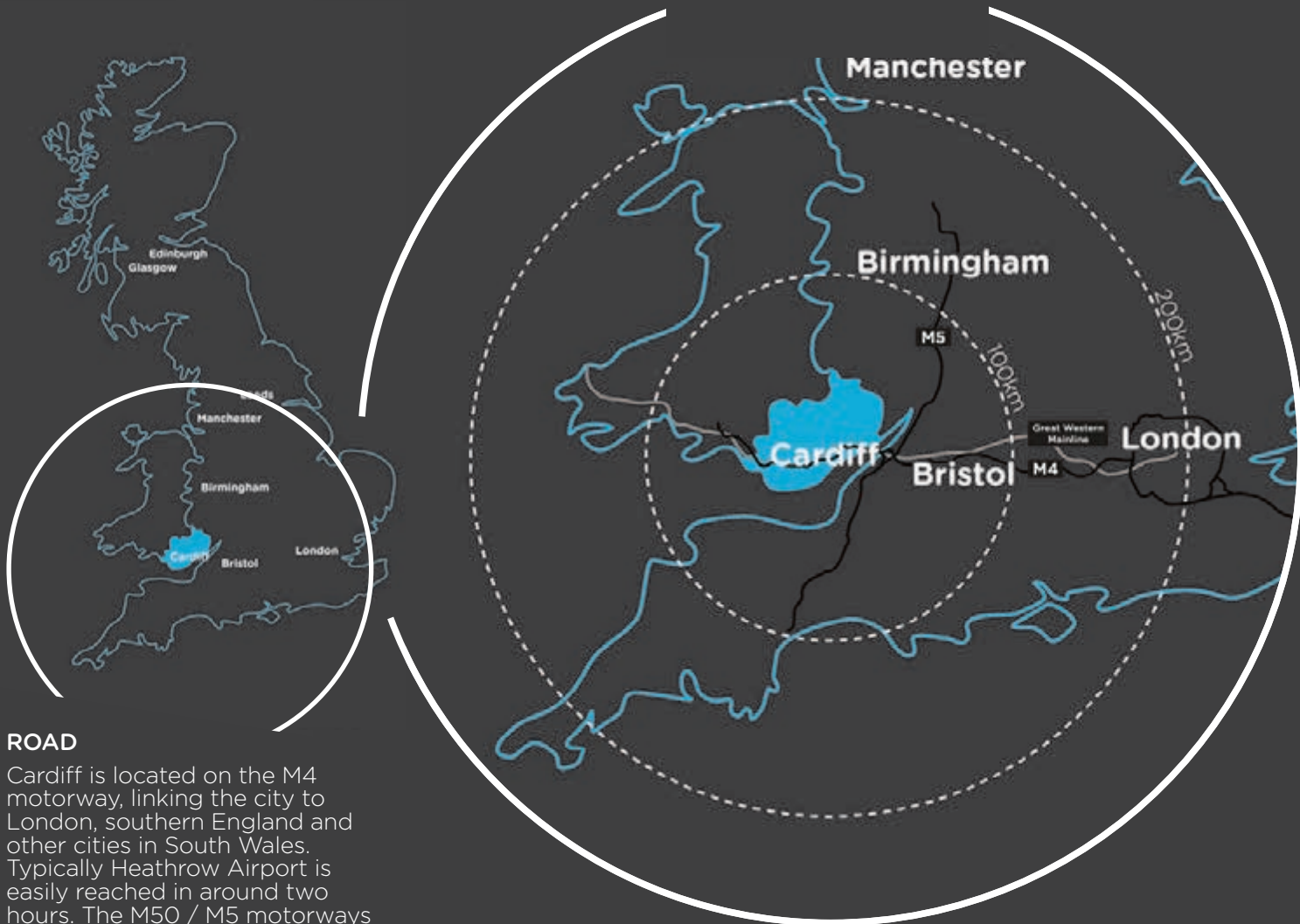
In short, Cardiff is a great place to visit – and we're making it an even better one!

Our success has been built on the Team Cardiff approach, where the public and private sector come together to support the city's development. We have a reputation for delivering big projects on time, and on budget, and we will continue to work in partnership to deliver our aspirations for our city's economy.



**Cllr Huw Thomas,
Leader,
Cardiff Council**

WE'RE CONNECTED



ROAD

Cardiff is located on the M4 motorway, linking the city to London, southern England and other cities in South Wales. Typically Heathrow Airport is easily reached in around two hours. The M50 / M5 motorways link Cardiff to the Midlands and the North of England with Birmingham just two hours away.

RAIL

Cardiff has excellent train connections to the rest of the UK. Cardiff Central Station has direct twice-hourly services to central London with journey times of 1hr 45 minutes post-electrification in 2019. Cardiff has one of the largest urban rail networks in the UK outside London, with 89 rail stations linking the city to its Capital Region.

AIR

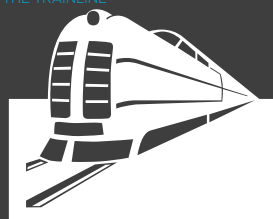
Cardiff Airport, just 12 miles from the city centre, has over 50 direct flights to cities across the UK, Europe and to Doha, with more than 900 connections to destinations across the globe through regular scheduled flights via Schiphol. Within a 140 minute drive time are Bristol, Birmingham and Heathrow Airports, all within easy reach.

2.25M
PEOPLE
WITHIN A
45 MINUTE
COMMUTE
OF CARDIFF



**CARDIFF TO LONDON IN
106 MINUTES**

SOURCE: THE TRAINLINE



Over 50
direct flights
and more
than 900
connections
from Cardiff
Airport



CARDIFF'S GROWTH

CURRENT AND NEW DEVELOPMENTS

Central Quay is part of a 6.5 hectare mixed use regeneration scheme immediately to the south of Central Train Station in the heart of Cardiff city centre.

The scheme will create a new destination to live and work in the city with access to the River Taff, whilst enhancing the legacy of the original use of the Brewery by retaining the iconic chimney stack and bringing the historic Brewhouse back into use.

The Masterplan includes:

- One Central Quay - offices over 7 storeys of 14,500 m².
- The Brewhouse - offices and leisure totalling 6,500 m².
- Multi Storey Car Park - 695 spaces. • Hotel - 230 bedrooms (subject to planning consent).
- Residential (BTR) - 715 apartments in 2 blocks of 28 and 20 storeys (subject to planning consent).
- Planned phases for a further 700 units of BTR apartments and offices.

Future phases of the Central Quay area will involve enhancements to Central Station and provision for the planned Metro system for Cardiff.

Central Quay



International Sports Village (ISV) comprises a 36-hectare site located on a prime peninsula waterfront site at the heart of Cardiff Bay. It is already established as a destination with a range of sporting activities which include the Cardiff International Pool, twin pad ice rink Arena, Cardiff Bay Water Activity Centre, and the Cardiff International White Water Rafting Centre. The ISV also includes Cardiff Pointe, a new residential quarter of 800 units, incorporating a mix of town-houses, apartments and family homes. A new velodrome and off-road facility is due to commence in 2023.



International Sports Village

TH ENTS

Cardiff boasts and impressive investment pipeline facilitating rapid city growth. These comprise of infrastructure investment to provide maximum benefit to local, regional, national and international users. Current key developments include:

Atlantic Wharf



Granted planning permission in March 2022, the Atlantic Wharf project is a leisure-led mixed use scheme of 30 acres that includes a new 17,000 capacity indoor arena and mixed use commercial space.

The site is located within Cardiff Bay with direct connections into the city centre and in close proximity to Cardiff Bay amenities, shops and attractions. The area remains the gateway to Cardiff Bay, located at the end of both Lloyd George Avenue, the main road that connects the city centre to the Bay, and the city centre rail link. The creation of the unique destination for Cardiff Bay will complement the existing facilities; a place where people come together to be entertained, to shop and relax. Hotel and residential apartments will sit comfortably alongside the development helping to make this a truly mixed use offer providing an entertainment destination within the city that attracts high quality events and increases footfall in an already popular visitor area.



Central Square

Central Square is Wales' largest commercial-led regeneration project, delivered in record time, with over 1 million sq ft of development the development has created a new, vibrant, high quality gateway to Cardiff and Wales. The development boasts mixed use development providing office, residential and new transport interchange.

CARDIFF: KEY FACTS

1ST CLASS
SPORTS AND
ENTERTAINMENT
VENUES

PRINCIPALITY
STADIUM



MOTORPOINT
ARENA



WALES MILLENNIUM
CENTRE



CARDIFF CITY STADIUM



SOPHIA GARDENS
CRICKET GROUND



20+
MILLION
VISITORS
ANNUALLY TO CARDIFF
SPENDING **£1 BILLION**

SOURCE: DELOITTE 2017

HOME TO THE CARDIFF INTERNATIONAL SPORTS VILLAGE WITH THE NEW 3000 SEATER WALES ICE ARENA, CARDIFF INTERNATIONAL POOL AND CARDIFF INTERNATIONAL WHITE WATER OLYMPIC STANDARD RAFTING CENTRE



HOST OF CHAMPIONS LEAGUE FINAL, RUGBY WORLD CUP, ASHES SERIES, VOLVO OCEAN RACE, IAAF WORLD HALF MARATHON, AN OLYMPIC GAMES VENUE, AND HOST CAPITAL NATO SUMMIT



CARDIFF UNIVERSITIES ARE RECOGNISED FOR THEIR WORLD-LEADING RESEARCH



BEST QUALITY OF LIFE OF ANY UK CORE CITY



SOURCE: EUROPEAN COMMISSION QUALITY OF LIFE IN EUROPEAN CITIES 2015

CARDIFF IS THE TOP UK CORE CITY RETAIL CENTRE WITH THE STRONGEST MARKET POTENTIAL



SOURCE: EXPERIAN INFORMATION SOLUTIONS, 2019

IT IS EASIER TO RECRUIT AND RETAIN TALENT IN CARDIFF THAN ANY OTHER UK CITY



SOURCE: LLOYDS BANK 'A STUDY OF BRITISH BUSINESS SUCCESS AND GROWTH IN 2018'

CTS

CENTRAL SQUARE

NEW £1.5 BILLION GDV CITY QUARTER AND LOCATION OF THE NEW BBC CYMRU WALES BROADCAST CENTRE

ATLANTIC WHARF

£500 MILLION GDV INCLUDES A 17,000 CAPACITY INDOOR ARENA

CENTRAL QUAY

£900 MILLION GDV MIXED USE DEVELOPMENT

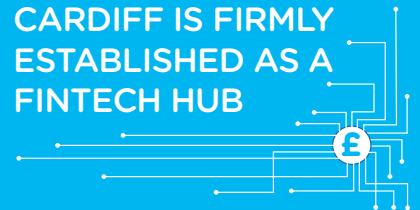
HOME TO LIFE SCIENCES HUB WALES



CARDIFF IS ONE OF THE UK'S **LARGEST** FINANCIAL AND PROFESSIONAL SERVICES SECTORS OUTSIDE OF LONDON



CARDIFF IS FIRMLY ESTABLISHED AS A FINTECH HUB



CARDIFF HAS EXPERTISE IN EHEALTH, REGENERATIVE MEDICINE AND MEDICAL TECHNOLOGY



64,000 EMPLOYED IN FINANCIAL AND PROFESSIONAL SERVICES



SOURCE: NOMIS BRES 2018

70,000 STUDENTS AT CARDIFF'S THREE UNIVERSITIES



A TOP UK CITY FOR BUSINESS GROWTH WITH THE HIGHEST PROPORTION OF GAZELLE COMPANIES



SOURCE: LLOYD'S BANK 'A STUDY OF BRITISH BUSINESS SUCCESS AND GROWTH IN 2018'

7,000 UNDERGRADUATES ENROLLED ON CREATIVE AND MEDIA COURSES IN CARDIFF



SOURCE: HESA 2018

MAJOR EVENTS IN CARDIFF





Wales Millennium Centre



National Museum, Cardiff



Cardiff Castle



Principality Stadium

Cardiff is home to a plethora of events, boasting a year round calendar catering to everyone from festivals, music, sport, family fun and so much more.

It is a gateway to tourists visiting the city, the wider region and beyond including the Brecon Beacons National Park, Wye Valley area of outstanding natural beauty and the Vale of Glamorgan heritage coast.

Our visitor attractions are first class, with visitors to Cardiff spoilt for choice of where to visit. The compact nature of Cardiff and Cardiff Bay make it so easy to get around from attraction to attraction, whilst out of town attractions are equally easy to get to.

There are several highlights located in the heart of the city centre, including Cardiff Castle showcasing and discovering 200 years of history. The National Museum and St Fagans highlight the culture and Welsh history of Cardiff and Wales. Whilst outdoors, visitors can take a stroll over the beautiful Cardiff Bay Barrage, with Cardiff Bay as its backdrop.

Major events in Cardiff 2019 to present:

Autumn Rugby Internationals

BBC Cardiff Signer of the World

BBC Radio 6 Music Festival

British Speedway Grand Prix

Cardiff Half Marathon

Cardiff International Food and Drink Festival

Diffusion International Festival of Photography

Ed Sheeran

ICC Cricket World Cup

Iris Prize Festival

Pink

RBS Rugby Six Nations

Volvo Ocean Race

WWE Smackdown

Previous high profile events held in Cardiff:

Nato Summit Wales 2014

City of the Unexpected – Roald Dahl Centenary 2016

UEFA Champions League Final 2017

SPORT CITY



Our sporting teams in action



Cardiff City are a professional association football club currently playing in the EFL Championship. They have been in the Premier League twice in the last 10 years, most recently in 2019.



The Cardiff Devils are a professional Elite League Ice Hockey team, play their home matches at the Ice Arena Wales in Cardiff Bay and are the current reigning EIHL Playoff Champions.



Cardiff Rugby (formerly Cardiff Blues) play at the famous Cardiff Arms Park and compete in the United Rugby Championship. Cardiff brought silverware home as recently as 2018 with their victory in the European Challenge Cup.



Glamorgan Cricket are the only first-class county team based in Wales and play their home matches at Sophia Gardens on the banks of the river Taff. Glamorgan clinched their first silverware for 17 years in 2021 as they won the Royal London Cup.

Cardiff has developed a fine reputation as a top-class sporting city over recent years. Named as the European Capital of Sport in 2014, the quality of our facilities continues to attract major international events. The highlights of Cardiff's host city CV include Six Nations Rugby, 2019 ICC Cricket World Cup, the 2017 Champions League Cup Final and Volvo Ocean Race stopover 2019. Whether coming here to spectate or to take part, Cardiff's sporting offer is ahead of many similar destinations. Successful sports teams, world-class venues for rugby, football, cricket and athletics, plus an International Sports Village with Olympic size swimming pool and ice rink are just some of the gems in Cardiff's sporting crown.

Principality Stadium

74,500 capacity



Cardiff City Stadium

33,380 capacity



Sophia Gardens

15,643 capacity



Cardiff Arms Park

16,500 capacity



BUSINESS TOURISM

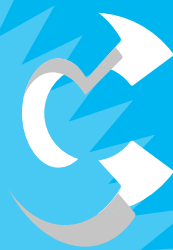
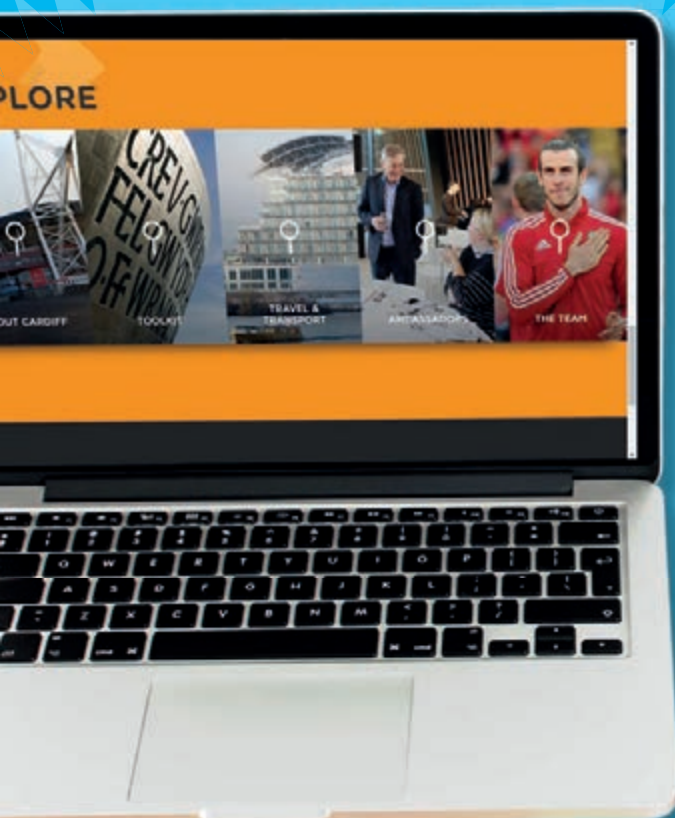
Cardiff, Capital city of Wales!

We're equipped to host conferences, delegates, events, plus much more.

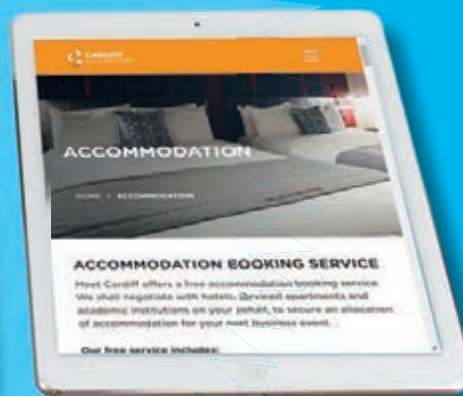
As the capital city of Wales, Cardiff is home to a huge range of world-class events featuring sport, arts and culture. Cardiff has a great reputation for regularly hosting international events too, it has the experience to handle large numbers, logistics and security.

Events and conferences in Cardiff are led by Meet in Cardiff and as the youngest European capital city and home to the Welsh Parliament - Senedd Cymru, business event organisers choose Cardiff for its vibrant city centre and the delightful Cardiff Bay. Cardiff boasts well established venues and business hotels, three universities and growing industry sectors such as life sciences, financial services and creative industries but also exciting start-up companies. Cardiff's heritage and culture assets also make it a 'must visit' city. The city is flat and compact with venues, accommodation and attractions within walking distance.

Meet in Cardiff pride themselves on providing a prompt, professional and tailor-made support service offered to business event organisers to support the planning of a successful business event in Cardiff. The Meet in Cardiff team can help to source the best venue for the event and provide support for national and international bids. The team also has a marketing remit to promote Cardiff as an international destination for business events.



CARDIFF
CAERDYDD



M



First class service for events

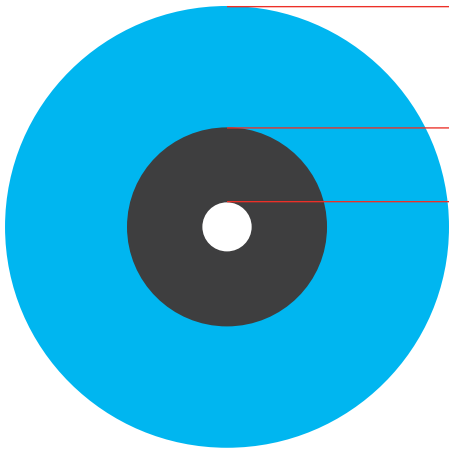
Cardiff is a waterfront city with a portfolio of 70 different venues across the City and Bay and houses a great choice of venues; traditional, contemporary or the quirky. Discover a spectacular Castle, award-winning museums or a 74,500 seater stadium in the heart of the city, as well as venues with a special history, a cultural hub or an excellent selection of academic venues.

Cardiff's business tourism team, Meet in Cardiff, have a proven track record in providing a first class service in bringing events to the city. The service includes first hand local knowledge can locate the perfect setting for events.



THE CAPITAL OPPORTUNITY

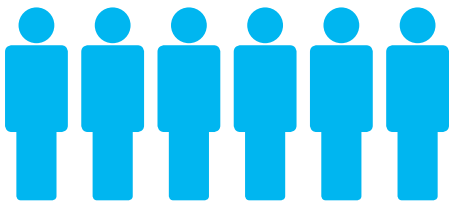
POPULATION



WALES
3.2 MILLION

CARDIFF
CAPITAL
REGION
1.5 MILLION

CARDIFF
369,200



15,000

TOTAL EMPLOYMENT
SUPPORTED BY
TOURISM

Visiting Cardiff

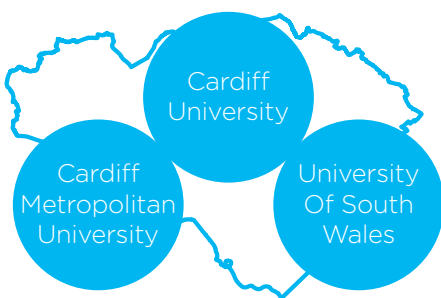
It's not surprising that Cardiff is ranked in the top 10 UK cities for shopping. The city is home to over 600 retail outlets, with some 22 million people visiting Cardiff each year, spending over £1 billion. The annual footfall is at some 40 million and visitors to the city can find many retail areas, such as St.David's shopping Centre, The Hayes and the Victorian and Edwardian arcades, housing boutiques, independently run retail businesses.

As a capital city, Cardiff is the commercial, cultural and retail centre for Wales and the focal point for business activity. Projected to be the fastest growing of the ten UK Core Cities over the next two decades, the city's growth is supported by its graduate workforce, accessibility, leading universities and competitive cost for salaries and property.

Investing in Cardiff provides the benefit from the wider Capital Region with its population of 1.5 million which is projected to grow by more than 20% over the next 20 years. Cardiff is a diverse, talented and youthful city, with over 70,000 students across the city's three universities. 57% of our workforce is qualified to degree level (NVQ 4+) making us one of Britain's smartest cities.

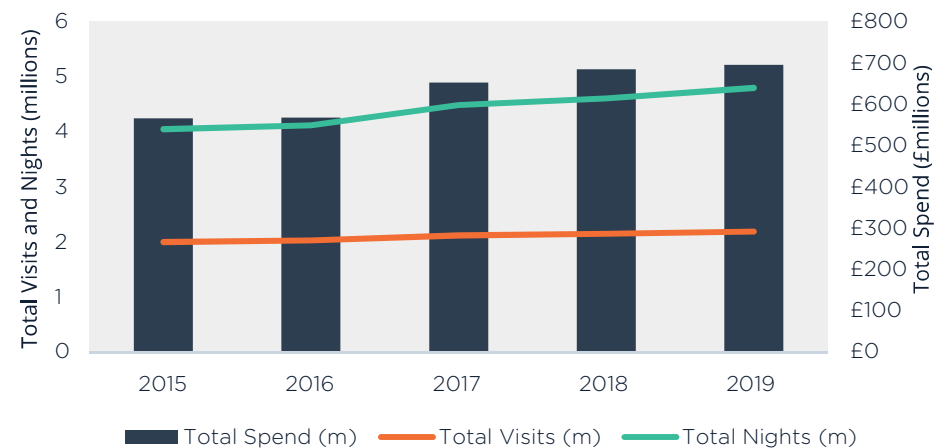
Cardiff is filled with all the facilities, institutions and opportunities that you would expect. As the home of the Welsh Government, investors in the city are able to benefit from unprecedented access to national and city government leaders and a 'Team Cardiff' approach, meaning quick decisions can be made to support investment and development.

THREE UNIVERSITIES BASED IN CARDIFF



Volume and Value of Total Staying Visitors to Cardiff

Strong growth across all metrics



Cardiff and Vale College house well-established Catering, Tourism & Hospitality Employer Advisory Board which is an excellent platform for communication between the college and employers in the hospitality sector, leading to numerous successful collaborations with the Cardiff Hoteliers.

CARDIFF HOTEL M

Cardiff houses 6,500 serviced bedrooms, which includes 40 hotels. And with a future supply of hotels due to the market, the city will see 10 additional hotels housing 1,485 bedrooms.

Occupancy in the city centre has seen good levels of growth between 2014 and 2019, increasing by 7.1% to a high of 83.4%, whilst Cardiff Bay has remained stable, with growth of 3.8%, jumping to a new high in 2019 of 81.4%.



CARDIFF RANKED NO.2
UK CORE CITY AS
A HOT SPOT
FOR **HOTEL**
DEVELOPMENT
AND ACQUISITION



SOURCE: THE 2018 COLLIERS INTERNATIONAL UK HOTELS MARKET INDEX

Market occupancy model shows that Cardiff has the capacity to absorb a minimum of 1,300 new bedrooms over the next 10 years while maintaining a strong occupancy level of 80%.



Key Stats 2019



Occupancy
83.4%



Average Daily rate
£76.77



MARKET



Current Activity

There have been three new hotel openings in 2021, including limited service easyhotel (116 bedrooms), the four-star Parkgate Hotel (169 bedrooms) and the Staybridge Suites apart hotel (73 bedrooms).

There is one hotel under construction, the Premier Inn Cardiff Custom House (248 bedrooms), which is scheduled to open in 2023. In addition, new supply schemes by Moxy for Marriott have been confirmed as a brand for the new Central Quay development.

Recent opening:



THE PARKGATE HOTEL

The new Parkgate Hotel, Cardiff's newest and most luxurious hotel, opened its doors in October 2021. Following a two-year redevelopment, the 170-bedroom hotel combines stylish innovation with the elegance of yesteryear as it breathes new life into two of the city centre's most historic buildings – the former Head Post Office and the old County Court. Located within a stone's throw of Principality Stadium on Westgate Street, The Parkgate Hotel is a pioneering collaboration between the Welsh Rugby Union, property developer Rightacres, and The Celtic Collection, the group behind the iconic Celtic Manor Resort.

VISIT CARDIFF



CARDIFF IS **ONE**
OF THE **TOP 10**
BEST PLACES TO
LIVE IN THE UK

SOURCE: EXPATICA 2021



CARDIFF
VOTED IN
TOP 10 BEST
CITIES IN THE
UK FOR NIGHTLIFE,
RESTAURANTS AND
FRIENDLINESS

SOURCE: CONDÉ NAST TRAVELLER 2021



97% OF
CARDIFF
RESIDENTS
ARE SATISFIED
TO LIVE IN CARDIFF

SOURCE: EUROPEAN COMMISSION QUALITY OF
LIFE IN EUROPEAN CITIES 2015



Compact, multicultural
Cardiff dances to its own
beat, with abundant cultural
and historical sights,
independent businesses and
a friendly atmosphere

Source: Lonely Planet

It is no wonder that visitors keep coming back to Cardiff:

CULTURE

Cardiff is a thriving and dynamic creative capital city with a rich cultural heritage. The city boasts an abundance of award winning cultural attractions, fantastic arts organisations and their impressive curated programmes. When it comes to culture in Cardiff there's something for everyone; a burgeoning music scene; one of the largest collections of impressionist artwork in the world; The Art Fund Museum of The Year 2019, and Europe's first immersive arts venue.

CONTEMPORARY AND FINE ART

Cardiff hosts fascinating contemporary art events; ranging from the UK's biggest contemporary art prize 'Artes Mundi' to exciting pop-up installations and ephemeral art exhibitions by local art collectives such as TactileBOSCH. Cardiff also has a range of small to large sized galleries that you can visit all year round that exhibit works by some of the world's most established artists and local practitioners.

FOOD

Cardiff's food scene is thriving but it is not just about laverbread, Brains Beer and Welsh cakes. The city's heritage as a thriving world port has resulted in a cosmopolitan city, which is reflected in its great choice of independent restaurants, cafes, bars and food producers alongside the big-name chains.

ADVENTURE

Cardiff and the surrounding region offers a range of activities from first class golf courses to wakeboarding, climbing power kiting and coasteering, all located in some of the most beautiful heritage coastline and national parkland that can be found in the UK.

SHOPPING

Visitors to the city can find many retail areas, such as St. David's shopping Centre, The Hayes and the Victorian and Edwardian arcades, housing boutiques, independently run retail businesses.

MUSIC VENUES

Wales is known around the world as the land of song, but did you know that Cardiff has recently been declared the UK's first music city? Hosting events including the 'BBC Cardiff Singer of The World' and multi-venue festivals celebrating diverse and cutting edge artists such as 'Swn' and 'Festival of Voice' it's easy to see why. The city is also home to the prestigious Welsh National Opera and BBC National Orchestra of Wales, both of which are based in the Welsh Millennium Centre in Cardiff Bay.





GET IN TOUCH...



 hello@visitcardiff.com

 www.visitcardiff.com

 [@visitcardiff](https://twitter.com/visitcardiff)

 [Visit Cardiff](https://www.linkedin.com/company/visit-cardiff)



 hello@meetincardiff.com

 www.meetincardiff.com

 [@Meetcardiff](https://twitter.com/Meetcardiff)

 [Meet in Cardiff](https://www.linkedin.com/company/meet-in-cardiff)



 hello@investincardiff.com

 www.investincardiff.com

 [@investincardiff](https://twitter.com/investincardiff)

 [Invest in Cardiff](https://www.linkedin.com/company/invest-in-cardiff)

c/o Cardiff Council
County Hall
Atlantic Wharf
Cardiff
United Kingdom
CF10 4UW