



Penderyn Distillery

Tourism Events and Leisure Industry

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Script

Attraction Overview

Hello and welcome to my presentation, my name is Jasmine Robinson and today I will be talking about Penderyn Distillery Swansea Copperworks (Penderyn, n.d.). Penderyn Distillery is based in Swansea in South-West Wales (BBC, 2019). The distillery is best known for its authentic whisky, it has two types of Whisky, Single Malt and Grain Whisky (Penderyn, n.d.)

Penderyn Distillery has three different sites across Wales. The Swansea site is the largest one and has an annual capacity of 400,000 litres of pure alcohol and is located on a 12-acre site (Reynolds, 2024) (BBC, 2019).

Penderyn Distillery produces award-winning whiskies and Swansea has won many awards for its site. It won the Accessible & Inclusive Tourism Award at the Swansea Bay Tourism Awards 2024 and the Sustainability Award at the Insider Wales Property Awards (RDM Electrical & Mechanical Services, 2024) (Facebook, 2024).

The first distillery opened in 2000 in the Brecon Beacons by a group of friends who wanted to revive the Welsh Whisky Industry and it was the first whisky distillery in Wales for over 100 years (Visit Wales, n.d.) (Penderyn, n.d.). The Swansea distillery was opened in June 2023 and located in a former copperworks building (Penderyn, n.d.)

Customer Profile

Business tourism is travelling for work related reasons (Travelperk, n.d.). An upcoming trend in business tourism is bleisure, which is mixing business and leisure (Morgan, 2022). The business tourists can enjoy a tour of the distillery or a whisky making class with their coworkers while they are there which is beneficial for teambuilding. The meeting rooms are available for companies to hire out for corporate events or conferences. (Penderyn, 2023). The Swansea meeting rooms have a dramatic fire effect around the desks which symbolises the Welsh dragon and Welsh heritage (Facebook, 2025).

Cultural tourists travel to experience the history of a destination (Iberdrola, n.d.). A big trend in this type of tourism is local culture experiences and Penderyn uses a lot of Welsh culture in their branding. They have an 'Icons of Wales' collection which is a limited number of whiskies that have relevance to a person, milestone or event in Wales (Penderyn, 2024).

Eco-tourists are tourists who travel to areas that aim to conserve the environment (ecolodgesanywhere, 2021). A big trend is sustainable tourism which is one of Penderyn's aims. The distillery sends their waste to a local farmer for animal feed or to anaerobic digestion and the distilleries are fitted with solar panels (Craft Drink, 2021). They aim to cut back on materials when they can, and their dragon range is made with less glass and lighter cartons. (Earth Island, 2023).

Type of Attendees

In 2022 70% of Penderyn's business came from the UK and 30% was international (Penderyn, 2022). SimilarWeb shows that 84% of people who looked at Penderyn in the last month are from the UK and 8% are from America. This shows that the biggest customer base for Penderyn is the UK and are domestic tourists. Domestic tourists are tourists who travel in their own country. In 2023 people living in Britain had 8.44 million overnight trips in Wales and spent £2 billion during these trips. 40% of these were holidays and 5% were business trips (Welsh Government, 2024)

Customer Satisfaction

Customer satisfaction in tourism is influenced by how well destinations meet the diverse needs of the attendees. There are many different strategies to enhance this satisfaction which are customisation and personalisation, service quality, facilities and infrastructure, technology integration, sustainability efforts and cultural value.

One strategy is customisation and personalisation. Penderyn can do this by offering tailored packages and itineraries based on visitor profiles. The distillery holds special events for their visitors. In November they launched their new cask with a single cask tasting event. This event cost £40, lasted two hours and was limited to twenty people, this would be ideal for whisky enthusiasts. They also held a glass bauble painting event in November which cost £25 and lasted one and a half hours, this would be perfect for people who are interested in the distillery and Christmas crafts. (Penderyn, 2024). Penderyn creates a personalised interactive experience by letting customers bottle their own whisky and put their name on it (Facebook, 2024).

Another strategy is service quality. The staff in Penderyn Distillery are well trained to provide information on the products and problem-solve. From a firsthand experience, when our course visited the distillery the staff member that met us was very welcoming at our unexpected arrival and even though she was on her own she gave us an interesting and informative tour.

Penderyn is easily accessible by car and bus. The car park is free to use with disabled spaces and 60 spaces in total (Visitwales.com, 2023) (RDM Electrical & Mechanical Services, 2024). The car park has a park and ride which takes you directly from the train station to the distillery (Swansea Government, 2025).

They have an online website which provides customers with an email address if they have any inquiries and information on the distillery, its whisky and its services and this is where they can also book their experiences. (Penderyn, n.d.). Penderyn has an online shop where customers can buy whiskies, whisky making classes and tours of the distillery (Penderyn, 2024).

The distillery encourages the use of electric cars by providing charging stations at the distillery and free charging for staff (Gofor, 2025).

Swansea Distillery displays its culture and heritage as it is built on the old copperworks which is significant as Swansea is known for its copper in the 17th century and was called Copperopolis (Swansea Museum, 2025).

External Influences

PESTLE is a marketing analysis which focuses on the key external factors that influence a business, and can be broken down into six parts, political, economic, social, technological, legal and environmental.

The political and legal part is that Penderyn's Single Malt Welsh Whisky is protected as it secures Protected Geographical Indication UK GI status which means the distillery itself is also protected. It is Wales's first GI spirit. The UK GI scheme means that certain food and drink are under legal protection against imitation and misuse. The whisky combines a long heritage of whisky production with an innovative approach to distilling with their wide range of styles and flavours (Penderyn, 2023).

The economic part is that Swansea distillery makes some of its money by offering both tours and whisky making masterclasses. The tours are aimed towards the general visitor who wants to know more about the distillery and sample the whisky and the masterclasses are more expensive and tailored towards those who want more in-depth knowledge of the distillery and the whisky making process. The tours are £19.50 for adults, £16 for concession and £6.50 for those aged fourteen to eighteen. The tours last one and a half hours and include a tour around the distillery learning the history of it and how the whisky is made and a tasting at the end. The masterclasses lasts two and a half hours, cost £60 and is only for adults. It includes an in-depth look at making your own whisky and learning about how it's made. Penderyn recommend not driving afterwards as many whiskies are tasted. (Penderyn, 2025).

The social part is that the distillery has a new partnership with Cygnet Gin, their partnership is intended to showcase luxury craft spirits and Welsh heritage (Bar Magazine, 2025).

The technological part is that Penderyn encourage visitors to leave reviews on their TripAdvisor page and also publish positive reviews on their Facebook page, they have five stars on TripAdvisor. (Facebook, 2025) The reviews let the distillery know where improvements can be made and what is working well in the business. Customers also use the TripAdvisor reviews to know what to expect when visiting and if it's worth a visit. The whisky tasting sessions at the end of the tours have a big impact on sales 'We found a few new favourites during the tasting session, after which we purchased some bottles to take home with us'. A lot of people are interested in the history behind the

distillery 'the story behind it is very intriguing'. The staff provide good customer service 'The people there are very nice and friendly' (Tripadvisor, 2025).

Penderyn Distillery are extremely sustainable. They are reducing their CO2 by 50 tonnes every year which is a great trend and if they continue to do this they will stay in business for a long time. (Earth Island, 2023).

Conclusion

We know that the distillery is a success as it has won numerous awards. The distillery has potential to be a success in the future as it is partnering up with brands such as Cygnet Gin the world's most luxurious gin and is also continuing to offer a wide variety of experiences. Thank you for listening to my presentation.

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