

Seren Cymru / Dark Sky Wales

Revolutionising astro-tourism in Wales through the nation's first purpose-built dark sky accommodation and stargazing destination, combining operational excellence with innovative multi-day retreats and educational services.

Executive Summary

Seren Cymru will launch Wales's premier astronomy tourism destination by acquiring Dark Sky Wales Training Ltd and Clydey Cottages. Building upon Dark Sky Wales's proven track record of 10,000+ annual bookings and 3 million impressions, we'll create an integrated facility offering immersive experiences, multi-day retreats, and educational programmes. The company seeks £2.0 million investment to establish this flagship site, positioned to achieve International Dark Sky Accommodation status—a UK first and only the third globally.

With 95% of current customers seeking accommodation, our integrated model addresses unmet demand whilst operating year-round at projected 90%+ occupancy. Year 1 revenue is forecast at £2.02 million, rising to £2.9 million by Year 5, with profitability from launch.

Investment Required

£2.0 million for acquisition and development

Projected Capacity

15,000–20,000 visitors annually

Year 1 Revenue

£2.02 million at 90% occupancy



Strategic Acquisition Rationale

Dark Sky Wales

Acquiring established brand with proven demand, 10,000+ annual bookings, and partnerships with major experience platforms including Virgin Experience Days and Not On The High Street.

Clydey Cottages

Award-winning 5-star resort with 10 luxury cottages, indoor pool, spa facilities, and 15.8 acres. Remote hilltop location with minimal light pollution and unobscured views—perfect for dark sky activities.

Strategic Location

Central Wales positioning with excellent M4/A40 access, serving Wales, Midlands, Northwest England, and M4/M5 corridors. Aligns with Visit Wales "Wales Way" promotional campaign.

Market Opportunity

Explosive Growth Trajectory

The UK astro-tourism market is experiencing remarkable expansion, projected to grow from £12.1 million in 2023 to £131 million by 2030—a compound annual growth rate of 40.6%. This surge significantly outpaces the broader ecotourism sector, which itself is growing at 7% annually towards £20.6 billion by 2035.

Wales's designation of three International Dark Sky Reserves and Europe's first Dark Sky Sanctuary positions the nation as a global leader. However, the market remains underdeveloped, with fragmented offerings and no year-round, integrated facility combining accommodation, education, and premium experiences.

40.6%

Annual Growth

UK dark sky tourism CAGR to 2030

£131M

Market Size

Projected UK market value by 2030

3M

Annual Reach

Impressions through existing partnerships

Comprehensive Product Portfolio



Stargazing Experiences

Group sessions (up to 40 participants), astrophotography workshops, couples' private evenings, family adventures, and moongazing experiences led by expert astronomers.



Educational Programmes

Mobile planetarium visits, GCSE Astronomy tuition including two-week residential courses, school field trips, and curriculum-aligned STEM experiences.



Multi-Day Retreats

Weekend celestial packages combining astronomy with guided nature walks, ecology workshops, yoga sessions, spa treatments, and access to premium leisure facilities.



Corporate & Events

Bespoke team-building packages, private venue hire for intimate weddings, and special celestial events including meteor showers and eclipse viewings.

Target Market Segments



Couples

Romantic getaways for anniversaries, honeymoons, and special occasions. Private telescope sessions and luxury accommodation create memorable shared experiences under the stars.



Families

Educational entertainment for all ages through constellation hunts, planetarium shows, and interactive workshops making astronomy accessible and engaging for children and adults alike.



Schools & Universities

Curriculum-aligned STEM experiences through day trips and residential programmes focused on astronomy, physics, and environmental science for primary and secondary institutions.



Corporate Clients

Off-site retreats fostering collaboration and mindfulness through night sky navigation challenges, telescope workshops, and leadership exercises in unique natural settings.



Astronomy Enthusiasts

Dedicated amateur astronomers attracted by high-quality equipment, exceptionally dark skies, expert-led sessions, citizen science initiatives, and astrophotography weekends.



Groups & Clubs

Custom itineraries combining hiking, stargazing, photography tours, and themed weekends for friends, clubs, and special interest communities seeking shared exploration.

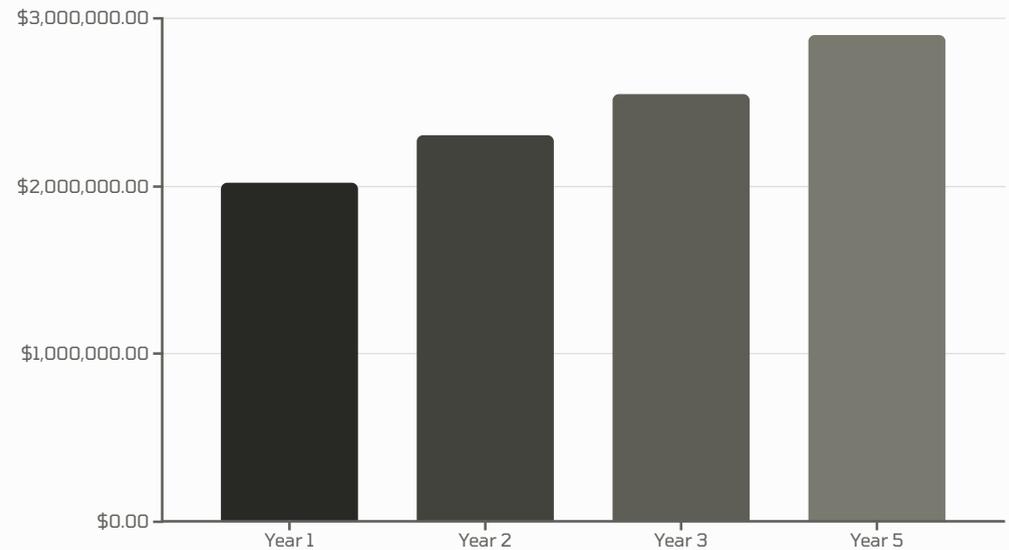
Financial Projections & Investment

Funding Requirement

Clydey Cottages Purchase	£1,700,000
Fixtures & Modifications	£50,000
Professional Fees	£40,000
Stamp Duty	£80,000
Fundraising Costs	£50,000
Contingency	£80,000
Total Investment Required	£2,000,000

Funding sources include commercial loans, potential grants from Development Bank Wales and regional funds, plus investor equity with SEIS/EIS eligibility.

Revenue Forecast



Profitable from launch with 90%+ occupancy year-round. Year 1 revenue of £2.02 million grows to £2.9 million by Year 5 with glamping expansion.



Sustainability at Our Core

1

Environmental Stewardship

Solar panels, air-source heat pumps, energy-efficient lighting, and superior insulation. Native Welsh plants, pollinator gardens, wildlife corridors, and natural habitats supporting biodiversity.

2

Light Pollution Control

Low-intensity warm LED lighting ($\leq 3000\text{K}$), fully shielded fixtures, motion sensors, and red-light torches for guests. Designed to International Dark Sky standards protecting nocturnal wildlife.

3

Circular Economy

Comprehensive recycling and on-site composting systems. Elimination of single-use plastics, refillable water stations, partnerships with local suppliers reducing transportation emissions.

4

Community Impact

Year-round local employment, staff training programmes, partnerships with regional suppliers, and community hub hosting educational outreach, workshops, and astronomy nights.

Leadership & Expertise



Allan Trow **CEO & Chief** **Astronomer**

Director of Dark Sky Wales with university background in astronomy. Proven track record in astronomy tourism, dark sky preservation, and delivering immersive educational experiences across Wales.



John Langley **Director of** **Estates &** **Acquisitions**

Extensive experience with multi-national housebuilders overseeing challenging development sites. Business development expertise across construction industry including non-standard methods.



Martin Griffiths **Education** **Director**

Over 30 years teaching astronomy including Swansea University adult programmes and University of South Wales undergraduates. NASA Astrobiology Institute founder, recognised science communication leader.



Linda Trow **Marketing** **Director**

Distinguished nursing career across NHS and private sectors with degrees in nursing, psychology, and social sciences. Shapes Dark Sky Wales's social media presence and leads market research.

Competitive Advantages & Success Factors



Proven Demand

Operating at full capacity with 10,000+ annual bookings, turning away customers due to site constraints.



UK First

Applying for International Dark Sky Accommodation status—first in UK, third globally.



Established Partnerships

Relationships with Virgin Experience Days, BBC, Open University, and major resellers.



Year-Round Operation

Counter-seasonal demand with strongest bookings in winter months when nights are darker and longer.

Why Seren Cymru Will Succeed

Seren Cymru combines proven operational excellence with unmet market demand in the rapidly expanding astro-tourism sector. Our integrated model addresses the critical gap identified by Dark Sky Wales: 95% of customers seek accommodation alongside experiences.

The acquisition of award-winning Clydey Cottages provides immediate infrastructure—10 luxury cottages, leisure facilities, and 15.8 acres—eliminating development delays whilst the Dark Sky Wales brand delivers instant market presence and customer trust.

Wales's international recognition as a dark sky destination, combined with our expert team's decade of experience, positions Seren Cymru to capture significant market share whilst setting new standards for sustainable, educational tourism across the UK and Europe.