



Support for Domestic Tourism

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BREWERY

Tourism: the beating heart of the South West

- The South West is the UK's most tourism-dependent region.
- Hospitality and tourism sustain thousands of jobs.
- Domestic visitors are the foundation of our year-round economy.
- Approx 94% of Cornwall's tourism is domestic.



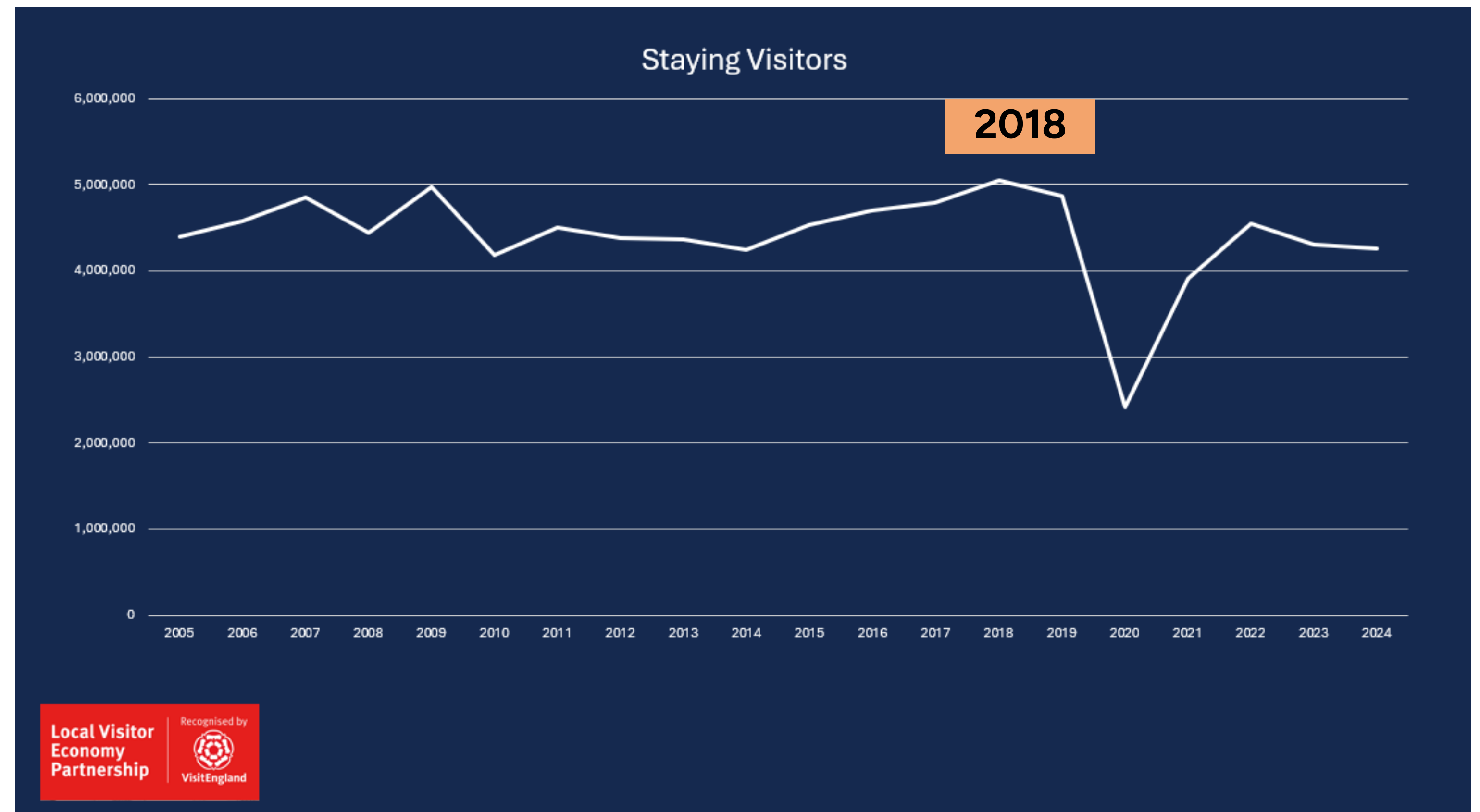


The South West's leading brewing, hospitality and drinks wholesale company

Changing trends make South West visitor numbers the new norm

Post Covid, the trend continues...

- 36% reduction in SW day trips (since 2022)
- 5.9m fewer nights since 2022*
- 65+ market – the only demographic to have grown (SW day trips since 2022)



* Apr – June 22 vs 2025 - Visit England GBTS domestic overnight 2022 – 2025 tracker

OUR STORY

We were founded as a family-owned company in 1851 and have been fuelled by proper Cornish spirit and independent thinking ever since. We are a company with ambition, but with a strong connection to our roots, our heritage, and the region that shaped us.

Our story is rooted in resilience, innovation, and a deep love of beer and hospitality...



A true taste of the South West

Annually we serve more than 1.5 million guests in our pubs and let over 98,000 rooms.



OUR MANAGED ESTATE

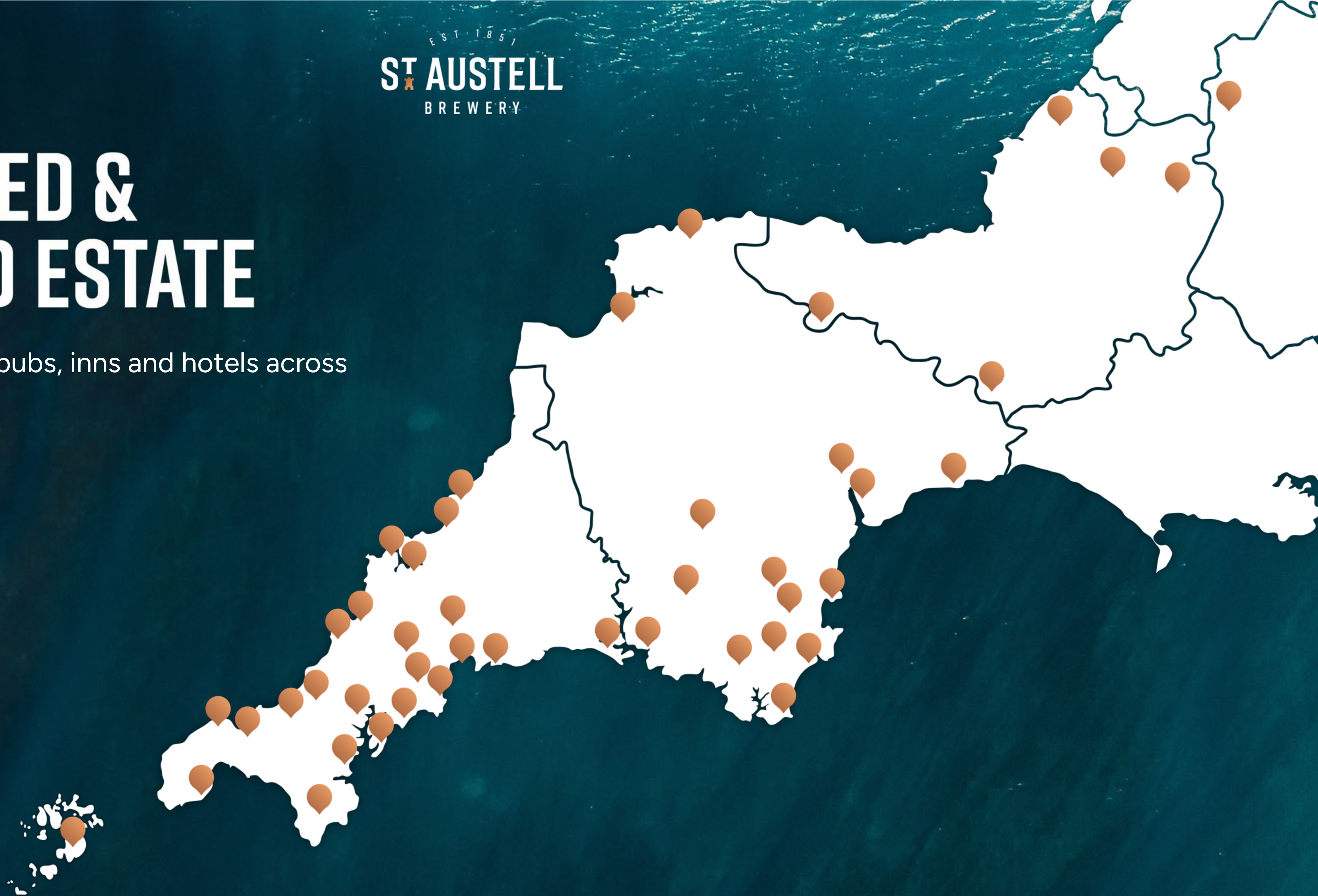
45 Managed pubs and hotels with a best-in-class customer proposition.

-  Pubs & Rooms
-  Pubs
-  Beer House (in collaboration with Harbour Brewing Co.)



OUR LEASED & TENANTED ESTATE

124 Leased & Tenanted pubs, inns and hotels across the South West.



The impact of fewer visitors on our supply chain

We're passionate about using South West grown, reared and landed produce and build deep relationships with those who produce that food.

We work with 13 key regional suppliers and spend more than £8.5m every year.

We support partners who honour sustainability and employ and train expert chefs to create high-quality, beautiful dishes.





Hospitality as the front line

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The power of place

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Building communities

Strengthening rural and coastal destinations
and boosting domestic tourism

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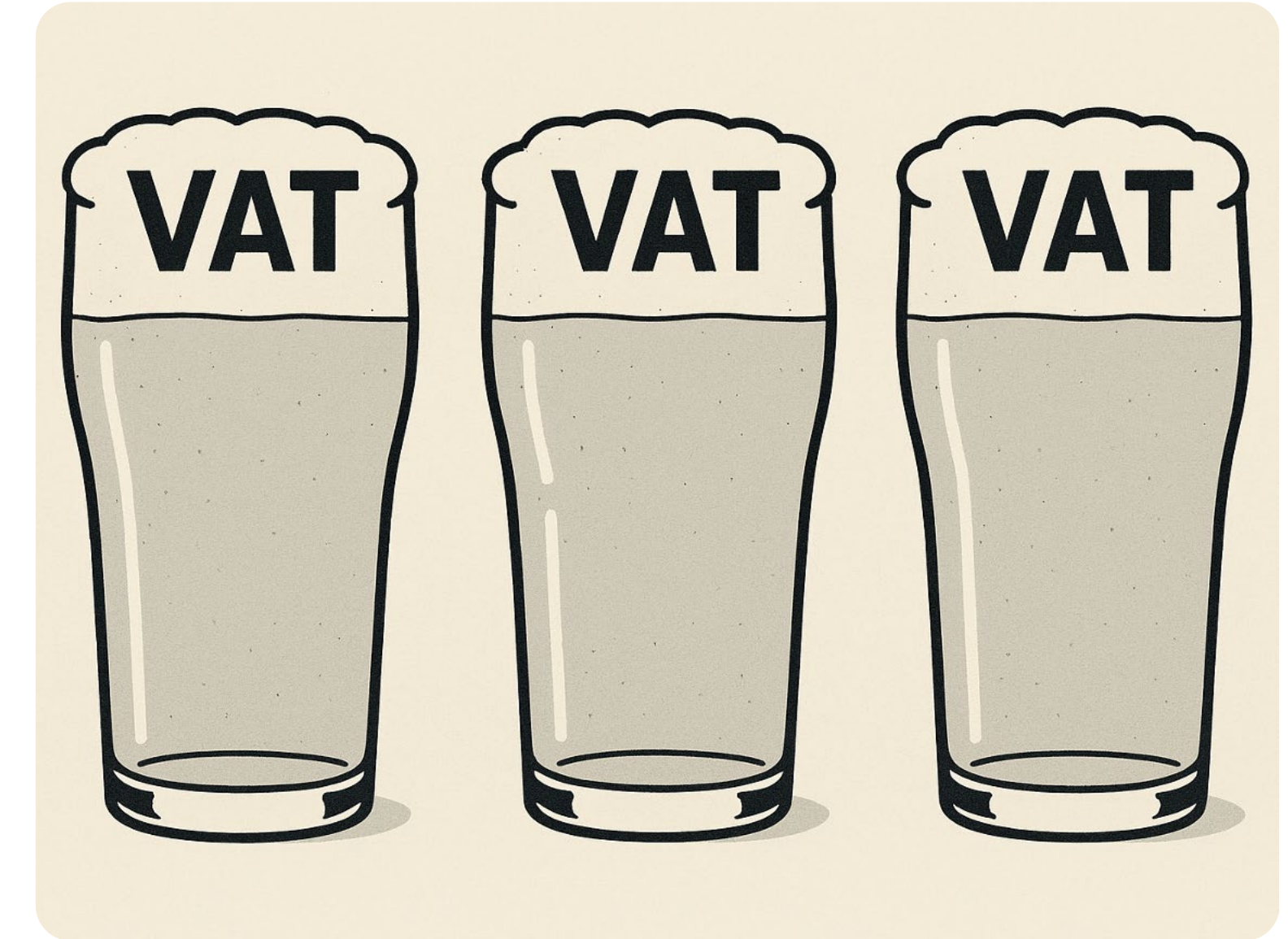
1. More incentives to invest

Invest to compete:
incentives drive tourism,
investment attracts
travellers.



2. Balance the tax burden

Lighten the load: tax reform to help hospitality thrive.



3. Make employing people easier

Human interaction: the heart of hospitality.

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30 of the best UK pubs for an autumn escape with great food



The Guardian

The Wellington hotel review: a classic Cornish coaching inn done with style

THE TIMES

The Wellington at Boscastle, Cornwall



While you're there... Just a ten minute drive from Charlestown, you'll find the world-famous Eden Project, a former clay pit that has been repurposed into a major eco-attraction filled with diverse plants and wildlife. From its iconic rainforest and Mediterranean biomes to beautiful outdoor gardens, play areas, exhibitions and more, a day here is an inspiring feast for the senses. If you want to get your hands dirty, sign up for Eden's immersive horticultural experience (£195), which includes a tour, hands-on gardening, a propagation workshop and biocontrol tips.



BEST FOR CORNISH CHARM The Pier House, Cornwall Centred around a historic harbour famous for its towering tall ships and television appearances (think Poldark, Hornblower and more), a visit to the Cornish town of Charlestown feels like stepping back in time. Overlooking both the Georgian harbour and the swirling sea, The Pier House is a handsome St Austell Brewery pub with rooms. Following a recent refurbishment, the thoughtful interiors are a mix of elegant coastal charms combined with plenty of historic Cornish character. Upstairs, an assortment of cosy, elegant bedrooms come in all shapes and sizes: some are dog friendly, while others have romantic window seats for soaking up the sea views. Downstairs, there's a busy bar and a relaxed seating area that serves up local ingredients and hearty pub grub. Outside, a spacious sun trap terrace awaits – perfect for kicking back with a pint of Pilsener and watching the waves roll in. → Rooms start at £145 B&B, pierhousehotel.com



27. Pilchards Port Gaverne, nr Port Isaac, Cornwall

Condé Nast Traveller

The best beach shack restaurants in the UK

Soothe your soul with a cosy family break in Devon this winter



BRITISH TRAVEL JOURNAL

Muddy Stilettos

Muddy Review: Pedn Olva, St Ives

The best hotels in St Ives, Cornwall for sea views, swimming pools and spa treatments

3. Pedn Olva hotel



Pedn Olva is enviably positioned 30-feet above sea level on blue-black granite rocks (Pedn Olva)

Positioned on a granite outcrop, south of St Ives Harbour, this pub with rooms is set to reopen this summer after a major transformation. The revamped 26 bedrooms, including some dog-friendly options, will still feature the same superb sea views with large windows, while the interiors will be shaded in tones of copper and blue. Think reclaimed driftwood headboards, whitewashed cladding and rainfall showers. In the restaurant, traditional pub grub meets more creative dishes, like lobster butter fries. Head up to the expansive rooftop terrace for a sundowner to discover why this hotel's name means "lookout on the headland" in Cornish.

6. Lifeboat Inn hotel

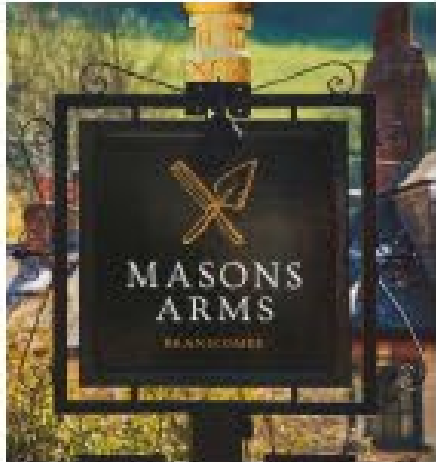


Tate St Ives and the Barbara Hepworth Museum and Sculpture Garden are just a five-minute stroll from the Lifeboat Inn (Lifeboat Inn)

Set beside the RNLI lifeboat station in St Ives, this traditional pub has worn many hats. It was originally a fish cellar and salt house, then an auction room, before its transformation into a pub in 1963. The five bedrooms and two self-catering apartments are smart and comfortable, decorated in coastal greys with dashes of yellow. The best rooms have views of the port and Godrevy Lighthouse in the distance. There's a real buzz in the restaurant, where pub classics are served alongside Cornish ales and local wine from the Camel Valley. Tuck in while gazing out of window to watch the maritime activity in the harbour.

Revealed: 100 Best Places to Stay in the UK for 2025

37. Pier House, Cornwall



THE TIMES THE SUNDAY TIMES

FAMILY TRAVELLER

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Thank you...

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