

Innovation and commitment to quality – making Bluestone a success

The final phase saw the addition of 64 new luxury holiday lodges, a development which was supported by funding from the Welsh Government and has created 115 jobs in the local area. The holiday village's total number of 5* lodges, cottages and studio apartments is now more than 300 and the resort welcomes 140,000 staying guests per year plus a further 120,000 day visitors to Blue Lagoon Waterpark.

The development was supported by £1.5 million of Tourism Investment Support Scheme funding through Visit Wales, the ambitious expansion programme took 18 months to complete at a cost of £8.5 million.

Bluestone is now one of Wales top 10 biggest private sector employers, and employs 700 people.

The development comes against the backdrop of sustained growth for the 5* resort, which is set over 500 acres of national park near Narberth in Pembrokeshire. During a visit led by Chief Executive William McNamara, The Economy Secretary had a flavour of future plans which include the development of the nearby Black Pool Mill and a Skydome for the resort.

Economy Secretary, Ken Skates, said:

“I’d like to congratulate the team at Bluestone for the excellent, high quality product which they’ve developed – and which is proving so popular with new and returning guests, this is clearly evident by their high occupancy rates. I’m delighted that the Welsh Government has been able to play a part in laying the foundations and supporting the growth of this business – which is such an important employer in rural Wales. I wish the team every success with their innovative ideas for future development of the resort.”

Bluestone Chief Executive, William McNamara, said:

“Pembrokeshire does tourism for a living and we’re incredibly proud of the way in which Bluestone has cemented itself as a unique jewel in the crown of the Welsh tourism offering.

“Clearly, with a thriving industry, there are huge opportunities for the sector and for us as a business. Our research shows that 50% of our guests have never previously visited Pembrokeshire so there’s a real opportunity here to demonstrate our unique offering to new audiences.

“I’m pleased to have the opportunity to showcase all that has been

achieved at Bluestone to date and to share with the Cabinet Secretary our ambitious vision for the future.”

The 115 jobs at Bluestone are in addition to the 696 new and 787 safeguarded jobs that were announced by the Welsh Government last week following direct support.