



SEREN

Greater Together LA 2026

Luxury hospitality across Wales

Inspired by Wales, shaped by place, people and warm hospitality.



Seren Collection is an independent Welsh luxury hospitality group, bringing together award-winning hotels and restaurants across some of the country's most extraordinary landscapes.

Wales, beautifully connected

From coastline to mountains, Wales is made for slower, experience-led travel.

From the coastline of Pembrokeshire to the mountains of Eryri National Park, Seren Collection offers journeys through some of Wales' most extraordinary scenery, deeply connected to Welsh culture, food and hospitality. Compact and easy to explore, Wales works beautifully for touring itineraries, allowing guests to experience coast, countryside and mountains within a single trip.

Key highlights:

- Coast, countryside and mountains within one journey
- Ideal for touring itineraries and slower travel
- Strong food, culture and nature experiences
- Distinctive luxury within the UK market



GROVE

NARBERTH



A warm and enchanting escape hidden deep in the Pembrokeshire countryside.

Set within the rolling hills of Pembrokeshire, Grove of Narberth is a 5 AA Red Star country house hotel surrounded by mature gardens, woodland and countryside. Dining sits at the heart of the experience, from the creativity of Fernery to the relaxed atmosphere of the Artisan Rooms Brasserie, while the hotel's location provides easy access to the Pembrokeshire coastline, beaches and outdoor experiences.

Key information:

- 25 individually designed rooms and suites
- Michelin Key
- 4 AA Rosette Fernery fine dining restaurant
- Artisan Rooms Brasserie
- Close to the Pembrokeshire coastline and beaches
- Extensive experiences program available to guests

Ideal for:

- Couples and honeymooners
- Food-led travel
- Groups
- Multi-night touring stays
- Relaxed countryside escapes



PENMAENUCHAF
DOLGELLAU



A mountain hideaway inspired by the dramatic landscapes and spirit of Eryri.

Perched high above the Mawddach estuary at the foot of Cadair Idris, Penmaenuchaf is a beautifully restored country house hotel, surrounded by the extraordinary landscapes of Eryri National Park. Inspired by the beauty, history and mythology of North Wales, the hotel blends heritage character with contemporary Welsh design, creating an experience shaped by landscape, adventure and relaxed Welsh hospitality. Its location makes it an ideal base for exploring the mountains, coastline and culture of North Wales, from outdoor adventure and scenic touring to restorative countryside escapes.

Key information:

- 15 individually designed rooms and suites
- 4 AA Stars
- Michelin Key
- Newly fully renovated
- Located within Eryri National Park

Ideal for:

- Nature-led travel
- Adventure itineraries
- Wellness and restorative escapes
- Multi-night touring stays



One journey across Wales

Two distinct experiences, beautifully connected across Wales.

Together, Grove of Narberth and Penmaenuchaf create a seamless luxury journey across Wales, combining coastline, countryside and mountain landscapes within one itinerary. Guests can experience the contrast between the relaxed countryside of Pembrokeshire and the restorative mountain setting of North Wales, while enjoying the same warm, thoughtful hospitality throughout.

Both properties also work beautifully as standalone destinations for longer, slower stays.

Ideal itinerary combinations:

- 3 nights Pembrokeshire + 3 nights North Wales
- Food and coastal touring itineraries
- Adventure and wellness-focused journeys
- Multi-night UK touring



Dining Across the Collection

Dining experiences shaped by the Welsh landscape and coastline.



fernery
AT GROVE OF NARBERTH
🌸🌸🌸🌸

An intimate dining experience at Grove of Narberth, where creative tasting menus celebrate Welsh ingredients, craftsmanship and a deep connection to place.



Afon
RESTAURANT
🌸🌸

A refined restaurant in Penmaenuchaf, inspired by the rivers, mountains and seasonal produce that shape the surrounding landscape.



**BEACH
HOUSE**
OXWICH
🌸

Michelin-starred coastal dining overlooking Oxwich Bay, celebrating Welsh produce and the changing seasons by the sea.



BWYTY
LAŇ Y MÔR
RESTAURANT

A vibrant restaurant overlooking Saundersfoot Bay, centred around local seafood, generous sharing plates and lively coastal hospitality.

Across the collection, food and hospitality are deeply connected to seasonality, landscape and a strong sense of place.

Working With Travel Advisors

Exceptional guest experiences, designed for long-term partnerships.

Commissions

Introductory commission rate for Year 1:

(1 June 2026 – 1 June 2027)

- 18% commission on suites
- 15% commission on rooms

From 2 June 2027:

- 15% commission on suites
- 12% commission on rooms
- IATA number required at booking
- Commission honoured on accommodation add-ons and upgrades
- Commission paid within 30 days of stay completion

Amenities:

- Breakfast included daily
- Early check-in and late check-out, subject to availability
- Personal welcome note from the General Manager
- Complimentary seasonal cocktail designed by our Head Sommelier
- Tea and coffee on arrival
- Departure gift of homemade cake and coffee

Inclusions:

- Taxes included
- Service charge not included on B&B stays
- 12.5% service charge on food & beverage at Grove of Narberth, 10% service charge on food & beverage at Penmaenuchaf



Zoe Kedward
Founder and Director
zoe.k@serencollection.co.uk
Serencollection.co.uk
Grovenarberth.co.uk
Penmaenuchaf.co.uk

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