



# Gwynedd & Eryri 2035

Cynllun Economi Ymweld Cynaliadwy  
Sustainable Visitor Economy Plan



**Cynllun Gweithredu Drafft 2024-25**  
Draft Implementation Plan 2024-25



**Vision: A visitor economy for the benefit and well-being of the people, environment, language and culture of Gwynedd and Eryri.**

**The Strategic Plan sets out principles and objectives for 2035:**

**1. Celebrate, Respect and Protect our Communities, Language, Culture and Heritage**

- A visitor economy in the ownership of our communities with an emphasis on pride in one's area
- A visitor economy that is world-leading in Heritage, Language, Culture and the Outdoors

*Possible long-term measurements:*

- % of the County's residents surveyed who stated that tourism in their area has a positive result
- % of the County's residents surveyed who believed that tourism has a positive influence on the Welsh language and culture
- % of businesses and visitor economy enterprises that have been awarded a GandE2035 Sustainable Tourism Champion accreditation
- Number of individuals registered on the Gwynedd / Eryri Ambassador scheme

**2. Maintain and Respect our Environment**

- A visitor economy that respects our natural and built environment and considers the implications of visitor economy developments on our environment today and in the future
- A visitor economy that is world-leading in sustainable and low carbon developments and infrastructure

*Possible long-term measurements:*

- % of the County's residents who were asked state that tourism has a negative influence on the environment and nature
- Number of Sherpa service users (seeking to identify further transport and environment measures)

**3. Ensure that the advantages to Gwynedd and Eryri communities outweigh any disadvantages**

- A visitor economy that ensures that infrastructure and resources contribute towards the well-being of the community all year round
- A visitor economy that thrives for the well-being of Gwynedd residents and businesses and that offers quality employment opportunities for local people all year round

- A visitor economy that promotes local ownership and supports local supply chains and produce

*Possible long-term measurements:*

- Overnight visitor spend
- Day visitor spend
- Numbers employed within the tourism sector

*\*A dashboard of indicators is being developed to ascertain the current situation and to be able to compare across the term of the Plan.*

**Partnership Draft Implementation Plan 2024-5 to deliver the long-term principles above**

**Key:**

- CG: Cyngor Gwynedd
- Eryri NPA: Eryri National Park Authority
- CCBC: Conwy County Borough Council
- SST: Llwybr Llechi Eryri - Snowdonia Slate Trail
- WG: Welsh Government
- TfW: Transport for Wales
- BU: Bangor University
- NRW: Natural Resources Wales
- CESS: Cymdeithas Eryri Snowdonia Society
- NT: National Trust
- OP: The Outdoor Partnership

Projects highlighted in **blue** - Confirmed funding

Projects that aren't highlighted - Subject to funding

\*Projects will only be included on the table when they have received planning permission.

*This is a live document which will be reviewed and developed as required.*

<b>Research, Skills and Development</b>						
<b>Principle</b>	<b>Challenge/Opportunity?</b>	<b>Action</b>	<b>Leading partner(s)?</b>	<b>Resources</b>	<b>Timetable</b>	<b>Measuring impact</b>
3: A visitor economy that thrives for the well-being of Gwynedd residents and	Perception locally that the sector is seasonal and not a natural choice of career path.	<b>Tourism Talent Network / Academi Croeso Cymru</b>	Grŵp Llandrillo Menai with Portmeirion, Snowdonia Hospitality, National Trust,	Funding of £12.9m agreed through the North Wales Growth Deal	September 2024	The final business plan has been developed and presented for approval to Ambition North Wales.

businesses and that offers quality employment opportunities for local people all year round	Sector is unable to recruit appropriate staff within the area.	Develop a final business plan for the development of the Academi Croeso Cymru project to respond to skills gaps and to create career paths within the sector through a hub in Rhos-on-Sea campus and spokes at Snowdonia Leisure, Betws-y-Coed, Zip World Llechwedd, Portmeirion and the National Trust properties.	Zip World as part of Growth Deal North Wales.	and private partners. =		
2: A visitor economy that respects our natural and built environment and considers the implications of visitor economy developments	Large number of camper vans staying overnight in laybys and unsuitable places.  Impact on local businesses as not paying to stay overnight.	<b>Aros-fan</b> Piloting a network of 'aires' in Gwynedd for motorhome short-term stays: Cricieth; Pwllheli; Llanberis; Caernarfon	CG	CG and WG (Brilliant Basics)  £390,000	All Aros-fan sites open by Summer 2024	Number of complaints about illegally parked motorhomes.  % of residents surveyed say tourism in their area has a positive outcome  A review of the pilot reveals the numbers used

on our environment today and in the future	Concerns of leaving rubbish, lighting fires etc in the outdoors.	<a href="#">Motorhomes / Arosfan (llyw.cymru)</a>				and feedback on the sites
1: A visitor economy in the ownership of our communities with an emphasis on pride in one's area	<p>Call for more information about myths and legends, place names etc to enrich information for businesses dealing with visitors.</p> <p>Inconsistency in messages about the area.</p> <p>Develop a way of accrediting businesses and enterprises who are recognised as being sustainable.</p>	<p><b>Gwynedd and Eryri Ambassadors Scheme</b></p> <p>To share consistent information about the area to those dealing with visitors and to help the sector identify areas where information is lacking e.g. to understand more about the legends of Eryri; special qualities; culture of the area etc.</p> <p><a href="#">Ambassador Wales – Wales Ambassador Scheme</a></p>	CG Eryri NPA	WG fund of £10,000 staff time CG and Eryri NPA	Plans in place and being developed regularly	<p>Number of individuals who have annually qualified as Ambassadors.</p> <p>% of businesses and organisations in the visitor economy who have qualified as Ambassadors.</p> <p>Gwynedd and Eryri</p>
1: A visitor economy in the ownership of	A large amount of rubbish and single use plastics	<b>Plastic Free Yr Wyddfa pilot project</b>	Eryri NPA	Officer appointed for	Pilot ends October 2024	Project-specific measures.

our communities with an emphasis on pride in one's area	collected in areas of high density visitation.  Lack of respect for the environment/community in honey pot sites, especially through leaving rubbish.	<b>Pilot in behavioural science</b>	Bangor University	2 years - Eryri NPA		See - <a href="#">Plastic Free Yr Wyddfa Eryri National Park</a>  General measurement - has the Yr Wyddfa zone reached Plastic Free status by October 2024
1: A visitor economy that is world-leading in Heritage, Language, Culture and the Outdoors	Developing the potential of the Lloyd George Museum	<b>Shared Prosperity Fund</b> Reinterpreting the site and story of Lloyd George	CG	£360,000 Shared Prosperity Fund	End of March 2025	Number of visitors Number of volunteers Capturing feedback on site
1: A visitor economy that is world-leading in Heritage, Language, Culture and the Outdoors	Developing the potential of Storiell in Bangor	<b>Transforming Towns Project and Contemporary Art Gallery</b> Develop Storiell presence in Bangor City Centre and as part of the Contemporary Art Gallery	CG and BU	£199,800 Welsh Government Transforming Towns Fund  £344,484 Arts Council of Wales	End of March 2025	Number of visitors Number of events Number of activities Capturing feedback on site

1: A visitor economy that is world-leading in Heritage, Language, Culture and the Outdoors	Lack of data on the impact of tourism on the Welsh language	<b>Research</b> Research into the field and develop a methodology to enable the relevant data to be collected	BU developing grant applications to fund the research	TBC  BU staff time	Before the end of March 2025 and developed further during the Plan's lifespan	Methodology has been developed and data collected
3: A visitor economy that promotes local ownership and supports local supply chains and produce	Developing balanced indicators for a Sustainable Visitor Economy Plan	<b>Research and reviews</b> STEAM research, resident sentiment review into tourism & events review	CG and Eryri NPA Sustainable Visitor Economy Partnership	CG and Eryri NPA Staff	End of March 2025 and revise during the life of the Plan as required	Agreed indicators showing progress or not on the Sustainable Visitor Economy Plan principles
3: A visitor economy that promotes local ownership and supports local supply chains and produce	Research into booking stays directly with providers as opposed to having to use third party booking systems such as Booking.com	<b>Research</b> Work with local Universities to discover what is possible in the field	All partners	To be confirmed	During the implementation year	A funding application has been developed.  Ideally that the research has been commissioned
3: A visitor economy that thrives for the well-being of Gwynedd residents and	Greater profits from the tourism sector are felt by local communities  Research into where the 'tourism pound' is spent	<b>Research</b> Work with Universities to develop a brief and methodology for further	Cymunedoli Cyf, CG and Eryri NPA	Staff time and search for funding to pay for the research	During the implementation year	A funding application has been developed.  Ideally that the research has been commissioned

businesses and that offers quality employment opportunities for local people all year round		research				
3: A visitor economy that thrives for the well-being of Gwynedd residents and businesses and that offers quality employment opportunities for local people all year round	Research into the opinions of residents of tourism	<b>Research</b> Work with Visit Wales to develop methodology for further research.	CG and Eryri NPA WG	Staff time	2024-2025	Research has been commissioned
3: A visitor economy that thrives for the well-being of Gwynedd residents and businesses and that offers quality employment opportunities for	Research into the staging of events and community benefits. Feedback from participants of events	<b>Research</b> Work with Bangor University to develop a methodology to undertake further research.  Create case studies of well	CG, BU, NRW, NT	Staff time & SPF funds  £4500	2024-2025	Research has been commissioned  Series of case studies have been produced



local people all year round		organised events which are display best practice in terms of sustainability.		NRW staff time		
3: A visitor economy that thrives for the well-being of Gwynedd residents and businesses and that offers quality employment opportunities for local people all year round	Perception that the sector does not provide all the facilities walkers need.  A Trail that could be physically improved to bring the Trail up to National Trail standard	<b>Llwybr Llechi Eryri - Snowdonia Slate Trail</b>  Carry out research into available facilities and walker needs  Carry out research into work required	SST Cymunedoli Cyf  SST	Initial funding for £9400 agreed from Grymuso Gwynedd  £12,000 funding achieved	Initial research report September 2024  Final survey report completed by July 2024	Development of a strategy for improving facilities.  Development of a strategy to implement work to bring the Trail up to National Trail standard
2: A visitor economy that respects our natural and built environment and considers the implications of visitor economy developments on our	Present research suggests that many in the community are not aware of the Trail			£2000 funding	Completion by December 2024	Rollout of pack and app to schools and other users



Principle	Challenge/Opportunity?	Action	Leading partner(s)?	Costs and Resources	Timetable	Measuring impact
1: A visitor economy in the ownership of our communities with an emphasis on pride in one's area	Empower and develop existing structures and arrangements to support and implement the Gwynedd and Eryri Sustainable Visitor Economy Plan 2035.	<p><b>Innovative Marketing and Communications - SPF Culture and Well-being Scheme</b></p> <p><b>Coordinating and developing new networks</b></p> <p><b>Developing communication and messaging campaigns</b></p>	CG Eryri NPA	Include support funds	2023 - 2024	<p>A number of supported local events or activities</p> <p>Number of people reached</p>
1: A visitor economy in the ownership of our communities with an emphasis on pride in one's area	<p>Need to communicate consistently across all Partners</p> <p>Create resources which help visitors understand and respect the area</p>	<p><b>Create a Welcome to the Area package for people to understand the area</b></p> <p>Work in partnership to develop codes of conduct</p>	<p>CG, Eryri NPA, NRW, NT</p> <p>Eryri NPA, NRW, NT</p>	<p>Staff time and SPF fund</p> <p>Staff time</p>	2023-2024	<p><i>Need to agree on specific measurements</i></p> <p><i>Need to agree on specific measurements</i></p>

<p>3: A visitor economy that promotes local ownership and supports local supply chains and produce</p>	<p>Develop more opportunities for visitors to understand what is exceptional about the area</p> <p>Opportunity for visitors to 'give back' to the area</p>	<p><b>Develop 'Lleol i ni' campaign</b></p> <p>Create and promote experiences local to this area. Increasing awareness of our unique heritage, culture and language, local landscape, produce and communities. Increasing spend and extending the season.</p>	<p>CG, Eryri NPA</p>	<p>Staff time and SPF fund £100,000</p>	<p>2024-2025</p>	<p><i>Project-specific indicators</i></p>
<p>1: A visitor economy in the ownership of our communities with an emphasis on pride in one's area</p> <p>3: A visitor economy that promotes local ownership and supports local</p>	<p>Funding to be sourced though UKRI submission to achieve the following:-</p> <p>To spread the message that the Slate Area World Heritage Site is not centred around major attractions but also includes remoter areas and communities, thus spreading the benefit.</p> <p>Community ownership of tourist facilities so that the income created, in terms of the community, is</p>	<p><b>Llwybr Llechi Eryri - Snowdonia Slate Trail</b></p> <p>Submission to UKRI to be completed to develop an appropriate development, marketing and communications strategy.</p>	<p>SST Cymunedoli Cyf CG CCBC Eryri NPA</p>	<p>Not confirmed</p>	<p>Submission and approval dates TBC</p>	<p>Application and funding approved from UKRI</p>

supply chains and produce	generative rather than extractive					
I: A visitor economy in the ownership of our communities with an emphasis on pride in one's area	Refresh of the Cwm Idwal Interpretation room at the visitor centre	<b>Cwm Idwal Interpretation Room</b> New panels and short films on the biodiversity of the Cwm, local myths and legends, local history	NT, NRW, Eryri NPA, Led on by partnership officer	Funded through NRW £17,400, TAIS and staff time	Completed 2024	Numbers of visitors through the door Numbers of uses of films Numbers using interpretation room for events Hits on website
		Work to update and maintain Cwm Idwal website and educational pages	NT, NRW, Eryri NPA, Led on by partnership officer	NRW, NT, Eryri NPA funding	Ongoing	

Collaborative projects						
Principle	Challenge/Opportunity?	Action	Leading partner(s)?	Costs and Resources	Timetable	Measuring impact

<p>3: A visitor economy that ensures that infrastructure and resources contribute towards the well-being of the community all year round</p>	<p>Bringing people together to give back to the area</p> <p>Enable Welsh learners to use their Welsh in other places beyond the classroom</p> <p>Managing visitors at busy times and places</p>	<p><b>Caru Eryri</b></p> <p>Further develop the Caru Eryri programme to involve local people and visitors</p>	<p>Eryri NPA CESS NT OP</p>	<p>Staff across all organisations</p> <p>Lottery Fund and WG funds</p>	<p>March 2025 and beyond</p>	<p>Number of local people who are consistently volunteering</p> <p>Number of visitors who have signed up to volunteer</p>
<p>2: A visitor economy that is world-leading in sustainable and low carbon developments and infrastructure and when responding to the climate change emergency</p>	<p>Extending and improving a high-quality public transport network for residents and visitors</p>	<p><b>Sherpa'r Wyddfa</b></p> <p>Extension of existing service to include the S4</p> <p><b>T10</b></p> <p>Extend the T10 Pilot - hourly buses from Bangor – Corwen – Bangor</p>	<p>TfW CG CCBC Eryri NPA</p>	<p>TfW CG CCBC Eryri NPA contributing</p>	<p>Summer timetables 23/3/24 – 2/11/24</p>	<p>Number of Sherpa'r Wyddfa and T10 users increase</p> <p>Feedback from local people about the services</p>
<p>3: A visitor economy that thrives for the well-being of Gwynedd residents and businesses and</p>	<p>Support for community projects focusing on community and sustainable tourism</p> <p>Need to share good practice and support</p>	<p><b>Eryri Communities Fund</b></p>	<p>Eryri NPA WG Cymunedoli Cyf</p>	<p>SLSP Fund from WG administered by Eryri NPA £75,000</p>	<p>Until the end of March 2025</p>	<p>The number of projects and the range of different projects that have been funded and completed</p>

that offers quality employment opportunities for local people all year round	projects/communities that want help: create a community of communities					Review of the scope and locations of projects funded in 2024-25
3: A visitor economy that thrives for the well-being of Gwynedd residents and businesses and that offers quality employment opportunities for local people all year round	A number of events taking place in visitor hotspots. Many are without warning and this concerns local residents and risks people's well-being.	<p><b>Llanberis and Yr Wyddfa events register</b></p> <p>Work to extend the above to the remainder of the area/county.</p> <p>Encourage a consistent and sustainable approach to the way events are organised and advertised.</p> <p>Create a partnership which looks at managing events more sustainably.</p>	CG Eryri NPA NRW NT CCBC	CG Eryri NPA Llanberis development group	March 2025	<p>Number of event organisers registering their event on the register</p> <p>Partnership formed to agree key sustainability messages</p>
3: A visitor economy that thrives for the	Taking advantage of North West Wales Slate	<b>Levelling Up Fund and Shared Prosperity Fund</b>	CG	Resources LUF - £27million	End of March 2025 (SPF)	Project-specific indicators

well-being of Gwynedd residents and businesses and that offers quality employment opportunities for local people all year round	Landscape World Heritage site designation	<b>Projects 'Prosperity of Slate'</b> Improving the infrastructure of the area for locals and visitors.		NHLF - £2 million SPF - £550,000 CG Cwmni Bro Partneriaeth Ogwen Amgueddfa Cymru	End of March 2026 (LUF)	
3: A visitor economy that ensures that infrastructure and resources contribute towards the well-being of the community all year round	Investing in the infrastructure	<b>Glynllifon Park infrastructure development</b> including the old mill, paths and business units resulting in increasing visitors to the site and improving the experience for visitors and the local community.	CG	SPF Scheme £200,000 Diwylliesiant	December 2024	Increasing visitor numbers
1: A visitor economy in the ownership of our communities with an emphasis on	Develop the ability and capacity of communities to work co-operatively	<b>Cymunedoli, Gwyrdd Ni and outcomes of Ardal Ni are shared and mapped out</b>	Cymunedoli Cyf, CG, Gwyrdd Ni	TBC	TBC	TBC



pride in one's area		Cymunedoli's groups come together to share key learnings and good practice				
3: A visitor economy that thrives for the well-being of Gwynedd residents and businesses and that offers quality employment opportunities for local people all year round	Support for sustainable tourism projects in our communities and for events  Need to decide what is sustainable and develop guidance, especially for events	<b>Setting up a sustainable tourism and Events 'enabling' fund</b> to provide support to tourism destinations, communities and businesses to host local sustainable events and visiting schemes	CG Eryri NPA NRW	SPF Fund £182,000 CG £18,000	May 2023 - December 2024	Number of events supported  Scope and range of projects supported  Geographical coverage of projects supported
3: A visitor economy that thrives for the well-being of Gwynedd residents and businesses and that offers quality employment opportunities for	Investing in the urban infrastructure	<b>Town centre improvement projects</b> Implementing local prosperity and shared prosperity projects	CG	CG Eryri NPA SPF Fund £1.8 million  Yr Orsaf £11,000	December 2024	Project-specific indicators

local people all year round		<b>Dyffryn Nantlle Heritage and Arts Hub</b> Yr Orsaf are employing someone until the end of December 2024 to develop a business plan				
3: A visitor economy that thrives for the well-being of Gwynedd residents and businesses and that offers quality employment opportunities for local people all year round	Investing in visitor infrastructure due to higher demand for the provision	<b>Gwynedd visitor infrastructure improvement plans</b> Upgrade of infrastructure at Dinas Dinlle beach. Upgrade of toilet facilities at key locations in Gwynedd.	CG	CG & Visit Wales Brilliant Basics fund resource Dinas Dinlle £375,000 Toilets upgrade  £175,000	End of March 2025	Project-specific indicators
3: A visitor economy that thrives for the well-being of Gwynedd	Working with Snowdonia Society and Parc Padarn to develop a community volunteering hub	<b>Parc Padarn Community Volunteering Hub</b> Snowdonia Society to manage a	Parc Padarn NRW Snowdonia Society	To be confirmed	Currently being piloted with a view to being fully functional by	Numbers of people engaging in volunteer events at Parc Padarn  Number of events

residents and businesses and that offers quality employment opportunities for local people all year round		regular programme of volunteering events that can be advertised locally to provide people with a valuable and enjoyable learning opportunity.			summer 2024	
3: A visitor economy that thrives for the well-being of Gwynedd residents and businesses and that offers quality employment opportunities for local people all year round	To increase options for active travel throughout the region	<b>Bwthyn Ogwen</b> E-bike charging point and bike maintenance stand at Bwthyn Ogwen (to match with new ones to go in at Yr Hen Bost, Bethesda) and improve the infrastructure along Lôn Las Ogwen	NRW Eryri NPA NT Partneriaeth Ogwen	SLSP funding through Eryri NPA £4000	December 2024	Project has been funded and completed
1: A visitor economy in the ownership of our communities with an emphasis on pride in one's area	Develop the capacity and the ability of communities to collectively take action	<b>Cymunedoli Cyf</b> Cymunedoli groups have come together to share and discuss good practice	Future Leaders Cymunedoli Cyf	SPF grant funding  Grymuso Gwynedd	April until December	Number of enterprises operating within the field of Community Tourism

		<p>, lessons and learning.</p> <p>Community Enterprises formalised to create a network of collaboration regularly.</p> <p>Ideology of promotion and co-marketing to collaborate on the Cymunedoli plan.</p> <p>Events where the message of the Welsh language is central</p> <p>Organise an event, fair, to spread the message.</p>				Meeting regularly within the period
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		Next steps to operations on developing the Cymunedoli tourism plan				
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