Snowdonia National Park

Trends and issues in sustainable adventure tourism

Helen Pye
Visitor numbers in 2015:
- Snowdonia National Park: 3.89m
- Snowdon: 563,000

Economic impact:
- £475m
- £69m estimated

Spending in various sectors:
- Accommodation: £60m
- Food and drink: £88m
- Recreation: £34m
- Shopping: £126m
- Transport: £44m
10% increase in walkers the last 5 years across Snowdonia
Three quarters of the population of Wales make a visit to a National Park each year.
• % of uk population who frequently visit natural environment increased by 4% in last 7 years

• The number of travelers who are aware of the sustainable travel issues and the willingness of these travelers to spend on environmentally-friendly travel have increased by a third in the last decade. Deloitte, 2017.
<table>
<thead>
<tr>
<th>National Park</th>
<th>Visitor Stays for</th>
<th>Visitor Spends</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snowdonia National Park</td>
<td>2.63 days</td>
<td>£122</td>
</tr>
<tr>
<td>Lake District National Park</td>
<td>1.46 days</td>
<td>£70</td>
</tr>
<tr>
<td>Yorkshire Dales National Park</td>
<td>1.30 days</td>
<td>£66</td>
</tr>
<tr>
<td>Brecon Beacons National Park</td>
<td>1.21 days</td>
<td>£56</td>
</tr>
</tbody>
</table>
Health benefits

outdoors exercise delivers an estimated £2.2 billion of health benefits to adults each year.
Well-being of Future Generations Act
Moving towards mitigation
Over the past 2 years the % of INEXPERIENCED hill-walkers visiting Snowdon has DOUBLED.
Mountain rescue incidents vs visitor numbers on Britain's most popular mountains in 2013

- **Snowdon**: 450,000 visitors, an average of 175 incidents
- **Ben Nevis**: 119,000 visitors, an average of 90 incidents
- **Scafell Pike**: 150,000 visitors, an average of 75 incidents
'Selfish' parking on A5 in Snowdonia 'putting lives at risk'

Dad Steve Webb was forced to push a pram along the busy road because of vehicles blocking the pavement:
Rush hour at Mount Snowdon – hundreds of climbers queue to reach peak

Hundreds of climbers were forced to queue patiently as they slowly moved towards the Mount Snowdon peak because of the large number of people deciding to climb the mountain on Bank Holiday Monday.
Noise and congestion concerns over Snowdonia events
SNOWDON LOST UNDER A MOUNTAIN OF RUBBISH

It has been silly season for me on Snowdon, the extended daylight and good weather means I have summited four times this week alone. Twice last week and both days at the weekend. As the days progressed the state of the mountain has deteriorated. It is still standing and still fine, but from a lover of the outdoors and nature it seems that there is an annual stampede that has little regard for the mountain.
259 sheep killed by 27 breeds of dog across North Wales

WARNING: GRAPHIC IMAGES - Huskies top the list but two-year survey by North Wales Police finds that a huge variety of dog breeds are involved in sheep attacks.
National park authority’s budget cut by 40 per cent in last decade

Sunday, 20 December 2015 By Alan Jones in Politics

THE SNOWDONIA National Park Authority has had its budget savagely slashed by 40 per cent over the last decade it has emerged.

Last week, the Welsh Budget was announced and national parks in Wales saw a staggering 5.3 per cent cut to their annual budget even after hard-hitting cuts have been applied in recent years.

Chief executive of the Snowdonia National Park Authority Emyr Williams was devastated by the latest reduction in spending.
OGWEN

BYW - GWAITH - ANADLU
LIVE - WORK - BREATHE
How can we make adventure tourism and recreation more sustainable?

1. Work together
2. Have a shared plan of action
Snowdon Partnership launch plan to 'safeguard' mountain

© 15 June 2017 | North West Wales

The view from the Snowdon summit is named the best in UK in a poll.
Snowdonia tourist cash scheme to fund youth project

© 24 January 2017 | North West Wales
We're the guardian angels of Snowdon

FAB 15 PATROL MOUNTAIN

INNOCENT green shoots of hope sprout on the barren slopes of Snowdon. After years of neglect, the ancient fences and stiles are being restored and the area is being transformed. The Hanging Gate lady finds her resting place. The beauty of Snowdonia is being rediscovered.

Biofertiliser available

An energy plan that protects the environment has been introduced. Biofertiliser will be used to protect the environment and biodiversity. It is an important step in the fight against climate change.

Cardiff's Queen Bee

The Queen of Cardiff, a beekeeper, is training the local community in beekeeping. The Cardiff Bee Project is teaching the community the importance of bees and their role in the ecosystem.

GO GREEN... in partnership with

Daily Post, October 9th 2014

Cardiff Council is working with the Daily Post to promote green initiatives. The Council is encouraging people to use public transport and to reduce their carbon footprint.
£300,000
part funded by Pen-y-pass car park revenue

8 footpath workers
Map a Chanllaw Yr Wyddfa
Canllaw sy’n darparu mapiau symi o’r fywbrâu i lyn yr Wyddfa

Snowdon Map and Guide
A guide containing simplified maps of the main routes up Snowdon.
People working together in a strong community with a shared goal and a common purpose can make the impossible possible.

— Tom Vilsack —
Questions & Answers...