

# BRECON BEACONS NATIONAL PARK



BRECON BEACONS  
NATIONAL PARK

## Brecon Beacons National Park

### *A Sustainable Tourism Destination?*



# PARC CENEDLAETHOL BANNAU BRYCHEINIOG

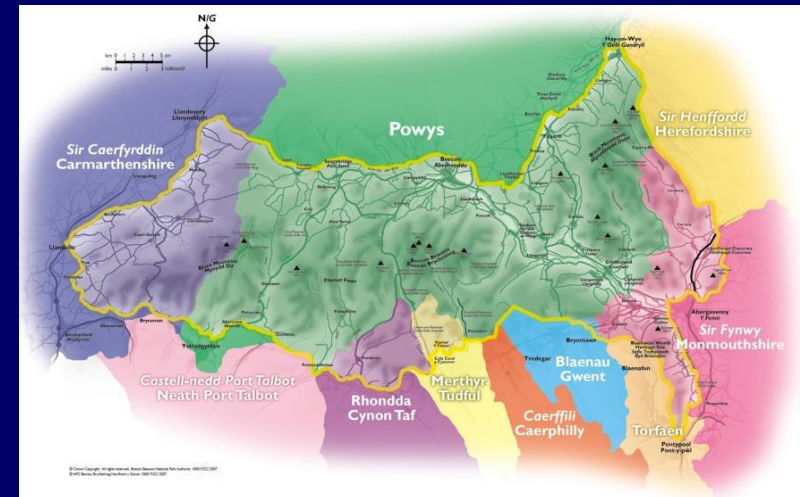
# Sustainable Development & Tourism

- Essential part of sustainable rural development
- What else is going to keep our pubs & post offices going?
- Businesses customers are NPA's visitors
- Tourism values and can help



## Partnership Working

- As a tourism destination, the Brecon Beacons covers:
  - 2 countries
  - 3 Welsh regions
  - 10 local authorities
  - 1200 businesses
- All tourism work has to be based on partnership



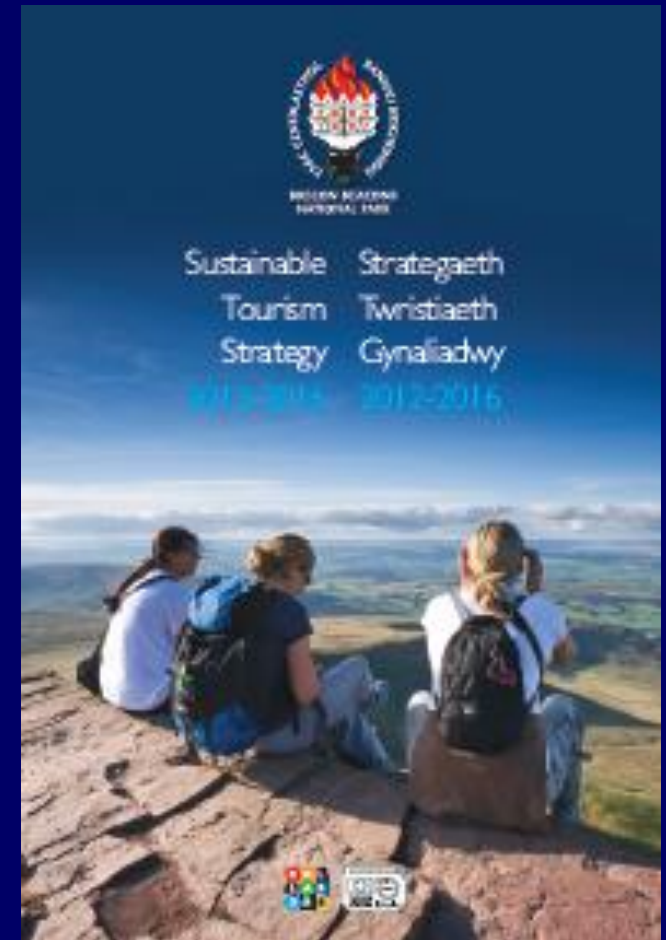
## Partnership Building

- Sustainable Tourism Partnership
  - 48 members
  - 5 subgroups
- Critical involvement of private sector
- Brecon Beacons Tourism



# Communication is Key

- Newsletter
- Annual Conference
- Training Programme
- Sustainable Tourism Strategy



# Destination Management in the Brecon Beacons

- Principles based on:
  - Sustainable Visitor Experiences
  - Business – Environment Links
  - Public Realm Management incl transport
  - Sustainable Marketing
  - Partnership Working especially public-private
- ‘Developing tourism as if the environment & local people mattered’

## PRODUCT DIVERSITY – Sustainable Visitor Experiences

- Activity Tourism
  - Cycling, MTB, horse riding
  - Walking: Walking with Offa: Walkers are Welcome
- Local Food
  - Link Tourism businesses to Producers



# BRECON BEACONS INTERNATIONAL DARK SKY RESERVE





# BRECON BEACONS NATIONAL PARK

## ENVIRONMENTAL RESPONSIBILITY

- Integration with NP Management
- Visitor Management Plan (COLLABOR8)
- Green Tourism Programme
- Visitor Transport



## Visitor Transport Initiative

The screenshot displays the Brecon Beacons National Park website. At the top, the park's name and logo are visible, along with a search bar. The main banner features a scenic landscape with a red bus and the text "travel Brecon Beacons". Below the banner is a navigation menu with links: Home, Getting Here, Getting Around, Things to do, Beacons Bus, Greener Travel, and Events and Special Offers. A "Plan your journey" section includes a form for entering a postcode, selecting a direction (To/From Brecon), and choosing a departure/arrival time and date. A "Welcome" message follows, explaining the park's commitment to minimizing CO2 emissions and providing green travel options. Two featured sections, "Car-free days out" and "Beacons Bus", are also visible.

Brecon Beacons NATIONAL PARK  
One of Britain's breathing spaces

Search Site search

travel Brecon Beacons

Home Getting Here Getting Around Things to do Beacons Bus Greener Travel Events and Special Offers

Plan your journey With TraveLine Cymru

From (postcode)

Which direction is your journey?

To Brecon

From Brecon

Depart by

Depart by

Arrive by

Time

Date

This will take you to the TraveLine Cymru site.

### Welcome

Here in the Brecon Beacons National Park, we're trying to minimise our CO<sub>2</sub> emissions to help keep this place special. These pages have all the info you need to plan your journey here (and your travel while you're with us) in the greenest possible way. Our new interactive map will help you find bus routes, stops and times quickly and easily. We've also got ideas for things to do without the car and info on buses, trains, walking, and cycling.

*Have a good journey and we look forward to seeing you*

### Car-free days out

### Beacons Bus

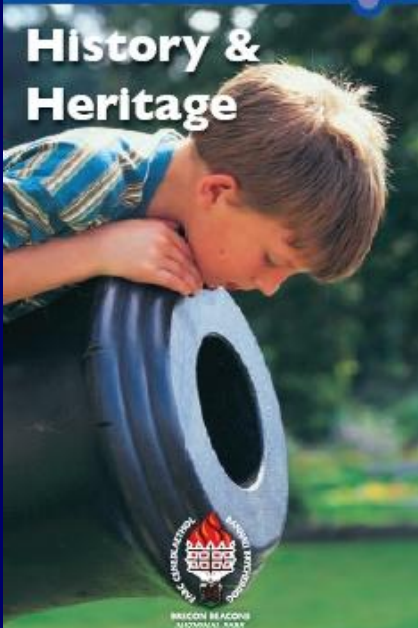
# BRECON BEACONS NATIONAL PARK


## Make it Easy!

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**car free**  
Days Out

**History & Heritage**



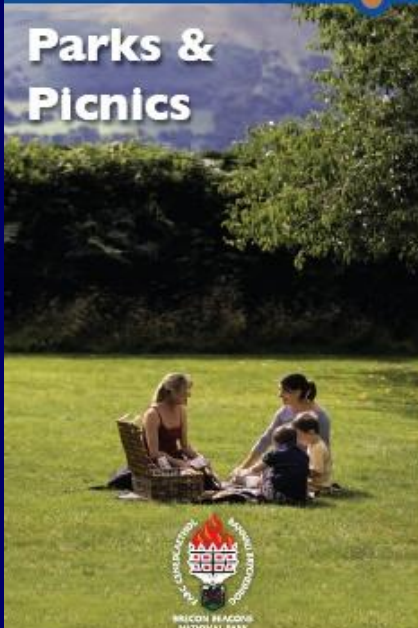
  
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BRECON BEACONS NATIONAL PARK

**car free**  
Days Out

**Parks & Picnics**



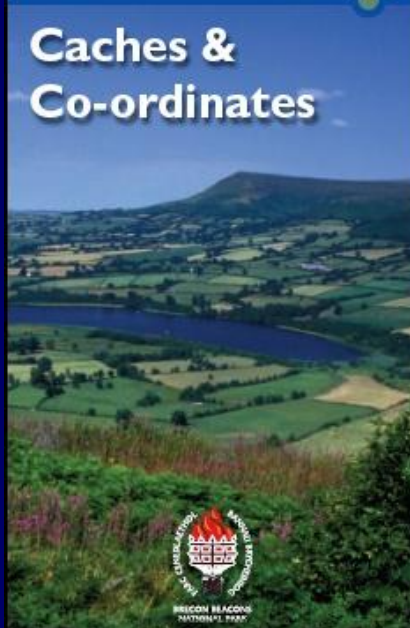
  
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**car free**  
Days Out

**Caches & Co-ordinates**





  
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**Family Walks**  
by bus



  
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# PARC CENEDLAETHOL BANNAU BRYCHEINIOG

# BRECON BEACONS NATIONAL PARK

## Taxi Drivers – The Knowledge



BRECON BEACONS NATIONAL PARK  
I've got THE KNOWLEDGE  

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Mae gen I'R WYBODAETH



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## COMMUNITIES, PLACE MAKING & SUPPORTING BUSINESSES



## COLLABOR8



- 2008-2012
- 9 Locality clusters
- 6 Themed clusters
- Based on:
  - Sustainability
  - Sense of Place
  - Quality

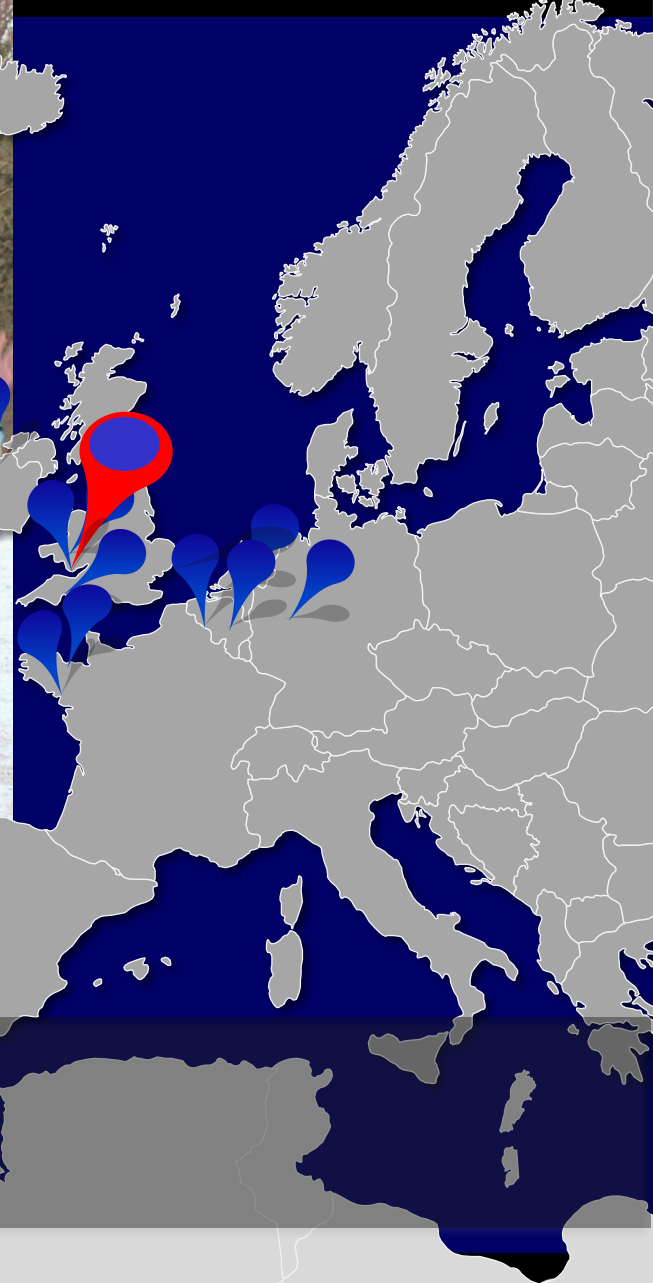


# Rural Alliances

Interreg IVB North West Europe



# ONAL PARK



Investing in Opportunities



This project has received European Regional Development Funding through INTERREG IV B.



INTERREG IVB

**Interreg IVB North West Europe  
Rural Alliances – 12 partners  
Wales; Ireland; Belgium; Netherland; France;  
Germany**

# PARC CENEDLAETHOL BA



## Business – Community Alliances

- Developing links and communications between the two sectors
- Plan together – act together
- Rural Vibrancy Index
- Financial Engineering
- Resource Efficiency



## Brecon Beacons



- 2012-15
- Develop from COLLABOR8 clusters
- Make links with Community Councils, non-statutory groups & residents
- Looking to both develop AND manage tourism locally
- Co-develop tourism action plan
- Funds available to implement

## Brecon Beacons



- 11 Alliances under development
- Some from COLLABOR8 clusters, others from scratch
- 6 business stronger; 4 community stronger
- More community led where economy weaker
- Incorporating Walkers are Welcome

# BRECON BEACONS NATIONAL PARK



[www.aroundllangorselake.co.uk](http://www.aroundllangorselake.co.uk)

## Llangorse & Bwlch

In the heart of the Brecon Beacons

WALKS  
ACTIVITIES  
STAR GAZING  
WILDLIFE  
HISTORY  
EAT & DRINK  
STAY



HIDDEN HISTORY



FOOD & DRINK



ADVENTURE!

LARGE MAP INSIDE!



## BWLCH WITH ALTITUDE CHALLENGE

AUGUST BANK HOLIDAY  
SATURDAY 24<sup>th</sup> AUGUST 2013

The challenge is to enter a team of up to 4 people to walk around Llangorse lake covering 12 miles of stunning scenery. Along the route you will find answers to the photographic quiz which you will be given on registration. The winning team will be those who have found the most answers. This year there are two starting points to choose from:

- 1 team - Beacons Backpackers, Dwlch Or
- 1 team - Shop at Lakeside Caravan Park, Llangorse (please park in Car Park on left below Shop)

The winning team from each starting point will get £100 to donate to their charity of choice. Plus an exclusive t-shirt

All teams will receive tea/coffee and cake at registration, along with route map and challenge questionnaire. You can refresh with cream tea available at TJ Mums!

On returning to your starting point at either Bwlch or Llangorse food will be waiting for you. Everyone who enters will be given a special memento. Entry £7 per person

Check out the route on [www.aroundllangorselake.co.uk](http://www.aroundllangorselake.co.uk)

A further challenge will be for referees to capture specific subjects on their digital camera or phone during the walk. Download them and send them in by 1st September and the winning photographer will be given a day for two at the Llangorse multi-activity centre.

2 STARTING POINTS! LLANGORSE OR BWLCH

To enter please contact  
Shay Champion  
Beacons Back Packers (Bwlch)  
01874 72019  
info@beaconsbackpackers.co.uk

See us at Great Outdoors  
Llangorse Caravan Park (Llangorse)  
01874 66226  
info@llangorselake.co.uk

Rachel 07827117830  
rachel.morgan@hotmail.co.uk



Walk this route all year round - check it out on [www.aroundllangorselake.co.uk](http://www.aroundllangorselake.co.uk)

## Talybont-on-Usk

[www.talybontonusk.com](http://www.talybontonusk.com)

### A very real experience

So much to explore    great food & drink    adventure time!

LARGE MAP INSIDE!

Investing in Opportunities

This project has received European Regional Development Funding through INTERREG IV B.

Llywodraeth Cymru  
Welsh Government

With several siltens along the towpath you will find places enjoy a welcome refreshment stop or an opportunity to stock up on drink and food supplies.

Don't want to walk back from where you started? You can catch a bus back from Llangattock, Cricknowell or Abergwenny. Check for times on [www.walesbus.com](http://www.walesbus.com) or travel back with Taxi Taxi Taxi who have a bike trailer.

Walking on Cowslip GLENN - LLANGATTOCK 5 km. It's Green. It's bright. It's real.

CANCEL Lunch & land at various spots

Fishing You will need a valid fishing licence

Created by [www.aroundllangorselake.co.uk](http://www.aroundllangorselake.co.uk)



# PARC CENEDLAETHOL BANNAU BRYCHEINIOG

## National Park Ambassadors

- Businesses want to understand how the destination works
- 3 day Training Scheme + annual update
- Specialists – Dark Skies, Geopark
- Local Ambassadors



## Green Certification

- Green Tourism Business Scheme
- 44 members -15 Gold
- Social Media Site
- Marketing
- Core part of brand
- Training for ALL businesses



## EFFECTIVE MARKETING

- Destination Status 2009
- Marketing Partnership
  - Coordinate effort
  - Combine finances
  - Agree actions
- Website, PR, Brand

### Tourism Marketing Strategy for the Brecon Beacons

Prepared by Yellow Railroad  
International Destination Consultancy

(November 2010)



# BRECON BEACONS NATIONAL PARK

**EUROPARC**  
F E D E R A T I O N



**EUROPEAN CHARTER  
FOR SUSTAINABLE TOURISM IN  
PROTECTED AREAS**



**GREEN TOURISM  
DESTINATION  
AWARD**

**FFOREST FAWR  
G E O P A R K**



**PARC CENEDLAETHOL BANNAU BRYCHEINIOG**



# BRECON BEACONS NATIONAL PARK



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## BENEFITS

### Businesses

- Support & Coordination
- Relationship with key stakeholders

### NPA

- Communication of key messages
- Relationship with economic development partners