

Examples of Best Practice in Regional and Sustainable Development - in the context of North Wales

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PESTO – Promotion and Networking of EU Projects on
Sustainable Tourism

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Gratz

Austria

Objective - Address the theme of sustainable tourism developments and discuss further developments of sustainable tourism in Europe.

- North Wales - a destination for conquest and visitation
- Westward drive, predicated on successful travel
- The Romans
- Edward I colonised by sea route
- The late Georgians
- The Victorians
- The 1930s
- The Europeans the E22, trans European link to Ireland
- HS2 and electrification of the rail network

Arterial Communication Routes

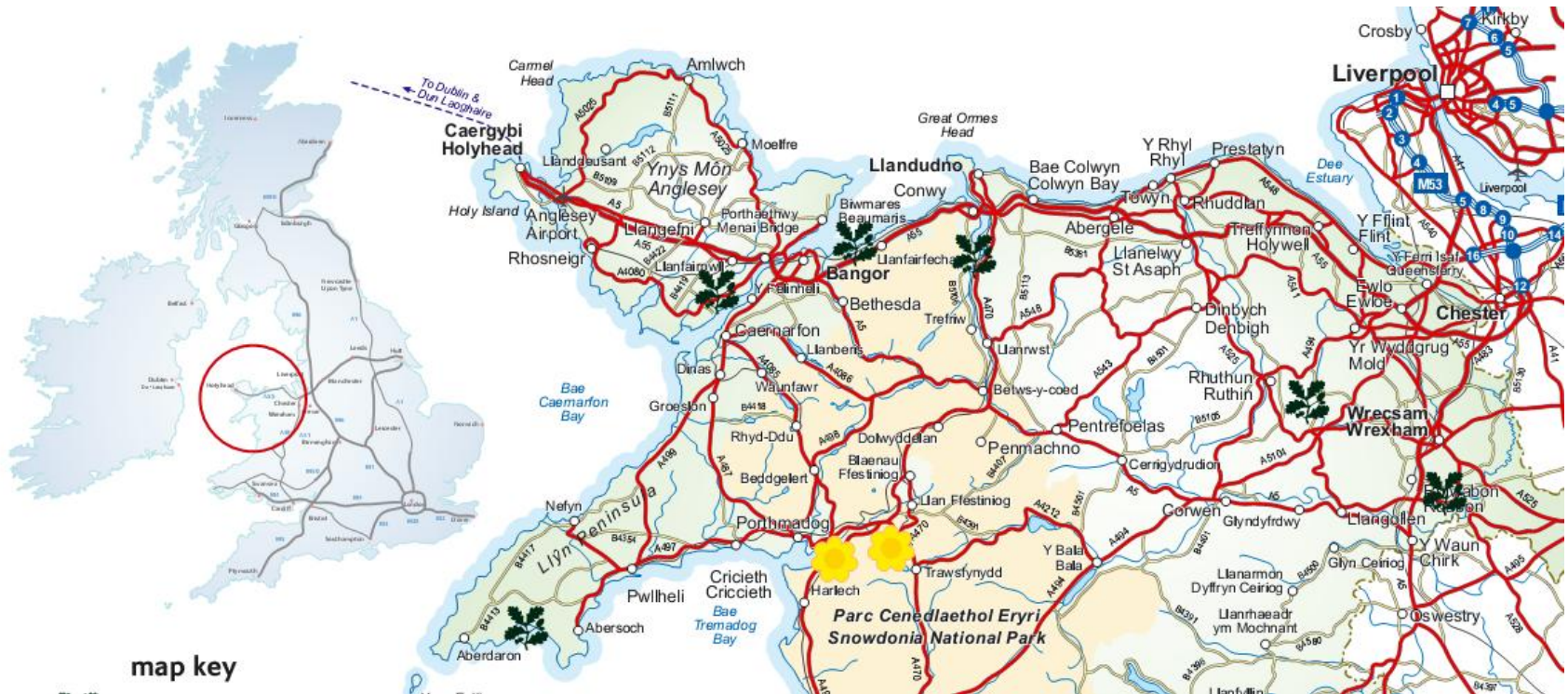
- Politically driven
- Infrastructure investments - not sustainable developments
- Sustainable development superstructure opportunities for generations, past and future

1. Conquest and Extraction
2. Great Navigators and Planners
3. Modern Day Adopters
4. Into the Future

Journey through time and diverse products

World Heritage Site Castles, **CANALS**,
Mountain Ride - **Caverns Deep Attractions**,
Bounce Below and ZipWorld Titan, Pilgrim's
Way, Eco-friendly Guest Houses, **People Powered**
Roller Coaster, **HEART OF ADVENTURE**, **Off**
Shore Wind Farms, *Tidal Lagoon Power*, **HS2**
AND RAIL ELECTRIFICATION and the first
all country - Wales Coast Path.

North Wales – 1 hour from Manchester and Liverpool Airports



1. Conquest and Extraction

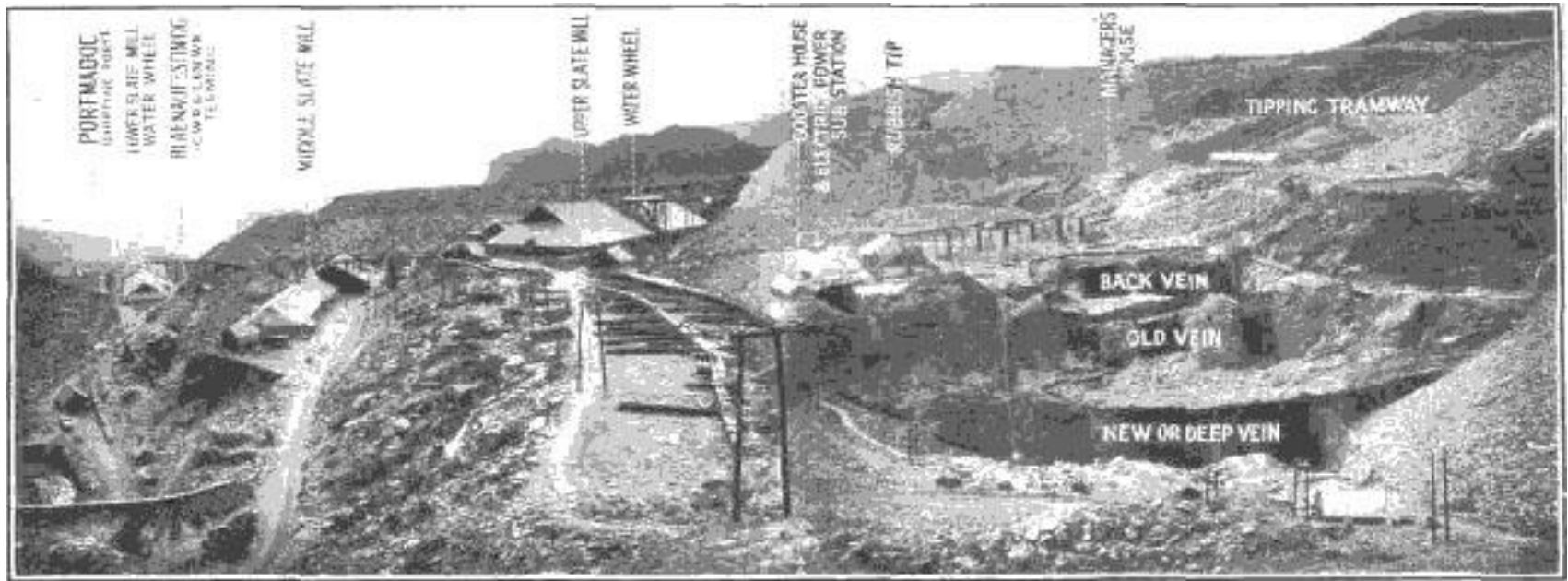
- World Heritage Status Castles and Town Walls of King Edward I, Snowdonia
- The Slate Industry and Quarries Of Blaenau Ffestinog, North Wales
- Centre for Alternative Technology, (CAT), Machynlleth, Snowdonia
- Energy Attractions In North Wales

World Heritage Status Castles and Town Walls of King Edward I, Snowdonia



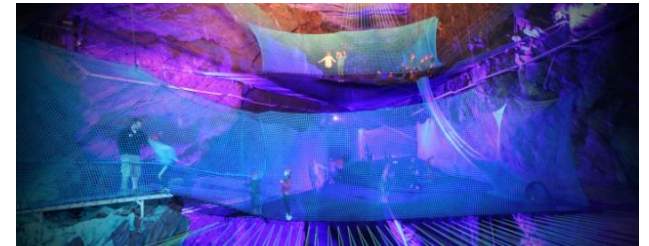
- 4 castles of Beaumaris, Conwy, Caernarfon, Harlech
- Finest examples of 13th 14th military architecture in EU
- Visitor numbers 750k pa
- Reinvestment of £1.3M under EU project 2007-14

The Slate Industry and Quarries Of Blaenau Ffestinog, North Wales



The Slate Industry and Quarries Of Blaenau Ffestiniog, North Wales

- Victorian Mine Tour
- Bounce Below
- Zip World Titan
- Antur Stiniog, Mountain Bike Tracks



Centre for Alternative Technology, (CAT), Machynlleth, Snowdonia

- 4 decades CAT has informed, inspired
- 2 million people who have visited
- environmentally responsible buildings
- renewable energy generation
- graduate school
- water-balanced cliff railway



Energy Attractions In North Wales

Attraction	Energy	Period
Trawsfynydd, Snowdonia	Nuclear Power Plant	1960s to closure
Wylfa, Isle of Anglesey	Nuclear Power Plant	1970s to date
Tan y Grisiau, Blaenau Ffestiniog	Hydro Electric Power Plant	1970s to closure
Llyn Brenig Denbigh	Water storage Dam	1970's to date
Electric Mountain, Llanberis	Hydro Electric Power Plant	1980s to date
Danger Point, Talacre	Gas Extraction Plant	2000s to date

- ✓Llyn Brenig Denbigh – Extended facilities with mountain bike hire and trails plus additional angling
- ✓Electric Mountain, Llanberis – Reinvestment in energy interpretation and gallery
- ✓Danger Point, Talacre – Redevelopment as a safety awareness centre for schoolchildren

2. Great Navigators and Planners

- World Heritage Status Pontcysyllte Aqueduct And Canal
- Pilgrim's Way North Wales
- Llandudno Resort, North Wales Coast – Where Snowdonia Meets The Sea

World Heritage Status Pontcysyllte Aqueduct And Canal

- UNESCO World Heritage List June 2009
- Completed in 1805
- Longest and highest aqueduct in UK
- Busiest section of UK canal network
- 250k visitors pa
- Canal and Rivers Trust 2014



Pilgrim's Way North Wales



- Bardsey Island – island of 20,000 saints
- Launched 2014
- 145ml Pilgrimage on sustainable principles
- El Cameno to Santiago de Compostella, Galicia
- Interpretation -digital platforms, min physical



Llandudno Resort, North Wales Coast – Where Snowdonia Meets The Sea

- Llandudno is Wales's largest resort
- Differentiated as Victorian gentile
- 396k trips per annum
- 75% are holidays
- Visitor spend £90M per annum
- Tram to Alice in Wonderland App
- Sea side Pier to Toboggan Run



3. Modern Day Adopters (1)

- Sustainable Tourism And Transport Wales
- Bryn Eltyd Award Winning Eco Guest House, Blaenau Ffestiniog, Snowdonia
- Bryn Bella Bed And Breakfast In Betws-y-coed, Snowdonia
- Green Tourism Membership - The World's Most Credible Sustainable Tourism Programme
- Eco Ride, Greenwood Forest Park, Bangor,
- Sustainable Tourism Centres Of Excellence

3. Modern Day Adopters (2)

- Promotional Sustainability - Heart Of Adventure / Calon Antur Brand Positioning For Outdoor North Wales
- Promotional Sustainability - North East Wales Altogether Brilliant – Merging Of Marketing Areas Of Rhyl And Prestatyn And The North Wales Borderlands

Sustainable Tourism and Transport Wales

STTW Project – 6 yr Campaign

- Travel passes
- Routes from stations to visitor attractions published on attractions leaflets
- Poster campaigns on train
- In stations NW England
- Plus print material
- Rail visitors travelling to North Wales were up 6%

SSTTW Study Group

- Provide better information to visitors on sustainable transport options are currently available
- Encourage more local services linked to visitor attractions
- Offer incentives to visitors to use public transport
- Simplify ticketing arrangements including integrated ticketing for different modes of transport
- Provide travel planning for key visitor attractions

Bryn Eltyd Award Winning Eco Guest House, Blaenau Ffestiniog, Snowdonia

- Completely zero carbon, powered 100% by renewable energy
- 3 Electric car charge points
- All electric made on site or from 100% UK renewables from 2 hydro stations within 200m.
- Lockable storage for bikes, caving gear, canoes, disabled buggies
- Differentiates on Awards -Trip Advisor Certificate of Excellence 2012/2013/2014

Bryn Bella Bed and Breakfast Betws-y-coed, Snowdonia

- One of the 30 coolest B&Bs –Times 3/2010
- Eco-lover's dream
- Electricity from renewable sources
- Water heated by solar energy
- Actively recycle wherever possible
- Home grown fruit and vegetables
- Eggs from their own chickens
- Electric car charging point for guests
- Environmental Policy published
- Snowdonia Without a Car
- First in North Wales to Gold Award - Green Business Tourism Scheme



Green Tourism Membership

Sustainable Tourism Programme



- 2,000 members in UK, Ireland and Canada
- Make the UK the World's leading Green Tourism Destination
- Hotel chains and management groups and brands
- Regional and local partners
- Suppliers to deliver green products
- Local authorities and agencies research, statistics, industry feedback

Eco Ride, Greenwood Forest Park, Bangor

- Top ten amusement park in UK in Travellers' Choice™ by TripAdvisor
- World's only people powered roller coaster
- 10th anniversary opened 2004
- Visitor numbers up from 94,000 in 2003 to 135,000 in 2013
- 1 million visitors have ridden the Green Dragon



Sustainable Tourism Centres of Excellence

E4G Centres of Excellence



Name

Llyn Brenig Visitor Hub

Betws y Coed Hub – Mountain Biking

Marsh Trax Rhyl - Biking

Glan Llyn Outdoor Centre, Bala

Llyn Trawsfynydd Outdoor Activity

Coed y Brenin Dolgellau – Mountain Biking

Llechwedd, Blaenau Ffestiniog – Mountain Biking

Llyn Tan y Grisiau, Blaenau Ffestiniog - Outdoor Activity

Henfaes, National Trust, Aberdaron

Promotional Sustainability

Heart Of Adventure / Calon Antur

- **Brand truth – The heart of adventure**
- This statement celebrates the excellence in the outdoor sector, while pulling together three brand differentiators: demonstrating a compact environment, and central location, and the emotional importance of the cultural heritage
- **Brand character:**
- Passionate – full of real heart and humour
- Proud – of our unique culture and heritage
- Pioneering – full of an individual spirit

Promotional Sustainability

Heart Of Adventure / Calon Antur

- **Brand Positioning**
- North Wales is the only outdoor adventure destination that provides both dabblers and daredevils with a unique, culturally rich and central location. It is home to a variety of quality activities all in one place that are facilitated by experts with real passion



Promotional Sustainability

North East Wales Altogether Brilliant

Merging Marketing Areas

North East Wales brand positioning

The core of our brand positioning is based on the idea of creating greater strength because collectively the three counties offer an increased range of choice and potential. Put simply, because there are three, you can get more. This collective positioning creates strength and depth and enables NE Wales to compete with other UK destinations. In addition to range and choice, we are also able to add pace and access as key defining elements.



Brand drivers

Independence
Innovation
Freedom



Promotional Sustainability

North East Wales Altogether Brilliant

Merging Marketing Areas



4. Into the Future

- National Trust Green Energy Project
Snowdonia Hydro-turbine
- North Wales Coast Wind Farms
- Tidal Lagoon Power
- HS2 and the Electrification of North Wales Rail Network
- Wales Coast Path
- Destination North Wales

National Trust Green Energy Project

Snowdonia Hydro-turbine

- National Trust's first large-scale renewable energy project
- Installed on a river on south flanks of Snowdon
- Land bought for the nation via campaign by Sir Anthony Hopkins in 1998
- Sold via the grid to company - Good Energy
- Generate 1,900 megawatt hours pa – enough electricity to power around 445 homes
- Light all of NT properties in Wales
- Eight mansions, three castles and 45 holiday cottages

North Wales Coast Wind Farms



- 200 plus turbines generate 576MW
- Energy needs of 400,000 homes
- Positive attitude of most tourists to green energy, including wind, is an important factor
- Minority of tourists appear to be negative about wind turbines and believe they spoil the landscape
- Tourists prefer them in the distance and off-shore
- £20M to be invested into local communities. These include visitor orientated projects.

Tidal Lagoon Power

- Develop 6 tidal lagoon power stations across U
- Entrapment of 127kms
- £2.25 BN expenditure
- Supply 150,000 homes
- Leisure and Visitor Attraction facilities
- Oyster farming, samphire harvesting, kelp harvesting



HS2 and the Electrification of North Wales Rail Network



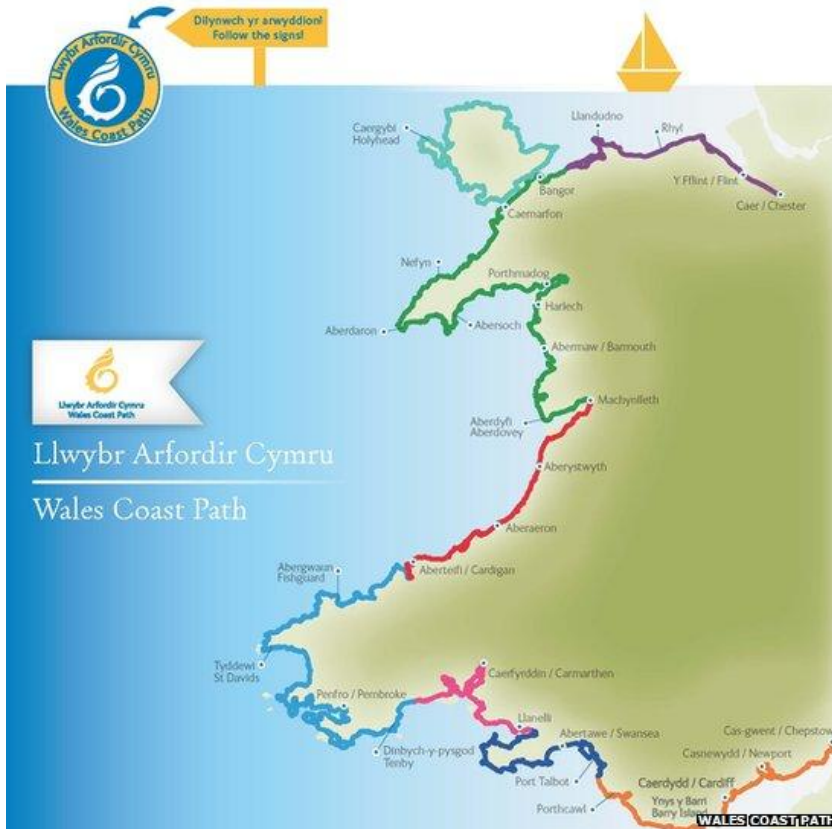
- Link with HS2, at Crewe and Manchester
- Electrification Holyhead to Crewe railway line
- More frequent high speed services
- Improved link to Ireland

Wales Coast Path



- Wales first country in the world to have a formal trail the whole way around its coast
- 870 miles long
- Joins up with Offa's Dyke Path National Trail to provide 1,030 miles walk
- ERDF £4M fund
- World's top destination to visit in 2012 by Lonely Planet

Wales Coast Path



- Develop circular coastal routes eg
- Holy Well of Celtic Legend
- Snowdonia Shimmering Sandbanks
- Giant Slayer Walk
- 2013 – 3M visitors generated £16M to the economy

Destination North Wales

- Vision:
- One of the top 5 UK tourism destinations, internationally known for its natural beauty, dramatic scenery, heritage and distinctive culture
- 6 Destination Management Plans



Destination North Wales

- 82% of visitors get to North Wales by car
- Promote alternatives to and dependence on the car:
- Better marketing of the extensive rail network and its links. Including heritage railways
- Bus routes (eg Snowdon Sherpa) also need to be part of the equation.
- Making ticketing easier with through tickets, multi-use tickets and sensible pricing
- Better information to visitors, especially at stations. Easy maps, routes and itineraries
- More information on circular walks, safe cycle routes and bike hire
- Take advantage of Wales Coast Path
- Address missing links in long distance cycle routes
- Improving the quality of taxi services

Danke
Thank you
Diolch yn fawr

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