



GWYNEDD AND ERYRI 2035

Bulletin

Autumn 2025

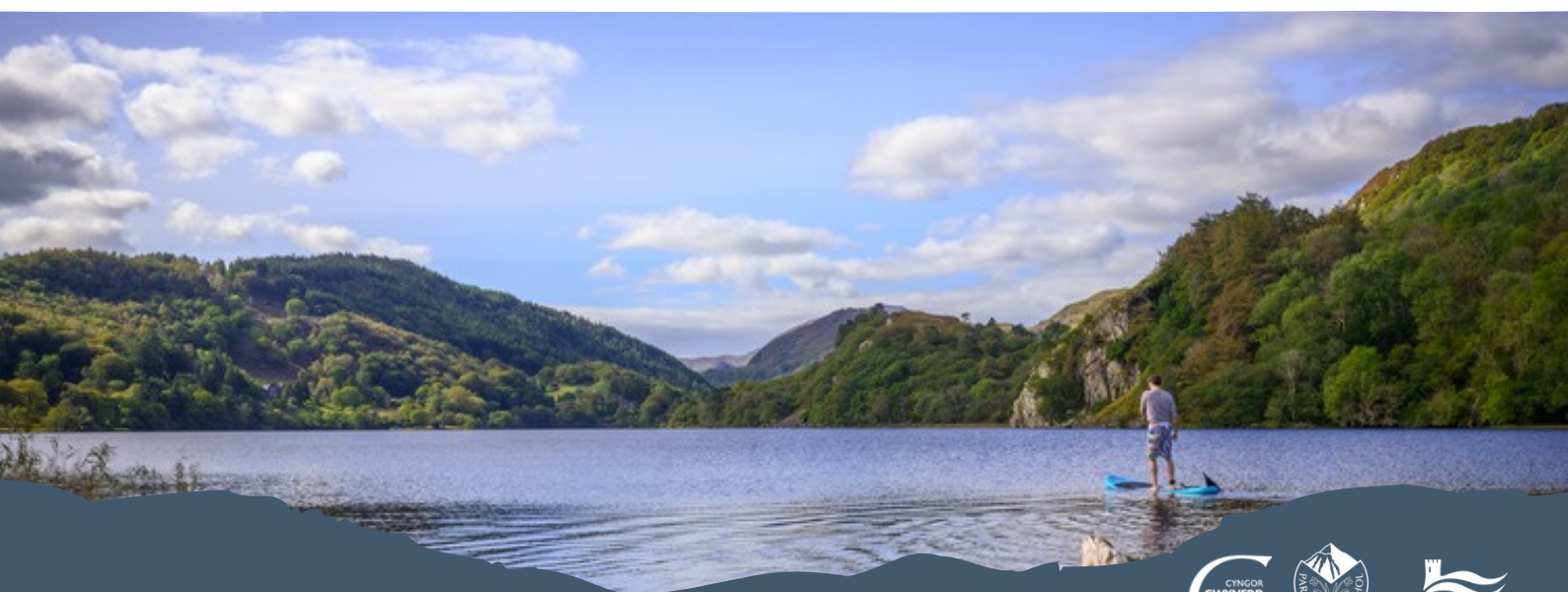


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1. Welcome: A word from the Co-chairs of the Gwynedd & Eryri Partnership



Michael Bewick and Einir Young at the Gwynedd and Eryri Conference

The Sustainable Tourism Partnership for Gwynedd, Eryri and Conwy is now well established after a well attended conference showcased the excellent work going on in both private and public sectors.

It is heartening to see the results of the recent Cyngor Gwynedd Resident Survey which shows the vast majority of people seeing tourism as an economic benefit and that it fosters a sense of pride in our communities and is not seen as a threat to the Welsh Language.

The work being done on the ambassadors programme means that we can truly welcome visitors who are looking to explore and understand the best of what we have to offer. Welcome them as guests to our home.

The wide range of legislative and regulatory changes coming down the line including the new levy, registration, licensing as well as more local measures including Article 4 and the Council Tax Premium have led to a sense of overload within the sector which has the potential to deter investment and reduce capacity.



Michael Bewick
Co-Chair: Gwynedd and Eryri Partnership

All the more important therefore that the Sustainable Tourism Partnership makes the case for a tourism sector which is to the benefit of our communities and visitors. Amongst the most important tasks for the coming year will be to help shape plans to ensure that the Levy (*should the local authorities decide to implement it*) helps create a more sustainable and high quality destination of which we can all be proud.



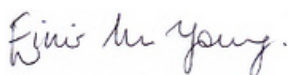
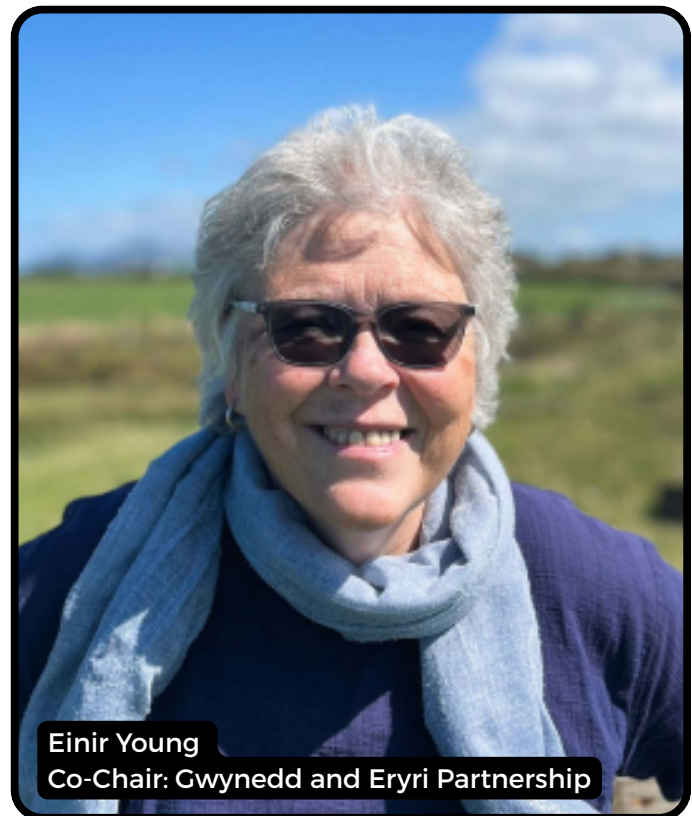
Michael Bewick, Co-Chair of the Tourism Sector Group

Tourism is increasingly dominating global headline news with numerous reports of 'over-tourism' leading to increasing challenges. Negative headlines can be uncomfortable but the only way to solve the very real issues is to tackle them openly and work together to co-create imaginative ways of meeting the needs of communities, businesses, and visitors alike.

The Gwynedd Eryri and Conwy Tourism Partnership members are on a journey of collaboration with a focus on the wellbeing of our communities. By celebrating language, culture, heritage, and our environment, the aim is to maximise benefit through improved visitor experience ensuring that we do not inadvertently 'kill the goose that lays the golden egg' as is happening in so many cities and popular destinations worldwide.

The various meetings convened ensures that officers, councillors, community representatives, businesses, and social enterprises are beginning to get to know and understand each other better. There was an exceptionally informative conference in Bangor in February and a useful workshop in Blaenau Ffestiniog in May to identify and prioritise themes.

There are positive signs that this is bearing fruit as demonstrated in this briefing note. But there is more to be done to ensure that the wider public is aware of the efforts underway to create a visitor industry that is fair to all and to persuade others that they are very welcome to engage with us.



Einir Young, Co-Chair of the Tourism Sector Group

2. Gwynedd and Eryri 2035 Action Plan: Summary 2024–25

The action plan for 2024–25 has shown positive progress toward the long-term goals of the Gwynedd and Eryri 2035 partnership.

With new networks of plastic-free businesses, improvements to tourism infrastructure, a variety of events, and more ambassadors for the area than ever before, the past year has laid a strong foundation for the future.

We recognise that much more work is needed to achieve our long-term ambitions, and the contribution of every individual and organisation is key.

As we move forward to develop the 2025–26 plan, there is still time for you to share your projects, ideas, and innovations with us.

The full 2024–25 action plan is available on the Cyngor Gwynedd website:

Home > Businesses > Gwynedd and Eryri Sustainable Visitor Economy 2035

To add your sustainable tourism project to the plan, use the QR code below.



Below: A summary from the Gwynedd and Eryri 2024-2025 Implementation plan*

Gwynedd & Eryri 2035

A summary from the 2024-25 implementation plan

A NETWORK OF 4 'AIRES' AROSFAN FOR MOTORHOME SHORT-TERM STAYS ARE OPERATIONAL IN CRICIETH, PWLLHELI, LLANBERIS AND CAERNARFON



3630 AMBASSADORS ACROSS BOTH THE ERYRI AND GWYNEDD AMBASSADOR SCHEME BY APRIL 2025



43 BUSINESS WERE AWARDED THE SPF BUSINESS DEVELOPMENT FUND (A TOTAL OF £1,330,659.95)



15 BUSINESS WERE AWARDED THE SPF PROPERTY IMPROVEMENT GRANT (A TOTAL OF £632,145.86)

14 BUSINESS WERE AWARDED THE TRANSFORMING TOWNS GRANT (A TOTAL OF £312,930.01)

A NETWORK OF 36 PLASTIC-FREE BUSINESSES IN THE ERYRI AREA AS A RESULT OF THE PLASTIC FREE YR WYDDFA PILOT PROJECT



35 COMMUNITY AND BUSINESS GROUPS ATTENDED 3 SOCIAL MEDIA TRAINING EVENTS



LLWYBR LLECHI ERYRI, CWMNI BRO FFESTINIOG, SIOP GRIFFITHS AND PARTNERIAETH OGWEN HAVE RECEIVED NEARLY £1M OVER 5 YEARS FROM UKRI TO RESEARCH AND DEVELOP COMMUNITY-LED SUSTAINABLE TOURISM PROJECTS



SIGNIFICANT UPGRADES TO GWYNEDD INFRASTRUCTURE AND AMENITIES AT DINAS DINLLE AND CRICIETH THROUGH THE VISIT WALES 'BRILLIANT BASICS' FUND.



1500 RESPONSES COLLATED FOR THE GWYNEDD RESIDENTS SURVEY INTO TOURISM SENTIMENT



154,928 PEOPLE ATTENDED 33 EVENTS SUPPORTED DURING 2024/5 THROUGH THE EVENTS SUPPORT FUND CONTRIBUTING APPROX £4.069 MILLION INTO THE LOCAL ECONOMY



'LLEOL I NI' DIGITAL MARKETING CAMPAIGN GENERATED 120,609 WEBSITE CLICKS, 9,800 ADDITIONAL VISITS TO THE AREA AND £2MILLION IN ADDITIONAL VISITOR SPEND



SHERPA'R WYDDFA BUS USERS INCREASED TO OVER 70,000 IN AUGUST 2024



33 SCHOOLS ENGAGED WITH VIA THE COPAI COMPETITION AND CONFERENCE



211 DAYS SPENT CARING FOR ERYRI THROUGH THE CARU ERYRI VOLUNTEER PROGRAMME



*All documents can be found on the Gwynedd and Eryri 2035 page (scan code below).



3. Conwy's formal introduction to the Partnership

Conwy County Borough Council is proud to be officially joining the Gwynedd and Eryri 2035 partnership. This marks the start of a new chapter where we'll work together to create a greener, stronger, and more successful future for our region.



We're looking forward to teaming up with Cyngor Gwynedd and the Eryri National Park Authority to turn our shared goals into reality, goals that will benefit both local people and visitors now and, in the years ahead.

By working together, we can share our knowledge, ideas, and resources to make a real difference in this special part of North Wales.

Both the Gwynedd and Eryri Sustainable Visitor Strategy 2035 and our own Conwy Destination Management Plan (2023 – 2029) focus on making tourism more sustainable.

That means giving visitors a great experience while also protecting our landscapes, culture, and communities.

We're committed to encouraging responsible tourism, supporting local businesses, and making sure that tourism helps our economy without harming the environment or local quality of life.



4. Ambassador Programmes

Gwynedd, Eryri and Conwy ambassador programmes

As part of the Ambassador Wales national initiative, the Gwynedd, Eryri and Conwy Ambassador programmes offer accessible online training for individuals keen to learn more about these distinctive regions and what makes them so unique.

To date, over 1,300 people have qualified as Bronze-level Eryri Ambassadors, with just over 1,000 achieving Silver and nearly 900 reaching Gold level. Additionally, 250 Eryri Ambassadors have completed the 2025 refresher module.

This module provides updates on recent changes to course content and highlights key projects and important work undertaken by the Authority and its partners over the past year.

The number of qualified Ambassadors continues to grow in Gwynedd, with 229 now qualified at Bronze level, 144 at Silver, and 126 at Gold. Conwy's numbers are also increasing with 662 qualified at Bronze level, 530 at silver and 429 at Gold.



Exciting new modules are now live!

Cyngor Gwynedd and Eryri National Park Authority have collaborated to create two engaging new modules, now available to participants on both the programmes.

The Introduction to Sustainable Tourism module explores the region's shared definition of the visitor economy, as well as the core principles underpinning the Gwynedd and Eryri Visitor Economy Plan 2035.



The Adventure Smart module, created in partnership with Adventure Smart UK, explores why people sometimes make poor decisions in the outdoors. It also guides businesses on how to share clear, practical safety messages with visitors, helping them to stay safe while exploring. Both modules are now live and available to access.

Conwy also has a number of events for ambassadors planned for the upcoming months, all events and tickets can be found via the QR code:



Engaging with our Ambassadors

In January 2025, Cyngor Gwynedd and Eryri NPA hosted a joint Ambassador event at Yr Ysgwrn, Trawsfynydd, titled **A Night Under the Stars**. This successful evening brought together Ambassadors from both Gwynedd and Eryri for a fascinating guided talk under the stars by ENPA's Dark Skies Officer, Dani Robertson.

Attendees also experienced a mobile planetarium – an immersive dome that simulates the night sky, allowing users to explore astronomy in a realistic and interactive setting. Following the presentation, Ambassadors were taken on a guided tour of the historic home of the poet Hedd Wyn, led by Naomi Jones, ENPA's Head of Cultural Heritage. The event was warmly received by all who attended, and we look forward to hosting more events like this in the future.

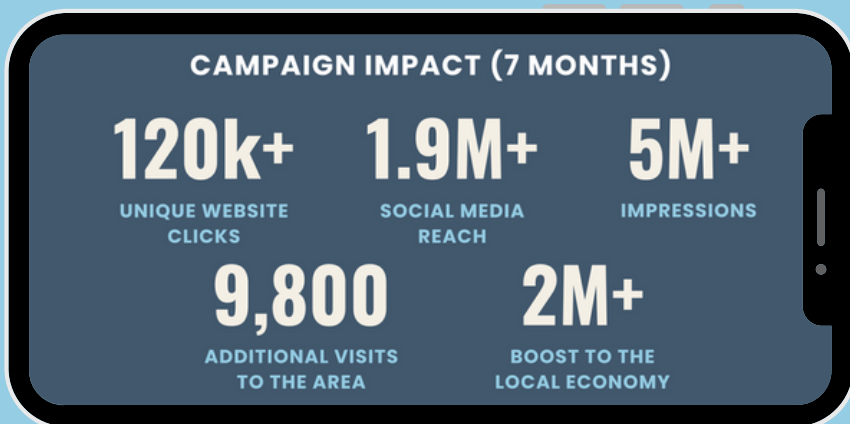


The night sky over North Wales as captured by Eryri National Park dark skies officer Dani Robertson (above right)

5. Communication Plans 2025 including the Visitors Code, Safety Messaging and Business Pledge

Snowdonia Mountains and Coast Digital Marketing Campaigns and Website Content Framework

In 2024, Cyngor Gwynedd was successful in securing a budget of over £1.6m for the Diwylliesiant Project from the UK Shared Prosperity Fund. One of the outputs of the project was to implement a digital marketing campaign to promote the visitor economy and generate 5,000 additional visitors and £250,000 worth of income to the local economy and communities.



The '**Lleol i Ni / Local to Us**' digital marketing campaign was launched in June 2024

with the main objectives of promoting the area's cultural, heritage, language, landscape, local produce, communities, and outdoor opportunities.

As part of the campaign new website content was produced which included a fresh look at some of our oldest tales highlighting mythical stories of magic, and the ancient tales of Eryri. More content was created to highlight our exceptional local produce, arts and culture, community pubs, dark skies and our outdoor and indoor attractions.



13 INDEPENDENT / COMMUNITY BUSINESSES FEATURED IN CAMPAIGN VIDEOS



203 INDEPENDENT/COMMUNITY BUSINESSES HIGHLIGHTED IN 9 CAMPAIGN ARTICLES



3 FREELANCE WRITERS, 1 VIDEOGRAPHER, 1 PHOTOGRAPHER + 1 PROJECT MANAGER EMPLOYED

Hwyl in Eryri and Pen Llŷn Marketing Campaign

January 2025 marked the launch of the new Visit Wales themed year, **Year of Croeso** (Welome). This was the next in the series of themed years from Visit Wales and their flagship marketing campaign for Wales, 'Hwyl' (*the Welsh word for fun*), which focused on the feelings of fun and joy that you can experience 'Only in Wales'.



The partnership, working once again with Visit Wales, continues to amplify the unique Welsh Croeso and showcase the iconic experiences, products, destinations, and culture found only in Eryri and Wales.

Since the beginning of the year, new social media and website content has been produced under the theme Hwyl in Eryri and Pen Llŷn. This has included the creation of fresh website articles such as Find your Hwyl in Eryri and Pen Llŷn and Outdoor Fun and Adventure for the Whole Family.

The content framework and social media strategy have centered on sharing authentic and engaging digital assets. A strong focus has been placed on producing video and imagery to illustrate the destinations and activities highlighted in the articles. Featured attractions and activities across Gwynedd and Eryri include Antur Stiniog, Gypsy Wood, Plas Menai, Parc Glasfryn, Canolfan Tryweryn, Llŷn Golf, and Sawna Bach, The Scenic Sauna at Parc Padarn.

Cyngor Gwynedd has secured additional funding from the UK Shared Prosperity Fund to expand website content, create new digital assets, and deliver a targeted digital marketing campaign.

In the coming months, new website content will be developed to engage the Independent Explorer audience, focusing on Outdoor Enthusiasts, Families, and Cultural Explorers.



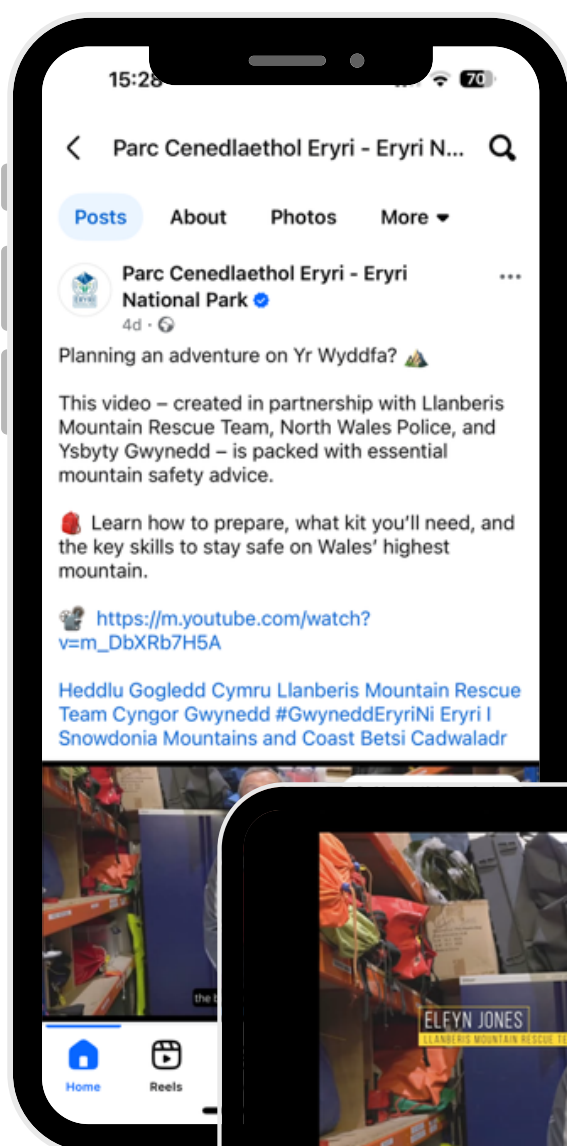
Support for the campaign is welcomed by following social media accounts and sharing the Hwyl in Eryri and Pen Llŷn content:



5. Communication Plans 2025 including the Visitors Code, Safety Messaging and Business Pledge

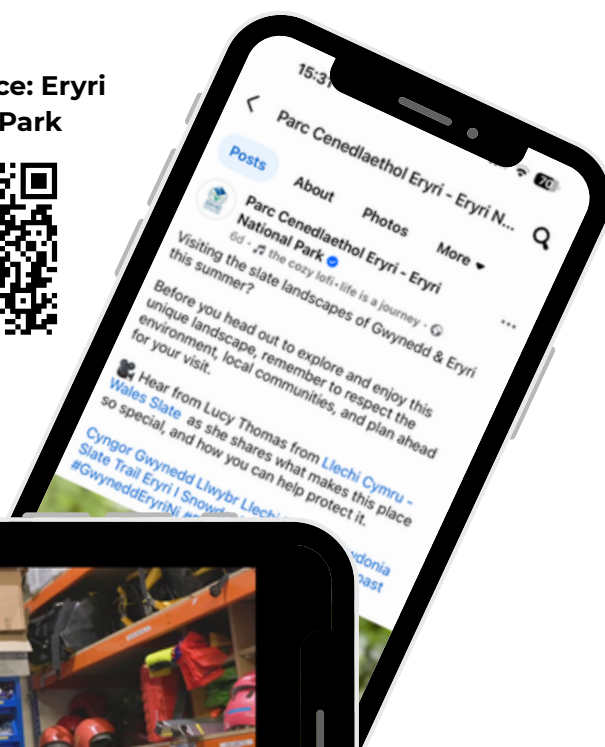
The partnership plays a key role in ensuring that vital safety information reaches both residents and visitors across the region. By working collaboratively, we help to share timely and consistent safety messages across all of our social media platforms.

Examples of these messages (from Eryri National Park) are shown below, with messaging being developed by ENPA or Cyngor Gwynedd in close partnership with key regional emergency and rescue services, including the local mountain rescue teams, RNLI lifeboat crews, Betsi Cadwaladr University Health Board, and North Wales Police.



This joined-up approach helps to ensure visitor awareness around potential risks, from mountain safety and coastal conditions to health and emergency preparedness.

Safety Advice: Eryri National Park



In addition to sharing original safety content, each account also amplifies messages from trusted sources, such as this one from Water Safety Wales (right), by sharing posts from their Facebook page and other channels.

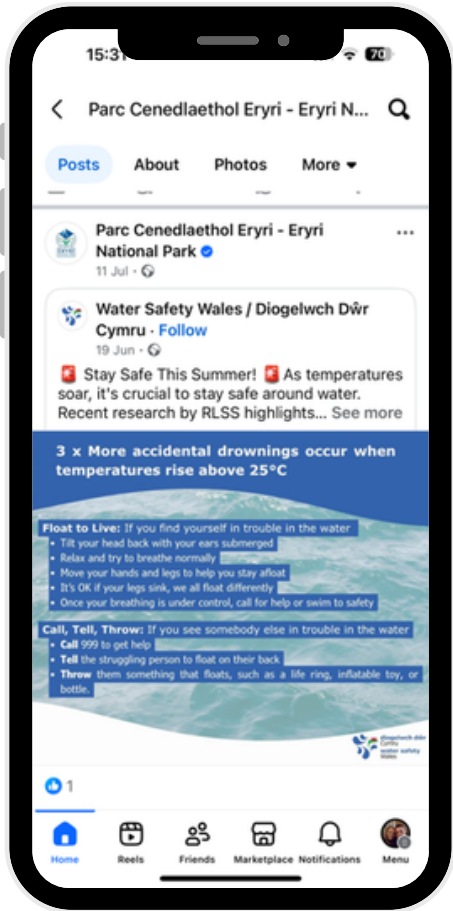
This helps to broaden the reach of essential guidance, ensuring that safety information is as accessible and widely distributed as possible.

To ensure the right balance of content, positive messaging such as this one on the left are also shared, where the work of individuals, groups, communities and businesses are highlighted.



Through this unified communication effort, we help to strengthen community resilience and promote safer experiences for all who live in or visit the region.

More helpful links below...



The Gwynedd and Eryri Business Pledge



Beach Safety Notices



AdventureSmart Guidance



Enjoy Conwy's Outdoors Safely



6. Visitor Levy

On 8 July 2025, the Senedd approved the Visitor Accommodation (Register and Levy) etc (Wales) Bill. This is the first locally designed tax in Wales for more than 500 years. The new law gives local authorities the power to introduce a small nightly charge, known as a visitor levy, for people staying overnight in the area. The aim is to help fund local services and facilities that visitors use, such as toilets, footpaths, beaches, and visitor centres.

The levy, *if introduced*, would be set at £1.30 per person per night for most accommodation, including hotels, bed and breakfasts, and self-catering properties. For hostels and campsites, the rate would be 75p per person per night. Under-18s would not have to pay the lower rate in hostels and campsites. *These rates may be further adjusted during the continued Senedd scrutiny process.*

Royal Assent for the Bill was received on the 18th September 2025. The Welsh Revenue Authority (WRA) will now take on the responsibility of running a national register of visitor accommodation providers and collecting the levy on behalf of local authorities that might adopt the rollout of the levy in their areas. Every provider of visitor accommodation in Wales will need to register, even in areas where the levy is not introduced.

The law also requires local authorities to run a public consultation and give at least 12 months' notice before the levy starts. This means the earliest possible date for introducing the levy is April 2027.

Following the passing of the Bill, Cyngor Gwynedd and Conwy County Borough Council are reviewing their position. Over the coming months, the partnership will speak with local tourism businesses, community groups, and residents to understand the possible impacts of the levy and how it might work in practice. If we decide to proceed, the income could help improve and maintain important facilities that benefit both visitors and local people.

Further information about the visitor levy will be published on the Cyngor Gwynedd and Conwy County Borough Council websites in due course. Please keep an eye out for updates.



7. Investment in Business Support and Community Infrastructure

Over £2 million in funding has been allocated to support Gwynedd businesses during 2024-25, through initiatives ranging from Business Development Grants to the Transforming Towns programme, helping local enterprises grow, thrive, and contribute to vibrant communities.

Caffi Largo in Pwllheli received an **SPF Grant** to upgrade its kitchen and storage facilities, improve energy efficiency, and expand seating capacity. These enhancements have streamlined operations, reduced costs, boosted service quality, and supported the hiring of full-time staff—strengthening the café’s role as a key community hub and ensuring its long-term sustainability.



Caffi Largo, Pwllheli



Tŷ Afon, Beddgelert

Tŷ Afon, a boutique guesthouse and wedding venue in Beddgelert, received a **Transform Grant** to install a modern heating system and upgrade interiors. These improvements enable year-round operation, enhance guest experience, reduce costs, and support business growth—creating new local job opportunities and long-term resilience.

Llofft, a café in Felinheli, received the **ARFOR** grant to expand its services, improve efficiency,

and promote the Welsh language. Investments in kitchen equipment, a new business management system, and digital marketing have boosted capacity, streamlined operations, and increased visibility—strengthening both the business and its cultural impact in the community.



Llofft, Felinheli

More Business Development Grant Case Studies via the QR code below



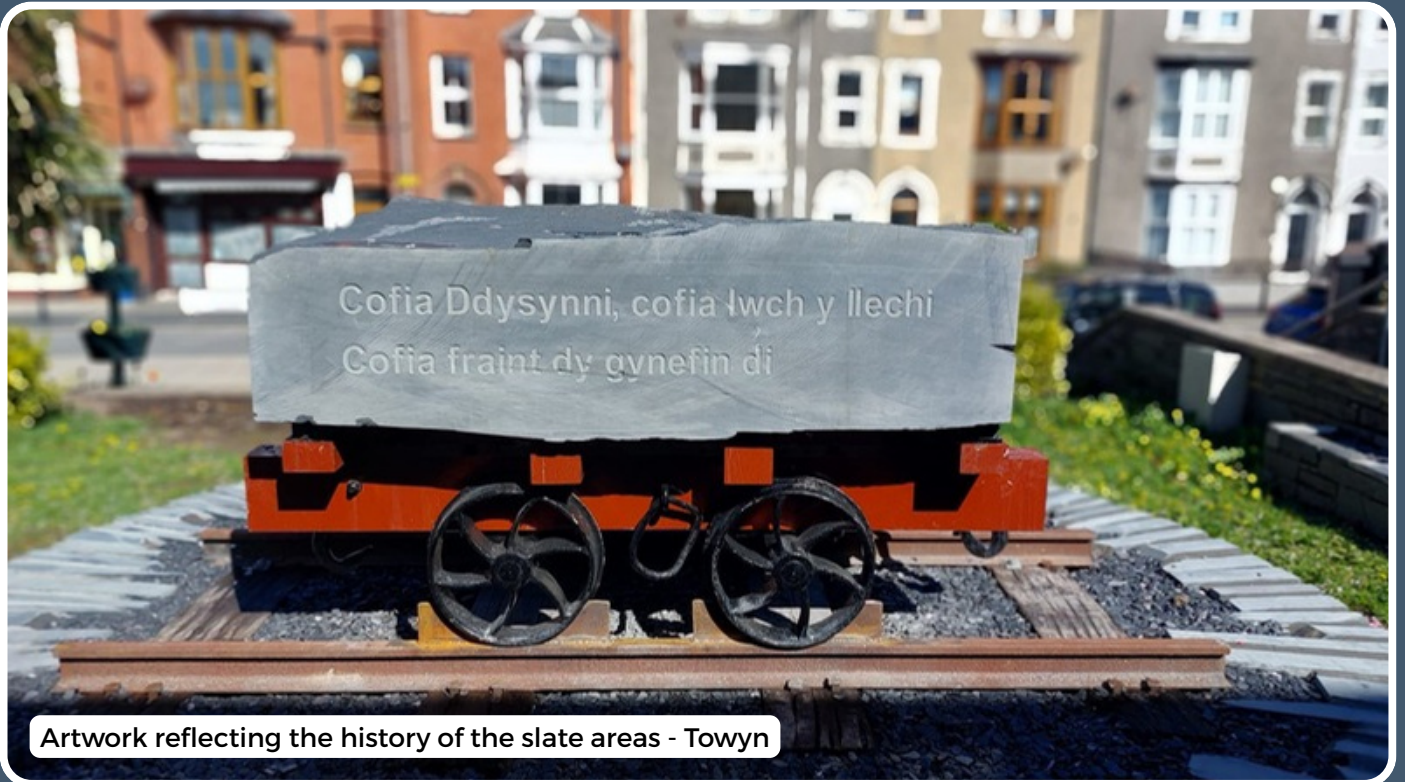
Improvements to infrastructure have been supported through the SPF Town Centre Vitality programme and the Slate Valleys Regeneration Scheme.

These improvements are part of a broader effort to regenerate town centres and historic areas, enhancing local infrastructure, boosting the economy, and reinforcing the cultural identity of communities. The support of this programmes is key to delivering projects that have a visible and practical impact for both residents and visitors.



Angharad Jones with her sculpture in Penygroes and artwork reflecting the history of the slate areas by the artist Howard Bowcott in Porthmadog.





Artwork reflecting the history of the slate areas - Towyn



Golff Giamocs at Porthmadog



New interpretation and town centre upgrades at Pwllheli





Yr Eagles Inn, Llanuwchllyn



Canolfan Prysor Centre, Trawsfynydd



The **Eryri Communities Fund** supports communities in and around the National Park, backing projects in areas such as green infrastructure, recreation and well-being, renewable energy, decarbonisation, environmental improvements, community development, and promotion of the Welsh language.

Two of the projects successfully completed include the installation of solar panels at Yr Eagles Inn, Llanuwchllyn and also at Canolfan Prysor Centre, Trawsfynydd.



8. Gwynedd and Eryri 2035 Conference

The very first Gwynedd & Eryri Visitor Economy Conference was held on the 14th February 2025 at Neuadd Reichel, Bangor University and marked a significant milestone in the region's journey towards sustainable tourism.

As part of the Gwynedd and Eryri 2035 strategy, the event brought together industry experts, local businesses and community leaders to explore innovative approaches for developing a thriving, sustainable visitor economy.



The conference featured in-depth presentations that focused on sharing best practices for responsible tourism. Attendees had the opportunity to engage with leading industry experts, including Prof. Terry Stevens, renowned for his work on sustainable tourism, as well as representatives from Adventure Smart, Eco-Amgueddfa Llŷn, Croeso Cymru and Plas Coch, Llanberis.

The final panel discussion chaired by Bethan Price provided insights from professionals from Grŵp Llandrillo Menai, Bangor University, and Cymunedoli. Exhibitors such as Piws, Adventure Smart, Llechi Cymru, and Cefnogi Busnes / Business Support Cyngor Gwynedd were present, offering resources and networking opportunities. The event also included an opportunity for attendees to contribute their ideas and priorities for future action.



The discussion panel





Exhibition stands at the conference



Exhibition stands at the conference

Cllr. R. Medwyn Hughes, Cyngor Gwynedd Cabinet Member for Economy and Community, highlighted the importance of collaboration in implementing the Gwynedd and Eryri 2035 Plan, emphasising the aim to work differently for the benefit of the people, environment, language, and culture of Gwynedd and Eryri.

Jonathan Cawley, Chief Executive Officer of the Eryri National Park Authority, described the conference as a key milestone towards the Gwynedd and Eryri 2035 vision, providing a platform for current and new partnerships to flourish and promote sustainable tourism while celebrating the region's special qualities.



The Gwynedd and Eryri Conference