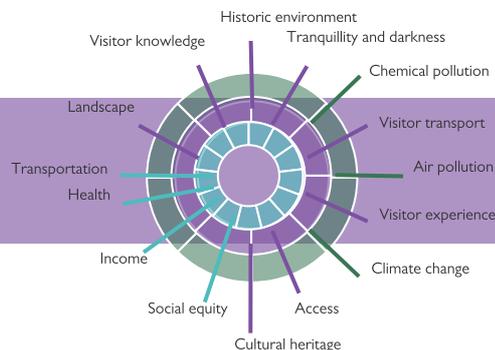


Busy places will be actively managed to ensure that visitors to the Park can enjoy and engage with the special qualities without harm to the resident communities or the natural and historic environment.

The National Park is host to over 5 million visitors each year, and rightly so, it's a pretty special place protected by a designation that has at its heart promoting opportunities for outdoor recreation. This we value. The issue arises when the volume of visitors exceeds carrying capacity of a given location. These 'honeypot sites' quickly become congested with cars and people, leading to negative impacts on the host communities and the environment, degrading the authenticity and sense of escapism that is so vital to many of our visitors.

BUSY PLACES



Why this is important

Our busy areas are sites of 'overtourism' that is, they are of such interest that they attract excessive numbers of visitors causing undesirable effects.

We are concerned that this volume of visitors ends up disrupting how people experience the Park, eroding the experience and compounding the negative impacts. We are concerned that this volume of visitors ends up disrupting how people experience the Park, eroding the experience and compounding the negative impacts. We want to intervene in this cycle to regulate how visitors access our busy areas in particular focusing on visitor traffic. In so doing we hope that we will bring benefits to our environment, our landscape, and the host communities at the heart of these special places.

In actively managing these already busy areas we intend to keep other areas tranquil and undisturbed, allowing nature room to flourish and providing opportunities for those looking for a wilder experience

How the policy will be implemented

The Authority will lead on the development of Place Plans for each of our busy sites focusing on improving infrastructure that supports each busy site.

A Place Plan for Pen y Fan working with all those bodies that have a role to play in managing Pen y Fan for the enjoyment of future generations, we will develop a plan that seeks to refocus Pen Y Fan as a special place for all to enjoy. A critical component of this objective is to make public and sustainable travel a viable means for accessing the Mountain.

A Waterfalls Country Management Plan will be developed working alongside the local community; we want to develop a plan for Waterfalls Country which seeks to ensure that the community are clear beneficiaries of the popularity of the area.

What success looks like

Car parking will no longer dominate the verges of the A470 at Pont ar Daf. Visitors will be able to park and ride on an electric bus to Storey Arms where they will be able to enjoy a day on the mountain before returning to the location of their parked car and to find some quality local hospitality.

Visitors to Waterfall country will arrive at some key gateway locations, where they will be able to use electric public transport systems (or hopefully get on an electric bike and follow a dedicated cycle track) to the start of a waterfall walk.

Visitors can and will undertake their whole visit to the Park on public transport or by bicycle.

How we will measure progress

We will monitor the number of cars coming to the busy spots with the aim of seeing reductions.

We will survey visitors on their experience and monitor web sites such as trip advisor to gauge the quality of the visitor experience.

We will use the internet of things to monitor air quality at these sites with the aim of seeing reductions.