



We will enable positive visitor experiences which mutually benefit our communities, nature recovery and climate change adaptation across the Park.

The landscape character and its semi-natural, cultural systems are the unique selling point for the visitor experience of the National Park and much of our tourism economy. We will put nature recovery and sustainable communities at the heart of a future strategy to improve the visitor experience.

We want to provide positive visitor experiences and opportunities for people to access, enjoy and connect to the National Park.

SUSTAINABLE TOURISM



Why this is important

Millions of people visit our National Park each year. We provide an invaluable opportunity for people both near and far to engage nature, our culture and semi-natural open spaces. As well as providing multiple benefits to our visitors, the area is heavily reliant on the visitor economy.

Our shared aim for our visitors is to enable positive and memorable experiences, whilst ensuring that their visit benefits the Park's natural and historic environment, and local communities.

The demand to experience and explore the Park's landscape has far outstripped the legacy infrastructure serving the area. Locations are promoted communally by social media and the ability of the NPA's and partners' ability to respond to this has become less and less effective.

The impacts place stress on local communities and their ability to function, it puts into conflict different user groups, and reduces ecosystems' function and resilience to support nature to their full potential.

It is important that tourism provides a net benefit to the National Park and its communities, that experiences are high quality and authentic, and that people from any background or ability can access and benefit from this special landscape.

Research shows that positive interactions in natural environments can create pro-environmental behaviour in individuals. This means that having an inspiring day out in the Park could help engender more nature and climate friendly ways of living outside our boundaries.

Our shared and collective aim is for the National Park to thrive as a well-loved destination.

How the policy will be implemented

As with most actions within this Plan, our first step starts with building on existing collaborative relationships to form a Sustainable Tourism Partnership.

Within this partnership the NPA will lead on the move towards steady state visitor numbers, focusing on increasing authenticity/quality of experience to drive improved economic benefit to the area.

Within the partnership develop an infrastructure strategy to assist with the delivery of key infrastructure to support visitors and visitor management.

The partnership will develop a communications strategy to coordinate effective communication through the visitor journey using all the tools available.

What success looks like

The sustainable tourism partnership will be united around the delivery of a clear message and key goals which support development of pro-environmental visitor behaviour to the benefit of sustainable communities and nature recovery.

Visitors to the National Park will take home with them a connection to nature which will have helped them improve their personal behaviour towards nature recovery and climate change mitigation and adaptation.

The visitor infrastructure plan will be supported by a range of funders and service providers, key projects will have been implemented, with others in development to achieve an improved visitor experience.

How we will measure progress

By talking to our visitors in a structured way the partnership can gather qualitative evidence of the visitor experience.

We would recognise progress as further increased reports of visitor satisfaction, understanding and enjoyment of the Park.

We will monitor visitor facing outputs from all bodies in the partnership, recognise progress through consistency of messaging observed, and adherence to agreed communications strategy. We will also monitor visitor facing outputs from our all bodies in the partnership . We would also recognise progress through consistency of messaging observed and adherence to agreed communications strategy

We will monitor employment statistics produced by Stats Wales and the Office for National Statistics. We would recognise progress as a reduction in part time seasonal employment and increase in full time jobs at or above living wage.

We would recognise progress as decreased reports of visitor related impacts on communities and damage to factors protected through our first purpose.