

# South Snowdonia to become world-class outdoor activity destination

Submitted by: OMB Communications

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Plans to develop south Snowdonia (<http://www.visitsnowdonia.info/onebigadventure>) in North Wales as a world-class centre of excellence for adventure tourism will be highlighted next month as part of a £4 million project to support the area's economy, businesses and communities.

Businesses from Snowdonia (<http://www.visitsnowdonia.info/onebigadventure>) are being invited to a series of events to launch the 'Snowdonia - one big adventure' project where they will be able to learn how they can directly benefit.

The EU-backed project will develop the area's outdoor adventure sector with the aim of spreading economic and social opportunities to surrounding businesses and communities through enhanced facilities and business opportunities.

The four key sites taking part in the project are Antur Stiniog, Blaenau Ffestiniog; Forestry Commission Wales Coed-y-Brenin, Dolgellau; Prysor Angling Association, Trawsfynydd; and Gwersyll yr Urdd Glan-Ilyn, Bala.

During March businesses – from accommodation providers to retailers - will be able to visit each site to learn about new projects being launched as part of the project and understand how they can add value to their own businesses as a result.

"It is a great opportunity for businesses to see how they can tap into the opportunities and develop," said Councillor John Wynn Jones who is Economy and Community Portfolio Leader for Gwynedd Council, one of the partners involved in the project.

"We want businesses from the area - from accommodation providers to local retailers - to attend one or all of the events to see what is happening on their doorsteps and understand how they can tap into this exciting new venture."

He added: "Tourists and day visitors are always looking for ways to enhance their experience, and if local businesses can provide that then it's a win for all involved.

"It could be anything from providing facilities for mountain bikers to clean and repair their bikes at a bed and breakfast after a day out, to offering special packages and deals in tandem with the main project centres taking part. There are a huge range of opportunities that can bring new economic opportunities."

Partners behind the £4million project, which has received funding from the European Regional Development Fund through the Welsh Government, are Gwynedd Council, Tourism Partnership Mid Wales, Forestry Commission Wales, Urdd Gobaith Cymru, Prysor Angling Association, Antur Stiniog, Snowdonia National Park Authority and the Nuclear Decommissioning Authority.

To be able to benefit from this exciting opportunity, business owners can attend come along Thursday, 8th

March for Antur Stiniog at Cellb, Blaenau Ffestiniog; Thursday, 15th March at Coed-y-Brenin (Forestry Commission Wales) near Dolgellau; Wednesday, 21st March at Magnox Visitor Centre for Prysor Angling Association, Trawsfynydd; and Thursday, 29th March at Gwersyll yr Urdd Glan-Ilyn, Bala.

Businesses can book a place at each of the events by visiting [www.visitsnowdonia.info/onebigadventure](http://www.visitsnowdonia.info/onebigadventure) (<http://www.visitsnowdonia.info/onebigadventure>), e-mail [loisllewelynwilliams@gwynedd.gov.uk](mailto:loisllewelynwilliams@gwynedd.gov.uk) or call 07990 527201.

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Notes to the editor

Media visits to Snowdonia - one big adventure can be arranged to demonstrate the diversity and opportunities for outdoor activities. Please contact Owain Betts at OMB Communications on 01686 688008 or [Owain.Betts@ombcommunications.co.uk](mailto:Owain.Betts@ombcommunications.co.uk) for more details.

Snowdonia - one big adventure

Snowdonia – one big adventure (<http://www.visitsnowdonia.info/onebigadventure>) Centre of Excellence is a £4million project to develop and improve four outdoor activity centre's in Meirionnydd, south Gwynedd which in turn help improve opportunities for local businesses and communities to prosper. It will build on the vision to increase the involvement of the community in what is an important sector in the area and to bring the industry closer to the heart of the community.

Full details of the project will be announced in March, prior to the first of the four events when local businesses will be able to learn more about each of the four centres and how they can enhance their own businesses by developing new and novel products and services as a result.

The £3.2bn Structural Funds programmes 2007-2013 in Wales include the Convergence programmes for West Wales and the Valleys (the successor to Objective 1), and the Regional Competitiveness and Employment programmes for East Wales. The programmes are delivered through the Welsh Government and are aimed at creating employment opportunities and boosting economic growth.