

Destination Conwy Management Plan 2023 - 2029



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1 Tourism - The beating heart of Conwy

Conwy is a County that welcomes tourism. It is in its DNA, from Bronze Age visitors, through to the Victorians who developed Llandudno into a seaside resort. Tourism is a key economic driver for the county, and indeed for the wider region. Our fabulous scenery, long cultural heritage, amazing range of attractions, and talented and welcoming business people mean that Conwy County is now internationally recognised as one of the UK's leading visitor destinations. Tourism is worth £729million to the county, generated from 7.8 million visitors. (Steam 2021). Whilst this demonstrates the tourism sector's importance to the local economy in Conwy County, this data is affected by the Covid-19 pandemic as there were still lockdown restrictions in place for much of 2021. The economic value of tourism to the county pre pandemic in 2019 was £996.18m (-28.7% compared to 2021). This emphasises the true potential for tourism to the county and highlights exactly why it is a priority sector for the area.

Our cultural and Welsh language heritage means Conwy is rich in history, local myths and legends, offering a powerful sense of place, and as the county has a significant number of Welsh language speakers, it gives visitors experience of our Welsh heritage and language.

We have a supportive and welcoming community who recognise the value of tourism, and want to be involved and included in future plans.

This plan will support our community and tourism businesses across Conwy, whilst benefitting our visitors and residents. It will allow us all to play a role in ensuring that Conwy has a sustainable and buoyant tourism sector, which continues to gain national and international recognition for our sense of place and for everything we offer our visitors.

The World Tourism Organisation (UNWTO) defines sustainable tourism as:

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities."

We are pleased to commend and support this Plan.

Nigel Treacy

Chair

Destination Conwy



Clive Wolfendale

Chair

Destination Conwy Strategy / Action Plan Sub Group



Cllr Nigel Smith
Cabinet Member for a Sustainable Economy



2 What is our vision?

We want Conwy's tourism industry to be one which puts Conwy on a national and international stage and is successful, dynamic and working together for the local community and businesses in order to deliver sustainable outcomes for the good of all by:-

- Increasing the value of tourism across the whole year
- Ensuring the sustainability of the visitor and resident experience
- Ensuring the quality of the visitor and resident experience
- Engagement of visitors with our heritage, cultural, spoken and built
- Achieving beneficial outcomes for the local community and visitors through greater engagement
- Support to address skills and workforce issues
- The sector working together to improve what we have and to attract new investment
- Influencing the County Planning Framework to meet the needs of the industry and be flexible enough to work with emerging and existing tourism trends
- Increasing the use of greener travel and transport infrastructure
- Ensuring that data supports tourism decision making
- Ensuring the destination meets resident and visitor expectations in terms of cleanliness, facilities and amenities.

These objectives were identified after a consultation process that involved a wide range of stakeholders and interested parties, including the public, private and third sectors as well as representative organisations. The Destination Conwy Partnership has then developed this Management Plan in order to work towards these objectives. By concentrating on these objectives, and by identifying priorities beneath each objective, the Destination Conwy Partnership can then develop an Action Plan of specific measurable items that will deliver results within an agreed time period.

3 Introducing Conwy

Conwy is a diverse county, covering an area of 1,130 square kilometres, situated at the heart of North Wales. The county has a varied geography ranging from the coast through into the heart of the Eryri National Park, thus offering a range of scenery and leisure opportunities.

Figure 1

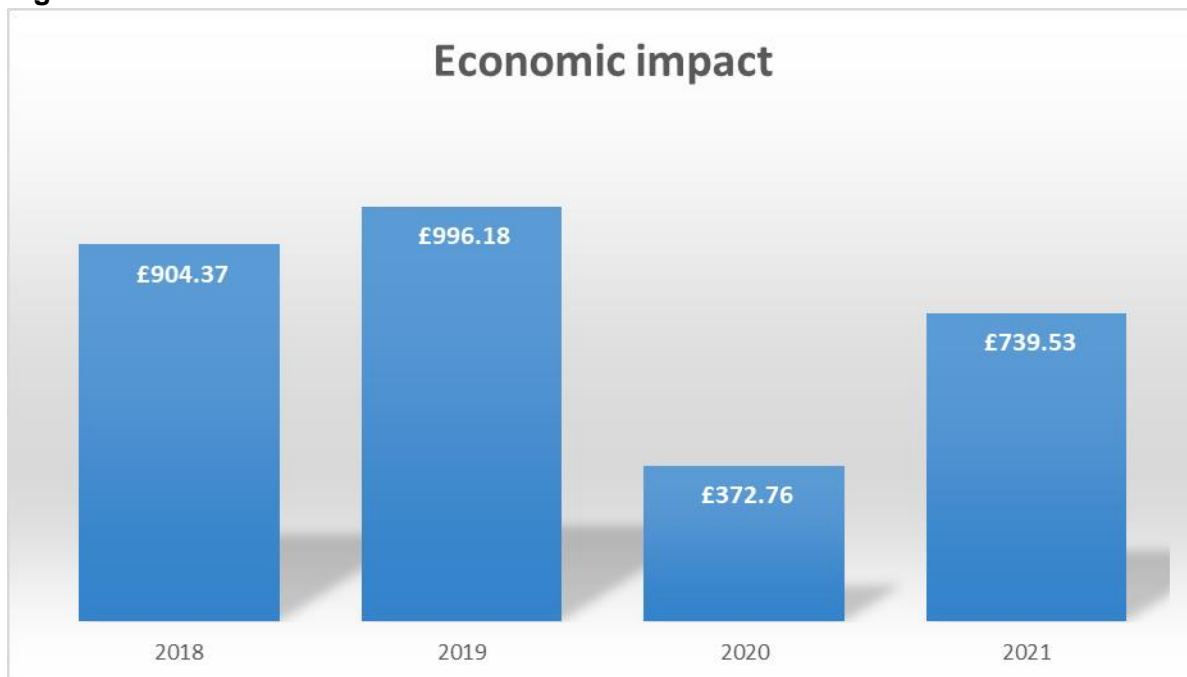


It links East, West and Mid Wales and has an estimated resident population of approximately 116,850 people. Conwy's location also has easy access to two international cities and airports in Liverpool and Manchester. An international cruise and ferry hub linking Ireland - in particular, Dublin - and the world in Holyhead is less than 40 minutes away. In addition, Conwy's position astride the A55 (East to West) and A470 (North to South) routes makes road links to Ireland and England seamless.

There is also good access to rail links with Llandudno Junction a key station that connects London to the county in 3 hours. This means Conwy County is not just ideally situated for discovering North Wales, but it is also well placed as a base from which to explore North-West England and the Marches as well as Ireland.

Conwy's location means that it has a visitor catchment that, within 3 hours driving time, encompasses almost all the major Northern English conurbations and a huge part of the UK population. This, along with its geography and continually developing tourism offering, means the county is a tourism hotspot, attracting 7.8 million visitors in 2021 (STEAM data), and making it one of the leading destinations in the UK.

Figure 2

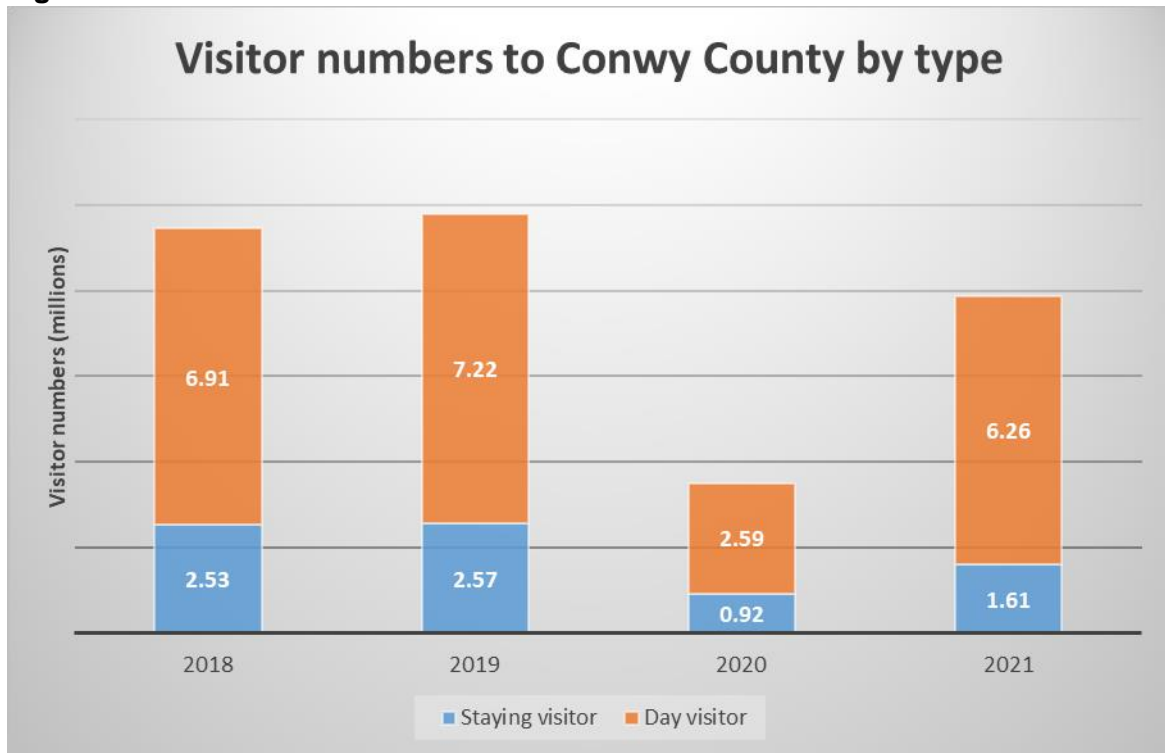


It should be no surprise therefore that tourism is a priority sector for Conwy - tourism's value to the local economy is estimated to be worth £739.53million, supporting over 8,783 jobs in the county (STEAM 2021 data).

Not surprisingly the county attracts a wide range of different visitor types, with day visitors providing the largest volume. Day visitors are those who visit the area from outside purely for some or all of a day, and do not use overnight accommodation locally.

More significant is the number of staying visitors across the county, accounting for 1.61 million visitors (STEAM 2021 data) up 76.2% on the previous year. Staying visitors will be spending a period of time in the county and using overnight accommodation again in the county. This high percentage increase in 2021 was influenced by the lifting of lockdown restrictions caused by the global Covid-19 Pandemic in 2020. It's encouraging to see how quickly the demand for overnight visits for the county started to return as soon as lockdown restrictions eased.

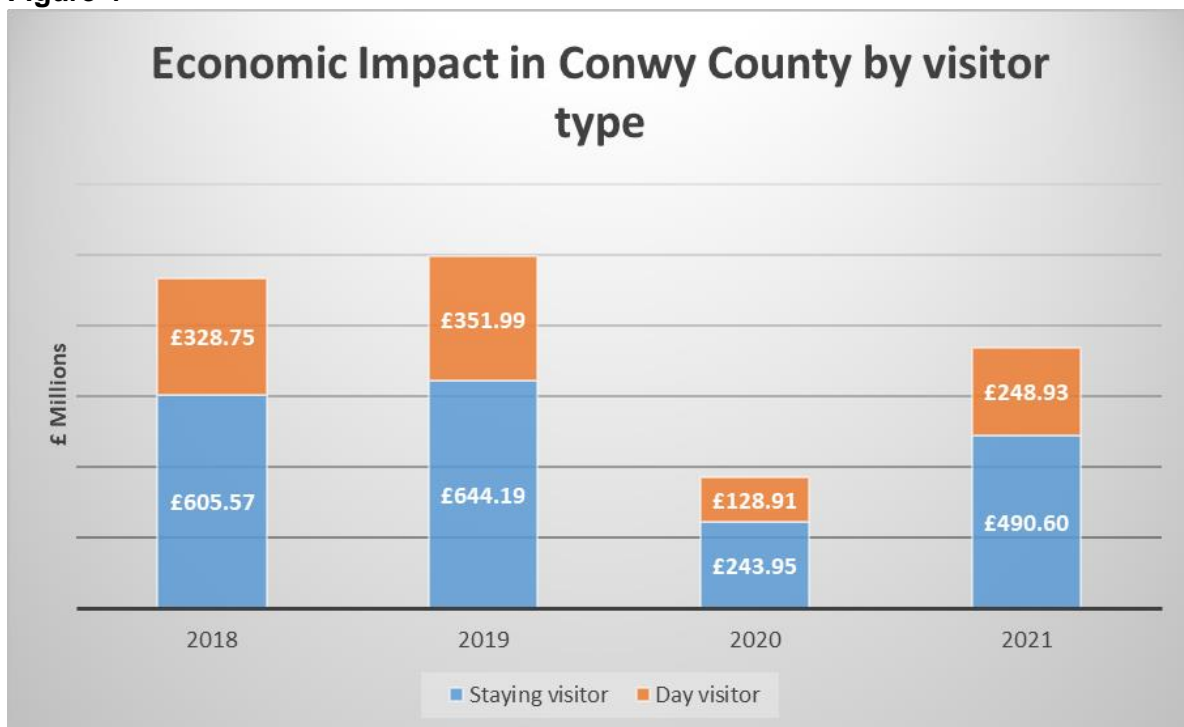
Figure 3



Staying visitors are particularly valuable to the local economy, as they spend money not just with accommodation providers but also in local restaurants, pubs and retailers - in turn generating spend by these businesses within the local economy.

In fact, although the number of staying visitors is almost one fifth that of day visitors, their economic impact is almost double that of day visitors.

Figure 4



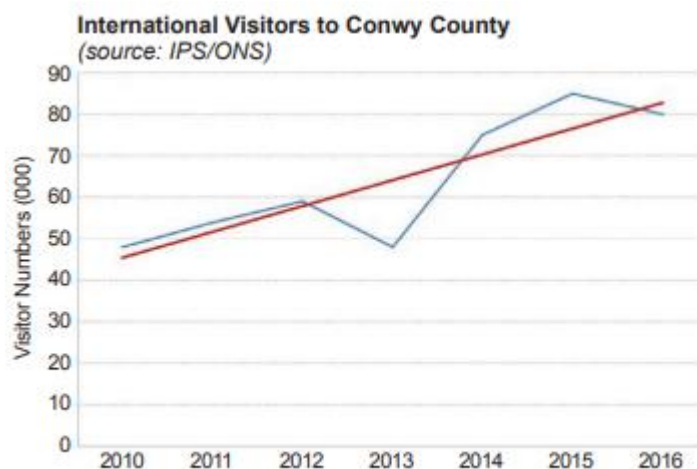
Many staying visitors are located along the coastal strip. Llandudno acts as the regional serviced accommodation hub for North Wales, and indeed accounts for a significant part of the total serviced accommodation stock for the whole of Wales. Llandudno is able to offer over 15,000 beds per night, with a breadth of accommodation to suit all visitors. Towards the East of the county, non-serviced accommodation (primarily static mobile homes) offers around 50,000 beds per night.

Across the county as a whole, there is a strong and increasingly dynamic and fast changing range of accommodation options, from camping and bunkhouses, through glamping, self-catering properties, caravan parks, bed and breakfasts and guest houses, to a strong offering of small, boutique, large and luxury hotels.

Conwy County is ideally located as a base to explore North Wales. It is where Snowdonia meets the sea and acts as a gateway to discover other destinations within the region. Our neighbouring counties have a wealth of attractions providing opportunities for visitors to extend their trip and discover more towns and villages across North Wales.

The developing attractions of North Wales, and Conwy in particular, have meant that an increasing number of international visitors are spending time in the county.

International visitors have increased by almost 50% between 2010 and 2016 to 80,000 visitors a year (IPS data 2016). Certain key destinations in the county are particularly attractive to visitors from specific destinations, and this provides another positive aspect for tourism opportunities in the future.



A number of towns within our county are twinned with international destinations in order to continue to attract more international visitors and boost the economy. Two UNESCO World Heritage Sites were twinned in 2016 when Conwy Castle was twinned with Himeji Castle in Japan. The aim of the twinning was to promote sustainable tourism at both sites; use educational projects to promote knowledge about the castles, their histories and the communities around them; and to exchange skills and expertise through joint cultural and sporting activities.

A Memorandum of Understanding between Llandudno and Champéry, and its surrounding region of Dents du Midi, was signed on April 1 2022. In 1989 Llandudno was formally twinned with Wormhout, a town in northern France, so the latest agreement will now provide Llandudno with a second twinned destination in order to benefit from mutual tourism.



Photo caption – *Representatives from the tourism industry attending the twinning of Llandudno and Champéry.*

Other twinings include Colwyn Bay with Roissy-en-Brie in France, Snowdonia National Park with Triglav National park in Slovenia and Towyn and Kinmel Bay with Guidel in France.

4 What makes Conwy County such an attractive destination?

As already noted, Conwy County is perfectly placed for exploring North Wales, as well as further afield. Equally, the natural environment of sea, mountains and valleys provide a resource for a tremendous variety of tourism offerings for visitors.

In particular there is a wonderful array of adventure activities that have made North Wales the adventure capital of the UK. These include surfing, zip wires, caving, mine exploration, mountain biking, sailing, kite-surfing, canoeing, rock climbing and walking.

But Conwy has even more to offer...

- Conwy County has 45 miles of coastline, of which 17.5% is designated as Heritage Coast. This offers family friendly beaches - including, boating and water sports, bustling harbours and the longest pier in Wales.
- The Wales Coastal Path runs through the county, and two new Wales Way routes (North Wales Way and Cambrian Way) cross the county, meaning there are many cycling, motorcycling, touring and walking friendly routes.
- The county offers two fully serviced marinas, as well as significant offshore and inland water sports facilities.
- Environment and wildlife feature strongly across the county, including the Great Orme Country Park SSSI, Conwy RSPB reserve and Bodnant Garden. 38% of the county lies within the Snowdonia National Park.
- Our cultural and Welsh language heritage means Conwy County is rich in local myths and legends, offering a powerful sense of place, and - as the county has a significant number of Welsh language speakers - giving visitors experience of our Welsh heritage and language.
- Our built heritage encompasses the World Heritage Site of Conwy Castle and Town Walls, Dolwyddelan Castle as well as numerous other castles and historic monuments, standing stones and the Great Orme Copper Mine.
- Conwy County is a cultural centre, with a major regional theatre and conference centre at Venue Cymru, as well as museums, galleries, craft workers and exciting arts festivals. In 2019 a new Culture Centre was built in Conwy town.
- The county has an excellent retail choice, with many independent and specialist retailers offering real choice to visitors. There is also a major retail hub in Llandudno.
- Conwy County has emerged as one of the leading international destinations for adventure seekers. Attractions include Surf Snowdonia, Zip World Fforest, Go Below, Llandudno Snowsports Centre, GYG Karting and Tir Prince, alongside extensive road cycling and mountain biking opportunities.
- The county boasts a wealth of award winning food and drink producers - from chocolatiers to butchers, vineyards to yoghurt makers - as well as some of the finest farm produce.
- This local produce helps to support our hospitality offer across the county, which has grown and gained a great reputation for quality food and service, attracting and developing leading chefs.

- Conwy is a county that has a great reputation for sport, with opportunities for participation or just spectating. There are excellent golf courses, hosting international championships (including the Curtis Cup 2020). Parc Eirias is home to a Welsh Premiership Rugby side as well as Wales's under-20 team, and hosts international under 20's rugby. The local geography also makes the county attractive for car rallying, including Wales Rally GB and the Cambrian Rally.
- Conwy has also developed a great reputation as a major event destination. Year on year the county hosts an increasing array of international events, covering sport, heritage, culture and music - with everything from Proms in the Park to World Snooker and Sea Fishing to the National Eisteddfod 2019.
- The county is also home to a number of quality outdoor attractions including Welsh Mountain Zoo, world famous Bodnant Garden, Conwy RSPB Nature Reserve and a number of farm parks such as Manorafon Farm Park.
- Conwy is benefitting from a pipeline of new ideas and developments that are feeding through to offer new tourism opportunities, such as the Dark Skies Initiative in the Eryri National Park.
- Conwy County has achieved a huge number of accolades and awards for its attractions and accommodation in recent years - from organisations as varied as Lonely Planet, TripAdvisor and the Japanese Association of Travel Agents - demonstrating both growing awareness and interest across the travel industry and high levels of visitor satisfaction.

This developing and diverse range of attractions has also meant that visitors, who traditionally were attracted to the coastal resorts of the county, have started to spread more widely across the county. And as this continues to develop, it is important that all sectors involved in the tourism economy pro-actively work together to manage and increase the opportunities that tourism affords the county.

[The Conwy Tourism Ambassador Programme](#) is a key tool to assist businesses with this. The scheme aims to enhance the visitor experience by increasing the knowledge that businesses and residents have about the tourism offer in Conwy County. The course offers 3 levels of achievements in the form of bronze, silver and gold awards, depending on how many modules an individual completes. As of March 2023, there are over 500 bronze level ambassadors, over 400 silver level ambassadors and over 300 gold level ambassadors. We will continue to promote and develop this course in order to continually improve the visitor experience in the county.

5 Why do we need a Destination Management Plan?

A Destination Management Plan (DMP) is a shared statement of intent to manage a destination over a stated period of time, articulating the roles of the different stakeholders and identifying clear actions that they will take. By having a Plan, which has been drawn up through a consultative process with input from many stakeholders, everyone is aware of the direction in which we want to proceed and the priorities that will determine both policies and actions in the coming period. This means there should be alignment in the objectives and work of different partners, whether public, private or third sector - working towards a common goal of a better Conwy for everyone.

6 So what is Destination Management?

Destination Management is a process of coordinating all the aspects of a destination that contribute to a visitor's experience, taking account of the needs of visitors, local residents, businesses and the environment.

By managing the destination, not only do visitors receive the best possible experiences during their time with us, but residents and the local economy benefit through increased stays and thereby expenditure - which (when supported through the Plan and elsewhere) in turn moves around the local economy, generating more employment, business and economic activity.

7 And what do we need to manage?

Conwy County has the huge benefit of having significant natural assets on its doorstep, alongside which are strong tourism-orientated locations and Wales's leading seaside resort. It is the role of the DMP to protect and enhance all these assets in order to deliver the best experience for visitors and for residents, and the maximum economic benefit for the local economy, as well as addressing and mitigating the impact of tourism where it risks negatively impacting communities. It is a core objective of this Plan that all sections of the Council, as well as the widest spread of businesses, recognise the importance that tourism plays in the local economy - and that the support of tourism and the visitor experience is woven into every aspect of work locally.

We also need to recognise that an effective DMP needs to extend its reach beyond the sometimes narrow definitions of tourism. Particularly in somewhere like Conwy County, the elements that make up and go to support the visitor offering are wide and diverse, ranging from the natural environment and cultural heritage through facilities in the community to wider infrastructure areas such as transport and housing.

It is recognised that the County's Planning Framework needs to act as a control to aspects that are deemed detrimental, yet should also be a support mechanism for aspects that are improvements or innovations. Destination Conwy commits to offering its Destination Management experience so that the needs of the destination are understood and become embedded in the planning system, and consequently managed as appropriate to support the tourism and hospitality sectors across the county. In particular, the Framework needs to be inherently agile enough to respond to changes across the tourism sector, so Conwy County can better manage threats and embrace opportunities.

The broad strategic thrust over the coming period is to make Conwy the leading destination area in Wales, and one that is known on the world stage of tourism destinations. This will be achieved through continuing to enhance the full range of infrastructure and facilities across the whole of the county, focussing in particular on developing and improving accessibility and facilities in key visitor locations and along the two "Wales Way Routes" (broadly covering the lines of the A55 and A470). Whilst it will continue to be a priority to address regeneration, the Plan also identifies that existing strong destinations should be positively maintained and either renewed or enhanced to retain their attraction to visitors.

It is worthy of note that several destinations in the county are highlighted by visitors as clean, tidy and well maintained. The Plan aims to continue to improve issues of sustainability and responsible tourism, whilst simultaneously ensuring resident and visitor expectations are met by providing good, quality infrastructure and facilities. This will be through recognised accreditation schemes, funding opportunities, partnerships or through community and business engagement around specific sustainability issues. Additionally there is recognition that at occasional hotspots, pinch points or events, the impacts of large numbers of tourists need to be mitigated and managed. Alongside this will be a thrust to encourage people to explore the area using a range of transport options other than private vehicles, and a long term objective is the development of a better integrated public transport system across the area.

In addition, the Plan recognises that making sure visitors' expectations are addressed requires strategic engagement and collaboration with other partners around broader key

issues, in particular skills and workforce and quality upgrading and maintenance of the accommodation offering within the area.

All this work will support extending the tourism market (both in terms of visitors and seasonality) to operating on a year round basis, thus growing value across the county for businesses, individuals and the public sector. In turn this will encourage more collaborative working between partners and improving experiences for visitors and residents alike. The Plan also allows for the opportunity to put in place localised strategies for different parts of the county (for example, East Coast and West Coast), as better data enables investigation and understanding of the tourism picture in these places. However this does rely on engagement and support from all partners in ensuring appropriate data is provided for the benefit of all parties.

The need for a sustainable model of tourism that supports Conwy's environment, language and communities emerged strongly as a priority through the [Creu Conwy consultation](#), which took place in 2021.

In 2022 Conwy County Borough Council undertook a 'Welsh Language and Visitor Offer' study.

Of the 69 businesses who responded to the survey:

- 81% - said *the Welsh language enriches customer experience*
- 79% - said *the Welsh language is of value to business*

Of the 193 visitors surveyed:

- 79% said the Welsh language enriches cultural experience

The 2021 Census shows a 3% decline in Welsh Language use in Conwy. This trend needs to be reversed if we're to contribute to the Cymraeg 2050 ambition of a million Welsh speakers. This project will support the Cymraeg 2050 themes of:

- 1) Increasing the use of Welsh – creating opportunities for people to use Welsh every day: at home, in the workplace or in our communities – geographically or virtually.
- 2) Creating favourable conditions – infrastructure and context.

In addition to the above, the Plan has determined a number of objectives that need to be attained across the period of the Plan. In order to achieve each objective a number of key priorities have been identified. These priorities will allow individual actions to be drawn up, with measurable and specific results to be achieved across a given period of time. The objectives and priorities are listed further on in this document.

8 Who will make it happen?

Ultimately, the delivery of a great visitor experience lies with every single person who lives and works in Conwy County - because every single person influences what happens in the local area. The DMP sits under “Destination Conwy”, which is a partnership organisation aimed at supporting and promoting tourism in the local area. Destination Conwy oversees activities and actions in assisting Conwy’s destination management in its ambitions and vision. The Partnership is made up of representatives from across the local economy, particularly the tourism sector. It takes into account the geographical areas of the county and the different businesses and representative bodies across the tourism industry in its widest sense.

The Partnership currently operates a number of sub-groups - such as Marketing, Skills, Tourist Information and Ambassador Programme, Destination Management and Strategy / Action Plan. It is envisaged that these sub-groups, or others as needed, will oversee the proposed actions, being small, nimble and focussed on delivery. The sub-groups regularly report back to the wider Partnership.

The Strategy and Action Plan Sub Group will draw up and oversee an Action Plan deriving from the objectives and priorities, and delivering specific targeted outcomes starting within six months of the adoption of this Management Plan. It is intended that this Action Plan is dynamic and pro-active, and will constantly evolve and respond to particular circumstances or opportunities that may occur. Consequently, the Action Plan does not appear in this document, but will appear as a continuing piece of work that will change and develop as time continues.

In addition to the sub groups, it will also be vitally important to ensure the thoughts of the local community are represented within this plan and the overall Destination Conwy Partnership. Members of the Destination Conwy Partnership will represent the local community and will be encouraged to work with, and share views of, other businesses and residents across the county.

This close partnership model, between public and private sectors, has proved increasingly pro-active and successful in being able to influence policy and take into account the requirements and constraints on the different groups involved in the destination, the visitor experience, and the local economy. This model has been the ideal platform for developing this DMP, and is equally ideal for delivering the Plan. If you have any comments you would like to make on the plan or send to the Destination Conwy Partnership, please see contact details on page 20.

9 Finance

Despite the serious financial forecasts that lie ahead, it is expected that this Plan will also influence other policies relating to Conwy Council and partners in the planning, destination management, environmental management, training and skills, regeneration, business support, events fields etc, adding value by changing the emphasis of activities or policies. We are confident that this Plan will enable us to access funding from both UK and Welsh Governments, as well as any future sources of funding that become available. During our discussions and consultations relating to the development of this Plan, the Tourism Levy was raised as a possible means of supporting the sector and our communities in the future. While the Welsh Government is consulting on this, and there is no guarantee that it will be adopted; the Conwy Destination Management Plan could be an inclusive and fair way of identifying priority projects for investments from the Visitor Levy in the future, should it be established.

10 Encompassing a strategic approach

Much of Conwy's tourism economy is underpinned by small and micro businesses, run by hard-working and dedicated entrepreneurs and individuals, who deliver high levels of quality service to visitors. It is important that the Destination Management Plan supports them in their businesses and work. Equally, the Plan needs to take into account the wider strategic objectives that Conwy County Borough Council (as well as other partners across business and government) are seeking to achieve for the whole community, through a strong, vibrant and successful economy.

As a result, this Plan takes into account, and seeks to support, the strategies and objectives that are laid out in the following areas:

- Conwy County Borough Council Economic Growth Strategy

Tourism has a key role in this strategy, with focus on the development of year-round tourism (through reinforcing winter tourism), the development of a strong evening economy, and developing events and arts strategies.

- Conwy County Borough Council Local Development Plan

With tourism a vital element in the county, the Council's new Local Development Plan (currently in preparation) and its wider planning policy will need to encompass, protect and support the existing tourism infrastructure and accommodation base as well as opportunities for future tourism development.

- Creu Conwy Cultural Strategy

A strategy to put arts, culture and heritage at the heart of community life in Conwy County. Tourism is embedded throughout this strategy by using cultural activities and places to create the spark for economic growth, wellbeing and connection.

- A Sustainable Visitor Economy for Gwynedd and Eryri 2035

This Strategic Plan sets out the core principles for the visitor economy in the area, which will in turn lead to a series of actions to be agreed upon by the Sustainable Visitor Economy Partnership.

- North Wales Economic Ambition Board

Tourism is identified as a key sector, with focus on the development of year-round tourism, and the building and enhancement of hospitality and tourism industry skills through the creation of a tourism academy hub.

- Welsh Government Partnership for Growth Strategy for Tourism 2013 - 2020

Close attention will be paid to this strategy's five main areas - promoting brand, product development, people development, profitable performance, and place building.

- Welsh Government Wellbeing of Future Generations Act 2015

A key aspect of Conwy's tourism offering is highlighting the thriving culture and language of Wales, which links with the aspirations of this Act. A successful and prosperous tourism economy, feeding into the wider economy, will positively

impact on making Wales more prosperous, healthier, more equal, more resilient, more globally responsive and more cohesive.

Unsurprisingly, many aspirations and strategies in these seven areas overlap, and engage fully with the objectives and priorities that this DMP has identified.

11 What do we want to achieve

1. Increasing the value of tourism across the whole year:

- Increasing visitor spend and reducing visitor costs.
- Grow the number of overnight stays.
 - Marketing targeted at groups that seek overnight stays.
 - Dynamic pricing from the sector that encourages and rewards overnight stays.
- Evening economy, (extending the visit) increasing the offer/quality.
- Events: more, bigger and held throughout the year, with an emphasis on the shoulder months.
- Develop a stronger food offer.
- Target quieter months for visitors. Develop themes to attract visitors.
- Creating a year round destination.
- Ensuring all sectors work together (accommodation, events, attractions, food and drink), especially in quieter months.

2. Ensuring the quality of tourism and the visitor/resident experience:

- Creating links with the local community.
- Annual local community survey on satisfaction with tourism in the destination.
- Data: we don't have enough data to evidence the quality of the tourism offer across the county and what the issues are.

3. Ensuring the sustainability of tourism and the visitor/resident experience:

- Create a Conwy definition of what sustainability means.
- Sustainable businesses/buildings; energy efficient buildings/ EPC compliance, working on CO2 reductions.
- Transport is future proofed (i.e county wide plan for electric charge points, work with businesses to understand their plans). Gather more data to understand how many visitors use cars/electric/public transport.
- Greater education for our visitors on the importance of environmental protection, litter, cars, public transport, when and where to visit, their responsibilities.
- Data: we don't have enough data to evidence how sustainable the county is/what the issues are.
- Managing visitor numbers in peak times (responsibility to "achieve a balance between tourist activity and everyday life in the county" and encouraging wider geographic distribution of tourism in the county).
 - Spread the tourist out by encouraging them to discover and explore less visited places. There may well be areas where people would like to see more tourists, boost less popular attractions and develop new ones.
 - Sharing data of weekly/daily tourism numbers in the area, promote and highlight events that are going to attract large numbers: this alerts visitors and locals.
 - Create new itineraries and guided tours to less visited areas.
 - Dynamic pricing charging higher prices at peak demand and lower prices when demand and crowding is less.

- Demarketing can be used to discourage visitors in order to reduce negative impacts – as with marketing there is a range of methods available from price rises to reducing promotional activity.

4. Engagement of visitors with our heritage, cultural, spoken and built;

- Data. How many visitors engage with cultural/heritage activities/attractions?
- How many tourism businesses have a focus on traditional/local culture and heritage/Welsh language?
- Need to ensure that the offer is county wide (inclusive).

5. Engagement of local community:

- Survey local people to gauge their views on tourism in the Destination (online due to costs).
- Data from Ambassador Programme - how many locals engage?
- Destination Conwy - have some events that are open to local community to meet businesses.

6. Support to address skills and workforce issues;

- Ensure the proposed Tourism Academy provides tailored training and support that addresses both local and regional requirements, and that Destination Conwy is linked to the project.
- Gather data on skills related issues.
- Encourage Living Wage and proper workplace benefits.
- CCBC/DC/Employer engagement.
- Explore employee-sharing models.
- Utilise the free Conwy Ambassador scheme, including the new training modules, and integrate this within the new employee induction process. This will help employees from within or new to the area.

7. The sector working together to improve what we have and to attract new investment:

- Destination Conwy
- Business Groups
- Eryri National Park
- Rural industry
- Green industry

8. Influencing the Conwy Local Development Plan to meets the needs of the industry and be flexible enough to work with emerging and existing tourism trends:

- To ensure that tourism is consulted with via Destination Conwy in the development of the Conwy Local Development Plan.

9. Increasing the use of greener travel and transport infrastructure:

- Gather data from trains, stations and buses on usage and by whom.
- Monitor electric charge points in the county and promote.
- Business support to encourage green initiatives.

10. Ensuring that data supports tourism decision making:

- Refresh and undertake the Conwy Visitor Survey.
- Discuss how data can be collated and collected to better inform the sector.
- To improve STEAM data collection.

11. Ensuring the destination meets resident and visitor expectations in terms of cleanliness, facilities and amenities:

- Showcase the area's unique architecture and replace decaying infrastructure with quality new structures.
- Refresh and reactivate underutilised spaces.
- Create a baseline of enhanced quality all round to generate more visitors, more demand, and more value for residents.

In order to achieve the above, an effective team needs to be resourced within CCBC to oversee the strategy and to ensure regular CCBC and Destination Conwy consultation.

All actions will need to complement the relevant town Place Plans and strategies listed in Section 10.

12 Contact

Destination Conwy Steering Group welcomes further enquiries about anything in this document, or tourism in general. General tourism information can be found on the Destination Conwy website at www.visitconwy.org.uk

Further enquiries about this document can be made to:

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