



Bannau
Brycheiniog

Mwynhewch y Parc, Gofalwch am y Lle

Enjoy the Park, Protect the Place

Destination Management Strategy for
Bannau Brycheiniog National Park

2026-2031



The Strategy

Welcome to Mwynhewch y Parc, Gofalwch am y Lle (Enjoy the Park, Protect the Place), the Destination Management Strategy for Bannau Brycheiniog National Park (the Strategy). It will help direct management of the area for visitors between 2026 - 2031. Its success will depend on it being delivered in partnership with stakeholders including the Park's communities and visitors.

The Strategy is the successor to the Authority's Sustainable Tourism Strategy (2017-2022) and Visitor Management Plan (2015). It will be delivered with and on behalf of the "Sustainable Destination Partnership" a longstanding forum of our key stakeholders.

Brecon Beacons Tourism (BBT) is the organisation representing local businesses working in tourism and hospitality. Visit Wales recognised the National Park as a destination in its own right in 2009. The Authority and Brecon Beacons Tourism were established as the partners responsible for liaising with other stakeholders to create management and promotion of the destination. Usually this role is taken by the Local Authority working with tourism organisations, but the Authority was selected instead, because of Bannau Brycheiniog's unusual situation having many local authorities responsible for different areas within it.

The Strategy has been developed in consultation with a variety of stakeholders including: Authority staff and Members, town and community councils, tourism teams in Local Authorities, the Local Access Forum and others.

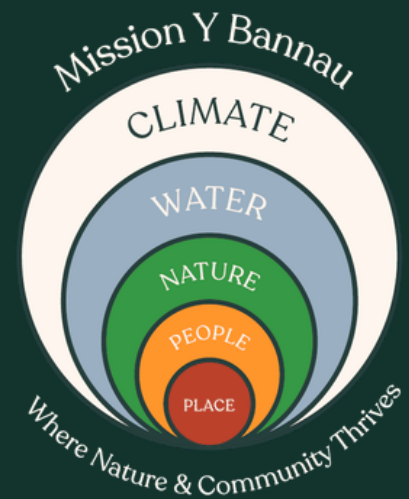
This document explains the aims, objectives and priorities for the Strategy.

Further evidence, discussion and the industry standard data sets used are available in more detail in this document:

[Mwynhewch y Parc, Gofalwch am y Lle \(Enjoy the Park, Protect the Place\)](#)

[Destination Management Strategy Bannau Brycheiniog 2026-2031:](#)

[Evidence, discussion and data](#)



Background

In April 2025, Welsh Government advised the National Park Authorities:

“Our ambition is to ‘grow tourism for the good of Wales’. People choose to visit Wales to enjoy our superb natural environment, as well as to experience our culture, including the Welsh language. The role of your bodies, in enabling better visitor management to minimise the impact of tourism on the environment and on your communities is critical.”

In Dyfodol Y Bannau, the National Park Management Plan, we committed to creating a co-designed Sustainable Visitor Strategy – this Strategy. As an organisation we are committed to delivering the Missions outlined in the Management Plan. The Strategy explains the contribution managing our visitors will make to achieving these.

The National Park Authority has been tasked to grow the Visitor Economy for the benefit of Wales in general and local communities in particular. Increasing overnight stays makes tourism more lucrative for local communities – data shows that local spend is nearly treble when people choose to stay. In 2024 however, the percentage of day visitors stood at 87% of the 3.83m visitors to the National Park that year, and the majority of these (82%) come by car.

Research from Visit Wales shows that weather is the key factor influencing where British people choose to holiday. Global warming and climate change are likely to continue to make the Southern European holiday locations (where more than 30 million British people holiday each year) uncomfortably hot and liable to fires, or flood. If predictions of a warmer, drier summer climate in the UK in the future are correct, the National Park could attract substantial numbers of new visitors. The Plan is intended to be ambitious in considering how to manage more visitors in addition to the roughly four million who currently choose to visit the National Park each year.





Our Aim

We aim to be leaders in ‘Regenerative Tourism’ which means managing tourism by not only minimising its negative impact, but finding opportunities to make a net positive contribution to our National Park. Regenerative Tourism takes a step further than sustainable tourism which seeks only to minimise negative impacts.

Regenerative Tourism has been adopted by all the National Park Authorities in the UK as an ambitious goal. We will support tourism development that contributes to the enhancement and regeneration of places and communities, helps reduce carbon emissions and increases nature recovery, whilst ensuring that the National Park is relevant to everyone’s needs.

We aim to provide greater economic benefit to the National Park’s communities from around 4 million visitors the National Park usually receives annually. We will work with partners and stakeholders to provide or improve infrastructure and information for visitors, while avoiding negative impacts to communities, nature and the climate.

Strategy Goals and Objectives

Goal 1: Managing visitors at our existing natural attractions

There are places within the National Park which currently experience overcrowding and are sometimes under great pressure from the number of visitors. This is especially the case on bank holidays, sunny weekends, and during the high season - usually May to end of September, with school holidays and the weeks immediately around them, particularly busy. Some of the communities currently paying the price for living near a natural attraction are desperate for intervention to deal with the issues they are experiencing.

Local Authorities, the National Park Authority, and other stakeholders, are and will continue to collectively develop solutions to protect communities and the landscape. Many other locations in the National Park rarely or never suffer from overcrowding. For many of our towns and villages, more visitors could help to support local businesses, benefit high streets, and bolster sustainable transport.

Priorities for Goal 1

Infrastructure

Visitors need toilets, and car parks, ideally popular sites would be served by sustainable transport. The Strategy suggests that ahead of any promotion, it is vital that infrastructure (car parks, toilets, hospitality offers, EV charging) is considered and if necessary, funding sought for it. We and our partners will collectively agree to promote beauty spots with parking, toilets, appropriate road access etc. – however we will engage in the online narrative relating to other sites to inform visitors about the limitations.

Access

We will continue to work to improve access for our visitors, including working with our partners to install appropriate infrastructure.

Sustainable Transport

We will work with partners on the provision of sustainable transport alternatives for visitors and residents where possible, at least during high season.

Goal 2: Managing visitors for the benefit of our communities

The Strategy proposes working closely with neighbouring authorities and other stakeholders to promote market towns. The Strategy will develop plans to encourage overnight stays, we want to celebrate the unique culture and heritage of market towns in and around the National Park. This could include investigating the creation of a route around them.

Priorities for Goal 2

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| Stakeholders | We will work closely in partnership with key stakeholders to select towns and villages to promote in line with the priorities identified by the Local Authority and the communities that will benefit. |
| Cultural and heritage attractions | We will work with communities in the selected market towns, both within the park and in surrounding areas, to identify cultural and heritage attractions which would encourage our visitors to stay overnight and for longer, bringing economic benefit. |
| Infrastructure | We will assess infrastructure, toilets, public transport links, EV charging opportunities, signage etc. We will identify funding opportunities to make any necessary infrastructure changes to engage with visitors, for the benefit of communities and to minimise negative impacts. |
| Sustainable transport | We will work with partners to assess the viability of delivering sustainable transport alternatives for visitors and residents to access the towns – in line with the National Park Authority’s Net Zero transport strategy. |



Objective 1: Delivering an impactful online presence for the National Park as a visitor destination

Many potential visitors make decisions about where to go based on what they see online. We have witnessed the impact of a closed social media circuit: visitors see a post on social media, type the name of the place mentioned into a mapping app, then drive to the nearest parking location it suggests. Visitors do not search “official” websites for further information, and thus they do not see messaging. This closed circuit creates issues for managing organisations, including the National Park Authority, Natural Resources Wales and the National Trust for example, in sharing key messages with our visitors.

Priorities for Objective 1

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| Pre-arrival engagement | Engaging with visitors before they arrive, especially in social media spaces, to ensure they know about the terrain, parking, toilets, hospitality, and are aware of any issues at the site they wish to visit. |
| Messaging | We will find successful methods to challenge unhelpful advice from influencers when talking about our sites and provide alternative helpful narratives. |
| Online presence | The destination website and social media feeds aimed at visitors are run in partnership with Brecon Beacons Tourism. These will be reviewed and updated to meet the objectives of the strategy. |
| Place monitoring | We will assess the way the National Park, its beauty spots and visitor centres are represented online, including in mapping apps. We will work with partners to find appropriate methods to identify social media trends and look for growing interest in particular spots to help us manage the National Park as a destination. |

Objective 2: Park-wide guidelines for events

The National Park is a popular choice for a variety of events from music festivals to sponsored walks. The engagement of organisers with local stakeholders varies widely.

Priority for Objective 2

Guideline review

The National Park Authority has created general guidelines for event organisers. The National Access Forum for Wales is currently reviewing guidelines for events organisers from across Wales. The three Welsh Parks have a seat on the review panel, depending on the outcome of the review, the National Park Authority may wish to establish a forum with other partners across the National Park to consider how to manage events.

Objective 3: Build the partnership approach with partners and stakeholders to manage and promote the destination throughout the year

Formed in 2006, Brecon Beacons Tourism is a business-led, not-for-profit organisation dedicated to strengthening and sustaining the visitor economy in the National Park and the surrounding areas. They work to deliver promotion, social media and a partnership website promotes visitor facing businesses within the Park.

Brecon Beacons Tourism has indicated that businesses want to see co-ordinated, impactful, positive, marketing campaigns which include the attractions and beauty spots that are available.

Funding for partnership destination marketing is one of the key priorities for Brecon Beacons Tourism. Brecon Beacons Tourism is a member of the Destination Management Partnership which traditionally meets several times a year – the other members are the National Park Authority, Visit Wales, Local Authorities and the Canal and River Trust.

Priorities for Objective 3

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| Partnership development | Work closely with the Destination Management Partnership for the area to develop training, opportunities to network, and business-to-business promotion. |
| Towns and villages | Deliver benefit from a growth in the cultural tourism opportunities in our towns and villages. |
| Leverage designations | Maximise the opportunities of our international designations by working with the Dark Skies Board and the Geopark Partnership. |

Objective 4: Managing visitor activities on the ground

Many national organisations and charities have reduced wardens and visitor-facing staff. This has impacted the resource to collectively engage with, inform and manage visitors. The Authority has supplemented warden staffing at its own key sites. Meet and Greet staff are employed during busy periods at the Waterfalls (Cwm Porth and Gwaun Hepste car parks) and the National Park Visitor Centre. The Authority benefits from a team of volunteers who undertake a wide range of tasks including litter picking and providing visitor information.

Priority for Objective 4

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| Visitor contributions | The National Park Authority will work with all our stakeholders to ensure the maximum benefit is derived from our collective, but limited capacity to engage with visitors. We know that face to face contact with our wardens, meet and greet staff, volunteers, and information teams is both valued by visitors, and is the most effective way of providing information and advice, and influencing their behaviour when they are in the National Park. |
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Delivering the Strategy

Resourcing to achieve the strategy will require investment from Welsh Government, grants, partners investment in staff time and budget, and fundraising. There may be commercial opportunities resulting from infrastructure development but investment may be required up front to achieve these.

Our next step is to develop an action plan with the Destination Management Partnership and other stakeholders. We will detail how the priorities will be delivered, monitored and evaluated by the Partnership.

