



Developing a Wellness Tourism Strategy for Snowdonia National Park to Attract International Visitors

A Vision for Sustainable Travel

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823

Square Miles

1,085m

Yr Wyddfa Peak

4 Million

Annual Visitors

- The largest National Park in Wales, offering diverse landscapes from rugged peaks to serene coastline.
- A popular destination with roughly 4% of total visitors arriving from international locations.

Current Tourism Performance



Visitor Profile

Heavy reliance on day trippers and UK domestic visitors.



Key Activities

Primary focus on hiking, adventure tourism, and sightseeing.



International Reach

Roughly 160,000 international visitors visit Snowdonia annually.



Critical Limitation

Domestic reliance limits revenue growth and global competitiveness.

Current Strategies

Governance

The national park is run by the Eryri National Park Authority

Primary Focus

Current strategies focus on sustainability, conservation and visitor management

Strategic Weakness

No limited targeted international market and no clear wellness policy

Priority Conflict

Current strategies prioritise conservation over international destination branding

SWOT Analysis



Strengths

- Natural beauty
- Clean environment
- Tranquility ideal for Wales



Weaknesses

- Poor transport accessibility
- Limited infrastructure
- Unpredictable weather



Opportunities

- Growth in global wellness tourism
- Demand for nature based tourism



Threats

- Competition from other locations
- Over tourism damaging environment

PEST Analysis



Political

- UK tourism policies
- Sustainability regulations
- Protection for National Parks



Economic

- Cost of living travel impacts
- Rising premium travel demand



Social

- Mental health awareness
- Digital detox demand
- Booming slow travel trend



Technological

- Social media influence
- Online booking platforms

Justification for Wellness Strategy



Definition

Wellness tourism is defined as travel focused on improving physical and mental wellbeing.



Market Potential

The global wellness tourism market is worth over \$800 billion to the tourism industry.



Snowdonia Context

Snowdonia is the perfect place for wellness tourism as it has:

- Peaceful landscapes
- Low pollution
- Nature immersion

Supporting Academic Theory



Experience Economy

Tourists seek memorable experiences, not just visits. Snowdonia's wide activity range enables this promotion.



Push & Pull Factors

Internal motivations meet destination attributes.

- **Push: Escape from urban stress**
- **Pull: Nature and tranquility**



Tourism Life Cycle

Snowdonia is in the **development stage**, providing a key opportunity for strategic repositioning.

Global Case Studies

Destinations leveraging wellness strategies to attract global tourists



Iceland

Wellness + nature branding strategy to attract visitors to natural hot springs and stunning landscapes



Switzerland

Luxury wellness retreats set in iconic alpine environments



UK: Lake District

Natural highlights and wellbeing tourism focusing on quiet escape

Proposed Strategy: Snowdonia Wellness

Developing Snowdonia as a premier wellness destination through curated experiences



Accommodation & Spa

- Eco-lodges
- Spa retreats



Mindful Activities

- Guided mindfulness walks
- Yoga & meditation retreats
- Digital detox packages



Active Wellness

- Wild swimming
- Adventure walks

Target Market

Domestic & international tourists (US and Scandinavian markets)

Promotion Strategy

Social media campaigns and collaboration with the National Park

Target Market

Identifying our primary audience and their core motivations



High Income Visitors

International travelers seeking premium, exclusive wellness experiences.



Wellness Tourists

Aged 20-60, prioritizing health, longevity, and restorative travel.



City Dwellers

Urban residents looking for a nature-based contrast to city life.

Key Motivations

- Relaxing Escapes
- Health Improvement
- Sense of Adventure

Key Performance Indicators

To measure the success of this strategy we will use KPIs such as



Tourist Growth

- International tourist increase
- Length of stay



Revenue & Use

- Average spend per visitor
- Occupancy rates



Engagement

- Social media engagement
- Wellness package bookings

These KPIs will give us a good indication of the success of the strategy and in what areas do we still need to improve

Conclusion



Natural Potential

Snowdonia has strong natural assets but underperforms internationally.



Strategic Alignment

Wellness tourism aligns with global trends.



Economic Growth

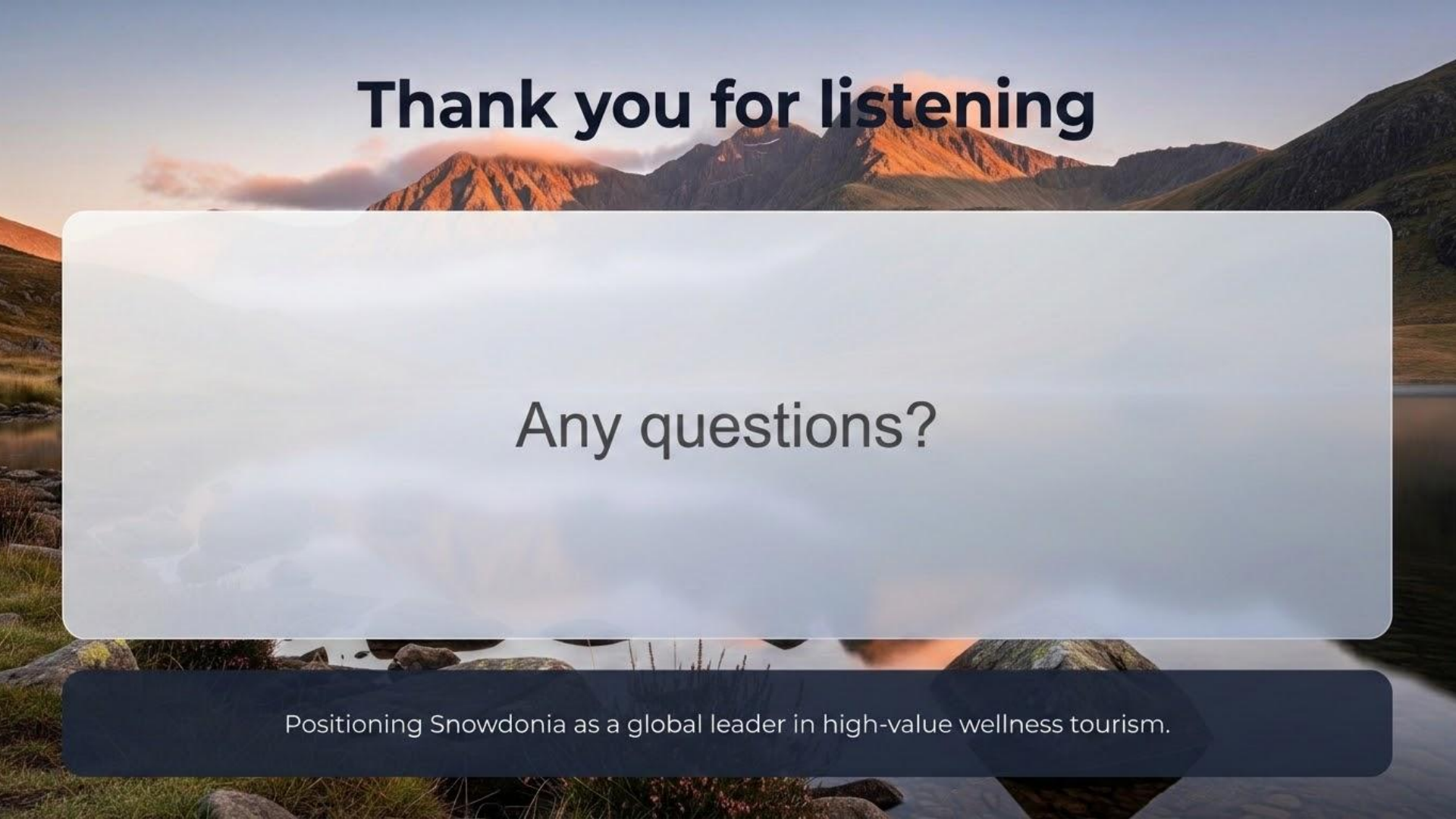
Strategy offers: Economic growth and sustainable tourism development.



Global Destination

A targeted wellness strategy would reposition Snowdonia as a globally competitive, high-value destination.

Positioning Snowdonia as a global leader in high-value wellness tourism.



Thank you for listening

Any questions?

Positioning Snowdonia as a global leader in high-value wellness tourism.

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