

Wales Coastal Path

1. What is the appeal of the Wales Coastal Path to tourists?
2. What are the impacts of the Wales Coastal Path?
3. How has the development of the Wales Coastal Path been managed?
4. What else is being done to develop tourism around the Wales Coastal Path?

TAB 1

QUESTION - What is the appeal of the 'Wales Coastal Path' to tourists?







INFORMATION -

Opened in 2012, the Wales Coastal Path is the longest continuous coastal path around any country in the world. It stretches from the outskirts of Chester in the north to Chepstow in the south east; a distance of about 870 miles.

‘Your exploration will take you from the mouth of the River Dee, along the north Wales coast with its seaside towns, over the Menai Strait onto the Isle of Anglesey, from the Llŷn Peninsula down the majestic sweep of Cardigan Bay, through Britain’s only coastal National Park in Pembrokeshire, along miles of golden sand, via Gower with its stunning scenery, along the waterfront of Cardiff Bay and Cardiff, the capital city of Wales, to the market town of Chepstow’.



TAB 2 -

QUESTION - What are the impacts of the Wales Coastal Path?

1) POSITIVE IMPACTS

The images used on the previous tab will give you some ideas about the positive impacts of the coastal path on communities in Wales and on Wales as a tourism destination.

QUESTION – What are the impacts on / for accommodation providers?

IMAGES:





INFORMATION -

The coastline of Wales is brimming with fabulous places to stay. From traditional coastal cottages through to converted romantic lighthouses. People visiting the Wales Coastal Path often need accommodation for a short stay while they are walking along the path or taking part in other activities. These people will also use local shops, restaurants and cafes.

2) NEGATIVE IMPACTS

As in all countryside areas, there may be negative impacts along the route of the Wales Coastal Path. Many of these will be environmental, although they may be negative economic and social impacts as well.

IMAGE:



TAB 3 -

QUESTION - How has the development of the Wales Coastal Path been managed?

IMAGE – See the photolibrary image below



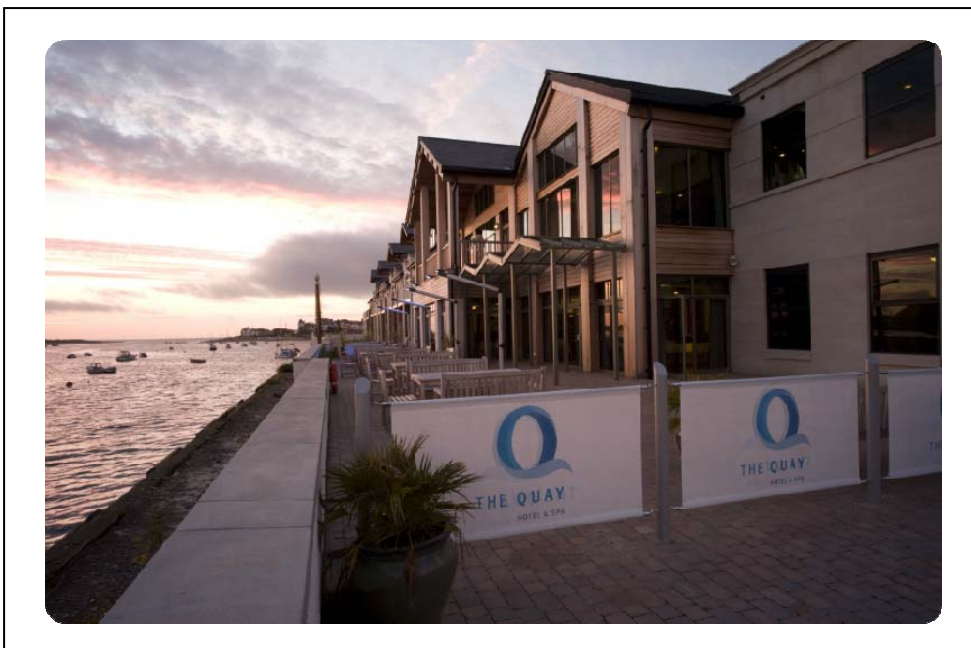
INFORMATION -

The Wales Coastal Path is a good example of how a range of organisations from different sectors of the travel and tourism industry have worked in partnership to develop the coastal path. A number of partnerships and interrelationships have been formed in the process of setting up the path.

‘The Wales Coast Path has been developed by the Welsh Government in partnership with the Countryside Council for Wales, sixteen local authorities and two National Parks. In addition to funding from the Welsh Government and the coastal local authorities of approximately £2 million per year, the European Regional Development Fund has allocated nearly £4 million over four years in support of the project. Improvements to the quality and alignment of the route will continue during 2012 and 2013 to ensure that the path follows the Welsh

coastline as close as it is safe and practical. Over time, the Wales Coast Path is expected to lead to the creation of circular coastal routes as links to the inland towns and villages are improved’.

The organisations listed as ‘Path Partners’ would be considered to be from the ‘support services’ component of the travel and tourism industry. The development of the Wales Coastal Path also demonstrates the interdependence between the different sectors of the travel and tourism industry.



TAB 4 –

QUESTION - What else is being done to develop tourism around the Wales Coastal Path?

INFORMATION -

The Wales Coastal Path is also an example of a tourism development project and the organisations identifies as Path Partners could be considered to be agents of tourism development. The passage below demonstrates some of the objectives of the project

‘The idea was developed out of a desire to build on the economic success of the Pembrokeshire Coast Path National Trail and the Isle of Anglesey Coastal Path – both of which are major contributors to the visitor economy of Wales. While the coast path is important for the Welsh economy, it is also seen as an important initiative in encouraging both locals and visitors to discover and enjoy Wales’ outdoor spaces and the health and welfare benefits it can provide.’

The Wales Coastal Path is a unique development which is hoped will bring a range of benefits to all sectors of the tourism industry in Wales. In many ways the coastal path is a tourism development project through which many of the characteristics of travel and tourism can be demonstrated.

