



Swansea Bay Adventure Activity Providers Engagement Event

Value of outdoor activity sector in Wales



Economic and Social Evaluation of the Outdoor Activity Sector in Wales

Pembrokeshire Coastal Forum

2023

Outdoor activity providers & participants surveyed

606
responses.



KEY FINDINGS:

There has been significant growth and change in the outdoor activity sector in **Wales** since the last report in 2014.

31,278 jobs supported (21% of all tourism jobs in Wales)

Net economic impact of outdoor activity providers = £272.87m annually, of which

£205m is retained in **Wales**.

Visitors expressed a high level of satisfaction with **Wales** as a destination

94%

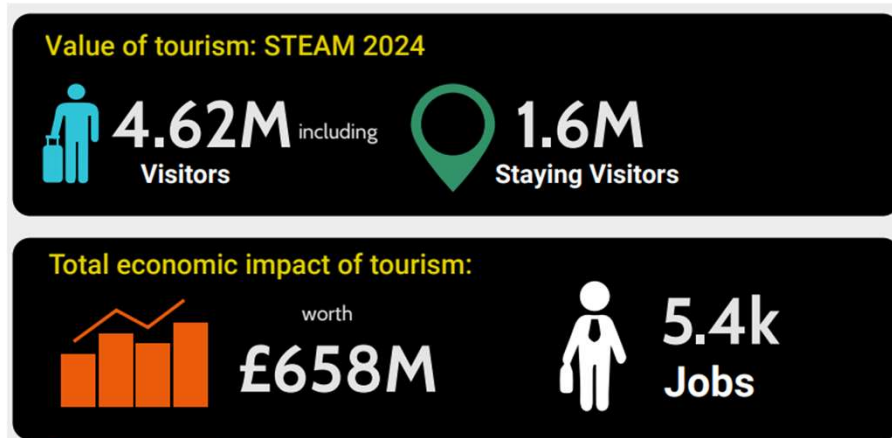
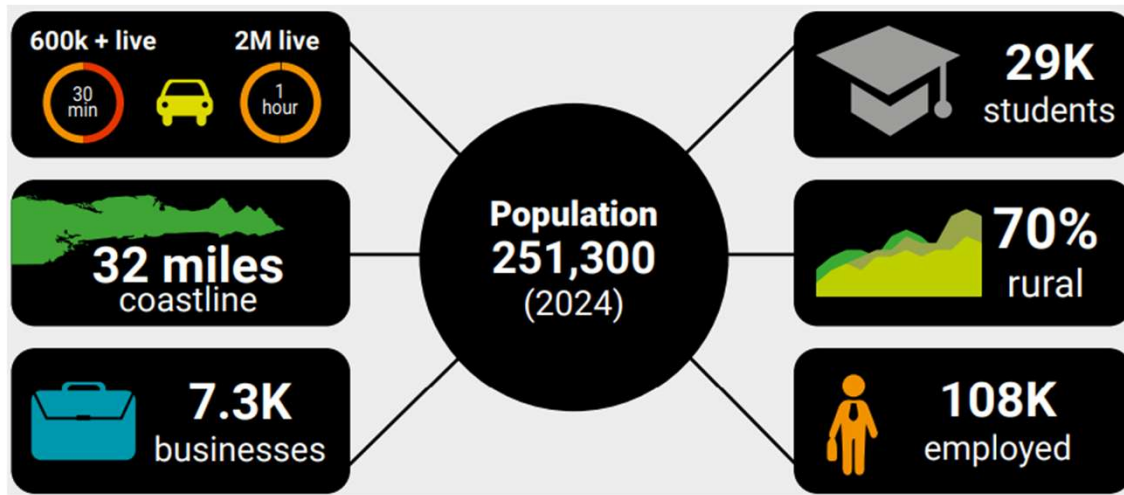
would come to **Wales** again to undertake outdoor activities and would recommend **Wales** as an outdoor activity destination to a friend or relative.



The total net impact of outdoor activity tourism on the **Welsh** economy was measured at

£1.619 BILLION annually.

Swansea Bay as a visitor destination





Welcome to one of the UK's best playgrounds!

Visit Wales Adventure Activity Assurance Scheme (VWAAAS)

Adventure Activity Assurance Scheme

[View image credits](#) ▾



Why?

- Regulation
 - Compliance with current legislation & associated regulations
- Recognition
 - Acknowledging existing robust processes
- Reassurance
 - Good practice safety and customer care exists



Regulation - Back story

- Health & Safety at Work Act 1974 and associated Regulations
 - Focussed primarily on industry
 - No apparent systematic checks
 - Requires all businesses to COMPLY with UK legislation/regulation
- 80's & 90's - significant increase in activity centres
 - A sense of unease
 - Accident waiting to happen
- Move towards self-regulation and accreditation
- WTB inclusive scheme established
- Wales led the way



Recognition: Statutory Licensing

Adventure Activities Licensing Authority (AALA)

[underpinned by the Activity Centre (Young Persons' Safety) Act 1995 and Adventure Activities Licensing Regulations]

Inclusions:

- Adventure activity providers selling 'in scope' adventure activities to young people under the age of 18

Exclusions:

- Outdoor and adventure activity providers selling 'out of scope' adventure activities to young people under the age of 18 and 'in scope' & 'out of scope' adventure activities to young people accompanied by their parents or legal guardians, family groups and adults
- Third sector / Voluntary Associations selling 'in scope' & 'out of scope' adventure activities to their members
- Schools & Colleges providing 'in scope' & 'out of scope' adventure activities to their own pupils / students

HSE Consultations & Review



Recognition: Non-statutory schemes

- Adventuremark
 - Adventuremark approved schemes:
 - British Activity Providers Association (BAPA)
 - British Association of Snowsport Instructors (BASI)
 - Mountain-Bike Instructors Award Scheme (MIAS)
 - Mountain Training UK (MTUK)
 - Association of Heads of Outdoor Education (AHOEC) Gold Standard
- Learning Outside the Classroom (LOtC) Quality Badge (QB)
- Royal Yachting Association (RYA) Centre Approval
- British Horse Society (BHS) Scheme
- Wales Trekking & Riding Association Scheme
- Visit Wales Adventure Activity Assurance Scheme



Assurance

Confidence that information, processes and/or systems of operation are reliable and credible

Visit Wales Adventure Activity Assurance Scheme
(In partnership with WATO)

- Provides confidence that risk-managed, high quality adventure activity provision is available in Wales
- Provides a quick & easy way for people to select adventure & outdoor recreation activity businesses who offer 'Good Practice' and outdoor sector standards of safety & customer care



Visit Wales Adventure Activity Assurance Scheme

Acknowledges different ways to demonstrating assurance via three routes:

- Route One - prior engagement in a 'three-party relationship' with an external assurance provider - FREE
- Route Two - engagement with a Visit Wales nominated Technical Consultant & provide evidence that meets set criteria = £295 plus expenses
- Route Three - specifically for Sole Traders offering activities pertaining to Mountain Training leading, instructing & coaching qualifications (developed in partnership with Mountain Training's Association)



Benefits to the public, landowners and Visit Wales

- ✓ Reassurance that due diligence is being carried out by outdoor sector experts, inline with UK legislation, regulation and outdoor sector 'good practice'
- ✓ Compliance with UK legislation/regulation by the activity provider
- ✓ Reduced burden on landowners & managers regarding any permissions process
- ✓ Increased product listing on [visitwales.com](https://www.visitwales.com), [visitswanseabay.com](https://www.visitswanseabay.com) and other websites as assured businesses
- ✓ Reassurance to the public that any listing on official destination websites has been through a robust process regarding safety, quality & customer care

Darparwr Gweithgaredd
Antur Sicr
Assured Adventure
Activity Provider



Benefits to adventure activity businesses

- ✓ An acknowledgement of compliance with UK legislation and associated regulations
- ✓ Recognised as a business who offers 'good practice' and outdoor sector standards of safety & customer care
- ✓ Consumer confidence – assurance and demonstration of good standards of customer care
- ✓ A listing on www.visitwales.com for a period of 3 years, after which there will be requirement to renew the process
- ✓ Opportunity to become a Visit Swansea Bay Partner with Swansea Council and promote your website all year-round for free on official destination website www.visitswanseabay.com

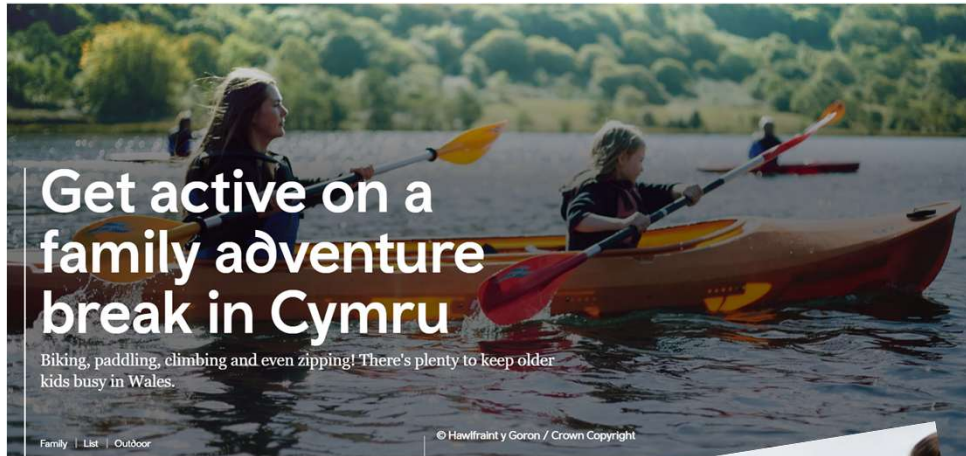


Benefits to adventure activity businesses

- ✓ Business visibility – to highlight the expectations of sustainable adventure activity tourism, and the outdoor sector ‘good practice’ requirements to those who purchase services or use outdoor practitioners
- ✓ Reduced burden when seeking permissions to operate
- ✓ Meaningful consultation with a Visit Wales nominated Technical Consultant
- ✓ A report that highlights business strengths as well as opportunities for business developments
- ✓ Confirmation of how provision relates to adventure activity sector ‘good practice’
- ✓ Top tips and handy hints
- ✓ Access to sound up-to-date advice and guidance relating to the business and sector ‘good practice’
- ✓ Signposting to further business advice and support



VisitWales.com – official destination website for Wales



#FeeltheHwyl



Surf's up in Porthcawl

The beaches of Porthcawl are some of the best in Wales for learners and more experienced surfers.

Health and wellbeing

Groups

Family

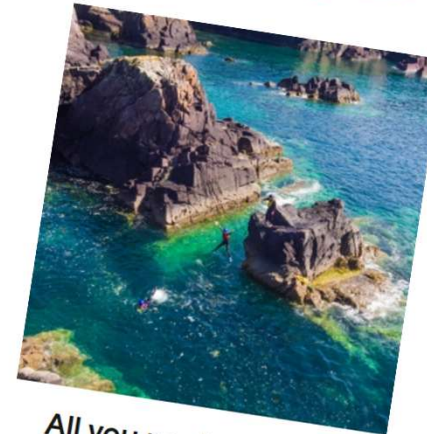
📍 GLAMORGAN HERITAGE COAST



Get out on the water and explore!

Top spots to discover the seas, lakes, rivers and canals of Wales by kayak or canoe.

Canals Rural List Outdoor



All you need to know about coasteering

Teacher and adventure guide Jon Haylock explains why Wales remains the heartland for coasteering.

Visit Wales campaigns - video



VisitSwanseaBay.com – official destination website for Swansea Bay, Mumbles and Gower



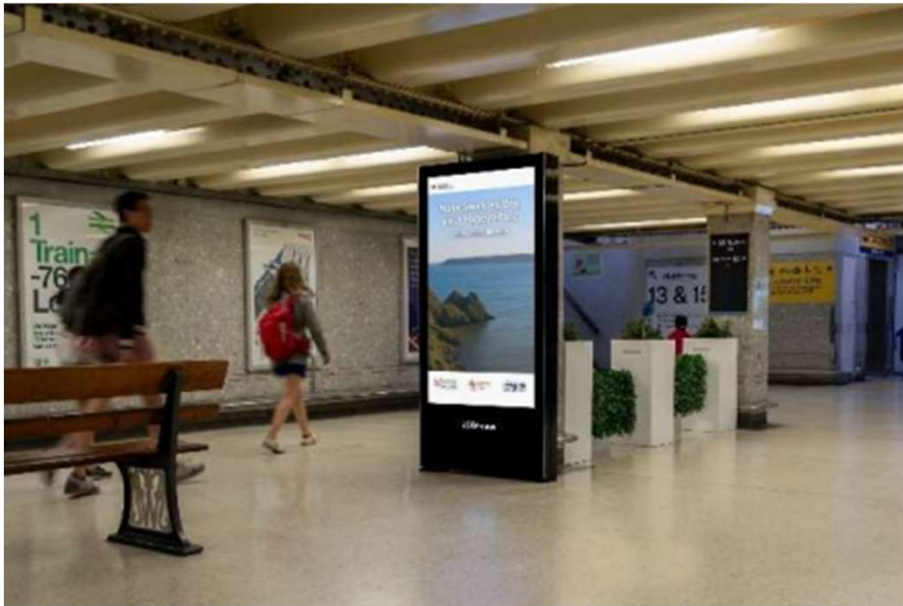
#HappyPlace



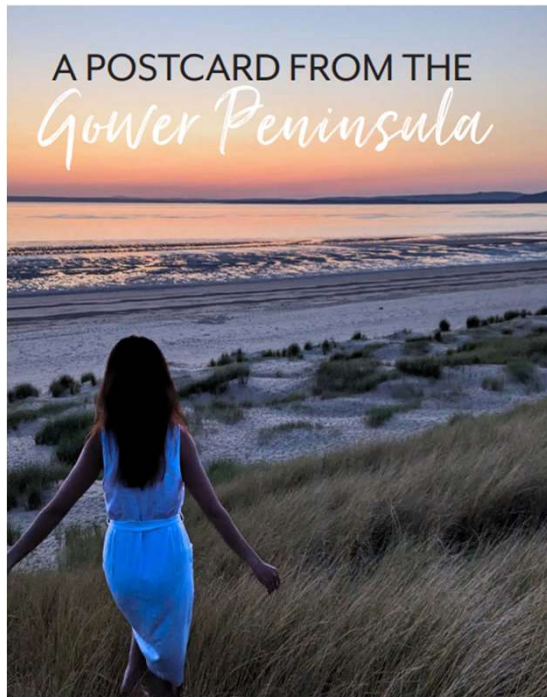
280 Partners
on board and
growing...



VisitSwanseaBay.com – out of home advertising



Visit Swansea Bay – PR, journalist / blogger visits



British Travel Journal



Travel Blogger



Best coastal walking routes around Gower



Coast Editor
12 September 2024 / 12:42 BST



Coast Magazine



Visit Swansea Bay video – adaptive surfing



Visit Swansea Bay video – getting muddy



Visit Swansea Bay video – donut rides



Visit Swansea Bay video – wingSUP'ing in the bay



In conclusion, we would like to:

Ensure all outdoor operators meet key criteria from a nationally recognised assurance scheme when using Council or NT land.

Give your business extra visibility in year-round campaigns.

Work together to promote Swansea & Gower as a top destination for outdoor activities.



Cymru
Wales



Cyngor **Abertawe**
Swansea Council



Bae Abertawe
Swansea Bay

WATO

WALES
ADVENTURE
TOURISM
ORGANISATION

Swansea Bay Adventure Activity Providers Engagement Event

25 November 2025



Thank you!

Any questions?