

Adventure Parc Snowdonia invests £5m to turn tourist site into year-round destination

An adventure centre in North Wales has invested £5m into upgrading its facilities to make the tourist site an all-year-round destination to boost business.

Adventure Parc Snowdonia in the Conwy Valley has invested in new facilities and technology in a bid to generate footfall and revenue in the months outside the traditional tourism season.

The tourist destination has added four conferences rooms to its Hilton Garden Inn hotel [which opened last year following £11m investment from the adventure centre.](#)

Each conference room is fitted with hybrid meeting technology and can cater for events up to 175 people or smaller meetings of around 12 people.

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The business says it can now attract more conferences, team building courses, away days and other corporate events to the trail-blazing complex in Dolgarrog.

It has also built a special kitchen for catering demonstrations and a luxury spa with yoga and meditation rooms.

Groups and events sales manager Dylan Evans said: "We've got all the facilities and technology needed as a conference or meeting venue and an incredible variety of high adrenaline activities which are perfect for team building and leadership exercises.

"We've got the whole package with everything right on the doorstep and in an absolutely stunning location. It means we can be operational 52 weeks of the year and create more jobs for local people and help boost the economy in the Conwy Valley."

He added: "One of the advantages we have is our proximity to the large conurbations of the North West and the Midlands. The potential is huge. The business tourism market in the UK is worth £25bn a year and we want to grab a bigger slice of the action. "

Chief executive of North Wales Tourism Jim Jones said: "Adventure Parc Snowdonia has played a key role in establishing North Wales as the Adventure Capital of Europe. Now it is adding another string to its bow as a first class location for a range of corporate events and team building exercises."

He added: "I am really pleased with the support Adventure Parc Snowdonia has given towards the collaboration between some of the best conference, events and corporate marketing venues across North Wales, under the Meet North Wales branding.

"Developing and expanding business tourism in North Wales is

an important part of our overall strategy to extend the season so that we can attract people to the region throughout the year.”

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