



VISITOR GIVING

...how to guide

A visitor giving project is a way for businesses and organised events to collect financial donations from customers in order to fund local social and environmental projects. A scheme based on the idea that most people are happy to contribute something towards the conservation of the places that they enjoy using or visiting.

A visitor gifting scheme is completely voluntary and as such is fundamentally different to a 'Tourist Tax'. 'Snowdonia Giving' is a pilot scheme run through Arloesi Gwynedd Wledig, planned initially for 18 months before seeking to transfer it to another suitable body.

* Snowdonia Giving Pilot = A Success

Almost £25,000 has been raised through donations and some match funding from the National Park. This has funded 2 schemes - an outdoor skills course for local young people and much needed mountain footpath improvements on Snowdon.

This pilot phase has proven that the scheme works and that visitors are happy to contribute. Now there is a great opportunity to develop the scheme further to meet its full potential, and for other small communities in Snowdonia and the surrounding areas to set up their own visitor giving schemes.

During the course of nearly 2 years, over 50 businesses have become part of Snowdonia Giving.



“ The Snowdonia Giving initiative is a great way for us all to help in protecting our beautiful natural landscapes. The future of tourism in North Wales depends on our continued nurturing of our local environments and communities and it is a pleasure for us to be involved in a project such as this.”

ALWAYS AIM HIGH EVENTS TRIATHLON / SPORTS EVENTS COMPANY, NORTH WALES

“ We want to be part of this scheme because we feel that Snowdonia is a magical place that needs support to ensure it is here for generations to come and we can all take an active part in making this happen.”

TWO FEET TWO WHEELS GUIDED DAY TOURS, SNOWDONIA

The Potential

If every visitor to Snowdonia National Park, in 1 year, gave 25p it would result in almost £1 million of funding for the local environment, conservation and community.

(...based on 3.89 million visitors in 2015)



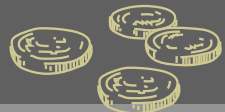
Over seven million people visited Gwynedd during 2016 – an increase of 3.2% on the previous year.

pilot...learn...share





1. Easy Gifting!



- 'Opt in' via the web is a great way of raising money. One hotel has raised almost £4,000 since the start of the Scheme, by offering an option to add £1 per payment online when booking. Another hotel charges 50p for WiFi and this has raised well over £1,000...simple + effective.
- Other schemes have shown that 95% of people are more than happy to contribute through this method.

- 'Little and often'...the more local businesses who are actively involved the better - a higher volume of donations, which by their nature will be small, but ideally repeated each visit or purchase.
- Flexibility is key, with the participating businesses choosing which donation mechanism works best for them. A scheme can offer a range of 'giving' options that can be tailored to suit the businesses' values, ethos and brand.
- Good marketing at points of contact - awareness of scheme and prompts to donate money at the most relevant moment, for example, when booking, when participating in activities and when leaving / reviewing.

"Retail and food businesses can raise money by 'sponsoring products'. For example, a small amount can be added to a specific product price. Businesses can be very imaginative with this type of fundraising to encourage customers to make a contribution."

Nurture Lakeland 2013, Visitor Giving: A Toolkit for Destination Organisations

Tip:

Collection boxes and envelopes didn't work as a means of gathering donations - online is far more effective!



2. Super Support...

- Inspired & engaged...it is essential to have local businesses taking the lead, embracing a 'partnership approach' by understanding the real benefits such a scheme can bring to their business and the whole business community as well as the wider local community and environment.
- Support for businesses is important particularly at start-up to make it as easy as possible for each business to become part of the scheme. For example, a point of liaison, pre written copy and images available to include on businesses own websites, printed marketing materials, etc.
- *To run the pilot scheme it took approximately 2 days a week of a dedicated person's time.*
- There is also a need for administrative, IT, marketing, legal and financial support.

3. Enjoy, give, save, repeat, repeat, repeat!

- Visitors want to know where their money is going and why, plus ideally be updated on the positive impact that contributions have made. Full transparency regarding donations and any associated administrative costs required to ensure high levels of trust.
- Engaging and up to date communication of the supported causes / projects helps keep the donations coming!
- Recognition and thanks...visitors and businesses want to share their participation and this can create a virtuous circle of **awareness - giving - sharing**. This is best by word of mouth via social media but could also be at the point of activity, for example, 'donation stones' on pathways. 'Like & Share' competitions that were run by the businesses helped to increase followers and interactions on social media.

for more information on this please visit

www.arloesigwyneddwledig.com

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 @ArloesiGwynedd

SNOWDONIA GIVING RHODD ERYRI



Watch our film about Snowdonia Giving

