And the Winner is…….

Snowdonia's leading tourism businesses will be walking the red carpet this afternoon as they gather at Snowdonia National Park Authority's Environmental Studies Centre, Plas Tan y Bwlch to hear who will be honoured in this years ***Green Snowdonia Tourism Awards*** organised by the Snowdonia Society. Cllr Caerwyn Roberts, Chairman of the Snowdonia National Park Authority will be presenting these prestigious awards to trail-blazing businesses who have taken action to protect and promote the environment and culture of the Snowdonia National Park.

From a strong field of entries the judges of this year's Green Snowdonia Tourism Awards have selected 6 businesses who demonstrate that operating sustainably can enhance the experience they are offering to visitors, and can go hand-in-hand with exciting activities and high quality accommodation.

Best Sustainable Tourism Business - Overall Winner

Sponsored by CAE and CCW

Tree Top Adventure Ltd, Betws y Coed, Sean Taylor – Managing Director





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Tree Top Adventure is a high level adventurous journey through the trees that involves negotiating a series of obstacles. Participants are fitted with a harness and helmet and attached to a safety line. As a new activity business within the National Park the GSTA judges were impressed with the commitment shown to environmental protection during the development of facilities and ongoing management.

A new visitor centre and café was opened on the site in April 2009. This wooden framed building was built by a local company using 90% of local materials from sustainable forests; cedar cladding from Coed y Brenin, oak beams from Ruthin and soft wood from Corwen. An air-source heat pump provides heating and each room is thermostatically controlled and can be individually controlled switching off the under-floor heating when the room is not in use.

All water is from a borehole on site (75 mtrs deep). The water/toilet waste is filtered through a bio-disk treatment plant and clean water is discharged into a near-by stream.

In the café over 85% of ingredients are sourced from local suppliers. There is a strong ethos of promoting the Welsh Language via bilingual signage, menus and Welsh speaking staff.

Tree Tops Adventure Ltd work closely with local schools and community groups offering discounted rates for the use of facilities including the classroom/meeting room. They support local charities by donating prizes and fundraising.

Public transport services to Tree Top Adventures are strongly featured in their promotional literature, and they offer a discounted rate to cyclists.

The judges felt that Tree Top Adventure Ltd had achieved a tremendous amount in a short space of time. Exciting plans for the environmentally sustainable development of this business place it as a trail blazer in sustainable tourism - Worthy winners and definitely a business to watch!