

ARLOESI
GWYNEDD
WLEDIG

ASTRO-TOURISM

Snowdonia National Park was awarded Dark Sky status in 2015, which is an international recognition for areas that are noted for their quality of starry nights, due to the darkness of their skies and lack of light pollution.

Astro-tourism has grown as a sector over recent years, driven in part by more exposure on television e.g. Stargazing Live on the BBC.

* Our Dark Sky Introduction Events...

Arloesi Gwynedd Wledig ran a series of astro-tourism workshops for accommodation businesses that are located within Snowdonia National Park.

The aim of these events was to discover if the Dark Sky status can attract additional visitors to the area, especially outside the peak seasons.

If your business is within Snowdonia National Park, then please read this short introductory guide and top tips on how to potentially utilise the Dark Sky status for an uplift in bookings...

DARK SKY
GWYNEDD



AWYR
DYWYLL
GWYNEDD

Pop Up Planetarium
at one of the Dark Sky
Introduction Events

...how to guide

“Due to the growing popularity of astro-tourism in the area, many accommodation providers and attractions now provide special stargazing experiences for guests. This has proven to be very popular and attracts many visitors outside the peak seasons.”

ALLAN TROW
DARK SKY WALES

“There are just eleven of these magical reserves in the world, and on a clear night in Snowdonia you can see the Milky Way, all the major constellations, nebulas (bright clouds of gas and dust) and shooting stars.”

DISCOVERY IN THE DARK
www.discoveryinthedark.wales/snowdonia

The Brecon Beacons National Park was the first area in Wales to be awarded International Dark Sky status. The area has sought to maximize economic benefit from this status through engagement with the tourism sector in order to provide astronomy experiences for tourists.

Initial feedback suggests that this has worked and that astro-tourism events are proving very popular and getting booked up.

Best time for stargazing in Snowdonia - September to March

pilot...learn...share



PROJECT END DATE April 2017
PROJECT MANAGER Rachel Roberts
Arloesi Gwynedd Wledig Toolkit #002

1.

Scan the Skies!

- So that you can confidently host / promote astro connected events, get yourself up to speed with your own night sky. You do not need extensive skills or knowledge of astronomy, just a general interest in the night sky.

...there are many free resources that are available, from apps to websites to leaflets, for extending your knowledge of Snowdonia's dark skies...

- This is a great website, including a toolkit, on everything Dark Skies and when you are ready you can add your business to the website...
<http://www.discoveryinthedark.wales/snowdonia>



Watch our
film about
astro-tourism

- Download the *Celestron SkyPortal App* which is free. This app acts as your personal sky guide to redefine how you experience the night sky!



- Pick up this leaflet from Snowdonia National Park, or print the online version...
http://www.eryri.llyw.cymru/_data/assets/pdf_file/0008/661418/GweldSer-SeingStars.pdf

* A unique, promotable aspect to Snowdonia's Dark Skies is the cultural link between the stars and the stories of the Mabinogi and the Old Penillion.



2.

Get the Kit...

- Binoculars:**
Olympus Binocular 10 x 50 DPS-1 (Around £65)
- Star Charts:**
Philip's Planisphere - Latitude 51.5 North (Around £10)
- Star Books:**
Philip's 2018 Stargazing - Month by Month Guide to the Night Sky

Dark Land, Dark Skies by Martin Griffiths
- Find your local astronomy experts and enthusiasts and explore linking up with local astronomical societies.
- Hire the Dark Sky Wales pop up planetarium for a large scale event
<http://www.darkskywales.org/service/s/digital-planetarium>

for more information on
this please visit

www.arloesigwyneddwledig.com

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3.

Promote your Astro Extras!

- Tell people at all touch points about the abundant opportunities to stargaze from the mountains and foothills of Snowdonia...and the Dark Sky status.
- Offer starry night experiences:
 - * Stargazing evenings
 - * Astronomy talks
 - * Astrophotography
 - * Starry walks
 - * An astronomy lecture series
 - * A planetarium experience
- Promote the Dark Sky status on websites & printed materials - let people know that Snowdonia is a special place to enjoy the stars, part of the natural heritage of Wales. Highlight this as an additional attraction for the area.
- The potential for astro-tourism here is huge considering the large number of overnight visitors to Snowdonia National Park, who generally aim to experience the best of the outdoors...who doesn't have 'star gazing' on their bucket list!

