



Snowdonia-Active
Eryri-Bywiol



CURIOUS CYMRU

Discover Wales

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Discover Wales

A curated collection of memorable experiences which encourages the visitor to bond with Wales via distinctive and engaging products.

Work with businesses to diversify and/or collaborate to enable the creation of exceptional, novel, engaging products which showcase Wales on the **Airbnb Experiences** platform.

Market Curious Cymru experiences via an **integrated marketing campaign** which closely aligns with national (Thematic years/Wales Way) and regional marketing campaigns (#GetWrappedUp). To include digital marketing (instagram/video) and **influencer marketing** (leading bloggers).



Experiences are activities designed and led by inspiring locals.

They go beyond typical tours or classes by immersing guests in a host's unique world.



Airbnb Adventures is a collection of multi-day experiences hosted by local experts.

Small groups travel to off-the-beaten-path locations and are immersed in unique cultures and communities.

Adventures cover a variety of categories and skill levels, from farming to camping, music to animals, and more.

HOW DOES IT FIT WITH YOUR BUSINESS MODEL?

- for groups of 10 or less
- delivered by the host
- have to be prepared to run with an individual booking

What is Airbnb looking for in an experience?

- It's led by a knowledgeable and passionate host
- Guests participate hands-on, or are immersed in an activity
- It gives guests access to a special place or community
- It tells the story of a host's unique perspective



airbnb North Wales Add date Recommended

airbnb North Wales Add date Recommended

All experiences

An experience submission must demonstrate **expertise, insider access,** and **connection.** These standards help ensure that the market has high-quality experiences led by knowledgeable, hospitable hosts.

- Consider not only the expertise you have of your subject matter, but also the unique perspective you can bring to this topic or activity.
- Let your imagination run free; experiences should feature something that guests couldn't easily do on their own. Try differentiating your experience from generic tourist activities.
- The best experiences create meaningful human connections—how will you make sure your guests feel like they belong?



Belinda Gammon
MBACP; MTA

What's your big idea?

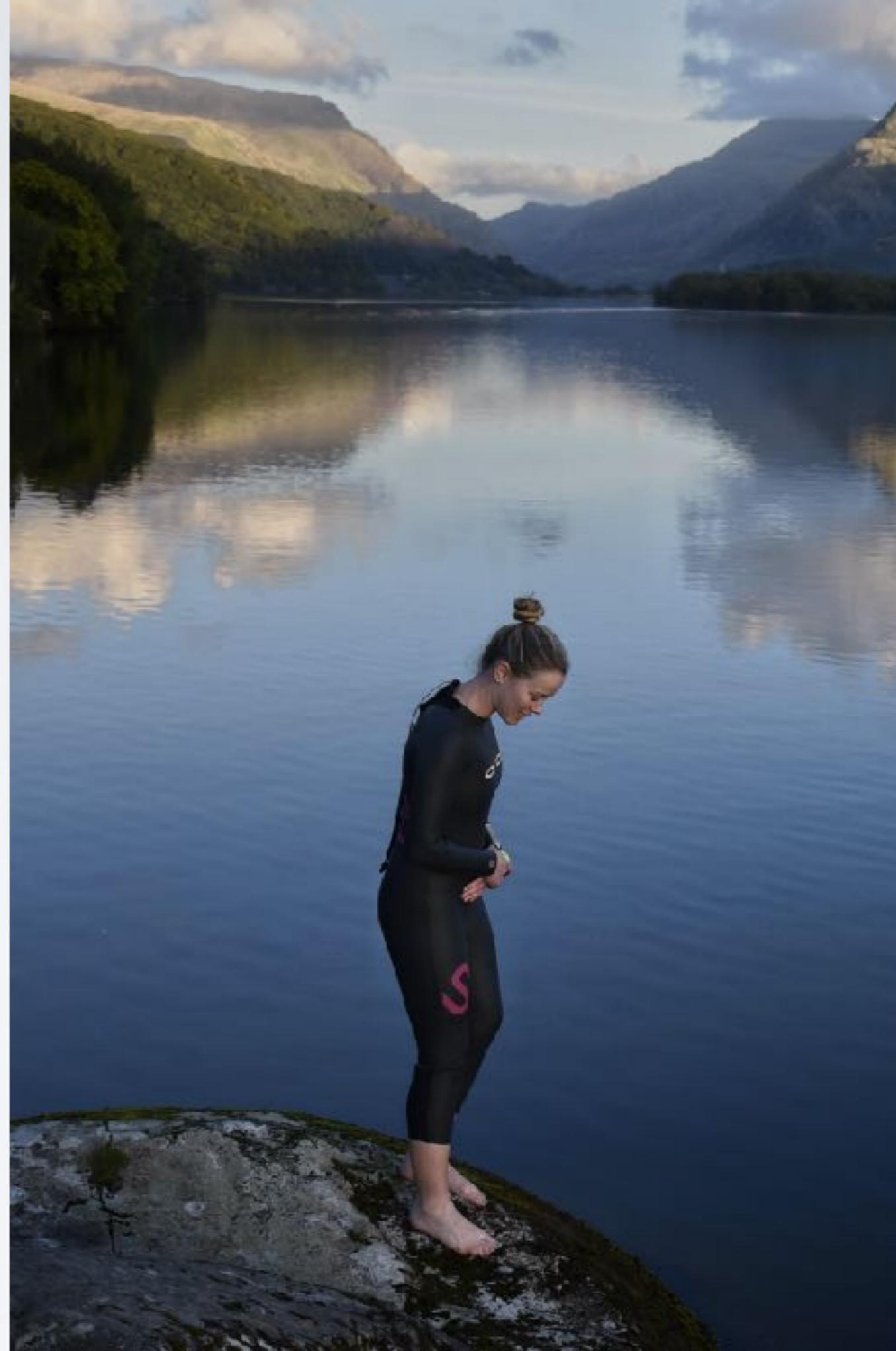
knowledge | passion | special places



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WHAT'S TRENDING?

- Wild swimming
- Foraging
- Local food
- Craft
- Gin
- ??



- Design your experience
- Draft your text
- Source your images
- Check your insurance, safety accreditation
- Submit your experience
- Post dates

Turn your idea into an experience

- Duration
- Price
- Equipment
- Audience

IMPORTANT!

If you are submitting an Experience to Airbnb we kindly ask that you use the following link

(For each experience submitted we get a little bit of project funding from Airbnb)

<https://www.airbnb.co.uk/x/emmae4206>



Things to consider

- What might you do if there are unforeseen circumstances, like a change in weather?
- How are guest needs like dietary considerations, accessibility, or safety concerns taken care of?
- How will you help guests connect and interact with each other on your experience?
- How will you take into account the comfort levels of a wide spectrum of guests from many different cultures?

TELL A STORY

Paint a picture of what you'll be doing

- Share the story of this experience, with a beginning, middle, and end
- Walk them through what landmarks or locations they will see along the way, if there's more than one location
- Share what makes the location or activity special and unique—be detailed!
- Share the activities they will participate in and explain how they will interact with other guests

GIVE CONFIDENCE

Let your credibility shine

- When did you start learning about your topic?
- Have you lived in your area for a long time?
- Have you ever been publicly recognised (e.g. awards or articles written about you?)
- What is something that stands out about your past?
- Are you a member of a recognisable community?
- What about your passion makes you the perfect host for this experience? What special qualities make you unique?

SET EXPECTATIONS

Be clear and follow through on “What I’ll Include”

- If you say two drinks are included, provide at least two drinks. Many negative guest reviews are based on un-met expectations.

Pro tip: Many hosts save a special element of their experience, allowing them to ‘wow’ their guests in person.

Help guests feel prepared in the “Where we’ll go” section

Giving guests a sense of where your experience is located and the importance of each stop will help them feel safe and prepared upon arrival.

BOOST YOUR BOOKINGS

Add availability

You can't be seen unless you have dates available. The more availability you can offer, the more opportunities there are for guests to book.

Play with pricing to win more guests

Many hosts jumpstart their bookings by starting at a lower “introductory” price, then increasing it over time as they see positive reviews start to roll in.

Keep your experience active in search results

20% of bookings are made within two days of when the experience begins. Consider setting your [cut-off times](#) as close to the start time as possible so your experience remains visible to these last-minute bookers.

How cutoff times work

1st cutoff time

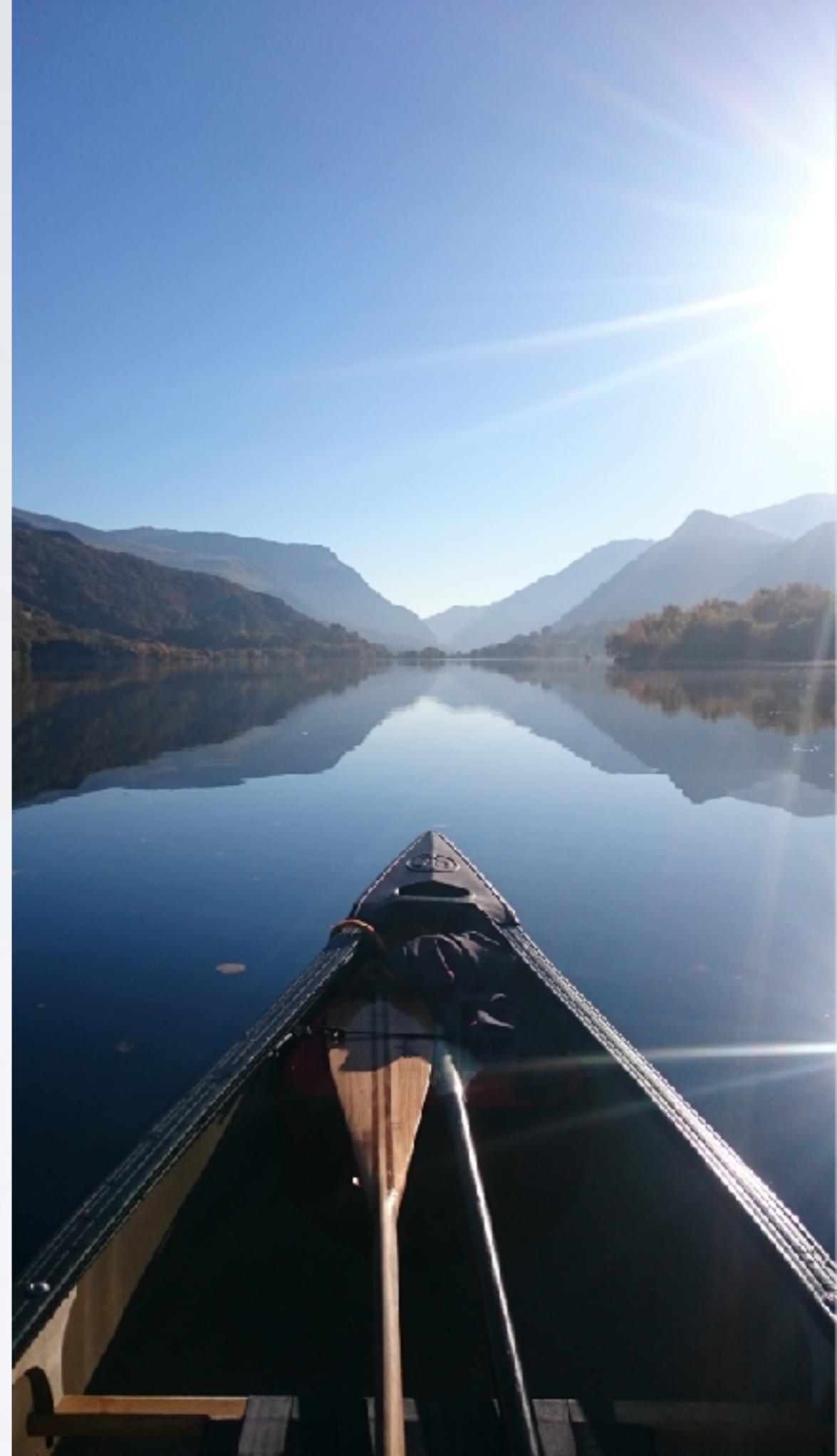
- If no-one books by a certain time, you have the option to remove that instance of your experience without penalty. This helps you know in advance whether you'll be hosting or not.
 - For example, if you set your first cutoff time to 1 day before the start time and no one books by then, the experience will be removed from search.

2nd cutoff time

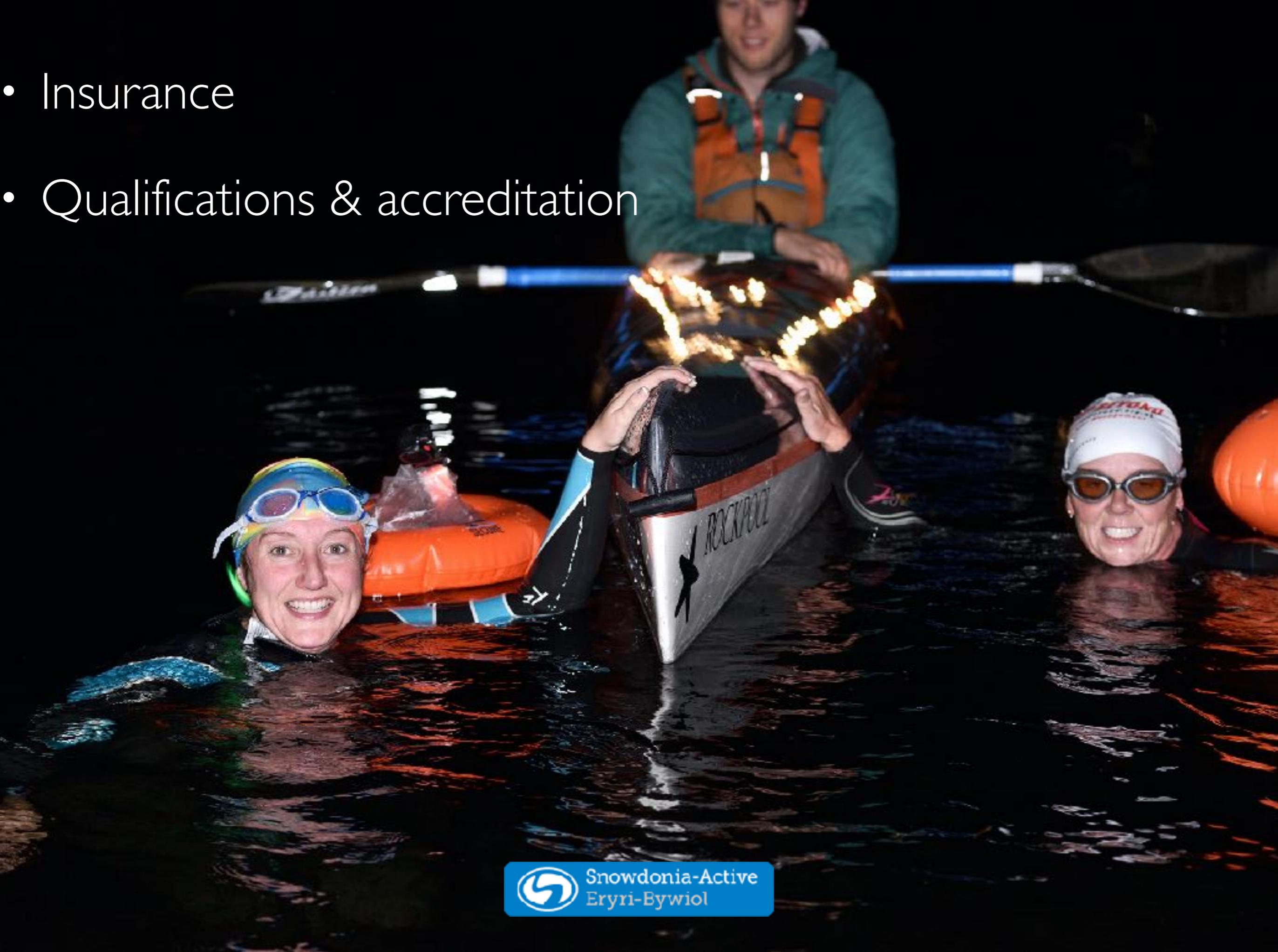
- After you get at least one booking, you can set the second cutoff time.
 - For example, if you set the second cutoff time to 2 hours before the start time, then additional guests can book up to two hours before the experience begins. Booking will close 2 hours prior to the start time.

PHOTOGRAPHY

- Not a snapshot
- Sums up the experience
- ‘I want to do that!’



- Insurance
- Qualifications & accreditation



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VISIT WALES

ACTIVITY TOURISM ACCREDITATION

If you are not licensed or approved by an accreditation organisation i.e. AALS, Adventuremark, National Governing Bodies (NGBs), you will first need to engage with a Visit Wales nominated Technical Consultant in order to proceed with your request to be listed with Visit Wales.

A Technical Consultant will meet with you to complete an audit of your business and provide a report which will take into account the required Visit Wales Website Listings Standards. (www.visitwales.com/wato/visit-wales-standards-for-website-listings)

The cost of engagement with a Technical Consultant is £250 plus expenses.

MEET EXPECTATIONS!

Your future bookings are dependent on good reviews.

Experiences with low (1, 2 or 3★) reviews or an average rating below 4.7 may be removed from Airbnb



Guest photos



Guest reviews

4.98 ★★★★★



Daniel · August 2019

★★★★★

Never painted before but booked in for a romantic activity with my slightly more arty other half. We both produced paintings to be proud of on this fun afternoon with Chris. With Chris' relaxed teaching approach of the more advanced water colour... [+ More](#)



Sian · August 2019

★★★★★

Great few hours painting by remote lakeside and with nice cafe close by. Chris gave encouragement and step by step guidance - we were all novice painters. Wrap up warm though as it gets chilly - even in August!



Thomas · August 2019

★★★★★

This was a valuable and enjoyable experience. Chris was a warm and patient guide, who supplied high-quality materials (300lb cotton-based paper, Pro-Arte brushes, W & N professional paints), comfy chair etc. The location was great, really inspiring... [+ More](#)



Svedestina · August 2019

★★★★★

This was a lovely experience. A great introduction to watercolours for the beginner, in a beautiful setting. We enjoyed the day thoroughly. Chris was very friendly and very accommodating.



Rachel · August 2019

★★★★★

Brilliant! It was a very rainy day and after setting up at the location we eventually realised it wouldn't work to paint outside, as the trees were not providing shelter against the weather and the cafe was closed. So we made a group decision to... [+ More](#)



PHOTOGRAPHY AND SOCIAL INFLUENCERS

Once your experience has been accepted by Airbnb, please contact emma@snowdonia-active.com if you would like a visit from a photographer or social influencer.

Influencers we have worked with;

@thetravelhack

@theoutsidersadventures

@shootfromthetrip



curiouscymru Edit Profile

140 posts 1,088 followers 1,520 following

Snowdonia-Active
Snowdonia-Active showcasing unique experiences in North Wales which combine adventure, culture and landscape. DM for feature.
bit.ly/2ExbBF5



Mindfulne...



Yoga in N...



Nordic W...



Anglesey



Beekeepi...

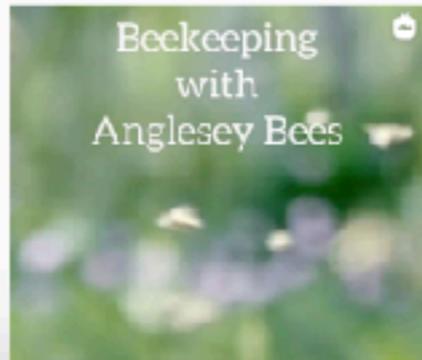


GinVentur...



Walk this ...

POSTS IGTV SAVED TAGGED



@CuriousCymru



Curious Cymru: Discover Wales

@CuriousCymru - Website

+ Add a Button

Home Videos Photos More

Promote

View as visitor



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<https://www.airbnb.co.uk/x/emmae4206>

Emma Edwards-Jones
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