



## News Release

6th May 2011

### **International Climbers' Meet boosts local economy**

Rock climbers from around the world will come together to climb in North Wales this week (8-15th May) as part of an event organised by the British Mountaineering Council (BMC).

The BMC's International Climbing Meet based in the heart of the Llanberis Pass will see around 30 international climbers team up with 30 British rock climbers to climb throughout Snowdonia and the sea cliffs of north Wales.

The event demonstrates the lure of the Welsh crags and mountains as a world class climbing destination and highlights the contribution climbers make to the areas they visit both in jobs and spend.

Recent comments from Tourism Partnership North Wales indicate that adventure tourism is a vital contributor to the economy and is set to bring 1,000 jobs in north Wales over the next five years.

Also according to draft figures from a joint research group\*, in 2009 the value of tourist trips with mountaineering as the main activity was £26 million\*.

The BMC is committed to "buying local", and during the week-long Meet, at least £8000 will be spent on local accommodation, caterers, marquee hire, a cleaner, meal at restaurant, DJ, and other service providers. In addition the climbers will be spending money on local amenities.

Elfyn Jones, BMC Access & Conservation Officer for Wales said: "We're delighted to welcome our international guests to Snowdonia and introduce them to the superb climbing Wales has to offer. This is a fantastic example of how mountaineering tourism contributes to the local economy and this week the climbers are from a little further afield than the average week!"

Local climber Jonathan Bertalot, who is acting as a host climber, said: "I'm looking forward to introducing the crags I know and love to our international guests and sharing climbing experiences. Many of the visitors will not have tried the 'traditional' climbing style that we are renowned for."

The visiting climbers represent 25 different countries including: Japan, Pakistan, USA, Croatia and Israel. BMC International Meets are held annually to promote international friendships and increase communication between nations. The meets also give guests an insight into British climbing ethics and traditions, as well as provide a platform for international debate and discussion on topical issues within the world of mountaineering. This year's event is entitled 'Style & Ethics in World Climbing'. For more information see [www.thebmc.co.uk/internationalmeet](http://www.thebmc.co.uk/internationalmeet)

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**Notes to editors**

- For further information or to interview climbers on the meet, please contact Elfyn Jones (BMC Access & Conservation Officer for Wales) on 07554 998910 or Tina Gardner (BMC Press & PR Officer) on 0161 438 3337 / [tina@thebmc.co.uk](mailto:tina@thebmc.co.uk)
- **Interviews available:** with organisers and climbers (in Welsh & English) and also Dave Turnbull, BMC CEO, and international guests (in English only).
- **Filming opportunities:** Follow a pair of climbers as they take on some of North Wales' finest rock climbs from Snowdonia to the sea cliffs of Gogarth. Plus opportunities to film the group at the Meet's hub at the Climbers' Club hut *Ynys Ettws* (Llanberis Pass)
- The British Mountaineering Council (BMC) is the national representative body for climbers, hill walkers and mountaineers in England and Wales and is recognised as such by government. The BMC is committed to promoting the interests of climbers, hill walkers and mountaineers and good practice in all activities related to these pursuits.
- \* Provisional figures from draft report on the "Value of Walking and Hill Walking to Economy of Wales"