

MeetInWales.com



ICC
WALES

Wales: A Destination Built On Purpose, Sustainability & Long-Term Impact

Where Purpose Leads the Way

Wales offers planners a destination shaped by well-being, sustainability and long-term value. Guided by the world-leading Well-being of Future Generations Act, we put people, planet and place at the heart of every event supporting organisations that want impact without compromise.

Well-being, Nature and Innovation Combined

Built on well-being and difference, Wales offers inspiring landscapes, vibrant cities and a culture rooted in care for people, planet and place. Alongside this, Wales leads in key innovation sectors, connecting associations with world class academic and or business expertise and impactful partnerships.



Connected Expertise. Lasting Impact

The national Ambassador Wales Conference Programme connects events with experts across key sectors in line with the UK REF (Research Excellence Framework) disciplines and key Welsh Government sectors and complements Cardiff's capital city scheme for seamless support. Together, these networks help events create lasting value for delegates and host communities.

A Collaborative Nation With Endless Possibilities

A small country with a truly global outlook. In Wales, government, industry and academia work closely together supported by eight universities and a diverse range of venues from beach to city to countryside. Every visit offers something new, grounded in partnership, knowledge and a sense of place.

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Wales' 8 Universities:

National Expertise & Inspiring Academic Venues

Wales is home to 8 universities that collectively offer world-class research expertise, strong industry partnerships and inspiring academic venues that support the Ambassador Wales Conference Programme.

Universities across Wales:

- Aberystwyth University
- Bangor University
- Cardiff Metropolitan University
- Cardiff University
- Swansea University
- University of South Wales
- University of Wales Trinity Saint David
- Wrexham University



© Cardiff University



Wales' 8 Universities: National Expertise & Inspiring Academic Venues

These universities also provide association with access to flexible, high-quality conference meetings spaces across Wales and memorable delegate experiences.



Bangor University
© Daily Post Business Award /
© Katie Isaacson



Swansea Bay University Campus



University of South Wales

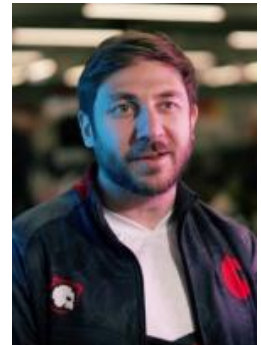


Wales: Powered by People, Knowledge & A National Ambassador Network

Wales' national Ambassador Wales Conference Programme connects global event owners with academic and industry leaders across the Research Excellence Framework and key Welsh Government sectors in; Social Sciences, Physical Sciences, Engineering & Mathematics, Medicine, Health & Life Sciences and Arts & Humanities.

These are represented through Wales' ambassador leaders, each driving innovation in their specialist fields and showcasing the nation's research strengths on the world stage. The programme also complements Cardiff's capital city scheme, ensuring a seamless connection between national expertise and city-level conference bidding and support.

This joined-up ecosystem offers planners direct access to influential experts, strong bidding support, and globally relevant knowledge hubs a powerful reason to bring association events to Wales.



Event Capacity Across Wales: Example Venues

Venue	Capacity
ICC Wales	Up to 5,000 Auditorium 1,500 13+ meeting rooms
Utilita Arena	Up to 5,000 Theatre 5,000 31 event rooms
Venue Cymru	Up to 2,500 Theatre 1,500 28 event spaces
Celtic Manor Resort	Up to 1,500 Theatre 1,200 20+ meeting rooms
Cardiff City Hall	Up to 600 Theatre 600 15 event rooms
Hensol Castle	Up to 320 Theatre 320 8+ event rooms
The Metropole Hotel	Up to 300 Theatre 220 14 event rooms
Quay Hotel & Spa	Up to 240 Theatre 240 2 event rooms



*For venue and accommodation options, please search our product listings on [MeetInWales.com](https://www.meetinwales.com)

Signature Wales Experiences for Delegates

Well-being isn't an add-on – it's part of our landscapes. Wales offers an inspiring mix of beachfront energy, peaceful countryside, vibrant city settings, tranquil woodlands and atmospheric castle views.

This natural diversity empowers event planners to create events that restore, motivate and elevate every delegate experience.



Signature Wales Experiences for Delegates

Coast Path Experience

Wales was the first country with a formal trail along its entire coast. The Wales Coast Path, 1,400 km long and connects with Offa's Dyke Path for a 1,658 km route around the Welsh border with England. The trail features varied landscapes including coastal views, fishing villages, and estuaries, offering delegate experiences to link place, environment, health, and innovation, and support wellbeing, engagement, and environmental stewardship.



Wales Coast Path



Signature Wales Experiences for Delegates

Dark Sky Stargazing

Wales stands out for its excellence in dark-sky conservation, hosting 3 International Dark Sky Places (accredited by the International Dark-Sky Association, IDSP)—including two of only 23 global Reserves and Europe's first Dark Sky Sanctuary. This demonstrates Wales's ongoing commitment to night-sky protection and sustainable destination management, offering delegates immersive, ambassador-led experiences that support wellbeing and environmental stewardship.



Dark Sky Wales



Signature Wales Experiences for Delegates

National Museums Wales / Amgueddfa Cymru

Wales is home to 7 National Museums with research-led resources spanning underground coal mining, Welsh life and identity, to art, archaeology, and natural sciences. They provide immersive cultural contexts for gala dinners and curated delegate experiences that support associations working across industry and engineering, social history and culture environmental and natural sciences, heritage conservation, and education.



National Museum, Cardiff



Signature Wales Experiences for Delegates

UNESCO Heritage Sites and Historic Environment

Wales is home to 4 UNESCO World Heritage Sites, which include industrial landscapes, stunning castles, and examples of engineering brilliance. Wales's history spans thousands of years and is reflected by its diverse heritage sites, including 427 castles. From 11th-century Norman earthworks to 19th-century medieval architecture, these places offer valuable opportunities for academic research, scholarship, public engagement, and knowledge exchange of Wales' historic environment and its commitment to protection and preservation, whilst also providing dynamic ways to experience the past through modern interpretation and living history events that bring Welsh heritage vividly to life.

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Conwy, North Wales



Signature Wales Experiences for Delegates

Great Little Trains of Wales

The Great Little Trains of Wales comprise a collection of heritage and narrow-gauge railways offering distinctive out of conference experiences through some of Wales's most significant industrial and natural landscapes. These journeys provide immersive, place-based engagement that brings together engineering heritage, industrial history, landscape, and community storytelling. They are particularly well suited to associations working across industry and engineering, industrial and social history, environmental and earth sciences, heritage conservation, transport, and education.



Helpful Resources and Contact Details

Resources:

- [Wales for Associations](#)
- [Association case studies](#)
- [Ambassador interviews](#)
- [Wales sector strengths](#)
- [Accommodation options](#)
- [Conference & event venue options](#)
- [Activity options](#)
- [Operators](#)

Get in touch:

- [Online enquiry form](#)
- [Email us](#)
- [Sign up for our newsletter](#)



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Diolch yn fawr Thank you



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