



MID AND
WEST
WALES

Sample Itinerary

Achievement & Escape Incentive

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Pembrokeshire Coast & Mid Wales

4 nights | 25 delegates



This itinerary is ideal for incentive and reward groups seeking exceptional access, coastal wow-factor and distinctly Welsh cultural moments - with a high-comfort pace and plenty of shared storytelling opportunities.



This incentive experience celebrates achievement through access, nature and culture. From wildlife encounters to creative spaces and hosted dining, the programme delivers a sense of escape that feels rewarding, energising and distinctly Welsh.



A coast-to-mountains journey that layers "only-in-Wales" moments: boutique luxury and spa downtime, private wildlife time on the water, hands-on creativity with Welsh makers, and hosted farm-to-fork dining - finishing with big landscape and a celebratory final evening in the hills.

Designed for international incentive and reward planners seeking a distinctive, easy-to-deliver European programme.

This Wales experience is well suited to high-performing executive and sales groups who value access, authenticity and comfort in equal measure.

The itinerary balances standout coastal and landscape moments with a relaxed, premium pace, making it ideal for groups that want to reward achievement without over-programming.

Private wildlife experiences, hosted dining and hands-on cultural moments create strong storytelling and peer bonding - while reliable logistics, high-quality accommodation and flexible group sizes ensure the programme is as smooth to plan as it is memorable to deliver.

The Experience



Celebrate success. Reward with perspective. Escape in style.

This incentive journey is designed to reward achievement with experiences that feel genuinely special - places that surprise, moments that delight, and access that feels personal and unforgettable. From dramatic coastline to expansive mountain landscapes, the experience unfolds as a carefully choreographed journey through some of Mid and West Wales' most compelling settings.

Created for high-performing teams who value meaningful rewards over generic luxury, the programme blends comfort, creativity and adventure at a relaxed, confidence-inspiring pace. Each destination has been chosen not just for its beauty, but for the way it makes guests feel - welcomed, energised and immersed in a strong sense of place.

The journey begins on the Pembrokeshire coast, where sea air, wildlife encounters and coastal views immediately signal a shift away from everyday life. Time on the water, hands-on adventure and hosted dining moments create shared stories early in the programme, building connection and excitement. Boutique hotels and spa settings provide space to unwind, while private access ensures the experience feels curated rather than commercial.

As the route moves north into Ceredigion, the focus shifts towards creativity and culture. Behind-the-scenes access to Welsh makers, storytellers and distillers offers guests something deeper than sightseeing - a chance to engage with contemporary Welsh identity in a way that feels authentic, playful and rewarding. Evenings here are relaxed and social, with walkable towns, riverside settings and hosted tastings encouraging conversation and laughter.

The final chapter unfolds in the wide-open landscapes of Mid Wales, where big skies and expansive scenery provide a natural sense of occasion. This is where the experience slows, widens and culminates - with a celebratory final night in a grand lakeside or country-house setting. Hosted dining, local produce and optional adventure or cultural finales create a strong sense of closure, reflection and shared achievement.

Throughout the journey, the emphasis is on access and atmosphere rather than ticking boxes: private boats, closed-door creative spaces, hosted meals and flexible pacing that allows the group to truly enjoy each moment. It's a reward that feels generous, considered and memorable - rooted in Welsh landscapes, culture and hospitality, and designed to leave a lasting impression long after the journey ends.

Accommodation



Nights 1 – 2 : St Brides Spa Hotel

St Brides Spa Hotel provides a serene escape by the sea in the heart of Saundersfoot, atop the breath-taking coastline and just moments from Pembrokeshire's stunning blue-flag beaches. Enjoy award-winning dining with sweeping coastal views, rejuvenating cliffside spa and a collection of beautifully designed bedrooms - perfect for wellbeing and reward-focused downtime



Nights 3 – 4 : Barn at Brynich

The Barn at Brynich is a beautifully converted 18th century hay barn set in a stunning rural location in the heart of the Brecon Beacons National Park. Its extensive grounds mean you can spread out and relax for day-time team building activities, while The Barn is perfect for cosy indoor workshops or some evening socialising. Each business event programme can be put together to allow you to make the most of the stunning space and surroundings.



Suggested Itinerary

Day 1 – Arrival, Spa-Time & Exclusive Dining



Arrival at St. Brides Spa Hotel

Arrive into Wales and transfer by executive coach to your Pembrokeshire base Time to settle in and enjoy spa or coastal downtime at [St Brides Spa Hotel](#).

Private Dinner at Penally Abbey

A curated four-course dinner in 'The Courtyard' at [Penally Abbey](#). A stunning private dining space in a beautiful old chapel with high ceilings, twinkling chandeliers and exposed beams. Elegantly and thoughtfully refurbished, with exceptional food recognised with two AA Rosette Awards for Culinary Excellence, it is the perfect space for distinctive events.

To enhance the dining experience, pair your food with wines from the [Velfrey Vineyard](#), just a short drive from Penally Abbey.

Optional Evening Experiences

- **Cheese tasting.** To complete your dining experience, enjoy an artisan cheeseboard from local multi-award-winning [Caws Cenarth Dairy Farm](#) – presented by the makers themselves who will share their passion for production and secrets to their success.
- **Welsh whisky & spirits tasting.** A hosted tasting led by a local distillery, to be enjoyed after dinner. Choose from one of Wales' distinctive distilleries – [Penderyn](#), [In the Welsh Wind](#) or [Au Vodka](#)



Suggested Itinerary

Day 2 – Coastline Adventure, Creativity and Foraged Feasts



Coastal Adventure & Creativity

Pembrokeshire's wild coast delivers unforgettable group adventures, from boat safaris around island sanctuaries spotting seals, dolphins, whales and puffins with [Voyages of Discovery](#), to exhilarating coasteering experiences with [TYF Adventure](#) or [Preseli Venture](#) that turn the shoreline into a natural playground.

For a slower, sensory reward, beach cookery with [Coastal Foraging](#) invites visitors to gather and taste the flavours of land and sea - a truly immersive celebration of this extraordinary place.

For those seeking a more creative pace, Pembrokeshire also offers inspiring, hands-on experiences rooted in place and tradition. Guests can craft their own soaps and skincare using foraged coastal ingredients, guided by local experts at [The Really Wild Emporium](#), or explore Welsh heritage through the design and carving of a traditional love spoon at [The Love Spoon Workshop](#). Photography masterclasses make the most of the area's dramatic landscapes and wildlife, encouraging guests to slow down, look closer and capture Pembrokeshire's beauty through a creative lens with [Drew Buckley Photography](#) – or try your hand at capturing the stunning scenery in watercolours with [AJ Ludlow](#).

And the adventure continues into the evening with a feast inspired by the landscape itself. At [Really Wild Emporium](#), watch the chef craft an incredible 8-course tasting menu from foraged ingredients gathered from the surrounding coast and inland, transforming Pembrokeshire's wild larder into a memorable dining experience. Guided by season and shaped by its surroundings, this is a celebration of flavour, craft and connection - the perfect way to end the day.



Suggested Itinerary

Day 3 – From Coast to Countryside



From Coast to Country

A change of pace and perspective today as the journey moves inland, leaving the coastline behind for the rolling, rural landscapes of North Pembrokeshire. The morning offers a choice of experiences, allowing delegates to connect with the countryside in a way that suits them best. Choose a guided e-bike tour with **Hidden Routes**, following quiet lanes and ancient tracks through patchwork farmland and story-rich landscapes, or opt for horse riding with **Preseli Pony Trekking**, experiencing the landscape from the saddle for a slower, more immersive connection with nature and the land.

Reuniting as a group, travel by coach to **Good Day Out** for a hands-on rural experience that brings Welsh heritage vividly to life. Under expert guidance, learn the remarkable art of sheepdog herding and witness the instinctive partnership between dog and handler - a moment that is as entertaining as it is authentic.

The day concludes with a scenic journey to the next accommodation and an unforgettable evening at **Barn at Brynich**. A lavish dinner is served in this elegant country house setting, before the evening reaches its crescendo with a private musical encounter. Choose from one of Wales's incredible vocal groups such as **Only Men Aloud** or **Welsh of the West End**. Performed in an intimate setting, this exclusive moment delivers a powerful sense of place, pride and privilege - a wow-factor finale that transforms dinner into a once-in-a-lifetime experience.



Suggested Itinerary

Final Day: Elevated Calm & Dark Sky Wonder



Elevated Calm & Dark Sky Wonder

The final day is designed for restoration and reflection, set against the tranquil beauty of the [Welsh Lavender Farm](#), yours exclusively for the day.

Perched at 1,100 feet above sea level, just north of Bannau Brycheiniog (Brecon Beacons), the farm commands spectacular panoramic views in every direction, creating an immediate sense of space and calm. The beautifully restored stone barn, complete with wood burner, becomes a relaxed hub for the day, complemented by a wild swimming pond, sauna, adult seesaw and ping pong - inviting guests to slow the pace, reconnect and enjoy the setting in their own way with beautifully prepared menus throughout the day.

Working closely with expert practitioners, FARMERS' offer a menu of optional workshops, allowing teams to curate their own experience.

Choose from:

- Perfumery workshop inspired by the farm's botanicals
- A guided yoga session - with the option to practise alongside friendly alpacas from [Alpaca My Boots](#), adding a light-hearted and unforgettable dimension
- Printmaking workshop using the surrounding landscape as inspiration
- A behind-the-scenes tour of the lavender fields and distilling process

Before dusk, the group departs for the dramatic [Elan Valley](#). Here, a ranger-guided walk explores the awe-inspiring Victorian dams before night falls and the landscape is transformed. With exclusive after-hours access, an expert astronomer from [Dark Sky Wales](#) introduces the wonders of the cosmos, while a forest banquet prepared by [Blas ar Fwyd bespoke caterers](#) is served beneath the stars - a quietly spectacular finale that lingers long after the journey home.



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