

A WEST Wales adventure holiday company is looking to drive business by moving into the lucrative corporate team building market.

Preseli Venture, established in Pembrokeshire in 1998 by Nick and Sophie Hurst, is adding to its traditional adult-only adventure breaks business with "adrenalin-pumping" corporate packages.

Its new adrenalin alchemy team building course offer users a range of outdoor activities in the Pembrokeshire Coast National Park. These include surfing, sea kayaking, adventure hikes, mountain biking, and one of the latest crazes for adrenalin junkies – coasteering – where teams climb, jump and swim together on the Atlantic coastline.

Founder Ms Hurst said, "Gone are the days of sitting with your bosses in a stuffy hotel conference room enduring countless power point presentations followed by Lego and lunch.

"People want to offer their staff or clients something a little more imaginative that gets the heart racing. We work on the principle that when a group of people are put at the water's edge in wetsuits there are no workplace hierarchies.

"And with the common goal of enjoying an adventure, relationships in that team are strengthened."

The firm's team building events are tailored for each organisation to ensure teams get the most out of their shared adventure experience.

Preseli Venture is inspected by the Wales Tourist Board each year under its accreditation scheme for activity providers. Pat Crimp, WTB's head of marketing and commercial operations, said, "The outdoor activity sector in Wales is moving rapidly into the corporate market as more and more businesses from across the UK realise what Wales has to offer. The combination of breathtaking countryside coupled with professionally-run activity centres is a huge draw for organisations looking for great team building and motivational experiences for their staff."

Lucrative market for firm

