



## Alcohol in Welcome Packs & Guest Areas

### A Practical Guide for Tourism Businesses in Powys

Providing a warm welcome for guests is part of what makes a stay memorable. For many businesses, that can include local food and drink—but when it comes to alcohol, there are clear legal requirements that must be followed.

This guide sets out what you can and cannot do, how licensing works, and the safest ways to include alcohol in your offer.

### Can I include alcohol as a welcome gift without a licence?

**No – in most cases, you cannot.**

Even if a bottle of wine or local beer is described as a “free” welcome gift, if a guest is paying to stay, it is considered part of the overall package.

That means it is treated as a **supply of alcohol under the Licensing Act 2003**.

### In practice:

- A “free” bottle included in a paid stay = **licensable activity**
- No licence in place = **risk of breaching licensing law**

### What licences do I need?

If you want to include alcohol legally as part of your guest offering, you will usually need:

#### 1. Premises Licence

This licence covers your property and allows alcohol to be supplied from that location.

You can apply via:

[!\[\]\(56549452e01ca28bdf2500ced9653143\_img.jpg\) Powys County Council – Licensing Services](#)

[Premises licence - Carmarthenshire County Council](#)

#### 2. Personal Licence

This is held by an individual (often the owner or manager) who authorises the sale or supply of alcohol.

You can apply via:

[!\[\]\(23a2e9ddc7bb0ef55393d38b772a848d\_img.jpg\) Powys County Council – Personal Licensing](#)

[Personal licence - Carmarthenshire County Council](#)





### Important

- Most accommodation businesses providing alcohol will need **both licences in place**
- The premises licence names a **Designated Premises Supervisor (DPS)** who must hold a personal licence

### What about honesty bars?

This is one of the most common areas of confusion.

### Honesty bars are still licensable.

Even if:

- Guests help themselves
- Payment is left voluntarily
- There is no staff interaction

👉 It is still considered a **sale of alcohol**

### Why?

Because:

- Alcohol is being made available to guests
- Payment (even informal) is expected
- It forms part of the overall guest experience

### Bottom line:

- Honesty bars **do require a premises licence**
- A personal licence holder must still be responsible for the supply

### Are there any exceptions?

There is a very limited exemption where alcohol is:

- Truly free
- Not linked to any paid service



However, this **does not apply to accommodation businesses**, because:

- Guests are paying to stay
- The alcohol is part of that transaction

## Designing welcome packs for today's visitors

It's worth noting a wider shift in visitor behaviour.

An increasing number of guests are:

- Choosing not to drink alcohol
- Drinking less or seeking low/no alternatives
- Looking for more personalised, inclusive experiences

Including alcohol as a default welcome item can unintentionally exclude part of your audience.

## A balanced approach

Many businesses are now:

- Offering **non-alcoholic options as standard**
- Making alcohol an **optional add-on** (where licensed)
- Creating welcome packs that feel thoughtful and locally rooted, rather than centred on alcohol

This approach:

- Broadens appeal
- Enhances inclusivity
- Reflects current visitor trends



## If you don't want a licence – what are your options?

Many businesses choose not to go through licensing and instead offer alternatives that still feel high quality and local.

### Safe and effective alternatives:

#### 1. Local non-alcoholic welcome packs

- Welsh juices, cordials or craft soft drinks
- Artisan food products
- Still supports local producers

#### 2. Partner with local pubs or producers

- Offer a **voucher or recommendation**
- Drives footfall to local businesses

#### 3. Curated guest information

- Highlight local breweries, distilleries and pubs
- Encourage guests to explore the area

#### 4. Pre-arranged extras (with licensed partners)

- Guests can order alcohol through a licensed third party
- Delivered directly and compliantly

### Why this matters

Following the correct licensing approach:

- Protects your business from enforcement action
- Ensures you are operating legally and professionally
- Maintains trust with local authorities and partners

It also supports a consistent, high-quality visitor experience across Bannau Brycheiniog (Brecon Beacons) National Park.

### Next steps

If you are considering offering alcohol:





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1. Decide whether it is central to your guest experience
2. If yes, explore licensing through Powys County Council
3. If not, consider alternative welcome options that still reflect your brand and location

**Need support?**

Brecon Beacons Tourism can:

- Talk through your options
- Help you decide what's right for your business model
- Share examples of what's working well across the network



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