

## **Tourism Product Innovation Fund 2016-2017 Approved Project Summaries**

### **North Wales Projects**

#### **Dream Team Television – Promotion of the Three Peaks Yacht Race**

The Three Peaks Yacht race is one of the top ten races in the world and this year a documentary has been made by S4C to follow the adventures of a team in which 2 members are ambassadors for Wales' Year of Adventure (Elin Haf Davies and Lowri Morgan). The project aims to reshape the documentary for the UK and international market, promote Wales as an adventure location, and continue to promote the sustainability of the race, generate future sponsorship and to promote the sports of sailing and mountaineering in Wales. S4C will re-edit allow their footage aired on 13th July 2016 to make an English version which will be broadcast later in 2016, making this a unique opportunity.

#### **Denbighshire County Council – MBWales.com Phase Two**

The project will build on the phase one project, which saw the re-launch of MBWales.com and its social media channel network, re- establishing MBWales.com as the leading authority and official mountain bike website for Wales. This project will focus largely on the promotion of MBWales as the hub for all mountain biking information in Wales and the, promotion of facilities close to mountain bike bases in an effort to encourage longer stays and contribute to tourism growth. The project will continue to add value to the Year of Adventure campaign and will bring an adventure twist to the Year of Legends.

#### **North Wales Tourism – Gardens North Wales**

This project is to build on work carried out in 2016 to promote the gardens of North Wales. The campaign so far has attracted a significant selection of gardens wishing to take part offering a 'Unique and First for North Wales' nine day Garden Festival encouraging visitors to stay and visit gardens during the shoulder months with exciting and innovative events being staged over nine days. The aim of the project is to; further develop this 'Unique to North Wales' innovative campaign by continuing with the development of a long term unique brand to gain maximum coverage in terms of PR, press and marketing activity and website, development of a garden trail, development and promotion of the Festival of Gardens.

#### **North Wales Tourism – Golf North Wales**

This product led campaign is aimed at enhancing and promoting golf across the region, supporting the positioning of Wales as a Golf destination of Excellence to the golfing community both in the UK and overseas with the brand of 'Golf as it should be'. Marketing all the golf clubs together will enable greater impact and gain maximum coverage in terms of press and PR. The aims and objectives include; developing golf packages to bring past and current legends alive and to inspire other members of the golfing community to visit and explore the area, promoting out of season events and activities, developing a new golf festival in March 2017.

#### **Conwy Chamber of Trade – The Tournament**

The project led by the Conwy Chamber of Trade with support from Conwy Borough Council, Cadw and local businesses aims to bring history to life and increase tourism revenue to the area at a traditionally quiet time of year. The project will develop and host a major free event in the Town of Conwy on 24/25 June 2017 called "The Tournament", to take place during the Year of Legends campaign 2017. The event will include will include a jousting exhibition/competition, living history camps, a medieval market, dragons, jesters and other street entertainers. In

addition a medieval banquet on Conwy Quay, Welsh Medieval Midsummer Eve Celebrations including a performance of A Midsummer Night's Dream.

### **Theatr Clwyd Development Trust – Temporary Ice Rink and Nutcracker Project**

The Theatre Clwyd Development Trust and partners wish to install a temporary ice rink next to theatre Clwyd from 1st December 2016 – 1st January 2017. The project will form a bridge for new arts attenders, new ice skaters and new adventurers – trying something new. Award-winning theatre company Paperfinch will bring the ice rink experience together with an exciting new site-specific adaptation of The Nutcracker. Starting on the ice the show will take audiences on a journey, discovering clues and meeting extravagant characters on the rink before building to an intimate theatre performance inside Theatre Clwyd. The project aims to attract new visitors, break down the barriers that can exist for people engaging in the arts for the first time, and bring families and schools together.

### **Snowdonia-Active – Landscape Legends - Pop-Up Experiences**

Snowdonia Active will deliver this project, building on the success of the 2016 pop-up adventure series. The project aim is to utilise the rich mix of history and heritage linked to the iconic landscapes of Wales to promote the unique outdoor adventure tourism in the 2017 Year of Legends. The pop-up experiences project will deliver a series of visitor facing events linking adventure and legends. Some will involve unexpected adventure at legendary venues such as castles. The project will also include a publicity/social media campaign to add value to 'Year of Legends campaign.

### **Llyn Pilgrim Way Holidays Ltd – Innovation Promotion of Wales Coast Path Walking Holidays**

This project aims to enable the Wales Coast Path Walking Holiday Providers Association to offer high quality walking holiday packages, including; accommodation and luggage transfer along the whole of the Wales Coast Path (WCP), video and social media to promote the whole of the Wales Coast Path Development and promotion of Geo-caching trails, development of content on WCP website.

### **Synergy Yachting Ltd – The Adventure Map - Legends**

This application is on behalf of The Adventure Map, a collaborative promotional project between 10 leading adventure companies. The project follows on from a 2015/16 project to create a credible, clear and inspirational portal to attract group visits to North Wales during the years of Adventure, Year of Legends and Year of the Sea. For the 2017 Year of Legends the portal will be supported by a PR campaign with selected printed materials and social marketing activities which will, optimise the links between online communities in real time marketing.

## **Mid Wales Projects**

### **The Crickhowell Resource & Information Centre (CRiC) – Legends from Crickhowell and Beyond**

The aim of the project is to use the theme of Visit Wales' Year of Legends to enable a consistent message to be promoted by creating a touring exhibition of textile fabric creatures from the Mabinogion, handmade by local artist Helly Powell using Welsh blanket fabrics from Melin Tregwynt in Haverfordwest. The tour will start in Haverfordwest and end at Crickhowell visiting locations along the old coaching route. Digital displays will be used to bring the Mabinogion stories to life.

### **Best of Wales Ltd – Wales Glamping Experience - Legedary Glamping Wales**

The project will develop a collection of "gold" standard clamping units 'that have been designed by Welsh architects/designers to create a Welsh hotel (i.e. a collection of units) totally unique and mobile. The ' pop up ' hotel will appear in 3 different locations over a period of 3 months (one a month) during 2017 - Year Welsh Legends. One of the main objectives of the project is to draw the world's attention to the wealth of Wales's landscape and character. The settings are all impressive and represents South, Mid and North Wales are equal.

### **Dyfi Eco Valley Partnership T/A ecodyfi – Dyfi Biosphere Legends**

The project will develop and promote a series of events to celebrate unique cultural characteristics of the Dyfi Biosphere area, particularly legends, stories and characters, so as to be well-placed to take advantage of the rest of the Year of Legends in 2017.

### **Brecon Beacons Tourism – Legendary Experiences in the Beacons**

This project aims to give visitors to the Brecon Beacons an authentic experience which celebrates Visit Wales' Year of Legends thematic year for 2017. The project will work with Brecon Beacons tourism trade and aims to support building Wales' reputation for unique culture, rich heritage and world class events and festivals in a new innovative way.

### **Small World Theatre – Creative Cardigan**

The project will reinforce the Wales brand by providing innovative, attractive, creative and retail opportunities for visitors to engage within the Cardigan area in the last quarter of the Year of Adventure leading into the Year of Legends.

Working in partnership, the project will build a wealth of new positive memories of visiting Wales, including day long events such as the greatest ghostly adventure and a grand lantern parade. This project aims to attract high-yield and shoulder season visitors by providing activity that is not weather dependent and gives compelling reasons to visit Wales in the autumn and winter.

## **South East Wales Projects**

### **Wye Valley and Forest of Dean Tourism Association – Myths, Folklore and Legends of the Wye Valley**

This project showcases, explains and connects the Wye Valley's folklore, myths and legends in a quirky, historic and fun way making it easier to uncover, discover and explore the legendary history of the area. The project will highlight the destination's rich heritage of local produce, events, celebrations and icons and develop a series of itineraries by themes which will allow the visitor to create their own journey through our folklore and heritage.

### **Literature Wales – Land of Legends – Literary Tourism in Wales**

Literature Wales, in partnership with a consortium of Wales' national heritage and natural environment bodies will develop a new hub for exploring Wales' literary heritage. This will comprise:

- A high end brochure pitching tangible literary tourism itineraries interwoven with the existing, wider tourism infrastructure already in place (i.e. Welsh food, drink, hotels, attractions, landscapes) – for overseas private tour operators and alumni groups running residential tours
- A website hosting much of the broader content of the brochure – tailored for Independent Explorers from Wales and the UK who are planning their own trips.

## **South West Wales Projects**

### **Neath Golf Club – Development of James Braid Golf Trail**

The project will support the delivery of James Braid Golf Trail aimed at increasing Golf Visitors to South West Wales and raising the profile of golf tourism in the area. Specific activities include the creation of a James Braid golf trail website to link into year of legends, promotion of the website via partner businesses, creation of collateral to market the trail, links set up with other Golf trails in Wales, and the up-skilling of partner golf clubs in social media and web based marketing.

### **Carmarthenshire Tourism Association – Introducing a Distinctive, New Product Offer - Welsh Night Events**

The project will support the delivery of a new product offer based around 'Welsh Night' events which will focus on introducing regular 'Welsh nights' to Carmarthenshire's calendar of events, addressing an identified gap in the county's visitor offer, as well as that across the region. Activities will include the following and work towards delivering two themed nights which can be promoted via Travel Trade and Cruise Wales.

### **The Wildlife Trust of South and West Wales – Wild Wales Adventures and Legends**

The project will support the delivery of the Wild Wales Adventures and Legends campaign (WWAL) which will promote the Welsh wildlife tourism offer and other supporting attractions as an integrated offer to the 'Active Family Explorer' market through a selection of unique visitor experiences. This project actively bridges the gap between the 'Year of Adventure' and the 'Year of Legend' by promoting both adventure attractions and those with historic and legendary significance to our priority target market.