

2018: Wales' Year of the Sea.

A step-by-step guide for your business.
#FindYourEpic



'In every
grain of sand
there is the story
of the land.'

Let's tell ours...

Year of the Sea.

In 2018 we're celebrating Wales' outstanding coastline, and inviting visitors to discover new epic experiences all around our shores, with special events and attractions throughout the year. This is our Year of the Sea.

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Year of the Sea 2018 is a continuation of our work to challenge old perceptions of Wales by promoting our world-class products, events and experiences, our people, places, our language and practices — in fact everything that makes Wales a distinctive place to visit. Year of the Sea presents us with a fantastic opportunity to promote Wales to the world as a 21st-century coastal destination — putting our coastal communities and our epic shores (from coastal, to lakeside and riverside) front and centre in our marketing.



It builds on the success of Year of Adventure 2016 which focused on adrenaline fuelled, literary and culinary adventure, and Year of Legends 2017 which celebrated Wales' past, present and future. There's also more on the horizon with Year of Discovery 2019 which will build on the three previous themes and emphasise that Wales is 'alive' with events and activities.

But what does Year of the Sea mean for you, the trade in Wales — the accommodation providers large and small, the attractions, the activity centres and the like? That's where this guide comes in.



Why Year of the Sea?



Wales is surrounded on three of its four sides by the sea. It's a dominant feature, giving shape and character to our country. That's reason enough to make 2018 our Year of the Sea. But there's more, lots more, that sets us apart from the rest...

Our unique 870-mile Wales Coast Path that runs the entire length of our shores.

Representing the world's first continuous coastal path, it has attracted international praise since its opening in 2012. For sheer variety, we reckon those 870 miles represent Britain's best coastline.

We have around 230 beaches and 50 islands.

We fly the flag, with more Blue Flag beaches per mile than anywhere else in Britain.

Those record-breaking 50 Blue Flag beaches are just the start of it. Overall, an impressive 98 sites have met the standard needed to receive the prestigious Blue Flag, Green Coast Award and Seaside Award.

Natural beauty.

Pembrokeshire is home to the UK's only coastal-based National Park.

The Gower Peninsula was Britain's first Area of Outstanding Natural Beauty. It was later joined by the Isle of Anglesey and the Llŷn Peninsula.

Aquatic adventure.

Wales is famous for aquatic adventure sports like surfing, stand-up paddleboarding and coasteering, an activity pioneered in Pembrokeshire. And inland there's Surf Snowdonia, the world's first inland surfing lagoon.

City life.

Cardiff was once the busiest coal exporting port in the world. The capital, along with Swansea and other coastal locations, have renewed their links with the sea at modern marinas and waterfronts.

Volvo Ocean Race and key areas of focus.



Lots will be happening in 2018, from simple sandcastle competitions to major events. But look out for more information on the following key areas of focus.

Volvo Ocean Race

Cardiff, Britain's sporting capital, is hosting a leg of the Volvo Ocean Race, the ultimate round-the-world nautical challenge, in May / June 2018 (volvooceanracecardiff.com). It gives us a unique opportunity to shine the international spotlight on Wales and enhance our reputation as a coastal destination. The buzz in Cardiff Bay will be enormous, so make sure your business benefits.

'The Wales Way'

Three new world-class family of tourism routes:

- *The Coastal Way (A487)*
- *The Cambrian Way (A470)*
- *The North Wales Way (A55)*

Although centred around core road networks these will be much more than a series of driving routes. The Wales Way will celebrate various modes of transport, encouraging visitors to discover hidden gems and immerse themselves in local experiences. This bold, ambitious initiative will provide a 'glue' that draws together and amplifies Wales' existing tourism offer.

The Wales Coast Path was

opened in 2012, the world's first uninterrupted route along a national coast. The Coast Path has significant appeal to the overseas market so make sure you and your staff have sufficient knowledge to direct people to the different sections of the path and keep up to date with events and activities taking place along the path in 2018.

Cruising is one of the fastest growing sectors in tourism.

Wales has partnerships with global cruise brands and has made major investments in a number of ports. 2017 saw 88 cruise ships call into Wales with a total of 54,000 passengers (including crew), with an economic impact in the region of £5 million. The good news is that 2018 is already showing an increase in the number of visiting ships.

Inland shores.

2018 will be brimming with ways in which everyone can get involved, along the coast and inland. The year will be about celebrating our epic shores, wherever these may be — so the focus will be on lakesides and riverbanks as well as bays and beaches. Here are a few ideas to get you started.



Why not consider putting itineraries together using these themes or come up with your own creative content?

Country to coast breaks — Wales offers the true 'coast and country' experience thanks to its compactness, and the connectivity this brings. Wherever you stay, you're never more than just over an hour from the sea and epic coastal experiences.

River routes — meeting the sea at beautiful estuaries like the Tywi, Cleddau, Mawddach and Conwy.

Barging through beauty — on our inland waterways and canals.

Source to sea — consider storytelling around streams or linking with wildlife that can be discovered along the route.



Promoting safe adventures

We all have a responsibility to be mindful of safety associated with enjoying the outdoors, from a day out on the beach, to coastering, to walking up mountains. It is for this reason that Visit Wales is supporting the collaborative national safety campaign 'Adventure Smart Wales'.

The campaign will support you, the tourism industry in Wales, by providing clear messages to support and promote safe enjoyment of the natural environment. Keep an eye out for more news on this and how you can do your bit to promote safety outdoors.

What's it all worth?



Wales' coastline is consistently our most popular visitor destination for tourists. In 2015 our coastline attracted well over 4 million overnight visits and £800 million of expenditure. In addition, in 2016 there were 25m day visitors to our coast, accounting for a spend of £897 million. This amounts to 24 per cent of all tourism day visits taken in Wales and 22 per cent of spend, much higher than the proportion for Great Britain as a whole, with just 11 per cent of all tourism day visits to GB being to seaside / coastal destinations.

But there are challenges. Wales lags behind England, our nearest competitor, in terms of perceptions as a coastal destination despite ranking highly for our good / excellent beaches. Year of the Sea provides us with a great opportunity to set the record straight. Here's some more information that will help you focus on your target markets:

The coastal holiday theme is strongly associated with Wales by existing loyal visitors and also by those considering taking a holiday — it's therefore a term that should help you stimulate repeat visitors as well as persuade new visitors to come.

The more traditional seaside resort theme has a narrower level of association and appeal to new visitors.

The most popular type of coastal trip is generally a short break (three nights or less), though longer holiday trips of up to seven nights are also popular.

70 per cent of all visits to our coast originate from the North West / Merseyside, the West Midlands and from within Wales.

19 per cent of that 70 per cent came from Wales, showing how important the 'home' market is to us. Just 4 per cent came from London, 5 per cent from the South East and 6 per cent from the South West, but there are opportunities to grow new visitors from these regions to the Welsh coast.

Wales accounts for 17 per cent of all domestic overnight visits to the coast within the UK, more than any other region except South West England (where it's 32 per cent).

For international visitors, research indicates that 53 per cent visited a Welsh coastal location, and 38 per cent went walking by the coast. These are higher proportions than for any other region of Great Britain.

Here's
a taster.



In practical terms there are 1,001 things you can do to get involved — you'll find the full picture in the 'Let's get practical' section of this guide. To give you a taster, here are just a few.

Check out some local coastal walks — and provide information to guests.

Serve up a taste of the sea —

Menai oysters, Anglesey sea salt, lobsters from Llŷn, cockles from Gower, sea trout (we call them sewin) from our rivers. Not forgetting laverbread, of course.

Spread the word.

Plug into #FindYourEpic #GwladGwlad and post content and images of great surfing spots and other watersports activities.

Fly the flag.

Are you near a Blue Flag beach? Then make sure everyone knows about it.

Get together with local watersports activity providers and offer inclusive packages.



We'll be working with partners to create epic experiences in all parts of Wales — experiences that are big and bold enough to stop people in their tracks, and attract visitors to Wales.

But please don't think it all has to be big stuff. We want to inspire the whole industry to develop smaller, more local ideas and initiatives that enhance our customers' experience. Be as imaginative as you want in giving us your take on Year of the Sea — there are oceans of possibilities out there.

Developing your product and experiences.

Today's visitors are demanding, informed travellers looking for experiences that are:



Authentic

Creative

Alive

We need to play to the strengths and natural assets that unite the great people and places of Wales through digital, physical and cultural means. So here are some questions to start you thinking about the experiences you could offer your guests.



Authentic.

Wales is the real deal.
Open, honest — our country is built on the foundations of a proud history and heritage, and shaped by a bold and beautiful landscape. We care deeply for community and culture. Our authenticity is the key to our future.

Questions to ask yourself:

- Does your product offer an experience with a strong Sense of Place (a Welsh speciality) that is meaningful and high quality?
- Do you showcase local products and produce?
- How authentic is your experience to your locality and Wales?
- Stay true to your product and keep it real.
- Do visitors get a 'feel' for where they are?
- Do your images and videos show the landscape, warmth of the people and honesty of your business?

'Travel isn't just about destinations, it's also about our social and psychological approach to holidays.'

Nick Trend
The Daily Telegraph's travel consumer expert.

Creative.

Creativity is at the heart of our nation. Our rich and enduring culture is thriving: in music, literature, art, film and theatre. But it's much more than that. Everywhere you look in Wales, there are bright new ideas being put into action. We're not just dreaming big, we're making it happen.

Questions to ask yourself:

- Are you always on the lookout for bright new ideas?
- Do you try and surprise your visitors with an unexpected touch or experience that might just make their day?
- Are you showcasing your product as dynamic and forward thinking?
- Your creativity can be shown in the way you sell your product.
- Does your marketing inspire people to visit?
- Does your marketing complement your product and encourage people to engage?



The following are examples of videos that encompass all three values — **Authentic, Creative and Alive:**

- The Wildlife Trust of South and West Wales
visitwales.com/dolphins
- North East Wales, a demonstration of new technology and a new view of Wales.
visitwales.com/ne-legends

Alive.

A new Wales is emerging. Inspired by our past but looking towards the future with responsibility and creativity. Our landscapes are alive with nature and adventure. Our culture is alive with imagination and is full of life.

Questions to ask yourself:

- Does your experience allow visitors to be involved in your business?
- Can you help to create happy memories?
- Are you able to tell immersive and interesting stories?
- Travel is as much about the people as it is about the product.
- Do your staff make visitors feel relaxed and alive?
- Do your images and films bring your product to life?
- Do you and your staff have good local knowledge to share of music, local produce, wildlife, the Welsh language, local landscapes and heritage?

Know your market.

Cultural explorers

Couples, mainly 40+
Mostly middle class and higher income.

What are they looking for?

A good range of historical attractions, interesting towns and cities, good-quality accommodation and beautiful scenery. Interested in the local way of life and culture, and discovering new experiences and places in the UK. Good news: they strongly associate Wales with coastal holidays.

Examples of how you could attract them:

- Offer city breaks and trips to vibrant towns.
- Highlight local maritime heritage, beauty spots and good seafood restaurants.
- Promote festivals and events like Gwledd Conwy Feast where visitors can meet the locals.
- Tell guests about the strategic role of the sea in the location of our coastal castles — Beaumaris, Harlech, etc.

Scenic explorers

Couples, mainly 40+

What are they looking for?

Beautiful seascapes and landscapes, wildlife, good accommodation deals (likely to be touring as independent travellers), off-the-beaten-track holidays. They strongly associate Wales with coastal holidays.

Examples of how you could attract them:

- Suggest local coastal walks and hidden haunts.
- Provide information on seabird, seal and dolphin-spotting.
- Promote relevant local attractions.
- Tell your guests about food experiences like Halen Môn Anglesey Sea Salt and Coast restaurant.

It's essential to know something about your potential visitors so that you can effectively target your marketing. This way you can ensure that your offer fits with various visitor types. Here are some guidelines.

Active family explorers

Mostly middle class with children under 15. Adventurous travellers who like to learn about the places they visit and local way of life.

What are they looking for?

Places with lots of things to do for children in all weathers. Giving children new experiences is very important. In this market, Year of the Sea presents opportunities to increase Wales' reputation for offering a high-quality coastal experience. Families are looking for fun, well-organised and relaxed activities and information on attractions (free and charged).

Examples of how you could attract them:

- Tell potential guests about Wales' new water-based attractions e.g. Surf Snowdonia.
- List themed children's coastal walks offered by National Trust, National Parks, etc.
- Promote local all-weather attractions like our National Museums, Folly Farm, GreenWood Forest Park, etc.
- Tell them about local events like sandcastle competitions and family activities.

Pre-family explorers

Vast majority under 35 with no children. They take lots of holidays and short breaks; worry less about value for money, offers and promotions.

What are they looking for?

New all-weather experiences and places in Wales. Wales as an outdoor playground is particularly attractive to them — they are the most active of our target market segments. They strongly associate Wales with coastal holidays.

Examples of how you could attract them:

- Provide information on full range of watersports available locally.
- Suggest walks to hidden haunts like Ynys Lochtyn (Ceredigion Heritage Coast) and Mynydd Mawr (Llŷn Heritage Coast).
- Tell your guests about fun 'pop-up' events and activities like urban beach parties.

Themes.

In 2018, Visit Wales' marketing will focus on the following seasonal themes. Here's some initial information on events, festivals and what's happening.



We'd love to hear about your events and activities that fit within these seasonal themes. Please let us know by sending your news to productnews@wales.gsi.gov.uk

Also, to get your events featured on the visitwales.com events pages please contact vw-steward@nvg.net



Make sure that your potential customers know what's on. Find out more about your local events, and keep up-to-date with other news and developments by going to visitwales.com and [@VisitWalesBiz](https://twitter.com/VisitWalesBiz)

Epic Seascapes	Ideas: <ul style="list-style-type: none"> – Setting the scene for the year ahead. – Winter beach walks with pets. – New Year wellness breaks. – Coastal pubs. 	Examples of what's on: <ul style="list-style-type: none"> – New Year's Day dips all across Wales. – Marine litter projects – beach clean ups.
January– March		
Coastal Capital and Communities	Ideas: <ul style="list-style-type: none"> – Easy access to our capital city. – City breaks. – Colourful towns and communities. – Wildlife. 	Examples of what's on: <ul style="list-style-type: none"> – Epic Easter campaign. – The Man-Engine. This mechanical giant Welsh Tour will start at Blaenavon and make its way to the National Waterfront Museum, Swansea. – Capital events including the major sporting event, the Volvo Ocean Race. – Cultural event – Festival of the Voice.
April– June		
Coasts Alive	Ideas: <ul style="list-style-type: none"> – Events and festivals. – Family breaks. – Quaint shopping streets. – Seaside storytelling. 	Examples of what's on: <ul style="list-style-type: none"> – Wales Airshow, Swansea. – Pembrokeshire Fish Week. – National Eisteddfod at Cardiff Bay. – Cardigan Bay Seafood Festival.
July– September		
Connected Coast	Ideas: <ul style="list-style-type: none"> – 'The Wales Way' routes initiative. – Easy links between country and coast. – Bike routes. 	Examples of what's on: <ul style="list-style-type: none"> – Wales Rally GB. – Gwledd Conwy Feast.
October– December		

Let's get practical.

Now we know what's happening and who our customers are, it's time for the really important stuff. This section is packed with useful hints and tips that will help you get the best out of Year of the Sea.



First steps.

Dive in now!

Start working now to get involved and ensure your business makes a big splash.

Get informed.

Find out about Year of the Sea events taking place in your area so that you can plan promotions and offers around them. Start collecting information on relevant activity providers like windsurfing schools and watersports courses.

Get ready.

Think about how your business can get involved with Year of the Sea. Could you run sea-themed promotions, put on a menu with a coastal twist or plan an event of your own?

Get in touch.

Contact previous customers on your mailing list to let them know what's happening so they can make plans and reservations well in advance.

Do your research.

Adapt ideas from other coastal countries and destinations, e.g. stives-cornwall.co.uk inspiredbyiceland.com



For any general questions get in touch with the Year of the Sea team: themedyears@gov.wales

Action stations.

Get on-board.

Coastal activities like surfing, paddle boarding, walking and cycling will be a big part of Year of the Sea. Think about how your business can be especially welcoming to aquatic adventurers and outdoor enthusiasts.

Get the data.

Provide useful information to your guests. Set up a noticeboard with up-to-date tide times, surf reports and weather information. Get to know your area so that you can provide advice on the best local fishing spots and watersports locations.

Be inspired — and inspiring.

Create themed itineraries for guests, put together welcome packs, leaflets, cuttings and scrapbooks detailing things to do for your guests.

Be flexible.

Serve breakfast early for surfers in search of the best morning swell or provide evening meals later for walkers and cyclists who have spent a long day exploring.

Be prepared.

Keep some spare wellies and waterproofs to make it easy for your guests to explore whatever the weather. Include a safe place for people to store outdoor equipment like surfboards and fishing tackle.

Brief your staff.

Make sure that everyone in your business is signed up to Year of the Sea. Do they know about key events? Can they provide local knowledge and guidance?

Welcome walkers and cyclists.

We're lucky in Wales to have some of the best coastal walks and cycle paths in the world. So make sure you're a member of our Walkers and Cyclists Welcome scheme by providing helpful facilities such as bike storage, drying areas and so on.

Go a little further.

Provide a drop-off and pick-up service, especially useful to walkers — and also cyclists who can then have rental equipment delivered to their accommodation. As a back-up, also provide public transport details.

Don't be shy.

Do you have an outstanding Year of the Sea experience on your doorstep? Does your local beach have a Blue Flag or Seaside Award? If so, shout about it.

Go the extra mile.

Little touches can make a big difference. Try out some of the following to create a memorable experience for your guests.

Doing it for the kids.

If you're hoping to attract families, give the little ones something to do. Create a sea-themed kids' corner with fishing nets, buckets and spades and a nautical dressing-up box (pirates always go down well). Highlight sea stories about local shipwrecks, pirates and smugglers and put together child-friendly excursions and activities.

Be real.

The modern traveller is looking for authentic one-of-a-kind experiences. Draw on your local knowledge to make your Year of the Sea offerings unique to Wales and your area. This may involve foraging beside the sea, or collecting driftwood for arts projects, for example. Try activities out for yourself so that you can speak about them with first-hand experience and authority; learn more about the coastal landscape, heritage and wildlife of your local area so that you can provide honest, accurate advice.

Get connected.

Free Wi-Fi is no longer just a nice-to-have. Today's guests expect to be able to get online 24/7, so ensure that your business is properly equipped.

A taste of the sea.

Create seafood-themed menus and specials boards using catch-of-the-day fish and shellfish from local providers. It doesn't have to be fancy — everyone loves good, old-fashioned fish-and-chips cooked the proper way.



Pull together.

Collaboration is key to making a success of Year of the Sea. Working with other providers allows you to promote your area (and Wales as a whole) more effectively, helping it to stand out in a crowded and competitive tourism market. Work with others to offer joined-up experiences.

Find out which other businesses your guests visit when they are in the area. Are they using a local guide or surfing instructor? Do they have a favourite attraction? You're already connected by your customers, so you've probably got other things in common too, and there may be ways that you can work together.

If you're an accommodation provider, build relationships with activity providers to create Year of the Sea themed stay-and-play packages.

Get to know local businesses that reflect your qualities and values — a strong coastal 'Sense of Place', perhaps — so that you can make recommendations to your guests and visitors.

Collaborate with other businesses in your area to create your own Year of the Sea events, centred around coastal adventures, heritage or food and drink. Coincide with big dates in the Welsh calendar (see the 'What's happening' section of this guide for inspiration).





It's all about digital marketing.

Here's a snapshot of how to stay in the game. For more in-depth information go to: businesswales.marketinginfohub.co.uk/topics/online-marketing

Top five tips to get you thinking.

1

Get publishing.

Update your website with Year of the Sea content and promote it across your social media and email campaigns. To get the ball rolling, don't forget to use our Year of the Sea copy (found at the end of this digital section) and images that we have made available for you to use (go to walesonview.com).

Also, look out for the range of themed digital banners for you to download on your website, on Twitter and Facebook.

As always keep an eye out in our Visit Wales newsletter for regular Year of the Sea updates.

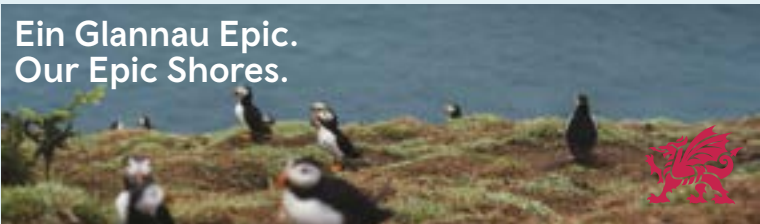
2

Get social.

Consider how your content can work across multiple social channels used by your audience (Facebook, Instagram, Twitter and Snapchat).

What is content marketing?

Content marketing is focused on creating and distributing valuable and truly relevant content to attract and retain visitors — and, ultimately, to drive profitable customer action.



Ein Glannau Epic.
Our Epic Shores.



Ein Glannau Epic. Our Epic Shores.



3

Get creative.

Lots of businesses are receiving a great response to video content, 360 videos and other visual ways of sharing your offer with the customer before they book.

Is there an opportunity to create your own video or share regional or local business content to show what's happening in your area?

Remember videos should be high quality and short in length. As a guide keep videos for social channels to 1 minute or less and website 2–3 minutes depending on content.

4

Get listed.

Proactively manage your profile and customer reviews on destination and product listings. These include Facebook Business Page, Google Business Listing and TripAdvisor, and there are many others you could also be listed on. And don't forget to update your listings with Visit Wales.

5

Get involved.

Are you using trending and campaign hashtags? We will continue to use #FindYourEpic and #GwladGwlad this year, but there will be other trending hashtags for events and locations that people use to share content.

Also, look at opportunities to geo tag your content to help people find your content when searching for destinations.

And don't forget...

Follow @VisitWalesBiz to stay up-to-date on what's happening throughout the year.

Follow @VisitWales and tag your social media posts with #FindYourEpic #GwladGwlad.

Year of the Sea promotional copy.

To help you use Year of the Sea messaging in your online or printed material, you may wish to use the following copy. For more text suggestions go to Year of the Sea pages on businesswales.gov.wales/zones/tourism

20 word copy

In 2018 discover new epic experiences on the shores of Wales. This is the Year of the Sea. #FindYourEpic

70 word copy

In 2018 discover new epic experiences all around our shores. This is our Year of the Sea. The 870-mile Wales Coast Path passes seascapes of breath-taking variety, hundreds of beaches, harbours, inlets and islands. Or follow the rivers upstream to the inland shores of our lakes and reservoirs.

A warm Welsh welcome, a unique culture, the finest food and drink... this is the greatest coastal experience of 2018.

Welcome to our epic shores. #FindYourEpic



Investing in your product.

Reflecting on our need to change perceptions it's clear that having stunning coastal walks and beaches is not a strong enough driver in itself to endorse Wales' appeal as a coastal destination. New innovation is needed to increase and improve products, events and experiences that give visitors compelling reasons and opportunities to visit.

We welcome the opportunities that Year of the Sea brings for working with tourism businesses to develop new and existing products, campaigns, experiences and long-term sustainable events. We are looking for fewer, bigger, better, world-class events and experiences, backed up by a wealth of supporting attractions on the ground, throughout the year and in all parts of the country.

Various funding schemes can help you realise these and bring your ideas to life. Our main investment funds are:

- the Tourism Investment Support Scheme (TISS) for capital projects;
- the Regional Tourism Engagement Fund (RTEF) and the Tourism Product Innovation Fund (TPIF), both of which support revenue projects.

For more information on our funding schemes go to: businesswales.gov.wales/zones/tourism/finance

Or to discuss your project ideas contact:

**TISS team
(capital projects)**
0845 010 8020
tiss@gov.wales

Revenue projects

The scheme will reopen for applications in winter 2017. Contact your regional officer as follows:

South West Wales
Philip.Abraham@gov.wales
0300 025 4528

South East Wales
Louisa.Giles@gov.wales
0300 025 7785

Mid Wales
Helen.Jones28@gov.wales
0300 025 7424

North Wales
AndrewWallace.Forfar@gov.wales
0300 062 5837

Wales on the world stage.

If you're established in the domestic market and looking to reach international audiences via the travel trade, we're here to support you to grow your product. The international market is big business for Wales – in the first nine months of 2016, for example, Wales welcomed 856,000 overseas visitors, an increase of 12% on 2015 figures.

Get involved by taking advantage of the following opportunities:

Register your product on our globally promoted business-to-business website, traveltrade.visitwales.com

Become a member of UKinbound (ukinbound.org) and the European Tour Operators Association (etoa.org) the access business-to-business workshops, seminars and networking events.

Attend a UK or overseas event. Look out for communication from our e-newsletter for upcoming event.

Take advantage of the wide range of tools available from VisitBritain.org to market your product internationally. Here are a few to get you started:

Sell your bookable product in over 90 countries via visitbritainshop.com

List your product on VisitBritain's free trade website, trade.visitbritain.com

Know your market. Take a look at VisitBritain's insights page for market specific information that will enhance your understanding of international visitors.

Find out more about preparing your business for international visitors at visitbritain.org/preparing-your-business

Stand by the brand.

The Wales brand is positioned to place Wales as a confident, proud country where visitors can discover their own epic experiences. #FindYourEpic #GwladGwlad.

'Think globally, act locally', a saying, attributed to social activist Patrick Geddes, informs the basis of our brand. We believe in the balance between local and global — **'Wales, in the world, Bro a byd'**. It's an approach rooted in our communities, shaped by our landscape and with real social purpose (our 'Bro'). At the same time it's intentionally outward looking, open to new ideas and opportunities — and ready to compete on a global platform (the 'byd'). The best of both worlds, in fact.

Our goal is to build and reinforce a new identity for Wales that's contemporary, compelling and engaging, coming from a country that's direct, bilingual, confident, unpretentious and proud of who we are.

Help us tell this fresh, new story during 2018.

For more information check out the following link: walesthebrand.com

At the end of it all.

If we all work together we'll leave a lasting legacy, not just memories of Year of the Sea. Remember, 2018 is just the start of our work to celebrate Wales' epic coast.



To make Wales a stand-out UK destination we also want to:

Address negative perceptions by raising the profile of Wales as a coastal destination.

Enhance the identity of the country nationally and internationally.

Attract new visitors.

Enrich the experience for our existing customers.

Inspire new products and attractions across Wales.

Position Wales as an outstanding outdoor, cultural, heritage and adventure destination.

This is our Year of the Sea.



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Notes.