



RDP – Regional Tourism Engagement Fund (RTEF) 2018-2019

This fund is supported through the Welsh Government Rural Communities Rural Development Programme 2014-2020, funded by the European Agricultural Fund for Rural Development (EAFRD), and Welsh Government.

North Wales

Cyngor Gwynedd – Ffordd y Mor

Bringing together the marketing areas of Snowdonia Mountains & Coast, Cardigan Bay and the Cambrian Mountains this project spans 4 counties and the entire Coastal Way. The project will develop a promotional campaign to create additional spend in Wales's visitor economy and position the destinations as an outstanding year round destination. Focusing on the thematic years and the Wales Way, the project will develop marketing and visitor information, supported by a high impact marketing campaign.

Clwydian Range & Dee Valley AONB – Pop-up Sleeping Giant

Sleeping Giants is a project to produce a larger than life piece of 'earth art' in one of Wales' most special landscapes the Clwydian Range and Dee Valley AONB. The piece of art will be developed, working closely with local communities. Project officers will work with the tourism sector to develop itineraries and packages to capitalise on the new product. The Giant will emerge from the ground, and the best view will be from height, just a short and gentle climb to nearby view points. On site the giant will be interactive for visitors, photo opportunities will be endless. High quality marketing and promotion will support the art piece.

Conwy CBC – Promotion & PR of Winter Tourism & Wales Way

This project is led by Conwy CBC on behalf of all the 6 north Wales Local Authorities/DMP areas plus Snowdonia National Park Authority. It will provide the framework for north Wales to fully engage and maximise the benefits of aligning with VW thematic years and the Wales Way initiative. The project has 2 parts, developing and promoting a winter offer to extend the season and a campaign and digital content to compliment the Wales Way and thematic years approach.

Mid Wales

Powys CC – “Three Sisters” digital discoveries in Mid Wales

This regional collaborative regional project is based on the “Three Sisters of Pumlumon”. It includes an animation, digital treasure hunts and an inaugural “Race to the Sea” off season challenge event which provides the backbone to layered product/packages for independent travellers seeking digital discoveries within Mid Wales. It aims to raise the profile of the region, supporting increased visitor spend through delivery of a coordinated/focused approach underpinned by a tourism sector working collectively toward a greater sense of place and identity.

South East Wales

Bridgend CBC – Porthcawl Seascape

The project will enable visitors to discover the old and the new Porthcawl, tracing its evolution based on its relationship with the Sea during the Year of Seascape - Year of the Sea. The project will raise awareness of the forthcoming attractions and facilities being supported through the TAD Programme - planned to launch during the Year of Discovery. Year of Seascape will enhance Porthcawl seafront and promote the destination in an innovative and contemporary way. The project will include the following elements: Promenade Alive – The Porthcawl seafront will be brought to life with contemporary and traditional street theatre. Seascape events – featuring a night surf spectacular, world record attempt at 200 surfers on one wave and using fire to depict the history and heritage of Porthcawl. Immersion Room - offering a unique opportunity to Surf, Stand Up Paddle Board or Kayak, without getting wet. Seascape Story Board - High quality, on brand, large scale seascape images sited along the lower promenade. Seascape digital – Digitising archive footage of Porthcawl.

Merthyr Tydfil CBC – Merthyr Tydfil Challenge

The project will facilitate and support the growth of a suite of events in Merthyr Tydfil, namely the Merthyr Tydfil Half Marathon, inspire Wales Trail Marathon and half marathon, Merthyr Tydfil Super Sprint Triathlon, inspire Openwater Sprint Triathlon and the Tri Adventure race. The expansion of these events will promote the wider destination awareness and create a platform for repeat visitors and develop the area as a destination.

Wye Valley AONB – Wye Valley River Festival

The Wye Valley River Festival 2018 is an ambitious Arts & Environment Festival, led by the Wye Valley AONB Partnership. This biennial festival is inspired by our internationally important landscape and led by arts professionals, environmental experts and the people who live in the Wye Valley AONB. Having successfully established the Festival over the last five years, this project will allow the festival to run a more creative marketing campaign that reflects the nature of the Festival (Creative, Alive and Authentic) and attracts at least 10% more visitors, engaging a wider audience from over the border in England. With an artistic guerrilla marketing and creating a legacy in the form of drone videos and Wales brand photography which can use long after the 2018 River Festival is over. Along with undertaking research and look closely at product development - how we grow and deliver the Festival over the longer term, putting it on a sustainable footing with a new 6 year business plan to become a major event for Wales.

Amgueddfa Cymru – Kizuna: Japan | Wales | Design

This project will develop the tourist offer in Wales through the promotion and launch of the major summer exhibition, Kizuna, at National Museum Cardiff, which will be free to enter and will run from 16 June to 9 September 2018. This contemporary exhibition will showcase the best of Japanese design over the last 400 years, highlighting the strong bonds between Japan and Wales, two countries on opposite sides of the globe that have historical ties originating from the shipping companies of the past. The project is endorsed and supported by Japanese Government, the Japanese Agency for Cultural Affairs and the UK Japanese Embassy. Funding will

increase our marketing of the exhibition with a targeted programme of activity aimed at developing interest from both the UK and internationally. The marketing we undertake will be focussed on developing a wider audience to visit National Museum Cardiff. The project will engage a new international audience enticing and inspiring new visitors by the quality of the cultural and heritage offer available in Wales.

South West Wales

Swansea Council – Year of the Sea 'Surfari Bus' on tour

The project is a high-impact campaign tour of Ireland and Wales to promote Swansea Bay as a 'Year of the Sea' destination. The 12-week whistle-stop tour will target high-footfall locations to maximise exposure to potential visitors and encourage engagement and spend. Key elements of the campaign tour will include: the 'surfari bus', a hired Volkswagen campervan branded with Visit Swansea Bay 'Sea People, Sea Places' #SeaSwanseaBay branding.

Keep Wales Tidy – 30th Anniversary of Blue Flag & Coastal Clean Up

The 30th Anniversary of the Blue Flag programme, falling in the Year of the Sea, is an opportunity to showcase the quality of the Welsh coast and its beautiful beaches. Led by Keep Wales Tidy with the Green Seas Partnership, this project will deliver a national celebration event coinciding with the Volvo Ocean Race in June 2018 showcasing the quality of Wales' coastline and the programme success in achieving more Blue Flag beaches per mile than anywhere else in Britain.

Alongside this there will be local celebration events in different parts of Wales promoting outstanding Blue Flag beaches and coast engaging with local tourism providers, a Wales-Wide coastal clean up campaign of community action and education events linked with tackling the issues of marine litter and the production and dissemination of digital materials for tourism businesses to maximise the opportunity of promoting Blue Flag and Green Coast Awards with further support being provided through a series of engagement events for local businesses and Destination Partnerships.

Pembrokeshire Coast NPA – 870 Miles – The Wales Coast Path

The Wales Coast Path (WCP) is made up of 870 miles of breath-taking coastline. The project aims to re-launch the WCP nationally and internationally by delivering a reinvigorated mass marketing campaign. The campaign will look to re-position the WCP in the market as iconic, representing all that is good about Wales and a key reason to visit: you haven't been to Wales if you haven't walked a section of the WCP; it's 870 miles of smiles. The project aims to maximise the potential of the special qualities of the WCP as the world's first continuous coastal footpath around a country and position it as one of the best recreational routes in the world through increasing marketing and promotional activity across the whole of the WCP during the Year of Sea, but continued into the Year of Discovery and beyond aiming to increase visitor and business awareness of the WCP, increase the number of people coastal walking in Wales and increase the total economic benefit the WCP delivers to Wales.