



RDP – TOURISM PRODUCT INNOVATION FUND (TPIF) 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

North Wales Tourism – Coast to Coast Integrated Marketing Campaign

This campaign will build on existing work by NWT to target and attract new visitors from Wales and English borders to North Wales. The campaign has 3 elements;

- Online travel itinerary builder – allowing customers to create personalised itineraries aligned to Wales Way and other routes.
- Promoting North Wales as a holiday destination with digital marketing in key locations in South Wales, with support from radio campaigns.
- Development of GO North Wales video map supporting the Wales Way routes.

North Wales Coast Light Railway Co Ltd – Great Little Trains Wales Flying the Flag for Wales

This joint proposal developed on behalf of the 11 members of GLTW will enable them to reach new markets. They will target new markets by creating digital content, linking with the Wales Way and attracting travel trade groups, particularly through attendance at ITB Berlin 2019. Earlier in the year the partners also ‘took the seaside to Birmingham New Street’ (during the Year of the Sea). They recreated Fairbourne railway station using props to promote the GLTW and the North/Mid Wales coast.

Celtic English Academy – Inspire Japan in Wales

This strategic project is led by Celtic English Academy (English Language Centre) and targets the Japanese market. It builds on a prior TPIF funded campaign promoting Wales as a high quality education and visitor destination. Project activity will include development of promotional content and material suitable for Japanese audience, the coordination and development of itineraries and familiarisation trips, and attendance at JATA Expo event in Japan. In response to the current interest in Wales by the Japanese market this project is an unprecedented opportunity for Wales to grow visitor numbers and increase spend.

Mid Wales

Howel Food Consultancy Cyf – Blas Cambrian Taste Guide

This collaborative project is aimed at one of the key routes identified on the Wales Way, the Cambrian Way, which follows the A470 from Cardiff in the South to Llandudno in the North. This project, “Blas Cambrian Taste” aims to improve the quality of the visitor experience at destination level and to increase the economic benefit to businesses and communities along the Cambrian Way in a sustainable way. Research will be undertaken in order to identify and promote food, drink and tourism businesses, food festivals etc along the Cambrian Way and build these into clusters to form taste trails and routes. It will build in the power of ten by identifying, for example, the ten best farm shops, ten best breweries, ten best pubs, ten best

markets using local food and drink. These, as well as other participating businesses, will be identified and marketed through online and traditional promotional materials.

Mid Wales Tourism (MWT) – Slow TV/Facebook Live Streaming

The marketing phenomenon of 'Slow TV / Live Streaming' is an innovative approach to marketing and one which has not been used in Wales or the UK before to market a destination. Working in partnership, MWT will develop this exciting new 'Facebook Live' social media campaign generating 'real time' content in locations across the Mid Wales region. The sites will be easily accessible to visitors and geo tagged with their exact locations. Following each 'live stream' event, a video will be produced which will be used in a social media advertising campaign. The campaign will target people who really need a break from the social noise and provide peace and tranquillity directly into their news feeds.

Small World Theatre Ltd – Cragen Sea Monster Tour

This collaborative pan Wales project will deliver a series of visually exciting events with artistic content, inspired by environmental issues during Year of the Sea and into Year of Discovery. It will create a 20metre long seafaring monster from plastic ocean waste and non-biodegradable materials to tour along Wales' celebrated coastline (our #epicshores) so connecting the North Wales Way to the Coastal Way. Memorable experiences will be created, connecting tourism to key environmental organisations and the project will become part of the international #cleanseas campaign, increasing visitor numbers, extending visitor times and adding economic benefit.

South East Wales

Eisteddfod Genedlaethol (Welsh) – Carnifal y Môr - Carnival of the Sea

Carnival of the sea which will be the Pinnacle to the National Eisteddfod in Cardiff and the national celebration of Year of the Sea which will be held at Cardiff Bay for 2018. Artist Megan Broadmeadow will be commissioned to work with Butetown and Grangetown to create a Visual work inspired by history, experience and culture of their communities. Singer and musician, Gruff Rhys will be commissioned to contribute the musical element that celebrates traditional Welsh melodies and travelled across the water to other countries, settle and return refreshed to Wales. The elements will form part of the Eisteddfod's opening concert 'this is my Brother' in the Millennium Centre on 3 August which will lead the audience in a procession to a place whilst watching and experiencing the event above the water. The projection will take place every night during the Eisteddfod, attracting a greater audience every time.

Wales Official Tourist Guides Association – Trainers course-blue/green badge guides

WOTGA will engage International trainers from European Federation of Tourism Guide Associations (FEG) to deliver 'train the Trainer' programme for a group of 10-12 Wales Area (Green Badge) and/or National (Blue Badge Guides). The work in conjunction with the World Federation of Tourism Guide Associations will provide insight into requirements and expectations of visitors from around the world.

South West Wales

Pembrokeshire Tourism Ltd – Dog Friendly Tourism in Pembrokeshire

The proposal is designed to strengthen Pembrokeshire's visitor economy and add value by supporting the development and growth of the dog friendly tourism market in the County. Providing stakeholder engagement through workshops and trade focused events, in addition to pro active and targeted promotional activity at national pet shows across the UK. A number of partners will be involved in the project in order to facilitate community and stakeholder engagement and promote the county more widely as the UK's leading Dog Friendly Destination.

National Theatre Wales – The Tide Whisperer

The Tide Whisperer is a major new site-specific theatrical production to be produced by National Theatre Wales (NTW) in September 2018 on the streets and coast line of Tenby enabling a press and communications launch that meets the ambition and originality of the production and will also see partnership with Tramshed Tech creating an innovative livestream version of the production and an online audience. TPIF will enable NTW to market to a specific audience and visitor attraction and offer capacity to sell a truly unique digital experience showcasing National Theatre Wales as an innovator in its field selling Wales as a destination for cultural adventure.