

Regional Tourism Engagement Fund 2015-16

South West Wales

- 1. Destination Swansea Bay:** £55,000 for the Tourism Swansea Bay to deliver projects on behalf of the Destination Management Partnership areas of Neath Port Talbot and Swansea. Key activities include marketing and PR campaigns to address new markets linked to Visit Wales' themed years strategy in order to capitalise on the growing German market as well as improved trade engagement, product development and a pilot Swansea Bay Food Circle project which will look to raise the awareness of the high quality food and produce offer in Swansea Bay.

- 2. Destination Pembrokeshire:** £65,000 to be delivered by PLANED as lead partner for the Pembrokeshire Destination Management Partnership, Projects will include 'Echoes of the Coast' an activity that links communities and products with visitors through enhancing the experience of visiting the destination, development of time travel adventures, a Pembrokeshire wide ambassador programme and promoting the destination to key Visit Wales markets including Ireland via increased marketing and travel trade activity linked to Year of Adventure.

- 3. Destination Carmarthenshire:** £60,000 to support the effective delivery of the county's new destination management plan to be lead by Carmarthenshire County Council. Projects will include a series of new innovative food events such as 'Safari Suppers and Carmarthenshire on a Plate' which will strengthen the quality of 'food offer' and link directly to the Year of Adventure. This will also strengthen and facilitate networking between food producers and businesses in the sector in line with Visit Wales' Food Tourism Action Plan. The project also includes a Year of Adventure digital marketing and PR campaign which will attract visitors to the destination to engage in 'adventure' activities, and strengthening of the destination's currently successful Ambassador Network.

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South East Wales

- 1. Destination Cardiff:** £170,000 to deliver a series of regional wide collaborative projects working jointly with all ten South East Destinations alongside stand alone Cardiff Destination activity. The collaborative projects include a high quality business tourism campaign in partnership with the Celtic Manor and Cardiff Hoteliers association to build on the success of NATO and the proposed International Convention Centre, a regional trade networking project, and an implementation plan for future South East region marketing campaigns aligned to the work of the Capital City Region. Individual projects include a PR and marketing campaign for Cardiff and the development of a Cardiff Destination Partnership.
- 2. Destination Merthyr:** £10,000 to develop a new tourism promotional film and to refresh the Visit Merthyr Website site to better reflect the customer need and the Merthyr tourism product offer. Both the film and website are identified as complementary to the current refresh of marketing materials (Visitor Guide, Visit Merthyr Website etc) that are in various states of completion by acting as a springboard to draw visitors to them.
- 3. The Valleys Campaign:** £20,000 to progress the Valleys consumer campaign focussing on the diversity of the tourism offer whilst promoting the 'real' character and characters of the Valleys. This collaborative bid is led by Caerphilly CBC on behalf of five authorities in the Valleys (Bridgend, Blaenau Gwent, Torfaen, Merthyr Tydfil and RCT). The continuation of the Valleys Campaign was identified as a priority by the South East Wales Tourism Forum.
- 4. Destination Monmouthshire:** £20,000 to continue to drive growth in Monmouthshire's tourism economy. Specific projects include developing Monmouthshire's ambassadors, capitalising on Monmouthshire events and a PR campaign to develop and promote the Monmouthshire story.
- 5. Glamorgan Heritage Coast:** £30,000 to deliver a joint application from Bridgend and the Vale of Glamorgan that focuses on attracting more visitors to the area through a family Adventure PR and marketing campaign and improving the visitor experience through destination business development.
- 6. Capital Region Travel Trade and Attractions Campaign:** 40,000 to deliver a travel trade and attractions campaign which is a partnership of nine destination partnerships in the South East. The objectives are to increase the profile of the Capital Region within the main target markets of UK, Ireland, Germany and USA, via targeted travel trade and consumer marketing activities and to develop closer working

relationships with existing tour / coach operators and travel agents. The project has been identified as a priority project within the South East Wales Tourism Forum.

- 7. Destination Torfaen:** £12,650 to deliver the marketing strategy for the Blaenavon World Heritage Site and the other three World Heritage Sites. The collaborative project will develop, present and promote industrial heritage at these key sites.
- 8. Destination Newport:** £25,000 to deliver two applications that were received from Newport City Council as one package. The projects include developing an ambassador scheme, improving the Newport Explorer system and the creation of a promotional film about the Chartist movement.
- 9. Destination Rhondda Cynon Taff:** £35,000 to develop a series of innovative projects within the destination and wider region. Projects include developing an adventure trail in the wider region based on following stars and discovering the wonders of the night, a Penderyn walking trail (in partnership with the Brecon Beacons National Park) and improved destination management coordination.

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Mid Wales

- 1. Brecon Beacons Sustainable Destination Partnership:** £55,000 to deliver an integrated project of destination development and marketing which together will support preparation for the 'Year of Adventure'. Specific projects include an improved coordination of the activity providers within destination, Brecon Beacons Ambassador Scheme and bespoke business development workshops, web content development and PR, social media activity, industry communications and visitor transport.
- 2. Ceredigion Destination Management Partnership:** £50,000 aimed at growing the visitor economy by placing the destination in a good place to take advantage of the 'Year of Adventure'. Specific projects include a collaborative PR campaign on behalf of regional partners (Dyfi Biosphere, Mid and North Powys and the Cambrian Mountains), the production of sub-regional maps to aid local cluster / package development, Continuation of current project, building on findings of brand awareness study, Trade Show attendance at the Group Leisure and Travel Show, working with the trade to produce Coast Path and themed Trail guides, World Host and tailor-made product awareness/specific tourism related workshops.
- 3. Cambrian Mountains Tourism Network:** £20,000 to deliver activity labelled "discovering the Hiraeth", in readiness for the "Year of Adventure". A breadth of activity will be developed to highlight the cultural, heritage and active opportunities within the destination. Specific projects include social media/web activity, business to business capacity building and working in partnership with Llandovery Sheep Festival to showcase a wide breadth of local produce.
- 4. Dyfi Biosphere:** £10,000 to engage with tourism providers in the destination to develop and promote the area collaboratively under the UNESCO Dyfi Biosphere brand. Specific projects include a Biosphere ambassador programme and highlighting the destination's Welsh cultural heritage and environmental opportunities through developing promotion of the broad Adventure offer.
- 5. Mid and North Powys Destination Network:** £15,000 to focus on product development that will capitalise on the 'Year of Adventure' campaign. Specific projects include enhancing the walking offer through improving access to and experiences on Glyndwr's Way, industry capacity building, bespoke customer service workshops and increasing the opportunities for cycling activity.
- 6. Mid Wales Tourism:** £15,000 to strengthen linkages between tourism sector and the promotion of visitor use on public transport in particular the new enhanced services targeting visitors for the Cambrian and

Heat of Wales Line. A key element of the project will be to encourage the business community and destinations to proactively promote opportunities for 'car free adventures'.

DM WALES

REGIONAL TOURISM ENGAGEMENT FUND (RTEF)

2014-15

Overview

From October 2014-March 2015, just over 110k of funding was allocated across the 6 north Wales destinations through RTEF.

Projects supported included PR activity for north Wales, support for online marketing and campaigns within the region and various events and training opportunities for the tourism industry.

Visit Wales also supported collaborative projects across the region through the **Partnership for Growth Fund (P4G)**. Approximately £86k helped support various projects including improvements at Pontcysyllte World heritage site, business workshops and collecting up to date images of the Outdoor sector in north Wales.

2015-16

Overview

RTEF projects supported in 2015/16 have a strong focus on adventure to help support the tourism industry to prepare for the Year of adventure campaign in 2016. North Wales secured £280k through this year's competitive fund and projects are now underway.

Further information

Regional PR project

Anglesey, Conwy and north east Wales (Denbighshire, Wrexham and Flintshire) are set to benefit from a joint PR project which will produce significant coverage in the media for each destination. Each destination will focus on its own strengths and qualities, but altogether the activity is expected to make a bigger impact with a combined estimated advertising equivalent value (AEV) of £550,000.

North east Wales project

The 3 destinations within north east Wales have joined forces to develop and extended tourism ambassador scheme available to tourism businesses in the area. The ambassador scheme is a tried and tested way of focusing all different members of the tourism trade on providing a warm and distinctive visitor welcome. The 3 partners will also use this funding to support their marketing material and to strengthen the north east Wales (altogether brilliant) brand.

Funding will also support partners to actively engage with young people in the area to encourage them into the tourism industry. Working in partnership with local students this project will also help to improve visitor information services in the area.

Lastly, the Pontcysyllte Aqueduct and Canal World Heritage Site is a key tourism product internationally. Part of the RTEF funding will go towards ensuring that their website is fully up to date and functional. This project is expected to increase visitor traffic to the site by 10%.

North Wales Regional Initiatives

This project, led by North Wales Tourism (NWT) on behalf of the 6 destinations is in 3 elements. The first project targets the group travel market and includes putting together themed itineraries and generating business for the region at travel trade shows. The Great Days Out campaign is the second project which will support NWT to produce and distribute over 2,000 leaflets to the north west of England and the midlands. The leaflet provides specific information on days out in north Wales, targeting active family explorers and older explorer couples across the border. The final project is focused on generating additional business on the garden products in north Wales. A combination of campaign activity including social media and leaflet distribution will compliment a week long garden festival week planned for late spring 2016.

Overall this project is set to achieve a value of £75k in advertorial, press and PR coverage for the region.

Destination Anglesey

This project will support the production of approximately 10,000 copies of a new beach guide with supporting information and interpretation at key strategic beach locations. Alongside this will be the development of tourist information points at key hubs to provide a consistent visitor experience. In terms of marketing support, this funding will also go towards developing a 'Gorau Mon' blog featuring the local food offer along with other destination information. The campaign is aimed at increasing social media followers and web visits by 15%. Tourism trade in Anglesey will benefit from the opportunity to visit key tourism locations as part of a learning journey.

Destination Conwy

Destination Conwy has used its RTEF funding towards developing an integrated marketing campaign, including social media, railway poster campaigns, competitions and events. The target for the project is to increase volume of web visits by 15% and generate 500 additional likes on social media. Conwy will produce high quality video footage of the area to be used within its online marketing campaign and will also aim to sign up 200+ businesses to the 'Conwy Card'. Targeting Germany one of Wales' key markets, Conwy will also embark on a new digital twinning project with

specific German destinations, aiming to increase visits from Germany to the destination Conwy website.

Destination Gwynedd

Gwynedd has received funding to improve the Snowdonia Mountains & Coast website which will allow visitor to access it via smartphones and tablets. They will also target over 2000 operators in the regions to highlight the current adventure/outdoor and heritage offer in the area and business opportunities arising out of the Year of Adventure campaign. Alongside, will be the development and promotion of a new road cycle network across Gwynedd and Conwy.