

Regional Tourism Engagement Fund (RTEF) 2017-2019 Projects Recommended for Funding

NORTH WALES

North Wales Tourism - NW Integrated Marketing Campaign

The proposed NWT Integrated Marketing Campaign will promote the region at Liverpool and Manchester Airports and work closely with the German market through business to business attendance at ITB Berlin (2018), a radio campaign and an in-Germany competition. NWT will develop new itineraries from Liverpool Airport combined with translation of promotional material. Music has been incorporated into the project, working with the North East Wales Sinfonia to commission two new pieces of music which will be performed across the region and reflect the thematic years - all aimed at providing a legendary experience for visitors. NWT will also promote the region in Ireland, advertising on air-coaches in Dublin and at key transport hubs, digital pods at Dublin's premium shopping centres and represent the region at the Dublin Holiday Show. Groups and conferences will be developed through a thematic campaign with web development and attendance at travel trade shows. The Gardens programme will further be developed through the website and development of creative animation and print. Interactive maps will be developed to provide visitors with an innovative tool bringing film and maps together. Finally NWT plan to hold a cross border Tourism Conference working closely with Cheshire and the wider NW of England region.

Gwynedd County Council - Land of Legends

The project is based on two main deliverable elements 'Content and Promotion'. The project will commission a 'massive' model of King Arthur's 'Sword in The Stone' to build on the release of the movie 'Arthur' in 2017 and link to North West Wales regions key 'Arthurian' locations. The installation will be subject to a scheduled program of PR events that will in turn allow project partners to deliver the second phase. This second phase will involve distributing content to deliver a high impact online and off line marketing/PR campaign (working with well know celebrities and individuals to develop a series of short videos e.g. Bryn Terfel narrating stories linked to the YOL and all linked to physical trails, golf, food etc) which will directly target the independent explorer market segments as identified by Visit Wales. This Epic Stori approach will work with actors and performers to deliver legendary stories at key locations e.g. Festival N06, Haven, Castles, and the National Eisteddfod, on trains running along the NW coast on the ferry from Dublin and possibly through chains such as Starbucks in London. The activity acknowledges the need to ensure that visitors arriving by train can make easy onward connections to attractions and will work with vloggers to demonstrate how easy it can be to make that 'final mile'. Finally, public transport itineraries will be developed for food trails, coastal trails, mountain trails.

Isle of Anglesey County Council – North Wales Regional Cruise Project

This is a proposal to deliver a two year program of cruise welcome activities and events for the 2017 and 2018 cruise seasons providing a 'legendary' experience for passengers. Activities will include jetty-side performances and events located within Holyhead, Llandudno and key North Wales destinations. The long term aim is for 2% year-on-year growth of passenger numbers and cruise value to North Wales. This will be delivered regionally by partners and coordinated by the designated project officer. The activity will develop four Welsh themed nights' on-board visiting ships and at nearby venues to include and promote Welsh produce and culture and provide opportunities to promote a sense of place to visitors and cruise lines; the development of three 'meet the buyer' events in partnership with ship agents highlighting supply chain opportunities from visiting cruise ships; the development of a supplier directory for use by cruise agent and port supplier Prospectus; the development of eight new North Wales packaged cruise itineraries and a feasibility into berthing and anchoring of yachts and cruise ships at key destination ports of North Wales. The project will also include promotional material for distribution within Cruise trade shows and digital media focusing on 2018 Year of the Sea. The proposal further suggests the development of one Cruise NW Forum and a learning journey to a comparable port to Holyhead.

Conwy County Borough Council on behalf of Conwy Arts Trust - Walrws International Sea Legends Festival (also submitted under the TPIF scheme, but only scored under RTEF)

The Walrws International Sea Legends Festival will be a weekend-long festival inspired by local, national and international sea legends named after the Lewis Carroll's 'The Walrus & the Carpenter' which in turn was inspired by the author eating oysters in Llandudno (and also led to the Beatles writing their famous "I am the Walrus"). This project undertakes the scoping work, for the festival: developing the Partnerships, providing strategic direction, scheduling the artistic programme, and establishing the brand through Marketing & PR.

Denbighshire County Council on behalf of North East Wales - Routes to the Sea The 'Routes to the Sea' project aims to showcase the rich variety of the tourism offer in North East Wales by delivering contemporary and engaging activities and visitor experiences. The project will promote and tell engaging stories about our coastline, our cycle routes, walking trails including Offa's Dyke, mountain biking, outdoor activities, landscape including the AONB, historic sites, canals and rivers as well as celebrate our food offer. The project will be delivered through: B2B workshops, creation of digital & photo content and commissioning Bloggers. A NEW seafood challenge will be set and three key events will take place across all LA areas.

MID WALES

Mid Wales Tourism & RealMidWales - Changing Perceptions

This collaborative regional project will build on the current RTEF funded Media activity undertaken on behalf of the Mid Wales destinations in 2016/17. It will maximise the potential of the Mid Wales coast (specifically building on the Wales Coast Path), lakes and rivers and develop content to promote and support Thematic Years and Routes of Wales. The marketing campaign will be aimed at key markets of London, Midlands, Liverpool, Manchester and Bristol. The project will include developing innovative social platforms for greater reach and create content that will be unmistakably 'Real Mid Wales'. It will use Vox Box style and sound bite style videos, interviewing visitors and local "legends" along the coastal path and recording stories, recommendations and tales of their experiences; It will encourage the use of Facebook live for 'in the moment' spontaneous and authentic storytelling, showcase the special and exciting 'happenings' that make the destination a truly unique experience. Targeted social media - highlighting the lighter, quirky side of Mid Wales will reach a potential of 11 million new visitors.

Brecon Beacons National Park Authority - Legendary Brecon Beacons

This proposal is designed as three cross-linked work packages covering Legends, 'Down to the Sea' and A470 Route and Local Food. A digital marketing campaign will include the creation of blog content as well as creating regular communications on Facebook, Twitter and Instagram. Photographs, live video and drone footage will create new material to use to market the area. The projects seek to procure an external PR agency to stimulate press and media coverage. As part of the whole project bid, website development will be undertaken to ensure the new content created will be promoted effectively. New product development will engage visitors in the links between the mountains and the sea. A new web-based animation will tell the story of the Monmouthshire & Brecon Canal Short circular walks will be created based on the routes to and from the canal and also using the towpath and canal based facilities, particularly those based on village hubs. A significant number of attractions and a series of pre-existing walks are established close to or on the A470 route which is the main gateway to the area. This will bring all these disparate elements together as a web based resource and linked to creative story telling through web based video.

Ceredigion County Council - Dathlu'r arfordir ac Aberoedd Ceredigion / Celebrating Ceredigion's coast and Abers'

This proposal will showcase Ceredigion's landscape, history, culture and wildlife through innovation and entertainment. There will be two iconic, one-off events and creative pop-up/flash mob type initiatives. Ceredigion CC will procure a facilitator to assist partners with the planning and delivery of the proposal effectively over two years, including working to further develop mid-Wales as a regionally important cycling destination.

The project will develop digital content that focuses on award winning beaches, coastal towns and villages, marine heritage and wildlife; develop content and

promote the A487 coastal route, incorporating new ways of promoting existing trails along with newly developed ones featuring food, art, craft, public transport, the Wales Coast Path along with attractions and activity providers; enhance town trails with i-beacon technology and develop clusters of digital ambassadors - businesses with wi-fi engaging with public; produce short interpretive animations on the maritime theme for use on social media, website and for PR purposes; develop contemporary photography, and a photography competition, specific to the maritime or river valley theme that is on brand and on message with Visit Wales guidelines, especially at events or activities supported by the proposal; develop short, quirky video clips and narratives that can be included in campaigns over the two-year project.

SOUTH EAST

The aim is to deliver an integrated approach to destination marketing. The objectives are to increase the profile of the Capital Region via targeted travel trade and consumer marketing activities. Developing closer working relationships with existing tour operators (groups/coaches) to develop their packages and increase visitors and spend in the region. There is also a day visitors' attractions campaign which works with both travel trade and consumer markets.

National Museum Cardiff - Dinosaurs on the Loose

This will be a large scale PR event aiming to put a new and innovative twist on the Museum's YoL programme with a high quality PR event at National Museum Cardiff. The main part of the project will not only entice people to the Museum to see the exhibition but will also promote Cardiff and South Wales as a cultural destination, providing a distinctive heritage experience to visitors. The iconic Welsh dinosaur, the Dracoraptor, will be the centrepiece for this PR event as a portal to the amazing world of dinosaurs. There will be a Teaser Campaign with installations across the city appearing culminating with the 'dinosaur on the loose' climbing out of the National Museum Cardiff. Following the initial impact at National Museum Cardiff, a large-scale stand-alone Dracoraptor will then be let loose to roam Wales, to visit some of the other National Museums.

Merthyr CBC - Merthyr Rising & Dic Penderyn Campaign

This project aims to expand the existing Merthyr Rising Festival to promote wider destination awareness, create a platform and propensity for repeat visits and develop Merthyr Tydfil's reputation as a vibrant, up and coming destination. A secondary element to the Merthyr Rising Festival will be the creation of a Dic Penderyn story which is heavily aligned to the Visit Wales Legendary thematic year. Both components are stringently linked to priorities within Merthyr Tydfil's Destination Action Plan.

Torfaen CBC -Time Travel in the Blaenavon World Heritage Site

This project aims to encourage engagement by creating an opportunity to put visitors onto a bench in the real world and take them back in time using Google Cardboard and Virtual Reality to view key sites in the Blaenavon World Heritage Site as they would have looked in their heyday. 'Time Traveller's' benches will be located at Blaenavon Ironworks, the Big Pit and Blaenavon Heritage Town. Through virtual reality these sites will be animated to show how they looked during the 19th century, providing visitors with an experience in the World Heritage Site that they have never had before.

Blaenau Gwent CBC (Lead Applicant) - Valleys Weekenders

This is a collaborative project across 6 Local Authorities (Blaenau Gwent, Bridgend, Caerphilly, Merthyr, RCT and Torfaen). The project will develop an event led, short break campaign aligned to Visit Wales thematic years. The partners will engage with private and third sector trade to deliver an exciting and innovative events programme

that captures the unique overall Valleys experience to include our rich heritage and culture. The supporting marketing campaign will be driven by social media, web, PR and competitions utilising existing mechanisms. It will build on the work undertaken and achieved through the previous Valleys Marketing Campaign project.

SOUTH WEST

No RTEF Projects were recommended for funding