

RTEF 2016-2017 Approved Project Summaries with Agreed Activity

North

North Wales Tourism – Regional Integrated Marketing Campaign

The project will deliver an integrated 'legendary' marketing campaign on behalf of the region focused on the Year of Legends to position North Wales as a destination of excellence and to reinforce positive perceptions and to inspire. The campaign will include the development of new innovative content and marketing material to be promoted at a number of targeted city centres including, Liverpool, Manchester, Cheshire, Yorkshire and Dublin. The campaign will include development of promotional digital panels, destination videos, city centre stands, group travel and travel trade activities and the promotion of the Great Days Out leaflet and campaign. The project is split into the following 4 key components;

1. Destination city centre marketing
2. Great Days out product led campaign
3. Group Travel campaign
4. Video and mapping (content development)

Wrexham CBC – North East Wales Destination Development

A cooperative project between the three North East Wales destinations (Wrexham, Flintshire and Denbighshire) that will deliver the following three key components:

- North East Wales Tourism Ambassador Scheme (building on the successful participation and collective achievements which were evidenced in the final claim in 2015/16).
- Development of itineraries to support regional strategic cruise operations (develop relationships with tour operators working from the Port of Liverpool and Holyhead to bring more cruise business into the region).
- Legends of North East Wales: to develop a series of 'legendary' adventures in the region through the eyes of local heroes working with tourism ambassadors to identify local heroes, identifying local routes and trails with an associated programme of activity, for example the Hillforts and the Pontcysyllte Aqueduct

Gwynedd Council – North West Wales Partnership for Growth

This is the first time that all three Destination Management Partnerships in NWW have come together to work in collaboration, bringing with them the Snowdonia National Park and Bangor University.

The project will deliver the following components:

- Development of an eco-museum linking to the 'legends' theme which builds on a pilot developing a museum concept without a fixed building or walls and bringing together a dynamic cultural, social and economic partnership.
- Development of content will be the foundation of this coordinated promotion campaign. The objective is to use key celebrities to promote the destinations through a series of online campaigns. This includes production of new high quality images, video and design activities. It will develop and deliver a contemporary street performance production 'Chwedloniant' based on local legends at key World heritage sites to bring legends alive and to improve evening economy. The project also aims to deliver a 'flash mob' event to celebrate St David's day.
- Deliver a marketing and PR communications plan to align with Year of Adventure activity. This element will build on the development work carried out during 2015/16 promoting new product e.g. David Brailsford trail.

Mid

Mid Wales Tourism (MWT) – Mid Wales Media Collaboration

MWT will lead the project working collaboratively with the industry, local authorities and destination management partnerships in order to establish a 'Mid Wales Media /PR Hub' deliver an agreed integrated programme of activity including press coverage, media and content itineraries and product content development for Mid Wales which will support the growth of the visitor economy across the region.

Brecon Beacons NPA – Beacons of Legends

The project led by the Brecon Beacons National park will add value to the RTEF Year of Adventure activity supported by Visit Wales in 2015-16 and will support development of a targeted Destination Marketing campaign, Press and PR, Social Media and Blog and redeveloping and repackaging new content for the Destination Website. This project will also include destination support to work with the industry around the Year legends including ambassador activities.

Ceredigion CC – Legendary Landscapes of the West

Working in collaboration with other destinations, The People's Collection Wales, RCAHMW (Royal Commission for Ancient and Historic Monuments in Wales), University of Wales Trinity Saint David's (Lampeter), The National Library of Wales, Aberystwyth University and Cynnal y Cardi, this collaborative project will support the ongoing development of the destination 'Sense of Place' product and the "Year of Legends". The project will deliver an innovative destination-wide package of legend-based interpretive product (digital and print itineraries, product digital development) and interpretation, based on I Beacons technology that will enhance the visitor experience and engagement with the destination's landscape and culture.

South West

Carmarthenshire CC – A Stronger Identity, a Stronger Product

The project will support Carmarthenshire Destination Management Partnership to deliver a package of projects which support a number of key priorities aimed at strengthening and maximising the benefits from Visit Wales' product-led thematic year-approach.

- Orienteering for all - Creation of 2 new orienteering courses and enhance 2 existing courses.
- Destination Management Partnership & Plan Facilitation.
- Developing a major event "The Merlin Festival" which was identified as a potential growth event in the strategy developed under RTEF 15/16 funding

Carmarthenshire CC – South West Wales Legendary Adventures Promotional Plan

The project will deliver a package of projects to support a number key priorities and actions within the regions Destination Management Plans. The projects will to help to strengthen and maximise benefits from Visit Wales' product led thematic year approach preparing for 2017's Year of Legend but also continue and evolve work undertaken in the last 12 months for the 2016 Year of Adventure.

Projects to include:

- Digital Promotional Action Plan and online Legend campaign for the region of South West Wales.
- 3D Interactive Legendary Walking Campaign with an interactive and engaging 3D virtual map. This will showcase the region's walking offer, the Wales Coast Path, highlighting "Legendary" walks for walkers, ramblers or Sunday strollers with supplementary information to encourage secondary spend, longer dwell time and a multi-activity experience.
- Castles and Gardens of South West Wales Campaign
- Public Relations Campaign and a Year of Adventure Legacy campaign

Pembrokeshire CC – Pembrokeshire Year of Legends

The project will develop a Pembrokeshire Year of Legends promotional campaign which will include a package of integrated and coordinated activities designed to link in with and complement planned regional activity, bringing together organisations, tourism businesses and individuals working in culture and heritage fields.

South East

Vale of Glamorgan Council – Tourism Identity and Digital Interpretation of Vale Trail Stories

The project will help to improve the visitor experience along the ten Vale Trails walking routes utilising innovative digital story telling interpretation solutions and deliver a supporting marketing campaign. The project will highlight the Vale as a 'must do' walking destination, offering visitors a unique experience which will encourage them to keep coming back to explore all ten routes, in turn extending Vale of Glamorgan short break market. In order to maximise the opportunity in a way that dovetails into both the 'Year of Adventure' and 'Year of Legends', the project will use on site 'trigger points', stories, myths, legends and activities which can be highlighted to visitors. In addition, a series of pop up story events may be developed to generate interest in the routes and encourage visitors to venture further afield and spend in the local economy.

Monmouthshire County Council – Destination Monmouthshire

This project will develop the visitmonmouthshire.com destination website and improve the experience for users of tablets and mobiles. It will also develop a Legendary Monmouthshire campaign to include the development, repackaging of products such as trails, identifies key sites and activities and promotions aimed at Visit Wales Independent Explorer market segments. A final part of the project will include a review of Monmouthshire's Destination Plan and partnership arrangements to ensure it reflects the needs of Monmouthshire's communities and focus on the best prospects for the county. This will also ensure Monmouthshire contributes fully to the growth potential of the Cardiff Capital Region.

Caerphilly CBC – The Valleys Campaign

This project will build on the existing campaign previously funded via RTEF 2015/16 which covers 6 South Wales destinations. The Valleys have a plethora of myths and legends that can be explored and promoted to visitors with exciting ways of delivering information and experiences via the existing website with an emphasis on unusual myths and legends. The project will focus on these strengths and highlight Valleys products including key attraction, trails, places of interest and new packaged products linked to Legends will be promoted through the 'Year of Legends' Valleys marketing campaign.

City of Cardiff Council – Capital Region Destination Development

The project will further develop and expand the Cardiff Business Tourism campaign using the current www.meetcardiffcapitalregion.com site to include 10 Destinations. This project will also include attendance at a number of key business tourism events. The project will also support the Cardiff cultural Concierge campaign which will build and engage with customer facing and frontline tourism, staff in order to strengthen their product knowledge. It will also develop digital content which consumers can access via Walesonline. These will be further developed and the aspiration is to share this idea on a pan Wales basis.

Cardiff Harbour Authority – Roald Dahl's Enormous Crocodile

This project embraces the Roald Dahl celebrations taking place throughout 2016 to ensure that there is a legacy to the investment for the authority. The project will develop a 3D model of a crocodile designed to fit families on 'park bench' style which will be located in the picnic area of the barrage at Cardiff bay in an area of high footfall. The project is closely aligned with both adventure and legend themes and will be a permanent fixture that is simple and effective..

Torfaen CBC – Blaenavon, Torfaen and the Region Making the Connection

The project will develop an

- Heritage interpretation and community engagement campaign- telling the story of the people as the physical reminders of their endeavours. This will include product mapping and research into local legends, networking events to raise awareness and to engage with stakeholders. This element will be closely linked to Year of Adventure and will help interpret activity for Year of Legends. This will also include a continued programme of PR, social media and website development activity. The second element of the project will focus on taking forward learnings based on the outcomes from networking events and research /product mapping in order to improve the product offer and align with adventure and legends.

Bridgend County Borough Council – Capital Regional Marketing Project

The project continues on the work that was undertaken in the RTEF 2015/16 project to deliver the travel trade activity for the region. All 10 Local Authorities are participating in the Capital Regional Travel Trade and Attractions (CRTTA). This project will continue to use established methods including familiarisation visits, itineraries to link with thematic years, Group Buyer Showcase, business engagement and support for Cruise Wales.