

Tourism Product Innovation Fund (TPIF) 2017-2019 Projects Recommended for Funding

NORTH WALES

North Wales Tourism - Lonely Planet Promotion in NW

Following the recent Lonely Planet award and regional meetings with partners, North Wales Tourism proposes to develop a campaign in London to raise awareness of the designation. The activity will hinge on 'wrapping' 6 taxis (one for each Destination Management Partnership in north Wales) for three months and fully wrap a bus on a central London route for the first four weeks of the campaign. The innovative images will create an impression that the driver is on a surf board or flying down a zipwire etc. To support the campaign Radio campaign (radio X) will run a competition for people to visit NW and participate in the tourism offer.

Synergy Yachting - Adventure Map - The Adventure Map

The project builds on past activity to ensure that the Adventure Map consortia can deliver visitor experiences linked to Visit Wales themed years. The plan is to work with the Locly app (The Peoples Collection). Creating 180 degree footage to be used in conjunction on social media sites and linked to the Locly app. A challenge will be set to a media friendly celebrity to visit all of the Adventure Map partners over a 24 hour period and whilst not a new concept it will be a key part of a call to action campaign run through the Locly App. Finally the Adventure Map plan to create multi-lingual landing pages in German, Mandarin, Spanish and Japanese.

Snowdonia Active - EPIC Road Trip

Snowdonia-Active are taking their successful 'Pop up adventures' on the road. In 2017 'Pop ups' will tour the 'Routes of Wales' in a classic Volkswagen split-screen camper van. Inspiring characters will join them for a series of exciting 'pitstops' in a range of locations (e.g. village greens, laybys and festivals). Visitors and locals will be inspired to have their own micro adventures - storytelling, bushcraft, wildlife snippets and foraging etc. In 2018 Snowdonia-Active will tour the coast with forays inland with adventures such as stand up paddle-boarding, surf simulators (inland) and beach art.

Clwydian Range Tourism Group – MythFest

This project is about a touring family festival celebrating North East Wales's myths and legends through immersion in traditional Welsh storytelling, music and sustainable crafts. The Clwydian Range Tourism Group will draw on characters and plots from local myths and legends and write two modern stories. Families will arrive at rural or coastal locations where they will be greeted by characters from local myths and will become part of the unfolding story. The activity will give local businesses an opportunity to learn about promotion and social media.

O Drws I Drws Partneriaeth Arfodir Llŷn - Y Wagen Wybodaeth

The focus of this plan is the people of Llŷn, the Welsh language and culture, all set against the backdrop of the beauty of the outstanding natural environment. It is about local people working together to create inspiring and innovative events which will showcase the Llŷn peninsula and link to the Visit Wales years of themes. Through #Ecoamgueddfa the project will have a strong digital presence. Visitors will be able to travel on the existing scheduled Llŷn Coastal community bus run by O Drws I Drws. The 'Wagen Wybodaeth' (information Bus) will be the focus of the activities. The vehicle will carry visitors back and forth along the coast and present them with legends and information on the Llŷn peninsula linking all attractions together.

Harlech Tourism Association - Branwen's Garden

Cardigan Bay will tell the tales of Harlech Giants, blazing lanterns, extraordinary installations and flaming sand sculptures come together to create Branwen's garden. 2017 will see a selection of warm up events; sand sculpture competitions, lantern procession and installations at the Castle and the unveiling of a giant contemporary storytelling chair. Living legends and world champion mountain bikers Dan & Rachael Atherton will inspire visitors by telling their stories of sporting success. 2018 will see a 2 night beach 'spectacular' with a one mile lantern procession from the Castle to the beach with a fire garden installation moved from the beach the castle for three months.

MID WALES

Brecon Beacons Tourism - Legendary #Brecon Beacons - Must do Campaign

This proposal will look at developing and repackaging high quality products and promotions aimed at the Travel Trade – to encourage independent explorers to visit the Brecon Beacons.

Hay Festival - Hay Festival Winter Weekend

This proposal is aimed at the strategic product development of the Hay Festival Winter Weekend, selling excellence to the distinctive destination of Hay on Wye; delivering quality tourism and extending the tourism season to deliver sustainable growth, creating long term value for the community and valuable digital content with global reach. The partners have a record of success identifying growth potential and capacity building. Providing opportunities for our community to deliver memorable visitor experiences through a product led approach, targeting existing and new markets with most growth prospects.

Cardigan Quays Ltd - Spirit of Wales

This proposal suggests a sustainable future for the rural/coastal churches/chapels falling into disuse & disrepair by creating an innovative tourism product that celebrates their cultural and heritage values. This is an innovative project with high cultural reputational value which will appeal to a number of segments including pre-family explorers (but also Active Family Explorers, Scenic Explorer Couples and Older Cultural Explorers interested in cycling) as well as the international market. A chain of touring cyclists' accommodation will give these buildings a new life as a unique form of accommodation, part bunkhouse, part hotel. Funding will enable development of project awareness through PR/ marketing to create press interest and demand, identification of a cluster of 6 – 8 churches/chapels and reserve for development; design development of model; development of integrated website and applications for marketing, booking and 'smart' applications for purchasing trip packages and services; and creation of a single completed pilot project as a model for replication. The website will be launched in 2017 and development works undertaken to enable the first phase to be completed ready for use early 2018.

The Outdoor Partnership - Enjoy the GREAT outdoors Safely Campaign

The project aims to establish an umbrella safety campaign - 'Enjoy the GREAT Welsh Outdoors Safely'. As part of the project the applicant will host a campaign launch event; one in the North and one in the South. They will establish a digital platform to host key elements of the project; from Create a Web widget to share real time weather conditions, that will come from identified locations around Wales; the project will also establish Interactive 'honey pot' site interpretation. As part of the proposal they will engage with the tourism industry to ensure key messages reach the desired audience by providing pop-up Safety Days at identified locations; create video marketing content and create safety content for Visit Wales.

Machynlleth Comedy Festival

Mach Comedy Festival, Cambrian Line and Aberystwyth Art Centre have come together to coordinate this project with the primary aim to attract further visitor numbers to the Dyfi Estuary area. They aim to achieve this through the development of high-quality contemporary cultural events, utilising the reputation and reach of Machynlleth Comedy Festival and Aberystwyth Arts Centre as the driver.

The Partnership will host a number of one-off comedy Legends events in key markets including London, Manchester, Birmingham and Newcastle, followed by the development of a brand new contemporary arts festival, as part of Year of the Sea, in Aberystwyth. Taking place in autumn, the festival will shoulder the traditional season and bring additional numbers to Wales as a result.

SOUTH EAST WALES

Commonwealth Games Wales - Queens Baton Relay

The Queen's baton Relay (QBR) began in 1958 as the official curtain raiser for the Commonwealth Games held in Cardiff. The tradition continues with the baton (QBR 2018) arriving in Wales for 4 days – 5 Sep to 8 Sep 2017. Commonwealth Games Wales, working with many partners, has designed a route with events linking together a variety of Communities in Wales, showcasing Wales today and encouraging physical activity, the Daily mile and 'have a go sports events. The route includes many legends from the YOL and Sporting legends. Commonwealth Games Wales works with each community on their event.

Plantpot Ltd - Courtyard Beer & Wine Festival

This proposal is for a Welsh food and drinks promotion for up to 30,000 visitors in central London partnering with two Welsh tourism organisations and showcasing thirty Welsh food and drink SMEs. The event will celebrate Wales' producers and products whilst encouraging the London-based and international audience to visit Wales in the future. The aim is to capitalise on the Green Man's reputation and use a targeted marketing campaign to draw visitors from the UK and Europe. They will experience the coolest beer festival, performances from great bands, in a sumptuously decorated open-air setting. It will be a unique, large-scale festival designed to introduce a people to Wales and great Welsh products.

Wales Millennium Centre - Life & Legends of Tiger Bay

Wales Millennium Centre is looking to create an exceptional cultural experience utilising Virtual Reality and our next main stage theatre production – Tiger Bay the Musical - as a stimulus for inspiration. Partnering with digital innovators and strong platform distributors we will communicate compelling reasons to discover Cardiff and specifically the Bay region – which was once, one of the busiest coal shipping ports in the world. As Wales' national arts centre, the aim is to inspire our nation and impress the world. This project will achieve this by engaging a wide and diverse pool of visitors to Cardiff Bay and beyond.

Swansea University - The Man Engine Welsh Tour

The aim is to stage a Welsh tour of the man Engine in Aug 2017 involving 5 industrial heritage sites in South Wales, e.g. Big Pit The Man Engine is a giant mechanical puppet of a miner who rises to 10.5 metres tall when sung to. www.manengine.org.uk. He toured Cornwall in 2016 drawing 149k visitors and global media reach of 112 million across 104 countries. His tour of Wales will be specifically developed to celebrate the legendary character that made Wales the First Industrial Nation. He will also give a global voice to Wales' legendary singing tradition.

Celtic English -Take a Part

This is a multifaceted project targeting the Japanese market with 2 main cross-sector packages which include training, travel and visitor experiences in Wales. Welsh legends and sport will be used including contemporary Welsh legend, Shane Williams. Current opportunities will also be used e.g. Conwy making the JATA Top 30 European Towns and the international sporting events being hosted by Japan – 2019 Rugby World Cup and 2020 Olympics. Innovative packages will be used to raise the profile of Wales in Japan using sports, education, heritage and culture.

Literature Wales - Weird & Wonderful Wales

This project will celebrate the Year of Legends and Year of Sea. It will document an already externally commissioned/funded tour of Wales visiting towns/villages/sites associated with myths and legends of Wales, many of which will be coastal. The audio-visual content will feed into the Land of Legends digital platform. It also seeks to paint an iconic Mabinogion inspired design by high profile, world-renowned artist Pete Fowler on the Cardiff Central Railway Station Water Tower. The 50ft, Grade II listed 1930's Water Tower is highly visible as you enter the city by train, along the River Taff, from the south end of the Principality Stadium and from the new Cardiff Central Square development. We already hold planning permission for the mural, meaning works can take place in May 2017 prior to Champions League activity and last through 2018 and 2019.

SOUTH WEST

TYF - SUPKids Wales

The creation of a UK Stand-up Paddle boarding Centre for kids in Pembrokeshire working with local partners to promote Wales as a destination to visitors & providing an innovative photographic opportunity for potential visitors to share via social media. The project will see wildlife and history experts from partner organisations working with TYF staff to increase their skills to becoming guardians for nature passing this knowledge onto visitors. The creation of the Paddle Board centre will re-enforce Pembrokeshire's reputation as an outdoor activity destination. The Paddle board centre will be licensed within the SUPKids & will work with organisations such as Surfers against Sewage to promote the activity to visitors.

Wildlife Trust South & West Wales - Sea Wild Wales

Sea Wales 7D will create a unique and innovative mobile visitor experience showcasing the amazing Welsh Coast and iconic Wildlife using the latest 7D holographic Augmented Reality technology. Launching in 2018 this experience will form part of an All Wales and UK roadshow promoting Welsh Wildlife experiences to visitors. This will be a first for Wales and the UK. The project will also include "Head North and Down South Trail" and itineraries; a marketing and promotional campaign including the development of coastal events and attendance at key shows and a Skomer Island promotional video.

Migrations CiC - Blue Trees and Liquid Shard

This project involves the delivery of two high profile contemporary art installation projects. For 2017, (Year of Legends) Blue Trees at Ffin y Parc and Royal Oak, Betws y Coed area & Conwy Valley. For 2018, (Year of the Sea) a Liquid Shard in Margam Country Park Port Talbot. These activities aim to build tourism in Wales through high quality cultural offer, which builds on and promotes existing heritage sites; promoting a distinctive brand for Wales; promoting Wales as a destination of international significance, with a varied cultural offer; and engaging local, national and international tourists.

Sculpture by the Sea - Sculpture by the sea

This product will be a site specific sculpture trail along specific sections of the Welsh coastal path. The temporary installations, displayed for several weeks and created by the Welsh art community, would use concepts inspired by each year's tourist theme - Legend 2017 and Sea 2018. The trail, linking with their beach sculpture festival, will showcase contemporary Welsh arts in an adventurous way giving a distinctive cultural experience to the visitor and encouraging active lifestyles. Partners include City and County of Swansea, Gower AONB, RSPB, Beach House restaurant and other local businesses.

Carmarthenshire Tourism Association/CDMP - Hwyl Nos, the Real Welsh Experience

The project aims to introduce regular, year-round 'HwylNos' – Welsh cultural entertainment events. Feasibility work surrounding the introduction of these events is coming to a close, and whereas not yet fully completed – it's already clearly evidenced that there is a strong need and demand for this product; And it's not only from visitors, the process has shown that there is also huge potential for take-up by the travel trade market (group, coach and cruise operators). Having already undertaken the feasibility work, this project would focus on establishing Hwyl Nos events setting strong foundations for them to continue sustainably into the future. This would be done through product development; brand building; organising a series of events; and marketing and promotional activities.

Taliesin Arts Centre - Now the Hero

The project will be an immersive, multi art form performance as a cultural commemoration of WW1 centred on Swansea as the opening event of the Swansea Festival 2018. The event will be unique using high calibre artists which will create international significance and appeal to visitors. Partners include Swansea University, Marc Rees and the County of Swansea.

Seren Collection Ltd (NK) - Welsh Routes

A marketing and business development project to inspire specialist tailor-made tour companies and travel agents to see Wales as a must visit destination by the creation of luxury travel routes and itineraries. The project aims to change perceptions of Wales as a top end luxury destination through greater presence of Wales in the 'top end' tailored holiday market. The project will also work with high providers in the Cotswolds, Bath and Ireland to draw visitors out of London. Partners include The Grove Hotel, Ynyshir Hall, Llangoed Hall, Tyddyn hall, Pale Hall, Le Manoir Aux Quat Saisons and Lucknam Park.

Dr Beynons Bug Farm - Pollinator Trail

This will create a physical link between sustainable tourism businesses in Pembrokeshire via a physical 'Pollinator trail' to be explored by visitors. The trail will comprise of new wild flower habitat, art science artwork, interactive activities and interpretation both at an in between partner sites, interwoven with events to build St David's and Wales' reputation as an internationally renowned sustainable wildlife tourism destination and centre of research, conservation and best practice. This will culminate in an application to become Wales' first 'Bee Friendly City'. Trails will include elements such as 'St David's mini-beast safari's' with gamification elements to attract families along with cultural explorer groups. Partners will include the retreats group, quality cottages, TYF, Voyages of Discover, RSPB, NRW, National Trust and grub kitchen.