

Hydref a Gaeaf

Autumn and Winter

2021/22

Lucy von Weber

Pennaeth Marchnata, Croeso Cymru

Head of Marketing, Visit Wales



Prynhawn da

1. Strategaeth / Strategy
2. Asedau - Adnoddau / Assets -Resources
3. Hydref a Gaeaf – Cynllunio Ymgyrch / Autumn and Winter Campaign Planning
4. Cwestiynau / Questions

- Consumers
- Travel Trade
- Business Events



Cyd-destun Strategol.
Strategic Context.

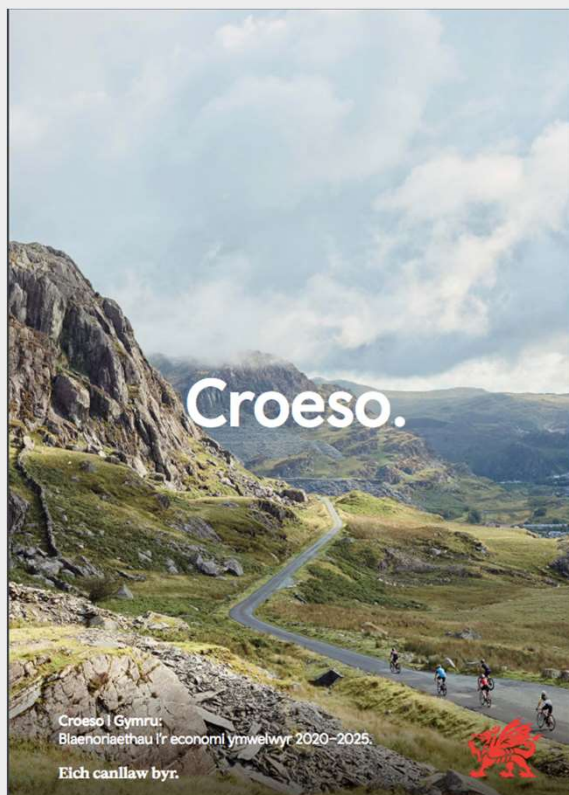


Y Cyd-destun Strategol.

Croeso i Gymru: blaenoriaethau ar gyfer yr economi ymwelwyr 2020-2025.

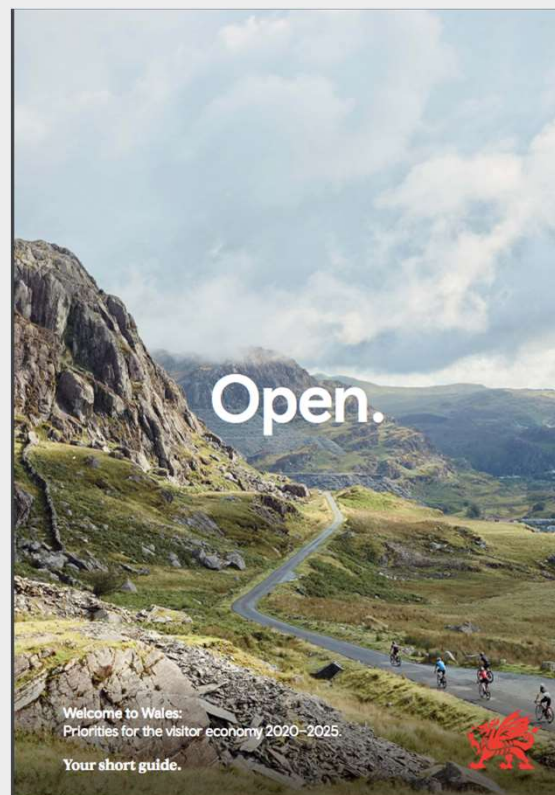
Strategic context.

Welcome to Wales: priorities for the visitor economy 2020-2025.



Mae'n dal i ddarparu sylfeini cadarn ar gyfer y sector ac ymdeimlad clir o gyfeiriad ar gyfer adferiad yn y tymor canolig i'r tymor hwy.

[Croeso i Cymru: Blaenoriaethau i'r Economi Ymwelwyr 2020-2025 | Drupal \(gov.wales\)](#)



Still provides strong foundations for the sector and a clear sense of direction for mid to longer-term recovery.

[Welcome to Wales: Priorities for the Visitor Economy 2020-2025 | Business Wales \(gov.wales\)](#)



Dewch i lunio'r dyfodol

Let's Shape the Future.

Pontio'n ôl at ein Cynllun Strategol ("*Croeso i Gymru: Blaenoriaethau i'r economi ymwelwyr 2020 – 2025*").

A bridge back towards our Strategic Plan ("*Welcome to Wales: Priorities for the Visitor Economy 2020-2025*").



[Dewch i Lunio'r Dyfodol. \(llyw.cymru\)](http://llyw.cymru)



[Let's shape the future | GOV.WALES](http://gov.wales)



Ffowcus.
Focus.

Tymhorau.
Seasonality.

Gwariant.
Spend.

Dosbarthiad.
Spread.

Ymestyn y tymor traddodiadol.
Extending the traditional season.

Gwariant dros niferoedd.
Value over volume.

Budd i ardaloedd newydd.
Spreading the benefit.



Uchelgais.
Ambition.

Twf twristiaeth er budd Cymru. **Grow tourism for the good of Wales.**

Twristiaeth sy'n gwneud daioni.

Twristiaeth sy'n cefnogi ein cymunedau, yn gofalu am ein tir, yn fuddiol i ymwelwyr a dinasyddion, ac sy'n darparu swyddi cynaliadwy drwy gydol y flwyddyn ym mhob rhan o'n gwlad.

Bydd y gweithgarwch ymgyrchu hwn yn cysylltu â'r nodau strategol i normaleiddio gwyliau i Gymru yn ystod yr Hydref/Gaeaf (tymor ysgwydd).

Tourism that does good.

Tourism that supports our communities and cares for our land. That's mutually beneficial to visitors and citizens. And that provides year-round sustainable jobs in all parts of our country.

This campaign activity will link to strategic goals of encouraging Autumn/Winter (shoulder season) breaks to Wales.



Twristiaeth Gyfrifol.
Responsible Tourism.

*Twf twristiaeth er budd Cymru.
Grow tourism for the good of Wales.*

Addo. Fy addewid i Gymru.

Wrth i ni baratoi i ddarganfod Cymru unwaith eto, beth am wneud addewid gyda'n gilydd.

- Gofalu am ein gilydd
- Gofalu am ein gwlad
- Gofalu am ein cymunedau

Addo. Fy addewid i Gymru.

#DiogeluCymru #addo

Addo . My promise to Wales.

Croeso nôl. We've missed you. As we all prepare to explore again, let's make a promise together to:

- Care for each other
- Care for this epic land
- Care for our communities

Addo. My promise to Wales.

#visitwalessafely #addo



Asedau.
Assets.



Asedau Assets

CY

Mewngofnodi/Cofrestru

Cymru Wales brand Asedau Pecynau cymorth

Darganfod Cymru. Yn ddiogel.

Addo. Gwnech eich addewid i Gymru.

Mae Croeso Cymru wedi cyhybno adduned, gan ofyn i bobl o fewn Cymru a'r tu allan iddi 'Addo'.

Wrth i ni aildechrau crwydro Cymru y nod yw gofyn i bobl addo gyda'i gilydd y boddan yn gofalu am bobl eraill, am y 'wlad epig' hon ac am ein cymunedau.

Gall cynig cradd Cymru o dirweddau eithriadol, diwylliant creadigol ac anur epig gael ei arddangos i ymwelwyr o fewn Cymru a'r tu allan iddi i dylai hyn barhau, o'i wedi'i ategu gan groeso cynnes. Gallwch weld bod pasglad o asedau a donyddian a all eich helpu i aildechrau croesoau ymwelwyr newu nodi cymaladwy, diogel a chysuridd.

[Pecyn cymorth darganfod Cymru, yn ddiogel](#)

EN

Login/Register

Cymru Wales brand Assets Toolkit

Visit Wales. Safely.

Addo. Make your promise to Wales.

Visit Wales has introduced a pledge, asking people from within and outside Wales to 'Addo'.

To make a promise together, as we prepare to start exploring again to care for each other, for this epic land and for our communities.

Wales' core offer of outstanding landscapes, a creative culture and epic adventure can and should continue to be showcased to visitors from within and outside Wales, all underpinned by a warm welcome. Below you can assess a collection of assets and materials to help you welcome visitors once again in a suitable, safe and responsible way.

[Visit Wales. Safely. Toolkit](#)

A toolkit for your tourism business. #Addo

Visit Wales. Safely.



Addo. MAKE YOUR PROMISE TO WALES.

Addo. MAKE YOUR PROMISE TO WALES.




CARE FOR EACH OTHER

I promise to:

Look after my health and others around me by wearing a face covering in indoor public places and on public transport in Wales.

[visitwales.com/promises](#)
#VisitWalesSafely #Addo


📍 Pizza Tipi, Cardigan



We promise to book ahead.




Asedau Assets

EN  Login/Register



Cymru Wales brand Assets Toolkits


All Audiences All Originators All Editorial Strands All Geographies All Media

10 of 26537 assets found, sorted by **Top Picks**






VW_Addo_ShortToolkit
#419425 | 520 KB | PDF
1871 x 1191px






Addo_Promise on a page_E.pdf
#415522 | 568 KB | PDF
1191 x 1684px






Addo_Promise on a page_W.pdf
#415523 | 565 KB | PDF
1191 x 1684px






NCX-VH08-1718-0079.jpg
#391324 | 14.4 MB | JPG
5729 x 3819px






Addo Assets Guide W_WG.pdf
#521268 | 634 KB | PDF
1871 x 1191px




Addo Assets Guide E_WG.pdf
#521267 | 636 KB | PDF
1871 x 1191px




Darganfoð Cymru. Yn ôdiogel.

Addo Toolkit A5 W.pdf




Visit Wales. Safely.

Addo Toolkit A5 E.pdf



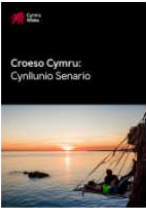
Diolch am ðarganfoð Cymru. Yn ôdiogel.

VisitWalesSafety_Addo_Cym



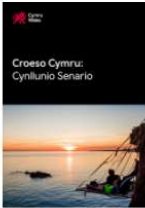
Diolch for visiting Wales. Safely.

VisitWalesSafety_Addo_Eng



Croeso Cymru: Cynllunio Senario

Visit Wales_Scenario Planning Document_CYM.pdf

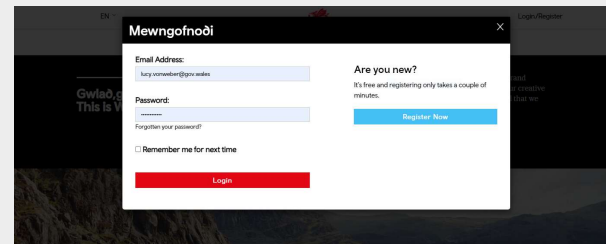
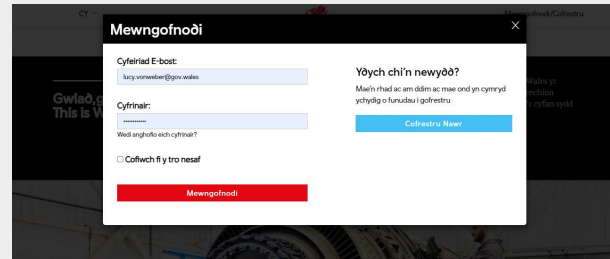
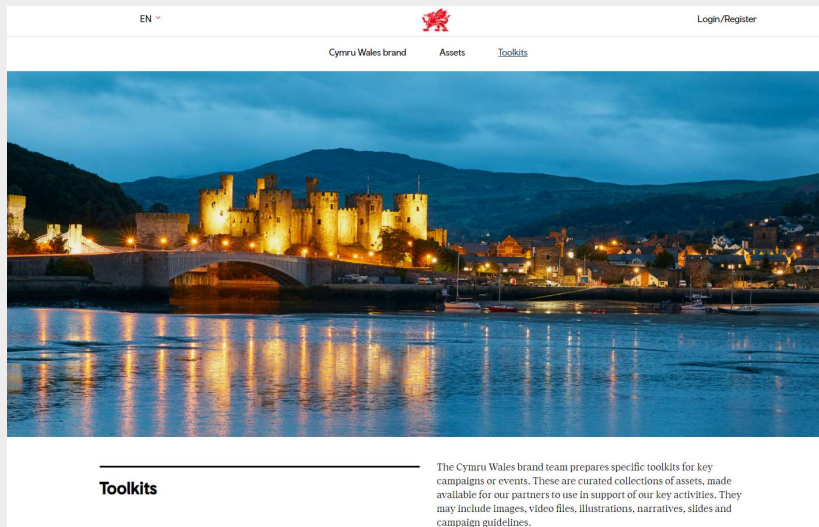
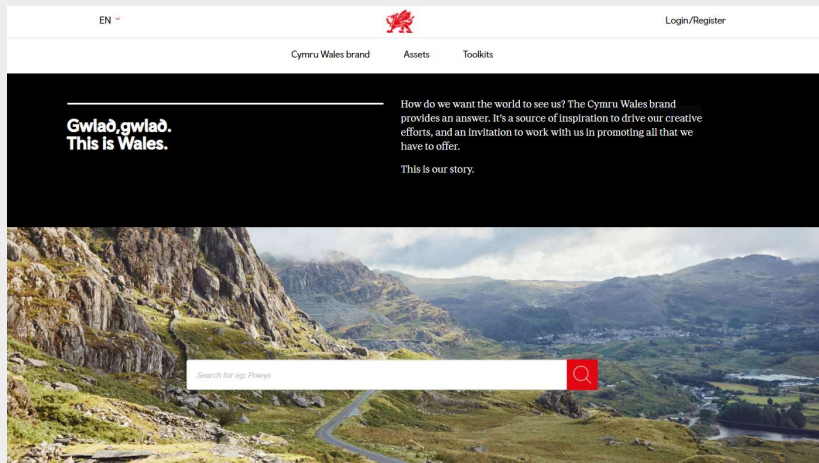


Croeso Cymru: Cynllunio Senario

Visit Wales_Scenario Planning Document_CYM_alt t...



Asedau Assets



[Portal](#) | [Visit Wales](#)



Adnoddau.
Resources.



Adnoddau Resources

Cymru Wales

Visit Wales: Scenario Planning

Rhagolwg o Aseid

Cymru Wales

Croeso Cymru: Cynllunio Senario

Visit Wales_Scenario Planning Document_CYM_alt text.pdf

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|----------|---|
| ASSET ID | 525584 |
| FILENAME | Visit Wales_Scenario Planning Document_CYM_alt text.pdf |
| SIZE | 3.8 MB |
| LICENSE | Crown Copyright |

[More details](#)

Trwristiaeth

Y blynyddoedd thematig Cyllid Graddio Gwethlu gyda Croeso Cymru Dolenni defnyd

Cartef > Arhoswch yn Fwy Diogel yn yr Awy Agored

Cadw ymwelwyr a Chymru'n ddiogel yr haf hwn

Mewn sesiwn ar-lein a gynhaliwyd gan Croeso Cymru, cafwyd busnesau heribaeth gyfle i gylgwrn yr RNLi a Adventure Smart UK am sut i helpu gwestionwyr i fod yn fwy diogel yn yr awy agored y'r haf hwn.

Gydag 870 millir o arfordir trawadol i gwyrddo ar ei llyd, mae'r RNLi yng Nghymru yn cynnig **cyngor ac arweiniad ar ddiogelwch arfordir** (Sesiwn yn yr unig) i arhwyddu un o'r ymddiriedolaethau mwyaf arian ar y môr a chymryd mewn y gwestiynau diol dirionau sydd ar gael. Rhodd hysbys yn gyfrif Chris Cousins (Awyerddwr Diogelwch Ddiol yr RNLi yng Nghymru) i'r wyddys cynllunio **llyngaden diol** i'r RNLi (Sesiwn yn yr unig) lle gall busnesau sydd ar yr arfordir heipio i adnabwyddu dwy hywyddwys negyddol ddiogelwch diol arfordir mewn cymunedau ffordi ledol Cymru.

Hysbys yn cynnig rhwyng y sesiwn madd Paul Donovan ac Emma Edwards-Jones, rheolwr gwasanaeth ar gyfer **Adventure Smart UK**, sydd dy nod i lalluau rhyf y digwyddiadau y gellir eu hysbysu i'r gwasanaethau arddor ac arwyddu yn ymddiriedolaethau i'rwyd hwyd blynyddys. Mae Adventure Smart UK yn ymgynghu gwasanaethau i ymgynghu pwyd yn gartrefol i'r wyddiadau am ydyd engys amnest i'ymnysu cynhyddoedd am eu dogelwch i'u cyrru ar huanau with 'nyrhau' awy agored. Er bod y ymgynghu yn hywyddoedd hanner awy agored, mae'n parhysu'r potensial ar gyfer cael ddiwedd mwy plesurus a chylfforddas ddiol ddiol y negyddol sydd.

Tourism

For further support or business CALL 03000 6...

Thematic years Finance Grading Working together Other Useful links

Home > Stay Safely in the Outdoors

Keeping visitors and Wales safe this summer

At an online session hosted by Visit Wales, tourism businesses had the opportunity to hear from the RNLi and Adventure Smart UK on how to help guests and visitors stay safer in the outdoors this summer.

With 870 miles of stunning coastline to explore, the RNLi in Wales is offering **coastal safety advice and guidance** for anyone looking to get out on the ocean and involved in the numerous water crafts available. It was also an opportunity for Chris Cousins (Water Safety Lead for the RNLi in Wales) to promote the **RNLi local water ambassadors scheme** where businesses based on the coast can help save lives by championing key water safety messages in local communities across Wales.

Also taking part in the session were Paul Donovan and Emma Edwards-Jones, project managers for **Adventure Smart UK**, who aims to reduce the number of avoidable incidents which the rescue and emergency services deal with each year. Adventure Smart is a national campaign to engage people positively with the simple information they need to take responsibility for their own safety and comfort while enjoying the outdoors. Whilst the campaign promotes outdoor recreation, it emphasises the potential for having a more enjoyable and comfortable day by following the simple messages.

[Trwristiaeth | Drupal \(gov.wales\)](#)

[Tourism | Business Wales \(gov.wales\)](#)

Keeping your Customers Safe

Over the last year, we have all made sacrifices to keep each other safe. As we prepare to welcome guests back, we know that you have gone above and beyond to make sure the experience is safe for your staff and your customer.

What you can introduce all possible measures to limit the risks, customer must also follow guidelines and safety measures introduced by you. Here's some advice on how you can help.

Signage
Signage can help you to communicate your safety message to your customers. It can also help you to communicate your safety message to your staff. It can also help you to communicate your safety message to your suppliers. It can also help you to communicate your safety message to your partners. It can also help you to communicate your safety message to your community. It can also help you to communicate your safety message to your industry. It can also help you to communicate your safety message to your government. It can also help you to communicate your safety message to your media. It can also help you to communicate your safety message to your public. It can also help you to communicate your safety message to your world.

Asking for help
Asking for help is a key part of keeping your customers safe. It can help you to identify the risks that your customers face. It can help you to identify the measures that you can take to reduce those risks. It can help you to identify the resources that you need to take those measures. It can help you to identify the people that you can turn to for help. It can help you to identify the ways that you can communicate your safety message to your customers. It can help you to identify the ways that you can communicate your safety message to your staff. It can help you to identify the ways that you can communicate your safety message to your suppliers. It can help you to identify the ways that you can communicate your safety message to your partners. It can help you to identify the ways that you can communicate your safety message to your community. It can help you to identify the ways that you can communicate your safety message to your industry. It can help you to identify the ways that you can communicate your safety message to your government. It can help you to identify the ways that you can communicate your safety message to your media. It can help you to identify the ways that you can communicate your safety message to your public. It can help you to identify the ways that you can communicate your safety message to your world.

Personal experience
Your own personal experience is a key part of keeping your customers safe. It can help you to identify the risks that your customers face. It can help you to identify the measures that you can take to reduce those risks. It can help you to identify the resources that you need to take those measures. It can help you to identify the people that you can turn to for help. It can help you to identify the ways that you can communicate your safety message to your customers. It can help you to identify the ways that you can communicate your safety message to your staff. It can help you to identify the ways that you can communicate your safety message to your suppliers. It can help you to identify the ways that you can communicate your safety message to your partners. It can help you to identify the ways that you can communicate your safety message to your community. It can help you to identify the ways that you can communicate your safety message to your industry. It can help you to identify the ways that you can communicate your safety message to your government. It can help you to identify the ways that you can communicate your safety message to your media. It can help you to identify the ways that you can communicate your safety message to your public. It can help you to identify the ways that you can communicate your safety message to your world.

Think local
Thinking locally is a key part of keeping your customers safe. It can help you to identify the risks that your customers face. It can help you to identify the measures that you can take to reduce those risks. It can help you to identify the resources that you need to take those measures. It can help you to identify the people that you can turn to for help. It can help you to identify the ways that you can communicate your safety message to your customers. It can help you to identify the ways that you can communicate your safety message to your staff. It can help you to identify the ways that you can communicate your safety message to your suppliers. It can help you to identify the ways that you can communicate your safety message to your partners. It can help you to identify the ways that you can communicate your safety message to your community. It can help you to identify the ways that you can communicate your safety message to your industry. It can help you to identify the ways that you can communicate your safety message to your government. It can help you to identify the ways that you can communicate your safety message to your media. It can help you to identify the ways that you can communicate your safety message to your public. It can help you to identify the ways that you can communicate your safety message to your world.

Adapting the focus
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Keeping it simple
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Assets
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Digital Marketing: What to say - and how and when to say it

Clear communication has never been more important, especially as the industry begins to reopen. Here, we've put together some advice to help you think about communications with your customers, along with tips on how to inspire them when restrictions are lifted.

Keep it official
Keep it official when you communicate with your customers. It can help you to identify the risks that your customers face. It can help you to identify the measures that you can take to reduce those risks. It can help you to identify the resources that you need to take those measures. It can help you to identify the people that you can turn to for help. It can help you to identify the ways that you can communicate your safety message to your customers. It can help you to identify the ways that you can communicate your safety message to your staff. It can help you to identify the ways that you can communicate your safety message to your suppliers. It can help you to identify the ways that you can communicate your safety message to your partners. It can help you to identify the ways that you can communicate your safety message to your community. It can help you to identify the ways that you can communicate your safety message to your industry. It can help you to identify the ways that you can communicate your safety message to your government. It can help you to identify the ways that you can communicate your safety message to your media. It can help you to identify the ways that you can communicate your safety message to your public. It can help you to identify the ways that you can communicate your safety message to your world.

Support your customers
Support your customers when you communicate with them. It can help you to identify the risks that your customers face. It can help you to identify the measures that you can take to reduce those risks. It can help you to identify the resources that you need to take those measures. It can help you to identify the people that you can turn to for help. It can help you to identify the ways that you can communicate your safety message to your customers. It can help you to identify the ways that you can communicate your safety message to your staff. It can help you to identify the ways that you can communicate your safety message to your suppliers. It can help you to identify the ways that you can communicate your safety message to your partners. It can help you to identify the ways that you can communicate your safety message to your community. It can help you to identify the ways that you can communicate your safety message to your industry. It can help you to identify the ways that you can communicate your safety message to your government. It can help you to identify the ways that you can communicate your safety message to your media. It can help you to identify the ways that you can communicate your safety message to your public. It can help you to identify the ways that you can communicate your safety message to your world.

Keep it clear
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What information is useful?
What information is useful when you communicate with your customers. It can help you to identify the risks that your customers face. It can help you to identify the measures that you can take to reduce those risks. It can help you to identify the resources that you need to take those measures. It can help you to identify the people that you can turn to for help. It can help you to identify the ways that you can communicate your safety message to your customers. It can help you to identify the ways that you can communicate your safety message to your staff. It can help you to identify the ways that you can communicate your safety message to your suppliers. It can help you to identify the ways that you can communicate your safety message to your partners. It can help you to identify the ways that you can communicate your safety message to your community. It can help you to identify the ways that you can communicate your safety message to your industry. It can help you to identify the ways that you can communicate your safety message to your government. It can help you to identify the ways that you can communicate your safety message to your media. It can help you to identify the ways that you can communicate your safety message to your public. It can help you to identify the ways that you can communicate your safety message to your world.

Checklist
Checklist of things to do when you communicate with your customers. It can help you to identify the risks that your customers face. It can help you to identify the measures that you can take to reduce those risks. It can help you to identify the resources that you need to take those measures. It can help you to identify the people that you can turn to for help. It can help you to identify the ways that you can communicate your safety message to your customers. It can help you to identify the ways that you can communicate your safety message to your staff. It can help you to identify the ways that you can communicate your safety message to your suppliers. It can help you to identify the ways that you can communicate your safety message to your partners. It can help you to identify the ways that you can communicate your safety message to your community. It can help you to identify the ways that you can communicate your safety message to your industry. It can help you to identify the ways that you can communicate your safety message to your government. It can help you to identify the ways that you can communicate your safety message to your media. It can help you to identify the ways that you can communicate your safety message to your public. It can help you to identify the ways that you can communicate your safety message to your world.

[Assets | Visit Wales](#)



Adnoddau Resources

Audiences & Insights Tourism Research and Insights

September 2021 | Version 1.0

Ymchwil. Research.

| | | |
|---|---|--|
| <p>Tourism Research and Insights For ease of reference, these links to research are organised into 4 areas:</p> <ul style="list-style-type: none"> — Demand and Market Research — Supply Side Research — Visitor Experience Research — Strategic Trends and Evidence <p>This overview represents some of the core areas of market intelligence that are in the public domain. We also undertake specific evaluation of the Wales brand and tourism marketing activity, including population tracker surveys, pop up/intercept surveys (websites/social media/ partnerships) and follow up conversion research via surveys. These reports are available separately from Visit Wales. The research surveys are supplemented by information from digital analytics of users of our websites and social media platforms and this information is separately available from Visit Wales.</p> | <p>Tourism Demand & Market Research tracks market and competitive conditions and identifies opportunities, preferences and barriers for attracting different markets including visitor decisions.</p> | <p>Visit Wales Market Demand Reports To provide information to support market and campaign planning, Visit Wales undertakes consumer tracking surveys in our key target markets, UK, Ireland and Germany. The most recent surveys were undertaken in early 2020, pre-pandemic, but the published reports still include useful information on holiday motivations and perceptions of Wales in these key markets.</p> |
| | <p>For monitoring the estimates of the volume, value, characteristics of trips taken from different markets and opportunities for growth, the International Passenger Survey (IPS) the GB Tourism Survey (GBTS) and the GB Day Visits Survey (GBDV3) are the main sources.</p> | |
| | <p>GB Domestic Trip Taking Historic and trend data on overnight trips taken by GB residents in Wales and across GB as a whole is published via a series of annual reports from the Great Britain Tourism Survey. The most recent published report is 2019, prior to Covid 19. Historic and trend data on day trips taken by GB residents in Wales and across GB as a whole is published via a series of annual reports from the Great Britain Day Visitor Survey. The most recent published report is 2019, prior to Covid 19. These surveys were substantially revised during 2020, with a new combined online survey capturing additional data. However, the roll out of the surveys has been disrupted due to Covid 19, so published information is not available for 2020 and 2021 data will not be published until later in 2021.</p> | <p>Covid 19 Consumer Sentiment Tracking Visit Wales in conjunction with Visit Britain has undertaken an extensive programme of consumer tracking since the start of the pandemic. This includes regular weekly/fortnightly surveys of the UK market and ad-hoc surveys across a wide number of inbound markets to the UK. These provide useful information on consumer sentiment, intentions to take holidays in the UK and impact of Covid 19 on types of holiday destination and experiences being visited and considered. Reports from the weekly/fortnightly UK tracker is published on VB website and a more detailed report of the profile of Wales visitors is published on Welsh Government website. Reports from the first two waves of the international tracker are published on VB website.</p> |
| | <p>International Visitors The main source of information on the volume and value of inbound international visitors to the UK and Wales is collected via the International Passenger Survey managed by Office for National Statistics. The Visit Britain website contains useful information on visits to the UK and Wales from the international passenger survey including information of visits to Wales and regions of UK, and reports and information on inbound markets to the UK. The International Passenger Survey has been severely disrupted due to Covid 19, so only basic information is available for 2020 and for the first quarter of 2021.</p> | |

< >

| | |
|---|--|
| <p>Tourism Supply Side Research tracks the competitiveness and performance of the industry and capacity to meet changing market needs.</p> | <p>Visitor Experience Monitoring identifies the profile and behaviour of visitors and visitor satisfaction and helps identify areas of competitive advantage and priorities for investment.</p> |
| <p>Wales Tourism Business Barometer Conducted after each key holiday period to assess business confidence in the Welsh tourism industry and provides indicative results at national, regional and sectoral level. Reports for 2019 and previous years are published on Welsh Government website.</p> | <p>Wales Visitor Survey most recently undertaken in 2019, including a mix of quantitative and qualitative research. The 2019 published reports provide useful information on the detailed profile and motivations of leisure visitors to Wales, as well as feedback on visitor satisfaction and useful information on the influences, planning and booking of trips taken in Wales.</p> |
| <p>Coronavirus Tourism Business Impact surveys Separate business impact surveys have been regularly undertaken since the start of the pandemic looking at the impact on business performance and the most recent report published in July 2021 is available on Welsh Government website.</p> | <p>Strategic Trends and Evidence Welcome to Wales: 2020 – 2025 Priorities for the visitor economy As part of the strategy preparation, an extensive review and analysis of key trends was undertaken. A useful summary of this Evidence Base is available on Welsh Government website. Whilst this was undertaken pre Covid 19 pandemic, there is useful information on the strategic performances, challenges and opportunities for the visitor economy in Wales.</p> |
| <p>The Wales Occupancy Survey This monthly survey of a sample of accommodation businesses in Wales provides information on occupancy levels for different types of accommodation. The latest quarterly report covering the period January to March 2021 is available on Welsh Government website. The more detailed annual report for 2020 is yet to be published but annual reports for previous years are available on Welsh Government website.</p> | |
| <p>Visitor Attractions Survey The annual survey monitors trends in the tourist attraction sector in order to provide a greater understanding of the sector to both industry and public sector. This includes comparative analysis on visitor figures, operations, funding, revenue, marketing and staffing. The latest published report for 2018 is available on Welsh Government website. A report covering visitor levels in 2019 and 2020 is due to be published later this year.</p> | |
| <p>Bed stock data Data on the number of tourism accommodation establishments and bed spaces in Wales by accommodation type (Eurostat requirement). The 2013 report is the latest available published information and was a snapshot of that year. It should be noted that bed stock changes on a regular basis and an updated report will be published later this year.</p> | |



Adnoddau Resources

visitwales.com
Cynghorion da ar sut i greu cofnod da

January 2020



Let's work together


View image credits



Working with Visit Wales
You can work with us in a number of ways. Read on to find out how to feature in our site searches, add your event to our site, amend an existing product and how to engage with us via social media.

visitwales.com
Top tips for an epic listing

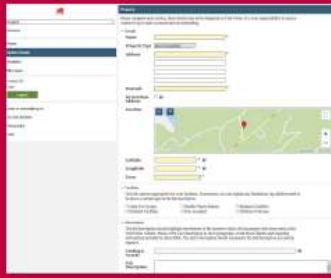
January 2020



01 When you have logged into your account, use the menu on the left-hand side to check and update your business details.

02 If you have multiple businesses for example accommodation and an attraction, you will see a drop-down option on the top right-hand side of your screen where you can select each business in turn. You will need to update details for all businesses on your account.

03 Make sure you complete all details to ensure you're giving your business the best chance to engage your potential customers.



04 Make sure you have a clear and concise description of your business. Use the 'Write a description' button to update your details.

05 For help/guidance and useful tips/apps on how to make the best use of the 'Write a description' button, click on the 'Write a description' button.

06 If a user is using Google or site search, keywords are essential for Search Engine Optimisation (SEO) purposes. Put the most important keywords in the short description as this has prominence in how they are shown on the page and follow with any additional use of keywords in the long description. However, try to avoid repeating words too often as Google is clever and will know what you're up to.

07 Think of words that potential customers would search for. Better still, use your previous customers how they would describe your property.

08 Some descriptions are probably best avoided, for example, coding lists and feature lists.



06 Images and video
How to upload images and videos

01 As mentioned within in the product listing tool system, choose a landscape photo that is at least 1000 pixels by 1000 pixels. Photos taken on a mobile will normally be ok. The system will automatically resize your photo to the right size. Check on the screen that it looks ok before saving.

02 Add a title that accurately describes the image as this may be used by Google.

03 Ensure the file size is no bigger than 4 megabytes. It's best practice to save images out as low as possible.

04 Take the picture landscape, not portrait.

05 The first 10 large images will be used. Like the first one to click and number the images shown on Visit Wales. Think about the order the images are displayed. The image you place at the top of your image list will display first in the header.

06 If all images aren't in the large format, the first image in your list will render in large format in the header section. The remaining images will all render in a small carousel format further down the page.

07 Label the 10 images you are able to publish as it provides your guests the most relevance with which to make their decision, and allows them to spend more time on your listing. Try not to photograph the same thing but add a variety of subjects.

08 Find the video you want to use on YouTube and copy the reference code and add a title that accurately describes the video. It may be indexed by Google. Click on the plus button to attach the reference to correct. One video will display on your product listing page in a future update.



06 Images and video
Image guide

You want your potential visitors to select your business and click through to view your details. Try to imagine your business listing from your potential visitor's perspective. Would you book accommodation based on text alone?

Therefore, think about which one you would choose:

- a) The one with poor quality/low images
- b) The one with a range of high-quality images

The difference is easy but you have to ensure your images are the very best you have available and true to reality. Consider a professional photographer if budgets allow as you will be able to use them on your own website, social media channels and other marketing activity you do.

If not and you have a smart phone, the easiest way is to take photographs on this and upload these directly.

01 Take pictures at different times of the day and change the order of the pictures regularly to keep the entry looking up-to-date. For example, a picture of a cosy lounge with a log fire is great for winter breaks.

02 Keep it bright by taking the photos during the day - let the natural light in and even turn on the lights.

03 Showcase elements that are unique to your business. For example, a great view.



04 If you've taken a local attraction, post some photos of it ensuring you obtain permission so you have the copyright to do so.



Cynllunio Ymgyrch - Hydref a Gaeaf.
Autumn and Winter Campaign Planning.




Hygyrchedd. Cynwysoldeb. Cynaliadwyedd.
Accessibility. Inclusivity. Sustainability.


English  Search 

Inspire me Places to stay Things to do **Destinations** Info

HOME DESTINATIONS SOUTH WALES


Accessible South Wales



 **AMY PAY**
Freelance journalist and content creator living in Cardiff, she is passionate about sharing hidden spots only locals know, micro-adventures, vegan living and gaming.

Where:  **SOUTH WALES**

Tags: **HISTORIC BUILDINGS** **THROUGH MY EYES** **TRIP** **ACCOMMODATION**

[View image credits](#)



English  Search 


Inspire me Places to stay Things to do Destinations Info



HOME INSPIRE ME SHORT BREAKS

Inclusive Cymru: Your LGBT+ Guide to Wales

Tags: **LGBTQ+** **COUPLES** **GROUPS** **ACCOMMODATION**

[View image credits](#)



English  Search 


Inspire me Places to stay Things to do Destinations Info

HOME INSPIRE ME HOLIDAYS

Six reasons to choose Wales for a sustainable holiday



Tags: **ECO** **WELLNESS ACTIVITIES** **TRADITIONS**

[View image credits](#)



Hefyd – Trefi a Dinasoedd. Atyniadau. Llety. Manwerthu

Also - Towns and Cities. Attractions. Accommodation. Retail.

English  Search 

[Inspire me](#) [Places to stay](#) [Things to do](#) [Destinations](#) [Info](#)


HOME [INSPIRE ME](#) [CITY BREAKS](#)



Cardiff for first-timers

Where:

Tags:

[View image credits](#)



English  Search 

[Inspire me](#) [Places to stay](#) [Things to do](#) [Destinations](#) [Info](#)


HOME [DESTINATIONS](#) [MID WALES](#) [POWYS](#)



Spotlight on Machynlleth

Where:

Tags:

[View image credits](#)



English  Search 

[Inspire me](#) [Places to stay](#) [Things to do](#) [Destinations](#) [Info](#)


HOME [INSPIRE ME](#) [DAYS OUT](#)

Ideas for rainy days in West Wales

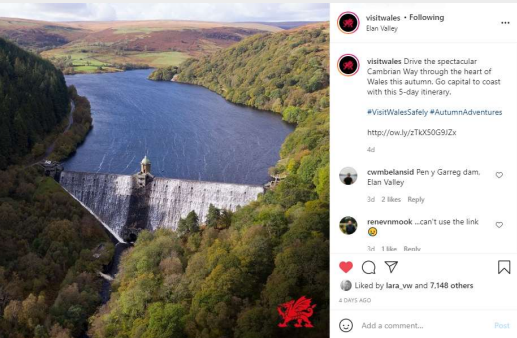
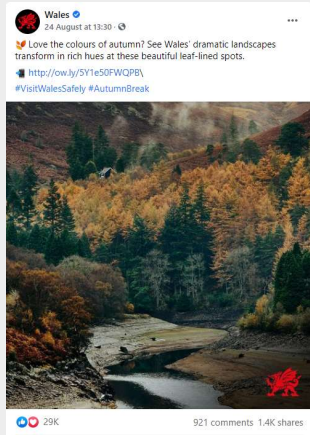
Where:

Tags:

[View image credits](#)

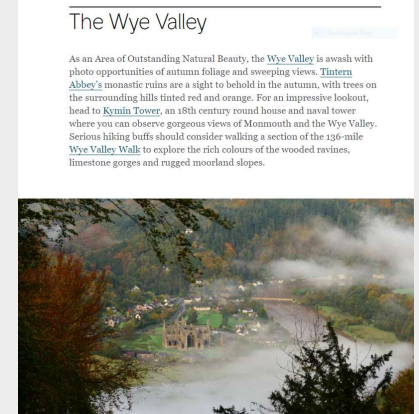
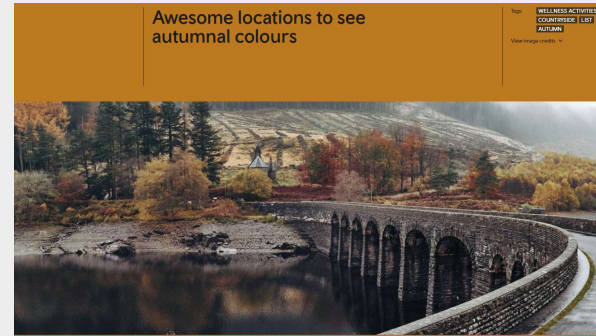


Diwedd Awst - cyn Gŵyl y Banc Late August – pre Bank Holiday



Dechreuodd negeseuon yr hydref ar 24 Awst gyda deunydd organig a phostiadau yn y cyfryngau cymdeithasol i ysbrydoli ymweliadau yn nhyrnor yr hydref a thu hwnt a chynnwys ar y we

Autumn messaging started 24 August with organic and boosted social posts to inspire visits in Autumn season and beyond and web content



Yr Ymgyrch.

The campaign.

Dyma'r Hydref. Dyma'r Gaeaf.

Un ymgyrch, dau dymor - gellir defnyddio llawer o'r golygfeydd ar draws y ddau dymor.

Ail-fframio'r hydref a'r gaeaf yng Nghymru— arddangos y tymhorau a dathlu'r adegau cofiadwy sy'n digwydd **oherwydd** y tymhorau, nid er gwaethaf y tymhorau.

Hefyd, gan gynnwys amrywiaeth eang o atyniadau dan do, pwyslais ar fwyd a manwerthu a gweithgarwch annibynnol sy'n annog ymweliadau â'n trefi a'n dinasoedd

Ffocws ar lety – gan gofio math/capaciti/lledaeniad.

This is autumn. This is winter.

One campaign, two seasons - many of the scenes can be used across both seasons.

Reframing the autumn and winter in Wales - showcasing the seasons and celebrating the memorable moments that happen **because** of the seasons, not despite them.

Also including a wide range of indoor attractions, an accent on food and independent retail as well.

Accommodation focus – bearing in mind type/capacity/spread.





Anadlu awyr iach ar ei mwyaf ffres.
Breathing fresh air at its freshest.

Cymylau dramatig a moroedd sy'n rhuo.
Dramatic clouds and roaring seas.





Hud tanllwyth mawr o dân ar ôl taith gerdded yn y gaeaf.
The magic of a roaring fire after a winter walk.

Chwythwch i ffwrdd y gwe pry copyn mwyaf ystyfnig.
Blow away the most stubborn cobwebs.



'Wales Introduces...'

Welsh winter walks

A new collection of winter walks that help you blow away the most stubborn of cobwebs while you take in the dramatic sounds and sights of our land and seas.



Yr Ymgyrch.
The campaign.

Lleoliad a synhwyrâu

Mae tymhorau'r hydref a'r gaeaf yn rhoi cefndir epig i ni.

Ymgyrch i'r synhwyrâu— sefyll allan yn greadigol ar draws llwyfannau



Gweithgareddau

Mae'r tymhorau hefyd yn rhoi profiadau a gweithgareddau unigryw na allem eu mwynhau ar adegau eraill o'r flwyddyn.



Straeon

Gyda'r cefndir hwn, a gweithgareddau unigryw, rydym yn adrodd straeon ac yn rhoi enghreifftiau o adegau cofiadwy o gyd-dynnu, ailgysylltu a llesiant.

Setting and senses

The autumn and winter seasons provide us with an epic backdrop.

A campaign for the senses— to stand out creatively across platforms.

Activities

The seasons also give unique experiences and activities that we couldn't enjoy other times of the year.

Stories

With this backdrop, and unique activities, we tell stories and give examples of memorable moments of togetherness, reconnection and wellbeing.



Y Straeon. Ee.

The stories. Eg.

Amser.
Ailgysylltu.
Gyda'n gilydd.

Cipio'r eiliadau sydyn, arbennig— y cwtsch, yr olwg, yr eiliad arbennig y maent yn eu profi gyda'i gilydd. Yr adegau arbennig y mae dod i Gymru yn yr hydref neu'r gaeaf yn eu rhoi iddynt.

Time.
Reconnection.
Togetherness.

Capturing the small, intimate moments— holding hands, the cwtsch, the look, the special moment that they're experiencing together. The special moments that coming to Wales in the autumn or winter is giving them.



— the cozy nights

Nosweithiau clyd.
Cosy nights.



Cwtsh go iawn.
Real cwtchyness.

Gweithgareddau. E.e.

Activities. E.g.

Cosy Retreats.
Friends, fires, food.



Hot tubs and heated pools.
A little luxury. Anything better on a cold day?



Pets welcome.
No flights — bring your four-legged friends.



Ymgyrch y **Synhwyr**au.

A campaign of the **Senses**.

Golwg.
Seiniau.
Arogl.
Cyffwrdd.
Blas.

Sights.
Sounds.
Smell.
Touch.
Taste.

A photographers dream.
Finn Beales, James Morris, Hollie Harmsworth, etc.



Turning leaves.
Catch nature as it changes colour.



Indoors activities.
Museums, galleries, Bounce Below, and tours such as Halen Môn and Penderyn.



E.e. Golwg.
E.g. Sights



E.e. Golwg.

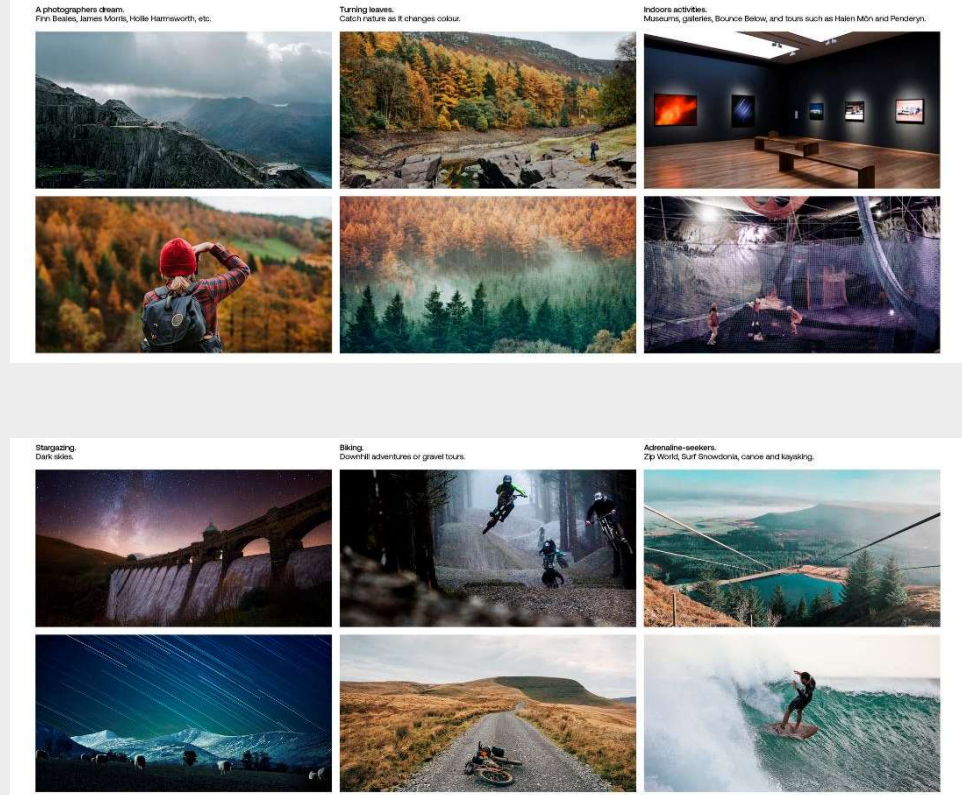
E.g. Sights

Engbreiffiau

- Lliwiau: o goch i wyrdd
- Troi dail.
- Cerrig a llechi gwlyb.
- Golau'r haul yn disgleirio drwy gwmwl.
- Bwyd blasus.
- Stêm yn codi oddi ar ddioid poeth.
- Tonnau gwyn.
- Tanllwythi mawr o dân.
- Cabanau clyd.
- Twbâu twym yn llawn dŵr byrlymol.
- Awyr dywyll a sêr disglair.

Examples

- Colours: red, green
- Turning leaves.
- Wet slate and stone.
- Sunlight piercing through cloud.
- Food bursting with colour.
- Steam off a hot drink.
- White waves.
- Roaring fires.
- Cosy cabins.
- Bubbling hot tubs.
- Dark skies and bright stars.



A silhouette of a person standing on a mountain peak at night, looking up at a starry sky with a meteor streak.

‘Wales introduces...’

The stargazing forecast

To help you know which crisp clear winter nights will give you the best chance of stars. Narrated.

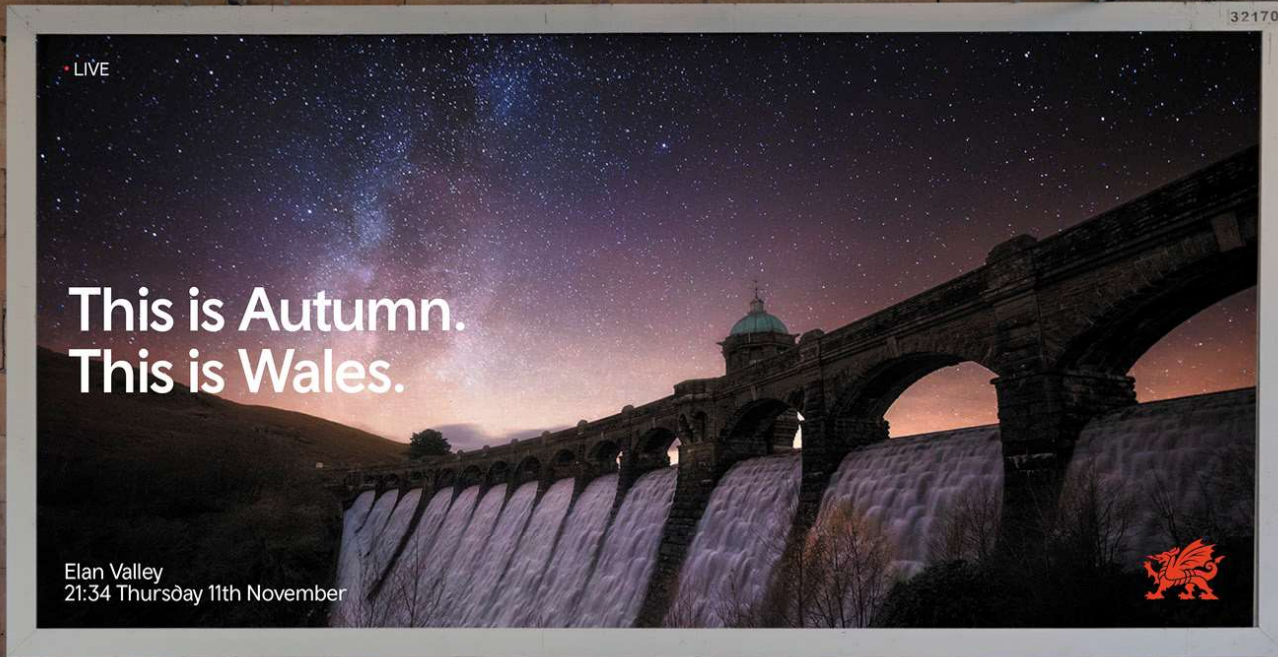
OOH advertising.

321701

LIVE

This is Autumn.
This is Wales.

Elan Valley
21:34 Thursday 11th November



Cynulleidfaoedd Targed.
Target audiences.



Pobl hŷn sy'n chwilio am rywbeth cyfarwydd
53-73, teithiau aml-genhedlaeth, ymweld neu
wyliau gyda theulu a ffrindiau

Seniors Craving familiarity
53-73, multi generational trips, visiting or
holidaying with family and friends

Pobl Cymru/People of Wales

National Trust
Cadw / castles
Museums
History
Walking
Familiar destinations
Family and friends
Wildlife
Canal trips

Meeting up with extended family

Food and drink tours
Pubs with character

Cottage / Boutique Hotel

Autumn colours—
e.g Bodnant Garden, Wye Valley

Train journeys and towns with easy access

Signposted walks—
Wales Coast Path
Offa's Dyke



Pobl sy'n frwd dros benwythnos i ffwrdd

16-24 (ond hefyd hyd at 44)

Cyplau ifanc yn ogystal â ffrindiau

Serial Weekenders

16-24 (but also up to 44)

Young couples as well as friends

Instagrammable destinations:

Strumble Head
Church Doors Cove
Mwnt
St Catherine's Island
Portmeirion
Viaducts and bridges
Castles
Stargazing

Outdoor activity—
Cycling, swimming

Cabins and accommodation like Fforest

Long-distance running—
best running routes
Accommodation near running routes

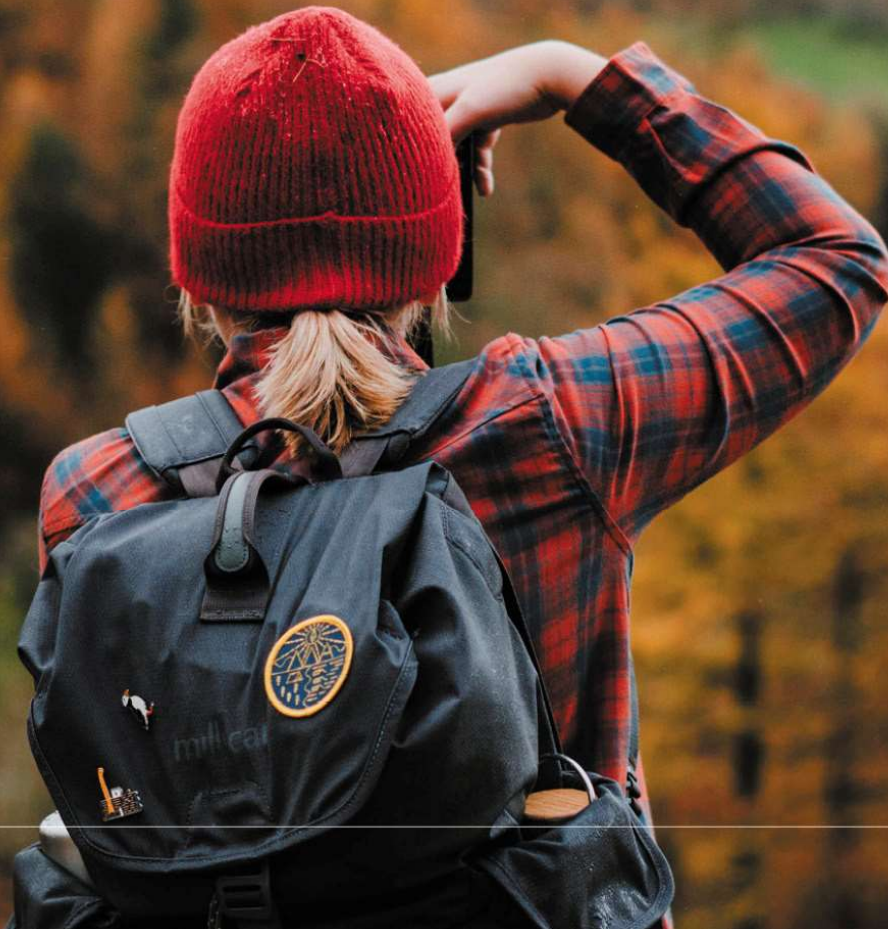
48 hours in... guides
Keep busy pack in as much as possible
National Parks
Cities

Food & Drink — new experiences
Pop-ups, street food
Craft beer and spirits

Once in a lifetime experiences
Unique accommodation

Autumn colours in nature:
e.g. Elan Valley

Organised events—
White Water Rafting
Bike Park Wales
Coasteering



Seligion Awyr Agored Mileniaid

Outdoor Enthusiasts Millennials

Sustainability / Eco-friendly.

“Get out of the city”
“Off the beaten track”
“Escape reality for a while”

Adventure activities—
Water-sports
Kayaking / surfing / wild swimming / coasteering
Walking — Rugged Walks

Waterfalls and gorgewalking
National Parks

Food and Drink—
Foraging
Local produce to cook outdoors

Best cycling routes
Best sunset spots

Wales Way

Camping / glamping / Campervan

Attractions like Zip World, Surf Snowdonia, with walks / hiking
and cycling routes near by, surrounded by nature.

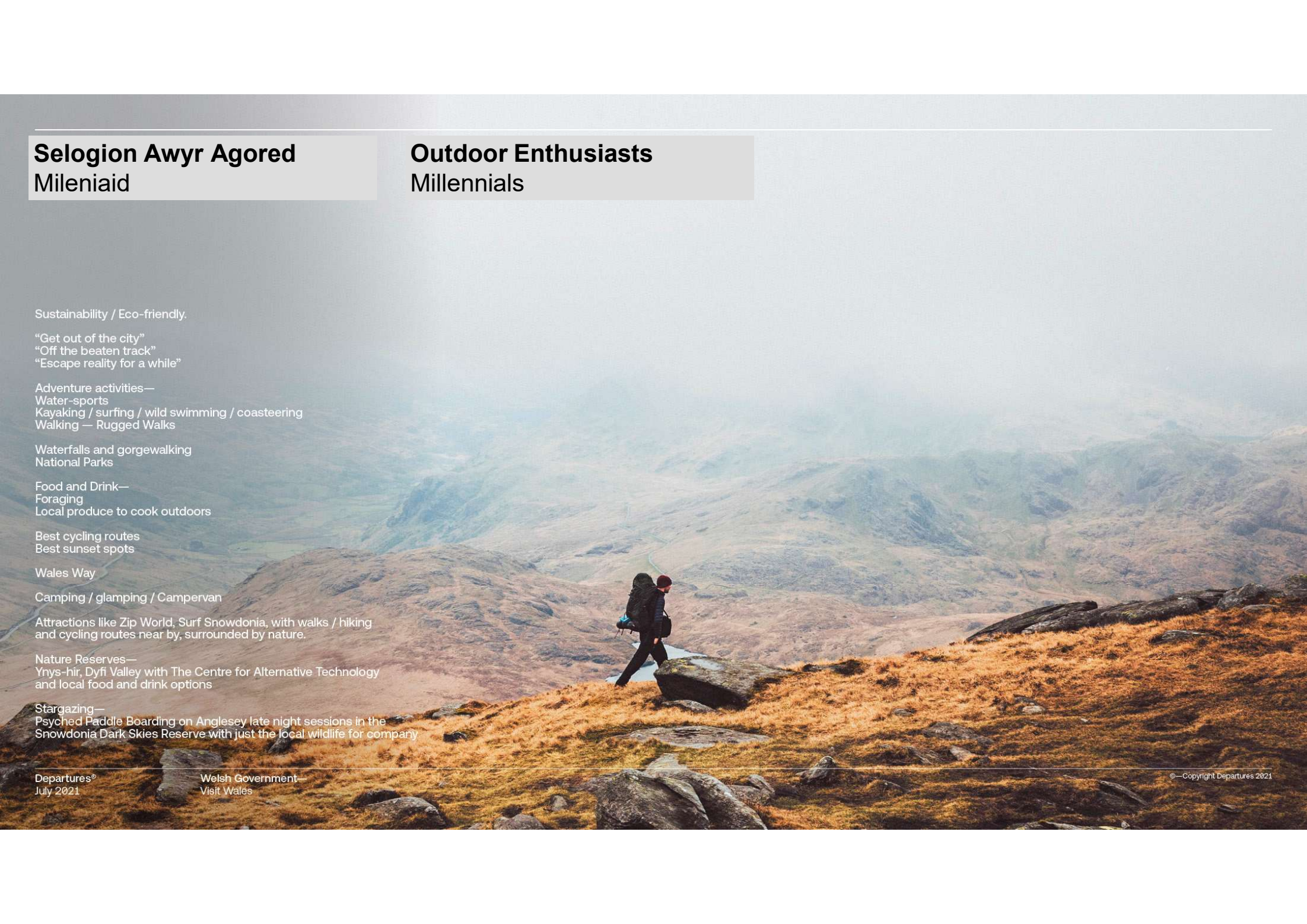
Nature Reserves—
Ynys-hir, Dyfi Valley with The Centre for Alternative Technology
and local food and drink options

Stargazing—
Psyched Paddle Boarding on Anglesey late night sessions in the
Snowdonia Dark Skies Reserve with just the local wildlife for company

Departures®
July 2021

Welsh Government—
Visit Wales

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Teuluoedd

Grwpiau aml-genhedlaeth

Families

Multi generational groups

Museums
Castles
The Centre for Alternative Technology
Easy walks with parking, e.g. Elan Valley
Gardens and parks
Indoor activities
Wildlife
Bluestone
Cottages big enough for the whole family
Activities with hire equipment

Dog friendly—
Accommodation
Food & drink
Walks
Attractions

Autumn colours

Day trips—
Ramsey Island
Lake Vyrnwy Nature Reserve
Portmeirion
Forest Drive
Waterfalls walk
Devils Bridge
Canal trips
Foraging
Trains of Wales
National Botanic Gardens

Organised events—
White Water Rafting
Bike Park Wales
Zip World Forest Treetops
Guided stargazing



Amseriadau. Timings.



Amseriadau.

Timings.

| | Cynnwys/Content | Hysbysebu/Advertising | Cysylltiadau Cyhoeddus/PR |
|------------------|--|---|--|
| AWST/AUG | 2021 content creation | | |
| MEDI/SEP | 2021 Content creation | Countdown to autumn Dark Skies content | Dark skies PR |
| HYDERF/OCT | 2021 'as it happens content' Extra filming for 2022 | 1 Oct — autumn ads go live | Launch This is Autumn Autumn PR |
| TACHWEDD/ NOV | 2021 'as it happens content' Extra filming for 2022 | Autumn is live | Autumn PR |
| RHAGFYR/ DEC | 2021 'as it happens content' Extra filming for 2022 | 1 Dec — winter ads go live | Launch This is Winter |
| IONAWR/JAN | 2021 'as it happens content' Extra filming for 2022 | Winter is live | Winter PR |
| CHWEFROR/ FEB | | Winter is live | |



Crynodeb

Summary

Dyma'r Hydref/Dyma'r Gaeaf – yn seiliedig ar y 5 Synnwyr a

bydd yn arddangos y tymhorau ac yn dathlu'r adegau cofiadwy sy'n digwydd oherwydd y tymhorau, nid er gwaethaf y tymhorau. Bydd hefyd yn cynnwys ystod eang o atyniadau dan do – pwyslais ar fwyd a manwerthu annibynnol hefyd. Bydd y ffocws ar lety yn ystyried math, capasiti, a lledaeniad.

Bydd y gweithgarwch yn cychwyn o ganol mis Medi gan ganolbwyntio ar Awyr Dywyll a symud i'r brif ymgyrch a fydd yn rhedeg o Hydref ymlaen.

Bydd pecynnau cynnwys newydd ar gael ar visitwales.com croeso.cymru ac yn cael eu hannog drwy ymgyrch Cysylltiadau Cyhoeddus sy'n targedu'r cyfryngau yng Nghymru a thu hwnt.

Cefnogir yr ymgyrch gan hysbysebu digidol ar Facebook, Instagram, Pinterest, YouTube a TikTok

Cynllun cyfryngau ATL i gynnwys rhai manau cychwyn ar deledu llinol, VoD, hysbysebu radio, OOH yn ogystal â phartneriaethau'r wasg

Bydd y **gynulleidfa darged** yn fforwyr annibynnol ond yn canolbwyntio'n benodol ar bobl hŷn sy'n chwilio am rywbeth cyfarwydd (55-73), teuluoedd (45 – 53), selogion awyr agored (25 – 34) a'r rheini sy'n frwd dros benwythnos i ffwrdd (16 – 24)

This is Autumn/This is Winter – built around the 5 Senses

and will showcase the seasons and celebrate the memorable moments that happen because of the seasons, not despite them also including a wide range of indoor attractions, an accent on food and independent retail as well. Accommodation focus will bear in mind type capacity spread.

Activity kick off mid-September with focus on Dark Skies and moving into main campaign to run from October onwards

New content packages will be available on visitwales.com and croeso.cymru and amplified with a PR campaign targeting in-Wales and outside of Wales media

Campaign will be supported by digital advertising on Facebook, Instagram, Pinterest, YouTube and TikTok

ATL media plan to include some kick off spots on linear TV, VoD, radio advertising, OOH as well as press partnerships

Target audience will be independent explorers but focussing specifically on seniors craving familiarity (55-73) families (45 – 53) outdoor enthusiasts (25 – 34) and serial weekenders (16 – 24)

Pobl Cymru/People of Wales



**Diwydiant Deithio
Travel Trade**

**Digwyddiadau Busnes - Marchnad MICE
Business Events – MICE market**

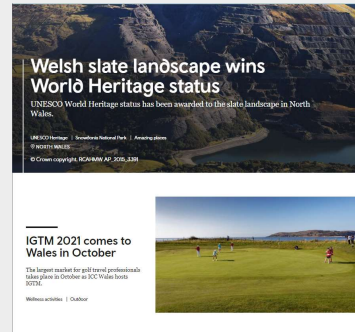
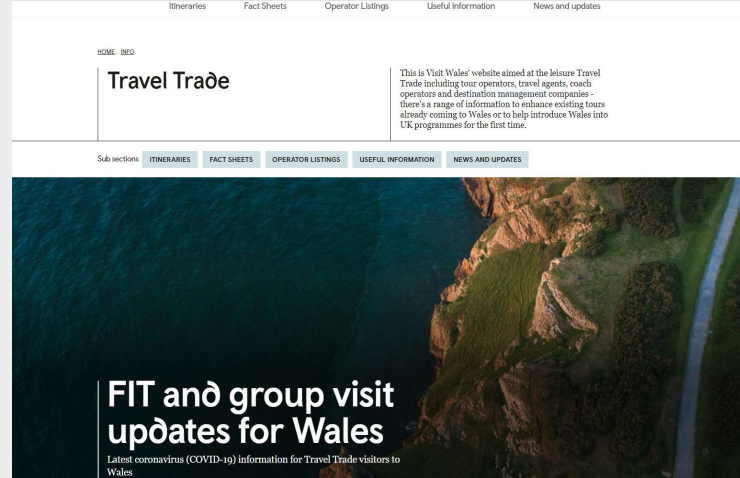


Diwydiant Deithio?

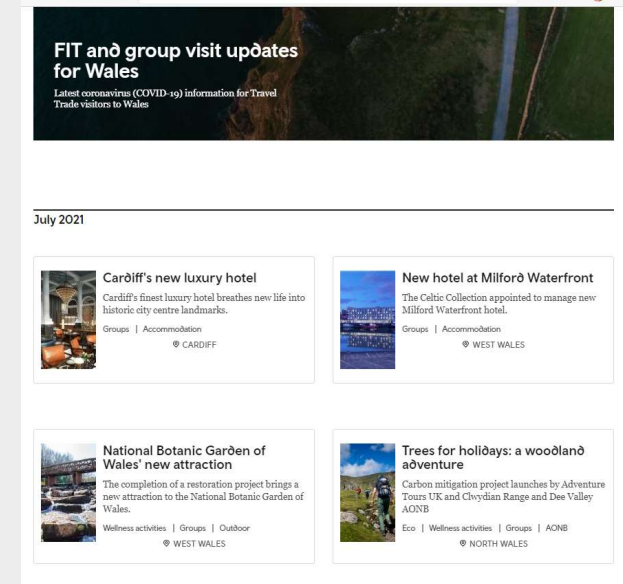
Travel Trade?

Mae'r '**Diwydiant Teithio**' (neu'r Travel Trade yn Saesneg) yn derm cyffredinol ar gyfer busnesau trefnu fel cwmnïau teithio, asiantwyr teithiau a chyfanwerthwyr sy'n gyswllt rhyngoch chi, diwydiant twristiaeth Cymru.

The '**Travel Trade**' is a collective term for intermediaries such as tour operators, travel agents and wholesalers who do business between you and their customers/consumers.



[Travel Trade | Visit Wales](#)



Diwydiant Deithio

Travel Trade

Adfer busnes rhyngwladol

Yn 2019 denodd Cymru 1.023 miliwn o ymwelwyr rhyngwladol gyda gwariant o £515 miliwn.

I lawer o bobl sy'n mynd ar wyliau rhyngwladol, mae'r 'Diwydiant Deithio' yn chwarae rhan hanfodol.

Maent yn darparu teithiau a chynhyrchion a gall ddylanwadu ar ddewis cyrchfan i bobl sy'n mynd ar eu gwyliau.

Roedd busnes i Gymru gan weithredwyr teithiau a oedd yn adrodd drwy ein Hymchwil Masnach Deithio Flynyddol yn 2019 yn o leiaf £35.8m.

Recovering international business

In 2019 Wales attracted 1.023 million international visitors with a spend of £515 million.

For many international holidaymakers the 'Travel Trade' plays a crucial role.

They provide tours and products and can influence a holidaymaker's choice of destination.

Business to Wales from tour operators reporting through our Annual Travel Trade Research in 2019 was at least £35.8m.



Diwydiant Deithio

Travel Trade

Cynhyrchwyd tua 174 o deithiau/rhaglenni newydd yn 2019 o ganlyniad i ryngweithio Croeso Cymru.

Roedd gan 57% o weithredwyr a oedd eisoes yn cynnwys Cymru ddi-ddordeb mewn datblygu/gwerthu mwy o gynhyrchion Cymru.

Busnes i Gymru gan weithredwyr teithiau Gogledd America a oedd yn adrodd drwy ein Hymchwil Masnach Deithio Flynyddol oedd O leiaf £2.2 miliwn yn 2019.



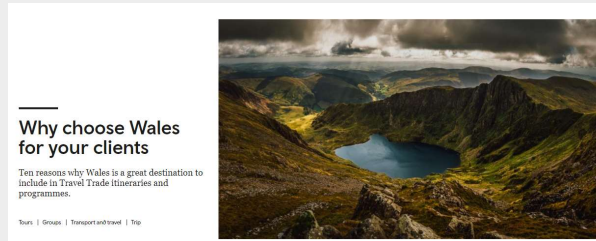
Mae Croeso Cymru yn darparu rhaglen sy'n targedu'r 'diwydiant deithio' ac ymwelwyr rhyngwladol:

www.croeso.cymru/cy www.visitwales.com/info/travel-trade, e-gylchlythyrau, cyfryngau cymdeithasol, digwyddiadau masnach (rhithiol ac wyneb yn wyneb), digwyddiadau

Approximately 174 new tours/programmes were generated in 2019 as a result of Visit Wales' interaction.

57% of operators already including Wales were interested in developing/ selling more Wales products.

Business to Wales from North American tour operators reporting through our Annual Travel Trade Research was at least £2.2 million in 2019.



Visit Wales delivers a programme targeting the 'travel trade' and international visitors: www.visitwales.com, www.traveltrade.visitwales.com, e-newsletters, social media, trade events (virtual & in-person), familiarisation & press visits and more.



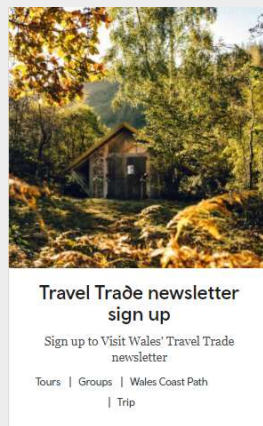
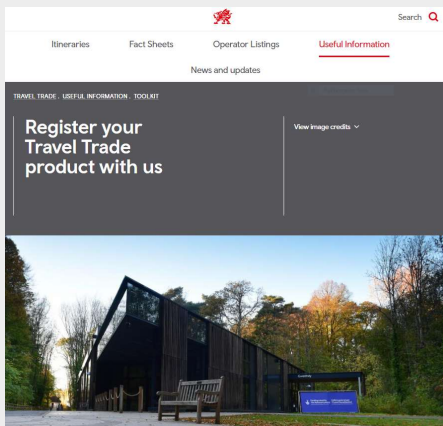
Diwydiant Deithio

Travel Trade

Sut y gallwch fanteisio ar y cyfleoedd

Sicrhewch eich bod wedi teilwra eich rhestr o gynnyrch ar gyfer defnyddwyr, y fasnach deithio a digwyddiadau busnes ar Gronfa Ddata Cynnyrch Twristiaeth Croeso Cymru: i wneud y gorau o'ch rhestr lawrlwythwch ein canllaw diwydiant newydd '[Awgrymiadau da ar gyfer rhestru epig](#)' (defnyddiwr) a [Awgrymiadau da ar gyfer rhestr epig](#) (Masnach Deithio/MeetinWales).

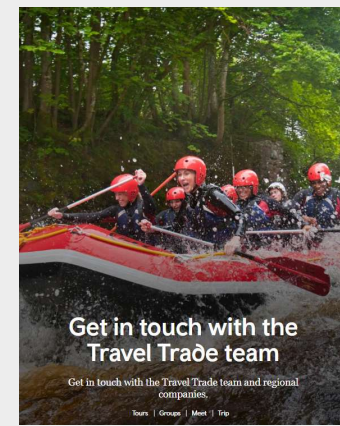
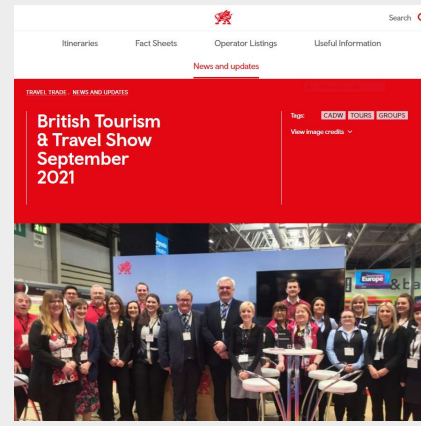
Dilynwch [@croesocymrubus](#) a darllenwch e-gylchlythyr y **diwydiant** i glywed am gyfleoedd marchnata a digwyddiadau masnach y gallwch gymryd rhan ynddynt.



How you can tap into the opportunities

Ensure you have tailored your product listing for consumers, the travel trade and business events on the Visit Wales Tourism Product Database: to make the most of your listing download our new industry guide '[Top tips for an epic listing](#)' (consumer) and [Top tips for an epic listing](#) (Travel Trade/MeetinWales).

Follow [@visitwalesbiz](#) and read the industry e-newsletter to hear of marketing opportunities and trade events you can participate in.



Digwyddiadau Busnes - Marchnad MICE Business Events – MICE Market

Meetings, Incentives, Conferences & Exhibitions



Choose Wales | Plan Your Visit | Support and Resource | News and Updates

MEET IN WALES - CHOOSE WALES

Discover Wales for incentives

View image credits



Wild wellness retreat with Adventure Tours UK

Adventure Tours UK offer a four day wellness retreat to teams looking to relax and rejuvenate.

📍 NORTH WALES



South Wales delegate experiences for business events

Discover South Wales and Cardiff for incentives, team building and corporate away days and events.

📍 CARDIFF



Digwyddiadau Busnes - Marchnad MICE

Business Events – MICE Market

Ffeithiau allweddol y diwydiant:

- Mae diwydiant digwyddiadau busnes y DU werth £24 biliwn y flwyddyn
- Ar hyn o bryd mae gan Gymru lai na 2% o'r gyfran hon o £ 24 biliwn ar 1.59%
- Mae cynrychiolydd busnes werth o leiaf dair (3) gwaith gwerth ymwelydd hamdden
- Mae LIC / VisitWales yn buddsoddi £ 800k y flwyddyn mewn digwyddiadau busnes
- **Mae 74% o gynrychiolwyr busnes yn dychwelyd i gyrchfan cynhadledd fel ymwelydd hamdden**

Key industry facts:

- The UK business events industry is worth £24 billion per annum
- Wales currently holds less than 2% of this £24 billion share at 1.59%
- A business delegate is worth at least three (3) times the value of a leisure visitor
- WG/ VisitWales is investing £800k per annum into business events
- **74% of business delegates return to a conference destination as a leisure visitor**



Cyfleoedd i gynhyrchion Cymru Opportunities for Wales products

Ymdrech trwy gydol y flwyddyn

Ymgysylltu â chynlluniwr a phrynwyr digwyddiadau mewn digwyddiadau byw ee. The Meeting Show, IMEX, IBTM ac ati

Proffil ar VisitWales.com a MeetInWales.com

Proffil y cynnyrch ac amlygiad i ddigwyddiadau Corfforaethol, Cymhelliant, Adeiladu Tîm, Cyfarfodydd a Chymdeithasau (MICE & Associations)

Amlygiad ac ymgysylltiad trwy raglen Ambassador Wales / Llysgennad Cymru ar gyfer busnes Cymdeithasau (sganio gorwel a busnes piblinell)

Cyrhaeddiad domestig, cenedlaethol a rhyngwladol trwy ymdrechion parhaol

Nodwedd mewn gweithgaredd gan gynnwys e-gylchlythyrau, cyfryngau cymdeithasol, digwyddiadau (rhithwir ac yn bersonol), ymglyfarwyddo ac ymweliadau â'r wasg, gweithdai a chyfleoedd ledled y diwydiant

Year round effort

Engagement with event planner and buyers virtually and at live events e.g.. The Meeting Show, IMEX, IBTM etc.

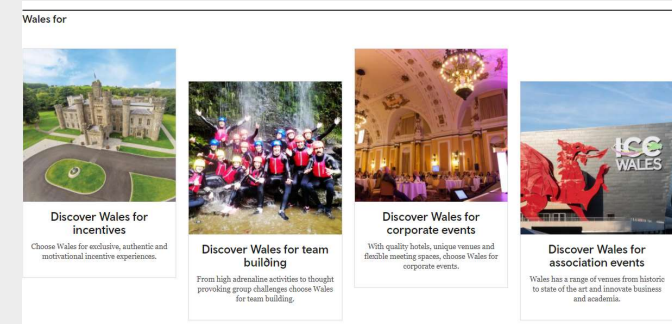
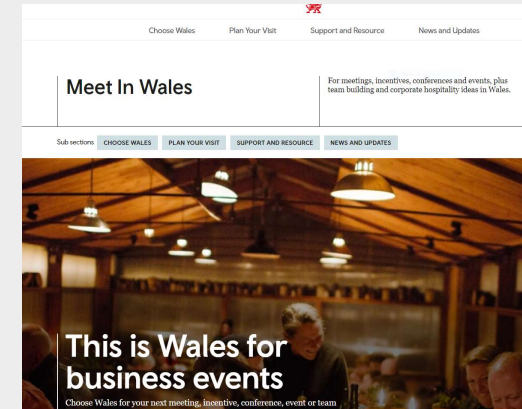
Profile on VisitWales.com AND MeetInWales.com

Product profile and exposure to Corporate, Incentive, Team Building, Meetings and Associations

Exposure and engagement through Ambassador Wales/ Llysgennad Cymru programme for Associations business (horizon scanning and pipeline business)

Domestic, National and International reach via efforts

Feature in activity including e-newsletters, social media, events (virtual & in-person), familiarisation & press visits, workshops and industry wide opportunities

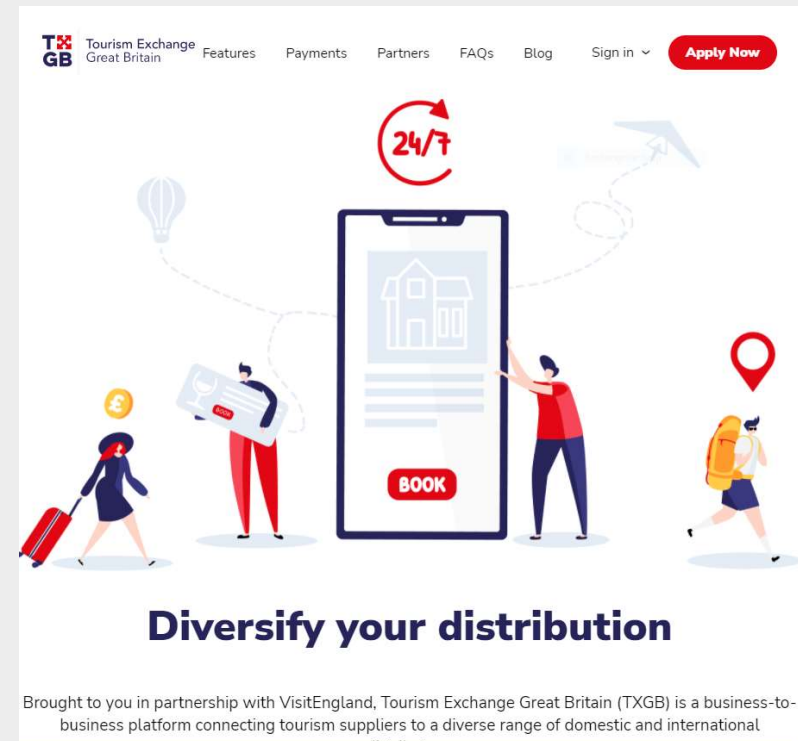


Diwydiant Deithio/Travel Trade

Digwyddiadau Busnes /Business Events

Cadwch lygad am newyddion am farchnad **Cyfnwidfa Twristiaeth Prydain Fawr (TXGB)** – mae Croeso Cymru yn edrych ar drwyddedu mynediad i fusnesau Cymru.

Look out for news about **Tourism Exchange Great Britain (TXGB)** marketplace – Visit Wales is looking at licensing access for Wales businesses.



Tourism Exchange Great Britain (TXGB) Features Payments Partners FAQs Blog Sign in **Apply Now**

24/7

BOOK

Diversify your distribution

Brought to you in partnership with VisitEngland, Tourism Exchange Great Britain (TXGB) is a business-to-business platform connecting tourism suppliers to a diverse range of domestic and international

<https://www.txgb.co.uk/>



Adnoddau Resources

traveltrade.visitwales.com
meetinwales.com
Cynghorion da ar sut i greu cofnod da

May 2021



[Cynghorion da ar sut i greu cofnod da \(gov.wales\)](https://www.gov.wales/cynghorion-da-ar-sut-i-greu-cofnod-da)

traveltrade.visitwales.com
meetinwales.com
Top tips for an epic listing

May 2021



[Top tips for an epic listing \(gov.wales\)](https://www.gov.wales/top-tips-for-an-epic-listing)

01 If you have logged into your account, use the menu on the left hand side to check and update your business details.

02 If you have multiple businesses for various accommodations and an attraction, you will see a drop-down option on the left hand side of your screen where you can select each business in turn. You will need to update details for all businesses on your account.

03 Make sure you complete all sections to ensure you're giving your business the best chance to engage your potential customers.

04 If you're looking to add listing details and make sure everything's correct.

05 For help guidance and useful tips on how to make the best use of the 'Wales Error!'

06 If a user is using Google or the search, keywords are essential for Search Engine Optimisation (SEO) purposes. Put the most important keywords in the short description at the top, prioritising in hierarchy on the page and follow with any additional information in the long description. However, try to avoid repeating words too often as Google is clever and will know what you're up to.

07 Think of words that potential customers would search for before, call out your previous customers how they would describe your property.

08 Some descriptions are probably best avoided, for example, coding lists and feature lists.

01 Images and video
How to upload images and videos

01 As mentioned within the product listing tool system, choose a header image that is at least 1600 pixels by 1000 pixels. Images on a mobile will normally be cut. The system will automatically crop your photo the right size. Check on the screen that it looks as before using.

02 Add a title that accurately describes the image as this may be used by Google.

03 Ensure the file size is no bigger than 4 megabytes. It's best practice to keep image size as low as possible.

04 Take the picture landscape, not portrait.

05 The first 10 large images will be used. Use the hand icon to drag and reorder the images shown on the slider. Think about the order the images are displayed, the image you place at the top of your image list will display first in the header.

06 If all images aren't in the large format, the first image in your list will appear in large format in the header section. The remaining images will appear in a small carousel format further down the page.

07 Upload the 10 images you are able to publish as it provides your guests the most reference with which to make their decision, and allows them to spend more time on your listing. Try not to photograph the same thing but with a variety of subjects.

08 Find the video you want to use on YouTube and copy the reference code and add a title that accurately describes the video. It may be viewed by Google. Click on the plus button to check the reference is correct. One video will display on your product listing page in a future update.

01 Images and video
Image guide

You want your potential visitors to select your business and click through to view your details. Try to imagine your business listing from your potential visitor's perspective. Would you book accommodations based on text alone?

Therefore, think about which one you would choose:

- The one with poor quality images
- The one with a range of high-quality images

The decision is easy but you have to ensure your images are the very best you have available and true to reality. Consider a professional photographer if budget allows as you will be able to see those on your own website, social media channels and other marketing activity you do.

If you and you have a smart phone, the easiest way is to take photographs on this and upload them directly.

01 Take pictures at different times of the year and change the order of the pictures regularly to keep the entry looking up-to-date. For example, a picture of a cosy lounge with a log fire is great for winter breaks.

02 Keep it bright by using the natural light and even turn on the lights.

03 Showcase elements that are unique to your business for example, a great view.

04 If you do plan to shoot attraction, post some photos of it ensuring you obtain permission to post have the copyright to do so.



Ac i orffen, am heddiw...
And finally, for today...



Bydd recordiad o'r sesiwn, sleidiau, dolenni ar adnoddau ar gael yn fuan.
This session recording, slides, links and resources will be available shortly.



**Diolch ym wrando.
Thank you for listening.**

