

Hydref a Gaeaf. Autumn and Winter.

Lucy (von Weber) & Caryl (Jones)

3 peth i gychwyn.

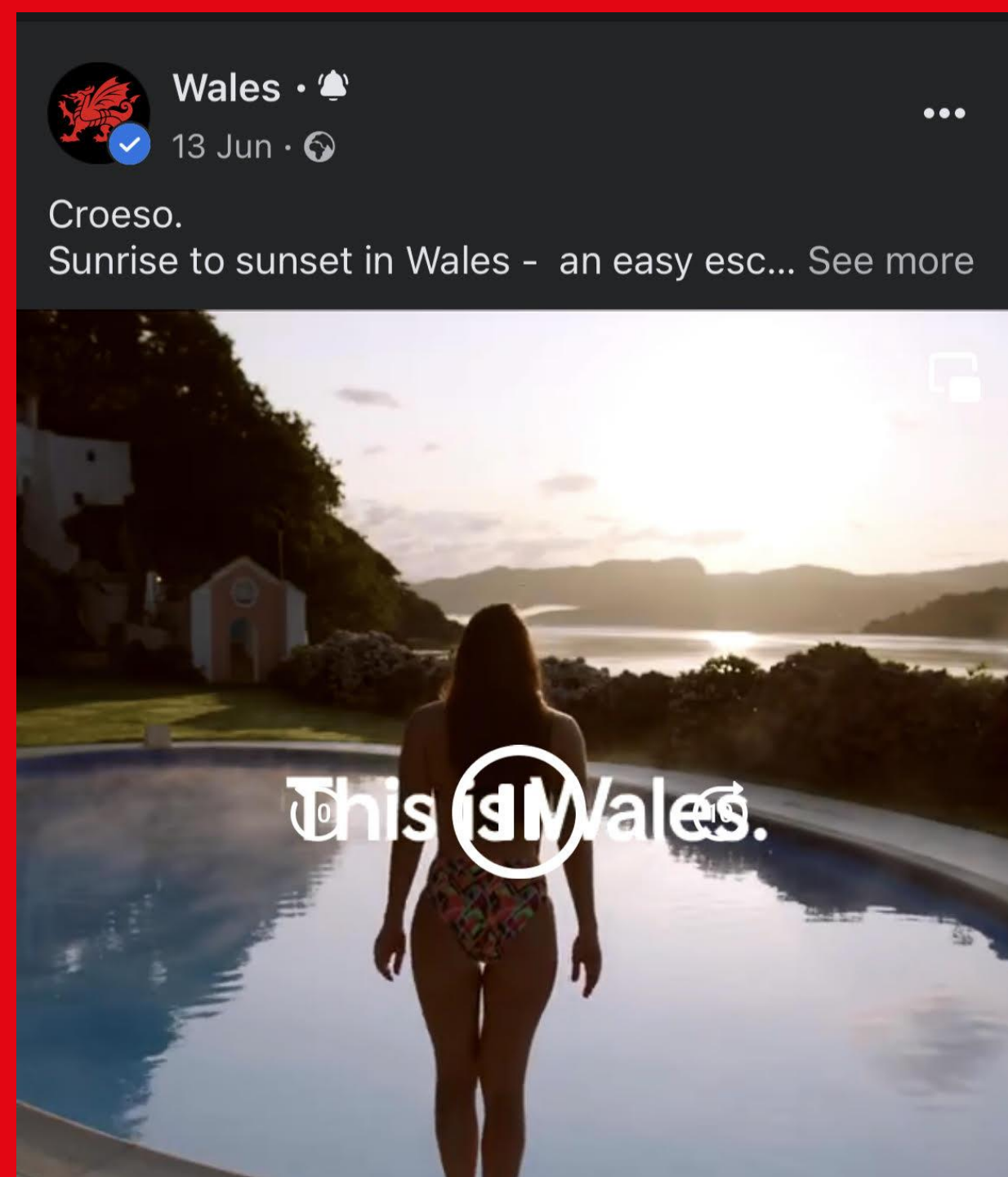
3 things first.



#1.

Cadw Cymru'n weladwy drwy gydol y flwyddyn.

Keeping Wales visible all year round.



#2.

Tymhorau.
Seasonality.

Gwariant.
Spend.

Dobarthiad.
Spread.

Ymestyn y tymor traddodiadol.
Extending the traditional season.

Gwariant dros niferoedd.
Value over volume.

Budd i ardaloedd newydd.
Spreading the benefit.



#3.

Y misoedd diwethaf.

The last few months.

Ymgyrch Croeso yn fyw o fis Mehefin hyd at fis Awst

Croeso activity ran from June through to August.

Ymgyrch Addo hefyd yn fyw yn ystod gwyliau ysgol

Addo also ran in school holidays.

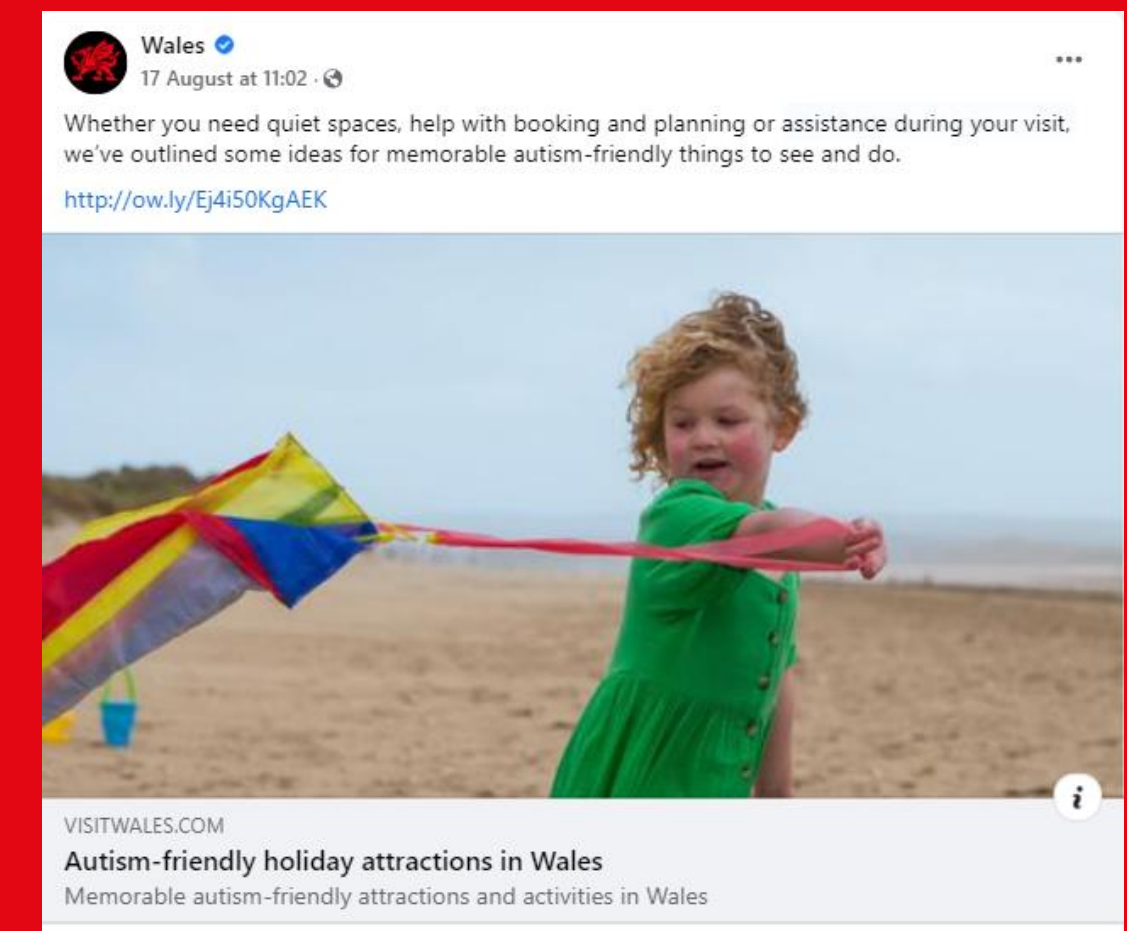


Llwybr Arfordir Cymru.
Wales Coast Path.



Gwefan – llawer o gynnwys Newydd.

Website – lots of new content.



#3.



Gweithio gyda partneriaid i sicrhau gwyliau diogel, cyfrifol a hapus.
Working with partners to encourage safe, responsible, happy holidays...

#3.

THE SUNDAY TIMES

TRAVEL

An adventure-filled (and accessible) family holiday in north Wales

Scaling mountains, riding zip lines, and going on a Rib boat Antonia Windsor takes her husband and children on an active break in Snowdonia

Antonia Windsor
31 Aug 2022 17:00:00

I've given my ten-year-old my phone and she's taking the job of photographing her parents very seriously. She doesn't often see us standing together — as with many couples our lives tend only to intersect at the kitchen table — and she's certainly never seen us with such a tremendous backdrop of mountain scenery.

The collage features several travel-related items: a newspaper page with the headline 'ACCESS ALL AREAS' and a photo of a train; an advertisement for 'LUXURY WINTER WARMERS' with the text 'Escape to the beach and beyond'; and an advertisement for 'THE KUONI COLLECTION' with the text 'Inspired by nature to make your next holiday extra special'.

PR/Y Wasg.
Media/PR.

Clywedog Reservoir, Glyndŵr's Way © Crown Copyright 2022 Visit Wales

Hi Traveller,

Think you know Wales? What if we told you the country's best bits are hiding in plain sight? Read on to discover the castles, valleys, lakes and areas which many tourists might not be familiar with, but which can offer the richest travel experiences.

[I want to discover Wales](#)

Stray from the beaten path and you'll not only avoid the crowds, but you'll lighten the footprint at key sites – and see Wales in a wonderfully new way.

Enjoy exploring Wales,
The Rough Guides team

This is what Wales feels like (in 30 seconds):

Go your own way: 8 ways to explore under-the-radar Wales

Bloomberg UK
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Bloomberg Quicktake

July 27th, 2022, 4:54 PM GMT+0100

Where to Go in Wales

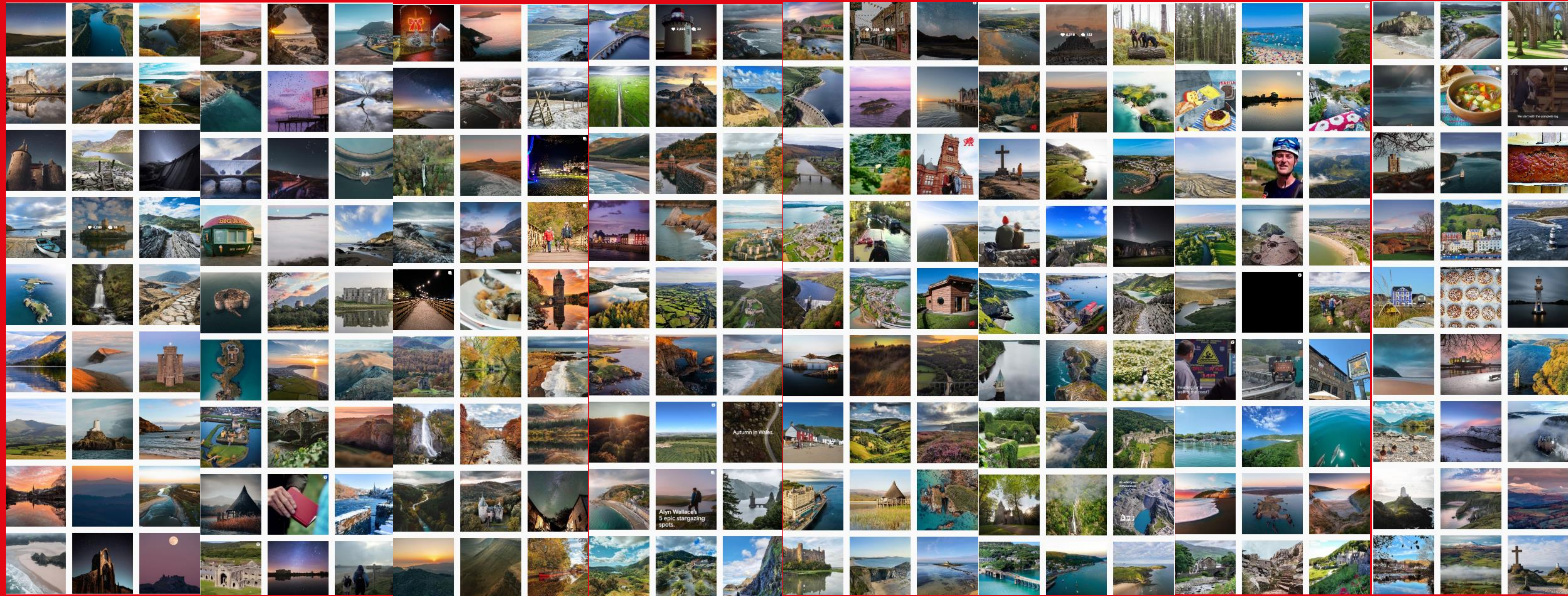
Looking for a 2022 vacation destination? Bloomberg's Nikki Ekstein explores Wales. (Source: Bloomberg)

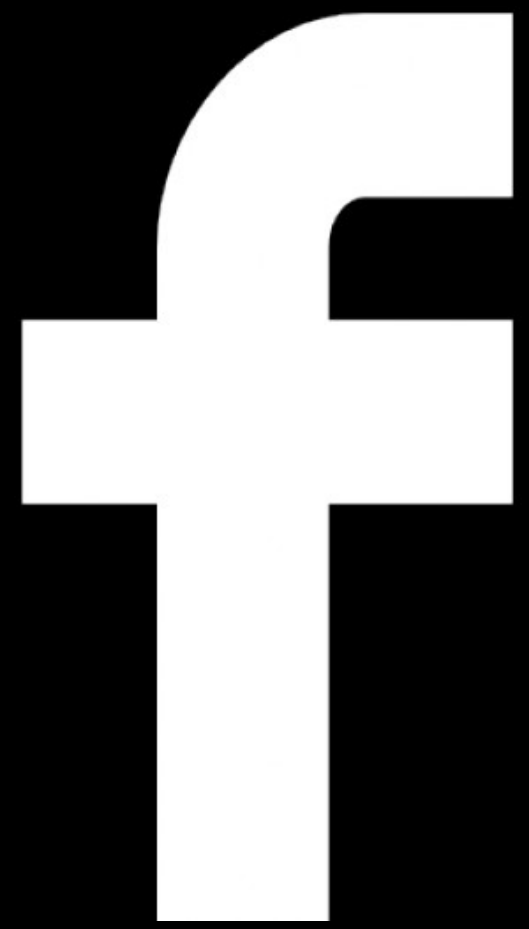
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Where To Watch

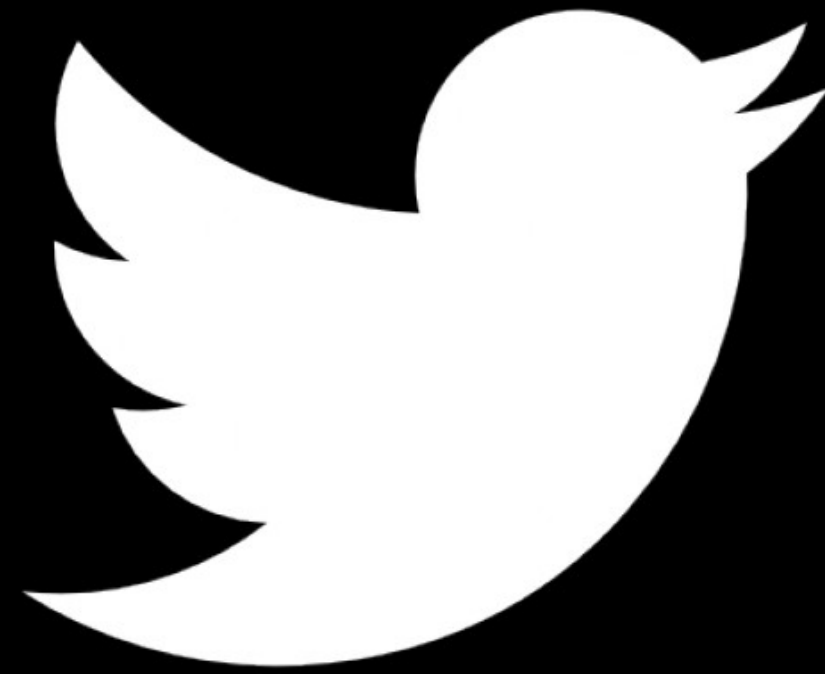
Where to Go in Wales

Rhannu cynnwys ar y cyfryngau cymdeithasol. Lots of social sharing.

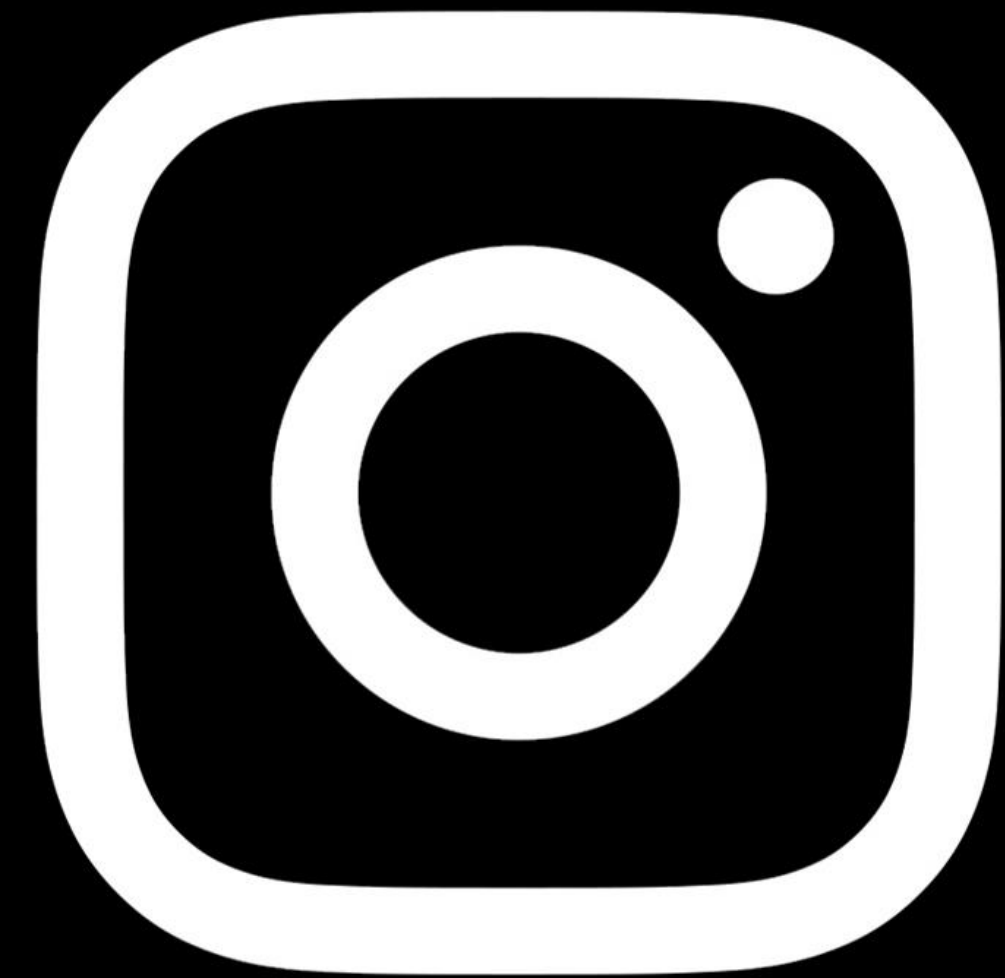




1.005m



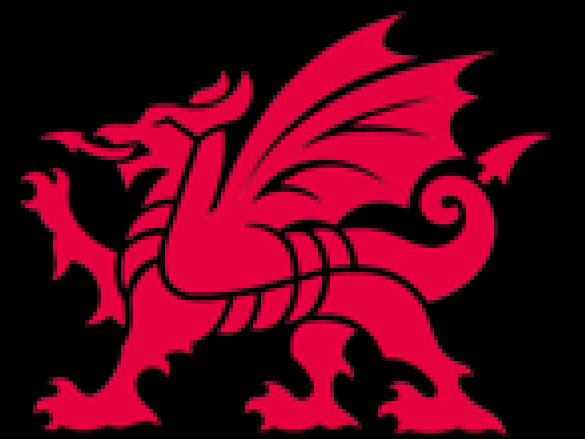
314k



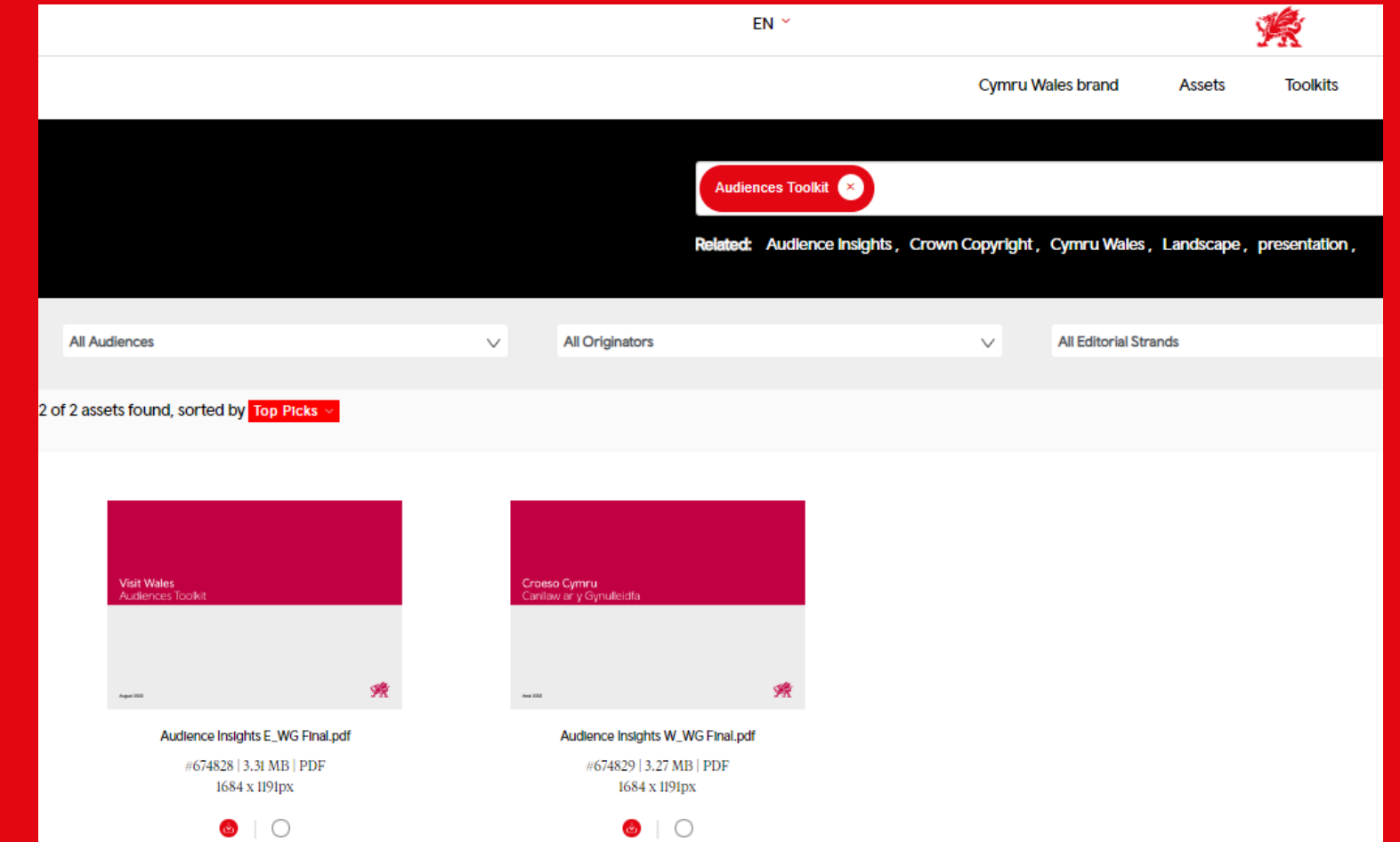
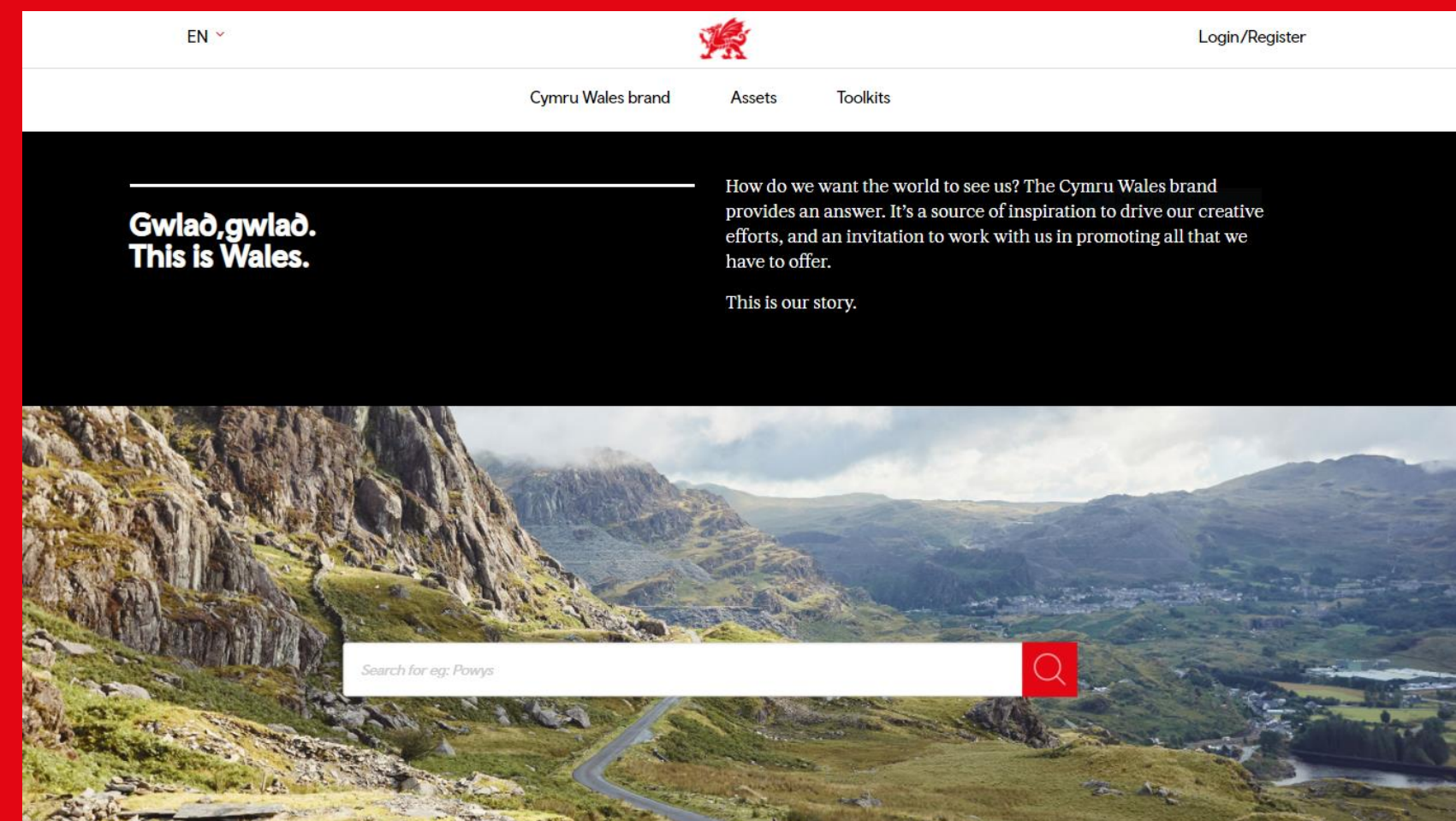
353k

1.67M

Adnoddau.
Resources.



Canllaw ar y Gynulleidfa. Audience toolkit.



<https://assets.wales.com/assets?tags=Audiences%20Toolkit>

Canllaw ar y Gynulleidfa.

Audience toolkit.

1 —Cyflwyniad

Cynulleidfa darged

Mae ein segmentau demograffig targed ar gyfer marchnadoedd craidd y DU/Iwerddon yn rhannu agweddau cyffredin tuag at gymryd gwyliau. Rydym yn eu disgrifio yn fras fel **Anturiaethwyr Annibynnol** sy'n:

- gwerthfawrogi gonestrwydd a gwerthfawrogi profiadau a lleoedd go iawn
- osgoi y canolfannau twristiaeth gor-fasnachol
- â syniadau eu hunain, ddim yn dilyn y dorf
- yn chwilio am lleoedd sy'n caniatáu iddyn nhw fod yn nhw eu hunain, sy'n eu cyfoethogi, a'u herio
- hoffi cysylltu â lle, i gwrdd â'i phobl a deall y diwylliant lleol, i ddychwelyd wedi'u hadnewyddu a'u cyfoethogi
- cael gwir ymdeimlad o gyflawni a boddhad o gynllunio a threfnu
- hoffi ymweld â lleoedd sydd heb lawer o dwristiaid

Mathau o Gynulleidfaoedd

Bydd Croeso Cymru yn canolbwyntio ar 9 math o gynulleidfa er mwyn helpu i dargedu cynulleidfaoedd a chreu cynnwys ar y cyfryngau.

1 —Introduction

Target audience

Our target demographic segments for core UK/Ireland markets share a common attitude towards holiday-taking. We describe them in broad terms as **Independent Explorers** who:

- appreciate honesty and value authentic experiences and places
- shun the over-commercialised tourist honey pots
- are free minded, they do not follow the herd
- look for places that allow them to be themselves, that enrich them, that challenge them
- like to interact with a place, to meet its people and understand the local culture, to return refreshed and enriched
- get a real sense of achievement and satisfaction from planning and organising
- like to visit places that are comparatively undiscovered by tourists

Audience Identities

Visit Wales will focus on 9 audience identities to help inform audience media targeting and content.

2 —Visit Wales Audience segments



e.e. Archebu Munud Olaf

e.g. Last minute bookers

10 —Last Minute Bookers



Most likely to be 35-44 females, living with their partner and children in urban locations

Influenced by time of year/weather, special offers, and facilities for children/families and by distance required to travel and ease of travelling.

They will engage with content offering advice on the best things to do in a certain (Welsh) destination, and recommended itineraries as they will not have much time to build their own.

They are high users of social, Facebook being their preferred channel.



Demographics

- 35-44
- Live with partner and children
- 2% of this audience live in Wales



Travel triggers & influences

- Value for money
- Weather/time of year
- Special offers/deals
- Good facilities for families/children



They engage with

- Films/cinema
- Eating out
- Outdoor activities
- Environmental issues



What they want from brands/content

- Reliable
- Rewards
- City break itineraries
- Trendy/cool



Holiday planning over the next 12 months

- Beach
- Seeing family, relatives or friends
- City break
- Sightseeing
- Country/rural escape



Length of planned holidays in the next 12 months

- Long holiday (up to 14 days)
- Short holiday (up to 7 days)
- Long weekend (up to 4 days)

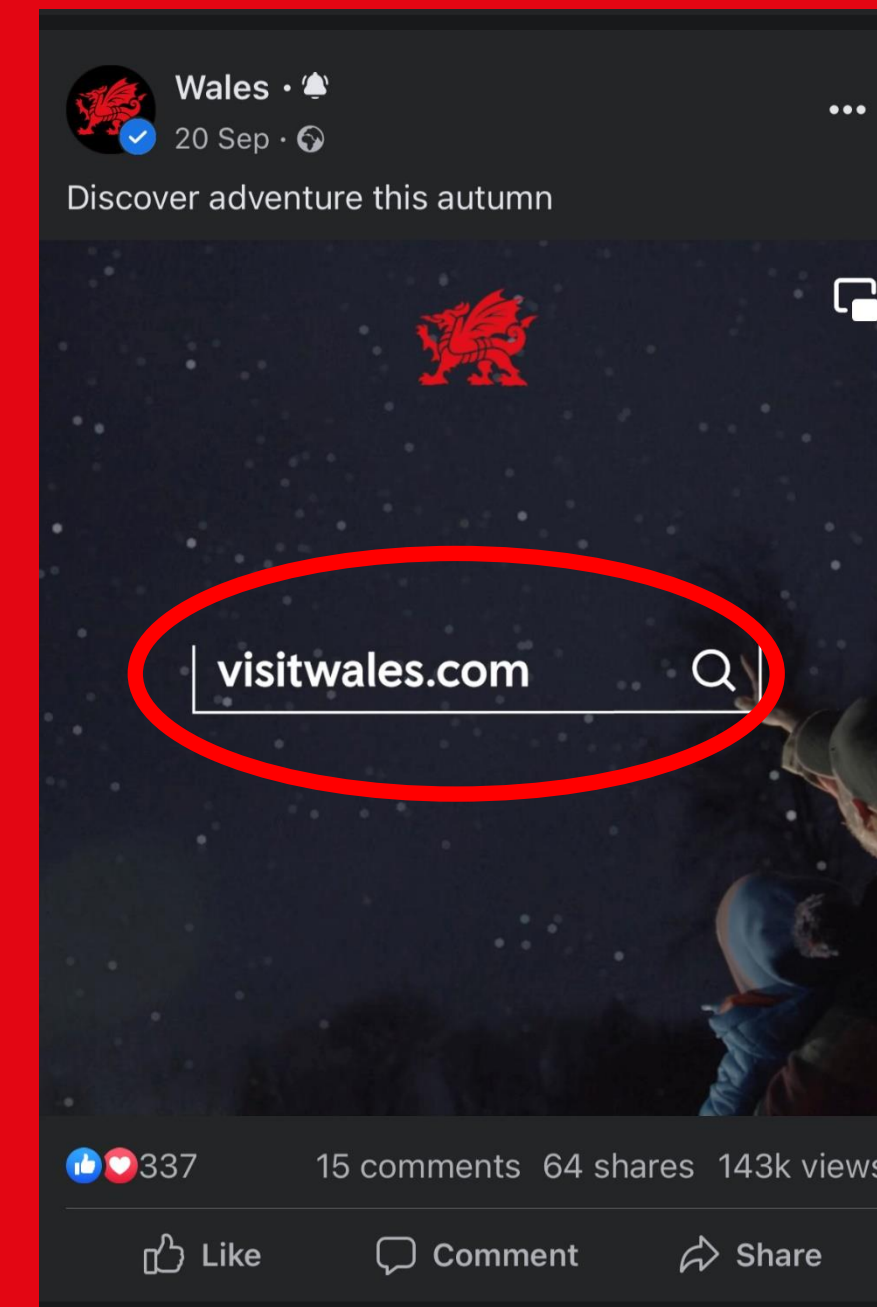


Social media usage



Seasonal and social trends

- Most likely to be planning a beach holiday, this is their main summer holiday followed by seeing family/friends.
- City breaks and sight seeing are also high on the list of planned holidays.



e.e. Gwyliau dinas
e.g. City breakers

4 — City Breakers



This audience is most likely to be 55-64 or 25-34 and tend to come from rural areas.

They have a desire to pack lots into a weekend, including visiting the best restaurants and sights.

The opportunity to have romantic city breaks, cultural and once in a lifetime experiences, alongside being able to relax and reach the destination easily are major travel triggers.



Demographics

- 55-64
- Live with their partner in the UK or Scotland. 4% of this audience live in Wales.



Travel triggers & influences

- Cultural experience
- Once in a lifetime experience
- Relaxing experience
- Ease of travelling



They engage with

- Eating out
- Museums/theatre
- History
- Live events



What they want from brands/content

- Premium products
- Eco-friendly
- Help improve knowledge
- Places to stay



Holiday planning over the next 12 months

- City break
- Sightseeing
- Beach
- Country/rural escape
- Seeing family, relatives or friends

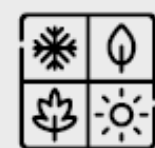


Length of planned holidays in the next 12 months

- Long weekend (up to 4 days)
- Short holiday (up to 7 days)
- Long holiday (up to 14 days)



Social media usage



Seasonal and social trends

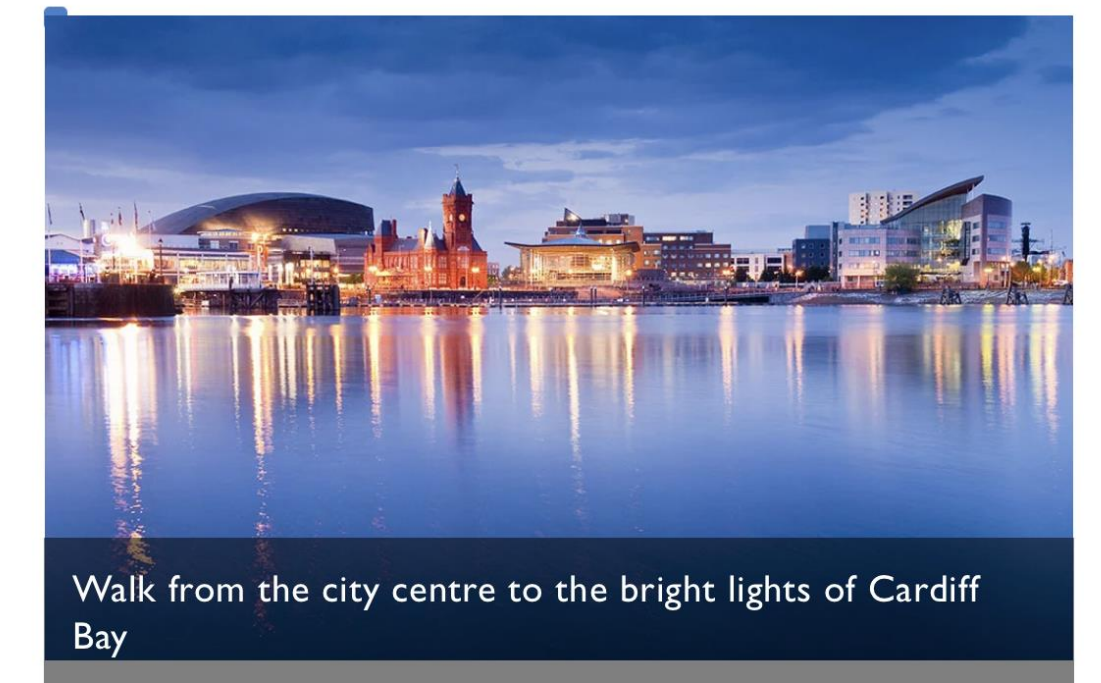
- Travel at least every 2-3 months not worried about weather in the cooler months.
- Search seasonality picks up in the autumn/winter season, peaking in October through November, highlighting travel interest in city breaks throughout the year.



TIMES Travel



1. City lovers



Walk from the city centre to the bright lights of Cardiff Bay



Vibrant, cosmopolitan Cardiff offers a memorable city break, from its central castle with 2,000 years of history to the Principality Stadium, home of Welsh rugby, and huge regenerated bay. Enjoy its bustling Victorian shopping arcades and superb dining at the likes

e.e. Teuluoedd

e.g. Families

3 — Families



Most likely a multi-generational group with the trip planner aged 35-44 and living with their partner and children.

3.5% of this audience live in Wales.

Looking for outdoor adventure activities and good activities for children/families/pets which present value for money. They are influenced by the weather and time of year.



Demographics

- 35-44
- Live with partner & children
- Suburban



Travel triggers & influences

- Value for money
- Good facilities for children/families/pets
- Weather/time of year
- Outdoor adventure activities



They engage with

- Outdoor activities
- Wildlife/nature
- Adventure/extreme sports
- Live events



What they want from brands/content

- Reliability
- Rewards/discounts
- Activities for the whole family
- Easy access destinations



Holiday planning over the next 12 months

- Beach
- Seeing family, relatives or friends
- City break
- Country/rural escape
- Walking/hiking

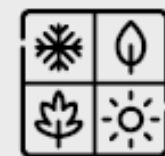


Length of planned holidays in the next 12 months

- Short holiday (up to 7 days)
- Long holiday (up to 14 days)
- Long weekend (up to 4 days)



Social media usage



Seasonal and social trends

- Families travel less frequently, tied to school holidays and family budgets.
- They tend to have one long summer holiday, half this audience planning months ahead, as early as January, the other half waiting until nearer the time to scoop up deals.
- They show increase in search demand over autumn and social conversation in winter showing opportunity to target those travelling more than once a year in the autumn/winter months.



e.e. Gwyliau awyr agored
e.g. Outdoor enthusiasts)

6 —Outdoor Enthusiasts



Most likely to be 25-34, single and living with roommates/friends in the UK.

4% of this audience live in Wales.

Looking for outdoor adventure activities and cultural or once-in-a-lifetime experiences and destinations with great photo opportunities.



Demographics

- 25-34
- Live with roommates/friends
- Urban



Travel triggers & influences

- Outdoor adventure activities
- Cultural experience
- Once in a lifetime experience
- Great photo opportunities



They engage with

- Wildlife/nature
- Environmental issues
- Adventure/extreme sports
- Eating out



What they want from brands/content

- Eco friendly
- Support local suppliers
- Incredible views
- Best paddle-boarding spots



Holiday planning over the next 12 months

- Country/rural escape
- Seeing family, relatives or friends
- Beach
- City break
- Walking/hiking



Length of planned holidays in the next 12 months

- Short holiday (up to 7 days)
- Long weekend (up to 4 days)
- Long holiday (up to 14 days)



Social media usage



Seasonal and social trends

- Outdoor enthusiasts are interested in travelling at varying times of the year, depending on the activity in mind.
- Road trips are popular in spring, water sports, walking and family camping in summer, friends/couples camping and cycling in autumn, and search volume around 'hiking holiday' and 'cycling holiday' showing high demand in January, revealing either trip or planning/booking intent in winter.



e.e. Hoffi'r cyfarwydd

e.g. Fans of familiarity

11 — Fans of Familiarity

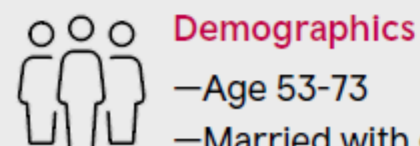


Most likely aged 53-73, married with grown up children and grandchildren.

Influenced by how familiar they are with a destination. They like to holiday with family and friends and multi-generational trips are important to them.

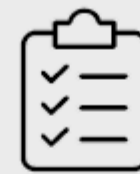
This audience often require easy access accommodation, walking paths and beaches.

They are relatively low users of social media, and are more likely to discover brands via search, TV, price comparison sites, and magazine/newspaper ads.



Demographics

- Age 53-73
- Married with grown up children and grandchildren
- 5% of this audience live in Wales



Travel triggers & influences

- Visiting or holidaying with family and friends
- Multi-generational trips
- Travel distance
- Weather
- Time of year
- Familiar destinations



They engage with

- National Trust
- History
- Cadw/castles
- Family activities



What they want from brands/content

- Great customer service
- Simple and easy booking
- Rewards and value



Holiday planning over the next 12 months

- Seeing family, relatives or friends
- City break
- Sightseeing
- Country/rural escape



Length of planned holidays in the next 12 months

- Long weekend (up to 4 days)
- 35% of 65+'s take 3 or more holidays in a year



Social media usage



Seasonal and social trends

- Search seasonality reveals high interest in the autumn months.
- Relaxing singles/couples holidays are also of importance to this audience.



Partneriaethau gyda'r wasg a hysbysebion. *Wedi eu teilwra i'r cynulleidfaoedd*

Media Partnerships and ads. *Tailored to audiences.*



ADVERTISEMENT FEATURE

Explore Wales this autumn

Find your perfect adventure in the great Welsh outdoors

spanning the Gower, Pembrokeshire, the Cambrian Coast, and the Llŷn Peninsula. Walkers will find countless beaches, estuaries and woodlands to explore along the way.

TAKE A GLORIOUS AUTUMNAL BREAK

Wales is a magical place to visit in autumn. Not only will you be able to explore the rolling hills and sweeping countryside awash in golden shades of yellow, orange and red but it's still a great time to discover the beautiful coastal

Or you could head further northwards and discover Llanrwst and Betws-y-Coed where you'll see one of the most quintessentially autumnal views in Wales, The Virginia Creeper-clad 'Tu Hwnt i'r Bont' tearoom at Inigo Jones bridge in Llanrwst. You can enjoy a delightful afternoon tea in the 15th-century

DELICIOUS LOCAL DELICACIES

From Michelin star restaurants to



Cracking Cymru: ma...
www.thetimes.co.uk

THE TIMES View Today's edition

TIMES Travel

Cracking Cymru: make autumn awesome with a Welsh adventure



Wednesday September 21 2022, 12:04pm



Y Wasg.
Media activity.



Crynodeb.

Summary.

Dyma'r Hydref/Dyma'r Gaeaf

- Ymgyrch integredig gan gynnwys teledu (llinol a fideo ar-alwad) o fis Medi i ganol mis Rhagfyr ar y prif sianeli gan gynnwys S4C, ITV, Channel 4 and Sky
- Ymgyrch ddigidol gan gynnwys hysbysebion ar facebook, Instagram, Pinterest a YouTube, PPC a hysbysebion ar wefannau eraill.
- Gweithgaredd dylanwadwyr

Cymysgedd o hysbysebion mewn print, advertorials, hysbysebion digidol, cystadlaethau

- The Guardian
- The Times
- Conde Nast Traveller
- National Geographic Traveller
- BBC Countryfile
- Walk Magazine (Ramblers UK)
- CN House & Garden
- Coast magazine
- The Simple Things
- British Travel Journal

This is Autumn/This is Winter.

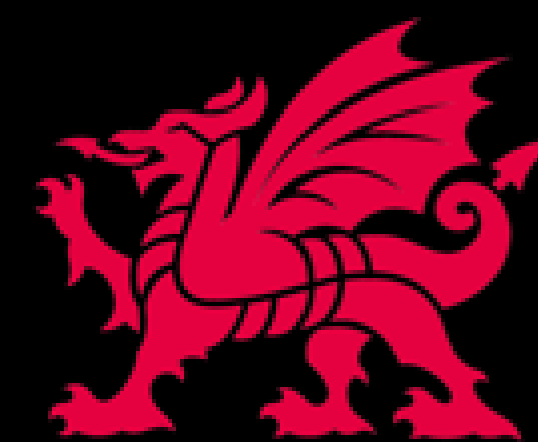
- Integrated campaign including TV (linear and VoD) from September – mid December on all major channels including S4C, ITV, Channel 4 and Sky
- Digital campaign including paid social on Facebook, Instagram, Pinterest and YouTube, PPC and display advertising
- Influencer activity

Activity breakdown including a mix of print ads, advertorials, digital ads, competitions for lead generation

- The Guardian
- The Times
- Conde Nast Traveller
- National Geographic Traveller
- BBC Countryfile
- Walk Magazine (Ramblers UK)
- CN House & Garden
- Coast magazine
- The Simple Things
- British Travel Journal



2023.
Llywbrau.
Trails.



Amserlen

Timeline.



— Er ein bod yn cyhoeddi ychydig yn hwyrach nag yn y blynyddoedd blaenorol, bydd y thema'n gyfle i uno gweithgaredd a chynnyrch i bawb, yn hytrach na bod angen newid mawr ym maes datblygu cynnyrch a marchnata.

— Nid y Flwyddyn Thematig yw'r unig ymgyrch fawr mewn blwyddyn galendr bellach. Byddwn yn newid negeseuon (a hysbyseb deledu) ym mis Ionawr 23 ond rydym bellach yn hyrwyddo drwy'r flwyddyn, e.e. Croeso, Addo, Hydref/Gaeaf.

— Mae hyn yn nodi dychwelyd i'r strategaeth, o flwyddyn thema bob dwy flynedd gan roi "blwyddyn fwlch" i bob un ohonom gynllunio'r thema nesaf.

— Although we are announcing slightly later than in previous years, the theme will be a chance to unify activity and product for everyone, rather than necessitate a major shift in product development and marketing.

— The Themed Year *is no longer the only major campaign push in a calendar year*. We will change messaging (and TV ad) in January 23 but we are now above the line all year, e.g. Croeso, Addo, Autumn/Winter.

— This will mark the return to the strategy, of a themed year every two years giving a "gap year" for all of us to plan the next theme.



Blwyddyn y Llwybrau. Year of Trails.

Yn addas i bob rhanddeiliad/diwydiant ddod o hyd i fachyn?

Dylai pob cyrchfan neu fusnes, bach neu fawr, allu cysylltu mewn ffordd sy'n gweithio iddyn nhw

Yn cefnogi'r cyd-destun strategol?

✓ Nodau strategol tymhorol, gwariant a lledaeniad

Yn atgyfnerthu brand Cymru Wales?

✓ Bydd yn cyd-fynd â philer twristiaeth

Y budd mwyaf ar draws pileri ehangach y brand?

✓ Bydd y thema yn galluogi traws-weithio e.e. Cadw, Trafnidiaeth Cymru

Yn atseinio gyda theimladau defnyddwyr presennol a rhai a ragwelir yn y dyfodol?

✓ Wedi'i arwain gan brofiad, mae'n darparu ar gyfer ystod eang o ddiddordebau, domestig a rhyngwladol

✓ Syniad syml a does dim busnes na chyrchfan yng Nghymru na allai ddod o hyd i lwybr

Cyfleoedd darlledu PR a'r Cyfryngau?

✓ Yn adeiladu ar lwybr yr arfordir eleni ac yn agor llawer o opsiynau llwybrau amrywiol

Cynnyrch diriaethol?

✓ Digon

Apêl masnach teithio

✓ Digon

Suitable for all stakeholders/industry to find a hook?

Every destination or business, small or large, should be able to link in a way that works for *them*

Supports the strategic context?

✓ Strategic aims of seasonality, spend and spread

Reinforces the Cymru Wales brand positioning?

✓ Will fit with tourism pillar

Maximum benefit across wider brand pillars?

✓ The theme will enable cross-working e.g. Cadw, TfW

Resonates with current and predicted future consumer sentiment?

✓ Experience led, caters for wide range of interests, domestic and international

✓ Simple construct and no business or destination in Wales that couldn't find a relatable trail

PR and media broadcast opportunities to build on?

✓ Builds on WCP this year and opens up many diverse trails options

Tangible products?

✓ Plenty

Travel trade appeal

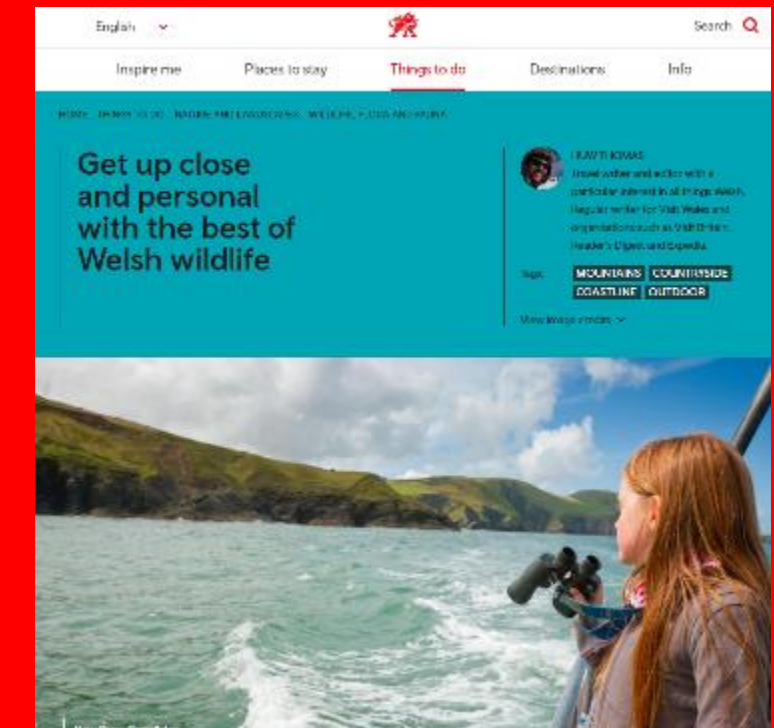
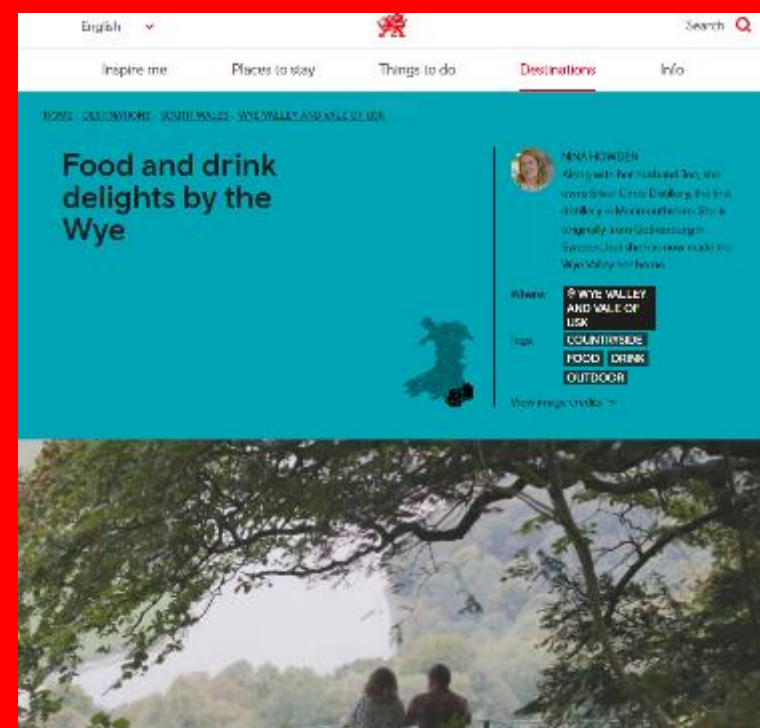
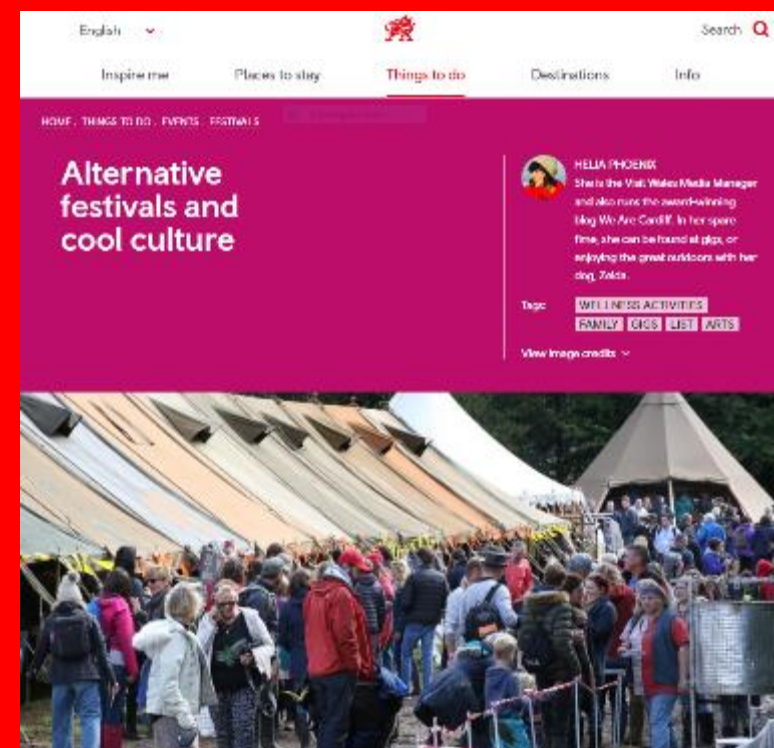
✓ Plenty



Llwybrau? Trails?

Safleoedd UNESCO/Beicio a Beicio
Mynydd/Awyr Dywyll/Cerdded/Nofio a rhedeg
drwy ymuno â grwpiau o amgylch y
wlad/Bwyd/Ffordd Cymru/Cestyll/Gigs a
gwyliau/bywyd gwylt a bioamrywiaeth/Llwybrau
hygyrch ...

UNESCO WHS/cycling & MTB/Dark
Skies/Walking/Swimming and running by joining
groups around the country/Food /Wales
Way/Castles/Gigs and festivals/wildlife and
biodiversity/Accessible trails ...



Up, down.

East, west.

Igam ogam or A to B.

Day trips, long trips.

Slow or fast.

Let's inspire our visitors to come on a journey.

Let's curate for their imaginations.

Let's make this a land for trail takers.

This is Wales... by Trails.



Canllaw i'r diwydiant - Tachwedd Industry guide. - November

...& Logo Llwybrau – dodd yn fuan.
...& Trails logo- coming soon.
<https://assets.wales.com/>



Intro.

Welcome to the Year of Trails 2023.

2023 is our opportunity to show visitors and Wales' residents just how much this country has to offer, using trails as a springboard into exciting experiences and new opportunities. After what has been a challenging few years for industry, this year is all about finding forgotten treasures, embracing journeys of the senses and making memories along pathways around attractions, activities, landscapes and coastlines. There are trails for all businesses to orientate themselves with and so much for visitors to enjoy.

2023's Year of Trails picks up from the success of our previous five themes to date (Adventure, Legends, Sea, Discovery, Outdoors). This continuity brings familiarity in what has been, and still is, a challenging time for all, as well as inspiring the market and media to use trails as a lens to reshape, reimagine and reinvigorate what Wales has to offer.

03 Welcome to the Year of Trails 2023.
04 Why 'Trails'?
06 Trails for all seasons.
10 Trails by night.
16 Our unique trails — using trails to create a sense of place.
22 How trails can bring together communities and groups.
26 Exploring our trails.
34 Following the trails of Wales' wildlife.
42 Responsible tourism.
52 Social media — maximising your message online.
56 Keep in touch.

Cover image: © Elan Valley, Mid Wales

visitwales.com 02-03

© Blaenau Ffestiniog, North Wales

Canllaw i'r diwydiant e.e. Industry guide e.g.

Trails by night.

Wales has many areas with truly Dark Skies. They are quite rare around the world due to light pollution, which is even more reason for us to treasure them. Our Dark Skies are a real asset. Here, we offer some information and advice on what they are and how you can make them part of your business.

What is a 'Dark Sky'?
The concept of a 'Dark Sky' is very subjective. For instance, a person who lives in a city would find a night sky in a semi-rural location significantly darker than one in the city. However, the true definition of a Dark Sky is one that is free from any artificial light pollution.

What Dark Sky areas do we have in Wales?
There are several protected areas in Wales. Snowdonia National Park and the Brecon Beacons National Park are certified Dark Sky Reserves, of which there are only 20 in the world, and Elan Valley is a recognised Dark Sky Park. There are also special areas recognised for darkness, such as the Dark Sky Discovery Sites located all across Wales, including in semi-rural areas.

Why do Dark Skies matter to Wales?
The Milky Way is seldom seen by people living in urban and semi-rural locations, so protected Dark Sky areas offer them something different. They make it possible for the Milky Way, the Andromeda galaxy and countless other objects to be easily seen with a guide. There is a significant socioeconomic impact from Dark Skies, with astro-tourism growing considerably over the last few years as people seek experiences and opportunities to explore their place in the world.

Trails by night.

© Elan Valley, Mid Wales visitwales.com 10-11

Trails by night:

Insight: Alyn Wallace Landscape Astrophotographer

Find your nearest spectacularly Dark Sky. There are many Dark Sky destinations in Wales, offering year-round opportunities that local businesses can benefit from. Here, we look at five of the best stargazing spots in Wales, with guidance from Alyn Wallace.



2023: Wales, by Trails.

Elan Valley.

The Elan Valley and the surrounding Cambrian mountains offer some of the darkest skies in Wales. They give you an immense sense of being remote, out in the wild and connected with nature. The Elan Valley is a recognised International Dark Sky Park, and the Cambrian Mountains have lots of Dark Sky Discovery Sites with easy access locations where you can gaze at the night sky. Six of those Dark Sky Discovery Sites are connected by an asteroid tourism trail, which makes for a really fantastic adventure.

Snowdonia (Eryri).

For rugged landscapes under the stars, Snowdonia is the place to go. You can't beat the view of epic mountains stretching up to touch the stars or the sight of the Milky Way reflecting in the glacial lakes below. Snowdonia can be a pretty dangerous place if you don't have the necessary skills or competence. Be sure to contact one of the local mountain guides there to help you out. But that said, there are plenty of lay-bys and parking spots where you can just pull up, get out and just enjoy the stars.

Anglesey (Ynys Môn).

Anglesey offers one of the best places in Wales to see the Northern Lights across the winter months. You may also be lucky enough to catch a display of bioluminescent plankton. There are a number of beautiful lighthouses on Anglesey, and where there's a lighthouse, it's probably a dark place. The view out across the Irish Sea is untarnished by light pollution.

Brecon Beacons.

The Brecon Beacons Dark Sky Reserve has such a varied landscape with mountains, hills and folded valleys, waterfalls, rivers, lakes, reservoirs. There's something for everyone. Some easy to access locations include Llangorse lake, Usk Reservoir and the Brecon Beacons Visitor Centre. You may even be lucky enough to see the northern lights from as far south as the Brecon Beacons.

Gower Coast.

The Gower Coast offers some of the best beaches in the world, surrounded by very characterful limestone cliffs. The view out across the Bristol Channel is untarnished by light pollution, and it's one of the best places in Wales to stare into the core of our galaxy, the Milky Way. If you're lucky, it's another good place to spot the bioluminescent plankton. The sight of the waves crashing and lighting up with electric blue is just one of the most magical things that you could possibly experience.



Why not find your nearest Dark Sky sites and make a marketable stargazing trail of your own?

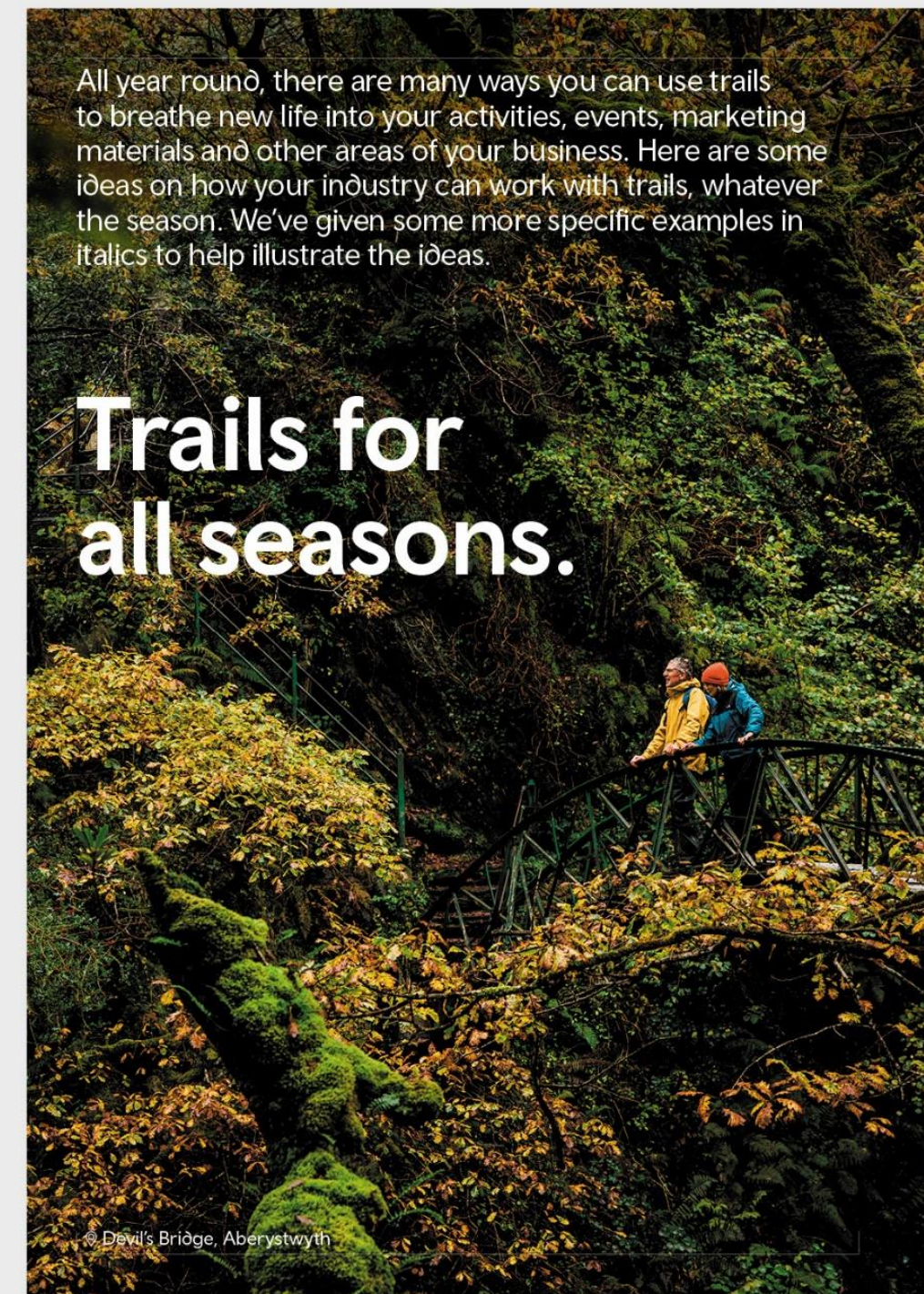
To find one near you, use the map at gostargazing.co.uk/dark-sky-sites-across-uk.

visitwales.com

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Trails for all seasons.



Activities and adventure.

Embrace what the seasons throw at you.

A surf school takes visitors out on a daily sea trail, visiting multiple beaches and coves in one day. It uses the staff members' knowledge of the local waters to choose which places it will include on the trail that day, depending on the weather and tide, so that there's always safe fun to be had. It also has plenty of wetsuits to match.

Pair up with activity providers with ready-made trails.

A local pub with rooms has partnered with local businesses to offer guests trail packages to add on to their stay. Options include entry to a nature trail around the scenic local golf club followed by lunch at the clubhouse and a llama-walking trail with a neighbouring farm.

Keep your itinerary flexible so you can react to the weather.

A Swansea-based tour operator takes visitors on different trails, depending on the weather. On dry days, the trail includes a hill walk followed by a boat ride and an ice cream, while the rainy day trail consists of indoor stops, including Dan Yr Ogorf Caves, the Glynn Vivian Art Gallery and a micro brewery.

Food and drink.

Show your ingredient trail.

A sustainability-focused restaurant includes an illustrated map on the back of its menus, showing the transportation trail that its staple ingredients take to get from field to plate. This trail enhances the brand's messaging of supporting local businesses, reducing food miles and growing what you need.

Team up with foragers for field-to-fork trails.

A pop-up restaurant partners with a foraging expert to give diners a unique trail experience; with guidance from the expert, diners go on a walk-and-forage trail to pick ingredients for their meal. These ingredients are then cooked into a delicious banquet for the group.

Bring the trails inside.

A cafe within a popular park that's famous for its trails reflects its surroundings through decor. Jam jars with wildflowers add colour to tables in the spring, while pine tree sprigs and cones bring interest in autumn.



For more information on introducing quality seasonal food and local ingredients visit gov.wales/foodanddrinkwales

Trails for all seasons:

Heritage and attractions.

Create historical trails through time.

A museum has an exhibition that shows an artefact from each decade over the past three centuries, forming a trail along a historical timeline. The artefacts change throughout the year to tie in with seasonal events, such as Christmas and the Spring Equinox.

Use existing trails to run guided tours around your premises.

A stately home that's open to the public has self-guided seasonal trails through its gardens and the house. In the daytime, families follow the trails to complete pages of the children's activity pack. Every fortnight, the venue hosts an adult-only evening guided tour, followed by wine and nibbles.

Dot Welsh words along trails to increase engagement.

A theme park puts posters of seasonal words in Welsh and English along the queues for rides. This creates an interactive trail to entertain people while they wait, and it helps guests take an interest in the Welsh language.



For support on introducing Welsh in your business visit businesswales.gov.wales/welsh-in-your-business.

If you need help translating, then talk to Helo Blod who can provide up to 500 words of free Welsh translation (each month) for your business. gov.wales/heloblod

Accommodation.

Make seasonal activity trail suggestions on a notice board.

A Pembrokeshire holiday village uses an interchangeable display to recommend the best walking routes and pub trails to visit each fortnight.

Use your history to create a trail.

A hotel built on the site of a former castle has created a trail around its corridors; it uses photos, newspaper cuttings and art to tell the story of how the hotel came to be and share tales from the site's past. In drier months, it extends the trail into the garden by labelling the former foundations of the castle.

Jump on board with local events.

A guest house puts on special seasonal breakfasts when the twice-yearly food festival comes to town. This helps bring the excitement of the outside events in, and allows guests to start their festival trail before they're even out of the front door.



Diolch am wrando.
Thanks for listening.

