



Dathlu Cymru Wledig
Celebrating Rural Wales



Rhewyddieth Cwledig Cymru
Wales Rural Network



Discover The Cambrian Way

Food & Tourism

DELIVERING WALES TO THE WIDER WORLD

The Wales Way is a family of three national routes – The Coastal Way, The Cambrian Way and The North Wales Way, as well as a Welsh Government initiative to package and market Wales to the wider international and UK market.

The Discover The Cambrian Way project, led by Powys County Council, aimed to drive economic prosperity and increase visitor numbers and product awareness along The Cambrian Way. The route runs along the mountainous spine of Wales and is a complete north to south journey, 185 miles (300km) from coast to coast from Llandudno to Cardiff.

To enhance the economic prosperity along the breadth of The Cambrian Way, it was decided that a coordinated cross-county delivery of a cohesive marketing programme would be the best course of action. Therefore working in partnership with seven other local authorities (Conwy County Borough Council, Gwynedd County Council, Ceredigion County Council, Brecon Beacons National Park Authority, Merthyr County Borough Council, Rhondda Cynon Taff County Borough Council, Cardiff Council) the project spanned a wide geographical area and demonstrated the ambition of collaboration for mutual benefit, by delivering a package of projects to enhance area awareness and drive tourism growth along The Cambrian Way route. Regular discussions with partners also helped to shape the project, pre-application, and throughout the delivery, once funding had been secured.

BENEFITS OF THE FUNDING

Powys County Council secured funding of £150,000 through the Welsh Government's Regional Tourism Engagement Fund, through the Welsh Government Rural Communities – Rural Development Programme 2014 – 2020, and with all county partners agreeing to provide unlimited time to deliver the project components the project began.

The cohesive marketing programme consisted of bringing together the seven local authority partners to drive forward awareness of The Cambrian Way and the diversity of adventure, culture and heritage that surrounds it. Encouraging domestic and international visitors to immerse themselves in the incredible natural landscapes that provide nuggets of pleasure and discovery – from high adrenaline adventure and wonderfully wild explorations to cosy fireside moments and culinary delights.

To achieve the aims it was decided to adopt a digital marketing campaign backed up with targeted press and media communications, direct consumer advertising and a travel show presence which provided opportunities for direct bookable experiences.



These were curated with inspiring imagery and videos from the new Cambrian Way content that had been developed, which included immersive visitor experiences, and new stories for the 21st century linking communities across themes such as folklore, adventure, and self-discovery.

By utilising stories of historical travellers, the project set out to add layers of depth to contemporary tourism, and draw in visitors from the border counties highlighting The Cambrian Way cut through routes to The Coastal Way.

The project also included creating both destination based and thematic discoveries through the production of The Cambrian Way brochure, itineraries, and a suite of imagery and films.



THE PROJECT'S LEGACY...

Due to the current state of the tourism and hospitality sector in Wales after the COVID-19 pandemic, The Wales Way routes are a key pillar of the Wales international and UK marketing efforts moving forward. Pooling efforts and resources to raise the profile of Wales through The Wales Way routes is a key priority for all project partners in conjunction with Visit Wales.

Due to the positive working relationships that have been developed between Powys County Council and the many partners involved during the Discover the Cambrian Way project, further opportunities to work collaborative in the future will be sought out, to continue to promote these iconic routes. Plans will concentrate on collectively marketing the suite of The Wales Way routes, whilst focusing on the key product assets and strengths.

“The Discover the Cambrian Way project was the first time Powys County Council had delivered a marketing project of this kind, with so many other local authority partners. Both the outline concept of the project and its subsequent delivery was taken forward with the input and positivity of all partners, committed to getting the most out of the project and developing a compelling story around The Cambrian Way route for the benefit of the visitor economy in their respective parts of Wales.

“Another important feature of this project was the way in which project activity was designed to complement similar projects being developed by partners in north and west Wales for The North Wales and Coastal Way routes, alongside the close collaboration with Visit Wales who led on the development of The Wales Way initiative.

“Without funding from the Regional Tourism Engagement Fund and Rural Development Programme, this important project would not have had the marketing focus it needed to raise awareness of the new Wales Way routes.”

Julie Lewis, Powys County Council Tourism Officer