

Wales Travel Trade update November 2022
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Our [Travel Trade Website](#) has been revamped, hopefully it means that you can find what you are looking for easier. Let us know if you have any feedback.

In 2023 and 2024 we will be celebrating the 'Year of Trails', using these trails your clients can see UNESCO World Heritage Sites, historic castles and experience local food and drink and nightlife!

Visit Wales has put together a series of nine short 'Talking Heads' films that showcase Travel Trade friendly product and personalities across Wales. They have been set in stunning locations and introduce a cross-section of products and experiences. Each film also details why the Travel Trade is important to each business model. Collectively, they are designed to inspire the viewer and give new product ideas when planning itineraries for your clients. <https://traveltrade.visitwales.com/news-and-updates/talking-heads>

North West Wales' slate landscape has been awarded World Heritage status and is now Wales' 4th UNESCO World Heritage site. Between 1780 and 1940 the slate industry dominated world production of roofing slates, transforming both the environment and the communities who lived and worked here. Today, there is plenty for visitors to discover and experience as the legacy of the industry continues to be recognised worldwide. <https://bit.ly/37mufdq>

Wrexham is currently enjoying increased profile. It received city status in honour of the Queen's Platinum Jubilee in 2022 and American actors, Ryan Reynolds and Rob McElhenney, have become ambassadors for Wrexham since acquiring Wrexham AFC. 'Welcome to Wrexham' reveals the story behind their take-over. The series was premiered in the US and is available via Disney+. Wrexham is the town where the Football Association of Wales was founded in 1876 and a Football Museum for Wales is due to open there in 2024. We are looking forward to supporting the Wales team who has reached the FIFA World Cup 2022 for the first time since 1958. <https://www.thisiswrexham.co.uk/visit>

The **long distance trails of Wales** has launched a bespoke [Travel Trade tool kit](#) to support tour operators arranging walking activity in Wales. The walking paths featured include the Wales Coast Path, Offa's Dyke Path, Pembrokeshire Coast Path and Glyndŵr's Way. It provides inspiration, maps and practical information including coach parking and places to eat and drink. To celebrate the **Wales Coast Path's** 10th anniversary in 2022 new [walking itineraries](#) have been developed, some created in partnership with Cadw combining the path's offering with visits to Wales' most iconic castles and historic landmarks. A new [app](#) has been launched that helps walkers to track their progress. Those who walk the Wales Coast Path can also buy branded products via the Wales Coast Path [Shop](#). Parts of the Wales Coast Path are well connected by train too. <https://walescoastpath.gov.uk/plan-your-visit/public-transport-in-wales/from-rail-to-trail/?lang=en>

Caernarfon Castle is developing a new accessible visitor centre at the castle's main entrance, the King's Gate. It will include an interactive experience, event space and improved retail space. It will also see new lift and stair access to the Town Walls, two new luxury apartments and significant conservation works to the walled town entrance. A timeline of developments can be found on [Cadw's website](#). <https://traveltrade.visitwales.com/product/t2168088>

Caerphilly Castle is undergoing a £5million renovation scheme that includes a new visitor centre, catering, toilets, digital interpretation of the site and a 13th century makeover of the Great Hall. It's due to be completed by summer 2024. <https://traveltrade.visitwales.com/product/t2168089>
Cadw's Tour Operator Scheme - <https://www.cadwmembership.service.gov.wales/operators/>

Penderyn Distillery has opened their new distillery in Llandudno and plan to open another site in Swansea in early 2023. It will be housed in the historic Hafod Morfa Copperworks site. All distilleries include an exhibition area, shop, a tasting bar and a conference suite. <http://penderyn.wales/>

Hensol Gin Distillery, located in the cellars of a 400 year old castle, celebrated its first birthday in September and has been recognised by Tripadvisor as a 2022 Travelers' Choice award winner for being in the 'Top 10% of attractions worldwide'. Situated on the estate of the four-star Vale Resort it offers a craft spirit distillery, gin school, visitor experience, bonded warehouse and bottling plant.

<https://traveltrade.visitwales.com/product/t2168694>

Three major tourist attractions in South Wales have joined forces to create a bespoke tour - **Coin, Coal and Cheers**. It includes a behind the scene tour of coin making at The Royal Mint Experience, a tour with an examiner at A Welsh Coal Mining Experience and a gin distillery tour and tasting at Hensol Castle Distillery. Min. tour size is 16. Cost is £45 net and is not sold to the public. This can be split over a few days or they can offer a full day silver or gold package or offer a bespoke experience. To book call 01443 682036 or email groups@royalmint.com <https://traveltrade.visitwales.com/news-and-updates/coin-coal-cheers>

The Royal Mint Experience has won Best Guided Tour at the recent Group Leisure & Travel Awards and has been recognised by Tripadvisor as a 2022 Travelers' Choice award winner for being in the 'Top 10% of attractions worldwide'. They have developed a range of packages, exclusive for the Travel Trade. Their most popular package for groups is the 'Tour & Lunch', which includes a behind the scenes tour, exhibition entrance, lunch, 10 per cent discount voucher for the gift shop and a complimentary gift.

<https://traveltrade.visitwales.com/product/t2167202>

Hay Castle has opened following an extensive restoration project. It is the first time in its 900 year history that the fully accessible castle has been open to the public. Clients will be able to discover its history through displays and interactive technology. Guided and private tours are available. A café and bookshop are also on site. <https://traveltrade.visitwales.com/news-and-updates/hay-castle-opens-first-time-its-900-year-history>

Vale of Rheidol Railway in Aberystwyth will see the conversion of existing engine shed into a new steam engine museum due to open spring/summer 2023. A new café is planned to open the same time. Already completed is a new ticket office, a new platform, toilet block and new storage building for the heritage coaching stock. In 2023, trains will start to operate during February half term, weekends in March and then every day from March onwards. <https://traveltrade.visitwales.com/product/t2167131>

Anglo Welsh Waterway Holidays is now offering visitors to Trevor Basin the opportunity to enjoy a boat trip across the **Pontcysyllte Aqueduct**, aboard its newly refurbished trip boat 'Seren Fach'. The 45min return trip will take your clients across the World Heritage Pontcysyllte Aqueduct, towering 38 metres (126 feet) high with amazing views across the Dee Valley. It runs daily (except Tuesdays) and can take up to 48 passengers. Refreshments are available on-board. <https://traveltrade.visitwales.com/product/t2169408>

Newport Transporter Bridge will open in 2023 / 2024 as an innovative attraction experience with a new visitor centre, café and toilets, shop and exhibition space. It is one of the most complete surviving transporter bridges, and only one of 6 remaining in the world.

<https://www.newport.gov.uk/heritage/en/Transporter-Bridge/Visit.aspx>

BBC Cymru Wales has opened its new headquarters to the public as it begins a programme of public tours. Between Thursday and Sunday your clients can take a behind the scene tour of [BBC Cymru Wales' broadcasting centre](#) at Central Square in Cardiff to discover the secrets of making BBC programmes. They will visit one of the largest BBC newsrooms with cutting edge technology and take a look at the TV galleries and other broadcast facilities. The tour takes 90mins, shorter tours may be available on request.

<https://traveltrade.visitwales.com/product/t2171803>

The 135 room **Mercure Newport** Hotel has opened in Newport city centre. The luxury hotel features a gym, an all-day dining experience and an outdoor terrace. It is a good base for exploring South East Wales. Also opened in the heart of the centre is the fully refurbished **Newport Market**. The market, which has been serving traders since the 19th century, has independent and unique stalls plus a large food court with an extensive range of diverse food options.

<https://traveltrade.visitwales.com/news-and-updates/mercure-hotel-newport>

<https://traveltrade.visitwales.com/news-and-updates/newport-market>

Tŷ Milford Waterfront, a new 100 bedroomed 3 star hotel, has opened in Pembrokeshire. It is part of The Celtic Collection (including Celtic Manor Resort). Their Tŷ Hotels brand includes Tŷ Magor and Tŷ Newport and will be targeting group business. <https://traveltrade.visitwales.com/product/t2171741>

The Parkgate Hotel in Cardiff is a new luxury 170 bedroom hotel and an exciting collaboration between the Welsh Rugby Union, property developer Rightacres, and The Celtic Collection. www.theparkgatehotel.wales

Old College Aberystwyth plans to open in 2024 as a mixed use experience, culture & creative centre and attraction. This includes a 4-star hotel with an up to 200 capacity function space. Situated on the promenade this will be a significant addition to Aberystwyth as a destination resort. <https://www.aber.ac.uk/en/oldcollege/>

Albion Aberteifi, a boutique 12 bedroom hotel has opened in the thriving market town of Cardigan, overlooking the river Teifi. The hotel is housed across 2 Grade II listed historic warehouses and the development has kept many original features, celebrating the town's maritime heritage. The name comes from the local legend of the vessel, Albion, which sailed 180 passengers from Cardigan to Canada in 1819. The second phase will see an additional 11 rooms in 2023, along with Yr Odyn restaurant serving the best of local cuisine, including meat from animals reared at fforest farm, with an emphasis on cooking over fire and influences from Scandinavia and Japan. An outdoor sauna and onsen in a private elevated woodland glade house behind the hotel is planned to open in December 2022. Fforest, the outdoor lifestyle pioneer and holiday retreat, also has a range of other accommodation from cabins and glamping tents to farmhouses. www.albionaberteifi.co.uk www.coldatnight.co.uk

voco® St. David's Cardiff has collaborated with Cardiff International White Water to bring together two new packages - 'Rest & Raft' (an overnight stay, breakfast and White Water Rafting experience, available Monday to Friday) or 'Bed & (Paddle) Board' (an overnight stay, breakfast and Stand Up Paddleboarding experience). They have also joined forces with OVO E-bikes, offering clients a chance to hire one of three electric eBikes as an eco-friendly way to discover the bay, the city centre and the Taff Trail. Available daily. <https://traveltrade.visitwales.com/product/t2167114>

Adventure Tours UK is the first UK inbound tour operator to provide a carbon footprint label on all small group adventure holidays. Other environmentally responsible initiatives include a partnership with Trash Free Trails with a mission to reduce litter on trails and in wild spaces by 75% by 2025 and supporting a new woodland initiative by planting native trees in their local area of North East Wales. The award-winning business operates a range of adventures from multi-adventure breaks to wild wellness retreats and epic hiking experiences, including small group tours from 4 to 14 days, self-guided and self-drive tours, tailor-made groups and family breaks, and corporate events. They offer flexible partnerships with the travel trade from agent reselling to exclusive ground handling operations and whitelabeling services. The Adventure Travel Trade Association (ATTA) recently awarded them its 2022 scholarship. <https://traveltrade.visitwales.com/product/t2167058>

Adventure Tour UK's carbon Impact Report - <https://simplebooklet.com/adventuretoursukcarbonreport202021#page=1>

Angela Shanley Associates Ltd has welcomed Wales specialists Cambria DMC into the ASA group. Cambria DMC founder, Aled Rees, has built Cambria since 2012 into one of the few specialist Welsh DMC's, packaging Wales into ready to sell programmes & tour itineraries for overseas wholesalers. Aled, Emma & Jemma join the ASA family, bringing a wealth of experience with them whilst continuing to build on their achievements over recent years under the name **Cambria@ASA**. The introduction of Cambria@ASA gives the ASA group a truly complete picture for mainland UK and the perfect accompaniment to their European offerings. <https://asa-dmc.com/cambria-asa/>

A new tour has been introduced by **Celtic Tours Wales**. The bespoke 'All Things Wool Tour' includes a visit to a wool manufacturer and a museum. There is also a sheep herding demonstration and a Welsh tea during the tour. <https://traveltrade.visitwales.com/news-and-updates/celtic-tours-wales>

Your clients can discover Pembrokeshire's hidden gems with **North Pembrokeshire Tours** who now offer small group bus tours led by friendly local residents, a 3hr walking tour starting in Fishguard and a 1hr 30min Strumble Head boat trip from Fishguard Harbour. More community-based experiences involving local craftspeople to follow. <https://traveltrade.visitwales.com/product/t2171904>

Loving Welsh Food, the **Coal Exchange Hotel**, **Royal Welsh College of Music & Drama** and **Penderyn Distillery** are working together to provide a Welsh welcome to international visitors. A Taste of Wales is an event of Welsh entertainment, food and drink. The growing portfolio by Loving Welsh Food also includes the Cosmopolitan Cardiff Food Tour which introduces clients to a range of cuisines around its cafés, delis and restaurants. And the Green Food Tour which showcases delicious food and drink at eco-friendly venues and a walk through Cardiff's Bute Park. Bespoke tours can be arranged and all tours can also be offered in French, Italian, Spanish and German on request. <https://traveltrade.visitwales.com/product/t2167051>

New Wales tours and itineraries for international travel trade and consumers are now available from a number of Destination Management Companies (DMCs) / incoming operators, professional tourist guides and accredited English language schools located and operating in Wales. These Wales-based suppliers provide a culturally sensitive service for internationally based operators, agents and consumer who look to a local provider on the ground with the knowledge and contacts to help them provide memorable tours and experiences all across Wales. The new itineraries have been developed with sustainability in mind and with a focus on:

- increasing Spend
- regional Spread and
- extending the tourism Season.

The suite of new and updated inbound itineraries, language courses and bookable programmes, alongside destination promotion is aimed at recovering Wales' profile and business from international markets.

<https://traveltrade.visitwales.com/news/new-tour-itineraries-in-Wales>

National Churches Trust has unveiled a series of bespoke tours combining Wales' sacred treasures and hidden gems as part of its '**Exploring Sacred Wales**' programme. The website showcases the fascinating history and stunning art and architecture of over 500 historic places of worship across the country with suggested itineraries linking them together. www.explorechurches.org/cymru

As part of **Neath Port Talbot** County Borough Council's new tourism campaign, **Dramatic Heart of Wales**, a new destination website and group travel guide has been launched which features inspiring experiences including places to stay and eat for groups. <https://dramaticheart.wales/home-2/plan-your-visit/>

WOTGA (Wales Official Tourist Guides Association) - 19 Blue Badge Linguist Guides from across the UK have successfully passed their endorsement course 'Telling the Stories of South Wales' and 13 for North Wales. Including Portuguese, Italian, Spanish, Romanian, Dutch, Greek and Russian and more German guides. Wales already has 3 French, 2 Italian and 4 German speaking Welsh Blue Badge Guides.

They have also welcomed 26 new members as accredited Green Badge Tourist Guides for 3 regions – South East, West and North Wales. The new guides are qualified to Federation of European Guides standards.

<https://traveltrade.visitwales.com/useful-information/toolkit/wales-best-guides>

Wales on Rails has been launched to encourage tourists to find a new sustainable way of travelling around the country. Downloadable route cards are available for rail and bus routes to themed attractions including adventure, food, garden, heritage and outdoors. A selection of one to seven day itineraries are also available.

<https://walesonrails.co.uk/>

Celtic Routes is a way to discover West Wales and Ireland's Ancient East. The Celtic Experience Collection highlights a range of tours, events and special encounters. For Celtic inspiration visit <https://celticroutes.info/>

Discover the story of Wales with the **National Museum of Wales'** new interactive map and trails. Products featured include the seven National Museum of Wales sites which are free to visit and also nearby attractions that you can include in your itineraries. You can also select product by theme.

<https://museum.wales/discover-the-story-of-wales/>