

Cymru Wales - Inbound Prospects & Opportunities

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Today. Inbound Prospects for Wales:

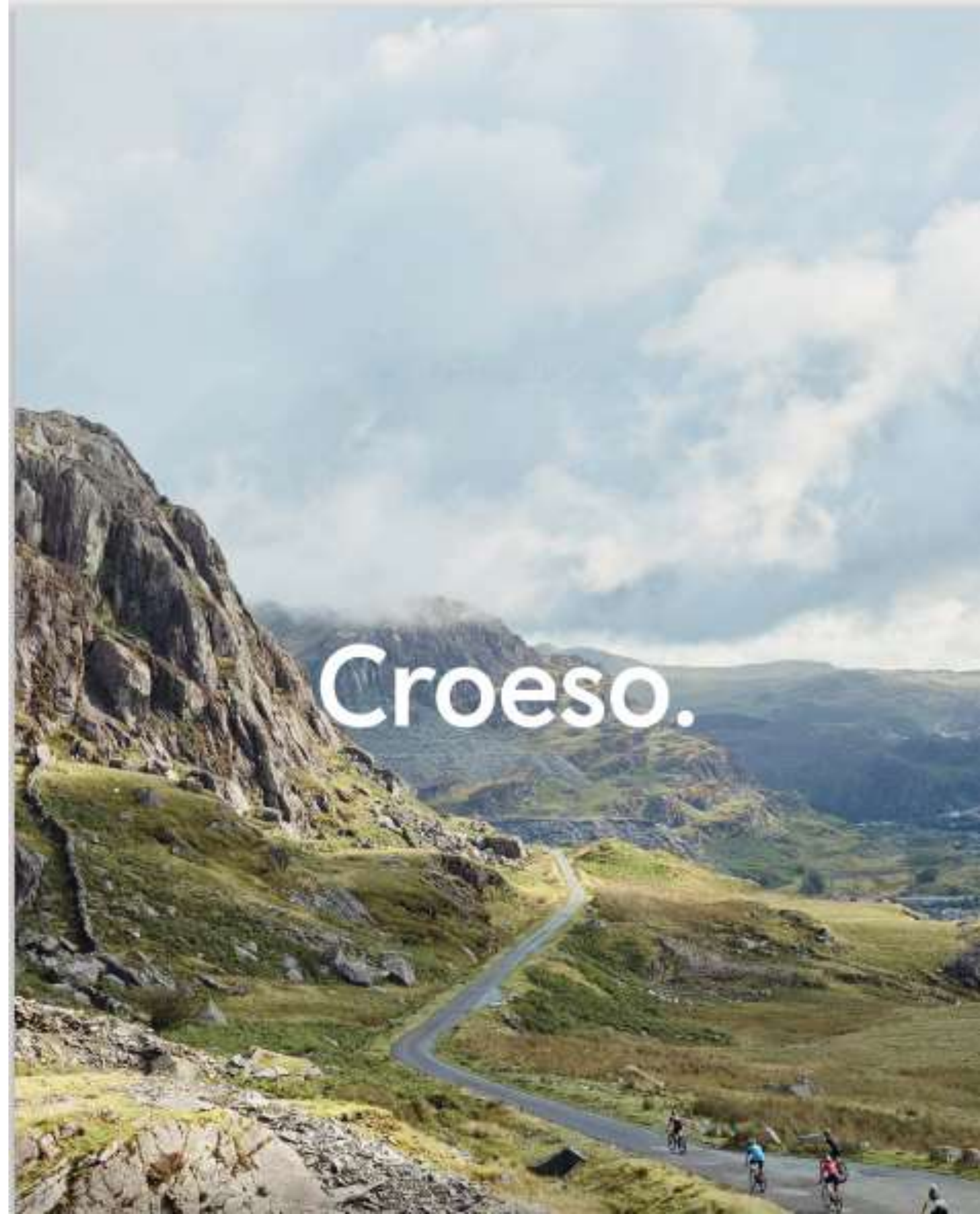
1. Inbound Research

2. Opportunities - Context:

- Strategic priorities
- Cymru Wales nation brand
- Wales in the spotlight

3. Opportunities – Themes & Products:

- Pillars and themed year
- New accommodation & products

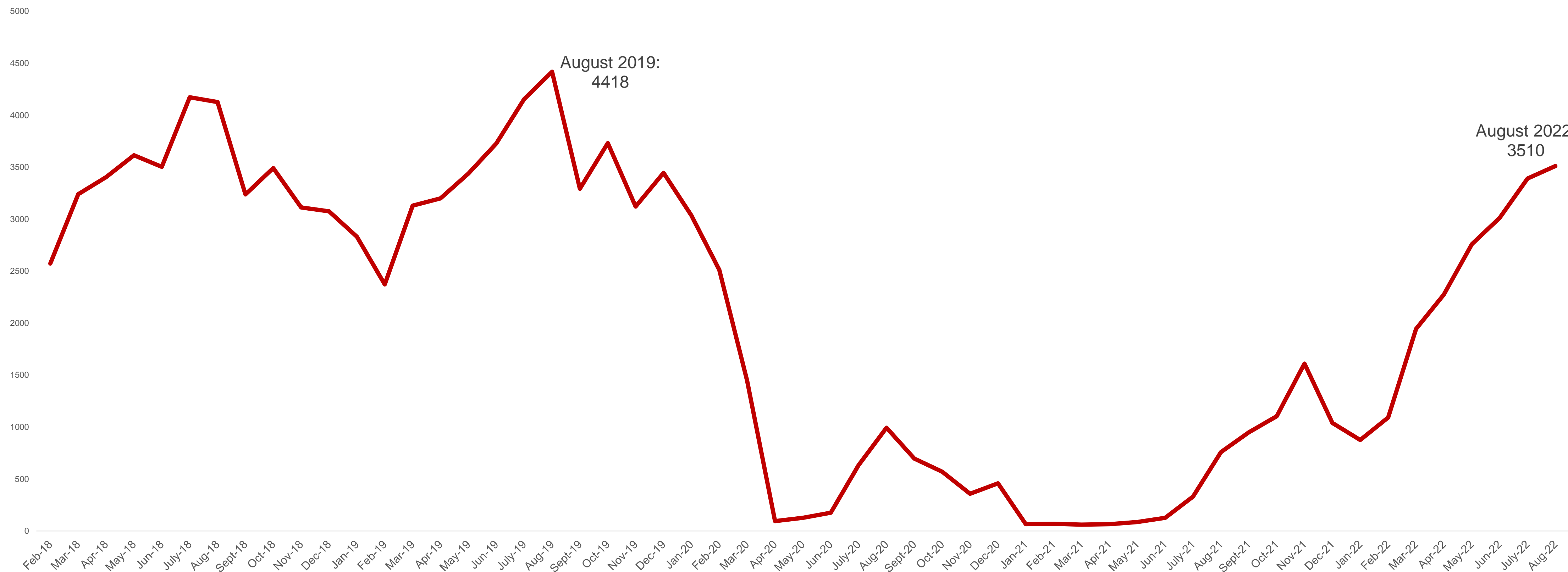


Ymchwil.
Research.



Inbound volumes to the UK have seen a strengthening recovery in the first 8 months of 2022 with 18.8m trips taken January to August. **Overall inbound spend** : In the 8 months to August 2022 inbound visitors to the UK spent a total of £16.0 billion.

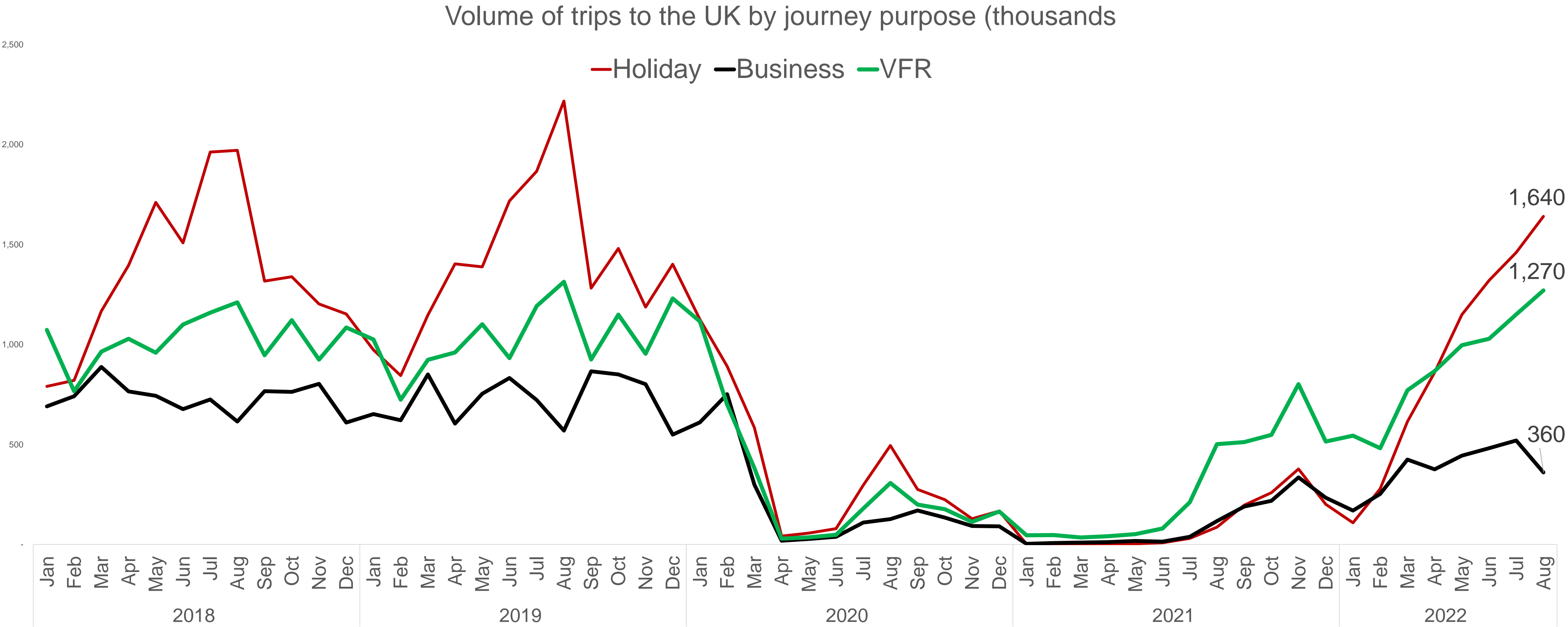
Monthly volume of inbound visits to the UK (thousands)



Source IPS: Between January to August 2022 – the ONS were unable to restart interviewing at Eurotunnel during this period due to COVID-19 restrictions so data for this timeframe excludes travel via this port.



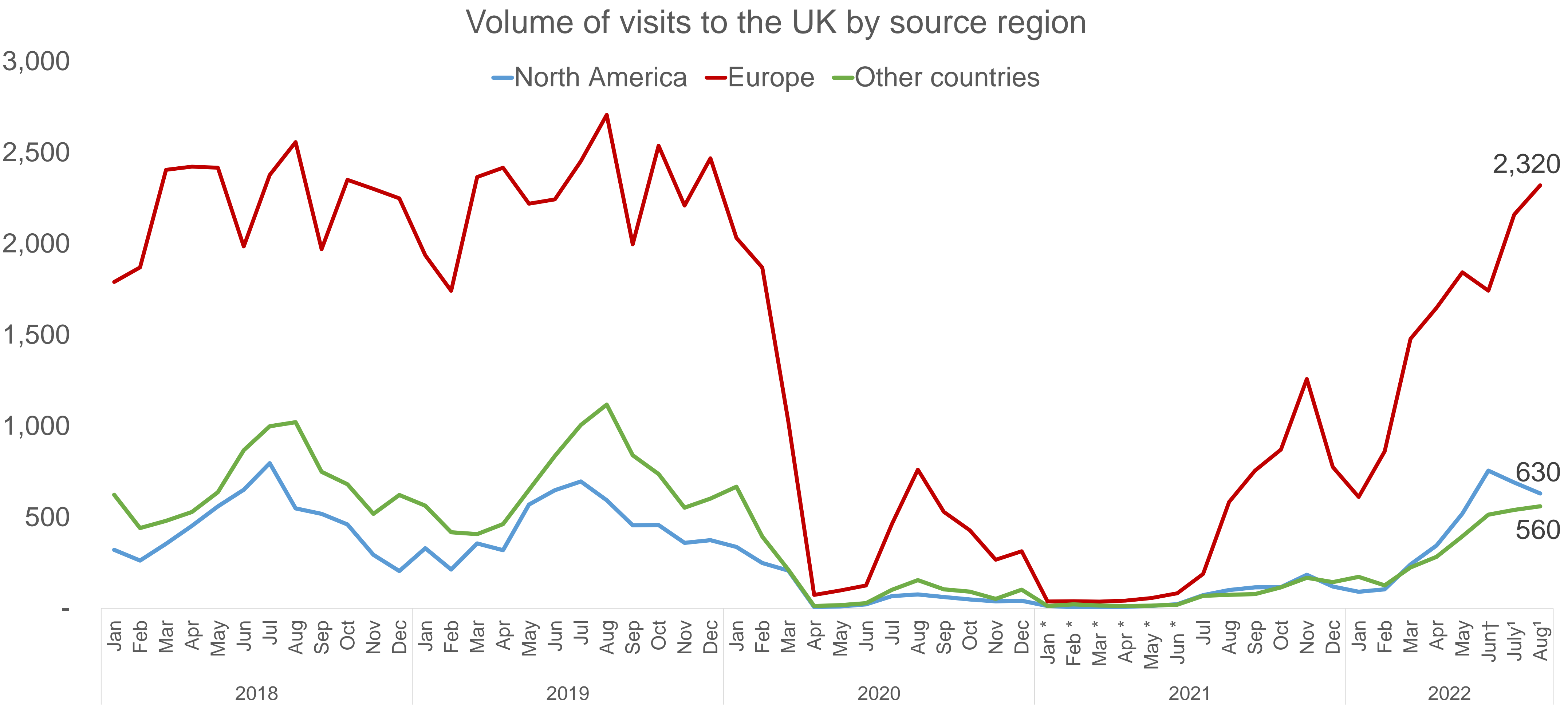
Inbound VFR visitor volumes to the UK have recovered at the fastest rate followed by inbound holidays. Inbound business trips are recovering more slowly.



Source IPS: Between January to August 2022 – the ONS were unable to restart interviewing at Eurotunnel during this period due to COVID-19 restrictions so data for this timeframe excludes travel via this port.



Recovery of inbound trips to the UK has been led by North America and Europe



Source IPS: Between January to August 2022 – the ONS were unable to restart interviewing at Eurotunnel during this period due to COVID-19 restrictions so data for this timeframe excludes travel via this port.



2021 visits and spend to the U.K. by selected markets

Visits (in thousands)

Country of residence	2021	2021 sample
Irish Republic	708	2,296
France	677	1,620
USA	663	3,065
Spain	525	1,607
Germany	390	1,299
Poland	337	687
Netherlands	273	788
Italy	256	736
GCC*	233	983
Romania	191	417
Switzerland	164	592
Belgium	159	369
Canada	128	555
Sweden	117	420
Denmark	102	353
Norway	75	240
India	58	252
Australia	24	108
Russia	23	107
Brazil	19	84
China	15	103
Hong Kong	12	75
Japan	10	61
New Zealand	9	48

Spend (£m) by Selected Markets

Country of residence	2021	2021 sample
USA	£783	3,065
GCC*	£710	983
France	£420	1,620
Spain	£297	1,607
Irish Republic	£294	2,296
Germany	£235	1,299
Italy	£174	736
Canada	£148	555
Netherlands	£145	788
Switzerland	£143	592
China	£141	103
Belgium	£120	369
India	£116	252
Romania	£114	417
Poland	£108	687
Sweden	£78	420
Norway	£63	240
Denmark	£62	353
Hong Kong	£43	75
Australia	£35	108
Brazil	£25	84
Japan	£19	61
Russia	£19	107
New Zealand	£17	48

Large established markets in Europe and USA led the start of the recovery in 2021

- The top inbound markets for visits to the U.K. in 2021 were the Irish Republic, France, USA, Spain and Germany.
- The top inbound markets to the UK for spend in 2021 were the USA, GCC, France, Spain, the Irish Republic and Germany.
- GCC* includes Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates (UAE).

Source: IPS 2021/2021 – data published for 2021 should be interpreted with the caveats that no data was collected for those travelling to the UK by Eurotunnel and data for those travelling via Dover was only collected from Q3. In addition, no estimates are included for any travel across the Irish border.



Large established markets in Europe and USA have led the recovery in inbound trips to the UK in 2021 and 2022

Visits (000)

Rank 2022	Country of residence	Rank 2 019	Jan-June 2022 (Thousands)	Jan-June 2022 Spend (£m)
1	USA	1	1714	£2,214
2	France	2	1326	£682
3	Irish Republic	4	1061	£444
4	Germany	3	824	£503
5	Spain	5	756	£360
6	Netherlands	7	642	£327
7	Poland	8	468	£121
8	Italy	6	454	£262
9	Switzerland	11	350	£260
10	GCC*	20	341	£884
11	Romania	12	284	£115
12	Belgium	9	277	£165
13	Australia	10	223	£385
14	India	16	198	£253
15	Denmark	17	164	£82
16	Norway	18	158	£121
17	Canada	14	343	£345
18	Sweden	15	191	£118
19	Brazil	28	108	£116
20	New Zealand		39	£51
21	Japan	23	24	£39
22	Hong Kong	22	22	£37
23	Russia		18	£12
24	China	13	15	£55

Same markets leading the recovery in 2021 and 2022

- The top inbound markets for visits to the U.K. between January and June 2022 were the same as in 2021, but USA generated highest volume, followed by France, Irish Republic, Germany and Spain.
- The top inbound markets to the UK for spend between January and June 2022 were the USA, GCC*, France, Germany, Irish Republic.
- GCC* includes Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates (UAE).

Source IPS January to June 2022 – the ONS were unable to restart interviewing at Eurotunnel during this period due to COVID-19 restrictions so data for this timeframe excludes travel via this port.



Recovery in inbound trips is underway across most areas of the UK

Region	Q1 2022 Visits (000)	Q2 2022 Visits (000)	YTD 2022 Visits (000)
London	1,935	4,280	6,215
Rest Of England	1,738	3,233	4,971
North East	46	138	185
North West	341	707	1,048
Yorkshire	137	238	376
West Midlands	232	403	635
East Midlands	139	210	350
East Of England	323	480	803
South West	221	542	763
South East	414	877	1,291
Scotland	276	834	1,110
Wales	74	186	260
Total UK	3,911	8,045	11,956

Wales 2019

Trips 1.02 million

Spend £515 million



Trips

Top 10 countries of origin of International Visitors by volume of trips (thousands) to Wales – Three Year Average 2017-2019

Wales				
All Visits	1,041		All Visits	100%
Ireland	164		Ireland	16%
USA	108		USA	10%
Germany	80		Germany	8%
France	73		Australia	7%
Netherlands	58		Netherlands	6%
Australia	53		Poland	5%
Spain	47		France	4%
Italy	41		Spain	4%
Poland	36		Switzerland	3%
Canada	31		Canada	3%

*Source: IPS 2017-2019

Spend

Top countries of origin of International Visitors by spend (£ millions) to Wales – Three Year Average 2017-2019

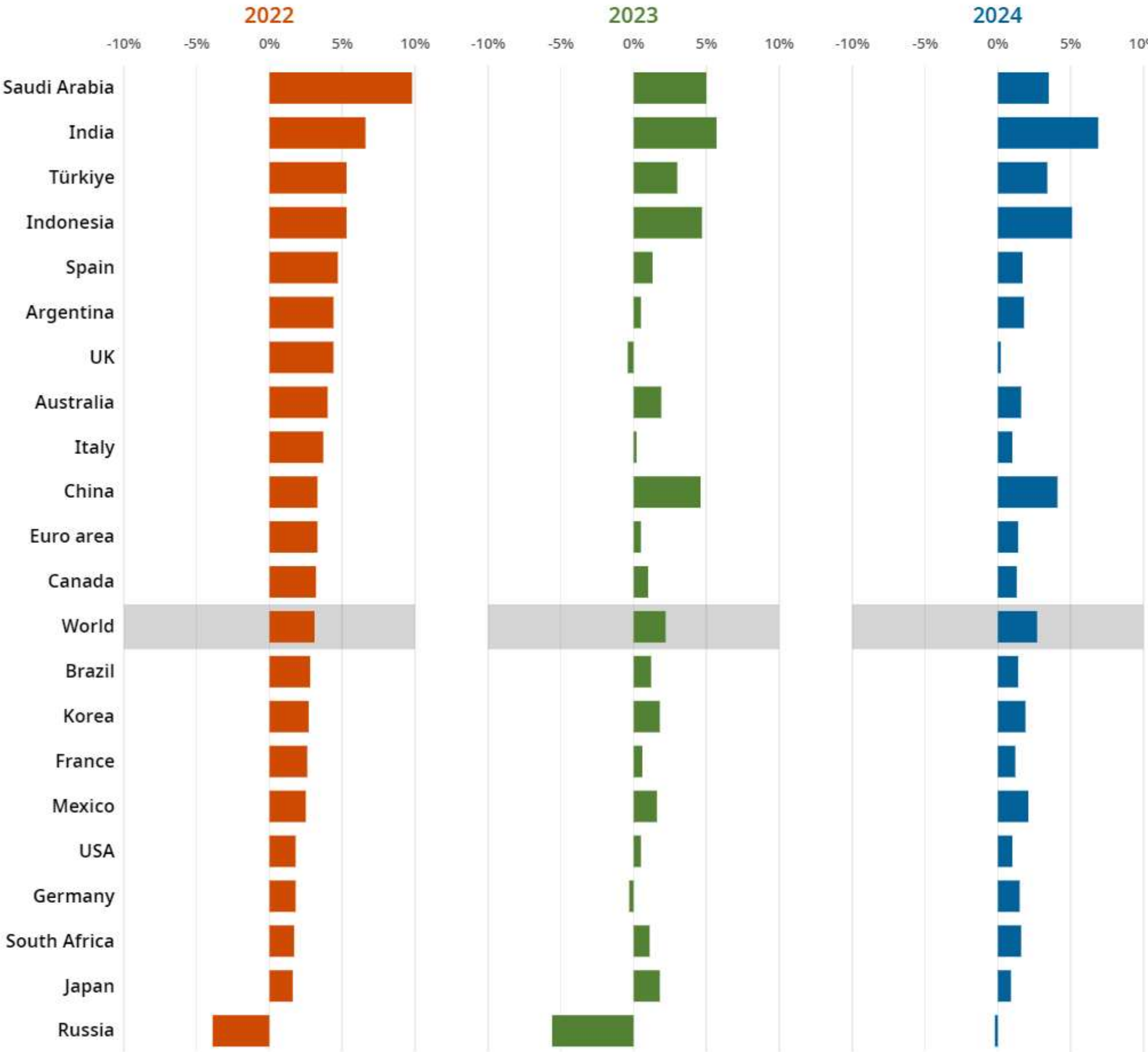
Wales				
All markets	448.4			
USA	51.9		USA	12%
Irish Republic	37.2		Irish Republic	8%
Germany	32.9		Germany	7%
Australia	30.3		Australia	7%
France	21.7		France	5%
Netherlands	17.5		Netherlands	4%
Spain	15.4		Spain	3%



Rising inflation and low growth is likely to impact the rate of recovery for international travel, and if they do travel, many consumers are likely to be value and budget conscious.

GDP for 2022, 2023 and 2024
%, year-on-year

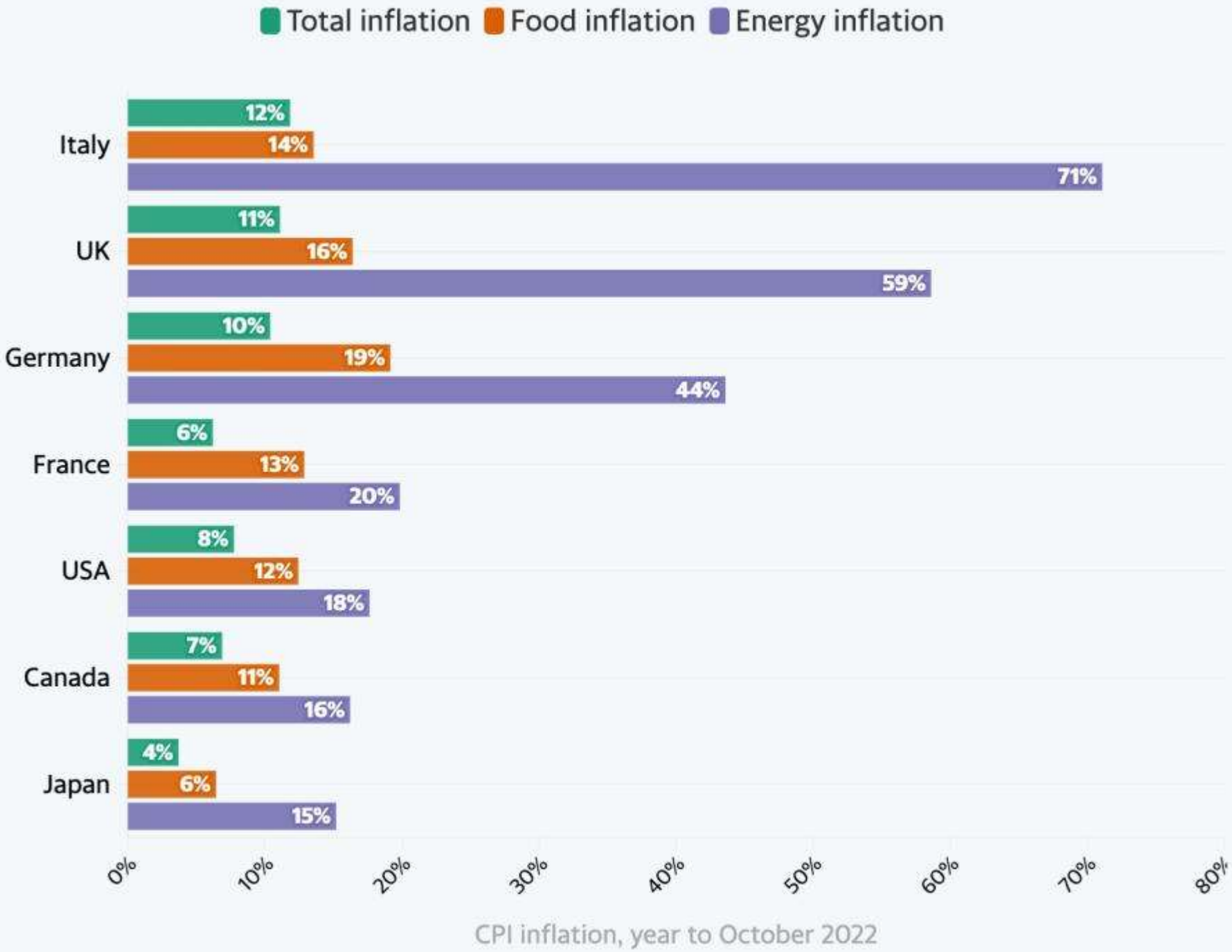
Major economies OECD countries



Source: OECD Economic Outlook (Edition 2022/2)



INFLATION IN G7 COUNTRIES



Source: ONS, OECD



Value AND Money will be key drivers for 2023

Drivers of Influence in Selecting an Destination for an International Break/Holiday



D3. Please tell us how important each of the following considerations are in choosing a destination for an international break or holiday? (7 point-scale where 7 = 'extremely important' and 1 = 'not at all important'; Blue figures are significantly higher; Red significantly lower)
Base N=22,840 Weighted global



The consumer is seeking advise and information on how to travel sustainably, ways of immersing themselves in the local destination, as well as flexibility around travel and bookings.

2023-Euronews-Travel-Trend-Report-1 PDF



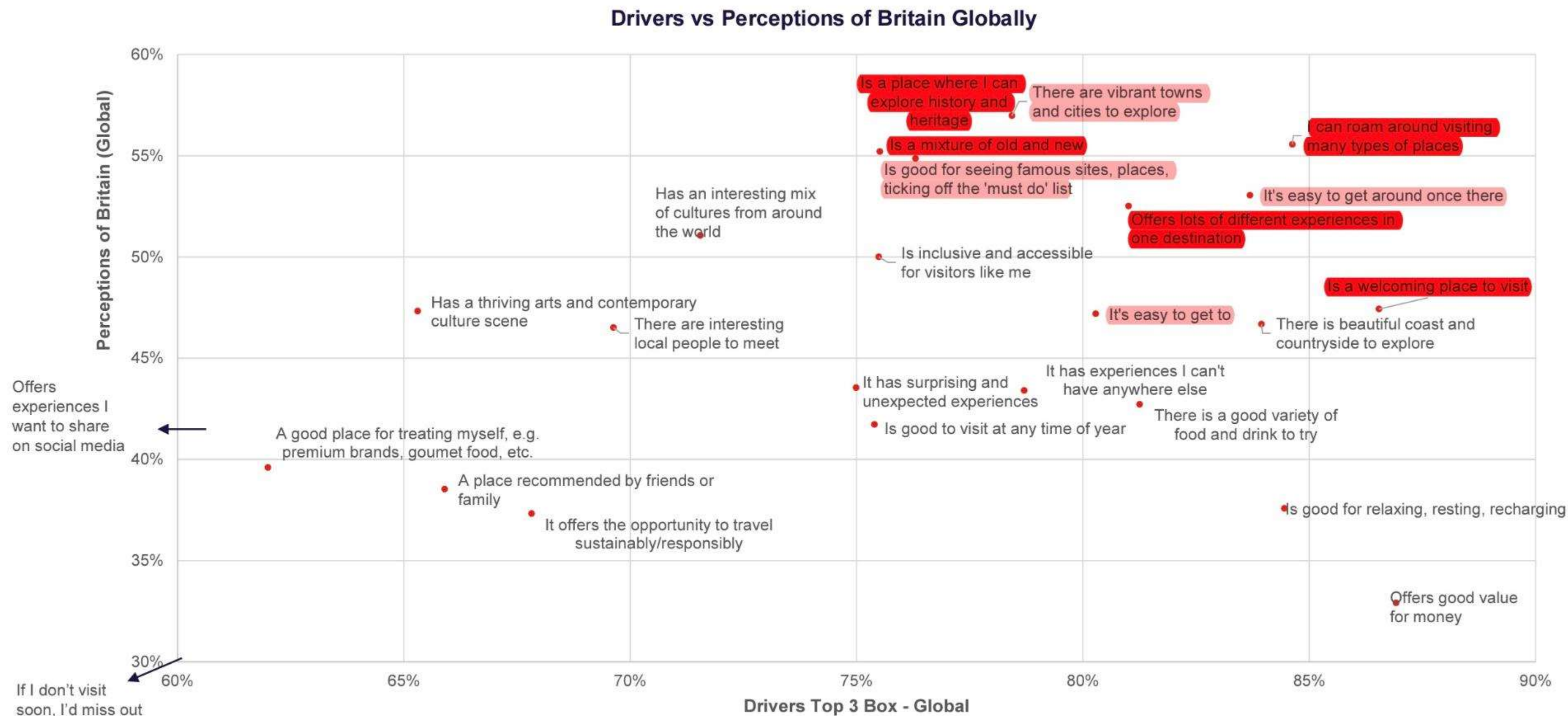
Types of sustainability information consumers want to see during their trip planning process.¹⁴



¹⁴Expedia Group Media Solutions, [Sustainable Travel Study](#), 2022
¹⁵Expedia Group, traveler reviews data, January-September 2022



Britain is most strongly associated as a destination offering **history and heritage, vibrant towns/cities, famous sites** and a **place to roam around different destinations**, which are important considerations for visitors choosing destinations

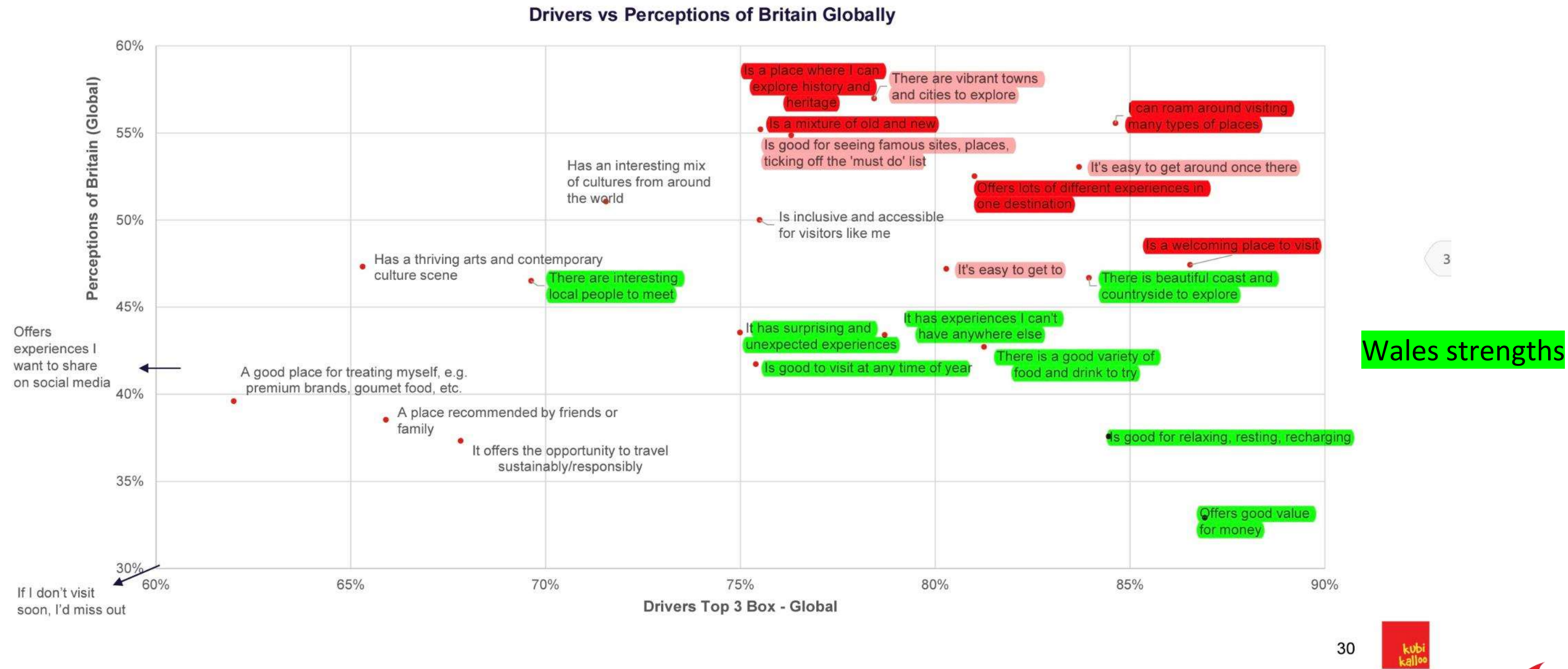


Britain strengths

E1. Britain perceptions mapped against D3. Drivers for International Tourists; Total base size N=22,840; Global weighting applied



Britain has some notable weaknesses around value, welcome and it is not seen as a relaxing destination with natural beauty and variety of food; these are things that Wales offers and can strengthen the overall visitor experience and perceptions of Britain.



Source VisitBritain MIDAS research survey of 29 inbound markets to UK March-April 2022.



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.



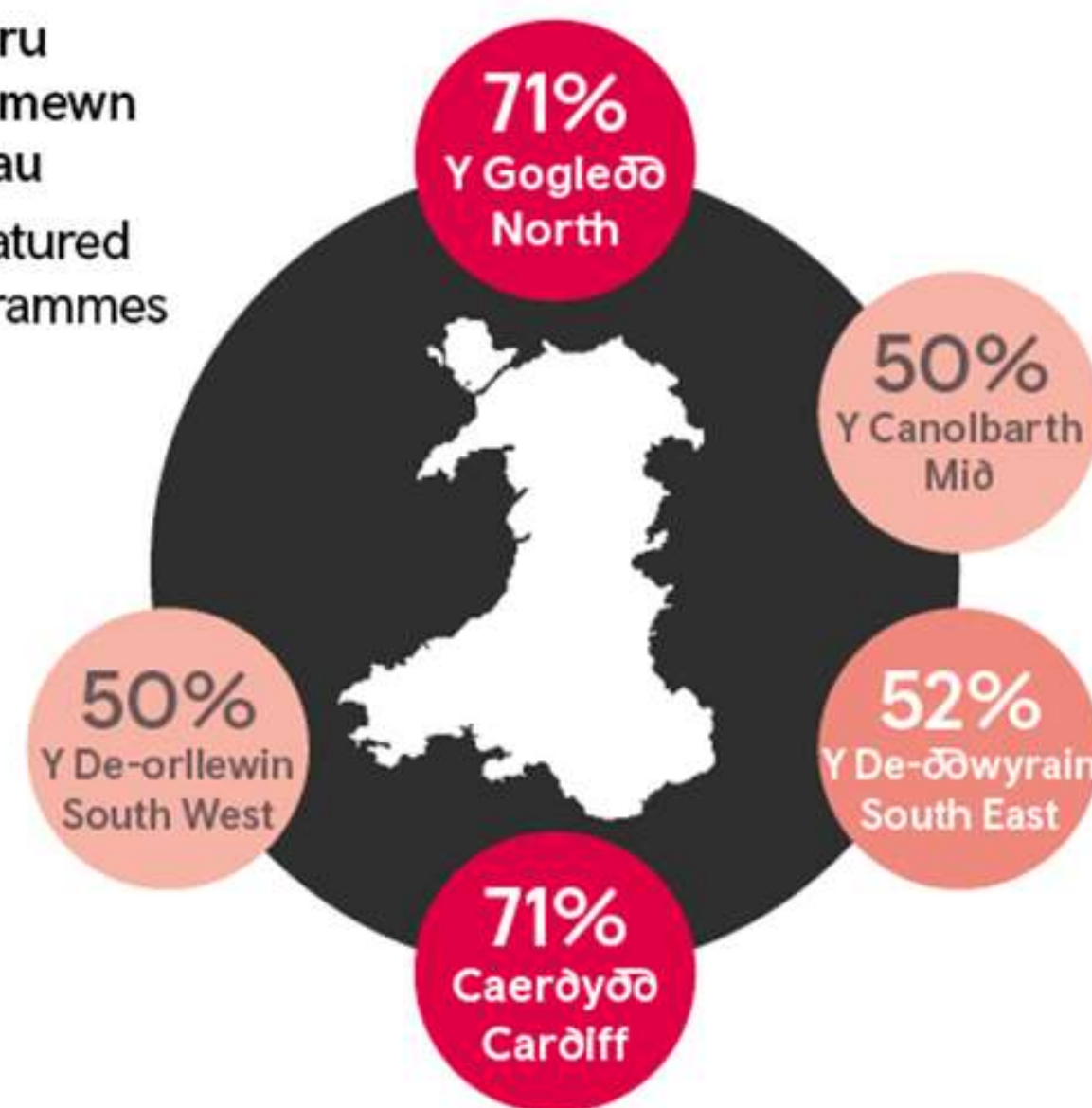
Gwerth busnes y 100 gweithredwyr mwyaf blaenllaw* a ddylanwadwyd arnynt gan Croeso Cymru yn 2019.

Value of business from top 100 operators* influenced by Visit Wales in 2019.



Ardal o Gymru weði eu cynnwys mewn rhaglenni a teithiau

Areas of Wales featured in tours and programmes



Twf yng ngwerth y 100 gweithredwyr mwyaf blaenllaw*

Growth in value of top 100 operators*



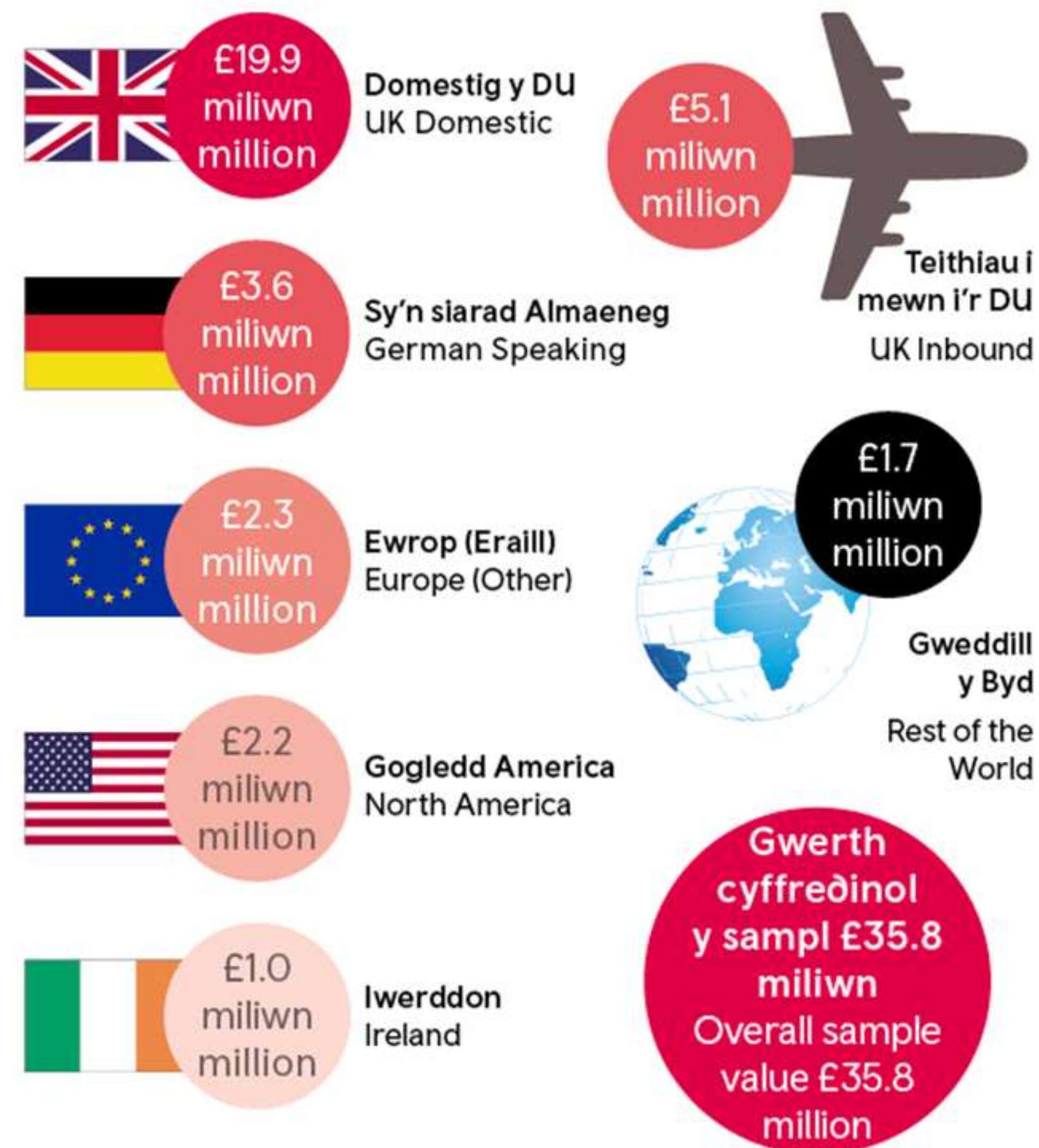
* Yn 2010, nododd Croeso Cymru ei 100 busnes twristiaeth gorau i'w blaenoriaethu ar gyfer datblygu busnesau yn y dyfodol. Yn dilyn gwerthusiad 2015, ail-ddiffiniwyd y rhestr hon i adlewyrchu blaenoriaethau Croeso Cymru yn y cyfnod 2015-2020.

* In 2010, Visit Wales Identified its 'top 100 operators' in terms of future priorities for business development. Following the 2015 evaluation, this list was redefined to reflect priorities for Visit Wales in the period 2015-2020.

Ffigurau 2019 / Figures 2019

Gwerthoedd y sampl ymchwil†

Research sample values†



† Sampl ymchwil a oedd yn cynnwys 841 o weithredwyr.

† Research sample of 841 tour operators.



Featuring Wales from 2023 onwards

Mixed levels of future interest

 Greater interest found among European operators – more certainty over their European plans at time of interviewing – 36% with ‘strong interest’ in Wales and 37% with ‘some interest’

 Among long haul operators, 30% ‘don’t know yet’



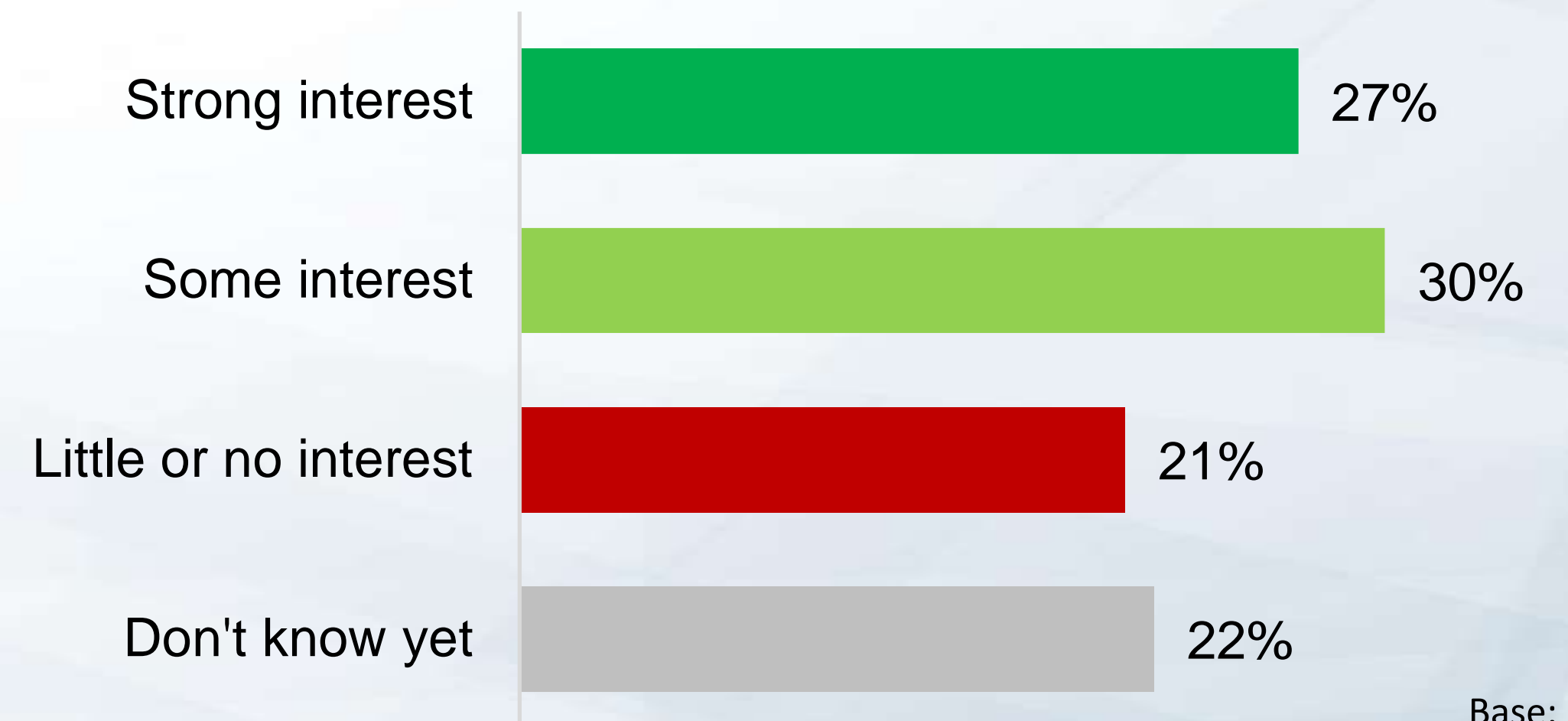
“We currently don't offer any Wales products but are planning to introduce the destination into our programme in 2023”

German operator

“There have been many travel programmes and documentaries showing Wales recently, and these have sparked up a lot of interest here in Canada”

Canadian operator

Q16 "From 2023 onwards, how much interest do you have in developing or selling more Wales products?"



Base: 185

Q16 has been asked to all except those no longer featuring Britain

Seasonal spread

Potential to attract more interest outside of summer

- Achieving seasonal spread is also part of Visit Wales' remit
- Interest in Wales among tour operators is high in summer
- Perhaps more could be done to attract travel trade business at other times of year when occupancy rates are lower

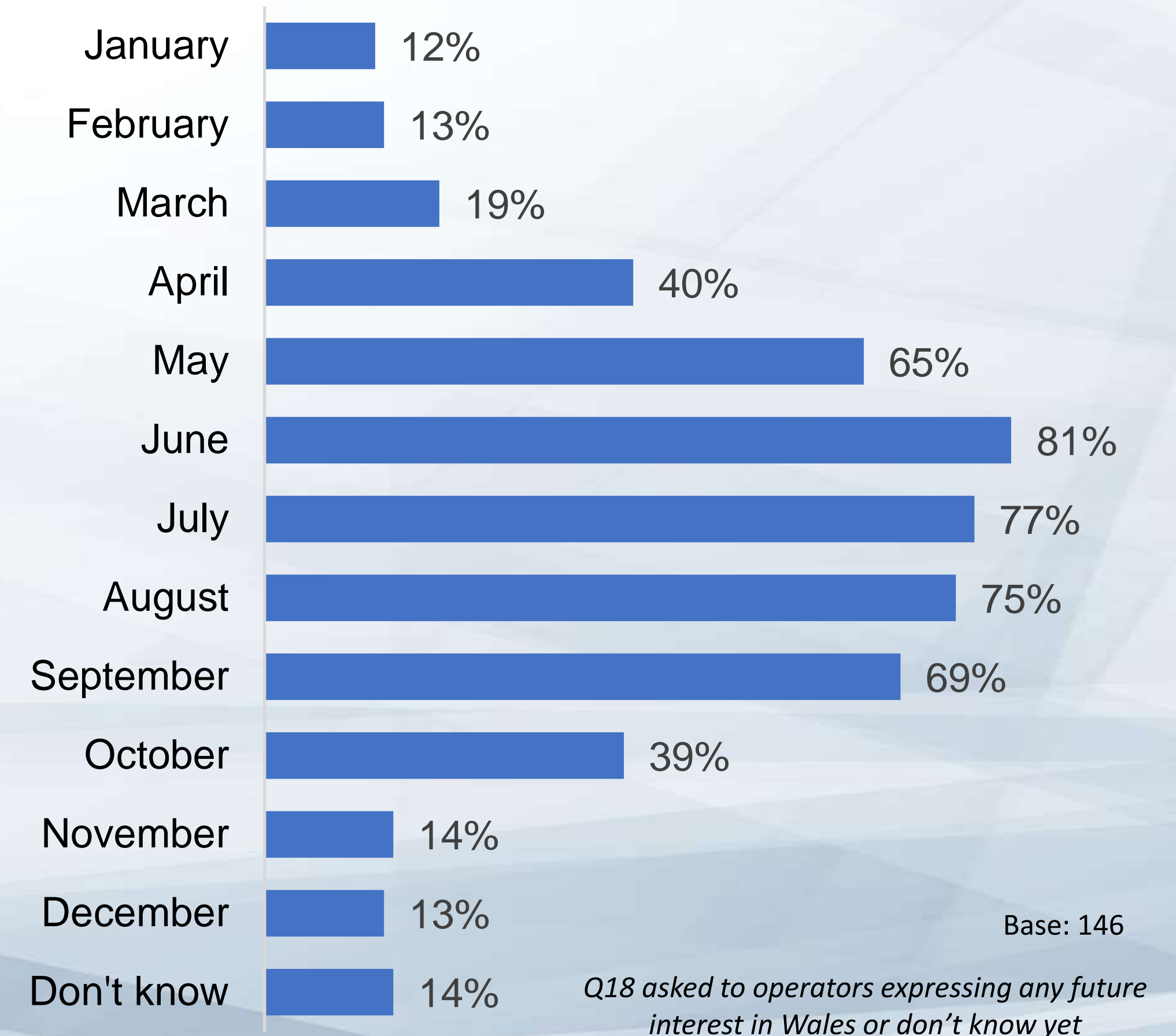
"We usually send people to Wales all year round, but our peak season for the destination is definitely summer"

Irish operator

"We send people to the destination all year round. However, I would say the peak of Wales trips is in May, June and September."

German operator

Q18 "In which months of the year in future could you foresee sending people to Wales?"



Regions of Wales featured in 2022

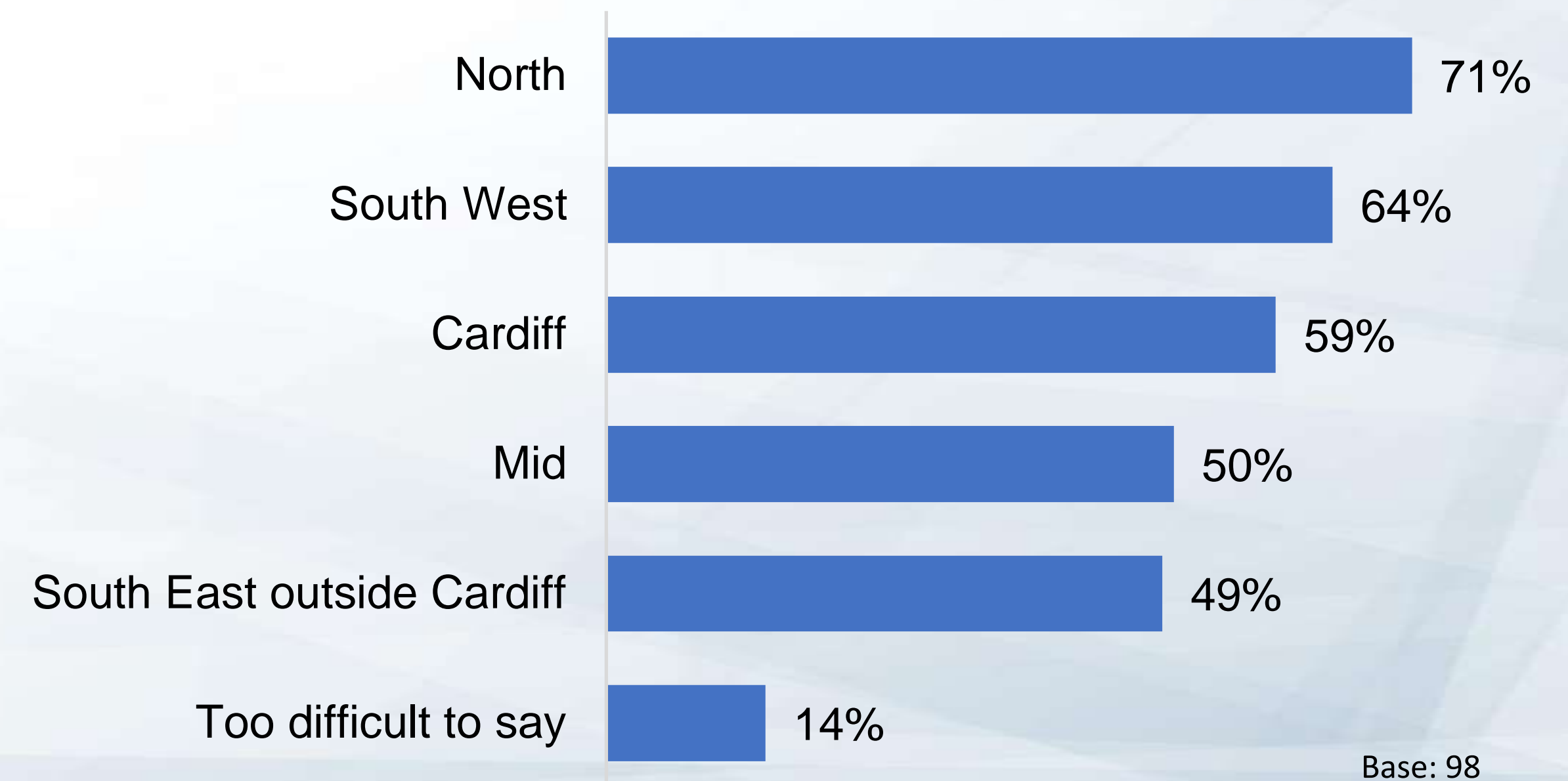
Reasonable spread across Wales

- One part of travel trade team's remit is to achieve regional spread across Wales
- All regions are benefiting from overseas travel trade business

***"People go to do all the tourist things
and Wales has many castles – the
Americans love castles"***

US operator

Q10 "Which regions of Wales do you hope to send people to in 2022?"



Q10 asked to operators featuring Wales in 2022

Opportunities.



Strategic context.

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

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

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.

[Welcome to Wales: priorities for the visitor economy 2020 to 2025 | GOV.WALES](#)



Focus.

Seasonality.

Extending the
traditional
season.

Spend.

Value over
volume.

Spread.

Spreading the
benefit.



Nation Brand.

- The overarching *Cymru Wales* nation brand aims to inspire audiences around the world to choose Wales as a place to visit, work, invest, live and study
- International campaigns showcase Wales as a globally responsible nation
- A strong focus on elevating people, with product and place as supporting cast

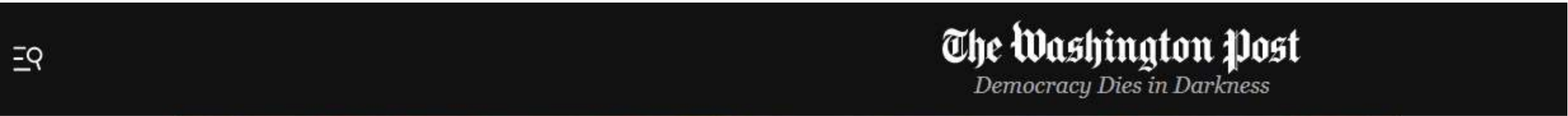


Cymru Wales at the World Cup 2022



TODAY'S WORLDVIEW

At the World Cup, Wales finds itself



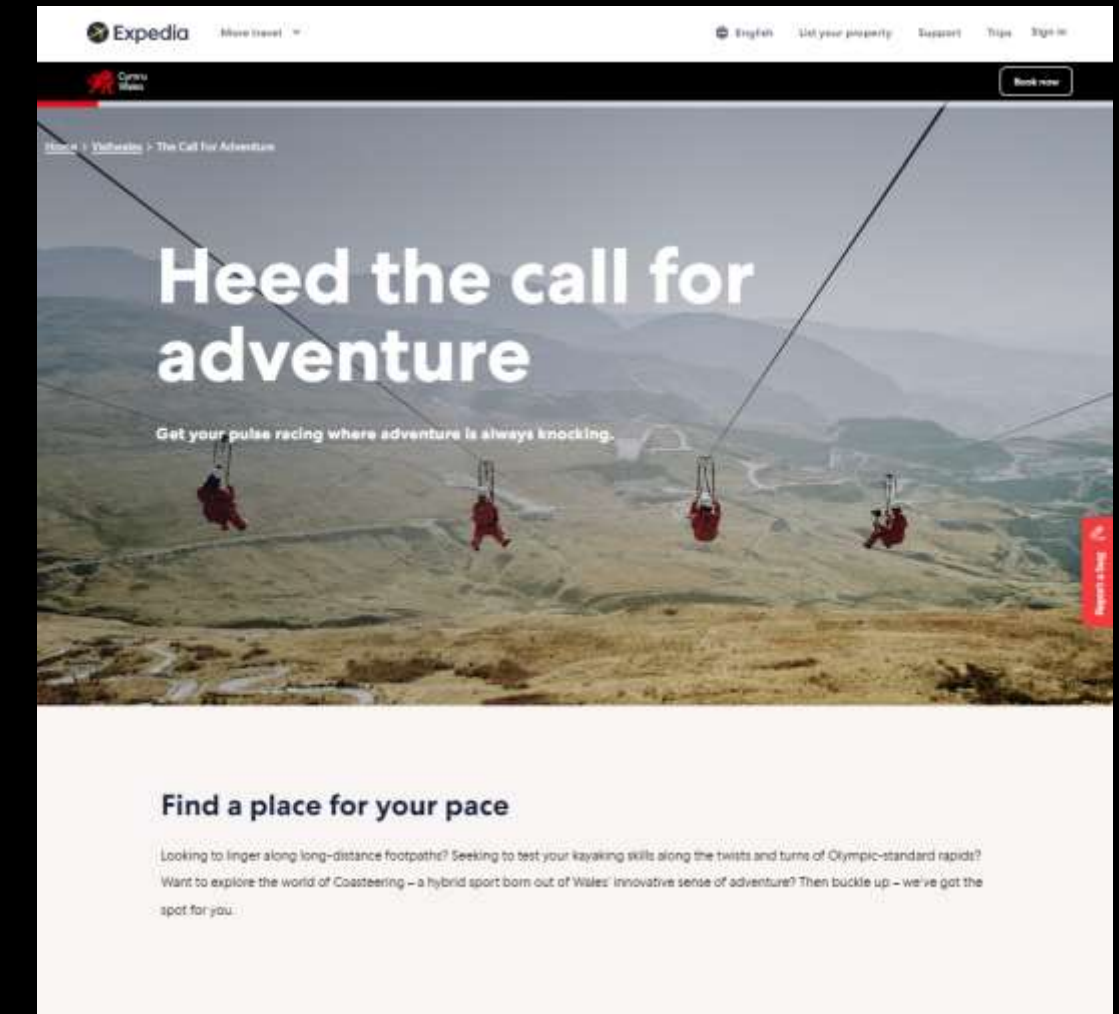
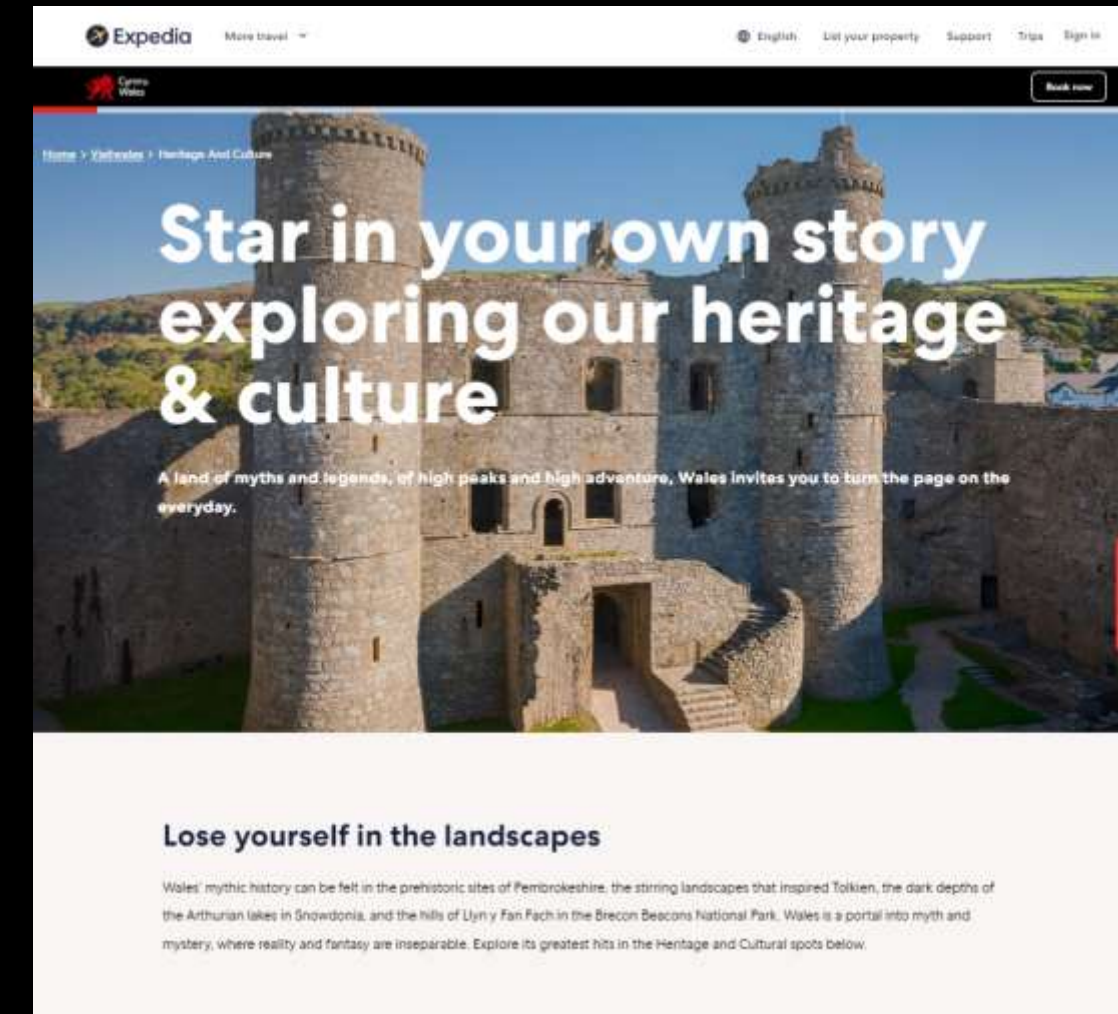
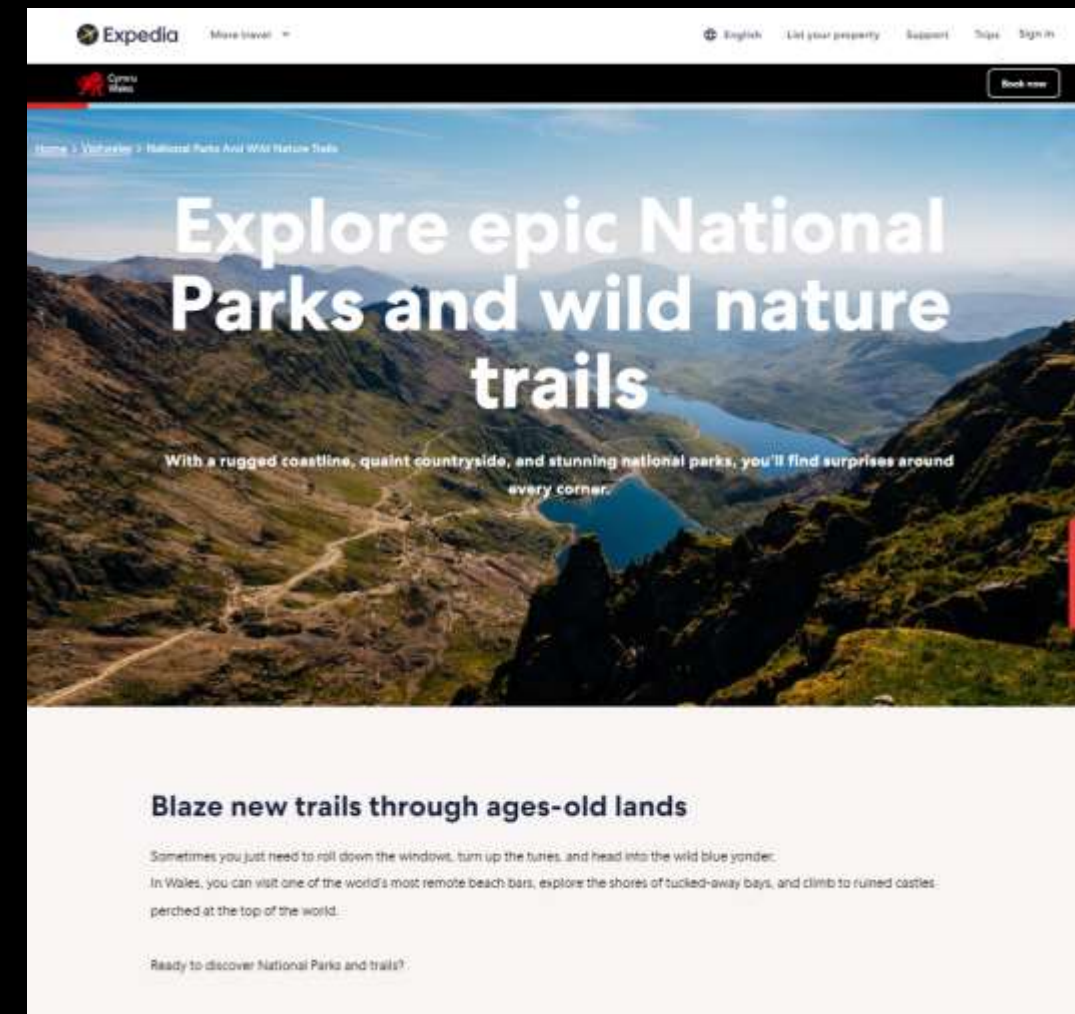
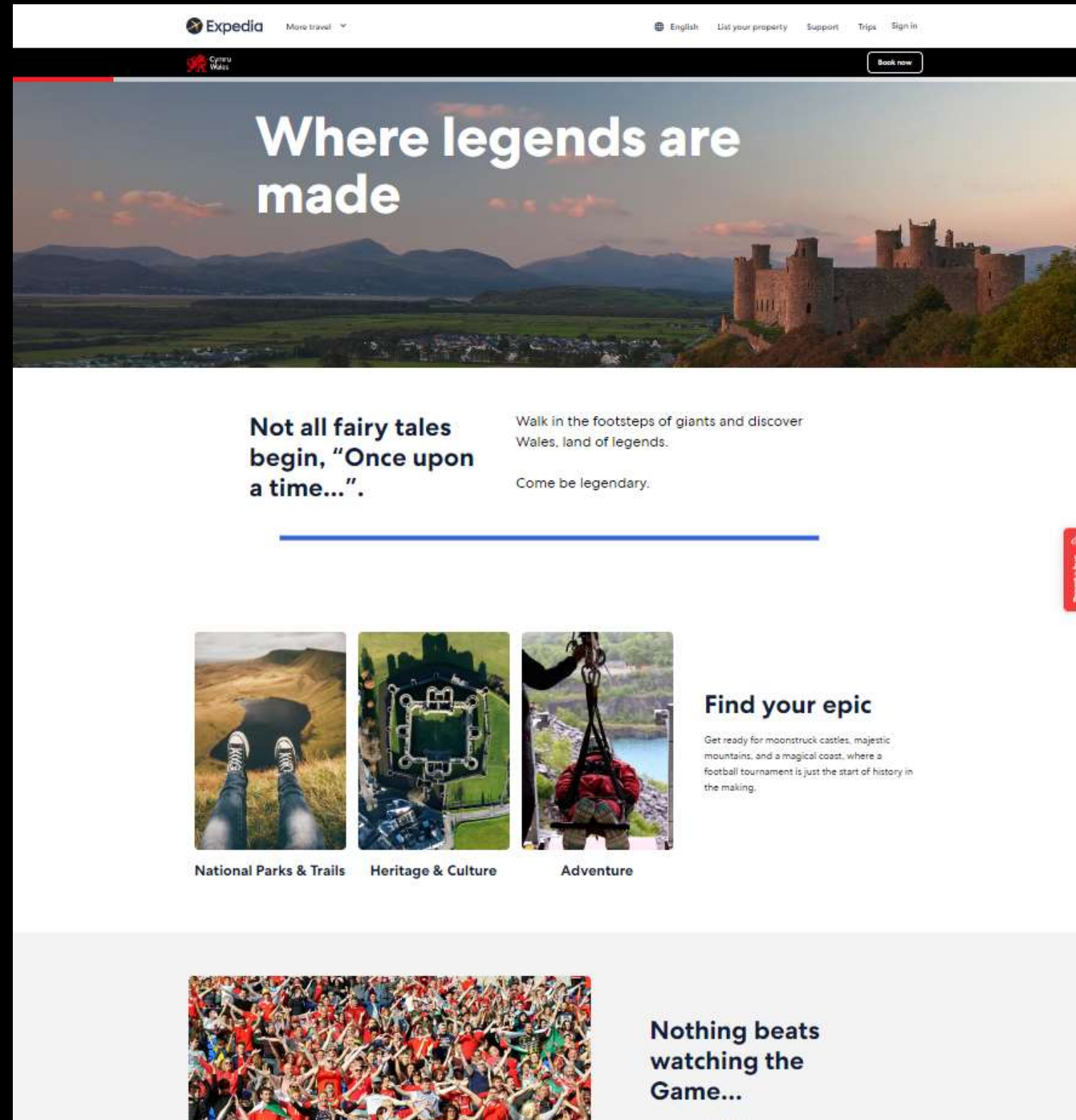
Dafydd Iwan sings “Yma o Hyd” after a World Cup qualifier between Wales and Ukraine at Cardiff City Stadium in June in Cardiff, Wales. (Shaun Botterill/Getty Images)



(World Cup partnership) Expedia & VRBO

(went live week beginning 7 November and will run until the end of February 23)

US (75% of spend) Germany, France & Netherlands (25%)



- US microsite (on Expedia platform) which anchors all social, ecrm and display advertising including video
- Activity also includes lead generation for US database growth, for legacy activity in 23
- **Targets** for passenger uplift, awareness of Wales (uplift in search) and booking revenues and increased (year on year) passenger and awareness uplift of average 10% across all territories





Welcome to Wrexham

Wrexham became a city on the 1st September 2022 as a result of the Queen's Platinum Jubilee celebrations. It is Wales' 7th city.

Wrexham Football Club, one of the oldest football clubs in the world, is now owned by Hollywood stars Ryan Reynolds and Rob McElhenney. They produced a documentary series 'Welcome to Wrexham' that premiered in August 2022 on FX and Hulu and Disney+.



Wales features on Conde Nast global list of places to go in 2023

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BOOK A STAY AT THE ROSEWOOD VIENNA

BOOK A STAY AT THE HOXTON

Wales


Go for: Locavore food experiences, forest hotels and saunas



In lush Wales, a foodie renaissance is taking place – drawing travellers to terroir-driven restaurants, distilleries, and revived pubs in untrammelled areas. Charles Lamb/Unsplash; Daniel Morris/Unsplash; Joseph Reeder/Unsplash

A Welsh foodie renaissance has, admittedly, taken a while to arrive. But a new generation of chefs are digging into their terroir and emerging with handfuls of truffles, scallops, and cheeses, from James Sommerin's **Home** restaurant in Penarth, to **SY23** in seaside

Traveller | CN Traveller




The 23 Best Places to Go in 2023

For Indigenous-led wildlife experiences, design-forward stays, and expedition sailings.

www.cntraveller.com


The 13 best places to travel in the UK | CN Traveller



The 13 Best Places to Go in the UK in 2023

Our annual round-up of the places to have on your radar next year has landed

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Wales in France 2023

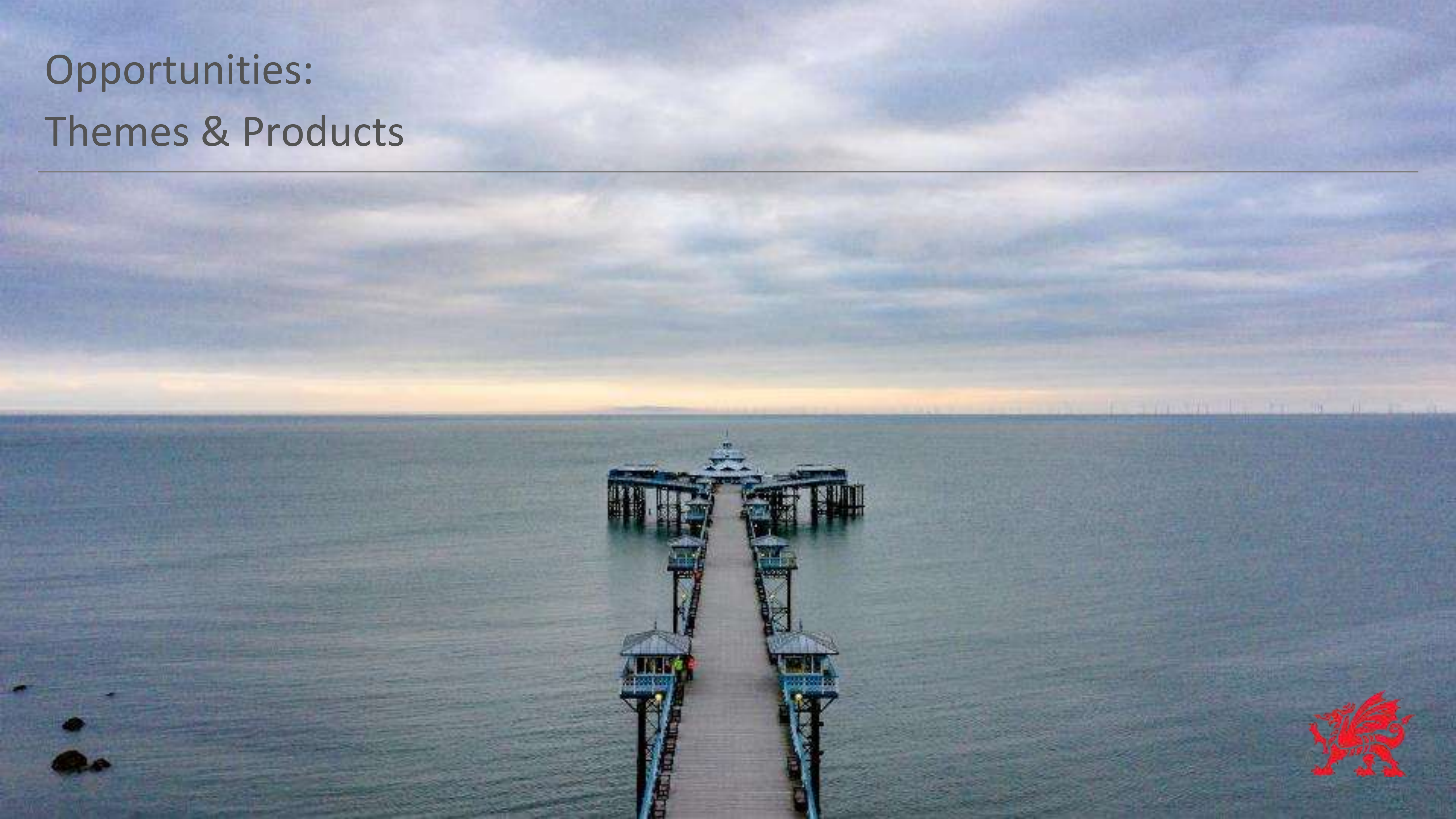


Year-long focus in France on Wales as a destination to visit, study, live and do business with.

Opportunity to showcase Wales off the back of the 6 Nations in Paris and the Rugby World Cup 2023



Opportunities: Themes & Products



Pillars and Products



adventure



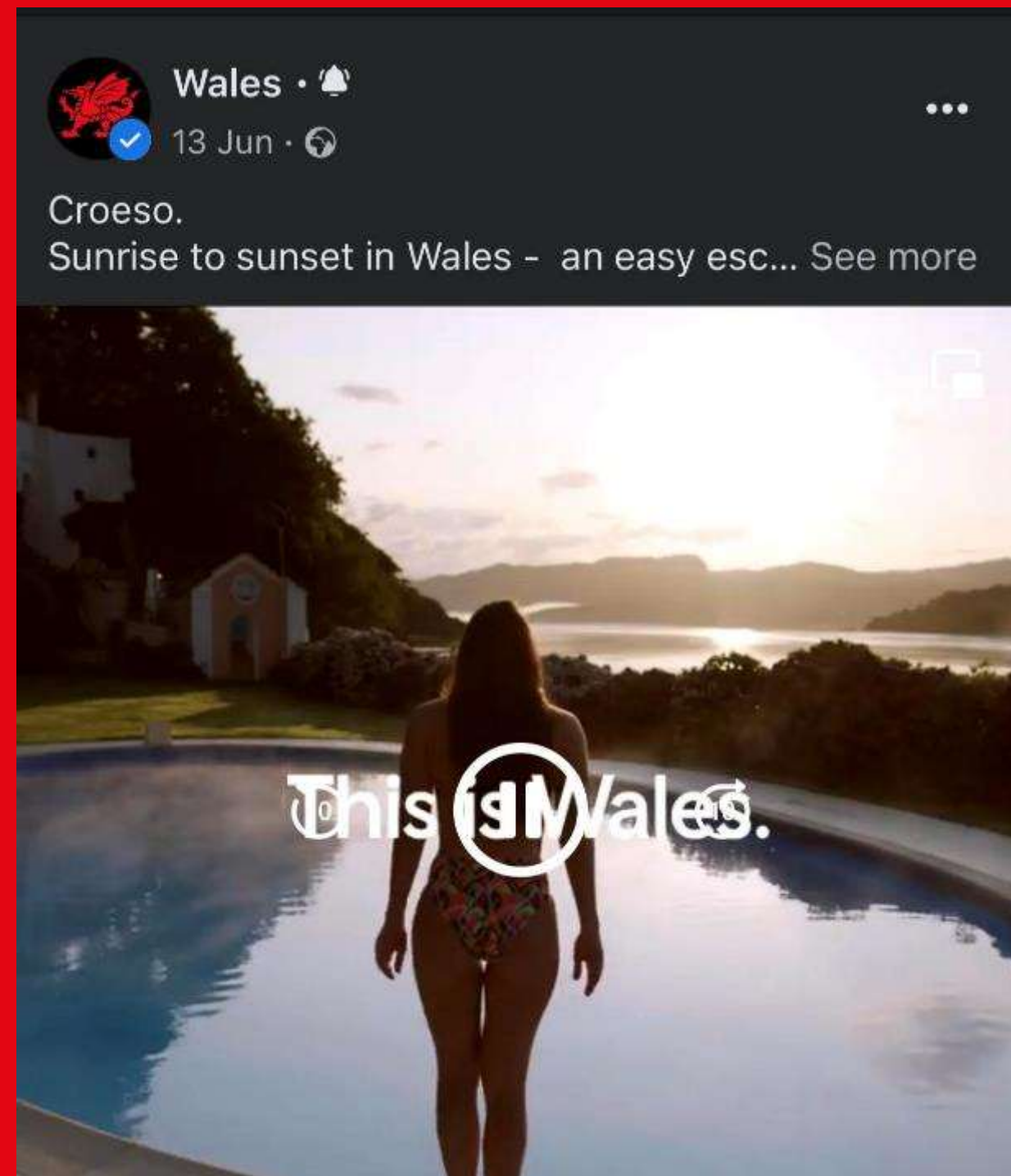
culture



landscape



Keeping Wales visible all year round.



Lwybrau.
Wales, by Trails.



romantic
delicious
ancient
action-packed
adrenaline-filled
accessible
Wales, by breathtaking Trails.
relaxing
cultural
creative
poetic
photographic



Industry guide

...& Trails logo- coming soon.

<https://assets.wales.com/>

All year round, there are many ways you can use trails to breathe new life into your activities, events, marketing materials and other areas of your business. Here are some ideas on how your industry can work with trails, whatever the season. We've given some imagined examples in italics to help illustrate the ideas.

Trails for all seasons.

© Cardiff Castle, South Wales

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.

Pair up with activity providers with ready-made trails.
A local pub with rooms has partnered with nearby 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.

Offer a flexible trail itinerary that can be changed to suit 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.

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.

i Support on Introducing Welsh in your business.

Helo Blod is a fast and friendly Welsh translation and advice service, and it's yours to use for free. They can provide up to 500 words of free Welsh translation each month for your business.

visitwales.com

06-07

Our unique trails.

Using trails to create a sense of place.

© Dyfi Distillery, Machynlleth, Mid Wales

What 'sense of place' means, in this instance. The components of a sense of place can be a thousand and one things. It's the sensation you get when visiting somewhere for the first time — the first impression, the look, the feel, the atmosphere, the people, the things that tell you where you are.

When somewhere has a unique sense of place, it can conjure up strong emotions. It embraces the distinctive sights, sounds and experiences that are rooted in a country, those unique and memorable qualities that resonate with local people and visitors alike.

Visitors to Wales love to discover what it is to be Welsh. They want to know what makes Wales distinctive and special, and are hungry to experience its sense of place. You can improve your business' sense of place by embracing Welshness and the Welsh language, developing your knowledge of your area and promoting it effectively to your visitors.

i Read Business Wales' *Sense of Place Guidance booklet* for more information and ideas.

visitwales.com

16-17

Wales Coast Path.



The coast
with the most

This year, the Wales Coast Path will host a calendar of coastal surprises to celebrate its 10-year anniversary. It's the perfect time to discover this wonderful trail afresh

When it was officially launched back in 2012, the Wales Coast Path was the first in the world to follow the entire coastline of a country. A decade on, the 870-mile trail has already delivered countless adventures. But 2022 is set to be its most memorable year yet. To mark its 10-year anniversary, the Wales Coast Path will host a calendar of celebratory events, including a series of guided tours along the Welsh coastline, plus the launch of a carefully curated collection of new walking itineraries. Created in partnership with the Welsh Government Historic Environment Service, Cadw, these walks will showcase standout stretches of coastline and explore places steeped in history, myth and legend,

including some of Wales' most iconic castles. For the first time, walkers will also be able to track their walking adventures through the official Wales Coast Path app, which is being updated to help make the route open and accessible for as many people as possible. If you're keen to get back to nature, the Wales Coast Path is the perfect place to spot many of the creatures that call our coastline home, from rare seabirds to playful seals and dolphins. And if you're searching for mindful walking to clear your head, restore your inner balance or revive your spirits, there are many unspoilt stretches of coast that offer perfect peace and tranquillity. You're not alone - a study by the Ramblers showed that 89% of

people find walking among nature helps them to unwind and relax. The Wales Coast Path has arguably never been more important to our health and wellbeing. So, this year, why not take the opportunity to discover some of the world's most spectacular coastal walking? With 870 miles of gorgeous coastline to explore, you're spoilt for choice. And if you need a little inspiration, here are some superb walks to help you step out this springtime.

Mwnt, Ceredigion
This beautiful cove is one of the best places to spot seals and dolphins, which can often be seen playing in the bay. It is also a sacred site, where the picturesque Church of the Holy Cross (Eglwys y Grog) houses a medieval font made of Pwllheli stone. This is a remnant of an earlier refuge built for weary pilgrims on their way to other holy places in Wales, such as St David's, Strata Florida Abbey and Bardsey Island.



Clockwise from main picture:
Nefyn, Gwynedd;
Llyn Penmon, Gwynedd;
Gwerf-Bay, South Stack Lighthouse, Anglesey, has a spectacular location

have stood on the mountain for more than 5,000 years.'

St David's, Pembrokeshire
This circular walk is a mini pilgrimage in honour of the patron saint of Wales. The loop starts at St Non's medieval chapel, said to be St David's birthplace, and arr around to Porth Claer. Used as a harbour since Roman times, this was the spot where the saint was said to be baptised. The boat is saved till last - a return via the cathedral - founded in the 12th century - of Britain's smallest city.

Ynys Gŵbi, Anglesey
Just two miles from Holyhead, thousands of seabirds wheel above the cliffs and churning sea at South Stack. This popular route visits South Stack RSPB Reserve to get you close to the locale - including razorbills, gullies and even peregrine falcons, with the chance to enjoy a welcome punad (cuppa) before the return.

Morfa Nefyn to Porthdinllaen, Llŷn Peninsula

Setting out from Morfa Nefyn, the coastal walk to the headland at postcard pretty Porthdinllaen, owned by the National Trust, is surely one of the loveliest ambles on the Llŷn Peninsula. Enjoy panoramic views of sea and mountains, with spectacular wildlife, sheltered sands, rockpools for the kids and a drink in the beachfront Ty Coch Inn.

Deer Park to Marloes, Pembrokeshire

A peninsula walk with a real sense of island escapism, this stretch of coastline offers seascapes that spread out in almost every direction, as seabirds soar the sanctuary islands of Skomer and Skokholm. The long, curved beach of Marloes Sands is well worth the extra half-mile walk, too. If you can stay till dusk, you won't find a better sunset in Wales.

Conwy Quay to Llanfairfechan, Conwy
This island route heads over Conwy Mountain, through a landscape rich in history and heritage. As Wales Coast Path Officer Graff Owen puts it: 'This walk is totally different from any other along the North Wales section of the Wales Coast Path. Make time to marvel at the druids' circle and ancient standing stones that

The Wales Coast Path in numbers...

16 castles built along or close to the Welsh coastline

100 beaches along the Wales Coast Path, with more than 40 Blue Flag beaches in 2021, more per mile than anywhere else in the UK

1,047 miles (1,686km) - total distance of the perimeter of Wales if you walked the Wales Coast Path and Offa's Dyke Path National Trail

3,000 shipwrecks within 20m of the Welsh coastline

Find out more

For more information, go to: visitwales.com



870
mind-blowing
miles.

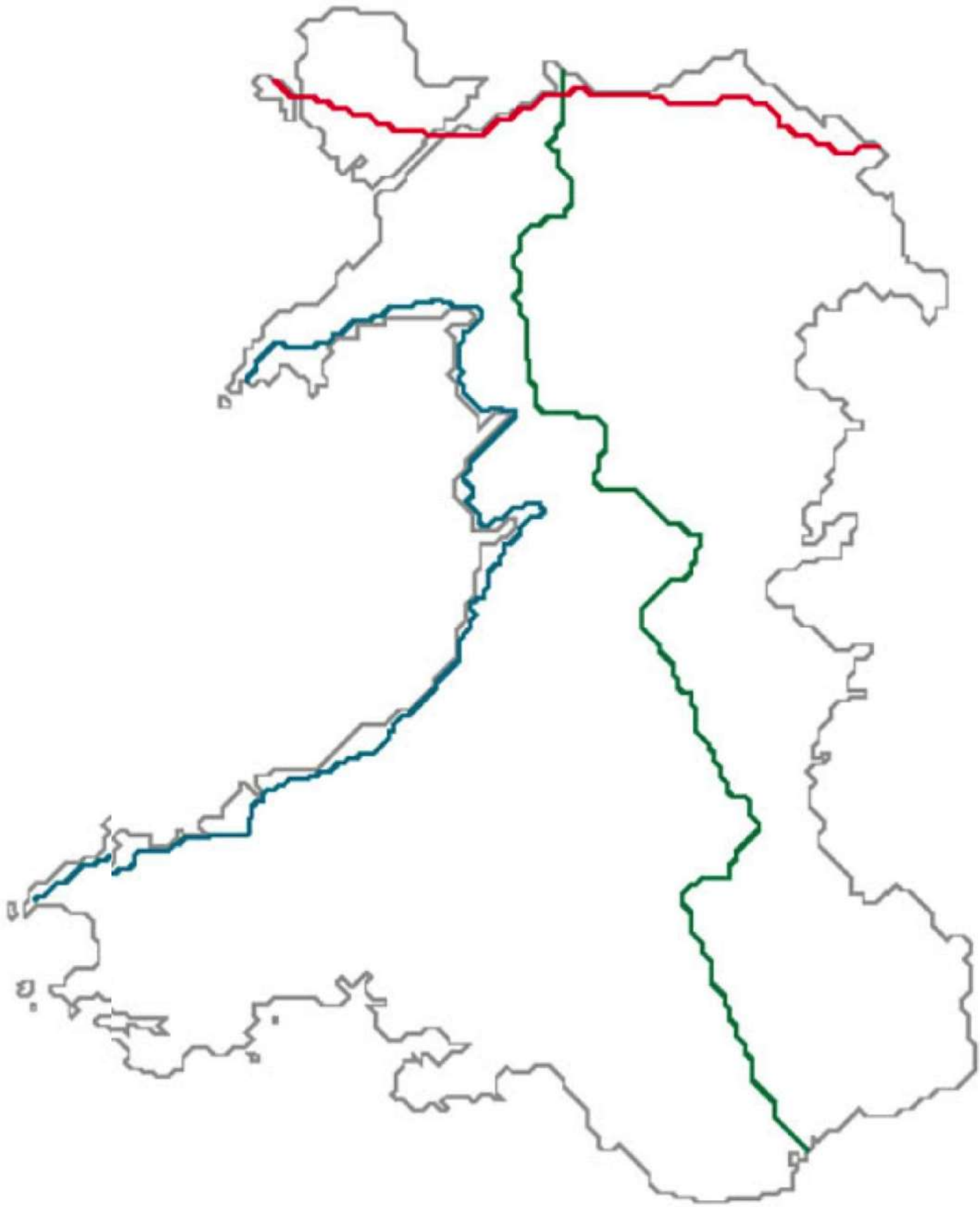
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miles.

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The Wales Way.



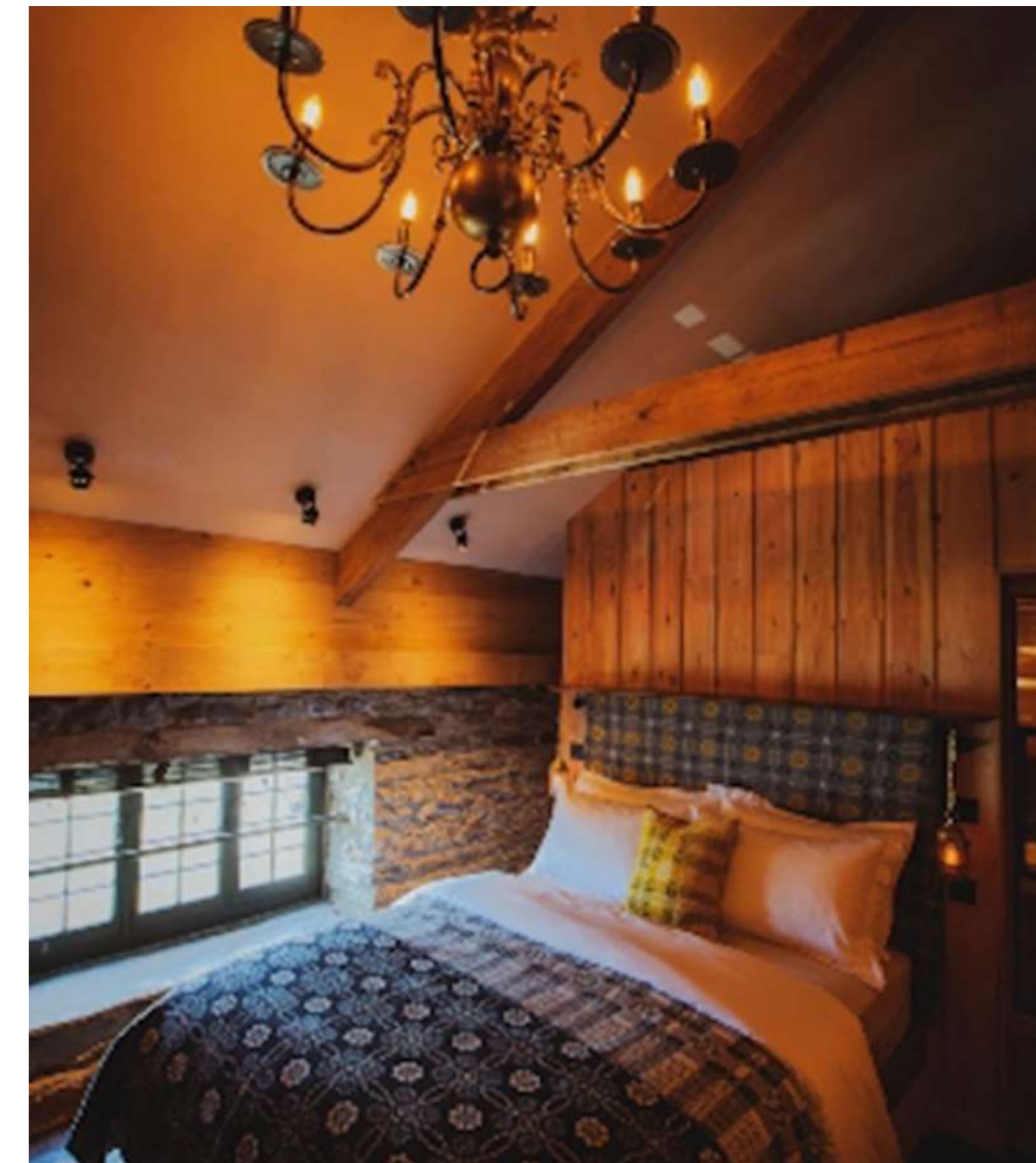
The Slate Landscape of Northwest Wales

4th UNESCO World Heritage Site in Wales.



Albion Aberteifi Hotel, Cardigan

- Opened Autumn 2022.
- Located in two former Grade II listed waterside warehouses.
- In Cardigan, 3rd on the list of Time Out's UK Best Places to Visit in 2023
- Themed around Cardigan's maritime past.
- 12 maritime themed rooms with 11 more in spring 2023.



The Parkgate Hotel, Cardiff

- Opened spring 2022. 170 bedroom, 4 star hotel
- Restaurant, elegant tea lounge and rooftop spa
- Part of The Celtic Collection



Tŷ Milford Hotel, Milford Waterfront

- Opened spring 2022. 100 bedrooms rooms, 3 star hotel.
- Overlooking Milford Waterfront.
- Part of The Celtic Collection



Mercure Hotel, Newport

- Opened spring 2022. 135 rooms, 4 star.
- The industrial vibe takes inspiration from The Newport Transporter Bridge.
- Roof top terrace



Museum of Speed, Pendine (and other product news)

New state-of-the-art museum opening 2023, housing amazing vehicles that have broken land-speed records on Pendine Sands, alongside a 42-bed eco hostel.



[News | TravelTrade \(visitwales.com\)](#)

Wales Travel Trade update November 2022
For more news stories visit: <https://traveltrade.visitwales.com>
email: traveltradewales@gov.wales



[in Travel Trade Wales](#) [@VisitWalesTrade](#) [f Visit Wales Travel Trade](#)

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/37mufdg>



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**Diolch ym wrando. Thank you for listening.
Nadolig Llawen / Merry Christmas**

