

# O'r Canolbarth i'r Byd: Tyfu Twristiaeth Gyda'n Gilydd

## From Mid Wales to the World: Growing Tourism Together

Clare Dwight

Uwch Reolwr Marchnata Twristiaeth, Croeso Cymru

Senior Tourism Marketing Manager, Visit Wales

23 Tachwedd 2023  
23 November 2023



# O'r Canolbarth i'r Byd: Tyfu Twristiaeth Gyda'n Gilydd

## From Mid Wales to the World: Growing Tourism Together

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### Heddiw

- Cyrraedd trefnwyr teithiau rhyngwladol ac ymwelwyr posib (Clare Dwight)
- Ymgysylltu â'r cyfryngau (Rob Lewis Jones)
- Tourism Exchange Great Britain (TXGB): Y Cyfleoedd (Sarah Whitfield)

### Today

- Reaching international tour operators and potential visitors (Clare Dwight)
- Engaging with the media (Rob Lewis Jones)
- Tourism Exchange Great Britain (TXGB): The Opportunities (Sarah Whitfield)

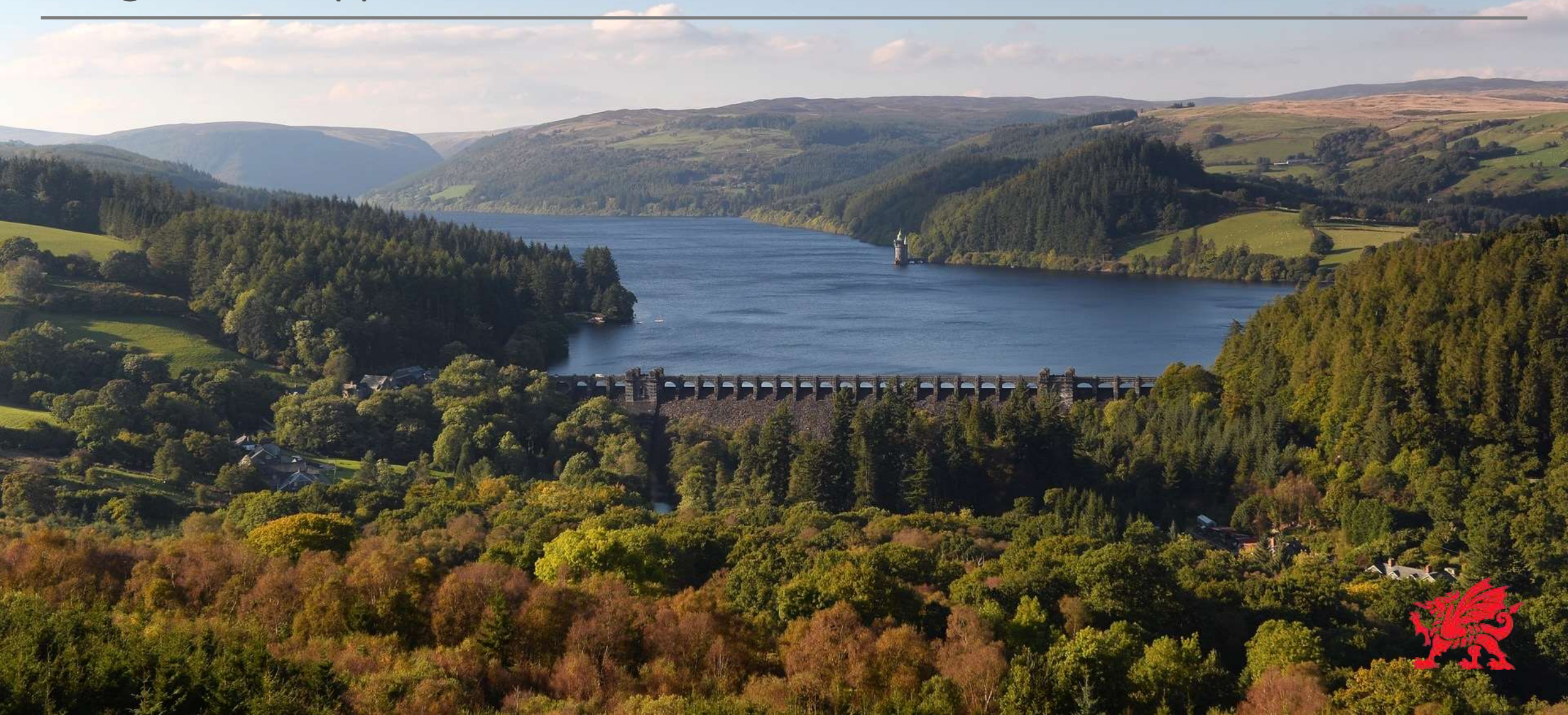


# Mewnwelediadau a chyfleoedd

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## Insights and Opportunities

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## Canolbarth Cymru 2022

0.84m o deithiau domestig

£110m o wariant domestig

57,000 o ymwelwyr rhyngwladol

£17m o wariant rhyngwladol

## Mid Wales – 2022

0.84m domestic trips taken

£110m domestic spend

57,000 international visitors

£17m international spend



# Ymwelwyr rhyngwladol 2023 - Hyd yma

## International Visitors: 2023 So Far

Ymweliadau	Q2 2023	% newid vs Q2 2019	%newid vs Y flwyddyn hyd yma 2019
<b>Cyfanswm Lloegr</b>	8.6m	-5%	-6%
<b>Llundain</b>	5.3m	-1%	-4%
<b>Gweddill Lloegr</b>	3.8m	-11%	-9%
<b>Yr Alban</b>	1.1m	27%	28%
<b>Cymru</b>	252,000	-17%	-12%
<b>Cyfanswm</b>	9.8m	-5%	-6%

Visits	Q2 2023	% Change vs Q2 2019	%Change vs YTD 2019
<b>Total England</b>	8.6m	-5%	-6%
<b>London</b>	5.3m	-1%	-4%
<b>Rest of England</b>	3.8m	-11%	-9%
<b>Scotland</b>	1.1m	27%	28%
<b>Wales</b>	252,000	-17%	-12%
<b>Total UK</b>	9.8m	-5%	-6%

# Yr hyn sy'n gysylltiedig â Chymru a Dewisiadau Ymwelwyr

## Destination Associations and Preferences

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### Mae gan Gymru gysylltiadau cadarn ar gyfer:

- Y farchnad Ffrengig drwy hanes, treftadaeth a'r awyr agored
- Y farchnad Almaenig drwy 'drefi hanesyddol a threftadaeth', 'tir gwylt a natur', a 'chefn gwlad a phentrefi golygfaol'
- Ac mae'r un peth yn wir am farchnad yr Unol Daleithiau hefyd.

### Wales has strong associations:

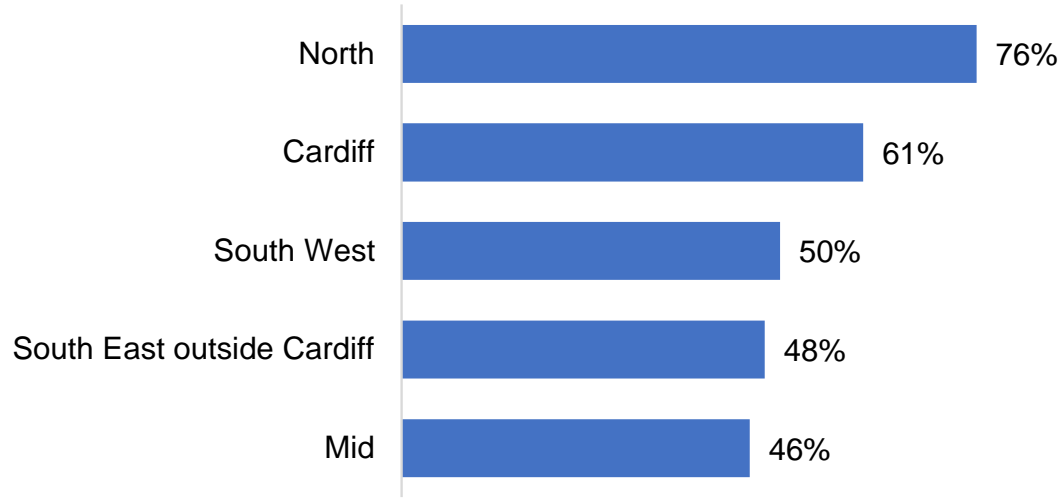
- For the French market with history, heritage and the outdoors.
- For the German market Wales has strong associations with 'historic and heritage towns', 'wilderness and nature', and 'scenic countryside and villages'.
- Similar findings hold for the US market also.



# Ymchwil gyda Threfnwyr Teithiau (Y Diwydiant Teithio)

## Research with Tour Operators (Travel Trade)

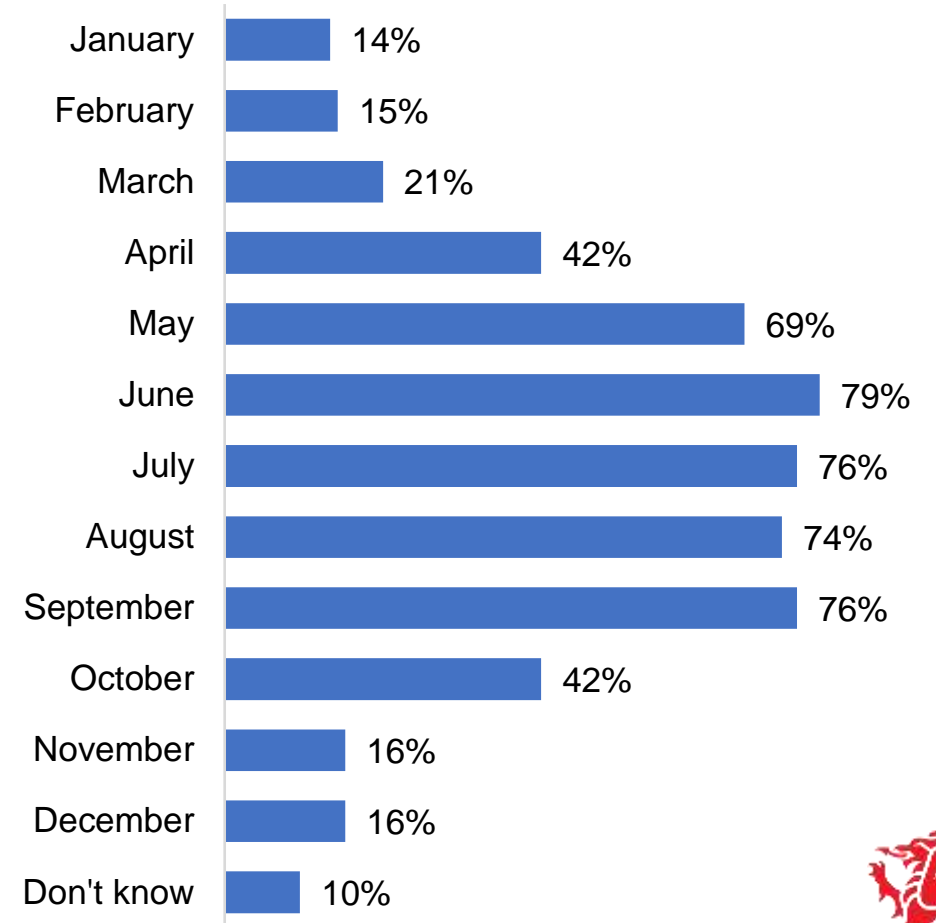
Q6 "Which regions of Wales did you send people to in 2022?"



**Mae gan dros 70% o'r trefnwyr teithiau** hynny a gyfwelwyd ddiddordeb mewn datblygu neu werthu mwy o gynnyrch yng Nghymru, gyda thraean o'r trefnwyr â 'diddordeb cryf'.

**Over 70% of those tour operators** interviewed are interested in developing or selling more Wales products, with a third of operators having 'strong interest'.

Q13 "In which months of the year in future could you foresee sending people to Wales?"



# Visit Britain a Chroeso Cymru – cydweithio i gyrraedd sawl marchnad ryngwladol. Visit Britain and Visit Wales – working together to reach multiple international markets.

**Mae Croeso Cymru'n gweithio gyda swyddfeydd tramor Llywodraeth Cymru a VisitBritain (VB) i hyrwyddo Cymru yn rhyngwladol.**

- Mae ymdrechion gyda VB yn canolbwyntio ar farchnadoedd sy'n cael eu hystyried o'r pwys mwyaf i Gymru ar hyn o bryd e.e. Gogledd America, yr Almaen, Ffrainc, Yr Iseldiroedd a gwledydd eraill ger Ewrop, yn ogystal â Japan ac Awstralia.



**Visit Wales works with WG overseas offices and VisitBritain (VB) to promote Wales internationally.**

- Efforts are focussed with VB on markets considered of most importance currently to Wales e.g. North America, Germany, France, The Netherlands and other near European countries, as well as Japan and Australasia.

- Tyfu gwerthiant gyda Tourism Exchange Great Britain (TXGB) a Siop VisitBritain

**Help make  
Wales bookable.**



**TX  
GB**

**Cymru  
Wales**

- Grow sales with Tourism Exchange Great Britain (TXGB) and the VisitBritain Shop





# Cynulleidfaoedd

## Audiences

Defnyddwyr rhyngwladol a diwydiant teithio rhyngwladol.  
International consumers and international travel trade.

- **DU**
- **Yr Almaen**
- **Iwerddon**
- Ffrainc, yr Iseldiroedd
- Rhai sy'n ymddangos: parhau â'r dull partneriaeth wedi'i dargedu pan fydd cyfleoedd yn codi (e.e. Japan)

- **US**
- **Germany**
- **Ireland**
- France, Netherlands
- Emerging: we continue with a targeted, partnership approach when opportunities arise (e.g. Japan)



# 3 piler brand. 3 brand pillars.

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Diwylliant.  
Culture.



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Antur.  
Adventure.



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Tirwedd.  
Landscape.

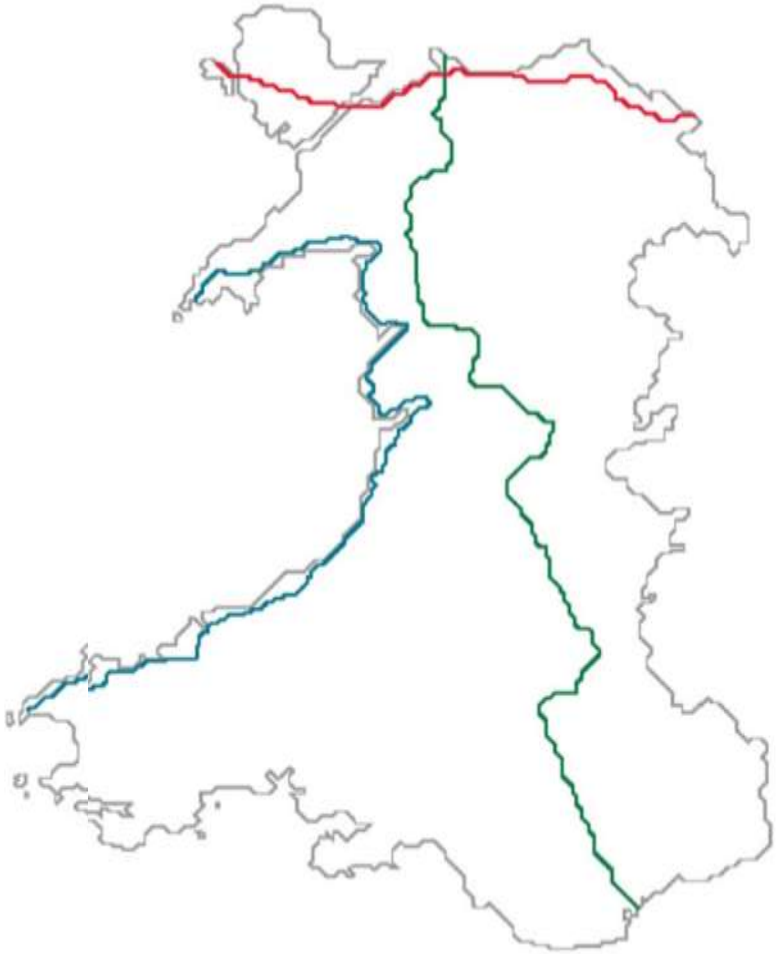


# Ffordd Cymru.

# The Wales Way.



Ffordd Cymru  
The Wales Way



I'r Byd: Tyfu Twristiaeth Gyda'n Gilydd trwy Trefnwyr teithiau  
To the world: Growing tourism together through tour operators

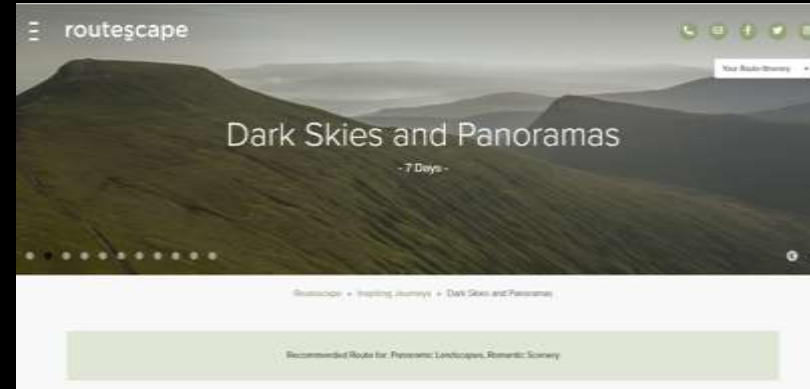


Trefnwyr Teithiau yng Nghymru, e.e.

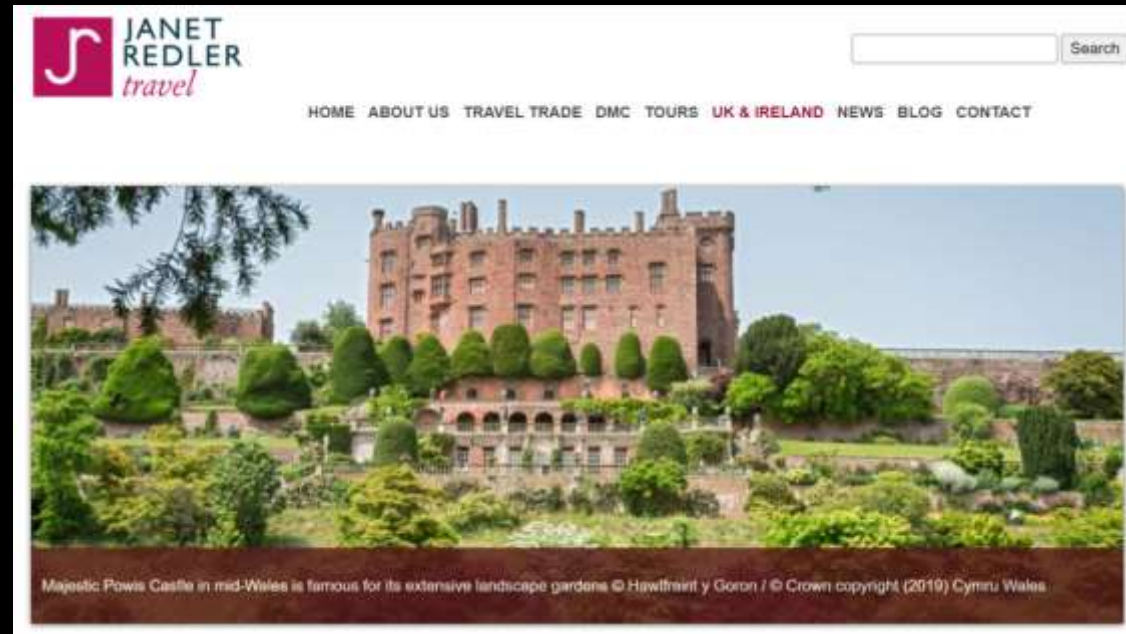
Tour operators in Wales, e.g.



[A complete DMC service dedicated to Wales for FIT, Group & Business Events travel - UK & Ireland Inbound Tour Operator Angela Shanley Associates \(asa-dmc.com\)](http://asa-dmc.com)



[Dark Skies and Panoramas - Routescape](https://www.routescape.com)



[Janet Redler Tourism :: Wales \(janetredlertravelandtourism.co.uk\)](http://janetredlertravelandtourism.co.uk)



# Detholiad o drefnwyr teithiau yn dod ag ymwelwyr i'r Canolbarth e.e. Teithiau grŵpiau bach

## A selection of tour operators bringing visitors to Mid Wales e.g. small group tours

[Discover Wales - 5 day tour from London | Rabbie's Tours \(rabbies.com\)](https://www.rabbies.com)

The screenshot shows the Rabbie's website interface for the 'Discover Wales 5 day tour'. At the top, there are navigation links for 'Tour Scotland', 'Tour England', 'Tour Ireland', and 'Tour Europe'. The main heading is 'Discover Wales 5 day tour' with a background image of a castle. Below this, there is a booking form with the following details:

- Prices from **£338.00**
- Adults: 0 (dropdown menu)
- Children: 0 (dropdown menu)
- Seniors: 0 (dropdown menu)
- Students: 0 (dropdown menu)
- Leaving on: Select your date
- Book My Tour button

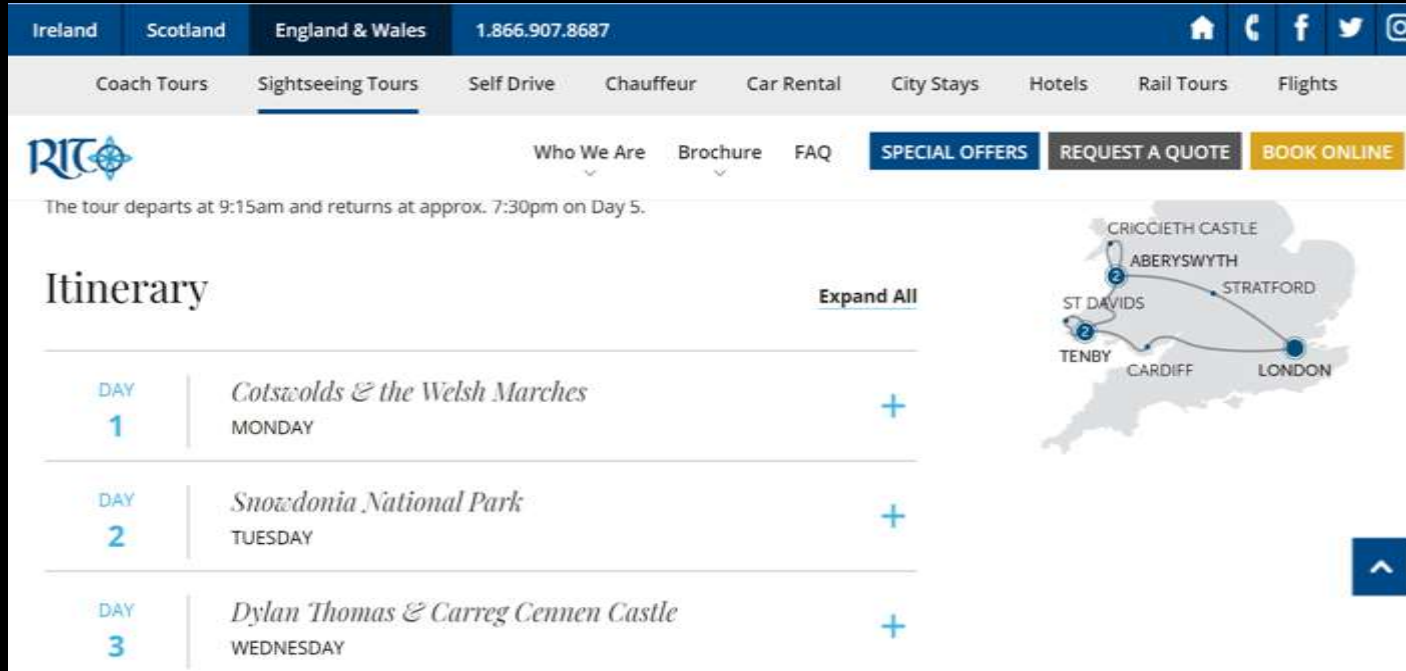
Below the form, there is a description: 'Explore three national parks. Visit an incredible array of castles. And learn about ancient Celtic culture. This is our ultimate tour of Wales.' At the bottom left, there is a 'Tour map' thumbnail showing a route across Wales and England.

The screenshot shows a Google My Maps interface for the 'Discover Wales 5 Day Tour'. The map displays a route starting from London, England, and heading west through the Cotswolds, North Wessex Downs, and into Wales. Key locations marked on the map include London, Reading, Bristol, Cardiff, Swansea, and Birmingham. The route is color-coded with numbered markers (1, 2, 3) indicating stops. The map also shows major roads like the M5, M40, and M11, and geographical features like the Cotswolds and North Wessex Downs. The map data is attributed to GeoBasis-DE/BKG (©2009), Google, and is dated 2023.



# Detholiad o drefnwyr teithiau yn dod ag ymwelwyr i'r Canolbarth e.e. Teithiau grŵpiau bach

## A selection of operators bringing visitors to Mid Wales e.g. small group tours



The screenshot shows the RIT website interface for England & Wales. The top navigation bar includes 'Ireland', 'Scotland', 'England & Wales', and a phone number '1.866.907.8687'. Below this, there are tabs for 'Coach Tours', 'Sightseeing Tours', 'Self Drive', 'Chauffeur', 'Car Rental', 'City Stays', 'Hotels', 'Rail Tours', and 'Flights'. The RIT logo is on the left, and navigation links for 'Who We Are', 'Brochure', 'FAQ', 'SPECIAL OFFERS', 'REQUEST A QUOTE', and 'BOOK ONLINE' are on the right. A map shows a route starting from London, passing through Cardiff, Tenby, St Davids, Aberswyth, Stratford, and ending at Criccieth Castle. The itinerary table below lists three days:

DAY	Itinerary	+
1	<i>Cotswolds &amp; the Welsh Marches</i> MONDAY	+
2	<i>Snowdonia National Park</i> TUESDAY	+
3	<i>Dylan Thomas &amp; Carreg Cennen Castle</i> WEDNESDAY	+

[Discover Wales | RIT - England & Wales \(ritvacations.com\)](http://ritvacations.com)



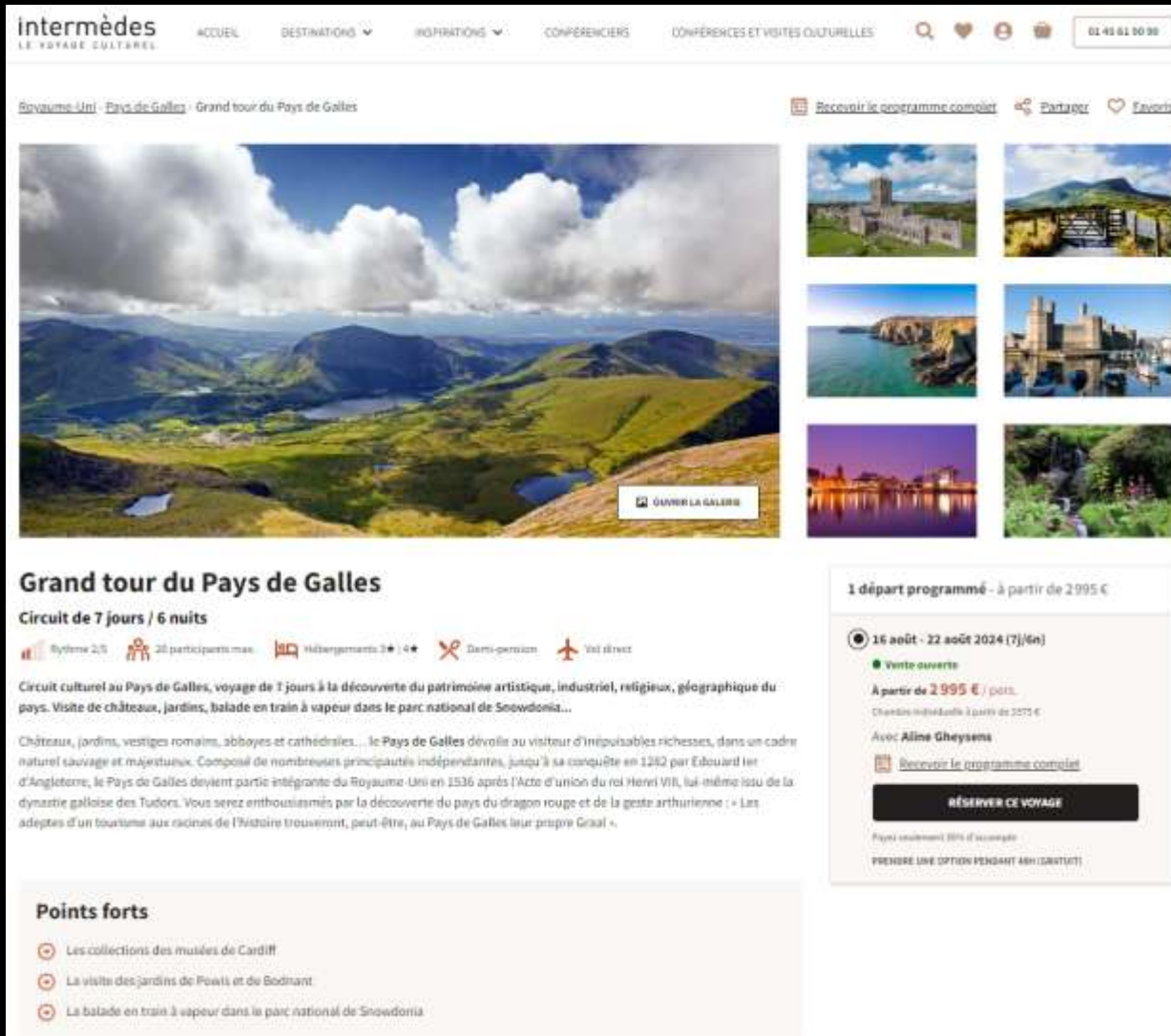
The screenshot shows the Goway website interface for a tour package titled 'The Wonders of Wales'. The top navigation bar includes 'GOWAY', 'Blog', 'Brochures', 'GroupsOnly', 'Guides', 'Terms & Conditions', 'Contact Us', and 'GowayAgent'. Below this, there are tabs for 'Destinations', 'Specials', 'Why Goway', 'Our Experts', and 'GroupsOnly'. The main content area features a sidebar with categories like 'BLUE ROADS', 'Local Experiences', 'Culinary Experiences', 'Vehicles', 'FAQs', 'WALES', and 'Trip Ideas'. The main content area displays the title 'The Wonders of Wales', a duration of '8 days', and a price of '£ On Request'. A large image shows a scenic view of Brecon Beacons National Park. Below the image, there is a description of the tour: 'DELUXE | SMALL GROUP: Enjoy a week exploring Wales with its ancient castles, beautiful natural countryside, coastal scenery, old houses and traditions of afternoon teas and male voice choirs. You will be surprised at the many contrasts in the comparatively small land.' A small map titled 'Exchange Map' is also visible.

[The Wonder of Wales | United Kingdom Tours | Goway Travel](#)



# Detholiad o drefnwyr teithiau yn dod ag ymwelwyr i'r Canolbarth e.e. Grŵpiau / Diddordeb Arbennig

## A selection of operators bringing visitors to Mid Wales e.g. group/special interest



**intermèdes**  
LE VOYAGE CULTUREL

ACCUEIL DESTINATIONS INSPIRATIONS CONFÉRENCIERS CONFÉRENCES ET VISITES CULTURELLES

Royaume-Uni Pays de Galles Grand tour du Pays de Galles

Recevoir le programme complet Partager Favoris

### Grand tour du Pays de Galles

Circuit de 7 jours / 6 nuits

Bytew 2% 20 participants max. Hébergements 3+ 4+ Demi-pension Vol direct

Circuit culturel au Pays de Galles, voyage de 7 jours à la découverte du patrimoine artistique, industriel, religieux, géographique du pays. Visite de châteaux, jardins, balade en train à vapeur dans le parc national de Snowdonia...

Châteaux, jardins, vestiges romains, abbayes et cathédrales... le Pays de Galles dévoile au visiteur d'innombrables richesses, dans un cadre naturel sauvage et majestueux. Composés de nombreuses principautés indépendantes, jusqu'à sa conquête en 1282 par Édouard Ier d'Angleterre, le Pays de Galles devint partie intégrante du Royaume-Uni en 1536 après l'Acte d'union du roi Henri VIII, lui-même issu de la dynastie galloise des Tudors. Vous serez enthousiasmés par la découverte du pays du dragon rouge et de la geste arthurienne : « Les adeptes d'un tourisme aux racines de l'histoire trouveront, peut-être, au Pays de Galles leur propre Graal ».

**Points forts**

- Les collections des musées de Cardiff
- La visite des jardins de Powis et de Bodnant
- La balade en train à vapeur dans le parc national de Snowdonia

1 départ programmé - à partir de 2995 €

16 août - 22 août 2024 (7j/6n)

Verte ouverte

À partir de 2995 € / pers.

Cherchez individuellement à partir de 2075 €

Avec Aline Gheysens

Recevoir le programme complet

RÉSERVER CE VOYAGE

Prix(s) seulement 10% d'acompte

PRENDRE UNE OPTION PENDANT 48H (GRATUIT)



**intermèdes**  
LE VOYAGE CULTUREL

Day 5 CLOSE ^

### Powis Castle, Valle Crucis Abbey, Llandudno

(About 220 km)

This morning we will visit **Powis Castle** which houses a very nice collection of paintings, sculptures, furniture and tapestries. We will also take a walk through **the gardens**. In the classic terraced gardens overlooked by gigantic pruned yews, in the walled vegetable gardens, in the shrub gardens, or in the Victorian orangery, everywhere we will see curious or rare plants.

*Lunch on your own.*

We will then take the road to Llangollen and visit **Valle Crucis Abbey**, an important Cistercian abbey founded in 1201 and one of whose abbots was the famous Robert of Salisbury.

*Dinner and overnight in the Betws-y-Coed area.*

(Environ 220 km)

Nous visiterons ce matin le **château de Powis** qui abrite une très belle collection de peintures, sculptures, meubles et tapisseries. Nous ferons également une promenade dans **les jardins**. Dans les jardins classiques en terrasses que surplombent de gigantesques ifs taillés, dans les jardins potagers clos de murs, dans les jardins arbustifs, ou dans l'orangerie de l'ère victorienne, partout nous verrons des plantes curieuses ou rares.

*Déjeuner libre.*

Nous prendrons ensuite la route vers Llangollen et y visiterons l'**abbaye Valle Crucis**, importante abbaye cistercienne fondée en 1201 et dont l'un des abbés fut le célèbre Robert de Salisbury.

*Dîner et nuit en région de Betws-y-Coed.*



# Detholiad o drefnwyr teithiau yn dod ag ymwelwyr i'r Canolbarth e.e. llety h.y. gwely a brecwast a gwestai

## A selection of operators bringing visitors to Mid Wales e.g. accommodation

**THE CIRCLE GREAT BRITAIN**

Home About Us **Places To Stay** Serviced Vouchers Tours & Travel Tips Contact Us

### Accommodation Search

Region:

Town / Accommodation Name:

Nearby Attraction:

Property with Triple Rooms  Property with Family Rooms

Welcomes pets  Cots available

Working farm  Tennis court

Wifi available  Indoor pool

Outdoor pool  Health/Spa facilities

Off-street car parking  Lift

Welcome tray in room  Evening meal served

**Search**

Map Satellite

**Scroll to see the search results**

- Plas Dolau, Y Gelli**  
Lovesgrove Aberystwyth Ceredigion  
5Y23 3HP  
Distance from Aberystwyth: 5km E  
2023 Price: Cat 3, Cat 4  
2024 Price: Cat 3
- George Borrow Hotel**  
Ponlewyd Aberystwyth Ceredigion  
5Y23 3AD  
Distance from Aberystwyth: 10km E  
2023 Price: Cat 3  
2024 Price: Cat 2
- Old Mill**  
Felinfach Brecon Powys  
LD3 0UB  
Distance from Brecon: 9.5km NE  
2023 Price: Cat 3
- Old Vicarage Farm**  
Erwood



### Mid-Wales Nights 3 & 4

Mid Wales will be your base for the next two nights. The Cambrian Mountains are one of the great unspoilt landscapes of the UK and the source of both the rivers Wye and Severn.

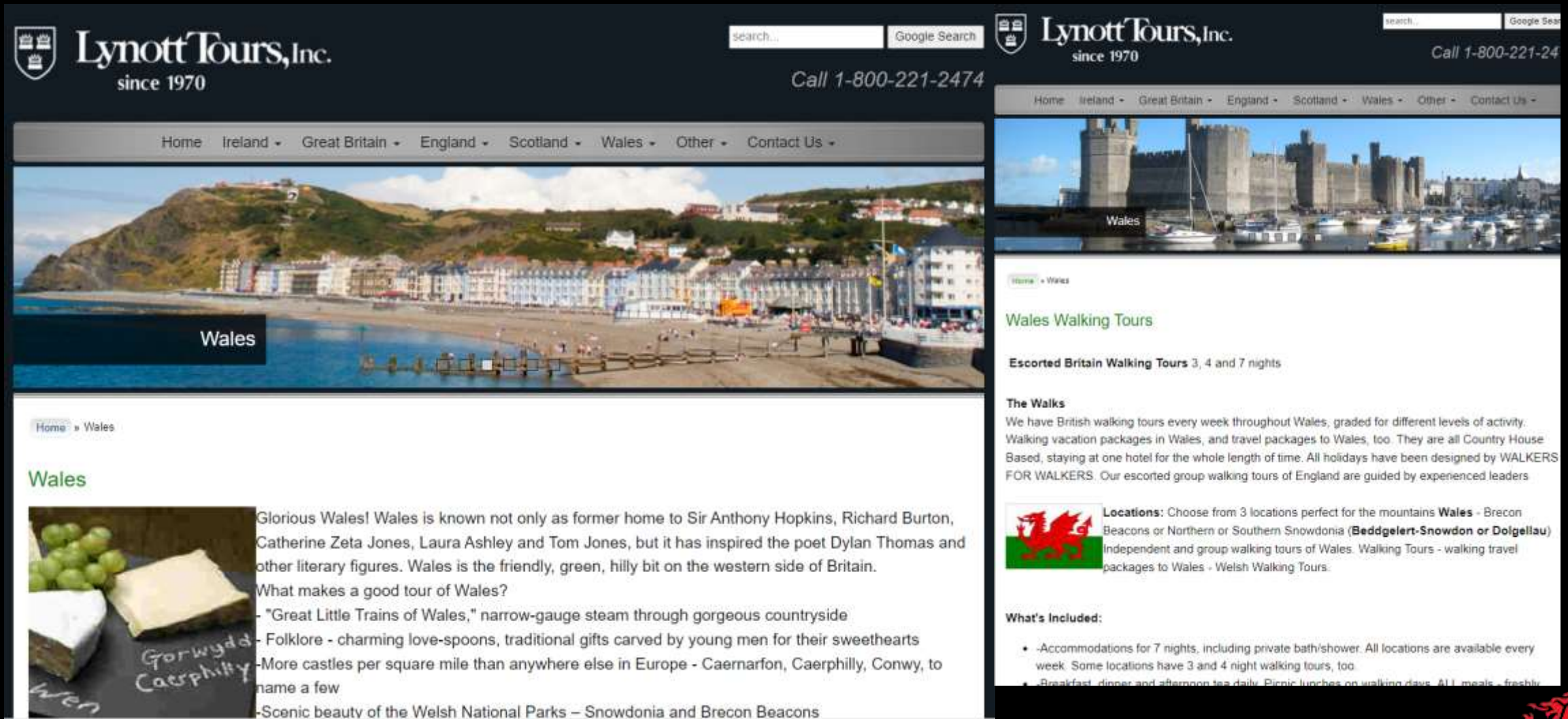
Along with walking there are opportunities for kayaking, swimming and mountain biking.

Explore the beautiful Elan Valley or Vale of Rheidol Railway.



# Detholiad o drefnwyr teithiau yn dod ag ymwelwyr i'r Canolbarth e.e. Teithio mewn car

## A selection of operators bringing visitors to Mid Wales e.g. car touring



The screenshot shows the Lynott Tours, Inc. website. The header includes the company logo, a search bar, and the phone number 1-800-221-2474. A navigation menu lists various regions: Home, Ireland, Great Britain, England, Scotland, Wales, Other, and Contact Us. The main content area features a large image of a coastal town in Wales with a 'Wales' label. Below this, there is a section titled 'Wales Walking Tours' with a sub-section for 'Escorted Britain Walking Tours 3, 4 and 7 nights'. The text describes the tours, mentioning that they are graded for different levels of activity and are designed by experienced leaders. A small image of a Welsh dragon is shown next to the text. The bottom of the page features a list of 'What's Included' in the tours, such as accommodations, meals, and picnic lunches.

**Lynott Tours, Inc.**  
since 1970  
Call 1-800-221-2474

Home Ireland Great Britain England Scotland Wales Other Contact Us

Wales

Home » Wales

### Wales

Glorious Wales! Wales is known not only as former home to Sir Anthony Hopkins, Richard Burton, Catherine Zeta Jones, Laura Ashley and Tom Jones, but it has inspired the poet Dylan Thomas and other literary figures. Wales is the friendly, green, hilly bit on the western side of Britain.

What makes a good tour of Wales?

- "Great Little Trains of Wales," narrow-gauge steam through gorgeous countryside
- Folklore - charming love-spoons, traditional gifts carved by young men for their sweethearts
- More castles per square mile than anywhere else in Europe - Caernarfon, Caerphilly, Conwy, to name a few
- Scenic beauty of the Welsh National Parks – Snowdonia and Brecon Beacons

**Wales Walking Tours**

**Escorted Britain Walking Tours 3, 4 and 7 nights**

**The Walks**

We have British walking tours every week throughout Wales, graded for different levels of activity. Walking vacation packages in Wales, and travel packages to Wales, too. They are all Country House Based, staying at one hotel for the whole length of time. All holidays have been designed by WALKERS FOR WALKERS. Our escorted group walking tours of England are guided by experienced leaders

**Locations:** Choose from 3 locations perfect for the mountains **Wales** - Brecon Beacons or Northern or Southern Snowdonia (**Beddgelert-Snowdon or Dolgellau**)

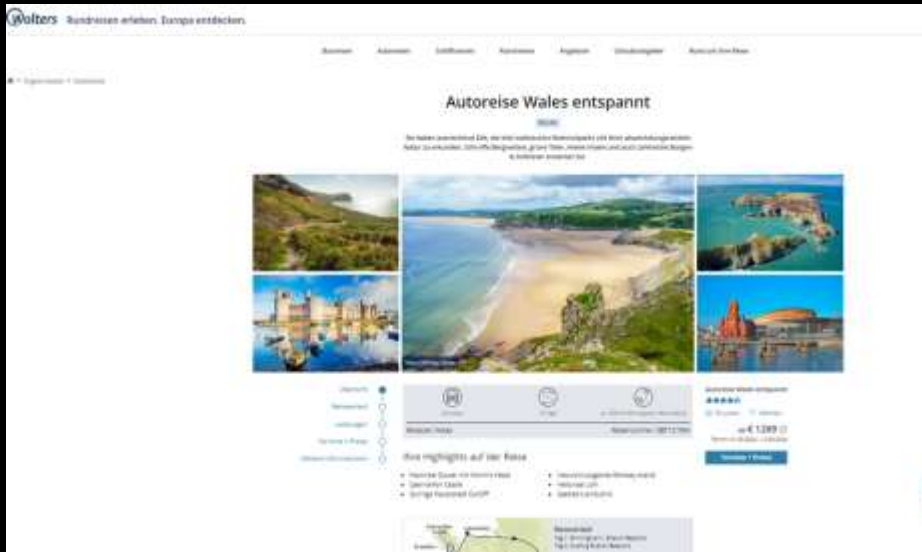
Independent and group walking tours of Wales. Walking Tours - walking travel packages to Wales - Welsh Walking Tours.

**What's Included:**

- Accommodations for 7 nights, including private bath/shower. All locations are available every week. Some locations have 3 and 4 night walking tours, too.
- Breakfast, dinner and afternoon tea daily. Picnic lunches on walking days. All meals, freshly



# Detholiad o drefnwyr teithiau yn dod ag ymwelwyr i'r Canolbarth e.e. Teithio mewn car A selection of operators bringing visitors to Mid Wales e.g. car touring



[wolters-rundreisen.de/reise/GBT121004](http://wolters-rundreisen.de/reise/GBT121004)



[Pays de Galles, terre de caractère \(brittany-ferries.fr\)](http://brittany-ferries.fr)

## Le Pays de Galles du sud au nord

Votre autotour en arrivées Cardiff  
8 JOURS/7 NUITS



**Jour 1 - Cardiff**  
En arrivant, on découvre pas la ville de Cardiff avec ses monuments victoriens et édifices, son château restauré au XIX<sup>e</sup> siècle. Nuit dans la région de Cardiff, Bridgend ou Port Talbot.

**Jour 2 - Cardiff/Carmarthen (110 km)**  
Départ pour la ville maritime de Swansea avec le Swansea Museum et les ruines du palais Dylan Thomas né en 1912. Au sud-ouest, aller jusqu'à la péninsule de Gower avec ses landes, ses marais salés et ses dunes. Nuit dans la région de Carmarthen ou Tenby.

**Jour 3 - Carmarthen/Fishguard (95 km)**  
Pour rejoindre la ville médiévale de Tenby au sommet de la falaise, s'échapper dans le port d'Aberavon bordé de maisons géorgiennes. Arrêt à Aberystwyth, capitale du Pays de Galles, avec son architecture victorienne. Nuit dans la région de Fishguard ou Haverfordwest.

**Jour 4 - Fishguard/Dolgellau (145 km)**  
Arrivée dans la ville antique de Caerigan, ancien port gallois, puis balade dans le port d'Aberavon bordé de maisons géorgiennes. Arrêt à Aberystwyth, capitale du Pays de Galles, avec son architecture victorienne. Nuit dans la région d'Aberystwyth, ou Dolgellau, ou Harlech.

**Jour 5 - Dolgellau/Angelsey (110 km)**  
Continuation le long de la côte vers les ruines du Château de Harlech, balade dans l'étrange village de Portmeirion nord de l'imagination d'un architecte sur la base de Trianon. Traversée de la péninsule de Llyn et ville du Château de Caernarfon construit en 1283. Nuit sur la péninsule d'Anglesey, à Caernarfon ou Bangor.

**Jour 6 - Anglesey/Chester (120 km)**  
Visite de l'île d'Anglesey avec ses grands étendues de plages et ses lacs, plus étiers. Possibilité de visiter Beaumaris et son architecture géorgienne. Plus, visite du Château de Conwy. Arrêt à la petite ville labrienne de Llanberis, et visite des jardins de Balaun 20 hectares à l'ouest de l'île. Nuit dans la région de Chester, Flint ou Wrexham.

**Jour 7 - Chester/Brecon (170 km)**  
Départ pour Wrexham et sa magnifique église richement ornée, puis Welshpool avec ses maisons bâties en pierre et son petit train, et enfin Brecon, porte du Parc national des Brecon Beacons. Nuit dans la région de South Wales ou Brecon.

**Jour 8 - Brecon/Cardiff (110 ou 125 km)**  
Le matin, possibilité de faire un circuit sur 'Har-on-Wye', charmante ville des Fens avec plus de 300 maisons/maisons-rustiques. Départ de Cardiff pour la France.

*N'hésitez pas à ajouter quelques jours dans la région Nord : parc national de Snowdonia, nombreux vestiges de l'exploitation de l'acier, paysages/paysages...*



**Sur demande**

**Autres villes de départ :**  
nous consulter

(ce circuit est réalisable au départ de Birmingham ou Manchester)

**Autres catégories de véhicules :**  
page 14

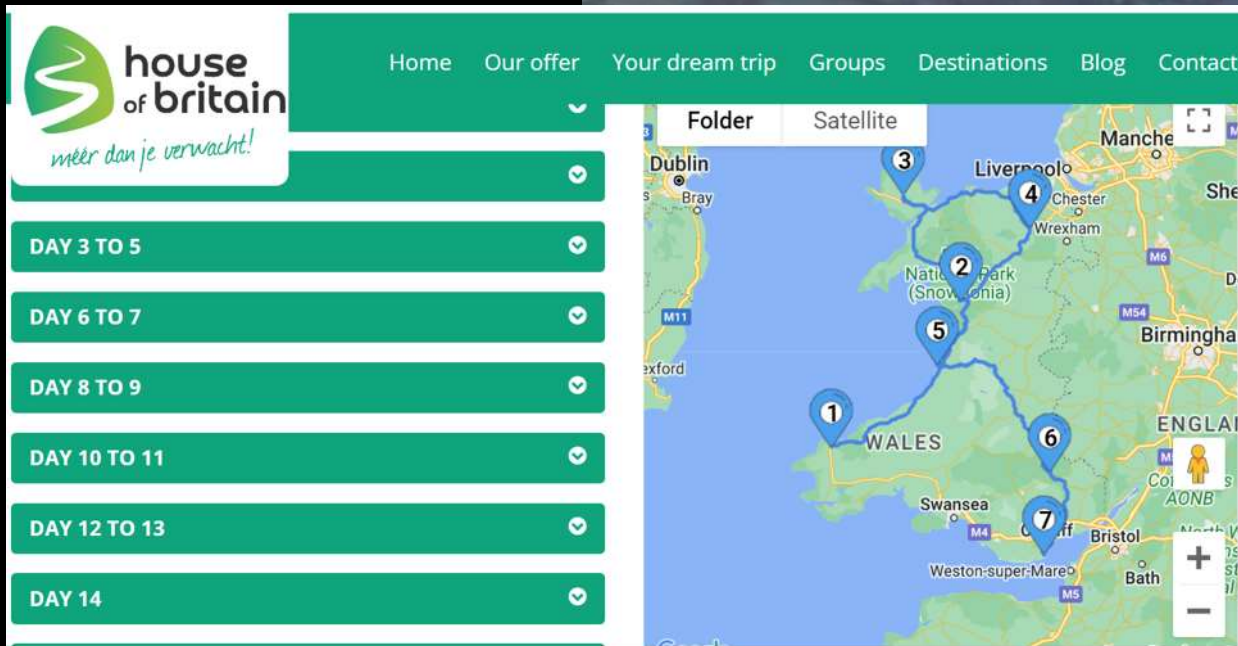
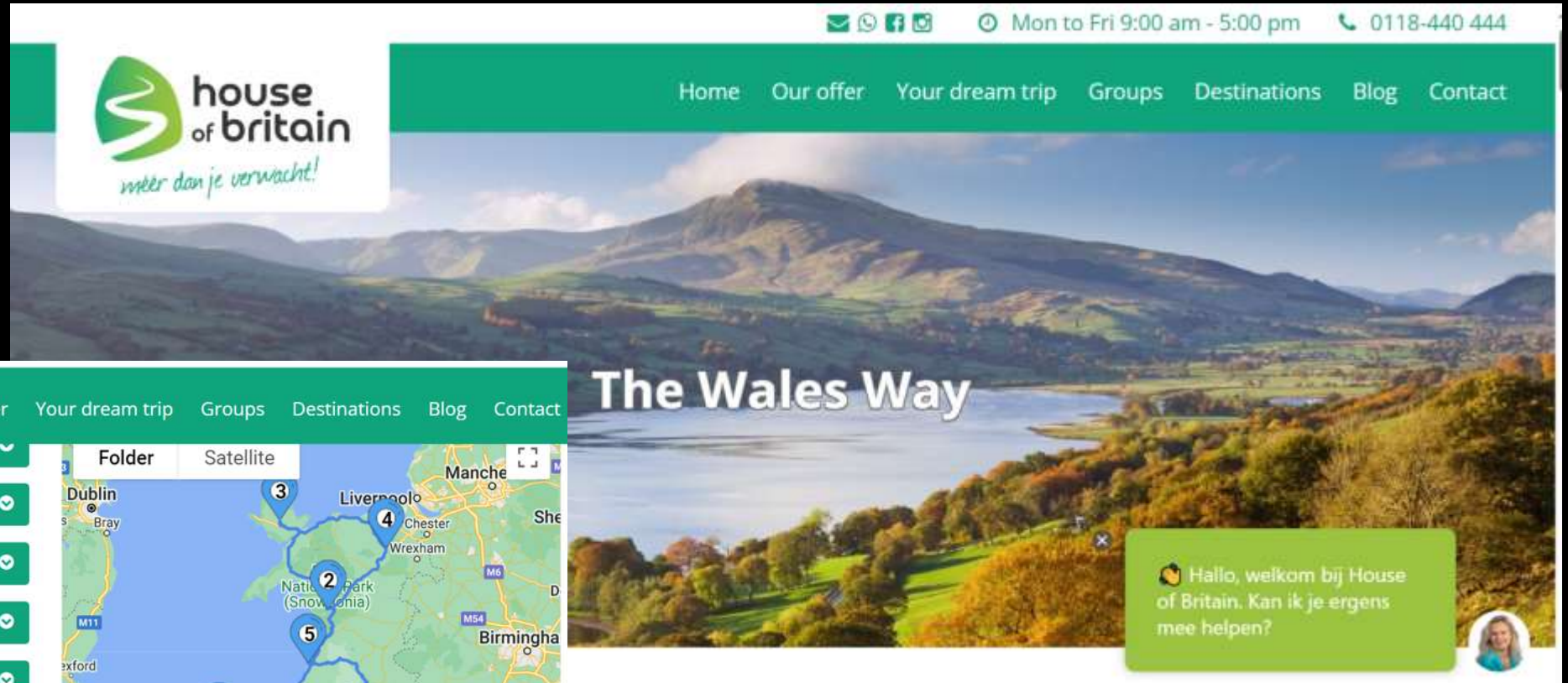
Toutes dates de séjour sur demande

**L'AUTOTOUR COMPLET :**  
- se voit depuis Paris/ Cardiff (1 jour, dans le cas où l'on veut faire un séjour en auto par exemple)  
- les taxes d'aéroport  
- la location d'un véhicule de catégorie B (classé 2.2 7 personnes), ou de catégorie C (classé 6 personnes), ou de catégorie D (avec 9 personnes, idéalement 8 personnes, avec une place pour le conducteur, sans être le conducteur, à 2000 € par jour)  
- la location d'un véhicule de catégorie B (classé 2.2 7 personnes), ou de catégorie C (classé 6 personnes), ou de catégorie D (avec 9 personnes, idéalement 8 personnes, avec une place pour le conducteur, sans être le conducteur, à 2000 € par jour)  
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[Gaeland Ashling - Web Brochure Prix Voyages en Grande Bretagne \(gaeland-ashling.com\)](http://gaeland-ashling.com)



Detholiad o drefnwyr teithiau yn dod ag ymwelwyr i'r Canolbarth e.e. Teithio mewn car  
A selection of operators bringing visitors to Mid Wales e.g. car touring



[House of Britain - The Wales Way](#)



# Detholiad o drefnwyr teithiau yn dod ag ymwelwyr i'r Canolbarth e.e. Hunanarlwyo

## A selection of operators bringing visitors to Mid Wales e.g. self-catering

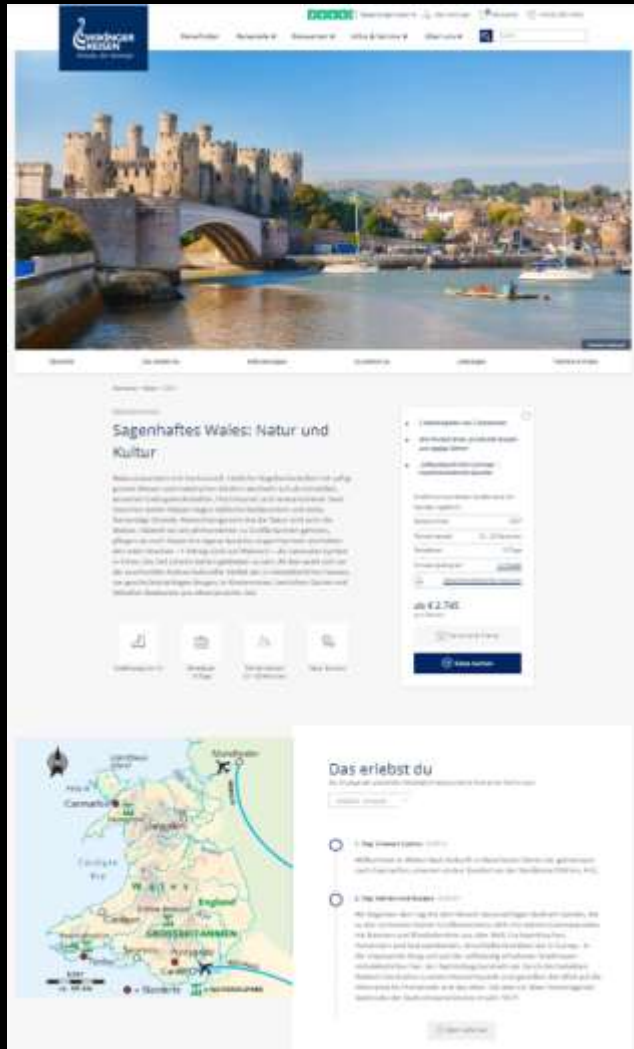
The screenshot displays the Cottage Centre website interface. At the top left is the logo and a search bar for 'House code, keyword...'. The navigation menu includes 'Home', 'Houses', 'Campers', 'Inspiration', 'Crossings', and 'Tailor-made stay'. Below the navigation are four filter boxes: 'Destination: Brecon Beacons', 'Arrival and departure date: Select Dates', 'Travelling party: Who are you travelling wi', and 'Filters: Select filters'. The main content area shows '261 Cottages' with a 'Get updates to this search' button. Two cottage images are visible, with '1/52' and '1/28' indicators. On the right, a map of the Brecon Beacons region shows numerous green house icons with numbers (3, 9, 26, 47, 24, 115, 11) indicating the number of cottages available in various locations.

[Vakantiehuis huren in Brecon Beacons - Cottage Centre vakantiehuisen](#)

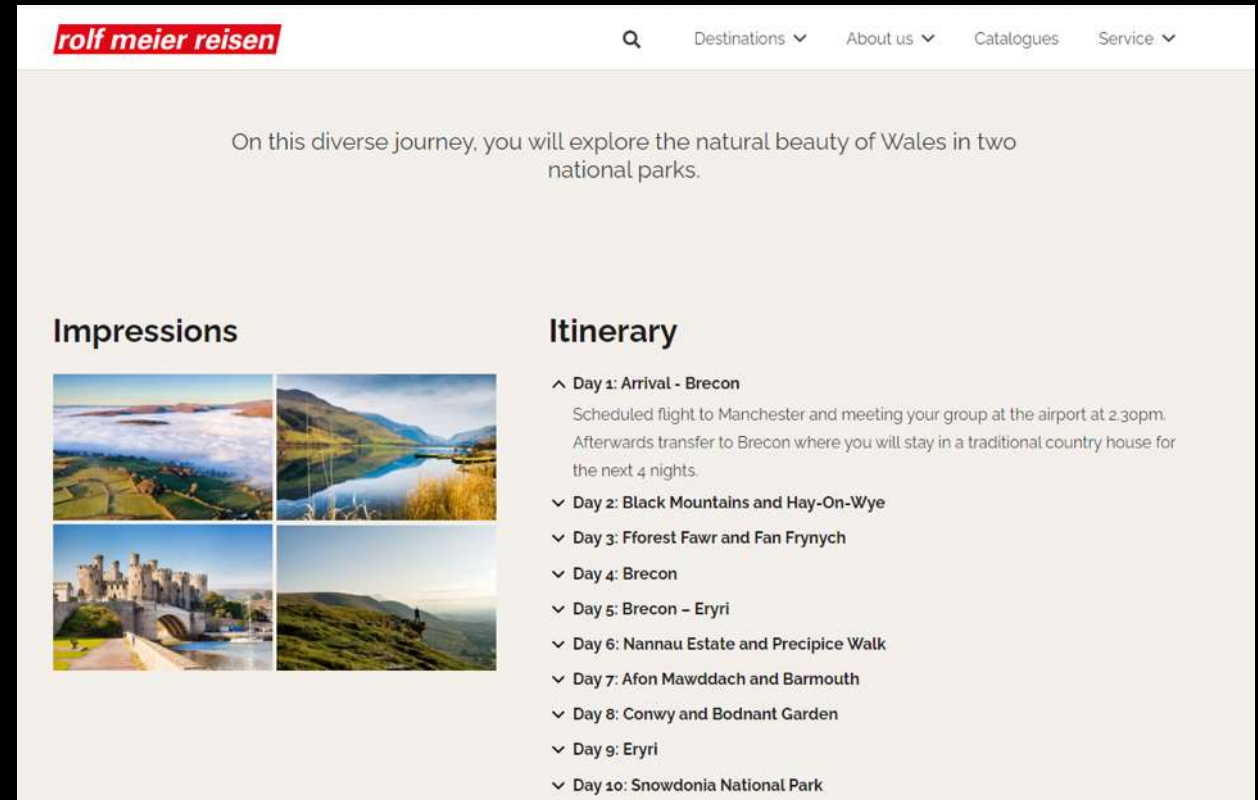


# Detholiad o drefnwyr teithiau yn dod ag ymwelwyr i'r Canolbarth e.e. Cerdded

## A selection of operators bringing visitors to Mid Wales e.g. walking




The screenshot shows the Wikinger Reisen website. At the top, there is a navigation bar with the company logo and menu items like 'Startseite', 'Reisen', 'Service', 'Kontakt', and 'Über uns'. Below the navigation bar is a large banner image of a castle by a river. The main content area features a heading 'Sagenhaftes Wales: Natur und Kultur' and a detailed description of the tour. A sidebar on the right contains a search bar and a list of tour options. At the bottom, there is a map of Wales with a red dot indicating the starting location and a list of tour details.



The screenshot shows the Rolf Meier Reisen website. At the top, there is a navigation bar with the company logo and menu items like 'Destinations', 'About us', 'Catalogues', and 'Service'. Below the navigation bar is a large banner image of a castle by a river. The main content area features a heading 'On this diverse journey, you will explore the natural beauty of Wales in two national parks.' and a list of tour options. A sidebar on the right contains a search bar and a list of tour options. At the bottom, there is a map of Wales with a red dot indicating the starting location and a list of tour details.

### Impressions



### Itinerary

- Day 1: Arrival - Brecon  
Scheduled flight to Manchester and meeting your group at the airport at 2:30pm. Afterwards transfer to Brecon where you will stay in a traditional country house for the next 4 nights.
- Day 2: Black Mountains and Hay-On-Wye
- Day 3: Fforest Fawr and Fan Frynych
- Day 4: Brecon
- Day 5: Brecon – Eryri
- Day 6: Nannau Estate and Precipice Walk
- Day 7: Afon Mawddach and Barmouth
- Day 8: Conwy and Bodnant Garden
- Day 9: Eryri
- Day 10: Snowdonia National Park

[Hiking tour | Wales on foot | Rolf Meier Travel \(rolfmeierreisen.ch\)](#)

[Sagenhaftes Wales: Natur und Kultur | Wanderstudienreise | Wikinger Reisen \(wikinger-reisen.de\)](#)



# Detholiad o drefnwyr teithiau yn dod ag ymwelwyr i'r Canolbarth e.e. Golff

## A selection of operators bringing visitors to Mid Wales e.g. golf



[Llandrindod Wells - Book Golf Breaks & Deals \(yourgolfftravel.com\)](https://yourgolfftravel.com)



[Cradoc Golf Club - Book Golf Breaks & Deals \(yourgolfftravel.com\)](https://yourgolfftravel.com)



# Detholiad o drefnwyr teithiau yn dod ag ymwelwyr i'r Canolbarth e.e. Teithiau bws A selection of operators bringing visitors to Mid Wales e.g. coach tours

The screenshot shows the Wolters website interface. At the top, it says 'Wolters Rundreisen erleben. Europa entdecken.' Below the navigation menu, the main heading is 'Busreise Best of Wales'. There are several small images showing Welsh landscapes and buildings. Below the images, there are icons for 'Busreise', '7 Tage', and 'ab 1100 € pro Person'. The price is listed as 'ab € 1896'. The website also features a search bar and various navigation options.

[Woltersrundreisen.de](https://www.woltersrundreisen.de)

The screenshot shows the Craig Travel website interface. At the top, it says 'Craig travel EXPERIENCE THE WORLD'. Below the navigation menu, the main heading is 'Welsh Delights'. The dates are 'June 6 - June 18, 2024'. The tour is escorted by 'Susanne Collins'. There are several icons representing tour features: '13 Days', '21 Meals', 'Leader', 'CT Rating', and 'Book Early'. Below the icons, there is a map of Wales and a description of the tour: 'From Llandudno to Cardiff, Delve into the Rich Culture of Wales'. The description mentions 'Thick Welsh brogue, medieval castles, narrow gauge railways, and traditional delicacies are a feast for our senses. In Wales, we will be spoiled by the superb countryside, great food, national parks, and historic sites. Our journey has something for everyone; whether you have a sweet tooth, a hankering for something savoury, or just want to enjoy the stunning land and seascapes or'.

[Welsh Delights | Jun 6, 2024 | Craig Travel | Craig Travel](#)





# Beth sydd ei angen ar drefnwyr i greu teithiau a rhaglenni ar gyfer y Canolbarth?

## What do operators need to create Mid Wales tours and programmes?

---

- Partneriaid busnes parod                      Willing business partners
- Cyfradd arbennig (efallai 15% oddi ar bris llawn) i dalu am eu costau marchnata a gweithredol  
A special rate (maybe c.15% off full price) to cover their marketing and operational costs

Atyniadau,  
gweithgareddau,  
teithiau, profiadau,  
digwyddiadau y gellir  
eu harchebu

**Bookable attractions,  
activities, tours,  
experiences, events**

Llety – â gwasanaeth a  
hunanarlwyo

**Accommodation –  
serviced and self-  
catering**

Trafnidiaeth a  
thywyswyr

**Transport and guides**



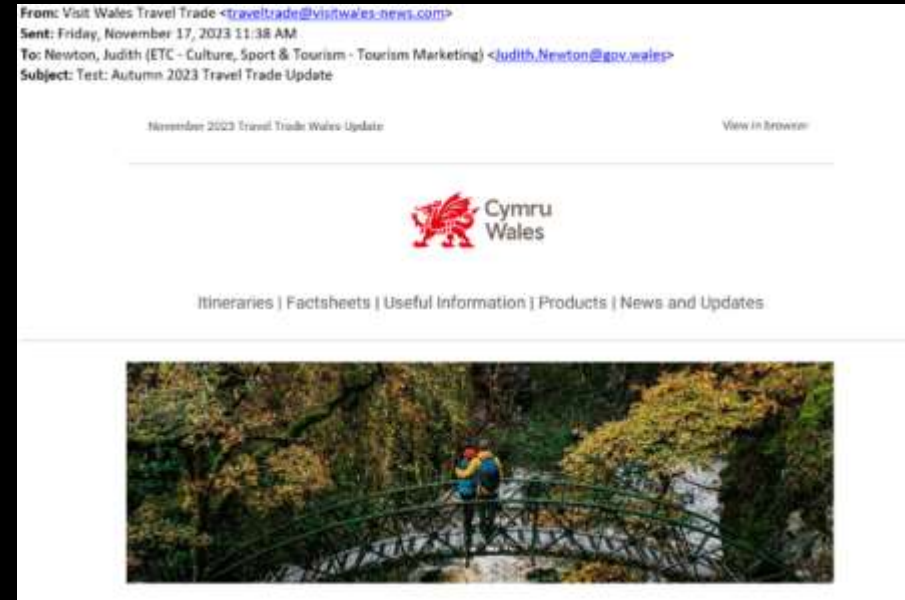
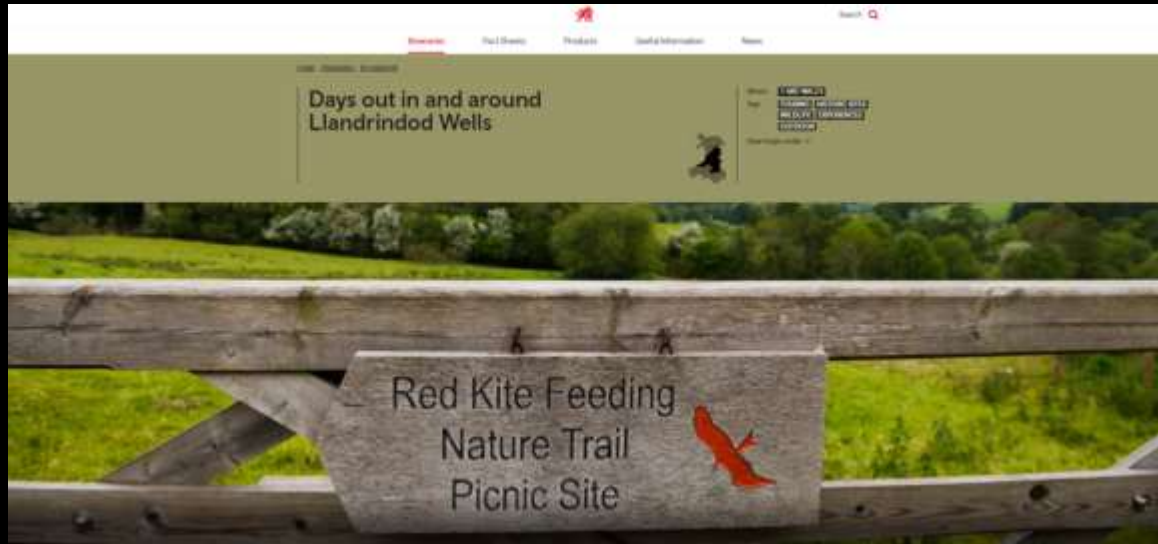
# Marchnata domestig a Rhyngwladol, busnes i fusnes e.e. Digidol Domestic and International Marketing, business-to-business e.g. digital

[wefan i'r Diwydiant Teithio](#)

[Travel Trade website](#)

e-newyddlenni

eNewsletters



[Places to visit around Llandrindod Wells](#)



cyfryngau  
cymdeithasol  
Social media



gweminarau  
Webinars



Marchnata domestig a Rhyngwladol, busnes i fusnes e.e. digidol [wefan i'r Diwydiant Teithio](#)

Domestic and International Marketing, business-to-business e.g. digital [Travel Trade website](#)

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[Places to visit around Llandrindod Wells](#)

[Walking routes Mid Wales](#)

[Introduction to Mid Wales for groups](#)

[Discovering Wales in three days](#)

[Celtic Wales and early Christianity](#)

[Mid Wales literature itinerary](#)

[Play golf, stay and visit North Wales](#)

[Day itinerary by coach in Mid Wales](#)

[Public transport in Mid Wales](#)

[Vineyards breweries distilleries North and Mid | Travel](#)

[Trade Wales \(visitwales.com\) Discover gardens in North and](#)

[Mid Wales](#)

[Activities in South and Mid Wales](#)

[Explore The Cambrian Way-South and Mid Wales](#)

[Annual events and festivals in Wales](#)

[Out of season attractions and activities](#)

[Discovering Wales in three days](#)

[Discover the range of gardens in Wales](#)

[Stay and play with Crai Valley Lodges](#)

[Wales by trails in the Elan Valley](#)



# Marchnata domestig a Rhyngwladol, busnes i fusnes e.e. wyneb yn wyneb Domestic and International Marketing, business-to-business e.g. face-to-face

sioeau ac arddangosfeydd masnach B2B (Busnes i Fusnes)  
business to business (B2B) trade shows and exhibitions



Appointment-style  
workshops

Cyflwyniadau  
Presentations



ymweliadau ymgyfarwyddo  
Familiarisation visits



# Marchnata domestig a Rhyngwladol, busnes i fusnes e.e. wyneb yn wyneb Domestic and International Marketing, business-to-business e.g. face-to-face



## Darganfod Cymru Discover Wales 2023



## Appointment-style workshop



## ymweliadau ymgyfarwyddo Familiarisation visits



# Sut i gyrraedd cwsmeriaid newydd ar gyfer eich busnes/cyrchfan drwy drefnwyr teithiau?

## How to reach new customers for your business/destination through tour operators?

---

- [Dywedwch wrthym am eich diddordeb mewn gweithio gyda threfnwyr Teithiau i ddenu mwy o ymwelwyr.](#)
  - Byddwch yn 'barod i weithio gyda threfnydd teithiau' – bydd Croeso Cymru yn cysylltu â chi am sut i weithio gyda'r Diwydiant Teithio a chlywed am eu syniadau diweddaraf
  - Rhestrwch eich manylion ar ein gwefan benodedig ar gyfer trefnwyr teithiau\*
  - Gweithio gyda threfnwyr teithiau sydd wedi'u lleoli yng Nghymru
- [Tell us your interest in working with tour operators to attract more visitors.](#)
  - Become 'tour operator ready' - receive contact from VW on how to work with the Travel Trade and hear latest insights
  - List your details on our dedicated website for tour operators\*
  - Work with Wales-based tour operators

\* Busnesau â gradd/achrededig

\* graded/accredited operators



# Tyfu Twristiaeth Gyda'n Gilydd: Ymgysylltu â'r cyfryngau

## Growing tourism together: engaging with the media



**Rob Lewis Jones**

Gweithredydd Cysylltiadau'r Cyfryngau Rhygwladol, Croeso Cymru  
International Media Relations Executive, Visit Wales



# Beth sydd angen ar y wasg?

## What do media want?

---

— Straeon Unigryw

— Pwynt Gwerthu Unigryw – Ystafell gyda golygfa, hanes nodedig, gwobrau, brandiau Cymreig, cynaliadwyedd, themâu ac ati

— Profwch yr hyn y byddai'r teithiwr yn ei brofi

— Trin fel gwestai cyffredin

— Tynnu sylw at bwyntiau o ddiddordeb neu ffeithiau diddorol am eich llety, atyniad, ardal

— Darparu llawer o wybodaeth – ond peidiwch â mynd dros ben llestri

— Unique Stories

— USP – Room with a view, notable history, awards, welsh brands, sustainability, themes etc

— Experience what the traveler would experience

— Treated like an ordinary guest

— Highlight points of interest or interesting facts about your accommodation, attraction, area

— Provide lots of information – but don't over kill





# Gweithio gyda ni

## Work with us

---

Gadewch i ni wybod am

- Ddatblygiad Newydd
- Digwyddiadau
- Dyfarniadau
- Uwchraddio
- Pwyntiau Gwerthu Unigryw
- Cynigion
- Pen-blwyddi – 2024, 2025
- Unrhyw beth werth ei gofnodi i'r teithiwr

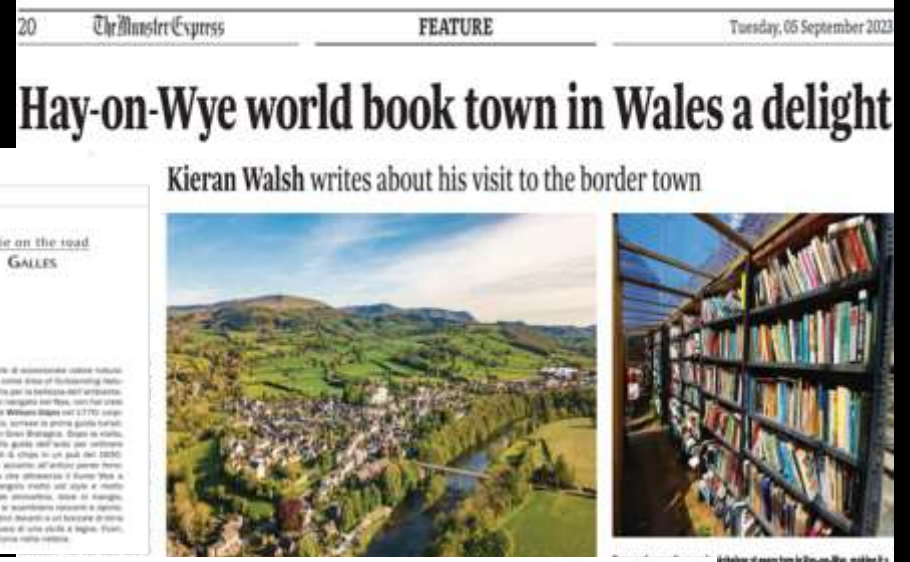
Let us know of:

- New Development
- Events
- Awards
- Upgrades
- USPs
- Offers
- Anniversaries – 2024, 2025
- Anything that is news-worthy for the traveller



# Gweithio gyda ni

## Work with us



## Gweithiwrch gyda Croeso Cymru i rannu newyddion cynnyrch. Work with Visit Wales to share news and product updates.



The Bell at Skenfrith, Monmouthshire, Wales

In the shadows of the medieval Skenfrith Castle and with the River Monnow rushing by the front of the building, The Bell has a dreamy setting. Bedrooms are completely on the bottom, with fresh daffodils on the windowsill, starched cotton sheets, Welsh wool blankets tucked into deeply comfortable beds, and Cath Collins products in the large bathrooms. There's a jug of cold, fresh milk and a jar of house-made shortbread



Exploring Tintern with your four-legged friends



Relaxing hot tub breaks in Wales



Zig-zagging on The North Wales Way



Exciting and inspiring coastal activities to try



Six paths to the top of Snowdon



Gorge on adventure in North Wales!



A fun family break in and around Barmouth



Great Welsh beaches with easy access



Discover The Wales Way routes



Mountain bike heaven in Wales

- Graded products get opportunities to work with Visit Wales on press/media visits and links back to their listings on the website.
- Many graded products have opportunities for articles/content on the website.
- Share content, it lets Visit Wales know what's new when planning web and social content, and is always collated and sent to *all* Visit Wales teams, to ensure that they're up to date.
- Feed in your news, stories, packages and events to [Productnews@gov.wales](mailto:Productnews@gov.wales).

[Gweithio gyda ni](#) | [Twristiaeth yng Nghymru](#) | [Croeso Cymru](#)  
[Working With Us](#) | [Tourism in Wales](#) | [Visit Wales](#)



Tyfu Twristiaeth Gyda'n Gilydd: trwy TXGB (Tourism Exchange Great Britain)

Y Cyfleoedd

Growing tourism together through TXGB (Tourism Exchange Great Britain)

The Opportunities

Sarah Whitfield

Reolwr Marchnata (TXGB), Croeso Cymru

Marketing Manager (TXGB), Visit Wales



## I unrhyw fusnes, manteision TXGB yw:

## For any business the benefits of TXGB are:

- Cewch ddewis a ydych am weithio gydag unrhyw sianeli gwerthu drwy TXGB ai peidio. Nid oes rhwymedigaethau o ran hynny.
- Cewch fynediad at sianeli unigryw sydd ar gael drwy TXGB yn unig. Mae hyn yn cynnwys opsiynau comisiwn is er mwyn cyrraedd mwy o bobl, gan gynnwys eich gwefan cyrchfannau lleol.
- Nid ydych yn talu nes eich bod yn cymryd archeb! Nid oes ffioedd sefydlu na thanysgrifio, dim ond ffi archebu 2.5% (heb TAW) i'w thalu pan fyddwch yn cymryd archeb.
- Mae cymorth am ddim ar gael yn rhwydd gan dîm Llwyddiant Cwsmeriaid TXGB.
- Ceir nifer fawr o sianeli talu uniongyrchol, felly gallwch feithrin a chynnal perthynas gyda'r defnyddiwr, a diffinio eich telerau ac amodau eich hunain.



- Working with any sales channels via TXGB is optional, without any obligations.
- Access unique channels only available via TXGB, including lower commission options, to increase your reach, including your local destination website.
- Only pay when you take a booking! With no setup or subscription fees, you only pay 2.5% (ex VAT) booking fee when you receive a booking.
- Free and easily accessible support from the TXGB Customer Success team.
- Many direct payment channels, so you can build and maintain a relationship with the consumer and define your own T&Cs.





# TXGB connected **booking** **system** partnerships

## Things to do



## Accommodation



# TXGB Sales / Distribution Channels

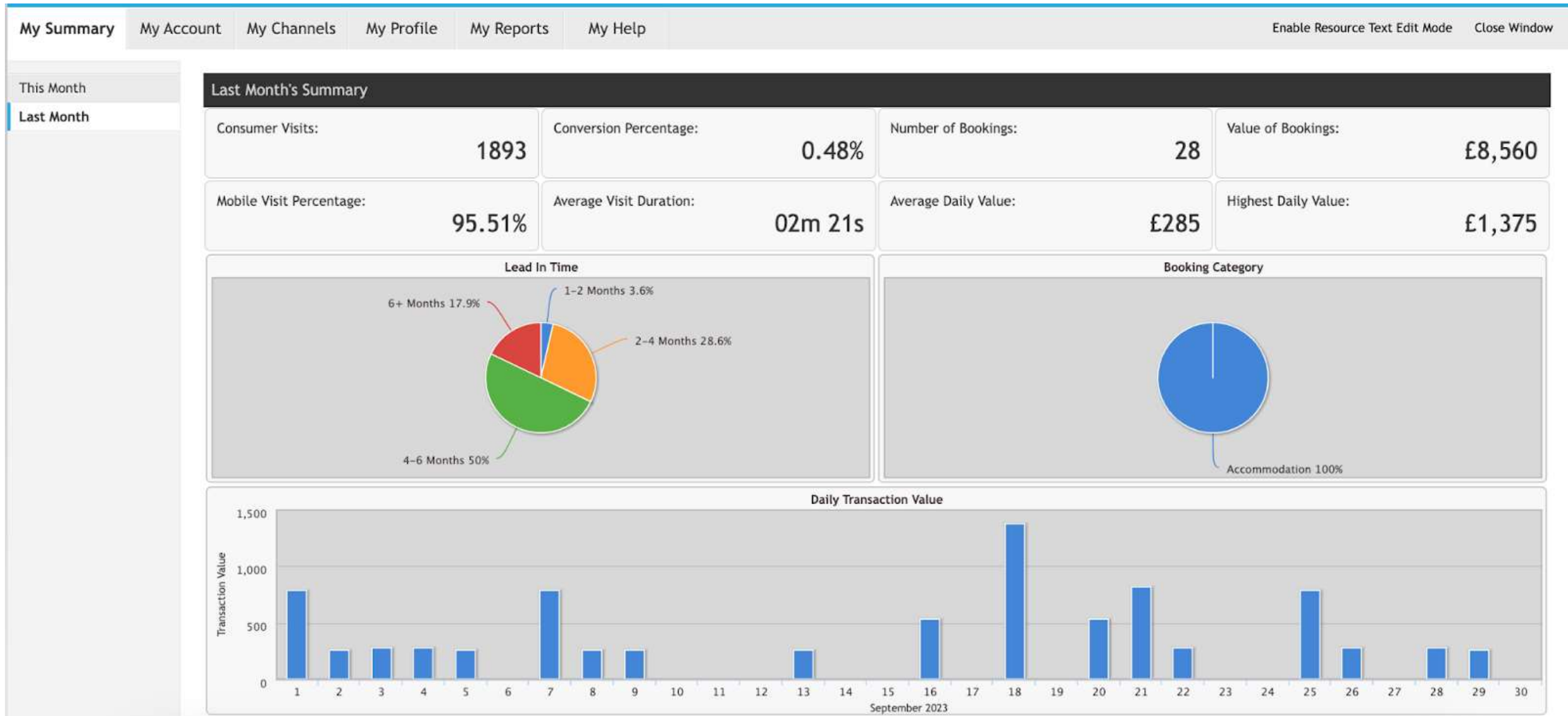
					View More: <span>Page 1 - AA RatedTrips.com</span>
Distributor	Opt-In Status	Dist Rate %	Available		
<input type="radio"/> <p><a href="#">AA RatedTrips.com (AARatedTrips)</a> Join the AA's RatedTrips.com channel and become part of a fast-growing collection of recommended UK travel destinations.</p> <p>With bookings launching in August 2022 your attraction will feature alongside thousands</p>	Opted-Out	5.0000%	• Full Prov		
<input type="radio"/> <p><a href="#">AAA My Booking Pages (aaa_mywebsite)</a> Add a book button to your website</p>	Opted-Out	0.0000%	• Full Prov • Dep Proc		
<input type="radio"/> <p><a href="#">Afternoon Tea or Cream Tea (atoc)</a> Afternoon Tea or Cream Tea is exactly what it says! Everything related to Afternoon Tea and Cream Tea, the site currently receives in excess of 160k pvs per month, so if you have a business that offers afternoon teas or cream teas, work with us!</p>	Opted-Out	2.5000%	• Full Prov		
<input type="radio"/> <p><a href="#">Agoda (Agoda_web)</a> Opt-in available to: accommodation only. Agoda.com is a leading Asia-based online hotel reservations company, and part of the Priceline Group, the number one online travel distributor of hotel rooms worldwide. Selling hotels globally in 38 different languages.</p>	Opted-Out	15.0000%	• Full Payment To Distributor	<a href="#">VIEW / OPT IN</a>	
<input type="radio"/> <p><a href="#">Airbnb (Airbnb)</a> Airbnb is a community based on connection and belonging—a community that was born in 2008 when two hosts welcomed three guests to their San Francisco home, and has since grown to 4 million hosts who have welcomed over 800 million guest arrivals to about 100 000 cities in almost every country and region across the globe. Hosts on</p>	Opted-Out	15.0000%	• Full Payment To Distributor	<a href="#">VIEW / OPT IN</a>	
<input type="radio"/> <p><a href="#">Away with the Kids (awtk)</a> Away with the Kids is an online Travel Directory, highlighting an exclusive and diverse</p>	Opted-Out	10.0000%	• Full Payment To Distributor	<a href="#">VIEW / OPT IN</a>	

- Page 1 - AA RatedTrips.com
- Page 2 - Bookado LTD
- Page 3 - Ctrip International (Trip.com)
- Page 4 - Discover Dartmouth (Visit South Devon CIC Ltd)
- Page 5 - Essex County Council (Visit Essex)
- Page 6 - Go To Places Ltd
- Page 7 - Let's Book Blackpool Members
- Page 8 - Marketing Lancashire Limited
- Page 9 - NewcastleGateshead Initiative (Non-Partners)
- Page 10 - Shakespeare's England
- Page 11 - The Explorer's Road
- Page 12 - UncoverBritain.com
- Page 13 - Visit Derby (Members)
- Page 14 - Visit Lincoln
- Page 15 - Visit Sidmouth
- Page 16 - Wildr Ltd



# Tracio gwerthiant a dadansoddeg mewn amser real

# Track sales and analytics in real time





[Rhaeadrau Pontarfynach, Aberystwyth](#)

Atyniad

[Devils Bridge Falls, Aberystwyth](#)

Attraction







Trafod a helpu

Discuss and Help

**TXGB:**

**Website: [www.TXGB.co.uk](http://www.TXGB.co.uk)  
Email: [support@TXGB.co.uk](mailto:support@TXGB.co.uk)  
Call: 0330 223 5050**

**South East, South West & Mid Wales:**

**Val Hawkins / Zoe Hawkins (MWT Cymru)  
[visitwales@mwtcymru.co.uk](mailto:visitwales@mwtcymru.co.uk)  
01654 702653 / 07831379247**

**North Wales:**

**Eirlys Jones / Deb Nettleton (North Wales Tourism)  
[visitwalesopps@northwalestourism.com](mailto:visitwalesopps@northwalestourism.com)**

**[Submit an expression of interest](#)**

# Adnoddau

## Resources

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Cewch wybod sut gallwn  
weithio gyda'n gilydd drwy  
edrych ar ein...

---



[6 awgrym ar gyfer gweithio gyda Croeso Cymru \(gov.wales\)](#)

Explore how we can work  
together by taking a look at  
our...

---



[6 tips for working with Visit Wales \(gov.wales\)](#)



5

Cofrestrwch i [dderbyn cylchlythyr i'r diwydiant](#) a dilynwch ni ar ein cyfrif Twitter i'r diwydiant. Sign up to the [industry newsletter](#) and follow on social.

Mae'r holl wybodaeth ar y sianeli hyn. All Visit Wales news appears on these channels.



# Tourism

Search  
For further support or business advice  
CALL 03000 6 03000

Thematic years Finance Grading Working together Other Useful links

Home > Stay Safer 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 pursuits available. It was also an opportunity for Chris Cousens (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 & Emma Edwards-Jones, project managers for [Adventure Smart UK](#), which 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.

**Addo.** Make your promise to Wales. Whether venturing out to enjoy the local countryside or collecting a coffee from a nearby café, let's pledge to care for each other, to care for our communities, and to protect this beautiful land. The virtual pledge can be signed on [visitwales.com/promise](#).

A recording of the session is available below, along with the presentations (PDF format):

- [Recording of Online industry event - Helping Guests and Visitors to Stay Safer in the Outdoors](#)

### Presentations & useful links

- [RNLI Presentation](#)
- [RNLI local ambassador - Water Safety](#)
- [Beach Safety Resources](#) (mli.org)
- [Adventure Smart UK Presentation](#)
- [Adventure Smart UK](#)
- [Adventure Smart UK toolkit](#)

### RELATED LINKS

- ▶ [Let's Shape the Future](#)
- ▶ [Programme for Government 2021-2026](#)
- ▶ [Welcome to Wales 2020-2025](#)

# Diolch.

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[sarah.whitfield@gov.wales](mailto:sarah.whitfield@gov.wales)

[traveltradewales@gov.wales](mailto:traveltradewales@gov.wales)

