

2023: A guide for your business.

#WalesByTrails

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# Lwybrau. Wales, by Trails.



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

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

The theme of 'trails' is one of our most all-encompassing and applicable themes to date. In this post-pandemic world, people are seeking curated experiences that reconnect them, be that to heritage, culture, nature, community or something else altogether. They want inspiration, recommendations and interlinked, tailored selections — cherry-picked trips rather than infinite choices.

Trails can lead people to their desired destinations. Whether the trail is a literal path through dense ancient

woodland, a section of the Wales Coast Path, a culture crawl linking arts venues together or a food-fuelled walking route around local producers' eateries, there's a way to find a trail to suit all occasions, interests and businesses.

In Wales, there have always been trails, be they trails connecting landmarks together, trails through the great outdoors or trails weaved through language, culture and ancestry. 2023 is a call for us to celebrate Wales' trails, from the well-trodden to the brand new, and to open up our country for all to enjoy.





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.

## 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 Ogof 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.*



**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.*



Trails for all seasons:

### Accommodation.

**Make seasonal activity trail suggestions on a notice board.**

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

**Use your history to create a trail.**

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

**Jump on board with local events.**

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

### Food and drink.

**Show your ingredient trail.**

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

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

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

**Bring the trails inside.**

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

**If you grow your own, promote it.**

*A bistro that grows vegetables, herbs and salad leaves for its menu invites guests to look around its garden after their meal. The vegetable patches and herb gardens are labelled to show what's growing and which dishes the ingredients are used in. The bistro also shares photos of the gardens on social media to promote their homegrown produce.*



*For tips on improving your customers' Welsh food and drink experiences, access to Welsh food and drink and sourcing seasonal food and local ingredients, download the [Food Tourism Toolkit](#).*

*Food and drink go hand in hand with hospitality and tourism in Wales. We have so much to offer, from quality seasonal food and local ingredients, interesting places to eat and stay, some of the world's best chefs, foraging opportunities and farm-to-fork experiences. Wales has a well-deserved reputation for excellence in these two industries, which is something we can use to enhance our trails.*





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

# Trails by night.

## What is a 'Dark Sky'?

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

## What Dark Sky areas do we have in Wales?

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

## Why do Dark Skies matter to Wales?

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



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## Find your nearest spectacularly Dark Sky: **Alyn Wallace** Landscape Astrophotographer

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

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### **Elan Valley.**

The Elan Valley and the surrounding Cambrian Mountains offer some of the darkest skies in Wales. They give visitors a sense of being remote and connected with nature; emphasise this in your marketing material. The Elan Valley is a recognised International Dark Sky Park, and the Cambrian Mountains has many accessible Dark Sky Discovery Sites where visitors can gaze at the night sky. Make a list of these locations and any special trails, then share it with customers to add value to their trip. For example, nine Dark Sky Discovery Sites are connected by an astro tourism trail, which makes for a fantastic adventure (search 'astro-tourism' at [elanvalley.org.uk](http://elanvalley.org.uk)).

### **Anglesey (Ynys Môn).**

Wow customers with the knowledge that Anglesey is one of the best places in Wales to see the Northern Lights in winter. You could build a campaign around this, suggesting visitors try to catch the famous meteor showers in Anglesey as an alternative to Iceland. Pair it with information around nearby displays of bioluminescent plankton and a trail of the most beautiful lighthouses on Anglesey to build a package of tempting Dark Sky opportunities.

### **Brecon Beacons.**

The Brecon Beacons Dark Sky Reserve has such a varied landscape with mountains, hills, valleys, waterfalls, rivers, lakes and reservoirs; use one or multiple of these locations in your marketing efforts, opting for those most in line with what your customers look for. Share information about accessible locations, including Llangorse lake, Usk Reservoir and the Brecon Beacons Visitor Centre, so that visitors can choose a Dark Sky adventure that matches their ability levels.

### **Eryri.**

Businesses in Eryri have rugged landscapes under the stars to offer as a selling point. Draw in visitors with social media content depicting the epic mountains stretching up to the stars or the Milky Way reflecting in glacial lakes. Note that all businesses need to be responsible in their tourism efforts (see the 'Responsible Tourism' section for more information), so advise visitors to contact local mountain guides to help them explore safely. Alternatively, share a map of nearby lay-bys and parking spots where visitors can just pull up and enjoy the stars.

### **Gower Coast.**

Businesses along the Gower Coast can offer customers some of the world's best beaches surrounded by characterful limestone cliffs as stargazing locations. Market the untarnished views across the Bristol Channel and the chance to stare into the core of our galaxy, the Milky Way. Your visitors might be able to spot bioluminescent plankton in the crashing waves at nighttime. Ask local wildlife guides about the best times for this activity in your location, then market it to visitors.



*[Why not find your nearest Dark Sky sites and make a marketable stargazing trail of your own?](#)*

Trails by night:

## How your business can make the most of nighttime trails.

### General tips.

Offer stargazing-related events, such as activity trails and holiday packages. From bat walks to nighttime mountain biking trails, there are lots of options besides stargazing, too.

Hire or sell equipment to help customers enjoy stargazing trails. Potential items include torches, binoculars, portable telescopes and bat detectors.

If you're in or near a Dark Sky location, use the opportunities it brings for astronomy, wildlife spotting and twilight sports trails in your marketing.

Help other local businesses with their Dark Sky related events and activities, or work together to form a trail. It could motivate more people to visit the area and encourage locals to preserve the low light pollution levels.

### Help guests to enjoy the show.

If you run accommodation in or near an area of low light pollution, a Dark Sky Reserve, Dark Sky Park or Dark Sky Discovery Site, make the most of the free theatrical show taking place in the sky. Give your customers access to telescopes, star maps or information about what they might be able to see. Familiarise yourself with easy to use stargazing apps, such as Stellarium and Clear Outside, so you can encourage your guests to use the apps to identify what's in the night sky. You could have themed add-ons to your accommodation packages too, such as pre-organised starlit walking trails around the area or guided binocular and telescope observation classes.

### Run nighttime activity workshops.

This will get people engaging with your business after normal opening hours. For example, cafe owners could hold occasional evening events in the colder months, where they combine warming wintry drinks with a starlit guided walk along a nearby outdoor trail. It's a great way to involve yourself with the local community, which is good for business.

### Share the mystery and magic of the darker months.

If you run a premises with grounds, create some fun nighttime trails for people to enjoy. You could provide visitors with torches and star maps, or light the paths so they can explore the wonders of the outdoors after hours. When they return, offer them a blanket or a hot water bottle so they can warm up. Extend the event with storytelling and smores around the fire. If it's near Halloween, you could add a spooky theme to your stories, or set up a ghost walk along the trail.

*"The Cambrian Mountains Astro Trail has encouraged many tourism and hospitality businesses to embrace astro-tourism and protect the night sky. We've seen accommodation providers holding regular stargazing events for guests, food and drink producers creating astro-themed produce (such as Dà Mhìle distillery's Dark Skies Rum) and other businesses harnessing night photography opportunities."*

**Dafydd Wyn Morgan**  
Cambrian Mountains Initiative

## A galactic example.

The Cambrian Mountains Astro Trail is a self-guided trail that connects some of the best Dark Sky locations in the Cambrian Mountains (and, possibly, the world). It is an accessible zigzagging route that runs for 50 miles from south to north, with fantastic opportunities to spot the Milky Way, meteor showers and the International Space Station at night, amongst other astronomical beauties.

People tend to do the trail in stages, stopping in one location for a night or two before moving on to the next. It's a great example of a trail that many businesses could operate around: accommodation providers, hospitality businesses, outdoors / stargazing gear providers, tour guides, transportation companies... the list goes on!

Find out more:  
[thecambrianmountains.co.uk/discover-dark-skies](http://thecambrianmountains.co.uk/discover-dark-skies)  
[#cambrianmountains](https://twitter.com/cambrianmountains)





# Our unique trails.

Using trails to create a sense of place.

## 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.



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

Our unique trails — using trails to create a sense of place:

To create an ‘only in Wales’ trail that has a real sense of place, start by looking at the relationship between your business and its specific location. This link between the two makes your business unique; no other business in your industry operates from the exact same site as you. Then, delve deeper to consider the wider area you sit within, its history, heritage, hospitality and use of the Welsh language.

To illustrate how an ‘only in Wales’ trail might look, here are some examples of businesses and attractions that create a sense of place through their unique location, history or heritage:

#### **Big Pit.**

Big Pit National Coal Museum, built on a former industrial site on the side of a steep hill in Blaenavon, is one of Wales’ seven national museums. It offers visitors the chance to take an underground tour, where they descend 300 feet underground with a guide to see what life was like for miners at the coal face. There are also overground exhibitions and opportunities to learn about the area’s past, which you can walk through after you surface from the mine, and Welsh cakes are served in the cafe. Combined, they form a trail based on Big Pit’s unique sense of place.

#### **St Davids Cathedral.**

The site of St Davids Cathedral has been associated with a special type of trail — pilgrimage — since the 6th century. It has dedicated a section of its website to sharing popular routes to and around the cathedral, which include self-guided pilgrimage routes, fully guided pilgrimage routes, options for those who cannot walk far and a 100km route. It also links out to ‘Saints and Stones Trails’, which locates more trails and pilgrimages in and around Pembrokeshire. The cathedral’s unique part in Welsh history makes for a perfect sense of place trail.

#### **Wales Coast Path.**

Wales is the only country in the world to have a continuous way-marked path along its entire coastline. Hundreds of thousands of people have visited the 870-mile trail since it opened just over a decade ago in 2012. Businesses near parts of the Wales Coast Path can capture the unique sense of place that this special trail evokes by promoting nearby sections, running offers for walkers who visit the business as a stop-off along the route or tying in with the trail in some other way.

Ask yourself questions about these areas, for example: are you near an epic view over a valley? Did the community you sit within have a part to play in Welsh history? Do you use bilingual signage on your premises? Do you sell food, drink or other produce that is locally sourced or made in Wales? Do your staff members know stories of your area’s past and present, and its plans for the future?

This will help you figure out what being in Wales means for your business, and help you identify your sense of place — which you can then push into the foreground with your customers.

Tell them about the locally sourced honey that you serve with breakfast. If you cook with a lot of Welsh produce, include the sources of your ingredients on your menu. Show visitors which mountains are visible through your windows, and tell them about walking routes they could take to get there. Display photos that tell stories of the area or your business. Create a blackboard wall with a map of producers in the region that you work with, adding information on whether the producers offer tours and where they sell their products. Build your own ‘only in Wales’ trail with local suppliers that share your passion for flying the metaphorical flag.

#### **UNESCO World Heritage Sites.**

By definition, Wales’ UNESCO World Heritage Sites show aspects of Wales’ unique heritage. The Slate Landscape of Northwest Wales was recently awarded UNESCO World Heritage status.



It offers opportunities for great heritage trails: visitors can see former mining villages, railway lines, grand manor houses and quarries carved into the surrounding Eryri mountains.

Businesses nearby can map out routes and itineraries based on some of these. For example, a hotel two miles from Pontcysyllte Aqueduct could devise a walking trail to the UNESCO World Heritage Site, emphasising their unique location near a world-renowned attraction.

#### **Castles.**

With more than 600 castles in Wales, more per square mile than anywhere in the world, it’s no wonder Wales is nicknamed the castle capital of the world. This unique status is the perfect ingredient for a sense-of-place trail. Find your nearest castle and build your own trail related to it. Why not spice up a walk through the town to the castle by teaming up with other local businesses to create a castle crawl? Visitors can go from one business with a great sense of place to the next, working their way through the area until they reach the castle.



## A taste-trail of Wales: **Sian Roberts** Loving Welsh Food

Sian Roberts is the owner of Loving Welsh Food, a business that promotes Welsh cuisine through food tours, cooking workshops and food presentations. Her culinary trails around Cardiff and other parts of Wales showcase the independent food and drink venues to tourists and locals, creating a strong sense of place.

### What do you think makes Wales an exciting food destination?

We have a wonderful selection of food and drink to enjoy. We have recipes that have been handed down from generation to generation, as well as an increasing number of chefs, restaurants and cafes that use Welsh produce in contemporary ways alongside international and cosmopolitan recipes.

### When did you get involved with promoting Wales' food and drink industry?

I have been promoting Welsh food and drink for over 20 years in various roles and locations across Wales, the UK and abroad. Initially, I was shocked to learn how little some people in Wales and outside Wales knew about our Welsh food heritage; but this is something we're constantly challenging as an industry by spreading the word about Wales' produce.

### When did you start your Loving Welsh Food trails and why?

My first business venture was a bilingual Welsh cooking DVD, which was followed by Welsh cookery workshops. Then, one day, I did some research into food tours. They started in Chicago as a way of bringing guests to the city all year round, as opposed to just for big events and during the holidays. I saw the opportunity for a similar idea in Wales, i.e. food trails and tours that showcase Wales' fabulous food and drink and culinary heritage. That's when Loving Welsh Food came to exist.

### How did you put together your first food and drink trail?

The first tour we created was the Cardiff Tasting Tour. I looked for venues that showcased Welsh food and drink and recipes in Cardiff city centre. Having identified a selection, I visited them to see if they were interested in being part of the tour. Once I confirmed the venues, I worked out the route, the tastings at each venue and the information I'd share with attendees along the way. Then, I set up systems for selling and promoting the tour.

Our tour offering has increased over time, and we pride ourselves on how we've always worked with only local, independent businesses. We now offer a variety of walking tours as well as tours by car, mini bus and coach. For every tour, we select a theme then carry out the same procedure as we did for the first tour.

### What do people enjoy about your trails?

Our guests always enjoy sampling a variety of food and drink and finding out about the tasters. But, it's not just about the tasting: Guests love discovering or re-discovering the city and learning new things about it. As the tour moves from venue to venue, we tell guests about the history of the city, life in Cardiff and Wales and other cultural insights. We find that, on our public tours, guests enjoy the opportunity to meet other people; we usually have a mix of Welsh and international guests, which is great.

### How do your trails add value for the businesses you visit on your tours?

When we take our guests to the places on our tours — be they shops, delicatessens, market stalls or another food and drink outlet — they are given time to buy produce or gifts from the places we visit. We encourage all guests to return to the venues after the tour where possible, in order to support local businesses. Our guests enjoy the food, drink and experiences at the independent cafes, restaurants and bars we go to, and many make plans to go back.

### What advice would you give to anyone thinking about putting together a food and drink trail in their area?

It takes a lot of work to put together, organise and promote the tours, but it is very much worth it. The guests always love the tours and are very appreciative. I love meeting a huge variety of people from all over the world and finding new places to add to our tours. It's also really nice to get a chance to enjoy our fabulous Welsh food and drink as part of my job!

### What advice would you give to any food or drink businesses thinking about being included on a similar trail in their area?

Food and drink tours offer an opportunity to work together for mutual gain. By working with a food tour provider, venues will see new customers on a regular basis. They'll also be included in marketing and promotions that the tour provider runs about the tour, which will help improve their presence. This always works best when both partners support the success of each other and promote each other.



Promoting our various trails to visitors from near and far can have great outcomes for all involved. We can turn to the National Botanic Garden of Wales for an example of how creating trails on site and involving different communities can lead to good things.

# How trails can bring together communities and groups.

How you can use trails to bring in communities and groups.

## Invite people along to your trails.

Take the active approach by inviting community groups to visit your on-site trails. You could even tailor the trails to them — for example, if you had a vineyard, you could tailor your winemaking trail to younger community groups by focusing on grapes and grape juice, rather than the alcohol. It'll increase your presence in the local community and create a conversation around your business.

## Register as a Refill Cymru business.

Thirsty folks on nearby trails will have more chance of finding you if you register as a Refill Cymru business. This is because all Refill Cymru locations appear on a map on the Refill Cymru App, so anyone nearby looking to fill their bottles with water will see your business. See page 45 of this guide for more information.

## Take yourself into the community.

As well as inviting the community into your business, you can try taking your business out into the community. For example, you could sponsor local trail events or take part in community litter picking trails on local beaches. Any way to associate your business with community trails in a positive way could be beneficial.

The National Botanic Garden of Wales has 12 waymarked and mapped trails. Each allows visitors to experience or learn something, while also attracting different communities. For example, the Four Paws Trail, open on dog-friendly days throughout the year (Monday, Friday and the first weekend of each month), encourages the dog-owning community to come along and enjoy the trails with their canine friends. Similarly, its Sculpture Trail is designed to showcase the collection of outdoor sculpture, but also to appeal to the community of people interested in art.

The learning department offers a range of unique trails and activities for community groups, including Brownies, Guides, Cubs and Scouts. At the same time as educating the next generation, it increases awareness of the charity through community engagement, which can in turn increase visitor numbers.

The Garden also has its own community of volunteers that help keep trails in shape. Everyone benefits: volunteers get to be active, make friends, create change and take pride in something; the Garden benefits from TLC and visits from the friends and families of the enthusiastic volunteers.



## Be a mid-trail pit stop.

If your business exists as part of a bigger trail — say, a national cycle trail or a town walking trail — advertise yourself as a place to rest. You could offer refreshments and recuperation to people before they head off to complete the rest of the trail.

Increase your chances of people stopping at your location by targeting specific community groups.

If you know the local cycling club cycles past you once a month, invite them in! You could even install bike racks (check out The Filling Station Cafe in Tintern for inspiration). It's an opportunity to show off your location, give the community something positive to associate you with and help word to get around, all of which could lead to more business from the individuals within the group following their visit.



How trails can bring together communities and groups:

### Create culture trails to attract enthusiasts.

Find out what's going on in the local cultural calendar and see if there's a way for you to get on board with relevant tie-ins and trails. For example, you could:

#### Sponsor a nearby event relevant to your business to get your name seen.

An imagined example:  
*A bar that runs fortnightly open mic stand-up events sponsors a stage at a comedy festival in the neighbouring town. This encourages festival goers to associate the bar with comedy, and, in turn, attracts new faces from the festival to the comedy night. It also helps the comedy festival to feel part of the community; by having local sponsors, it is supporting local comedians and performance spaces.*

#### Run offers alongside something that's happening in the local cultural scene.

An imagined example:  
*Every October, when the independent cinema runs its Halloween screenings, the book shop a few doors down runs special offers on crime and horror novels for all cinema ticket holders. The cinema advertises the offer in its windows to push attendees to the bookshop, while the bookshop advertises the screenings in its windows to point horror fans towards the cinema.*



#### Allow community groups looking for exhibition space to use your spare walls.

An imagined example:  
*A cafe that's popular with creative types allows one local artist a month to hang their work on the walls. To mark the start of a new month, the cafe holds an opening night featuring a Q&A with the artist. Over the month, visitors to the cafe can view the art. The cafe takes a 10 per cent cut of any art sales made as a result of the exhibition, and the artist gets a handful of free coffee vouchers for the month to give away on their social media account. This cyclical relationship benefits both the artists and the cafe, as both have the potential for increased takings.*

Wales has a rich culture of its own, but it also hosts cultural events that originate from all over the globe. It's worth delving into culture for trail inspiration for your business. Many forms of culture have their own communities of fans, eager to find opportunities to enhance and further their fandom.

#### Tailor your offering to draw in specific communities.

An imagined example:  
*A student-oriented club runs a monthly K-pop night for fans of Korean pop music. To capitalise on this audience, a nearby burger restaurant puts Korean specials on the menu for one night a month only, to coincide with the club night. It has struck up a friendly relationship with the club night promoters, whereby they share each other's social media posts in the lead-up to each month's event to boost numbers at the restaurant and the club night.*



#### You can give any of these ideas a 'trails' slant with a bit of thought.

You could try:

Teaming up with similar local businesses to create a walking trail between locations (share the route by handing out leaflets with a map on, making sure to mark involved businesses).

Adding activities or signage prompts to give visitors a reason to walk around your location, such as a self-guided tour of the building's artwork.

Thinking of your own trail, big or small!



And, if you still need ideas on things to base a cultural trail on, search online for the following in your area:

Gigs and concerts / Theatre performances / Dance recitals / Festivals / Book launches / Famous authors / Comedy events / Welsh myths and legends / Makers' meet-ups / Craft fairs / Art exhibitions / Interesting architecture ...and so on! Be as creative as you want!



So many of Wales' trails offer fantastic opportunities to go exploring. Quite often, these trail explorations are in the great outdoors. They can be self-propelled, sensory experiences that captivate us and help us connect with nature and a sense of calm.

We tend to think about walking when we think of trails, but we should also consider other ways of getting around. This section will give you some ideas on the types of trails that offer exploration, and the ways in which they can be explored.

# Exploring our trails.

Here are some of Wales' official trails and routes that are perfect for exploring:

Offa's Dyke Path.

Glyndŵr's Way.

The Wales Way  
*consisting three routes: The Coastal Way, The Cambrian Way and The North Wales Way.*

Wales Coast Path  
*and its eight sections: North Wales Coast and Dee Estuary; Isle of Anglesey; Llŷn and Eryri Coast; Ceredigion; Pembrokeshire Coast Path; Carmarthenshire; Gower and Swansea Bay; South Wales Coast and Severn Estuary.*

Create your own trails that connect to local treasures. These could include:

UNESCO World Heritage Sites  
*the Castles and Town Walls of Edward I at Caernarfon, Conwy, Beaumaris and Harlech; The Slate Landscape of Northwest Wales; Blaenavon Industrial Landscape; Pontcysyllte Aqueduct and Canal).*

Areas of Outstanding Natural Beauty (AONBs).

Woodland Trust sites, RSPB nature reserves and National Trust Wales heritage locations.

Mountain trails, hilly hikes, lakeside paths and waterfall walks.

National Churches Trust's special places of faith.

Routes that follow rivers from source to sea.

Walks that connect local points of historical interest.

Regional footpaths into the countryside or along canals.

National Cycle Network routes and public rights of way.



## Help your customers discover Wales' trails by:

### Researching trails in the area.

Find trails that people can do from where you are based, then share the details of them on a handy print-out or online. Good starting points include the [Ramblers Cymru website](#) and [visitwales.com](#).

### Inviting trail-seekers in.

If you want to see more walkers coming to your establishment, you could invite some of the local walking or rambling groups to host their meet-ups or pre- / post-trail gatherings at your venue.

### Taking people closer.

One thing that can get in the way of visitors taking on trails is the need for transport. Help your customers overcome this hurdle by highlighting local public transport options, taxi companies and region-specific services (e.g. The Sherpa Shuttle in Eryri). There's also the Wales on Rails scheme, which promotes tourism by using public transport throughout Wales. It has some trail inspiration on its website ([walesonrails.co.uk](#)), including routes that incorporate a ride on one of our heritage railways.



### Highlighting interesting things on your premises.

You might have the makings of a great trail within your premises. If you have outdoor space, such as gardens or grounds for people to explore, you can create trails around it fairly easily. For example, you could signpost a route that highlights the best features of your space; tourists might enjoy learning about the flowers in your borders or the vegetables in your raised beds, or they may appreciate being told the names of the mountains or landmarks that they can see in the distance from certain viewpoints. For those without outdoor space, create an indoor trail. Little ones will enjoy i-Spy-type trails where they have to find certain hidden items in the rooms, while adults might like a similar trail highlighting interesting interior features.

### Setting up regular guided walks on trails.

Depending on your location, you could use your business as a start point for a local guided walk. Team up with a nearby guide who can lead the way, and advertise the walk online and locally. Using your business in this way will help to (quite literally) put it on the map.

### Knowing about accessible trails for disabled people and families with pushchairs.

There are many trails that are suitable for people with mobility issues or pushchairs. It's good to be able to recommend local accessible walks to customers. For starters, piers and promenades often have flat and wide areas to walk along, the Wales Coast Path has plenty of easy routes and Natural Resources Wales lists accessible woodlands and parks on its website.



### Other useful resources:

*Visit Wales has a Welcome Awards Scheme to acknowledge businesses that provide added facilities, services and information to specific tourism groups. 'Welcome' categories include: cyclists, walkers, pets, bikers and families. Find out more at [businesswales.gov.wales/tourism/star-quality-grading](#) or email [quality.tourism@gov.wales](mailto:quality.tourism@gov.wales).*

*Businesses in and near The Slate Landscape of Northwest Wales (now a UNESCO World Heritage Site) can show their support for the World Heritage Site by placing 'Proud to support the World Heritage Site' stickers in the window of their business. To learn more, watch videos and find resources, go to [llechi.cymru](#) or email [llechi@gwynedd.llyw.cymru](mailto:llechi@gwynedd.llyw.cymru).*

Exploring our trails:

### Active trails — think outside the box.

For speedsters, thrillseekers and those who want an alternative to your typical walking routes, there are plenty of fun ways to get active on Wales' trails. Encourage visitors to explore the some of the less traditional ways of navigating trails, such as:

#### Water-based trails.

- Kayaking
- Canoeing
- Paddleboarding (SUP)
- Coasteering
- Canyoning
- Surfing
- Rafting
- Wild swimming

#### Mucky trails.

- Gorge walking
- Assault courses
- Paintballing
- Bog snorkelling
- Wild running

#### Trails on wheels.

- Mountain biking
- Cycling
- Quad biking
- Skating

#### High and low trails.

- Climbing
- Bouldering
- Abseiling
- Caving / potholing
- Zip lining
- High ropes walking

#### Walking trails +.

- Geocaching
- Orienteering
- Pokémon GO catching
- Audio-accompanied walking
- Foraging
- Birdwatching
- Running





Exploring our trails:

## Active trails — think outside the box.

### Encourage visitors to:

Hire equipment from local providers (for example, Pedal Power in Cardiff has bikes for all abilities).

Be safe when trying riskier activities by booking guides from accredited activity providers (search for these on [visitwales.com](http://visitwales.com)).

Adventure sensibly, sustainably and with good planning (see our 'Responsible tourism' section).

Share the fun times they have on social media, tagging the location and relevant businesses.



### Maximise your potential by:

Building relationships with local active trail leaders and equipment providers. Visitors will appreciate recommendations from you. Also, the recommended businesses will appreciate the custom.

Hosting active events, even if they don't directly link to your business. For example, Hard Lines Cafe in Cardiff puts on a run club every Thursday. Anyone can join the running group as it heads out on a trail around Cardiff's parks, before congregating back at the cafe for drinks and socialising.

Get involved with sporting events happening elsewhere and be a part of a visitor's sporting trail.

If there's an important match on (take those in the FIFA Women's World Cup or the Rugby World Cup, for example), why not stream it on big screens? Remember to advertise that you'll be showing it beforehand, so that visitors to the area can add the screening to their own trail of events that day. You could also see if you can partner up with a local business to increase the potential for the event — perhaps a caterer who can provide a fusion of Wales' cuisine and the cuisine of one of the teams playing. If screening isn't possible, you can still ride the excitement in other ways; get creative!







For a relatively small country, Wales has so much wildlife within its borders. There are around 500 lakes, over 1,000 ponds, nearly 50 significant river systems, 870 miles of coastline, over 4,000sq km of National Park, millions of creatures great and small and so many designated 'special' sites of interest (they make up around 30 per cent of Wales' land).

It is a real asset, something that people will travel miles to see, and it can become an asset to your business too. Spread the word about the wonderful wildlife trails on your doorstep, tie them in with events your business is holding or partner up with nearby wildlife charities to create trails and keep nature thriving.

## Following the trails of Wales' wildlife.



## Create a trail celebrating nearby flora and fauna.

*We have an incredible array of animals, habitats and nature-filled spaces in Wales. Here are some of them, which you can use as inspiration when thinking about what to include on your trail:*

### Red kite.

Around 2,000 of these magnificent birds patrol the skies throughout Wales, performing amazing acrobatics all year round. They can be seen in nature reserves, particularly those in Powys, and the feeding centres at Gigrin Farm.



### Osprey.

These beautiful birds travel from Africa to Wales to breed at the Wildlife Trust's Cors Dyfi Nature Reserve near Machynlleth and Glaslyn near Porthmadog.

### Manx shearwater and puffins.

The Wildlife Trust of South and West Wales' beautiful Pembrokeshire Islands of Skomer and Skokholm are of international importance for their seabird colonies. The islands are home to the world's largest Manx shearwater colony (approximately 350,000 breeding pairs on Skomer and 89,000 on Skokholm). Skomer also has the largest colony of puffins in southern Britain.

### Bottlenose dolphins.

New Quay on Cardigan Bay is home to approximately 300 semi-resident bottlenose dolphins, making this one of Europe's best places to see these amazing marine mammals. You can take a wildlife boat cruise, or simply sit on the harbour wall and keep an eye on the waves. The Wildlife Trust's Cardigan Bay Marine Wildlife Centre has marine events, activities, sightings and wildlife information.



### Atlantic grey seals.

April is a great time to see Atlantic grey seals on the Wildlife Trust's Skomer Island. Up to 200 seals come to North Haven beach to moult during the spring. Autumn is the best time to see seal pups, notably on the island wildlife sanctuaries of Bardsey Island, the Anglesey coast, RSPB's Ramsey Island and the Wildlife Trust's Skomer and Skokholm islands.

### Terns.

The lagoon at the Wildlife Trust's Cemlyn Nature Reserve is home to breeding common and Arctic terns. It has one of the UK's largest nesting populations of Sandwich terns.

### Otters.

Wales has the best otter-watching opportunities in Europe. The Wildlife Trust's Teifi Marshes Nature Reserve and The National Trust's Bosherton Lakes are famous for their resident otters. The best time to see otters at Gilfach is from October to December when otters come to the waterfalls to chase the leaping salmon.

### Wading birds.

Internationally important populations of wading birds use our estuaries as wintering feeding stations. The best places to see them are the Severn, the Dee, the Traeth Lafan and the Dyfi estuaries.



### A note on seasonality:

*Our animals, their habitats and our wild spaces can differ from day to day and season to season. To avoid disappointment, make sure you tell customers what they might be able to see, when they might be able to see it (and when not to visit, e.g. during seal pupping season) and remind them to check whether specialist tours (such as boat trips) are running on the day they want to go.*

## Create a trail celebrating nearby flora and fauna.

*Our special sites:*

### Wildflower meadows.

Wales has some of the largest remaining areas of flower-rich grassland. Thousands of orchids can be seen at the Wildlife Trust's Pentwyn Farm (Gwent) and the National Trust's Berthlwyd Farm (Powys).



### Rare plants.

There are thousands of rare plants in Wales. You'll find more species of ferns and their fern-allies in the uplands of mid-Gwynedd than in any equivalent area of the UK. Yellow Whitlow Grass, a yellow wildflower that occurs only in Wales, is confined to the cliffs of Gower, Swansea. Kenfig dunes, part of the largest active sand dunes system in Europe, holds 90 per cent of the UK population of fen orchid.

### Temperate rainforest.

We've got some of the best examples of Atlantic oak woodland in Europe, otherwise known as temperate forest. These woods date back an astonishing 10,000 years and are home to rare plants, birds, bats and otters. Examples include the Meirionnydd Oakwoods in the Vale of Ffestiniog and RSPB's Ynys Hir near Machynlleth.

### Marine reserves.

Wales has 139 Marine Protected Areas — in fact, they cover 69 per cent of our inshore waters. There are different types of marine reserves, but all of them protect species and habitats. Find out more at [wildlifetrusts.org/marine-protected-areas/wales](http://wildlifetrusts.org/marine-protected-areas/wales).

### Sites of Special Scientific Interest (SSSI).

There are over 1,000 SSSI in Wales, in addition to over 100 Special Areas of Conservation. At these locations, the wildlife or geological features are of national importance for nature conservation. Search online for such protected sites in your area.

### Ancient woodlands.

Our ancient woodlands are ecologically diverse and nature-dense, providing homes and shelter to thousands of wildlife species. Most have paths, trails or walkways so that the public can explore them. Check out Natural Resources Wales' Ancient Woodland Inventory and the Woodland Trust website for sites near you.

### Indoor spaces.

While we tend to think of nature and wildlife trails as being outdoors, there are lots of ways they can be incorporated into indoor spaces too. Folly Farm, the National Botanic Garden of Wales, The Bug Farm and Cardigan Bay Marine Wildlife Centre all have areas that are great examples of undercover trails about wildlife.





Following the trails of Wales' wildlife:

### Promoting wildlife preservation.

When promoting or experiencing our trails and wildlife in all their glory, make sure you also promote the Countryside Code. You can find the [full version of the Countryside Code](#) online, but here is a brief overview of the things to bear in mind:

#### Respect other people:

Consider the local community and other people enjoying the outdoors.

Leave gates and property as you find them.

Follow paths (and learn the signs and symbols of the countryside).

Say hello to people, be kind and share the space.

#### Protect the natural environment:

Adhere to biosecurity rules.

Leave no trace of your visit and take your litter home.

Do not light fires; only have BBQs where signs say you can.

Keep dogs under effective control and in sight.

Bag and bin dog poo.

Tread lightly to avoid damage or disturbance of habitats.





In Wales, the beautiful landscapes and coastlines are the foundation of tourism. This means that tourism in Wales relies upon the integrity of the natural environment. As such, we must all play a part in practising and encouraging responsible tourism.

Tourists are acting with their feet on the issue of sustainability; for many, an important element when booking a holiday is choosing to visit places and partake in activities run by those who take responsibility for their impact on the environment.

# Responsible tourism.

To be sustainable and to take responsibility for our impact on our environment, all of us within the tourism industry need to consider our efforts in:

Meeting the needs and quality of life of our local communities.

Enhancing and respecting our culture and local traditions.

Contributing to local economic prosperity.

Minimising damage to the environment.

We are aware of major issues that are taking their toll globally, such as excessive carbon emissions and high levels of marine litter creating unclean and polluted environments. By focusing on local sustainability while keeping an eye on the global picture, we can do our bit to create a better future for Wales and the world.

Businesses that practice sustainable and responsible tourism tend to benefit from their actions in multiple ways. They often find that they save money, improve the quality of their products and improve their prominence and connections within their local network.

## Introducing Aðdo.

During the coronavirus pandemic, we launched Aðdo (meaning 'promise').

### What is Aðdo?

Aðdo started as a pledge that we encouraged Wales' businesses, communities and visitors to get behind, and has since evolved away from a formal pledge towards a way of being.

The concept of Aðdo is about promising to do the little things that make a big difference. It encourages visitors and locals alike to look after our land, our businesses, our communities and each other. It's also a chance to say 'diolch' (meaning 'thank you') to those who keep this promise and show appreciation for those who take time to tread lightly, care for our people and places and leave no traces, only memories and footsteps.

Through Aðdo, we have an engaging way for the industry, our communities and visitors to invest emotionally in Wales, to show that they care for the country and to play a part in caring for ourselves and others. It reinforces positive behaviours, highlights the importance of the Countryside Code and encourages the preservation of our spaces, places and communities.

### Aðdo, always.

The pledge that we launched in the pandemic can still be signed virtually at [visitwales.com/promise](https://visitwales.com/promise), though you don't need to complete the virtual pledge to support Aðdo; we simply want as many businesses as possible to continue weaving the concept of Aðdo through their work and encourage visitors to follow its message too. Assets are available on our asset library for you to download and use within your own social channels and marketing to support the Aðdo campaign (see the Visit Wales Safely Toolkit at [assets.wales.com/assets](https://assets.wales.com/assets)).



## Small things your business can do to be more sustainable.

### Do a waste audit.

Look at what waste you accumulate as a business and check to see where it goes (including once it's left your premises). There are now ways to recycle or repurpose many common waste items, from coffee grounds to crisp packets; research ways to curb the amount of waste you send to landfill and recycle as much as possible.

### Encourage and enable customers to act sustainably.

It's easier to be responsible for your impact on the environment when you have the means to do something about it. Try to think of things that would help customers to act sustainably. For example, if you run a hotel, have a recycling bin in the room as well as a waste bin, and provide in-room drinking water in reusable glass bottles. Also, ensure you communicate wider responsible tourism advice, such as relevant aspects of the Countryside Code, to your customers. Even something as gentle as walking can impact the environment if the walkers aren't acting responsibly.



### Check you are using sustainable energy.

Depending on your budget and situation, it might be worth considering renewable energy solutions like solar panels, air source heat pumps and small wind turbines. Visit [Wales is running a pilot campaign](#) to help businesses become resource efficient, covering water, waste, energy, supply chains, travel and more. Business Wales can also advise businesses on resource efficiency.

### Follow the rules on single-use plastic products.

A new Environmental Protection (Single-use Plastic Products) Bill has been introduced to the Welsh Government. It asks the Welsh Government to prohibit the sale of nine single-use plastic products, including: cups, cutlery, drink stirrers, lids for cups or takeaway food containers, straws, plates, balloon sticks, carrier bags and cotton buds. Furthermore, it asks the Welsh Government to make it an offence to supply or offer to supply littered and unnecessary disposable single-use plastic products to consumers in Wales.

Keep informed and up to date regarding this Bill by visiting: [gov.wales/ground-breaking-bill-ban-single-use-plastics-wales-and-avoid-leaving-toxic-legacy-future](http://gov.wales/ground-breaking-bill-ban-single-use-plastics-wales-and-avoid-leaving-toxic-legacy-future)

### Re-use items wherever possible.

Get creative with items you think you're finished with. For example, if you have unwanted non-confidential papers, you could shred them to make packing material for your products. Or, if you run accommodation, you could install refillable soap dispensers in your bathrooms, which you can reuse again and again. Carry this thought process through to your furniture, fittings and decorative pieces by considering nearly new or upcycled options.

### Source things locally wherever possible.

This will help to reduce your carbon footprint while supporting the local community and economy. Your customers will respect the fact that you go out of your way to support the planet. While it might cost slightly more to source things from independents and nearby traders, you'll gain a lot of value from this eco-conscious decision making.

### Join the Refill Cymru scheme.

Reduce plastics and encourage others to do the same by joining [Refill Cymru](#). Wales is aiming to become the world's first Refill Nation through the scheme by adding businesses as Refill Stations and mapping their locations in a handy app. Joining the scheme will encourage people to visit your business when they need to refill their water bottles, which could lead to increased sales and brand awareness. And, if for some reason you can't offer your business up as a Refill Station, find out where your nearest Refill Station is so that you can inform your customers. Joining the scheme will encourage people to visit your business when they need to refill their water bottles, which could lead to increased sales and brand awareness.



**If just one in ten in the UK refilled once a week, we'd have 340 million less plastic bottles a year in circulation.**



### How do I get my business signed up and showing on the Refill app?

*If you're a business with a publicly accessible tap, all you need to do to get involved is download the app, sign in and add your details to the form and pin your location on the map. Add a photo of the outside of your business and some information of what people need to do to refill their bottles. Once your station is live, you'll be ready to welcome thirsty refillers! Take a look at the [Refill digital toolkit](#) for everything you need to join Refill online.*

*From Facebook to Instagram, there's plenty of branded content for you to use across your social media accounts. Don't forget to tag us in your posts and use the hashtags #RefillRevolution #ChwyldroAilLenwi.*

### Making trails accessible.

Accessing trails can be challenging for some. But, with a bit of thought and careful consideration, your business can help everybody – and all bodies – to enjoy our beautiful country. Here are some ways you can make your offering around trails suitable to all abilities.



#### Think: trails for all.

When you're planning a trail, be mindful of making it accessible to disabled people. If you're using a table or chart to plan activities or areas, add a column for any considerations you will need to make to keep everything accessible. Trails needn't be physically demanding; consider sensory trails, visually stimulating trails and other alternatives. Customers who come away happy are more likely to recommend you to others.

#### Inform yourself and your staff.

It's important for you and your staff to understand that disability comes in many forms. There are many hidden disabilities, as well as more visibly obvious disabilities, so don't assume anything about somebody's ability. To improve staff awareness of disabilities and how best to cater for disabled people, consider offering inclusivity and accessibility training.

#### Hire and train for specialist activity trails.

Your staff are the face of your business, but they are also your customers' first port of call when they need something. If you're running an activity outdoors as part of a trail to promote your business, such as rock climbing on site, hire specialist and appropriately qualified staff who are used to running the activity with disabled people to either assist at the event or to train your existing staff.

#### Create helpful communication.

There are many ways to communicate information about trails, both indoors and outdoors. Think about how you can meet the requirements of disabled people by using things like large print, Easy Read, Braille and audio where you'd otherwise use standard signs. Offer deaf awareness training and British Sign Language (BSL) training for your staff, particularly those in customer-facing roles. Waymark paths, light dark areas and clearly signpost places so everyone can find their way.

#### Go the extra mile.

Consider the little things you can do to ease the strain on disabled people and their carers. For example, you could have a few all-terrain wheelchairs that disabled people can borrow while they're with you or install as many benches or seating areas as you can along routes without spoiling the landscape. Indoors, keep tables adequately spaced apart so that there's plenty of room to move around and consider adaptations you could make to your customer toilets.



#### Useful resources:

[Disability Wales](#)

[Welsh Government: Equality](#)

[Visit Britain: Make your business accessible](#)

[National Autistic Society: Autism-friendly guides](#)



## Adventures for all: **Claire Copeman** Adventure Tours UK

Claire Copeman is the co-founder of Adventure Tours UK. The company creates breaks for people who get their thrills in the outdoors in an environmentally-conscious way, those who want to disconnect from the daily grind and reconnect with nature and anyone in search of adventure. Claire shares her take on how adventuring comes in many forms and can be adapted to suit different abilities and needs.

Adventuring is not necessarily about hardcore adventures; it's about getting people active, getting them seeing, feeling, tasting and immersing themselves into Welsh culture, heritage and the incredible landscape.

If someone has a disability, it does not automatically mean they are happy to curtail their time exploring or adventuring; they want to enjoy it as much as anyone. Guests with disabilities might have different requirements, interests and needs to each other. When we have guests that use a wheelchair or mobility scooter, we tend to find that they are looking for walking trails that they can access too, where they can experience the same level of nature and escapism as other trail users.

Some people need short trails or disabled parking options. Others might benefit from sensory trails. There are some great trails in the UK which incorporate things like art and sculptures, which add an alternative point of interest for group members of all ages to enjoy, as well as making the trail much more interactive and stimulating.

For more information on Adventure Tours UK:  
[adventuretoursuk.com](http://adventuretoursuk.com)



Responsible tourism:

## Safety along trails.

Trails can provide so many opportunities for quiet exploration, excitement and adrenaline-fuelled activity, but as a business operator you have a responsibility to encourage safety at all times. This doesn't mean sapping the fun out of your visitors' itineraries, though.

Here are some helpful tips from AdventureSmart UK and the RNLI on how to go about promoting trail safety in a friendly, audience-appropriate way.

### Talk to your guests about their plans.

It will give you room to suggest ways they can safely enjoy their day. Teach your staff about local trails and potential hazards visitors may face. Keep appropriate resources (including website links) at hand so staff can signpost visitors to more safety information.

### Have a small shop selling safety items.

Stock up on safety essentials that are easily forgotten or overlooked, such as sun cream, sun hats, torches and maps of the area. Have free printouts of emergency safety numbers available, too.

### Display safety information.

Use a board to share daily tips and safety advice about the area and nearby trails. Include things like tide times, weather information, safety notices and sunrise / sunset times. Add some [AdventureSmart UK posters](#) that have key messages on, too.

### Add safety information to your content or website.

If you're promoting outdoor activities or trails, include relevant safety information and links to safety resources. Find examples in the [AdventureSmart UK Business Toolkit](#). This will help your customers to stay safe, and they will appreciate you thinking about their safety.

### Use safety messaging in your social media posts.

For example, a coastal hotel could share this to promote its offering but also encourage safe exploration of the coastal trails:

*"Fancy exploring our coastal trails from beside, in and on the water? Maybe coasteering is for you! Stay with us this weekend and let the experts @outdooractivitybusiness show you the way to #BeAdventureSmart".*



### Choose photographs and videos that promote safe adventures.

Demonstrate how people can enjoy the outdoors safely in your imagery — they should be acting responsibly and considerately, appropriately dressed, equipped with safety gear and accompanied. Find high quality images produced in line with AdventureSmart guidance on the [Cymru Wales Brand assets library](#).

### Be positive and helpful to prevent accidents without preventing fun.

Remember, outdoor trails and activities can be brilliant fun. Encourage people to enjoy them safely by using positive and practical safety information, rather than inciting fear or negativity.



**ADVENTURE  
SMART.uk**

### About AdventureSmart UK

AdventureSmart UK, a rollout of the safety campaign AdventureSmartWales, aims to reduce the number of avoidable incidents that rescue and emergency services deal with. It has established a comprehensive set of safety messages with experts from leading safety and sporting organisations. They provide all the essential information needed for people to enjoy the outdoors and feel confident about their safety and have a really useful Business Toolkit to help people promote the outdoors safely.

More info:

[adventuresmart.uk](#)  
[adventuresmart.uk/toolkit](#)

### About RNLI

The Royal National Lifeboat Institution is a registered charity that saves lives at sea. It provides a 24-hour on-call service to cover search and rescue requirements out to 100 nautical miles from the coast of the United Kingdom and the Republic of Ireland, as well as a seasonal beach lifeguard service. The Respect the Water campaign exists to teach people what to do if they fall into water — that is, to fight against instinct and float to live.

More info:

[rnli.org](#)  
[respectthewater.com](#)



The world of social media is ever changing and fast paced; sometimes it's hard to keep up to date when you're short of time. Here, we explore one of the key social media channels for tourism: Instagram. We also share how to make the most of Superfast Business Wales' information and social media advice. Don't forget to follow Visit Wales' social channels, as well as the accounts of fellow businesses in your area. It'll help you to stay informed and enable you to reach a wider audience through sharing content.

# Social media.

Maximising your message online.

## Instagram for tourism businesses and destinations.

The idiom 'a picture says a thousand words' sums up why Instagram is so powerful for brand storytelling. As a highly visual platform where images and videos are the primary focus, it can be used to quickly showcase places, products, adventures and activities to audiences around the world.

Through sharing photographs, reels, videos and stories, you can:

Instantly spread brand awareness to both existing and potential customers.

Connect with various target markets that might otherwise be hard to reach.

Get people looking at the great things you are doing / making / helping people to experience

...and much more besides.

70 per cent of shoppers use Instagram to research their next purchase (source: Instagram). Nearly half of 18–50 year olds use Instagram to shop weekly, using features like shopping tags and the Shop tab (source: Facebook, Instagram Trends Research Study). These stats demonstrate how powerful the social network is in terms of influencing users' spending habits, both in terms of the physical objects they buy and the places they pay to visit. If your business ignores Instagram, it could be missing out on increased footfall, improved online presence, potential press coverage and new fans.

## What works well on social media?

At Visit Wales, we post original content to social media that is simple and authentic. We also share posts that promote the best of Wales in a realistic way, including through reposting photos by professional or keen amateur photographers and sharing images from trade accounts.

With our social media accounts, we look to engage and inspire, inform audiences, drive web traffic, grow our audience, increase brand awareness and influence behaviour.

Visit Wales has partnered with Superfast Business Wales to offer free webinars tailored for the tourism and hospitality sector across Wales. These webinars will help you understand your audience and explore what might work for you. They should help you to use social media to make your business stand out online, engage new customers, make more of reviews and use digital tools like online booking platforms to run your business successfully.



*Visit the [Superfast Business Wales webpage](#) for more information about free social media / digital training and advice for tourism and hospitality SMEs.*

*You can also look out for more specialist learning opportunities to match your niche. For example, if you run a cafe, look for a course on how to take great food photographs for use on social media.*

## How we use Instagram: Sian Tucker fforest

Sian Tucker, co-owner of fforest, the Ceredigion-based outdoor accommodation, shares an insight into how she runs the business' Instagram account successfully.



“Sometimes, people will see one of our photos from the area, such as a picture taken on a beautiful beach around here or in the nearby woods, and it’ll trigger happy memories for them.”

We use Instagram to give an essence of what we have at fforest and what’s in this part of West Wales. Our main target audience on Instagram loves to experience the outdoors, so we try to appeal to them. We also try to show others that fforest is a great place to get close to nature while having everything you’d need for a comfortable and relaxing stay.

I think it’s hugely important to use good photographs, but also to consider how the grid looks as a whole on our profile page. I take care to stick to certain colour palettes or themes. I like to post a distanced shot then share a close-up next for visual variation — for example, a view from outside followed by an inside one.

Some people use rigid templates to plan when they’ll post to their business’ Instagram, but I tend to take a more sporadic approach. I don’t usually have a set time to post each day. Instead, I try to post a couple of days each week and to continually engage with followers and people who’ve tagged @fforest in photos.

Authenticity and honesty is very important to us. We want people to arrive at fforest having a good idea of what it looks like and what it may feel like. I like to vary the pictures to give an all-round impression. For the accommodation, I photograph things like the tiny details on vases of flowers, the wooden furniture’s natural textures and the cosy blankets to snuggle under. It’s almost like creating a visual trail for people before they arrive.

As for our communal areas, I like to capture how people gather for fireside drinks and to share stories in our little pub, how people use our larger dining barns for events and, of course, the wonderful big outdoors and its trails.

For the captions, I try to be factual and straightforward — being descriptive, but not emotive or imparting an opinion. I want people to see the photos and experience fforest, then make their own decisions as to how it makes them feel. Equally, I don’t share any personal photos as I don’t think that’s what our business account should be used for. A few hashtags I commonly use are #fforest, #visitwales and #stayplaydream.

Community is important for us. I like to share photos taken by guests, partly because we love the different viewpoints they give and because we want them to know that we’re grateful for their custom and companionship. Similarly, we share photos of things in the area to show some of the fun things you can see, do and eat nearby.

Sometimes, people will see one of our photos from the area, such as a picture taken on a beautiful beach around here or in the nearby woods, and it’ll trigger happy memories for them. It’s a lovely thing to be able to do, and from a business perspective it can lead to nostalgia-inspired bookings.



Let's work together to make 'Llwybrau. Wales, by Trails' a true celebration of Wales, a success for industry and an outstanding experience for our visitors. There are many ways we can work together. Start by taking a look at our PDF guide: [Our top 5 tips for working with Visit Wales.](#)

**Keep in touch  
and work together.**

#### Social Media.

Be sure to stay in touch on social media. Follow, like, share and comment on the Visit Wales social media accounts.

@visitwales on:  
Facebook  
Instagram  
Twitter  
TikTok

There's also the [Visit Wales YouTube account](#) and a [Visit Wales Pinterest account](#).

Don't forget to tag us using the hashtags:  
#VisitWales  
#CroesoCymru  
#WalesByTrails  
#Llwybrau

#### Share your news.

Email us about new or inspiring products, experiences and events: [productnews@gov.wales](mailto:productnews@gov.wales)

#### visitwales.com

Get Quality Assured to provide guests with the reassurance that your business has been checked out before they check in. Also, maximise use of your Visit Wales website product information listing on [visitwales.com](http://visitwales.com). Note that Quality Assured products have opportunities to work with Visit Wales on press / media visits and receive links back to their listings on the website.

To find out more about getting Quality Assured and how to update your product information on [visitwales.com](http://visitwales.com), go to: [visitwales.com/working-with-us](http://visitwales.com/working-with-us)

#### Images and logo.

Register with our Cymru Wales Brand assets library to access free high quality images. A logo is available for industry partners to use as part of your 'Llwybrau. Wales, by Trails' marketing. [assets.wales.com](http://assets.wales.com)

**Llwybrau.** Wales,  
by Trails.

#### Visit Wales industry updates.

Stay up to date by subscribing to the Visit Wales Industry e-newsletter: [businesswales.gov.wales/tourism](http://businesswales.gov.wales/tourism)

Follow the Visit Wales industry Twitter account: [@VisitWalesBiz](https://twitter.com/VisitWalesBiz) [@CroesoCymruBus](https://twitter.com/CroesoCymruBus)

We share all Visit Wales news via these channels, as well as insights on what's happening in the industry. Visit Wales' Research and Insights team regularly publish reports and data on visitor demands, market prospects and business performance, which you'll be notified of through these channels.

You can also find out about opportunities to work with us on Travel Trade and Business Events by visiting our [Travel Trade Wales](#) page and our [Meet in Wales](#) page.



*For more information about funding schemes, grading and working with Visit Wales, please see the [Business Wales tourism industry information web pages.](#)*

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2023: A guide for your business. **Lwybrau. Wales, by Trails.** is published by Visit Wales, the Tourism Marketing division of the Welsh Government. ISBN: 978-1-80391-971-3

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Design: Departures®. Content production and editing: Amy Pay.  
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