

2019: Wales' Year of Discovery.

A step-by-step guide for your business.
#FindYourEpic



Year of Discovery.

2019 is our invitation to visitors to discover Wales afresh, and in doing so we want our guests to leave having discovered something new and special about themselves, something that holds in the memory and lingers in the soul.

04	Building on our product strengths.
06	Seasonal themes.
08	Why Year of Discovery?
10	What this means for businesses.
12	Developing a sense of place.
14	All about experiences — Find yours...
16	Experience examples.
18	Five tips for creating memorable experiences.
20	Digital marketing.
32	Know your market.
34	Tools to help.
40	Our Year of Discovery 2019 — and beyond.

Before moving forward, let's remind ourselves how the visitor economy is currently performing (2018):

Firstly thank you to all the tourism sector for welcoming so many visitors to Wales in 2018 — during a period of strong growth in international and domestic travel to and within Britain.

Wales currently attracts and caters for around 10m visitors a year. The tourism industry in Wales is confident about the future and initial predictions for 2018 are promising. International and domestic tourism is growing quickly across the UK.

Wales now attracts 1m international visitors a year. This is at the highest it's ever been but other GB destinations are growing at a faster rate than us.

Our core market is the domestic market and there has been a 3% growth in overnight holiday trips to Wales from GB visitors in the 12 months to March 2018.

We need to work together to boost our share of the growth in travel, drive more spend from visitors to Wales, and to shift seasonality patterns further.



Building on Wales' product strengths.

The three themes to date — Year of Adventure, Year of Legends and Year of the Sea — represent Wales' core product strengths, namely Adventure, Culture and Landscape. It is these areas where we believe Wales can be truly competitive. We want to return to these themes, strengthening them throughout 2019 and onwards.

We know that Wales is already considered to be the UK's leading adventure destination.

Wales is a natural-born playground with mountains and forests that criss-cross with cycling and walking trails. The 870-mile (1,400km) Wales Coast Path runs the whole length of our coastline and you can try every conceivable water sport. The Global Adventure Tourism Market Report 2016–2020 predicts a 46% growth in the global adventure market by 2020.

Our unique culture and heritage defines us.

Our ancient language, 641 castles (more per square mile than anywhere on Earth) and seven National Museums — all of which are free to visit — are key motivators for international tourists to come to our country. Culture and creativity are major drivers for future tourism from high-value markets too, and this is linked to the general growth that we're seeing globally in demand for local tourism and a high-quality sense of place.

Then there's the landscape. Wales's breath-taking environment has long attracted visitors.

People want to see our big mountain ranges, the way our hills fall into broad river valleys of our farming heartland and our coastline with hundreds of harbours, coves and islands. We are seeing an increase in demand for wildlife and nature holidays and for destinations that work hard to care for the environments that they seek to promote. This year's anti-plastics movement is a sign of things to come. Linked to this is a growth in visitors looking for meaningful opportunities to enhance their physical and mental wellbeing in the great outdoors.

And so, 2019 provides an opportunity to further explore these three core themes.

To enhance the experiences we offer in each of these areas, alongside the fundamentals of the Welsh welcome: food and drink and great hospitality. We also have an opportunity to build multi-layered views of Wales and combine these strengths to make up our country's unique message to the world.

Seasonal themes.



If you're planning an event or activity that fits with our seasonal themes, please let our news team know by emailing productnews@gov.wales

To have your events featured on the Visit Wales website's events pages, please email vw-steward@nvg.net

Keep up to date with local news, developments and events by visiting visitwales.com and [@VisitWalesBiz](https://twitter.com/VisitWalesBiz) on social media.

In 2019, Visit Wales' marketing will focus on four seasonal themes. Here's some early information on the events coming up and an insight into some of the angles we'll take.

	Ideas:	Examples of what's on:
Journeys of Discovery	<ul style="list-style-type: none"> — Setting the scene for the year ahead. — Self-discovery, renewal and wellness. — Outdoor exercise. — Road trips to the near but unknown, e.g. using The Wales Way. — Small-scale escapes / staycations. — Cosy winter breaks for couples. 	<ul style="list-style-type: none"> — Artes Mundi 8. — New Year's Day dips. — St Dwynwen's Day and Valentine's Day. — St David's Day events. — Welsh Music Day.
January–March		
Discover Adventure	<ul style="list-style-type: none"> — Wholesome adventuring outdoors. — Play, escape and recreation. — Adrenaline-fuelled activities, such as zip-lining. — Stargazing. — Nature trails. — Time away from technology. 	<ul style="list-style-type: none"> — RHS Flower Show. — Newport Wales Marathon. — Focus Wales. — Dark Sky Reserve events.
April–June		
Discover Culture	<ul style="list-style-type: none"> — Festivals and outdoor events. — Fetes and fairs. — Rediscovering history via castles. — Family breaks. — Celebrations of Wales. — Food and drink events and celebrations. 	<ul style="list-style-type: none"> — Coastal recreation. — Pembrokeshire Fish Week. — Castles Alive. — Wales 360.
July–September		
Discover Landscape	<ul style="list-style-type: none"> — Foraging for your own ingredients. — Walking and cycling along the Wales Coast Path. — Showcase waterfalls which come to life in the autumn. — Autumnal pick-your-own, e.g. pumpkins. 	<ul style="list-style-type: none"> — Seasonal content for Christmas / New Year. — Abergavenny Food Festival. — Gwledd Conwy Feast. — Wales Rally GB. — Christmas and New Year events.
October–December		

Why Year of Discovery?

Wales is a country like no other. It's built on a rich history of culture, heritage and legend, shaped by unbridled waters and enriched by the creativity and passion of its characterful people.

With endless layers of identity, there's no end of things to uncover here. Now is the time to truly discover this mighty land — see what we mean:

Culture that's current.

Wales thrives on culture past and present. There's art that's accessible for all, language and music with its own unmistakable rhythm, theatre and opera at centre stage and castles, museums and heritage locations left, right and centre. It can be groundbreaking, it can be challenging and it can attempt to absorb Welsh spirit through paint, words, songs and collections.

Traverse new routes.

The Wales Way, a network of three major roads, makes it easier than ever to travel the length and breadth of this country. The North Wales Way, The Coastal Way and The Cambrian Way allow visitors to immerse themselves in their own journeys of discovery. The Year of Discovery is a great opportunity to bring more attention to specific destinations across Wales, using The Wales Way as a platform, particularly for our international markets.
thewalesway.com

Uncover miles of isles.

Fifty islands lie in the Welsh waters, some in clusters and some standing solo. Travel over the waves by boat, kayak or stand-up paddleboard, or, where it's safe, cross the sea bed on foot when the tide is out.

Experience Welshness.

The people and places in Wales emanate a contagious affection for their country and a hunger to keep Welshness alive. It is everywhere — on the rugby terrace, in front of a male voice choir, down a former mine — and the feeling is gripping, whether you're Welsh or not.

Encounter wild friends.

While there are over 3 million people living here, there are many more animals that reside in the Welsh wilderness. Dolphins, whales, red squirrels, grey seals, porpoises, polecats and Sika deer can all be spotted if you look in the right places.

Taste the produce of the land.

The seasons, the geography and the industriousness of Wales result in delicious homegrown produce. Salty laverbread straight from the sea, plump Welsh cakes hot off the griddle, cheesy rarebit bubbling under the grill... see, your mouth is already watering.

What this means for businesses.

2019 will be a culmination and continuation of our three themed years, but it will also place a spotlight on lesser-known Welsh wonders.

We will be celebrating the special things that we can take for granted, the spectacular things that slip into the background and the lesser-known local delights.

It's time to promote our routes through the wilderness, the almost-secret spaces that provide feasts for the senses and the small-scale businesses that create products and experiences that are authentic, creative and full of life.

Here are a few ideas of things your business could do to embrace and encourage discovery:

Sampling the scenery.

Organise a walking tour of your area, stopping off to taste the delights that local producers make.

Have-a-go sessions.

Offer visitors the chance to try doing what you're known for, whether it's pottery throwing, chocolate making or shearing sheep.

Inspiring web content.

Instead of your website being about your one product, consider how you can include a variety of local experiences and seeds for inspiration. This will encourage longer stays, repeat visits and higher spending.

The unexpected gestures.

Visitors are increasingly looking for the little things more than flashy gestures — glimpses behind the scenes into how things are made, insights into traditions or history, personalisation opportunities and chances to get involved, e.g. Gastro experiences.

Nature hunts.

Create I-Spy style challenges that encourage people to head to the nearest park to find and photograph particular flowers, trees or natural landmarks.

Sanctuary for the self.

Run relaxation sessions in a lesser-known green spot to bring about self-discovery and the excitement of finding a hidden place of calm.

Exploring dark skies.

Stargazing experiences are worth sharing with visitors. Wales has a network of dark sky reserves and dark sky parks that are must places to visit during the winter months. discoveryinthedark.wales

Walking in the footsteps of ancestors.

Genealogy tourism is growing, simply because the world is becoming a much smaller place. Consider working with tour operators that offer genealogy travel.

Developing a sense of place.

Lots of things make Wales feel Welsh. You can explore ideas around identity to help create a sense of place for your business and to embed its roots into your local story.

Dot some things around that evoke Welshness, such as bilingual signage, Welsh products and leaflets about local attractions. Whether contemporary or historical, each aspect of Welshness will add to the sense of place and enhance your visitors' experience.

Our language is unique to us, so try to use little bits of Welsh around your customers. It can be as simple as a 'croeso' when they walk through the door or a 'diolch' when you take their order. Keep it inclusive by using the English translation straight after you say the Welsh words, and give people the chance to try using a few phrases for themselves.



The Welsh language is special, so use it to your advantage. How you use the Welsh language will depend on the type of business you operate, but try to be creative and encouraging. For example:

If you run a shop —
Label your products in both Welsh and English.

If you run a bed and breakfast —
Create a pack for your guests on arrival that tells them how to say a few basic words and explains what some of the local Welsh place names mean.

If you run an outdoor adventure company —
Teach your groups to say 'bendigedig' when a team member does well.

If you run a pub —
Say 'iechyd da' when you serve people drinks at the bar.



For free advice and support to increase the use of Welsh in your business, visit llyw.cymru/cymraeg or email info@businesswelsh.wales

All about experiences — Find yours...

Year of Discovery is designed to act as a springboard for helping the industry in Wales focus on the products, events and campaigns that will appeal to tomorrow's growth markets.

B. Joseph Pine and James H. Gilmore in the 'Experience Economy' argue that to achieve higher market value in future, businesses must orchestrate memorable events for their customers, and that memory itself becomes the product: the experience.

As wellbeing becomes so important in a busy, hectic world we know that visitors want to invest their time and money in seeking out value beyond the material — and are looking for short breaks and holidays that enrich and make a difference to their lives. Sometimes referred to as the 'Instagram Effect', ultimately their real search is the meaningful experience, the lasting memory, behind the shot.

We are seeing this shift everywhere in tourism: global brands such as Airbnb and Expedia are actively promoting 'Experience' products; and here in Wales we know that journalists and influencers are now constantly requesting the special, the life-changing, the unique — anything beyond the ordinary — to create sharable stories.

Indeed, a 2016 Expedia study found that millennials over the world prioritise authenticity in their travel experience.



Experience examples.

There are plenty of businesses and places across Wales that now offer truly original destination experiences for explorer travellers. Some great examples can be found in our case study film — bit.ly/CCVW18



It's also worth doing some searching for further inspiration online to find out what other countries and destinations are up to. Some examples:

Istria in Croatia is appealing to high-value international visitors by placing an emphasis on authentic gastronomic experiences, which also provide a platform for the region's outstanding truffle, olive oil and wine exports. istra.hr/en/home

Bristol Banksy Tours have put Bristol on the map as a destination that offers quirky, creative experiences of particular appeal to millennials. visitbristol.co.uk/things-to-do/banksy-walking-tour-p1354013

North Wales —

We don't need to look further than North Wales for an example of a destination where memorable individual adventure experiences join up to make one of the most respected adventure destinations on the planet. gonorthwales.co.uk/things-to-do/activities/adventure-and-outdoor

Bregenz and Bregenzerwald, in Austria demonstrate a regeneration of a rural area with contemporary experiences where culture meets nature. bregenzerwald.at

Norwegian Scenic Routes celebrate the definitive necklace of 21C adventure, culture and landscape experiences. nasjonaleturistveger.no/en

Design Hotels, a leading accommodation brand, shows how great products can come to life through storytelling based on experiences. designhotels.com

Bringing art history to life: The Moustache Tour Ljubljana, Slovenia

Three moustachioed men dress up as famous artists from the country: Jože Plenik (an architect), Ivan Cankar (a writer) and Rihard Jakopi (a painter).

Along with the tour guide, they take visitors on a cycle tour of Ljubljana. The tour stops at the visionary room of the architect, the favourite bar of the writer and the National Gallery of the painter — all of which are genuine cultural landmarks in the city.

By bringing them into the setting of the stories, the tour gives visitors an insight into Slovenia's creative power, the secrets of the city and the features of the Slovenian character. They get to see key sights, including the Križanke outdoor theatre, the National Gallery and the International Centre of Graphic Arts (MGLC) atelier, and they get to cycle through the beautiful streets before enjoying a slice of potica with a writer's coffee.

Inviting people to play a part: Kimono Sakaeya Tokyo, Japan

Kimonos are hugely symbolic within Japanese culture, as is family loyalty.

Kahori Ochi runs a kimono experience in her family's shop, with the aim of helping visitors to connect with traditional Japanese philosophy. By dressing up, they actively engage with the past and present of the country and get to feel what it is like to wear the garment.

Tourists can go to her shop, which was opened over 50 years ago by her parents, to be dressed in an ornate kimono. Once they are dressed, they can have a photo shoot on site, at Meiji Shrine or in a traditional Japanese garden. Afterwards, Kahori treats them to an authentic tea ceremony to round off the kimono experience.

Five tips for creating memorable experiences.

Be authentic.

Make sure that what you offer and the way that you offer it is unique to you and echoes what your business and location are all about. These factors create added value to quality customer service, no matter how big or small your business is.

Use all your local expertise.

To visitors, one of your most useful assets is your insider knowledge of the area you are in. Offer to help customers with suggestions and tips based on their individual interests, needs and the time they have available. This can be anything from where's best for rock-pooling to where they can buy speciality ingredients used in the traditional Welsh breakfast you serve.

Understand what influences your customers.

Your customers might be influenced by several things, such as the things they do with you, the knowledge you impart on them that helps them discover other experiences, the relationship and loyalty that they build with you and the memories you helped to create for them. By knowing your customers and how they like to experience things, you can provide experiences they will enjoy.



Make the most of your tourism community.

Every tourism business exists alongside others, but rather than seeing your industry neighbours as competition, see them as a chance to build a fuller experience for your visitors. Group together with your peer network and local business owners to share knowledge about industries, products and the area. It'll boost the range of ideas and advice you can offer to visitors.

Create relevant content.

Your online and offline marketing efforts can help promote discovery and meaningful experiences. Try to create useful, interesting and inspiring information that's relevant to your current and potential customers. Use your website and social media to cater to many potential audiences; tap into niche markets out there by thinking laterally about what your local area has to offer and telling people about the various experiences that await.

'The destination has to provide a true circuit, a necklace of linked experiences rather than a disconnected set of beads of traditional programming, amenities and itineraries.'

Global Wellness Trends report

Digital marketing.

We are in a world where digital marketing plays a major part in our lives, be it as a business or a customer. People aren't just watching cat videos and posting selfies on social media these days. Many rely on social networks to discover, research, and educate themselves about a brand or product before engaging with that organisation.

For marketers, it's not enough to just post on your Facebook and Twitter accounts. You must also weave social elements into every aspect of your marketing and create more peer-to-peer sharing opportunities. The more your audience wants to engage with your content, the more likely it is that they will want to share it. This ultimately leads to them becoming a customer. And as an added bonus, they will hopefully influence their friends to become customers, too.

Here we will discuss digital marketing and focus on Instagram which provides some powerful benefits for your business.

The importance of digital content.

Everyone's talking about content. Digital content and content marketing are hot topics in all industries. In tourism, it's really powerful as it can easily convert non-customers into avid followers.

There's no sole definition of 'content', but think of it as anything you produce that gives information to or provokes a response from your target audience. Some examples of places you can use textual and image-based content include blog posts, tweets, email newsletters, Instagram stories and infographics. Producing and publishing content that markets your business to a particular audience is known as 'content marketing'.

The best digital content provides value to those that engage with it. More often than not, it is either informative, entertaining, relatable and / or memorable. Major brands have been investing a lot of money into content marketing for years, but now smaller businesses are doing it as well.

Some of the benefits of publishing great digital content are:

It can help to directly inform your audience on any aspect of your product, service, venue or facilities, which builds their trust in you as a business that knows what it's doing.

It can boost your online presence and brand awareness, helping your business to appear higher up in relevant search engine enquiries and more prominent on social media.

It can be linked to and shared, which can increase your website traffic, your clout and how far your messages reach.

It can bring about an increase in sales, public interest, engagement and interactions — all of which can lead to a boost in your profits.



Struggling to find time to create content?

Try scheduling systems that allow you to stagger when your social media posts go live. Popular options include Hootsuite, Tweetdeck and Buffer.

Set aside a few hours for it a couple of times a week so that you can properly dedicate yourself to it. Also, make sure to have your phone handy to capture any potential content as it happens, like customer reactions, funny staff moments and product deliveries.

Consider outsourcing some of your content marketing to a freelance content creator. If you find a credible content specialist, you should see a decent return on investment over just a few months.



Four ways to create brilliant stories.

To stand out from your competitors — and to be seen, heard and taken seriously — you need to make sure you produce quality digital content that brings your business' story to life. Here are four pointers for adding spark to your blog posts, social media posts and videos.

1

Stir up emotions.

We enjoy stories that make us feel something — ones that make us laugh, make us cry, make us grateful or make us sympathise.

Whatever your business, you can put emotion into your stories. For example, your product may have helped someone in need, your accommodation may have housed someone famous or you might have a member of staff that has been a positive influence on other employees. All of these could play with the readers' emotions if you write them well enough.

2

Tell people what makes you special.

You don't have to have a world-changing mission to be unique; your staff, your passion, your motivation, your product and your group of customers are all unique to your business. If you're struggling to realise what makes you special, focus these four 'P' words: People, Product, Processes and Purchasers.

For each P, ask who, what, which, why, where and how. Who is your typical customer, and what makes them different? Where do you source your raw materials from? Why do you use certain production techniques or customer relationship techniques instead of others? How does your product or service affect people (it may solve a problem, meet a need, help create memories)? Questioning such things will bring out interesting facts that you can then turn into powerful story content.

3

Don't complicate things.

People tend not to read really long pieces of writing on their screens. Instead, they like snappy, to-the-point text that they can absorb fast, recall easily and retell to their friends and acquaintances.

It's okay to be specific or to go in-depth when you're communicating if it's what your target audience might like or need, but don't bother with complicated words, lengthy sentences or dull passages. Same goes for videos — keep them concise and considered.

4

Create shareable assets.

How do people tend to consume information about your company? Via TV adverts? In quirky social media posts? Through the CEO's media presence? Think about where your target audience is, then create assets that they will want to engage with and share with others.

Try different formats of shareable content, such as blog posts about recent activities you've been involved in, Instagram stories that show what happens behind the scenes or short videos of visitors enjoying the experience. Every time someone shares your content, it expands the reach of your messaging, boosts the awareness of your brand and increases the possibility of generating new leads.

The importance of Instagram.

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 are the primary focus, it can be used to quickly showcase places, products, adventures and activities to audiences around the world.

It has better engagement rates than Facebook and Twitter, probably because of the speed at which you can view and interact with content. Through sharing photographs, videos and stories, you can instantly spread brand awareness to both existing and potential customers, connect with various target markets and get people looking at the great things you are doing, making and helping people to experience.

Over 70% of users make purchases after seeing products and experiences on Instagram, showing how much it can influence 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 do people look for on Instagram?

At Visit Wales, we post original content to social media. We also share posts that promote the best of Wales in a realistic way. Here, Justin Lewis from Visit Wales' digital marketing team gives us an insight into what works well on our social media accounts.

On Facebook and Twitter

Simple and authentic content tends to work best on our accounts. Short videos of things such as beaches, rivers, waterfalls and wildlife have worked really well.

These videos are easy and cheap to produce. They can be captured on smartphones and simply trimmed at the start and end. Generally, they outperform professionally edited videos on the accounts.

On Instagram

We concentrate on authentic images of Wales. These tend to be reposts from professional or keen amateur photographers, although we do share some images from trade accounts.

We don't share posts that are very local in nature (such as any about low-key local events) or things like special offers and competitions.

Are you Insta-ready?

Before you post to Instagram, double-check these checklists.

Profile.

- Your username matches business name.
- Your username is easy to find.
- Your bio says who you are and what you do for people.
- Your bio includes a link to your website.
- Your profile image is representative of the business (e.g. your logo).
- Your account is set to Business mode in Settings.
- You follow some local businesses and big players in your field.
- You interact with other users and respond to comments.



Posts.

- The photo is clear and well-lit.
- The photo isn't overedited or unnatural-looking.
- The content is consistent with your existing Instagram style.
- The content has potential to appeal to your audience.
- The content fits with your brand and business values.
- The content is inoffensive and has correct spelling and punctuation.
- The caption is engaging and makes you want to read more.
- The caption is relevant to the photo, the audience and the brand.
- The caption uses between 3–15 relevant hashtags.
- You've tagged featured users in the post.
- You've tagged the location, if it is relevant.
- It's a good time for engagement and visibility (not very early or very late).

Instagram case study: fforest.

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

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 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.



'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.'

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.

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.

Know your market.

Scenic Explorers

Couples and individuals, 45+

What they like:

Exploring a destination's beautiful scenery in the mountains, along the coast or countryside, while taking in nature, walking, incorporating heritage attractions and activities.

What they want:

To experience the outdoors 'off the beaten track', but also take in a bit of the country's culture with a visit to a castle and a lunch in a local pub along the way.

Examples of how to attract them:

- Suggest picturesque walking routes in the area that bypass a heritage site.
- Provide information on some of the best look-out spots over the region.
- Promote local eateries placed within natural surroundings that serve hearty Welsh a, such as a country pub near a forest footpath.
- Tell guests about alternative experiences that incorporate the outdoors, such as fly-fishing on the Wye Valley or a guided tour of Halen Môn's salt-making premises.

Cultural Explorers

Couples and individuals, 45+

What they like:

Sightseeing and town / city breaks that include visiting galleries, castles, historic houses, gardens, spas and interesting places.

What they want:

To enjoy the scenic aspect of a destination alongside gaining a deeper experience of the destination's cultural heritage.

Examples of how to attract them:

- Offer city breaks and trips to vibrant towns.
- Highlight local heritage sights, photo spots and places to experience nature.
- Promote festivals and events, such as the Tafwyl festival of Welsh culture, where visitors can meet the locals.
- Tell guests about the importance of the heritage sites nearby, such as a brief history of the town's castle, or share a few facts about Welsh customs.

To get the most out of your marketing efforts, it's essential to know who your potential visitors are and how you can attract them. Cast your tourism net wide by making sure you offer appealing things for multiple visitor types. Here are some profile guidelines for 2019, based on our four main visitor types.

Pre-Family Explorers

Couples and groups, 18–35 years

What they like:

Discovering new experiences and places to visit; doing physical activities outdoors and sightseeing; probably been on a romantic break, spa break or festival holiday.

What they want:

Plenty of variety, something different that is worth spending disposable income on, opportunities for soft adventuring, e.g. mountain biking, kayaking.

Examples of how to attract them:

- Provide information on the water sports, mountain sports and adrenaline-fuelled activities available locally.
- Suggest walks to less-visited outdoor sites, such as parts of the Ceredigion Heritage Coast.
- Tell guests about any pop-up events or one-off activities in the area, such as street food festivals or organised coastering competitions.

Active Family Explorers

Family groups comprising of parents (33–55) with children (7–15)

What they like:

Beach-based and active holidays with some sightseeing; going somewhere they've not been before; experiencing the local way of life.

What they want:

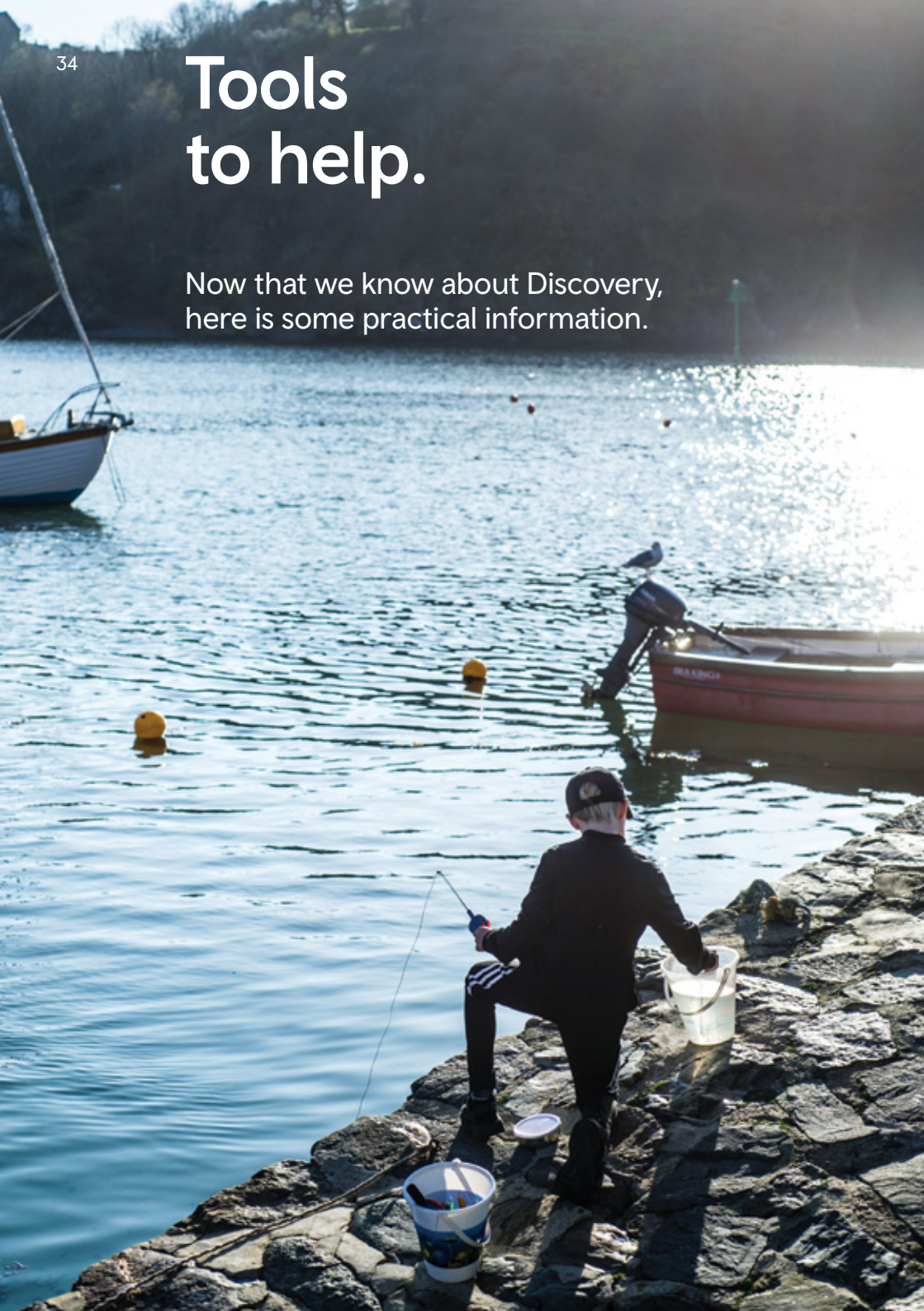
Lots of activities to choose from, regardless of the weather; chances to learn about culture and heritage between being active.

Examples of how to attract them:

- Tell guests about the best beaches in the area, from vast bays to cute nooks.
- List some family-orientated walks and activities offered by nearby National Parks, the National Trust and the Wildlife Trust.
- Promote local all-weather attractions, such as national museums, Folly Farm, The Royal Mint Experience and activity centres.
- Tell them about local events, such as choir competitions and children's storytelling hours in nearby libraries or book shops.

Tools to help.

Now that we know about Discovery, here is some practical information.



The content and messaging.

Visit Wales will be using 'Find yours...' to present Year of Discovery. This follows on from previous messaging:

2016 Year of Adventure
Find Your Epic

#FindYourEpic
#GwladGwlad

2017 Year of Legends
Our Epic Land

#FindYourEpic
#GwladGwlad

2018 Year of the Sea
Our Epic Shores

#FindYourEpic
#GwladGwlad

'Find yours...' enables our campaigns to link in with 'Discovery' and even more importantly 'self-discovery' and enables us to leverage conversation across all our platforms and partnerships. It also aligns with the Wales brand.

The messaging will be translated to meet our key markets in the following way:

UK / Ireland / International
This is Wales.
Find yours...

#FindYourEpic
#ThisIsWales

Welsh
Dyma Gymru.
Fy Nghymru.

#GwladGwlad

German
Das ist Wales.
Entdeckenswert.



Get involved.

Follow [@visitwales](#) to see what content we are posting.

Follow [@VisitWalesBiz](#) to keep up to date on what's happening in the industry in Wales.

Tag your social media posts with [#findyourepic](#) or [#gwladgwlad](#).

For new products and events that you would like Visit Wales to know about, email productnews@gov.wales

Keep up to date on news and opportunities by signing up to the Visit Wales Industry e-newsletter — businesswales.gov.wales/tourism

Go to walesonview.com to access free high quality images or email imagesupport@gov.wales

Promoting safe adventures.

We all share a responsibility to be mindful of the safety implications involved with adventuring. From scrambling up hilltops to canoeing through caves, the great outdoors offers a whole host of exciting opportunities to those who are prepared for safe venturing.

To assist, the collaborative national safety campaign 'Adventure Smart Wales (ASW)', has a range of messages to help you keep your customers safe and comfortable in the outdoors. Working together, we want to promote these messages far and wide.

There are many ways you can incorporate the Adventure Smart Wales messages in the information you provide for your customers. The messages and materials are free to use and include, three short videos, posters and a business toolkit.



For more information visit adventuresmartwales.com

Investing in your product.

It is crucial that we keep increasing and improving the products, events and experiences that attract visitors to Wales. We support innovative ideas and projects that help this to become a reality.

We welcome the opportunities that Year of Discovery brings for working with tourism businesses to develop new and existing products, campaigns, experiences and long-term sustainable events.

Throughout the year, all across Wales, we want to see bigger and better world-class events and experiences, each backed up by a wealth of supporting attractions on the ground.

Our funding schemes.

There are various funding schemes that can help you bring your ideas to life, including two revenue funds supported through the Welsh Government Rural Communities Rural Development Programme 2014–2020. The schemes are now open for applications. Our main three investment funds are:

- EFF–TISS: the Economy Futures Fund – Tourism Investment Support Scheme (for capital projects).
- RTEF: the Regional Tourism Engagement Fund (for revenue projects).
- TPIF: the Tourism Product Innovation Fund (for revenue projects).

Get in touch.

For more information on our funding schemes go to: businesswales.gov.wales/tourism/finance

To discuss capital project ideas, contact: EFF–TISS team (capital projects) tiss@gov.wales 0845 010 8020

To discuss revenue project ideas, contact your regional officer:

South West Wales
Philip.Abraham@gov.wales
0300 025 4528

South East Wales
Louisa.Giles@gov.wales
0300 061 6012

Mid Wales
Helen.Jones28@gov.wales
0300 025 7424

North Wales
AndrewWallace.Forfar@gov.wales
0300 062 5837

Our Year of Discovery 2019 — and beyond.

This is our chance to shine the spotlight on Wales' unique culture, its breathtaking landscapes and its unique opportunities for adventure.

In 2019, let's encourage our visitors to discover — be it a literal discovery of a place or a metaphorical discovery or rediscovery of themselves.

Let's bring more attention to specific destinations across Wales, reachable by scenic travel links such as The Wales Way and the Wales Coastal Path, and show how our best adventure, culture and environmental experiences can weave together to create one epic holiday.

To make Wales a must-visit destination for people around the world, both in 2019 and further into the future, we aim to work together to:

Keep promoting and reinforcing Wales' distinctive brand, based on our brand objectives:

- Elevate our status
- Surprise and inspire
- Change perceptions
- Do good things
- Be unmistakably Wales

Contribute to the growing value of tourism in Wales, increasing it by 10% over the next year.

Provide a focus for purposeful, long-term collaborative work across Wales.

Most importantly of all, we want to inspire and delight our people, our industry and our visitors.

'And above all, watch with glittering eyes the whole world around you because the greatest secrets are always hidden in the most unlikely of places.'

Roald Dahl

2019: Wales' Year of Discovery is published by Visit Wales, the Tourism and Marketing division of the Welsh Government 2018.
Print ISBN: 978-1-78964-133-2
Digital ISBN: 978-1-78964-134-9

Visit Wales, Welsh Government, QED Centre, Main Avenue,
Treforest Industrial Estate Treforest, Pontypridd CF37 5YR.

Photography: Crown copyright (2018) Visit Wales.
Content production and editing: Amy Pay, Design: Departures.
WG35827 Crown copyright 2018, Welsh Government **OGL**.

Notes.