



# NATIONAL TRAILS IN WALES BUSINESS TOOLKIT

2020 | VERSION 1.0



# NATIONAL TRAILS IN WALES BUSINESS TOOLKIT

2020 VERSION 1.0

ABOUT THE TOOLKIT .....	4	HOW TO DEVELOP A MARKETING CAMPAIGN .....	19
WHY YOU SHOULD USE THE TOOLKIT .....	5	WHAT'S YOUR STORY? .....	20
<b>DID YOU KNOW?</b>		NEWSPAPERS, RADIO, MAGAZINES AND TV .....	21
OFFA'S DYKE PATH .....	6	BLOGGERS .....	21
GLYNDŴR'S WAY .....	7	SPECIALIST NETWORKS .....	21
PEMBROKESHIRE COAST PATH .....	8	LOCAL COMMUNITY PARTNERSHIPS .....	21
THE NATIONAL TRAILS IN WALES OPPORTUNITY .....	9	<b>HOW TO WRITE A PRESS RELEASE</b> .....	22
ITINERARY PLANNER .....	10	<b>GETTING THE BEST FROM YOUR WEBSITE</b> .....	24
CELEBRATIONS .....	10	<b>USING VIDEO</b> .....	27
FACTS AND FIGURES .....	10	<b>DEVELOPING FAM VISITS</b> .....	31
LOCAL AUTHORITIES .....	10	<b>CAPITALISING ON THE SEASONS</b> .....	33
GUIDEBOOKS .....	11	<b>GETTING STAFF INVOLVED</b> .....	35
DIARY OF EVENTS .....	11	<b>WORKING TOGETHER</b> .....	37
<b>PROMOTING THE NATIONAL TRAILS IN WALES</b> .....	12	<b>MARKETING MATERIALS</b> .....	40
HOW TO REACH YOUR CUSTOMERS .....	13	BRAND GUIDELINES .....	41
DATABASES .....	14	GENERAL .....	41
NEWSLETTERS .....	14	E-NEWSLETTER .....	41
SOCIAL MEDIA .....	15	WALKERS WELCOME MESSAGE IN KEY FOREIGN LANGUAGES .....	41
KEEP UP TO DATE .....	16	HEALTH BENEFITS OF WALKING	
FEEDBACK .....	16	THE NATIONAL TRAILS IN WALES .....	42
YEAR OF THE OUTDOORS 2020 - 21 .....	17	WALKING FACT PANEL .....	42
RAMBLERS CYMRU .....	18	HEALTH AND SAFETY .....	42
CREATING SPECIAL OFFERS .....	18	TOP TIPS FOR DOG WALKERS .....	43
USING THE WELSH LANGUAGE .....	18	RESPECT THE WATER .....	43
		ADVENTURE SMART WALES .....	43
		MAPS AND WALKS .....	44
		ACCESSIBILITY/DISABLED INFORMATION .....	44
		HIDDEN GEMS .....	44
		REFILL WALES .....	44
		<b>BEST PRACTICE EXAMPLES</b> .....	45
		WEB SITES .....	46
		NEWSLETTER .....	46
		PRESS RELEASE EXAMPLE .....	47



This project has received funding through the Welsh Government Rural Communities - Rural Development Programme 2014-2020, which is funded by the European Agricultural Fund for Rural Development and the Welsh Government.



# NATIONAL TRAILS IN WALES

## ABOUT THE TOOLKIT

# ABOUT THE TOOLKIT

Welcome to the National Trails in Wales marketing Toolkit featuring **Offa's Dyke Path**, **Glyndŵr's Way** and the **Pembrokeshire Coast Path** – a free-on-line resource for all businesses. It is designed to be easy to use, giving you the ability to access a wide range of material and information, much of which you can download.

Using the Toolkit will help you successfully market your business by using the pulling-power of these three outstanding Trails, which already successfully attract thousands of visitors every year, and by making use of the ideas within this Toolkit you can share in that success – attracting new customers to use your products and services.

With help from this Toolkit you will be able to put together a range of marketing and promotional plans and ideas. It is like having your own marketing team on-line.

It also provides useful safety information to help you promote the Trails responsibly and encourage the safe enjoyment of walking in Wales.

You will find everything within the Toolkit from advice on writing press releases to how to develop joint marketing schemes, improving your website, being a whizz at social media and much more.

By using the Toolkit, you will be able to identify new opportunities to market your business to walkers and a wide range of visitors by creating new offers and products attractive to them, such as:

- joint marketing initiatives
- media campaigns
- social media activity
- special offers and promotions

All of which will help you:

- reach new customers
- build new business

And best of all – it's all FREE!

## Why you should use the Toolkit

Marketing and promoting your business is not easy – it takes time, effort and not inconsiderable funds. So, we have created this on-line resource just for you. Make use of it and you have instant access to marketing, PR and media experts, enabling you to create bespoke marketing plans.





## DID YOU KNOW?

### OFFA'S DYKE PATH

- Offa's Dyke Path is a 177 mile (285 Km) long walking trail. It is named after, and often follows, the spectacular Dyke King Offa ordered to be constructed in the 8th Century. It is the longest Scheduled Ancient Monument in Britain.
- Offa's Dyke Path passes through eight different counties and crosses the Welsh/English border over 20 times.
- It links three Areas of Outstanding Natural Beauty and a National Park – the Wye Valley, the Shropshire Hills and the Clwydian Range and Dee Valley, plus the Brecon Beacons National Park.
- The Path passes through or near to many historic towns, including Chepstow, Monmouth, Hay-on-Wye, Kington, Presteigne, Knighton, Bishop's Castle, Montgomery, Welshpool, Oswestry, Llangollen, Mold, Ruthin, Denbigh, and Prestatyn.
- Hay-on-Wye is known world-wide as "the town of books". This pretty market town lies on the east bank of the River Wye just inside the Brecon Beacons National Park and is home to the annual international Hay Festival.
- Chepstow Castle is regarded as the oldest surviving stone castle in Britain and boasts the oldest castle doors in Europe – some 800 years old. Until 1962 these doors hung in the main gateway, but are now in safe keeping in the on-site exhibition.
- Monnow Bridge crosses the River Monnow in the Welsh border market town of Monmouth, best known as the birthplace of Henry V. It is the sole remaining medieval fortified river bridge in Britain
- Pontcysyllte Aqueduct is the longest and highest aqueduct in Britain and is often called 'the stream in the sky.' It is a Scheduled Ancient Monument, a World Heritage Site, and a Grade I Listed structure.
- White Castle, alongside the Offa's Dyke Path, is one of a group of three castles, linked by the Three Castles Trail, the others being Skenfrith and Grosmont. All three were under the control of a single lord, Hubert de Burgh, early in the 13th Century.
- The Offa's Dyke Path runs close to Llanthony Priory, a partly ruined Augustinian priory at the foot of Black Mountains on the Hatterrall Ridge above the Llanthony Valley, and marks the Wales-England border.

## DID YOU KNOW?

### GLYNDŴR'S WAY

- Glyndŵr's Way is 135 miles long (217km) and named after Owain Glyndŵr, Prince of Wales and Medieval Welsh nationalist leader who organised a rebellion against the English king, Henry IV in 1400.
- It's well worth making the effort to take the short detour from Glyndŵr's Way up to the trig point on the top of Foel Fadian (1530ft/510m). On a clear day views stretch out along the majestic Dulas valley to Machynlleth and the sea.
- Glyndŵr's Way takes you to some of the finest landscape features in Wales including the tranquil Radnorshire Hills, the shores of the Clywedog Reservoir and the "heather-clad" Plynlimon range.
- The trail passes Llyn Clywedog - a man-made reservoir formed by the construction of the Clywedog Dam. The lake has a surface area of 615 acres (230 football pitches), a maximum depth of 216 ft and stretches a distance of some six miles in all. Above the dam is a viewing platform offering a panoramic view of the surrounding countryside.
- At Lake Vyrnwy you can see pied flycatchers and redstarts, dippers and great crested grebes and goosanders. Look carefully and you might see a peregrine falcon soar in the skies.
- The Owain Glyndŵr Centre is built on the site of the famous parliament held in 1404 at which Owain was crowned Prince of Wales. This Grade I listed building was given to the town of Machynlleth by Lord Davies of Llandinam in February 1912.
- Take a short one mile detour and view the medieval Powis Castle with its celebrated, world-famous gardens. Laid out under the influence of Italian and French styles, it houses a range of rare plants.
- In July and August make a special effort to visit Glaslyn Wildlife Trust Reserve when its turns purple with the flowering heather. Look out for the lake's speciality, quillwort, which often washes up on the lake shore after bad weather.
- High above Dylife the Trail passes along an old Roman Road and the remains of the Penycroben Roman fort.



## DID YOU KNOW?

### PEMBROKESHIRE COAST PATH

- Opened in 1970, the Pembrokeshire Coast Path was the first National Trail in Wales.
- It runs for 186 miles (299 km) from St Dogmaels to Amroth.
- It passes 58 beaches and 14 harbours.
- The Pembrokeshire coastal bus service covers the entire Path.
- The rise and fall of the entire Path is approx 35,000 feet - that's as high as Everest!
- The Pembrokeshire Coast Path is part of the Wales Coast Path which stretches 870 miles right around Wales.
- At Castell Henllys, Crymych, you can step back in time. It is a unique Iron Age hill fort recreated with fantastic replica Iron Age roundhouses, built right on top of the excavated remains of an existing hill fort, dating back 2,400 years.
- A little inland at the magnificent Carew Castle you can see an impressive 11th century Celtic cross, the only restored tidal mill in Wales, and a medieval bridge, all linked by a one-mile circular walk.
- Throughout the length of the Trail, small quays, lime kilns, warehouses and sites like the brickworks at Porthgain are reminders of an industrial tradition. The Milford Haven waterway, with its natural harbour that once so impressed Nelson, is still an industrial hub.
- Completing the Coast Path in one go takes on average between 10 to 15 days.
- St Davids, on the Coast Path, is Britain's smallest city with a population of under 2,000. It was given city status in the 12th Century, but lost it in 1886. It was restored in 1995 by Royal Charter.
- The Coast Path runs through a landscape with a wealth of archaeological and historic remains. Cliff edge iron age promontory forts with their ditches and ramparts can be viewed in many places, with fine mediaeval castles at Manorbier and Pembroke and more recent defences from the Napoleonic era and the second world war.

# THE NATIONAL TRAILS IN WALES OPPORTUNITY

In total the three National Trails in Wales – Offa’s Dyke Path, Glyndŵr’s Way and the Pembrokeshire Coast Path – cover nearly 500 miles (800km). These scenic routes enable you to market your business to the thousands who walk the three trails every year. With the help of this Toolkit you can also be connected to 13 other National Trails throughout England.

From young families, to retired couples, singles to adventure seekers – use the Toolkit to discover ways in which you can ensure that they become your customers.

National Trails is an iconic, international brand and as such connects you and your business to a wide and varied consumer market.

So, what can you offer your customers that will appeal to National Trail walkers? Check out these ideas and take a look at the National Trails web links for more information.

- Offer a clothes drying facility
- Collection from local bus or train stops
- Collection and drop off to and from the Trail
- Provide bus and train timetables
- Offer contact details for useful local businesses, such as taxis, bike hire, car hire etc
- Offer maps and information on walks

## OFFA’S DYKE PATH LINKS

- [Offa’s Dyke Path Route](#)
- [Offa’s Dyke Path Circular and Linear Walks](#)
- [Offa’s Dyke Path Walks \(Visit Wales\)](#)

## GLYNDŴR’S WAY LINKS

- [Glyndŵr’s Way Information](#)
- [Pick your favourite walk on Glyndŵr’s Way \(Visit Wales\)](#)

## PEMBROKESHIRE COAST PATH LINKS

- [Pembrokeshire Coast Path Route](#)
- [Pembrokeshire Coast Path Route Circular and Linear Walks](#)
- [Exploring the Pembrokeshire Coast Path \(Visit Wales\)](#)
- Free drinks and snacks for dogs
- Free dog poo bags
- Collection of luggage
- Provide packed lunches
- Offer local knowledge – best coastal walks, great places to go for a drink/lunch
- Lend walking sticks
- Provide a secure bicycle park
- Provide safety information

## NATIONAL TRAILS LINKS

- [The best Trails in England and Wales](#)
- [The Great Walking Trails](#)



## WALES COAST PATH

The Pembrokeshire Coast Path is also part of the internationally renowned 870 mile-long Wales Coast Path. Combined they offer you unrivalled opportunities to market your business.



## VISIT WALES

Take a look at this Visit Wales web site for more ideas and free advice.



# NATIONAL TRAILS IN WALES ABOUT THE TOOLKIT

## ITINERARY PLANNER

The National Trails website also has an itinerary planner for each of the trails. For some great ideas take a look at: [https://www.nationaltrail.co.uk/en\\_GB/trails/](https://www.nationaltrail.co.uk/en_GB/trails/) for general information, and here are links to the specific trails in Wales:

- [Offa's Dyke Path Custom Itinerary](#)
- [Glyndŵr's Way Path Custom Itinerary](#)
- [Pembrokeshire Coast Path Custom Itinerary](#)

## CELEBRATIONS

Celebrations such as anniversaries provide great opportunities for publicity and the promotion of your business. Offa's Dyke Path will be celebrating its anniversary in 2021.

Arrangements were put on hold as a result of Covid-19, but look out for details of what is planned which will be publicised in due course. See how you can link what you do with the anniversary celebrations.



## THE NATIONAL TRAILS IN WALES IN FACTS AND FIGURES

The three National Trails in Wales together with the Wales Coast Path offer walkers of all abilities a wide range of walks.

From cliff top walks and secluded beaches through to exploring market towns and villages, the Trails offer visitors unparalleled choice. To enjoy the Trails, you don't even need to be an ardent walker as there are short easy stretches for a quick and easy walk as well as longer, more challenging hikes.

Running alongside the border between England and Wales, Offa's Dyke Path is a beautiful 177-mile National Trail that starts in the south by the Severn Estuary at Sedbury, near Chepstow, and finishes at Prestatyn on the north coast. The walk will take an average walker roughly 12 days to complete. Lonely Planet names Offa's Dyke among the world's greatest walks.

In the 8th century, King Offa of Mercia erected a wide border rampart to separate Wales and England: Offa's Dyke. Much later, in 1971, the path was placed alongside it. It passes through eight counties, offering an array of pretty market towns along its route, with a choice of accommodation.

Glyndŵr's Way will take you off the beaten track. Its nine-day route visits many of the sites connected with Wales' historic past – towns like Welshpool, Knighton and Machynlleth.

On the complete route, you will walk through rolling farmland, open moor and heather-clad hills, and discover exhilarating views of Cadair

Idris and Plynlimon mountains. There are overnight stops in small towns like Llanidloes or lovely villages like Meifod, but you can travel for miles and only see the occasional farmer. What you will see, however, are red kites, peregrine falcons and buzzards.

The Pembrokeshire Coast Path covers 186 miles, passes 58 beaches and 14 harbours, and tracks every cliff and cove between St Dogmaels and Amroth. It is part of the 870-mile long Wales Coast Path, which travels around the complete coastline of Wales.

In 2012 National Geographic magazine named Pembrokeshire the world's second-best coastal destination. The year before it ranked the Pembrokeshire Coast Path second in a world's top 10 long-distance paths.

## LOCAL AUTHORITIES

Take a look at the websites of local authorities and other useful organisations which cover the National Trails in Wales' routes. Here you will find a feast of facts and figures and information about activities in your area:

- [Visit Wales](#)
- [Natural Resources Wales](#)
- [Flintshire County Council](#)
- [Denbighshire County Council](#)
- [Powys County Council](#)
- [Ceredigion County Council](#)
- [Pembrokeshire County Council](#)
- [Pembrokeshire Coast National Park Authority](#)
- [Monmouthshire County Council](#)
- [Ramblers Cymru](#)
- [Mid Wales My Way](#)



# NATIONAL TRAILS IN WALES ABOUT THE TOOLKIT



## GUIDEBOOKS

Guidebooks to the National Trails are published by Aurum Press, among others. Each contains the information you need to walk the Trail, including Ordnance Survey mapping for the whole route and information on places of interest, public transport and accommodation.

 THE TRAILS SHOP

 OFFA'S DYKE SHOP

Here are just a few facts that you may not have known about the National Trails of Wales:

- On average, fell-runners take 5 days to complete Offa's Dyke Path - hikers take 12.
- Offa's Dyke Path has 30,000ft of ascent, walking the entire Trail will be the equivalent of walking up Everest.
- Offa's Dyke is almost 20 metres wide in places, and up to eight metres deep.
- Glyndŵr's Way is usually walked in one direction, starting at the town clock in Knighton. The finish point is the park next to the canal in Welshpool.
- It takes on average nine days to complete Glyndŵr's Way.
- There are over 490 gates and 39 bridges along Glyndŵr's Way.
- It takes about two and a half weeks to walk the 186 miles of Pembrokeshire coastline.
- At Cemaes Head the Pembrokeshire Coast Path reaches a height of 574 feet (175 m) and at its lowest point – Sandy Haven crossing, near Milford Haven – it is just six feet (2 m) above low water.
- In 2020 The Pembrokeshire Coast Path celebrated its 50th anniversary.
- And just to show how popular walking is, the Wales Coast Path gets over 43 million annual visits with walkers spending nearly £550 million a year. Just think what the National Trails in Wales can do for your business!

## THE NATIONAL TRAILS IN WALES DIARY OF EVENTS

Give your customers another reason to visit you by including details on your web site and in your marketing literature about events in your area. You can check out what is happening along the trails by clicking on these links:

 OFFA'S DYKE PATH

 GLYNDWR'S WAY

 PEMBROKESHIRE COAST PATH

Information on other events, such as walking festivals, can be found at [Walks around Britain](#).

[The National Trails website](#) offers you the facility to input information important to you and your business. It's a great way to secure effective promotion of what you do and what you offer to your visitors. On the National Trails' website, you can upload information to an accommodation listing; promote your business; share photographs; look up places of interest; and promote your events.

Just go to [The National Trails website](#) select the Trail you want and click on "Add your information" at the top of your screen.

 GO BACK TO CONTENTS



# NATIONAL TRAILS IN WALES

PROMOTING THE NATIONAL TRAILS IN WALES

# HOW TO REACH YOUR CUSTOMERS

Those who walk or visit National Trails all require a range of products and services and as a local business you are ideally placed to provide them.

You know how good you are: how your comfortable rooms offer a warm welcome; how the food in your restaurant is too good to miss – or perhaps you run a tourist attraction that’s exciting and offers unique experiences to visitors. But do those thousands of visitors who walk the National Trails every year know?

Stand back and put yourself in the place of your customer. What is obvious to you may not be so to those who have never visited - so tell them.

Be clear about what you are offering. Look around and you will see plenty of examples of the hotel web site that fails to mention or make clear its full range of services; the adventure park that doesn’t list its hours of opening or the restaurant that doesn’t display sample menus on its website.

All these omissions are barriers to business. You are in effect turning away customers, for very few people will spend time searching your website for information that isn’t at first obvious.

## So, make sure you:

- Check all marketing materials – web site, brochure etc. Clearly and simply state what you are offering by identifying the key selling points of your business that are attractive to walkers.
- Make it easy for customers to contact you and have a two-way conversation with you - so include easily-accessible contact details, such as phone numbers, email addresses etc.
- Don’t tell customers to contact you at [info@justanotherbusiness.co.uk](mailto:info@justanotherbusiness.co.uk) Personalise your relationship and use a name in contact details, such as “For further information please contact Jane Smith [janes524@b&bplace.com](mailto:janes524@b&bplace.com) 0123 4567456.”
- Use good quality photographs to illustrate your products and services. High quality photographs of the three Trails have been commissioned and will be free to use - stunning shots of Offa’s Dyke Path, Glyndŵr’s Way, the Pembrokeshire Coast Path and surrounding areas. So, make use of them – show your customers that your business is set among breath-taking scenery. Go to the Wales photo library where a range of photographs have already been uploaded, with more to come over the coming months.

Once you register you will be able to choose which images you want to download – free-of-charge.

## You can use images of the three National Trails in Wales in many ways, including:

- On your website, in brochures or via social media such as Twitter and Instagram
- To illustrate hotel and B&B bedroom browsers
- To make information you send to customers more interesting

## NATIONAL TRAILS BRAND GUIDELINES

See also the new brand guidelines for National Trails.



BRAND GUIDELINES

# NATIONAL TRAILS IN WALES PROMOTING THE NATIONAL TRAILS IN WALES



When looking to build custom always remember how important it is to retain existing custom. So, don't ignore those whom you already serve.

#### So, make sure:

- You build and maintain a customer database
- You keep customers informed, perhaps via a newsletter and social media
- Use local events to help you create special packages and offers. Look out for the "slightly different". For example: The Rebellion Summer, the slightly warmer version of the popular Rebellion Winter, is a 135 mile (217 Km) Ultra Marathon in Mid Wales. It follows the full length of the Glyndwr's Way National Trail with a total ascent of just over 25,000ft (7700m). The event starts in Knighton, just on the Welsh border and loops through Machynlleth. The event finishes in Welshpool. It is one of the most beautiful and demanding ultra-running routes in the UK.



SUMMER REBELLION

Build links with Walking Festivals to encourage guests to return at other times of year and to stay for multiple days. Here are just a few useful links:

- [Walks in Chepstow](#)
- [Kington Walks](#)
- [Bishop Castle Walking Festival](#)
- [Visit Montgomery](#)
- [Llangollen Walking Festival](#)
- [Prestatyn Walking Festival](#)

#### DATABASES

Make sure you capture your visitors' contact details, but you must get their permission to keep them updated with news of what you and your business are doing. You can easily do this by posing a question on your web site such as: "Would you like to receive our newsletter?" or "Click here to be updated on special offers." You can find out more about your responsibility in keeping your customers data safe at:



GDPR

#### NEWSLETTERS

A simple emailed newsletter is an easy way to keep in touch with customers and need not cost a great deal. Get a simple template designed or use one of the free, on-line tools. Send it to your database no more than two or three times a year with information about what is new at the business or what is changing, and details on forthcoming events. Include information about the Trails, such as "Why spring is a good time to visit", "Walking the National Trails in autumn", and other useful details, such as bus times and routes.

Perhaps you have added new services or facilities, employed a new front of house manager, or changed your opening hours. And don't forget to include a special offer for your special customers.



BEST PRACTISE EXAMPLES

Take a look at Best Practice Examples at the end of the Toolkit for a template e-newsletter layout which you can use.



GO BACK TO CONTENTS

## SOCIAL MEDIA

Social media offer great ways of interacting with potential customers, posting information and comments and responding to what others are posting.



**FACEBOOK:** a great platform to show off your business. Why not ask your visitors to give video recommendations of your business tying in with their experience of walking the Trails? You can also use the Facebook Events sections to link up with what's going on in your neck of the woods.



**TWITTER:** a great way of connecting with other businesses and for putting out your special offers to your followers. Remember to find and follow the Twitter account of your Path - [@glyndwrsway](#), [@PembsCoast](#) or [@OffasDykePath](#), as well as the National Trails' account, [@NationalTrails](#). Tag them on your posts and engage with them. Look at who they are following to see whether there are opportunities for engagement, even if it's just a retweet or a share, and see how you can weave the National Trails of Wales into your social media work. You could also follow Visit Wales [@visitwales](#), [@croesocymru](#), and any organisations you can find that link to your business' specialist offer or subjects that interest those who walk the Trails – rambling, food and drink, local history and ancestry, photography, painting etc.



**INSTAGRAM:** Because it's all about images, use it to showcase your business with photographs of the Trails clearly in the image, inviting people to come and enjoy the Trails and stay with you, eat with you or visit you.



**PINTEREST:** Pin the ideas that are valuable to you and the Trails – places to visit along the way, places to enjoy the view, places to take a break for refreshments.

**USE HASHTAGS:** Key Visit Wales hashtags relevant to the National Trails in Wales are [#FindYourEpic](#), [#Wales](#), [#discoverwales](#) and [#gwladgwlad](#), but you can also use hashtags that link to the individual Trails: [#NationalTrails](#), [#nationaltrail](#), [#offasdyke](#), [#specialoffa](#), [#walescoastpath](#), [#pembscoast](#), [#pembscoastpath](#), [#Borderlands](#), [#offasdykepath](#), [#glyndwrsway](#)

.... and to walking in general:  
[#coastofwales](#), [#walescoast](#), [#coast](#),  
[#coastal](#) [#walking](#), [#Welshcoast](#),  
[#walkingwales](#), [#longdistancewalking](#)

Always worth adding in your local area to your tweets – here are some suggestions:  
[@MonCountryside](#), [@visit\\_mon](#),  
[@ShropHillsAONB](#), [@wyebeauty](#),  
[@Clwyd\\_Deer\\_AONB](#), [@Powyscountry](#)

# NATIONAL TRAILS IN WALES PROMOTING THE NATIONAL TRAILS IN WALES



## KEEP UP TO DATE

Good marketing of your business brings you closer to your customers and can help strengthen the relationship you have with them, building customer loyalty.

Creating this two-way conversation with your customers means you must keep promotional channels up to date. So regularly look at your web site and make subtle changes. You don't need to go to the expense of renewing your site on a regular basis, but you must keep it up-to-date.

### So, why not try:

- Having a “What’s on” section or panel on your web site with details of the latest events – things happening in your business and along the Trails; a “News” page where you post information on the business; and post regular Tweets.
- Provide links on your web site to partners’ sites and don’t forget to link to the National Trails website:



- Draw up a promotional plan – detailing what you are going to do and when. If you set aside just an hour or two a week you will be able to keep everything up-to-date and reap the benefits, because you will be a business whose key message to its customers and potential customers is: “We care about what we do, and we want your visit to us to be special!”
- Check out individual walks along the Trails at these websites. Use the information to create itineraries for your visitors.

### GLYNDŴR’S WAY:

- [Pick your favourite walk on Glyndŵr’s Way \(Visit Wales\)](#)

### OFFA’S DYKE PATH:

- [Offa’s Dyke Path Walks \(Visit Wales\)](#)

### PEMBROKESHIRE COAST PATH:

- [Pembrokeshire Coast Path: climbing the Welsh Everest \(Visit Wales\)](#)

Whatever you do – do it regularly. It will take up some of your time but keeping everything fresh will mean that you can limit the amount of time spent on the task. The rewards will be well worth it.

## FEEDBACK

Encourage feedback from your customers – it can provide you with invaluable information about your business, helping you to fine tune the products and services you offer.

You can encourage feedback in several ways. You can provide a Twitter feed on your website, post customer reviews and provide those who visit with a simple questionnaire that seeks their views and comments.

Whatever method(s) you use make sure that seeking feedback becomes a regular part of your promotional activity and not something you just do every now and then.



# NATIONAL TRAILS IN WALES PROMOTING THE NATIONAL TRAILS IN WALES



## YEAR OF OUTDOORS 2020 - 2021

This two-year marketing campaign run by Visit Wales is an invitation to visitors and Wales residents to celebrate the greatest outdoors.

Outdoor experiences have always been at the heart of global travel. Today, more than ever, there is an awareness of the connections between our experience of travel, the landscape and our sense of place. Whether we are thinking about interior design, health and wellness or food, we are “letting the outdoors in”. In doing so, we are gaining a better understanding of our mental and physical well-being, and of the benefits of a strong connection to nature and the outdoors.

In Wales, there has always been an inherent relationship between people and the outdoors. It’s not only that our landscapes are awe-inspiring; they are steeped in the living history of an ancient language and culture. The stirring emotions evoked by the Welsh outdoors have inspired poets, writers and artists for centuries.

The overarching concept for the Year of Outdoors campaign positions Wales as a country that offers a “welcome without walls”. The Greatest Outdoors. The heart of the campaign aims to express the real Wales. Not only the tourism product but the welcome and feeling of community, linking the outdoors to health and well-being. Cultural events will also be a large part of this year’s campaign.

### This is Wales. Check in...

is being used as a call to action, inspiring people to “check in to the real Wales”. ‘Check in’ gives endless possibilities for digital usage – people checking in to accommodation, products, activities and landscapes whilst they are in Wales.

Find out more about the Visit Wales campaign and how it can help you market your business at:

- [2020: Wales’ Year of Outdoors](#)
- [Welcome to the Year of Outdoors](#)

## FOR MORE IDEAS ABOUT MARKETING YOUR BUSINESS TAKE A LOOK AT THESE WEB SITES LISTED BELOW:

### VISITOR SITES

These web pages provide information for visitors to your area. Many will have specific pages on walking holidays. It will also be a good idea for you to link your web site to some of these addresses – that can improve the visibility of your site and help in Google rankings.

- [Visit Cardiff](#)
- [Visit Pembrokeshire](#)
- [Visit Snowdonia](#)
- [Discover Flintshire](#)
- [Mid Wales My Way](#)
- [Visit Newport](#)

### TOURISM TRADE

These sites are aimed specifically at those in the tourism and leisure business and will have ideas on promotions and how you can work in partnership with professional marketers. So, speak with your local authority tourism officer and find out the tourism trade site for your area.

- [Pembrokeshire](#)
- [Monmouthshire](#)
- [Powys](#)
- [Brecon](#)
- [Denbighshire](#)



# NATIONAL TRAILS IN WALES PROMOTING THE NATIONAL TRAILS IN WALES

## RAMBLERS CYMRU

Ramblers Cymru is the Welsh body of the GB organisation The Ramblers. Whilst Ramblers GB was created in 1935, Ramblers Cymru was created in 1974.

Ramblers Cymru actively promotes walking and plays a key role in protecting access to the countryside in Wales, but most importantly, its work ties in with legislation and policymaking related to communities, health, economics and agriculture.

A total of around 6,000 members in seven regional areas manage 39 walking groups and offer a diverse range of walking programmes and support footpath access work. Wales has approximately 33,000km of footpath networks and one fifth (20%) of land across Wales in open access.

Ramblers Cymru are the guardians of the path network in Wales. They help visitors and the people of Wales to enjoy walking and they protect the places we all love to walk. The network of volunteers undertaking path maintenance and campaigning for access make this possible.

The organisation is working to create a Wales where everyone can enjoy walking in the outdoors and the benefits it brings them. Ramblers Cymru wants Wales to offer world class access to the outdoors and nature, including a well-kept and well-loved path network. Through walking they connect people to their “milltir sgwâr” (local area).

At the heart of Ramblers’ history is the Kinder Scout mass trespass and it’s possible to trace that action as the start of an access movement that saw the very establishment of National Parks and long-distance footpaths, including National Trails.

The National Trails are at the heart of the world class access Ramblers Cymru want in Wales and they believe that it is clear from their past involvement in helping to create and maintain National Trails, that the Ramblers are deeply committed to their future and their continued use for future generations.

You can find out more at:



[RAMBLERS CYMRU](#)

## CREATING SPECIAL OFFERS

As part of any marketing initiative, special offers are a good way of attracting and maintaining customer interest in your products and services. Carefully thought out, they need not always present you with a significant cost and when set against the extra business they bring in they can be a most cost-effective method of increasing sales.

Once again, the National Trails in Wales can be of assistance. Check out the events organised in your area, from gentle strolls and Ramblers’ walks to festivals and celebrations. All of these give you an opportunity to promote your business.

### So, why not:

- Run a competition on your web site to link with an event along Offa’s Dyke Path, Glyndŵr’s Way or the Pembrokeshire Coast Path.
- Offer walkers discount on your products and services.
- Provide a special “Walker’s breakfast” showcasing fresh, Welsh produce.
- Provide free maps, lifts to a walk starting point, contact numbers for taxis.
- Advertise the fact that your hotel or B&B has special facilities for walkers – such as a room for drying wet walking gear.
- Create a loyalty card to reward repeat custom from National Trail walkers.
- Provide guests with free maps.

## USING THE WELSH LANGUAGE

Our unique language is a tremendous asset. Using the Welsh language is a great way to make your business distinctive. The Office of the Welsh Language Commissioner offers a range of guidance and suggestions on how to introduce the language into the everyday workings of your business.



[FIND OUT MORE](#)

[GO BACK TO CONTENTS](#)



# NATIONAL TRAILS IN WALES

HOW TO DEVELOP A MARKETING CAMPAIGN

# NATIONAL TRAILS IN WALES HOW TO DEVELOP A MARKETING CAMPAIGN

The best way to promote your business at minimal cost to walkers using the National Trails is to use a wide range of media and get information out regularly to build up knowledge and awareness.

All successful marketing is planned in advance – identifying perhaps three or four main opportunities to communicate over the year to create a basic campaign.

On each of these occasions, use information that will appeal to the interests of typical Trail walkers, of which there are four key groups:

- **OLDER COUPLES**  
Those on a higher income who particularly enjoy the historical attractions they can see during their walks.
- **SCENIC EXPLORER COUPLES**  
Those in the 40+ age groups who are married, but have no young children living with them, and who enjoy beautiful scenery and unspoilt countryside and attractions.
- **FAMILIES**  
Those with parents aged under 50 and children aged under 15. They take frequent holidays, are adventurous and like to learn about local heritage.
- **PRE-FAMILY EXPLORERS**  
People and couples who are aged under 35, who take frequent holidays, and are especially interested in sightseeing.

## WHAT'S YOUR STORY?

Everything you do in marketing needs to remind people of your Unique Selling Point (USP) – the thing that makes you different and better than others, and relevant to walkers.

Once you've decided what that is, you need reasons, or "hooks", that you can use to communicate that USP regularly over time.

Think about your business, what's happened recently and what's coming up on the horizon. Check to see what events are happening in and around your area and decide how you can link to those to create a story. Are you making a new investment, hiring new staff? Are you launching a new product or initiative aimed at walkers? Have you attracted visitors who are walking the trails from the other side of the world? Is this year an anniversary for you?

This is the kind of information you can turn into marketing opportunities and use to promote your USP.

## SEND YOUR INFORMATION OUT TO A RANGE OF OUTLETS, INCLUDING:

### SOCIAL MEDIA

You may already have a presence on Facebook, Twitter or Instagram in particular – they are key platforms for interacting with potential customers, posting information and comments and responding to what others are posting. But you can also use it in a structured way, planning a concentration of activity around your planned marketing activity.

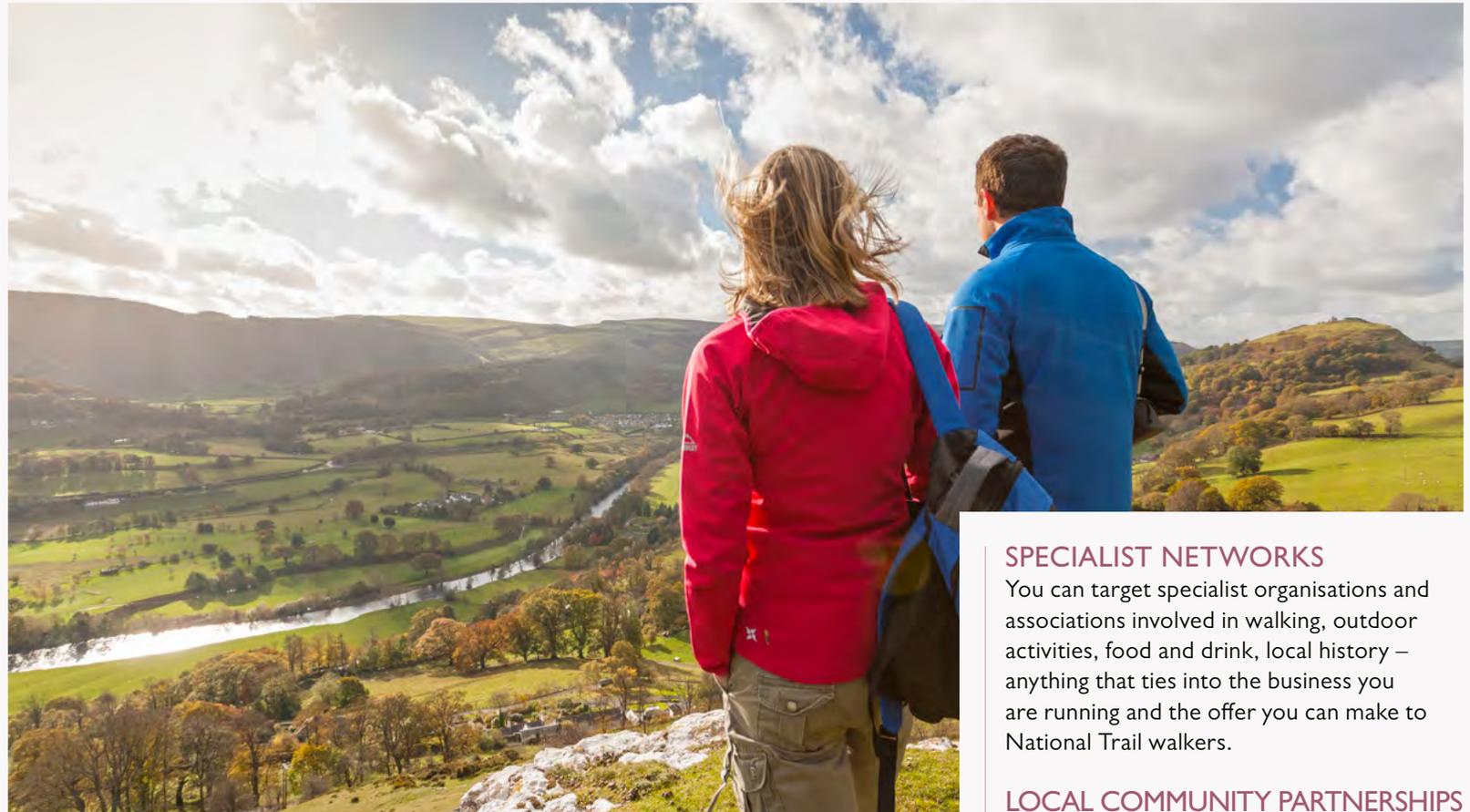
You can use hashtags to widen your audience. Key Visit Wales hashtags relevant to the National Trails in Wales are [#FindYourEpic](#), [#Wales](#), [#discoverwales](#) and [#gwladgwlad](#), but you can also use hashtags that link to the individual Trails: [#NationalTrails](#), [#nationaltrail](#), [#offasdyke](#), [#specialoffa](#), [#walescoastpath](#), [#pembscoast](#), [#pembscoastpath](#), [#Borderlands](#), [#glyndwrsway](#) and to walking in general: [#coastofwales](#), [#walescoast](#), [#coast](#), [#coastal](#), [#walking](#), [#Welshcoast](#), [#walkingwales](#), [#longdistancewalking](#).

Remember to find and follow the Twitter account of your trail: [@glyndwrsway](#), [@PembsCoast](#) or [@OffasDykePath](#), as well as the National Trails' account, [@NationalTrails](#). Tag them on your posts to engage. Look at who they are following to see whether there are opportunities for engagement even if it's just a retweet or a share and see how you can weave the trails into your social media work.



# NATIONAL TRAILS IN WALES

## HOW TO DEVELOP A MARKETING CAMPAIGN



### NEWSPAPERS, RADIO, MAGAZINES AND TV

From community websites to regional and national publications and specialist magazines, there is a huge range of outlets that might carry information about your business.

To learn more about how to contact them and present your story, go to [Approaching the Media](#) in this toolkit.

[Approaching the Media](#)



### BLOGGERS

Tap into the vast online community of people who write about walking, travel and holidays, or about Wales as a place to visit. If you offer a family, child or dog-friendly product, you will find bloggers writing for these and many other specialist markets too. Whatever your speciality, a bit of online research will soon bring up a list of bloggers to contact with your information. Try putting “walking bloggers” into your search engine.

### SPECIALIST NETWORKS

You can target specialist organisations and associations involved in walking, outdoor activities, food and drink, local history – anything that ties into the business you are running and the offer you can make to National Trail walkers.

### LOCAL COMMUNITY PARTNERSHIPS

Locally you will find tourism associations and business groupings working to promote your local area – valuable to tap into and keep informed about your story and your offer so they can pass details on. They will also offer contacts for developing joint promotional activities with businesses complementary to yours.

For more details on this go to [Working Together](#) later in this toolkit.

[Working Together](#)



# NATIONAL TRAILS IN WALES

HOW TO WRITE A PRESS RELEASE

# NATIONAL TRAILS IN WALES HOW TO WRITE A PRESS RELEASE

## HOW TO WRITE A PRESS RELEASE

Essentially a press release needs to answer six basic questions: who, what, where, when, why and how.

- Your story needs a news “angle” – you have to be able to express what you want to tell the media about as the first, the newest, the biggest, the smallest, or be a milestone, a record, an anniversary etc. – or just downright unusual.
- Your press release should be written in an email – don’t attach it to an email as a separate document – it takes time to open and may not even get through a media outlet’s firewall to start with.
- Write a short attention-grabbing headline for the email subject line which reflects your “angle” – i.e. first, the newest, the biggest, the smallest, etc. In the email itself, start with the words NEWS RELEASE and repeat the headline from the Subject line.
- All the most important information has to come high up the release. A journalist won’t read further than that to decide whether the story is worth considering.
- While you should not write advertising copy about your business, you still need to give it a plug! But don’t overegg it. Generally, keep details about your business in the second or third paragraphs, and express them factually and without comment.
- Make sure you include your contact details at the end of the release – and make sure you are available if they call! For example, write at the bottom of the release: Further information from Tom Smith, manager [tomsmith22@gmail.com](mailto:tomsmith22@gmail.com) 0234 456375

Take a look at [Best Practice Examples at the end of the toolkit for a sample media release.](#)



## APPROACHING THE MEDIA

A bit of web research will soon tell you which local papers operate in your target area, which specialist titles cover areas of interest relevant to your business, and how to contact them.

Decide what kind of media your stories will appeal to. This is really a matter of how “new” something is. You can be doing something that has never been done in your local area, and that will be of interest to local media, even if it’s already been done elsewhere in the country. It’s not going to appeal to a London-based national newspaper, though, because they know it’s already happened somewhere else. But if what you’re doing has never been done in the UK before – aim for the UK nationals.

Don’t forget to take timings into consideration when you’re approaching the media. If you’ve got an event coming up, for example, you’ll need to let media outlets know in good time – for magazines that can be several months in advance.

## MAKING CONTACT

Make your approach in good time. Try to make initial contact by phone with the news desk to introduce your story – you can follow up the conversation by sending through a press release. Sometimes, you’ll need to email a press release first, which may be followed by a phone call if it sparks interest. Don’t forget Twitter too as a way of making contact with the media – it’s regularly used nowadays as the first place a journalist looks for information, and the first place they publish their own stories.



# NATIONAL TRAILS IN WALES

## GETTING THE BEST FROM YOUR WEBSITE

# GETTING THE BEST FROM YOUR WEBSITE

People browsing websites to decide where to visit, stay or eat are notoriously fickle; if they don't like the look of your site compared to others or can't find the information they want within a matter of seconds, they will go elsewhere.

The secret to a website that performs well is one that can be found in the first place, is clean, simple, and user-friendly, and enables the visitor to get the information they need quickly and take the action you want them to.

If your budget allows, a professional web design company is a good way to get your site up and running. Equally, you can build one yourself with one of the many excellent, easy-to-use packages now available online.

Either way, there are a few key pointers you need to bear in mind when you're developing your site – or when you're briefing your web company to do the job.

## LINK WITH US

You can register your interest at [Walkers are Welcome](#). Once your membership is approved you will be able to download a range of useful information – you can even download a Walkers are Welcome logo for use on your website.

You can also link to the [Natural Resources Wales](#) website to add value to your website.

## GET TO THE POINT

While it might be tempting to fill a website with huge amounts of detailed text, that is rarely what a visitor is looking for. Attention spans are short, and they want information presented to them in bite-sized chunks.

Remember to use key words on your website that reflect what the National Trails in Wales are all about – walking, countryside, heritage, history and Wales. This will help your site get picked up when people search using these words.

## KEEP IT CLEAN, KEEP IT SIMPLE

Make sure your text is readable and not obscured by background images or distracting animated elements. White is often the best background – words on top of photos or coloured backgrounds can be difficult for some to read.

If you want a user to click on a link to another part of your site, make sure that link is obvious with colour or an underline. Don't leave them guessing where they need to click.

## ACCESS FROM ALL DEVICES

If you are looking at the content of this Toolkit in your office on a computer, you are probably in the minority. Huge numbers of people now browse the web and make purchasing decisions on their smart phones and tablets. Ensure that your website can be viewed on all devices.

## LINK WITH YOUR SOCIAL MEDIA

Link your website closely to your social media activity, updating these platforms with links highlighting new content on your site. The more Tweets or Facebook likes your site gets the higher your website will rank in the search engines.

## IMAGES

Competition is fierce, and web visitors will expect good quality images as a minimum nowadays before looking at a website with any serious intent. High quality photographs and video of the National Trails in Wales are included within this Toolkit for you to use free of charge – go to.

# NATIONAL TRAILS IN WALES GETTING THE BEST FROM YOUR WEBSITE



## MAKE IT EASY TO BUY

If you're selling via an online shop or taking bookings online, make it easy. Invest in a good shopping cart and offer facilities such as credit card and other online payment options, for example, PayPal. If you do use a third-party booking site, make sure the link to them is clearly displayed. The fewer "clicks" to get to the payment part, the fewer customers you'll lose.

## MAKE IT EASY FOR PEOPLE TO GET HOLD OF YOU

Too many websites nowadays don't give names and contact numbers and hide behind the impersonal "Complete the form below to contact us". It's very unfriendly and unwelcoming. You're in the hospitality business! Give them your name, phone number and email address and feature them prominently.

## UPDATE REGULARLY

Good up-to-date content will engage your visitors and encourage them to come back. Putting up details of your Christmas offer is a great idea in November and December, but when visitors to your website can still read about them in January, it says: "We can't really be bothered!"

## PROVIDE VALUE-ADDED CONTENT

People want to know about you, yes, but provide additional useful information to hold their attention and show them they are valued – how to get to and from your local Trail, local bus timetables, local taxi services, drive times, public or private toilets available for walkers in your area, free water refill points locally and recommended routes to get to you, other attractions nearby, safety information etc. Take a look at the Marketing Materials section of this Toolkit for ideas and downloadable materials that you can use on your site.

Take a look at Best Practice Examples section of the Toolkit for more web ideas.





# NATIONAL TRAILS IN WALES

USING VIDEO



## WHY USE VIDEO?

We all love watching videos. They are one of the best ways of accessing information quickly and in an entertaining way.

As you have probably got a smart phone or tablet, you're already on the way to being able to create your own videos about what your business can offer to people who walk the National Trails in Wales!

A video gives you your best chance of showing the personality or atmosphere of your business, giving viewers a much fuller impression of what's on offer.

You can use them on your website, send out links to them on social media or in a mailing to your customers, or show them at events and exhibitions you may be attending.

The best results are always going to be obtained by using a professional company to make a video, although that won't be within everyone's budget. But that's not to say you can't create your own distinctive videos with just a little investment and a bit of time.

### PLANNING A VIDEO

- What makes your business different from any other? What's the key piece of information you want the viewer to go away with? What particular offer can you make to get people walking the Trails to step off for a while and visit you?
- What's the personality of your business – calm and relaxing, traditional, quirky or adrenalin fuelled? The video needs to reflect that.
- Is your business weather / season dependent? You will want filming to take place at the point in the season when it looks at its best – ideally it won't be raining, trees will have leaves on them, everything will look fresh and clean, and it will look busy, with happy people enjoying what you offer, so you will need to pick the best time of the year to achieve all that.
- What action do you want your viewer to take? Phone you? Email you? Go online for more information? Make sure you include a "call to action".
- Keep the video short. Up to three minutes long is ample – no one's attention span holds for longer than that. You want to excite the viewer with a taste of what's on offer, not cover everything in great detail – that's the job of the website or brochure.



GO BACK  
TO CONTENTS

# NATIONAL TRAILS IN WALES USING VIDEO

## TOP TIPS FOR SHOOTING YOUR OWN VIDEOS:

- Realistically what time can you commit to it? Like your other marketing responsibilities, it's another commitment you have to schedule. You may also have to schedule very specific timeslots too – if you want to film people undertaking an activity, they will be there on a particular day and time – and you will have to be too!
- Plan how your video will run from start to finish. This is the “storyboard” – a list of contents and scenes in the order they will appear.
- Think about the type of video you want – just images of places, with a music track? Images with a “voice over”? People being filmed about what they're doing, talking to the camera, or talking to someone “off camera”, like a TV news interview? Beware – the first of these options can lack interest if you're not careful, whereas people speaking animatedly about the experience they've had with you is much more entertaining and gives a better insight into your business.
- Equipment – just your mobile is fine! A video camera is more versatile if you can get access to one. But it's content that's the most important thing.
- Consider investing in an external microphone for your mobile. One of the hallmarks of “self-shot” video is that you can hardly hear what people are saying. A good quality microphone will immediately raise the quality and professionalism of your video.

- You need to edit rather than just press “record” and hope for the best. Unedited video does not look professional. There are plenty of low-cost, easy to use video editing packages available online. They require some investment of time to get used to operating them, but results in terms of the quality of image and sound that you can achieve will make them well worth it.

## WHAT TO FILM

- Your customers, telling you how great their experience has been.
- You as the owner explaining your business and welcoming people to it, or talking about a special offer. Get someone to interview you – it's easier than talking to camera.
- Staff interviews – “I'm the chef here and my favourite dish to cook is ..... and here it is on the hob...”
- Facilities – show customers what you've got.
- A special event you've had, showing the action and including comments from customers.
- Invite customers to send you their videos of fun times at your business, and edit them into short compilations.
- You don't have to film the individual Trails – stock imagery is available to download as part of this Toolkit.

- Consider how the content of your video will influence viewers – think about your responsibility in encouraging safe enjoyment of the Trails.



## HEALTH AND SAFETY

## EDITING

- Try not to stay on one shot/angle – remember when filming to get several different viewpoints on the same thing and edit them into a series of shots that change regularly to maintain interest.
- Keep your video short. Anything from 30 seconds to 3 minutes max. The shorter the clip, the better for social media.
- Better to have half a dozen short clips on your website, available to view separately, than a single very long video. More people will watch to the end of a short video and pick up on the call to action.
- Use low-cost copyright free music, available on-line, as a background to your videos.

Take a look at these video examples. The first link shows lively videos being introduced by the business owner, while the second link takes you to a promotional video which is interview led.



EXAMPLE VIDEO 1



EXAMPLE VIDEO 2



GO BACK TO CONTENTS



# NATIONAL TRAILS IN WALES

## DEVELOPING FAM VISITS

## DEVELOPING FAM VISITS

Media familiarisation visits, or FAM visits, when you invite selected members of the media to visit your business, often over a couple of days, are a great way to promote your company.

Visit Wales and your local authority tourism team all organise media FAM visits – so get in touch to see if your business can take part. Working with such partners takes care of much of the worry of organising a FAM visit and you can be assured that great thought will have been given to devising an interesting and varied programme for the visitors.

However, if you think you have a good enough story to tell then you might consider organising your own media FAM trip by inviting a journalist, blogger or travel writer to come and experience at first hand all you have to offer. With some careful planning you will find that it is not that difficult.

Make a list about what is interesting about your business – how does it differ from that of your competitors? What plans have you for the future and what investments have you already made? Thinking in this way will help you to see what is newsworthy about your business – that information that will make a journalist say: “That’s interesting – I want to write about that.”

Make sure you provide plenty of opportunity for anyone you invite to experience all aspects of your business, but also experience events and services that are complementary to what you do. After all no-one books a weekend break in an hotel, just to spend two days indoors. Most visitors will want to use the

hotel as their base while they experience events and services in the immediate area.

That’s why linking with the National Trails in Wales can be so useful, since it provides lots of reasons to visit your area, giving you extra reasons for promoting your businesses.

Also ensure that you provide some downtime in your programme – allowing journalists to explore on their own. Don’t think you have to fill every single minute with activity. Most importantly make sure you feed them. Easy if you are a restaurant or an hotel, but what if you are a visitor attraction? A good way of solving the problem is to work with a local restaurant that has a good reputation and devise a joint FAM visit.

When deciding when to organise a FAM visit remember that the lead-in times for most publications can be several weeks. For some magazines it is likely to be a few months - so plan ahead.

Agree with your visitors exactly what you will be providing and whether there is anything that they need to pay for. This will avoid any misunderstanding and unpleasantness later.

For example, most FAM visits will cover accommodation and food and the cost of any visits or experiences, but not necessarily extras such as additional drinks incurred back

at the accommodation. Decide in advance what you are paying for and make it clear to your visitors.

Finally, stay in touch. Don’t forget about your media contacts the moment they leave. Email them to thank them for visiting and ask if there is any more information they need. Be ready to follow up with photographs and additional facts and figures if requested. Links in this Toolkit will provide you with stunning photography of the trails and surrounding countryside.



WALES PHOTO LIBRARY

It is important to recognise that a FAM visit should be part of an adopted media strategy – just one of the ways in which you build and maintain relationships with key journalists.

# NATIONAL TRAILS IN WALES DEVELOPING FAM VISITS



## WORKING WITH TOUR OPERATORS AND ATTRACTING INTERNATIONAL VISITORS

If you are looking to reach international customers via the travel trade, you can get help from Visit Wales to support and grow your business.

### THE BENEFITS OF THINKING INTERNATIONALLY ARE:

- Helps you counter seasonality.
- International visitors, on average, spend more.
- Longer lead-in times for international visits gives you the ability to plan ahead.

## TO GET INVOLVED:

- Register your product on the globally promoted website

- Keep Visit Wales posted with your news and developments by emailing [productnews@gov.wales](mailto:productnews@gov.wales)

- Sign up to newsletters at



- Become a member of UKinbound and European Tour Operators Association (ETOA) to access B2B workshops, seminars and networking events.

- Visit Britain has a wide range of tools to support you in marketing your business internationally. Go to



for more information.

Remember to follow:

- @VisitWalesBiz
- @VisitWalesTrade
- @MeetinWales
- @VisitWales
- @VisitBritainBiz
- @VisitBritainPR
- @VisitBritain



# NATIONAL TRAILS IN WALES

CAPITALISING ON THE SEASONS

# NATIONAL TRAILS IN WALES CAPITALISING ON THE SEASONS

## CAPITALISING ON THE SEASONS

The National Trails in Wales provide you with a great opportunity to extend the visitor season. For example, early spring and late autumn are great times for walking the Trails, offering dramatic natural scenery changes.

Giving customers a real reason to visit you off-peak means you can create new opportunities to extend your business. Why not contact those customers who visit you in the summer with a special offer for a “Refreshing spring break walking the Pembrokeshire Coast Path” or “Autumn walks along Glyndwr’s Way”? or “Visit the Christmas Markets along Offa’s Dyke historic towns”?

You can link to walking festivals or celebrations – check out the support you can get from Visit Wales and their Year of Outdoors:



And for those businesses along parts of the Trails that celebrate built heritage alongside striking scenery, off-peak breaks enable you to promote your business alongside a range of other activities, such as festive celebrations.

All these activities will appeal to walkers and by telling them exactly what is on offer in your area you are increasing the reasons for them to pay you a visit.

Why not create a diary page on your website which highlights all the main activities in your area? You could persuade those who walk the Trails to send you photos of their trip to add to your promotional material.

Don’t forget to use the National Trails’ website to upload information on your events.



Select the Trail you are interested in and click on the “Add your information” tab at the top of your screen.





NATIONAL TRAILS IN WALES  
GETTING STAFF INVOLVED

# NATIONAL TRAILS IN WALES GETTING STAFF INVOLVED

## GETTING STAFF INVOLVED

Ensuring your staff share your business values is really important, so spend time informing them about the business, what your business ambitions and goals are and how they can play their part. For example, when marketing your product and services to National Trail walkers, make sure your staff are well briefed on what the Trail in your area has to offer, where customers can find further information, such as detail on walks, or bus timetables.

Make sure your staff help you to promote your business by offering exemplary customer care. You will find that not only will you be able to offer a better service, but staff will feel motivated by being more involved in the promotion of the business.

Why not encourage staff to take photos of their favourite walk and post them onto your website? In this way they can become not just business ambassadors, but National Trail in Wales ambassadors – knowledgeable and customer friendly. A huge asset to any business.



# NATIONAL TRAILS IN WALES

WORKING TOGETHER



## WORKING TOGETHER

It is worth speaking to other business owners along the three Welsh Trails to see how you can take a joint approach to marketing your services. Joint marketing initiatives will help you reach a larger audience by combining your customer database with those of your chosen business partners. They can also extend your product and service range.

Indeed, there is no reason why you should confine your approach to just Wales. With 13 National Trails in England, a joint marketing approach can put you in touch with a very large customer base.

Joint marketing with suitable business partners enables you to put more and interesting information on your website and in your marketing materials, by featuring the products and services of your business partners alongside yours. It makes your offer far more appealing.

For example, [West Wales Holiday Cottages](#) offers discount vouchers from attractions and businesses around Wales to holidaymakers who book through them.

If you can offer a special deal via a voucher, the system is free to join, and you will get a free listing in the 'Things to Do' area of their website. For details contact Amy Williams Marketing Manager, West Wales Holiday Cottages: [admin@westwalesholidaycottages.co.uk](mailto:admin@westwalesholidaycottages.co.uk)

The Offa's Dyke Association (ODA) is the friends' group for both Offa's Dyke Path and Offa's Dyke the 8th century monument. An independent membership-based charity formed in 1969, it encourages and enables visitors to enjoy and understand the Dyke and Welsh Marches; it also actively promotes and contributes financially towards its conservation. The ODA is based in Knighton at the Offa's Dyke Centre where visitors can view a free exhibition on King Offa, the 8th century ruler of Mercia, and [Offa's Dyke Path](#) National Trail.

### So, why not try:

- Choosing complementary business partners to work with.
- Developing seasonal offers.
- Providing links from your web site to those of selected partners.
- Creating joint promotions – for example, an hotel and a visitor attraction could jointly promote a walking weekend break at special accommodation rates with discounted entry to the near-by attraction.
- Providing links from your website to other useful sites – for example, linking to the Wales Coast Path "Things to do".

# NATIONAL TRAILS IN WALES WORKING TOGETHER

Here are two other initiatives that are worth checking out and considering linking to. Both organisations are focussed on attracting walkers and providing high quality information.

## THE WALES WAY

The Wales Way is a new family of three national routes – The Coastal Way, The Cambrian Way and The North Wales Way.

The Coastal Way travels the west coast around Cardigan Bay, a 180-mile (290km) road-trip between the sea and mountains. The Cambrian Way crosses the spine of Wales for 185 miles (300km) between Llandudno and Cardiff, through National Parks and big green spaces. The North Wales Way leads 75 miles (120km) past mighty castles into the island of Anglesey.

The routes highlight unmissable attractions and uniquely Welsh experiences along the way: natural wonders, landmarks, towns, galleries and museums.

- **The Cambrian Way (300km / 185 miles)** winds through two National Parks: Snowdonia and the Brecon Beacons. It starts or ends in the capital city Cardiff.
- **The North Wales Way (125km / 75 miles)** traverses the northern coastline including two sites with UNESCO World Heritage Status.
- **The Coastal Way (290km / 180 miles)** explores the broad epic shoreline of Cardigan Bay.



THE WALES WAY

## WALKERS ARE WELCOME

Walkers are Welcome is a network of towns and villages within Britain that have been accredited as meeting a simple set of criteria – to be welcoming to walkers. The scheme is primarily designed for the economic benefits of walking tourism, incorporating monitoring footpaths and local facilities and working in partnership and with local councils. The communities also promote residents' health walking and the benefits of mental well-being.

**The aims are to encourage and support towns and villages to:**

- Be attractive destinations for walkers, providing top quality information on local walks.
- Offer local people and visitors excellent walking opportunities within their areas.
- Ensure that footpaths and facilities for walkers are developed, maintained, improved, and well signposted.
- Contribute to local tourism plans, business growth and regeneration strategies.
- To be nationally and internationally recognised as the best source for walkers looking for excellent locations for walking trips and holidays in the UK.
- Promote the health benefits of walking and increase participation from all sections of the community.
- Encourage the use of public transport.



WALKERS ARE WELCOME

Gaining the accreditation status is dependent upon the National Executive Committee being convinced that any application is a 'bottom-up' initiative from within the local community. The process uses a Provisional Membership phase whilst given the use of a Mentor to reach accreditation.

Once accepted into the network, the member can upload a profile to the national website and visitors to the website can find the member on the map, thereby linking directly to the member's website. There is a growing network of Walkers are Welcome communities in Wales which also allows for networking and sharing best practice and innovation to best develop thriving Walkers are Welcome communities.

For further information please see the Walkers are Welcome website or contact the Secretary [secretary@walkersarewelcome.org.uk](mailto:secretary@walkersarewelcome.org.uk)



A photograph of a wooden post with a white leaf-shaped sign on a forest path. The sign is a stylized leaf with a central vein and a stem. The background is a blurred forest with sunlight filtering through the trees. A person is visible in the distance, walking on the path. The text 'NATIONAL TRAILS IN WALES' and 'MARKETING MATERIALS' is overlaid on the bottom of the image.

# NATIONAL TRAILS IN WALES

## MARKETING MATERIALS

# NATIONAL TRAILS IN WALES MARKETING MATERIALS

## MARKETING MATERIALS

Cut and paste or download these resources for your website, social media activity, leaflets and bedroom browsers to give your customers valuable information which will enhance their visit.



### BRAND GUIDELINES

These guidelines provide detailed specifications for all National Trail formats. They aim to respect the local distinctiveness of the individual Trails while encouraging a coordinated marketing approach for the family of National Trails.

The guidelines include versions of the logo, corporate typefaces and Trailcolours and apply to both Welsh and English branding.



### GENERAL

Here is a range of downloadable artwork and external links which you can use on your web site or in other marketing material.

- [Bus timetables](#)
- [Train timetables](#)

### E-NEWSLETTER



### WALKERS WELCOME MESSAGE IN KEY FOREIGN LANGUAGES

Welsh: Croeso i gerddwyr

French: Marcheurs bienvenus

German: Wanderer willkommen

Italian: Camminatori benvenuti

Dutch: Wandelaars welkom

Spanish: Caminantes bienvenidos



# NATIONAL TRAILS IN WALES MARKETING MATERIALS

## HEALTH BENEFITS OF WALKING THE NATIONAL TRAILS IN WALES

For some people, getting into the great outdoors can be a life-saver. Groups that promote walking as a means of improving health are an increasing phenomenon along The National Trails in Wales.

From the Welsh border in the north to Chepstow in the south east, National Trails in Wales offer 870 miles of coastline to choose from, for people of all abilities to embark on walking their way to health.

Brisk walking can benefit mental and physical health and well-being, and provides people of all ages and abilities with a fantastic opportunity to form positive exercise habits. As well as reaping health and well-being benefits, the National Trails in Wales offer the opportunity to explore the great outdoors and the natural environment and potentially discover new activities to take part in.

Walking briskly for 30 minutes a day, five days a week is one way of meeting medical experts' recommendations for adult physical activity. Little wonder, then, that the stunning coastal landscape of the National Trails in Wales offers the perfect stomping ground for a variety of groups, such as the Pembrokeshire-based Walkability Project.

Established by the Pembrokeshire Coast National Park Authority and Sport Wales, it helps people take up walking and make the most of the walking opportunities on offer to them.



PEMBROKESHIRE COAST

As well as providing a boost to physical health, putting your best foot forward on the National Trails in Wales can do wonders for mental health. A survey by mental health charity, MIND, found that:

- 90% of people who took part in green exercise activities said that the combination of nature and exercise is most important in determining how they feel.
- 94% of people commented that green exercise improves their mental health.
- 90% of people commented that taking part in green exercise activities benefits their physical health.

## WALKING FACT PANEL

How many calories can I burn?

- Half an hour strolling – burns 75 calories.
- Half an hour's walk – burns 99 calories.
- Half an hour's fast walk – burns 150 calories.

*Source: At least five a week, Department of Health, 2004, for an average person, weighing 9.5 stone.*

## HEALTH AND SAFETY

Take the opportunity to remind your customers of the importance of staying safe and being adventure smart when walking the Trails. Showing that you care about the safety of your customers is important.

Include these Top 10 Tips on your website, marketing leaflets, or in your bedroom browser.

1. Know where you are going – check maps and websites, look out for any warning signs and ask about local risks.
2. Check the weather and tides just before you leave.
3. Plan your route and let people know when to expect you back. Make sure your mobile is charged.
4. Keep your energy levels up by taking food and water with you.
5. Make sure you have the right gear. Wear good quality, dry, waterproof clothing – take spare socks and tops, even if the weather looks good. It can change quickly! Wear shoes/boots designed for walking. The wrong footwear is bad for your feet and leads to trips and stumbles.
6. Carry sunscreen with you – remember strong winds can cause sunburn too.
7. Take care not to slip, trip or fall. Stay away from edges and overhangs along the Coast Path – do not climb cliffs or sit under them.
8. Take care when walking along roads or crossing roads and railways.
9. You can find a new world of wildlife on beaches. Remember to look and not touch.
10. Know how and when to get help – in an emergency call 999 or 112 and ask for the 'Police' then 'Coastguard' or 'Mountain Rescue'.



GO BACK TO CONTENTS

# NATIONAL TRAILS IN WALES MARKETING MATERIALS

## TOP TIPS FOR DOG WALKERS

- It's always good practice (and a legal requirement on 'open access' land) to keep your dog on a lead around farm animals and horses, for your own safety and for the welfare of the animals. A farmer may shoot a dog which is attacking or chasing farm animals without being liable to compensate the dog's owner. However, if cattle or horses chase you and your dog, it is safer to let your dog off the lead – don't risk getting hurt by trying to protect it. Your dog will be much safer if you let it run away from a farm animal in these circumstances and so will you.
- Keep dogs on a lead especially when close to cliff edges or fast flowing rivers.
- If your dog goes into the water or gets stuck in mud, don't go in after them. Move to a place the dog can get to safely and call them – they'll probably get out by themselves.
- If you're worried about your dog, call 999 or 112 and ask for the 'Police' then 'Coastguard' or 'Mountain Rescue'.

## RESPECT THE WATER

If you fall unexpectedly into cold water, fight your instinct to thrash around or swim hard. It's best to relax and float on your back to catch your breath. Once the cold water shock has passed, call for help, find something buoyant to hold on to, or swim for safety if you're able to.



## COUNTRYSIDE CODE

Here is a link to the Natural Resources Wales website where you can view the Wales Countryside Code:



## ADVENTURESMART WALES

AdventureSmart is a national UK campaign which seeks to positively engage people with the simple information they need to stay safe and comfortable while enjoying the outdoors. Visit Wales are working with AdventureSmart to ensure that their marketing materials and those produced by other organisations during the Year of Outdoors are consistent with AdventureSmart.

When publicising your business and activities it will be useful if you work to the AdventureSmart guidelines – ensuring that your guests and visitors stay safe. The AdventureSmart messages are available at:



Their site also has a business toolkit with excellent resources for you to download, free-of-charge. [#BeAdventureSmart](#) [#whatsinyourbag](#) [#whatkitareyouwearing](#)



## COVID-19 RESTRICTIONS

The AdventureSmart site also contains useful information on coping with Covid-19 and while restrictions still apply this is information you can use on your website.

AdventureSmart advice for walkers is neatly contained in three questions:

### Do I have the right gear?

If that has prompted you to ask, 'what is the right gear?' then you need help! Kit doesn't need to be expensive but does need to keep you warm and dry and, in the case of boots, needs to fit well; there is nothing like a blister to ruin a good day's walking! If your adventure involves heading out on the water then a well fitted and well-maintained buoyancy aid is essential.

### Do I know what the weather will be like?

As we are all used to in the UK, the weather has the potential to make or spoil your day. This doesn't have to mean that a spot of drizzle or even a howling gale has to stop us in our tracks. Like a good Scout, being prepared and adapting your plans is the key to being in control of your day. Check the weather forecast – the Met Office is a good place to start. PS – Remember that most unusual occurrence of a cloudless sky can also cause problems (take care to avoid heat stroke!).

### Am I confident I have the knowledge and skills for the day?

Adventure allows us to step outside our immediate comfort zone and is a great way to repeatedly rediscover a zest for life. Being AdventureSmart simply means that you are thinking about your own experience and skills. Choosing an adventure that you know that is within your skillset is part of the fun – and if you want to do something that pushes beyond this, there are many ways to find a guide or instructor to help you.

# NATIONAL TRAILS IN WALES MARKETING MATERIALS

## MAPS AND WALKS

Check out individual walks along the trails at these websites. Use the information to create itineraries for your visitors.

### GLYNDŴR'S WAY

- [Pick your favourite walk on Glyndŵr's Way \(Visit Wales\)](#)

### OFFA'S DYKE PATH LINKS

- [Offa's Dyke Path Walks \(Visit Wales\)](#)
- [Offa's Dyke Path Circular and Linear Walks](#)

### PEMBROKESHIRE COAST PATH LINKS

- [Exploring the Pembrokeshire Coast Path](#)
- [Planning your walk](#)

## ACCESSIBILITY / DISABLED INFORMATION

Give your customers information on how accessible the trails are for those with disabilities. Depending on the level of disability, not all the trails are easy to navigate. Check out suitable walks at:



### NATIONAL TRAILS

Wales Walking Holidays also offers advice and information on walking the three Trails in Wales:

- [Offa's Dyke](#)
- [Glyndŵr's Way](#)
- [Pembrokeshire Coastal Path](#)

## HIDDEN GEMS

Do you have a favourite spot on a Trail near you? Then share it with your guests – in your brochure, your bedroom browser, on your website or in your social media activity.

Here's a few suggestions to get you started:

- The spectacular views over Cadair Idris
- The views from the shores of the Clywedog Reservoir and heather clad Plynlimon
- The end of the walk refreshments at Poppit Sands Café, St Dogmael's, Pembrokeshire
- The Boathouse Gallery, St. Bride's Road, Little Haven
- The busy streets of Hay-on-Wye during the literature festival
- A view across the river to Chepstow Castle
- Lake Vyrnwy and the Berwyn Mountains
- The stunning gardens at Powis Castle
- The purple bloom of autumn heather at Glaslyn Wildlife Trust Reserve



## REFILL WALES

Here is a fantastic opportunity for local businesses to offer walkers free drinking water and be part of an exciting national scheme that has a big impact.

Refill is an award-winning campaign to prevent plastic pollution at source by making it easier for people to carry a reusable bottle and refill for free when out and about.

City to Sea, a not-for-profit organisation headed by entrepreneur Natalie Fee, launched the Refill Scheme in 2015. Now being rolled out nationwide with full support of Welsh Government and water companies Dŵr Cymru and Hafren Dyfrdwy, Refill Cymru is substantially increasing the

availability of high-quality drinking water.

Currently, fewer than 30% of people in the UK drink tap water in a reusable bottle, despite the fact that we are lucky to have some of the best drinking water in the world. The average person in the UK will use 150 plastic water bottles every year but if just one in ten Brits refilled once a week, we would have 340 million fewer plastic bottles a year in circulation.

If you are a business with a publicly accessible tap, then all you need to do is fill in a few details on the [Refill App](#) to create your free profile on the map. Once your station is live, you will be ready to welcome thirsty Refillers and benefit from increased exposure and footfall as a result.

Refill Stations don't need to be cafés or restaurants. There are libraries, estate agents, hairdressers, butchers, village shops and museums all found on the app as Refill Stations. Our blue window stickers are displayed with pride by local business owners to show their commitment to helping us reduce single-use plastics, and to act as a 'welcome!' to people who may be unsure or afraid to ask for a free water refill.

Refill Cymru is now on [Facebook](#), [Instagram](#) and [Twitter](#). The Refill Cymru Coordinator is Hannah Osman. For more information visit Refill Cymru. If you would like to set up a Refill Scheme in your community, please get in touch with her on [hannah@refill.org.uk](mailto:hannah@refill.org.uk)



### REFILL CYMRU





# NATIONAL TRAILS IN WALES

BEST PRACTICE EXAMPLES

# NATIONAL TRAILS IN WALES BEST PRACTICE EXAMPLES

## BEST PRACTICE EXAMPLES

### WEB SITES

Take a look at these sites for more ideas.



### CREATING YOUR OWN E-NEWSLETTERS

There are many ways to create your own newsletters which you can send to your customers and suppliers. If you have the budget, you can have your newsletters designed and use marketing platforms such as Mailchimp.

If, however, you want to keep costs down then Microsoft Word offers you a range of newsletter templates which, with a little practice, can be used to create attractive newsletters which you can send out by email or even print hard copies. Using Microsoft Word, you can also produce a range of other marketing material, such as posters.



To get started simply open Word on your computer and select a newsletter template. You will find instructions on how to create your newsletter by dropping in photographs and stories.

Make sure that what you put into your newsletter is interesting and relevant. The best way to judge that is to ask yourself: "If I knew nothing about this business would I be interested in reading this story?" If your answer is yes, you are on the right track.

- Create a name for your newsletter, that accurately reflects the nature of your business.
- Don't be too specific with the date of the newsletter – Spring 2019 is sufficient.
- Select good quality photographs, that either tell their own story, or help to illustrate copy you have written.
- Write about things that customers care about – new products or services, special offers, the opening of a new health spa or the extension of opening hours etc.
- Make it personal – people like reading about people.
- Put contact details for your business – name, phone, email and web site, in a prominent position.
- Send newsletters regularly, but not too frequently – three a year is ideal.
- If you are using email, ensure you are compliant with General Data Protection rules (GDPR). For more information on GDPR click below:



# NATIONAL TRAILS IN WALES BEST PRACTICE EXAMPLES

## PRESS RELEASE EXAMPLE

Remember the rule –  
always explain

Who,  
What,  
When,  
Why,  
Where,  
and How

[HEADLINE TO CATCH REPORTERS' ATTENTION]

## WEST WALES CAFÉ BAR TO GET WALKERS BACK ON THEIR FEET

**A West Wales café bar [who] is launching a new service [what] next week [when] to get weary walkers back on their feet [why] after enjoying a long day out and about on the Wales Coast Path. Tom's Café Bar [where] in Main Street, St David's, is bringing in a team of foot masseurs and pedicurists as well as three fish-filled foot spas [how] which customers can enjoy free of charge with a drink as they unwind at the end of the day.**

[Additional detail] Owner Tom Smith said the idea came to him as he talked to customers who said that had enjoyed their day walking parts of the 186-mile Wales Coast Path through Pembrokeshire, but that they couldn't wait to get their socks and boots off and relax their aching feet.

Now he has brought together his team of foot-reviving experts, and will be launching the service this Saturday, 12 May.

[Quote to give interest and colour]

*"I wanted to give walkers of the Coast Path the opportunity to put their feet up while they were enjoying a drink or an evening meal with us," he said. "So, every Saturday evening until September, we will have a team of trained and qualified professionals set up there ready to give walkers a free foot treatment while they relax.*

*"I just wanted to find a way of showing visitors that we appreciate them coming to this part of Wales, and I hope it will get walkers back on their feet ready for another day spent walking round the fabulous West Wales coastline."*

[Information from the Toolkit]

The 870-mile long Wales Coast Path passes through some of Britain's most spectacular and breathtaking scenery, including 58 beaches and 14 harbours in Pembrokeshire alone, and the UK's smallest city - St Davids.

It is one of the country's greatest assets, attracting over 43 million visits a year with its natural scenery, wildlife and great walks – everything from a gentle stroll to a full-on hike. Coast Path visitors put £84 million a year into the Welsh economy, and help support more than 1,000 jobs. [ENDS]

Further information from **Tom Smith**, manager [tomsmith22@gmail.com](mailto:tomsmith22@gmail.com) **0234 456375**

[Make it clear that you will help the media get interviews and photos on the day] Reporters and photographers welcome at the launch event at 5.30pm. Saturday, 12 May.



