10 reasons to feature The Wales Way.

— It is a family of 3 national touring routes.
— The Cambrian Way (300km/185 miles) winds through 2 National Parks: Snowdonia and the Brecon Beacons. It starts or ends in our capital city Cardiff.
— The North Wales Way (125km/75 miles) traverses across the northern coastline including 2 sites with UNESCO World Heritage Status.
— The Coastal Way (290km/180 miles) explores the broad epic shoreline of Cardigan Bay.
— Plot routes by car, by coach, by bike or by foot.
— Weave all 3 together for 1 epic adventure, link 2 or pick 1.
— Themed itineraries are available with travel trade friendly product.
— There are loops and detours so that you can easily create a unique Wales Way road-trip for your clients.
— Whether it’s through a coach window or walker’s binoculars – the views from the routes are spectacular.
— Look out for surprising places and experiences to make each visit special.

How Visit Wales can help...

Travel Trade
• traveltrade.visitwales.com for suggested itineraries, copyright free images, themed fact sheets, bookable product, accommodation, operators, attractions, activities and sign up for e-newsletters
• Get in touch with your travel trade queries at traveltradewales@gov.wales
• Complete the Wales module britagent.com to become a Wales expert
• Follow us @VisitWalesTrade

Tourists
• visitwales.com for information on holidays and short breaks in Wales

Getting to Wales is easy.

2 hours by train from London. Connectivity to the national rail network and major cities.

3 hours by motorway from central London. 1 hour by road from Liverpool, Manchester, Bristol and Birmingham.

Cardiff Airport has direct flights across Europe and global links via Doha, Schipol and Dublin Airports. www.cardiff-airport.com
Wales is also easily served by Bristol (BRS), Birmingham (BHX), Manchester (MAN) and Liverpool (LPL) airports.

Direct ferry links from Irish ports.