



### How Visit Wales can help...

### **Travel Trade**

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Fforδθ y Gogleδθ

The North Wales Way









Hor∂∂ Cambria Fforð∂ yr Arforðir The Cambrian Way The Coastal Way



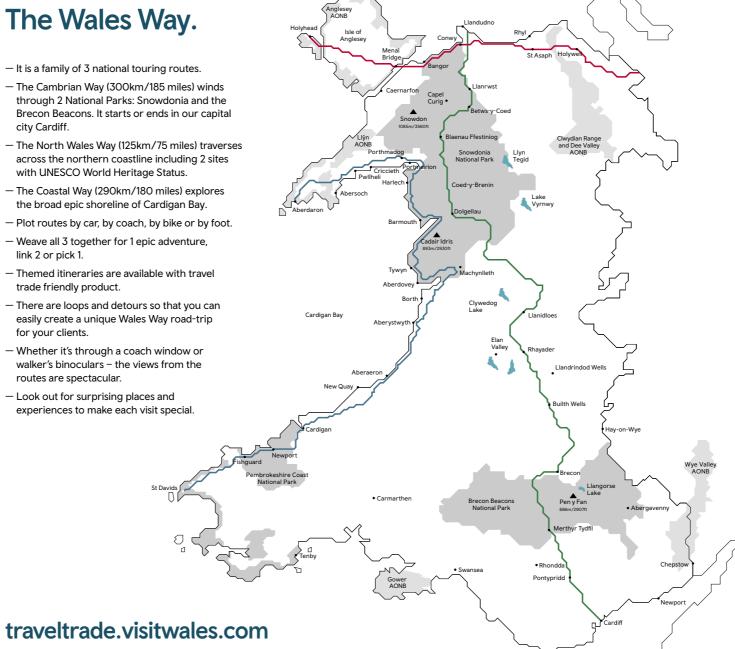




# 10 reasons to feature The Wales Way.

- 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
- 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.
- $\boldsymbol{-}$  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.



One of Britain's most pristine places, with 3 National Parks, 5 Areas of Outstanding Natural Beauty, 6 sites with World Heritage Status, International Dark Sky Reserves, Heritage Coast, Nature Reserves and Cardiff, our Capital city, is only

Wales: Where? On the western shores of Britain.

We have the warmest of welcomes and a deep-rooted passion - we call it hwyl in Welsh, the oldest living language in Europe. Croeso, Welcome.





# 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.

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