



Raglan Castle

Only in Wales.

traveltrade.visitwales.com

## Reasons your clients should choose Wales.



Strumble Head

—Put on your walking shoes – we’ve got 20,504 miles (32,998 km) of walking paths including three National Trails and the Wales Coast Path. Or enjoy our cycling routes, mountain biking trails and epic golf.

## How Visit Wales can help...

### Travel Trade

- [traveltrade.visitwales.com](https://traveltrade.visitwales.com) for suggested itineraries, themed fact sheets, promotional films, bookable product, accommodation, operators, attractions, activities and sign up for e-newsletters.
- Register on <https://assets.wales.com> to download copyright free images.
- Get in touch with your travel trade queries at [traveltradewales@gov.wales](mailto:traveltradewales@gov.wales).
- Complete the online training programme to become a Wales expert.
- Follow us @VisitWalesTrade.

### Tourists

- [visitwales.com](https://visitwales.com) for information on holidays and short breaks in Wales.

- Sit back and enjoy the coast and countryside by **travelling by train** in Wales. Transport for Wales offers a range of passes so that you can choose the best one for your clients on the mainline services. There are also the historic 12 Great Little Trains of Wales that can offer private charter and driver experiences.
- Visit our **castles** (there are over 600), four have UNESCO World Heritage Status. Cadw has a Tour Operator Scheme: You just need to register on their website for travel trade group discounts and their explorer passes are great for FITs.
- The National Museum Cardiff houses arguably the finest collection of impressionist paintings outside Paris. **Amgueddfa Cymru/Museum Wales** has six other sites. There are plenty of other museums and galleries around Wales to explore too.
- Visit **Cardiff**, the capital city of Wales. It’s a compact city and easy to get around with plenty to see and do including Cardiff Castle, National Museum Cardiff, the Principality Stadium (the home of Welsh rugby) and the waterside developments in Cardiff Bay.
- Our **three national parks** celebrate three different landscapes. The rocky mountains of Eryri (Snowdonia) that contrast with the greener mountains and waterfalls of Bannau Brycheiniog (Brecon Beacons). These national parks are also home to two of the 16 designated International Dark Sky Reserves in the world. There is also the Pembrokeshire Coast, the only coastal national park in the UK.

- Throughout Wales, there are many **gardens**, some owned by the National Trust and some privately owned. A garden like Bodnant has taken a century and a half to mature, it enjoys different colours throughout the year (even winter) so anytime is good to visit, and many others to enjoy year-round.
- Meet the **food and drink** producers. Learn to cook and taste a Welsh cake or enjoy our national dishes including Welsh rarebit, salt marsh lamb or Welsh black beef dishes. Taste our award winning whiskies, gins, wine, cider and beers.
- There’s a wide range of **annual events and festivals** taking place around Wales. Including music, arts, culture, sport, food and drink; all suitable to include in client itineraries.
- Welsh** is spoken by around 20% of the population and gives Wales a unique sense of place. It’s the oldest living language in Europe and appears on road and shop signs. Visitors will hear it spoken too and they can have a go at the odd word or two!
- Wrexham** is Wales’ newest city. It has become well known because of Hollywood stars Ryan Reynolds and Rob McElhenney buying Wrexham AFC. Their story is documented on ‘Welcome to Wrexham’ that is streamed globally.
- The Wales Way** is a family of three national touring routes; The Cambrian Way, The Coastal Way and The North Wales Way. Themed itineraries are available using Travel Trade friendly product.

### Wales: Where? On the western shores of Britain.

One of Britain’s most pristine places, with 3 National Parks, over 600 castles, 12 Great Little Trains of Wales, 7 sites with World Heritage Status, International Dark Sky Reserves, Wales Coast Path, Nature Reserves and Cardiff, our Capital city, is only 2 hours from London!

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.



From 1 hour 30 minutes 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 1 hour 30 minutes from Birmingham.

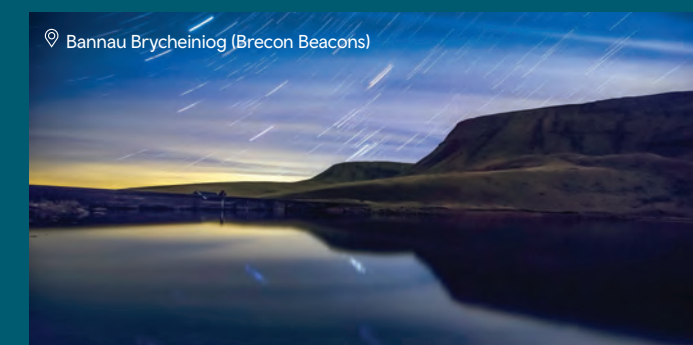


Cardiff Airport has direct flights across Europe and global links via Schipol and Dublin Airports.

Wales is also easily served by Bristol (BRS), Birmingham ( BHX ), Manchester ( MAN ), Liverpool ( LPL ) and London Heathrow ( LHR ) airports.



Direct ferry links from Irish ports.



Bannau Brycheiniog (Brecon Beacons)

St Fagans National Museum of History

