

Conwy Castle

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Imagine a country where you can…



Porthclais Harbour

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Climb Yr Wyddfa (Mt Snowdon)

Follow in the very footsteps of Sir Edmund Hillary at his training ground of Yr Wyddfa (Mt Snowdon), he became the first to conquer Mt Everest. You choose your own way to the top – hike it or sit back and ride the heritage steam train to the summit. Here are a couple of itineraries featuring Mt Snowdon to get you started: North Wales in three days, Exploring Wales in a week.

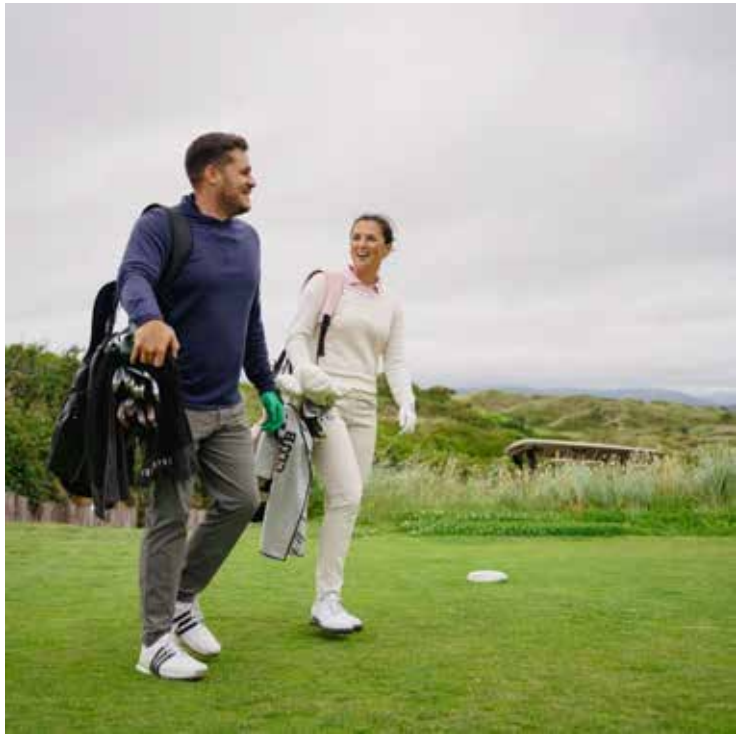
Yr Wyddfa (Mt Snowdon)
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Enjoy a drink in a friendly local pub

There's something special about enjoying a drink in a Welsh pub. Whether it's a cosy countryside or a lively spot by the coast, it's where local stories, warm welcomes and a real sense of place come together. And with so much great food and drink to discover across Wales, you might just end up staying longer than planned. Iechyd da! / Cheers!

Portmeirion Village
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Play one of 180 golf courses, including a Ryder Cup course

Golf in Wales is an experience like no other. With nearly 180 courses and 23 stunning links, many set within National Parks and scattered along the Wales Coast Path, every round comes with a view. And thanks to Wales's compact size, you can explore all our main golfing regions in just a week, with scenic drives adding to the experience.

Royal St David's Golf Club
© Crown Copyright | #756913

Stargaze beneath some of the darkest skies in the world

18% of land in Wales is protected by Dark Skies status, making us a perfect destination for eager stargazers or for a thrilling experience for novices.

Wales has 2 of the 16 designated International Dark Sky Reserves in the world in the Bannau Brycheiniog (Brecon Beacons) National Park and Eryri (Snowdonia) National Park. There is a point in North Wales – Bardsey Island – where the closest source of light pollution comes from Dublin.

Discover more about Dark Skies holidays in Wales.



Dark Skies, Cambrian Mountains
© Dark Sky Wales Training Services| #681441



Llansteffan Castle
© Crown Copyright | #52937

Explore more castles per square mile than anywhere else in the world, with over 600 to explore

We have over 600 castles (most per square mile in Europe). Four of our castles in North Wales have UNESCO World Heritage Status. Caerphilly Castle is the largest in Wales and the second largest in Europe, with a famous south-east tower that leans at a steeper angle than the Leaning Tower of Pisa!

Our website features a range of itineraries and fact sheets including some of the most impressive castles in Wales: Castles and stately homes in a week, Cadw coastal castles and historic sites, Castles and Town Walls of Edward I, a UNESCO WHS.



Fly through the sky like a bird at speeds over 100mph

Did you know Wales is home to the fastest zip line in the world? Zip World Penrhyn Quarry isn't just fast, it's next-level. Think heart-racing speeds, unreal quarry views, and a slice of Welsh history rolled into one ride. Intrigued? There are plenty more ways to experience Wales's industrial landscapes, thanks to adventure attractions dotted along The Wales Way.

Zip World Penrhyn Quarry
© Crown Copyright | #38473



See the finest collection of impressionist paintings outside Paris

There are seven National Museum sites located throughout Wales, each with a different story to tell. Here is the National Museum Cardiff with what is considered the finest collection of impressionist art outside Paris! And the best part? They are all free to visit! Explore more Welsh culture experiences with our fact sheet.

National Museum Cardiff
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Explore 20,000+ miles of walking paths

Wales is basically made for exploring on foot. Coastal views, countryside escapes and plenty of "let's just see where this goes" moments along the way. It's also the first country in the world with a continuous coastal path, so you can just keep going.

Llŷn Peninsula
© David Ryle| #52721



Enjoy 3,000 + miles of cycle trails

Did you know that Wales is a world-class cycling destination?

With routes for every level, it's packed with everything from laid-back traffic-free trails and breezy coastal paths to leg-burning climbs and mountain bike parks, all set against landscapes that turn every ride into something you'll want to stop and take in. You can learn more about cycling and mountain biking in Wales with our dedicated fact sheet.

Wales will also be welcoming the third Stage of the Tour de France Grand Depart in 2027. We cannot wait for the world to see our cycling scene and so much more!

Explore 4 UNESCO World Heritage Sites

Wales is home to four UNESCO World Heritage Sites, recognised for their cultural significance and global impact. Think epic castles, the world's highest aqueduct that really does take your breath away, and heritage-filled, industry-shaped landscapes, each telling a story you won't forget.

The sites include the castles and town walls of Edward I, spanning Beaumaris, Caernarfon, Conwy and Harlech, alongside the Pontcysyllte Aqueduct, the North West Wales Slate Landscape, and the Blaenavon Industrial Landscape.





Travel on a Great Little Train

Heritage steam trains are a great way to explore the countryside of Wales. Jump on board to climb Yr Wyddfa (Mount Snowdon) or glide through the landscapes of Bannau Brycheiniog (Brecon Beacons), with options to level it up with afternoon tea or even have a go at driving the train. With 12 Great Little Train heritage railways to choose from across Wales, there's plenty to explore.

Ffestiniog Railway

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Learn one of the world's most vibrant small minority languages

Wales has two languages: Cymraeg (Welsh) and English. Welsh is the world's most vibrant small minority language and all road signs are bilingual, creating a real sense of place. There is a village on Anglesey that holds the record for the longest one-word place name in Europe! Dive into our Welsh culture experiences fact sheet for a taste of the unique things you can only do here.

Llanfairpwllgwyngyllgogerych-wyrndrobwllllantysiliogogogoch

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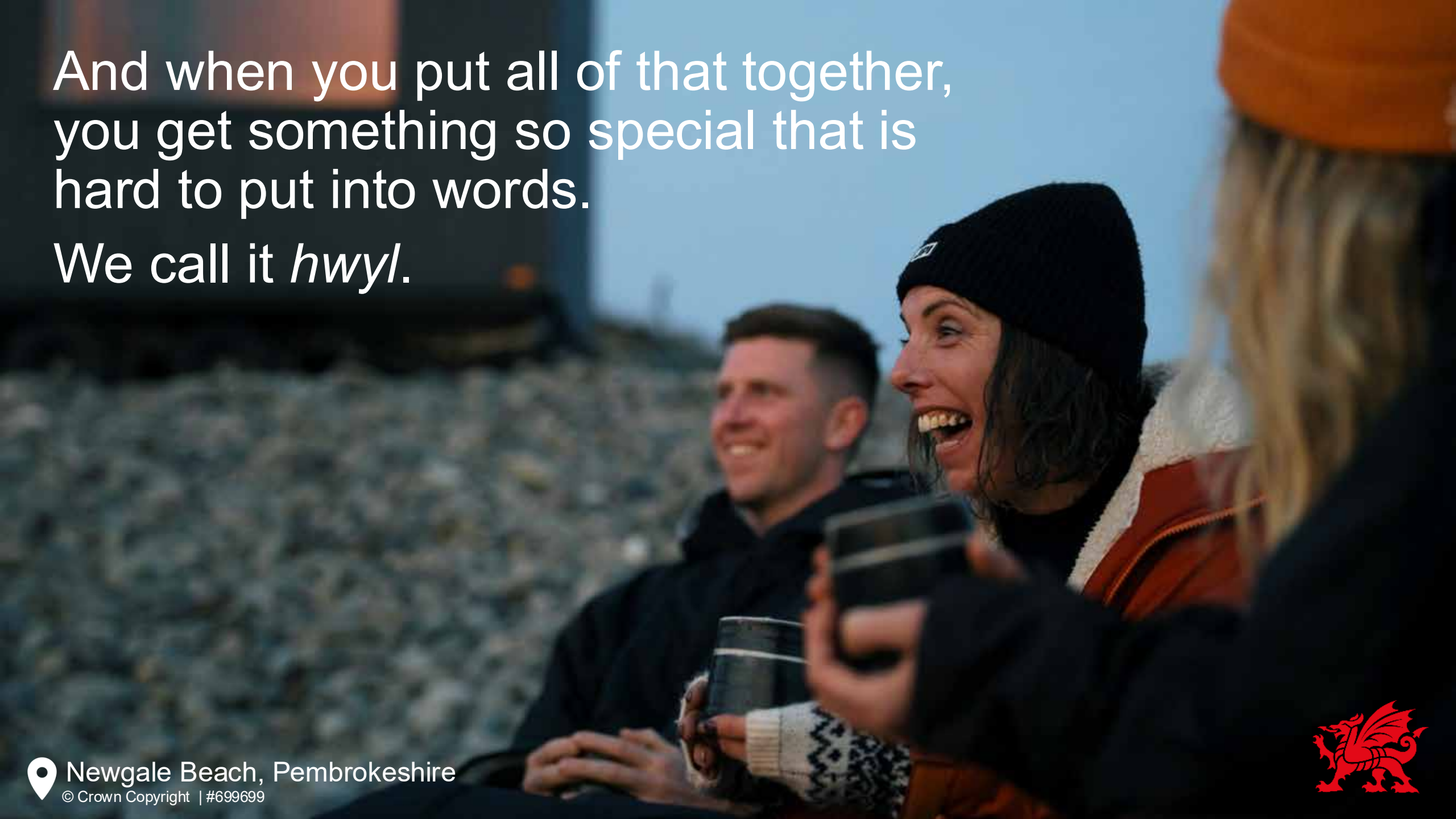


Hear male voice choirs

A cliché may be that Wales is the land of song, but singing is part of our culture. Global icons like Sir Tom Jones, Stereophonics and Dame Shirley Bassey all come from Wales, and that same passion carries through Welsh fans belting it out in stadiums around the world. And for something truly unforgettable, hearing a Welsh male voice choir in rehearsal is the kind of goosebump moment you didn't know you needed.

Performing all around Wales

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Hwyl.
Only in Wales.

Hwyl (/hoo-eel) is a little Welsh word with a big meaning.

Think of that moment when the sea air hits your face on the coast, laughter spills out around a table, or music carries you away; that's *hwyl*.

It's pure, infectious joy and a real sense of connection. To the place, to the people, and to the moment you're in. It's something you don't just see in Wales, you feel it, and once you do, you'll know exactly what we mean.

We've got the perfect introduction to hwyl featuring Maxine Hughes who you might recognise from 'Welcome to Wrexham'.

Then take a moment to watch our 'Feel the Hwyl' video and see how hwyl comes alive in Wales.

Cwyfan Church

© Crown Copyright | #53605

Why choose Wales

- **A remarkable variety of experiences in one compact destination**
  Within a compact area, visitors can combine coast, mountains, culture, heritage and outdoor adventure without complex logistics or long travel days. Less time travelling means more time exploring!

- **Proven commercial potential**
  The Travel Trade is already generating significant value from Wales products, while growing international interest creates opportunities for new programmes and expansion. More than 70% of operators are looking to grow Wales products.*

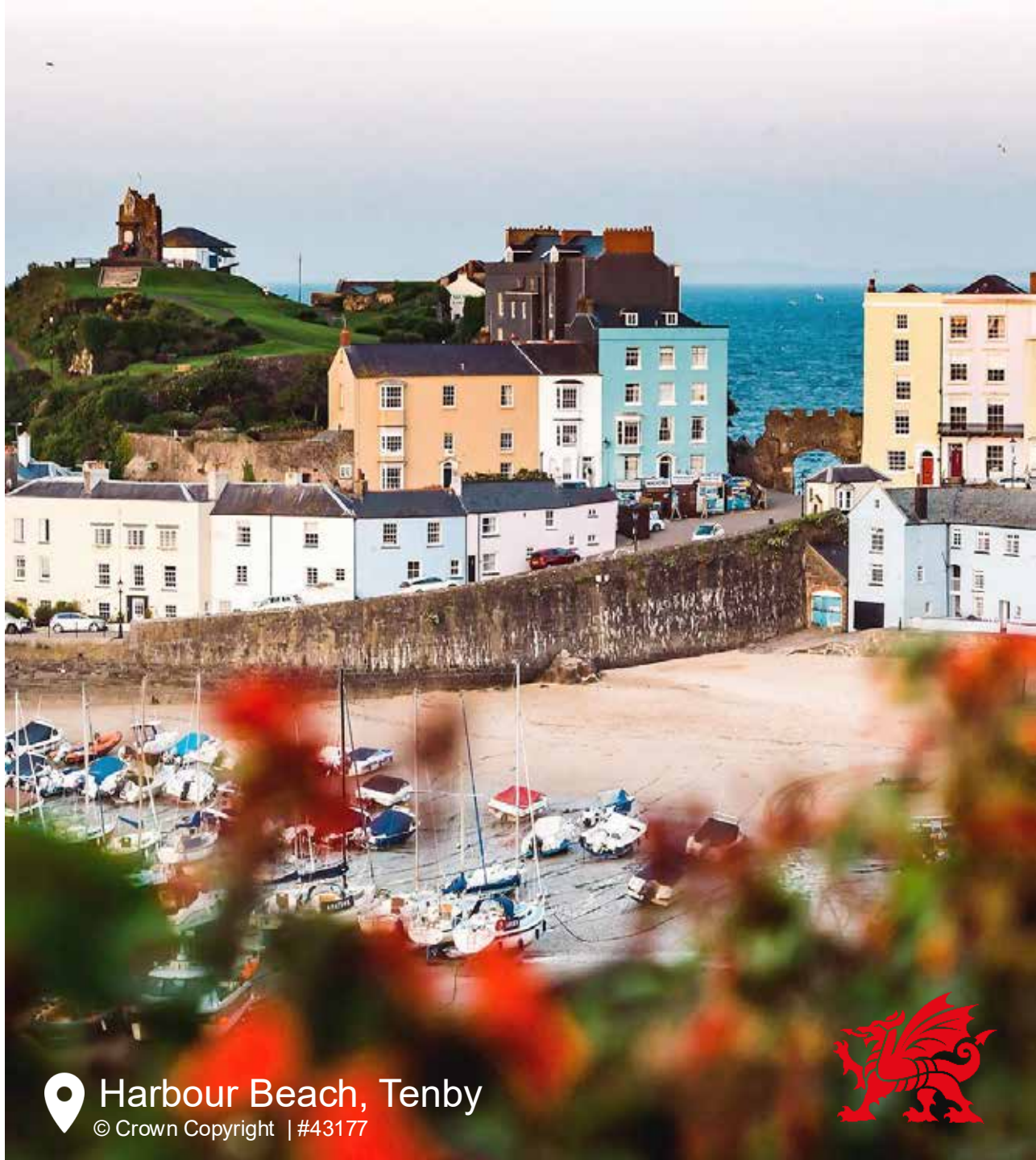
- **Easy to combine with wider UK itineraries**
  Wales is well placed for inclusion in programmes featuring London, Bath, the Cotswolds, Chester, Liverpool and Manchester, offering clients something genuinely different while fitting seamlessly into broader UK tours.

- **Safe, welcoming and easy to navigate**
  Wales is a bilingual country, with both Welsh and English spoken throughout the nation. With good transport links, short travel distances and a warm Welsh *croeso* (welcome), it's an easy destination to explore, with genuine hospitality at its heart.

- **Distinctive, story-rich products that stand out**
  UNESCO World Heritage Sites, iconic castles, outdoor adventure, living culture and the Welsh language create experiences that help programmes stand apart in a competitive market.

- **Dedicated support from Travel Trade Wales**
  Our team provides itineraries, supplier contacts, product inspiration, training and marketing assets designed specifically to help the Travel Trade confidently build and promote Wales programmes.

Source: Visit Wales commissioned independent annual research in 2025 with global tour operators.



Get to know Wales



Pembrokeshire Coast National Park

© Crown Copyright | #50791

Welcome to Wales

Population: 3.1 million people
Location: Wales is on the island of Great Britain, to the west of England
Size: Around 21,200 square kilometres (8,192 square miles), Wales is 275 km (170 miles) long and 97 km (60 miles) wide.
Currency: Pound Sterling
Languages: Welsh and English. Wales is a bilingual nation, with Welsh spoken by around a third of the population.
Cities: Wales has seven cities, each with its own character. Cardiff, the capital in the South East, is the largest, while Newport and Swansea sit nearby along the coast. In the north, Bangor looks out over the Menai Strait towards Anglesey, and Wrexham is the newest, gaining city status in 2022. At the other end of the scale, St Davids is the smallest city in the UK (with a population of just 2,000 people!), while St Asaph is also among the smallest. With urban areas concentrated in the South East and North East, the rest of Wales opens out into stunning rural surroundings.
Nature: Wales is a land of striking contrasts, where rugged mountains, rolling green hills and dramatic coastlines come together in a beautifully compact landscape. With vast national parks, ancient woodlands and over 800 miles of coastline, nature is never far away.

Did you know?

- Mount Everest was named after Welsh surveyor Sir George Everest
- Traditional lawn tennis was invented in Wales by Major Walter Wingfield in 1873
- Wales has 2,700 km (over 1,600 miles) of coastline, and no place in Wales is more than 80 km (50 miles) away from the sea
- Brecon Beacons (now officially named Bannau Brycheiniog) is Europe's first International Dark Sky Reserve



Climate in Wales

Wales has a mild maritime climate that keeps things ever-changing, with coastal influences creating fresh air and vibrant scenery. Here's how average temperatures shift across the seasons and some ideas for things to see and do each season:

Spring
March – May



Bluebell woods burst into colour, daffodils brighten the landscape and wildflowers come alive. Celebrate St David's Day on 1 March, wander through gardens as everything blooms, chase waterfalls and catch the lambing season.

Great Orme Tramway, North Wales
© Crown Copyright | #49104

Summer
June – August



Long summer days are made for scenic hikes, surfing and cycling routes. Spot seabirds, dolphins and puffins (June/July), dive into water sports, and soak up the buzz of festivals, outdoor events and lively seaside towns.

Pembrokeshire
© Crown Copyright | #699631

Autumn
September – November



Embrace scenic walks through forests and along the coastline with autumn colours, enjoy food and harvest experiences, browse independent shops in our towns and villages, and unwind on relaxed countryside breaks with fewer crowds.

Tu Hwnt I'r Bont Llanrwst
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Winter
December – February



Stay warm in accommodation with open fires and cosy retreats. Explore castles and museums, browse Christmas markets and celebrate St Dwynwen's Day, Wales' day of love, before settling in for fireside dining.

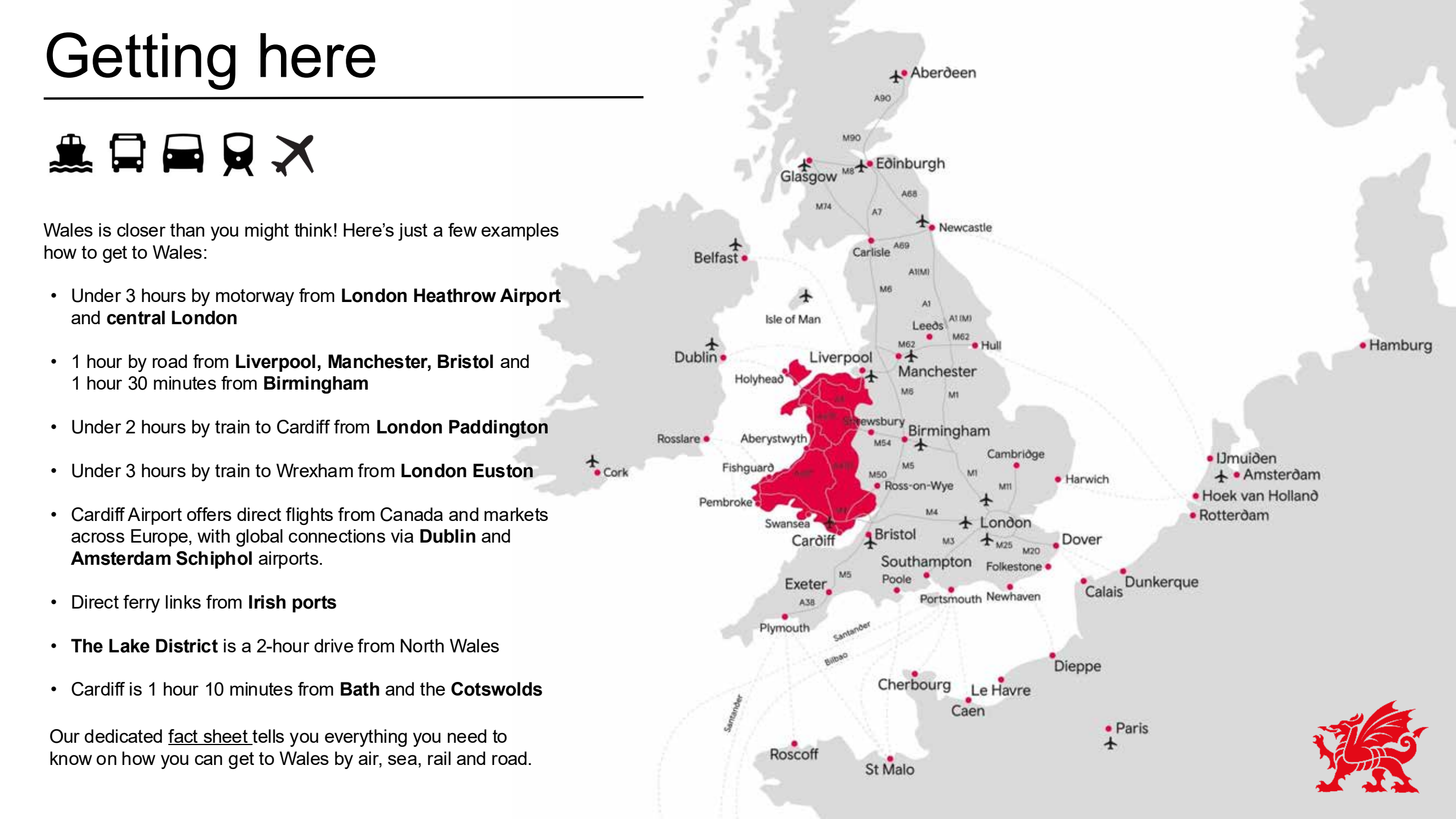
The Grove, Narberth
© Crown Copyright | #752521

Getting here

Wales is closer than you might think! Here's just a few examples how to get to Wales:

- Under 3 hours by motorway from **London Heathrow Airport** and **central London**
- 1 hour by road from **Liverpool, Manchester, Bristol** and 1 hour 30 minutes from **Birmingham**
- Under 2 hours by train to Cardiff from **London Paddington**
- Under 3 hours by train to Wrexham from **London Euston**
- Cardiff Airport offers direct flights from Canada and markets across Europe, with global connections via **Dublin** and **Amsterdam Schiphol** airports.
- Direct ferry links from **Irish ports**
- **The Lake District** is a 2-hour drive from North Wales
- Cardiff is 1 hour 10 minutes from **Bath** and the **Cotswolds**

Our dedicated fact sheet tells you everything you need to know on how you can get to Wales by air, sea, rail and road.



Welsh food and drink

The food and drink scene in Wales is huge! Here you'll find everything from inventive Michelin-starred restaurants to farmhouse kitchens, independent cafés, and cosy country pubs serving generous plates of comfort food. You'll also find traditional afternoon teas with a distinctly Welsh twist, featuring local cakes and other local specialties. Across the country, chefs are championing incredible local produce, such as fresh coastal seafood, salt marsh Welsh lamb and artisan cheeses, to create dishes that feel both rooted in tradition and brilliantly modern. Also, there's something special about stepping into a traditional Welsh pub after a day exploring – hearty dishes, roaring fires and that warm Welsh welcome.

And then there's the drink scene. Across Wales, you can visit distilleries and breweries, meeting passionate producers and sampling everything from award-winning single malt Welsh whisky to craft gin infused with foraged botanicals. Craft beer lovers are spoiled for choice too, with around a hundred (!) breweries producing an impressive range of traditional ales and lagers, as well as modern IPAs, using local ingredients and water drawn straight from the Welsh landscape. There's also a growing vineyard scene, producing unique Welsh wines that are rapidly gaining national recognition.

Must have dishes to try in Wales

- **Cawl** (often considered the national dish) – a slow-cooked, comforting stew made with lamb or beef, seasonal vegetables and plenty of flavour, perfect after a day outdoors.
- **Welsh rarebit** – a rich and flavourful dish featuring a savoury cheese sauce made with mustard, ale or Worcestershire sauce, melted over crusty bread. We must warn you – you'll never want a grilled cheese after trying our rarebit!
- **Welsh cakes** – small, sweet treats cooked on a griddle, lightly spiced and make a great on-the-go snack.
- **Bara brith** (meaning "speckled bread") – a rich fruit loaf soaked in tea and packed with flavour, best enjoyed with a cup of Welsh tea.




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© The Angel Hotel| #30696


© Ynyshir Restaurant & Rooms / Josh Greenwood| #688606


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Cardiff – our capital city

Cardiff is a compact, effortlessly walkable capital where city buzz meets waterfront calm. Just over a mile from the centre, Cardiff Bay is easily reached by boat, train, bus, or a relaxed stroll along leafy boulevards.

Down by the water, culture and contemporary Wales come together, from the striking Wales Millennium Centre, home to the Welsh National Opera and touring West End hits, to the Senedd, home to Welsh Parliament.



Right in the heart of the city sits Cardiff Castle, not one three castles in one. Layers of Roman, Norman and Vic history combine to create a storybook setting, brought to life with audio tours available in multiple languages. A short walk away, National Museum Cardiff offers an ir collection of art, natural history and world-renowned imp paintings, adding another cultural highlight to the city ce

Then there's the Principality Stadium, an icon and the beating heart of Cardiff. Hosting everything from world class rugby to major concerts, it is one of the few stadiums set right in the centre of a capital city. Visitors can also experience Zip World soaring above the stadium on a thrilling zip line or scaling the roof for panoramic views.

Nothing compares to match day, when the entire city pulses with energy. Win or lose, Cardiff knows how to bring the *hwyl*.

Did you know?

The city is nicknamed the "City of Arcades", thanks to its beautiful Victorian and Edwardian shopping arcades filled with independent boutiques. It is also one of Europe's youngest capitals, only becoming the capital of Wales in 1955.



Cardiff Castle

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Welcome to Wrexham

You might have heard of Wrexham thanks to the hit FX series *Welcome to Wrexham*, available to stream on Hulu and Disney+, where Ryan Reynolds and Rob McElhenney take ownership of Wrexham AFC and throw a Hollywood spotlight on the city. Since then, Wrexham has become one of the UK's most talked-about destinations, with the takeover sparking renewed local pride and global attention. Fans around the world have been gripped by the story, and growing numbers are making the journey to experience it for themselves, whether that's watching a match, picking up club merchandise, or enjoying a drink at The Turf pub right next door. Wrexham's story has become a powerful symbol of community, ambition and the way sport can connect people across borders.

But there is so much more to Wrexham than football. Step into history at the stunning National Trust property Erddig, visit St Giles' Parish Church in the heart of the city, stroll across the Pontcysyllte Aqueduct, a UNESCO World Heritage Site with seriously impressive views, discover the fascinating story of the area at the new museum Stori Brymbo, or explore the surrounding North East Wales countryside, home to market towns, historic sites and outdoor activities.

Your clients can also discover Wrexham through a variety of guided tours, including food and drink tours showcasing local flavours, heritage walks through the city's historic streets, and day trips taking in highlights such as Chirk Castle and the wider landscapes of North Wales.

Did you know?

- The Racecourse Ground is the oldest international football stadium still in use, and Wrexham AFC, founded in 1864, is one of the oldest professional football clubs in the world
- The nearby Pontcysyllte Aqueduct is the tallest canal aqueduct in the world and a UNESCO World Heritage Site
- Wrexham became an official city during the Queen's Platinum Jubilee in 2022


St. Giles' Parish Church
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The Bank
© Crown Copyright | #743160


Wales vs Sweden Football Game
© Crown Copyright | #739628



Welcome to Wrexham Mural
© Crown Copyright| #175965


Vault 33
© Crown Copyright | # 743247

Wales on screen

Screen tourism is inspiring more travellers to visit the real locations behind their favourite stories. With dramatic coastlines, towering mountains, ancient castles and stunning valleys, Wales has become a sought-after filming location for major productions. Your clients can visit locations throughout Wales that have featured in blockbuster films and popular TV series, here are just a few examples:

Peaky Blinders: The Immortal Man (2026)
Pontcysyllte Aqueduct, North Wales

The Secret Garden (2020)
Bodnant Garden, Conwy

Snow White and the Huntsman (2012)
Marloes Sands, Pembrokeshire Coast National Park

Harry Potter and the Deathly Hallows: Part 1 & Part 2 (2010–2011)
Freshwater West Beach, Pembrokeshire Coast National Park

House of the Dragon (2022–present)
Various locations across North Wales

Welcome to Wrexham (2022–present)
Wrexham

House of Guinness (2025)
Penrhyn Castle, Gwynedd

Gavin & Stacey (2007–2024)
Barry, Barry Island and Dinas Powys

Sex Education (2019–2023)
St Fagans National Museum of History, Cwmcarn Forest, Penarth, Monmouth and Tintern

The screen appeal of Wales has also been showcased through VisitBritain's 'Starring GREAT Britain' campaign, which celebrates destinations across the UK that have featured in some of the world's most-loved film and TV productions, helping visitors discover the real locations behind the stories they love.

Did you know?

Thanks to Wales' diversity, you can visit filming locations linked to dragons, wizards, time travellers and teen dramas all in a single day.





Eryri (Snowdonia) National Park
© Dan Struthers| #52781



Pembrokeshire Coast National Park
© Crown Copyright| #685397



Bannau Brycheiniog (Brecon Beacons) National Park
© Crown Copyright | #21311

Three National Parks

Thanks to our compact size, Wales' three National Parks cover around 20% of the country, so wherever you are, you are never far away from wide open space, fresh air and scenery that will genuinely leave you speechless. We are yet to meet a person who wasn't in complete awe of our coastline views!

Each park brings its own personality. Eryri delivers the jagged peaks, glacial lakes and Yr Wyddfa, the highest mountain in Wales. It is a place of legends, shifting weather and views that make every climb worth it.

The Pembrokeshire Coast National Park is where the landscape meets the sea, with cliffside paths, sandy coves and wildlife spotting around almost every corner – dolphins, turtles, seals, and the famous puffins of Skomer Island.

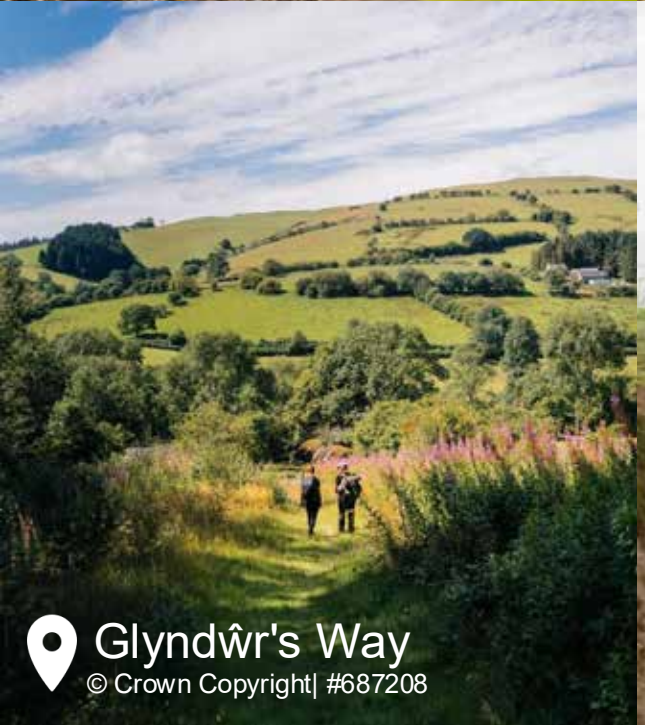
Then there is Bannau Brycheiniog, which is known for its rolling green hills, hidden waterfalls and some of the darkest skies in the world, perfect for stargazing. Insider tip – take a heritage steam train past the forests and reservoirs for a unique way of exploring Bannau Brycheiniog.

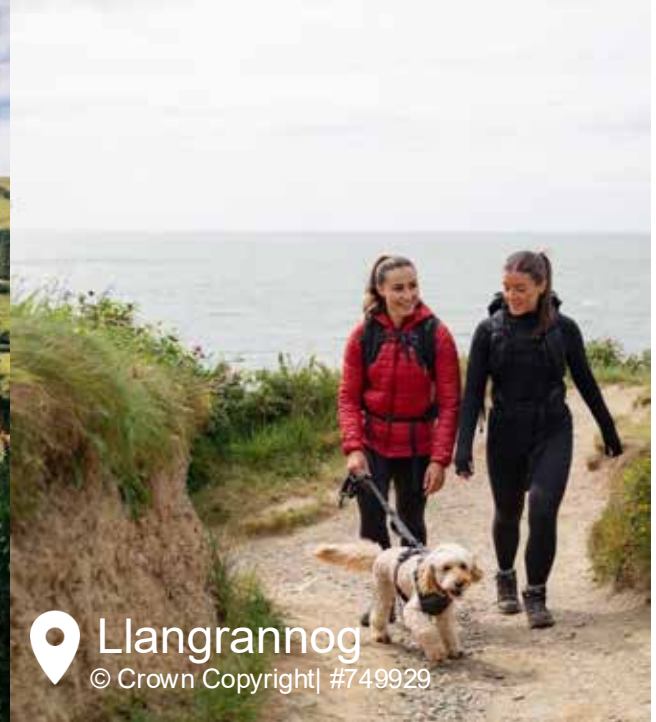
In recent years, Wales has taken a proud step in celebrating its language and heritage, with Snowdonia now officially known as Eryri and the Brecon Beacons as Bannau Brycheiniog. These changes carry an important meaning and a sense of identity – Eryri translates as "land of eagles", evoking its wild, mountainous landscape, while Bannau Brycheiniog reflects deep historical roots tied to the ancient kingdom of Brycheiniog.

These are not just landscapes to look at, they are places to experience, whether that means hiking, cycling, wildlife watching or simply slowing down and taking it all in. In Wales, nature is never something you have to travel far to find, it is always right there, ready to be explored.









The Wales Coast Path and National Trails

Walking is one of the best ways to experience Wales. The Wales Coast Path stretches for 1,400 kilometres (870 miles), connecting seaside towns, hidden coves, dramatic cliffs and historic landmarks along the entire coastline. It was the first dedicated walking route in the world to follow a country's whole coast, giving your clients the freedom to explore at their own pace, whether that's a relaxed scenic stroll or a thrilling multi-day adventure.

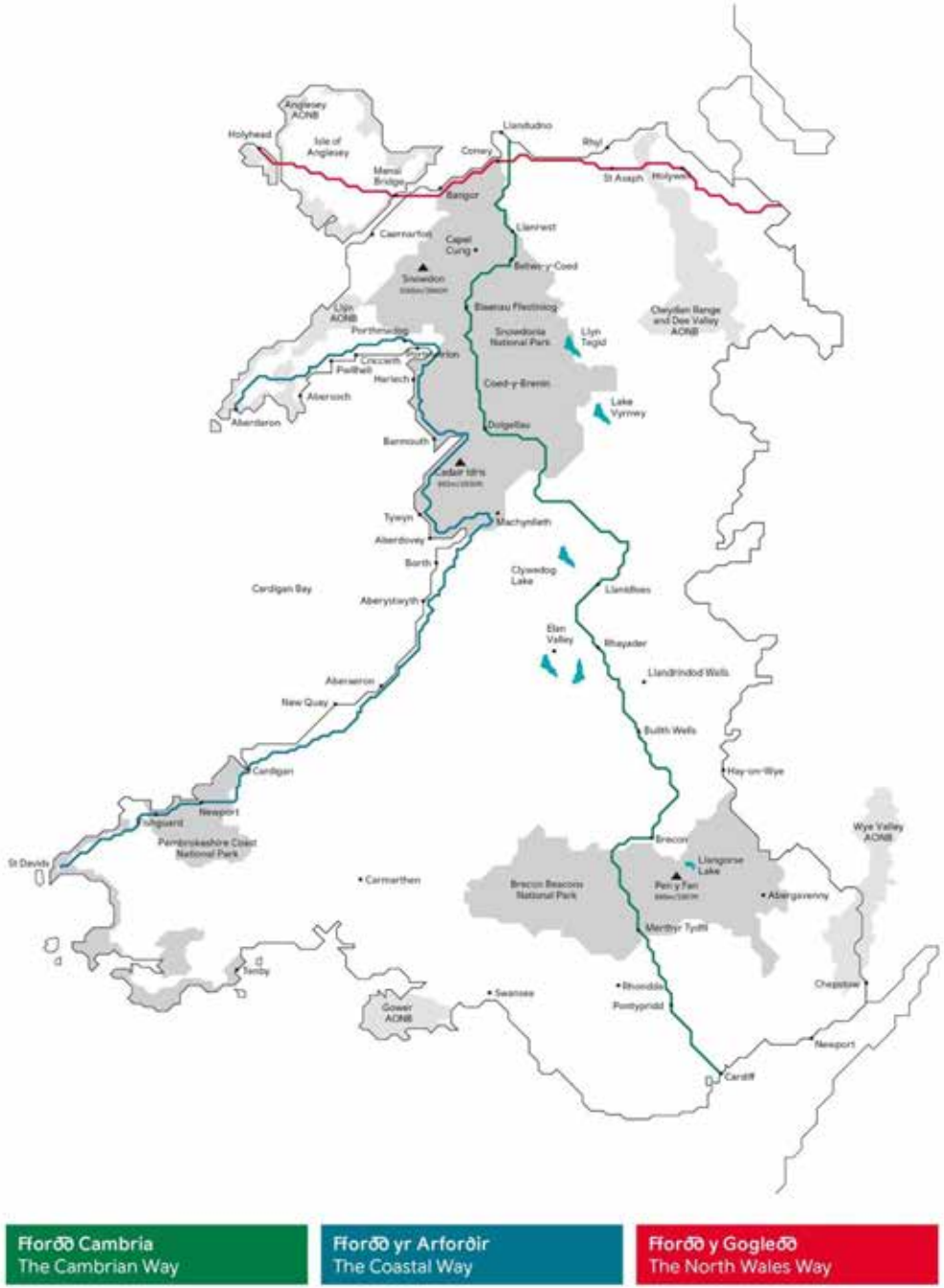
Wales is also home to three National Trails: Pembrokeshire Coast Path, Offa's Dyke Path and Glyndŵr's Way, each offering a completely different perspective on the landscapes, heritage and stories that shape Wales.

Offa's Dyke Path traces the historic border between Wales and England through beautiful countryside and ancient landscapes. It also links with the Wales Coast Path, creating a remarkable 1,660-kilometre (1,030-mile) walking route around Wales.

In the heart of Mid Wales, Glyndŵr's Way winds through open moorland, forests and serene rural landscapes, following in the footsteps of Owain Glyndŵr, the last native Prince of Wales.

Meanwhile, the Pembrokeshire Coast Path showcases some of the most spectacular coastal scenery in Britain, with impressive cliffs, wide golden beaches, wildlife-rich waters and far-reaching sea views.

Together, these routes showcase the remarkable variety of walking experiences available across Wales, combining stunning scenery, rich heritage and memorable encounters along the way.



The Wales Way

The Wales Way is a collection of three national touring routes that criss-cross the country, passing through breathtaking scenery as they go. But the views are just part of the journey. Rather than itineraries set in stone, each Way has been designed as a fluid experience with plenty of diversions off the main route, taking in attractions and places to visit that let you explore further.

The North Wales Way

The North Wales Way follows an ancient route from the English border to Anglesey, tracing a path used since Roman times. Along the way, highlights include the tramway climbing to the Great Orme above Llandudno, three World Heritage castles and landscapes that shift from the rolling Clwydian hills to the dramatic cliffs of South Stack.

The Coastal Way

The Coastal Way winds along Cardigan Bay for 180 miles, passing through two National Parks and an Area of Outstanding Natural Beauty. Expect endless sea views, from the Llŷn Peninsula to Pembrokeshire, alongside mountain scenery in Snowdonia, with highlights including wildlife-rich waters, the colourful village of Portmeirion and St Davids Cathedral.

The Cambrian Way

The Cambrian Way runs coast-to-coast across Wales for 185 miles, cutting through its rural heartlands and mountainous spine. Expect dramatic peaks, deep valleys and dark star-filled skies in Eryri (Snowdonia) and Bannau Breichniog (Brecon Beacons), with highlights including Bodnant Garden, the Elan Valley and characterful market towns like Dolgellau and Brecon.

The regions of Wales



The remains of Deganwy Castle

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Wales is commonly divided into four regions: South East Wales, South West Wales, Mid Wales and North Wales. Let us introduce them one by one.



Skomer Island

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Cardiff Castle
© Crown Copyright | #48047


Tredegar House, Newport
© Crown Copyright | #43348


Hay Festival, Wye Valley
© Crown Copyright | #867159


Cardiff Bay
© Crown Copyright | #820508


Tintern Abbey
© Crown Copyright | #114708

South East Wales



Welcome to South East Wales, where city energy meets heritage, culture and green landscapes. Home to the capital, Cardiff, this is the most urban part of Wales, with cultural hotspots, standout museums and a lively events scene, all set against a backdrop of valleys, woodland and open countryside.

Blaenavon UNESCO World Heritage Site brings the story of coal and iron to life, Tintern Abbey adds a striking example of medieval heritage, and the National Roman Legion Museum in Caerleon uncovers the region's Roman past.

Step beyond the cities and the landscape quickly shifts. The Wye Valley, a designated National Landscape, offers riverside views, ancient woodland and scenery that has inspired artists for generations. A short journey inland leads to the mountains and waterfalls of Bannau Brycheiniog (Brecon Beacons), where outdoor adventures pair naturally with cultural experiences.

Compact, well connected and full of variety, South East Wales fits effortlessly into itineraries. It's a place to discover Wales' story, explore its landscapes and experience its culture, all within a short distance.

Did you know?

In South East Wales, you can be in a capital city one moment and walking in mountain landscapes less than an hour later.


Pembrokeshire Coast
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Skomer Island
© Crown Copyright | #743603


Harbour Beach, Tenby
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Swansea Bay
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Pembrokeshire
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South West Wales



South West Wales sits on the Atlantic edge, bursting with big views, fresh sea air, open landscapes and unmistakable character.

Think dramatic coastlines, golden beaches and rolling countryside, all wrapped up in a region that effortlessly combines adventure, culture and the Welsh charm.

It's the kind of place where one moment you're soaking up coastal views and the next you're wandering through storybook towns or discovering centuries of history tucked into castles and harbours.

At the heart of South West Wales is the Pembrokeshire Coast National Park, the UK's only coastal national park, where rugged cliffs, hidden coves and iconic walking routes deliver that real wow-factor scenery. Alongside it, the Gower Peninsula, a designated National Landscape, brings some of Britain's most celebrated beaches and a laid-back surf culture, while inland Carmarthenshire softens the pace with lush landscapes, elegant gardens and a deep connection to Welsh heritage.

What really brings South West Wales to life is its mix of places and personalities. Colourful seaside spots like Tenby and Saundersfoot bring classic coastal charm, Carmarthen and Llandeilo offer independent spirit and local flavour, and Swansea adds a vibrant waterfront city feel. Altogether, it's a region that feels rich in contrast yet effortlessly connected, delivering an experience that's scenic, soulful and packed with memorable moments at every stop.

Did you know?

The Gower Peninsula was the first place in Britain to be named an Area of Outstanding Natural Beauty back in 1956.


Glyndŵr's Way
© Crown Copyright | #53521


Pont Ar Elan
© Crown Copyright | #716700


The Elan Valley
© Crown Copyright | #679932


Talybont Reservoir
© Good Day Out| #718265


Seal Spotting, Cardigan Bay
© Crown Copyright | #8979

Mid Wales



Stunning mountain views, welcoming market towns and a coastline where dolphins are known to make an appearance. Mid Wales is a region where Welsh culture runs deep, and every stop feels closely connected toits surroundings.

The region is shaped by the Cambrian Mountains, the reservoirs and open landscapes of the Elan Valley, and the reaches of BannauBrycheiniog (Brecon Beacons) National Park, home to Pen y Fan, the highest peak in southern Britain. You can spend your days here walking, cycling and exploring, and your nights beneath some of Europe's darkest skies.

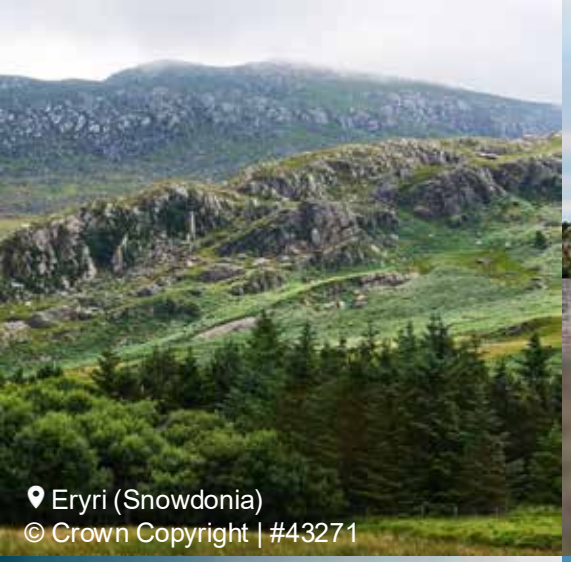
Along Cardigan Bay, towns such as Aberaeron and Aberystwyth combine coastal character with independent cafés, local businesses and a strong sense of Welsh identity. Keep an eye on the water and you might even spot dolphins and porpoises along the way. Researchers have even found that bottlenose dolphins in Cardigan Bay develop distinctive local vocalisations, leading some to describe them as having a "Welsh accent“!

Inland, towns like Y Trallwng (Welshpool), Brecon and Crickhowell each bring their own personality, whether that's local food and drink, cultural events or bustling market days. Together, they create a region that feels welcoming, distinctive and full of stories.

Mid Wales is a place of big skies, open landscapes and genuine connections that encourage your clients to slow down and take it all in.

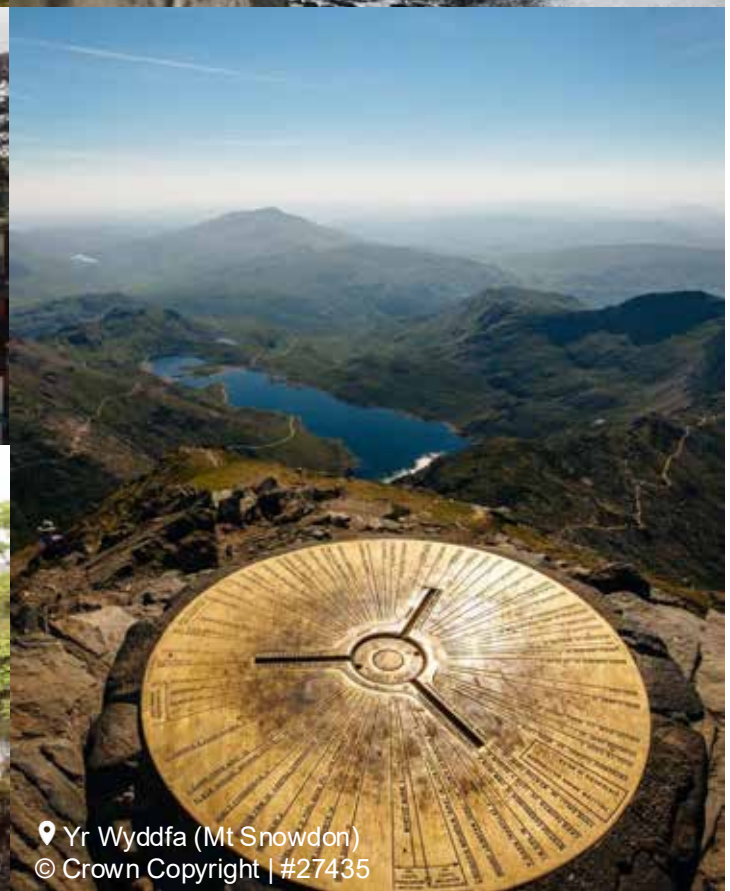
Did you know?

The Elan Valley is home to an International Dark Sky Park and nine Dark Sky Discovery Sites, making it one of the UK's premier Destinations for stargazing. The Elan Valley trail is perfect for daytime cycling and walking too!


Eryri (Snowdonia)
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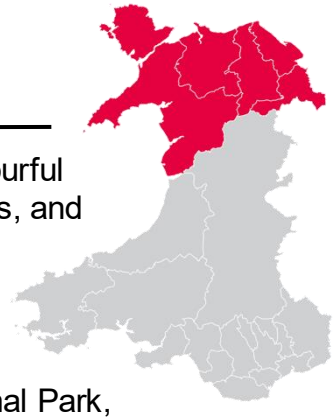

Conwy Castle
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Portmeirion Village
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Yr Wyddfa (Mt Snowdon)
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Betws-y-Coed
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North Wales



North Wales is where medieval castles watch over colourful Harbour towns, mountain peaks rise above glacial lakes, and Some of the country's most celebrated landscapes, heritage sites and visitor experiences come together in one remarkable region.

At the heart of North Wales is Eryri (Snowdonia) National Park, Wales' mountainous heartland and home to Yr Wyddfa (Snowdon), the highest mountain in Wales and England at 1,085 meters (3,560 ft). Beyond its peaks and lakes, the national park is dotted with picturesque towns and villages such as Betws-y-Coed, Beddgelert and Llanberis, each offering a warm welcome and a strong sense of place. Along the coast, the town of Conwy captivates with its UNESCO World Heritage Site castle and remarkably preserved medieval walls, while nearby Llandudno pairs elegant seafront views with Victorian charm. Its pier, built in 1878, stretches for 700 metres (2,295 ft), making it the longest in Wales.

Then there's Portmeirion, a place unlike any other in Wales. Designed by Welsh architect Sir Clough Williams-Ellis, this colourful Italian-inspired village became famous as the setting for The Prisoner. Visitors can explore pastel-coloured piazzas, estuary pathways and 70 acres of subtropical gardens and woodland before unwinding in the village's hotel, self-catering cottages, cafés and restaurants.

What makes North Wales so special is the variety packed into every journey. One moment you're exploring ancient castle walls, the next you're strolling along the seafront, taking in mountain views or stepping aboard a heritage railway. It's this effortless mix of landscapes, culture and unforgettable attractions that makes North Wales such an easy region to fall in love with.

Did you know?

North Wales is home to the Ffestiniog Railway, the world's oldest narrow-gauge railway still operating today.



Cardiff

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How can we help you sell Wales?

Think of Travel Trade Wales as your go-to for all things Wales. With expert advice, fresh ideas and on-the-ground knowledge, we help you confidently sell experiences your clients will remember long after they return home. We work closely with local businesses across the country to bring you the very best of Wales in a way that's ready to sell.

Through our dedicated Travel Trade Wales website, you'll find a curated selection of itineraries organised by duration, location and theme, alongside practical fact sheets covering a wide range of useful information from wellbeing and outdoor experiences to regional highlights and food and drink. Here's just a few examples:



Luxury Wales itinerary

Explore Wales in 13 days, with top spots for food, culture, adventure, wellness, and places to stay.

Touring | Guiðed tours | Experiences



Exploring Wales in a week

A seven day sightseeing itinerary exploring the highlights of Wales.

Touring | UNESCO WHS | Historic sites | Experiences | AONB | Castles



Cadw coastal castles and historic sites

Cadw has a range of majestic monuments on the coast to include in your client's itineraries.

Castles | Historic sites | UNESCO WHS | Outdoor | Sustainable | Touring

Our website also features a wide range of trade-friendly, bookable products, which can be browsed by Operator, Attraction, Accommodation or Activity, making it easier than ever to turn inspiration into ready-to-sell experiences:



Pale Hall Hotel

Palé Hall is undoubtedly one of the finest buildings in Wales. The stunning interiors include many exquisite features such as the boudoir with its hand-painted ceiling, the magnificent entrance hall and the galleried staircase.

BALA

Accommodation ★★★★★



The Welsh Cheese Company

The Welsh Cheese Company offers bespoke cheese tastings and masterclasses for groups, showcasing Wales' finest artisan cheeses. Ideal for travel trade itineraries, experiences can be tailored for 6-16 guests in Cardiff or at venues across South Wales.

CARDIFF

Activity



Transport for Wales (TfW)

Rail operator for Wales and the Borders.

Operator

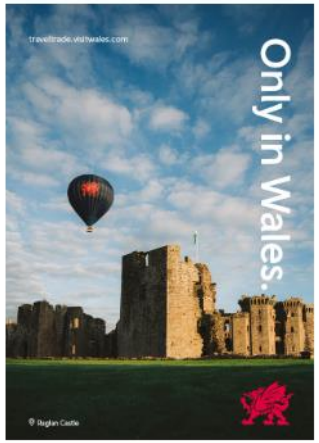
You can stay ahead of what is new with our product updates, packed with the latest developments and experiences across Wales, ready to slot straight into your itineraries.

Free promotional resources

Our website is packed with lots of useful information and free promotional resources to make it easy for you to package, promote and sell Wales with confidence, including:

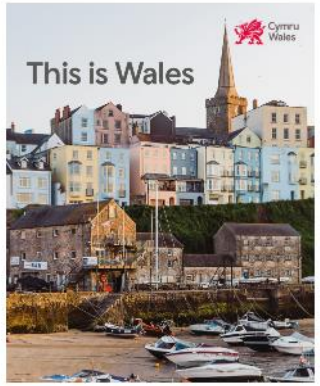
Downloadable brochures and maps of Wales

Downloadable brochures and maps of Wales featuring product highlights and practical information in multiple languages:



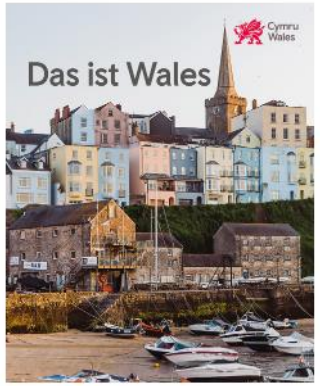
Travel Trade - Printable Wales Map

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This is Wales

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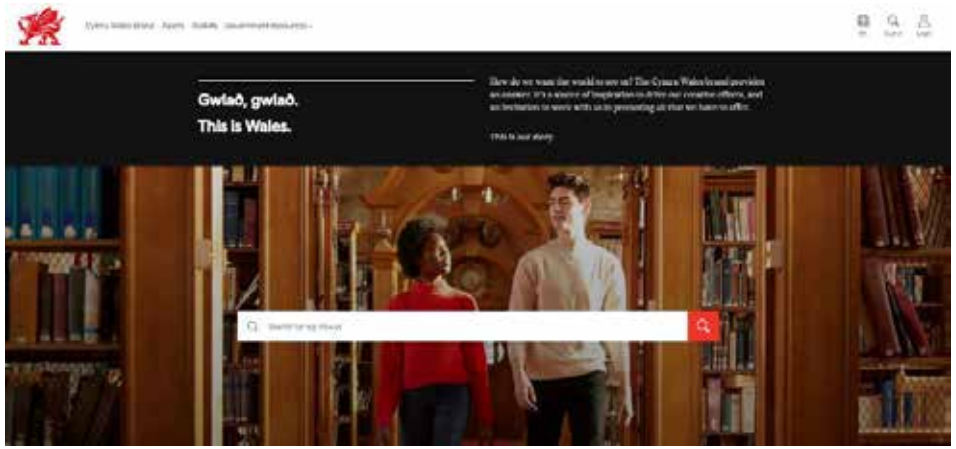
Das ist Wales

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Images and films of Wales

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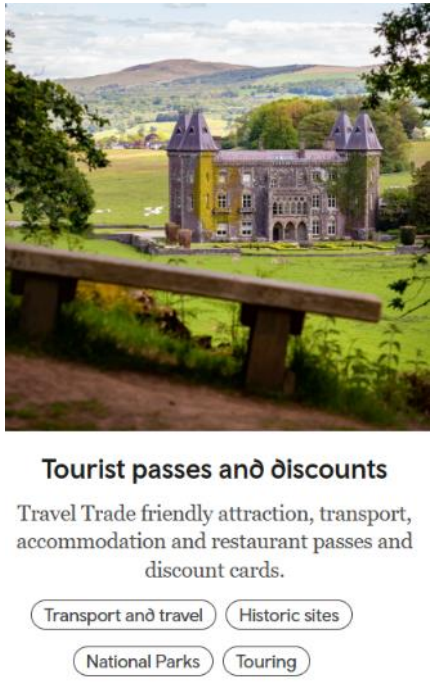
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For more free promotional resources head to The Useful Information section of our website.

Tools to help you sell Wales

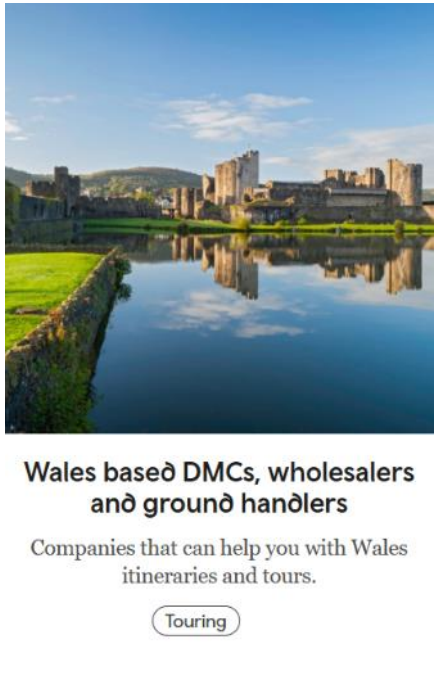
Need a guide, transport provider or a local expert? You'll find plenty of practical resources in our toolkit, including the examples shown below.



Discover Travel Trade friendly attractions, transport and sightseeing passes that help clients see more for less.



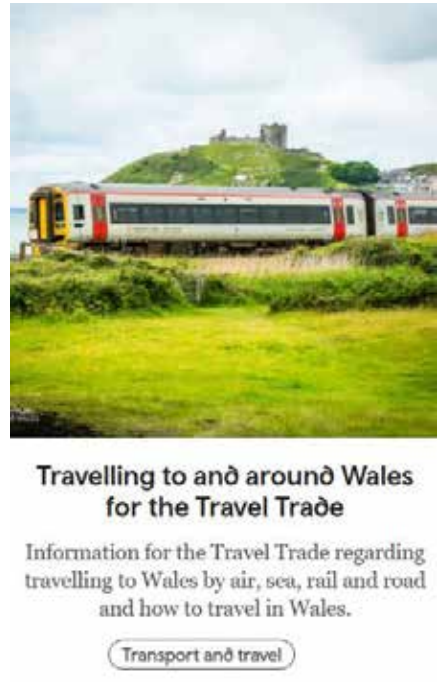
Connect with knowledgeable local guides who bring Wales' stories, landscapes and heritage to life.



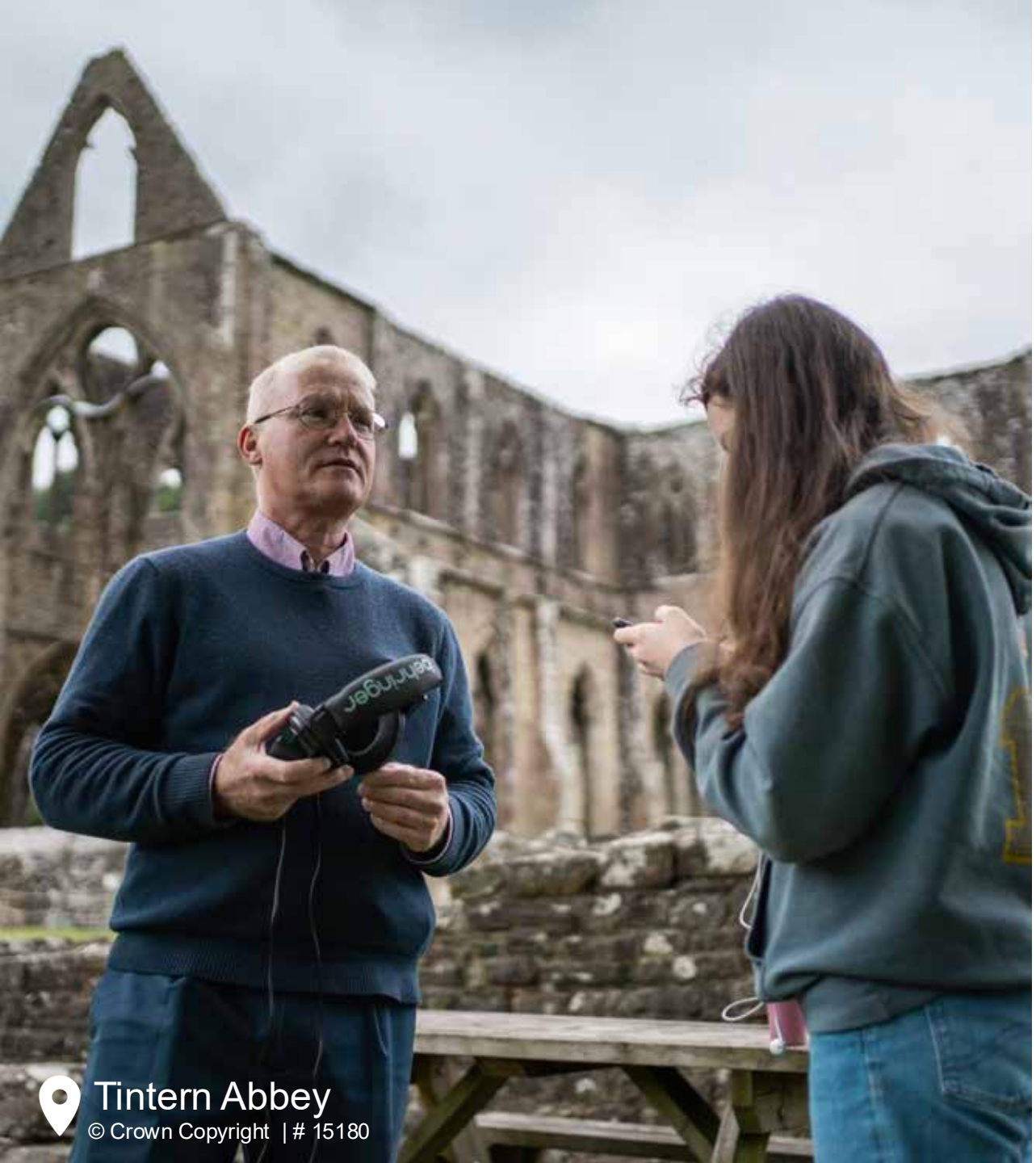
Find trusted local experts to help plan, package and deliver seamless Welsh itineraries.



Source transport partners for group tours, transfers and tailor-made travel across Wales.



Explore practical guidance on reaching Wales and getting around by rail, road, sea and air.



Become a Wales expert

Looking to feel more confident selling Wales? Visit Wales has created a free, flexible online training programme designed to fit around your schedule, so you can learn at your own pace, wherever you are. Delivered through Wales Travel Pro, it blends practical know-how on destinations, experiences and travel logistics with videos, ready-made itineraries and insider tips that bring Wales to life. It is just as useful for refreshing your knowledge as it is for getting started, giving you a go-to space whenever you are planning or need a quick boost of inspiration.

Easily download this program at your preferred app store:

Available on the App Store

GET IT ON Google Play



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Stay in touch

Got a question? We're always happy to help, email us at traveltradewales@gov.wales.

We also have dedicated market contacts who can provide local support, destination updates, product information and trade opportunities for your region:

Sarah Whitfield – Marketing Manager (The Benelux, Italy and Spain)

Marie-Claire Costley – Marketing Manager (Australia, China, India, Japan, New Zealand, Qatar, the UAE)

Judith Newton – Marketing Manager (UK, UK inbound, Ireland, France & Nordics)

Stephen Nase - Director of Marketing for Visit Wales (North America)

Kiki Mueller - Wales representative (Germany, Austria and Switzerland)

Sign up to our newsletter to get fresh updates, new product highlights, and a regular dose of what's happening across Wales.

You can also keep up with us on social media for product updates, insider news, latest developments from the Welsh tourism scene, and more:

