

Helping you sell Wales



Contacts: Paul Chibeba, Director—North America, Visit Wales
Lauren Summers, Marketing Executive, Visit Wales

Address: Visit Wales
551 Fifth Avenue, Suite 701, New York, NY 10176

Telephone: (212) 850-0314 / (212) 850-0362

Website: www.americatrade.visitwales.com (trade)
www.usa.visitwales.com and www.visitwales.ca (consumer)

Email: walestrade@visitbritain.org



Destination overview: For a small country, Wales manages to cram quite a bit in... 641 castles, 687 miles of coastline - and more than **200 golf courses**, many of them stunning Links courses. The host resort for **Ryder Cup Wales** – the Celtic Manor Resort – has three championship golf courses, including a new 18-hole course – The Twenty Ten, which was designed specifically for the tournament last year.

Wales makes a big impression. With three National Parks, five Areas of Outstanding Natural Beauty, dramatic mountains, spectacular seashores, tumbling rivers and fresh green valleys, it's a real gem.

Wales' personality springs from its own rich Celtic heritage and history and a living language (Welsh) that is spoken by around 25% of the population – but don't worry as we all speak English as well.

Wales is physically around the size of Massachusetts, and has a population of three million people and 11 million sheep.

Wales is ideally suited to those companies looking to offer their clients something familiar yet different. Ideal as a destination in its own right or combined with other regions of Britain and/or Ireland, we have group accommodations located throughout the country ranging from budget to luxury five-star, spa hotels.

All this is within easy reach of the main gateways into Britain and Ireland – **just two hours from London by rail coach or car**. Or, avoid the London airports – North Wales is an hour from Manchester Airport; 90 minutes by ferry from Dublin; Cardiff Airport (served by Aer Lingus and KLM from the US) provides easy access to Cardiff, Swansea and South Wales.

Destination potential

- Among those who visited Britain during the past three years, 14.3% visited Wales.
- Menlo Consulting estimate 15.5 million people (6.9% of US adults) are in the market for Wales.
- These best prospects expressed a strong interest in visiting or revisiting Wales, and are likely to take a European vacation in the next five years.
- 75.4% belong to a Frequent Flyer Program.
- Wales' best prospects are more Internet-savvy than the average Britain prospect.
- They are educated, affluent, mature long-haul travelers mostly from the east and west coasts.
- The Ryder Cup was viewed by millions of North Americans on NBC television, putting Wales firmly on their radar in October 2010 – perhaps perfect timing for 2011 product line-ups!
- After the Royal wedding, HRH Prince William of Wales and Kate Middleton will live in Anglesey, and we expect increased interest in tourism highlighting royal connections in Wales.

Please turn over for information on how Visit Wales can help you...

Visit Wales

Visit Wales would love to work with you. We're the government department with responsibility for the marketing of Wales both within the UK and overseas as a tourism destination.

If your company already has Welsh product or is thinking of developing a Welsh program or Welsh element to an existing Britain or European program we want to hear from you.

How Visit Wales can assist you:

Industry partners Visit Wales has developed a network of travel industry partners to help build the profile and accessibility of Wales as a destination. We can provide assistance to selected trade partners who demonstrate a commitment to the marketing and promotion of Wales partnering with Visit Wales.

Marketing Visit Wales is involved with marketing campaigns for 2011/12 and we are looking for operators to work with. We can assist you in promoting your tours to those who have expressed an interest in visiting Wales. Whether it is through a listing on our website, inclusion in our quarterly e-newsletters to consumers, our Facebook page (with more than 107,000 fans), distribution of literature at consumer shows, or a mailing to our database of people interested in Wales, we are here to help you sell Wales. Most of the opportunities are **available free of charge** so please contact us to discuss how we can help you.

Product orientation Experience what Wales has to offer first-hand. When selling Wales there is no substitute for having experienced the sights and sounds of the destination yourself. Please let us know if you plan to be in Britain and have any spare time and we can discuss hosting you in Wales. Alternatively, if you are interested in a product familiarization trip to Wales, please contact us for further information.

Information Contact the office in New York for free literature and brochures. Information is also available at www.americatrade.visitwales.com, a dedicated travel trade website.

Itinerary planning We have a whole range of pre-planned itineraries available or we are very happy to work with you in putting together a **tailored itinerary** for you or your clients and can put you in touch with ground handlers in Wales – there is **no charge** for any of these services!

Imagery Visit Wales is happy to provide **free of charge** promotional DVDs and disks containing images of Wales for your use in brochures, on websites etc. to help promote trips to Wales.

**Wales, a special part of Britain that's not to be missed.
We look forward to welcoming you to Wales!**

www.americatrade.visitwales.com