
Wales Coach Tourism Association Webinar: Cymru. Wales. Croeso. Welcome. 11.05.21

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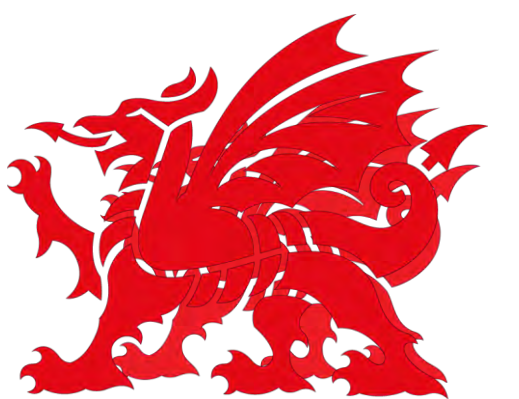
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Croeso.
Welcome.





Collaboration



...and the wider industry.



Covering...

- Wales Guidance & Re-opening (latest)
- Attractions re-opening:
 - Cadw
 - Amgueddfa Cymru - National Museum Wales
 - National Trust
- What's new in Wales
- How Visit Wales can help you
- Questions?



‘When in Wales...’



Caerleon Roman Amphitheatre (gladiators fighting), near Newport, Wales



Can tours operate in Wales? 5 main factors:

- **TRAVEL RESTRICTIONS:** There are currently no restrictions in place for travel into or out of Wales as long as you are travelling to or from a country within the UK or wider Common Travel Area (Ireland, Isle of Man and the Channel Islands); and there are no travel restrictions there.
- **GUIDANCE FOR TRANSPORT OPERATORS**
- **WHICH BUSINESSES ARE ABLE TO OPEN**
- **RESTRICTIONS ON GATHERINGS** (see organised activities/household rules)
- **ANY HOSPITALITY RESTRICTIONS**

As well as anything arising in the Welsh Government regulations and guidance.



Re-opening/re-start dates**

Currently allowed to open (Wales is now at Alert Level 3):

- Self-contained accommodation
- All retail – essential & non-essential
- Outdoor attractions (including funfairs and theme parks)
- Outdoor hospitality (rule of 6 outdoors)
- Children’s indoor activities; organised indoor activities for up to 15 adults
- Extended households (including in self-contained accommodation)

Day visits to outdoor attractions and retail (within guidance and regulations)

Indicated, from 17 May (Alert Level 2):

- All remaining accommodation (to single/extended households)
- Indoor hospitality & regulated premises (rule of 6 indoors & outdoors)
- Indoor visitor attractions
- Entertainment venues
- Number limits on organised activities for adults increase to 50 outdoors, 30 indoors.

Multi-day tours and overnight stays (within guidance and regulations)

Awaiting announcements on timeline (Alert Level 1)



**Correct as at 12 May 2021

Wales Guidance for coach operators** (1)

Anyone operating tours or visits into Wales will need to ensure that they and their clients comply with the latest* [Coronavirus Regulations 2020](#) and [Guidance for Tourism and Hospitality](#). This must include a full Specific COVID-19 Risk Assessment and consideration of all requirements including (but not limited to) [social/physical distancing](#), [face coverings](#), our [Test, Trace, Protect approach](#) and [keeping records of staff, customers and visitors](#).

In respect of transport, coach operators should follow the guidance that applies to [public transport operators](#) (updated 12 April 2021) and ensure that they have undertaken a specific COVID-19 risk assessment.

Operators and businesses based outside of Wales still need to comply with Welsh Regulations for any part of their business operating in Wales.

*subject to change

**Correct as at 11 May 2021



Wales Guidance for coach operators** (2)

Group Visits and Organised Activities (within [Tourism & Hospitality Guidance](#))

- Gathering for [organised activities](#) - up to 30 people outdoors; up to 15 people indoors. Indicated to increase in Alert Level 2 from 17 May to up to 50 outdoors, 30 indoors. These numbers do not include any children aged under 11 or people who are working or providing voluntary services.
- All reasonable measures must be taken to ensure physical and social distancing between households, support bubbles or extended households. Younger children do not need to rigidly follow the advice to stay 2 metres apart.
- Indoor group visits when allowed are only permissible with members of the same household, support bubble or extended household – or within ‘the rule of 6 or 4’ - provided their entry indoors is staggered so as not to create a gathering of more than one household/equivalent indoors. Only exception is if it is an organised activity (e.g. guided tour for up to 15 people).
- Limits related to hospitality and regulated premises also need to be adhered to – rule of 6 outdoors; and (indicated from 17 May) rule of 6 indoors.

Venues and operators need to work together to plan for such visits so that they stay within the requirements of the regulations and guidance.

**Correct as at 12 May 2021



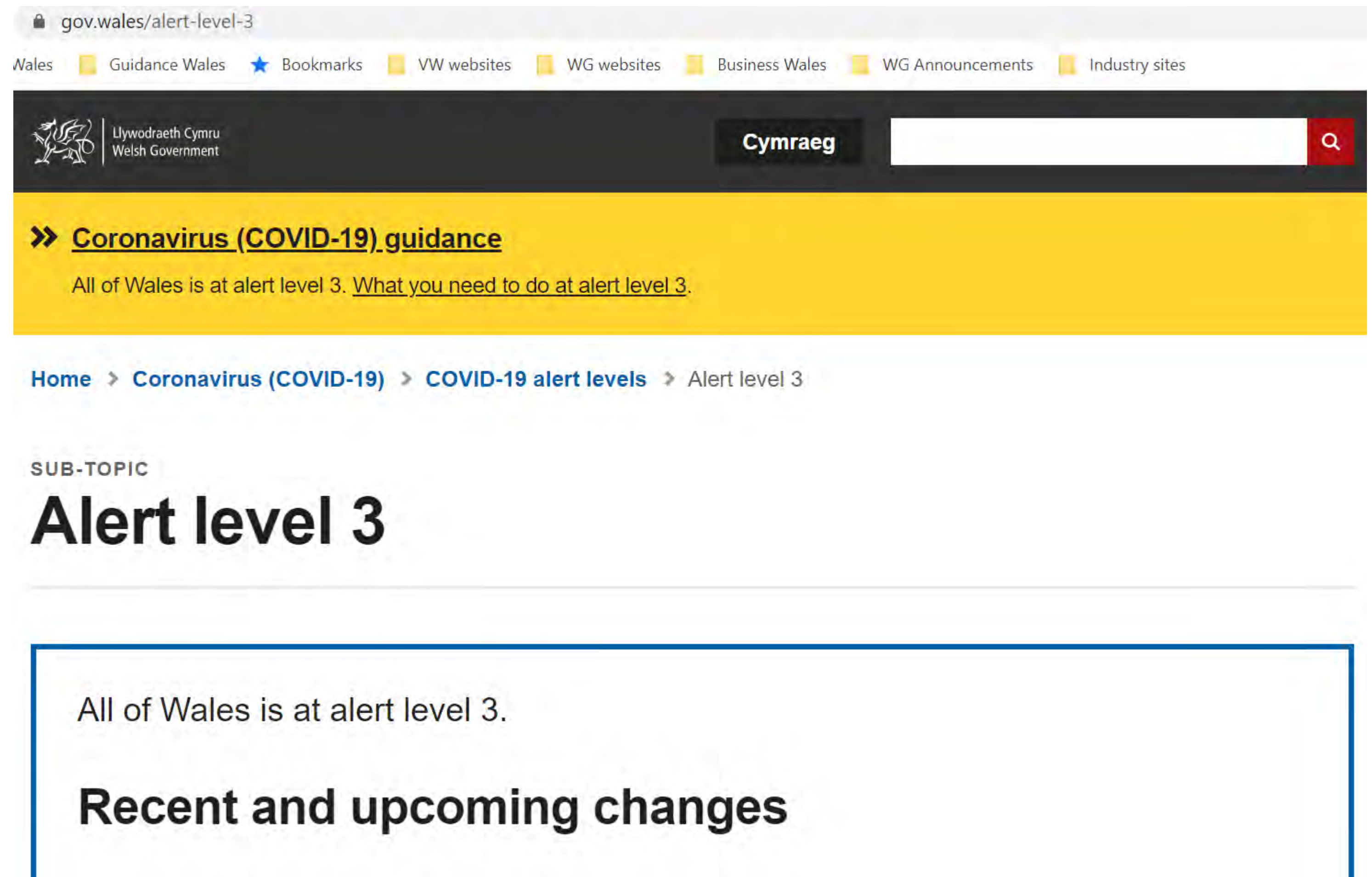
Wales Guidance for your customers** (3)

Anyone in Wales for any reason needs to abide by the Wales regulations and guidance.

The main source of information for your customers is the regularly updated [Current Restrictions](#) information on the Welsh Government website including Frequently Asked Questions and a Summary, within the respective Alert Level guidance.

Please remind your customers of what applies during their visit/stay.

**Correct as at 11 May 2021



The screenshot shows the Welsh Government website at the URL gov.wales/alert-level-3. The page features a navigation bar with the Welsh Government logo and the text 'Llywodraeth Cymru Welsh Government'. A search bar is visible with the word 'Cymraeg' and a search icon. Below the navigation bar, there is a yellow banner with the text 'Coronavirus (COVID-19) guidance' and a sub-link 'All of Wales is at alert level 3. What you need to do at alert level 3.'. The main content area has a breadcrumb trail: 'Home > Coronavirus (COVID-19) > COVID-19 alert levels > Alert level 3'. Below the breadcrumb trail, the sub-topic 'Alert level 3' is displayed in large, bold text. A blue-bordered box highlights the text 'All of Wales is at alert level 3.' and the heading 'Recent and upcoming changes'.



We're Good To Go



Safon Diwydiant COVID-19

Mewn partneriaeth â;

Sefydliadau Twristiaeth Cenedlaethol Prydain Fawr a Gogledd Iwerddon

I gydnabod bod y busnes hwn wedi cadarnhau ei fod wedi dilyn canllawiau COVID-19 y Llywodraeth a'r diwydiant, gan sicrhau bod prosesau ar waith i gynnal glanweithdra a chynorthwyo pellter cymdeithasol/corfforol.



COVID-19 Industry Standard

In Partnership with;

The National Tourist Organisations of Great Britain and Northern Ireland

In recognition that this business has confirmed that they have followed government and industry COVID-19 guidelines, ensuring processes are in place to maintain cleanliness and aid social/physical distancing.

> 6,500

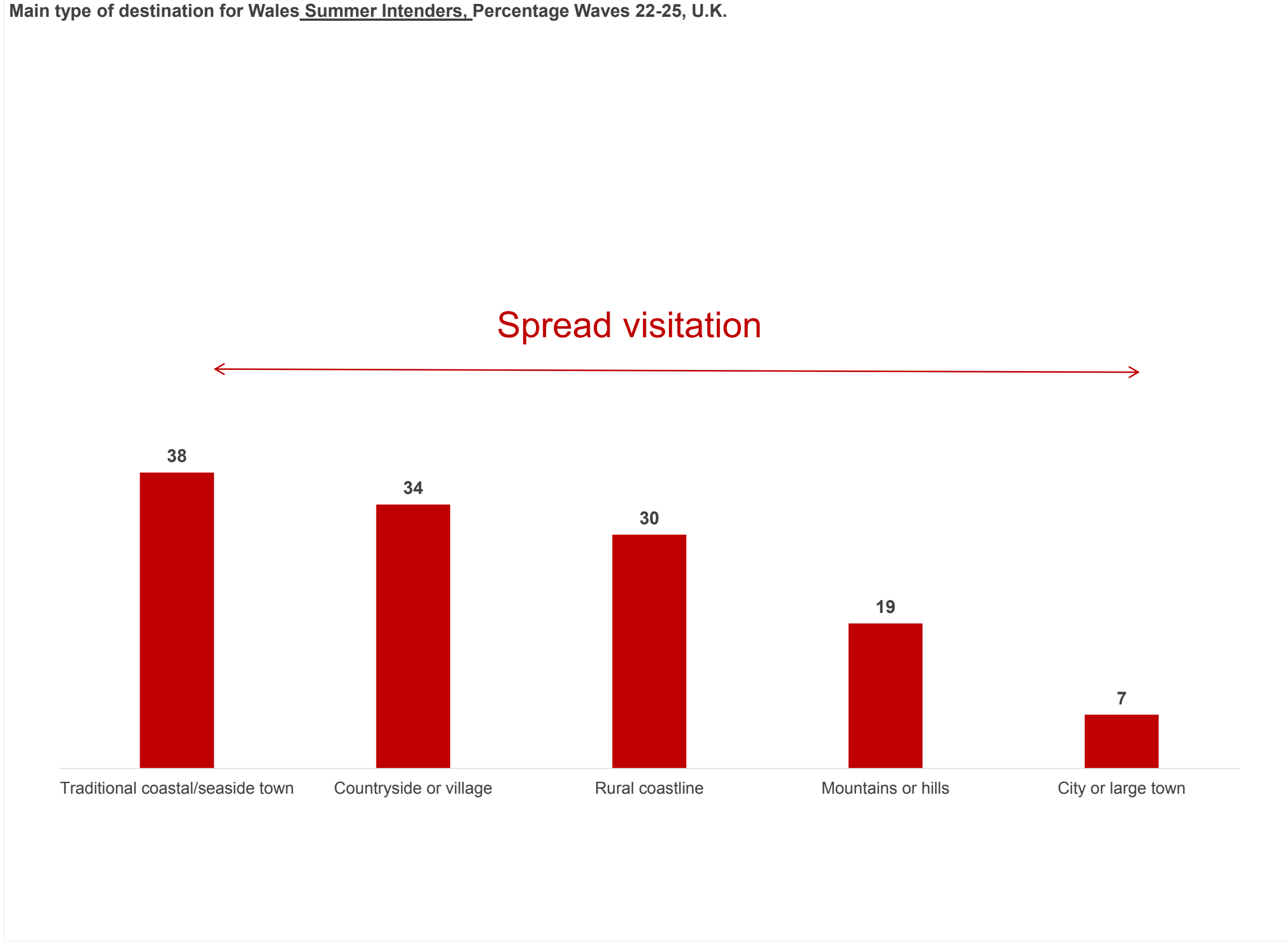
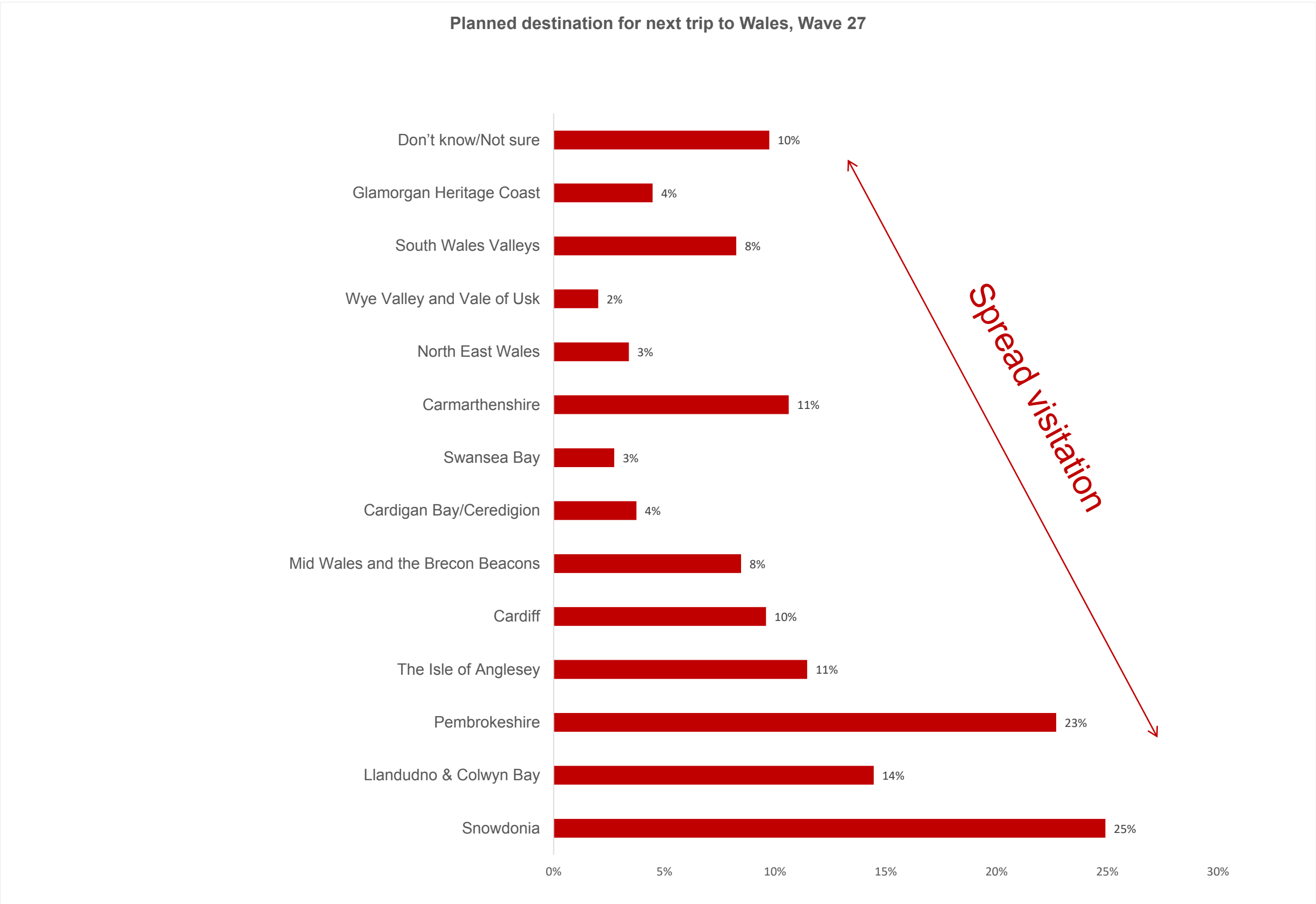
Now fully searchable within product search on

www.visitwales.com



Snowdonia and Pembrokeshire remain the most popular destinations

Snowdonia is the number one destination amongst Wales trip intenders. Pembrokeshire is also very popular for prospective visitors, especially Welsh residents. Seaside and rural areas remain the areas most people intend to visit in Wales with subdued demand for urban areas.



[COVID-19 UK Tourism Consumer Tracker Survey \(Wales profile Report\)](#)

Important to closely monitor booking and visitor levels and mitigate visitor pressures by promoting trips across the whole of Wales, especially seaside and countryside areas, that are less busy, as well as safe enjoyable ways to revisit urban areas.



A selection of key attractions opening:

- National Botanic Garden of Wales and its Bird of Prey Centre – already open
- Aberglasney Gardens – already open
- Newport Wetlands & Llanelli Wetlands – already open
- Fonmon Castle – already open
- Zip World (Penrhyn Quarry; Slate Caverns; Fforest; NEW Tower) – already open
- NEW – Penderyn Distillery Llandudno site – opens 17 May, tours available from June
- Welshpool & Llanfair Railway – now running
- Talylyn Railway – now running
- Snowdon Mountain Railway – running from 14 May
- Castell Henllys Iron Age Village – already open
- Portmeirion – already open
- The Royal Mint Experience – opening 29 May

*Groups
welcome
but must
pre-book*

*Re-opening grid (being
constantly updated)
available from
traveltradewales@gov.wales*



CTOS (Cadw Tour Operator Scheme) for groups & FITs:

How to book

- Register with Cadw to join Cadw's Tour Operator Scheme (CTOS)
- Pre-book groups and FITs – minimum 3 weeks prior to visit
- Group bookings must be through CTOS – on-line booking platform

Benefits

- Tickets are released for Travel Trade before consumers
- 20% off the trade advertised rates until March 2022
- Invoicing following your visit
- complimentary entry for your tour leader

Information

- Group sizes able to accept will vary according to each site
- Cadw are operating sites at greatly reduced capacity
- Some sites will be closed over lunch times for cleaning
- Some sites are operating a phased re-opening, opening 5 days a week
- Covid specific Risk assessment required 2 weeks prior to visit
- Member booking <https://www.cadwmembership.service.gov.wales/operators/>
- Travel trade information <https://cadw.gov.wales/visit/places-to-visit/travel-trade>

Contact us

- T: 03000 257182 Email: cadwcommercial@gov.wales



Sites already open:

[Beaumaris Castle](#) – open 7 days
[Blaenavon Ironworks](#) – open 7 days
[Caerphilly Castle](#) – open 7 days
[Chepstow Castle](#) – open 7 days
[Harlech Castle](#) – open 7 days
[Kidwelly Castle](#) – open 7 days
[Raglan Castle](#) – open 7 days
[Tintern Abbey](#) – open 7 days (restrictions – works)
[Conwy Castle](#) – closed Thursday & Friday
[Criccieth Castle](#) – closed Tuesday & Wednesday
[Denbigh Castle](#) – closed Tuesday & Wednesday
[Laugharne Castle](#) – closed Tuesday & Wednesday
[Rhuddlan Castle](#) - closed Tuesday & Wednesday
[St David's Bishops Palace](#) - closed Thursday & Friday
[Tretower Court and Castle](#) – closed Monday & Tuesday



Re-opening as unstaffed sites from 17th May:

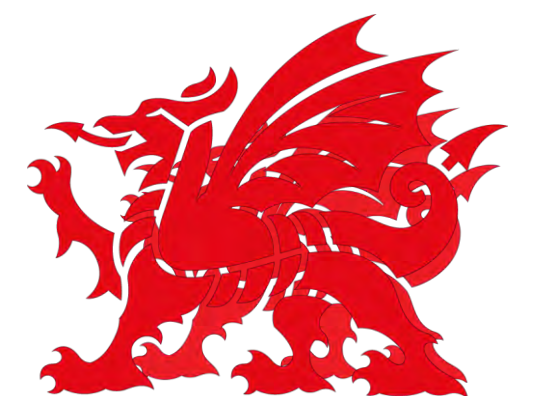
[Cilgerran](#) – open 7 days
[Segontium](#) – open 7 days
[Valle Crucis Abbey](#) - open 7 days
[Strata Florida](#) closed Saturday & Sunday– TBC

Closed: earliest opening 17 May:

[Castell Coch](#) – open 7 days (mostly indoor site)
[Caernarfon Castle](#) - closed Thursday & Friday (construction works)
[Plas Mawr](#) - closed Thursday & Friday (mostly indoor site)

Closed –

[Rug Chapel](#)
[Oxwich Castle](#)
[Caerleon Roman Fortress and Baths](#)



Visitor Experience

Introduced some changes

- Day ticket and CTOS booking
- One way systems
- Enhanced cleaning
- 'We're Good to Go'
- Discover days out with Cadw's itineraries and inspiration
- Virtual visits

Programme of conservation works

- Caernarfon, and Caerphilly Castles, Tintern Abbey and Tretower Barn

Property rentals (FIT)

- Five apartments at Harlech Castle
- Cottages at Tintern Abbey, White Castle and Tretower Court
- Porth Mawr - 2 apartments in development available 2022

Contact us

- T: 03000 257182 Email: cadwcommercial@gov.wales





Cadw is looking forward to welcoming coach groups to its sites

- business will start smaller
- capacities will be regularly reviewed
- extend the seasons and spread the visits

Contact us

- T: 03000 257182 Email: cadwcommercial@gov.wales



Amgueddfa Cymru - National Museum Wales



www.museum.wales

Reopening

Currently open

- St Fagans National Museum of History, Cardiff
- National Slate Museum, Llanberis

From 19 May

- National Waterfront Museum, Swansea
- National Museum Cardiff
- National Wool Museum, Carmarthenshire
- Big Pit National Coal Museum, Blaenavon
- National Roman Legion Museum, Caerleon
- Changed opening days



Amgueddfa Cymru - National Museum Wales



www.museum.wales

Current COVID position

- Household groups
- No underground tours – starting soon

What's new

- New itineraries for the website
- Coach booking via Eventbrite
- Site maps in different languages for international visitors
- Introductory tours at each museum
- New products – e.g. afternoon teas



Amgueddfa Cymru - National Museum Wales

Coming up.... places

Swansea – new waterfront development

Llanberis – UNESCO World Heritage Site
status pending



www.museum.wales



Amgueddfa Cymru - National Museum Wales



www.museum.wales

Coming up.... museums

National Museum Cardiff –

- Becoming Richard Burton
- Rules of Art (Oct 2021 – Sept 2022)
- Mining for Mobiles (Oct 2022 – March 2023)
- BBC Cymru Wales (Oct 2022 – Feb 2023)
- Design study started – work to begin 2023

National Wool Museum -

- Exhibition of Hope

St Fagans National Museum of History

- Work ongoing on the Vulcan





National
Trust



Current & Planned Visitor Offer

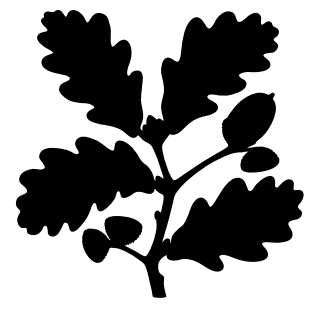
- Pay-for-entry access to outdoor offers, outdoor F&B and retail at most sites.
- All NT coast and countryside car parks in Wales are also now open
- Indoor F&B from 17 May
- Indoor sites phased opening from 17 May
- Some will reopen in a different manner.

Bookings:

- Main booking system for visitors goes live with tickets for the following Monday to Sunday each Friday.
- Coach bookings to be made direct with property team. Contact details for each via our website
- Coach space subject to local daily capacity and logistics
- Groups separate out to household/traveller groups to avoid pinch points and clustering



www.nationaltrust.org.uk/days-out/wales



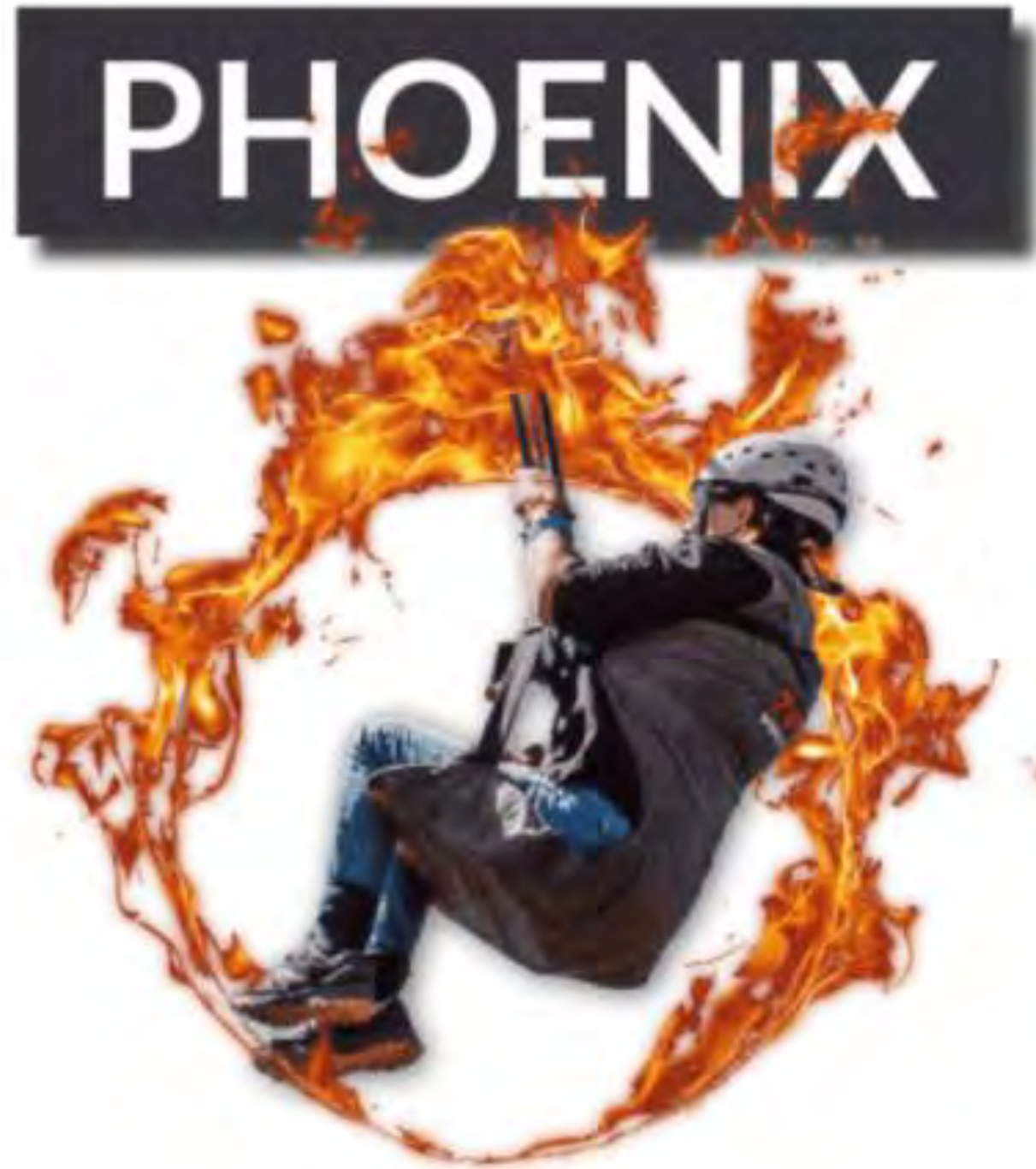
National
Trust



- Similar picture across England in terms of opening and bookings
- Looking at how we can improve how we work with coach groups:
laura.smart@nationaltrust.org.uk



Zip World Tower



- Zip World Tower is the first Zip World site in South Wales.
- Opened 26 April.
- Located at the old Tower Colliery coal mining site, in the Rhigos mountain range.
- Home to Phoenix, the world's fastest seated zip line, and Tower Coaster, the first in Europe which allows two guests to ride at once in a side-by-side kart.



National Trails Toolkit

A new toolkit launched on 27 April to encourage operators to include parts of the Wales Coast Path and other National Trails in itineraries.

The toolkit is available

www.walescoastpath.gov.uk

The trails are fully open and there is generally room to be 2m apart.



Hilton Garden Inn Snowdonia

Opens 18 May.

106 bedroom Hilton Garden Inn at Adventure Parc Snowdonia.

The hotel includes a restaurant, bar, The Wave Garden Spa and fitness facilities.



Llys y Frân Country Park & Reservoir



Opening late spring 2021. The redevelopment has included the refurbishment and expansion of the visitor centre and café. A new outdoor activity centre and Waterside Cabin will be available with a wide range of water and land activities on offer. A great location for walking from gentle strolls to challenging hikes whilst enjoying the fresh air, wildlife and the views.



Hensol Castle Distillery



Opens 4 September 2021

New distillery at Hensol Castle near Cardiff.

Clients can look around the operation whilst learning about the history of gin and the botanicals which creates it.

Clients can distil a bespoke bottle to take home after enjoying gin tasting at the cocktail bar.



Caernarfon Castle



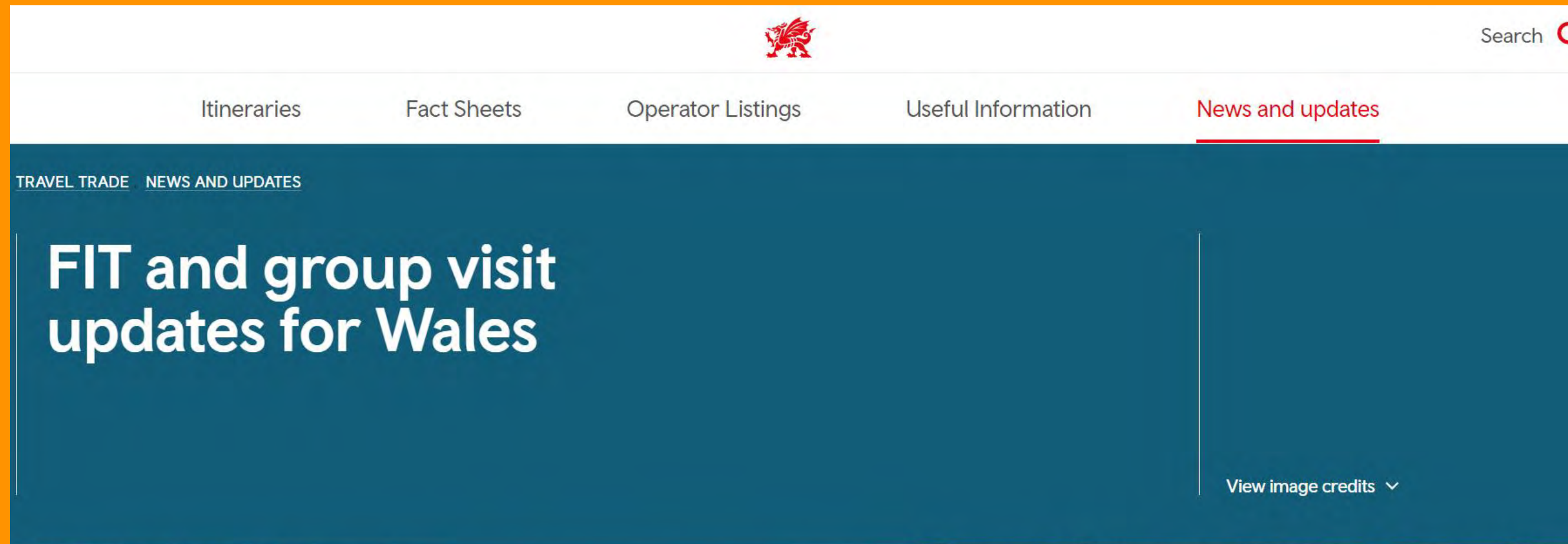
The King's Gate, at Caernarfon Castle's main entrance, will be transformed into an accessible visitor centre.

New features will include a lift allowing clients to access a new rooftop deck, interactive and immersive experiences, refreshment and retail space, and accessible toilets.

Due to open late 2022 TBC



For more opening information...



• www.traveltrade.visitwales.com

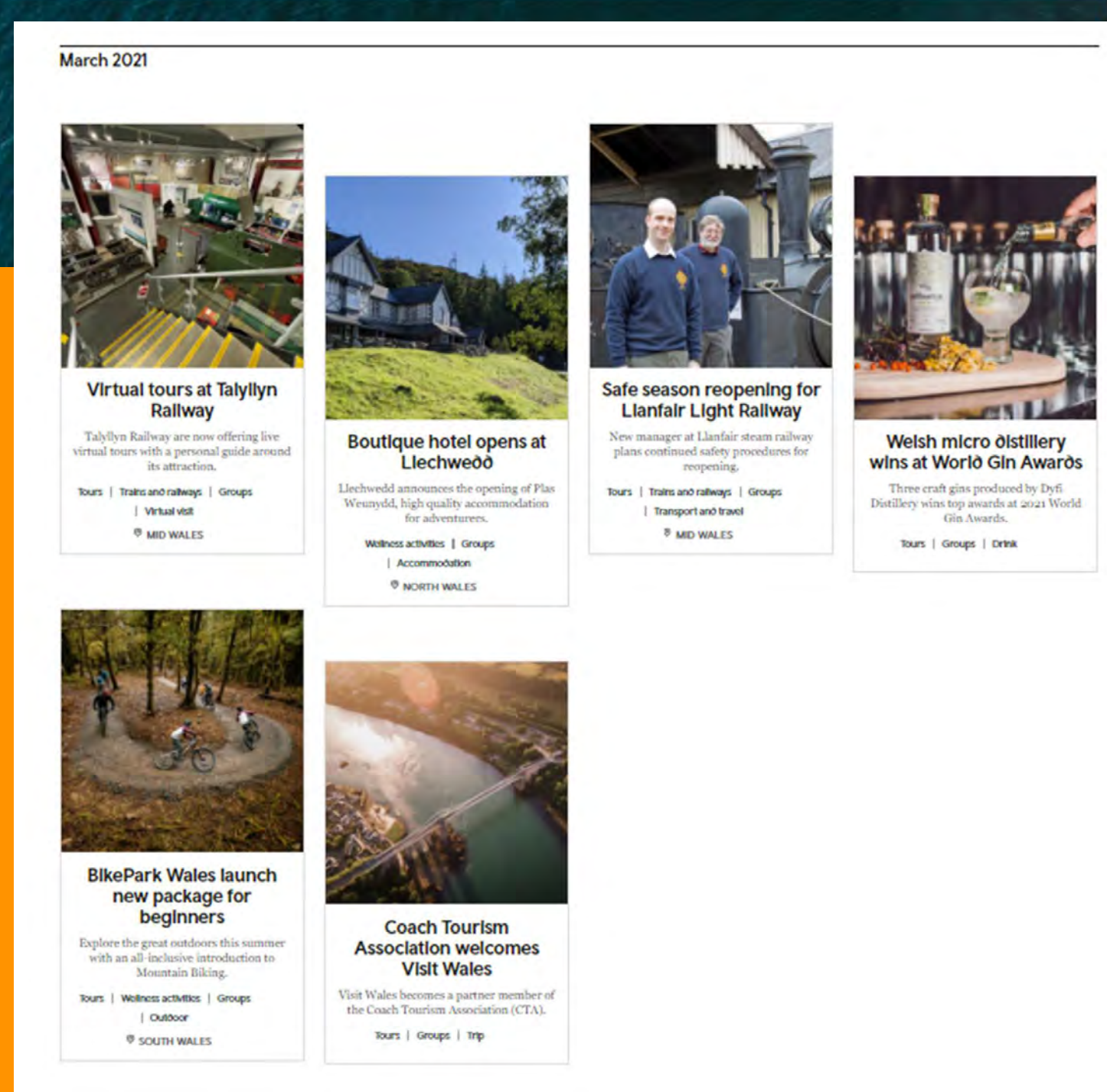
• Sign up to our travel trade newsletter:

www.visitwales.com/info/travel-trade/useful-information/toolkit/travel-trade-newsletter

Twitter: @TravelTradeWales

Facebook: Travel Trade Wales

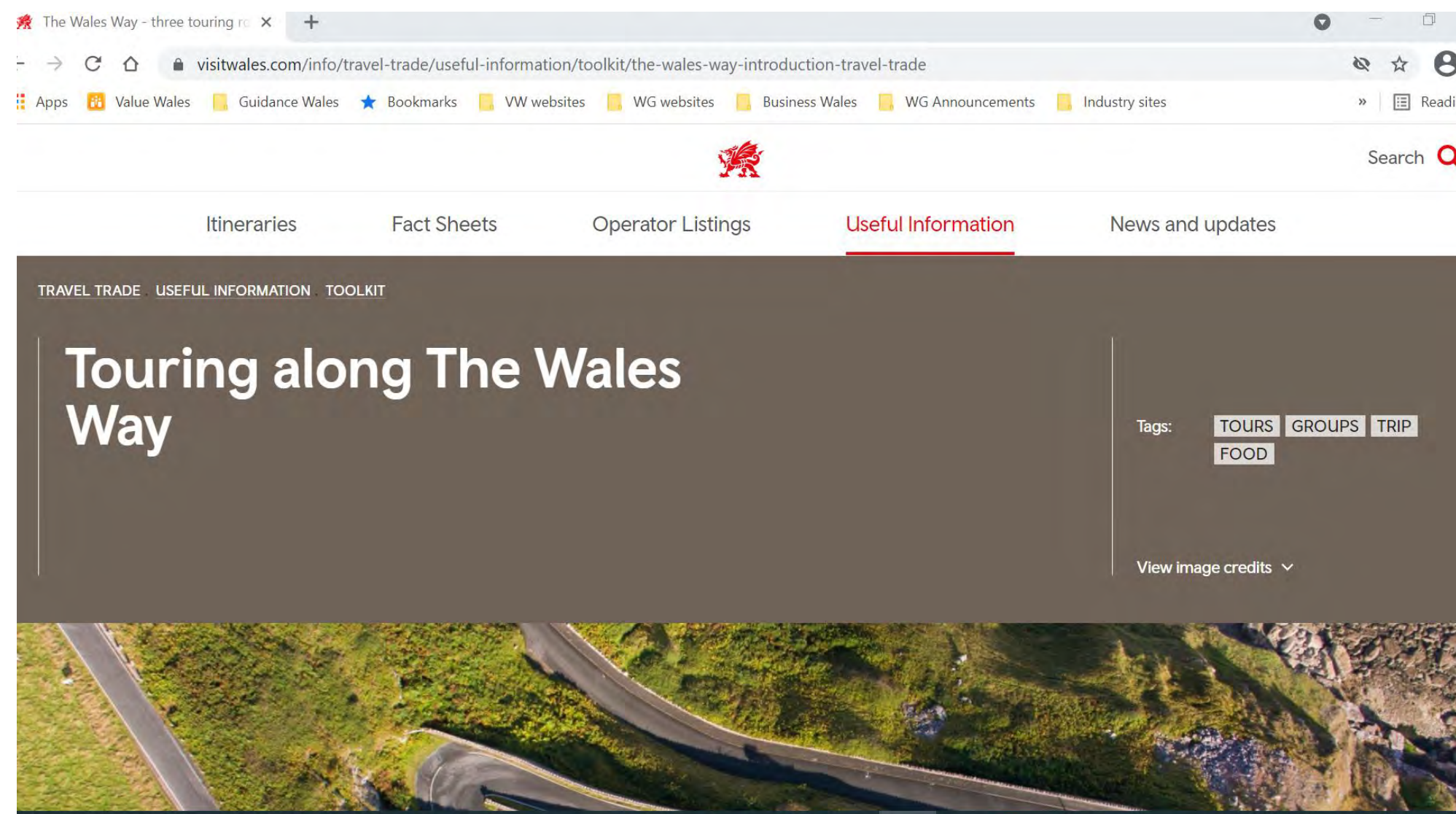
#TravelTradeWales



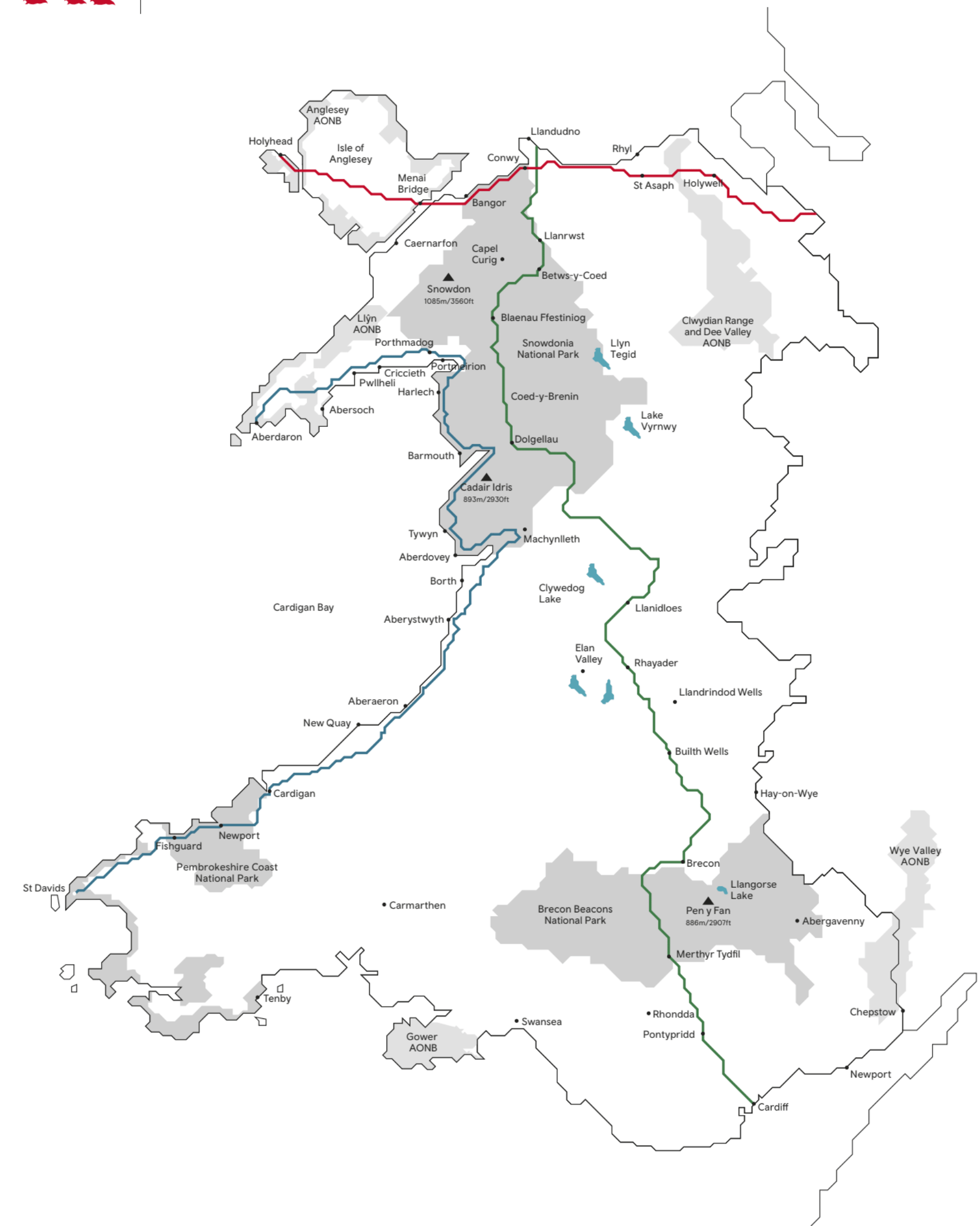
The Wales Way

A family of three national routes that leads along the coast, through castle country and across mountainous heartlands.

They're crossed by loops and links so that you can create your own custom-built Welsh road trips for your clients.



Fforðd Cymru
The Wales Way



Fforðd Cambria
The Cambrian Way

Fforðd yr Arfordir
The Coastal Way

Fforðd y Gogledd
The North Wales Way

Further resources

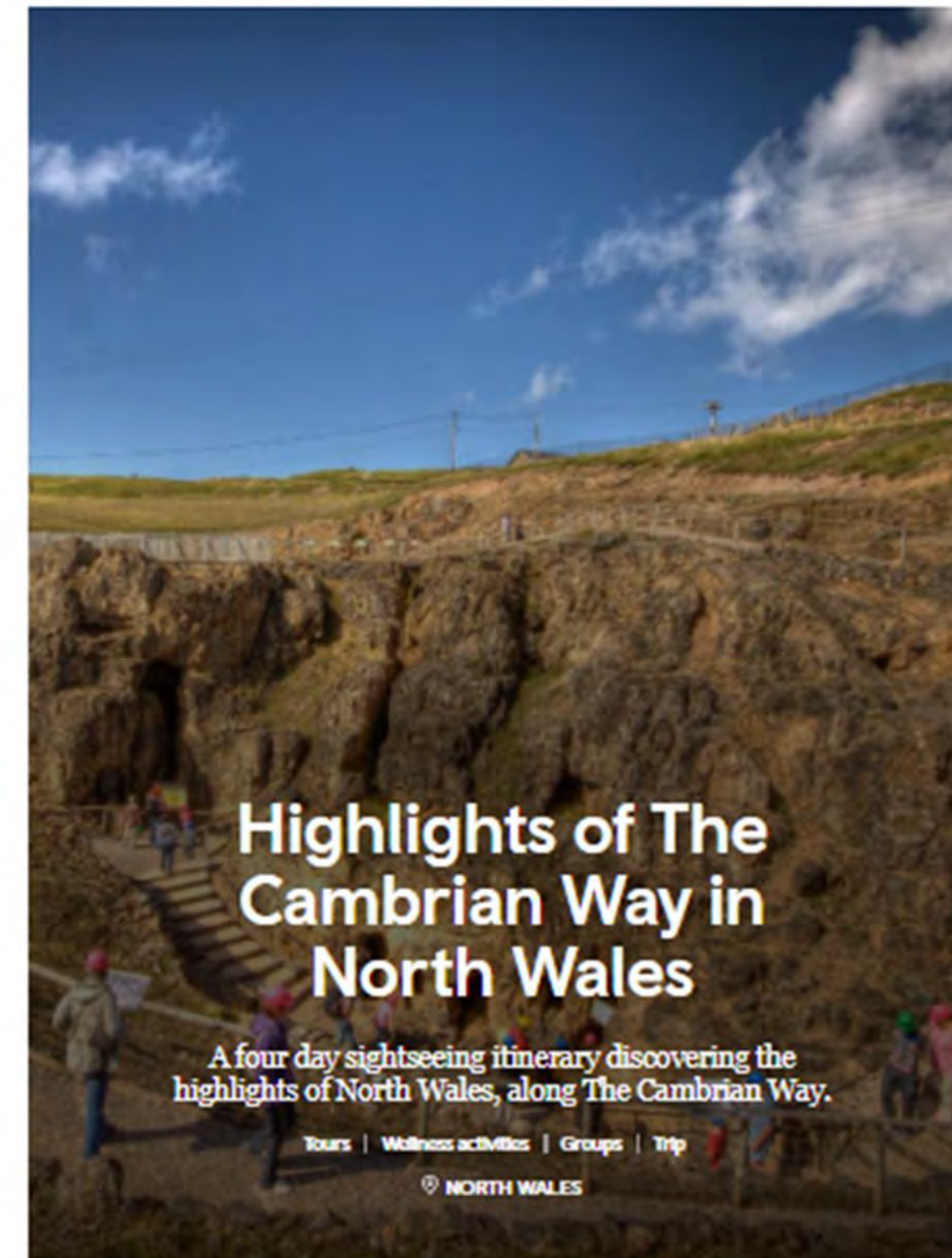
- We provide information & contacts at traveltrade.visitwales.com including information on bookable product, accommodation, attractions, activities, itineraries, themed fact sheets & coach parking.
- Visit Wales are working with the Wales Official Tour Guide Associations (WOTGA) developing new content which will feature on the website in the coming months. This will include regional days out itineraries for groups, regional group introductions, walking and some other themed itineraries.
- Download and request copyright free images and films at <https://assets.wales.com/> .

TRAVEL TRADE

Itineraries

These itinerary ideas provides an insight into the many varied attractions and activities Wales has to offer. We hope that they will help you put together exciting tours for your clients.

The Wales Way - The Cambrian Way



Explore South and Mid Wales on The Cambrian Way

A five day sightseeing itinerary discovering the highlights of South and Mid Wales, along The Cambrian Way.

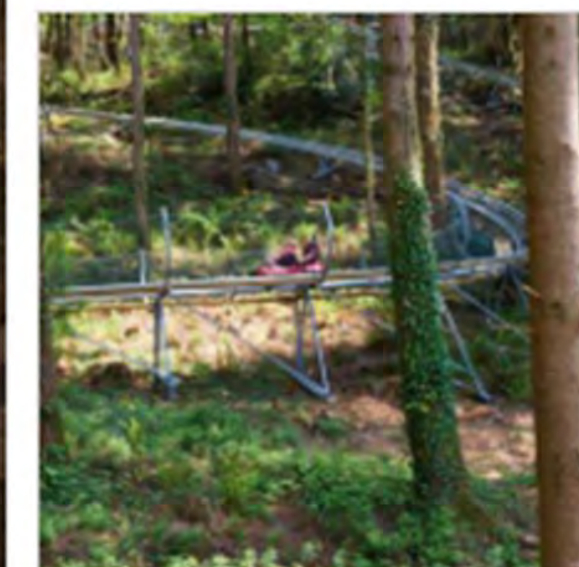
Tours | Wellness activities | Groups | Trip



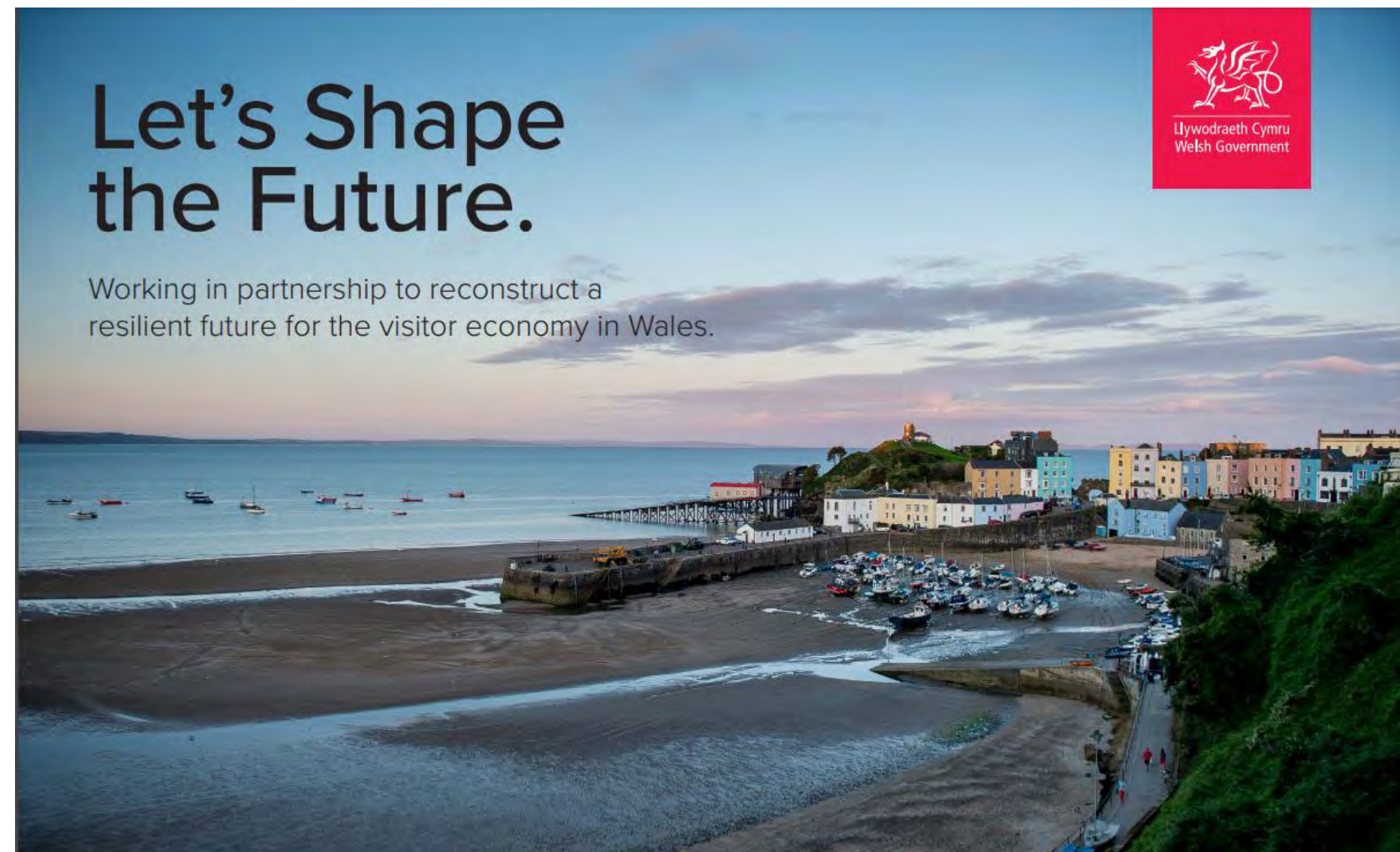
Activities In South and Mid Wales, The Cambrian Way

A five day adventure and sightseeing itinerary in South and Mid Wales, along The Cambrian Way.

Tours | Wellness activities | Groups | Outdoor



Activities In North Wales along The Cambrian Way



Recovery Plan/Strategic Plan Quarterly review of activity.

1. Supporting business.
2. Valuing people - protecting and enabling skills and employment.
3. Reopening safely.
4. Rebuilding consumer confidence.
5. Stimulating (& managing) future demand.
6. Developing local visitor economies.
7. Transforming the sector to be more resilient, sustainable, innovative & accessible.
8. Delivering tailored recovery plans.

*Recovery plan is a bridge back to the strategic plan "Welcome to Wales: Priorities for the Visitor Economy 2020-2025".

Useful contact details:

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#TravelTradeWales

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Diolch.
Thank you.

Questions?

