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# Visit Wales:

## A collaborative approach to welcoming visitors back

27.04.21

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Clare Dwight  
Senior Tourism Marketing Manager (B2B)



‘When in Wales...’



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



Croeso.  
Welcome.



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# Covering...

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- Current Wales Guidance
- What to expect in Wales
- How Visit Wales can help you





# Collaboration



...and the wider industry.



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# Can coach tours operate in Wales? 5 main factors:

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- **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.



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# Re-opening/re-start dates\*\*

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## Currently allowed to open:

- Self-contained accommodation
- All retail – essential & non-essential
- Outdoor attractions (including funfairs and theme parks)
- Outdoor hospitality (rule of 6 outdoors)

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

## From 3 May (completes the move to Alert Level 3):

- Children's indoor activities; organised indoor activities for up to 15 adults
- Extended households (including in self-contained accommodation)

## Indicated, from 17 May (Alert Level 2):

- All remaining accommodation (to single/extended households)
- Indoor hospitality (rule of 6 outdoors; 4 indoors)
- 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)*



\*\*Correct as at 27 April 2021

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# Wales Guidance for coach operators\*\* (1)

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Anyone operating tours or visits around Wales will need to ensure that they and their clients comply with the latest\* [Coronavirus Regulations](#) and [guidance for tourism and hospitality businesses](#). This must include a specific COVID-19 risk assessment and consideration of all requirements including (but not limited to) [social/physical distancing](#), [face coverings](#) 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.

\*subject to change

\*\*Correct as at 27 April 2021





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# Wales Guidance for coach operators\*\* (2)

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

- Gathering for organised activities - up to 30 people outdoors; up to 15 people indoors (from 3 May). 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 provided their entry indoors is staggered so as not to create a gathering of more than one household indoors. Only exception is if it is an organised activity (e.g. guided tour for up to 15 people).
- Limits related to hospitality also need to be adhered to – rule of 6 outdoors; and (indicated from 17 May) rule of 4 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 27 April 2021



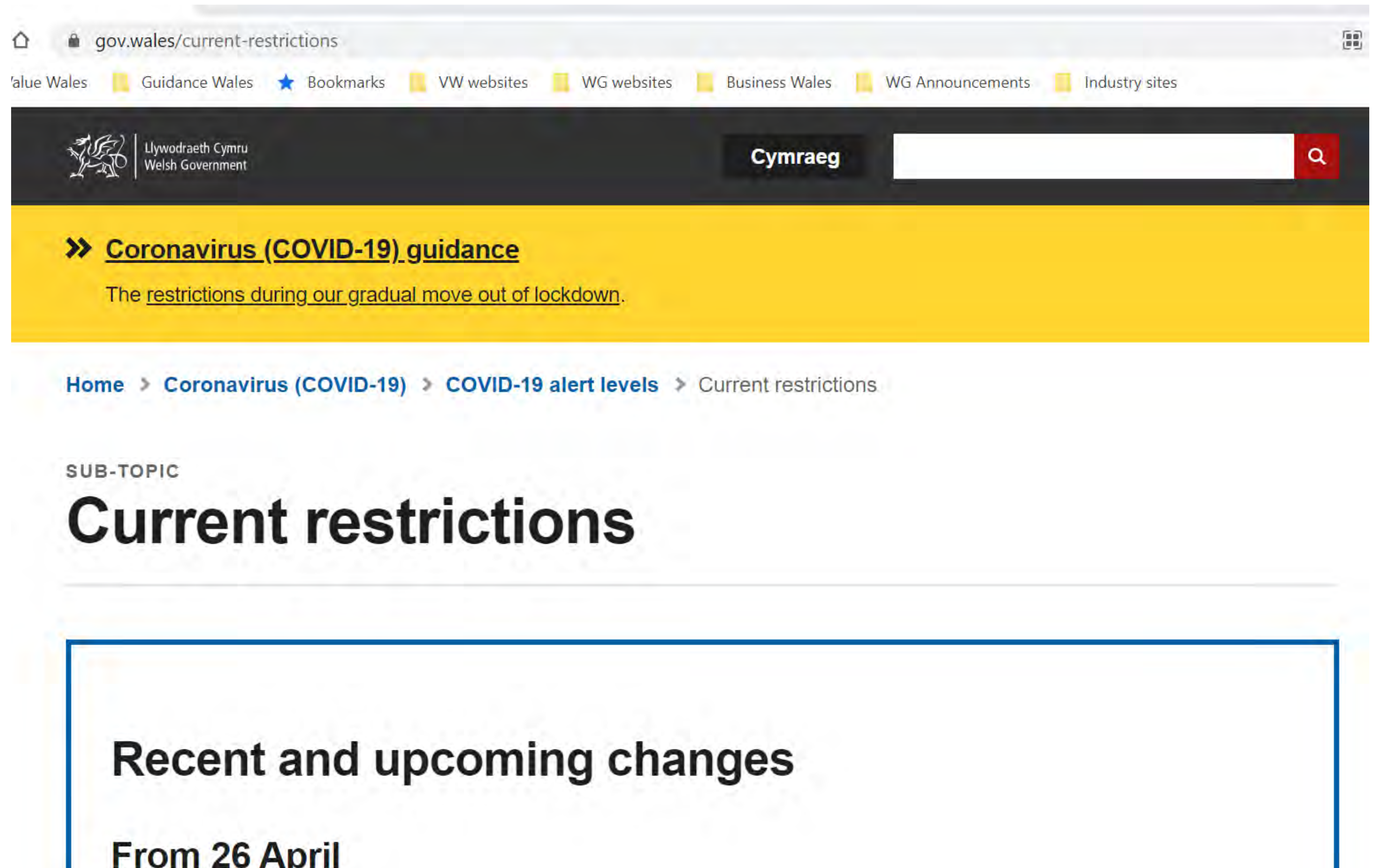
# Wales Guidance for your customers\*\* (3)

**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 27 April 2021



The screenshot shows the Welsh Government website at gov.wales/current-restrictions. The page features a dark header with the Welsh Government logo and the text 'Llywodraeth Cymru Welsh Government'. A search bar is visible on the right. Below the header, a yellow banner highlights 'Coronavirus (COVID-19) guidance' with a sub-link 'The restrictions during our gradual move out of lockdown'. A breadcrumb trail reads 'Home > Coronavirus (COVID-19) > COVID-19 alert levels > Current restrictions'. The main heading is 'SUB-TOPIC Current restrictions'. A blue-bordered box contains the text 'Recent and upcoming changes' and 'From 26 April'.



# 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](http://www.visitwales.com)



# A selection of key attractions opening:

- National Botanic Garden of Wales and its Bird of Prey Centre – already open
- Aberglasney Gardens – already open
- Newport & Llanelli Wetlands – already open
- Fonmon Castle – already open
- Zip World – already open
- Penderyn Distillery – tour bookings from 17 May
- NEW – Penderyn Distillery Llandudno site – opens 17 May, tours available from June
- Welshpool & Llanfair Railway – 1 May for shorter 1 hour journey, 4 May full 8 mile journey
- Talyllyn Railway – 1 May
- Snowdon Mountain Railway – 14 May
- Hensol Castle Distillery – opening 4 September
- Newport Medieval Ship – pre-booked groups only – June/July



## Sites already open:

[Laugharne Castle](#) – open 7 days

[Blaenavon Ironworks](#) – open 7 days

[Caerphilly Castle](#) – open 7 days

[Denbigh Castle](#)

[Raglan Castle](#) – open 7 days

[Harlech Castle](#) – open 7 days

[Chepstow Castle](#) – open 7 days

[Beaumaris Castle](#) – open 7 days

[Conwy Castle](#)

[Criccieth Castle](#)

[Rhuddlan Castle](#)

[Tintern Abbey](#) – open 7 days (restrictions – works)

[Tretower Court and Castle](#)

## Unstaffed sites reopening:

[Caerleon Roman Fortress and Baths](#)

[Cilgerran](#)

[Segontium](#) – open 7 days

[Strata Florida](#) (reopening 30 April – TBC)

## Closed – earliest opening 17 May:

[Castell Coch](#) (mostly indoor site)

[Caernarfon Castle](#) (construction works)



## Closed:

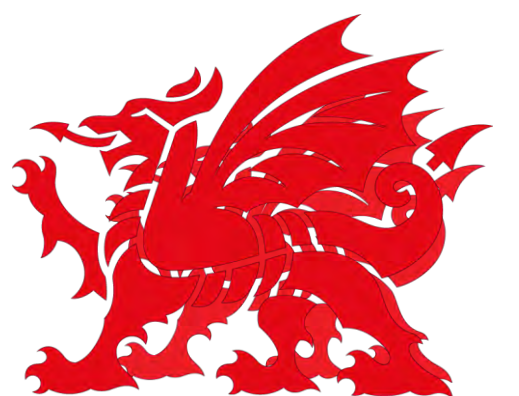
[Rug Chapel](#)

[St Davids Bishops Palace](#) (construction works)

[Oxwich Castle](#)

[Valle Crucis Abbey](#)

[Plas Mawr](#) (mostly indoor site)



Tickets are released for Travel Trade before consumers  
Group sizes able to accept will vary according to each site  
Some sites will be closed over lunch times for cleaning  
Pre-booked groups only

Cadw are operating sites at greatly reduced capacity.

## **CTOS (Cadw Tour Operator Scheme system for groups & FITs:**

Includes 10% off the trade advertised rates. (or can book up to 6 [day tickets](#) if don't want to join CTOS).

Member booking

<https://www.cadwmembership.service.gov.wales/operators/>

Travel trade information

<https://cadw.gov.wales/visit/places-to-visit/travel-trade> T: 03000 257182 Email: [cadwcommercial@gov.wales](mailto:cadwcommercial@gov.wales)



# Amgueddfa Cymru / National Museum Wales <https://museum.wales/>



- National Museum of History St Fagan's – open outdoors only. All historic houses and galleries closed, grounds only. Shop and café open.
  - Travel Trade tickets will be released before consumers. Blocked out numbers for coaches once known. 1 coach per day initially (likely to increase over time)
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- Other outdoors - National Slate Museum due to open 29 April subject to guidelines. Outdoor spaces open but includes slate splitting demo, blacksmithing and water wheel.
  - 360 films of closed spaces (e.g. Fron Haul cottages) available.



# Amgueddfa Cymru / National Museum Wales <https://museum.wales/>

- Everything else to open in May (TBC)
- School visits may resume after May half term – one school per day
- All Museums to open Wednesday – Sunday, except for when there are Bank Holidays when pattern may change
  
- Site-specific bookings contacts:
  - St Fagans National Museum of History, Cardiff: [Learning.St.Fagans@museumwales.ac.uk](mailto:Learning.St.Fagans@museumwales.ac.uk)
  - National Museum Cardiff: [Learning@museumwales.ac.uk](mailto:Learning@museumwales.ac.uk)
  - National Waterfront Museum, Swansea: [waterfront@museumwales.ac.uk](mailto:waterfront@museumwales.ac.uk)
  - National Slate Museum, Llanberis: [slate@museumwales.ac.uk](mailto:slate@museumwales.ac.uk)
  - National Roman Legion Museum, Caerleon: [romanlegion@museumwales.ac.uk](mailto:romanlegion@museumwales.ac.uk)
  - Big Pit National Coal Museum: [bigpit@museumwales.ac.uk](mailto:bigpit@museumwales.ac.uk)
  - National Wool Museum, near Carmarthen: [wool@museumwales.ac.uk](mailto:wool@museumwales.ac.uk)





- Opened paid-for entry outdoors already at most sites.
- Indoor sites later.
- May not open but different engagement: Aberdulais, Ty Mawr (considering)
- Space subject to capacity e.g. Bodnant could take many; Powis fewer.
- Subject to local decisions.
- Mostly separate out to household groups.
- If allowed to pilot small group tours, maybe doing that.



Bookings:

Contact the property direct.

Slots go live on a Friday (so would remove coach booking/allocation before going live to consumers).

All NT coast and countryside car parks in Wales are also now open in line with Welsh Government guidance.



# Zip World Tower



Zip World Tower is the first Zip World site in South Wales, opening 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 roller-coaster in Europe which allows two guests to ride at once in a side-by-side kart.



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# National Trails Toolkit

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

The toolkit will be available on [www.walescoastpath.gov.uk](http://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...

Itineraries Fact Sheets Operator Listings Useful Information **News and updates**

TRAVEL TRADE NEWS AND UPDATES

## FIT and group visit updates for Wales

View image credits

March 2021

- Virtual tours at Talylyn Railway**  
Talylyn Railway are now offering live virtual tours with a personal guide around its attraction.  
Tours | Trains and railways | Groups | Virtual visit | MID WALES
- Boutique hotel opens at Llechwedd**  
Llechwedd announces the opening of Plas Wernydd, high quality accommodation for adventurers.  
Wellness activities | Groups | Accommodation | NORTH WALES
- Safe season reopening for Llanfair Light Railway**  
New manager at Llanfair steam railway plans continued safety procedures for reopening.  
Tours | Trains and railways | Groups | Transport and travel | MID WALES
- Welsh micro distillery wins at World Gin Awards**  
Three craft gins produced by Dyfi Distillery wins top awards at 2021 World Gin Awards.  
Tours | Groups | Drink
- BikePark Wales launch new package for beginners**  
Explore the great outdoors this summer with an all-inclusive introduction to Mountain Biking.  
Tours | Wellness activities | Groups | Outdoor | SOUTH WALES
- Coach Tourism Association welcomes Visit Wales**  
Visit Wales becomes a partner member of the Coach Tourism Association (CTA).  
Tours | Groups | Trip

- [www.visitwales.com/info/travel-trade](http://www.visitwales.com/info/travel-trade)

- Sign up to our travel trade newsletter:

[www.visitwales.com/info/travel-trade/useful-information/toolkit/travel-trade-newsletter](http://www.visitwales.com/info/travel-trade/useful-information/toolkit/travel-trade-newsletter)

Twitter: @TravelTradeWales

Facebook: Travel Trade Wales

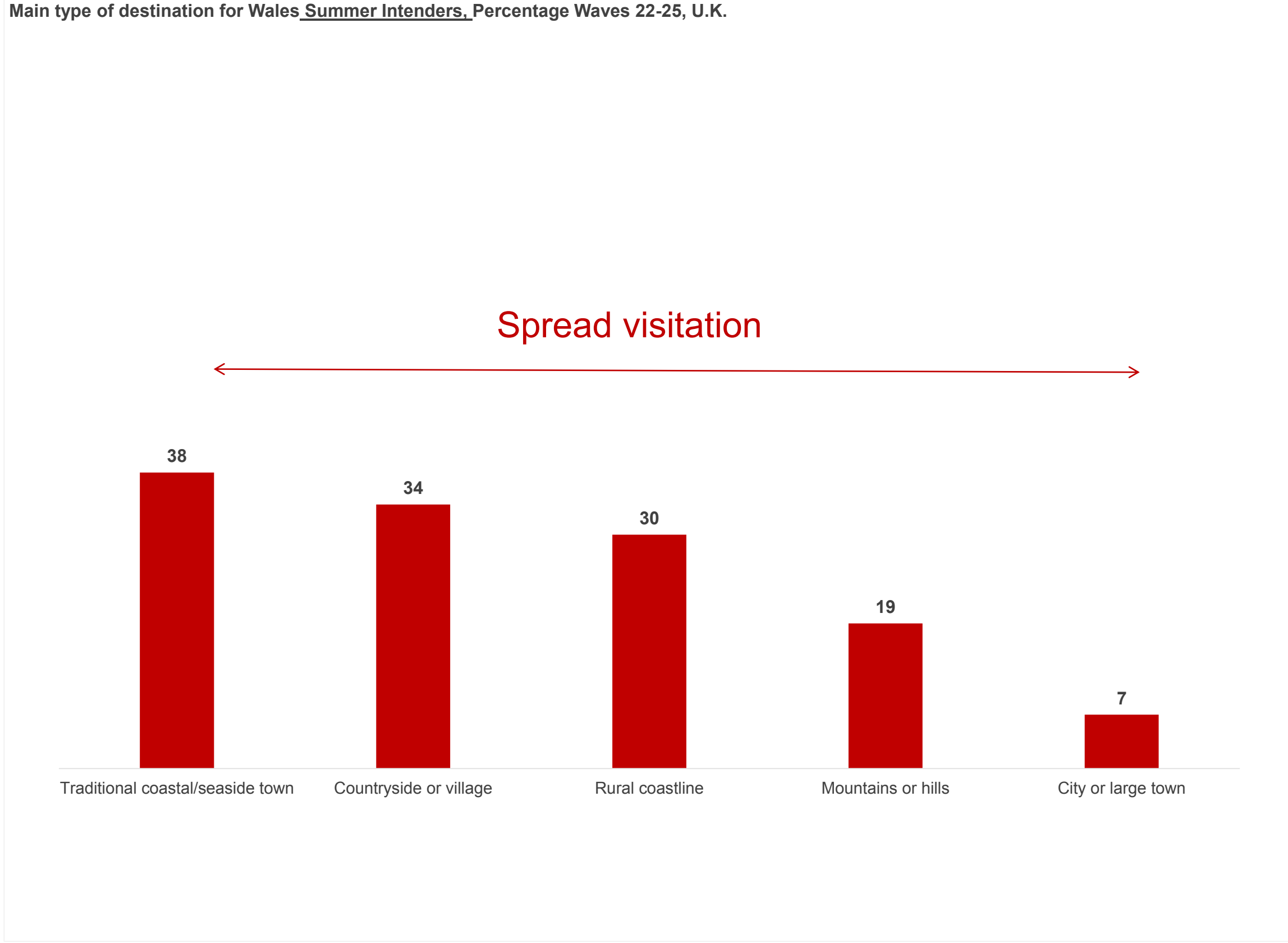
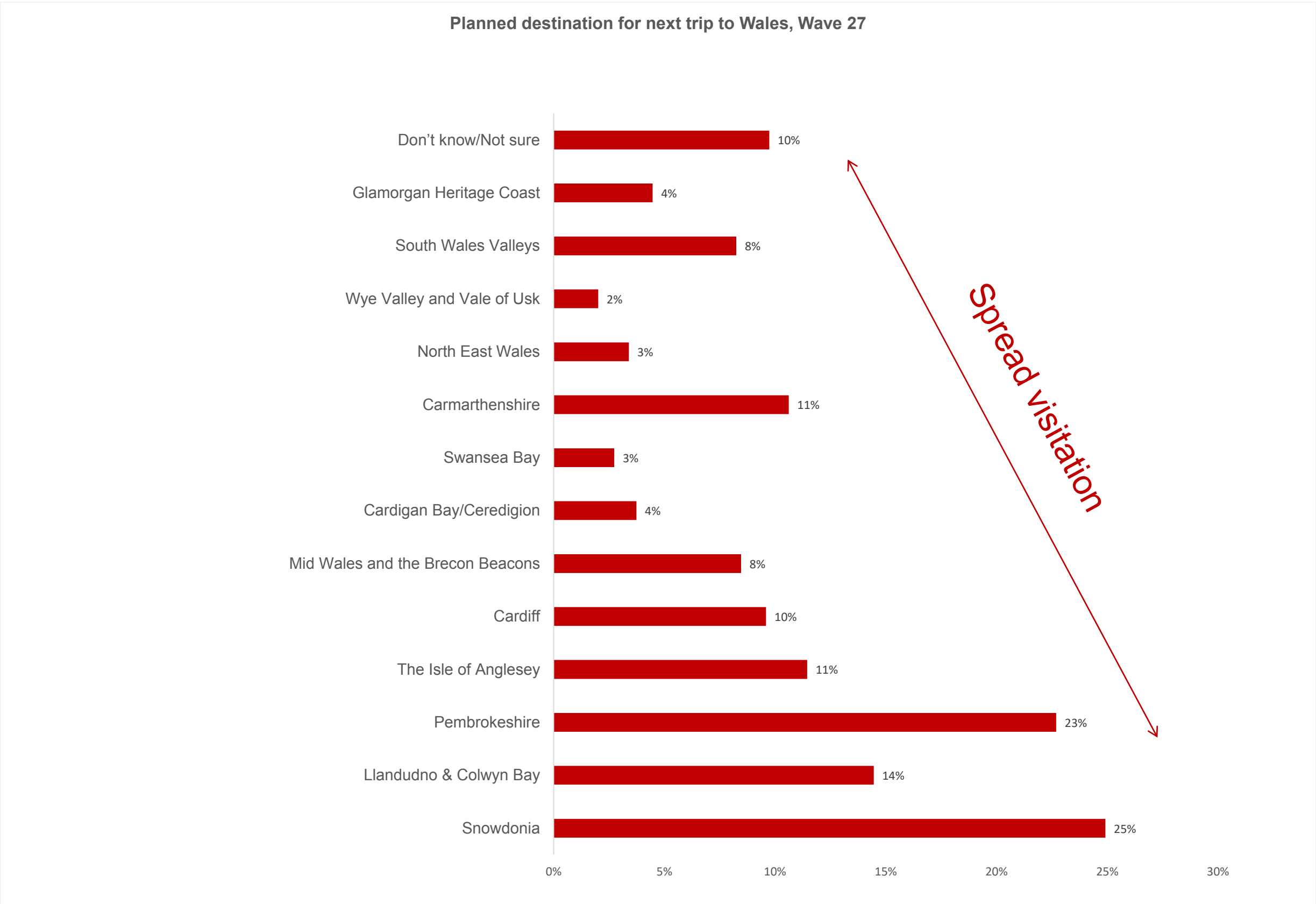
#TravelTradeWales





# 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 \(Wales profile Report\)](#)

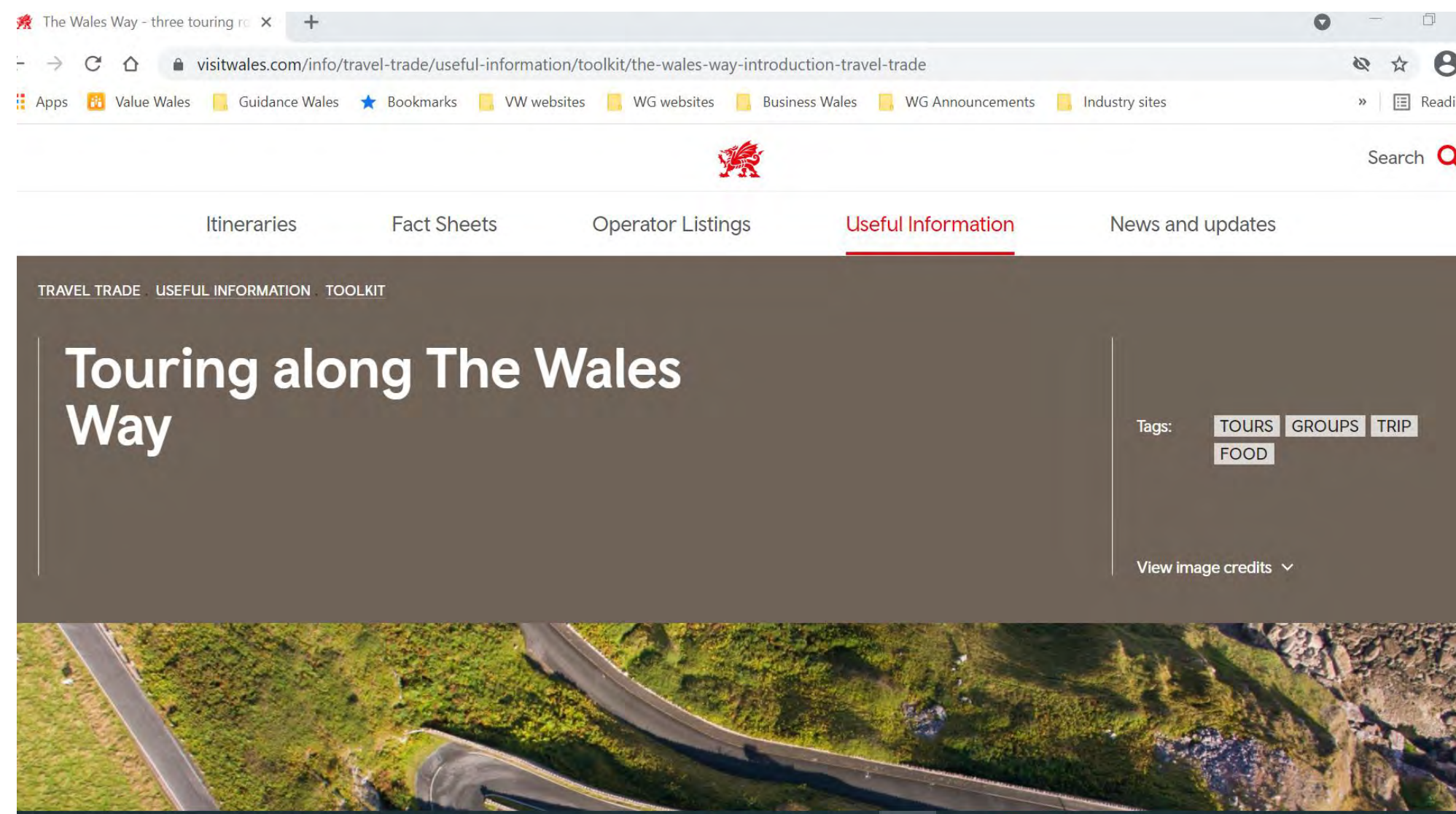
*Important to closely monitor booking and visitor levels and mitigate visitor pressures by promoting trips across the whole of Wales, especially seaside and countryside areas, that are less busy, as well as safe enjoyable ways to revisit urban areas.*



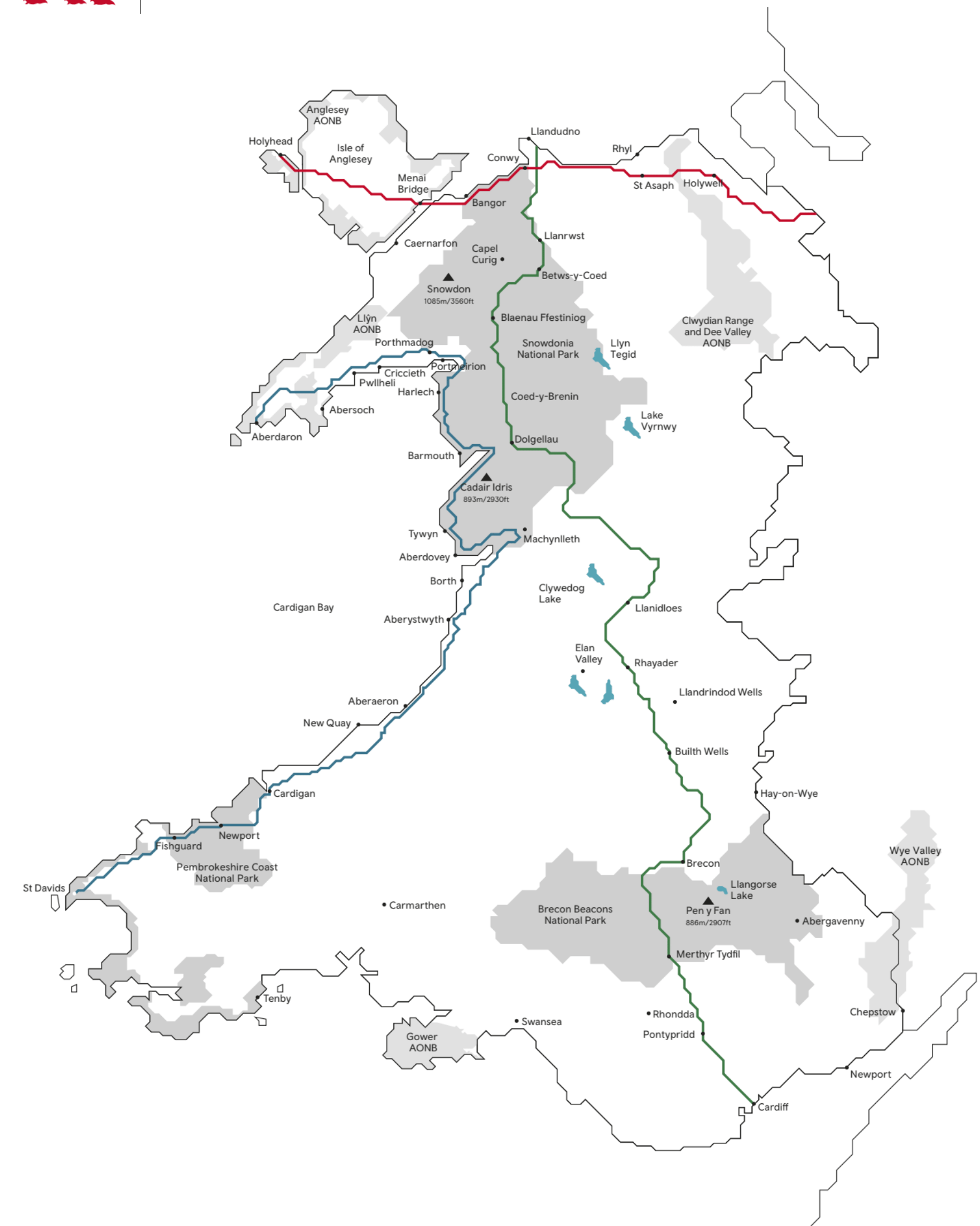
# The Wales Way

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

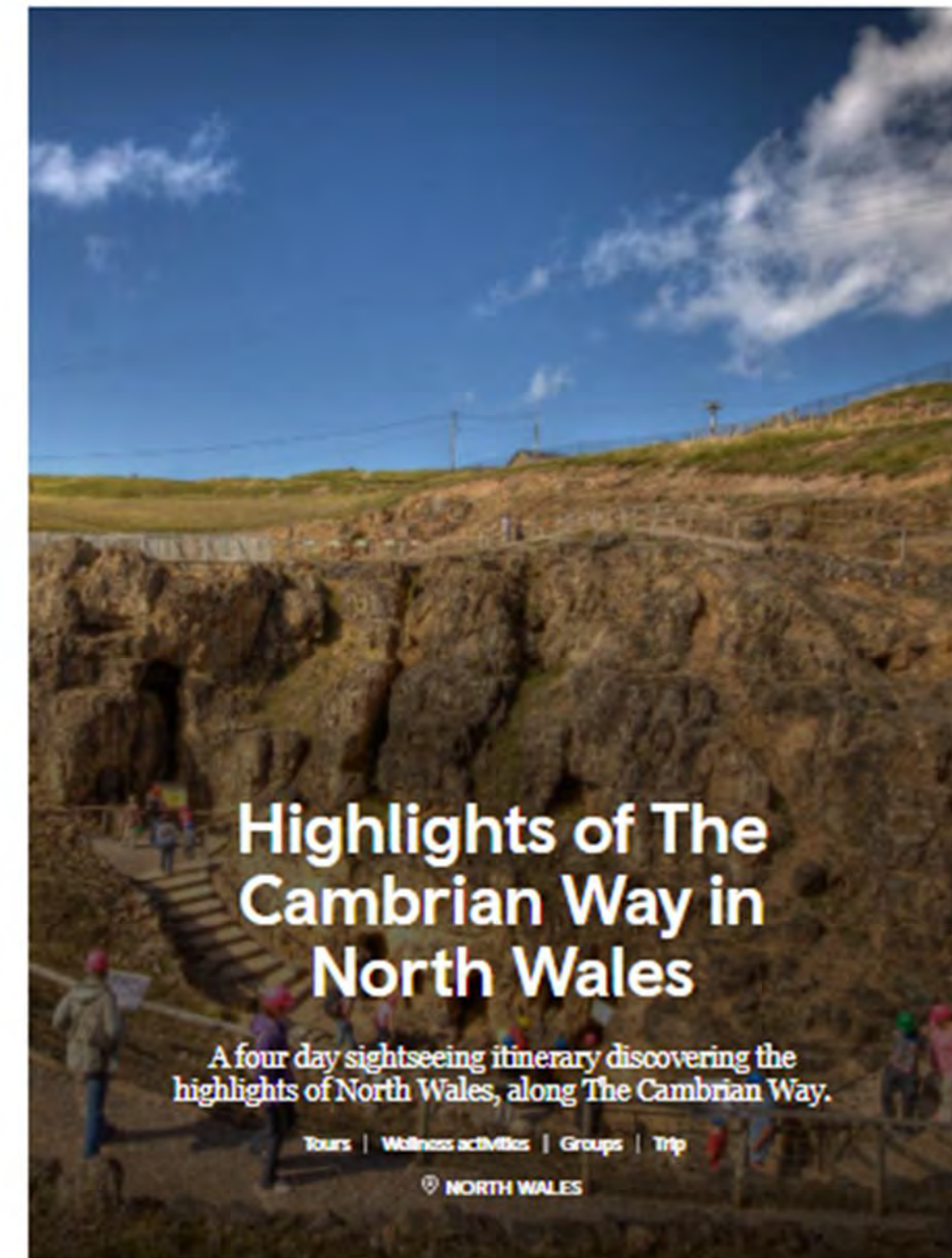
- We provide information & contacts at [www.visitwales.com/info/travel-trade](http://www.visitwales.com/info/travel-trade) including information on bookable product, accommodation, attractions, activities, itineraries, themed fact sheets & coach parking.
- Visit Wales are working with the Wales Official Tour Guide Association (WOTGA) developing new content which will feature on the website in the coming months. This will include regional days out itineraries for groups, FIT itineraries, 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.

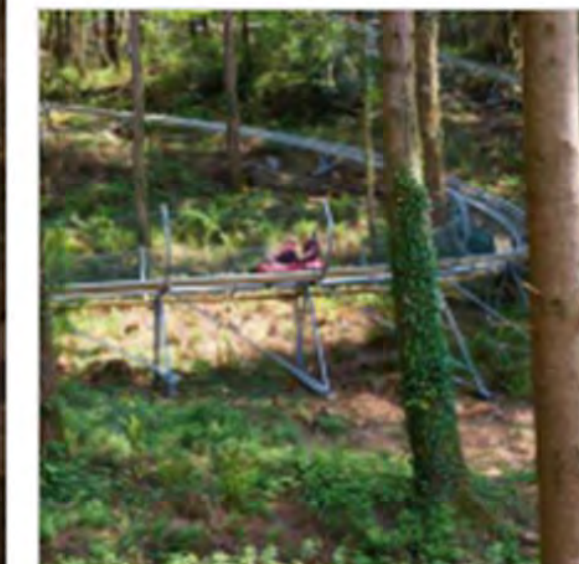
Tours | Wellness activities | Groups | Trip



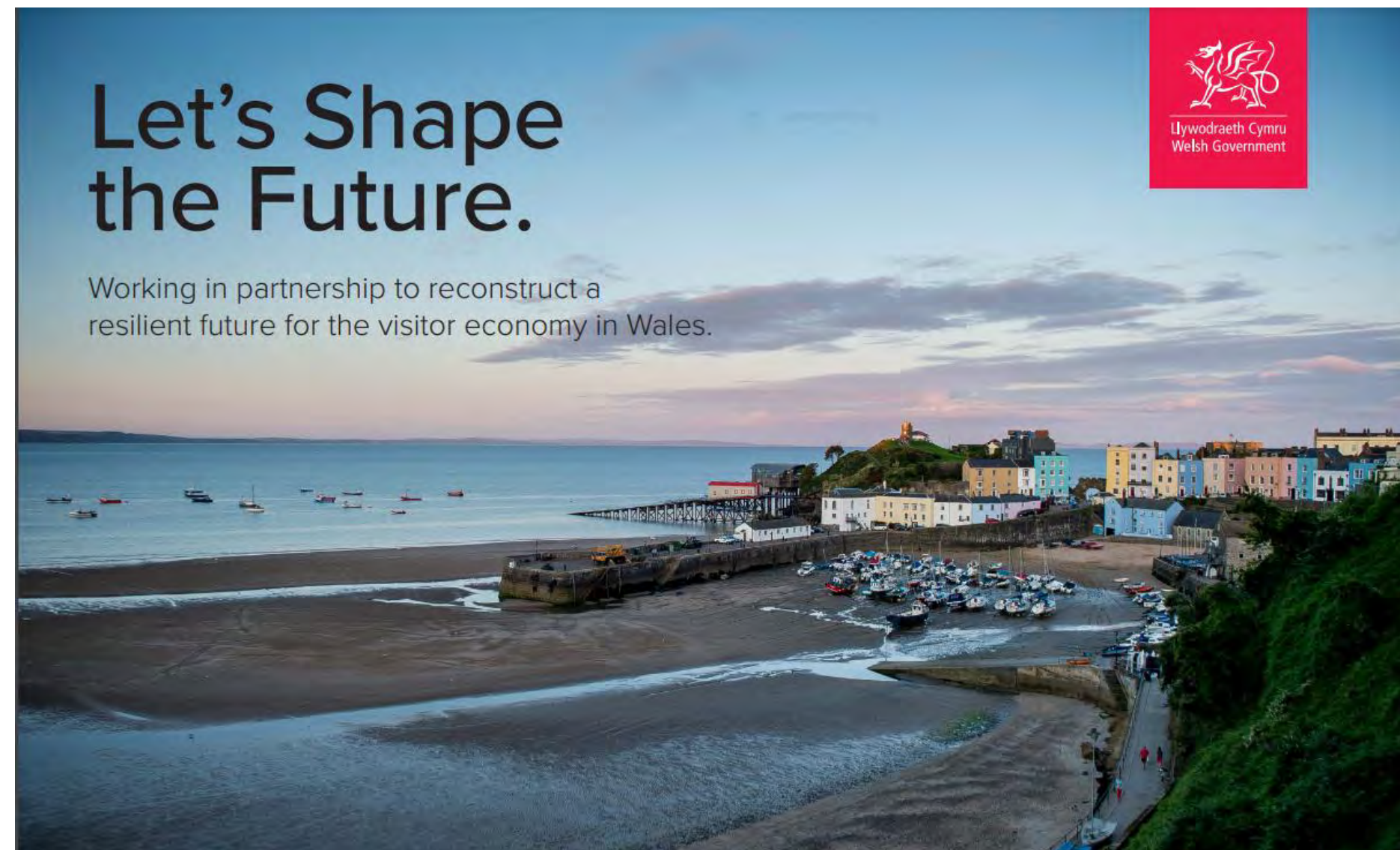
#### Activities In South and Mid Wales, The Cambrian Way

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".

Wales Webinar  
11 May 2021  
11:00am-12:00 noon



Hear from Visit Wales and direct from some of our businesses on how we're welcoming you and your customers back to Wales.

# Useful contact details:

[www.visitwales.com/info/travel-trade](http://www.visitwales.com/info/travel-trade)

Twitter: @VisitWalesTrade

@visitwalesbiz

#TravelTradeWales

Facebook: Travel Trade Wales

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Diolch.  
Thank you.

