

CMGRP, Inc., d/b/a Weber Shandwick
Registration No. 3911

Visit Wales Documents



YOU'RE INVITED:

**Wales Outdoor Adventure Press Trip
Wednesday, September 19 – Tuesday, September 25**

Hi xx,

When it comes to outdoor adventure, Wales comes well equipped with plenty of activities, ranging from relaxing to adrenaline pumping. From the mountains of Snowdonia in North Wales, to the capital city of Cardiff in the South, and the scenic countryside in between, we invite you to explore the national parks, unique wildlife, castles and coastal experiences of Wales as the country celebrates their Year of the Sea – a themed year dedicated to highlighting Wales' epic shores.

Press trip attendees will have the opportunity to:

- Visit Britain's only coastal National Park, Pembrokeshire, where you'll get the opportunity to see seals, dolphins and puffins, on a boat trip to Skomer Island from Martin's Haven
- Experience Wales' wildlife and coastline at close-quarters while coasteering, a blend of rock-hopping, shore-scrambling, swell-riding, cave-exploring and cliff-jumping'
- Visit Cardiff, Wales' cosmopolitan capital, where you'll make stops at Bute Park, Cardiff Bay, Millennium Centre, Cardiff Castle and Principality Stadium
- Visit Blaenau Ffestinlog mountains and old state caverns, where you can zipline high above sheep-dotted moorland with striking windswept views of Snowdonia mountain range, lakes and streams and Bounce Below, an underground trampoline park where giant nets are suspending in a cavern the size of a cathedral
- Walk along the North Wales coast on the 870-mile Wales Coast Path – the first in the world to follow a country's coastline – where you'll see seaside towns and World Heritage Site castles
- Explore Conwy Castle – a UNESCO World Heritage Site – and see Britain's smallest house on the quay
- Walk along award-winning beaches like Mwnt and Barafundle
- Go surfing deep in the country at the world's first inland surfing lagoon, Surf Snowdonia
- Forage for native Welsh ingredients in Snowdonia National Park
- Enjoy a gin tasting and try a variety of unique, Welsh gins at The Welsh Wind Distillery



This invitation is non-transferrable, and includes round-trip economy flights, accommodations, on-site ground transportation and planned meals and activities for one journalist on assignment. Spaces will be determined on a first-come, first-served basis. Exact itinerary items subject to change.

RSVP by August 17, 2018

For more information, or to RSVP, you may reach me via email at ctrujillo@webershandwick.com or by phone at 212-546-7829.

Bore da,

You're invited to join **Visit Wales** for an exclusive event on **October 23** at Weber Shandwick NYC from 6-8 p.m. to experience a taste of Wales, and learn what's new for 2018 in the country:

The flyer is a dark rectangular graphic with white text. In the top right corner, the 'Cymru Wales' logo is displayed. The main heading reads 'Save the Date' followed by 'Join Visit Wales to launch 2019 as the Year of Discovery'. Below this, a paragraph describes the event: 'In 2019, Wales invites you to uncover our thrilling adventures, epic legends, and beautiful coastlines. Come celebrate with us.' A horizontal line separates this from the event details: 'Tuesday October 23rd 2018, 6:00 - 8:00 PM, Weber Shandwick, 808 3rd Avenue, New York'. A final line asks to RSVP by October 9th to CTRujillo@webershandwick.com. At the bottom, there is a row of five small landscape photographs from Wales. The 'OGL' logo is in the bottom left corner.

If you are unable to attend, but interested in learning more about Wales or upcoming trips, please let me know.

Diolch (thanks),
Carolina

Hi xx,

From thrilling adventures to epic legends and beautiful coastlines, Wales is an underrated destination with much to offer for travelers' next getaway.

Here are five reasons why Wales should be at the top of travelers' 2019 bucket list:

1. **Overtourism:** As popular cities in Europe continue to deal with overcrowding, travelers are seeking more underrated cities nearby that are not dealing with this problem and can offer similar (if not better!) experiences. Travelers in Wales can experience a variety of activities without an influx of tourists (or traffic), including a road trip through the country. The Wales Way offers three national routes that cross the country's most epic landscapes, showcasing its fascinating history, coastlines and attractions.
2. **Emerging Adventure Destination:** From the longest continuous coastal path around any country in the world to a variety of adrenaline sports like coasteering (a sport invented in Pembrokeshire, Wales) and Europe's longest, fastest, highest zip line, there's no doubt that Wales is quickly building its reputation as an international adventure destination.
3. **Unique Accommodations:** Whether it's glamping in a slate mine in Snowdonia, staying in Prince Charles' Welsh home in Llwynywermod or a romantic castle (Wales has more than 600!) like Roch Castle, Wales offers a wide range of accommodations for every type of traveler.
4. **Star Gazing:** Wales now leads the world in the percentage of its territory enjoying protected status for its night skies, with nearly 18% of Wales protected. The country's National Parks offer many opportunities to star gaze. In fact, Rough Guides named the Brecon Beacons in Wales as the top location for viewing dark skies.
5. **Heritage Travel:** According to the U.S. Census Bureau, Welsh is one of the largest ancestry groups in America, with almost two million Americans having Welsh ancestry! There's no better time for U.S. travelers to visit their homeland to learn more about their roots.

Please let me know if this is a fit for your upcoming coverage. For more information, please visit VisitWales.com.

Best,
Carolina

Hi xx,

Nice to e-meet you. I'm a publicist at Weber Shandwick working on food & travel brands, including Mexico City, Absolut and Wales. I wanted to share a quick pitch on "Cwtch being the new Hygge," and see if it's a fit for your upcoming editorial coverage.

Happy to provide more information, if interested!

Best,
Carolina

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Remember Hygge? The Danish buzzword of 2016 meaning coziness, contentment and well-being? Well, the Welsh have their own word for this too – **Cwtch**.

Although Cwtch has no literal English translation, it does have a multitude of meanings for the Welsh (like cuddle or a small cubbyhole). The word is essentially associated with all things warm, loving and happiness. Anything warm and cozy can also be considered "cwtchy."

But where in Wales can you really indulge in some good cwtch action? See below for some of the best places to eat, sleep, relax and shop in Wales in true cwtch style.

Where to Stay

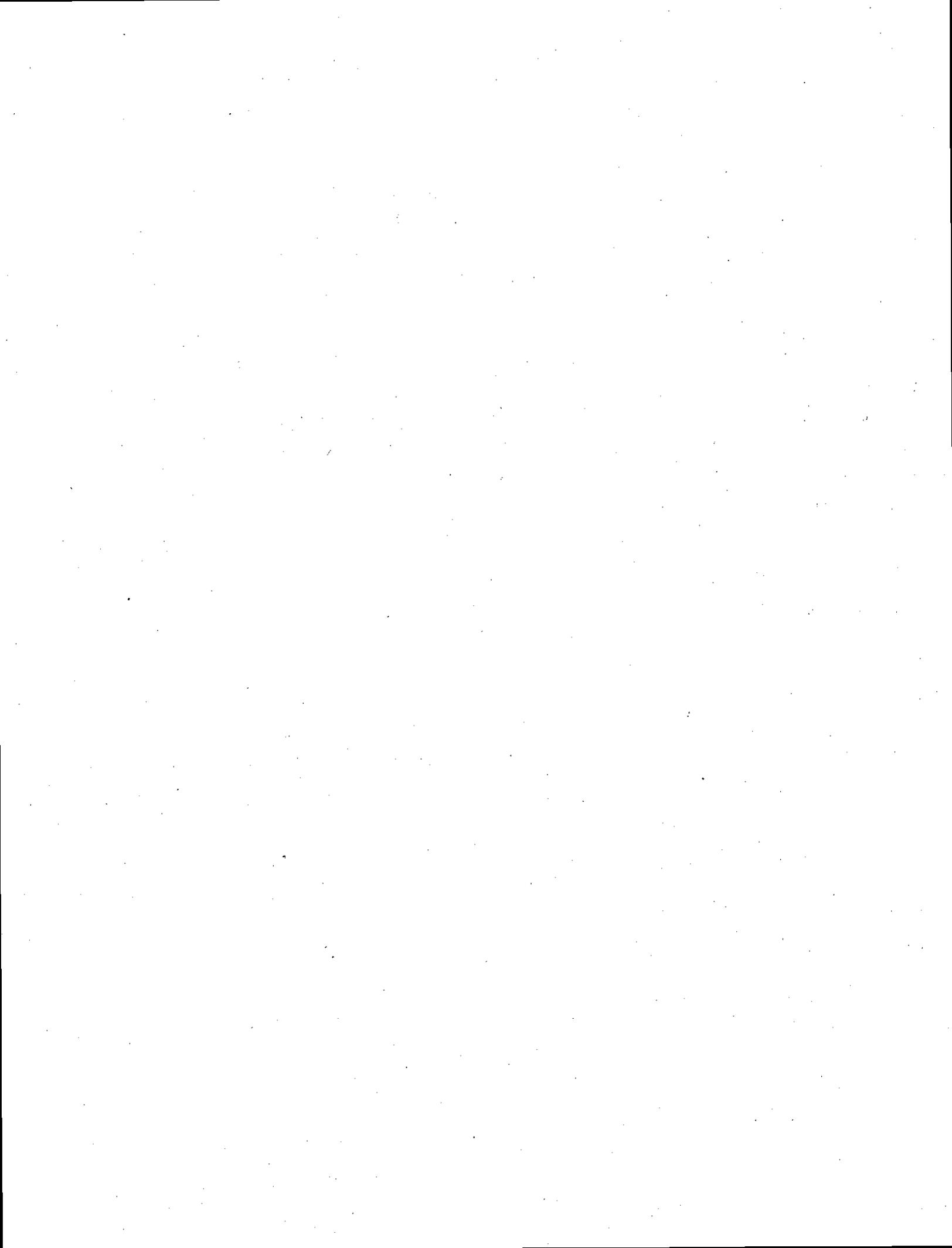
- **Treberfedd Farm** – a luxury eco cabin overlooking the Aeron valley – an idyllic hilltop location for glamping in Wales. Award-winning interior designers Cream & Black designed the interiors and you'll love the finishing touches and beautiful original details as you sit back and enjoy the views of the surrounding rolling hills from the large octagonal windows.
- **Fforest Farm** – situated in 200 acres by the River Teifi gorge, next to the Teifi marshes nature reserve, minutes from Cardigan and stunning sandy beaches and coves, Fforest is an escape from it all. There are several types of accommodations to choose from, but the stand out option is the Dome. With its solid wood floor and wood-burning stove, bespoke furnishings and amazing views, it's hard to beat for a cwtchy, coastal trip away.

Where to Eat

- **Brød** – since opening in late 2015, this Danish bakery has been providing an authentic slice of Danish food culture, right in the heart of Cardiff's chic Pontcanna area. Baking, aromatic coffee, unique products, friendly service and a cwtchy environment are the heart and soul of the Brød experience.
- **Mafon** – one of the things that the Danes and Welsh have in common is to enjoy some cake and a hot drink. This tiny cafe in Snowdonia is so inviting and the lady behind it makes the most beautiful cakes, including some great vegan and gluten free options. If you don't have a sweet tooth, there's other savory dishes on the menu to tempt you too.

Where to Shop

- **Melin Tregwynt** – wool blankets are a must-have if you want to add some super cwtchy moments into your life and your home. When it comes to Welsh wool blankets, Melin Tregwynt are the gold standard. Melin Tregwynt HQ is a small white washed woollen mill in a remote wooded valley on the Pembrokeshire coast. There has been a mill on this site since the 17th century, when local



farmers would bring their fleeces to be spun into yarn and woven into sturdy Welsh wool blankets.

- **West Morland Sheepskins** – if you want to leave Wales with a bit of cwtch to take home with you, it doesn't get better than a visit to West Morland Sheepskins. This family run business from the North of England has found a home in Wales and can be found nestled in a quiet street in the pretty town of Llandeilo. Go there to experience the fluffiest, softest sheepskin home accessories and slippers money can buy.
- **Mabli** – Cwtch is not just for grown-ups! If you love cwtchy, Hygge-inspired kids wear then check out Mabli, a line of miniature Merino wool clothing and blankets for little ones, aged up to 12. Designed by a Welsh Mama and focused around traditional Welsh tapestry patterns, Mabli is simply gorgeous. The award-winning clothing is made from the softest wool that's designed to last, with the idea being that it can be passed down through the generations.

Hi xx,

Nice to e-meet you. I'm reaching out on behalf of Visit Wales, via their PR agency: I saw you're looking for abandoned mines that are now tourist attractions and wanted to share a few that are located in Wales.

Let me know if these are a fit!

Thanks,
Carolina

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The Slate Caverns – Snowdonia, Wales

The Llechwedd Deep Mine Tour tells the story of the men who built this incredible industry which roofed the world. Experienced from the point of view of the mine workers, the tour uses cutting-edge enhanced reality technology, light projections and special effects to tell the story of their blood and guts, their determination and resilience, their risk and endeavour.

Great Orme Mines, Llandudno, Wales

Uncovered in 1987 during a scheme to landscape an area of the Great Orme, the copper mines discovered below the ground represent one of the most astounding archaeological discoveries of recent time. Dating back 4,000 years to the Bronze Age they change our views about the ancient people of Britain and their civilized and structured society 2,000 years before the Roman invasion. A visit to the Great Orme Mines is both an enjoyable and educational experience which can be enjoyed by children and adults of all ages. Walking through tunnels mined out over 3,500 years ago gives visitors a feel for the harsh conditions our prehistoric ancestors faced in their search for copper. The highlight of the tour is the amazing Bronze Age Cavern, dug out over 3,500 years ago by miners using nothing more than stone and bone tools.

Dolaucothi Gold Mines – Llanwrda, Wales

Set in the shadow of the glorious Cothi Valley, these ancient mines provide a unique insight into Roman gold mining methods 2,000 years ago. Guided tours will tell you the story of the 20th century workers in these caverns and there's even a chance to try gold panning for yourself.

Hi xx,

Nice to e-meet you. I'm reaching out on behalf of Visit Wales, via their PR agency. I saw you're looking for Christmas Markets similar to ones in Germany and I thought Cardiff Christmas Market would be perfect to include.

See below for more information/high-res images.
Let me know if you think this is a fit!

Best,
Carolina

Enjoy a mulled wine (or several) at Cardiff Christmas Market

Cardiff transforms into a 'Christmas city' during Christmas time. The market has around 80 stalls and 200 exhibitors. Beautifully decked in colorful festive lights against the backdrop of St John's Church and surrounding areas, Cardiff's Christmas Market features artists, crafters, food and drink purveyors all offering a diverse range of high quality, original products and gifts from their festive chalets. Goods on sale include pewter work, heritage images of Wales, Welsh slate, carved Welsh lovespoons, metalwork, photography, silver and precious stone jewelry, felt work, soaps, traditional wooden items and toys, art works and cards for all occasions, Christmas decorations and decorative items for the house and garden. The main action happens around the pedestrian streets at the top of The Hayes, right in the heart of the shopping area. It's also a short stroll from Cardiff's Winter Wonderland, which runs until early January.

For more information: <http://www.cardiffchristmasmarket.com/>



Dates of operations: November 15 – December 23

High-res images (Credit: Visit Wales):

<https://www.webcargo.net/l/sCWDWOa5cN/>

Hey xx! I hope you had a nice weekend.

Not sure if you saw the news, but Welsh cyclist Geraint Thomas won the 105 edition of the Tour de France, becoming the first Welshman to ever win this competition. In celebration of this win, Wales' iconic castles have turned yellow.

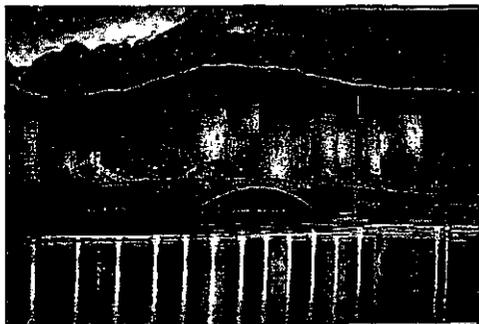
Geraint discovered his love of cycling at Maindy Flyers velodrome in Cardiff, but Wales is home to a wide range of cycling routes. Also, Tour of Britain will begin in Wales this year on September 2.

I'm including an image as well as the picture caption below. High-res images can be found [here](#). Let me know if this is something you'd be interested in covering! We also have a list of lesser-known cycling routes we could share, if interested.

Best,
Carolina

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Picture caption: *The castles of Wales are glowing yellow to celebrate Geraint Thomas becoming the first ever Welshman to win the Tour de France. Harlech Castle, Conwy Castle, Criccieth Castle, Caerphilly Castle, Caernarfon Castle and Kidwelly Castle were lit up on Saturday evening in honour of the iconic yellow jersey and the Welsh champion taking home cycling's biggest prize. Credit: "© Crown copyright (2018) Cadw, Welsh Government"*



Hi xx,

With a unique **870-mile coastal path** – the first in the world to follow a country's coastline in its entirety – as well as **230 beaches**, **50 islands** and higher ratio of Blue Flag beaches per mile than anywhere else in Great Britain, it's no surprise that Lonely Planet named the Wales coast the top region to visit in the world.

As we celebrate Year of the Sea, we encourage your readers to visit Wales, where you can find some of the most beautiful, underrated beaches in the world. From pebble beaches in the north, sheer limestone cliffs and sandy beaches in the east and a wild southern shore of seemingly endless sand dunes, Wales's beaches have it all.

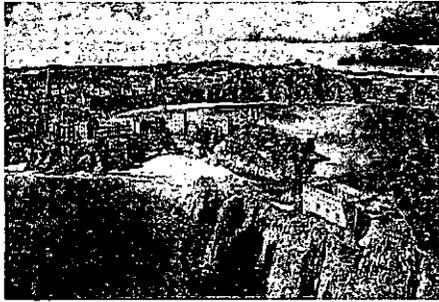
See below for a list of the top five beaches in Wales:



Whitesands Beach in Pembrokeshire has a reputation for being one of the best surfing beaches in Wales. It's renowned for its wide expanse of pale gold sand and secluded coves. Be sure to take in spectacular views of the land and sea.
Tip: Book a surfing lesson at Whitesands Surf School.

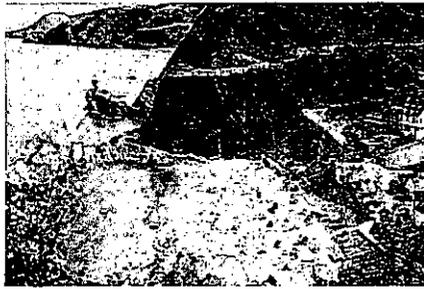


Lydstep Beach is an attractive sandy crescent in Pembrokeshire. The beach is covered at high tide, backed by a pebble bank, with rugged limestone cliffs. It's popular for sea fishing, swimming and water sports.
Tip: Head to the Lydstep cliff and explore the caverns walk to get a view of the beach. You may even spot some dolphins or porpoises.



Tenby Castle Beach is the smallest of Tenby's three sandy beaches, offering stunning views of Tenby Castle. During low tide, the sand is continuous with neighboring South Beach, forming a two-mile stretch of uninterrupted golden sands. Right at the top of the castle beach is a wide sloping stretch of soft dry sand.

Tip: Get to know all about Tenby at the Castle Hill, which overlooks the beach where you'll find the Tenby Museum and Art Gallery.



The coastal belt of **Tresaith Beach** is within the Cardigan Bay Special Area of Conservation. The beautiful beach is home of seals and dolphins, as well as the setting of dramatic novel *'The Welsh Witch.'*

Tip: The Ceredigion Coast Path links Tresaith to neighboring Aberporth. At low tide, it's possible to walk along the foreshore all the way to the golden beaches of Penbryn.



Rhossili Bay surpassed the sandy shores of Spain, Greece and France to become the only European beach worthy of a place on Suitcase's Top 10 Beaches in the World (2017). It's home to Worm's Head, Gower's most famous landmark, and has been deemed "the supermodel of British beaches." Earlier this year, it was voted the Third Best Beach in the UK in the TripAdvisor Travelers' Choice Awards, where it has held a top ten position for six years running.

Tip: The remote beach encompasses three miles of golden sands and sits within the first designated Area of Outstanding Natural Beauty in the UK.

Let me know if you think this could be a fit for any upcoming stories you have in the works or if you need additional information:

Chat soon,
Carolina