



Show me Wales Trails

December 2014

Project Funding Partners



Introducing Show Me Wales Trails

Show Me 'Wales Trails' aims to inspire visitors to Wales to park the car and explore our fantastic country by train, cycle or on foot. Our project aims to enhance the car free visitor experience in Wales.

Funding partners for this project were MWT, Visit Wales, Cambrian Rail Partnership, Tourism Partnership Mid Wales and EU funding via Digital Tourism Business Framework Programme.

Show Me Wales Trails has its origins in a tourism marketing initiative launched by MWT and the Cambrian Railways Partnership back in 2010, which was designed to attract short break visitors to the region by train. A key part of the original project was to offer train passengers discounted accommodation in Mid Wales at participating businesses.



MWT secured partner funding to take this a step further and extended the scope of the project to include cycle and walking routes. Show Me Wales Trails includes the development of a new 'Wales Trails' app, a web-based interactive map, promotional print and a series of itineraries promoting things to do and places to visit.

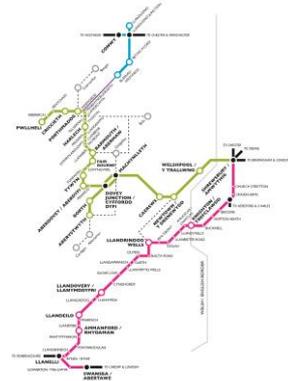
Scenic Rail Trails: "The scenic rail routes of Wales provide stunning views, comfortable seats and excellent value – so why not let us do the driving?" is the Rail Trails message. The three routes chosen are Cambrian Coast Railway, Conwy Valley Railway and Heart of Wales Railway.

The project shows that the railways can help passengers enjoy the beautiful Welsh coastline, mountains, castles and countryside with a vast array of fascinating places, attractions and events to explore. Where main rail routes don't run to certain places, Rail Trails shows bus routes and narrow gauge railway links to help visitors reach their chosen destinations without the need for a car.

A bilingual, business card sized pocket guide has been produced with a map of the rail routes and connections together with information about Glyndwr's Castles, Cardigan Bay beaches, cycling and



mountain bike routes, Glyndwr's Way walking trail, charming market towns, Britain's smallest town - Llanwrtyd Wells, Devil's Bridge and the Vale of Rheidol Railway.



Free postcards are available at railway stations and places to stay along the railways with posters promoting Rail Trails displayed at railway stations outside Wales.

Hotels, guest houses, bed and breakfast businesses and tourism attractions along the three

scenic railway routes are encouraged to take advantage of the Rail Trails promotion by offering discounts to visitors who arrive by train.

Website: MWT's new website – www.showmewales.co.uk – features a travel section including rail trails, itineraries and travel information. Visitors can download a range of WalesTrails itineraries in two formats – online and in printable pdf. To date, 16 itineraries have been developed, based primarily around the Rail Trails and featured on www.showmewales.co.uk

Interactive map: We have developed a web-based, interactive map featuring rail trails, heritage railways and cycle and walking trails. The map has been produced in a 'white label' version which can be easily embedded into other websites. As well as displaying the trails, the map has filters for places to stay and visit, services, special offers and discounts.



Wales Trails App: Featured trails on the app include regional sections of Wales Coastal Path, Offa's Dyke path, Glyndwr's Way, National Cycle Network cycle trails and scenic rail trails, showing hub points along each route. The app, available on Google Play and iTunes, shows places of interest, things to do and places to eat.

Our new app is not a tool for detailed trip planning; it's designed to help visitors discover car-free options for a day trip or longer stay and explore Wales using a combination of train, bicycle or on foot. A visitor may decide to travel by train to a selected point, then walk a section of the beautiful Wales Coast Path or jump on a bike to follow part of a cycle trail before heading home by rail.

For cyclists, we have featured National Cycle Network trails – Lon Cambria and Lon Teifi, Lon Las Cymru North and the Celtic Trail – that offer a fantastic mixture of traffic-free rides and challenging adventures. For visitors who prefer to explore on foot, we have three long distance walking trails: Glyndwr’s Way National Trail, Offa’s Dyke Path and Wales Coast Path.



How it works: The app is very easy to use with Trail, Map and Directions icons. Each Trail features numbered hubs or ‘Way markers’, which provide lots of useful visitor information about things to do and points of interest within easy reach. GPS enables visitors to find information in the immediate vicinity and the data is fully cached on the phone so you don’t need a signal to use it.

Points of interest entries describe the attraction with images, opening times, directions and contact details. Importantly, featured businesses can update their information at any time via Guestlink. This has the advantage of ensuring that details are always up to date and current, not just on Wales Trails but across all our other marketing channels as well.

The project has added significantly to the Wales data set, adding railways stations, town details, TICs, beaches, trail details and transport information, which is now linked to all entries on MWT’s websites. The design and print elements were developed by Motif Creative, Newtown, the technical bits were managed by NVG who also developed our Show Me Wales app, websites, the Guestlink platform and much more and the team at MWT pulled the whole project together.

What’s next: Future development could incorporate coach and bus options, which unfortunately was outside the scope of this initial project. Tourism businesses are being asked to make visitors aware that they can explore Wales by rail, cycle or on foot and the partners hope that businesses make full use of the online and print resources that have been developed and promote their transport offers and packages.

For further information about Wales Trails contact Val Hawkins, MWT Chief Executive on 01654 703732 or by email val@mwtcymru.co.uk

MWT Apps Available on Google Play or App Store



Show Me Wales



Wales Trails



MWT Cymru

