

Sustainable Tourism

Who am I?

Jo Quinney from Anglesey, North Wales

Marketing and PR practitioner

Over 20 years experience

Working in tourism:

- Outdoor adventure
- Narrow gauge steam railways



Sustainable Tourism

What am I going to talk about?

Intro to my tourism work.

About Great Little Trains of Wales Limited.

Scenic Wales AKA Wales on Rails – Spring 2019

Then COVID happened and challenged and changed the project.

Rules are different in Wales.



Llywodraeth Cymru
Welsh Government

WALES AND THE SUSTAINABLE DEVELOPMENT GOALS

2019

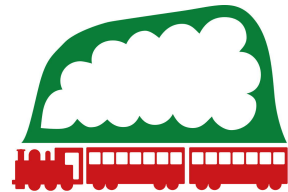
Supplementary Report to the United Kingdom
of Great Britain and Northern Ireland Voluntary
National Review of progress towards the
Sustainable Development Goals 2030



Well-being of Future Generations (Wales) Act 2015.

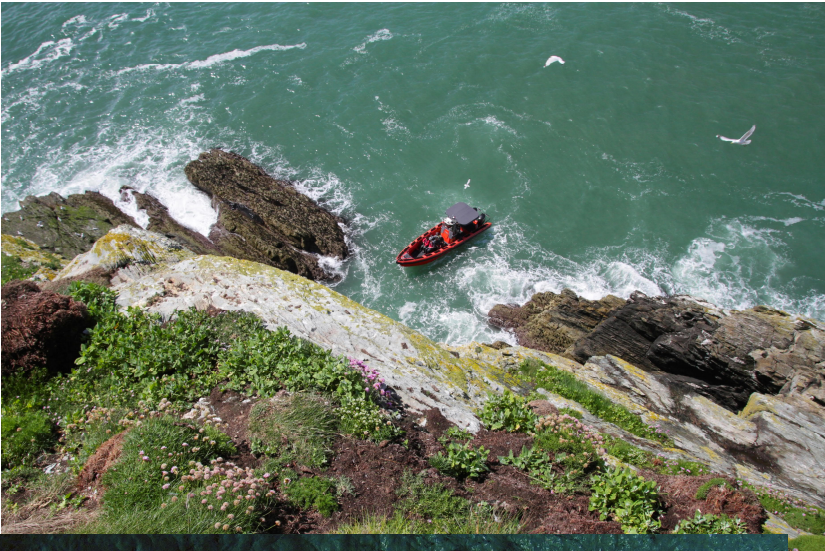


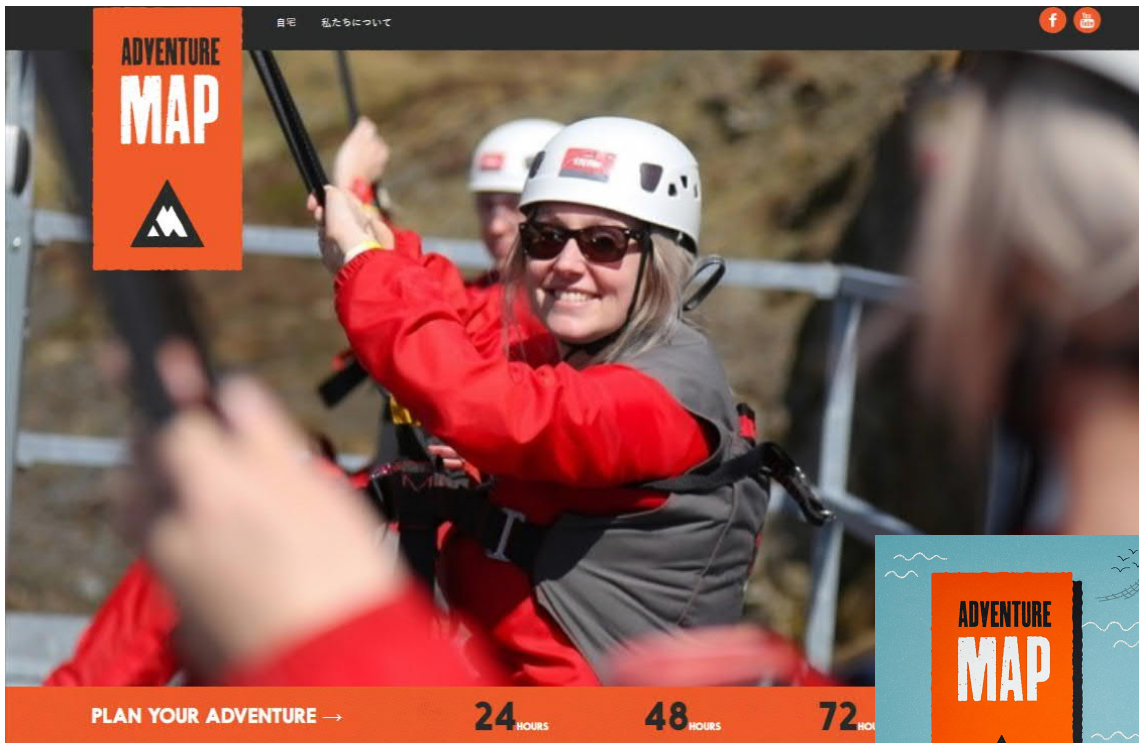
Comisiynydd
Cenedlaethau'r
Dyfodol
Cymru
Future
Generations
Commissioner
for Wales



Trenau Bach Arbennig Cymru
Great Little Trains of Wales

Who do I work with?





ジップ・ワールド

#アドベンチャーを体験しよう

ジップ・ワールドは、北ケルズ内の3つの美しいロケーションでの非日常的アドベンチャーの旅です。

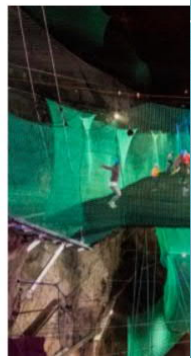
ジップ・ワールド・ペンリン・クアリー、ベセスダ

美しいスノードン山脈の近くには、かつては世界最大のスレート採掘場だったペンリン・クアリーには、今では世界最大ジップライン、ペロシキ2があり、採掘場の傾斜色の湖の500m上を飛ぶことができます。ペンリン・クアリー・ツアーで採掘場の歴史のすべてを手伝ったり、ブロンディンレストキまたはカフェからジッパーたちが飛んでいくの眺めたりすることもできます。一歩違ったビジネス用施設も併設し、ザ・ギャクリーは唯一景観の景色を誇るミーティング施設となっています。

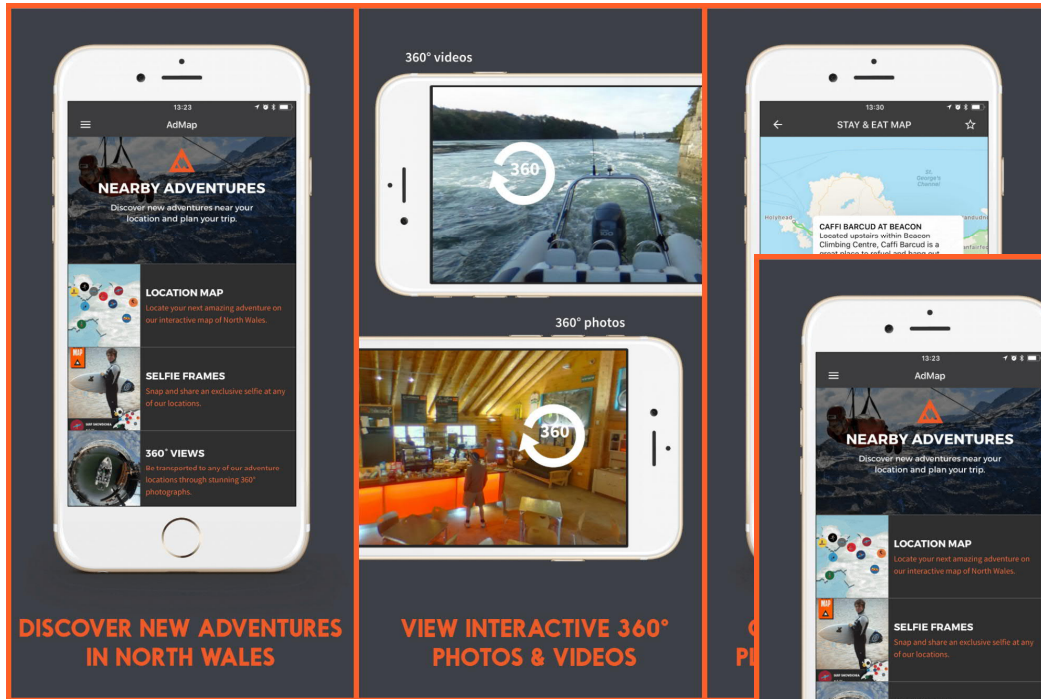
ジップ・ワールド・スレート・キャバンス、ブライナイ・フェスティバル

豊かなスレート採掘場の歴史があるスレート・キャバンスは、今では世界初の地下と地上のアドベンチャーを続けています。タイタンの頂上からスノードニアを見渡す景色、スノーダンの半分の高さから1890mのジップ、世界一の地下グレイグランドであるバカンス・ピロク、そして最も素晴らしい地下アドベンチャージップラインとアドベンチャーコースのキャバンスなど、どんな天候でも誰もが楽しめるものがあります。

ジップ・ワールド・フォレスト、ベトス・ア・コイド



Who do I work with?



13:23
AdMap

NEARBY ADVENTURES
Discover new adventures near your location and plan your trip.

LOCATION MAP
Locate your next amazing adventure on our interactive map of North Wales.

SELFIE FRAMES
Snap and share an exclusive selfie at any of our locations.

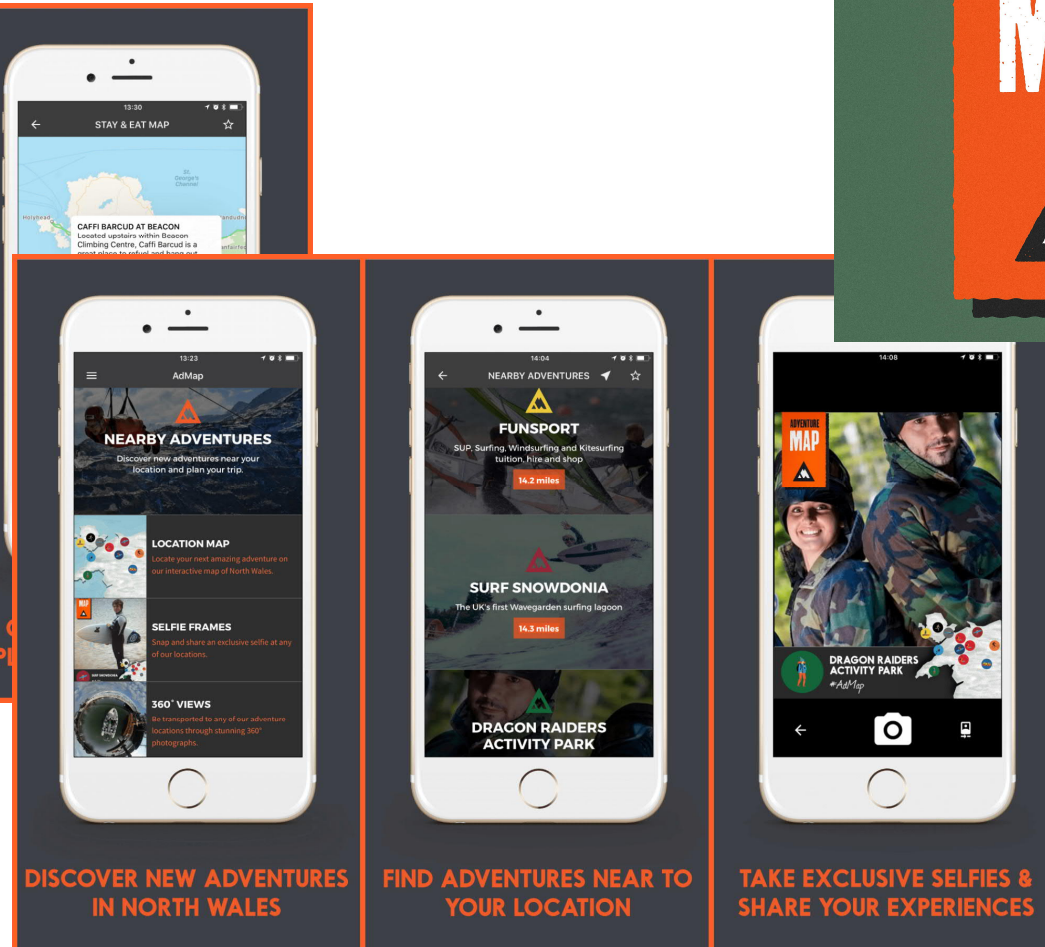
360° VIEWS
Be transported to any of our adventure locations through stunning 360° photographs.

360° videos

360° photos

DISCOVER NEW ADVENTURES IN NORTH WALES

VIEW INTERACTIVE 360° PHOTOS & VIDEOS



13:30
STAY & EAT MAP

CAFFI BARCLUD AT BEACON
Located upstairs within Beacon Climbing Centre, Caffi Barclud is a great place to relax and enjoy our

13:23
AdMap

NEARBY ADVENTURES
Discover new adventures near your location and plan your trip.

LOCATION MAP
Locate your next amazing adventure on our interactive map of North Wales.

SELFIE FRAMES
Snap and share an exclusive selfie at any of our locations.

360° VIEWS
Be transported to any of our adventure locations through stunning 360° photographs.

14:04
NEARBY ADVENTURES

FUNSPORT
SUP, Surfing, Windsurfing and Kitesurfing tuition, hire and shop
14.2 miles

SURF SNOWDONIA
The UK's first Wavegarden surfing lagoon
14.3 miles

DRAGON RAIDERS ACTIVITY PARK

14:08

DRAGON RAIDERS ACTIVITY PARK
AdMap

DISCOVER NEW ADVENTURES IN NORTH WALES

FIND ADVENTURES NEAR TO YOUR LOCATION

TAKE EXCLUSIVE SELFIES & SHARE YOUR EXPERIENCES



Great Little Trains of Wales

Summer 2018



Great Little Trains of Wales

ITB Berlin, March 2019



qmpr.co.uk | greatlittletrainsofwales.co.uk | walesonrails.co.uk



Discover
Great Little Trains of Wales



NARROW GAUGE STEAM RAILWAYS

Eleven little steam railways located in stunning scenery across Wales



Great Little Trains of Wales

The Discount Card

STAY

Discounts off stays with our Card

*available at selected accommodation



Cross Foxes Bar Grill Rooms

A 5 Star award winning Bar, Grill and Rooms in a Grade 11 listed building. Nestled at the foot of Cadair Idris Mountain and 13 miles from village of Llanuwchllyn.

***Accommodation Offer**



Merton Villa

Situated in Tywyn the guest house is conveniently located just a short walk away from many of the local attractions and the blue flag awarded beach.



Hendy Farm

Enjoy Bed and Breakfast* on a working farm with its own halt on the Talyllyn Railway. Or book one of the five beautiful 5 star graded cottages. Sleeps from 2 to 6.

***Accommodation Offer**

BUY CARD



HELP ALL THE GREAT LITTLE RAILWAYS OF WALES, BUY A 20% OFF DISCOUNT CARD

Get 20% off one adult full round-trip fare on all eleven-member railways.

Help all the Great Little Railways of Wales and buy our Discount Card. **£15 NOW** then travel later.

The Discount Card costs £15 and entitles the holder to **20% off one full adult round-trip fare** price on normal timetabled trains.

Selected accommodation providers offer **discounts off stays** when you mention your Discount Card's unique code at time of booking. See listings on this website marked ***Accommodation Offer**.

Each card is valid for 12 months from the date your first journey. **Terms and Conditions apply.**

- Cards cost £15 each and can be purchased online, click on the 'Add to Cart' button below.

Cards become valid from their first use. When travel restrictions are lifted you can visit a railway then the card is valid for 12 months.

Please Note: Your cards will be sent to you by post, please allow at least ten working days (longer from abroad) for your cards to arrive. Discount card terms and conditions GLToW Discount Card terms PDF

Add to Cart



Scenic Wales AKA Wales on Rails – Spring 2019

Apply 2nd Visit Wales Tourism Product Innovation Fund (TPIF)

GLToW could lead to promote tourism using public transport
NO CARS

GLToW aim was to engage with key stakeholders:

- Rail, bus, coach and tourism providers

With GLToW at the heart of the project

What was the aim Summer 2019?

Target

UK traveller and international travellers who enter via Holyhead, Liverpool, Manchester, Birmingham and Cardiff.

Marketing & PR

Delivery of marketing and PR campaign aimed at UK audience demonstrating how to travel around the region using public transport.

Website

Routes and maps to join public transport to GLToW members.

18 downloadable itineraries and 12 video experiences

Big Train Little Train book

A book in line with TfW and Wales brand targeting in-Wales, UK and international visitors.

Oyster card (Cockle card)

A research project to look at joint ticketing between public transport, GLToW and attractions.

In January 2020

Help Community Rail Partnerships with their Scenic Wales rebrand

1. Of the below, which do you think is best?

- Great Little Routes of
- Scenic Wales / scenic
- Scenic Routes Wales
- Wales on Rails / wales
- Rail-way Wales / rail-way
- Explore Wales by Train / explorebytrain.wales
- Explore Wales / explore.wales

The results:

- 1st - Wales on Rails / walesonrails.co.uk 31.67%
- 2nd - Explore Wales by Train / explorebytrain.wales 27.15%
- 3rd - Scenic Wales / scenicwales.co.uk 12.67%
- 4th - Explore Wales / explore.wales 11.76%
- 5th - Great Little Routes of Wales / greatlittleroutesofwales.co.uk 8.60%
- 6th - Scenic Routes Wales / scenicroutes.wales 7.24%
- 7th - Rail-way Wales / rail-way.wales 0.90%

Stakeholders

Transport for Wales

Cambrian Line thecambrianline.co.uk

Conwy Valley Line conwyvalleyrailway.co.uk

The Heart of Wales Line heart-of-wales.co.uk

Borderlands Line www.borderlandsline.com

The Shrewsbury to Chester Line scenicrailbritain.com/chestershrewsbury

South West Wales Connected southwestwales.co

Visit Wales question all TPIF projects due to pandemic

A chance to reshape the project

Four phases:

- Hyper local short journeys from our doorstep
- Tourism inside Wales
- Travel to Wales from the UK
- Inbound travel to the UK

Great Little Trains of Wales

Marketing narrow gauge train travel in Wales



qmpr.co.uk | greatlittletrainsofwales.co.uk | walesonrails.co.uk

SUPPORT US, BUY A GOLD CARD 2020-21

An exceptional way to **help** little railways of Wales.

Please support us...All new Gold Cards now valid to 31 December 2021.

We are all are facing difficult times ahead whilst the Coronavirus outbreak forces us to close.

The member railways of the Great Little Trains of Wales (GLToW) have come together to ask you to pre-order a Gold Card, and any funds raised will be shared between all the railways.

Each Gold Card costs £150. This represents a significant discount on the total standard return fares of each railway. Every card is valid for 12 months from the date your first journey or to 31 December 2021.

Our Gold Card Terms and Conditions apply Gold Card Terms and Conditions V3-26March20. This card does not include the Snowdon Mountain Railway.

Add to Cart



Core themes

Themed experiences in North, Mid and South Wales and include:

- Adaptable accessibility
- Awesome adventure
- Fantastic food
- Gorgeous gardens
- Heroic heritage
- Obtainable outdoors

Adapting, delivery to March 2021

- Adapting to restrictions on inbound travel
- Marketing to a different audience – locals
- Additional messages; COVID safe, local lockdown rules
- Are we going to send bloggers on trips in 2021?
- Future proof
- Well-being of Future Generations (Wales) Act 2015

