



Wales Coast Path

March Newsletter 2020

COVID-19 Response

Given the current circumstances our priority is to keep the public and our staff safe. Please ensure you follow social distancing guidance and stop the promotion of all non-essential travel.

In support of the UK and Welsh Government's closure of caravan parks, campsites and tourist hotspots, Natural Resources Wales (NRW) have closed all car parks, play areas and toilets in the woods, forests and National Nature Reserves they manage.

For any queries or guidance please contact:
enquiries@cyfoethnaturiolcymru.gov.uk

For latest NRW updates visit:
www.naturalresources.wales/our-response-to-the-coronavirus-pandemic

For latest Public Health Wales guidance visit:
www.phw.nhs.wales/latest-information-on-novel-coronavirus-covid-19/



Marketing & PR Recommendations

In light of the current situation we have put together a series of resources to help you business continue to positively communicate throughout the COVID-19 crisis:

EDUCATE & PLAN:

Plan for future travel using our range of resources including our Business Toolkit, video library and new downloadable itineraries.

INVEST IN DIGITAL:

Update your website, review & refresh your social media channels - use this time to upgrade your digital presence. Sell something on your website.

VIRTUAL MEDIA EXPERIENCES:

Create a sense of 'wanderlust at home' by sharing video content, images & memories - 'armchair travel' will become a big trend in coming weeks.

SOCIAL MEDIA:

Share positive news & community initiatives, encourage audiences to reshare their favourite photos & memories. Engage with trending hashtags i.e. #ThrowbackThursday

WCP Business Toolkit 2020

If you are a Welsh business click the links below to download the updated version of our Business Toolkit for comprehensive info on marketing your business along the Wales Coast Path.

English: <https://www.walescoastpath.gov.uk/about-us/marketing-toolkit/?lang=en>

Welsh: <https://www.walescoastpath.gov.uk/about-us/marketing-toolkit/?lang=cy>

Did you promote the Wales Coast Path during 2019? Please get in touch if you feel attending our seminars and using our toolkit has had a positive impact, we'd love to share your story. Contact us: wcp@cyfoethnaturiolcymru.gov.uk

WCP YouTube Library

We have a library of videos that are available for businesses to share across their own channels. Access here: www.youtube.com/user/WalesCoastPath/videos

New Itineraries

50 walking itineraries for locals & visitors alike to explore the Welsh coastline, including mindfulness & family friendly routes. Designed by a network of officers who spend their days managing the path. Plan to use the itineraries to boost your business once the current situation changes - add links to your website, share on your social media feeds & print for visitors. **Download for FREE:** www.walescoastpath.gov.uk/plan-your-visit/itineraries/

Visit Wales: Year of Outdoors

Get inspired by the Year of Outdoors 2020 and develop marketing materials ready for future travel. The Year of Outdoors is our invitation to visitors and Wales' residents to celebrate the greatest outdoors and discover activities, landscapes and coastlines they haven't yet experienced.



NEW ITV Series: Wonders of the Coast Path



30th April 2020 - NEW series promoting remarkable stories, landscapes and wonders of the Wales Coast Path will air on ITV Wales. Presenter Sean Fletcher has explored all regions along the Wales Coast Path.

We are asking you to get behind the new series and help us promote our beautiful coastline line by encouraging people to bookmark places and visit Wales later. We will be sending out shareable assets including videos and images to help you promote the series. The series will air nationally later in the year.



Episode Dates:

Ep 1: North Wales - 30th April 2020

Ep 2: Llyn Peninsula - 7th May 2020

Ep 3: Cardigan Bay - 14th May 2020

Ep 4: Pembrokeshire - 21st May 2020

Ep 5: The Gower - 4th June 2020

Ep 6: South Wales - 11th June 2020



New for 2020

Later in the year we will be launching a new passport for walkers, encouraging them to track their walks and celebrate their achievements. We very much hope they will return to the path time and time again!

We are also updating the Wales Coast Path leaflets to include a passport and updated information. More information to follow later in the year.

For more information about the Wales Coast Path visit: www.walescoastpath.gov.uk



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