



# Wales Coast Path

## Marketing Toolkit

February 2019 | Version 1.0



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Version 1.0

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Wales Coast Path

# Wales Coast Path

About the Toolkit

# About the Toolkit

Welcome to the Wales Coast Path marketing Toolkit – a free-on-line resource for all coastal businesses. It is designed to be easy to use, giving you the ability to access a wide range of material and information, much of which you can download. Using the Toolkit will help you successfully market your business by using the pulling-power of the 870-mile long Wales Coast Path - the longest continuous coastal path around a country.

The Path already successfully attracts thousands of visitors every year and by making use of the ideas within this Toolkit you can share in that success – attracting new customers to use your products and services.

With help from this Toolkit you will be able to put together a range of marketing and promotional plans and ideas. It is like having your own marketing team on-line.

It also provides useful safety information to help you promote the Wales Coast Path responsibly and encourage the safe enjoyment of the Welsh coastline.

**Why you should use the Toolkit**  
Marketing and promoting your business is not easy – it takes time, effort and not inconsiderable funds. So, we have created this on-line resource just for you.

Make use of it and you have instant access to marketing, PR and media experts, enabling you to create bespoke marketing plans with all the pulling power of the stunning Wales Coast Path.

You will find everything within the Toolkit from walks and Coast Path photographs, to advice on writing media releases, improving your website, being a whizz at social media and much more.

Information on walks and photographs of the Coast Path are geographically indexed so you can quickly find items that are relevant to your needs.

By using the Toolkit you will be able to identify new opportunities to market your business to walkers by creating new offers and products attractive for them, such as:

- joint marketing initiatives
- media campaigns
- social media activity
- special offers & promotions

All of which will help you:

- reach new customers
- build new business

**And best of all – it's all FREE!**

## Did you know?

- Wales Coast Path visitors put £84 million a year into the Welsh economy.
- The Wales Coast Path helps support more than 1,000 jobs.
- In 2014 there were over of 43 million visits to the Welsh coast line.
- People visit the Wales Coast Path for its fantastic natural scenery, wildlife and great walks – everything from a gentle stroll to a full-on hike.
- The Welsh coastline and its inland rivers were of significant importance in the ancient history of Britain when the region was known as Prydein – a name thought to have been confused in the translation of original documents as meaning the whole of Britain.



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# The Wales Coast Path opportunity

The Wales Coast Path is 870 miles of business opportunity. This scenic route around the coast of Wales enables you to market your business to the thousands who walk the coast every year.

From young families, to retired couples, singles to adventure seekers – use the toolkit to discover ways in which you can ensure that they become your customers. The Coast Path is an iconic, international brand and as such connects you and your business to a wide and varied consumer market.

So, what can you offer your customers that will appeal to Coast Path walkers? Check out these ideas and take a look at the WALES COAST PATH web links for more information.

- Offer a clothes drying facility
- Collection from bus or train stops
- Provide bus & train timetables



- Offer contact details for useful local businesses, such as taxis, bike hire, car hire etc
- Offer maps and walks downloadable from your website + information on walks



- Free drinks and snacks for dogs
- Free dog poo bags

- Collection of luggage



- Provide packed lunches

- Offer local knowledge – best coastal walks, great places to go for a drink/lunch



- Lend walking sticks
- Provide a secure bicycle park
- Provide safety information including tide timetables



Take a look at this Visit Wales web site more ideas and free advice:



## Wales Coast Path in facts & figures

**Wales is the only country in the world to have a continuous coastal path stretching its entire length.**

From cliff top walks and secluded beaches through to exploring the exciting Cardiff Bay redevelopment - the 870-miles long Wales Coast Path offers visitors a wide range of scenic walks. To enjoy the Coast Path you don't even need to be an ardent walker as there are short easy stretches for a quick and easy walk as well as longer, more challenging hikes.

# Wales Coast Path About the Toolkit

Take a look at the websites of the Official Wales Coast Path partners.

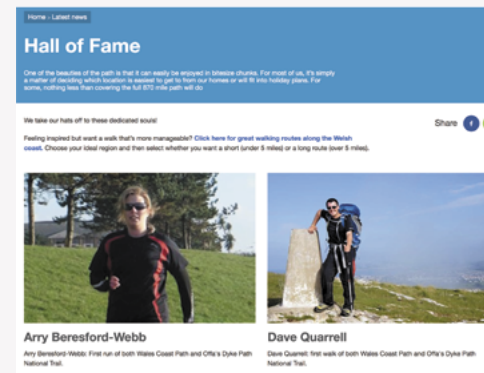
Here you will find a feast of information about activities in your area:

- [Visit Wales](#)
- [European Regional Development Fund](#)
- [Natural Resources Wales](#)
- [Flintshire County Council](#)
- [Denbighshire County Council](#)
- [Conwy County Borough Council](#)
- [Isle of Anglesey County Council](#)
- [Gwynedd Council](#)
- [Snowdonia National Park Authority](#)
- [Powys County Council](#)
- [Ceredigion County Council](#)
- [Pembrokeshire County Council](#)
- [Pembrokeshire Coast National Park Authority](#)
- [Carmarthenshire County Council](#)
- [City & County of Swansea](#)
- [Neath Port Talbot County Borough Council](#)
- [Bridgend County Borough Council](#)
- [Vale of Glamorgan Council](#)
- [Cardiff Council](#)
- [Newport City Council](#)
- [Monmouthshire County Council](#)
- [Ramblers Cymru](#)

Here are just a few facts that you may not have known about the Welsh coast:

- Over 43 million visits are made to the Wales Coast Path every year
- Walkers along the Coast Path are estimated to spend nearly £550 million a year
- Wales has more Blue Flag beaches per mile than anywhere else in the UK
- 47 beaches in Wales were awarded Blue Flag status in 2018
- There are more than 100 beaches dotted along the Coast Path
- The Cardiff Bay Barrage is part of the Wales Coast Path
- The Coast Path offers glimpses of blue whales, dolphins, puffins, and Atlantic seals
- There are over 30 shipwrecks in Llandudno Bay
- You can walk dogs on a lead on the Coast Path & some sections are open to horse riders
- It would take about two & a half weeks to walk the 186 miles of Pembrokeshire coastline
- Rhossili Bay in the Gower has been voted among the top 10 beaches in the world
- Merthyr Mawr, near Porthcawl, has some of the largest sand dunes in Europe
- Playing Nefyn's headland golf course has been likened to teeing off the deck of an aircraft carrier
- Alice Liddell, born in 1852, who often visited Llandudno with her family, was the inspiration for Lewis Carroll's Alice in Wonderland
- There are 30 RNL lifeboat stations in Wales/40 RNL lifeguarded beaches in Wales
- South East Wales has the second highest tidal range in the world

And for more surprising facts and figures go to the Wales Coast Path Hall of Fame



Home - Latest news

## Hall of Fame

One of the pleasures of the path is that it can easily be enjoyed in leisurely strolls. For most of us, it's simply a matter of choosing which direction to proceed, to get to your car or home or to the holiday home. For some, however, it's a challenge to complete the full 186 mile path.

We take our hats off to these dedicated souls

Feeling inspired but want a walk that's more manageable? Click here for great walking routes along the Welsh coast. Choose your ideal region and then select whether you want a short (under 5 miles) or a long route (over 5 miles).

Share

**Arny Beresford-Webb**  
Arny Beresford-Webb: First run of both Wales Coast Path and Offa's Dyke Path National Trail.

**Dave Quarrell**  
Dave Quarrell: First walk of both Wales Coast Path and Offa's Dyke Path National Trail.

**Wales Coast Path diary of events**  
Give your customers another reason to visit you by including details on your web site and in your marketing literature about events in your area.

You can check out what is happening along the Wales Coast Path at the Wales Coast Path web site.





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Wales Coast Path

# Wales Coast Path

Promoting the Wales Coast Path



# How to reach your customers

Those who walk or visit areas of the Coast Path all require a range of products and services and as a coastal business you are ideally placed to provide them.

You know how good you are: how your comfortable rooms offer a warm welcome; how the food in your restaurant is too good to miss or perhaps you run a tourist attraction that's exciting and which offers unique experiences to those visiting the Coast Path. But do those thousands of visitors who walk the Coast Path every year know? Stand back and put yourself in the place of your customer. What is obvious to you may not be so to those who have never visited - so tell them.

Be clear about what you are offering. Look around and you will see plenty of examples of the hotel web site that fails to mention or make clear its full range of services; the adventure park that doesn't list its hours of opening or the restaurant that doesn't display sample menus on its website.

All these omissions are barriers to business. You are in effect turning away customers, for very few people will spend time searching your website for information that isn't at first obvious.

## So, make sure:

- that all marketing materials – web site, brochure etc – clearly and simply state what you are offering by identifying the key selling points of your business that are attractive to walkers.
- you make it easy for customers to contact you and have a two-way conversation with you - so include phone numbers, email addresses etc which are easily accessible.
- You don't tell customers to contact you at [info@justanotherbusiness.co.uk](mailto:info@justanotherbusiness.co.uk) Personalise your relationship and use a name in contact details.
- You use good quality photographs to illustrate your products and services. The Toolkit contains links to a huge free, photographic library – stunning shots of the Coast Path and surrounding areas. So, make use of them – show your customers that your business is based near breath-taking coastline.



WCP IMAGE GALLERY

Password: WCP2019!

Visit Wales also has a library of images – all free to use. Go to [www.walesonview.com](http://www.walesonview.com) or email [imagesupport@gov.wales](mailto:imagesupport@gov.wales)

## You can use the Wales Coast Path images:

- On your website, in brochures or via social media such as Twitter and Instagram
- To illustrate hotel and B&B bedroom browsers
- To make information you send to customers more interesting

When looking to build custom always remember how important it is to retain existing custom. So, don't ignore those whom you already serve.

## So, make sure:

- You build and maintain a customer database
- You keep customers informed, perhaps via a newsletter and social media
- Use Wales Coast Path events to help you create special packages and offers.

Look out for the "slightly different" - for example, Canolfan Gerdd William Mathias in Caernarfon is a charity which holds concerts in locations close to the Coast Path such as St Mary's Caernarfon Church, St Hywyn's Church, Aberaeron, and Plas Glyn y Weddw, Llanbedrog.



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# Wales Coast Path

## Promoting the Wales Coast Path

### Databases

**Make sure you capture your visitors' contact details and get their permission to keep them updated with news of what you and your business is doing.**

You can easily do this by posing a question on your web site such as: "Would you like to receive our newsletter" or "Click here to be updated on special offers".

### Newsletters

**A simple emailed newsletter is an easy way to keep in touch with customers and need not cost a great deal.**

Get a simple template designed or use one of the free, on-line tools. Send it to your database no more than two or three times a year with information about what is new at the business or what is changing, and details on forthcoming events. Include information about the Coast Path, such as "Why spring is a good time to visit", "Walking the Coast Path in autumn", and such useful details as bus times and routes.

Perhaps you have added new services or facilities, employed a new front of house manager, or changed your opening hours. And don't forget to include a special offer for your special customers.

**There is a separate section on Creating Special Offers in the Toolkit.**



Take a look at Best Practice Examples at the end of the Toolkit for a template e-newsletter layout which you can use.

### Social media

**Social media offer great ways of interacting with potential customers, posting information and comments and responding to what others are posting.**

#### Facebook:

A great platform to show off your business with plenty of pictures of the Wales Coast Path or have your visitors give video recommendations of your business tying in with their experience of the Wales Coast Path. You can also use the Facebook Events sections to link up with Wales Coast Path Facebook events section.



#### Twitter:

A great way of connecting with other coastal businesses and for putting out your special offers to your followers. Remember to find and follow [@walescoastpath](#) on Twitter. Tag us on your posts and engage with us, we'll do our best to reciprocate. Look at who we're following to see whether there are opportunities for engagement, even if it's just a retweet or a share, and see how you can weave Wales Coast Path in your social media work.



You could also follow Visit Wales [@visitwales](#) [@croesocymru](#), and any organisations you can find that link to your business'

specialist offer or subjects that interest those who walk the Path – rambling, food and drink, local history and ancestry, photography, painting etc.

#### Instagram:

Because it's all about images, use it to showcase your business with the Wales Coast Path or the Welsh coastline clearly in the image, inviting people to come and enjoy the path and stay with you, eat with you or visit you.



#### Pinterest:

Pin the ideas that are valuable to you and Wales Coast Path – places to visit along the path, places to enjoy the view, places to take a break for refreshment.



#### Use hashtags:

Key Visit Wales hashtags relevant to the Coast Path are #FindYourEpic and #gwladgwlad, but you can also use generic ones such as #walescoastpath #coastofwales #walescoast #coast #coastal #walking #Welshcoast etc [for Welsh version #llwybrarfordircymru #arfordircymru].



# Wales Coast Path

## Promoting the Wales Coast Path

### Feedback

**Encourage feedback from your customers – it can provide you with invaluable information about your business, helping you to fine tune the products and services you offer.**


You can encourage feedback in several ways. You can provide a Twitter feed on your website, post customer reviews and provide those who visit with a simple questionnaire that seeks their views and comments. Whatever method(s) you use make sure that seeking feedback becomes a regular part of your promotional activity and not something you just do every now and then.

### Keep up to date

**Good marketing of your business brings you closer to your customers and can help strengthen the relationship you have with them, building customer loyalty.**

Creating this two-way conversation with your customers means you must keep promotional channels up to date. So regularly look at your web site and make subtle changes. You don't need to go to the expense of renewing your site on a regular basis, but you must keep it up-to-date.

### So, why not try:

- Having a "What's on" section or panel on your web site with details of the latest events – things happening in your business and along the Wales Coast Path; a "News" page where you post information on the business; and post regular Tweets.
- Provide links on your website to partners' sites and don't forget to link to the Wales Coast Path 
- Draw up a promotional plan – detailing what you are going to do and when. If you set aside just an hour or two a week you will be able to keep everything up-to-date and reap the benefits, because you will be a business whose key message to its customers and potential customers is: "We care about what we do, and we want your visit to us to be special!".

Whatever you do – do it regularly. It will take up some of your time but keeping everything fresh will mean that you can limit the amount of time spent on the task. The rewards will be well worth it.

## Year of Discovery 2019

**2019 will be Wales' Year of Discovery, when visitors will be encouraged to not only discover Wales but also themselves through the wealth of attractions, adventures and experiences the country has to offer. This umbrella marketing campaign offers coastal businesses great promotional opportunities.**

Visit Wales marketing activity will focus on four seasonal themes throughout 2019:

- **AUTUMN - MARCH:**  
Journeys of Discovery
- **MARCH - MAY:**  
Discover Adventure
- **JUNE - AUGUST:**  
Discover Culture
- **SEPT - DECEMBER:**  
Discover Landscape

You can engage with Visit Wales on [@VisitWalesBiz](#) and [@VisitWales](#) and share your news and content throughout the year using #FindYourEpic.

**Find out more about how your businesses can benefit from the Year of Discovery**



**YEAR OF DISCOVERY**



# Wales Coast Path Promoting the Wales Coast Path

For more ideas about marketing your business take a look at these web sites listed.

Visitor sites – these web pages provide information for visitors to your area.

Many will have specific pages on walking holidays. It will also be a good idea for you to link your web site to some of these addresses – that can improve the visibility of your site and help in Google rankings.

[www.newport.gov.uk/en/Leisure-Tourism/Visit-Newport/](http://www.newport.gov.uk/en/Leisure-Tourism/Visit-Newport/)

[www.visitcardiff.com/](http://www.visitcardiff.com/)

[www.visitthevale.com/](http://www.visitthevale.com/)

[www.southernwales.com/](http://www.southernwales.com/)

[www.visitnpt.co.uk/](http://www.visitnpt.co.uk/)

[www.visitswanseabay.com](http://www.visitswanseabay.com)

[www.visitllandudno.org.uk/](http://www.visitllandudno.org.uk/)

[www.discovercarmarthenshire.com](http://www.discovercarmarthenshire.com)

[www.visitpembrokeshire.com](http://www.visitpembrokeshire.com)

[www.discoverceredigion.co.uk](http://www.discoverceredigion.co.uk)

[www.visitsnowdonia.info/discover\\_gwynedd-107.aspx](http://www.visitsnowdonia.info/discover_gwynedd-107.aspx)

[www.visitanglesey.co.uk/en](http://www.visitanglesey.co.uk/en)

[www.discoverdenbighshire.wales/](http://www.discoverdenbighshire.wales/)

<http://discoverflintshire.co.uk/>

[www.northeastwales.wales/?lang=cy](http://www.northeastwales.wales/?lang=cy)

Tourism trade – these sites are aimed specifically at those in the tourism and leisure business and will have ideas on promotions and how you can work in partnership with professional marketeers. So speak with your local authority tourism officer and check out the tourism trade site for your area. Here is just one example: [www.swansea.gov.uk/tourismtrade](http://www.swansea.gov.uk/tourismtrade)

## Explore a virtual Welsh coast with NEW augmented reality app

A NEW augmented reality app has been designed with your customers in mind. Encourage them to download when possible.

The Wales Coast Path will launch a new augmented reality app to enhance walkers' experience along the 870 mile path. The digital app, which will launch in April 2019, aims to encourage more people to get outdoors with engaging visuals, informative stories and interactive games along the path's most noteworthy points of interest. Visitors will be able to step back in time through the new app, with highlights to include watching the land speed record on Pendine sands take place.

Another key feature will be a 3D model of life beneath the sands. Visitors will be able to explore beneath the surface and learn about the creatures that live unseen beneath the beautiful clean sand. The app will also cover a wide range of topics such as local myths and legends, flora and fauna, wildlife, local history, mysterious shipwrecks and surprising facts.

[www.walescoastpath.gov.uk](http://www.walescoastpath.gov.uk)



# Wales Coast Path Promoting the Wales Coast Path

## Ramblers Wales

Wales Coast Path celebrates its seventh anniversary in May 2019 with a walking festival along the coast from North to South Wales. Ramblers Cymru, in partnership with many other local walking groups, will be putting on a programme of seven walks in seven locations over seven days. It offers fantastic opportunities for you to promote your business by linking with the anniversary programme.

The festival will move along the coast from North East to South East Wales with three locations in the north over the 4th-6th May bank holiday, followed by Newquay and Saundersfoot the following weekend and ending with Llanelli and Cardiff/Penarth on the 19th May.

The festival aims to raise awareness of the coastal path and promote Wales as a walking destination, bringing visitors to towns and villages along the coast outside of the main holiday season.

The walks will be in line with Visit Wales 'Year of Discovery' and will have an element of surprise – maybe a hidden gem or breath-taking view, or the walk may have a guide with knowledge of wildlife, pirate tales, industrial heritage or geology!

An additional attraction in some of the coastal areas is the installation of 'Augmented Reality' where visitors can download an app and see marine life or history appear where they point their phones.

The festival will be widely publicised with help from Ramblers Cymru and Keep Wales Tidy (who are able to promote the festival through their network of schools and volunteers).

Most of the walks will start and end in each of the locations to enable local organisations and businesses to get involved – for example a local café or bar could offer a discount to all participants or host some live entertainment to encourage walkers to stay in the area.

☰ RAMBLERS WALES  
EVENTS

☰ WALES COAST PATH  
EVENTS

## Ramblers Wales Itinerary

### NORTH WALES

4th May - Great Orme

5th May - Anglesey

6th May - Porthmadog

### WEST WALES

11th May - New-Quay/Cwmttydu

12th May - Saundersfoot Harbour

### SOUTH WALES

18th May - Burry Port

19th May - Llantwit Major

If you'd like to find out more or get involved, please contact:

Catherine Morgan on  
[Catherine.Morgan@Ramblers.org.uk](mailto:Catherine.Morgan@Ramblers.org.uk)  
or mob: 07477 901657 or  
tel: 02920 646890 or visit  
[www.ramblers.org.uk](http://www.ramblers.org.uk)

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# Wales Coast Path

## Promoting the Wales Coast Path

### Creating special offers

**As part of any marketing initiative, special offers are a good way of attracting and maintaining customer interest in your products and services.**

Carefully thought out they need not always present you with a significant cost and when set against the extra business they bring in they can be a most cost-effective method of increasing sales.

Once again, the Coast Path can be of assistance. There are many events organised around the coast, from gentle strolls and Ramblers' walks to festivals and celebrations. All of these give you an opportunity to promote your business.

### So, why not:

- Run a competition on your web site to link with a Coast Path event
- Offer walkers discount on your products & services
- Provide a special "Walker's breakfast" showcasing fresh, Welsh produce
- Provide free maps, lifts to a walk starting point, contact numbers for taxis
- Advertise the fact that your hotel or B&B has special facilities for walkers – such as a room for drying wet walking gear
- Create a loyalty card to reward repeat custom from Coast Path walkers
- Provide guests with free maps
- Put up tide timetables for guests to read

### Using the Welsh language

**Our unique language is a tremendous asset. Using the Welsh language is a great way to make your business distinctive.**

The Office of the Welsh Language Commissioner offers a range of guidance and suggestions on how to introduce the language into the everyday workings of your business. Go to





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# Wales Coast Path

How to Develop a Marketing Campaign

# Wales Coast Path

## How to Develop a Marketing Campaign

**The best way to promote your business at minimal cost to walkers using the Coast Path is to use a wide range of media and get information out regularly to build up knowledge and awareness.**

All successful marketing is planned in advance – identifying perhaps three or four main opportunities to communicate over the year to create a basic campaign.

On each of these occasions, use information which will appeal to the interests of typical Coast Path walkers, of which there are four key groups:

- **Older couples**  
Those on a higher income who particularly enjoy the historical attractions they can see during their walks
- **Scenic explorer couples**  
Those in the 40+ age groups who are married, but have no young children living with them, and who enjoy beautiful scenery and unspoilt countryside main attractions
- **Families**  
Those with parents aged under 50 and children aged under 15. They take frequent holidays, are adventurous and like to learn about local heritage
- **Pre-family explorers**  
People and couples who are aged under 35 and who take frequent holidays, and are especially interested in sightseeing

### What's your story?

Everything you do in marketing needs to remind people of your Unique Selling Point (USP) – the thing which makes you different and better than others, and relevant to Coast Path walkers.

Once you've decided what that is, you need reasons, or “*hooks*”, that you can use to communicate that USP regularly over time.

Think about your business, what's happened recently and what's coming up on the horizon. Check to see what events are happening around the Coast Path and decide how you can link to those to create a story. Are you making a new investment, hiring new staff? Are you launching a new product or initiative aimed at walkers? Have you attracted visitors who are walking the Path from the other side of the world? Is this year an anniversary for you?

This is the kind of information you can turn into marketing opportunities and use to promote your USP.

**Send your information out to a range of outlets, including:**

### Social media

You may already have a presence on Facebook, Twitter or Instagram in particular – they are key platforms for interacting with potential customers, posting information and comments and responding to what others are posting. But you can also use it in a structured way, planning a concentration of activity around your planned marketing activity. Make sure you use hashtags to widen your audience. Key Visit Wales hashtags relevant to the Coast Path are #FindYourEpic and #WalesAdventure, but you can also use generic ones such as #walescoastpath #coastofwales #coast #coastal #walking #Welshcoast. Hashtags encouraging safe enjoyment of the coastline include #RespectTheWater and #BeAdventureSmart

Remember to find and follow @walescoastpath on social media. Tag us on your posts and engage with us, we'll do our best to reciprocate. Look up at who we're following to see whether there are opportunities for engagement even if it's just a retweet or a share and see how you weave Wales Coast Path in your social media work.

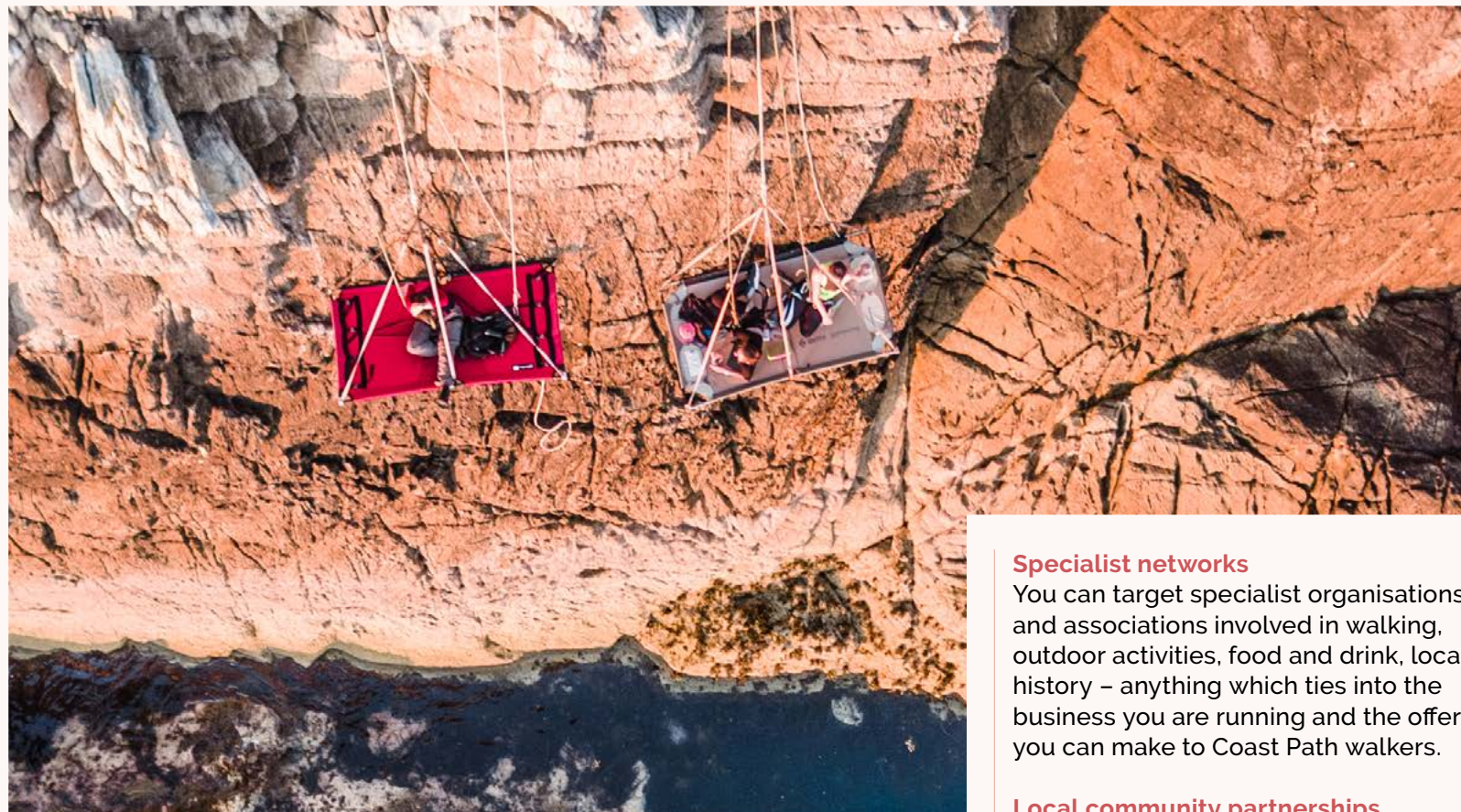


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# Wales Coast Path

## How to Develop a Marketing Campaign



### Newspapers, radio, magazines & TV

From community websites to regional and national publications and specialist magazines, there are a huge range of outlets which might carry information about your business.

To learn more about how to contact them and present your story, go to

Approaching  
the Media



### Bloggers

Tap into the vast online community of people who write about walking, travel and holidays, or about Wales as a place to visit. If you offer a family, child or dog-friendly product, you will find bloggers writing for these and many other specialist markets too. Whatever your speciality, a bit of online research will soon bring up a list of bloggers to contact with your information. Try putting “walking bloggers” into your search engine.

### Specialist networks

You can target specialist organisations and associations involved in walking, outdoor activities, food and drink, local history – anything which ties into the business you are running and the offer you can make to Coast Path walkers.

### Local community partnerships

Locally you will find tourism associations and business groupings working to promote your local area – valuable to tap into and keep informed about your story and your offer so they can pass details on. They will also offer contacts for developing joint promotional activities with businesses complimentary to yours. For more details on this go to

Working  
Together



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# Wales Coast Path

How to Write a Press Release

# Wales Coast Path

## How to Write a Press Release

### How to write a press release

Essentially a press release needs to answer six basic questions: who, what, where, when, why and how.

- Your story needs a news “*angle*” – you have to be able to express what you want to tell the media about as the first, the newest, the biggest, the smallest, or be a milestone, a record, an anniversary etc - or just downright unusual.
- Your press release should be written in an email – don't attach it to an email as a separate document - it takes time to open and may not even get through a media outlet's firewall to start with.
- Write a short attention-grabbing headline for the email subject line which reflects your “*angle*” – i.e. first, the newest, the biggest, the smallest, etc. In the email itself, start with the words NEWS RELEASE and repeat the headline from the Subject line.
- All the most important information has to come high up the release. A journalist won't read further than that to decide whether the story is worth considering.
- While you should not write advertising copy about your business, you still need to give it a plug! But don't overegg it. Generally, keep details about your business in the second or third paragraphs, and express them factually and without comment.
- Make sure you include your contact details at the end of the release – and make sure you are available if they call! For example, write at the bottom of the release: Further information from Tom Smith, manager [tomsmith22@gmail.com](mailto:tomsmith22@gmail.com) 0234 456375

Take a look at Best Practice Examples at the end of the toolkit for a sample media release.



### Approaching the media

A bit of web research will soon tell you what local papers operate in your target area, what specialist titles cover areas of interest relevant to your business, and how to contact them.

Decide what kind of media your stories will appeal to. This is really a matter of how “*new*” something is. You can be doing something that has never been done in your local area, and that will be of interest to local media, even if it's already been done elsewhere in the country. It's not going to appeal to a London-based national newspaper, though, because they know it's already happened somewhere else. But if what you're doing has never been done in the UK before – aim for the UK nationals.

Don't forget to take timings into consideration when you're approaching the media. If you've got an event coming up, for example, you'll need to let media outlets know in good time – for magazines that can be several months in advance.

### Making contact

Make your approach in good time. Try to make initial contact by phone with the news desk to introduce your story – you can follow up the conversation by sending through a press release. Sometimes, you'll need to email a press release first, which may be followed by a phone call if it sparks interest. Don't forget Twitter too as a way of making contact with the media – it's often used nowadays as the first place a journalist looks for information, and the first place they publish their own stories.



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Wales Coast Path

# Wales Coast Path

Getting the Best from your Website

# Getting the best from your website

People browsing websites to decide where to visit, stay or eat are notoriously fickle; if they don't like the look of your site compared to others or can't find the information they want within a matter of seconds, they will go elsewhere.

The secret to a website that performs well is one that can be found in the first place, is clean, simple, and user-friendly, and enables the visitor to get the information they need quickly and take the action you want them to.

If your budget runs to it, a professional web design company is a good way to get your site up and running. Equally, you can build one yourself with one of the many excellent easy-to-use packages now available online.

Either way, there are a few key pointers you need to bear in mind when you're developing your site – or when you're briefing your web company to do the job.

## Link with us

Add the Wales Coast Path logo to your website (you can download it from the Resources section of this Toolkit) to make it immediately obvious that your business is a coastal one.

You can also link to the Wales Coast Path websites: to add value to your website.



## Get to the point

While it might be tempting to fill a website with huge amounts of detailed text, that is rarely what a visitor is looking for. Attention spans are short, and they want information presented to them in bite-sized chunks.

Remember to use key words on your website that reflect what the Wales Coast Path is all about - walking, coast and Wales. This will help your site get picked up when people search using these words.

## Keep it clean, keep it simple

Make sure your text is readable and not obscured by background images or distracting animated elements. White is often the best background – words on top of photos or coloured backgrounds can be difficult for some to read.

If you want a user to click on a link to another part of your site, make sure that link is obvious with colour or an underline. Don't leave them guessing where they need to click.

## Access from all devices

If you are looking at the content of this Toolkit in your office on a computer, you are probably in the minority. Huge numbers of people now browse the web and make purchasing decisions on their smart phones and tablets. Ensure that your website can be viewed on all devices.

## Link with your social media

Link your website closely to your social media activity, updating these platforms with links highlighting new content on your site. The more tweets or Facebook likes your site gets the higher your website will rank in the search engines.

## Images

Competition is fierce, and web visitors will expect good quality images as a minimum nowadays before looking at a website with any serious intent. High quality photographs and video of the Wales Coast Path are included within this Toolkit for you to use free of charge – go to.



WCP IMAGE GALLERY

Password: WCP2019!



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# Wales Coast Path

## Getting the Best from your Website



### Make it easy to buy

If you're selling via an online shop or taking bookings online, make it easy. Invest in a good shopping cart and offer facilities such as credit card and other online payment options, for example, PayPal. If you do use a third-party booking site, make sure the link to them is clearly displayed. The fewer "clicks" to get to the payment part, the fewer customers you'll lose.

### Make it easy for people to get hold of you

Too many websites nowadays don't give names and contact numbers and hide behind the impersonal "Complete the form below to contact us". It's very unfriendly and unwelcoming. You're in the hospitality business! Give them your name, phone number and email address and feature them prominently.

### Update regularly

Good content will engage your visitors and encourage them to come back.

### Provide value-added content

People want to know about you, yes, but provide additional useful information to hold their attention and show them they are valued – how to get to and from the Coast Path, local bus timetables, local taxi services, drive times, public or private toilets available for walkers in your area, free water refill points locally and recommended routes to get to you, other attractions nearby, safety information etc.

Take a look at the Marketing Materials section of this Toolkit for ideas and downloadable materials that you can use on your site.

Take a look at [Best Practice Examples section of the Toolkit for more web ideas.](#)





Llwybr Arfordir Cymru  
Wales Coast Path



# Wales Coast Path

Using Video

## Using video

### Why use video?

We all love watching videos. They are one of the best ways of accessing information quickly and in an entertaining way.

As you've probably got a smart phone or tablet, you're already on the way to being able to create your own videos about what your business can offer to people who walk the Wales Coast Path! A video gives you your best chance of showing the personality or atmosphere of your businesses, giving a viewer a much fuller impression of what's on offer for walkers using the Wales Coast Path. You can use them on your website, send out links to them on social media or in a mailing to your customers, or show them at events and exhibitions you may be attending.

The best results are always going to be obtained by using a professional company to make a video, although that won't be within everyone's budget. But that's not to say you can't create your own distinctive videos with just a little investment and a bit of time.

### Planning a video

- What makes your business different to any other? What's the key piece of information you want the viewer to go away with? What particular offer can you make to get people walking the Coast Path to step off for a while and visit you?
- What's the personality of your business – calm and relaxing, traditional, quirky or adrenalin fuelled? The video needs to reflect that
- Is your business weather / season dependent? You will want filming to take place at the point in the season when it looks at its best – ideally it won't be raining, trees will have leaves on them, everything will look fresh and clean, and it will look busy, with happy people enjoying what you offer, so you will need to pick the best time of the year to achieve all that.
- What action do you want your viewer to take? Phone you? Email you? Go online for more information? Make sure you include a *"call to action"*
- Keep the video short. Up to three minutes long is ample – no one's attention span holds for longer than that. You want to excite the viewer with a taste of what's on offer, not cover everything in great detail – that's the job of the website or brochure.

### Top tips for shooting your own videos:

- Realistically what time can you commit to it? Like your other marketing responsibilities, it's another commitment you have to schedule. You may also have to schedule very specific timeslots too – if you want to film people undertaking an activity, they will be there on a particular day and time – and you will have to be too!
- Plan how your video will run from start to finish. This is the *"storyboard"* - a list of contents and scenes in the order they will appear
- Think about the type of video you want – just images of places, with a music track? Images with a *"voice over"*? People being filmed about what they're doing, talking to the camera, or talking to someone *"off camera"*, like a TV news interview?

Beware – the first of these options can lack interest if you're not careful – whereas people speaking animatedly about the experience they've had with you is much more entertaining and gives a better insight into your business



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# Wales Coast Path Using Video

- Equipment – just your mobile is fine! A video camera is more versatile if you can get access to one. But it's content that's the most important thing
- Consider investing in an external microphone for your mobile. One of the hallmarks of “*self-shot*” video is that you can hardly hear what people are saying. A good quality microphone will immediately raise the quality and professionalism of your video
- You need to edit rather than just press “*record*” and hope for the best. Unedited video does not look professional. There are plenty of low-cost, easy to use video editing packages available online. They require some investment of time to get used to operating them, but results in terms of the quality of image and sound that you can achieve will make them well worth it.

## What to film

- Your customers, telling you how great their experience has been
- You as the owner explaining your business and welcoming people to it, or talking about a special offer. Get someone to interview you – it's easier than talking to camera
- Staff interviews – “*I'm the chef here and my favourite dish to cook is ..... and here it is on the hob....*”
- Facilities – show customers what you've got
- A special event you've had, showing the action and including comments from customers
- Invite customers to send you their videos of fun times at your business, and edit them into short compilations
- You don't have to film the Coast Path itself – stock imagery is available to download from Wales Coast Path as part of this Toolkit



WCP IMAGE GALLERY

Password: WCP2019!

- Consider how the content of your video will influence viewers – think about your responsibility in encouraging safe enjoyment of the Wales Coast Path

## Editing

- Try not to stay on one shot/ angle – remember when filming to get several different viewpoints on the same thing and edit them into a series of shots which change regularly to maintain interest
- Keep your video short. Anything from 30 seconds to 3 minutes max. The shorter the clip, the better for social media
- Better to have half a dozen short clips on your website, available to view separately, than a single very long video. More people will watch to the end of a short video and pick up on the call to action.
- Use low-cost copyright free music, available on-line, as a background to your videos



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# Wales Coast Path

Developing FAM Visits

# Developing FAM Visits

Media familiarisation visits, or FAM visits, when you invite selected members of the media to visit your business, often over a couple of days, are a great way to promote your company.

Visit Wales, your local authority tourism team and the Wales Coast Path all organise media FAM visits – so get in touch to see if your business can take part. Working with such partners takes care of much of the worry of organising a FAM visit and you can be assured that great thought will have been given to devising an interesting and varied programme for the visitors.

However, if you think you have a good enough story to tell then you might consider organising your own media FAM trip by inviting a journalist, blogger or travel writer to come and experience at first hand all you have to offer. With some careful planning you will find that it is not that difficult.

Make a list about what is interesting about your business – how does it differ from that of your competitors? What plans have you for the future and what investments have you already made? Thinking in this way will help you to see what is newsworthy about your business – that information that will make a journalist say: *“That’s interesting – I want to write about that”*.

Make sure you provide plenty of opportunity for anyone you invite to experience all aspects of your business, but also experience events and services that are complementary to what you do. After all no-one books a weekend break in an hotel, just to spend two days indoors. Most visitors will want to use the hotel as their base while they experience events and services in the immediate area.

That’s why linking with the Wales Coast Path can be so useful since it provides lots of reasons to visit your area, giving you extra reasons for promoting your businesses.

Also ensure that you provide some downtime in your programme – allowing journalists to explore on their own. Don’t think you have to fill every single minute with activity. Most importantly make sure you feed them. Easy if you are a restaurant or an hotel, but what if you are a visitor attraction? A good way of solving the problem is to work with a local restaurant that has a good reputation and devise a joint FAM visit.

When deciding when to organise a FAM visit remember that the lead in times for most publications can be several weeks. For some magazines it is likely to be a few months - so plan ahead.

Agree with your visitors exactly what you will be providing and whether there is anything that they need to pay for. This will avoid any misunderstanding and unpleasantness later.

For example, most FAM visits will cover accommodation and food and the cost of any visits or experiences, but not necessarily extras such as additional drinks incurred back at the accommodation. Decide in advance what you are paying for and make it clear to your visitors.

Finally stay in touch. Don’t forget about your media contacts the moment they leave. Email them to thank them for visiting and ask if there is any more information they need. Be ready to follow up with photographs and additional facts and figures if requested. Links in this Toolkit will provide you with stunning photography of the Wales Coast Path and coastline.

It is important to recognise that a FAM visit should be part of an adopted media strategy – just one of the ways in which you build and maintain relationships with key journalists.



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# Wales Coast Path Developing FAM Visits



## Working with tour operators and attracting international visitors

If you are looking to reach international customers via the travel trade, you can get help from Visit Wales to support and grow your business.

## The benefits of thinking internationally are:

- Helps you counter seasonality
- International visitors, on average, spend more
- Longer lead-in times for international visits gives you the ability to plan ahead

## To get involved:

- Register your product on the globally promoted website



- Keep Visit Wales posted with your news and developments by emailing [productnews@gov.wales](mailto:productnews@gov.wales)

- Sign up to newsletters at



- Become a member of UKinbound and European Tour Operators Association (ETOA) to access B2B workshops, seminars and networking events.

- Visit Britain has a wide range of tools to support you in marketing your business internationally. Go to



for more information.

## Remember to follow:

**@VisitWalesBiz**  
**@VisitWalesTrade**  
**@MeetinWales**  
**@VisitWales**  
**@VisitBritainBiz**  
**@VisitBritainPR**  
**@VisitBritain**





Llwybr Arfordir Cymru  
Wales Coast Path


# Wales Coast Path

Capitalising on the Seasons

## Capitalising on the Seasons

The Wales Coast Path provides you with a great opportunity to extend the visitor season. For example, early spring and late autumn are great times for walking the Coast Path, offering dramatic natural scenery changes and wild seas.

By giving customers a real reason to visit you off-peak means you can create new opportunities to extend your business. Why not contact those customers who visit you in the summer with a special offer for a *“Refreshing spring break walking the Coast Path”* or *“Winter walks along the Coast Path”*? Or how about offering *“Storm Watching Holidays”* in the winter months? Wales has plenty of exciting weather which will appeal to photographers and artists.

You can link to walking festivals or coastal celebrations - take a look at the section on Ramblers Cymru in this toolkit and their plans  for 2019 and check out the support you can get from Visit Wales and their Year of Discovery.



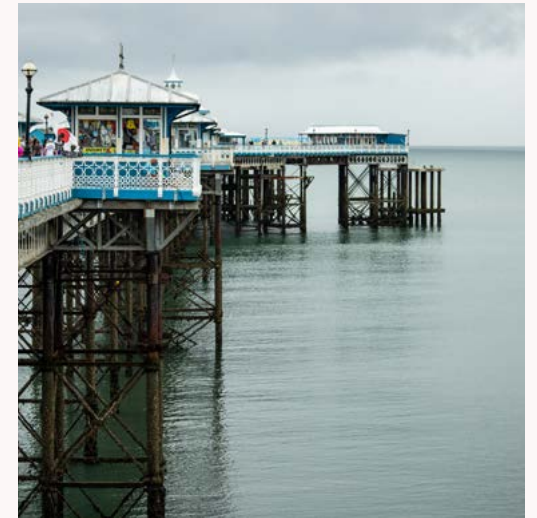
YEAR OF DISCOVERY

And for those businesses along parts of the Coast Path that celebrate industrial heritage alongside striking scenery, off-peak breaks enable you to promote the Coast Path alongside a range of other activities, such as festive celebrations.

If you are based in south-east Wales why not tell customers how they can take a bracing stroll along the Cardiff Bay Barrage before taking in the fun of the Christmas Market and Winter Wonderland? Other main towns along the coast also stage Christmas markets, Easter celebrations and autumn fairs. So check out details with the tourism office at your local authority to see what's happening in your area.

All of these activities will appeal to walkers and by telling them exactly what is on offer in your area you are increasing the reasons for them to pay you a visit.

Why not create a diary page on your website which highlights all of the main activities in your area. You could persuade those who walk the path to send you photos of their trip to add to your promotional material.



For more ideas take a look at **Piers and Promenades**



PIERS & PROMENADES



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Wales Coast Path

# Wales Coast Path

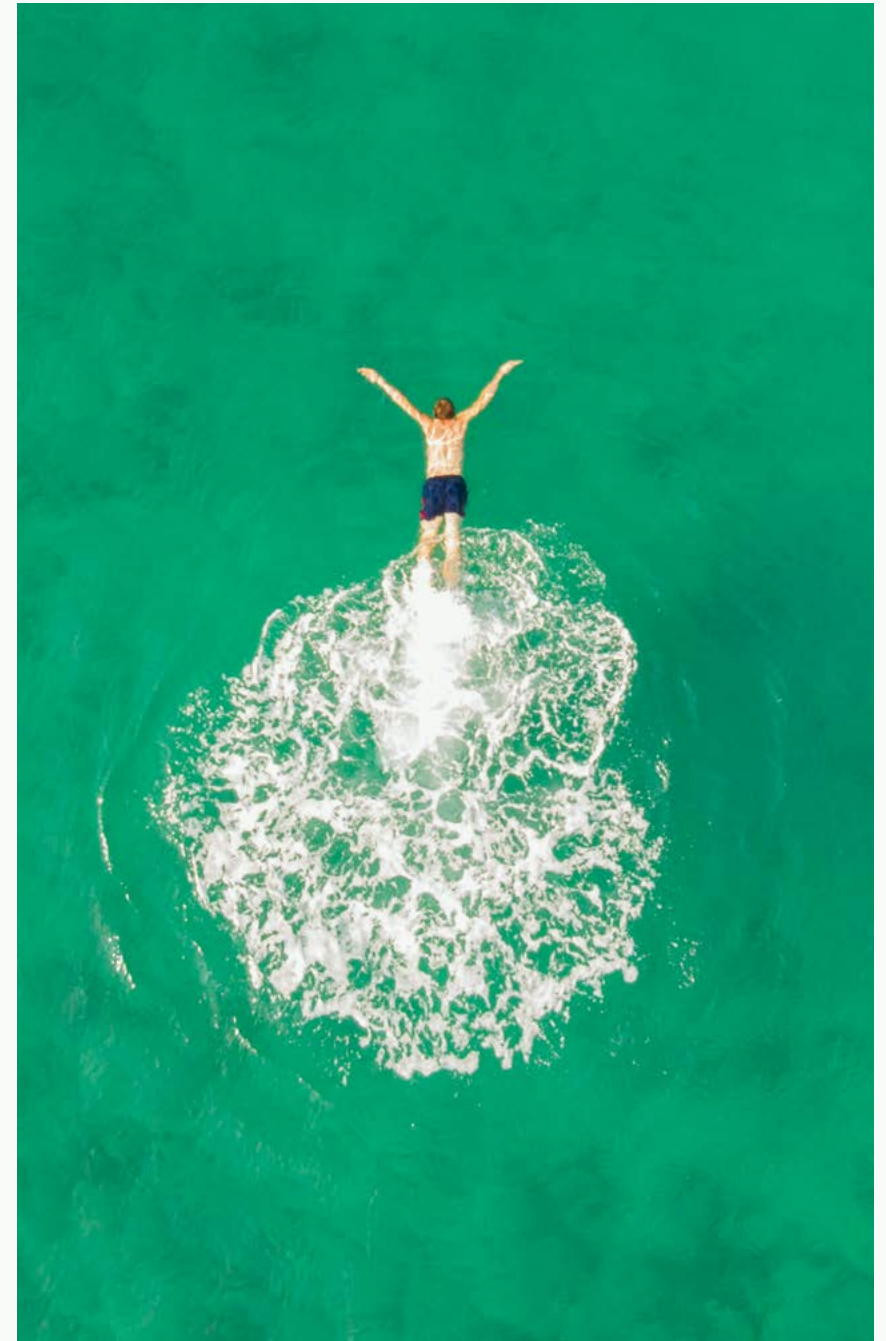
Getting Staff Involved

## Getting staff involved

Ensuring your staff share your business values is really important, so spend time informing them about the business, what your business ambitions and goals are and how they can play their part. For example, when marketing your product and services to Wales Coast Path walkers make sure your staff are well briefed on what the Coast Path has to offer, where customers can find further information, such as detail on walks, or bus and tide timetables.

Make sure your staff help you to promote your business by offering exemplary customer care. You will find that not only will you be able to offer a better service, but staff will feel motivated by being more involved in the promotion of the business.

Why not encourage staff to take photos of their favourite coastal walk and post them onto your website? In this way they can become not just business ambassadors, but Wales Coast Path ambassadors – knowledgeable and customer friendly. A huge asset to any business.







Llwybr Arfordir Cymru  
Wales Coast Path



# Wales Coast Path

Working Together

## Working Together

It is worth speaking to other business owners along the Wales Coast Path to see how you can take a joint approach to marketing your services. Joint marketing initiatives will help you reach a larger audience by combining your customer database with those of your chosen business partners. They can also extend your product and service range.

Joint marketing with suitable business partners enables you to put more and interesting information on your website and in your marketing materials, by featuring the products and services of your business partners alongside yours. It makes your offer far more appealing.

For example, West Wales Holiday Cottages [westwalesholidaycottages.co.uk](http://westwalesholidaycottages.co.uk) offers discount vouchers from attractions and businesses around Wales to holidaymakers who book through them. If you can offer a special deal via a voucher, the system is free to join and you will get a free listing in the 'Things to Do' area of their website. For details contact Amy Williams Marketing Manager, West Wales Holiday Cottages [admin@westwalesholidaycottages.co.uk](mailto:admin@westwalesholidaycottages.co.uk)



### So, why not try:

- Choosing complementary business partners to work with
- Developing seasonal offers
- Providing links from your website to those of selected partners
- Creating joint promotions – for example, an hotel and a visitor attraction could jointly promote a walking weekend break at special rates with discounted entry to the near-by attraction
- Providing links from your website to other useful sites – for example, linking to the Wales Coast Path “Things to do”



Llwybr Arfordir Cymru  
Wales Coast Path

# Wales Coast Path

Marketing Materials

## Marketing Materials

Cut and paste or download these resources for your website, social media activity, leaflets and bedroom browsers to give your customers valuable information which will enhance their visit.

### General

We have produced for you a special “Welcoming Walkers” logo, which can be downloaded and used on your web site or in your marketing literature.



**CROSO I GERDDWYR  
WELCOMING WALKERS**



Beth am ddarganfod  
Llwyr Arfordir Cymru  
**Discover your  
Wales Coast Path**

Cymru yw'r wlad gyswrt y tu hyspan y gwlad hon. Dim gwlad yn fwy gyswrt na Cymru. Cymru yw'r wlad gyswrt y tu hyspan y gwlad hon. Dim gwlad yn fwy gyswrt na Cymru.

Wales is the best country in the world to love. No other country is as good as Wales.

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We also have a poster that you can display that you can download here



### E-Newsletter Creating your own e-newsletters

There are many ways to create your own newsletters which you can send to your customers and suppliers.

If you have the budget, you can have your newsletters designed and use marketing platforms such as Mailchimp.

If, however, if you want to keep costs down then Microsoft Word offers you a range of newsletter templates which with a little practice you can create attractive newsletters which you can send out by email or even print hard copies. Using Microsoft Word, you can also produce a range of other marketing material, such as posters.

To get started simply open Word on your computer and select a newsletter template. You will find instructions on how to create your newsletter by dropping in photographs and stories. Make sure that what you put into your newsletter is interesting and relevant.

The best way to judge that is to ask yourself: “If I knew nothing about this business would I be interested in reading this story?” If your answer is yes, you are on the right track.

- Create a name for your newsletter, that accurately reflects the nature of your business.
- Don't be too specific with the date of the newsletter – Spring 2019 is sufficient.
- Select good quality photographs, that either tell their own story, or help to illustrate copy you have written.
- Write about things that customers care about – new products or services, special offers, the opening of a new health spa or the extension of opening hours etc.
- Make it personal – people like reading about people.
- Put contact details for your business – name, phone, email and web site, in a prominent position.
- Send newsletters regularly, but not too frequently – three a year is ideal.
- If you are using email, ensure you are compliant with General Data Protection rules (GDPR). For more information on GDPR click here



# Wales Coast Path Marketing Materials

Walkers Welcome message in key foreign languages

**Welsh:** Croeso i gerddwyr

**French:** Marcheurs bienvenus

**German:** Wanderer willkommen

**Italian:** Camminatori benvenuti

**Dutch:** Wandelaars welkom

**Spanish:** Caminantes bienvenidos

## Health benefits of walking the Wales Coast Path

For some people, getting into the great outdoors can be a life-saver. Groups which promote walking as a means of improving health are an increasing phenomenon along the Wales Coast Path.

From the Welsh border in the north to Chepstow in the south east, the Wales Coast Path offers 870 miles of coastline to choose from, for people of all abilities to embark on walking their way to health.

Brisk walking can benefit mental and physical health and well-being, and provides people of all ages and abilities with a fantastic opportunity to form positive exercise habits. As well as reaping the health and wellbeing benefits, the Wales Coast Path offers the opportunity to explore the great outdoors and the natural environment and potentially discover new activities to take part in.

Walking briskly for 30 minutes a day, five days a week is one way of meeting medical experts' recommendations for adult physical activity.

Little wonder, then, that the Wales Coast Path's stunning coastal landscape offers the perfect stomping ground for a variety of groups such as the Pembrokeshire-based Walkability Project



## PEMBROKESHIRE COAST

Established by the Pembrokeshire Coast National Park Authority and Sport Wales, it helps people take up walking and make the most of the walking opportunities on offer to them.

As well as a boost to physical health, putting your best foot forward on the Wales Coast Path can do wonders for mental health. A survey by mental health charity, MIND, found that:

- 90% of people who took part in green exercise activities said that the combination of nature and exercise is most important in determining how they feel.
- 94% of people commented that green exercise improves their mental health.
- 90% of people commented that taking part in green exercise activities benefits their physical health.

To find a walk visit [Explore the path](#)

## Walking Fact Panel

How many calories can I burn?

- Half an hour strolling – burns 75 calories
- Half an hour's walk – burns 99 calories
- Half an hour's fast walk burns 150 calories

*Source: At least five a week, Department of Health, 2004, for an average person, weighing 9.5 stone.*



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## Health and safety

Take the opportunity to remind your customers of the importance of staying safe and being adventure smart when walking the Wales Coast Path. Showing that you care about the safety of your customers is important. Include these Top 10 Tips on your website, in your marketing leaflets, or in your bedroom browser.

1. Know where you are going – check maps and websites, look out for any warning signs and ask about local risks
2. Check the weather and tides just before you leave
3. Plan your route and let people know when to expect you back. Make sure your mobile is charged.
4. Keep your energy levels up by taking food and water with you
5. Make sure you have the right gear. Wear good quality, dry, waterproof clothing – take spare socks and tops, even if the weather looks good. It can change quickly! Wear shoes/boots designed for walking. The wrong footwear is bad for your feet and leads to trips and stumbles.
6. Carry sunscreen with you – remember strong winds can cause sunburn too
7. Take care not to slip, trip or fall. Stay away from edges and overhangs along the Coast Path - do not climb cliffs or sit under them.
8. Take care when walking along roads or crossing roads and railways
9. You can find a new world of wildlife on beaches. Remember to look and not touch.
10. Know how and when to get help – in an emergency call 999 or 112 and ask for the Coastguard.

## Top tips for dog walkers

- Keep dogs on a lead especially when close to cliff edges or fast flowing rivers
- If your dog goes into the water or gets stuck in mud, don't go in after them. Move to a place the dog can get to safely and call them – they'll probably get out by themselves
- If you're worried about your dog, call 999 or 112 and ask for the Coastguard

# Wales Coast Path Marketing Materials

## Respect The Water:

If you fall unexpectedly into cold water, fight your instinct to thrash around or swim hard. It's best to relax and float on your back to catch your breath. Once the cold water shock has passed, call for help, find something buoyant to hold on to, or swim for safety if you're able to



RESPECT WATER

For more information about how to enjoy your walk safely, visit:



RNLI SAFETY



PLAN YOUR TRIP



WAYMARKERS

Get in touch with your local RNLI lifeboat station or RNLI lifeguard team  
[#RespectTheWater](#)

Adventure Smart Wales  
Business Toolkit:  
[#BeAdventureSmart](#)



## Maps & walks

Listed for each of the section of the path on the Wales Coast Path website

## Wales Coast Path images, photos and videos - all downloadable

Listed for each of the section of the path on the Wales Coast Path website



WCP IMAGE GALLERY

Password: WCP2019!

## Accessibility information

Give your customers information on how accessible the Wales Coast Path is for those with disabilities. Depending on the level of disability, not all of the Coast Path is easy to navigate. But check out suitable walks at



WALKING

## Hidden gems

Do you have a favourite spot on the Path near you? Then share it with your guests – in your brochure, your bedroom browser, on your website or in your social media activity.

Here's a few suggestions to get you started:

- The old mine workings, ironworks and lime kilns at Stepside, Pembrokeshire
- The views from Bryn Eisteddfod in Clynogfawr, Gwynedd
- The end of the walk refreshments at Poppit Sands Café, St Dogmael's, Pembrokeshire
- The section of the Path between Llanrhystud and Aberystwyth – one of the least walked on stretches
- Dipping your feet in the sea at Wallog beach, between Clarach and Borth, Ceredigion
- The views of Goultrop and towards Little Haven from the Path south of Little Haven
- The view north from The Sheepfields, above The Point, Little Haven
- The Boathouse Gallery, St. Bride's Road, Little Haven
- The café open to the public on Mynydd Mawr Caravan and Camping site at Aberdaron near Pwllheli on the Lleyen Peninsula with views over Bardsey Island

Check out:



BEAUTIFUL WALKS



TIDE TABLES



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## Refill Cymru

Here is a great opportunity for coastal businesses to offer walkers free drinking water and be part of a great promotional scheme.

**Refill** is an award-winning campaign to prevent plastic pollution at source by making it easier to reuse and refill your bottle instead of buying a new one.

We want to disrupt the social norm that we need to buy bottle water when 'drinking on the go' and make it easy for people to carry a reusable bottle and refill for free when out and about.

City to Sea, a not-for-profit organisation headed by entrepreneur Natalie Fee, launched the Refill Scheme in 2015. Now being rolled out nationwide with full support of Welsh Government and water companies Dŵr Cymru and Hafren Dyfrdwy, Refill will substantially increase the availability of high-quality drinking water. It has never been easier to swap a single use plastic bottle for a free taste of the rolling Welsh mountains. More widely Refill Cymru will involve businesses, charities, organisations and major events.

The average person in the UK will use 150 plastic water bottles every year. If just one in ten Brits refilled once a week, we'd have 340 million less plastic bottles a year in circulation. Currently, less than 30% of people in the UK drink tap water in a reusable bottle, despite the fact that we are lucky to have some of the best drinking water in the world.

If you're a business with a publicly accessible tap, then all you need to do is fill in a few details on the Refill App to create your free profile on the map. Once your station is live, you'll be ready to welcome thirsty Refillers and benefit from increased exposure and footfall as a result. Refill Stations don't just have to be Cafés or Restaurants. There are Libraries, Estate Agents, Hair Dressers, Butchers, Village Shops, Museums all found on the App as Refill Stations.

Our blue window stickers are displayed with pride by local business owners to show their commitment to helping us reduce single-use plastics, and to act as a 'welcome!' to people who may be unsure or afraid to ask for a free water refill.

Refill Cymru is on Facebook and Twitter. The Refill Cymru Coordinator is Hannah Osman. If you would like to set up a Refill Scheme in your community, please get in touch with her on [hannah@refill.org.uk](mailto:hannah@refill.org.uk).

## Keep Wales Tidy

Details on Blue Flag scheme –

### The Blue Flag Toolkit

Here is another resource to assist you in your marketing activity.

The Blue Flag is a world-renowned eco-label trusted by millions around the globe, with more than 4,500 award-winning sites in nearly 50 countries.

Keep Wales Tidy's Blue Flag Toolkit is a free online resource, giving you access to a range of materials to download and use in your own promotional activities.

In a national survey, businesses said they overwhelmingly consider Blue Flag to have a positive impact on their business, with 82% saying it helps bring more visitors to the area.

Wales has some of the most beautiful and well-managed beaches in the world – it's time to make the most of our outstanding coastline and use Blue Flag to reach national and international audiences.

You will find the Blue Flag Toolkit and other information about the Blue Flag programme at:

[www.keepwalestidy.cymru/](http://www.keepwalestidy.cymru/)



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Wales Coast Path



# Wales Coast Path

Best Practice Examples

# Wales Coast Path Best Practice Examples

## Best practice examples

### Web sites

Take a look at these sites for more ideas.



LLIGWY BEACH CAFE



LLIGWY BEACH CAFE



ABERPORTH COASTAL



ABERPORTH COASTAL

### Creating your own e-newsletters

There are many ways to create your own newsletters which you can send to your customers and suppliers. If you have the budget, you can have your newsletters designed and use marketing platforms such as Mailchimp.

If, however, if you want to keep costs down then Microsoft Word offers you a range of newsletter templates which with a little practice you can create attractive newsletters which you can send out by email or even print hard copies. Using Microsoft Word, you can also produce a range of other marketing material, such as posters.



To get started simply open Word on your computer and select a newsletter template. You will find instructions on how to create your newsletter by dropping in photographs and stories.

Make sure that what you put into your newsletter is interesting and relevant. The best way to judge that is to ask yourself: "If I knew nothing about this business would I be interested in reading this story?" If your answer is yes, you are on the right track.

- Create a name for your newsletter, that accurately reflects the nature of your business.
- Don't be too specific with the date of the newsletter – Spring 2019 is sufficient.
- Select good quality photographs, that either tell their own story, or help to illustrate copy you have written.
- Write about things that customers care about – new products or services, special offers, the opening of a new health spa or the extension of opening hours etc.
- Make it personal – people like reading about people.
- Put contact details for your business – name, phone, email and web site, in a prominent position.
- Send newsletters regularly, but not too frequently – three a year is ideal.
- If you are using email, ensure you are compliant with General Data Protection rules (GDPR). For more information on GDPR click here



GDPR



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# Wales

## Coast Path

### Best Practice Examples

#### Press release example

Remember the rule – always explain

## Who, What, When, Why, Where, and How

[HEADLINE TO CATCH REPORTERS' ATTENTION]

# WEST WALES CAFÉ BAR TO GET WALKERS BACK ON THEIR FEET

A West Wales café bar [who] is launching a new service [what] next week [when] to get weary walkers back on their feet [why] after enjoying a long day out and about on the Wales Coast Path. Tom's Café Bar [where] in Main Street, St David's, is bringing in a team of foot masseurs and pedicurists as well as three fish-filled foot spas [how] which customers can enjoy free of charge with a drink as they unwind at the end of the day.

**[Additional detail]** Owner Tom Smith said the idea came to him as he talked to customers who said that had enjoyed their day walking parts of the 186-mile Wales Coast Path through Pembrokeshire, but that they couldn't wait to get their socks and boots off and relax their aching feet.

Now he has brought together his team of foot-reviving experts, and will be launching the service this Saturday, 12 May.

#### **[Quote to give interest and colour]**

*"I wanted to give walkers of the Coast Path the opportunity to put their feet up while they were enjoying a drink or an evening meal with us," he said. "So, every Saturday evening until September, we will have a team of trained and qualified professionals set up there ready to give walkers a free foot treatment while they relax.*

*"I just wanted to find a way of showing visitors that we appreciate them coming to this part of Wales, and I hope it will get walkers back on their feet ready for another day spent walking round the fabulous West Wales coastline."*

#### **[Information from the Toolkit]**

The 870-mile long Wales Coast Path passes through some of Britain's most spectacular and breathtaking scenery, including 58 beaches and 14 harbours in Pembrokeshire alone, and the UK's smallest city - St Davids.

It is one of the country's greatest assets, attracting over 43 million visits a year with its natural scenery, wildlife and great walks – everything from a gentle stroll to a full-on hike. Coast Path visitors put £84 million a year into the Welsh economy, and help support more than 1,000 jobs. **[ENDS]**

Further information from **Tom Smith**, manager [tomsmith22@gmail.com](mailto:tomsmith22@gmail.com) **0234 456375**

#### **[Make it clear that you will help the media get interviews and photos on the day]**

Reporters and photographers welcome at the launch event at 5.30pm. Saturday, 12 May.



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