



# CELTIC ROUTES NEWSLETTER

**Welcome to the January 2022 Celtic Routes newsletter. Happy New Year!**

**Below you will find an update on our progress so far, news about new resources to help you make the most of the Celtic Routes brand, and future plans for the project which encourage travellers to discover the Celtic spirit of Wales and Ireland.**

## IMPROVING THE 'BOOKABILITY' OF THE CELTIC ROUTES

A key focus for Phase 2 of the Celtic Routes campaign, which began in the spring of 2021, will be engaging with tourism businesses to co-design and develop new products and experiences aligned to the themes that are integral to the Celtic Routes brand.

We want to improve the bookability of Celtic Routes. We also want to bring the stories in each county to life through a curated collection of experiences. Each experience will offer an authentic insight into the landscape, heritage and special qualities of West Wales and Ireland's Ancient East.

Examples of potential experiences include:

- Nature and heritage walking tours
- Foraging trips
- Cycling tours
- Dark sky trails
- Activity packages such as coasteering, team building and watersports
- Wildlife watching trips
- Pilgrimage trips
- Arts and Crafts experiences
- Cultural tours
- Photographs of experiences made available to participants (as well as access to existing range of high-quality imagery)
- Development of networks of similar experiences in other counties
- Learning trips to find out more about similar products in Wales and Ireland
- Support to extend your programme to other counties

The key thing is that the experiences help visitors to better understand the county and that the provenance of place (landscape, nature, heritage and culture) is a key part of the experience.

Potential benefits of participation in the initiative include:

- A dedicated marketing programme to promote the experiences
- A dedicated section of the Celtic Routes website
- Media and blogger coverage of participating experiences

The scheme is intended to promote a greater sense of place and help visitors fully enjoy the county. We already have some ideas about how we can help boost your bookings, but we'd like to find out how the project can work for you.

To learn more contact:

**[RSJones@cardiffshire.gov.uk](mailto:RSJones@cardiffshire.gov.uk)**  
**[oonagh.messette@wexfordcoco.ie](mailto:oonagh.messette@wexfordcoco.ie)**

## MEDIA UPDATE

As part of our media relations campaign to promote the Celtic Routes we are working with dozens of national journalists and social media influencers to promote the Celtic Routes to audiences that we know love to read about inspiring travel destinations. After a difficult period throughout the early stages of the pandemic, where we had to cancel numerous press trips with key journalists, we are pleased to report that not only have many press trips now taken place, but many more are in the pipeline.

In September 2021, following a trip we organised for the Wicklow/Wexford People newspaper, the feature review was published in a staycation focused supplement in both the **Wicklow and Wexford People**, along with their associated titles including the **New Ross Standard**, **Gorey Guardian**, **Enniscorthy Guardian**, **Bray People**, the **Kerryman**, **Corkman**, **Sligo Champion**, **Drogheda Independent**, **Dundalk Argus**, **Fingal Independent**. It was also featured in a prominent position on the **Irish Independent online**.

Coverage also achieved during this period included a fantastic double page spread in the **Irish Sun** – 'Going Back to our Routes'

– following a trip that we organised for their travel editor Karl Doyle in June.

In early September 2021 **OK! Magazine** visited the Welsh Celtic Routes counties. The coverage was subsequently published in a large double page spread in an issue of **OK!** published on November 22nd. It was also published in the Saturday magazine of its sister media title – **The Daily Express** – on Saturday November 20th.

And during the same time period a features writer from **Country Walking** visited Ireland where she walked much of the Wicklow Way visiting various locations en route. Coverage is due to be published in early 2022.

In early October 2021 the **i newspaper** visited Ireland, following their trip to Wales in autumn 2020. Heather Saul, assistant editor, travelled through the

three counties of Wicklow, Waterford and Wexford. Coverage is pending.

Additionally, in October following a trip we organised for a **Telegraph** journalist to Wales in August, where the journalist stayed at The Grove in Pembrokeshire, a review was published in the newspaper's weekend Stella magazine, as well as [online](#).

At present we are provisionally planning spring 2022 press trips.





## WORKING WITH INFLUENCERS

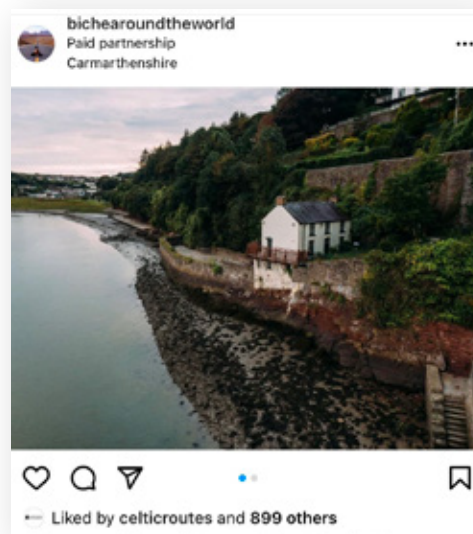
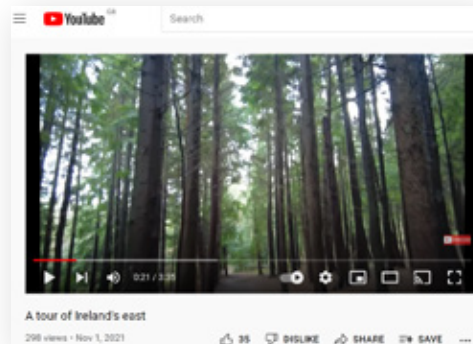
As part of our work to promote the Celtic Routes to national and international audiences we have been working with online influencers to develop social content across Facebook, Twitter, Instagram and YouTube.

During the last few months we have activated content with two European content creators, French blogger **Biche Around the World** and Dutch blogger, **We Are Travellers**.

Biche Around the World posted content, which included 3 blogs, 6 Facebook posts, 6 Instagram posts and 3 Twitter posts. And We Are Travellers posted 1 blog, 2 Facebook posts, 2 Twitter posts and one Instagram Story series.

Closer to home we also organised a trip for Irish influencer **Tom's Tours**, who enjoyed a four night stay across

the three Irish counties of the Celtic Routes, with his dog Archer. During and following his trip Tom posted a huge amount of content chronicling his visit, including Reels, Stories, grid posts and highlights, videos on Instagram, and a fantastic YouTube short film.



## INTRODUCING... CELTIC ROUTES COMICS

In our last newsletter we told you all about how a series of Celtic Routes comics were in development showcasing myths and legends from across the Celtic Routes in a classic comic book format, designed to appeal to, and educate, younger audiences.

Six comics featuring individual tales have been designed for Carmarthenshire, Pembrokeshire, Ceredigion, Wicklow, Wexford and Waterford and exist in both print and digital formats.

In exciting news the printed copies are currently being distributed by our partners across the six counties of the Celtic Routes campaign. And you will also be able to download them from our asset library.



## CELTIC ROUTES ASSET LIBRARY

Our online asset library features thousands of professional photographs and videos from locations across the six counties of the Celtic Routes – Pembrokeshire, Carmarthenshire, Ceredigion, Wexford, Wicklow and Waterford.

The asset library is intended to provide you with high quality visual marketing resources that will help you to start your Celtic Routes journey with us.

To explore our vast selection of images and videos just scroll to the bottom of our

website home page and click the Business Links trade page tab and sign up for access, where you will be free to use the available resources, provided you abide by the Terms of Use and credit the Celtic Routes.

**For more information:**  
<https://assets.celticroutes.info/>



## CELTIC ROUTES ON SOCIAL MEDIA

Please follow, share and engage with Celtic Routes across your own social media channels.

We post content several times a week across Facebook, Instagram and Twitter and your social media support would really help to boost our followers with your tourism audiences and assist with driving visitors to our Celtic lands.

We'll be sure to share and engage with your content in return!

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#CelticRoutes  
#MyCelticMoment  
#LlwybrauCeltaidd

