

CELTIC ROUTES NEWSLETTER

Welcome to the September 2022 Celtic Routes newsletter.

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.

INTRODUCING THE CELTIC EXPERIENCE COLLECTION

The Celtic Routes partnership are delighted to introduce you to the Celtic Experience Collection – a compendium of unique, bookable experiences that will help those visiting the six counties of the partnership in West Wales and Ireland's Ancient East to get closer to the Celtic spirit and to understand and celebrate the places and people they are visiting.

The [Celtic Experience Collection](#) has its own dedicated section on the Celtic Routes website and currently features 78 experiences ranging from archaeology and cycling, to walking and stargazing. Several of these experiences are completely new, whilst others may only be marketed on a local level and not easily available to potential visitors when they are planning their trip. When

visitors want to book, or need to find out more information, they can contact the host or tour operator directly.

Celtic Routes Experiences can be booked in advance, either before starting the trip, whilst en route, or just before arriving. The listing on the Celtic Routes website can be searched by location either in Wales or Ireland, by county, or by the type of experience which can be identified by searching using thematic filters including Arts and

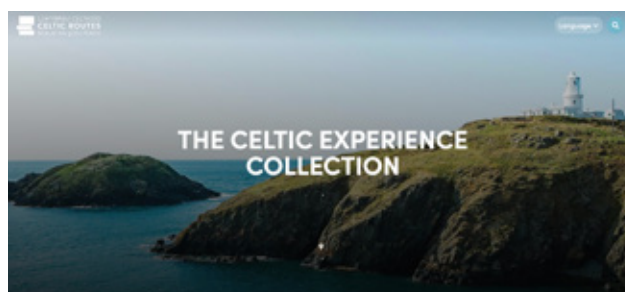
Crafts, Heritage, Pilgrimage, Wellness and Mindfulness, Nature and Wildlife, Watersports or Multi Activity.

DEVELOPING THE CELTIC EXPERIENCE COLLECTION AND HOW TO BECOME INVOLVED

The Celtic Experience Collection is also a series of thematic groups, made up from representatives from tourism businesses across the six counties keen to collaborate with, and learn from, each other.

The main objectives of introducing the Celtic Experience Collection are:

- To develop and promote tangible experiences which fit with the Celtic Routes offer and help strengthen a sense of place.



- To improve the bookability of experiences available to visitors wishing to explore Celtic Routes.
- To strengthen collaboration and encourage partnerships between experience providers across the 6 Celtic Routes counties.
- To facilitate introductions for businesses which offer experiences which can be packaged by tour operators and ground handlers.
- To support shared learning amongst businesses within the 6 Celtic Routes counties.

To understand which businesses

across the Celtic Routes could potentially be a part of the Celtic Experience Collection, the Celtic Routes partnership held online workshops in 2021 with a network of tourism businesses to help co-design and develop new products and experiences aligned to the Celtic Routes themes.

As part of the initiative a series of Learning Journeys were (and are) also available to individual businesses or representatives of groups to visit like-minded businesses in Ireland (or Wales for Irish businesses) and any links made as a result of these visits helped support the Thematic

Networks. Building on previous Learning Journeys we will offer more opportunities to engage with similar businesses across county and country boundaries.

For more information:

www.celticroutes.info/the-celtic-experience-collection

For information about how to get involved with the Celtic Experience Collection email:

Oonagh.Messette@wexfordcoco.ie or RSJones@carmarthenshire.gov.uk or complete the Contact Us form on the Celtic Routes website: www.celticroutes.info/contact-us/

COMING TO A TV SCREEN NEAR YOU... 'OUR CELTIC ROUTES'

Ryland Teifi grew up with so many cultural influences from southwest Wales. His father was a founder of the Cnapan Festival and the soundtrack of his youth was the music of Ar Log, Plethyn and Yr Hwntws, as well as Irish music. Ryland first met his wife Roisin in 1996 while acting with Theatr Arad Goch at the Dublin Theatre Festival. He subsequently met her family, the Clancy's, a musical family much like his own. From day one, the similarity between Roisin's family and his was uncanny and since then both cultures are intertwined in their family life.

The family have two homes. Ryland is from Ceredigion and the Welsh language that his daughters speak is that of West Wales. They are also Irish speakers as they now live in the Gaeltacht of An Rinn, County Waterford, Ireland. Their roots as a family are firmly in these two places. The girls have

spent half of their lives equally between Wales and Ireland and they have been immersed in the cultures of these regions.

When Ryland came across the Celtic Routes he was immediately inspired. Here was a pathway to connect not only two countries, two regions, but more importantly, their two ancestral homes, to be explored and embraced. After the pandemic related restrictions, they feel the urge to connect, not only with their local identity, but onwards to explore the wide region from where they're from.

The premise of 'Our Celtic Routes' mini TV series is that Ryland and his two daughters, Lowri and Cifa, take a road trip around the 6 Celtic Routes counties of Wicklow, Waterford, Wexford, Pembrokeshire, Ceredigion and Carmarthenshire. The show will follow them on this journey,



charting the excitement of discovery, adventure, craic and culture.

As a trilingual family full of intergenerational banter, debate and music, the family seek to re-connect with their Celtic roots, sharing stories, language, history, food and music as they visit these special places.

'Our Celtic Routes' is a co-production with broadcasters S4C and TG4 and production company Tinint. The series is being produced in Welsh/English and Irish/English for domestic and wider international audiences. The 3-part linear series and 6 part digital boxset is set to air this Autumn, dates TBC.



CELTIC ROUTES IN THE MEDIA

Recent months have brought a plethora of media coverage following a large number of press trips organised for journalists from all over the UK and Ireland.

March saw the publication of a great [press trip review](#) by Heather Saul of the [i newspaper](#), who visited Wicklow, Waterford and Wexford earlier this year.

In May a wonderful six page spread in Country Walking magazine was published, following a visit by journalist Rachel Broomhead, who visited Ireland and walked a significant stretch of the Wicklow Way.

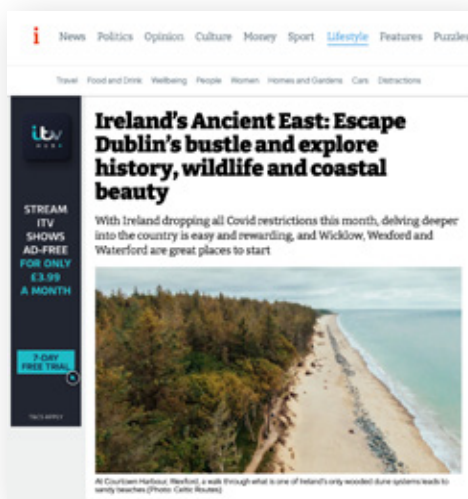
In June Mal Rogers from the [Irish Post](#) and Irish Daily Mail published a number of features following his trip to Wales, where he visited Laugharne, Kidwelly, Cenarth Falls and Narberth, among other locations and enjoyed his Celtic experience so much, he immediately requested a trip to Ireland later this year!

Choice magazine published a great eight page feature following a press trip to Ireland. And in mid-July the Irish Times

published a family focused feature – [Take the ferry to Wales for a hassle-free family adventure holiday](#) – following a visit by journalist Joanne Hunt and her young family.

We also worked with journalists from many other titles including Motorcaravan Motorhome Monthly, Trail magazine and the British Travel Journal on a number of other features.

We're awaiting several more features to be published as a result of recent press trips and there are more trips lined up for the autumn months, so we'll be seeing a lot more Celtic Routes in the media very soon.



Choice



INFLUENCERS EXPERIENCE THE CELTIC ROUTES

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.

In late June – early July Welsh content creator [Llio Angharad](#) went on a road trip around the Irish Celtic Routes counties after catching the ferry over the Irish Sea from Wales. She posted a huge amount of coverage during and following her trip, charting her Irish adventure.

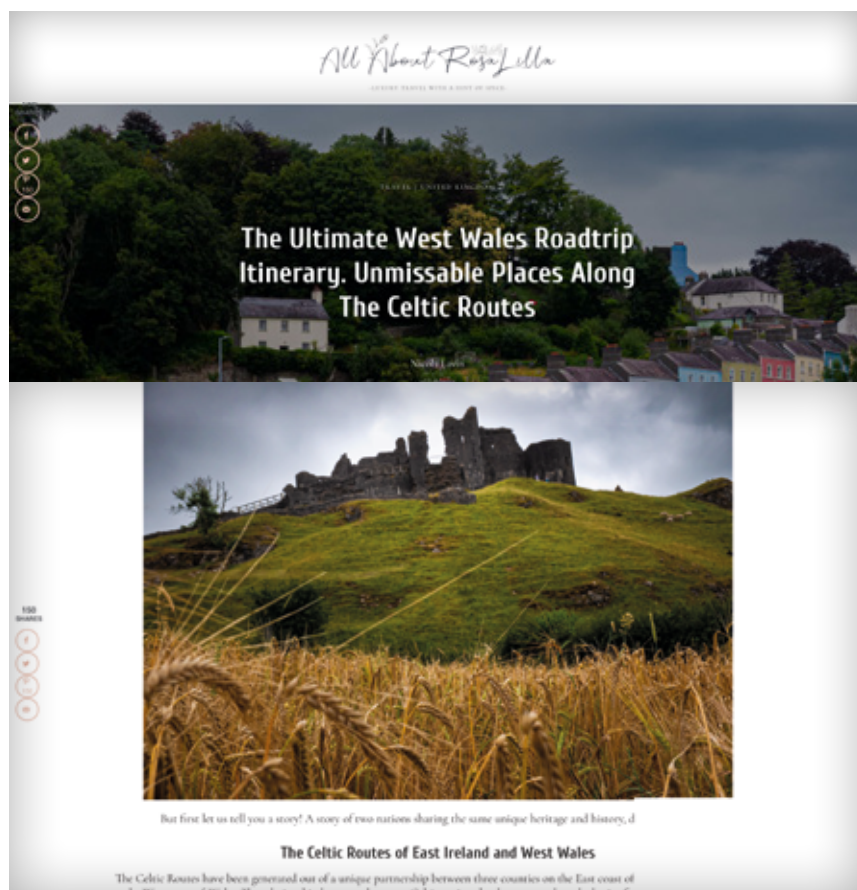
And in July Irish influencer [All About Rosa Lilla](#) enjoyed a trip to Wales where she outlined her adventure in this really inspiring [blog post](#), as well as keeping her followers up to date via her social channels.

And this month Irish travel influencer [Exploring Ireland](#), will be enjoying a trip to

Wexford, Wicklow And Waterford. Be sure to follow the Celtic Routes social channels where we'll be reposting her adventures.



Llio Angharad



CELTIC ROUTES ASSET LIBRARY

Our online asset library features thousands of professional photographs and videos from locations across the Celtic Routes.

The asset library is intended to provide you with **FREE**

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 click [here](#) and sign up for

access, and you will be free to use the available resources, provided you abide by the Terms of Use and credit the Celtic Routes.

CELTIC ROUTES ON SOCIAL MEDIA

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

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#CelticRoutes
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