

JULY 2021

CELTIC ROUTES NEWSLETTER

Welcome to the July 2021 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 encourages travellers to discover the Celtic spirit of Wales and Ireland.

NEW MARKETING CONTRACT AWARDED

In June we announced that Cardiff based media and events specialists Orchard had been appointed to deliver the Celtic Routes Marketing and Delivery Contract.

The main function for this contract will be to increase and spread visitor dwell and visitor spend across the Celtic Routes region (Carmarthenshire, Pembrokeshire, Ceredigion, Wicklow, Wexford and Waterford) and will involve building up knowledge of the Celtic Routes

mission amongst businesses and facilitating a creative environment where ideas and partnerships thrive and to encourage wider creative supplier network.

This contract is partly funded via the European Regional Development Fund through the Ireland Wales Cooperation programme 2014-2020. The contract is being co-ordinated by Carmarthenshire County Council on behalf of the six partners.

THE CELTIC PLEDGE

WHILE TRAVELLING ON
CELTIC ROUTES:

I will seek out adventure,
And be prepared for all
weathers and eventualities.

I will use public transport where
I can, And be considerate to
others when I travel under my
own steam.

I will explore nature, And keep at
a respectful distance to protect it.

I will cherish the past,
And not take what is not mine.

I will conserve the present,
And not leave anything for
others to clean up.

I will follow in the footsteps of
the ancient Celts, Leaving no
trace of my own.

[Sign up and make the pledge today.](#)

WHAT'S NEW ON THE WEBSITE?

The last few months has been a busy time on the Celtic Routes website as we have been populating it with lots of new content to inform and inspire new visitors.

One of the latest new pages to go live is ['Our Celtic Stories'](#) which features 19 new short films, shot in locations including Pumlumon, Ardmore and Lough Tay.



Each film features a real person from the area sharing their own personal story about a location, from theatre director, Jeremy Turner discussing the ancient sunken kingdom of Cantre'r Gwaelod in Cardigan Bay, to Pembrokeshire Coast National Park ranger Lynne Houlston discussing the hidden gem that is St Govan's Chapel tucked away in a cliff face near Bosherton, Pembrokeshire.

All of these videos are available for you to

download on the Celtic Routes website via our free asset library, which has been created to help you promote your business or organisation.

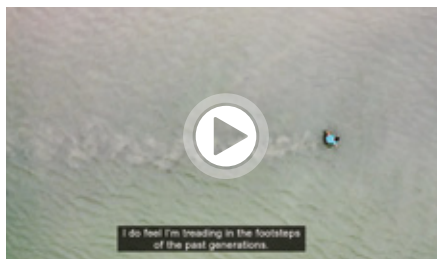
The asset library features thousands of professional photographs and videos from locations across the six counties of the Celtic Routes – Pembrokeshire, Carmarthenshire,

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.



EVENTS ACROSS THE CELTIC ROUTES

Pen Dinas Hillfort, Ceredigion

Plans have been submitted to conduct an archaeological dig at Pen Dinas Iron Age hillfort in Aberystwyth this summer. For more information and to volunteer:

www.dyfedarcheology.org.uk

Strata Florida Abbey, Ceredigion

A new exhibition about Mynachlog Fawr farmhouse opens on 31 July. Time travel using a virtual reconstruction of the site, meet the characters and explore the building, seeing how life was lived on the farm.

www.stratafloridastrata.org/mynachlog-fawr-exhibition

National Library of Wales, Aberystwyth

Exhibitions reopened on July 19th (pre-booked slots). For information:

<https://www.library.wales/visit/things-to-do/exhibitions>

RSPB Ynys-hir & Dyfi Biosphere, Ceredigion

A series of summer events are taking place at RSPB Ynys-Hir reserve which is in the Dyfi Biosphere. Visit:

<https://www.rspb.org.uk/reserves-and-events/reserves-a-z/ynys-hir/> and www.dyfibiosphere.wales for information.

Irish Museum of Time, Waterford

Newly opened this summer, the Irish Museum of Time is the only horological museum on the island of Ireland and boasts the finest collection of Irish watches and clocks in the world. Set out over two floors visitors can enjoy a self-guided experience with interactive displays showcasing the story of the museum's significant pieces. For information:

www.waterfordTreasures.com

Spraoi Summer Season 2021, Waterford

Spraoi International Street Arts Festival returns this summer. Spraoi is transformed from a three-day festival into a Spraoi Season of events to be presented at multiple Waterford city and county sites during the month of August. For information:

https://visitwaterford.com/vw_news/spraoi-summer-festival/

COMING SOON... CELTIC ROUTES COMICS



For the past few months we have been developing a series of exciting new comics showcasing myths and legends from across the areas of 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. The Celtic Routes comics will soon be available to view and download digitally from the Celtic Routes website.



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 eighteen months, which resulted in the cancellation of several planned press trips, we are pleased to say that media and influencer trips are now underway across the Celtic Routes.

Three trips are booked with The Telegraph to destinations across the Welsh Celtic Routes over the

next few months and in Ireland journalists from the Irish Sun and Wicklow and Wexford People are visiting Irish locations in July.

We are also liaising with journalists from titles including OK!, Daily Mirror, Coast, The Irish Times, Guardian, Country Walking and more, who will all be visiting locations across Wales and Ireland over the next six months and beyond.

And now that travel restrictions are easing still further we can now start organising UK media trips to Ireland. We'll provide an update on that in our next newsletter!



WORKING WITH TRAVEL INFLUENCERS

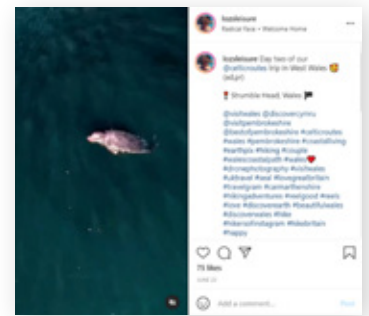
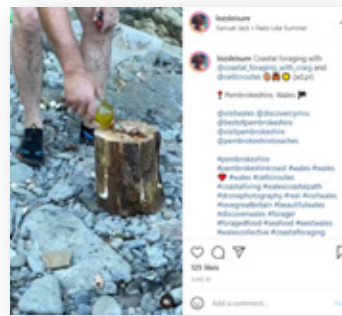
In early July our digital partnership with award winning travel blogger **Brogan Abroad** went live.

Teresa, the woman beyond the brand, published two blogs about the Celtic Routes – one about [Ireland](#), and one about [Wales](#), along with a whole host of social media content across [Facebook](#), [Twitter](#) and [Instagram](#), including [Reels](#) and [Stories](#), which received impressive engagement.

Additionally, in June Wales also played host to travel YouTuber [Loz's Leisure](#) who shared his

West Wales adventure with his 5.7k Instagram followers, 2.3k followers on Facebook and 34.7k YouTube subscribers.

Through a series of [Instagram Reels](#), [Stories](#) and [grid posts](#), Laurence shared his adventures across West Wales. A long-form YouTube video of his trip is due to go live shortly.



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!

 [@CelticRoutes](#)

 [@CelticRoutes](#)

 [@CelticRoutes](#)

#CelticRoutes
#MyCelticMoment
#LlwybrauCeltaidd

