

MARCH 2023

CELTIC ROUTES NEWSLETTER

Welcome to the March 2023 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 explorers to discover the Celtic spirit of Wales and Ireland.

CELTIC ROUTES VIA VIRTUAL REALITY!

Over the last year we have been working with virtual reality specialists, 4PI Productions, to create a VR multimedia production which will provide the viewer with a totally immersive birds eye view of various locations across the six Celtic Routes counties, from coastline to mountain top.

Participants will be able to experience the Celtic Routes 'from the skies' via VR headsets which will be available in each of the counties. A full list of locations

where the headsets are available will be on our website soon.

The VR content will also be made available via our website where you will be able to download the content to your own VR headsets (if you have one), so you can take off on your own Celtic Routes adventure from the comfort of your



living room! And hopefully be inspired to visit us in real life soon after...

'OUR CELTIC ROUTES' – THE NEW TV SHOW SHOWCASING THE CELTIC ROUTES OF WALES & IRELAND

In our last newsletter we told you all about our new TV show – 'Our Celtic Routes' – that was filmed last summer across the Celtic Routes of Wales and Ireland. And the good news is that the show is set to air this spring on S4C and TG4!

The show follows Ryland Teifi, and his two daughters Lowri and Cifa, as they take a road trip around the six 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.

Ryland 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.

The family has deep roots and connections in both Wales and Ireland. 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.

In the show the trilingual family seek

to re-connect with their Celtic roots, sharing stories, language, history, food and music as they visit these special places.

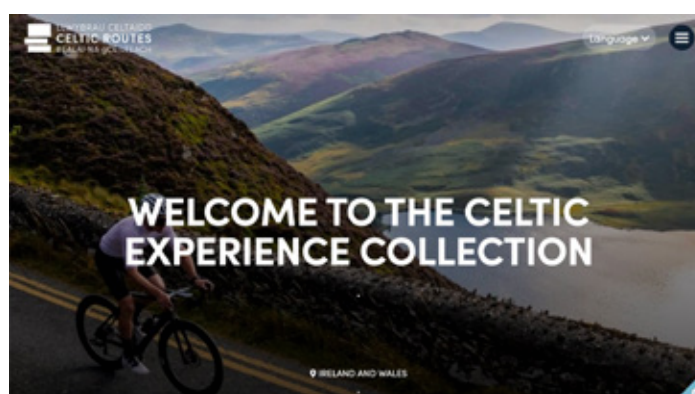
'Our Celtic Routes' is a co-production with broadcasters S4C and TG4 and production company Tinint. The series is being produced in Welsh/English and Irish/English for domestic and wider international audiences.

PROMOTING THE CELTIC EXPERIENCE COLLECTION

In late 2022 the Celtic Routes partnership launched 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.

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.

In early 2023 we started actively promoting and marketing the

Celtic Experience Collection. To date we have worked with a number of European influencers to promote the Celtic Experience Collection and over the next few months 7 journalists and influencers will be undertaking press trips across Wales and Ireland to experience themed Celtic Experience Collection excursions, and subsequently share their experiences with their followers and readers.

In tandem with this work we have also launched a significant digital and print media marketing

campaign, across social platforms including Facebook and Instagram, as well as print adverts taken in key media titles, all of which will run throughout the spring and early summer months.

CELTIC ROUTES IN THE MEDIA

Since our last newsletter there has been a huge amount of coverage for the Celtic Routes across the media spectrum following a number of press trips we organised for key journalists:

British Travel Journal – in September an incredible 12-page spread was published in the British Travel Journal following a trip we organised for travel writer, Jessica Way, in the summer of 2022. The entire feature can be viewed [here](#).

Travel + Leisure – in November, leading US travel title, Travel + Leisure, which has an online audience of 11.3m unique monthly users, published a feature outlining their experiences across Wales and Ireland following a press trip that we organised for them in September 2022. Check out the online article [here](#).

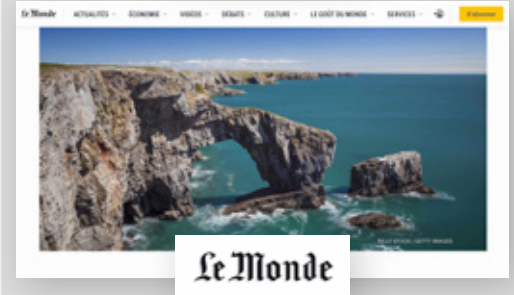
Le Monde – In February 2023 we organised for a travel writer from leading French newspaper, Le Monde, to visit the Celtic Routes across Wales and Ireland. The subsequent

feature outlining his adventures was published online in late February, and you can read the online article [here](#). The print feature is due out this month!

Lonely Planet Germany – In February 2023 the travel editor at leading European travel title, Lonely Planet Germany, visited Wales and Ireland at our invitation, you can read the extensive online article [here](#).

And there's more due to come! In mid-March the travel editor of leading UK newspaper, **The Sun**, visited Ireland, with coverage expected to be published soon after.

There are also a number of additional press trips to run through the summer months – more to follow on that soon!



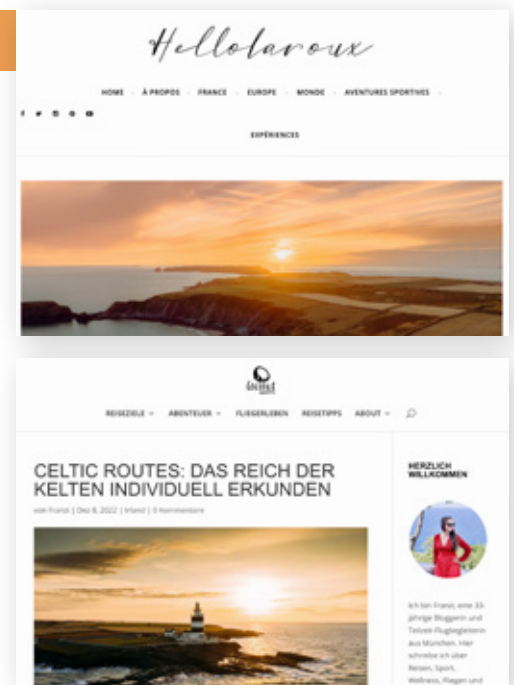
INFLUENCERS ACROSS THE CELTIC ROUTES

For the past few months we have been developing content with a number of European travel influencers to promote the Celtic Experience Collection.

In December, we kicked off a sponsored content package with German influencer, Franz from **Coconut Sports**, who published a blog article about the Celtic Experience Collection, which you can view [here](#), along with a number of social posts across Franz's social media channels, including some really fantastic Instagram Reels.

We have also been working with French travel influencer Amelie from **Hello Laroux**, who published a [blog post](#) about the Celtic Experience Collection, along with content posted across Instagram, Facebook and Pinterest.

And over the next few months we have a number of bespoke trips lined up with four different travel influencers in order to promote the Celtic Experience Collection, including Tailor Made Travels and Mountain Mols.



OUR MARKETING CAMPAIGNS – AN OVERVIEW

Over the past three years, in partnership with our marketing teams, the Celtic Routes project has undertaken a number of exciting marketing exercises to ensure the Celtic Routes brand has been seen by as wide and diverse an audience as possible. This is just a snapshot of what we've been up to:

- A large 6 x 3 metre advertising board at Rosslare Port on the east coast of Ireland – this large scale outdoor banner stood in pride of place as the cars exited the ferry port of Rosslare.
- Other large format out-of-home advertising placements were booked at significant travel hubs, including service stations on key road routes, and Cardiff Airport.
- Advertorial feature inserts placed in leading national

media titles including The Sunday Times, as well as in-flight publications to capture international markets.

- A wide ranging digital advertising campaign showcasing extensive photography and campaign films implemented across Facebook, Instagram, YouTube, Programmatic Online Display and Pay Per Click, which delivered significant traffic to the Celtic Routes website.



NEW CELTIC ROUTES BRAND FILM

Over the next few weeks and months we will be rolling out the new Celtic Routes brand film across our online advertising campaigns and social media channels.

The new film, which was shot on location across the six Celtic Routes counties of Wicklow, Waterford and Wexford, Ceredigion, Carmarthenshire and Pembrokeshire, aims to inspire viewers 'to take roads less travelled', 'find new horizons' and 'lose yourself in place and time'. Watch it [here](#).



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.

 [@CelticRoutes](#)

 [@CelticRoutes](#)

 [@CelticRoutes](#)

#CelticRoutes
#MyCelticMoment
#LlwybrauCeltaidd

