

## From TravelPulse, March 2015

### More North American travelers are looking to fulfill their wanderlust in Wales!

Results from VisitBritain's International Passenger Survey indicate that visits to the country have increased 3.5 percent, according to the most recent data. This heightened demand has sparked a series of new tours to Wales. This year, the number of vacation packages from North America to Wales increased by roughly 9 percent.

Visit Wales, the tourist board for the country, considers North America a priority market and believes that travel agents are key in continuing to grow tourism from the U.S. and Canada.

"We are thrilled to see that there are more Wales programs available to travelers in 2015. We hope that we can work with travel agents in the U.S. and Canada to boost their Britain bookings by selling Wales." Lauren Summers, Director of Marketing for Visit Wales in North America, said of the increase. "Wales is sure to enchant their clients with its award-winning scenery, unique Celtic history, and warm, welcoming people."

In 2015, visitors can traverse the country by foot, taking in views of scenic national parks along the way. They can learn the distinctive culture of the land with a professor from one of America's leading universities. And, on a "Game of Thrones"-inspired itinerary, they can have an action-packed adventure worthy of medieval monarchs.

### New Tours to Wales for 2015:

1) *Academic Arrangements Abroad*: Explore hidden regions of Wales with a professor from Bryn Mawr University, a school with unique Welsh heritage, on the Wild Wales: Landscapes and Literature tour. Travel throughout the country with exclusive, behind the scenes visits and private tours of museums and castles, not regularly available to the public. Hosted by Bryn Mawr Alumnae Association and operated by Academic Arrangements Abroad, this tour is open to everyone.

2) *CIE Tours*: Visit Wales with Britain experts! Choose from one of two new all-inclusive vacation packages by CIE Tours. Discover the seaside town of Conwy and the bustling Welsh capital of Cardiff on both its Taste of Devon, Cornwall & Wales tour (available in an eight- or 10-day option) and 24-day Grand Tour of Britain Ireland.

3) *Special Group Tours*: Travelers visiting England, Scotland or Ireland can easily add on Wales with Special Group Tours' South Wales Weekend tour. They'll depart from London to make a pilgrimage to the ruins of Tintern Abbey; marvel at the green landscapes of the Brecon Beacons; and take a walking tour of Cardiff to learn the history of the city.

4) *Tenon Tours*: From self-drive to special interest, Tenon Tours offers a variety of ways to travel to Wales. Combine door-to-door transportation with the leisure of creating your own daily schedule on one of Tenon Tours' new Wales Hopper Tours or recount the myths and legends of medieval Britain on its Game of Thrones inspired itinerary.

5) *[Wilderness Travel](#)*: Experience the varying scenery of the Welsh countryside on Wilderness Travel's new Adventures in Wales tour. Enjoy daily hikes through Areas of Outstanding Natural Beauty, National Parks, and quaint market towns while staying in four-star accommodations and dining on farm-to-table cuisine.

These five tour operators offer competitive commissions for travel agents. For more commissionable tours to Wales go to the Visit Wales website at [www.americas.visitwales.com/planning-your-trip/tours/](http://www.americas.visitwales.com/planning-your-trip/tours/)