

MAY 2021



CELTIC ROUTES NEWSLETTER

Welcome to the May 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 encourage travellers to discover the Celtic spirit of Wales and Ireland.

INTRODUCING THE CELTIC PLEDGE

The ancient Celts believed that plants, animals and even inanimate objects possessed a spiritual essence. But they also recognised that they had to utilise nature to survive. They could only have done this by getting to know the natural environment intimately and building a respectful relationship with it, so they could live in harmony with it.

With this in mind, we would like to encourage all visitors to our

ancient lands to show respect for this natural environment by taking our Celtic Pledge. This pledge is based on the seven principles of 'Leave No Trace', minimum-impact practices for enjoying the outdoors responsibly.

If you can commit to the pledge yourself, as well as assisting visitors to meet the terms of the pledge, so much the better. That way everyone wins – especially our beautiful Celtic lands.

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.

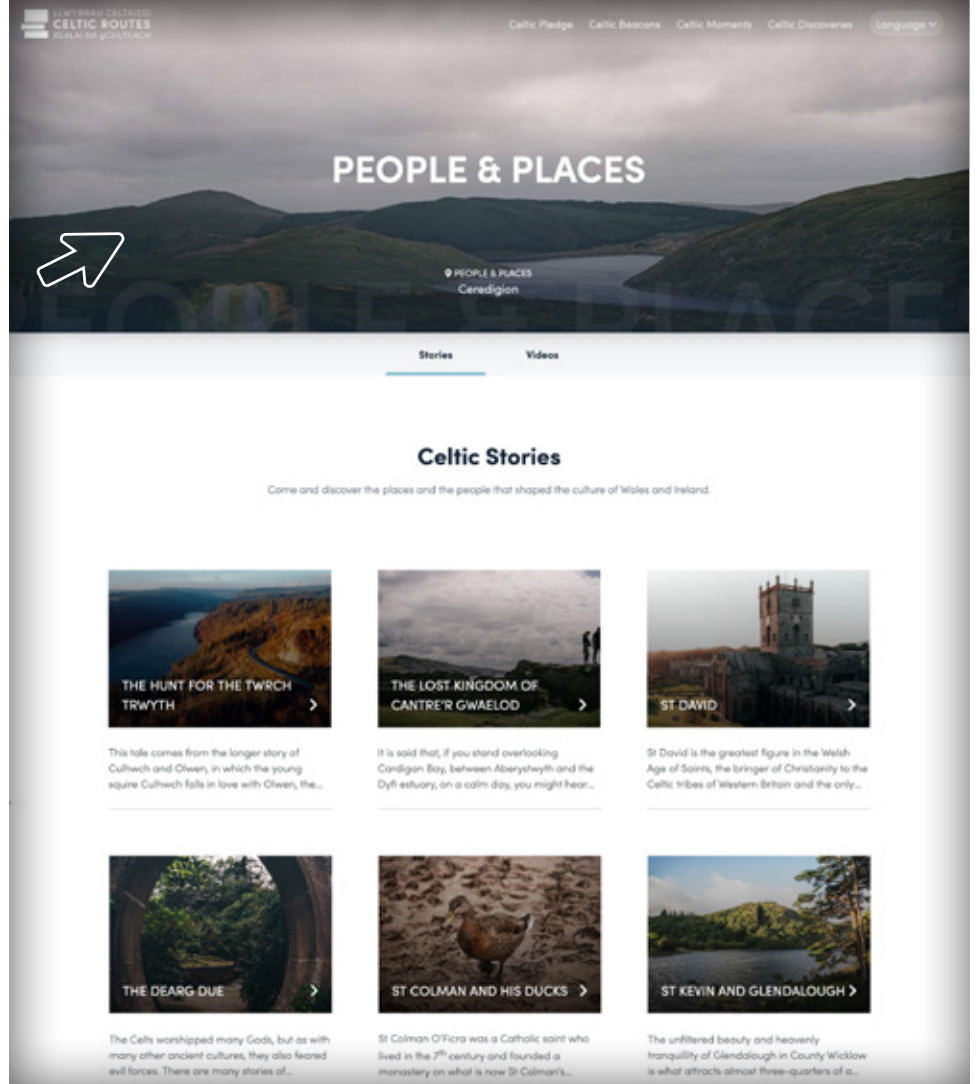
[Sign up and make the pledge today.](#)

OUR WEBSITE UPDATE

Over the past few months we have been busy making upgrades to our website with lots of new content, and there's plenty more to come!

This newsletter has already outlined the introduction of our new [Celtic Pledge](#), which has its own dedicated page on our website, and below you can learn more about our new image and video library on our exclusive [Business Links trade page](#).

But we've also added a new [People & Places](#) page which features six ancient Celtic Stories – [The Hunt for the Twrch Trwyth](#), [The Lost Kingdom of Cantre'r Gwaelod](#), [St David](#), [The Dearg Due](#), [St Colman and his Ducks](#) and [St Kevin and Glendalough](#).



And we've also added six professionally shot county specific promotional videos for [Ceredigion](#),

[Carmarthenshire](#), [Pembrokeshire](#), [Wexford](#), [Wicklow](#) and [Waterford](#).



THE NEW IMAGE & VIDEO LIBRARY

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

Our 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.

[Learn more here.](#)

PRESS TRIP COVERAGE . . . AND SOCIAL INFLUENCER PARTNERSHIPS



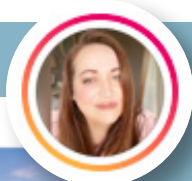
As part of our media relations campaign to promote the Celtic Routes we are working with dozens of national journalists and social media influencers to promote the Celtic Routes to audiences that we know love to read about inspiring travel destinations.

Unfortunately, in 2020 nearly all of the press trips we had planned were cancelled, however, one trip that did go ahead in October was with the i newspaper, who visited the Welsh Celtic Routes counties inbetween lockdowns.

The resulting feature was published in print, as a beautiful double page spread, and [online](#), in late March 2021 as travel restrictions started to ease across Wales.

And in early May our digital partnership with Irish travel blogger [All About Rosa Lilla](#) went live. Rosa 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](#), [Instagram](#) and [Twitter](#), which received impressive engagement.

Now that travel restrictions are easing more and more, we're busy organising several more press trips with the likes of *The Telegraph* and many more national and regional media titles. We'll provide another update in our next newsletter!



THE CELTIC CONGRESS

Do you use your Welsh or Celtic identity to advance your business?

The International Celtic Congress, which has members across the Celtic nations and beyond, would like to hear from businesses who operate successfully through the medium of Welsh (or other Celtic languages) to showcase in an online version of their annual conference, hosted this year by Wales on the theme of

'How to be Successfully Celtic in the Modern Business World'.

If you have an interesting story to tell, are proud of your Welsh or Celtic identity and could potentially present bilingually, please visit www.internationalcelticcongress.org/en/annual-conference/ for further information on how to get involved.



www.internationalcelticcongress.org/en/annual-conference/

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](https://www.facebook.com/CelticRoutes)

 [@CelticRoutes](https://twitter.com/CelticRoutes)

 [@CelticRoutes](https://www.instagram.com/CelticRoutes)

#CelticRoutes

#MyCelticMoment

#LlwybrauCeltaidd

