

Best Green Marketing Initiative for 2011/12

Submitted by: Visit Wales

Tuesday, 19 June 2012

Lasswade Country House and Restaurant, Llanwrtyd Wells, Powys, has won the award for its role in the innovative creation of 'Welsh Road Trips', providing great ideas for UK short breaks (<http://www.visitwales.co.uk>) in Wales.

Lasswade is one of three mid-Wales Green Tourism Business Scheme Gold award holders (the other two being the Old Vicarage, Dolfor near Newtown and the other being Westview Guest House in Llowes, near Hay on Wye) which have come together to form 'Welsh Road Trips' (WRT).

A destination marketing tool aimed at encouraging visitors/guests to take UK short breaks (<http://www.visitwales.co.uk>) touring mid-Wales by foot, by bike or by car – using the developing electric car market. WRT forms a triangle, set in the green open spaces of mid Wales providing a complete six day tour – using carefully chosen routes showing everything from the best nature can offer in terms of landscape, flora and fauna, to notable architecture – with two nights stays at each of the three quality establishments (<http://www.visitwales.co.uk/holiday-accommodation-in-wales/>) in short, visitors/guests are given all the information required for a memorable journey of their choice – whether experienced on foot, bike or in a car.

An aspect that particularly impressed the judges was the fact that electric vehicles are catered for at each of the three locations through the provision of full fast charging stations (32amp and 13amp charging points). Indeed WRT has worked with Zero Carbon World (ZCW) to provide suitable charging for electric vehicles –ranging from the Tesla Super car to a modest electric bike, or the B-bug. WRT is very closely associated with the development of the B-Bug – a small fun, legal electric road buggy carrying two passengers. ZCW regards WRT as a prime mover in tourism fro the use of electric cars and has provided 100 re-charging sets for Wales.

An inscribed Dartington Crystal bowl was presented to the Lasswade Country House for WRT. In the eyes of the judges, it was presented to the hotel/accommodation provider who has produced the most outstanding marketing initiative within the CHA award category areas.