



Llywodraeth Cymru
Welsh Government

**WRITTEN ASSEMBLY QUESTION
FOR ANSWER BY
THE CABINET SECRETARY FOR ECONOMY AND TRANSPORT
ON 12 JANUARY 2018**

Janet Finch-Saunders (Aberconwy): Will the Cabinet Secretary make a statement on the importance of the Conwy Valley Railway Line to the tourism industry of North Wales, and explain what plans the Welsh Government have to further promote this link between the sea and mountains? (WAQ75525)

Dafydd Elis-Thomas: The Conwy Valley Railway plays an important role in enabling visitors to enjoy the landscape and the growing number of visitor destinations along the Conwy Valley including, for example, Zipworld's attractions at Betws y Coed and Blaenau Ffestiniog, and Surf Snowdonia at Dolgarrog. The Conwy Valley line runs between North Wales' coast and the heart of Snowdonia, and traces the banks of the river Lledr, and is therefore a good example of an area that can and does capitalise on its links between Wales' beautiful countryside and coastline.

The link between countryside and coastline is one element of this years ' Year of the Sea' which provides Visit Wales and our tourism industry partners with a collective opportunity to promote Wales to the world as a 21-century coastal destination – putting our coastal communities in the limelight. Although centred around the core message “Our Epic Shores”, promotion during the year will not only be about our seas, but everything from our lakes, to our rivers, and journeys to the sea.

Further opportunities to promote this link between the sea and mountains will be provided by The Wales Way' <http://www.thewalesway.com/> the ambitious new family of three national scenic touring routes that cross our country's most epic mountainous and coastal landscapes. This new initiative provides a key platform for showcasing to our visitors a range of inspirational focused itineraries - via a range of transport - encompassing our countryside and coastline.
