

Luke Evans Takes to the Skies to Showcase Wales' Epic Seascapes

Available from today to preview online, the advert has been created to launch Visit Wales' 2018 Year of the Sea tourism campaign. It shows Evans flying a seaplane along Wales' outstanding coastline, showcasing the stunning scenery, sea-bound activities, and coastal wildlife.

Visit Wales' campaign film will make its TV debut on ITV on Christmas Day during the Victoria Christmas Special from 9.45pm and The Great British Bake Off Christmas Special on Christmas Day, which will air from 8.15 pm on Channel 4. The film will be shown in Wales on S4C and ITV Wales from 1-7 January.

Luke, who originally hails from Pontypool, starred as Gaston in one of this year's biggest grossing- the new Disney remake of Beauty and the Beast – before returning to his home country to film the ad.

Returning to the heart of Snowdonia, Evans pilots a classic seaplane, taking flight from Llyn Gwynant, around the award-winning coastline, before finally landing at sunset in Cardiff Bay.

He takes us through a mix of geographical, cultural and historical references celebrating the fact that Wales is the first country in the world to provide a dedicated footpath that runs the length of its coastline – all 870 miles of it.

He said of his involvement in Wales' Year of the Sea campaign:

“Being able to see Wales' coastline in this way was both an honour and privilege.

“We passed hundreds of beaches, harbours, inlets and islands – while spotting porpoises and bottlenose dolphins play in the distance – and saw people kayaking, paddleboarding and coasteering. There is just so much to do along Wales' coast.

“I have such fond memories spending holidays by the coast in Wales, and I try to get back here as often as I can. It offers complete respite from the hustle of everyday life and reminds me how lucky I was to grow up surrounded by such awe-inspiring scenery.”

Visit Wales' 2018 film follows up on Wales' Year of Legends story that began in 2017. Created by Wales/Amsterdam creative agency Smörgåsbord, it's a mini epic of discovery and adventure directed by Marc Evans (Hinterland, Safe House, Trauma) that offers a bird's eye view of the country's beautiful seascapes.

Actress Hannah Daniel provides the voiceover on the Welsh version of the TV advert. Hannah was born in Cardiff and is best known for her role as DS Sian Owens in Hinterland (BBC) and as Beca Matthews in the S4C drama series Gwaith Cartref. Hannah can currently be seen on S4C's latest Sunday night drama Un Bore Mercher playing Cerys Jones, with the English version Keeping Faith due on BBC in January 2018.

Minister for Tourism, Lord Elis-Thomas, said:

“Our Year of the Sea advert harnesses the best of Wales’s creative talent – bringing together our inspiring scenery with Hollywood actor Luke Evans, Hannah Daniel and production from our talented creative sector – it’s a showcase of a confident Wales which will be hook for people to find out more about what Wales has to offer during Year of the Sea 2018.”

This activity is part of a wider multi platform marketing campaign promoting Wales to the world as a 21st-century coastal destination during Year of the Sea. The film will be back on screens in March to coincide with St David’s day with extensive out of home advertising at Waterloo station in London – part of an integrated campaign of on and offline activity.

To see the campaign film’s TV debut, tune in to Victoria and the GBB0 ad break on Christmas Day. You can preview it from 22nd December on Visit Wales’ to see the campaign film’s TV debut, tune in to Victoria and the GBB0 ad break on Christmas Day. You can preview it from 22nd December.

View: [YouTube](#) (external link).