

Wales' Year of Legends 2017 campaign goes live

- Building on the success of the Year of Adventure 2016, Visit Wales launches £5m global Year of Legends campaign
- The Legends campaign includes a new television and cinema advert featuring Luke Evans – one of Wales's leading international stars
- Hailed as a 'game-changer' by key industry figures – the legends campaign will run in Wales, UK, Ireland, Germany and the USA.

The ambitious £5m campaign centres on a highly-creative new TV and Cinema advert – with a wide-range of other activity in Wales, the UK, Ireland, Germany and the USA throughout the year. Filmed in Snowdonia, the advert harnesses the best of Wales's creative talent and 21C technology to bring our nation's legends to life to new audiences across the world – inviting audiences to #FindYourEpic in Wales again in 2017.

Fronted by Luke Evans from Pontypool – star of some of 2016 and 2017's biggest films – and directed by Marc Evans, the cinematic advert is a showcase for legendary Welsh storytellers, old and new.

Luke Evans is the latest Welsh celebrity to back the 2017 Year of Legends tourism campaign. Joining a line-up currently comprising Game of Thrones star Iwan Rheon and musician and presenter Cerys Matthews, Luke is supporting Visit Wales to confidently celebrate Wales's unique culture in new ways.

He said of his involvement in Wales' Year of Legends campaign:

"I am excited to get behind Wales as we share some of our most fascinating stories with visitors from all over the world. Growing up, Wales's stories were very much a part of my culture, and their impact can still be seen today if you know where to look. There is so much emerging talent in Wales today, and so many world-class attractions. 2017 really feels like the right time to celebrate and share our heritage and how it impacts us today and into the future."

Cabinet Secretary, Ken Skates, said:

"During these times of great change we are committed to promoting Wales to the world like never before – taking our nation's story out to new audiences with creativity and confidence. The Year of Legends is about bringing our past to life and creating new legends for the future. I'm delighted that an international star like Luke Evans has worked with us on a cutting-edge advert which marks a different approach to tourism advertising, and make Wales stand-out

from other countries. Many people may not be aware of the wealth of myths and legends we have here in Wales and this is an opportunity for us to tell our story in a modern way.”

Filmed at Llyn Llydaw in Snowdonia, this advert is an inspiring, intriguing introduction to Wales’ wealth of stories and characters – some world-famous, others lesser-known. Branwen; Rhiannon; Blodeuwedd; Owain Glyndŵr; Llywelyn; Merlin; Llyn y Fan are mentioned by Luke Evans with the use of CGI adding a magical layer to depict flying slate arrows, rising waters, and the birds of Rhiannon. Further information on the legends in the advert are then found on visitwales.com

The advert will be shown on television, in cinemas, on digital platforms and social media and at events throughout the Year of Legends as part of a multi-media approach that also includes print and online campaigns; outdoor advertising; and partnerships with organisations as wide-ranging as Warner Brothers and P&O Ferries. Forthcoming highlights include a Legendary Media Reception in Manhattan with the First Minister on 2 March; the Explore GB Showcase for buyers from 40 countries on 2-3 March in Brighton; and a presence at the ITB Berlin international tourism trade fair from 7-10 March.

Research shows that Visit Wales marketing has a real impact on the Welsh economy and aims to drive more than £300m of additional spend in Wales.