

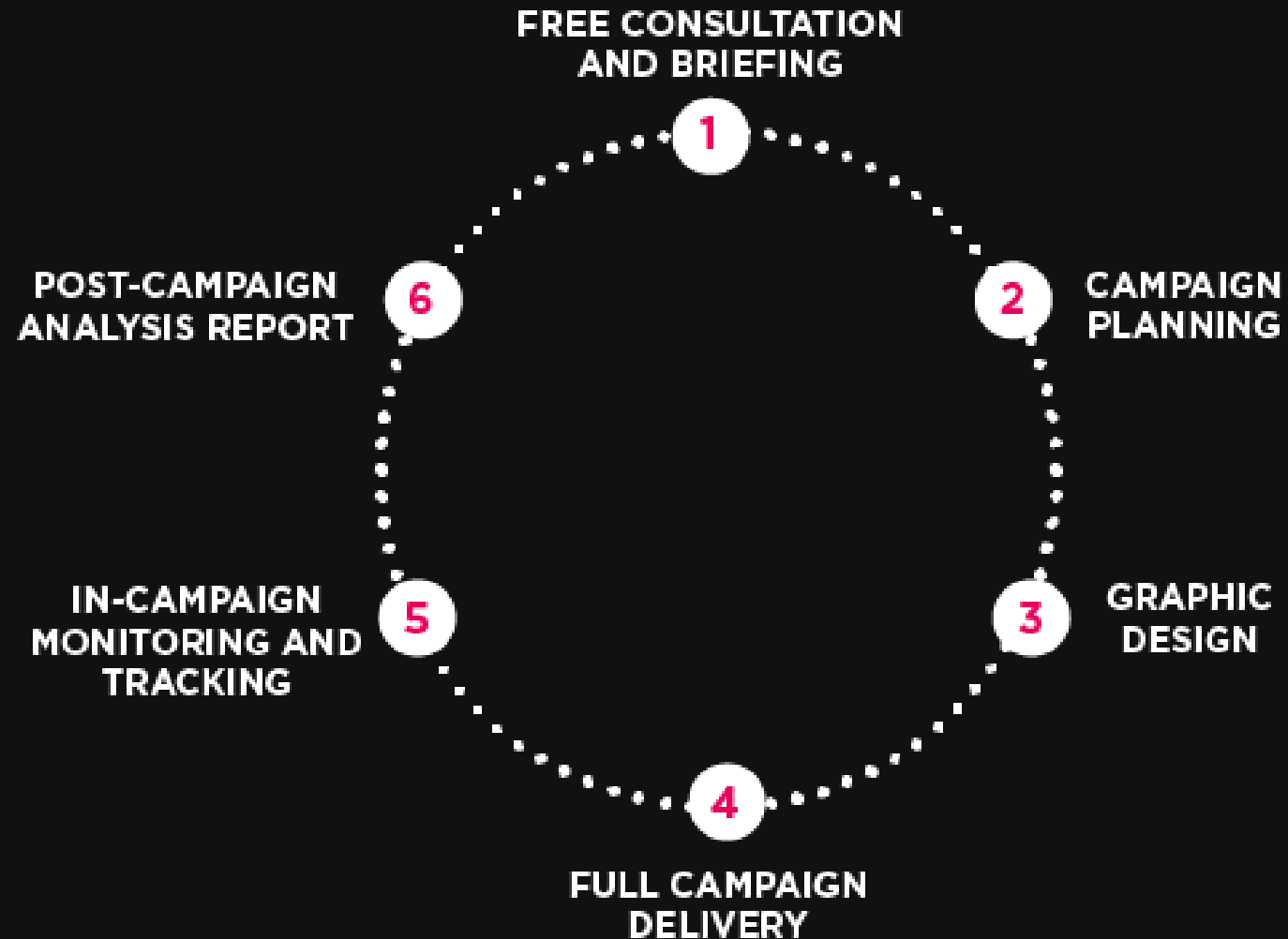


# WEST WALES BUS

# THE PLANNING PROCESS.

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We tailor each campaign to suit your brief, and will assist you from the start, right through to post-campaign analysis.



# West Wales Bus

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Our Pembrokeshire and Carmarthenshire bus network covers 10 vehicles across routes in Haverfordwest, Pembroke Dock, Tenby, Whitland, St Clears and Carmarthen.

The routes cover a mixture of tourist hotspots and local audiences, making them a great choice for brands wanting to reach locals and visitors.

Over 7million people visit Pembrokeshire each year with the average stay of four-nights. Carmarthenshire receives an average of 2.3million people per year.








The routes reach people travelling near visitor attractions such as Tenby, Saundersfoot, Oakwood, Bluestone and Pembroke Castle as well as the busy A-roads between the towns.

Our bus network includes streetliner and rear formats. Bus rears are a landscape format that are viewed by motorists and passengers travelling behind the bus. They have a substantial dwell time, ensuring your message can be absorbed.

Streetliners reach active local audiences on the routes, elevated and visible across street clutter, with a 71% pedestrian audience.



# ROUTES

-  ROUTE 222  
PENDINE - CARMARTHEN
-  ROUTE 224  
WHITLAND - CARMARTHEN
-  ROUTE X22  
PEMBROKE DOCK - HAVERFORDWEST
-  ROUTE 322  
HAVERFORDWEST - NARBETH
-  ROUTE 351  
PENDINE - TENBY
-  ROUTE 381  
TENBY - HAVERFORDWEST
-  ROUTE X61  
PEMBROKE DOCK - KILGETTY







Traveline.Cymru 0800 464 00 00

Uncover Wales the greenest way - that's why you're here

4

An advertisement on the side of the bus featuring a group of four people (two women and two men) looking towards the camera. The background is dark with some text and a large number "4".

WHITLAND

YX53 7WV



Traeth a Pharc Gwledig  
**Pen-bre Pembrey**  
 Country Park & Beach

Ar gyfer amser teulu. Ar ei orau.  
[parcgwledigpenbre.cymru](http://parcgwledigpenbre.cymru)

For family time  
 at it's best.  
[pembreycountrypark.wales](http://pembreycountrypark.wales)

Recycling  
 in Pembrey  
 with recycled  
 & green golf  
 courses

Visit the new  
 dog trail and  
 hot golf  
 course

Visit the  
 award-winning  
 beach

*Please Support Your Local Family Bus & Coach Operator*

**YX63 ZVM**

**#RIGHTROUTE**

**ROUTE**