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## PRESS RELEASE

### ADVENTURERS ON EPIC TOUR AROUND WALES IN 80 HOURS

**The Great Weekend of Adventure 2-3 April is a part of Wales' Year of Adventure 2016 which aims to promote Wales as a world class adventure destination. During this adventure filled weekend, two of Wales' adventure travel 'vloggers' - video bloggers will head out to tackle seven different adventurous activities in seven different regions of Wales in less than 80 hours.**

Kinging-It, the YouTube and Facebook sensations have received a staggering 20 million social media views and a spot on BBC2's *Newsnight* for their 'fishy' film on Barry's waterfront. They travel the world and vlog about it on their website, and are turning their cameras on their homeland next weekend to make a film about the adventures that await visitors to Wales this year. Kinging-It (their mantra is "rule your own world") are Craig Holmes and Aimee Bannister from Barry, who have been travelling the world and vlogging about their adventures since 2014 - everywhere from Hawaii to Indonesia and now back here in Wales.



Craig and Aimee - on Pen Y Fan

Next weekend they will be featuring whitewater kayaking in Carmarthenshire, cycling a tandem bicycle in Snowdonia, coasteering in Ceredigion and climbing in the Brecon Beacons – all while making a mini documentary of their adventures. You will also be able to follow and see what they're

getting up to on social media over the weekend and then watch the whole thing on [www.youtube.com/kingingit365](http://www.youtube.com/kingingit365) afterwards.

The *Great Weekend of Adventure* is part of the Visit Wales 2016 tourism campaign to promote all the adventurous activities visitors can do in Wales. Everyone can get involved by heading out on their own adventures and sharing them on social media using the hashtag #FindYourEpic and by visiting <http://www.visitwales.com/adventure>.

Hoping to do it all in 80 hours, Craig and Aimee will be:

- Foraging and cooking breakfast on Ogmore beach - Vale of Glamorgan
- Sand dune adventures - Bridgend
- Stand Up Paddle Boarding – Swansea
- Whitewater Kayaking - Carmarthenshire
- Coasteering - Ceredigion
- Cycling a tandem bicycle in the mountains in Snowdonia
- Climbing in the Brecon Beacons

Aimee said: "Kinging-It is our philosophy for life, it means to rule your own world, open your eyes to what's out there in the world, experience new things that challenge us and make us laugh every day. We've had a tremendous response to our global travel vlogs, so we thought this epic tour around Wales would make a great film, and just show how much adventure is going on so close to us."

You will be able to see updates online of how they get on over the Great Weekend of Adventure by following them on Twitter, Facebook and Instagram - just search 'Kinging It' or look out for updates with #FindYourEpic and #WalesAdventure.

Steve Hopkins, Tourism and Marketing Manager, City and County of Swansea said "Wales is one of the most exciting countries in the world to visit no matter what your idea of adventure is. There are very few places where you can go mountain biking in the morning and surfing in the afternoon. However if your kind of adventure is exploring a 13th century castle or building sandcastles on a beautiful sandy beach, we've got that covered too!"

Craig and Aimee met when Aimee was receiving treatment for cancer, from which she is thankfully now free, and soon after Craig broke his neck on the other side of the world. Now, blessed with good health, the pair travel the world, sharing their adventures on social media, mainly on YouTube and through their website [www.kinging-it.com](http://www.kinging-it.com), and even launched their own clothing brand.

The national campaign is the latest move to make Wales a leading global destination for adventure tourism as part of the Welsh Government's Year of Adventure 2016. The tourism industry in Wales

saw record growth in 2014 and reports from 2015 are showing further growth. The national campaign is using the hash tags #FindYourEpic #GwladGwlad and #WalesAdventure #AnturCymru to encourage visitors to share their experiences online.

This project has been made possible with help from many different businesses and local authorities including; Mogi Marketing, Orchard Media, Visit Wales Vale of Glamorgan Council, Bridgend Council, Adventures Wales Activity Centre, Swansea Council, SUP Gower, Carmarthen Council, Llandysul Paddlers, Gwesty'r Emlyn, Cardigan Bay Active, Cysgod y Coed Self Catering Accommodation, Gwynedd Council, Beddgelert Bikes and Black Mountain Activities.

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