

## The Location

by Cynthia St. Clair

This month, the third article in our series describing the plans for the North American Festival of Wales in Richmond (Vancouver) British Columbia, describes the location and venues. I can hear the questions: Where is Richmond? Why did they select that city?

The answers are really quite simple. First, cost. When the planning started, we first investigated Victoria and Vancouver, BC, for hotels and amenity availability. To our horror, we could not negotiate a room rate lower than about \$200 (Canadian) per night. We thought this prohibitive, and began looking in the suburbs of Vancouver. Richmond emerged as an ideal location both for proximity to the airport and convenience to Vancouver, and we were able to negotiate good room rates. Richmond is 15 minutes from the Vancouver International Airport (but not on the flight path), 20 minutes south of downtown Vancouver, and 30 minutes from the US/Canada border, so it is very well located in terms of making it easy for all of the festival attendees to be able to go wherever they wish.

Second, Richmond is a small, clean, safe city with excellent amenities and everything anyone would need on a daily basis. Richmond is also commonly known as the Island City because it is built on two islands where the Fraser River, a busy commercial river originating up in the Rockies, discharges into the Pacific Ocean. There are many nature trails and parks, as well a huge shopping mall with food court, within 10 minutes of our headquarters hotel. Travel into Vancouver is easy via taxi or the special “B line” 30-minute direct bus service.

Richmond has a diverse heritage. It is home to North America's second largest Buddhist temple, the Kuan Yin temple, which is a classic example of Chinese palatial architecture and has a museum and bonsai garden. The Asia West Shopping District offers a variety of shopping experiences and exotic cuisine. Close by is the historic village of Steveston, a small coastal village with restaurants overlooking the water, where you can buy fresh fish off the boats, and visit several local museums, as well as enjoy fishing expeditions and whale watching. You can learn more about Richmond at [www.tourismrichmond.com](http://www.tourismrichmond.com) or by calling 1-877-247-0777.

Our headquarters hotel will be the Best Western Richmond Inn ([www.Richmond-hotel.ca](http://www.Richmond-hotel.ca)) (telephone 1-800-663-0299 or 1-604-273-7878), an excellent three-star hotel which has a per night rate (Canadian \$) of \$129 (s/d) or \$139 (t/q), excluding tax [PST 10% and GST 7%]. The Best Western Richmond Inn is part of a triangular complex that includes a Hilton Hotel and a Marriott Hotel, all interconnected with outside walkways that are under cover. The Hilton hotel ([www.vancouverairport.hilton.com](http://www.vancouverairport.hilton.com)) is our second hotel, with room rates of \$149 (s/d) and \$159 (t/q) (excl tax) (telephone 1-604-273-6336). These room rates at both hotels are available for three days before and three days after the festival dates. When booking at these hotels you should mention the Festival of Wales to obtain the negotiated rates.

The amenities at both of these hotels include complimentary shuttle to the airport (saving the cost of taxis or shuttle buses); on-site car rental; a business center; exercise room and outdoor pool; hairdressing salon and gift shop; four top-class restaurants; and a wine store. Each room has a coffee maker, hairdryer, ironing board, and 24-hour room service. In short, our hotels are full service and high class. They are an outstanding bargain. It is anticipated that all events except the Grand Concert and Gymanfa will take place in the hotels.

To go along with the great hotel rates we've negotiated, we also have signed a contract with Air Canada convention services, which allows North American Festival of Wales attendees access to Air Canada convention travel rates and the best rates that Air Canada offers into Vancouver, British Columbia. These convention rates are also available internationally. In booking your flight with Air Canada, quote our code number, CV864378, to obtain the convention rates.

We are currently negotiating for discounted rates for car rentals and will provide that information as soon as we are able.

So, in short, we have a wonderful city for our festival with great hotels, excellent room rates for three days before and three days after the Festival, and an outstanding program that we will present in detail to readers in the coming months. How can you NOT come and spend the first weekend of September 2003 in the glorious Pacific Northwest?

Second Contribution

## **The North American Festival of Wales logo.**

By Alan Upshall

To complement the change of name from Welsh National Gymanfa Ganu to North American Festival of Wales, the Board of Trustees of the Welsh National Gymanfa Ganu Association at their last meeting in Harrisburg, PA, voted to make the design, shown at the top of the page, the official logo.

The logo was designed by Peggy Heath of Vancouver, British Columbia. Peggy has no Welsh background but became involved with our planning through Don Murray (Marketing and Publicity). After we had explained to her the nature of the Festival and the reasons for its existence, Peggy designed our impressive logo that superbly exhibits all aspects of our International North American Festival. The Welsh Dragon, Maple Leaf of Canada and Stars and stripes of the USA are brilliantly combined.

As well as being clearly descriptive, there is much flexibility in the way the logo can be used. It is displayed above as a solid form, but our letterhead and publicity flyers show it as transparent on a red background. By changing the background color, it becomes easy to tailor a design for each successive Festival with a unique combination of color and boldness while still retaining the identity of the overall logo. The word position can be altered for further variation. The design has won great praise from everyone that has seen it including many in Wales. It is certainly a fitting logo for visible identification of the North American Festival of Wales.

The adoption of this consistent but flexible logo saves each successive organizing committee much design work. But there is one further significant advantage- the definition of a Festival logo becomes important in trying to raise money. Commercial sponsors, especially those that support for more than one year, want to tie in with visible icons, which themselves are recognized by segments of the population. Our logo, as the constant symbol of the North American Festival of Wales, will give our literature and presentations a professionalism that should help considerably in the future search for support and sponsorship.

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