

NATIONAL GYMANFA GANU OF THE UNITED STATES AND CANADA

SWANSEA 1974

I. GYMANFA PROGRAMME

- Dates : Thursday, August 1 - Monday, August 5 inclusive
- Events : See below under inclusive packages
The Committee is asked to recommend the form of Civic Hospitality and also suggest local organisations and business concerns who would be prepared to contribute towards the social programme.
- Venues : The committee is asked to confirm the following venues :
Gymanfa headquarters : Dragon Hotel
Gymanfa banquet : University College
Noson Lawen : Brangwyn Hall
Civic hospitality : if garden party - Singleton Park
Religious service - Sunday morning : Mount Pleasant Chapel, the Kingsway
- Costs : See below

II. INCLUSIVE PACKAGES

In order to simplify booking arrangements, and also to make publicity more effective, it is intended to offer a series of inclusive holidays or "package" deals to Gymanfa visitors. There would be two types of packages, one covering the Gymanfa itself and visits to the National Eisteddfod the following week, another covering the Gymanfa only. Both packages would cover the following items : accommodation, all meals/ (except Gymanfa banquet), noson lawen, civic hospitality, social events, transport to and from official and social events, specified tours. In view of the fact that accommodation is being booked in five distinct categories, there will have to be five prices for each package.

Package A : Gymanfa and National Eisteddfod

- Thursday, August 1 : Arrival and registration at Dragon Hotel, (Gymanfa headquarters).
- Friday, August 2 : Local touring; programme of films on Wales; officers' and trustees meeting.
7.30 p.m. - Gymanfa banquet : University College (This event is traditionally an 'optional extra' and paid for separately).
- Saturday, August 3 : Morning : free for local visits, shopping etc.
Afternoon : possible civic hospitality
7.30 p.m. - Noson Lawen : Brangwyn Hall
9.30 p.m. - Tea and Welsh cakes : Dragon Hotel
- Sunday, August 4 : 10.30 a.m. - Religious Service : possibly at Mount Pleasant Chapel, The Kingsway
2.30 p.m. Gymanfa Ganu : First session : Brangwyn Hall
4.30 - 6.00 p.m. - Tea
6.30 p.m. Gymanfa Ganu : second session : Brangwyn Hall

Monday, August 5 : Rest day in Swansea
Tuesday, August 6 : Full day tour of Pembrokeshire/Carmarthenshire/
Cardiganshire
Wednesday, August 7 : Full day tour to Cardiff with visits to
National Folk Museum, St. Fagans; Llandaff
Cathedral; Cardiff Castle; Civic Centre etc.
Thursday, August 8 : Full day visit to National Eisteddfod
(possibly held in Carmarthen)
Friday, August 9 : Full day visit to National Eisteddfod to
attend 'Cymry ar Wasgar' welcome ceremony
Saturday, August 10 : Depart Swansea

Package B : Gymanfa only

As A above, but with departure on the morning of Monday, August 5.

Accommodation

- i) First Price Range Hotels - all rooms with private bath
Reservations have been made at the Dragon and Dolphin
Hotels for a total of 180 persons.
Further reservations - up to 200 beds - will be made in
this price range.
- ii) Second Price Range Hotels
Reservations for 100 beds to be made
- iii) Private Hotels and Guest Houses
Reservations for 100 beds to be made
- iv) University Hotel
Beck Hall, Uplands has been reserved - 140 beds
- v) Private Family Accommodation
A hospitality sub-committee will need to be set up to
find accommodation in this category for approximately
100 persons

NOTE : Some members of the Gymanfa Ganu Association will arrange
their own accommodation with friends/relatives in the
Swansea area.

III.

ADVANCE PUBLICITY

a) Literature

The Wales Tourist Board and South Wales Tourism Council will
produce a brochure during the next 4 weeks which will include
general information on Swansea and the area, full details of
the Gymanfa Ganu and Eisteddfod packages and a booking form.
This brochure will be distributed to every member attending
the Gymanfa Ganu at Chicago this September.

b) Promotional visit to Chicago Gymanfa

Arrangements are being made for Mr. D.J. Evans, Chairman, South Wales Tourism Council, to attend the Gymanfa Ganu at Chicago to promote the visit to Swansea in 1974.

A desk will be set up in the headquarters hotel and Mr. Evans will be available throughout the Gymanfa to distribute leaflets, answer queries etc. There will also be an opportunity for him to address the Association as a whole.

The British Tourist Authority have been asked to assist with this visit - a secretary/receptionist from the BTA office, Chicago will assist Mr. Evans at the headquarters hotel.

c) Direct Mailing to Gymanfa Ganu Members

Following the Chicago Gymanfa the Wales Tourist Board will send a brochure and booking form to all members (Total 2,700) on mailing list. This list will be further updated by the Wales Tourist Board in January 1973.