

# Come and help shape a £1.8 billion industry

A search has been launched for people to help shape the future of the region's biggest employer - tourism.

The visitor economy generates £1.8 billion every year in North Wales and employs more than 35,000.

Tourism Partnership North Wales is seeking candidates to stand for election to their board.

The organisation is responsible for the strategic development of the tourism industry in North Wales.

In all Tourism Partnership has seven vacancies for trade directors to work alongside seven local government representatives.

Regional Strategy Director Dewi Davies said: "The visitor economy is a top income earner in North Wales - it accounts for 8 per cent of our gross domestic product.

"So the management of this economy and the development of this is one of the most important things that we can do in this region.

"We want to move the tourism and visitor economy in North Wales forward and there are major challenges that are facing us."

"We need to have a strategic approach so we can prioritise the right kind of investments because it's a very, very competitive world out there.

"There are more than 2,000 tourism destinations in Europe alone and they're all competing for the same kind of income as we're hoping to get in North Wales.

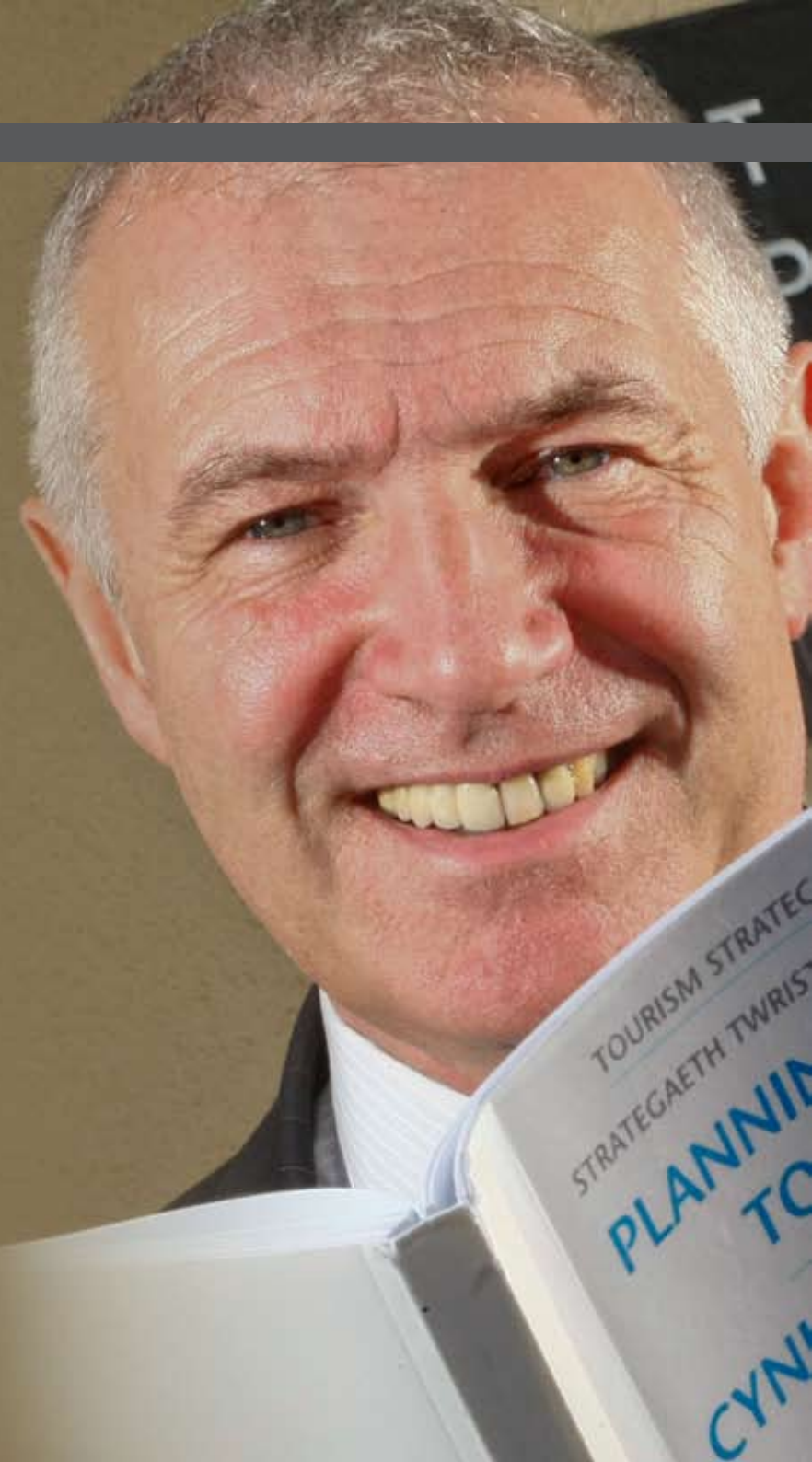
"Therefore, it is absolutely vital that we have the right people involved and engaged in the industry, people with the right skill levels and commitment to the visitor economy.

"We're looking for people who see the big picture and are aware of the global competition that we are facing.

"We're looking for people who are experienced in their own sectors of the tourism industry - whether it's in hotels, self catering, attractions.

"Having said that, the trade members don't necessarily have to be from the tourism sector as such.

"We're looking for people with vision who can see and appreciate the fantastic qualities we have in our landscape and our people here in North Wales.



“Our priority is to develop these assets and market them to be very, very competitive.

According to Mr Davies, the visitor sector was heading for a crucial time over the next year or so.

Tourism Partnership would, he said, be drafting a new strategy to dovetail with the overall national strategy of the Welsh Assembly Government in relation to tourism.

Mr Davies added: “We want ownership and agreement on how the strategy for tourism in North Wales is developing into the future.

“Together, we need to devise ways of giving North Wales a winning edge against those 2,000 other destinations.”

“We’ve researched with our customers to understand why they come to North Wales.

“They want to escape from humdrum of city and urban life and enjoy our great outdoors, the absolutely world class scenery and our fantastic coastline.

“Once they’re here, they look at what will entertain them, the walking, the adventure or the culture and heritage.

“What sets us apart is that we have a second to none landscape, a second to none culture a fantastic language and assets that make us unique in the world.”

**Nominations need to be returned by September 22. More details on how to become a candidate are available on Tourism Partnership’s website**

**or by emailing**

**[dewi.davies@tpnw.org](mailto:dewi.davies@tpnw.org)**