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# ewelcome

an electronic bulletin from  
**Tourism Partnership North Wales**

## Tourism helps region fight recession

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# Tourism helps region fight recession



A key tourism organisation has made a recession-busting contribution to the North Wales economy.

The marketing campaigns commissioned by Tourism Partnership North Wales generated more than £19 million in extra spending by visitors.

That's £1 million more than their target for the year and was equivalent to bringing in £19 for every £1 they invested in their campaigns.

The good news is contained in Tourism Partnership's annual review for 2008-09 at a time when the UK economy was being hit badly by the global downturn.

The performance underlined the importance of tourism which contributes a total of £1.8 billion to the regional economy and amounts to eight per cent of North Wales' gross domestic product. The industry employs more than 37,000 people.

Tourism Partnership Development Manager Andrew Forfar said the economic slowdown had been a mixed blessing for the visitor economy.

The weakness of the pound meant that people were taking fewer foreign holidays and had also strengthened demand for short breaks and longer family holidays in the UK.

A number of themed campaigns proved

to be a big hit. Among them were campaigns highlighting the region's giants of culture and heritage, gardens and a movie map showing the locations where films and television programmes were shot.

North Wales was also promoted as a top destination for golfers, adventure seekers and walkers.

Mr Forfar said: "We're very pleased that a comparatively modest amount of money can yield such a big return.

"The key to our success has been the work we do in partnership with people in the public and private sectors, especially those who are in the tourism industry.

"The state of the economy has been something of a double edged sword because, anecdotally, there are more people taking their holidays in the United Kingdom this year so hopefully we'll take advantage of the situation and attract more people into North Wales.

"Moving forward, it is vitally important that we continue to improve the product. People's expectations are far greater now, whatever they're purchasing and that also applies to tourism – visitors are looking for a quality experience.

"The tourism industry in North Wales is responding to those higher expectations and we see the evidence of a significant investment in

attractions and, of course, in the accommodation sector as well.

“The tourism industry is the biggest driver in the North Wales economy – it is a bright spot on the economic horizon.

“Tourism is one area where there is substantial

potential for economic growth. We are currently developing our new tourism strategy which is looking to strengthen our position within the UK.

“We have a huge amount to offer. North Wales is like a microcosm in that you can have lots of different experiences without having to travel far.



“You can be on the beach or the mountains within half an hour, you can be having your high adrenaline activity in Snowdonia, an enjoyable ramble over in the North Wales Borderlands, and we have wealth of culture – or even a brilliant shopping experience.

“Our unique sense of place is important to North Wales. It’s what differentiates us from other regions and culture brings that to the fore more than a lot of things.

“The raw material that we have in terms of making North Wales attractive is amazing.”

There were, added Mr Forfar, many reasons for optimism about the future development of the visitor economy.

Among them were the designation of Thomas Telford’s spectacular Pontcysyllte Aqueduct and Canal as a World Heritage site and the opening of the new summit building, Hafod Eryri, on top of Snowdon.

*Nefyn and District Golf Club.*