



[www.breaksnorthwales.co.uk](http://www.breaksnorthwales.co.uk)



[www.adventure-northwales.com](http://www.adventure-northwales.com)



[www.golf-northwales.co.uk](http://www.golf-northwales.co.uk)



[www.walkingnorthwales.co.uk](http://www.walkingnorthwales.co.uk)



[www.moviemapnorthwales.co.uk](http://www.moviemapnorthwales.co.uk)



[www.eventsnorthwales.co.uk](http://www.eventsnorthwales.co.uk)



[www.gardensnorthwales.co.uk](http://www.gardensnorthwales.co.uk)



[www.attractionsnorthwales.co.uk](http://www.attractionsnorthwales.co.uk)



[www.walledtowns.co.uk](http://www.walledtowns.co.uk)

# ewelcome

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

Help us get into the  
tourism Top Five.

01745 589020

# Help us get into the tourism Top Five.

Tourism operators in North Wales are being urged to help shape the future of the region's £1.8 billion visitor economy.

The aim of a new blueprint for tourism in North Wales is to propel the area into of the UK's top five destinations for visitors.

That's the message from Tourism Partnership North Wales, the body responsible for the strategic development of the visitor economy here.

Other key targets include increasing the value of tourism to the regional economy by five per cent in real terms and a 10 per cent increase in visitor satisfaction.

Tourism already provides 37,500 jobs and its economic value is equivalent to eight per cent of the gross domestic product in North Wales.

The new strategy will be revealed by Tourism Partnership to members of the tourism trade and other partners next month.

The strategy covers the period until 2015 and includes two three-year action plans that will be updated – one for North East Wales and the other for North West Wales.

Regional Strategy Director Dewi Davies said: "It is vital that members of the trade come and to the meetings.

"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 so that we can join the top five club.

"The last strategy was prepared just at the turn of the century and we have seen major changes in the world since then.

"There have been increases in the cost of fuel which makes it more expensive for people to travel further afield and overseas, we have increases in living costs and commodities which mean that the average family is managing with less cash.

"The growing importance of new technology means that more and more people are buying their holiday services on line.

"On top of that, we have an ageing population and the challenge for us is how to respond to the change in circumstances when there are over 2,000 competitor destinations within a two or three hour fly-drive time from North Wales.

"Our vision in short is to re-establish North Wales as one of the top five UK destinations

"The future lies in capitalising on what makes this area special and stand out from the ordinary – the fantastic landscapes, mountains and fantastic coastline.

"The great news is that North Wales is very close to about 16.5 million people within a two hour drive time – that's just about 25 per cent of the UK population.

"We have a great deal of street cred as a destination for outdoor holidays, particularly for activities like mountain climbing, mountain biking, paddle sports, or just walking.

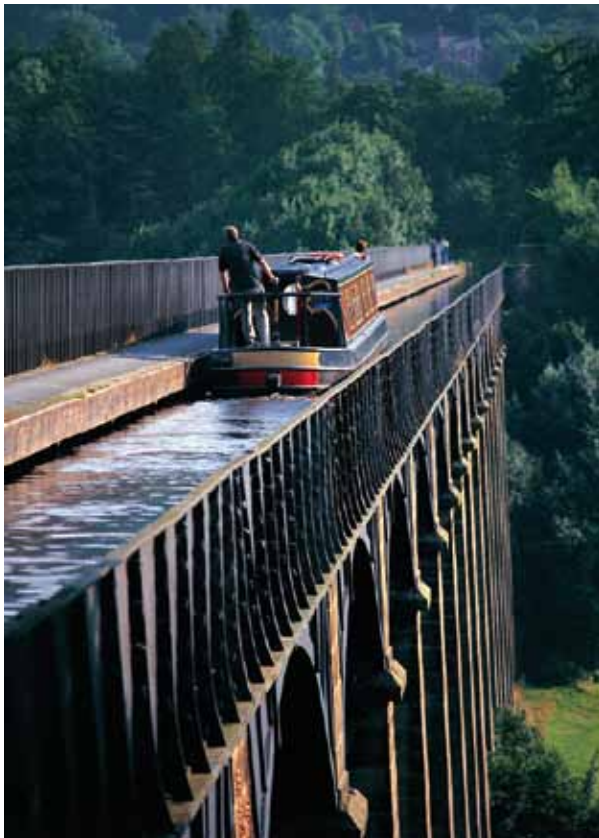
"The strategy has four integrated themes: projecting



*Regional Strategy Director for TPNW Dewi Davies*

our distinctive strengths, investing in product excellence and providing an outstanding experience which can only be achieved by us all working together in partnership.

"We think we should be selling the big tickets of North Wales, whether they are our castles, our great gardens and houses or Pontcysyllte Aqueduct and Canal which was recently given World Heritage Status.



"One of the ways of getting the message across in difficult financial times, budget-wise is to have a very strong PR campaign so that we are getting powerful messages out on TV and newspapers, stories that appeal to our customers and make them really want to come.

"Investing in the excellence of our product is important because of the competition from UK destinations and overseas destinations who are investing heavily in their own product.

"We are looking for on-going improvement in our accommodation stock and we are particularly looking at our holiday parks to re-invest and become better – with improved landscapes and lower levels of density.

"People travel a long way to visit iconic attractions and we believe that we have got a lot of them – and we have to continue to invest in those, whether they are our castles, National Trust properties and exciting attractions like the Greenwood Forest Park.

"Hopefully, we will see investment in the heart of Snowdonia and in the other Areas of Outstanding Natural Beauty that we have right across from the Llyn Peninsula and Anglesey to the Clwydian Range.

"We have got to get our act right in relation to providing an outstanding experience – the visitor needs to be wowed by our High Streets and our promenades so they are confident that they are in the right place.

"We are looking to have a destination management plan across all the six local authorities in North Wales and that I hope will give a far stronger feel and stronger reassurance to the consumer that they are exactly where they intended to be.

"As well as major events like Bryn Terfel's Faenol Festival and the International Musical Eisteddfod in Llangollen, the cultural experience can be enriched by church trails and heritage trails.

"We have a very good arterial road in the A55 and on-going improvements to the A470. We are looking for improvements to the rail system and we have already seen advanced plans for increasing the number of cruise ships to Holyhead.

"In relation to improving skills, we already work closely with the Further Education Colleges, with the outdoor sector, with the holiday park sector, the hospitality sector in order to make sure that young people are being recruited.

"We want to improve their skills so that they are being given an opportunity to embark on a career that will give them a fulfilling life.

"In parts of North Wales, we have seen a haemorrhage of young people going to live and work outside the area. This is something we need to counteract because it weakens our offer.

"Tourism is a means of bolstering the regional economy and strengthening our communities," he added.

**The meetings will be held at the Ruthin Castle Hotel, Ruthin, between 12.30pm and 4.15pm on Tuesday, November 10, at the Seiont Manor Hotel, Caernarfon, between 12.30pm and 4.15pm on Thursday, November 12pm; and at Llangejni Council Chamber between 10am and 2.15pm. A buffet will be provided at each venue. For more details contact Eirlys Jones by email at [Eirlys.Jones@nwt.co.uk](mailto:Eirlys.Jones@nwt.co.uk) or ring 01492 530059.**