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ewelcome

an electronic bulletin from

Tourism Partnership North Wales

Tourists attracted into region's web

01745 589020

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Virtual visitors are turning into real ones in North Wales thanks to the success of a major online marketing campaign.

Around 170,000 "unique visitors" logged on to a website promoting the region's attractions.

The campaign is funded by Tourism Partnership North Wales, the body responsible for the strategic development of the visitor economy.

It's expected to pump £300,000 into the regional economy – all for an investment of just £15,000.

One reason is that more and more holidaymakers and day trippers are turning to visitor attractions as an alternative to expensive foreign holidays.

Research shows the www.attractionnorthwales.co.uk website is playing a key role in bringing visitors to the region.

In the last year the number of unique visitors to the site was almost double the 100,000 target.

Downloadable vouchers offering everything from reduced entrance fees to free entry for children at some attractions on the website are proving a big hit.

Tourism Partnership commissioned a Web Survey alongside its own Visitor Research Project.

And the organisation's Regional Strategy Director, Dewi Davies, is delighted with the results.

Mr Davies said: "Clearly we are moving in the

right direction. Our research demonstrates that due to the current economic climate here in the UK, coupled perhaps with the poor exchange rate for the Euro, a significant percentage of the population have decided against expensive foreign holidays and instead are choosing to visit

North Wales.

"The quality, range and affordability of attractions on offer means we are attracting a large number of families with young children and it seems our visitors are highly satisfied with what they get for their pound here in North Wales.



Photographed from left, Esther Roberts, North Wales Tourism, Angie Lowe of Ask For Research, Dewi Davies, TPNW, Stephen Bristow, Greenwood Forest Park, Simon Cotton and Emma Hanson from View Creative.

“We continue to work closely with our partners including Cadw, the National Trust, local authorities and North Wales Tourism.

According to the Visitor Research Survey the majority of people choosing to visit attractions in the region come from England, in particular Cheshire, Merseyside and Lancashire. Almost half of them are children.”

“North Wales is an area which appeals significantly to parties of visitors rather than individuals. It is significant that over half of visitor groups comprise of families.

“The focus on family groups and the appeal of North Wales to all age groups provides us with key information regarding the development and provision of relevant facilities in supporting visitors.”

However, according to the Research Project, the weather has a big impact on visitors with more than three quarters taking note of the forecast prior to deciding to visit an attraction.

Tourism Partnership’s Marketing Executive Carole Startin added: “While weather cannot be directly influenced by attractions, generating awareness of options at those attractions in the event of bad weather helps in reducing negative impact and ensures visitor satisfaction.

“Due to the influence of the Snowdonia mountain range we often find that, although there can be poor weather inland, the North Wales coast can be experiencing much better

weather, something not always highlighted by a general regional weather forecast.

“In addition we aim to continue sending out themed e-mails to encourage even more visitors to North Wales.

“Of course not every visitor to North Wales attractions will access the website and our leaflet

campaign continues to have a big effect on visitor numbers.

“The research shows that nearly half of visitors had accessed leaflets either prior to or after arriving in the region.”



The Green Dragon Rollercoaster at GreenWood Forest Park.