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ewelcome

an electronic bulletin from

Tourism Partnership North Wales

Warm welcome is alive and well in North Wales

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Warm welcome is alive and well in North Wales

We've got the warmest welcome in the UK
That's the belief of tourism chiefs in North Wales based on the findings of a comprehensive survey of visitors to the region.

According to Tourism Partnership North Wales, the body responsible for the strategic development of tourism here, they're delighted with the conclusions of the study.



The survey was commissioned by Visit Wales and part funded by Tourism Partnership and the region's local authorities.

The main findings include:

- 99 per cent of visitors were positive about North Wales as a place to visit, with 56 per cent saying it was excellent

- 90 per cent of visitors said that the people here are friendly

- 87 per cent appreciated the warm welcome they received

- 93 per cent were planning another visit to North Wales and 96 per cent were likely to recommend North Wales to friends and family

More than 2,600 visitors were interviewed at 24 locations in North Wales making it a "scientifically representative and accurate" picture of their views.

Andrew Forfar, Tourism Partnership's Business Development Manager (pictured left), believes the report proves that the famed warm Welsh welcome or "croeso" is alive and well across North Wales.

Mr Forfar said: "There are some extremely positive responses in the survey, particularly in relation to the warmth of the welcome and the enjoyment of the visit to North Wales.

"The fact that 98 per cent of people had a good or excellent experience in North Wales is

phenomenal, especially when you consider that 89 per cent of those people rated it as excellent.

“I can’t imagine there are many places in the world that can boast such a wonderful success rate and we like to think that North Wales has the warmest welcome in the UK

“What it tells us is that we are doing a lot of things right in relation to tourism and what we have to offer the visitor.

“This is testament to the people who work in the trade, they are the face of tourism in North Wales – and they are doing it right in the vast majority of cases.

“If we compare where we are now to where North Wales was 10 years ago, the quality of accommodation, the attractions and the service has improved dramatically.

“We are offering what people want and demand in terms of quality and service.

“As the organisation with strategic responsibility for the visitor economy in North Wales, the findings of the report are a source of great pride.

“The secret to our success is working in partnership with the trade, local authorities and key stakeholders.

“They have bought into the whole concept and their contribution has been immensely important.

“Having said that, we are certainly not being complacent because there is always room for improvement so, along with our partners, we will continue with our drive for excellence.

The news comes hot on the heels of Tourism Partnership’s ambitious new five-year strategy.

It aims to increase visitor spending to £2 billion annually and to propel North Wales into the top five as destination for tourists.

Mr Forfar added: “A strategy is merely a piece of paper or an electronic document. It is our partners who help bring the strategy to life – we need partners to deliver that strategy.

“These findings are extremely helpful in informing what we do and it provides reassurance that we are doing the right things in the right way.

“There are elements in the report which tell us

what we could be doing better, but we are talking tweaks as opposed to fundamental changes.

“We can work on these areas through our newly-published five-year strategy which aims to help us increase visitor spending to £2 billion and get North Wales into the top five as a visitor destination.”

