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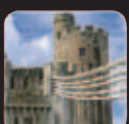
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# ewelcome

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

## Tomorrow the world for tourism

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# Tomorrow the world for tourism

Ambitious plans have been unveiled to turn North Wales into the adventure capital of the world.

That's the vision of Tourism Partnership North Wales, the body responsible for the strategic development of the region's visitor economy.

The number of visitors taking adventure holidays and short breaks here has continued to grow despite the effects of a difficult economic outlook and a global recession.

Plans to build on that success were outlined at an annual forum organised by Tourism Partnership for adventure break stakeholders from across North Wales.

The organisation is spending £15,000 on the Adventure North Wales campaign and is anticipating a return of £400,000 on that investment during 2010.

Among the keynote speakers at the event in Llanrwst was Tourism Partnership Marketing and Events Executive Carole Startin.

She said that Cumbria marketed itself as Britain's adventure capital and Scotland marketed itself as Europe's adventure capital.

Several delegates said that North Wales should have higher ambition and work towards being recognised as the adventure capital of the world.

Ms Startin added: "All sectors of the adventure market now need to work closely together to draw down more funding and there should

ideally only be one vision for all those involved in the outdoor sector.

"We have a globally recognised brand in Snowdonia and we have competed extremely well and seen steady growth across the whole of North Wales.

"We have large populations in Merseyside, Manchester and the Midlands right on our doorstep and we should aim, through stronger branding, do more to attract even more visitors to

North Wales.

"We are raising the awareness of the range of activities and leisure options as well as accommodation we have on offer in North Wales while highlighting the diversity of the region.

"In the past year we have increased the distribution of the activity only leaflet which plays a large part in the marketing of Adventure North Wales.

"In all, 40,000 activity leaflets were printed and



*Pictured, from left, are speakers including Chris Wright, Director, Snowdonia Active; Jim Embrey, Activities Manager, Visit Wales; Bledd Lloyd, National Whitewater Centre, Bala; John Ablitt, Snowdonia National Park Authority; Carole Startin, Marketing and Events Executive, TPNW; David Crombie, Boulder Adventures, Llanberis; Peter Morgan, Motor Safari, Wrexham; Julie Turner, Croeso Cynnes Cymraeg, Llandrillo College; and Sean Taylor, Tree Top Adventures, Betws-y-coed.*

distributed via over 40 accommodation providers and Tourist Information Centres across North Wales.

"In addition, we have seen 33,000 unique visitors to our website and sent out three newsletters to 5,000 e-mail addresses."

Visit Wales Activities Manager, Jim Embrey, told delegates the reputation of Wales is enhanced by the excellence of the tourism products, including outdoor recreation, on offer to visitors.

He said: "We are trying a new way of working and have appointed nine champions to help promote adventure, business travel, culture, fishing, food, golf, sustainable tourism, mountain biking and walking.

"The goal has to be to find the best way to get our message across to our customers and visitors. This is a journey all those connected to the adventure holiday sector must embark on together if we are to succeed in getting our

message across."

Snowdonia Active Director Chris Wright added: "We have a competitive advantage in that we enjoy world class natural recourses.

"It is a mature product and we have organisational commitment and capacity in place.

"Partners and stakeholders recognise the importance of the sector to the economy of North Wales.

"The number of people taking activity and adventure holidays in the region continues to grow and it is vital partners within the industry work together to sustain, support and enhance what is on offer to visitors.

"We must ensure the development of the outdoor sector not only protects but enhances the environment and strengthens the distinctiveness of the area.

"There is a need for closer co-operation between all interested parties involved in the outdoor

sector in North Wales. We must build on capacity and support the infrastructure to connect to communities, our partners and stakeholders to deliver the outdoor sector vision.

David Crombie, who runs Boulder Adventures at Llanberis, said: "We are seeing an upturn in numbers, there is no doubt about that, and we need to be in a position to capitalise on the additional visitor numbers.

"And we want visitors to have a positive experience of North Wales so if we, as a business, cannot help with a certain activity we want to be able to support the North Wales tourism industry by finding another activity centre that can."

For more information go to:

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