

ewelcome

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

ISSUE 20

Come on down, we're open for business

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Come on down, we're open for business

A big push is under way to make sure that North Wales is "the business".

Tourism Partnership North Wales is trying to attract more conferences, meetings and exhibitions to the region.

The organisation, which is responsible for the strategic development of the visitor economy in North Wales, believes there is great potential for growth.

The business tourism market is already worth more than £13 million a year and it's hoped generate an increase of between 10 and 20 per cent in revenue.

According to Tourism Partnership's Regional Strategy Director Dewi Davies, the region is well placed to take advantage of the opportunities at a time when people are looking for more value for money.

Tourism Partnership is ensuring that North Wales has a presence at London's CONFEX 2011, the premier event in the UK for people who organise meetings, conferences, or special events.

In addition, they are planning a business to business event later this year at Cloud 23 at the Hilton Hotel, Manchester's tallest building

Mr Davies said: "Cloud 23 is a highly appropriate venue because it ties in with our promotional literature featuring an image of Snowdon.

"The great thing that we have in North Wales is the exceptional asset we have in our great outdoors.

"It stretches from the Isle of Anglesey to Snowdonia, along our coastline to the I Clwydian Range.

"We have a very different offer to the many traditional conference centres in built up, urban

areas in the UK – or overseas – and is in contrast to the greyness of urban life..

"On top of that, we are very accessible and very affordable in North Wales for international and UK businesses that want to hold a conference.



"We are plugged into the motorway network thanks to the A55 which means that you can travel from one end of North Wales, from the M56, to the other in about an hour or so.

"We also have excellent train links which can generate business from the South East of England together with the Anglesey based air service.

"The air link creates an opportunity to for businesses to come out of Cardiff early morning and have one or two days of conferencing on Anglesey.

"With the proximity of Manchester and Liverpool airports, we are pretty well connected for large groups.

"Our hotels in rural locations and elsewhere in North Wales are extremely competitive in terms of pricing.

"That's particularly important these days because businesses are cutting their cloth and looking for value for money.

"We have the whole range of hotels – everything from budget hotels to classical hotels and boutique hotels.

"We have more than 100 venues for conferences and small meetings in North Wales, including Venue Cymru with a wide range of rooms and a capacity of well over 1,000 people for a major event.

"Backing that up we have great four star hotels that can provide top quality facilities with hospitality to match.

"In addition, we have some excellent bespoke facilities like the Management School at Bangor University that offers a different kind of prestige

accommodation.

"Radio One's Big Weekend at the Faenol Estate was phenomenally successful and it's given us positive coverage that money can't buy.

"Our strategy has a vision of catapulting North Wales into the top five UK destinations.

"We work with Visit Wales and we have a landing page on their website featuring the North Wales offer.

"We are putting a lot of effort into refreshing our website www.conferences-northwales.com.

"We are raising awareness through our efforts in terms of public relations and targeting magazines specialising in conferences and event management.

"In addition, we are working with databases of target businesses and agencies involved in the business tourism sector.

"The total value of the business tourism sector is £13.36 million and, because we can offer such value for money in a fantastic setting, North Wales is well placed to make the most of the potential for growth.

"We are investing around £27,000 and we would like to see a 10 or 20 per cent increase in the revenue generated.

"The important thing about the business tourism sector is that it is less seasonal, with the majority of the conferences taking place outside of the main holiday season.

"It's a way of sustaining our jobs within tourism and hospitality on an all-year-round basis rather than being subjected to the usual peaks and troughs."



The image is a screenshot of the 'conferences north wales' website. The header features the text 'conferences north wales' in white on a dark blue background, with the tagline 'your next summit' below it. A navigation menu includes links for Home, Llandudno Conference Solutions, Snowdonia Mountains & Coast, and the Isle of Anglesey/North Wales Borderlands, along with Useful Links and How to get here. The main content area has a background image of a mountain range. The heading 'North Wales' is followed by a paragraph: 'North Wales isn't like other conference destinations. With space for two to 5000, our choice of professional conference venues include historic, academic and purpose-built facilities, all with easy access to mountains and coast.' Below this is another paragraph: 'From high-ropes and hagg-giding to gorge-walking and golf, you can reward your staff and build your team in our great outdoors. Alternatively, just go down a gear and enjoy great local food and convivial hospitality.' A final paragraph states: 'What's more, North Wales is very easy to get to; less than an hour from Manchester and Liverpool International airports, and just a short laptop session away from London by train. So, whether your event is corporate, association or just plain fun, in no time at all you can be enjoying a room with a view, fresh air and a warm welcome.' At the bottom, the contact information 'Conferences North Wales Info Hotline: 03301 000601' is displayed.