



[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**

## Campaign creates shop window for North Wales

01745 589020

## Campaign creates shop window for North Wales

A major drive to promote North Wales as a tourist destination is expected to generate more than £500,000 in extra income from visitors.

As part of the campaign, four of the UK's top tourism and travel exhibitions are providing a "superb" shop window for North Wales.

More than half the funding is being put up by Tourism Partnership North Wales, the organisation responsible for developing the region's visitor economy.

They have commissioned North Wales Tourism to manage the campaign with the North Wales Exhibition Group, a consortium of local authorities, hotels, event organisers and attraction operators.

The consortium is attending four major tourism events in Bolton, London, Birmingham and Manchester.

Tourism Partnership Marketing Executive Carole Startin said: "Judging by what everybody seems to be saying at the moment because of the credit crunch, there is the possibility that people will be doing things more last minute.

"This year they may stay in the UK for their holiday instead of going abroad.

"Now, that the pound is losing ground it means that we are a cheaper destination for people from other countries and we're hoping that North Wales can capitalise on that.

"These exhibitions are a superb shop window for North Wales. Our aim is to get the trade – attractions, events and accommodation providers as well as the local authorities – all coming together.

"We are working with North Wales Tourism, who

manage this campaign for us, along with Visit Wales who get preferential rates for us at the exhibitions.

"The idea is to get everybody going to one stand for North Wales so that we are singing from the same hymn sheet.

"This year we are going to four key shows which are

attended by people from the travel trade – some of them are trade only while some are also attended by the public.

"Tourism Partnership is investing £20,000 and the pot is being topped up by the other partners to make a total of £35,000.



*Tourism Partnership Marketing Executive Carole Startin, right, with Fiona Gresty, Marketing Manager of North Wales Tourism*

“The fact that everybody makes a contribution means that all the partners have a commitment.

“They can buy in at different levels – they can just have their brochures distributed or they can send someone with that literature to distribute it themselves.

“The first event in the campaign is Great Days Out, a one day show in Bolton, which is where families go to find out ideas where to go on days out.

“The next one is Travel Trade Britain in Birmingham which is specifically for coach operators and group travel organisers.

“Then comes Best of Britain in London which is for the travel trade and members of the public.

“The final one is a new show that happened for the first time last year – it’s called Kids Fun Ideas Show which is targeting 15,000 families from the North West and the Midlands.

“We are hoping to generate £525,000 in additional income through our work at the exhibitions this year.

“This would represent a great return on our investment as it would mean that we were generating £15 for every £1 spent on the campaign.

Fiona Gresty, Marketing Manager of North Wales Tourism, said: “The travel trade works 12 to 18 months in advance so we are trying to make sure we have pride of place in their brochures.

“Getting people working together is the key – the trade and the public sector – so that we can show what North Wales has to offer.

“We sell ourselves as The Great Outdoors and the advantage we have is that we are so much closer to the urban population than many of our competitors.

“Here in North Wales we have 15 million people within

two hour’s drive which means we are easier to get to. We have plenty of availability and plenty to offer.

“Among the campaigns we’ll be promoting are Gardens North Wales, Giants North Wales, Events North Wales and a new stand Attractions North Wales.

“We also have some exciting new products with the summit of Snowdon opening, the Ffestiniog and Welsh

Highland railways joining up in Porthmadog and the Pontcysyllte Aqueduct (below) shortlisted for World Heritage status.”

