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ewelcome

an electronic bulletin from
Tourism Partnership North Wales

A world of adventure on
the doorstep

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A world of adventure on the doorstep

Adventure-seekers are flocking to North Wales in search of thrills and spills.

It's down to a major marketing campaign, Adventure North Wales, that is helping the region to buck the credit crunch and attract more and more visitors.

The campaign was launched by Tourism Partnership North Wales who say the area is vying to be the holiday capital of the UK.

Last year Adventure North Wales generated £305,000 in extra income from visitors – from an investment of around £19,000.

Despite the recession, Paul Maung-Maung, who manages Adventure North Wales on behalf of Tourism Partnership, says the signs are even better this year.

Mr Maung-Maung told the Adventure North Wales's annual Forum in St Asaph that advance bookings are so far up 122 per cent from £39,000 to £88,000, while the website is attracting increased activity as well.

He said: "Quite simply, there is probably nowhere else in the world where there is such a concentration of high class adventure and activity based holidays on offer.

"We have arranged a media day when we have challenged people to take part in 10 different activities in just one day, from gorge walking to

kayaking, from mountain climbing to mountain biking.

"We could actually have provided even more, up to 16 different activities within 40 minutes drive.

"North Wales is very accessible. We're three hours from London, two hours from Manchester and Birmingham.

"You can be coastering, climbing and jumping



Pictured at the Tourism Partnership North Wales Adventure North Wales Forum are, from left, Adventure North Wales Manager Paul Maung-Maung; Chris Wright, Snowdonia Active; Phil Nelson, Forum Chair and Trade Director of Tourism Partnership; Jim Embrey and Ceri Jones, both Visit Wales; Dewi Davies, Regional Strategy Director of Tourism Partnership; and Arran Cartwright, Cartwright Associates.

into the sea and a half an hour later you can be canoeing in the mountains – there's nowhere else on earth where you can do that.

“North Wales can offer everything, from soft adventure right up to the tough stuff – whether it's archery, paint-balling or pony-trekking to the really tough mountaineering, white-water rafting, scrambling and scuba diving.

“And as a backdrop to a whole host of adventurous, adrenalin pumping pursuits, we have wonderful beaches, stunning mountain scenery, the valleys and the forests - and all of them are within less than an hour of each other.”

“It is a growth industry. When we started Adventure North Wales four years ago we had 11 activity providers – we now have 47.

“Initially, we had five accommodation providers and we now have 38.

“Despite the recession, the leisure market is very strong and there are lots of positives with the currency rate making it 20 to 30 per cent cheaper here this year than it was in 2008.

Jim Embrey, of Visit Wales, told the Forum that indications of visitor numbers were already well up on last year with historic monuments body Cadw reporting a 40 per cent increase in visitor numbers in South Wales at Easter while in North Wales the increase was 70 per cent.

He added: “We have rebranded Wales as a place to come and take part in activities and we have introduced a series of champions tasked with

creating marketing plans within each sector.

“There will be walking champions, canoeing champions and mountain biking and cycling champions and it could all add up to an extra 500,000 visitors to Wales.”

Dewi Davies, Regional Strategy Director for TPNW, said: “What we need to get across is that the activity and adventure programme doesn't just address a leisure and education need but also a healthy living agenda as well as the jobs agenda and the tourism agenda.

“It also gives more credibility to someone returning to Stoke or Stockport if, rather than just having taken a traditional holiday in North Wales, they have been canoeing or mountain biking in North Wales.”

