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ewelcome

an electronic bulletin from
Tourism Partnership North Wales

Tourism hits the
big time with Giant
adventure for visitors

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Tourism hits the big time with Giant adventure for visitors

There's big news in the tourism industry in North Wales with a campaign that's one in a million.

A massive marketing drive celebrating the region's giants has been launched to attract visitors from far and wide.

Among them is St Asaph Cathedral, the smallest

ancient Cathedral in Britain, which is the final resting place of Bishop William Morgan, who translated the Bible into Welsh.

The campaign is being masterminded by Tourism Partnership North Wales, the body with responsibility for the strategic development of

the visitor economy here.

They have high hopes that the campaign will generate an additional £1 million in extra spending by tourists – for an investment of just £50,000.

Tourism Partnership's Regional Strategy Director, Dewi Davies, said: "The idea of the campaign is to highlight the quality of what we have to offer in terms of cultural and heritage tourism.

"We have a huge amount of giants in North Wales and we believe they are worth celebrating in a big way.

"They're not just giants in the literal sense, although we have one or two of those, including Rhita Gawr, who wore a cloak made from the beards of all the kings he defeated and killed.

"There are architectural giants like the network of castles along our coast – from Flint, to Conwy, to Beaumaris and to Caernarfon.

"We also have giants of the industrial revolution represented by Telford's fantastic Pontcysyllte Aqueduct, which is in line for World Heritage Status; his commanding Menai Suspension Bridge, not to mention the A5 road which revolutionised transport in the region.

"Then, there are cultural treasures of huge renown, like the National Slate Museum at Llanberis and sacred places like St Winefride's Well in Holywell.



"Snowdon also looms large in the campaign with special mentions for the world-famous mountain railway and the new summit building, Hafod Eryri.

"There is a starring role, too, for the Italianate village of Portmeirion, the captivating architectural eccentricity given a world-wide profile by the television cult classic, *The Prisoner*.

"Bodnant Garden, in the Conwy Valley, is another much-loved giant that's given pride of place in the campaign.

"Many people come here because they are big fans of everything cultural and historical.

"Others are more accidental in their tourism and will enjoy a cultural experience if they happen upon it, perhaps walking the town walls in an historic North Wales town or visiting one of our castles.

"Our initial targets were group travel organisations and we have developed a brochure and a website highlighting eight 'must see' experiences.

"The idea is that these can act as a hub from which visitors can explore the rest of North Wales so they can discover our other giants too.

"We've marketed the giants campaign at a number of high profile travel exhibitions and major players like Shearings are showing a great deal of interest.

"The campaign also dovetails very well with our other campaigns to engage with more tour operators and developing new business

opportunities.

"We will be providing added value for the companies and the visitors alike by developing small, bespoke events.

"For example, we could be employing a guide to give a top class cultural trail experience for these groups.

"Later on in the year, we'll be looking to do some direct consumer advertising and campaign work, produce some more leaflets.

"We think that, through our campaigns, we can really promote North Wales as a strong cultural destination.

"North Wales has a very strong brand image in relation to cultural and heritage tourism.

"The campaign is the beginning of a big adventure – both for our visitors and the people who work in the tourism industry."



*Clockwise from top right:
The Italianate village of
Portmeirion; Caernarfon
Castle; the world-famous
mountain railway
on Snowdon; Menai
Suspension Bridge.*

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