

WREXHAM TOURISM FORUM
Minutes of meeting held on Thursday 13th November 2008
Bangor-on-Dee Racecourse, Bangor-on-Dee

Present:

Colin Hyde	CH	WCBC- Marketing & Communications Manager
David Powell	DP	WCBC- Tourism & Marketing Assistant
Pat Bannon	PB	Ramada Plaza Hotel
Jeannie Chandler	JC	Bangor-on-Dee Racecourse
Rebecca Masters	RM	Bangor-on-Dee Racecourse
Ray Squire	RS	Driven by Q
Chris Hillier	CHi	Twelfth Man Consultants engaged by VWales

		Action
1.	<p><u>Welcome and Apologies</u> CH welcomed everyone around the table.</p> <p>Apologies were received from Daryl Shaw- Rossett Hall Hotel, Mike Kagan- Cross Lanes Hotel and Sue Kelly- Open Church Network, Chris Henshaw WCBC</p>	
2.	<p><u>Minutes of the Previous meeting</u></p> <p>Minutes were agreed from previous meeting</p>	
3.	<p><u>Golf Tourism - Update</u></p> <p>CH explained that the ‘Golf Wrexham’ cluster had now been expanded to a ‘North Wales Borderlands Golf’ cluster including two further 18-hole golf courses and Flintshire and Denbighshire Councils had contributed £500 each to the fund.</p> <p>CH informed the group that a leaflet had now been produced and would be distributed by Roger Lewis as part of the Golf North Wales offer at a Golf promoters event on November 17th.</p> <p>The leaflet featured a play and stay offer from £55 per night and the booking service would be run by North Wales Tourism on a 10% commission only basis. Hotels were reminded to keep CH informed of any changes to their rates on this package.</p>	

4.	<p><u>Business Tourism</u></p> <p>CH gave an update on Business Tourism.</p> <p>CH informed the group that Chris Henshaw will be attending the Confex event on behalf of NWB in 2009.</p> <p>RS enquired about the possibility of tapping into the client base of Carden park Hotel to help push the Business Tourism and Golf Tourism.</p> <p>CH explained that working with Carden Park would not be possible mainly due to the hotel being a Cheshire based hotel. PB also stated that Carden Park was a different type of offer and we were not directly competing with them</p>	
5.	<p><u>North Wales Borderlands</u></p> <p>CH explained that the 2009 North Wales Borderlands brochure will be a much scaled down version but feature an accommodation listing of all graded providers in the area. An enhanced presence on the website was available to purchase and rate cards had recently been issued.</p> <p>The 2009 campaign would have additional activity to drive traffic to the website which would also include the attractions information on the same site. The attractions leaflet would be produced again for 2009 and existing advertisers have until 14 November to confirm their ongoing participation before we would offer space to new attractions.</p> <p><u>Destination Wrexham</u></p> <p>Producing a Real Wrexham visitor guide in 2009, DP to be co-ordinator.</p> <p>DP informed the group that the print run will be 50,000 as the distribution of the 2008 guide has gone well. There will be new sections in the guide such as a conference and golf section. Advertising take-up was similar to 2008 levels.</p> <p>DP working on a new town centre pocket guide for 2009 which will include a redesigned map</p>	
6.	<p><u>AOB</u></p> <p>CH gave brief details on Christmas events taking place on Queens Square, Wrexham.</p> <p>CH also gave an update on Eagles Meadow and changes within the town centre.</p>	

7.	<p><u>Croeso Award</u></p> <p>CHi was introduced to the group. CHi gave a talk on the Visit Wales initiative 'Croeso' which will be launched on 27 November. There will be a launch event for this for Wrexham which will be held at Bangor-on-Dee Racecourse on 29 January 2009. More information would be forthcoming but trade could reserve free places at bookings@twelfth-man.com</p> <p>RS agreed to sign up to attend the launch.</p>	
8.	<p><u>Date of Next Meeting</u></p> <p>January 22nd @ venue tbc</p>	