

Destination Wrexham

Real Wrexham 2008

We are delighted to announce that following the continued success of 'Real Wrexham', the dedicated visitor guide to Wrexham, we have now **DOUBLED** the print run from 30k guides in 2007 to 60k for 2008! During last year, we found that the pick-up rate of copies exceeded our expectation, and we regularly found ourselves having to juggle quantities in order to maintain supplies in all destinations.

For 2008 the additional 30k print run will allow us to extend the distribution campaign to target the day visitor market within Telford, Wolverhampton and the Stoke / Newcastle area, in addition to increasing distribution within the existing areas of North and Mid Wales, Chester, Cheshire, Shropshire and the North West. As in previous years, we will also continue to target the national TIC Network channel providing all UK TIC's with supplies.

The additional print run will also ensure the healthy distribution of the guide to the local area. Our in-house distribution service will be continuing for 2008, with a big 'drop-off' planned in February.

Each year we include a competition/questionnaire in order to gain some feedback as to how the guide is performing, how we can improve distribution, and who is using the guide. We then use these results to make improvement within the following years' guide.

The 2007 results included the following:

Where do visitors obtain their copy of Real Wrexham

38% - In a TIC

26% - At an Attraction

23% - Other (Including Railway Stations/Service Stations/Local Hospitals/Supermarkets etc)

Who Uses the visitor guide?

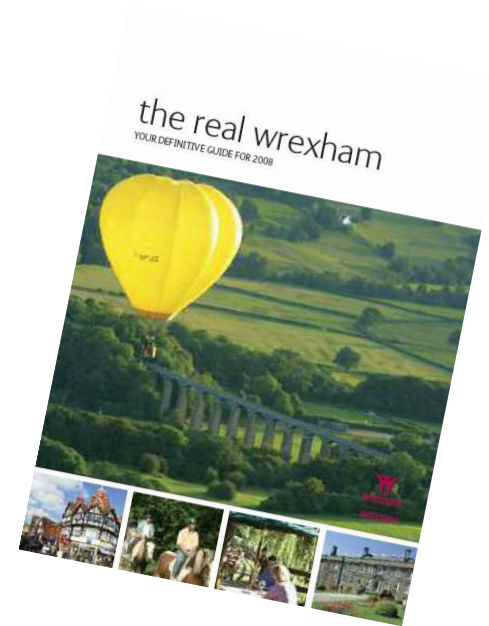
51% - Day Visitors

31% - Local Residents

17% - Staying Visitors

90% agreed that 'Real Wrexham' enhanced their visit to Wrexham, with 81% influenced to visit other places during their visit. 92% rated Wrexham as a 'Good' (54%) or 'Very Good' (38%) destination to visit.

Whilst the results are very promising, each year we use them to improve the performance of the guide.



The Big Delivery

To guarantee your supply of 'Real Wrexham', complete the enclosed Literature Order form and return to us asap. Remember, this service will be available throughout the year, so keep your venues well stocked up so that all your visitors can make the most of their visit to Wrexham.

Bedroom Browser

Those of you that display the Wrexham Bedroom Browser at your accommodation will soon receive updated copies of Real Wrexham, North Wales Borderlands main guide and Borderlands Attractions 2008, to replace outdated print. If you haven't as yet requested your display stands, or would like to replace your tired version, call the team today on 01978 292489.

Wrexham Map

The Town Centre map has recently been updated to include the brand new Debenhams development at Eagles' Meadow, due to open Autumn 2008. Existing town centre information points have been updated to display the new map within the cabinets, with additional cabinets considered for outside Wrexham TIC and the bus station early this year. The town centre and County Borough map is also available to visitors at Wrexham TIC. Call in to pick up a free supply for your venue today.

Wrexham –The Movie!

Last year a camera crew produced a 20-minute film to promote Wrexham. If you'd like a copy of the DVD for your visitors to see, contact the tourism team today on 01978 292489.

North Wales Borderlands

North Wales Borderlands Brochure 2008

Late November 2007 saw the delivery of 90k brand new North Wales Borderlands 2008 brochures. Continuing the 'on-brand' image adopted in the 2007 guide, the brochure forms the principle marketing guide for the North-East Wales area, known as the North Wales Borderlands and will represent the area across the UK and overseas in promoting the area to visitors. As well as promoting the area independently, the North Wales Borderlands Partnership also works in partnership with Tourism Partnership North Wales and Visit Wales buying into targeted campaigns. Thanks to all those who support the guide by advertising.



www.borderlands.co.uk Re-design

Not only has the main guide been given a 'makeover', so has the North Wales Borderlands website. Since the new look guide has been so well received by visitors, we have now re-designed the website to provide the same feel as the guide. The new look website was launched in mid January to co-inside with the January-June campaigns by Visitwales and Tourism Partnership North Wales. The guide and website are now more streamlined in appearance, presenting the North Wales Borderlands as a quality destination to visit. The website is very much 'work in progress' so visit often to see any new updates on the site.

Those that have advertised in the 2008 brochure are automatically included within the North Wales Borderlands website at no extra cost. Remember to update your entries within the Visit Wales system, as this is what is displayed on the NWB accommodation pages.

Bid for funding to Tourism Partnership North Wales

Each year the North Wales Borderlands Partnership (NWB) are invited to submit bids for funding through Tourism Partnership North Wales (TPNW). In the past the NWBP has been successful in securing funding towards day visitor campaigns, a branding study, increasing print runs, aftercare print etc.

For 2008/9, the NWBP have submitted a bid for up to £30k to fund activity to increase the profile of the North Wales Borderlands, funding towards the Attractions campaign launched in 2007, and additional funds to increase cross-partner campaign activity with Visit Wales. We'll let you know how successful the bid was at the next meeting of the WTF.

Attractions Campaign

The launch of the North Wales Borderlands Attractions Campaign took place in March 2007 with the production and distribution of 100k attraction guides, a micro-website publicising our attractions including incentive e-vouchers, and a PR campaign. Attractions throughout the region joined forces with the North Wales Borderlands Partnership to develop the successful campaign.

We are delighted that for 2008 the number of attractions participating has increased to from 36 to 44, and the campaign will be further developed to target the Group travel market.



Make sure you have plenty of Attractions guides for your guests, it gives visitors a real choice of what to do during their stay. Complete the enclosed form to arrange a delivery direct to your door.