

# Wrexham Tourism Connect

Issue 13

Winter 2009

## North Wales Borderlands 2009

A new tourism campaign has kicked off this month in a drive to bring more visitors to Wrexham, Flintshire and Denbighshire.

A new A5 colour brochure is now available. It provides a flavour of what visitors can enjoy, encouraging them to check out the new website – which includes comprehensive information on where to stay and what to do – or to contact our Tourist Information Centres.

2009 will see more information being made available online to reflect changing trends in how people like to research and plan their short breaks.

It's hoped the campaign will help Wrexham and its partners capitalise on predictions that more people will holiday at home this year, boosting the local tourism economy (tourism was worth an estimated £334 million to the combined local economies of Wrexham, Flintshire and Denbighshire in 2007).

The partnership is also developing certain niche areas that could have potential for growth in 2009 – including golf and business tourism – and will be producing an attractions guide as part of its work to promote places to visit in the Borderlands.

To guarantee your free supply of the new North Wales Borderlands guide, complete the enclosed literature order form and return to us ASAP.

For further information on the North Wales Borderlands Campaign contact: Chris Henshaw, 01978 292489 or [chris.henshaw@wrexham.gov.uk](mailto:chris.henshaw@wrexham.gov.uk)



[www.northwalesborderlands.co.uk](http://www.northwalesborderlands.co.uk)



As part of the new look Borderlands campaign a brand new website has been launched. The website will allow visitors to search for accommodation and find detailed information on the many things that make a visit to the Borderlands such a special experience.

All graded properties have been given a basic free listing on the website using information provided by Visit Wales, the AA and the Caravan and Camping Club.

This free listing includes the property name, location (e.g. town or village), telephone number, category and grading.

However, if you really want to grab people's attention, why not consider paying for an enhanced presence on the website where you can provide further details about your business.

Enhanced entries will also appear near the top of the page (above the free accommodation listings) and in the 'featured accommodation' slot on the accommodation search page on a rotating basis.

You'll also have the flexibility of being able to update your advert twice a year to feature special offers or other news.

We'll be working with marketing experts to drive people towards the website and, by paying for an enhanced entry, you could give your property the edge over other hotels, guest houses and accommodation on the site.

For further information on the brand new website and to advertise please contact Chris Henshaw, 01978 292489 or [chris.henshaw@wrexham.gov.uk](mailto:chris.henshaw@wrexham.gov.uk)

# North Wales Borderlands Attractions Campaign 2009



A new look North Wales Borderlands Attractions guide is due to be launched early March 2009. The guide, which is now in its 3rd year of production includes 46 attractions from across the Borderlands, with Wrexham's attractions accounting for the majority of those featured.

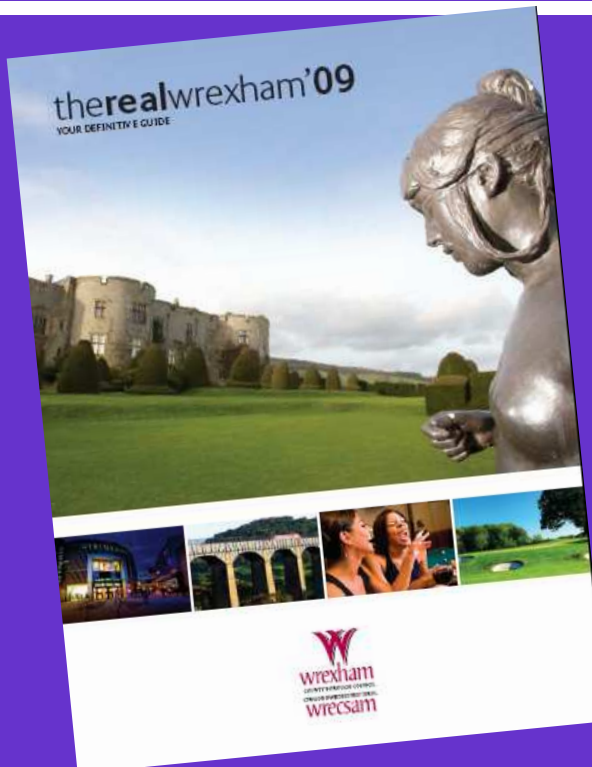
The campaign encompasses the attractions guide and a dedicated web presence on [www.northwalesborderlands.co.uk](http://www.northwalesborderlands.co.uk) which includes the facility to download money off vouchers for visitors.

Due to high demand for the 2008 guide, the print run for the 2009 guide will again be 60,000.

The guide gives visitors a real choice of what to do during their stay. Make sure you have plenty of attractions guides for your guests by completing the enclosed form to arrange a free delivery direct to your door.

For more information on the North Wales Borderlands Attractions campaign contact David Powell, 01978 292421 or [david.powell@wrexham.gov.uk](mailto:david.powell@wrexham.gov.uk)

## Real Wrexham 2009



'Real Wrexham' is now in its 5th year of production and again proving to be a big hit. The new guide is bigger and better than ever at 84 pages long highlighting all that we have to offer. Supported by a good variety of venues through advertising, the new guide is now all the more appealing to our visitors.

60,000 copies have been printed and distributed across the UK and local region for visitors to pick up and enjoy. Our distribution companies have reported a very high pick up rate of the 2008 guide, with all stock being distributed across the season. In addition to our visitors, again local residents are using the guide therefore we have ensured local venues are included within our distribution.

The success of 'Real Wrexham' is dependent on it reaching our visitors. Please help by making sure your visitors use their guide during their visit, and that you maintain a healthy stock at your venue.

To guarantee your free supply of 'Real Wrexham', complete the enclosed literature order form and return to us ASAP.

For further information on the 'Real Wrexham' 2009 contact: David Powell, 01978 292421 or [david.powell@wrexham.gov.uk](mailto:david.powell@wrexham.gov.uk)

## Exhibitions

As part of our new integrated marketing campaign, Wrexham has joined forces with other authorities across North Wales in a bid to boost the North Wales presence at various exhibitions across the country during 2009. Marketing material will be on show and staff will be available in a bid to try and encourage visitors to the area during 2009. The exhibitions that are confirmed to date are-

- CONFEX– 24-26 February
- Travel Trade Britain– 3 & 4 March
- Best of Britain & Ireland– 26-29 March
- Kid Fun Ideas Show– 26&27 June

## Business Tourism

North Wales Borderlands could benefit from a new drive to bring more business tourism to the region.

Wrexham, Flintshire and Denbighshire have joined forces with the rest of North Wales to promote the area as a conference destination.

Activities include building contacts at conference industry exhibitions, direct marketing, targeted advertising, editorial features and plans for a two-day familiarisation visit later this year.

For more information contact Chris Henshaw on 01978 292489 or [chris.henshaw@wrexham.gov.uk](mailto:chris.henshaw@wrexham.gov.uk)

## Golf

Golfers planning a short break are being encouraged to 'tee-off' from North Wales Borderlands.

A group of clubs and hotels in Wrexham, Denbighshire and Flintshire have teamed up to create special 'play and stay' packages—offering golfers great discounts on green fees and accommodation.

It's hoped the project will help the Borderlands cash in on growing interest in Wales as a golf destination.

Although the 2010 Ryder Cup is being held in Newport, South Wales, golf experts believe the tournament is already boosting interest in golf courses across the principality.



For more information contact Chris Henshaw on 01978 292489 or [chris.henshaw@wrexham.gov.uk](mailto:chris.henshaw@wrexham.gov.uk)

## St. David's Day Celebration & The Wrexham Champion Sausage Competition 2009



We are delighted to announce the 3rd official 'Wrexham St. David's Day Celebration' which will be held during the weekend of the 28th February and the 1<sup>st</sup> March 2008.

On Saturday 28th February there will be festivities for all the family on Queens Square, Wrexham. There will be 50 stalls each featuring Welsh produce including food and traditional gifts, with local producers providing the catering. Entertainment will include a harpist, face painting and a sausage puppet show.

The day will also feature a competition to find 'Wrexham's Champion Sausage'! Local butchers have entered their sausages in the hope of winning the title of Wrexham's Champion Sausage. Whilst there is undoubtedly an element of fun involved plus the opportunity of gaining some excellent PR, the objective is to promote the use of local produce within our accommodation. The competition will be judged by a professional sausage judge.

### How can you be involved?

We hope that you will support the initiative by including 'Wrexham's Champion Sausage' within your traditional Welsh breakfasts, giving your guests a true Welsh flavour during their visit. This is in line with 'creating a sense of place' where visitors experience a true flavour of our language, heritage and culture. Why not pop along to the event and meet the tourism team to find out more about how you could create a greater 'sense of place' at your venue.

For further information regarding the event please contact the Marketing & Events team on 01978 292421 or email [tourism@wrexham.gov.uk](mailto:tourism@wrexham.gov.uk)



# Bedroom Browser

In 2007, as part of the 'Talking Wrexham Up' Campaign, the Tourism Section at Wrexham County Borough Council developed a brand new tool to help introduce all that Wrexham has to offer your staying visitors, the 'Real Wrexham Bedroom Browser'. The 'Bedroom Browser' was designed to hold an array of promotional print for your visitors to browse at their leisure

The aim of the tool is to encourage your guests to visit local attractions and places of interest during their time here.

If you would like a 'Bedroom Browser' in the bedrooms of your Hotel, B&B or Self Catering unit then please contact the tourism section and we will deliver them direct to your door free of charge.

## CROESO

### "CROESO Cynnes Cymreig – A Warm Welsh Welcome"

is the name of a new programme aimed at the tourist industry but also for other people in other industries who come into contact with tourists. Every person that our visitors meet makes an impression on them, and we need to make sure that it's a good one. If we don't, they may not give us the opportunity to impress them a second time.

### So what is the "CROESO" programme?

It's a programme that combines actions and training and it's made up of three distinct components. You can take up all three- in any order- or complete just one, it's entirely your choice. If you do successfully complete all three however, you'll be able to use the distinctive, specially designed "Croeso Cynnes Cymreig –A Warm Welsh Welcome" logo in your own marketing. Visit Wales will also feature it on any advertising you take out with us.

For further information contact Chris Hilliar on 08458909750 or visit [www.twelfth-man.com/](http://www.twelfth-man.com/)

## Your news

If you have and news, views or storied that you would like to appear in the next issue of Wrexham Tourism Connect then please feel free to send them through to us at [tourism@wrexham.co.uk](mailto:tourism@wrexham.co.uk) and space permitting, your article will appear in the next edition which is distributed to over 200 tourism operators within the county.



## Dates for the Diary!

- 28 Feb & 1 March  
St David's Day Celebrations
- 26 March—4 April  
Science Festival
- 24-26 February  
CONFEX Exhibition, London
- 26-29 March  
Best of Britain and Ireland Exhibition. London
- 3 & 4 March  
Travel Trade Britain
- March 10  
TPNW Walking North Wales Forum
- 29 April  
TPNW Adventure North Wales Forum

## Goodbye!

If you have contacted the tourism section within the Economic Development Department you may be aware that Tourism Officer, Nia Hollins has been on maternity leave. Nia has recently confirmed that she will not be rejoining the tourism team as she will be taking up a new post of 'full time mum'! I'm sure you will join the tourism section in thanking Nia for all the work she has done for the tourism trade of Wrexham in the past 9 years and wishing her luck for the future! If you have any queries or questions that Nia would normally deal with then please contact another member of the team at [tourism@wrexham.gov.uk](mailto:tourism@wrexham.gov.uk)



## Wrexham Tourism Forum

Come and have your say. The Wrexham Tourism Forum is open to ALL trade members. The Tourism Forum is a trade body which means that you are in charge, you set the agenda. All items are up for discussion, and as the meetings are held at accommodation and attraction venues throughout the County Borough, it's an opportunity for you to visit places which you may not have been to before. The Wrexham Tourism Forum tackles issues that affect the whole tourism trade (accommodation and attractions alike) throughout the County Borough. Don't be left out. Log onto [www.wrexham.gov.uk/wtf](http://www.wrexham.gov.uk/wtf) for a list of forthcoming dates and minutes of previous meetings

### Wrexham tourism connect

Produced by the Regeneration & Promotion Section, Economic Development Department, on behalf of the Wrexham Tourism Forum.



Tourist Information Centre— Tel: 01978 292015  
Tourism Team— 01978 292421 Fax: 01978 292445  
Email: [tourism@wrexham.gov.uk](mailto:tourism@wrexham.gov.uk)  
Copies available in Welsh on request