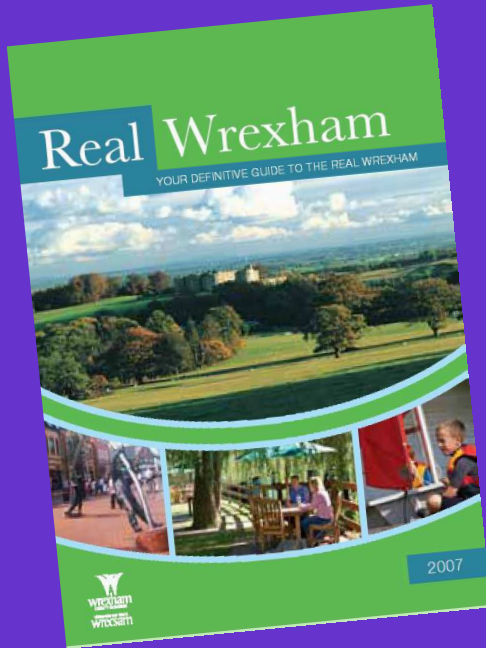


Wrexham Tourism Connect

Issue 9

Spring 2007

Real Wrexham 2007



'Real Wrexham' is now in its 3rd 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.

33,000 copies have been printed and distributed across the UK and local region for visitors to pick up and enjoy, 3,000 more than last year due to increased demand! Our distribution companies have reported a very high pick up rate of the 2006 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.

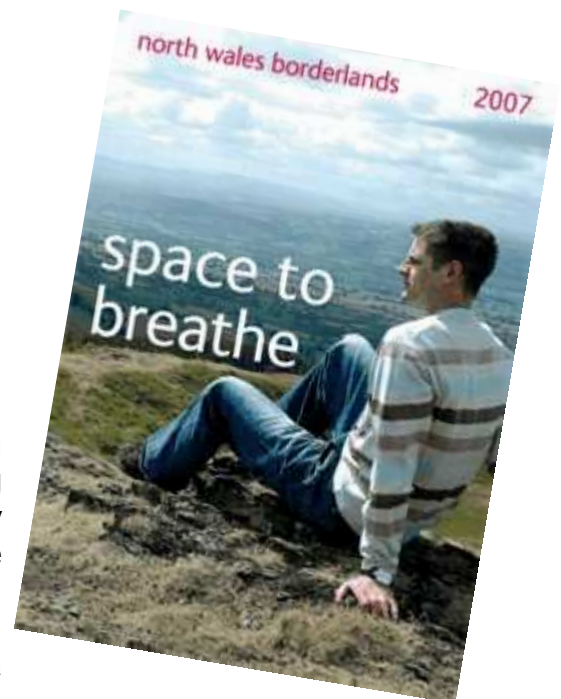
The success of 'Real Wrexham' is dependent on it reaching our visitors. Please help by making sure your visitors use their guide during their visit, and that you maintain a healthy stock at your venue

North Wales Borderlands

New Look North Wales Borderlands Brochure

The 2007 North Wales Borderlands brochure was launched in December 2006 and sees a contemporary new approach being adopted. Moving away from the traditional style used by many destinations, we have taken the bold move to re-design the guide and fully encapsulate the guidelines suggested by VisitWales.

The new approach sees the brochure sell the destination using a more journalistic approach and, by including interviews with locals and visitors, it promotes a greater sense of place giving the reader a real feeling of 'being there'. The new guide has already received a favourable reception from the trade and visitors alike and has been highly acclaimed by the national tourism organisation VisitWales.





North Wales Borderlands Attractions Campaign

In the last newsletter, we reported that funds had been secured to develop an Attractions Campaign for the North Wales Borderlands. The campaign is now progressing well, with 36 Attractions signed up, with Wrexham's attractions accounting for the majority of those featured, which is great news for us.

The campaign encompasses a handy touring map featuring the attractions, a dedicated web presence which will be added to the existing NWB website, including the facility to download vouchers for visitors. The company behind the campaign is also developing a tactical strategy for distribution of the print to potential visitors as well as producing a 'Day Trip Decider Map' aimed specifically at the group travel market.

We hope that this is just the beginning of a successful campaign to attract the day visitor market, and that we are able to secure additional funds through a bid submitted to TPNW to further develop the campaign in the future.

Accommodation Stock Survey 2007

It's hard to believe, but it's been 6 years since we did a full study looking at exactly what accommodation is available in Wrexham County Borough. Although we do ask you to update any changes we have regarding your business each year, without doing a full Accommodation Stock Survey, it's very easy for new businesses to slip off our radar.

In order to provide the local tourism trade the best service we believe it is imperative that we understand our industry as thoroughly as possible. If we didn't know what we have to offer, we are unable to promote ourselves effectively to visitors.

The TIC deal with nearly 70,000 enquiries each year, many of which ask about what accommodation is available. Whilst not all decide to book through the TIC, they are given a list of accommodation with your contact details and accommodation profile etc to make the bookings direct. If our information is not up to date, the information we are providing is incorrect, and that's not acceptable in times of high customer expectation. STEAM, our research project, which many of you are involved in, is also dependent upon a correct database of accommodation.

We will be undertaking a full Accommodation Stock Survey during the summer months. At the moment we are looking into the detail as to how this will be carried out, however we wanted to forewarn you that a survey will be done. If you have any questions as to how, why, or when we'll be doing the survey, contact us, and we'll help in any way that we can.

STEAM

The full year 2006 STEAM results are due any day now. Once we receive them we will provide a full report on the results for you. The initial first 6 month report for 2006 indicates that whilst Jan to March showed a decline in business, April to June were much busier, ultimately balancing out the impact across the 6 months. The value of tourism across this period amounted to £33.4 million, which equals that of the previous year. The total value of tourism for the previous year (2005) was £68.9 million.

Remember, if you participate in STEAM, you are entitled to up to 20% off your North Wales Borderlands advertising rate, and receive regular feedback as to the performance of your business. If you have any questions regarding STEAM, or would like to know more about how you could be involved, contact David Powell on 01978 292421 or email tourism@wrexham.gov.uk.

Smoking Ban Wales

At the last meeting of the Wrexham Tourism Forum we were given a presentation on the introduction of the Smoking Ban Wales, which will come into force on the 2nd April. Information regarding the ban has been sent to all operators previously, however if you would like to know more please see www.smokingbanwales.co.uk contact the Smoke Free Co-ordinator For Wrexham 01978 292040 or email smokefree@wrexham.gov.uk



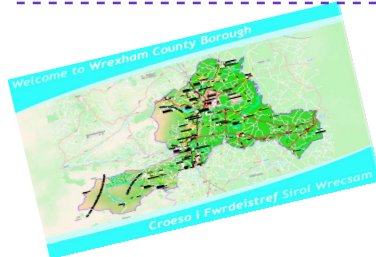
Wrexham Fam Visit

How many times are you asked by your visitors what's available to see and do in the area? How many times have you actually visited the attractions that you are promoting? I'm sure that you may have visited at least half of the attractions, but for many I'm sure that was quite a few years ago.

If you would like to 'brush up' your knowledge on our local attractions, how about taking a trip with us? We are organising a familiarisation visit (or 'fam' visit) in the hope of visiting as many attractions as time will allow. We will organise a coach to take operators to each of the attractions to experience and understand more about the local 'tourism product'. A qualified tour guide will accompany the trip and provide the commentary throughout the day. Not only will you get to experience the attractions personally, thus giving a better service to your guests, but you'll also have the opportunity to meet other members of the trade. If that's not enough, we'll also throw in a light lunch!

We are hoping to conduct the day-tour between Easter and Whit, the actual date of which is yet to be decided.

If you, and/or your staff are interested in attending, please contact Nia Hollins on 01978 292489 or email tourism@wrexham.gov.uk noting your interest. At this stage, please include all of your preferred attendees, however we may have to enforce a limitation on the number of people from each venue subject to the amount of interest we receive



Wrexham Map

All 10,000 copies of the A3 double-sided Wrexham Map that were produced last year have now gone! Whilst they undoubtedly proved popular,

we do acknowledge comments that the text on the maps were on the small side, therefore when re-producing the map for this year, we have scaled-up the format, and they are now available at A2 size! The trade at the last meeting of the Tourism Forum approved the new bigger size, and we have just received delivery of the new map. Order your copies via the usual route of completing your Literature Order Form.

Bedroom Browser

We are in the process of producing a 'Bedroom Browser' for you to display in each of your bedrooms or self-catering units. Each one will be filled with information on all the things to see and do in and around Wrexham. The idea of producing a bedroom browser came from the Tourism Forum, where members of the trade were concerned that no local attractions were featured in other bedroom browsers such as those produced North Wales Tourism.

The Browser, which will take the form of a table top dispenser, is available to everyone. Simply note on the order form how many you require, and we will deliver them direct to your door

The National Eisteddfod of Wales 2007

As our neighbouring county Flintshire is hosting The National Eisteddfod of Wales this year, we are seizing the opportunity of reaching the Welsh market and having a stand at the site, which will be at the Pentrehobin estate, Wrexham to Mold Road, on the 4th-11th August 2007.

As we now have print dedicated to promoting Wrexham in the form of our guide 'Real Wrexham', which is available in both English and Welsh, we believe having a presence on the field will encourage greater local visitors to come to Wrexham. It will also provide an opportunity to let Welsh people from further afield know exactly what Wrexham is all about.

It's easy to overlook the local market when referring to our visitors, therefore being at the Eisteddfod will allow us to meet our local visitors and encourage them to come to Wrexham. If you're at the Eisteddfod this year, why not pop in, we'd love to see you there.



NWB Group Travel Familiarisation Visit

A Group Travel familiarisation visit is being organised by North Wales Tourism (NWT) to introduce the delights of the North Wales Borderlands to the Group Travel Market. The visit, which is due to take place between Friday 20th – Sunday 22nd April is being supported by the North Wales Borderlands Partnership. NWT will host the visit, with an opportunity for trade to meet the Group Travel delegates on the Friday evening. If you would like further information, please contact North Wales Tourism on 01492 531731.

The Big Drop off – Delivery of Real Wrexham

During the last week of February, Barbara and Amanda from the Tourist Information Centre ventured out on a journey of mass proportions! The aim was to deliver as many copies of Real Wrexham 2007 to as many establishments across the County Borough as possible. Although time was limited, the girls were able to reach a large proportion of venues on our database.

If you weren't among those that received a delivery, do not despair, each month we send out a 'Literature Order Form' which will guarantee you a delivery of the booklets of your choice. Simply complete the form, return to us and we will deliver to you free of charge on the next delivery date. Remember, you can top up your supplies of all booklets by using this free service throughout the season.

Wrexham Promotional DVD

Wrexham hits the big screen! Well, little screen at least. We are very pleased to be working on a promotional DVD of Wrexham, which will be filmed at locations throughout the area. The 15-20 minute production will highlight Wrexham's best bits, focusing on areas that tourists might like to visit.

Up to 12 locations will be chosen for filming during March, with the accompanying commentary expanding on each section. The DVD will be available to download off various promotional websites that we are involved in, in addition to being available on disc for promotional purposes. The LCD screen at the Tourist Information Centre will also show the promotional film regularly for visitors.

We would like to display the DVD in as many places as possible, therefore would be happy to discuss with you any opportunities you may have of displaying the film. If you would like a copy to display at your venue, please contact me on 01978 292489, or email tourism@wrexham.gov.uk

Dates for the Diary!

If you and your visitors are looking for entertainment, remember to call in to the TIC for ideas on what's on in the coming months. Remember that the TIC provides tickets for productions at Chester Gateway Theatre, North Wales Theatre Llandudno, Pavilion Theatre Rhyl and Theatr Clwyd, as well as for local venues. Tickets are also available for regional events. Here are just a few things that are on in the coming months:

Wrexham Science Festival - 27th March – 3rd April
Shropshire & West Midlands Show - 23rd – 24th June
Colin Fry - 1st July
Shrewsbury Flower Show – 10th and 11th August

Last Chance – Order your post cards today!

Some time ago we produced a series of promotional post cards that you could give your visitors free of charge. If you would like to order a supply to offer your visitors, please let us know and we'll arrange a delivery. This will be your last chance to order a supply, so don't delay, order today!

Wrexham Tourism Forum

The next meeting of the Wrexham Tourism Forum will be held at 10am, Thursday 19th April, at The Cross Lanes Hotel, Marchwiel. Remember, the meeting is open to all members of the trade to attend. Why not join us?

Wrexham TIC

Wrexham TIC changed to summer opening hours from the 19th March. The new opening times are Monday—Saturday 10am –5pm, daily.

Top Caravan Park in the UK !

Congratulations to the Plassey Leisure Park on winning the top prize for 2007 in the 'Practical Caravan' magazine.

Each year the magazine run a competition to find the best caravan park in the UK. This year the Plassey Leisure Park have not only won the top Regional Winner prize for Wales, but have also won the Overall Winner for the UK. The magazine writes; 'The Plassey is a superb family-friendly yet peaceful site that is a truly worthy winner of this years Top 100 award'. Full details of the award are featured in the April 2007 edition of the magazine.

Congratulations to the Plassey Leisure Park on winning such a prestigious award.

If you have any news stories that you would like to share, please let us know and we'll include them in the next edition of Tourism Connect.



Wrexham tourism connect

Produced by the Physical Regeneration and Marketing 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
Copies available in Welsh on request