



**North Wales Tourism**  
Annual Review | **2018**



WE WORK ON BEHALF  
OF MORE THAN

**1400**

CORE TOURISM BUSINESS  
INCREASING TO A TOTAL OF

**2000+**

WITH AFFILIATES, TO  
PROMOTE NORTH WALES  
AS ONE OF THE WORLD'S  
TOP TRAVEL DESTINATIONS

WE ATTRACT VISITORS TO  
NORTH WALES AND TO  
YOUR BUSINESS



WE HOLD THE  
PRESTIGIOUS  
**GONORTHWALES**  
TOURISM AWARDS

WE MANAGE THE MAIN  
**NORTH WALES**  
DESTINATION WEBSITE  
**GONORTHWALES.CO.UK**  
LAST PUBLISHED STATS  
ONE MILLION UP 72%



COLLECTIVELY OUR  
TEAM HAVE OVER



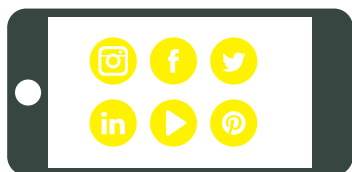
EXPERIENCE IN TOURISM  
IN NORTH WALES

WE HOST PRESS TRIPS  
AND GENERATE PRESS  
AND MEDIA COVERAGE

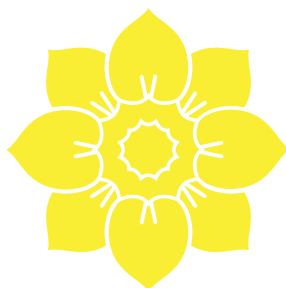


WE ATTEND EXHIBITIONS  
PROMOTING NORTH WALES,  
IN THE UK & OVERSEAS

WE ACTIVELY PROMOTE A  
**GODIRECT**  
BOOKING CAMPAIGN  
**NO COMMISSION**



WE MANAGE SOCIAL MEDIA CHANNELS  
TO AN EXTENSIVE AUDIENCE UNDER  
**THE GONORTHWALES BRAND**



WE PRINTED & DISTRIBUTED OVER



**NORTH WALES TOURISM**  
OWN PUBLICATIONS



**NETWORKING  
EVENTS**

TO MEET AND DEVELOP  
NEW CONNECTIONS  
WITHIN THE INDUSTRY



**GO NORTH WALES  
BUSINESS AND  
EVENTS BUREAU**



WE HAVE OVER

**100+**

TRADE SUPPLIERS,  
MANY OFFERING  
A DISCOUNT TO MEMBERS

**JOIN  
NOW  
GET  
LISTED**



WE RUN  
MARKETING &  
DIGITAL  
CAMPAIGNS

WE REPRESENT  
YOUR VIEWS AND  
CONCERNS TO KEY  
PEOPLE AND  
ORGANISATIONS  
SUCH AS WELSH  
GOVERNMENT AND  
LOCAL AUTHORITIES.

## Chairs Introduction



Welcome to the North Wales Tourism annual report 2018; this is my first year as Chair and it is a great pleasure to represent over 1,300 businesses from across our region from all sectors of the tourism-dependent industry. NWT is at the forefront of tourism in North Wales through partnerships with key organisations and we continue to grow in numbers and promote your business through the work we do as the largest tourism association in Wales.

The year has seen significant growth in inbound tourism and the economic benefits associated with this; in recent years, North Wales as a destination has excelled in performance offering high-quality accommodation, experiences and attractions garnering international publicity which really benefits the whole region. Our marketing arm, Go North Wales, with strong-branding, flair and imagination has captured the breadth of activities and places to stay from members to promote on the website which continues to see growth in

engagement. Our social-media channels also offers extensive digital marketing for the region which promotes you and your business around the world.

The 3rd 'Go North Wales' Awards last November celebrated excellence in tourism in our region as well as the people behind the tourism businesses whose achievements, hard-work and dedication were duly rewarded. We look forward to the 2019 awards, again in the splendid surroundings of Venue Cymru in November this year, where, once again our finalists will represent North Wales in the National Tourism Awards for Wales organised by Visit Wales and The Welsh Assembly Government in 2020.

The second annual North Wales Tourism Conference saw us partner with Bangor University's Pontio Innovation Centre with a conference entitled 'Adventure and Beyond'; the Deputy Minister for Culture, Tourism and Sport and long-time ambassador of NWT - Lord Elis-Thomas - spoke passionately about our work as well as the future of tourism in our region. Other highlights of the conference were the talk from TV presenter Kate Humble as well as the video conference from North-Walian Ash Dykes - extreme athlete currently walking the Yangtze River in China.

This collaboration shows NWT at the forefront of creative engagement with our industry and other important strategic partners in continuing to promote our region for our members and to continue to raise the profile of North Wales both nationally and internationally.

NWT has been a strategic partner with the North Wales Ambition Board in promoting the North Wales Growth Bid which has seen very positive steps forward this year; NWT are an important voice for our industry and have successfully promoted tourism as key parts of the bid - tourism infrastructure and training for our industries future employees.

The Go North Wales Tourism and Hospitality Academy is still engaging as an online resource for our industry and through collaboration with Coleg Llandrillo looks set to be an important player in the future of training in North Wales.

Each and every member is an important part of NWT and your support is invaluable to jointly promote our beautiful region and enjoy the benefits of this relationship.

Christopher Frost  
Chairman



# About North Wales Tourism

North Wales Tourism is one of the UK's leading tourism organisations, supporting businesses across North Wales. Our aim is to build and maintain a prosperous and sustainable tourism industry in North Wales.

## Board

Overseen by a skills based board consisting of representation from the Tourism Industry and managed by the CEO and a team of dedicated employees.

## Membership

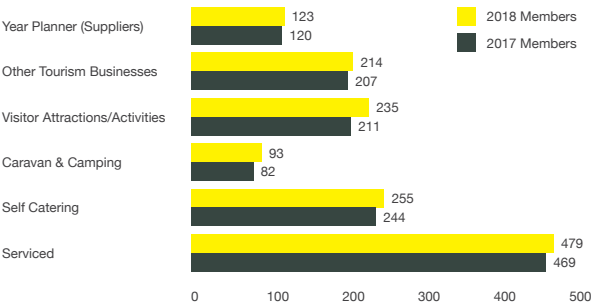
In 2018 North Wales Tourism membership represented a core membership of 1399 tourism related businesses. We have managed to increase the number of members by 5%, this is the third year we have seen growth, despite in 2018 having a key member of the membership sales team being on long term sick. The retention rate of retained members is still encouraging at 94.15% this is mainly due to the strong relationships built between ourselves and members and the success with all the promotional work of the brand GoNorthWales which includes the website, marketing publications and GoNorthWales presence at consumer and trade exhibitions.

The Business Year Planner in its successful fifth year now has a varied selection of suppliers for the tourism industry. Business events enabled supplier members to take advantage to showcase and highlight their product/services to members.

### MEMBERSHIP HIGHLIGHTS

1399 core members

129 New members acquired in 2018



2018 membership activity included a new improved trade site [www.northwalestourism.com](http://www.northwalestourism.com) the site no longer requires a password so members can access up to date news/blogs etc more easily and we have received an increase in engagement from members utilizing the information available. Social Media channels have increased in followers over the past 12 months we now have 5 channels for members to follow, the main account to follow for trade is @nwtbiz, plus we have:

@GardensNWales

@golfnorthwales

@gonwacademy

@ NWalesBizEvents.

@gonorthwales twitter account is mainly used for visitor engagement with 16.4k followers.

The Team at North Wales Tourism look forward to working on your behalf in 2019, as we have done for the last 28 years.

## Trade Engagement

- The **Annual Attractions Seminar** was held at Venue Cymru, Llandudno to coincide with Spring Fair and focussed on the changes in General Data Protection Regulations.
- **Wales Tourism Week** - a reception with Janet Finch-Saunders, AM for Aberconwy and Mark Isherwood, AM for North Wales was held at Bryn Dowsi Farm Cottages, Gyffin. The reception was organised in partnership with North Wales Holiday Cottages in celebration of the beginning of Wales Tourism Week.
- **Annual General Trade Meeting** was held at Bodelwyddan Castle Hotel, Bodelwyddan with presentations from Bank of England Agency for Wales; Dragon Project, Snowdonia Distillery, Festival of Discovery and Arriva in Wales.
- **Go North Wales Tourism Conference** – A one day conference organised in partnership with Arloesi Pontio Innovation at Pontio, Bangor that focussed on cutting-edge developments occurring in the tourism fields. Theme of the conference was Innovation, Wellness and Discover and the conference brought together both academic and commercial speakers who work in this area. The speakers were inspirational and influential talking about their experiences within the tourism industry and included: Phil Nelson; Chris Frost, Chair of North Wales Tourism; John Thackara, British Born Writer; Live link to Ash Dykes, Explorer in China; Lord Elis-Thomas, Minister for Culture, Tourism and Sport; Ashley Rogers, Chairman North Wales Mersey Dee Business Council; Phil Scott, Rib Ride; Denise Hampson, Desire Code; Andy Goodman, Bangor University; Kate Humble, Writer and Television

Presenter; Dr Jamie MacDonald, Bangor University; Jane Clapham, Yoga Retreat, Dru Yoga and Professor John Parkinson from Bangor University. A variety of trade information stands were also on display providing members with tourism related information for their businesses. Following the conference, there was an opportunity for interested delegates to learn more about Innovation with Pontio Guided Tours and Innovation Workshop.

- **Go North Wales Tourism Awards** – The Third North Wales Tourism Awards was organised at Venue Cymru, Llandudno to celebrate and recognise excellence and outstanding achievement by regional businesses and individuals working in the region, contributing to our visitor economy which is worth more than £3 billion to North Wales. The awards were designed to recognise the hard work, dedication and success that businesses and individuals put in to ensure that visitors have an excellent experience, enjoying their time here and then becoming ambassadors of our region. The awards were organised in partnership with Heart North & Mid Wales. There were 13 Award Categories in total and over 300 nominated entries.

North Wales Tourism (NWT) as an organisation is a member of the following bodies on behalf of its members:

- Wales Tourism Alliance (WTA) – quarterly meetings plus undertaking of secretariat and management of finances
- North Wales and Mersey Dee Business Council executive member
- West Cheshire and North Wales Chamber of Commerce
- Chairmanship of the North Wales Strategic Cruise Group.
- Board Member of the North Wales Economic Ambition Board
- Board Member of The Outdoor Partnership.

Bank of England – quarterly meetings to discuss industry issues.

## Marketing the Destination

**Groups North Wales** – A full colour A4 style magazine aimed at the group market in both the UK and overseas with a print run of 4,500. The brochure is distributed to a database of 3,500 contacts held at NWT comprising: coach operators, special interest group travel organisers, walking groups plus overseas buyers.

The brochure is further promoted at exhibitions and relevant travel trade shows plus advertising North Wales as a group destination in key trade journals and hosting journalist visits to optimise awareness of the group product throughout the year.

**Great Days Out leaflet** – A pocket size leaflet promoting attractions, activities and events in North Wales with a print run of 150k. The leaflet is distributed via High volume motorway service stations, Shopping Centres, Supermarkets, Hotels, B&Bs, Self-catering Outlets and Holiday Parks in key catchment areas including North West of England; West Midlands; North Wales and Mid Wales.

**Hanging Card** – a Winter Opening Hanging Card with list of attractions open throughout the Winter period with a print run of 500 distributed locally to libraries, shops, schools etc.

**Bedroom Browser** – a spiral bound publication attracting 34 advertisers with a print run of 22k.

**Gardens North Wales** – a folded pocket size leaflet highlighting gardens to visit, garden festival, diary of garden events during the festival period, map of North Wales and travel information with a print run of 100k plus a dedicated Gardens website. The campaign included Press and PR activity, Radio Campaign, advertising, attendance at garden related shows and website/social media activity. The garden festival was officially launched at Bodrhyddan Hall and included a walk around the gardens with the gardener, afternoon tea on the lawn, talk by the owner and a guided tour of the house.

**Fishing North Wales** – a folded pocket size leaflet produced in partnership with Conwy County Borough Council in support of the World Shore Angling Championships promoting the region's diverse Angling product.

**Go North Wales Guide** – a 1/3rd A4 booklet featuring accommodation, attractions/activities; food and drink; events; editorial, quality imager and map of North Wales with the aim of promoting the destination with product information and service visitor enquiries.

**Go North Wales Business Events** – A new group formed under the branding of Go North Wales Business Events to provide a co-ordinated focus for marketing activity into this sector. With a number of partners public & private across North Wales we were seeking to maximise opportunities created by:

- Visit Wales' investment in the Business Events market sector
- North Wales' current high profile as a 'must visit' destination
- The significant investment in key, quality products that have market appeal for business events
- The wide base of regional businesses with potential to be market ready for this higher value, less seasonal sector with only limited support and encouragement.

As part of the activity in 2018 the following partners attended Confex 2018 at Olympia, London: Wrexham North Wales – Ty Pawb and Glyndwr; Eirias Events Centre, Stadiwm Zip World, Colwyn Bay; Surf Snowdonia, Dolgarrog; Zip World, Bethesda; Giant Hospitality Ltd Hotel Group; Venue Cymru, Llandudno and Go North Wales.



#### **2018 Exhibitions:**

- Destination Holiday and Travel Show, Manchester – 18th – 21st January 2018
- Holiday World Show, Dublin – 26th – 28th January 2018
- Confex, Olympia London, 28 February & 1st March 2018
- JATA Expo Japan – September 2018
- Group Leisure & Travel Show, Birmingham – October 2018.

#### **Familiarisation Visits:**

- JATA Board (Japan Association of Travel Agents) x 10 – 3-7 June 2018
- Mayor of Himeji and Japan Dignitaries x 8 – 3-8 July 2018
- Chinese Travel Itinerary Operators x 14 – September 2018.

#### **Promotional Activity**

- Developed a radio campaign with Global Radio during shoulder months with focus on experiential activity directly engaging consumers at events with a view to extending the season focussing on main city areas of South Wales – Cardiff, Newport and Swansea. Activity included:
  - Creation of a North Wales map featuring the main attractions challenging visitors to place a map pin on the board to guess where the prize is hidden
  - Branded banners on display
  - Photo frame for tagging on social media
  - On air trails and reads leading up to the experiential activity would be scripted to include key messages and encourage attendance on the day.
- Promotion at poster sites in the main railway stations – Cardiff Central, Cardiff Queen Street, Newport and Swansea
- Digital Partner Display Advertising on partner sites and mobile with geographic and contextual targeting including category and keyword search through a media company promoting out of season activities.

#### **Golf North Wales**

- Golf Booking Service – a ‘one-stop shop’ booking service aimed at selling golf packages - golf tee times, accommodation and transport etc
- Appointed Carol Beard as our Golf Development Officer
- Appointed Anna Openshaw and Leah Edwards as Golf Reservations Officers to undertake golf packages/passess sales and bookings.
- Attended Consumer and Travel Trade shows promoting Golf North Wales
- Created and invested in a new stand-alone website
- Updated golf content on the main Go North Wales Visitor website
- Increasing social media activity through Facebook & Twitter
- Worked with clusters to develop and enhance the golf passes
- Quarterly e newsletters sent to Golf database
- Organised a Golf North Wales Forum to discuss ideas and network.

#### **Presentations on the Tourism Sector in North Wales at various meetings/conferences including:**

- Flintshire Tourism Association
- Holywell Town Council
- West Cheshire & North Wales Chamber of Commerce.
- Ruthin Going Forward
- Clwydian Range Tourism Group
- Romanian Tourism - Coleg Llandrillo
- Brazilian Tourism Students Coleg Llandrillo.

#### **Research on behalf of Members**

- Economic Impact Survey on behalf of Zip World 2018
- Economic Impact Survey on behalf of Tir Prince 2018
- Undertaking research on behalf of Wales Rally GB 2018
- Infrastructure Study on behalf of North Wales Mersey Dee Business Council 2018.

#### **International Marketing**

Visitors from Japan spend on average, £1,011 per visit to the UK in 2017, compared to the all market average of £625. Japan is an important market for VisitBritain and their target is to make UK the number one destination in Europe for Japanese Visitors. Japanese perceptions of the UK are strong and Japan ranked the UK 4th out of 50 nations for its overall brand, in addition the UK was highly rated for its historic buildings, castles and museums.

We believe that Wales has made significant headway into the Japanese market, highlighted by the increased visitor numbers specifically over the last 4 years. With Conwy featuring in 2015 as 1 of Japanese Association of Travel Agents top 30 most beautiful towns and villages in Europe, and then again in 2018 North Wales was selected as one of the Top 20 Most Beautiful Roads in Europe’ by the Japanese Association of Travel Agents (JATA) who call it ‘The Road of Castles in Wonderland’(A55).

The Chairman of JATA was quoted as saying that the relationship and partnership with North Wales as part of the Team Europe campaign has been a success story.

Our work has been supported by the Wales Japan Office in Tokyo and the Visit Wales London Office. Financial support has been forthcoming from Visit Wales through the TPIF funds to focus on the promotion of Wales in the Japanese market.

For the first time, Conwy and Himeji, a historical city in Japan, are working towards a twinning partnership. Both cities have Castles which are listed as UNESCO World Heritage Sites. This project is gathering momentum between the two areas, and has started to develop strong relationships, this will continue for the foreseeable future.

## Digital

**Websites** - Go North Wales ([www.gonorthwales.co.uk](http://www.gonorthwales.co.uk)) website is our main consumer channel, development of this site is ongoing and 2018 saw the implementation of an itinerary planner, this will be enhanced further in 2019 with the development of suggested itineraries for key towns and villages in North Wales. The site continues to gain traffic, 2018 saw Go North Wales attract an additional 30% of visitors in 2018 (vs the same period in 2017 (January 1st – December 31st)). The Go North Wales website also began offering banner advertising for key landing pages which was quickly booked up.

Ageing websites have begun to be replaced in 2018 the following subject specific sites have been replaced with new responsive sites:

- Groups North Wales [www.groupsnorthwales.com](http://www.groupsnorthwales.com)
- Gardens North Wales [www.gardensnorthwales.com](http://www.gardensnorthwales.com)
- Golf North Wales [www.golfnorthwales.co.uk](http://www.golfnorthwales.co.uk)
- North Wales Tourism, Trade Website [www.northwalestourism.com](http://www.northwalestourism.com)
- North Wales Tourism and Hospitality Academy, [www.gonorthwales.academy](http://www.gonorthwales.academy)

**Social** - Go North Wales operates Facebook & Twitter accounts, both these accounts have had an organic growth - an increase of 9% Facebook followers and 12% Twitter likes (between January and December 2018) our Golf, Gardens and Groups twitter accounts have also all seen growth in followers.

SINCE THE LAUNCH OF THE NEW  
**WWW.GONORTHWALES.CO.UK**  
WEBSITE WE HAVE HAD

**2 MILLION**  
**PAGE VIEWS PLUS**  
**80,000**

ADDITIONAL VISITORS YEAR ON YEAR



**VIDEO MAP**  
**THIS IS A**  
**UNIQUE**

WAY TO EXPLORE THINGS  
TO SEE, DO AND STAY IN  
**NORTH WALES**

PROMOTED OVER

**2500**

BUSINESSES,  
DESTINATIONS  
& EVENTS ON  
**GO NORTH WALES**

GONORTHWALES IS THE

**1**  
**NUMBER**

WEBSITE FOR EVENTS  
IN NORTH WALES

**56%**

UP 56% IN VISITOR  
NUMBERS TO NORTH  
WALES IN JUNE 2017

**1**  
**NUMBER**

GOOGLE SEARCH FOR  
NORTH WALES & NORTH  
WALES ACCOMMODATION

**NEW 2018**  
**BANNER**  
**ADS**  
ENQUIRE TO BOOK YOUR SPACE

**SPENT OVER**  
**£400,000**

ON GONORTHWALES CAMPAIGNS  
**1.760 MILLION REACHES**  
**OVER 10 MILLION IMPACTS**

NWT PUBLICATIONS

- GROUPS
- GREAT DAYS OUT
- GONORTHWALES
- WINTER OPENING HANGING CARD
- GARDENS FESTIVAL
- GOLF NORTH WALES
- BEDROOM BROWERS
- FISHING NORTH WALES

HEART, SMOOTH &  
RADIO X CAMPAIGNS

- BUSINESS & EVENTS BUREAU
- GOLF FESTIVAL
- WINTER CAMPAIGN
- AIRPORTS/ SHOPPING/CENTRES/ LONDON BUS/TAXI WRAP CAMPAIGNS



**TOP**  
**5**

**COUNTRIES VISITING**  
**GONORTHWALES.CO.UK**

- 1 UNITED KINGDOM
- 2 USA
- 3 GERMANY
- 4 IRELAND
- 5 AUSTRALIA



**SENT OVER**  
**1 MILLION**  
**E-NEWSLETTERS**  
TO OUR SUBSCRIBERS



northwalestourism  
twristiaethgogleddcymru



## Go North Wales Tourism & Hospitality Academy

North Wales Tourism & Hospitality Academy was set up in 2017 with generous sponsorship from Harlech Foodservice and is a membership based initiative, connecting all tourism industry stakeholders with the unemployed.

The aim and objectives of the project is to:

- Raise the profile of a career in the North Wales hospitality, tourism and leisure industry
- Answer questions about career opportunities and pathways
- Change perception that tourism does not offer a viable career option
- Dispel negative perceptions by potential recruits, made worse by lack of understanding from people who may influence their career decisions
- Inspire next generation of hospitality and tourism employees.

The Go North Wales Tourism & Hospitality Academy brings together for the first-time the unemployed, students, apprentices, employees, employers and colleges across the region, as a professional body focused on the development of a strong and well-skilled tourism workforce.

Activity to date includes organizing behind the scenes events and workshops, website development ([www.gonorthwales.academy](http://www.gonorthwales.academy)) and social media activity plus, building collaborative relationships with education establishments and businesses and Skills and Employer Engagement Days at local schools visiting Ysgol Glan Clwyd, St Asaph; Ysgol Dyffryn Conwy, Llanrwst and Ysgol Bryn Elian, Colwyn Bay.

## Tourist Information Centres

A 3 year contract for the management of 2 Tourist Information Centres (TICs) in Llangollen and Rhyl was awarded by Denbighshire County Council (DCC) from 1 April 2017.

Visitor footfall was down by 3.5%, from 177,000 in 2017 to 170,700 in 2018. Total enquiries (in person, email, telephone, postal) fell by 3.3%, from 216,600 to 209,000. Opening hours in Llangollen TIC were reduced in line with the revised contract Year 2 budget contribution from DCC, equating to an additional 35 days closure on 2017.

A decline in the net contribution from the sales of publications and merchandise (-28%) was indicative of a continuing reduction in the value of stock-in-hand. However, gallery (art and craft) sales in Llangollen reported sustained growth (+4.5%). Ticket sales in Rhyl were largely supported by local residents, purchasing Voel Coaches holidays and day-trips, and National Express tickets, whilst strong sales of local attraction tickets in Llangollen (Plas Newydd, canal cruises, International Eisteddfod) buoyed results.

Therefore, despite the fall in visitor numbers, total income was not significantly impacted and the year ended only marginally down (-1.8%) on 2017.

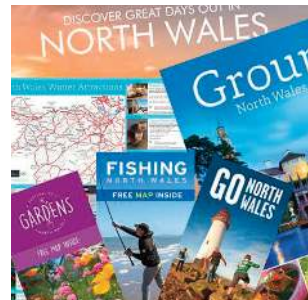
In June 2017, Visit Wales announced it would no longer facilitate meetings of the Tourist Information Network Group (TING) due to a perceived lack of support from managing authorities. This decision effectively disbanded the long-standing pan-Wales TIC network. However, it is hoped that a new initiative, led by Conwy County Borough Council, to develop a North Wales TING will continue to actively promote and develop the service in the region.

## Distribution

The number of leaflets and brochures received by North Wales Tourism Distribution Department was 5,436,466 in 2018. The new sponsored racking which was introduced in 2018 has enabled the team to respond to more outlets ensuring that information leaflets are picked up in every part possible in North/Mid Wales and in the North West of England and this will continue into 2019.

Blitzing of event leaflets has become a very successful addition to our distribution offer, Wales Rally GB was one of our successful blitzing event clients. We were successful in achieving 123 contracts during 2018.





# WHAT WE HAVE ACHIEVED IN 2018



# Report of the Directors for the year ended 31 December 2018

The directors present their report with the financial statements of the company for the year ended 31 December 2018.

## Directors

The directors shown below have held office during the whole of the period from 1 January 2018 to the date of this report.

C E Britton, M D Dean, C J Frost, R M Higgin, J Jones, T J Keith, A R J Oughton, D T Williams, L E Leech, M S Bewick

Other changes in directors holding office are as follows:

S Ferguson - resigned 5 December 2018  
J V Harrop - appointed 24 May 2018

B M Griffiths - resigned 30 March 2018  
M L Miller - appointed 24 May 2018

JK Hughes-Roberts - resigned 1 April 2018

**Registered office** 9 Wynnstay Road, Colwyn Bay, Conwy, LL29 8NB

**Registered Number** 02565721 (England & Wales)

**Accountants** Salisbury & Company, Chartered Accountants, Irish Square, Upper Denbigh Road, St Asaph, Denbighshire, LL17 0RN

This report has been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

ON BEHALF OF THE BOARD:



J Jones - Director - 14 March 2018

## Income Statement for the year ended 31 December 2018

	Notes	2018 £	2017 £
<b>TURNOVER</b>		724,988	744,001
Cost of sales		(584,827)	(637,908)
<b>GROSS SURPLUS</b>		140,161	106,093
Administrative expenses		(168,465)	(183,181)
Other operating income		(28,304) 7,765	(77,088) 14,153
<b>OPERATING DEFICIT</b>	4	(20,539)	(62,935)
Interest receivable and similar income		-	30
<b>DEFICIT BEFORE TAXATION</b>		(20,539)	(62,905)
Tax on deficit		-	-
<b>DEFICIT FOR THE FINANCIAL YEAR</b>		(20,539)	(62,905)

## Balance Sheet 31 December 2018

	Notes	2018 £	2017 £
<b>FIXED ASSETS</b>			
Intangible assets	5	3,200	3,600
Tangible assets	6	167,888	174,658
		<u>171,088</u>	<u>178,258</u>
<b>CURRENT ASSETS</b>			
Stocks		1,945	4,402
Debtors	7	78,276	56,891
Cash at bank and in hand		28,414	36,409
		<u>108,635</u>	<u>97,702</u>
<b>CREDITORS</b>			
Amounts falling due within one year	8	139,454	115,152
		<u>(30,819)</u>	<u>(17,450)</u>
<b>NET CURRENT LIABILITIES</b>			
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>140,269</u>	<u>160,808</u>
<b>RESERVES</b>			
Revaluation reserve	9	28,391	28,391
Other reserves		94,405	94,405
Income and expenditure account		17,473	38,012
		<u>140,269</u>	<u>160,808</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2018.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2018 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The financial statements have been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the Board of Directors on 18th March 2019 and were signed on its behalf by

*Christopher J. Frost*

Christopher Frost  
Chairman



# Notes to the Financial Statements

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## 1 STATUTORY INFORMATION

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North Wales Tourism - Cwmni Twristiaeth Gogledd Cymru is a private company, limited by guarantee, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

## 2 ACCOUNTING POLICIES

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### **Basis of preparing the financial statements**

These financial statements have been prepared in accordance with the provisions of Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

### **Turnover**

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

### **Goodwill**

Goodwill, being the amount paid in connection with the acquisition of a business in 0, is being amortised evenly over its estimated useful life of nil years.

### **Intangible assets**

Intangible assets are initially measured at cost. After initial recognition, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

### **Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery etc - 25% on cost and 20% on cost

### **Stocks**

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

### **Taxation**

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

### **Deferred tax**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

**Hire purchase and leasing commitments**

Rentals paid under operating leases are charged to surplus or deficit on a straight line basis over the period of the lease.

**Pension costs and other post-retirement benefits**

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

### 3 EMPLOYEES AND DIRECTORS

The average number of employees during the year was 18 (2017 - 18).

### 4 OPERATING DEFICIT

The operating deficit is stated after charging:

	2018	2017
	£	£
Depreciation - owned assets	6,770	16,213
Goodwill amortisation	400	400

### 5 INTANGIBLE FIXED ASSETS

**COST**

At 1 January 2018  
and 31 December 2018

Goodwill  
£

4,000

**AMORTISATION**

At 1 January 2018  
Charge for year

400

400

At 31 December 2018

800

**NET BOOK VALUE**

At 31 December 2018

3,200

At 31 December 2017

3,600





## 6 TANGIBLE FIXED ASSETS

	Land and buildings £	Plant and machinery etc £	Totals £
<b>COST</b>			
At 1 January 2018 and 31 December 2018	175,000	62,311	237,311
<b>DEPRECIATION</b>			
At 1 January 2018	11,985	50,668	62,653
Charge for year	4,375	2,395	6,770
At 31 December 2018	16,360	53,063	69,423
<b>NET BOOK VALUE</b>			
At 31 December 2018	158,640	9,248	167,888
At 31 December 2017	163,015	11,643	174,658

## 7 DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2018 £	2017 £
Trade debtors	45,074	34,823
Amounts owed by participating interests	5,455	3,074
Other debtors	27,747	18,994
	78,276	56,891

## 8 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2018 £	2017 £
Trade creditors	61,241	16,919
Taxation and social security	27,933	12,968
Other creditors	50,280	85,265
	139,454	115,152

## 9 RESERVES

	Revaluation Reserve £
At 1 January 2018 and 31 December 2018	28,391