



## Go North Wales Tourism Trade News

May I take this opportunity to thank you for your valued support and contribution on what can only be described as a terrible 2020. We appreciate that it continues to be an extremely difficult, worrying and complex time for many businesses and individuals across North Wales with the COVID-19 pandemic but as the situation evolves it's important to know that we are here to support you.

The Covid-19 pandemic has had a profound impact on our industry, inflicting a huge £2.17 billion loss to our regional economy. Of all sectors, we have suffered the most and in many cases, unfairly.

The team at North Wales Tourism have been working harder than ever on your behalf. We strive to represent our region and sector as one voice and it is your membership and support that allows us to do this.

2020 was meant to be the year that North Wales Tourism was celebrating 30 years in business, a huge milestone for us and for the tourism community of North Wales. We have so much to build upon and our sector was thriving prior to lockdown. This is something that gives us reason to look to 2021 with renewed optimism, especially as we know North Wales will be a key destination for many new first time visitors from across the UK.

As always, if you have any questions/queries please do not hesitate to contact us, by email (contacts below), social media channels, online chat on the Trade website or phone. Please email [jim.jones@gonorthwales.org.uk](mailto:jim.jones@gonorthwales.org.uk); [eirlys.jones@gonorthwales.org.uk](mailto:eirlys.jones@gonorthwales.org.uk) or [deborah.nettleton@gonorthwales.org.uk](mailto:deborah.nettleton@gonorthwales.org.uk) with any issues etc you may have.

Please also make sure that you are kept informed of any developments by visiting our Trade site [www.northwalestourism.com](http://www.northwalestourism.com) and following us on our social media platforms (facebook and twitter) NWTBiz, all of which are regularly updated.

Wishing you all the very best for Christmas and the New Year.

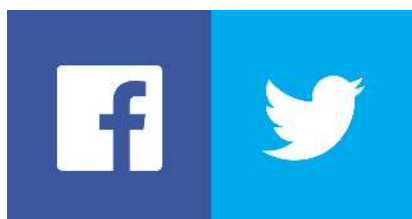
Keep safe, we're in this together.

## Website listing - Updating your Details

Your individual listing on our [Go North Wales](http://Go North Wales) website is your main opportunity to present your business to the public. However, like any advertising it must be regularly maintained to ensure that it is correct, current and really works for you.

- When did you last check it?
- When did you last update it?
- Are your pictures great?

Please login and update your entry on the Go North Wales website. If you require a reminder of your login details or assistance in updating your details please contact Anthony Woodhouse on 01492 539051 or email [digital@gonorthwales.org.uk](mailto:digital@gonorthwales.org.uk).



## Facebook/Twitter - Do you Follow Us

Don't forget, if you are on social media you can follow us on the Facebook, Twitter and Instagram platforms @nwtbiz @gonorthwales - so if you have content that you would like us to share, let us know and we'll promote it to our audience! If possible please link to our destination platforms in your posts so that we can see you and share. Social Media and digital marketing are very important parts of the modern marketing mix and a great way to get your business promoted. Remember, we can't share your social media stories if we don't know about them.



## Special Offers

All members can create special offers at no cost. They show on the special offers page on the gonorthwales website and it is another sales opportunity that is free to use.

If you would like to submit your offer to include on our website please follow the link <http://submit-offer.gonorth.wales/>

LET'S KEEP  
IN TOUCH!

## Keep in Touch

Our main means of communication with you, our members, is by email. We send out regular email messages to all members or to specific sections of the membership. We try to restrict the number of emails to key topics but also send out regular newsletters covering minor topics. Old copies of newsletters are available online. In addition to emails, we post short-term news on our closed Facebook Group.

## NWTBiz Facebook Forum

We have a closed North Wales Tourism Facebook group specifically for members where you can discuss issues, ask for help as well as support each other in our collected aim to make our region one of the top UK tourist destinations. Information on offers, consultation documents, grants and general information that we feel is of interest to you is posted on the platform as well.

You will need to request to join this by searching **NWTBiz** and we will then accept you as a member.



## Banner Adverts

These are adverts, separate from your normal web listing that show on the home page and the sub- pages. Adverts cost from £200 and when clicked the user is taken to a location defined by the advertiser, usually the member's own website, rather than your page on our site.

For further information on banner advertising please contact [digital@gonorthwales.org.uk](mailto:digital@gonorthwales.org.uk).



## Members Website

The [members website](#) is another important source of information. Do look at it regularly for information on training courses, offers and discounts, forthcoming meetings and reports on past meetings.

You will also find information about membership, managing your web page, details of the Board, latest research documents and strategies and much more.

**Tell us your news**

Do keep us informed about your business.

- If you send out press releases or newsletters, do ensure that we are on the distribution list – [digital@gonorthwales.org.uk](mailto:digital@gonorthwales.org.uk)
- Tell us about business developments, any new plans you may have and your successes.

Obviously we like to hear what you are doing, but more importantly we use the information to promote your business and the area in the following ways, all of which are free to you.

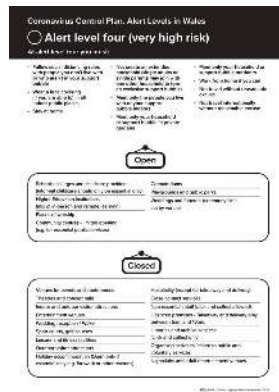
- Social Media
- We have a news page on our website. We are regularly publishing articles each week and most are news from our members.
- Inclusion in our regular members' newsletters

## Press Activity During Covid

We have been busy during the past 7/8 months with press activity during Covid - see link to a list of some of the activities that we have been undertaking.

<https://northwalestourism.com/coronavirus-covid-19/press-activity-during-covid/>

## Higher Level Restrictions come into force on 28th December



Wales will go into a level four lockdown from 28 December

All non-essential retail in Wales and close contact services like hairdressers and nail bars, leisure and fitness centres must close at the end of trading on Christmas Eve, First Minister Mark Drakeford has said.

Outlining new rules because of the "extremely serious" Covid situation in Wales, he said pubs, restaurants and cafes must also close from 1800 GMT on Christmas Day onwards.

After the relaxation period for household mixing between 23-27 December, Wales will go into a level four lockdown on 28 December where "tighter restrictions for household mixing, staying at home, holiday accommodation and travel will apply".

[Further information](#)

## Open Letter Update - COVID-19 restrictions in North Wales

A very quick update since the Open Letter "COVID-19 restrictions in North Wales – Impact on Tourism, Hospitality, Leisure and Supply Chains" was put together, supported by 160+ North Wales organisations in 24hrs and subsequently sent direct to the First Minister.

We sent out aswell the Open Letter to MPs, Members of the Senedd (MSs), Leaders at all 6 North Wales Local Authorities and UK Government. Additionally a press release was sent out, to raise the profile of the Open Letter – see attached the Letter itself along with some of the coverage (further coverage links also below).

To date we have received supportive responses echoing our call which challenges both Welsh Government policy on the hospitality sector restrictions and the evidential argument on which the restrictions are based for North Wales.

Those who came back to us so far, are:

- Rt Hon Simon Hart MP, Secretary of State for Wales – UK Government (attached)
- Mark Isherwood MS
- Rhun Ap Iorwerth MS
- James Davies MP
- Cllr Sam Rowlands – Leader, Conwy County Council
- Darren Millar MS
- Cllr Llinos Medi – Leader, Anglesey County Council
- Sarah Atherton MP
- Cllr Ian Robers – Leader, Flintshire County Council
- Cllr Carwyn Jones, Economic Development Portfolio Holder, Anglesey

A response was received from Welsh Government late last week (attached) from Dafydd Elis-Thomas MS - Deputy Minister for Culture, Sport and Tourism responding to our Open Letter on behalf of the First Minister.

This Welsh Government response does not answer the fundamental requests within the Open Letter e.g. Evidence for imposing restrictions on North Wales and an Information Package accompanying any announcements that are made (that impact business) that includes full business guidance, North Wales evidence for making the decisions and full business support details. We will continue pushing and campaigning to secure the above for North Wales.

<https://www.leaderlive.co.uk/news/18913865.north-wales-firms-slam-disproportionate-unjust-covid-restrictions/>

<http://www.deeside.com/business-leaders-in-north-wales-slam-latest-disproportionate-and-unjust-covid-restrictions/>

Open letter response

## ERF Restrictions Business Fund

The Welsh Government has launched the Restrictions Business Fund to support businesses and sole traders that have been directly impacted by the additional restrictions put in place to control the spread of Covid-19.

The grant seeks to complement other Covid-19 response measures to support businesses, social enterprises and charitable organisations in Wales.

Further information can be found on your respective Local Authority websites:

- <https://www.conwy.gov.uk/en/Business/Restrictions-Business-Fund/Restrictions-Business-Fund.aspx>
- <https://www.flintshire.gov.uk/en/Business/Advice-and-guidance/Restrictions-Business-Fund-Discretionary-Grant.aspx>
- <https://www.gwynedd.llyw.cymru/en/Businesses/Help,-support-and-training/Cronfeydd-Busnes-Cyfngiadau-Rhagfyr-2020.aspx>
- <https://www.wrexham.gov.uk/service/covid-19-support-businesses/restrictions-business-fund>
- <https://www.anglesey.gov.uk/en/Business/Business-support-Coronavirus-COVID-19.aspx>
- <https://www.denbighshire.gov.uk/en/coronavirus/forms/restrictions-business-fund-discretionary-grant-application.aspx>

<https://businesswales.gov.wales/coronavirus-advice/erf-restrictions-business-fund>

## Eligibility checker for hospitality, leisure and tourism fund goes live Friday 11 December

Hospitality, Leisure and Tourism businesses impacted by latest coronavirus restrictions can now find out how much they can expect to receive from the latest round of Welsh Government's business support package.

A [new eligibility checker and calculator](#) will be live on the Business Wales website from 10am on Friday 11 December to help businesses work out what support they can expect to qualify for. Guidance will also be available for firms to help them through the application process for the Sector Specific Fund which will open during the week of 11 January.

<https://gov.wales/eligibility-checker-hospitality-leisure-and-tourism-fund-goes-live>

## Developing Customer Engagement Skills to Gain New & Retain Existing Guests

**melaniecash**  
TRAINING & CONSULTANCY • SALES & LEADERSHIP

### Dates and Timings

- Sessions One: Wednesday, 13th January from 9:30am-12:00noon

- Session Two: Wednesday, 20th January from 09:30-12:00noon

**Objectives** - Two workshops of two and a half hours each covering key aspects of; how to interact and engage with customers and guests, develop great communications skills; improve the use of effective rapport building, questioning skills and active listening, gain a much better understanding of customers which enables the person to tailor their approach so that more appropriate options and services are offered and highlighted to guests, building customer loyalty and long-term relationships.

**Target audience** - Suitable for all team members who have direct contact with customers and guests in their business, whether this be an hotel, venue, attraction, restaurant or bar.

- **Session One** - What does great customer engagement do for your business? Communication skills to develop better rapport, gain confidence build trust with customers; Questioning and listening skills to better understand the customer – what do they really need?
- **Session Two** - Telling Stories and painting pictures for customers and guests; Overcoming the bumps and potholes, when things don't go to plan; What exactly is “going the extra mile?”

**Book here** - [Developing Customer Engagement Skill to Gain New & Retain Existing Guests](#)

## Flexible Skills Programme

Is your business success constrained by current skills within your business? Is your business considering a new business opportunity, new technology, an expansion plan and growth?

WG programmes may be able to help you with financial support towards upskilling your staff. We currently have specific programmes to help:

- develop advanced digital skills;
- address export related skills challenges
- support skills gaps in the Engineering and Manufacturing Sector
- Upskilling in the Compound Semiconductor sector and its supply chain
- support skills gaps and upskilling in the Creative Sector
- support skills gaps and upskilling in the Tourism and Hospitality Sector
- Recruiting an IT or Engineering graduate

### Who is Eligible:

Your business must be based in Wales, solvent and you must commit to release staff to undertake the requested training by the end of March 2021. Each element of training must advance the learning of the individuals involved in at least one of the areas listed. Each element of training must improve the capability or capacity of the business. Funding awards are discretionary and the final decision on eligibility rests with the Welsh Government

<https://businesswales.gov.wales/skillsgateway/flexible-skills-programme>

## Business Rates 2021-22

Business rates in Wales will not be subject to an inflationary increase in 2021-22.

<https://gov.wales/welsh-business-rates-frozen-for-2021-to-2022>

### Help improve the walking and cycling routes in your local area

Welsh Government is pushing forward in its ambition to make active travel a realistic alternative by making it easier for people to tell their local councils where existing routes need to be improved and new routes built. An interactive map to gather opinions from communities about local walking and cycling paths has been launched in several areas across Wales. Hosted by Commonplace, the website invites people to let their local councils know where they'd like to see improvements to walking and cycling paths.

<https://gov.wales/have-your-say-about-local-walking-and-cycling-routes>

<https://wgactivetravel.commonplace.is/>

### Consultation launch: Llwybr Newydd - A New Wales Transport Strategy

This is Welsh Governments draft strategy for the future of transport in Wales.

It sets out their ambitions for the next 20 years and their priorities for the next 5 years.

To view the consultation document and to respond (deadline 25 January 2021) please follow the link below:

<https://gov.wales/llwybr-newydd>



## Next Tourism Generation

PLANED and the Tourism Society Cymru have teamed up with the Next Tourism Generation (NTG) project based at Cardiff Metropolitan University inviting young people and students from across Wales to pitch their best ideas for the future of tourism in Wales.

The competition is inviting students enrolled on further and higher education courses that have a component relating to tourism and travel, hospitality, events, heritage, and food and beverage to pitch innovative ideas for the sector to leading industry representatives. The competition is launched this week.

For full details please visit:

<https://nexttourismgeneration.eu/event/ntgwales2021/>



LOOKING FOR A CAREER IN TOURISM, HOSPITALITY OR EVENTS?  
WANT TO WIN £250?

#NTG2021 #NTG2021 #NTG2021 #NTG2021 #NTG2021 #NTG2021

**What should the future of tourism in Wales look like?  
What skills and training will the next generation of tourism professionals need to support this sustainable development?  
If you can answer these questions you could be a winner in 2021!**

**The Next Tourism Generation competition is open to students enrolled in Wales on courses that have a component relating to tourism or hospitality AND to young people who work in the industry including 16-25 year olds who have been furloughed or recently been made redundant.**

There are four categories, and entrants should make reference to one area in their response:

- \* Tourism industry and infrastructure
- \* Digital tools and technology
- \* Environment and ecology
- \* Local communities

To enter the competition, entrants must provide a *Digital Response* to the question (e.g. a video, a PowerPoint presentation, a website or app or something else) and complete a brief online Entry Form including a 250-word summary of their Digital Response. Responses can be in English or Welsh.

Entering this competition could be your chance to demonstrate your knowledge, skills, creativity and drive, and win £250. Winners will also be given the chance to attend a tourism skills symposium and award ceremony, and the opportunity to be recognised by top employers.

Further details, including full terms and conditions and the Entry Form can be found here:

<https://nexttourismgeneration.eu/event/ntgwales2021/>

<https://nexttourismgeneration.eu/event/ntg2021-cymraeg/>



## VisitBritain priorities for 2021-2022

Following the Chancellor's statement yesterday, VisitBritain have received confirmation that they will have a rollover budget for next year plus an additional pot to focus on agreed priorities.

This means that there will be a core budget of £19.9 million for VisitBritain and a further budget allocation as they work to support tourism's recovery.

The Government has also confirmed its commitment to continuing the GREAT campaign to build brand Britain, with a budget of £60 million. VB are currently putting in a bid for 2021/22 and are hopeful that they will secure a similar pot to this year for tourism promotion.

This has been a tough spending round across Government and VB are pleased that a small additional uplift has been secured. Tourism continues to be recognised by Government with the publication of the Global Travel Taskforce

report which includes recommendations for a five-year international tourism recovery plan and a flagship overseas marketing campaign. VB focus is to drive immediate tourism recovery by building back visitor spend as quickly as possible and supporting the industry. Priorities for VisitBritain is to stimulate demand to drive the quickest return of international visitor spend.

Now that VB have clarity on their funding, they need to work through the detail of how they deliver these priorities and focus on those areas where they can add the most value.

VB are keen to ensure that they are meeting the needs of the tourism industry and would welcome your views on how they can best work together to build British tourism.

Please email [industryrelations@visitbritain.org](mailto:industryrelations@visitbritain.org) with your feedback by Monday 7 December 2020. In the meantime, their commitment is to work with the industry to ensure that tourism rebounds to once again become one of the most successful sectors of the UK economy.



## Useful Websites

- North Wales Tourism Trade Website - <https://northwalestourism.com>
- Go North Wales Website - <https://www.gonorthwales.co.uk/>
- Business Support - <https://businesswales.gov.wales/coronavirus-advice/>
- Financial Support (loans) - <https://developmentbank.wales/>
- Advice for Employers and Employees - <https://www.acas.org.uk/coronavirus>
- Visit Britain latest industry update - <https://www.visitbritain.org/covid-19-new-coronavirus-latest-information-and-advice-for-businesses>
- Government information for Tourism and Hospitality Businesses - <https://gov.wales/tourism-and-hospitality-businesses-guidance-phased-reopening>
- Guidance for Food Businesses - <https://www.gov.uk/government/publications/covid-19-guidance-for-food-businesses/guidance-for-food-businesses-on-coronavirus-covid-19>
- Wales Tourism Alliance - <https://www.wta.org.uk/>



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