

North Wales Tourism

Media Buy-in Opportunities



Over **30 years** of caring for the visitor and delivering more business to maintain a sustainable tourism industry for North Wales.

Putting **North Wales** on the Map

Our campaigns are integrated across **digital, social, print, ecommunications, PR** and **events**.

This document highlights the campaigns that will run throughout the year. We have also included additional activity that will support campaign activity that may be of interest to your business.

We look forward to working with you.



Our Strategy

We continue to promote North Wales as a year round destination, focusing resources on markets, territories and channels that represent the greatest potential for growth.

Discover how we are inspiring even more visitors to explore the region through our marketing strategy.

- ✔ **Bring brand Go North Wales to life:**
Leverage our new brand proposition to tell our region story that connects visitors to an emotive experience and promoting the diversity of the area.
- ✔ **Align best prospects to best channel:**
Right people, right place, right time, right message.
- ✔ **Capture, create and nurture visitor intimacy:**
Activate and engage visitors through relevant, breath-taking and bookable content.

- ✔ **Build important partnerships:**
Distribute brand Go North Wales through partnerships with influencers, content creators, 3rd party brands and travel partners.



Value of Tourism in **North Wales**

Tourism is worth £3.69 billion to the North Wales economy

46,000 jobs in tourism, which is 1 in every 7 of all jobs in North Wales

20.64m day visitors to North Wales

10.51m staying visitors to North Wales

Membership

Membership with Go North Wales Tourism is a mutually beneficial relationship and suits all businesses that are stakeholders of the North Wales Tourism industry.

- ✓ We are one of the UK's leading tourism companies, supporting businesses across North Wales.
- ✓ Our aim is to grow and maintain a prosperous and sustainable tourism industry in North Wales.
- ✓ We have over 1400+ members within and connected to the tourism industry, including accommodation providers, attractions, activities, food and drink, retail and event operators also suppliers who

offer a range of products and services for the tourism industry.

- ✓ Together, we are a dynamic and successful community of businesses united by a common purpose - a successful and sustainable tourism industry in North Wales.
- ✓ Whatever your role in the tourism sector, you will benefit from being part of Go North Wales Tourism membership.

Why join?

You're busy enough already and that's why **Go North Wales Tourism** is here. We can help you get the right advice and support you need so your business can prosper.

North Wales Tourism and its members provide a strong voice for the development of sustainable and successful tourism across the region.

To make your voice heard, join us!



GoNorthWales's key on-arrival information source

As GoNorthWales's official guides, the consumer trusts and values the information from them.

- ✓ Highly publicised and free to pick up at Information Centres across North and Mid Wales plus numerous targeted outlets throughout the region, North West and Midlands.
- ✓ Also available for visitors to view or download prior to their arrival from gonorthwales.co.uk which attracts over 300k users annually.
- ✓ All guides are available at targeted events and exhibitions - not just consumer shows but also for the travel trade and industry.
- ✓ Advertising packages to suit any budget to ensure maximum exposure to promote to the growing number of visitors in North Wales each year.
- ✓ A total print run of 300k copies.
- ✓ Packed full of inspiring editorial and advertising, stunning imagery, and lots of practical information; the guides are a must read for international visitors, those on staycations and day trippers alike.
- ✓ All the campaigns have a 12 month shelf life



Marketing & Promotion



Great Days Out North Wales

A campaign aimed at promoting the wide and varied range of attractions and activities in North Wales which includes a 1/3 A4 pocket guide with 150k print run and a dedicated [greatdaysoutnorthwales](http://greatdaysoutnorthwales.com) website featuring:

- ✓ Attractions and Activities
- ✓ Events
- ✓ Discount Vouchers
- ✓ North Wales Map
- ✓ Distributed to over 2,500 targeted outlets at high volume motorway service stations, shopping centres, Supermarkets, hotels, B&Bs, self-catering outlets and holiday parks in key catchment areas

- ✓ Product Delivery - January
- ✓ Downloadable version available on Go North Wales website and Issuu



Groups North Wales

The travel trade is a key audience and remains an important route to the consumer in most markets.

- ✓ The campaign gives partners the opportunity to reach those travel trade contacts and group organisers who are developing North Wales' itineraries and packages through participation in the Groups Guide and promotion on the dedicated [groupsnorthwales](http://groupsnorthwales.com) website and presence at key travel trade shows/exhibitions.
- ✓ Product Delivery - November
- ✓ Downloadable version available on Go North Wales website and Issuu



Go North Wales

A campaign aimed at promoting the wide and varied accommodation offer in North Wales also featuring:

- ✓ Accommodation
- ✓ Attractions/Activities
- ✓ Food and Drink
- ✓ Events
- ✓ Sample Itineraries/Packages
- ✓ Walking/Cycling Routes
- ✓ Quality imagery plus marketing area promotion
- ✓ Distribution at outlets in the North West of England, West Midlands, North and Mid Wales plus exhibitions and trade shows
- ✓ Product Delivery - pre Easter
- ✓ 100k print run
- ✓ Downloadable version available on Go North Wales website and Issuu



Activity North Wales

A campaign aimed at promoting the wide and varied activity sector across North Wales featuring:

- ✓ Golf
- ✓ Fishing
- ✓ Walking
- ✓ Cycling
- ✓ Sailing
- ✓ Mountaineering
- ✓ Water sports

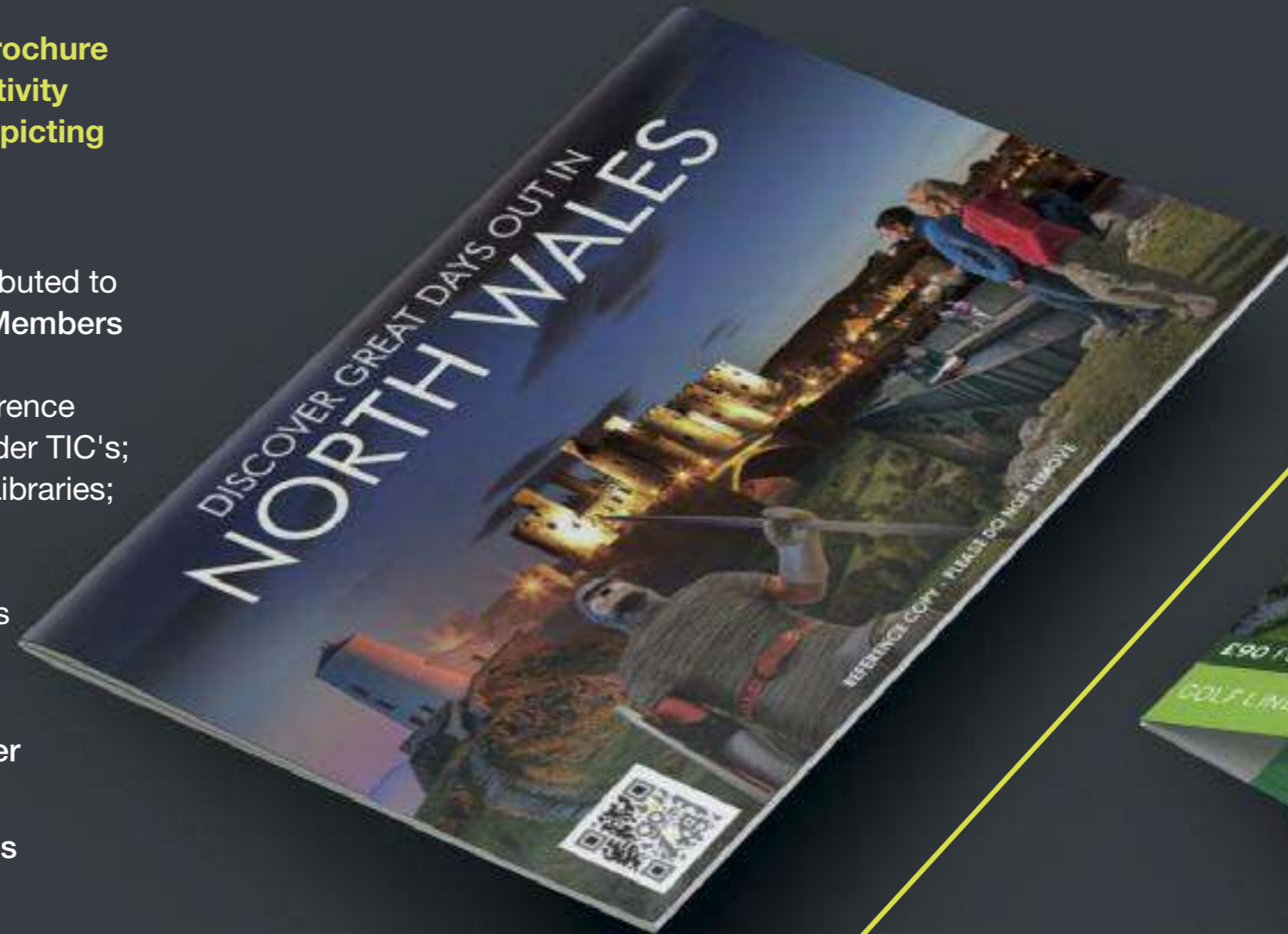
and many more outdoor and indoor activities

- ✓ Distribution at over 2,500 targeted outlets including high volume motorway service stations, Shopping Centres, Supermarkets, Hotels, B&Bs, Self-Catering Outlets and Holiday Parks in key catchment areas plus attendance at various exhibitions and trade shows
- ✓ Product Delivery - pre Easter
- ✓ Downloadable version available on Go North Wales website and Issuu

Bedroom Browser Attractions Compendium

A4 spiral bound landscape brochure encompassing attraction /activity leaflets, with a front cover depicting the region.

- ✓ Distribution run of 22k distributed to All NWT Accommodation Members to be displayed in individual bedrooms plus foyers; Reference copies to all Wales and Border TIC's; North Wales & North West Libraries; VB offices (overseas); Tour operators for itinerary purposes; Visiting journalists and at various exhibitions and trade shows
- ✓ Product Delivery - pre Easter
- ✓ Downloadable version available on Go North Wales website and Issuu



Golf North Wales

Campaign aimed at promoting North Wales as a golf destination by developing the golf product pan North Wales and getting the region recognised as an established golf destination by:

- ✓ Facilitating golf bookings and enquiries
- ✓ Engaging with golf clubs and golf friendly accommodation
- ✓ Developing golf partnerships pan Wales and UK
- ✓ Social media activity
- ✓ Developing engagement with golf societies and groups across the UK

- ✓ Ongoing development and updating of the dedicated and sector specific Golf North Wales website
- ✓ Promotion of golf passes
- ✓ Development of golf packages and experiences
- ✓ Opportunity for banner advertising on the dedicated Golf website and Golf section on the main Go North Wales visitor website



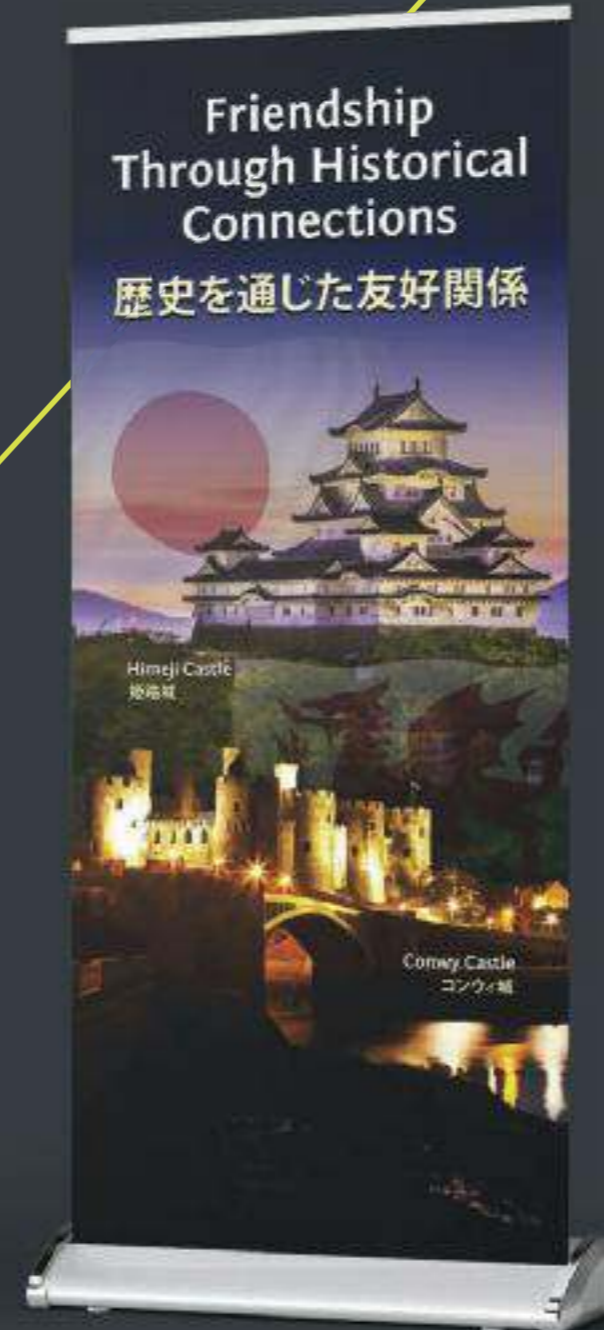
Meet North Wales

Campaign aimed at promoting North Wales as a destination to the Business Events and Visit market to the MICE industry promoting:

- ✓ 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.

Campaign includes:

- ✓ Attending trade workshops and exhibitions
- ✓ Engaging with conference buyers, agencies and key decision makers to bring their meetings and events to the region
- ✓ Product development
- ✓ Web presence meetnorthwales.co.uk
- ✓ Social media activity
- ✓ Inclusion in printed brochure



Japan Promotion

Build on existing relationships with the Japanese markets by:

- ✓ Developing a digital marketing campaign
- ✓ Producing articles/features for promotion on relevant publicity channels in Japanese
- ✓ Producing Japanese translated digital and hard-copy brochures focussing on discovery; food & drink; heritage and the arts; outdoors
- ✓ Opportunity to sponsor Road of Castles in Wonderland publication
- ✓ Supporting familiarisation visits for Japanese agents

- ✓ Creating a video towards the Japanese family market
- ✓ Commissioning PR stories
- ✓ Creating of a very high end North Wales Tourism travel itinerary



Tourism & Hospitality Research

NWT provides Tourism and Hospitality Research in areas such as policy, planning, performance, development, management, strategy, operations, marketing and consumer behaviour by carrying out qualitative and quantitative research, both in-field and online.

Projects includes development of:

- ✓ Economic Impact Assessments
- ✓ Destination Management Plans
- ✓ Strategies
- ✓ Desk Research
- ✓ Survey compilations & analysis


Our Digital Platforms

Digital Profiles

- ✓ GoNorthWales.co.uk secures, on average 25,000 unique visitors per month and growth is set to continue. We proactively work on our search engine optimisation across the site, ensuring organic growth is always on the up!
- ✓ Our audience is a diverse spread of demographic and geographic segments including

3% of 18 to 24 years olds, 36% of 25 to 44 years old 40% of 45 to 64 year olds. Gender ratio female to male: 43/56

- ✓ Over 75% of our site users per year are based in the UK with significant traffic from USA, Germany and Ireland.



3.8%
Up 3.8% in visitor numbers to North Wales in June 2019

Promoted over
4K
Businesses, destinations & events on Gonorthwales

We manage social media channels to an extensive audience under the **Gonorthwales** brand




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 manage the main North Wales destination website **Gonorthwales.co.uk**
Last published stats One Million Up 72%



TOP10

Countries visiting **gonorthwales.co.uk**

1	United Kingdom	2	United States
3	Germany	4	Ireland
5	Australia	6	Canada
7	Netherlands	8	India
9	Belgium	10	Spain

1
NUMBER

Gonorthwales is the number one website for events in North Wales

Digital Opportunities

North Wales Tourism has a wide range of digital marketing opportunities available on the Go North Wales website including:

- ✓ Banner and block advertising with the opportunity to promote your product to an active, engaged and loyal online audience.
- ✓ Promotion on sub pages of the gonorthwales website
- ✓ Eshop
- ✓ Targeted Social media Campaign
- ✓ Enewsletters

Banner Advertising

Promote and maximise your exposure on the go north wales website to an active, engaged and loyal audience by increasing your visibility and get noticed by customers instantly with our:

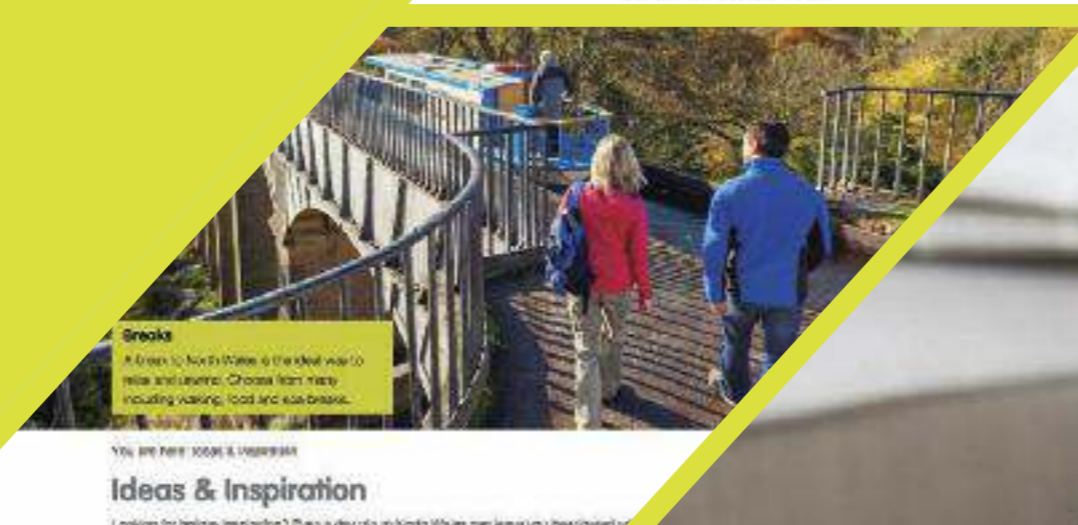
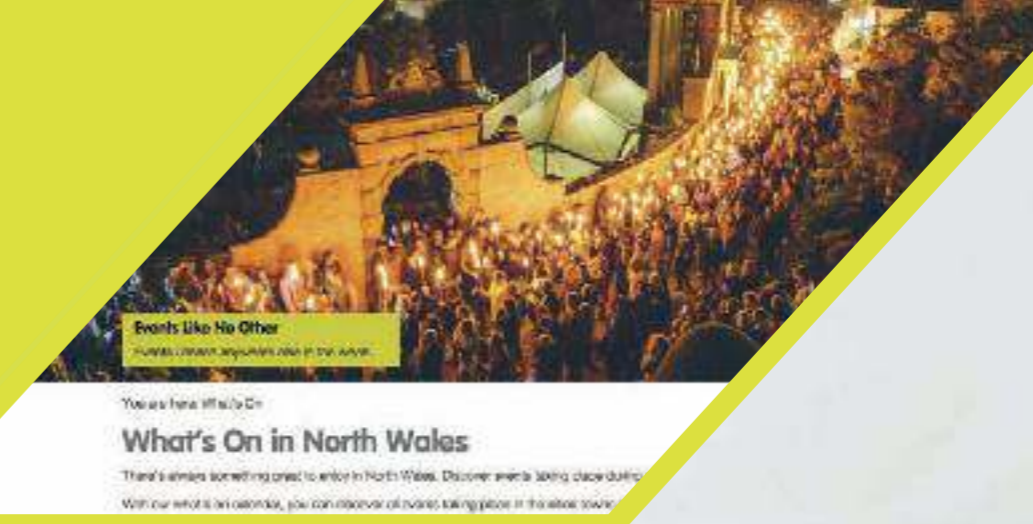


- ✓ Go North Wales Web Header on homepage and subpages
- ✓ Go North Wales Block Ads

Buy-in Opportunities

Additional promotion on sub pages of gonorthwales.co.uk

- ✓ Weddings
- ✓ Food & Drink
- ✓ Education/School Groups section



Enewsletters



Monthly Bespoke E-newsletters

- ✓ Branding
- ✓ Up to 2 images
- ✓ Up to 250 words of copy
- ✓ Links

Monthly inclusion newsletters x 1

- ✓ Up to 30 words of copy
- ✓ A link to your website or 'book tickets' page
- ✓ Landscape image (will need to be resized to 300 x 250px)

EShop

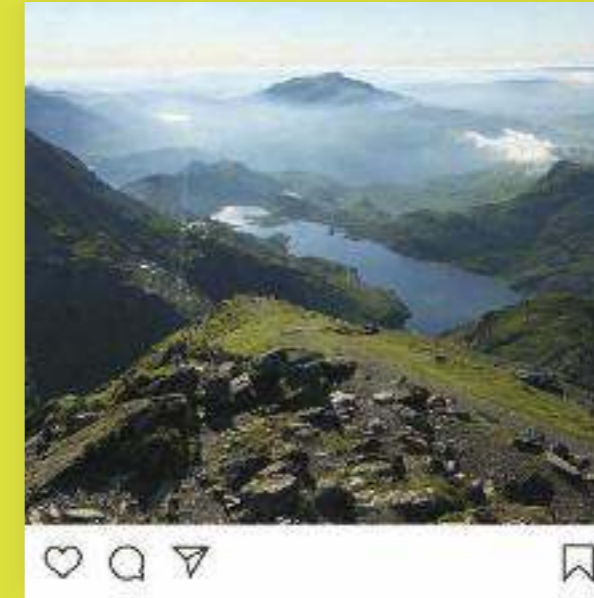
Additional platform to sell to audience that you may not otherwise reach, attracting new customers



- ✓ Promoting your product/ services/experiences to customers who have never heard of your brand before or have never shopped from you will have the opportunity to try out your products, which in the long-term can lead to repeat purchases once they become aware of you.
- ✓ Advertising and promotional cost to drive traffic to the products on the eshop platform included within the package offer.
- ✓ Ability to provide checkout and fulfilment support as well as built-in customer services & shipping.

Targeted Social Media Campaign

Maximise your exposure with a bespoke social media package comprising several dedicated posts/tweets. Our expert social media team will target your relevant audience and provide a full evaluation afterwards to track your ROI:



Social Media paid for packages over a period of 1 month include:

- ✓ Boosted Facebook posts x 4
- ✓ Instagram Posts x 4
- ✓ Tweets on Go North Wales channels x 8
- ✓ Choose the month you want to promote your campaign and provide us with high quality images, video, up to 30 words of copy, links to your website and any # you want to include.

Digital Marketing Bundle Offer

Package includes:

- ✓ 1 x banner advert on sub page of gonorthwales.co.uk for 3 months
- ✓ Inclusion in 1 blog (please provide 1 high res image and up to 50 words of copy)
- ✓ Inclusion in 1 consumer newsletter
- ✓ 3 x social media posts (please provide up to 30 words of copy, a high res image, a link and any social media handles you want to include/tag)

Sponsorship Opportunities

Tourism Awards

Category sponsors receive:

- ✓ Logo branding on event literature, to include Awards website and branding on the stage at the Awards night, as well as a name check in the Awards Night programme
- ✓ Presentation of your Category Award on the Award Night
- ✓ Two seats at the Awards Evening
- ✓ Your Business will be namechecked in on-air credits on local Radio Station.

Conference

As a sponsor you will receive:

- ✓ Exhibition stand space throughout the Conference day
- ✓ Opportunity to promote your products and/or services
- ✓ Admission to the conference
- ✓ Promotional literature for inclusion in delegate packs
- ✓ Branding on Conference Signage
- ✓ Logo/acknowledgement in Conference Programme
- ✓ Logo with reciprocal link on the Conference page
- ✓ Reference in appropriate press material
- ✓ Networking opportunities during registration, over lunch, refreshment breaks and at the end of the conference
- ✓ Lunch and refreshments

Contact

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