

# North Wales Tourism Annual Review | 2021



# Chair's Introduction

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Welcome to the North Wales Tourism annual report 2021 and what a year to reflect upon! NWT continued in its best efforts to keep our members up to date with current guidance and legislation and our communications were very well received by members for whom our organisation has been something of a lifeline. The industry continued to battle the enormous impacts of the pandemic and North Wales once again was able to reap the benefits of a very busy tourist 'season'; one which was largely successful because of UK travellers.

The financial impact of the pandemic on our organisation can be seen in this report, but we have continued to renew memberships and appeal to new members - often new businesses here in North Wales - which is heartening both for us and the sector we represent; a sector that was possibly the hardest hit during the peaks of the pandemic (being the first to close and last to re-open).

In 2021, we continued to engage at a regional, national and UK-wide level with strong relationships with elected members from all political persuasions as well as being the leading voice for tourism with organisations like the Wales Tourism Alliance, Visit Wales and being frequently represented in the media. Much of our work was undertaken using online resources but as the UK started a re-awakening so too did NWT; we had to miss the very successful Go North Wales Awards in 2020, but it was amazing to meet up with so many people at the 2021 awards which took place in Venue Cymru last November.

The Go North Wales Awards are now firmly established in the tourism calendar as being an evening to celebrate the success of the people and the places that make North Wales such a diverse, culturally-rich and economically vibrant region to operate in; I hope you all are keen to enter this years which we look forward to hosting again in November.

Whilst last year had its own challenges, from a significant skills shortage, difficulties in the supply chain as well as balancing a vibrant visitor economy with the demands of the pandemic, I certainly feel that we are on our way to recovery.

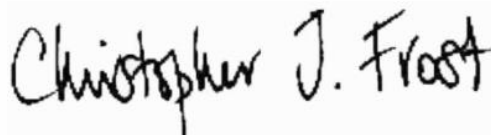
# Chair's Introduction

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Economic indicators would suggest that tourism in the UK will not meet pre-pandemic levels until 2024, but I think we can look forward to the return of some overseas travellers this year as well as celebrate that our region has been recognised by UK travellers as competition to other UK regions like 'the lakes', which will mean UK travellers who re-discovered the region during the last two years may well return once again.

Whilst we are still in recovery mode and there are signs of positive growth in the sector we must not be complacent and we still need to work hard on the resilience of the industry and the long term impacts of our environmental footprint in a bid to be as sustainable as we possibly can. And we must be mindful of possible challenges going forward that could upset this recovery; NWT is working hard engaging with stakeholders around the consultation by the Welsh Government surrounding a proposed Tourism Levy and what that could look like. My personal opinion is that we are not in enough of a recovery position from the pandemic to even consider extra taxation and the comparatively high VAT we pay here in the UK as well as things like the Enhanced Population Grant which is paid by Welsh Government to Local Authorities should be adequate recompense towards infrastructure for our communities. With an outdated business rates system and recent surges in National Insurance, not to mention the considerable increases in utilities and supplies, what is needed is a much more holistic approach to taxation from the Welsh and UK governments which is equitable for all our communities, businesses and visitors alike.

The success of NWT in recent years has been its collaborative approach to working with other organisations and our members are the backbone of this collaboration so I would like to thank each and every business member for your continued support and assure you that NWT is proactively and positively working on your behalf to promote tourism in North Wales as well as promote your individual businesses through our marketing arm, Go North Wales. NWT is a strong and persistent voice for the industry and will continue to be so whatever the challenges thrown our way. I hope you have a successful 2022 and I look forward to catching up with many of you at the various NWT events this year.

A handwritten signature in black ink that reads "Christopher J. Frost". The signature is written in a cursive, slightly slanted style.

**Chris Frost - Chair**

# North Wales Tourism Annual Review 2021

## *What we have been up to.....*

Emails/Calls Taken  
from Members  
**2.5k**

Updates posted on  
trade site and social  
media to members  
**1.5k**

Online chats to  
members and  
visitors  
**270+**

Trade newsletters  
and trade  
communications  
**250+**

Virtual networking  
events and face to  
face meetings  
**35**

Virtual exhibitions  
**6**

Articles in  
newspapers  
**95**

Webinars for  
members  
**6**

TV, Radio and Press  
Interviews  
**100+**

Correspondence  
with WG direct and  
through WTA  
**25+**

Distribution of  
visitor leaflets  
**1.5 million**

Hosted the 4<sup>th</sup> Go  
North Wales Tourism  
Awards  
**330 attendees**

Printed Winter  
Opening Hanging  
Card  
**700**

Printed Great Days  
Out  
**100k**

Printed Company  
Brochure  
**150**

Printed Year Planner  
**2k**

Compiled and  
printed Bedroom  
Brochures  
**22k**

# Website and Social Media Review 2021

*What we have been up to.....*

GoNW website  
new users  
**48.23%**

GoNW website  
page views  
**40.92%**

NWT trade site  
new users  
**27.1%**

NWT trade site  
page views  
**2.56%**

GoNW Twitter  
followers  
**19k**

GoNW FB  
followers  
**15.2k**

GoNW Instagram  
followers  
**3k**

NWT Twitter and  
LinkedIn followers  
**7k**

GoNW Tweet  
impressions  
**820k**

GoNW Twitter  
profile visits  
**22.5k**

GoNW FB reach  
**194.3%**

GoNW Instagram  
page reach  
**112.5%**

DAX Platforms,  
Podcasts & Radio  
marketing campaign  
reach  
**27 million**



# Adventures in North Wales Podcast

Listen Online Now



AVANTI WEST COAST



# Report of the Directors for the Year Ended 31 December 2021

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The directors present their report with the financial statements of the company for the year ended 31 December 2021.

## DIRECTORS

The directors shown below have held office during the whole of the period from 1 January 2021 to the date of this report.

C J Frost; R M Higgin; J Jones; T J Keith; M S Bewick; M L Miller; G H A Evans; N S Williamson, J K Everley, F E Hobro

Other changes in directors holding office are as follows:

T S Rogerson- appointed 28 June 2021; A T Barsby - appointed 28 June 2021; M Viercant- appointed 28 June 2021; M Mclean – resigned 28 June 2021

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

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

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

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

## ON BEHALF OF THE BOARD:



J Jones – Director – 18 March 2022

# Income Statement for the year ended 31 December 2021

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	Notes	2021 £	2012 £
<b>TURNOVER</b>		325,065	289,219
Cost of sales		<u>(414,321)</u>	<u>(427,685)</u>
<b>GROSS DEFICIT</b>		(89,256)	(138,466)
Administrative expenses		(179,288)	(184,825)
Other operating income		(268,544)	(323,291)
<b>OPERATING DEFICIT</b>	4	224,741	245,127
Interest receivable and similar income		(43,803)	(78,164)
		<u>6</u>	<u>27</u>
Interest payable and similar expenses		(43,797)	(78,137)
<b>DEFICIT BEFORE TAXATION</b>		(2,688)	(2,530)
Tax on deficit		(46,485)	(80,667)
<b>DEFICIT FOR THE FINANCIAL YEAR</b>		<u>-</u>	<u>-</u>
		<u>(46,485)</u>	<u>(80,667)</u>

# Balance Sheet 31 December 2021

			2021		2020	
	Notes	£	£	£	£	
<b>FIXED ASSETS</b>						
Intangible assets	5		2,000		2,400	
Tangible assets	6		<u>152,799</u>		<u>158,003</u>	
			154,799		160,403	
<b>CURRENT ASSETS</b>						
Stocks		1,309		1,219		
Debtors	7	46,676		84,562		
Cash at bank and in hand		47,516		1,712		
		95,501		87,493		
<b>CREDITORS</b>						
Amounts falling due within one year	8	<u>143,773</u>		<u>90,504</u>		
<b>NET CURRENT LIABILITIES</b>			(48,272)		(3,011)	
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			106,527		157,392	
<b>CREDITORS</b>						
Amounts falling due after more than one year	9		<u>105,859</u>		<u>110,239</u>	
<b>NET ASSETS</b>			<u>668</u>		<u>47,153</u>	
<b>RESERVES</b>						
Revaluation reserve	10		28,391		28,391	
Other reserves			94,405		94,405	
Income and expenditure account			<u>(122,128)</u>		<u>(75,643)</u>	
			<u>668</u>		<u>47,153</u>	

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2021.

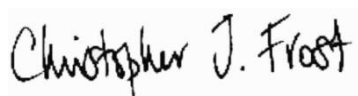
The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2021 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- 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 applicable to companies subject to the small companies regime.

The financial statements were approved by the Board of Directors and authorised for issue on 18 March 2022 and were signed on its behalf by:



C J Frost – Chairman



J Jones - Director



# Notes to the Financial Statements for the year ended 31 December 2021

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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 Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" 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 2017, is being amortised evenly over its estimated useful life of ten 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

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The average number of employees during the year was 16 (2020 - 17).

### 4. OPERATING DEFICIT

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The operating deficit is stated after charging:

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Depreciation - owned assets	5,204	5,259
Goodwill amortisation	400	400

### 5. INTANGIBLE FIXED ASSETS

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	<b>Goodwill</b>
	<b>£</b>
<b>COST</b>	
At 1 January 2021 and 31 December 2021	4,000
<b>AMORTISATION</b>	
At 1 January 2021	1,600
Charge for year	400
At 31 December 2021	<u>2,000</u>
<b>NET BOOK VALUE</b>	
At 31 December 2021	<u>2,000</u>
At 31 December 2020	<u>2,400</u>

### 6. TANGIBLE FIXED ASSETS

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	<b>Land and Buildings</b>	<b>Plant and machinery etc</b>	<b>Totals</b>
	<b>£</b>	<b>£</b>	<b>£</b>
<b>COST</b>			
At 1 January 2021 and 31 December 2021	<u>175,000</u>	<u>53,186</u>	<u>228,186</u>
<b>DEPRECIATION</b>			
As at 1 January 2021	24,235	45,948	70,183
Charge for year	3,500	1,704	5,204
At 31 December 2021	<u>27,735</u>	<u>47,652</u>	<u>75,387</u>
<b>NET BOOK VALUE</b>			
As at 31 December 2021	<u>147,265</u>	<u>5,534</u>	<u>152,799</u>
As at 31 December 2020	<u>150,765</u>	<u>7,238</u>	<u>158,003</u>

**7. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

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	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Trade debtors	37,244	52,717
Amounts owed by participating interests	805	850
Other debtors	<u>8,627</u>	<u>30,995</u>
	<u>46,676</u>	<u>84,562</u>

**8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

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	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Bank loans and overdrafts	-	6,908
Trade creditors	37,423	7,704
Taxation and social security	22,515	16,667
Other creditors	<u>83,835</u>	<u>59,225</u>
	<u>143,773</u>	<u>90,504</u>

**9. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR**

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	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Bank loans	<u>105,859</u>	<u>110,239</u>

**10. RESERVES**

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	<b>Revaluation reserve</b>
	<b>£</b>
At 1 January 2021	28,391
And 31 December 2021	<u>          </u>

## North Wales Tourism

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**Trade Website** [www.northwalestourism.com](http://www.northwalestourism.com)

