



Annual Review 2022

North Wales Tourism
Twristiaeth Gogledd Cymru

Chair's Report

Welcome to the North Wales Tourism annual report for 2022! Another challenging year for our industry has seen NWT maintain a strong foothold as the voice for tourism in North Wales. The year saw on-going issues surrounding the pandemic, continued struggles with a skills shortage, a 'cost-of-living' crisis which has hit everybody hard in the pocket. Soaring energy costs as well as a war in Ukraine - which has slowed the recovery of the overseas visitor to the UK - have also negatively impacted the economy and provided a raft of challenges to businesses and made day-to-day operations for us all more difficult than we would choose.

Our report reflects the financial challenges of these difficult times and also gives a clear indication of the hard work NWT as an organisation has undertaken on behalf of our members to strengthen alliances, communicate with our members, offer training and support and be a clear and strategic voice for the industry. In spite of the financial challenges upon individual businesses, we have maintained strong membership with a very good rate of renewals, and new members have also been recently signed-up - which is heartening for us all.

We have continued to engage with strategic-partners like Visit Wales, Wales Tourism Alliance and Visit Britain as well as with regionally and locally elected representatives from Local Authorities, Senedd and UK government to represent the needs and opinions of our members and undertaken significant media opportunities to strengthen our brand and engage on behalf of the industry.

We have made strong interjections on some of the most pertinent issues - notably the discussions around the introduction by Welsh Government of a Tourism Tax as well as the new rules surrounding self-contained accommodation - which have been well-represented in national media but which appear to have fallen on deaf ears in Cardiff Bay. We will continue to lobby and express the views of our members to Welsh Government and beyond in order to keep the challenges we face with these issues at the front of any political agendas.

The Go North Wales Awards 2022 were an exceptional opportunity to celebrate the people and places within our industry that makes North Wales such a fantastic place to do business; it was a

showcase of the richly diverse, culturally prosperous and ambitious region that we have worked hard to become. The date is set for the 2023 awards so please make sure you all enter to make the event the fantastic occasion that it will be and continue to support what is now a firmly established date in the tourism industry calendar.

It was a pleasure to undertake the Tourism Innovation Programme which was a free schedule of events covering sustainable tourism and extending the season and was presented in association with Grŵp Llandrillo Menai, Mostyn Estates and UK Government Wales. The programme was recorded and are thought-provoking and entertaining training sessions and available to watch on the NWT website; do watch and share with your teams if you were not able to attend in-person.

NWT are pleased to be working in partnership with Visit Wales on the Tourism Exchange Great Britain (TXGB) platform providing tourism suppliers with a central digital marketplace to contract and connect their content, availability and pricing with a diverse range of distributors in one go and manage this in one place which will be the platform that they use globally. This is part of a UK-wide rollout and brings opportunities for members in engaging in new markets.

2022 continued to see the recovery of our industry following the challenges of the pandemic and it is clear that we are not yet fully recovered and support would be very much welcome from our Welsh and UK governments; we have proven ourselves to be a resilient, committed and innovative sector but further investment and continued reinforcement is very much at the will of these respective bodies. NWT have consistently lobbied on reducing the rate of VAT in the UK as well as taking a serious look at the Business Rates System - both of which could fire the sector economically and smooth this recovery.

Our members are the backbone of the organisation, so I would like to take this opportunity to thank each and every business member - however large or small - for your continued support and reassure you that NWT has and will continue to work tirelessly to support you, your business and our thriving region. Thanks must also go to the team at NWT who have done an enormous amount on a relatively small budget to help positively market our region and make our businesses succeed.

Here's to a very successful 2023 to you all!

Christopher Frost
Chair - North Wales Tourism



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 and experienced employees with over 200 years of service between them.

Membership

In 2022, North Wales Tourism membership represented a core membership of 1045 tourism related businesses, with the inclusion of affiliates the figure is 3125 tourism businesses. The retention rate of retained members has decreased to 90.64%.

The Business Planner has remained very strong, and we have increased supplier members yet again, these suppliers offer various promotions and discounts to the trade. Recent figures show our industry is still struggling to get back to pre-covid levels, especially with the cost of living,

Our website www.gonorthwales.co.uk continues to grow, with online visitors to our site coming from all over the world. Our online visitor numbers have increased again by 80% in the last year. The site provides not only an in-depth source of visitor information, but also a valuable source of information for our members. Right now

we are ranked number 1 on Google searches for "North Wales", "Events in North Wales".

In 2019, we created a @nwtbiz Facebook closed group page, in addition to our very well-established @nwtbiz Twitter. This is where we post and share lots of valuable tourism content and connect with members of our North Wales Tourism community. Engagement through our trade website www.northwalestourism.com continues to grow as well. Information posted on the site allows members to access up-to-date news, networking opportunities, research information, and blogs, among other things.

The team at North Wales Tourism look forward to working on your behalf in 2023, as we have for the past 32 years.

Trade Engagement

North Wales Tourism (NWT) has been actively engaging with its members to promote the tourism industry in the region. Here are the highlights of NWT's trade engagement activities:

- **Trade Day at Penderyn Distillery** - NWT organised a Trade Day for its members at Penderyn Distillery, which included a tour of the distillery. It was an opportunity for members to learn about distillery processes and the importance of the whisky industry to the region.
- **Go North Wales Tourism Annual Trade Meeting** - The annual trade meeting was held in partnership with Denbighshire Leisure at 1891 Restaurant, Rhyl. The conference focused on cutting-edge developments in the tourism industry and brought together academic and commercial speakers who shared their experiences. The conference included inspirational and influential speakers such as Jamie Groves from Denbighshire Leisure, Nellie Williams from Solutioneer, and Paul Peters from The Cyber Resilience Centre for Wales, Mark Pennington, ZipWorld. A variety of trade information stands were also on display, providing members with tourism-related information for their businesses.



- **Workshops on Sustainability and Extending the Season** - NWT delivered 20 workshops for businesses in Conwy on sustainability and extending the season. Guest speakers from all over the world shared their knowledge and experiences, and the sessions were recorded and made available to members on the NWT trade website.
- **Go North Wales Tourism Awards** - NWT organised the Sixth Go North Wales Tourism Awards at Venue Cymru, Llandudno. The awards celebrated excellence in the region's hospitality and tourism sectors and recognized the hard work and dedication of those working in the industry. There were 16 Award Categories in total, and over 340 entries were nominated.
- **Research on Self-Catering Businesses** - NWT conducted research on behalf of Menter Mon as part of the 'Neges@ Home' project to understand the challenges and opportunities facing self-catering businesses in the region.
- **Tourism Tax Impact Review** - NWT conducted a review on behalf of Aberconwy MS to assess the potential impact of a tourism tax on the hospitality and tourism industries of Aberconwy.

NWT's Memberships - NWT is a member of several bodies, including Wales Tourism Alliance (WTA), North Wales and Mersey Dee Business Council executive member, UK Hospitality, Regional Skills Partnership, West Cheshire and North Wales Chamber of Commerce, Chairmanship of the North Wales Strategic Cruise Group, Cyber Resilience Centre for Wales (Advisory Group).

Visit Wales Communication Plan - Visit Wales has appointed North Wales Tourism to communicate the benefits and opportunities available of working with Tourism Xchange Great Britain (TXGB) and to promote Visit Wales marketing opportunities to tourism businesses across North Wales. The contract is in its first year of a three-year contract and commenced in October 2022. This report outlines the main aspects of the Visit Wales Communication Plan.

- **Communication Plan** - The Visit Wales Communication Plan aims to communicate the benefits and opportunities available to tourism businesses in North Wales. The plan is divided into two parts: promotion of TXGB and promotion of Visit Wales marketing opportunities. TXGB is a web-based platform that facilitates booking for tourism services across the UK. By working with TXGB, North Wales tourism businesses can access a wider audience and streamline their booking

processes. Visit Wales marketing opportunities include grading, travel trade, business events, and Welsh Tourism Product Development (WTPD).

- **Promotion of TXGB** - North Wales Tourism will be responsible for promoting the benefits of working with TXGB to tourism businesses in North Wales. This will involve conducting workshops and seminars to educate tourism businesses on the benefits of working with TXGB. The workshops and seminars will be conducted in various locations across North Wales to ensure accessibility to all tourism businesses.
- **Promotion of Visit Wales Marketing Opportunities** - In addition to the promotion of TXGB, North Wales Tourism will also be responsible for promoting Visit Wales marketing opportunities to tourism businesses in North Wales. This will involve conducting workshops and seminars on grading, travel trade, business events, and WTPD. The workshops and seminars will be conducted in various locations across North Wales to ensure accessibility to all tourism businesses.

The success of the plan will depend on the effectiveness of workshops and seminars conducted by North Wales Tourism in educating tourism businesses on the benefits of working with TXGB and Visit Wales marketing opportunities.

Marketing the Destination of North Wales

- **Groups North Wales** - A full colour A4 style magazine aimed at the group market in both the UK and overseas. 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.
- **Go North Wales Guide** - a 1/3rd A4 booklet featuring accommodation, attractions/activities; food and drink; events; editorial, quality imagery and map of North Wales with the aim of promoting the destination with product information and service visitor enquiries.

- **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 Northwest of England; West Midlands; North Wales.
- **Bedroom Browser** - a spiral bound publication attracting 34 advertisers which is distributed across North Wales and Mid Wales accommodation operators.
- **Go Activity North Wales** - A pocket size leaflet aimed at showcasing the wide range of activities on offer in North Wales. Most of the distribution of this leaflet is out of area and at high volume sites.

International Marketing

WIITF Contract Awarded to North Wales Tourism to Boost International Marketing Efforts - In 2022, the Wales International inbound Tourism Fund (WIITF) awarded a contract to North Wales Tourism to increase the awareness of B2B and B2C customers from Japan, China, Germany, France, Spain, and India of the products available in North Wales. The primary objective of this project was to attract more visitors from these countries to North Wales throughout the year, increase their average spend, and sustain the momentum of promotion that was established with Himeji City in Japan.

To accomplish these goals, North Wales Tourism undertook several activities. First, the organisation translated the six North Wales Way brochures to French, German, Spanish, Hindi, Japanese and Chinese, enabling more visitors from non-English speaking countries to understand the offerings available in North Wales. Additionally, North Wales Tourism created multilingual voiceovers of its promotional video to promote the region's tourism offerings in French, German, Spanish, and Hindi. The organisation also launched digital marketing campaigns to promote the translated brochures and videos in all six countries.

North Wales Tourism also developed three high-end travel itineraries across North Wales, including "The Road of Castles in Wonderland," itineraries in partnership with the Avanti Rail North West route to promote walks available from North Wales Railway Stations, and bite-sized thematic tours of flora and fauna, heritage sites, museums, and food and drink. These itineraries aimed to attract visitors and showcase the unique experiences North Wales had to offer.

One unique aspect of the project was the Swiss Delegation familiarisation visit from Champéry, which involved twinning with Llandudno. The Welsh and Swiss had a longstanding relationship after the FIS Welsh alpine championships, where Llandudno was deemed the perfect destination for twinning with Champéry. As part of this initiative, North Wales Tourism and Llandudno Town Council are developing a strategy to market the region to Dents du MIDI in Switzerland and establish close relationships because of the twinning between Champéry and Llandudno.

Finally, North Wales Tourism launched press and public relations activities to emphasise the support for international tourism focus on the region. Overall, the WIITF contract successfully raised awareness of North Wales as a unique and exciting tourist destination, attracting more visitors from across the globe to experience the beauty and culture of Wales.

Importance of Providing Support for Cruise Visitors to Holyhead. - The town of Holyhead, located on the Isle of Anglesey in North West Wales, is a popular destination for cruise ships. In 2022, we supported the cruise ships visiting the town by providing personnel and information on attractions across the region. This report highlights the importance of providing such support to thousands of cruise visitors and the benefits it brings to the town and the region.

- **Benefits of Cruise Visitors:** Cruise visitors are an important source of revenue for Holyhead and the wider North West Wales region. They tend to spend more money per day than other types of tourists and contribute significantly to the local economy. Moreover, the large influx of visitors provides a boost to the tourism industry, resulting in job creation and increased tax revenues.
- **Challenges Faced by Cruise Visitors:** Cruise visitors often face several challenges during their short stay in the town. They are typically unfamiliar with the area and may not know where to go or what to see. Additionally, language barriers may limit their ability to communicate with locals and access information.
- **Importance of Providing Support:** Given the importance of cruise visitors to the local economy and the challenges they face, providing support to these visitors is essential. By providing helpful personnel and comprehensive information about the town's attractions, we can make their stay more enjoyable and fulfilling. This not only enhances their experience but encourages repeat visits and positive word of mouth, contributing to the sustainability of the local tourism industry.



In conclusion, the tourism industry is a vital aspect of the economy of Holyhead and the wider North West Wales region. By providing support to cruise visitors, we ensure that their stay is enjoyable and enhances the local economy. Therefore, it is important to continue providing such support to ensure that the town and the region continue to benefit from this vital source of revenue.

Go North Wales Team's Attendance at Exhibitions/Expos in 2022:

The Go North Wales Team attended several exhibitions/expos in 2022 to showcase the diverse business event opportunities and leisure tourism products available in North Wales. We provide a summary of the three major events attended below.

- **MeetGB Virtual (Feb 22)** - MeetGB Virtual was a virtual business events showcase in partnership with MeetEngland, VisitScotland Business Events, Meet in Wales, Tourism Northern Ireland, and London Convention Bureau. The international event offered a platform for global buyers from around the world to connect online and learn about various business event opportunities across the UK. The Go North Wales Team took part in several one-to-one virtual appointments, highlighting the benefits of the region and gathered considerable interest from potential clients.
- **ExploreGB (Mar 22)** - ExploreGB, a three-day global flagship event, allowed travel trade suppliers interested in international development opportunities to engage with key buyers interested in leisure tourism products/experiences and expanding their UK portfolio. The event featured global hand-picked buyers, and the best of the UK leisure travel trade. The Go North Wales Team participated in this virtual event and presented the beauty of the region along with the unique activities and experiences available.
- **Japan Expo (Sept 22)** - The Japan Expo was attended by the Go North Wales Team, following a call out by Visit Wales to DMOs for attendance. This expo lasted for four days, with two days dedicated to face-to-face meetings with potential clients, while the remaining two were open to the public. The team presented the benefits of North Wales and received positive feedback concerning the unique geographic location, heritage, and experiences available in the region.

The attendance of the Go North Wales Team at these exhibitions/expos in 2022 was highly beneficial for the region. The events provided an opportunity to connect with potential clients and showcase the diverse and unique offerings available in North Wales. These events enable the team to continue promoting the region as a top business and leisure tourism destination.

Business Events North Wales

North Wales has become a highly sought-after business events destination with a lot of interest in conferences and incentive groups visiting the region. To maximize revenue potential, it is crucial that businesses in the area are product-ready and nearly ready products ensure they cater to this lucrative market. Activities in 2022 included building up the platform post-covid launch in 2019, development of additional features for the dedicated website for business tourism in North Wales, content development for social media channels such as Facebook, Twitter, Instagram, and LinkedIn, as well as printed content for product folders for distribution in the 2022/2023 season, and the finalisation of the Meet North Wales video that showcases the areas as well as individual products that are members of the group.

In partnership with Venue Cymru, Meet North Wales was successful in attracting the Meetings Industry Association Destination Summit 2022 to North Wales, which was the first time the event was held in the region. The event was in partnership with VisitBritain and brought together destinations and convention bureaus from across the UK for an annual summit and sustainability roundtable.

Additionally, Meet North Wales attended various exhibitions in 2022, including Meet GB; Corporate Hospitality Show in Leeds; IMEX Frankfurt; The Meetings Show in London and IBTM Barcelona.

As part of the activities planned for 2023, there will be continued development of the website and promotion of the group through newsletters and social media engagement. Meet North Wales will also attend trade workshops and exhibitions such as the M&I Forums, The Meetings Show in London, and Corporate Hospitality Show in Birmingham. The group will continue to grow itinerary packages for promoting business events key contacts and press contacts and organize familiarisation visits for interested parties. Finally, Meet North Wales will respond to any inquiries for conferences and incentive groups into North Wales.

Digital

The Go North Wales website has been successful in increasing its visitor numbers year after year. The continuous investment in the development of the site has ensured it remains popular, with benefits to its members remaining a priority.

- **Facility Filter Feature:** Recent development on the website includes the facility filter feature that helps users narrow down their search for accommodation and attractions. This is particularly helpful as listings on the website continue to grow.
- **Improved and Increased Itinerary Offering:** The itinerary offering on the website has been improved, with over 30 downloadable itineraries currently available. Downloading itineraries has quadrupled in the past six months, making it one of the most popular areas on the site.
- **Video Feature:** A new video feature has been added to the website's header, which offers video advert opportunities to members in addition to static image adverts.
- **Increase in Visitor Newsletter Subscribers:** Following a series of competitions, there has been an increase in visitor newsletter subscribers. It is now possible to contact subscribers 1-2x/month, offering members opportunities to directly contact engaged visitors with event and offer information.
- **Continuing Organic Growth:** All social media channels have continued to grow organically, and since the beginning of 2023, social media advertising has been used to increase follower numbers. This has improved engagement and visibility to members when their posts are shared.
- **Facebook and Instagram Growth:** The Go North Wales Facebook page has reached 1.2 million accounts over the past year, a 230% increase from the previous year. The Facebook page has gained 1400 new followers, while the Instagram page has gained 1500 new followers and seen a 700% increase in reach over the year.

The website's success in attracting visitors can be attributed to the continuous improvements made to the site, ensuring that it remains user-friendly and engaging. The Go North Wales website will continue to focus on benefiting its members while maintaining its popularity among visitors.

North Wales Tourism & Hospitality Academy: Connecting Unemployed Individuals with the Tourism Industry

The North Wales Tourism & Hospitality Academy was established in 2017 with the generous sponsorship of Harlech Foodservice. This membership-based initiative aimed to connect all tourism industry stakeholders with unemployed individuals in the region.

Since its inception, the academy has focused on the following objectives:

- 1 Raising the profile of a career in the North Wales hospitality, tourism, and leisure industry.
- 2 Answering questions about career opportunities and pathways.
- 3 Dispelling negative perceptions about careers in the tourism industry and changing the perception that it does not offer a viable career option.
- 4 Inspiring the next generation of hospitality and tourism employees.

With support from the WCVA Active Inclusion Fund, North Wales Tourism successfully secured funding to provide individuals who are currently out of work and over the age of 25 with an opportunity to enter onto a pathway towards sustainable employment within the tourism and hospitality sector.

The programme included a rollout of a 4-day Tourism and Hospitality course, which also included the training of 46 Ukrainians.

A total of 57 individuals were trained throughout the programme, many of whom have either successfully gained employment or continued with their studies through further education or apprenticeship opportunities.

The North Wales Tourism & Hospitality Academy team also attended Conwy Job Expo and Denbighshire Jobs Fair to promote opportunities available within the sector.



Overall, through its innovative approach and initiatives, the North Wales Tourism & Hospitality Academy has been successfully connecting unemployed individuals with the tourism industry, providing them with skills and training opportunities to help them achieve meaningful employment and contribute to sustainable economic growth in the region.

Distribution

The North Wales Distribution team operates in an ever-changing market, with challenges posed by digital advertising, printing costs, and the pandemic. However, despite these obstacles, the team has demonstrated resilience and innovation in distribution methods to continue providing effective promotional services.

In 2022, the team received 2,522,300 leaflets and brochures, as well as 73 contracts. The pandemic has impacted the numbers, with a decrease in demand, but the distribution team has worked hard to maintain relationships with tourism operators and promote their attractions.

Their effective and comprehensive distribution network, with 100s distribution points across North Wales and the borders, is a testament to their experience and knowledge of the region. This has helped them provide the most efficient way for attractions to target their audiences and successfully demonstrate the impact of their services.

Furthermore, the team's strong relationships with their partners led to the installation of high footfall stands at new Premier Inns, Travel Lodge, and Lidl locations. This provides an excellent opportunity for the promotion of local attractions and tourism to a wider audience.

Looking to the future, the team is planning to introduce poster advertising at key outlets, which will provide even greater exposure for local attractions. Overall, the North Wales Distribution team is a vital asset in the promotion of tourism and can be relied upon to deliver excellent results.

Tourist Information Centres

Tourist Information Centres in Llangollen and Rhyl continue to operate under the management of North Wales Tourism for the duration of their renewed 2-year contract from April 2022 to March 2024. Although the pandemic caused significant disruptions in 2020/21, visitor footfall for the first full year of operation in 2022 decreased by 28.6% compared to 2019, with total enquiries down by 25.2%. Operational opening hours for Rhyl were reduced to align with revised contract terms and a funding cap from DCC, which may have contributed to the decline in visitor numbers as well.

Retail sales were also affected, with literature and merchandise sales seeing a decrease, although gallery sales in Llangollen TIC showed an overall slight increase. The goal is to continue developing the gallery space to encourage more sales growth and stimulate interest from customers and artists/makers.

Income from ticket sales in Rhyl was depressed due to the withdrawal of agency booking agreements and cancellation of National Express services routed through the town. These issues highlight the volatility of agency sales and their unreliability as a major source of commercial activity and foot traffic for the centre.

Denbighshire County Council is currently reviewing the future operation and location of Rhyl TIC.

20 Workshops

10 Sustainable & Responsible Tourism

10 Extending the Winter Offer





WE WORK ON BEHALF OF MORE THAN

1200

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 OVER
4.8 MILLION PAGE VIEWS



COLLECTIVELY OUR TEAM HAVE OVER



EXPERIENCE IN TOURISM IN
NORTH WALES



WE HOST PRESS TRIPS AND GENERATE PRESS AND MEDIA COVERAGE



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



WE HAVE OVER

100+

TRADE SUPPLIERS, MANY OFFERING A DISCOUNT TO MEMBERS

GO NORTH TOURISM & HOSPITALITY ACADEMY
CONNECTING TOURISM, HOSPITALITY, EMPLOYERS, STUDENTS, COLLEGES AND EMPLOYEES

WE PRINTED & DISTRIBUTED OVER



NORTH WALES TOURISM

OWN PUBLICATIONS



WE RUN
MARKETING & DIGITAL CAMPAIGNS

BROCHURES AVAILABLE IN
6 LANGUAGES - GERMAN, FRENCH, SPANISH, HINDI, JAPANESE AND CHINESE

JOIN NOW
GET LISTED

TOGETHER, WE ARE AN ACTIVE AND SUCCESSFUL
COMMUNITY OF BUSINESSES UNITED BY A COMMON PURPOSE



WE ATTEND EXHIBITIONS PROMOTING NORTH WALES IN THE UK & OVERSEAS



GO NORTH WALES

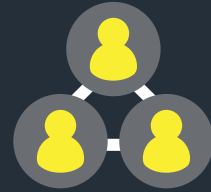
BUSINESS AND EVENTS BUREAU

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



VISITORS TO **GONORTHWALES.CO.UK** CAN BUILD THEIR OWN

ITINERARIES AS WELL AS DOWNLOAD SAMPLE ITINERARIES



HOSTED 22

NETWORKING EVENTS TO MEET AND DEVELOP CONNECTIONS WITHIN THE INDUSTRY

PROMOTED OVER

3000

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



GOOGLE SEARCH FOR **NORTH WALES & NORTH WALES EVENTS**

SPENT OVER £350,000

ON GONORTHWALES CAMPAIGNS
1.760 MILLION REACHES & OVER 10 MILLION IMPACTS

NWT PUBLICATIONS GROUPS • GREAT DAYS OUT • GONORTHWALES
WINTER OPENING HANGING CARD • GOLF NORTH WALES • BEDROOM BROWSERS
NEW FOR 2023: MUSEUMS AND GALLERIES • HIRAETHOG

NORTH WALES TOURISM WEBSITES

GONORTHWALES.CO.UK | NORTHWALESTOURISM.COM
GOLFNORTHWALES.CO.UK | GARDENS NORTHWALES.COM
GROUPSNORTHWALES.COM | NORTHWALES DISTRIBUTION.CO.UK
GREATDAYSOUTNORTHWALES.CO.UK | MEETNORTHWALES.CO.UK
GONORTHWALES.ACADEMY.CO.UK

8

Adventures in North Wales Podcasts produced



Trained **57** individuals through Tourism and Hospitality Academy including **46** Ukrainians

A SUCCESSFUL AND SUSTAINABLE TOURISM INDUSTRY IN NORTH WALES.





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01 Company Information

Directors

C J Frost	R M Higgin	J Jones
T J Keith	G H A Evans	N S Williamson
J K Everley	F E Hobro	A T Barsby
T S Rogerson	M Viercant	L C Jones

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
Denbighshire
LL17 0RN



Income Statement for the year ended 31 December 2022

	Notes	2022 £	2021 £
Turnover		484,280	325,065
Cost of sales		(426,324)	(414,321)
Gross surplus/(deficit)		57,956	(89,256)
Administrative expenses		(179,111)	(179,288)
		(121,155)	(268,544)
Other operating income		118,022	224,741
Operating deficit		(3,133)	(43,803)
Interest receivable and similar income		31	6
		(3,102)	(43,797)
Interest payable and similar expenses		(2,861)	(2,688)
Deficit before taxation		(5,963)	(46,485)
Tax on deficit		-	-
Deficit for the financial year		(5,963)	(46,485)

02 Balance Sheet

	Notes	£	2022 £	£	2021 £
Fixed assets					
Intangible assets	4		1,600		2,000
Tangible assets	5		150,623		152,799
			152,223		154,799
Current assets					
Stocks		2,767		1,309	
Debtors	6	46,934		46,676	
Cash at bank and in hand		53,048		47,516	
		102,749		95,501	
Creditors					
Amounts falling due within one year	7	171,573		143,773	
			(68,824)		(48,272)
Net current liabilities					
Total assets less current liabilities			83,399		106,527
Creditors					
Amounts falling due after more than one year	8		88,694		105,859
Net (liabilities)/assets			(5,295)		668
Reserves					
Revaluation reserve	9		28,391		28,391
Other reserves			94,405		94,405
Income and expenditure account			(128,091)		(122,128)
			(5,295)		668



The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2022.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2022 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 and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the Board of Directors and authorised for issue on 28 March 2023 and were signed on its behalf by:



J Jones - Director



C J Frost - Director

03 Notes to the Financial Statements

01 Statutory information

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.

02 Accounting policies

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.

03 Employees and directors

The average number of employees during the year was 15 (2021 - 16).



04 Intangible fixed assets

	Goodwill £
COST	
At 1 January 2022 and 31 December 2022	4,000
AMORTISATION	
At 1 January 2022	2,000
Charge for year	400
At 31 December 2022	2,400
NET BOOK VALUE	
At 31 December 2022	1,600
At 31 December 2021	2,000

05 Tangible fixed assets

	Land & buildings £	Plant & machinery £	Totals £
Cost			
At 1 January 2022	175,000	53,186	228,186
Additions	-	2,613	2,613
At 31 December 2022	175,000	55,799	230,799
Depreciation			
At 1 January 2022	27,735	47,652	75,387
Charge for year	3,500	1,289	4,789
At 31 December 2022	31,235	48,941	80,176
NET Book Value			
At 31 December 2022	143,765	6,858	150,623
At 31 December 2021	147,265	5,534	152,799

06 Debtors: Amounts falling due within one year

	2022	2021
	£	£
Trade debtors	37,981	37,244
Amounts owed by participating interests	805	805
Other debtors	8,148	8,627
	46,934	46,676

07 Creditors: Amounts falling due within one year

	2022	2021
	£	£
Trade creditors	24,985	37,423
Taxation and social security	33,741	22,515
Other creditors	112,847	83,835
	171,573	143,773

08 Creditors: Amounts falling due after more than one year

	2022	2021
	£	£
Bank loans	88,694	105,859

09 Reserves

At 1 January 2022 and 31 December 2022	Revaluation reserve
	28,391

