



Annual Review 2024

North Wales Tourism
Twristiaeth Gogledd Cymru

Chair's Report

Welcome to the 2024 Annual Report of North Wales Tourism (NWT). While many of the challenges faced by our sector since the COVID-19 pandemic remain unresolved, this past year has shown our region's enduring strength, adaptability, and collaborative spirit.

Under the steadfast leadership of our CEO, Jim Jones, North Wales Tourism has continued to champion the region on national and international stages. Our shared vision of establishing North Wales as the "Adventure Capital of Europe" remains a guiding force, showcasing our spectacular landscapes and thrilling visitor experiences. This brand direction aligns with our growing focus on sustainable, inclusive, and innovative tourism that supports both local communities and our natural environment.

NWT remains a vital voice and advocate for our members and for the wider sector across North Wales. This report outlines the operational challenges we have faced-particularly financial pressures-but more importantly, it highlights the proactive steps we've taken to protect, promote, and support our vibrant visitor economy.

Year in Review

The year 2024 brought a new mix of challenges: soaring energy costs, the ongoing global impact of the war in Ukraine, and continued strain on international tourism recovery. Despite these headwinds, our organisation has remained resilient. Membership retention stayed high-a reflection of the value we deliver and the trust our members place in us.

Strategic partnerships remained central to our efforts. We maintained and deepened collaborations with Visit Wales, Visit Britain, and the Wales Tourism Alliance, ensuring North Wales' needs and aspirations were well-represented. Our engagement with Welsh Government and local authorities has focused on several key issues facing our members, including:

- Statutory 182 SHL implementation
- Statutory licensing reform
- Business rates reform
- The proposed Tourism Tax

Through consistent media engagement, we've also elevated public awareness and strengthened our advocacy efforts across broadcast, print, and digital platforms.

2024 also saw a major lift in global attention to our region, thanks in part to the "Rob and Ryan effect." The high-profile ownership of Wrexham AFC by Ryan Reynolds and Rob McElhenney helped drive a 20% increase in tourism revenue to £180 million in 2023, and its influence continued into 2024. This visibility has sparked interest in complementary projects such as the Brymbo Heritage Project and the Fossil Forest, both of which are now reaching key development milestones after years of effort.

We also marked the successful rollout of the Tourism Exchange Great Britain (TXGB) platform in partnership with Visit Wales. This important digital initiative is enabling tourism businesses across the region to manage their offerings more effectively and tap into broader markets.

Events and Recognition

A major highlight of the year was the Go North Wales Tourism Awards 2024, held once again at Venue Cymru. The event celebrated the incredible achievements and innovations within our industry and reinforced the pride, ambition, and creativity that define North Wales.

With 12 of our regional winners now nominated for the National Visit Wales Awards in March 2025, we eagerly anticipate what's to come and encourage all members to continue striving for excellence.

Outlook and Acknowledgements

Looking ahead, we know that while the sector has shown remarkable resilience, recovery is not complete. Government support will remain essential in driving growth, particularly through targeted interventions such as:

- A reduction in VAT for the tourism and hospitality sector
- A comprehensive revaluation of the Business Rates system
- Ongoing investment in sustainable infrastructure

On behalf of the Board, I extend my deepest gratitude to our members, our dedicated NWT team, my Vice-Chairs, and all our partners. Your tireless efforts, resilience, and belief in our shared purpose have been instrumental to everything we've achieved this year.

Looking Forward

We now turn our focus to 2025 with optimism and determination. North Wales has the potential not only to recover fully but to thrive-and North Wales Tourism is committed to supporting every member, championing our region, and unlocking new opportunities for success.

Thank you for your continued support, partnership, and trust in NWT.



Glenn H A Evans

Chair - North Wales Tourism



About North Wales Tourism

Membership

In 2024 North Wales Tourism membership represented a core membership of 1323 tourism related businesses, with the inclusion of affiliates the figure is 3125 tourism businesses, as we all know there is strength in numbers. The retention rate of retained members has increased to 96.07%.

The Business to Business Year Planner has remained very strong and we have increased supplier members yet again, these suppliers offer various promotions and discounts to the trade.

Our website www.gonorthwales.co.uk continues to grow, with online visitors to our site coming from all over the world. 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”; “Accommodation in North Wales”; “Activities in North Wales”; “Pet Friendly Accommodation in North Wales”.

In December 2024 we created a WhatsApp group NWTBIZ for members to join and communicate, we also have the @nwtbiz facebook a closed group page which has increased in members joining as well as our very well established @nwtbiz X (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. Information posted on the site allows members to access up to date news, networking opportunities, research information and blogs etc.

The Team at North Wales Tourism look forward to working on your behalf in 2025.

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:

Go North Wales Tourism Annual Trade Meeting - The annual trade meeting was held in Venue Cymru, Llandudno. 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:

- **Go North Wales Update**
- **Destination Dilemmas: Exploring Tourism Issues in Wales:**
- **Uniqueness of Managing a Key Tourism Destination** - Marc Fletcher from Mostyn Estates
- **Overview of Issues** - George Reid, Southwest Wales Regional Tourism Forum
- **182 Days Threshold** - Alistair Handyside, Chair PASC UK
- **Workplace Recycling** - Frankie Hobro, Anglesey Sea Zoo and Marine Resource Centre
- **Spotlight on Arts in Business** - Gwenno Angharad from Arts & Business Cymru and Sian Humpherson from Snowdonia Hospitality & Leisure Ltd
- **Cai Ross, Paysanne Restaurant** - talked about his new cookbook called North Wales Fish & Seafood

The afternoon session included two workshop:

- **The Power of Welshness Food & Drink** - hosted by Jeremy Bowen-Rees of Landsker Business Solutions and Geraint Hughes of Lafan on behalf of the North Wales Food and Drink Cluster in collaboration with Parisellas Ice Cream on how

sourcing Welsh food and can help your tourism business plus summary of support currently available for tourism and food and drink businesses.

- **Unlock the £15.5 Billion Accessible Tourism Market** - hosted by Davina Carey-Evans, Piws and covered information on how to tap into a lucrative market and creating an inclusive environment and provided information on how improving accessibility isn’t just about compliance.

A variety of trade information stands were also on display, providing members with tourism-related information for their businesses.

Go North Wales Tourism Awards - NWT organised the Eighth 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 18 Award Categories in total, and over 230 applications were received, all worthy of recognition, such is the strength, depth and variety of the tourism and hospitality offer across our region. For the first time in many years, award winners from some of the regional categories were also fed in to the National Visit Wales Awards which was held in Spring 2025.

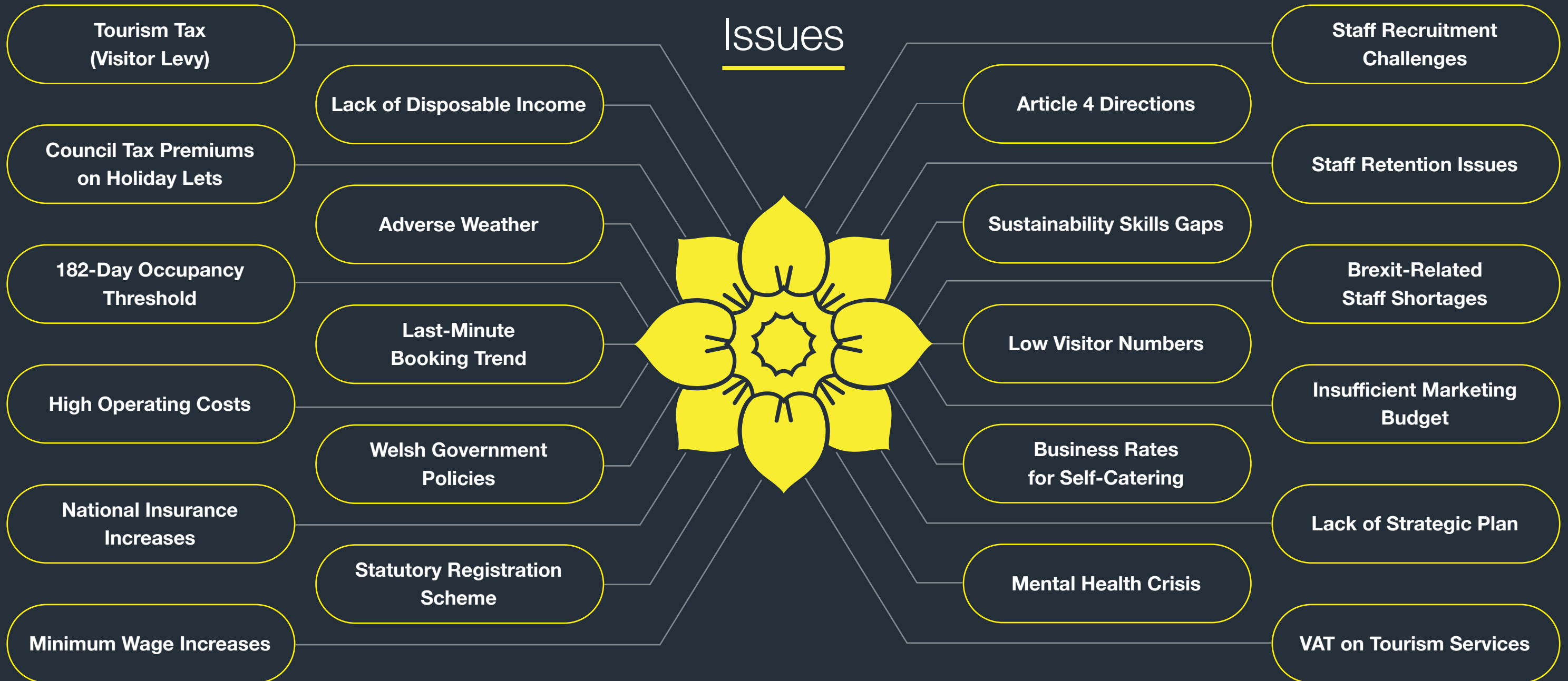


NWT’s Memberships - NWT is a member of several bodies, including North Wales Business Council executive member, UK Hospitality, Regional Skills Partnership, West Cheshire and North Wales Chamber of Commerce, Chairmanship of the North Wales Strategic Cruise Group and Cyber Resilience Centre for Wales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

Visit Wales Communication Plan - Visit Wales has appointed North Wales Tourism to communicate the benefits and opportunities from 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 third year of a three-year contract and commenced in October 2022.

Net Zero North Wales - During 2024 NWT has continued with its support and assisted the North Wales Business Council with the co-ordination and organisation of Net Zero events across the counties of Conwy and Gwynedd. The event brought together key businesses from across the North Wales private sector along with business representative bodies/local fora and not for profit organisations/Universities/Colleges, around the key elements of delivering decarbonisation and supporting our Journey to Net Zero. The network shares best practice and advice across businesses/sectors and pulls in and highlights the support and services that are available from public sector bodies and others (at local, regional and national Wales/UK Levels).

Lobbying - North Wales Tourism have and are continuously working hard on behalf it’s members on issues that are affecting the industry. We are in constant contact with the local MSs and MPs on these issues and are also lobbying side by side and working closely with various pan Wales and UK bodies to drive forward the importance of the industry to the economy of Wales and the effects and implications of these issues on the businesses and industry as a whole. We are also working closely with the local press and media to raise the issues affecting us to make sure the voice of our valuable industry is heard.



Strategic Partnership

A community competition to engage and celebrate the work that is ongoing in our communities for the greater good of the destination was launched as part of partnership between Go North Wales and holidaycottages.co.uk.

Three community organisations were awarded £1000 each as part of the partnership. The three successful projects were:

North Wales Crusaders Wheelchair Rugby League & Disability Sports Association - The money will be used to cover the cost of transporting the equipment it takes into schools to run its education programme about disability inclusion.

Friends of Mostyn Street (FOMS) & FOMS Kidz in Llandudno - Members of FOMS come together at least once a week to improve the town. They litter-pick, sweep, clean, rub down railings, clear gutters, and weed pavements and side streets while chatting, laughing and supporting each other. The group will spend its £1,000 of support from the Community Funding Initiative on buying a mobile jet wash to help keep the streets clean. The money will also be used to buy replacement cleaning equipment, and to support members of its youth arm FOMS Kidz.

Harlech Community Orchard Project - a not-for-profit group of volunteers who have united to transform an unused part of a local field into an important spot for wildlife. Visitors will be learning more about the natural wonders of a community orchard as green-fingered volunteers continue a grassroots drive to develop a haven for nature.

Building a Framework for Tourism and Hospitality Training

Overview

In 2024-2025, we launched a training framework for unemployed people in Denbighshire supported by Cadwyn Clwyd. This initiative was an extension to our hospitality academy aimed to empower unemployed individuals with the skills needed to apply for a job in the industry.

Building a Framework

A key component of the program was the development of a comprehensive database linking trainees to job opportunities, facilitating a smooth transition from training to employment. This

addressed the industry’s demand for workers while providing participants with opportunities in the tourism and hospitality sector.

Innovative Curriculum Approach

The program featured a 3-day course combining theoretical learning, confidence-building exercises, goal-setting workshops, team-building activities, and personal profiling. This holistic curriculum ensured participants gained both technical expertise and essential soft skills for success in the dynamic, customer-facing sector.

Workshop Structure and Locations

Workshops were held over three days at Rhyl City Strategy training rooms, with one day of practical training at the White House Hotel & Spa and North Wales Bowling Centre. On each occasion they visited Rhyl’s Tourist Information Centre. These venues provided real-world exposure, enriching participants’ understanding of the industry.

Participant Engagement

- **Registration and Attendance:** 55 registered participants, collaborations with local agencies including Working Denbighshire, social media campaigns and partner referrals ensured a diverse and motivated cohort, meeting our participant targets. In total we were able to place 12 into employment, and are in ongoing dialogue to place those that are keen to work.

Lessons Learned

Key insights included the importance of:

- Collaborating with community organisations to attract participants.
- Using effective communication channels like WhatsApp for engagement.
- Hosting sessions at varied, industry-relevant venues to enhance learning.
- Targeting motivated participants for better outcomes.
- Choosing accessible locations to boost attendance.
- Providing follow-up support and maintaining momentum post-training.



Marketing the Destination of North Wales

Great Days Out campaign - The campaign includes a pocket style leaflet featuring attractions, activities, discount vouchers and a colour coded map which is distributed via High volume motorway service stations, Shopping Centres, Supermarkets, Hotels, B&Bs, Self-catering Outlets and Holiday Parks in key catchment areas plus a dedicated website with downloadable leaflet and special offer vouchers, QR Code, promotion on our social media channels and consumer enews database.

Bedroom Browser - The publication is a spiral bound, A4 landscape brochure encompassing attraction/activity provider leaflets. The brochure is distributed to all accommodation members of North Wales Tourism; Reference copies to all Wales and Border TICs; North Wales & NorthWest Libraries; Tour operators for itinerary purposes; visiting journalists; exhibitions etc.

Opportunity to participate in the brochure included a leaflet insert within the brochure or artwork space on either front (inside) and back covers (inside and back). Limited number of half page advert spaces were also available.

Museums and Galleries - A project awarded by Heritage Lottery Fund to extend the work already carried out including translation of the current brochure to Welsh and Japanese, production of heritage podcast, PR, digital and social media activity.

Golf North Wales - North Wales Tourism continues to promote the golf offering across North Wales actively promoting the excellent value golf passes which allows golfers to play at some of North Wales’s best courses for one incredible price. The passes allow the holder to play multiple courses in North Wales for one great price.

The passes are:

- **Coastal Golf Pass 1** - From £180 you can play 3 courses at the following Abergele, Maesdu, North Wales and Conwy Golf Clubs.
- **Coastal Golf Pass 2** - From £135 you can play 3 courses at Penmaenmawr, Abergele, Maesdu and/or North Wales Golf Clubs
- **Isle of Anglesey Golf Pass** - From just £129 you can play 4 rounds of golf from 6 of the following courses - Anglesey, Baron Hill, Bull Bay, Henllys, Holyhead and Storws Wen.

M&S Window, Llandudno Promotion - The whole of the shop frontage of the old M&S site in Llandudno has now been fully branded with Go North Wales visuals promoting the local area and further afield.

Promotion of Holywell Town which included a feasibility study resulting in the creation of a Holywell and Greenfield Tourism and Heritage Pilot Destination Plan and Marketing Campaign. The study consisted of two main components: feasibility assessment and marketing/destination strategy. Based on the findings and recommendations of the feasibility assessment and pilot marketing strategy funding will be used to implement some of the key findings highlighted in the production of a comprehensive plan for improving Holywell’s tourism and heritage sector offer. Also as part of the campaign was the creation of multiday travel itineraries focussing on Holywell, which where then showcased on the website and promoted via social media platforms; promotion of Holywells’ businesses and attractions through articles and press activity plus development of a podcast for Holywell telling the story of all what Holywell has to offer.

Arriva Beautiful by Bus - 12 months campaign which included production of a podcast where Owain Llyr from Heart North and Mid Wales embarks on a scenic bus ride along the stunning coastline from Rhyl to Llandudno aboard the Arriva Bus Wales number 12, discovering the hidden gems and local highlights of North Wales, from charming seaside towns to breathtaking views. The podcast highlighted the must-see attractions, off-the-beaten-path spots, and the benefits of exploring the region by bus. Promotion of the Beautiful by Bus campaign was also supported by website and digital promotional activity, print distribution and distribution box branding.

Llandudno Snowsports Centre - 12 month campaign supporting marketing activities of the Llandudno Snowsports Centre including additional website and digital activity, advertising, blogs and newsletter features, social media activity plus itinerary development linking to variety of accommodation suitable for different target audiences in Llandudno which were then promoted on social channels.

Hiraethog - A project with Clocaenog Forest Wind Farm on promoting and marketing of the Hiraethog area which included production of itineraries, production of brochure, podcast, PR activity and digital promotion.

Beavers - A contract awarded by North Wales Wildlife Trust to promote Beaver Tourism in the Cors Dyfi area with development of different assets for local businesses and visitors to use including production of an Online Tourism Toolkit to help support, production of a podcast, PR activity and leaflet production.

Go North Wales Team’s Attendance at Exhibitions/Expos in 2024

The Go North Wales Team attended several exhibitions/expos in 2024 to showcase the diverse business event opportunities and leisure tourism products available in North Wales. We provide a summary of the events attended below:

- **Webinario** - exclusive online business-to-business event with qualified North America travel advisors showcasing and promoting the Travel Trade products of North Wales.
- **British Tourism & Travel Show Birmingham (March 24)** - The event provided a great opportunity to promote the destination at the largest domestic business to business (B2B) event for the travel trade market. Taking place at the NEC in Birmingham, the event attracts around 3,000 travel trade buyers.
- **Stand Partner with Venue Cymru at The Meetings Show, London** as partners with Meet in Wales in June - The show is UK’s leading exhibition for the meetings, events, conference and incentives industry, delivering the largest hosted buyer programme of any industry event in the UK.

The attendance of the Go North Wales Team at these exhibitions/ expos in 2024 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 continues to be 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 2024 included continue with the building up of the platform, 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 2024 season.

Additionally, Meet North Wales attended the Meeting Show with Venue Cymru as a pod partner on the overall Meet In Wales stand.

As part of the activities planned for 2024, there will be continued development of the website and promotion of the business events products through newsletters and social media engagement. Meet North Wales will also continue to work with partners to promote the brand of the group and the products available. 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 continue to respond to any inquiries for conferences and incentive groups into North Wales.

Website and Digital Activity

Website - Go North Wales (www.gonorthwales.co.uk) website is our main consumer channel, development of this site is ongoing.

Organic traffic has risen from an average of 50k per month to almost 90k per month. Our organic keywords have also increased by 113% meaning that we appear for more search terms. We hold position 1 for Where to Stay in North Wales and position 2 for Things to do in North Wales and Attractions North Wales.

Ongoing work is undertaken on ensuring product data is up to date plus additional content added to the website, which supports the SEO structure and betters the user experience. Developing landing pages was a key feature of the website improvements during the year, to enable the website to be found for a larger number of queries. The development of landing pages meant there was more choice of content for the user. The abundance of content led to more pages being viewed per session and therefore a reduction in the overall bounce rate.

We’ve experienced a large increase in the 25-34 age bracket, but kept an almost 50/50 split in male / female.

Most visitors to the website are accessing the site it via a mobile device or tablet, with just 32% using a desktop. Therefore, we are currently working in the UI / UX of the mobile enabled version of the site.

The eShop has been updated, with products being modified, removed and added.

Competition feature - This has proved popular with both businesses to have additional exposure to their products and with the visitor. It has also supported NWT with increasing its subscribers list for receiving regular newsletters about things to do, special offers, late availability and events taking place in North Wales.

TXGB - To support the contract awarded to NWT with promoting the TXGB platform to trade operators a decision was made to implement TXGB for ticketing and accommodation with the Simpleview Polling Engine on https://www.gonorthwales.co.uk/. This facility then enables providers to be able to sell tickets / rooms through TXGB, or a ticketing /booking system that integrates with TXGB, if they are signed up with them.

Booking Integration - Members are now also able to make their entries on the website bookable from their own booking channels through our polling engine - SuperControl, Booking.com, Expedia, Hotel Planner, Sykes Cottages, My UK Travel , TXGB, Eviiwo, TXGB, FreeToBook and any other PMS or OTA. 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 benefitting its members while maintaining its popularity among visitors.

The Go North Wales website is our flagship site however NWT also have some other websites that support some of our campaign activity which includes www.groupsnorthwales.co.uk, www.greatdaysouthnorthwales.co.uk, www.golfnorthwales.co.uk, www.gardensnorthwales.co.uk and www.meetnorthwales.co.uk. These remain to be popular however work needs to be undertaken in developing the existing pages and to help with SEO.

Email Marketing - Our database stands at nearly 6k contacts and these are mailed on a monthly basis with what’s on, offers, competitions etc. We get on average 40% open rate and a 6% click rate. Emails have been redesigned to be more appealing and content friendly with call to action. Newsletter sign ups is available on the website and the competition feature has also helped with increasing the number of new sign ups.

Social Media - Over the last year, North Wales Tourism have continued to work hard on its digital marketing efforts. The now established brand of Go North Wales has been key to developing the website, social media platforms and email marketing. Introducing strategy has been crucial in structuring each platform, as well as understanding and targeting the correct consumer group. Larger followings, a bigger reach and development across all digital marketing platforms is being achieved.

Following on from last year, North Wales Tourism has built its following on social media, increasing its reach and engagement. This is further supported with our additional digital marketing offering provided to members as an ‘add-on’ service.

Through social media and email marketing, Go North Wales were able to directly market to potential visitors of North Wales. North Wales Tourism manages all its social media platforms through Hootsuite which makes it easier to monitor and schedule posts as well as providing additional analytic and engagement benefits.

Our Facebook has 23,550 followers with an average of 222 new followers per month. Post engagement is 23% on average. X has 20k followers with Instagram gaining 16.5k views and 1k interactions a month.



Distribution

Introduction

For over 33 years, the North Wales Tourism Distribution Team has been a cornerstone of promotional support for tourism attractions across the region. In 2024, we continued to deliver our vital service, distributing promotional materials to a comprehensive network of distribution points across North Wales and its borders.

We extend our heartfelt thanks to our loyal members for their unwavering support, which enables us to promote the region's vibrant tourism sector effectively.

2024 Performance Overview

In 2024, the team handled **2,228,605 leaflets and brochures**, covering **76 external contracts**. Despite a slight decline from 2023's **2,271,476 leaflets** (62 contracts), the volume remained steady amidst rising printing and overhead costs.

Our team's proactive engagement with tourism operators ensured strong relationships, maintaining essential promotional support for attractions.

Our **extensive distribution network**, spanning hundreds of points across North Wales and border areas, continues to provide unparalleled reach.

This network, built on decades of regional expertise, ensures attractions efficiently target their audiences. In 2024, we strengthened this network by retaining long-standing distribution points and securing new sites, broadening opportunities for local tourism promotion.

Challenges and Resilience

The team operates in a dynamic market, facing challenges from the rise of digital advertising, escalating printing costs, and operational overheads.

Looking Ahead

Looking to 2025, the North Wales Tourism Distribution Team is poised to enhance its offerings. We will continue to provide **poster and A4 advertising** at key outlets and **sponsorship opportunities for CDU boxes**, increasing exposure for local attractions.

Our **year-round distribution service** remains the backbone of our operations, complemented by a **blitz service** for targeted, short-term event promotions. These initiatives will ensure attractions reach diverse audiences efficiently and effectively.

Conclusion

The North Wales Tourism Distribution Team remains a trusted and essential asset in promoting North Wales' tourism industry. Our 2024 performance reflects our commitment to excellence, underpinned by strong partnerships, an expansive network, and innovative approaches to distribution. As we navigate future challenges, we are confident in our ability to deliver outstanding results, supporting our members and enhancing the region's tourism appeal.

Acknowledgements

We express our deepest gratitude to our members, partners, and tourism operators for their continued support. Together, we will ensure North Wales remains a premier destination for visitors in 2025 and beyond.



Tourist Information Centres

Tourist Information Centre (TICs) in Llangollen and Rhyl continue to operate under the management of North Wales Tourism on behalf of Denbighshire County Council (DCC).

As in 2023, additional funding was secured from Rhyl Town Council to maintain an all-year round operation at Rhyl TIC, covering the winter opening period, October 2024 to the end of March 2025.

Visitor footfall increased by 6.7% overall (from 118,700 to 126,700), and total enquiries were up by 6.5% from 151,300 to 161,200. This was despite the cancellation of outdoor arena events and no Air Show in Rhyl during the main season due to ongoing sea defence works in 2024.

An overall 6.0% increase in turnover (retail and ticket sales) was reported year-on-year.

Like-for-like retail sales (publications and merchandise) reported a 6.9% drop in income, but this was offset by sustained growth in gallery sales (art and craft) in Llangollen TIC, peaking during the high season July to September period.

Income from tickets was up by 23%, largely due to exponential growth in International Eisteddfod sales in Llangollen and, new for 2024, the series of headline concert events in the shoulder period to the main event in July. There were also additional concert events held in Llangollen Town Hall in early 2024, which were well supported. Bookings for local attractions including Llangollen Canal and Plas Newydd remained largely on par with 2023.



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01 Company Information

Directors	Mr G H A Evans Mr A J Plimmer Mrs Y Jackson Mrs N S Williamson Mrs A Platt	Mr J Jones Mrs R M Higgin Mrs L C Jones Mrs N J Eaton Sawford	Mr A T Barsby Mrs F E Hobro Mrs S J Mckee Mr J K Everley
Registered Office	9 Wynnstay Road Colwyn Bay Conwy LL29 8NB		
Registered Number	02565721 (England and Wales)		
Accountants:	Sage & Company Business Advisors Ltd 102 Bowen Court St Asaph Business Park St Asaph Denbighshire LL17 0JE		

02 Report of the Directors for the year ended 31 December 2024

The directors present their annual report and financial statements for the year ended 31 December 2024.

Principal activities
The principal activity of the company continued to be that of tourism and marketing services.

Directors	Mr G H A Evans Mr A J Plimmer Mrs Y Jackson Mrs N J Eaton Sawford (Appointed 4 July 2024) Mrs N S Williamson	Mr J Jones Mrs R M Higgin Mrs L C Jones Mr J K Everley (Appointed 12 July 2024)	Mr A T Barsby Mrs F E Hobro Mrs S J Mckee Mrs A Platt (Appointed 18 July 2024)
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Small companies exemption
This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

On behalf of the board



J J Jones - Director
12th March 2025

03 Income & Expenditure Account

	Notes	2024 £	2023 £
Income			
		583,180	578,113
Cost of sales		(434,763)	(450,529)
Gross surplus		148,417	127,584
Administrative expenses		(182,767)	(173,256)
Other operating income		33,013	14,850
Operating deficit		(1,337)	(30,822)
Interest receivable and similar income		66	230
Interest payable and similar expenses		(2,606)	(2,436)
Deficit before taxation		(3,877)	(33,028)
Tax on deficit		(845)	-
Deficit for the financial year		(4,722)	(33,028)

The income and expenditure account has been prepared on the basis that all operations are continuing operations.

04 Balance Sheet

	Notes	2024 £	2023 £
Fixed assets			
Intangible assets	4	800	1,200
Tangible assets	5	214,484	145,715
		215,284	146,915
Current assets			
Stocks		3,325	2,811
Debtors	6	68,454	30,155
Cash at bank and in hand		212	5,821
		71,991	38,787
Creditors			
Amounts falling due within one year	7	(217,952)	(169,336)
Net current liabilities		(145,961)	(130,549)
Total assets less current liabilities		69,323	16,366
Creditors			
Amounts falling due after more than one year	8	(37,367)	(54,689)
Net (liabilities)/assets		31,956	(38,323)
Reserves			
Revaluation reserve	10	103,391	28,391
Other reserves		94,405	94,405
Income and expenditure account		(165,840)	(161,119)
Total members Funds		31,956	(38,323)

For the financial year ended 31 December 2024 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

These 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 12 March 2025 and are signed on its behalf by:



J J Jones - Director



G H A Evans - Director

Company registration number 02565721 (England and Wales)

05 Notes to the Financial Statements

1 Accounting policies Company information

North Wales Tourism - Cwmni Twristiaeth Gogledd Cymru is a private company limited by guarantee incorporated in England and Wales. The registered office is 9 Wynnstay Road, Colwyn Bay, Conwy, LL29 8NB.

1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 “The Financial Reporting Standard applicable in the UK and Republic of Ireland” (“FRS 102”) and the requirements of the Companies Act 2006 as applicable to companies subject to the small companies regime. The disclosure requirements of section 1A of FRS 102 have been applied other than where additional disclosure is required to show a true and fair view.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, [modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value]. The principal accounting policies adopted are set out below.

1.2 Income and expenditure

Income and expenses are included in the financial statements as they become receivable or due.

1.3 Intangible fixed assets - goodwill

Goodwill represents the excess of the cost of acquisition of unincorporated businesses over the fair value of net assets acquired. It is initially recognised as an asset at cost and is

subsequently measured at cost less accumulated amortisation and accumulated impairment losses. Goodwill is considered to have a finite useful life and is amortised on a systematic basis over its expected life, which is 10 years.

1.4 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses. Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Freehold land and buildings	2% on cost
Fixtures and fittings	20% on cost
Motor vehicles	25% on cost

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is credited or charged to surplus or deficit.

1.5 Impairment of fixed assets

At each reporting period end date, the company reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any). Where it is not possible to estimate the recoverable amount of an individual asset, the company estimates the recoverable amount of the cash-generating unit to which the asset belongs.

Recoverable amount is the higher of fair value less costs to sell and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset for which the estimates of future cash flows have not been adjusted.

If the recoverable amount of an asset (or cash-generating unit) is estimated to be less than its carrying amount, the carrying amount of the asset (or cash-generating unit) is reduced to its recoverable amount. An impairment loss is recognised immediately in surplus or deficit, unless the relevant asset is carried at a revalued amount, in which case the impairment loss is treated as a revaluation decrease.

Recognised impairment losses are reversed if, and only if, the reasons for the impairment loss have ceased to apply. Where an impairment loss subsequently reverses, the carrying amount of the asset (or cash-generating unit) is increased to the revised estimate of its recoverable amount, but so that the increased carrying amount does not exceed the carrying amount that would have been determined had no impairment loss been recognised for the asset (or cash-generating unit) in prior years. A reversal of an impairment loss is recognised immediately in surplus or deficit, unless the relevant asset is carried at a revalued amount, in which case the reversal of the impairment loss is treated as a revaluation increase.

1.6 Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition.

Stocks held for distribution at no or nominal consideration are measured at the lower of cost and replacement cost, adjusted where applicable for any loss of service potential.

At each reporting date, an assessment is made for impairment. Any excess of the carrying amount of stocks over its estimated selling price less costs to complete and sell is recognised as an impairment loss in profit or loss. Reversals of impairment losses are also recognised in profit or loss.

1.7 Cash and cash equivalents

Cash and cash equivalents are basic financial assets and include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.8 Financial instruments

The company has elected to apply the provisions of Section 11 ‘Basic Financial Instruments’ and Section 12 ‘Other Financial Instruments Issues’ of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the company’s balance sheet when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Classification of financial liabilities

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

Basic financial liabilities

Basic financial liabilities, including creditors, bank loans, loans from fellow group companies and preference shares that are classified as debt, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

1.9 Taxation

The company is exempt from corporation tax, it being a company not carrying on a business for the purposes of making a profit.

1.10 Employee benefits

The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

The cost of any material unused holiday entitlement is recognised in the period in which the employee’s services are received.

Termination benefits are recognised immediately as an expense when the company is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.11 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.12 Leases

Rentals payable under operating leases, including any lease incentives received, are charged to profit or loss on a straight line basis over the term of the relevant lease except where another more systematic basis is more representative of the time pattern in which economic benefits from the leases asset are consumed.

Rental income from operating leases is recognised on a straight line basis over the term of the relevant lease. Initial direct costs incurred in negotiating and arranging an operating lease are added to the carrying amount of the leased asset and recognised on a straight line basis over the lease term.

2 Judgements and key sources of estimation uncertainty

In the application of the company’s accounting policies, the directors are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Employees

The average monthly number of persons (including directors) employed by the company during the year was:

	2024 Number	2023 Number
Total	14	26

04 Intangible fixed assets

	Goodwill
	£
COST	
At 1 January 2024 and 31 December 2024	4,000
AMORTISATION	
At 1 January 2024	2,800
Revaluation for year	400
At 31 December 2024	3,200
NET BOOK VALUE	
At 31 December 2024	800
At 31 December 2023	1,200

05 Tangible fixed assets

	Land & buildings	Plant & machinery	Totals
	£	£	£
Cost			
At 1 January 2024	175,000	55,799	230,799
Revaluation for year	75,000	-	75,000
At 31 December 2024	250,000	55,799	305,799
Depreciation and impairment			
At 1 January 2024	34,735	50,349	85,084
Depreciation charged in the year	5,000	1,231	6,231
At 31 December 2024	39,735	51,580	91,315
Carrying amount			
At 31 December 2024	210,265	4,219	214,484
At 31 December 2023	140,265	5,450	145,715

06 Debtors: Amounts falling due within one year

	2024	2023
	£	£
Service charges due	68,454	26,414
Other debtors	-	3,741
	68,454	30,155

07 Creditors: Amounts falling due within one year

Bank loans and overdrafts	34,599	16,356
Trade creditors	56,046	24,091
Corporation tax	845	-
Other taxation and social security	20,212	26,850
Other creditors	106,250	102,039
	217,952	169,336

08 Creditors: Amounts falling due after more than one year

Bank loans	37,367	54,689
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09 Members' liability

The company is limited by guarantee, not having a share capital and consequently the liability of members is limited, subject to an undertaking by each member to contribute to the net assets or liabilities of the company on winding up such amounts as may be required not exceeding £1.

10 Revaluation reserve

At the beginning of the year	28,391	28,391
Revaluation surplus arising in the year	75,000	-
At the end of the year	103,391	28,391

