

*Capital Region Tourism / Uwch Ranbarth Twristiaeth  
CRT Action Plan and Project Report 2009~10*

Regional Strategy Themes	Regional Strategy Action Plan	Proposed Outputs	2009/10 Achieved	Comments / Contribution
<b>Branding</b>	Implement Wales brand around 5 experiences: City Breaks; Countryside and Scenery; Activities; Browsing; Culture and Heritage	Tourism Areas to feature priority experiences and combine for relevant product/ market campaigns in support of Wales Brand. Delivery of Cultural Tourism Action Plan	Workshops set-up with regards to Wales and Branding.	<p>Activities (golf): Vibe continuing to develop social networking for GOSW. The twitter page has over 200 followers. These include pro golfers, golf commentators, golf press, local golfers, golf resorts in England, Scotland, overseas along with other tourism areas such as Somerset, Cornwall who are in regular contact.</p> <p>The page has sent out over 600 Golf related tweets including recent Ryder Cup news, Welsh golf updates and offers from the GOSW.</p> <p>A facebook fan page has recently been launched to compliment the twitter page. To extend the message of Golf in Wales, GOSW has a twitR Golf page, a golfer only version of twitter.</p> <p>Within the golf clubs, A4 promotional posters have been designed to promote the avenues of communication.</p> <p>E-Newsletter: 52 Golf Clubs are contacted for content, who then go on to receive the e-newsletter. They are encouraged to post it up in their clubhouse and distribute it via email to their members. The e-newsletter is also distributed via social media contacts. Each newsletter has a course round up - promoting 3 courses; golfers grub – featuring a different club house/menu: along with further golf information, developments and news.</p> <p>Press trips: Around 100 individual press invites sent. Currently at the preliminary stage of press trip organisation, six media publications have expressed interest in attending.</p>

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	Link leisure offer to neighbouring areas inc England	Support for cross-border marketing product development e.g. golf, sustainable tourism, food+drink, activities (Wye Valley, Brecon Beacons, West Wales)	10 Applications received, 9 were successful on some level of funding. 7 Applications cross borders into neighbouring areas, on a variety of product offers.	Partnership Development and Short Break Fund is now open for 2010/11. The first review of applications is currently underway.  Events Support Fund is now open for 2010/11. The first review of applications has taken place (April) with 50% of the budget being allocated. The second review will take place in early July.
	Develop a unified business offer led by Cardiff and Newport	Contribution to ensure coverage of regional product mix in city-led campaigns	Cross Borders Partnership - Dates for the two events arranged: - 1 Oct, taking place in Abergavenny - 29 Oct, taking place in Cardiff The agenda and speakers have been arranged. An invitation letter went out for participation to local authorities and their tourism associations/businesses.	<u>Cardiff</u>  Confirmed business on the books = Approx: £2,505,500 Completed business (for current financial yr) = Approx: £1,203,200 Live Enquiries & Provisional bookings = Approx: £3,950,000  400 ambassadors have now been appointed. Three issues of the Cardiff Ambassadors e-newsletter have been distributed since the last report. <i>Cardiff: The Capital Opportunity</i> will be re-edited in the 2010/11 to include new HD footage filmed during 2009.  Cardiff & Co sponsored a cocktail reception at St David's Day Dinner, The Guildhall London. This was used for as an opportunity to raise awareness for Cardiff as an inward investment destination and for recruiting Ambassadors. Over 400 attended the event. Ambassadors can also attend an event (UK Competitiveness Index) being held at the IoD on 19 April. This is in conjunction with UWIC. The Cardiff Ambassadors Spring Breakfast will take place on 20 May at the Vale resort. CRT will be one of the key sponsors of this event along with the University of Glamorgan

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				<p>and the Vale Hotel. Aiming for 120 Ambassadors and businesses to attend.</p> <p>6 fam trips scheduled throughout 2010.</p> <p><u>Newport</u> 70 new contacts made at Confex. Organisations included The Army, Admiral and various located in Bristol and the M4 corridor. Attendance at the Eventia Wales meeting at Cardiff and Co . Key to this is joint policy discussions for the future and Wales marketing activity .</p> <p>Newport and Cardiff to jointly hold an AIM training events to enrol more venues onto the UK wide accreditation system for Meetings and conference Venues .</p> <p>The Events sector has been busier than anticipated. An example is the 'Made by Hand' craft fair Dec 2010. There has been private sector support from two national design magazines, Celtic Manor and Jo Jo Maman Bebe . Made by Hand will support up to 200 UK and Wales based business. The Contemporary Craft Fair directly creates nearly £500,000 for the businesses exhibiting and servicing the event.</p>
<b>Marketing</b>	Develop a regional marketing plan for leisure and business tourism	Cooperative activity led by CRT with regional stakeholders	Liaison with Campaign Managers and regular campaigns provided to industry via Newsletters (12) over last twelve months.	Building networks of support for the 5 regional "key market propositions"

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	Experience proposition websites and digital marketing PR	Ensuring relevant content for destination and campaign websites. PR activity to back up propositions		<p>Destination PR (Hwyl)</p> <p><b>2009:</b>            Number of press trips completed: 5            Number of journalists in attendance: 12            Total pieces of coverage received: 9            Total circulation: 205,033            Total readership: 512,582            Total advertising value equivalent: £39,889.90            Total editorial value: £119,669.70            Return on investment: 19:1</p> <p>Outstanding coverage            Total number of outstanding coverage: 3            Total circulation: 103,746            Total readership: 259,365</p>
<b>Quality</b>	Networking, good practice and collaboration	Industry Communication Network and capacity building for TA's and consortia	This quarter: Recent issues disseminated and/or under discussion include the proposals to develop the Bristol Channel Barrage; the Digital Tourism Convergence Fund Bid; The New Tourism Advisory Panel: which informs WAG; Grading, environmental awards and associated State Aid issues and the Employment Law Guidance Programme.	<p>Adrian Greason Walker to take up new role as Director for the WTA. As a result, John Wilkinson will now be leading on the communications and taking forward the new social networking activity, stakeholder / key account communications, industry newsletters and SE Wales Tourism Forum secretariat. Bodga Smreczak will be providing the grass roots linkages with tourism associations, events co-ordination and information dissemination.</p> <p>Currently there are 145 key Accounts and of these there are 23 Permanent Tourism Forum Members (and number of alternates). AGW reports that whilst newsletters remain important, newsletters as a medium are not as useful as a communication media as they once were. He assumes this could be due to the volume of e-mails and e-newsletters currently in circulation. He has proposed reducing the number of e-newsletters and increasing the engagement with the key accounts through social networking media</p>

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				<p>where possible.</p> <p>Following Vijay Bhagostras death late last year Noi Ramsut was contacted with a view to finding a new CARA representative, however he confirmed that they would not send a future representative due to them now becoming less active, if not disbanded. New representation has come from The South Wales Chamber of Commerce – Nicola Knight and Hugh Hilary has replaced Derek Harvey as Chair of the Cardiff Hoteliers.</p> <p>The next Forum meeting will be 15 April.</p> <p>The long standing Chair of the Wales Tourism Alliance, Julian Burrell, will be standing down after the next Tourism Forum meeting on the 15<sup>th</sup> April 2010. Chris Osborne the new Chair of the WTA will be taking over the position at future meetings, with AGW seconding as required in his new role.</p>
	Local Supply Chains	Continuation of product development initiative with emphasis on partnering	9 successful Applications for Partnership Development/Short Breaks fund received in total.	<p>Mentoring Scheme: Research undertaken on mentoring schemes. Draft project outline written.</p> <p>ALH's work - A total of 25 promotions of individual businesses information, events, offers and breaks passed on to the various tourism networks in the 4<sup>th</sup> quarter.</p> <p>SWAP:                      - A Designer is on board to undertake the SWAP branding, aiming for a cohesive format to align with the Visit Wales Brand.                      - 2010 membership includes a new level of web membership, which allows full membership rights and promotion except brochure – for those who come in after brochure production or who are not interested</p>

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				<p>in the brochure.</p> <ul style="list-style-type: none"> <li>- 2010 has 5 new members in its brochure, but has lost 4 due to finance. 220,000 print run planned for 2010. Distribution began in February 2010 and will run for calendar year.</li> <li>- Distributing brochure using 5 Distributors, covering all of Wales and 2-hour drive time into England, with focuses in S E Wales and along borders.</li> <li>- Due to budget constraints it has been agreed by members that there will be no translation of the brochure for 2010. However, the LA partners are looking into assisting in translating the 2010 brochure into Welsh for download from the website.</li> <li>- SWAP has worked closely with Visit Wales re VAQAS. All current members have VAQAS or equivalent accreditation.</li> </ul> <p>SWAP Visitor Database (postal) currently at 1,131 contacts. Email Database currently at 3,103. Since the beginning of March we are seeing around 2 new email signups per day to the newsletter.</p>
	Create a tier of regional events	Events coordination project and events support scheme	<p>Current events on SWE website (30/09/09): 520 current events published</p> <p>5 websites &amp; 22 kiosks currently using live data feed: Cardiff Airport, Southern Wales Attractions, Arriva Trains Wales, Merthyr County Council and Herian kiosks. National webservice used by Arriva Trains Wales.</p> <p>No. of data exports: 1 monthly sent to the Southern Wales for use on Southernwales.com.</p> <p>April 08 – March 09: 881,511 page views</p>	<p>As at start April, 584 events listed. Page views – April 2009-Feb 2010 = 366,985 8 organisations plus Visit Wales using webservice or data export. New data feed has been set up for use on the Traveline Cymru website.</p> <p>Events Contacts Database – 279 on database and 271 email contacts (the database is cleaned and updated continually)</p>

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			Featured events page(new March 09): the Ryder Cup, Chartist Celebrations, CADW events, Southern Wales Social Season 2009, Southern Wales Male Voice Choirs Show, Cowbridge Food & Drink Festival	
<b>Access</b>	Create an e-Tourism strategy inc. DMS	Support for DMS implementation across the region and roll-out to industry		Cardiff launched, Bridgend and Valleys on board. VOG progressing well.
<b>Skills</b>	New Spice Programme through TTFW	Continuation of Regional HRD programme to include roll-out of CCC in the region, Linguist Guide Training and preparations for Ryder Cup	<p><b>Two</b> cross border tourism association events took place in October. Three further events took place in early 2010</p> <p>Research undertaken on mentoring schemes elsewhere. Draft project outline written.</p> <p><b>35</b> workshops delivered and supported.</p> <p>Programme of Local Food talks under the banner of South East Wales Local Food Talks undertaken 26&amp;28 Jan, 10 Feb and 24 March.</p> <p>Chairing SE Wales food tourism sub-group. Four meetings held to date.</p> <p>Nine Croeso Cynnes sessions arranged Springboard Summer School, 30<sup>th</sup> June Penrhys Partnership Summer Skillz programme, 20<sup>th</sup> July. CRT &amp; TTFW Staff, 28<sup>th</sup> July Ryder Cup Welcome Contract awarded to Coleg Landrillo for development of training programme and completed Friday 26<sup>th</sup> March. 12 Welcome to the Ryder Cup trainers recruited and trained. First delivery to Senior Stewards took place on 28<sup>th</sup> February. Cardiff Airport to train 132 staff in April.</p> <p><b>Six</b> free sessions of Croeso Cynnes in HOV area (3 x First Impressions and 3 x</p>	<p>Work with Visit Wales and the four Tourism Marketing Areas to deliver four industry events, planned for early 2010. Three event took place 10 Feb, 24 Feb and 24 March.</p> <p>Mentoring scheme development: to promote best practice from an industry perspective.</p> <p>Continue to deliver demand led workshops, and to maintain communications with HE, FE, private training providers and WAG Business Support.</p> <p>South East Wales Agri-Food partnership and CRT to take coordinating role and provide funding along with partners within region such as Adventa</p> <p>Continue to support Visit Wales with the roll out of the Croeso Cynnes Cymreig Programme.</p> <p>Ryder Cup Welcome Draft Action Plan agreed in July 2009 by key stakeholders. Contract awarded to Coleg Landrillo for development of training programme. Ryder Cup Welcome Coordinator recruited and started on 1<sup>st</sup> February.</p> <p>Visit Wales secured funds of £130k to enable development and delivery of the non-accredited elements of the Action Plan as well as some Croeso Cynnes training.</p>

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			<p>Developing Your Team) took place. <b>Three</b> open sessions of Croeso Cynnes First Impressions run during February and March.</p> <p>Supporting Blaenau Gwent in identifying Croeso Training needs in preparation for the Eisteddfod</p> <p>Supporting Valleys Partnership Heritage Tourism Officer in preparing a brief for VRP Community tourism training programme with Croeso as the foundation.</p> <p>Develop workshops to disseminate the Wales Brand. 2 workshops delivered in October.</p>	<p>Workshops to disseminate the Wales Brand and to be made available under the demand led workshops and tailored to the particular needs of each group.</p> <p>Croeso Cynnes arranged for Tourism Officers, Representatives of Tourism Association and larger businesses and CRT Directors in order to begin to generate demand for the programme.</p> <p>Attend Valleys Partnership Tourism Sub-group meetings.</p> <p>Supporting Blaenau Gwent in identifying Croeso Training needs in preparation for the Eisteddfod</p> <p>The Wales Brand and Valleys Brand will form an integral part of training delivered for the Ryder Cup and Eisteddfod.</p>
<b>Partnerships</b>	Encourage cross-border working	Ongoing communication activity including Roadshows	<p>This quarter:</p> <ul style="list-style-type: none"> <li>• 2 businesses visited</li> <li>• 2 new businesses interested in partnerships (167 to date)</li> <li>• 1 new businesses interested in travel trade market (158 to date)</li> <li>• 0 new businesses interested in pursuing business market (103 to date)</li> <li>• 0 have expressed an interest in being involved with golf market (81 to date).</li> <li>• 21 new events promoted to partners and PR contacts</li> <li>• 207 Info4-U newsletter users, 53 new users since January 2009. 350 newsletters sent, 72 since January 09.</li> </ul>	<p>Roadshows: Two cross border tourism association events already taking place in the region in October, 1<sup>st</sup> and 29th. CRT and VW will attend these events.</p> <p>It is proposed that two further events will take place in early 2010 and will be coordinated jointly.</p> <ol style="list-style-type: none"> <li>1. Valleys Partnership</li> <li>2. Follow on cross border event.</li> </ol>
<b>Research</b>	Input into policy strategies/ policy reviews	Response to consultations and policy initiatives as required		Input to DMM review ongoing

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	Share of voice for tourism	Advocacy communications. Subscriptions to industry bodies		6 press releases issued which were picked up by WAG, online and in print. Also a news-sheet produced for the CRT elections. There are a number of ongoing items and JW is also investigating case study led opportunities.
		STEAM for region and sub-regions. Continuation of Visitor Survey	Survey completed October 2009 – analysis concluded March 2010.	Some LA areas found great difficulty in generating e mails while others succeeded. STEAM results for 2008 delivered and Valleys Partnership area results being compiled. Final report has been circulated and also available on CRT website.
<b>Admin</b>		Includes 'champion' role for off-road cycling	Off-Road Champion 'Strategy' proposal completed put before Visit Wales in September 2009.  Dyffryn Gardens being chosen new office location. Council Offer Letter awaited.	Meeting with Geraint Thomas, Visit Wales, on Champion Strategy being held 14 October.  Advance planning e trade director Election, met with R&M in December. Election concluded 31 March. Re-elected directors: Mandy Davies, Sue Colins & Cath John. New elected director: Eleri Jones