

ABERSOCH & LLYN

TRADE & TOURISM NEWS

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Newsletter
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We need your help!

The last couple of years have been a testing time for businesses in every sector, and those involved in any way in tourism have not escaped, but to a certain degree, Abersoch seems to generally hold its own. We hope that you have managed to 'ride the storm' and are looking positively at 2011

Our tourist office is one of the few remaining tourist offices in the UK, all over the country as Councils are forced to make cutbacks they are limiting their TIC's opening hours or closing them altogether. We are in a unique position of being funded by locals with the help of grants in fact our organisation is becoming a source of interest from many other communities anxious to operate their own office so that their area does not lose its tourism income. Unfortunately the availability of the grant aid to help support our office is now much harder to source and our costs are continually rising. (see our 'Facts & Figures' on page 2)

It is imperative that all local business recognise the important role that the office has in promoting the profile of Abersoch & Llyn which therefore brings people to our area, they then in turn use our accommodation, eat and drink in our restaurants, shop around our shops, and use the wealth of activities that are available to them here.

We need to get the support from more of the businesses that benefit from the visitors to the area

Or we run the risk of joining the numerous areas that are suffering from the recession to a greater degree by not being able to publicise their area and are therefore unable to compete with other attractive destinations who are succeeding in keeping up their exposure.

Many people put numerous unpaid hours into supporting the office and its work as they realise the benefit this resource is to the area to keep Abersoch and the Llyn as a premier holiday destination. The office has made considerable cutbacks over recent years but now grant funding is so scarce without local business support the office may have to close.

With this in mind we would appreciate you canvassing any of your colleagues, neighbours or fellow businesses to become a 'member'. Simple website listing starts at just £49.50 For more information please contact the office.

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Market your business!

Keep your information updated

It is essential that the TIC has up to date information to successfully promote your business in 2011

When the office was moved to its current location all the advertising literature had to be stored for some time and a lot of it is now looking extremely 'tired' Members should realise that people are drawn to the smartest, brightest adverts, and the 'curled up at the edges' literature is unlikely to attract the same interest. Please do not neglect your business; competition is tough – please update your photos and information to stay at the forefront of your industry.

Other important information to keep the office updated on is your availability. Not only for accommodation but also camp sites etc. There is nothing more frustrating for visitors and tourist office staff alike if somewhere they have recommended as having vacancies then turns out to be fully booked.

In brief:

- The very successful ADTTA members 'retail' flier produced last year (50,000 in total) was 80% funded by Gwynedd CC. No charge was made to shopkeepers for their inclusion.
- For the time being the Police Station in Abersoch which was recently under threat of closure will be kept open
- The Abersoch & Llyn website got over 6,000 hits in January, which illustrates what an amazing marketing tool it is for local businesses

Special offers

Did you know that the tourist office website has an 'offers' page where members can advertise their last minute and exclusive deals? Take a look at:

<http://www.abersochandllyn.co.uk/offers/offers.html>

Email your offers to Jane at cddweb@btinternet.com

Attention all activity businesses!

This year the tourist office is hoping to produce an 'activities flyer' to improve the Llyn's profile for people looking for a holiday with plenty of activity and adventure. Journalists will be encouraged to put together reports to raise the profile of the area for activities in the press. A meeting will be called for all types of local businesses which are involved in any activity to be included in the flyer and to present ideas for marketing. Obviously only members of the tourist office will be eligible to be included, so if you know of any activities that are not members at present you might like to give them the information so they can have the chance of being included in a fantastic marketing opportunity

Activity providers may also be interested in attending a forum in LLanwrst on 22nd March to learn what is being done to bring more outdoor activity tourism to North Wales. For more information and registration go to

<http://www.outdoornorthwalesforum.co.uk/>

Facts & Figures

Our office attracts over 30,000 visitors and over 3,000 telephone enquiries, it produces 3,000 brochures and the website gets around 75,000 hits.

It costs in excess of £25,000 each year to run the tourist office, website and produce the brochures. Our income from members at present is only about 65% of this figure.

We want your input!

Tell us about

- your upcoming event
- your amusing 'visitor' story
- how trade has been
- your hopes for the 2011 season
- tips and advice for other members
- anything you think other members would find interesting!

Email: newsletter@abersochandllyn.co.uk

Dates for your diary

Abersoch 10k	4 th June
Jazz festival	10 th , 11 th , 12 th June
Wakestock	8 th , 9 th , 10 th July
Regatta week	August 6 th onwards
<u>School holiday dates (most areas):</u>	
Easter-considerable variations - holidays range across 1 st -30 th April	
Royal wedding bank holiday	29 th April
Mayday bank holiday	2 nd May
Whitsun	28 th May - 5 th June
Summer	23 rd July - 31 st August

Star rating system

The Government Minister for Tourism has announced that the Government will no longer be funding the star rating system for accommodation in England. The official line from the Welsh Assembly is that there are no plans to abolish, amend or change the star ratings system for Wales, however many people would question this as a few years ago the star rating system became a UK wide system under one umbrella, and how it will be administered in the future if England are no longer part of it is debatable

Tourist office opening hours

During school holidays the office will be open 7 days each week from 10.30 – 3.30

Outside school holidays:

Jan, Feb & March it will be open Friday, Saturday and Sunday.

April, May & June the office will be open Thursday through to Monday (inclusive) from 10.30 – 2.30