

NEW BOOST FOR TOURISM IN MID WALES

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Tourism Partnership Mid Wales (TPMW), based in Machynlleth, is stepping up its marketing and promotions activities in order to boost visitor numbers to Mid Wales. As well as overall profile-raising for the region, the two year project will see a major drive to attract key target markets including affluent outdoor pursuits enthusiasts and country lovers.

Tourism Partnership Mid Wales is the umbrella body charged with developing and promoting tourism in Ceredigion, Meirionnydd and Powys, by increasing numbers of visitors to the area, as well as helping businesses develop tourism products and services. In particular, TPMW is looking to develop shoulder and low season tourism potential for greater take-up of bed spaces in Mid Wales. The initial focus will be on off-season walkers and cyclists.

An extensive advertorial campaign to boost visitor numbers and in turn the economy of Mid Wales is already underway. To target early summer trade, the campaign placed features in the ***Sunday Times Travel*** magazine, and a series of other key consumer interest magazines such as ***Walk, Trail, Choice*** and ***Country Walking***. A web portal www.gomidwales.co.uk has been created as a focal point for information take-up together with a phone line to service holiday area brochure requests.

In a bid to provide relevant, up-to-date information to the UK media, local attractions, accommodation providers and event organisers are being asked to e-mail the PR and Marketing agency FBA (tourism@fbagroup.co.uk) with details of any major new tourism services, news, events or special offers for the 2004-5 season.

<<More follows>>

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This new initiative, working across the region and liaising with a wide range of organisations and businesses, will benefit visitors and businesses alike, to make the most of Mid Wales.

TPMW's Regional Strategy Director, Dee Reynolds said, "We are delighted to be stepping up our marketing and promotions to guide and co-ordinate the development of the tourism industry in Mid Wales. The campaign will focus on promoting high quality accommodation, events and attractions. Innovative marketing techniques will capitalize on this in publicity terms, as well as Mid Wales' natural attractions such as its National Parks, 31 golf courses, excellent fishing rivers and outstanding outdoor pursuits facilities including mountain biking."

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Editors Notes:

For further information please contact Katherine Gwynne at FBA PR on 01970 636413 or tourism@fbagroup.co.uk.

TPMW: developing and promoting tourism in Ceredigion, Meirionydd and Powys.

Tourism Partnership Mid Wales works closely with its partners the 3 local authorities, 2 national parks, tourism businesses and the Wales Tourist Board to support the work of others to develop a strong and co-ordinated tourism industry across the region.

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

FBA

The bilingual agency FBA is known for its experience in promoting Welsh rural and land-based businesses. FBA Design also produces a wide range of tourism promotion materials, including some 200,000 annual Ceredigion and Snowdonia award-winning brochures, plus guides for fishing, walking and golf.

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