

### North East Wales Secures Grant for Tourism Activity

A grant of £40,000 from Welsh Government has been secured to highlight North East Wales' tourism offer.

Lead partner Denbighshire County Council together with Wrexham County Borough Council and Flintshire County Council have joined forces to run a 'Routes to the Sea' project during Visit Wales' themed Year of the Sea in 2018 and have been successful in the funding from Welsh Governments' Regional Tourism Engagement Fund 2017-2019.

The project, supported by the three county Destination Management Partnerships, aims to showcase and tell engaging stories about the region's coastline, cycle routes, walking trails, mountain biking, outdoor activities, landscape, historic sites, canals and rivers as well as celebrate the food offer.

Ian Lebbon, Chair of Denbighshire Destination Management Partnership said: "I'm really pleased to hear that the North East Wales partnership has secured this funding to continue the great work in promoting the region to both residents and visitors. We know tourism plays a vital part in the regions' economy, with a total economic impact in 2015 of £808m and over 11 million visits made and this funding will help to ensure we continue to build a thriving, sustainable tourism economy."

Economy Secretary, Ken Skates, said: "Innovative projects are key to the future success of tourism and attracting visitors to Wales. The North East Wales funding is part of £2 million which has been approved for a total of 38 projects across Wales under the Tourism Product Innovation Fund and Regional Tourism Engagement Fund. I'm delighted that this funding enables the private and public sectors to develop innovative projects that will stimulate demand and improve the visitor offer through supporting our themed years."

A variety of high quality images and short films featuring many of our key locations and landmarks such as the Pontcysyllte Aqueduct & Canal World Heritage Site, Wales Coast Path and Clwydian Range and Dee Valley Area of Outstanding Natural Beauty will be produced.

Building on the success of the 2017 North East Wales Food Challenge; a 'Year of the Sea' Food Challenge will also be launched in 2018 which will showcase our food offer and restaurants associated with our coast and waterways.

The three Destination Management Partnerships will be launching their Destination Management Plans for 2017-20 this year to build on the work already done and ensure long-term sustainability for the development of tourism. The North East Wales brand will continue to be a key feature of all three plans to promote the region for visitors and residents to enjoy.

For more information on North East Wales please visit [www.northeastwales.wales](http://www.northeastwales.wales)

## **Editors Notes**

North East Wales is a partnership between Denbighshire, Wrexham and Flintshire Destination Management Partnerships and the three unitary authorities. For more information please contact Denbighshire Tourism Team 01824 706915.