

Tourism Recovery Update

The Tourism Team has worked with partners across DCC and within the Tourism Sector to deliver the quick-wins that were identified when the Tourism Recovery plan was first drafted.

The information below provides a brief update on activity carried out so far.

The accompanying Excel spreadsheet provides a full list of those activities.

Promotion

Promotion of the area through North East Wales (stories/films/blogs) letting potential visitors know we are ready to welcome their return and what they can expect when they arrive. Creating, or repurposing existing material including film to promote suitable messages to residents/businesses and visitors with a focus on towns, coast and attractions:

Examples include:

- North East Wales website (NEW) blog promoting local shopping and visiting #staylocal #buylocal 18/08/2020
- NEW blog Adventure Smart UK promoting safe walking and responsible behaviour 12/08/20
- NEW Website content refreshed and rewritten all the town pages July 2020
- NEW Website content added new pages for Denbighshire's villages August 2020
- Co-ordination of new films (re-purpose existing footage to include new key messages) Started w/c 03/08/20. Town Centre film launched 2/9/20 with reach of 28,000 so far

Promotion of and engagement with the national Good to Go scheme to provide reassurance to visitors and residents that people are holidaying in a safe way and in a safe environment.

Activity includes:

- Social media platforms 24/08/20
- Social media platforms 30/08/20

Promotion and engagement with Wales' Addo/Promise. Addo is about us all working together, making a collective promise to care for each other and this special place we call home. Asking people to make a promise is an engaging way for citizens and visitors to invest emotionally in Wales and to show that they care too. Visit Wales. Safely.

Activity includes:

- Social media platforms 25/08/20
- Social media platforms 01/09/20
- Social media platforms 09/09/20

Engage with and work with our key partners including AONB/WHS/Heritage/Denbighshire Leisure to ensure that we promote the same messages and offer the same high-quality experiences for residents and visitors. Coordinate marketing activity

- NEW blog Where do you go to escape 22/07/2020
- NEW blog Ruthin Craft centre/ Art Trail into Ruthin 26/08/20
- Ruthin Gaol Working Group. Arranged for Sam Williams to take part in a podcast that North Wales Tourism are producing as part of our Westminster Government Enjoy Summer Safely Campaign with Communicorp UK (Heart Radio) to promote Denbighshire Attractions - Plas Newydd, Nantclwyd y Dre and Ruthin Gaol 02/09/20
- Social media platforms sharing Ruthin Gaol open no booking required 02/09/20
- Social media scheduling fb/inst/twitter Ruthin Gaol 09/09/20
- Social media scheduling Nant Clwyd Y Dre 09/09/20
- Social media scheduling Plas Newydd 09/09/20
- NEW blog RE DCC Heritage Sites 09/09/20
- NEW blog Denbighshire Leisure covers Rhyl Pavilion, Llangollen Pavilion, leisure centres, Craft Centre, Beach Hut Nova and Rhyl Air Show 15/09/20

Engagement

General

- DM Partnership has met every two weeks since the 27/05/20 and has provided the industry with an opportunity to meet with DCC leadership, Visit Wales, Denbighshire Leisure and other sector leaders
- Chairs of the three North East Wales Partnerships now meet every two weeks
- Tourism Strategy Group (Corporate Director, Leader, Heads of Service, Chair of DM Partnership and AONB) met on the 30/7 and 13/8
- Attendance of the DCC Town Centre Working Group
- Engagement with Visit Wales through North Wales Tourism Forum and all-Wales Destination Marketing Group

Weekly engagement with AONB Team to understand issues (overcrowding, parking and congestion, livestock attacks) pertaining to the counties honeypot sites

- NEW blog Adventure smart UK 12/08/2020
- AONB representatives invited to DM Partnership meetings which are held every two weeks

Promote messages and engage with Tourism Ambassadors

- 200 Tourism Ambassadors as of 15/09/20
- Update website / modules
- Tourism Ambassadors Newsletters
- Highlight on our & DCC social media channels
- Highlight to FB groups