

# Destination Conwy

## Marketing Sub Group Meeting

### Thursday 13<sup>th</sup> January 2022

#### Present:

Beverley Cooke (BC)	Alpine Travel
Maria McLean (MM)	Rydal Penrhos
Andrew Sutcliffe (AS)	Boathouse Climbing Centre
Ceri Thomas (CT)	Cadw (Welsh Government)
Charlotte Williams (CW)	Dunoon Hotels Ltd
Caroline Somary (CS)	Sweet Snowdonia
Sally Paveley (SP)	The Motorsport Lounge
Dana Williams (DW)	Snowdonia National Park Authority
Jon Merrick (JM)	Business and Tourism Manager, CCBC
Gwen Roberts (GR)	Senior Tourism Marketing Officer, CCBC
Millie Gilbert (MG)	Principal Marketing, Brand, Customer and Events Officer, CCBC
Kim Nicholls (KN)	Minute Taker

#### Apologies

Louise Carswell	Travel & Tourism Department Coleg Llandrillo
John Metcalf	Number 18 Conwy
Melissa Esplen-Metcalf	Number 18 Conwy
Hollie Harmsworth	Follow Films

#### 1. Introduction and Welcome

JM welcomed everyone to the first Marketing Sub Group Meeting.

#### 2. Overview of Destination Conwy

Destination Conwy started around 2010. It was an initiative across North Wales to set up forums for tourism businesses. Conwy was one of the first counties to commence meeting.

There are four key drivers in the current Terms of Reference:

1. Provide a local contribution to the successful implementation of the Destination Conwy Management Plan.
2. Support, monitor and review the Destination Conwy Management Plan and Action Plan.
3. To provide guidance and influence to local, regional and national tourism planning
4. To provide the gateway for open communication between the trade and Public bodies

The DC group has developed well over the years and has had an influence on Conwy.

By creating the DC group, CCBC have tried to put decisions into the hands of tourism businesses. For example, the Destination Management Plan was written by DC and endorsed by CCBC.

The DC has had a restructure for 2022.

Nigel Treacy is the Chair of the main Destination Conwy Group. A Vice Chair is still to be elected but will have to be selected from the Chairs of the five sub groups.

The five groups are:

1. Skills
2. Destination Management
3. Marketing
4. Strategy/Action Plan
5. Tourist Information /Conwy Ambassador Scheme

There are approximately 16 members in each group.

There is also a DC Board which comprises: Chair, Vice Chair, the five sub group Chairs, Visit Wales representative (Andrew Forfar), CCBC Cabinet Member for Economic Development and Leisure (Cllr Louise Emery) and CCBC Tourism Manager (Jon Merrick)

The Chair of DC will also sit on the North Wales Tourism Forum which is hosted by Visit Wales

### **3. Election of Chair for Marketing Sub Group**

Maria McLean was elected Chair of the Marketing Sub Group

### **4. Terms of Reference**

**ACTION - JM will share the main DC Terms of Reference with this group**

The Marketing Programme Sub Group will need to develop their own ToR .

**ACTION – JM and MM to develop ToR based on key areas and circulate draft to group**

**ACTION – JM to share ToR's from other sub groups when available**

### **5. Forward Work Plan – key areas to focus on**

**JM's comments were:**

- Promotion of the destination - would like the trade to support and influence CCBC in the marketing of the destination
- Creating a joint events calendar – private and CCBC
- Overnight stays – which are of benefit to the local community
- Sustainable tourism – Welsh Government and Snowdonia National park are already looking at this. Has to work for the local community as well as visitors
- Links to other sub groups – For example, the TIC/Ambassador sub group is looking at TIC online shop, TIC's and Ambassador Programme. There will be commonality with this group

## Comments from the group

- agree with all of the above
- the Destination Management Plan 2019 – 2029 was written pre-Covid. Keen that this is updated. Needs to reflect where we are now
- joint events calendar is a great idea. Our business promotes the winter season and is usually busy then
- agree that the joint events calendar is long overdue. At present it is difficult to glean dates in order to get people in to support. Need to make up for lost time due to Covid it has been difficult to get dates shared from Venue Cymru. Some large events can be critical for the wider economy and prior knowledge would be beneficial need to market events also to local community and second home owners
- Need to develop a digital app and find the correct market
- Snowdonia National Park - sustainable tourism – this is central to Snowdonia NP. SNP have been working with Gwynedd on principles of sustainable tourism. Would be happy to share what work this entails with this group. SNP are planning a comms strategy for tourism – ‘visit responsibly’. This is similar to the ‘plan, discover, protect’ campaign from last year. Also looking at transport and responsible camping. Happy to share anything relevant with this group and bring colleagues to meeting to present and discuss

## The following was also agreed.

- **Flexibility** - the group should be flexible in order to invite guests to the meetings if relevant to agenda
- **Email addresses** - the members were happy to share their email addresses
- **Language** – it was agreed that the minutes would be acceptable in English only, unless being shared publicly
- **Confidentiality** – meetings are confidential to enable members to air their thoughts safely
- **Promote DC work** to a wider audience through CCBC business database, website and social media.
- **Meeting frequency** – monthly for the first quarter then review
- **CCBC representatives** – will always be available to coordinate, facilitate and take notes at meetings.
- **Members unable to attend** – can contribute by email or possibly meet with Chair individually.
- **Tourism Family Tree** – **ACTION - JM to provide tourism family tree from Welsh Government downwards**

KN

13.01.22.