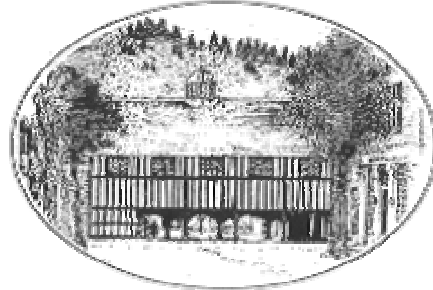




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**L.L.A.N.I. Ltd**

**‘Enhancing the Tourism Product Offer’**

**Final Marketing Report**

**May 2008**



L.L.A.N.I. Ltd is supported by the Welsh Assembly Government and through European Structural funds.  
L.L.A.N.I. Limited is registered in England and Wales. Company No. 4391270



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## 1.0 Introduction

This report seeks to provide an overview of marketing activity undertaken over the two years of the 'Enhancing the Tourism Offer' project in Llanidloes, Mid Wales, and make recommendations for potential future development.

L.L.A.N.I. Ltd, the community regeneration group that undertook the marketing activity, gives its thanks to the Welsh European Funding Office, Welsh Assembly Government, Powys County Council, Tourism Partnership Mid Wales, and the businesses and organisations in and around Llanidloes who have supported this project.

## 1.1 Executive Summary

The 'Enhancing the Tourism Product Offer' project ran from May 2006 – May 2008. In that time a budget of £215,000 was spent by L.L.A.N.I. Ltd on promoting Llanidloes and the wider area via a range of marketing activity both online and offline. This work has primarily focused on raising awareness about the town as a tourist destination and subsequently on enhancing the relationship with those requesting initial information, thus stimulating further interest and the potential for future visits.

The project originated as part of the Regeneration Plan (2004), that was drawn up in the wake of the closure of KTH and the loss of 250 well paid jobs in the area. The need to boost the value of tourism in the town was, and remains, an essential part of aiding the local economy to recover from this blow. This goal can only be achieved by developing a strong joint approach to managing tourism marketing in the area.

The evaluation of this project has found that;

- All of the targets from the Welsh European Funding Office, that had to be met in order to continue drawing down the funding, have been met and in some cases exceeded;
- 129 Small to Medium Enterprises (SME's) in Llanidloes and the surrounding area have benefited from taking part in the joint marketing initiatives that have run as part of the project (against a target of 75);
- The majority of beneficiaries i.e. SME's who responded to our survey question on visitor enquiries stated that they had received *more* during the project period. Similarly the number of SME's who stated that they had had *more* visitors, was greater than those who had received fewer or who had noticed no change.
- The first full colour promotional brochure for the area has been produced with a 50,000 print run; 5,556 brochures have been directly requested and dispatched by L.L.A.N.I. Ltd as part of direct response campaigns with the Consumer Information Centre, in addition to distribution to Tourist Information Centres and Visitor Attractions;
- The questionnaire that was sent out with each brochure achieved a response rate of 13.8%; this is 5% above the national average for such questionnaires; 98.3% of respondents rated the brochure as good or excellent and 84.9% of respondents to the brochure questionnaire said it *had* interested them in visiting the area;
- A range of additional print material has been produced including, but not limited to; a Town Map and Guide; fliers for the newly established Sabrina Walk in the town (to promote to the walking market), and leaflets for the Green Fair (to promote energy efficiency and sustainable tourism development);
- The website has been significantly re-developed as part of the project. Overall, between February 2006 and April 2008, the number of unique visitors to the site has increased by 27.4%. Additionally, an e-marketing campaign has been undertaken which resulted in above average open and response rates to our e-mail promoting the walking section of llanidloes.com;
- Advertising campaigns have been run in various publications such as Mid Wales & Borders Living and Country and Border Life, and a sustained campaign in the run up to the summer holidays (2007) in newspapers in the West Midlands generated over 200 requests for Llanidloes brochures.

Ultimately, feedback suggests that visitors *are* using both our online and offline resources to research their holidays, although it is difficult to attribute value to just one mechanism e.g. the brochure *or* the website, as visitors generally tend to have multiple interactions online and offline before they convert, i.e. make a booking. The potential economic benefit of the brochure alone has been estimated at an average figure of over £1.7 million (based on latest STEAM figures for the region). However, all of the examples given should be viewed

in the full context of this report, taking into account the impact of a number of variables on the estimations presented.

What is clear is that the opportunity is now greater than ever to capitalise on the success of this project and build upon the range of joint marketing initiatives undertaken. As funding restrictions become tighter the need is also greater than ever to encourage working in partnership with regional organisations such as Tourism Partnership Mid Wales and Mid Wales Tourism, and for improved local tourism management by organisations within the town.

## 1.2 Background

The need to promote Llanidloes and the surrounding area to visitors and boost the value of tourism to the local economy was firmly established as part of the Llanidloes Regeneration Plan in 2004.

The closure of KTH in 2003 with the loss of 250 well paid jobs in Llanidloes marked a turning point in the local economy. As soon as the factory's closure appeared inevitable, Powys County Council and the Welsh Development Agency secured the support of the Welsh Assembly Government for the urgent preparation of a Llanidloes Regeneration Plan, in collaboration with the community and other key partners. These partners included: ELWa, the Idloes Project, Job Centre Plus, Llanidloes Chamber of Commerce, Llanidloes & District Community Forum, Llanidloes Town Council, L.L.A.N.I. Ltd, elected members of the National Assembly for Wales, Members of Parliament, Powys County Council, Wales Tourist Board, Welsh Assembly Government and the Welsh Development Agency.

The Regeneration Plan that was developed consisted of five action programmes, of which 'Expanding the Local Tourism Offer' was the third. Community regeneration group L.L.A.N.I. Ltd was charged with developing a number of measures within this programme. Applying for and securing a total budget of £215,000 for the 'Enhancing the Tourism Offer' Project was a significant achievement for the company.

## 1.3 Funding and Campaign Aims and Objectives

### Funding

The 'Enhancing the Tourism Product Offer' Project began in May 2006. This followed extensive work by L.L.A.N.I. Ltd to secure an initial promise of grant funding from the Welsh European Funding Office (WEFO) of £94,500, on condition of match funding this amount from other partners. Commitment from these partners was successfully sought. They were Powys County Council (£8,000), Tourism Partnership Mid Wales (£6,000) and Welsh Assembly Government Pathways to Prosperity (£80,500).

In addition, the funding organisations sought a commitment from L.L.A.N.I. Ltd to raise £26,000 over the two year period of the project. Claire Jones was employed as Marketing Officer for L.L.A.N.I. Ltd to manage this funding budget and secure the £26,000 needed to ensure the full amount of funding available from the partners could be drawn down.

In addition to this funding objective the project also had to satisfy four key outputs as it progressed. These were as follows:

Table 1: Funding Outputs

<b>Outputs</b>	<b>Progress</b>
The creation of one new job	Completed (Marketing Officer)
The direct safeguarding of 15 jobs in the sector	Completed. Statements obtained from beneficiaries of the project.
4 Business networking and/or marketing initiatives supported	Completed and exceeded, e.g. DVD, brochure, Tourism Working Group, Llanidloes Retail Group, advertorials, bedroom browsers, etc.
75 SME's supported	Completed and exceeded: 129 SME's supported. (Target of 75 met in 3 months).

In practice, the need to support 75 small to medium sized enterprises and raise £26,000 from 'other sources', meant that businesses were offered opportunities to be included in joint marketing initiatives at a subsidised rate. L.L.A.N.I. Ltd paid for their advertising and subsequently invoiced them at a reduced rate. This supported the SME's and generated an income to the project for L.L.A.N.I. Ltd. A summary of the match funding required by WEFO and the actual monetary support received from 'other sources' is shown below.

Table 2: Match funding required and support received

Time Period	Target figure	Actual figure banked
May - Dec 2006	£11,600	£12,086.49
Jan - Dec 2007	£11,000	£19,183.35
Jan - April 2008	£3,400	£4,796.04
Total:	£26,000	£36,065.88

The match funding target of £26,000 was met in July 2007, 9 months ahead of schedule.

A record of beneficiaries was kept for the duration of the project and all supported businesses were given a summary at the end of the project period to show how much they had 'benefited' from getting involved with one or more of the joint marketing campaigns. Their invoices all showed the original price and their reduced rate, so that they could see how much they were saving as the project progressed.

Before the project began, a breakdown of how the funds were to be spent (under the following headings of marketing and consultancy) had to be given to WEFO to satisfy their requirements. 10% could be vied from one heading to another as the project progressed, and this has occurred, but largely what is set out below for marketing and consultancy are the figures adhered to.

Table 3: Budget presented to WEFO

<b>Marketing</b>		
<b>Activity</b>	<b>Description</b>	<b>Amount inc. VAT</b>
Video/CD Rom production	45 minute information video / CD-rom on the area	£45,000.00
Local area guide	50,000 x 40 page area brochure (inc layout - copy)	£20,000.00
Advertising	Regional and National magazines and press	£20,000.00
Area Leaflet	General A3 guide to area (3 x 50,000 copies)	£7,500.00
Activity Specific leaflets	15 x A3 leaflets x 5000 copies @ approx. £600	£9,000.00
Leaflet Distribution	Distribution, Wales and Border regions (5p a time)	£11,250.00
Bedroom Browsers	8,500 leaflets for distribution to accommodation	£2,500.00
Mid Wales Tourism	providers x 2 insertions in A3 booklet	
Photographs	copyright costs for photographic images	£1,250.00
Editorial Expenses	Hospitality, travel expenses, incurred during visits by journalists leading to editorial copy	£2,750.00
Media Buying	Llanidloes branded goods for sale or free disposal	£4,800.00
Promotional events	Attendance at Tourism Trade shows and Royal Welsh	£5,700.00
		Total = £129,750.00
<b>Consultancy</b>		
<b>Activity</b>	<b>Description</b>	<b>Amount inc. VAT</b>
Marketing Strategy	Consultancy on developing a Llanidloes brand and marketing plan	£5,000.00
Web Site development	Improvements and new features to www.llanidloes.com	£16,000.00
Graphic Design	Art work for leaflet and web based marketing	£9,000.00
		Total = £30,000.00

## Campaign

### Objectives from the Llanidloes Regeneration Plan for Expanding the Tourism Offer:

- To improve visitor information services;
- To develop customer focused commercial, retail and tourism sectors;
- To improve quality;
- To increase the range and quality of tourist accommodation across all sectors;
- To improve, interpret and increase countryside access as an income generator for associated business opportunities;
- To develop business and travel trade opportunities;
- To effectively market and enhance the cultural and heritage aspect of the community;
- To enhance and develop an event led marketing strategy;
- To enhance the capacity for local community tourism development.

### Aims of 'Enhancing the Tourism Product Offer' (hereafter referred to as the Marketing Project):

- To meet the objectives of the Llanidloes Regeneration Plan (above);
- To meet the outputs from the various funding organisations, particularly WEFO;
- To generate enquiries, brochure requests and website visits for Llanidloes;
- To raise the profile of Llanidloes as a tourist destination;
- To provide opportunities for tourism businesses/partners in Llanidloes to promote their products/services via our campaigns;
- To encourage reappraisal and positive impressions of Llanidloes for holidays/breaks;
- To provide an integrated approach to tourism development in Llanidloes.

An assessment of whether these aims and objectives have been met can be found within the report conclusion.

## 2.0 Target Markets

To make effective use of our resources it was (and remains) essential that we target geographical markets and market segments which offer the best potential for Llanidloes.

- Priority areas

Within a two hour drive time; the Midlands, Cheshire, North and South Wales, etc. Distribution of print material and advertising is upweighted in these areas (as they are for Visit Wales).

- Secondary areas

Working with the Consumer Information Centre (i.e. our direct response campaign for the brochure), provides a platform for us to reach a national audience. Areas of Llanidloes.com are also translated into Welsh, French, German, Dutch and Spanish to increase our international appeal.

### Who are we aiming at?

We have evolved our targeting approach from the beginning of the project, to segment visitors by their wider demographic profile as opposed to their geographical location alone (See page 32 for information on our customer relationship marketing campaign for a prime example). The campaign reached a broad range of potential visitors but focused on outdoor enthusiasts and, like the Visit Wales campaign, ‘Independent Explorers’ and those who don’t want generic beach holidays, but ‘authentic’ experiences. We have worked to enhance Llanidloes’ sense of place, people and culture, promoting our heritage, genuine warm welcome and unique attributes; first town on the Severn, tallest dam in Britain, iconic Market Hall, etc.

## 2.1 Mid Wales Brand Guidelines

Visit Wales published their brand guidelines for Mid Wales in February 2008. These should form the cornerstone of any marketing materials produced for Llanidloes in the future, to ensure an engaging and consistent set of communications that complement and enhance other materials being produced for the wider area.

These brand guidelines can be obtained in full from the Welsh Assembly Government website or Tourism Partnership Mid Wales, but are summarised as follows:

**Core thought: Balance** - what makes Mid Wales special or different is our healthy attitude to life; our work/life balance.

**Product values:** Our product values are ‘**Space**’ - we are the antidote to the usual overcrowded, over developed holiday destinations; ‘**Natural**’ - we provide the opportunity for visitors to enjoy Mid Wales’ stunning natural environment; and ‘**Alternative**’ – we are proud to be different and attract independent-minded visitors who prefer to avoid the well-trodden tourist routes.

**Personality values:** Our personality values are; ‘**Real**’ – our tone of voice is down-to-earth, honest and unpretentious; ‘**Human**’ – copy focuses on specific facts and experiences as opposed to bland generalisms and photos, where possible, feature activity as opposed to empty landscapes; and ‘**Caring**’ – we should try to demonstrate a strong service ethic and respect for the environment.

## 2.2 Llanidloes Brand Guidelines

With the publication of the above, it is now easier to develop a set of useful guidelines for Llanidloes that incorporate the ethos and values of the Mid Wales brand, and provide examples of where we are with our marketing communications and how we currently ‘fit in’ with the guidelines.

### Product Values

**Space:** Llanidloes is by no means overcrowded; the weather is unreliable (as it always is in Wales), and we are one of the few places without a Tesco or Asda. In summary; we don’t attract, and wouldn’t aim to attract, those

who want to lie on a sun lounger for the whole of their holidays or want ‘more of the same’ that they can get elsewhere. Llyn Clywedog is one of the least developed sites that Severn Trent own, without a Visitor Centre and child crèche. This has its problems, but ultimately means it is relatively unspoilt and ‘rugged’. Instead of viewing the lack of development at some of these sites wholly as a negative thing, we should focus on our uniqueness in this respect. For example, see page 31 and our Midlands advertising campaign; ‘Chain stores 0. Mobile reception: if you’re lucky.’ This advert was produced before the Mid Wales Brand guidelines were published.

**Natural:** Areas such as the Llyn Clywedog, Bryn Tail lead mine and the Hafren Forest all give visitors the opportunity to enjoy our stunning natural environment. Development of the footpath network in the area has also helped with this. New information boards (commissioned by L.L.A.N.I. Ltd and funded by Powys County Councils Community Tourism Capital Grant Scheme) at car parks in town, and at the Hafren Forest and Llyn Clywedog encourage visitors to enjoy and understand where they are and what they’re looking at; creating linkages between the town and the surrounding area.

### Heritage Study

A study was also commissioned to explore and recommend potential for the tourism heritage product in the area, and ways in which to extol the natural environment through its historic remains. Future work could and should focus on the recommendations within this report, a copy of which can be obtained from L.L.A.N.I. Ltd, but is summarised below:

- The **development of trails**, such as the Timber Framed Trail around Llanidloes which is already online. Potential has been identified for a pre-historic and Celtic Saints trail, plus a scenic route trail or monastic trail from Llanidloes to Abbey Cwm Hir (to promote the links with the Abbey i.e. the arches in St. Idloes Church).
- The development of four locations where there are ‘**heritage clusters**’:
  - Llanidloes: Ideal for the display of interpretative materials for the Arwystli area, and the start/finish point for the above trails;
  - Llandinam: Potential to enhance and promote the different themes and periods represented here; the medieval church, Iron Age hillfort, drovers’ roads and the Davies family;
  - Dylife: Scope for explanatory/interpretative signage and a circular walk of the prehistoric sites here (the Roman fortlet at Pen y Crocben and the remains of the major lead mines);
  - Clywedog area: Potential to further promote the Bryn Tail lead mine and the cluster of hill forts this area embraces.

The study recommends that in the case of both trails and heritage clusters, use should be made of dedicated leaflets, signage and electronic media such as the Llanidloes website and downloads for i-pods. Work on this has already started, with the production of the heritage leaflet and PR work with Abbey Cwm Hir (they now refer to St. Idloes Church in their tours of the Hall) and should be continued going forward. The brochure contains historical information about the town written in an accessible but informative way and the website has further information about Llanidloes’ heritage, including a pod cast of the long established town walk.

Specific recommendations can be made, in addition to the above study, as follows;

- Development of webpages/sections on Llanidloes.com for the above areas with more information given on their heritage;
- Liaison with community groups and Rights of Way (Powys County Council) within the above areas to work on the practicalities of developing the walks/trails;
- Development of further downloadable podcasts, such as audio of the new heritage trails with photos of the landscape online.

These will all offer visitors greater opportunities to enjoy our natural and historical environment.

## Cultural Tourism

At the 2008 British Travel Trade Fair, the Director of Tourism Marketing for Visit Wales spoke in particular about developing cultural tourism; suggesting that whatever you do in Wales, you will be touching on an aspect of Welsh Culture.

Visit Wales' 'Sense of Place' workbook (2006) for tourism businesses emphasises this need, stating that;

*"Over 300,000 UK visitors staying in Wales every year come here with the purpose of exploring our culture; while 80% of overseas visitors cite heritage and culture amongst their main reasons for visiting Wales."*  
[Visit Wales, 2006]

We have the potential in Llanidloes to develop our 'sense of place'. Recommendations / ideas for further exploration included within the Visit Wales workbook include;

- Accommodation providers can undertake self audits, asking themselves questions such as;
  - 'Do I have local food on offer for my guests?' or 'which restaurants have local or traditional Welsh dishes on the menu?'
  - 'Do I have information about the local area on display for my guests?'
  - 'Would I, or my staff, be able to answer questions about the area?' such as 'where are the best walks?', 'what can we do when it's raining, where can we go?', 'can you give me a brief history of the area?' or 'can you tell me where I could see a Red Kite near here?'. If the answer is 'no' then 'how can I improve my service?'
  - 'What do visitors comment about when they come here?'; 'what strikes them as interesting, unusual or unmistakably Welsh about the area or about their accommodation?'
  - 'Do I enhance the environment for my guests' e.g. 'do I have any local crafts on display or work from local artists?', 'Do I make the most of any traditional Welsh fabrics or materials in the bedrooms, reception rooms', etc.

This can help accommodation providers to look objectively at what impressions they may be giving to guests and identify any areas where they could improve their 'sense of place'.

Developing Llanidloes' 'sense of place' for visitors can lend itself to other areas such as the promotion of creativity and the arts. *Viva Llanidloes!*; the week long arts and entertainment festival held in May, has the potential to evolve by:

- increasing the number and variety of craft / skills workshops throughout the year;
- widening its programme of events to incorporate both traditional and more contemporary music from local bands and artists; poetry or book readings from local authors; a greater number of local craft fairs and so on.

The Festival of the Great Outdoors in 2007 did begin to look at a wider spectrum of events to increase its appeal and lend itself to the promotion of the arts, with a photography workshop looking at local flora and fauna. The Town Hall centenary celebrations in 2008 saw an Edwardian street market with some people dressing up in Edwardian costume. Llanidloes Museum also staged a special exhibition for this event. Events such as this help, together with our 'great outdoors' (e.g. our variety of scenery, our variety of activities - relaxing and challenging), can all develop and support Llanidloes' 'sense of place'.

**Alternative:** We have sought to attract independent-minded visitors e.g. 'the only time you'll need to worry about keeping up with the Jones' is when walking to the source of the River Severn.' (see Advert for Wales View, page 9). Our partnership working with Hidden Britain affirms our position as somewhere off the traditional tourist trail.

## **Personality values**

Taking the Llanidloes brochure as an example;

**Real:** Copy within the brochure is down to earth and ‘chatty’, for example, page 20, ‘you remember her; she’s the one who didn’t want to leave the area.’ [referring to Sabrina], and the advert overleaf for Wales View; ‘scenery that is something special without being picture postcard perfect (it’s not always sunny)’.

**Human:** Copy within the brochure is specific to the area and not generalised, for example, the story of Sabrina mentioned on the first 2 pages. Cliches such as ‘something for everyone’ are not used (as laid out in the Wales Brand Guidelines). ‘Be warned, you too may be hooked’, was written by a local man sharing his experience of moving to the area. The majority of photos used are of people enjoying an activity in the area (e.g. see pages 20 and 21 of the Llanidloes brochure). Where landscapes are used they are anchored to the Llanidloes area (e.g. page 14, footpath sign for Glyndwrs Way at Llyn Clywedog), and/or activity is evident (e.g. page 12 and 13, sailing boats on Llyn Clywedog and people walking around Bryn Tail lead mine). The vast majority of photographs are not posed and have been chosen to reflect the range and ‘balance’ of leisure activities on offer. For example, walking and fishing (relaxing pastimes), crossing a rope bridge (a more active pastime) and the Fancy Dress (lively social situation).

**Caring:** We have worked with the local environmental group, Llanidloes Energy Solutions (LLES Ltd), to promote their annual Green Fair for two years running, showing a respect and acknowledgement for the growing importance and popularity of ‘green’ holidays and sustainable tourism.

Going forward, accommodation providers should be encouraged to look into the Green Dragon scheme; a five stage environmental management system. Participants can gain recognition for effective environmental management, which can thus potentially increase their marketing potential and reduce their costs e.g. by decreasing their bills for waste disposal and making their operations and processes more efficient. The scheme was developed by ARENA Network and Groundwork Wales with support from the Welsh Assembly Government, Environment Agency Wales, Welsh local authorities and the European Regional Development Fund. More information is available online at [www.arenanetwork.org](http://www.arenanetwork.org)

Our Walk Llanidloes leaflet produced by *think graphic design*, used FSC approved paper and vegetable oil based inks. Future marketing materials such as leaflets or a re-print of the Llanidloes brochure, should use sustainable materials wherever possible.

With regard to a strong service ethic, L.L.A.N.I. Ltd’s policy has been to respond to requests for brochures or further information within 24 hours. We established our own Visitor Information Centre to support Powys County Council’s Customer Service Point based at the town Library, and increased information provision for an additional 19 hours per week for 12 months (see page 39 for further background on this project). Many accommodation providers in the area are all also noted for their friendliness and strong service ethic.

## **Our Design Kit**

- Typography and Colours

Verdana is our primary typeface (and Visit Wales’ secondary typeface; FS Ingrid is their first). It has been used in the main body copy of print material produced. Arial is our secondary typeface. Arial and Pristina have been used for titles/headings. Pantone colours Green 348 and Yellow 116 have been used.

Visit Wales’ Design Kit is included as part of their brand guidelines. They have produced artwork for stationary, letterheads and business cards, incorporating a simple red ‘strip’ of colour. A red line has also been used to help balance the composition and layout of a page. We have since tried to incorporate a red line or lines around or within our advertising artwork (see the advert for the Mid Wales & Brecon Beacons brochure on page 31). Future design work should follow these guidelines.

We were granted a licence to use the Visit Wales logo (top right of the advert overleaf) and to do so our tone of voice and design had to reflect their brand values. This advert was produced before the Mid Wales Brand Guidelines were published and so sought to adhere to the Wales Brand Guidelines.

Image 1: Advert for Wales View 2008



**Take a different view of Mid Wales**

If you're thinking of coming to Mid Wales the only time you'll need to worry about keeping up with the Jones' is when walking to the source of the River Severn.

If you want big shopping centres and package deals then Llanidloes (pronounced Lan-id-loyce) is not for you. If you want to browse in quirky bookshops or delve through antiques, stock up on spotty Wellington boots or spot a red kite or three, or sail on a lake the size of 250 football pitches, then it may be just what you're looking for. Who wants the same bed, breakfast, food and drink as Mr so-and-so anyway? Have fresh local produce that changes from season to season. We're all different.

But we *are* all friendly here, it's what most visitors pick up on. We don't put on an act, that's genuinely what Llanidloes is like.

That's why we believe it has the best of what Wales has to offer; heritage and culture without being stuffy (our museum has a two headed lamb as well as displays on the Chartist riot that happened across the road); scenery that is something special without being picture postcard perfect (it's not always sunny); and over 150 miles of renovated footpaths and bridleways alongside the more well known Severn Way, Glyndwr's Way and Wye Valley Walks.

But of course we *do* also have the luxuries that make a brilliant holiday even better; log cabins with outdoor hot tubs and four poster beds, farmhouse B&B's, self catering getaways and award winning camping & caravan sites.

Perhaps Mr Jones would be green with envy after all.

**Wales Cymru**

**Spotting Red Kites**

**Spotty wellies!**

Partnership  
Tansilwedd  
CANGELBARTH  
CYMRU  
Tourism  
Partnership  
MID WALES  
**Powys**

T: (+44) 01686 412855 W: [www.llanidloes.com](http://www.llanidloes.com)

EU UNDER  
EMPOWERED  
GROWER 2  
EUROPEAN  
UNION  
OBJECTIVE 1

### 2.3 Our strengths

Llanidloes has many strengths, as highlighted in the Implementation Plan written at the commencement of the project period. Here are just a few;

- Our Unique Selling Point's (as touched upon above) e.g. location;
- Culture and heritage;
- Strength of arts, activity and 'green' scene;
- Rugged landscape, hills and valleys, Hafren Forest and Llyn Clywedog on the doorstep.
- Friendliness and welcome from local accommodation, activity providers and retailers.

### 3.0 Case Studies

#### Activity Case Study 1: Walking in Llanidloes

Image 2:

'Walk Llanidloes'  
leaflet



Walking as a holiday and day visit activity is clearly very popular in Wales. Visit Wales' 'Best Foot Forward' tourism walking strategy for Wales has shown that almost three quarters of UK holiday visitors, and two thirds of overseas holiday visitors to Wales go walking at some point during their stay, and over half of all day visits in Wales include walking. Spending by walking visitors is estimated to bring in over £550 million to Wales' rural and coastal economies. If the multiplier effects of this spending are taken into account, the economic value of Walking Tourism is even higher. Walking can also help to reduce seasonality and boost shoulder season demand (for more experienced walkers); a particular recommendation of the Llyn Clywedog and Hafren Forest Development study (see page 35 onwards). It also contributes to the necessary and increasingly popular notion of sustainable tourism by encouraging visitors to walk rather than drive around the area.

The core elements of the product that make Llanidloes in particular such a strong walking destination are:

- The quality and variety of its scenery;
- Its widespread rights of way network; (over 150 miles of footpaths improved as part of L.L.A.N.I. Ltd's Countryside Access project);
- Its Village Link walks – linking Llanidloes with the surrounding villages of Trefeglwys, Llandinam and Llangurig to boost our and their marketing potential;
- Its location in relation to the national trails of Glyndwr's Way, the Severn Way and the Wye Valley Walk;
- Its number and quality of both short, medium and long distance walks;
- The rich culture and heritage of Llanidloes that can be discovered on foot, e.g. via the 'Town Tour'.

These core elements of the product are supported by:

- New infrastructure established;
- Footpaths maintained to a high standard by L.L.A.N.I. Ltd's Countryside Access Officer (though this post is time sensitive – volunteers have also helped and will continue to do so going forward);
- A leaflet introducing walking in Llanidloes;
- A Kitiwake walking booklet for Llanidloes featuring 20 walks for all abilities;
- A walking section on Llanidloes.com incorporating over 15 downloadable route narratives and maps;
- An audio tour to enhance the online town trail;
- Inclusion on Powys County Council's 'Leaping Stiles' website and other walking sites;
- Information boards featuring walking trails in the area;
- Creation of the annual Sabrina Walking event; the constitution of the organising committee includes a commitment to maintaining the footpaths in the area (as their budget will allow);
- Advertising in appropriate publications, e.g. Country Walking;
- The welcome provided to walkers by accommodation providers in and around Llanidloes.

Recommendations for future support:

- Increased number of routes and maps;
- Maintenance of existing footpaths and development of new;
- Explore potential of developing podcasts; downloadable walking guide to the area and/or particular routes;
- Development of more walking events; potential for a week (or longer) of organised and guided walks of varying lengths to promote the area;

- Increased target marketing;
  - Un-experienced walkers; explore potential for guides and equipment/clothing hire and the development of further short to medium length routes.
  - Experienced walkers; development of medium to long routes, plus ‘challenge walks’ such as the five peaks challenge.
  - Potential to develop bunk house / youth hostel accommodation in Llanidloes.

### **Activity Case Study 2: Cycling in Llanidloes**

Visit Wales’ cycle tourism strategy ‘Moving up a Gear’ asserts the value of cycling as an environmentally sustainable form of tourism that offers considerable benefits and potential for Wales. Cycle tourists, whether coming for cycling holidays, or participating in cycling as a holiday or day visit activity, represent a growing and valuable tourist market for Wales.

The core elements of the product that make Llanidloes a potentially strong cycling destination are:

- It’s location on Sustrans (national cycling network) routes 8 and 81;
- Variety of short excursions to day-long rides;
- Llanidloes offers routes which are still relatively traffic-free and offer great views of forests, mountains and lakes.

These core elements are supported by:

- A cycling section on Llanidloes.com incorporating route narratives and photos;
- Advertising in appropriate publications e.g. Cycle;
- Cycle friendly accommodation;
- New cycle hire business in Llanidloes;
- Cycle sales available in Llanidloes;
- Cycle racks in Llanidloes.

Recommendations for future support:

- Increased number of routes and maps developed;
- Increased level of target marketing;
  - Short to medium length routes for un-experienced cyclists.
  - Medium to long routes for seasoned cyclists.
- Increased number of cycle friendly accommodation providers, e.g. bunkhouses (potential for luggage forwarding service, as with walking);
- Organised cycle tours around the area.

### **Activity Case Study 3: Fishing in Llanidloes**

This Visit Wales fishing tourism development strategy, ‘Angling for Growth’ sets out a vision for angling tourism in Wales. Fishing tourism is an important activity for Wales. It has the potential to deliver significant economic benefits to rural communities.

The core elements of the product that make Llanidloes a potentially strong fishing destination are:

- Llyn Clywedog; 600 acres of water with 12 miles of bank fishing;
- Quality of fish; 18,000 Rainbow trout and 9,000 Brown trout put into the lake every season.

These core elements are supported by:

- Commitment and involvement of Llanidloes and District Angling Association;
- Boat hire available;
- Permits available in Llanidloes;
- Welcome given to anglers by accommodation providers.

Recommendations for future support;

- Infrastructure improvement/investment at and around Llyn Clywedog e.g. increased facilities for anglers and improved level of information on services available;
- Extending availability of permits, e.g. buy over the internet before visitors arrive;
- Increased data capture of anglers contact details for e-marketing and direct mail communications;
- Increased targeted marketing to;
  - New anglers; potential to develop hire facility for all angling equipment and tuition courses/short breaks;
  - Holiday anglers (those who fish for pleasure); potential to extend number of day visits and short breaks;
  - Specialist anglers (those who compete); potential to organise more competitions and advertise existing competitions more widely;
  - Corporate hospitality market; potential to develop and promote fishing weekends/team building exercises/competitions.

Fishing is a particularly male dominated past time and so, with the above recommendations, comes the potential to develop activities for their partners to do whilst they are fishing.

## 4.0 Marketing Activity Overview

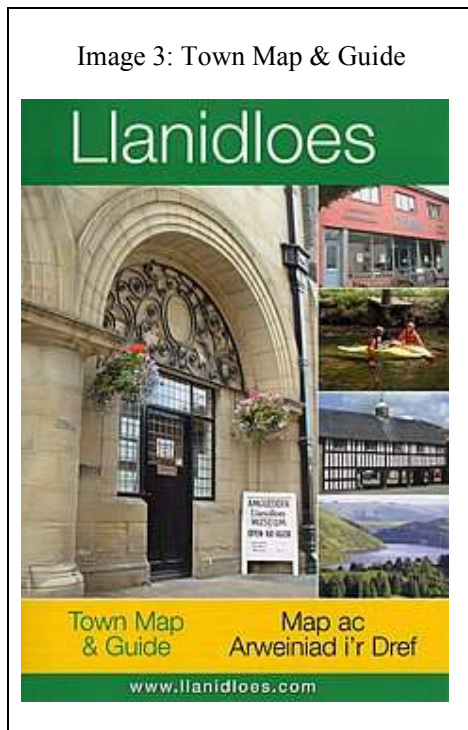
It was identified from the start of the project that both online and offline marketing would need to be integrated to;

- Generate demand, i.e. persuade people that Llanidloes is of interest to them (print material such as the brochure is a good example of this), and to;
- Respond, or 'harvest' the demand created (the website is a good example of this).

Therefore all print material pointed to the website, and the website had a request facility for print material. The key aims of some of the main elements were as follows;

- Brochure: Out of region awareness raising and information provision;
- Website: Information provision for both in and out of the region;
- DVD: Awareness raising both in and out of the region;
- Midlands advertising campaign: Out of region awareness raising (brochure request form supplied alongside the editorial);
- Specific advertising campaigns, e.g. Walk & Cycle magazines: Sustained awareness raising for both in and out of the region (adverts were booked for a minimum of 2 issues) to specified target markets;
- Inclusion in MWT Bedroom Browsers: In region - highly targeted to the staying visitor.

### 4.1 Print material produced



2006:

- (July) Town Map & Guide (10,000)
- (July) Walk Llanidloes leaflet
- (July) Sarn Sabrina leaflets (2,000)
- 2007 Calendars
- (December) Heritage leaflets (10,000), included in Bedroom Browsers
- (December) Shop Local fliers (1,000) [in conjunction with Llanidloes Chamber of Trade]

2007:

- (January) Llanidloes brochure (50,000)
- (January) Llanidloes brochure questionnaires (2,500)
- (May) Viva Llanidloes fliers (2,000) and posters
- (April) Festival of the Great Outdoors leaflets (4,000) and posters
- (February) Sarn Sabrina fliers (3,000) and posters
- 2008 Calendars
- (August) Green Fair leaflets (3,000) and posters
- (August) Town Map & Guide re-print (10,000)

2008:

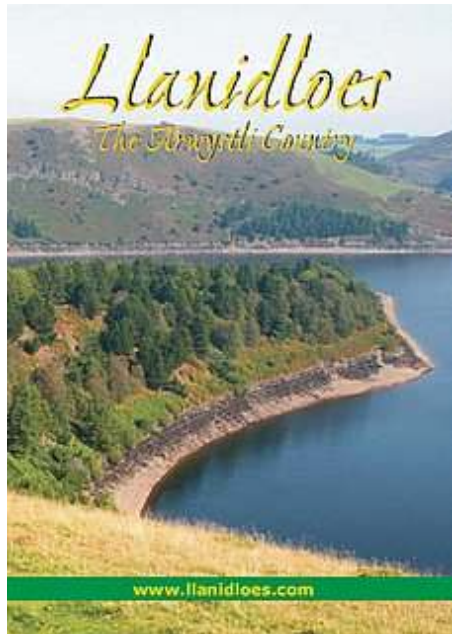
- (January) Family Guide leaflets (15,000) included in Bedroom Browsers
- (January) Sarn Sabrina fliers (5,000) and posters
- (January) Llanidloes brochure questionnaires (3,000)
- (May) Green Fair leaflets

The months in brackets above are the months the materials were completed. Please note that the average lead in time for research, graphic design and printing was approx. 2 months, with the exception of the Llanidloes brochure (4 months).

## 4.2 Llanidloes Brochure

The brochure was one of the major projects; a joint marketing initiative that offered businesses the chance to advertise in the first full colour, glossy, promotional literature for the area (40 businesses chose to do so).

Image 4: Llanidloes brochure



The brochure was supported by;

- A 50,000 print run and distribution to major conurbations within a 2 hour drive of Mid Wales;
- Direct response campaigns in 2007 and 2008 with the Consumer Information Centre (CIC);
- A brochure request facility on Llanidloes.com;
- All online and offline material produced pointing towards it.

### Brochure request and response statistics

Between November 2006, (when the brochure order form went live on Llanidloes.com) and 30<sup>th</sup> April 2008 (cut off point for this analysis), 5,556 people have requested a Llanidloes brochure, either;

- Via the direct response campaigns with the CIC. Our brochure was advertised in a booklet alongside other tourism & product lines and distributed to households who could then select the brochures they wanted to receive;
- Via Llanidloes.com;
- Via telephone;
- Via returning coupons from the Midlands advertising campaign, and so on.

*Additionally*, the distributors in Birmingham have distributed 23,540 brochures (as at their last report dated 10<sup>th</sup> March '08), having responded to 285 requests for Llanidloes brochures from numerous Tourist Information Centres and Visitor Attractions, including for example, Birmingham Central Library, Manchester Town Hall and Chester Zoo. Community Display networks have also been utilised (see Image 5 below of a network display rack).

Image 5: Community Display



The total figure of brochures requested / distributed (28,396 to date) does *not* include reference copies sent to all brochure advertisers and those distributed to local accommodation and activity providers thereafter. Brochures were also displayed and distributed at some of the Fairs / Events listed on page 40 and so on; therefore the number actually in circulation is approximately 30,000. The remaining brochures from the 50,000 print run will continue to be sent out by the distributors in Birmingham for as long as they have them left in stock.

### Response statistics

4,856 of the brochures dispatched directly by L.L.A.N.I. Ltd each contained a questionnaire. The questionnaire was designed to gauge the level of consumer engagement with the brochure and provide useful feedback.

An additional 700 brochure requests *were* received via the direct response campaign, but owing to a computer error this data did not reach L.L.A.N.I. Ltd until after the cut off point for questionnaire analysis / evaluation of this project at the end of April 2008.

Based on the 4,856 brochures dispatched which *did* contain a questionnaire, 669 completed questionnaires have been returned over the project period, giving a response rate of 13.8%.

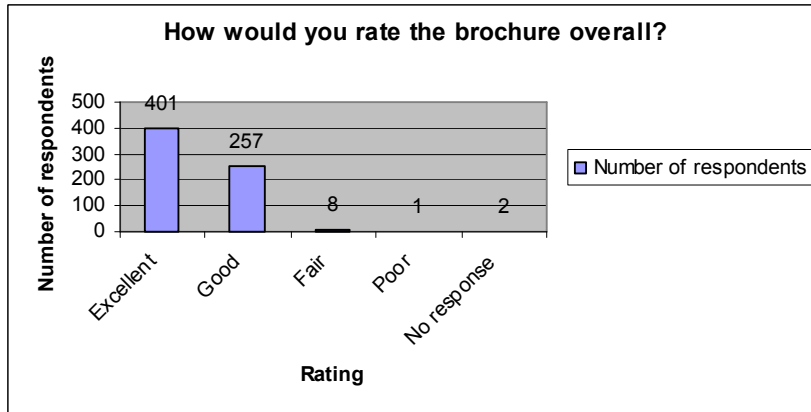
The latest survey from the Direct Mail Information Service, 'Response Rates' (2006), states that:

*"For B2C [Business to Consumer] mailings, the average response rate was 8.8per cent."*  
 [Response Rates, 2006]

The Llanidloes brochure has therefore received a response rate 5% above the national average.

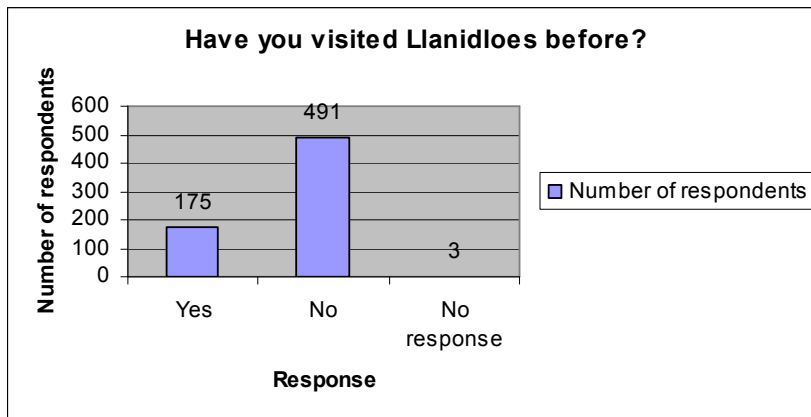
## Analysis of Responses

### Question 1



401 respondents (59.9%) rated the brochure as Excellent. 257 (38.4%) rated the brochure as Good. 8 respondents (1.2%) rated the brochure as Fair. 1 respondent (0.2%) rated it as Poor and 2 respondents (0.3%) didn't answer this question.

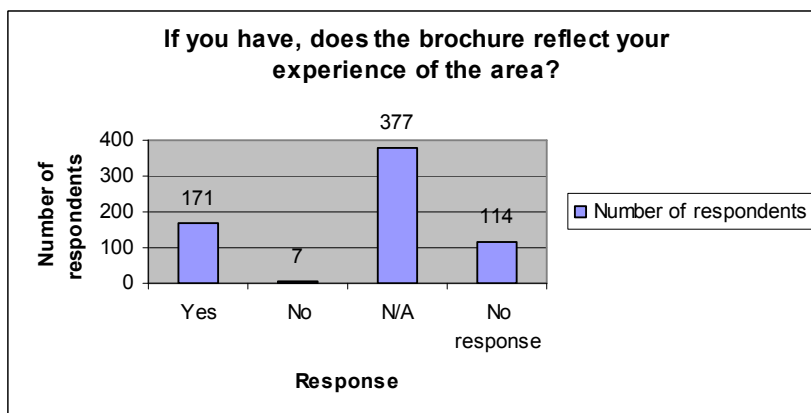
### Question 2a



175 respondents (26.2%) stated that they *had* visited Llanidloes before. 491 respondents (73.4%) stated that they had *not*. 3 respondents (0.5%) did not respond to this question.

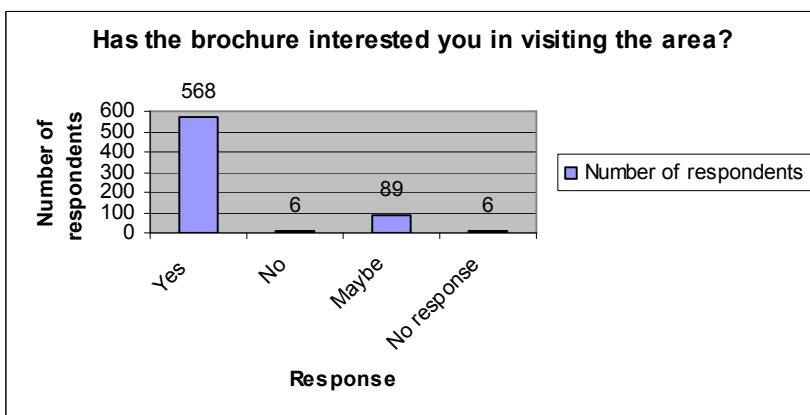
Compared to the 2006 Llanidloes Visitor Survey, of which 29% were on their first visit to Llanidloes and 71% were repeat visitors, the statistics seem to have been reversed; thus 73.4% of those who have returned their brochure questionnaire are potentially new visitors.

### Question 2b



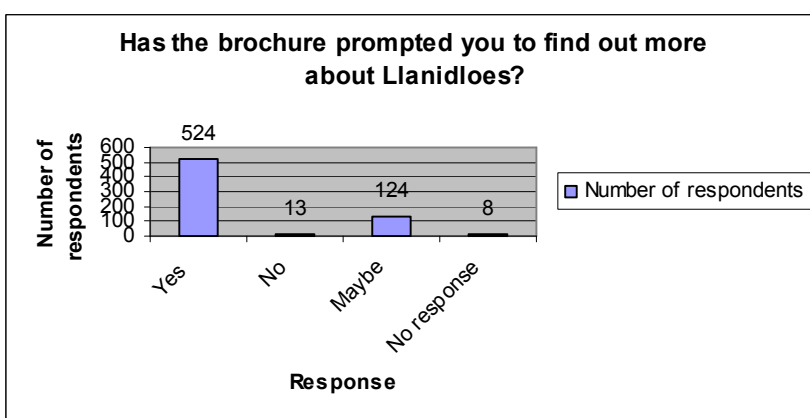
171 (97.7%) of the 175 respondents (26.2% of the total) who had visited Llanidloes before stated that the brochure *did* reflect their experience of the area. 7 respondents (4.0%) stated that it did not. 377 respondents (53.9%) had not visited Llanidloes before and so this question was not applicable to them. 114 respondents (17.0%) did not respond to this question.

### Question 3



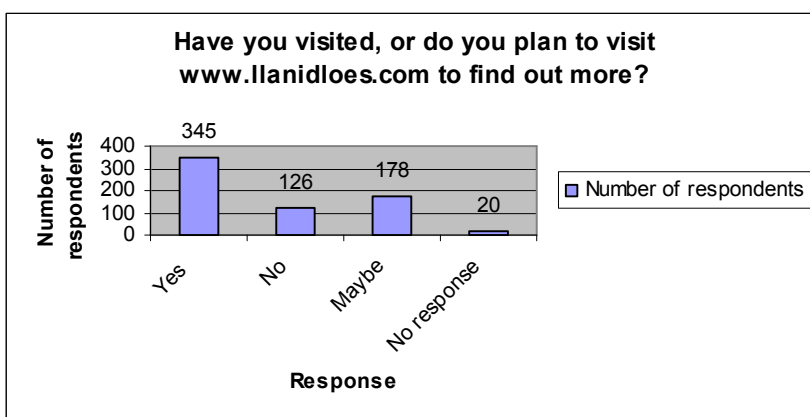
568 respondents (84.9%) said the brochure *had* interested them in visiting the area. 89 respondents (13.3%) stated that ‘maybe’ it had. 6 respondents (0.9%) stated that the brochure had *not* interested them in visiting the area (although only one rated the brochure as ‘poor’ – see question 1). 6 respondents (0.9%) did not answer this question.

### Question 4



524 respondents (78.3%) stated that the brochure had prompted them to find out more about the area. 124 respondents (18.5%) stated that ‘maybe’ it had. 13 respondents (1.9%) stated that it had *not* prompted them to find out more. 8 respondents (1.2%) did not answer this question.

### Question 5



345 respondents (51.6%) stated that they *had* already visited, or that they planned to visit Llanidloes.com. 126 respondents (18.8%) stated that they had *not* already visited, or that they *did not* plan to visit Llanidloes.com. 19 of these 126 respondents (15.1%) qualified this by stating that they did not have a computer / online access. 170 respondents (25.4%) stated that would ‘maybe’ visit the website. 20 respondents (3.0%) did not respond to this question.

The questionnaire also invited any other comments about the brochure, a sample of which can be seen below:

#### 2007 Comments included;

- It looks a wonderful place to come for a visit, will definitely come later in the year.” (Warwickshire)
- “The brochure contained a wealth of information... since receiving your brochure we visited Llanidloes for a week and thoroughly enjoyed the experience.” (Gloucester)

- “Yes to stay 2007” (Clwyd)
- “A very nice interesting brochure, can’t wait for the nice weather so we can come.” (Staffordshire)
- “The brochure exceeded our expectations – beautiful colour pictures – we can’t wait to go now, having previously only visited Cardiff.” (Devon)
- “One of the best brochures I’ve read.” (Cambridgeshire)
- “Lived in the South, visited the North, but never the middle. Will do now.” (Kent)
- “A very professional brochure, [I] will certainly follow up my initial interest in due course.” (Shropshire)
- “We have visited many of the individual websites detailed in the brochure offering accommodation.” (Bristol)
- “I have visited your website but I am still impressed by your comprehensive brochure.” (Hong Kong)
- “Enjoy walking and bird watching so Llanidloes will certainly be on my must visit list.” (West Midlands)
- “I think I fell in love just looking at those pictures and wish to receive further information as I would love to pay a visit.” (Hertfordshire)
- “A very informative brochure which has made our minds up to visit Llanidloes.” (Hampshire)
- “We are looking forward to spending a short break in this area as it certainly looks very interesting.” (Solihull, West Midlands)
- “Really looking forward to visiting the area very soon.” (Merseyside)
- “Very interesting, well put together – unaware that this area had so much to offer – will certainly visit in 2007 or 2008.” (Worcestershire)
- “A visit is a must in the near future.” (West Sussex)
- “This booklet has encouraged me to visit.” (Middlesex)
- “I will be visiting in August.” (Tividale, West Midlands)
- “I was impressed with the prompt response to my request for the brochure. The beautiful scenery and brief information has inspired us to visit the area, hopefully within the next 18months. This is just what we look for when we get back to nature, unspoilt and welcoming.” (Staffordshire)
- “This looks a beautiful place to visit. I have been on two websites – the Llanidloes website and the campsite and we will be visiting in the Summer holidays, thank you.” (Lancashire)
- “Love North Wales and South Wales but never spent any time in Mid Wales and this brochure has really spurred us into visiting this area.” (Cheshire)
- “The brochure has warmed my heart to Llanidloes and myself and my husband cannot wait to come and spend some special time in Llanidloes.” There is so much we want to do and see and take part in.” (Worcestershire)
- “I hadn’t thought of visiting Llanidloes before but now I will next time I go to Wales.” (Birmingham)

- “The area sounds delightful – I just hope I can visit soon.” (Berkshire)

**And Claire’s favourite:**

- “I am looking to relocate and get away from my ex-wife so that is a ‘yes’ to a visit.” (Glamorgan)

**2008 Comments included;**

- “Website one of the best we have seen. Sharon was very helpful. Brochure arrived next day. Excellent service.” (Oxfordshire)
- “I look forward to visiting early Spring. Thank you for the information. (London)
- “Never considered Llanidloes before – but now we are really looking forward to it!” (Devon)
- “Wow!” (Stoke-on-Trent)
- “I think your brochure is the best and I will be back to see your beautiful Llanidloes again, it’s got all I need for a holiday, thank you.” (Birmingham)
- “Looks a wonderful area to visit – can’t wait!” (Suffolk)
- “Will definitely stop for a visit next time we are in the area.” (Derby)
- “...After reading your brochure about the town Llanidloes I will look forward to a visit. It’s everything I’ve been looking for.” (Cheshire)
- “We look forward to experiencing an enjoyable holiday break in Llanidloes.” (Aberdeen)
- “It was a lovely brochure with such interesting facts, especially the Sarn Sabrina which I fully intend to participate in now I’ve read all about it.” (Lincolnshire)
- “Very informative. We will be taking a short break in Llanidloes later in the year.” (Shirebrook)
- “Looks totally charming and ideal for a relaxing, peaceful getaway. Looking forward to planning at least a lovely long weekend.” (Cheshire)
- “I’ll definitely be coming in my caravan.” (Norfolk)
- “I have rarely seen such a splendid and informative brochure.” (Worcestershire)
- “Look forward to exploring and making the pictures of the brochure come alive.” (Lancashire)
- “Having read your brochure I am certain I will take a short break in your beautiful area in the near future.” (Nottingham)
- “Will certainly visit the area for 2/3 nights.” (Worcester)
- “See you soon.” (Glasgow)
- “All the information I need to get me going. Stunning photos!! Hope to visit this summer.” (Peterborough)
- “It was an area we had not considered for a break but as a result of your brochure we intend to visit this year.” (West Midlands)

- “After turning 50 a few weeks ago I’m looking for beauty spots to walk... it was a very handbag friendly size brochure, it gave good, clear information. I look forward very much to coming to Llanidloes in the spring time.” (Stafford)
- “Looking forward to visiting the area for long weekends of walking.” (Lancashire)
- “We intend to visit during 2008 to check out the area and beautiful scenery.” (Sheffield)
- “We have recently moved to Wales and will certainly spend some time visiting Llanidloes thanks to reading the brochure.” (Builth Wells)
- “The place looks lovely. We plan to visit on a short holiday this spring with a view to a later family holiday.” (Derbyshire)
- “This is easily one of the best brochures; comprehensive, clear, concise, compact. It has made Llanidloes well worth visiting – a charming town.” (Sutton Coldfield, West Midlands)
- “My wife wishes to come and stop over having seen your brochure! Many Thanks’ (Merseyside)
- “The brochure persuaded my partner to book a log cabin in Trefeglwys/Llandinam so we could visit Llanidloes and we weren’t disappointed – it was a lovely holiday, will visit again’ (Oldham)

#### **4.3 2006 STEAM figures for Montgomeryshire**

STEAM stands for the Scarborough Tourism Economic Activity Monitor. The model was first run on behalf of Scarborough Borough Council in 1990 and then adopted by a number of local authorities in England, Scotland and Wales (Powys being one of them). The Monitor aims to generate local area tourism statistics.

These are the latest figures we have available for Montgomeryshire (supplied by Powys County Council):

- **2006 Day visitors**

Direct and indirect expenditure by day visitors = £28,251,000.

Number of day visitors = 1,202,000.

Spend per day visitor = £23.50

- **2006 Staying visitors**

Direct expenditure on accommodation = £6,418,000.

Number of visitors staying in accommodation = 139,000.

Number of ‘tourism days’ (beds occupied in serviced and non-serviced accommodation) = 431,000.

Total visitor expenditure during their stay: £33,850,000.

Average number of days/nights in accommodation = 3.1

Spend per staying visitor per day = £78.55

Spend per staying visitor over 3.1 days = £243.52

(Please note that these figures are based on Montgomeryshire alone, particularly in reference to the average length of stay i.e. 3.1 nights, in comparison to the Visit Wales figure for the whole of Mid Wales which is cited as 4.1 nights on page 24)

The 2006 Llanidloes Visitor Survey found that 67% of respondents were on a day trip to the town.

#### 4.4 Llanidloes Brochure; calculating the possible economic benefit to the local area

Using the STEAM figures above, data from the last Llanidloes Visitor survey (i.e. percentage of day visitors), and the statistics from the returned brochure questionnaires, we can begin to estimate the direct monetary benefit to the local area arising from the Llanidloes brochure.

Table 4: Examples of potential economic benefit

<ul style="list-style-type: none"> <li>• <u>Example 1</u>      100% conversion rate on brochure respondents who stated that the brochure had interested them in visiting.</li> </ul> <p>From the returned brochure questionnaires we can see that 568 respondents (or 84.9%) said that the brochure <i>had</i> interested them in visiting the area. Assuming that all 568 respondents have actually visited since receiving the brochure, and have brought one person with them (as per the norm), we can surmise the following;</p> <ul style="list-style-type: none"> <li>• 1,136 visitors to Llanidloes</li> <li>• 67% (761 people) on a day visit spending an average of £23.50 each: £17,883.50</li> <li>• 33% (375 people) staying for an average of 3.1 nights and spending an average of £243.52 each: £91,320</li> <li>• <u>Total economic benefit: £109,203.50</u></li> </ul>
<ul style="list-style-type: none"> <li>• <u>Example 2</u>      10% conversion rate on brochure respondents who stated that the brochure had interested them in visiting.</li> </ul> <p>From the returned brochure questionnaires we can see that 568 respondents (or 84.9%) said that the brochure <i>had</i> interested them in visiting the area. Taking a 10% conversion rate on this figure i.e. assuming that approx. 57 people have actually visited since receiving the brochure, and have brought one person with them (as per the norm), we can surmise the following;</p> <ul style="list-style-type: none"> <li>• 114 visitors to Llanidloes:</li> <li>• 67% (59 people) on a day visit spending an average of £23.50 each: £1,386.50</li> <li>• 33% (55 people) staying for an average of 3.1 nights and spending an average of £243.52 each: £13,393.60</li> <li>• <u>Total economic benefit: £14,780.10</u></li> </ul>
<ul style="list-style-type: none"> <li>• <u>Example 3</u>      100% conversion rate on brochure respondents who stated that the brochure had interested them in visiting, extrapolated to total brochure requests.</li> </ul> <p>From the returned brochure questionnaires we can see that 568 respondents (or 84.9%) said that the brochure <i>had</i> interested them in visiting the area. If we extrapolate this figure and assume that 84.9% of all those people who requested a brochure (4,123 out of 4,856 people) were interested in visiting the area and have since done so (despite not returning their questionnaires) we can surmise the following;</p> <ul style="list-style-type: none"> <li>• 8,246 visitors to Llanidloes (4123 people each bringing a friend/partner with them)</li> <li>• 67% on a day visit: 5,525 people spending an average of £23.50 each: £129,837.50</li> <li>• 33% (2,722 people) staying for an average of 3.1 nights spending an average of £243.52 each: £662,861.44</li> <li>• <u>Total economic benefit: £792,698.94</u></li> </ul>

- Example 4 100% conversion rate on brochure respondents who stated that the brochure had interested them in visiting, extrapolated to a 10% conversion rate of total brochure requests.

From the returned brochure questionnaires we can see that 568 respondents (or 84.9%) said that the brochure *had* interested them in visiting the area. If we extrapolate this figure and take a 10% conversion rate i.e. assume that 10% of the 84.9% (or 4,123 people) who requested a brochure were interested in visiting the area and have since done so (despite not returning their questionnaires) we can surmise the following;

- 824 visitors to Llanidloes (412 people each bringing a friend/partner with them)
- 67% on a day visit: 552 people spending an average of £23.50 each: £12,972
- 33% (272 people) staying for an average of 3.1 nights spending an average of £243.52 each: £66,237.44
- Total economic benefit: £79,209.44

- Example 5 84.9% conversion rate on all brochures printed.

50,000 Llanidloes brochures have been printed. If we extrapolate the 84.9% of brochure respondents who stated that the brochure had interested them in visiting the area and apply it to the total number of brochures printed i.e. 42,450, we can surmise the following benefits:

- 84,900 visitors to Llanidloes (42,450 people each bringing a friend/partner with them)
- 67% (56,883 people) on a day visit spending an average of £23.50 each: £1,336,750.50
- 33% (16,500 people) staying for an average of 3.1 nights, spending an average of £243.52 each: £4,018,080.00
- Total economic benefit: £5,354,830.50

- Example 6 10% conversion rate on all brochures printed.

50,000 Llanidloes brochures have been printed. If we extrapolate the 84.9% of brochure respondents who stated that the brochure had interested them in visiting the area and apply it to the total number of brochures printed (42,450) and take a 10% conversion rate on this figure i.e. (4,245) we can surmise the following benefits:

- 8,490 visitors to Llanidloes (4,245 people each bringing a friend/partner with them)
- 67% (5,688 people) on a day visit spending an average of £23.50 each: £133,668.00
- 33% (2,802 people) staying for an average of 3.1 nights, spending an average of £243.52 each: £682,343.04
- Total economic benefit: £816,018.04

### Multiplier Analysis

Extract taken from ‘A development strategy for public conveniences in Llanidloes’;

*“The true impact of this expenditure [day visitor spend] is however even greater when the ‘re-spend’ of this money in the local economy is taken into account. Multiplier analysis is an economic tool that can be used to measure the overall impact of the ‘injection’ of expenditure into an economic system. Such expenditures can include visitors’ expenditure on food, gifts, transport etc. The injection of these expenditures into the local*

economy will stimulate an increase in the level of economic activity that, in turn, will generate additional income and employment to the area. Multiplier analysis can be used to measure the size of these impacts.

The theory underlying multiplier analysis is as follows. There is an initial round of spending created by the original injection into an economy (known as direct expenditure), such as expenditure of visitors. As the recipient businesses of this direct expenditure then re-spend this money in successive indirect rounds (for instance purchasing more gifts, paying staff), the number of transactions rise and the overall output expands. With this expansion in output comes an increase in the wealth of local residents, who consequently increase their consumption expenditure (known as induced effects).

The overall impact on the level of economic activity is expressed in terms of the changes in output, income or employment that arise in the recipient economy. This is expressed numerically by the multiplier coefficient, which is calculated by dividing the sum of the direct, indirect, and induced effects with the direct effects. The ultimate size of the multiplier coefficients is a reflection of the extent to which injections of expenditure are retained within the local economy.

Small-scale tourist businesses such as B&B's tend to generate higher multipliers than national businesses such as hotel chains, meaning that they retain money more effectively within the locality. Remote rural locations also tend to have a higher multiplier effect since poorer communications reduce leakages from the local economy.

Past research has shown that typically, £1.00 of visitor expenditure generates between £0.24 – £0.45 income within the local economy and also that one fulltime equivalent (FTE) local job is created per £15,000 – £25,000 of visitor expenditure. The number of small local businesses and rural nature of Llanidloes would suggest that it would generate at the top end of this scale, i.e. £0.45.”

Therefore for every £23.50 spent by Day Visitors an additional £10.58 worth of income is generated, and for every 851 visitors (each spending £23.50) an additional full time equivalent job is created (based on £20,000 of visitor expenditure). For every £243.52 spent by overnight visitors an additional £109.58 worth of income is generated, and for every 82 visitors (each spending £243.52) an additional full time equivalent job is created.

Table 5: Multiplier Analysis for the Llanidloes brochure

	Day Spend	Multiplier Analysis of Day Spend	Overnight Spend	Multiplier Analysis of Overnight Spend	Total Economic Benefit
Example 1	£17,883.50	£8,047.58	£91,320.00	£41,094.00	£158,345.08
Example 2	£1,386.50	£623.93	£13,393.60	£6,026.90	£21,430.93
Example 3	£129,837.50	£58,426.88	£662,861.44	£298,287.64	£1,149,413.40
Example 4	£12,972.00	£5,837.40	£66,237.44	£29,806.85	£114,853.69
Example 5	£1,336,750.50	£601,537.72	£4,018,080.00	£1,808,136.00	£7,764,504.20
Example 6	£133,668.00	£60,150.60	£682,343.04	£307,054.36	£1,183,216.00

As is evident from the table above, the economic benefits of the Llanidloes brochure vary wildly depending on the different options for calculation used. This section therefore aims simply to provide an overview of the potential range of income generation resulting from the brochure.

#### 4.5 Recommendations for the future development of the brochure

It is recommended that, if consideration is given to re-printing any of the materials produced during the project, the brochure is the most comprehensive and effective one to choose. But;

- Do not change the copy significantly

If a re-print is done, it is advisable *not* to change the copy significantly. It has been strategically written to cover many different aspects and complement Wales Brand Guidelines.

- Do not date the cover

It is not recommended to date the cover unless funding is secured to re-print it annually, in order to avoid it becoming time sensitive.

- Remove adverts and photos that are no longer relevant

Businesses that may have closed since the production of the brochure, such as Laura Ashley and Wood N Things who have advertised or been included in photos should also be removed. Existing advertisers should be contacted to see if they would like to amend their ads (a charge should be made for doing so).

- Obtain new advertisers

Any new body/committee managing advertising opportunities within the brochure should encourage other businesses to come on board. Please note that photos of local accommodation within the main pages were only used if they were advertising in the brochure or photos were generic, (for reasons of fairness and objectivity). Feedback suggests that additional camping/caravan sites and accommodation in town itself are particularly needed. For consistency and objectivity, accredited accommodation only must be included. This eliminates the liability of any future publishers if less than satisfactory accommodation is included. This also follows guidance from Visit Wales, Tourism Partnership Mid Wales and Mid Wales Tourism. Obviously the decision to re-paginate or amend the brochure would have to be based on the funds available to do so. Given the evidence to prove the success of the brochure, it is also advised to increase the cost for advertising within it.

- Key on the central map

In consideration of some responses to the brochure, it *is* recommended that a Key be provided to the map on the centre pages.

## **5.0 Mid Wales Tourism Bedroom Browser**

The Heritage leaflet and Family Guide leaflet were printed for insertion in Mid Wales Tourism's Bedroom Browser, 2006-2007 and 2007-2008. As detailed in MWT's Final Report and Evaluation 2007; the Bedroom Browser is aimed at raising awareness and promoting and encouraging the staying visitor to visit attractions, therefore the vast majority are distributed to accommodation providers with 5+ rooms/units (MWT members are given priority – they represent over 600 businesses). Copies are also sent to TIC's throughout Mid Wales and reference copies to TIC's and travel lodges along the borders of the region, Visit Britain offices, coach companies and journalists as appropriate. In 2007 we were one of 5 consortia included (i.e. we were representing the whole Llanidloes area and not one particular attraction). Other consortia included 'The Attractions of Snowdonia' and 'Lake Vyrnwy'.

Based on figures contained within their report, which assume 52% room occupancy (VW figures for Mid Wales), an average length of stay of 4.1 nights (VW figures for Mid Wales) and 8,000 bedroom browsers distributed; it was calculated that 370,341 visitors will have had access to the publication.

MWT take a conversion figure of 10% of this number (an estimated 37,034 visitors taking a trip as a result of the Browser) and assume 2 visitors per party. This equates to 74,068 visits. MWT have looked at the average entry fee for regional attractions (£5.89) to estimate how much money has been generated for the region; £436,262. This equates to £8,725.00 (plus discretionary spend) for each of the 50 participating businesses/consortia, of which Llanidloes is one, and has been for two years running.

As mentioned, a print run of 8,000 is guaranteed, although the actual number is closer to 8,500. Of the remaining 6,500 that we had printed (for the second year only – the Family Guides), approx. 3,000 were distributed primarily to family attractions in Mid, North and South Wales. The remainder were given to our Visitor Information Centre/PCC Customer Service Point in Llanidloes for visitors and local accommodation/activity providers to collect and display.

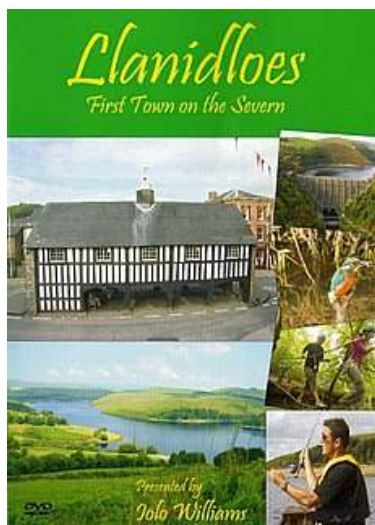
Samples of all leaflets and brochures created by the project were sent to local accommodation and attraction providers who were encouraged to 'top up' when necessary at the L.L.A.N.I. Ltd office or from the TIC/Visitor Information Centre/Customer Service Point.

## **5.1 Mid Wales Tourism Group Marketing Campaign**

Llanidloes was included in Mid Wales Tourism's Group Travel Planner and Map aimed at promoting attractions/destinations to the group market. MWT provide a regional point of contact via their Groups' Help Desk; supplying information on attractions, accommodation, facilities and proposals for itineraries for enquirers. Being part of their campaign ensures that Llanidloes is actively promoted to this market. We gain exclusive exposure to group travel organisers, tour operators, coach companies and press and PR contacts, inclusion in a quarterly promotional 'Mid Wales for Groups' e-newsletter targeted at press and PR and group travel contacts and a presence at Showcase Wales. Additional benefits include promotion at 'The Great Days Out' Fair and inclusion on their enhanced 'Mid Wales for Groups' section of [visitmidwales.co.uk](http://visitmidwales.co.uk)

## 6.0 Audio / Visual material

Image 6: Llanidloes DVD



2006: **Llanidloes DVD** – First Town on the Severn;

A collaborative marketing initiative for the area featuring/promoting local businesses and attractions such as Llanidloes Arts Co-operative (arts), Mount Severn Activity Centre (outdoor activities) and St. Idloes Church (heritage).

Iolo Williams, popular television documentary front man of 'Iolo's Wildlife' and 'Iolo's Welsh Safari' presented the DVD. Filming took place over two days in September and two days in October. A helicopter captured aerial footage.

To raise the necessary match funding for the DVD, local businesses were given the opportunity to request information on various marketing packages. There were 3 packages on offer based on the amount of footage they required (at £1,000.00 per 60 seconds). Contact pages at the end of the DVD and a right to use and reproduce their footage for their own marketing purposes were offered. Sponsorship was also sought.

The 3 minute DVD trailer was put on Llanidloes.com in mid December, on travel site travelistic.com and on You Tube. The full length DVD (48 minutes) was completed in January 2007 and sold via the website and various retail outlets. Over 580 DVD's have been dispatched to shops and/or sold via Llanidloes.com. Since mid December 2006 when the DVD trailer was put online it has been viewed/downloaded over 11,000 times. Comments to travelistic.com and 'You Tube' have included: 'wonderful video' and 'I thought it was great.'

Complimentary copies of the DVD were sent to group travel organisers and travel journalists, together with invitations to visit the area. A première was held in December 2006 to thank those businesses who had contributed to its making. Members of the Town Council, local press, etc. were invited to stimulate interest.

The success of the DVD for one particular business led to them commissioning their own 'trailer' for their new accommodation, while another produced a DVD for their business as a whole; both examples of how marketing activity for this project led to/encouraged businesses to invest in developing their own marketing materials.

At the 2008 British Travel Trade Fair, a spokesperson for Enjoy England said that 2008 was the year of video, so having the trailer online and the DVD available to purchase, either as a souvenir item, or for research in to the area before visitors arrive, should prove an increasingly valuable resource.

### 2007: **Reporting for Radio Maldwyn**

Reporting was done for Radio Maldwyn at the Fancy Dress and Carnival in July '07; interviews were conducted with MP Lembit Opik, AM Mick Bates, the Mayor and Mayoress of Llanidloes, Chair of the Carnival Committee and revellers at both events.

### 2008: **Podcasts**

The interactive town tour, put online with the redevelopment of llanidloes.com, has been enhanced with an audio narrative for visitors to listen to/download to their own computers. They can then be downloaded to mp3 players and played by visitors taking the 'real' tour. Other such audio visual tours are currently under development.

## 7.0 Online Activity

The Internet Statistics Compendium, 2008, published by E-consultancy Ltd, states that the UK has the most active online population in Europe. The 'credit crunch' and the rising cost of overseas travel and so on, are factors forecast to encourage UK residents to holiday more within the UK in the future; which, bearing in mind the 2004 National Statistics quoted within the Compendium, that 'Searching for information about travel and accommodation' is the third most popular reason for going online, is potentially positive news for Llanidloes. Llanidloes.com is already witnessing an increasing number of visitors to the site (further details below).

The Compendium also states that:

*"The largest demographic group online is currently the 35-44 age group, which accounted for 23.5% of internet visits in the four weeks up to 12<sup>th</sup> May 2007. Silver Surfers, the over 55's, accounted for 22% of visits."* (Internet Statistics Compendium, 2008).

As our brochure request statistics show (and past visitor surveys have demonstrated) this is the age range predominantly interested in visiting Llanidloes who are currently looking for more information. It is therefore evident that maintaining a strong online presence will be vital.

### 7.1 Llanidloes website

The site is primarily aimed at visitors who are looking to research and plan a visit to the Llanidloes area. Its secondary aim is to provide more localised news and events for residents of the town and the surrounding villages.

The website has been completely re-developed since it's inception in 2002. The following has all been achieved or instigated over the project period:

- Compliance with the Disability Discrimination Act (accessibility statement online).
- An ordering page; visitors can request Llanidloes brochures and purchase other merchandise online.
- Downloadable trailer for the Llanidloes DVD; visitors can watch the three minute trailer at their leisure. Stats show that it has been viewed or downloaded over 11,000 times since mid December '06.
- A slimmed down menu to make finding pages on the site easier, with sections entitled:

**Visit Llanidloes** containing travel information and virtual tours, plus a pronunciation guide and contact details for visitors wanting to trace their family trees.

**What to do** featuring activities you can take part in, including walking and cycling sections with downloadable route descriptions and maps, plus a forthcoming events listing.

**Eat, Drink, Sleep** containing accommodation and eating options in and around Llanidloes. A new layout for B&B's, self catering, etc. means that visitors can easily find what they are looking for. All accommodation is now linked to Google Earth so visitors can find further travel information.

**Local Llanidloes** featuring shops and other businesses with a listing of all regular weekly and monthly events.

A control area allows for easy access to comments made to the site, requests for brochures and other merchandise, and to view the statistics available.

Partner web pages taken out by local businesses include a description of services or facilities (inc. price and opening times), approx. three images, a web & e-mail link and other contact details and a map location (linked to Google Earth). Those who are also members of MWT and have bought into their bed booking service have a link from our webpage to MWT to promote their online booking facility. The events page also links to the MWT managed site for events in Mid Wales.

In 2008 partner web pages on Llanidloes.com totalled approx. seventy, the greatest number being for accommodation providers.

### **Sample comments made to / about the website:**

- “We are coming for a week’s holiday end of June [2007]. The website certainly helped us make this decision” (Huntingdon). [They also rated the brochure as ‘excellent’ on their returned questionnaire].
- “Congratulations on a most informative and sophisticated website....I treasure my connections with this remarkable town and it is really good to see it so well-served by so splendid a website.” [December 2007]
- “Wonderful site - virtual tour is good – it’s all good - thanks v much.” [November 2007]
- “We have a Holiday Home on the Clywedog Holiday Home Park.... and would like to compliment you on the quality, content and usefulness of this website. In particular, the ‘what’s on’ feature which has helped us to plan our 2007 visits to Llanidloes. Well done, keep up the excellent work that you must have to put in to maintain such a quality website.” [February 2007]
- “An inspiring website! Lots for us and our 2 Border Collies to do.” [March 2008]
- “For someone looking for an interesting Mid-Wales place to visit, this website does make me want to come from Leicester.” [March 2008]
- “Great website, I’m planning visits already, scenery looks stunning...” [March 2008]
- “Brilliant Website, easy to negotiate and full of information. Well done.” [April 2008]

### **Statistical Summary**

To understand the following statistics and clarify the difference between the terms used, explanations are given below:

‘Unique’ visitors:

*‘A unique visitor is a computer on the Internet which has made at least 1 hit on 1 page of your web site during the current period shown by the report. If this computer made several visits during this period, it is counted only once. Users on a network of computers may all be considered as a single visitor so you may have had more real human beings actually visiting your site. The period shown by AWStats reports is by default the current month. So if you visit your own site from one computer you are only counted as one unique visitor during the month.’* [Mike Slater, Art71.com]

‘Visits’:

*Number of visits made by all visitors. If a unique visitor returns to your site within an hour, this still counts as one visit. If a unique visitor returns later in the month then this is counted as a new visit. The ratio of visits to unique visitors gives an idea of multiple visits during the month from unique visitors.’* [Mike Slater, Art71.com]

## **7.2 Results for Llanidloes.com**

### 2006-2008 snap-shot Comparison

Please note that statistics are available for the website from February 2006 up to the present day. Web statistics have to be saved each month; when the last day of the month falls on a weekend or Bank Holiday, statistics were saved on the last working day before the end of the month, therefore on occasion the actual figures are likely to be higher than is shown overleaf.

The new-look website was launched in October 2006.

Table 6: Llanidloes website snap-shot comparison

	Unique Visitors	Number of visits
February – April 2006	10,195	17,051
February – April 2007	11,605	19,069
February – April 2008	15,015	25,523

2006-2007 Comparison

- The number of unique visitors to the site rose to 43,752 (between Feb-Dec 2007) compared to 41,999 (between Feb-Dec 2006); an increase of 1,753, or 4.0%.
- The number of visits to the site rose to 71,811 (between Feb-Dec 2007) compared to 71,497 (between Feb-Dec 2006); an increase of 314, or 0.4%.

2007 – 2008 Comparison

2007 was the first full calendar year of the re-developed website being up and running. The graphs below show a significant increase in the number of unique visitors, and subsequently the number of visits for the site, when comparing the first 4 months of 2007 with the same period this year.

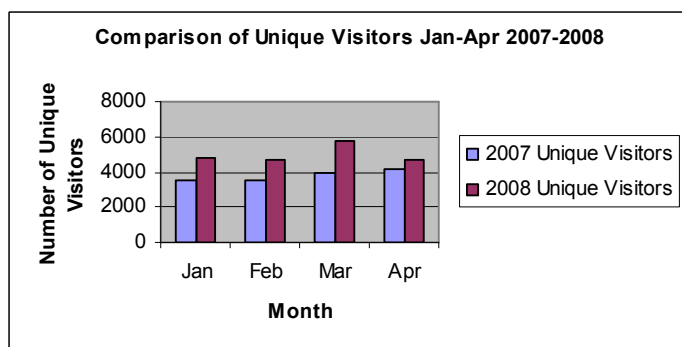


Table 7: Llanidloes website; Unique Visitor Comparison 2007 - 2008

	2007 Unique Visitors	2008 Unique Visitors
<b>Jan</b>	3,541	4,763
<b>Feb</b>	3,567	4,641
<b>Mar</b>	3,917	5,733
<b>Apr</b>	4,121	4,641
<b>Total</b>	<b>15,146</b>	<b>19,778</b>

**Llanidloes.com has seen an increase of 4,632 unique visitors between Jan-Feb 2008 compared to the same period in 2007, a percentage increase of 23.4%.**

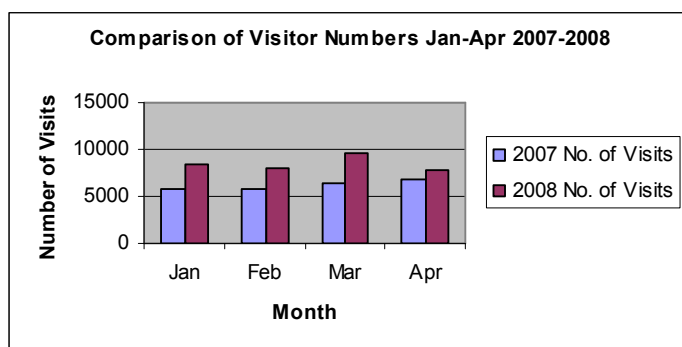


Table 8: Llanidloes website; Visitor Numbers Comparison 2007 - 2008

	2007 No. of Visits	2008 No. of Visits
<b>Jan</b>	5,879	8,347
<b>Feb</b>	5,783	8,000
<b>Mar</b>	6,424	9,650
<b>Apr</b>	6,862	7,873
<b>Total</b>	<b>24,948</b>	<b>33,870</b>

**Llanidloes.com has seen an increase of 8,922 in the number of visits it receives between Jan-Feb 2008 compared to the same period in 2007, an increase of 26.6%.**

### 7.3. Utilising online resources

#### Mid Wales Tourism Website

Mid Wales Tourism manage [www.visitmidwales.co.uk](http://www.visitmidwales.co.uk) which contains information on attractions, events and festivals, arts, crafts, shopping and eating and drinking throughout Mid Wales. Main events in Llanidloes should continue to be submitted to this website to make full use of this resource after the end of the project period. In April 2008 alone it received a massive 90,000 unique visitors.

#### Hidden Britain

Hidden Britain is an initiative established to encourage visitors to explore lesser known areas of the UK. Llanidloes is now an area featured on the site, which is run in conjunction with Enjoy England. It features area profiles, photographs and contact details. In 2008 Llanidloes was chosen as a case study for its connection with Hidden Britain and asked to write editorial for inclusion in Country Way magazine.

#### Google Adwords

Llanidloes.com has a high search engine rating with the main search engines for 'Llanidloes' and other terms within the text of the site, though for generic search terms such as 'walking Wales' or 'accommodation Wales' there is significant competition for a reasonably high natural search ranking.

The Internet Statistics Compendium 2008, states that;

*"91% of adults who have ever used the Internet have used a search engine to find information."* [National Statistics, October 2005]

This demonstrates the need to ensure that Llanidloes.com is found as far up the listings as possible, to funnel people who are "in the market" to the site. As such, a 3-4 months advertising campaign was booked with Google beginning in January 2008. This pays for sponsored links for Llanidloes.com to appear higher up the search engine listings for more general terms such as those just mentioned.

### 7.4 E-marketing Campaign

On March 13<sup>th</sup> 2008 (1 week prior to the Easter Bank Holiday) approx. 17,800 e-mails were sent out, entitled 'Wonderful Walks in Wales', which pointed people to Llanidloes.com; primarily the walking section and our maps/route descriptions. These were sent out on our behalf by Shropshire Tourism to:

- Existing contacts: People who had already requested a brochure, either via the CIC (brochure direct response campaign we ran in 2007), or via our website (approx. 400 who had supplied us with their e-mail addresses).
- A bought in list: new contacts that fitted our profile; targeting AB 40+, interested in outdoor activities, particularly walking, living within a 2 hour drive of Llanidloes (as with the brochure).

#### Results for existing list/contacts:

Delivery rate: 99.75%

Open rate: 10% (0.5% above the industry norm).

Click through rate: 31.82% total click throughs to Llanidloes.com (30.82% above the norm).

#### Results for bought in list (new contacts):

Delivery rate: 97.55%

Open rate: 12.98% (the industry norm is 9.5% which means that the campaign achieved 3.4% above the norm).

Click through rate: 3.64% clicked on the links within the e-mail (2.64% above the norm).

In addition, we received the e-mail below. Shropshire Tourism described "this kind of positive feedback [as] very rare from a blind email campaign."

E-mail received: "Many thanks for the info on the walks. I have printed five of them and will certainly be walking soon. Great maps and details. Thank someone for their hard work."

### **Future potential for E-marketing**

Going forward, there is the potential to look at the open rates for the above campaign in more detail and send these people a piece of direct marketing to enforce the message. Evidence suggests that the use of online and offline material is not interchangeable, but complementary, and that 84% of consumers see a role for Direct Marketing and E-marketing (Ian Lovatt, Blue Sheep, DM Loves E)

The key to successful E-marketing campaigns to enhance existing customer relationships is to ensure that communications are timely, relevant and personal. For example, accommodation providers in Llanidloes have the potential to:

- Look over their past bookings and analyse their visitors' transactional behaviour and propensity to purchase, i.e. ask themselves;
  - Were they a new or repeat customer?
  - If they were a repeat customer, when do they normally book e.g. 6 months in advance or 6 weeks in advance?
  - How much do they normally spend when they stay?
  - Did they come with their children or partner?

Looking at the answers to these questions can help to form the basis for pertinent e-mail communications e.g. sending them a quote/special discount for them to return to the accommodation based on their previous booking/preferences, sent to them within the same time period they requested information for their last visit. The e-mail can include images of where they stayed – their room or the view from their bedroom window; personalisation in this case is more about making an emotional connection, rather than just 'Dear Mr Jones', etc.

This approach worked for Thomson Holidays, so could work for Llanidloes! If accommodation providers don't have e-mail they could alternatively write personalised letters.

## 8.0 Advertising / Marketing promotions

### Local newspapers

Advertorials were placed in newspapers such as the County Times, Brecon & Radnor Express, Shropshire Star and Cambrian News. Copy was supplied by L.L.A.N.I. Ltd and local businesses advertised alongside.

Image 7: Midlands advert

**Where on Earth is Llanidloes?**

First Town on the River Severn, centre of the ancient Kingdom of Arwystli, heart of the Cambrian Mountains ...

... And more importantly ...

... Only a couple of hours drive from the Midlands...

Chain stores: 0  
Mobile reception: if you're lucky  
Get away from it all and experience Mid Wales

Please send me a FREE Llanidloes brochure

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Postcode: \_\_\_\_\_

I saw this advert in: \_\_\_\_\_ (name of paper)  
Post to L.L.A.N.I. Ltd, Town Hall,  
Great Oak Street, Llanidloes,  
Powys, SY18 6BN or visit [www.llanidloes.com](http://www.llanidloes.com)



### Regional newspapers advertising campaign

A campaign was undertaken with newspapers in the Midlands such as the Birmingham Mail, Sunday Mercury and other local papers including the Metro, Birmingham News, Stafford Post and Walsall Observer (13 papers in total). It covered 4 weeks in the run up to the summer holidays in 2007. The adverts all carried a slip for people to complete their contact details to request a brochure and send back to the L.L.A.N.I. Ltd office (see opposite). Editorial was also placed in the Sunday Mercury. Over 200 requests were received via phone or post, the majority in July and August, but one in particular in April '08 from someone who had kept the editorial for 9 months.

Image 8: Mid Wales & Brecon Beacons advert

**Llanidloes**

First town on the River Severn and the ideal base to discover Mid Wales



Explore the Severn Way, Glyndwr's Way and the Wye Valley Walk, and over thirty other trails linking the once ancient mediaeval Kingdom of Arwystli

Experience the historic timber framed Market Hall & Exhibition, art galleries, craft shops, scenery, wildlife and outdoor activities

Enjoy farmhouse B&B's, luxury log cabins, self catering get-aways and award winning camping & caravan sites; all on our website

[www.llanidloes.com](http://www.llanidloes.com)

Select Ref MW1 when requesting your brochure online and be in with a chance to win a weekend for two to enjoy all Llanidloes doesn't have:  
no chain stores, no queues, no hassle

### Magazines

Advertorials / Adverts were placed in the following publications:

- Welsh Country magazine,
- Country & Border Life magazine,
- Mid Wales & Borders Living magazine,
- 'Vita' supplement and 'Welcome to Mid Wales' supplements that are distributed with the Brecon & Radnor newspaper,
- Cycle magazine (2 month campaign),
- Shropshire Star (full circulation) 'Out and About' Easter supplement,
- Walk magazine (2 month campaign),
- Country Walking magazine (3 month campaign in their Top Destinations section).

### Brochures

Adverts were placed in the following publications:

- Visit Wales (dispatched in response to all enquiries about Wales);
  - Wales View;
  - B&B Touring Map
  - Where to Stay
- Powys County Council; Mid Wales & Brecon Beacons brochure, see Image 8 opposite.

These brochures had a combined print run of 750,000 copies. Advertisements in Visit Wales' 'Where to Stay' and 'B&B Touring Map' have been booked in advance for 2009

### **Customer Relationship Marketing campaign (CRM)**

In July 2007 approx. 3,000 reminder postcards were posted to all those who requested a brochure between January and April (a targeted database to enhance customer relationship marketing or CRM). The contacts were sorted into age groups and each of the 3 groups received different postcards. For example, the postcard aimed at the younger/mid age range focused on bringing families with children (e.g. the summer holidays were mentioned in the copy), and the postcard aimed at the older generation majored on the heritage of the area with less taxing activities such as the Nature Ramble (as opposed to abseiling) mentioned in promotion of the Festival of the Great Outdoors.

## 9.0 Distribution

The distribution company, Charisma QC Ltd, based in Birmingham, were appointed to manage the bulk of our print distribution.

The Llanidloes brochure was distributed to tourist information centres and attraction/accommodation providers located in or near major conurbations within a 2 hour drive of the town. In addition, brochures were reserved for the direct response campaigns (see page 14), which were managed from the L.L.A.N.I. Ltd office. Distribution *could* have been extended, but with the number of brochures printed and the number of potential locations available, a more strategic approach to distribution had to be taken; visitor surveys demonstrate a majority base of visitors coming from the Midlands (a 2 hour drive). Regular reports are received from the distributors.

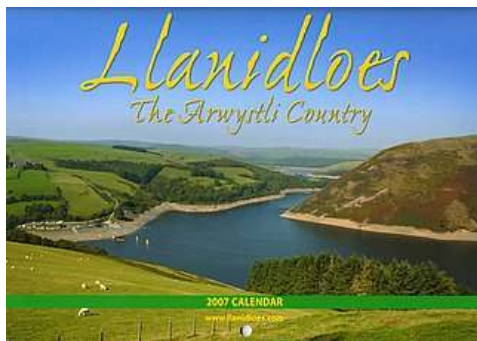
Distribution of specific activity related material such as the Sarn Sabrina (walking event) fliers was effectively tailored to the target audience; sent to tourist information centres, local accommodation and activity providers, leisure centres, outdoor centres, etc. Direct mail was also utilised; fliers were sent directly from the L.L.A.N.I. Ltd office to walking groups and, considering that in the first year the chosen charity for the walk was the 'Save Llanidloes Hospital Action Fund'; fliers were taken to the Hospital Valentine's Day Rally, and distributed to other LHB's throughout Wales with a suggestion enclosed to raise money for their own hospitals. Links to the Rotary's Across Wales Walk were also established. They publicised Sabrina, and, where applicable, included our fliers with their own mail shots. We did the same.

## 10.0 Merchandise

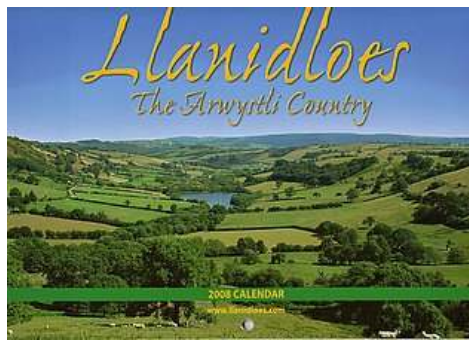
In addition to the DVD, Llanidloes 2007 and 2008 calendars were also produced. To generate the match funding required, sponsorship was sought for different months of the year, whilst to stimulate press coverage, photography competitions were launched to seek photos for each month from locals and visitors to the area. The calendars retailed at £3.50 each. Over 1,100 have been dispatched from the L.L.A.N.I. Ltd office.

Image 9: Llanidloes Calendars

2007 Calendar



2008 Calendar



A series of six postcards were also produced (again, using photos selected from competition entrants). They retailed at 30p each. Over 1,300 have been dispatched from the L.L.A.N.I. Ltd office.

As part of the work done by L.L.A.N.I. Ltd's Countryside Access Officer to improve the footpath network in the area, a booklet was produced in conjunction with Kittiwake Press, entitled 'Walks around Llanidloes' containing 20 maps and route descriptions. They retailed at £4.95 each. Over 260 have been dispatched from the L.L.A.N.I. Ltd office.

Outlets selling Llanidloes merchandise included:

Coed-y-Dinas, Welshpool

Curig Crafts, Llangurig

Derwen Garden Centre, Welshpool

Elan Leisure, Rhayader

Gigrin Red Kite Centre, Rhayader

Grandstand B&B, Trefeglwys

Great Oak Bookshop, Llanidloes

Llani Leisure, Llanidloes

Llanidloes Museum

Llanidloes Visitor Information Centre

Mid Wales Shooting Centre, Trefeglwys

Nature Gallery, Llanidloes

Newtown Tourist Information Centre

Rhayader Tourist Information Centre

Spar Stores, Carno

Spar Stores, Caersws

Welshpool Tourist Information Centre

Wood N Things, Longbridge Gallery, Llanidloes

Woosnam & Davies newsagents, Llanidloes

Orders for merchandise via Llanidloes.com have been received from as far afield as South Africa and California.

### Llanidloes Retail Group

This group of retailers in Llanidloes selling some or all of the above merchandise was formed to allow a) L.L.A.N.I. Ltd to gain some additional match funding from the sale of goods, and b) benefit retailers. L.L.A.N.I. Ltd could not directly benefit from the sale of goods and claim the funds as match funding for the project, so they gave the merchandise on a sale or return basis to the retailers who then 'donated' two thirds back to L.L.A.N.I. Ltd upon their sale. This arrangement was fully sanctioned by WEFO. A Retail Group bank account was set up and linked to Paypal on the Llanidloes website so that visitors could purchase merchandise online. Two thirds of the money in the Paypal account, as with all sales, was donated back to L.L.A.N.I. Ltd by the Retail Group.

## 11.0 Integrated campaigns and partnership working

The nature of the grant awarded and the partners involved in supporting the project financially meant that working together where possible was very important to ensure *joint* working and effective utilisation of the numerous experiences and services on offer from the respective organisations.

Links were developed with, for example:

- Visit Wales: Marketing Officer attended meeting with Head of Marketing for Outdoor Activities, advertising was taken out in Visit Wales publications and a licence was successfully sought to use their logo in the Wales View advertisement.
- Tourism Partnership Mid Wales: Monthly reports sent and liaison over IQM surveying.
- Powys County Council Tourism Department: Brochures displayed on their stands at the Royal Welsh Show and Outdoors Show in Birmingham. Advertisements booked in their publications. Merchandise and promotional material stocked in TIC's.
- Mid Wales Tourism: Membership meetings and conferences attended, covering topics including Press & PR and E-marketing. Involved, as previously mentioned, with their Bedroom Browser, Attractions Map and Guide and Group Marketing guide.

### Consultancy

#### The Development Strategy for Tourism Products at Llyn Clywedog and Hafren Forest

In June 2007 Annex360 were commissioned to undertake the above study. It looked at ways in which areas around the lake and forest could potentially be developed, looking at multi-activities, branding, tourism opportunities for accommodation, and so on. A number of recommendations were made, a few of which are summarised below, together with an indication of what has been achieved since they were made. This is very much work in progress and full implementation will be dependent on the identification of new funding sources.

Table 9: Tourism Product Offer Report Summary

	<b>Potential for Action</b>	<b>Problems or Difficulties</b>	<b>Completed Action</b>
Sign Posts	Improved Signs around Clywedog Brown tourism signs from Machynlleth, Llangurig, Llanidloes & Trefeglwys/Caersws. More made of the '18 mile' circular cycling route – signage along it.	Obtaining agreement and funding from Powys County Council to erect signs.	'See Cycling' overleaf.
Walking	Route to the source of Plynlimon created. Round route encompassing sources of two and seven rivers. Expansion of existing orienteering routes and adventure trails. Information boards at the start of walks including info on flora and fauna along route. Marketing literature to target all walkers whatever their ability or age but with special attention paid to the family. Fastest	Obtaining co-operation of Powys County Council (particularly with way-marking) and the FC re additional walks and funding for information boards. Vandalism of signs. Maintaining the footpaths over a longer period of time.	Information boards erected at Hafren Forest, Llyn Clwydog and in town. Family Guide created, including walks of varying lengths. [See walking section for further work done to promote walking]

	<b>Potential for Action</b>	<b>Problems or Difficulties</b>	<b>Completed Action</b>
Walking cont'd	growing activity in the UK.		
Cycling	See 'Sign Posts' above. Potential for forest trails and mountain bike course. Cycle use growth nationally 15% in 2006.	Obtaining co-operation of the Forestry Commission and the funds to do it. The Forestry Commission already has 5 mountain biking centres in Wales and is not interested in opening any more.	Cycling section established on Llanidloes.com. [See cycling section for further work done to promote cycling]
Sailing	Increase access off-peak. More readily available information on sailing opportunities. Average 7.8% growth per annum since 1974.	The Sailing Club is private and Staylitttle have access during the week; 'considerable difficulties' in extending access during term time. Health & Safety/Insurance problems with unsupervised sailors turning up. Obtaining match funding input from Sailing Club or Staylitttle to promote their events.	Inclusion of Sailing Club and Staylitttle on Family Guide leaflet to increase information available. Encouraged development of sailing activities outside the week of the Festival of the Great Outdoors.
Fishing	Angling Association looking to improve facilities. Additional competitions. Angling Association membership of 120 with 5,000 day passes per annum. Wales - £76million, predicted to grow to £115million in 2007.	Additional facilities depend on successful grant application. Restrictions on number of petrol driven boats.	Meeting with Environment Agency and Angling Association to offer support and input into their consultancy on improving facilities at the lake. Further to this, the EA are now currently looking to put in a European bid under the fisheries heading to develop facilities.
Motorcycling	Improved publicity and activities for families to participate in whilst the motorcyclist is 'out on the trail'.	Activities only take place at Glynhafren Farm 3 days per week and saturation point has been reached.	Advice and assistance given to Off-Road Ltd/Glynhafren Farm motor biking organisation in Llanidloes, looking to stage a round of the World Enduro Championship. Family Guide covers things to do for families.
Multi-Activity Outdoor Facilities	Expansion of activities e.g. down hill biking, pot-holing. Bike Hire facility. Education re flora and fauna and issues of sustainability for younger participants. Green holidays in Britain in the period 2000/05 showed a 37% growth.	Funds to expand facilities. See 'Cycling' above.	Support of Green Fair in Llanidloes [see page 41] Emphasis has been placed on numerous activities in the area.

	<b>Potential for Action</b>	<b>Problems or Difficulties</b>	<b>Completed Action</b>
Horse Riding	Develop opportunities for pony trekking and horse tourism.	Shortness of trekking season. Problems with feeding and housing stock over winter. Improve bridleways – funding. At the moment a lack of nearby facilities and a need for private investment.	Bradnant are now on Llanidloes.com. Contact with pony trekking facility in Aberhafesp.
Nature & Geography	Sources of seven rivers. Huge variety of flora and fauna. Waterfalls. Views – potential to produce info to let visitor know what it is they're looking at. Child friendly information. Recommended by Annex360 to emphasise environment.	Funding.	Sabrina walk emphasises source of River Severn. Information boards erected for visitor to interpret natural environment. Child friendly information in Family Guide.
Archaeology & History	Interpretation of historical sites. Some investigation recommended for Pen-y-Gaer and Pen-y-Crockbren – potential for heritage trail.	Just names on maps – not much to see on the ground.	Audio for town trail now online. Heritage leaflet produced for the old Market Hall, St. Idloes Church and Llanidloes Museum, and a general introduction to the heritage of the area.
Where to Stay & Eat	More accommodation, e.g. Dolydd, Hafren Lodge. Planning permission sought to construct 3 log cabins on approaches to Bryn Tail. Potential for a small motor home park here as well. Potential for 60 holiday chalets at Glan-y-nant. Potential for quality accommodation. Sites for camping barns, motor homes and tents – car park at Bwlch-y-Gle Dam, Cwm Biga, Forestry Commission Cascades Picnic area, and field north of closed toilets owned by Severn Trent. 1 in 8 holidays in the UK are camping holidays. Visitor Centre with Wildlife interpretation – classroom & exhibition space – Red Kite Kiosk.	Funding; lack of private investment. Private ownership of Dolydd and Hafren. Problems with planning permission in the case of Glan-y-nant. Both Severn Trent and the Angling Association would object to motor homes or camping in the field north of the closed toilets. Would need land owners permission for motor homes on approaches to Bryn Tail.	Re-development of eating/sleeping section on Llanidloes.com Investigation of development potential for bunkhouse accommodation in Llanidloes.
Marketing	To develop brand for Llanidloes. To extend activities throughout the year; hold more events. Advertise the website in specific media using small ads.	Length of time waiting for publication of brand guidelines for Mid Wales. Need co-operation of, and enthusiasm from, activity providers to hold events;	See Sections 4 and 8 and Page 41 for information.

	<b>Potential for Action</b>	<b>Problems or Difficulties</b>	<b>Completed Action</b>
Marketing cont'd		someone to organise and promote them and a private investment of time and funds.	

## **12.0 Complimentary Projects**

The following projects are just three of those which were managed by L.L.A.N.I. Ltd at the same time as the Marketing Project. They had separate funding streams, but are nevertheless important to mention within the context of this report to highlight the range of work undertaken to enhance tourism facilities and the promotion of the area.

### **Countryside Access**

Access to European funding through the Powys County Council administered Community Tourism Capital Grant Scheme enabled over thirty separate circular and linear routes to benefit from new way-marking, fingerposts, gates and stiles. These linked Llanidloes with the surrounding villages of Llangurig, Llandinam and Trefeglwys. Maps and detailed route descriptions soon followed, both for the website, and for publication in 'Walks Around Llanidloes', a booklet produced by Kittiwake Press and written by L.L.A.N.I. Ltd's Countryside Access Officer.

### **Enhancing Public Conveniences in Llanidloes**

In September 2007 L.L.A.N.I. Ltd was successful in securing funding to investigate the potential of re-opening the toilets at Bwlch-y-Gle and on Great Oak Street in Llanidloes. This was an entirely separate funding stream to Enhancing the Tourism Product Offer, but nonetheless important to include in this report in order to demonstrate the range of work done to complement the marketing project and improve the level of facilities in Llanidloes.

### **Llanidloes Tourist Information Centre**

During the roll-out of the marketing project budget cut backs at Powys County Council led to the closure of the Tourist Information Centre in Llanidloes. They opened their alternative Customer Services Point at Llanidloes Library to deal with numerous council enquiries such as housing, in addition to maintaining the library and providing tourist information. The number of hours this new facility was open was greatly reduced from the old TIC, and on certain days it did not open until 4.30pm.

The Tourism Working Group (set up as part of the marketing project) met to discuss its closure and it was clear those businesses in and around Llanidloes felt they would suffer significantly from having a reduced service. In response to this, and the very real concern that this measure would, to a certain extent, negate the work of the Marketing Project, L.L.A.N.I. Ltd successfully applied for funding from the PAVO administered Spirit2 grant to open their own Visitor Information Centre to support Powys County Council's Customer Service Point.

With complimentary opening hours, tourist information services were supported by an additional 19 hours per week between March 2007 and February 2008, when funding ceased and the Centre was forced to close.

### **13.0 Trade Fairs**

The project has seen Llanidloes represented at the following Fairs or events;

Fairs attended include:

- The Royal Welsh Show (2006 & 2007);
- Smallholder & Garden Festival (2007);
- British Travel Trade Fair (2007 & 2008);
- The Outdoors Show (2007 & 2008);
- The International Direct Marketing Fair (2008).

Through our inclusion in MWT marketing material, and their presence at the following Fairs/Roadshows we were additionally represented in 2007 at:

- Visit Wales Roadshow, Llandrindod Wells;
- Salop Trade Show;
- World Travel Market.

In addition to the above, the following seminars or courses were attended by the L.L.A.N.I. Ltd Marketing Officer:

- Marketing Communications Seminar;
- E-marketing seminar;
- Event management workshop (focusing on walking events);
- Writing for the web workshop;
- Mid Wales Tourism's annual conferences.

## 14.0 Event Development

### Sabrina



The Sabrina Walks were developed by L.L.A.N.I. Ltd and the Sabrina Walk Committee to make use of the renovated routes in the area and attract walkers to the town.

The Sarn Sabrina was established in 2006, based on the Celtic myth of the water nymph said to inhabit the River Severn; a 25 mile walking event which attracted approx 25 entrants. In 2007, the Semi Sabrina was established in addition to the longer walk; a 12 mile shorter version of the route to increase the events marketing potential.

Approx. 75 participants took part. In 2008, at the time of writing, 160 participants have entered, with an increase in the number of entrants travelling from further away and staying over in local accommodation e.g. from Leeds and Liverpool, thus increasing the benefit to the local economy. The event has grown from a local to a national one in just 2 years, with requests for entry packs coming from as far apart as London and Newcastle-Upon-Tyne. A specific request for a 2009 entry pack was received in March 2008 from North Hampshire.

L.L.A.N.I. Ltd (in conjunction with the Committee):

- Undertook graphic design work for all promotional material;
- Undertook the commissioning of print jobs for all promotional material;
- Organised the distribution of print material;
- Wrote and sent out press releases;
- Organised information packs, route narratives, etc. for the event;
- Incorporated Sabrina into joint marketing initiatives with local businesses and advertising with Walk magazine and Country Walking.

### Festival of the Great Outdoors

A collaborative event between L.L.A.N.I. Ltd and local activity providers; in 2006 and 2007 L.L.A.N.I. Ltd was the central booking agent for the week long festival which included events such as badger watching, sailing, off road motorbiking and archery. The marketing funds enabled a greater quantity and quality of leaflets and posters to be produced and allowed for targeted distribution, which in previous years had not taken place. In 2007, 50% of participants in the Festival completed a feedback questionnaire on how the week went; 100% of respondents rated the overall Festival, the organisation and the choice of activities as good or excellent. In 2007, the money taken for activities also increased from 2006 by over £1,000, to just under £6,000.

In 2008, in consideration of L.L.A.N.I. Ltd's uncertain future, it was considered irresponsible to promote and accept bookings for a Festival we may not be around to manage. It was decided, after consultation with activity providers, not to co-ordinate the Festival but simply to direct people to individual businesses.

### Green Fair

L.L.A.N.I. Ltd worked alongside LLES Ltd to assist their Development Officer in promoting the Green Fair:

- Undertaking the graphic design of the Green Fair leaflet and posters and organising their print and distribution;
- Compiling mailing lists of 'green' businesses and exhibitors;
- Writing and sending out press releases.

## **15.0 Press & PR**

Approx. 60 press releases were sent out over the 24 months of the project (an average of 2.5 per month). Press releases were featured in numerous newspapers and magazines such as the Shropshire Star, the County Times, the Cambrian News, Mid Wales & Borders Living, the Brecon and Radnor Express, Country and Border Life, the Pool Card magazine, and ITV Local online. All press releases were also put on Llanidloes.com.

A press release was also sent to local papers in the region where our competition winner lived (North West/Cheshire). She won the weekend break in Llanidloes (prize on offer for those who returned a completed brochure questionnaire).

Presentations/meetings about the marketing activity being undertaken were also given to/held with groups such as:

- Llanidloes Rotary Club;
- Powys County Council and Tourism Partnership Mid Wales;
- Llanidloes Town Council;
- Llanidloes High School pupils;
- Llanidloes Education Industry Forum (Marketing Officer was a judge during the schools 'Young Enterprise' programme).

These all helped to foster a positive public perception of the work we were doing.

### **Hospitality / Media visits**

The editor and photographer of Country and Border Life came to stay in Llanidloes and were given a guided tour which led to editorial coverage in their magazine. The editor of Cambria magazine stayed in Llanidloes to cover the Festival of the Great Outdoors and participated in some of the activities herself. Meetings with the Cambrian News and Shropshire Star also led to editorial/photographic coverage.

## **16.0 Monitoring & Evaluation**

The additional establishment of monitoring activity over and above self monitoring (Marketing Officer) and line management (Development Officer and L.L.A.N.I. Ltd board of directors), included:

### **Visitor Surveys**

Integrated Quality Management (IQM) visitor surveys were undertaken in conjunction with Tourism partnership Mid Wales and Aberystwyth University in 2006; two researchers were employed to conduct face to face interviews with visitors on the streets of Llanidloes to gauge their levels of satisfaction with the town and their stay in/visit to, the area. These followed on from similar surveying conducted in 2005.

However, in 2007 funding was not available to repeat this form of surveying. Instead L.L.A.N.I. Ltd replicated Powys County Councils survey (now online) and distributed them to attraction and accommodation providers in the Llanidloes area for self-completion. Given the dramatic change in methodology only 33 were completed, making a (useful) comparison unworkable.

However, we can see that 35% more visitors in 2006 (the project had been running for 2/3 months by this time) rated the quality of information available as 'excellent' than they did in 2005 (before the project started).

The returned brochure questionnaires also obviously provided a high level of visitor feedback (see pages 15-19). The 'Your Say' section of Llanidloes.com also gives visitors the opportunity to provide feedback on the site (see page 27).

### **Tourism Working Group**

This group was primarily set up to meet WEFO's criteria for monitoring and evaluating the roll out of the project. Members of the group were kept informed about what marketing activity was taking place and had the opportunity to voice any ideas or concerns they may have had about tourism facilities/promotion of tourism in the area. Meetings were held quarterly. With the exception of the meeting held to discuss the future of the tourist information centre, attendance remained low with an average of 4 attendees.

The first meeting, held to inform businesses about the successful bid and initial marketing proposals, attracted only nineteen tourism providers/local businesses out of 100 invitations/letters sent out; perhaps a telling indicator of the level of apathy in the town that we had to overcome.

Businesses were also always encouraged to contact the Marketing Officer at any time if they preferred to discuss particular campaigns or specific enquiries on a one to one basis.

### **Accommodation Monitoring**

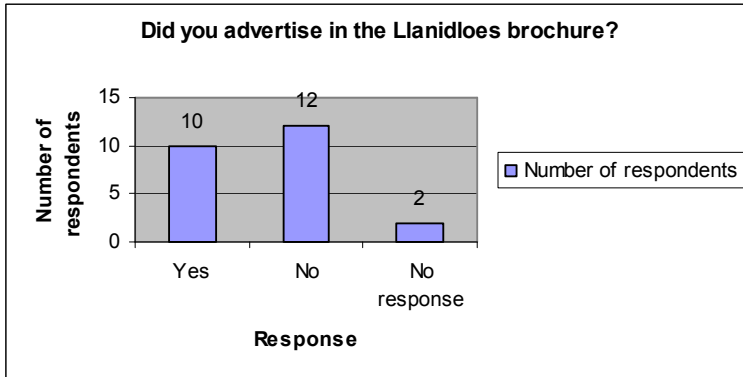
In addition to the IQM surveys in 2006, accommodation providers in the area were also given quarterly forms to fill in (stating occupancy levels, where their visitors were coming from, how they were hearing about them, etc.) to encourage a consistent level of monitoring. It was hoped that maintaining or indeed increasing occupancy levels would equate to demonstrable evidence that jobs were being safeguarded/the project was having a positive economic impact. Indeed, they were recommended by the first meeting of the Tourism Working Group. Unfortunately, return of the forms was sporadic and L.L.A.N.I. Ltd ceased sending them out mid 2007.

## 16.1 Beneficiary Surveys

Beneficiaries of the project, i.e. SME's that have taken part in the joint marketing activities, were sent surveys to complete and return by May 2008 to evaluate the project. The results of these, and some of the comments received, are shown below:

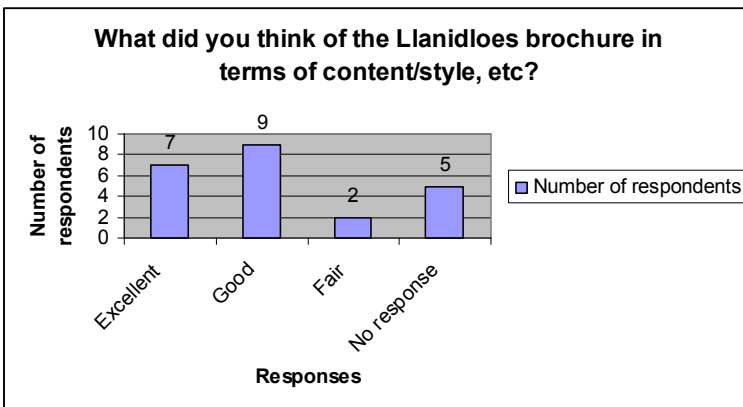
### Brochure

#### Question 1a



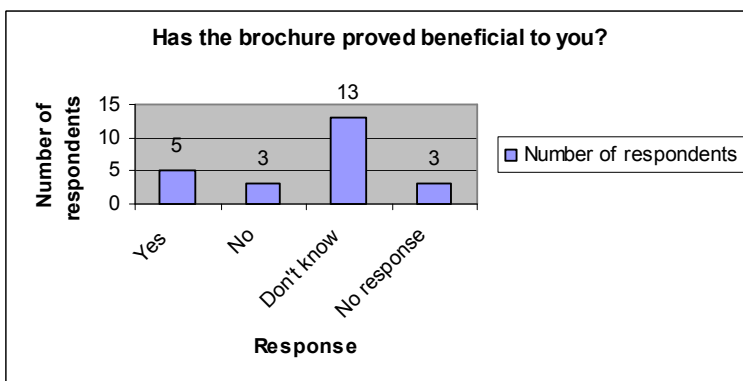
10 respondents said 'yes', 12 said 'no' and 2 did not answer this question.

#### Question 1b



7 respondents said they thought it was 'Excellent', 9 said 'Good', 2 said 'Fair' and 5 didn't respond to this question.

#### Question 1c

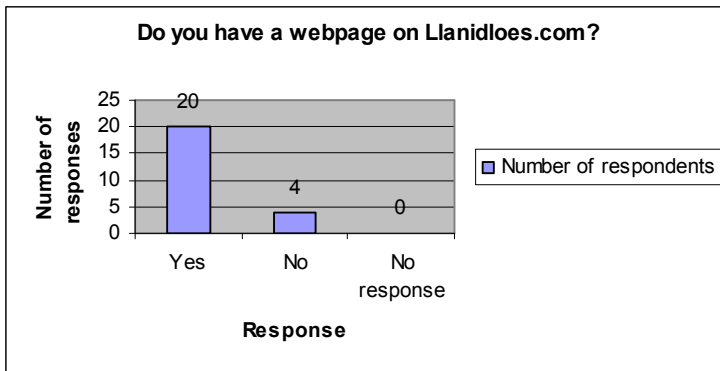


5 people said 'Yes' the brochure has proved beneficial, 3 said 'No', 13 'Don't know' and 3 didn't respond.

#### Brochure comments:

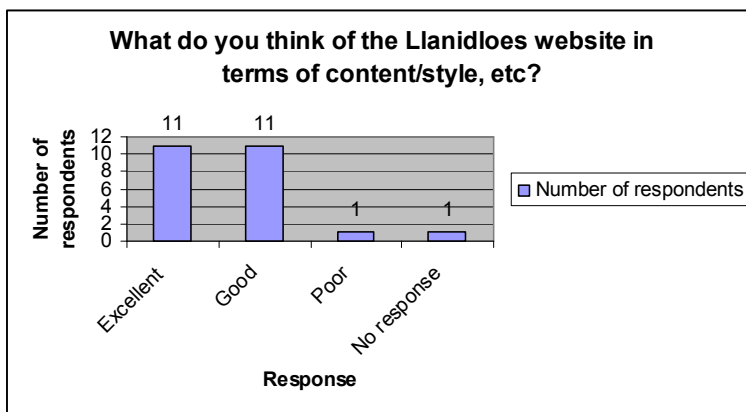
- 'Really nice layout / pictures. Adverts seemed expensive at the time but probably would have been worth it... customers like the brochure, map useful.' [Accommodation provider, Llanidloes]
- 'Promoted our business very successfully' [Accommodation provider, Trefeglwys]
- 'A good quality enterprise with good layout and content.' [Retailer, Llanidloes]

**Website  
Question 2a**



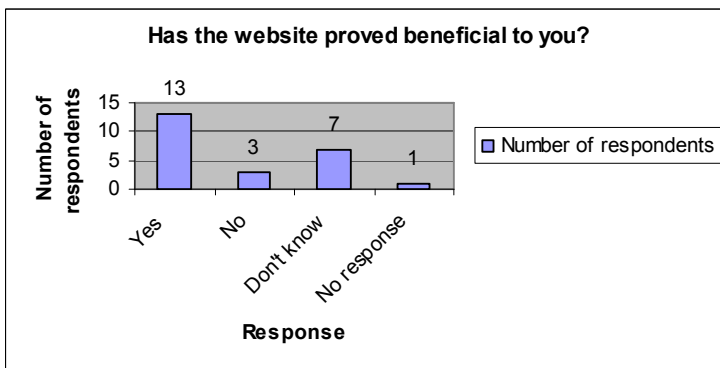
20 respondents said 'Yes', they did have a webpage and 4 said 'No' (1 adding 'but we'd like one!').

**Question 2b**



11 respondents said they thought the website was 'Excellent', 11 that it was 'Good', 1 'Poor' and one person didn't answer.

**Question 2c**



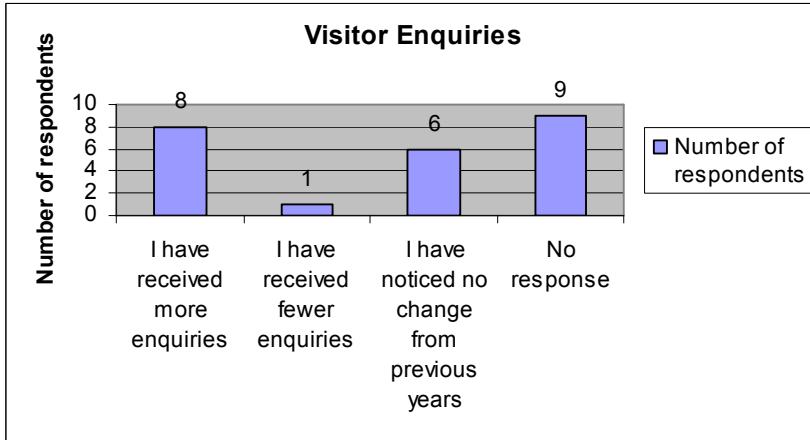
13 respondents said 'Yes' the website has proved beneficial, 3 said 'No', 7 said they didn't know and 1 didn't answer.

**Website comments:**

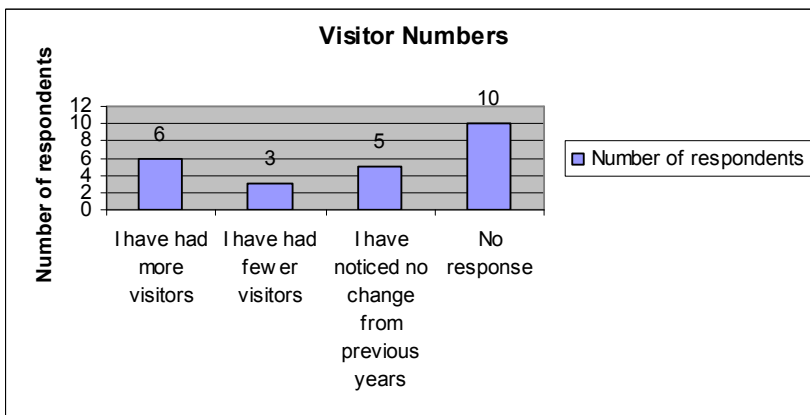
- 'From my web-count I see that a high percentage of enquiries come from this site – well done to you! ... an excellent website, very easy for visitors to follow. I recommend any enquirer who I cannot accommodate to log-on to the site for further assistance in their search.' [Accommodation provider, Llangurig]
- 'Generated enquiries and bookings.' [Accommodation provider, Llanidloes]
- 'Always comes up well in searches – a good link to personal web page... generated several enquiries.' [Activity provider, Llanidloes]

- [Beneficial for] ‘enquiries, calendar and source of reference.’ [Accommodation provider, Llanidloes]
- ‘Very good marketing tool’ [Accommodation provider, Trefeglwys]
- [Beneficial by] ‘providing a high listing on Google.’ [Retailer, Llanidloes].
- [Beneficial by] ‘generating business’ [Restaurant, Llanidloes]

**General  
Question 3a**

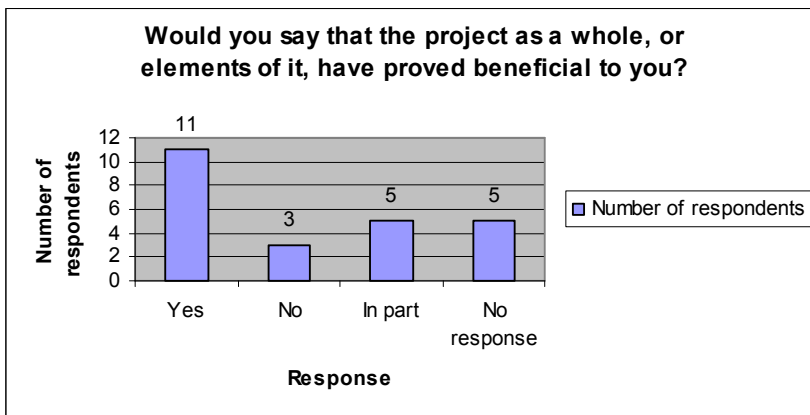


8 respondents said that they had received more enquiries, 1 said they had received fewer enquiries, 6 said they had noticed no change and 9 didn't answer.



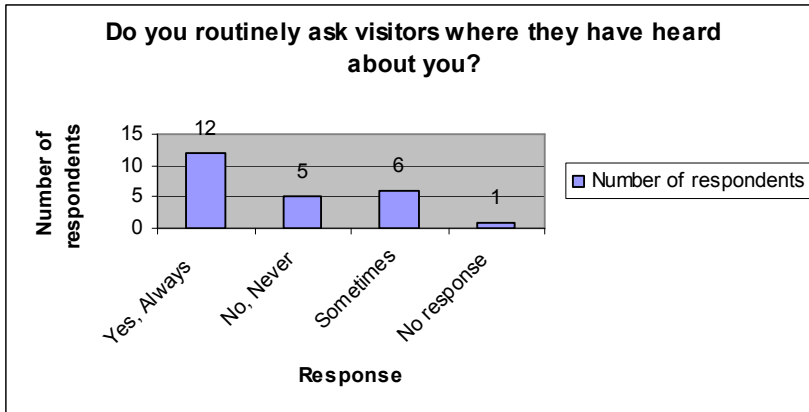
6 respondents said that they had had more visitors, 3 had had fewer, 5 had noticed no change and 10 didn't respond.

**Question 3b**



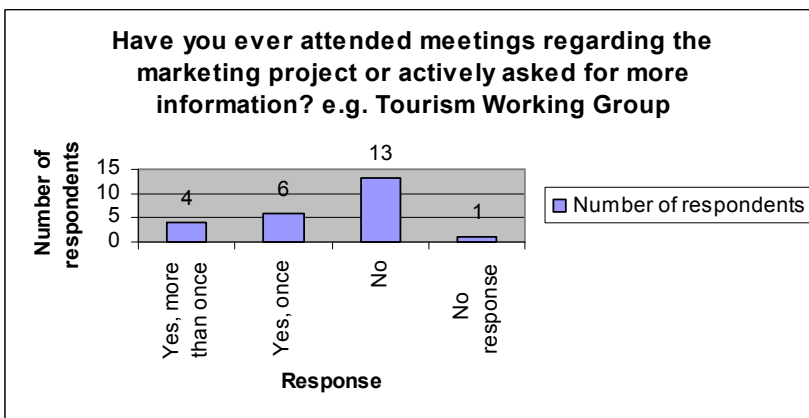
11 respondents said that ‘Yes’, the project, or elements of it, have proved beneficial. 3 said ‘No’, 5 said ‘In part’ and 5 didn't respond.

### Question 3c



12 respondents said 'Yes, Always', 5 said 'No, Never', 6 said 'Sometimes' and 1 didn't respond.

### Question 4



4 respondents said that 'Yes' they had attended more than once, 6 said 'Yes, once', 13 said 'No' and 1 didn't respond.

### General Comments:

- 'LLANI Ltd was doing a good job and worked very hard to promote our area... the website very useful for putting their holiday together [referring to visitors staying with them]' [Accommodation provider, Llanidloes]
- [with regard to visitor enquiries and numbers] 'hard to say – had a good number of visitors.' [Retailer, Llanidloes]
- 'It has produced lots of publicity and tourist leaflets, promoted the town via the web which is the essential marketing tool.' [Accommodation provider, Llanidloes]
- 'The Llani website puts Llani town and the mid Wales area on the map. This hidden area of Wales is recognised and highlighted...' [Activity provider, Llanidloes]
- 'Many of our visitors show me where they found us and very often it's from Llanidloes.com. Thank you so much and good luck in the future. Excellent value for money!' [Accommodation provider, Llangurig]
- 'We are definitely having more people visiting Llanidloes and the surrounding area due to website presence... also from the Llani DVD. The whole marketing initiative has proved quite successful for our business.' [Accommodation provider, Trefeglwys]
- 'It raises awareness of Llanidloes.' [Business, Llanidloes]

- ‘Yes [the project as a whole, or elements of it, have proved beneficial]. It has enabled us to set up a web page at a reasonable cost... I have noticed no change in visitor/enquiry numbers which I believe has been due to the poor weather last summer.’ [Retailer, Llanidloes]

From these tables we can conclude that the majority of those who returned their surveys had had an increase in visitor enquiries and numbers during the period of the marketing project. However, Question 3c is revealing in that five respondents said they never ask visitors how they have heard about them, and 6 only do ‘sometimes’. Therefore, answering questions 1c, 2c and 3b, i.e. whether particular elements of the project have proved beneficial, would perhaps have been guesswork. This indicates that some businesses need to be more aware of the benefits of monitoring what advertising they use works, to avoid making potentially costly errors of judgement in the future. As 3 people said that the project had not benefited them (Question 3b) and yet 13 people who responded to the survey said they had never asked for more information (Question 4), it is probably fair to say that they may have benefited more if they had done so.

There is perhaps potential to combine the interests of the Tourism Working Group (TWG) with the new Llanidloes Business Network currently being established, to promote more widespread awareness of the findings of this report. In addition, all beneficiaries have been notified that this report and its recommendations will be posted on [llanidloes.com](http://llanidloes.com)

## 17.0 Conclusion

The objectives from the Llanidloes Regeneration Plan for Expanding the Tourism Offer and the subsequent aims of the Marketing Project were introduced at the beginning of this report. Now, in its full context, a summary of the action taken to achieve these outputs can be given.

Table 10: Summary of Action

Aim / Objective	Evidence of Action / Achievement
To improve visitor information services.	The level of visitor <i>information</i> available has improved, while having another member of staff i.e. the Marketing Officer ensured that a greater amount of time could be devoted by L.L.A.N.I. Ltd to expanding services. However, it was the separate project; setting up the Visitor Information Centre, that really improved the level of visitor information <i>services</i> available.
To develop customer focused commercial, retail and tourism sectors.	Throughout the project there has been an emphasis on producing customer focused literature that could contribute to the development of customer services as a whole across all sectors. Most businesses already had a keen customer service ethic but the project has also encouraged them to ensure that they, e.g. have literature on display to meet customer demand, and that they take a more objective look about what they have to offer and where their visitors are coming from, to ensure they can be catered for more proactively and effectively. The suggestion of self-audits on page 7 also seeks to develop this.
To improve quality.	Feedback suggests that the quality of the material produced, e.g. the Llanidloes brochure (pages 15 -19), has been of a high standard. There may have been an attitudinal shift in consumer perception of the area due to an increase in quality but it is difficult to measure the value of this.
To increase the range and quality of tourist accommodation across all sectors.	There is no evidence to suggest that the range of accommodation has increased, but the project has supported tourist accommodation across all sectors, and increased the amount of tourist information about those providers available to potential visitors.
To improve, interpret and increase countryside access as an income generator for associated business opportunities.	The Countryside Access Network includes over 150 miles of renovated footpaths, enabling the promotion of the area as a walking destination, and subsequently leading to the development of the Sabrina walking event.
To develop business and travel trade opportunities.	The Tourism Working Group was open to all tourism providers in the area and provided an opportunity for businesses to network and develop joint marketing activities going forward. Inclusion in Mid Wales Tourism's Group Travel Planner, distributed to travel organisers, also encouraged increased activity in this area.
To effectively market and enhance the cultural and heritage aspect of the community.	Marketing has been done to enhance these particular areas, such as the production of the heritage study and leaflet and assistance in promoting <i>Viva Llanidloes!</i>
To enhance and develop an event led marketing strategy.	The Festival of the Great Outdoors, <i>Viva Llanidloes!</i> , Green Fair and Sabrina walking event have all been developed over the course of the project. Assistance has also been given to the organisers hoping to secure the World Enduro Championship in Llanidloes.
To enhance the capacity for local community tourism development.	Marketing opportunities for local tourism providers and the various promotions during the project period have enhanced the capacity for development. The Sarn Sabrina Committee is a prime example of this.

Aim / Objective	Evidence of Action / Achievement
To meet the outputs from the various funding organisations, particularly WEFO.	This project has met and, in many cases, exceeded its targets.
To generate enquiries, brochure requests and website visits for Llanidloes.	This has all been achieved (see pages 14 & 28 in particular).
To provide opportunities for tourism businesses / partners in Llanidloes to promote their products / services via our campaigns.	All businesses in and around Llanidloes were invited to take part in elements of the project. For those we may not have had contact details for at the beginning of the project, details were published in the local press encouraging them to get in touch. It is a measure of their taking up the opportunities and getting involved with the project, that 54 SME's over and above the 75 target have been supported.
To encourage reappraisal and positive impressions of Llanidloes for holidays/breaks.	Feedback suggests that positive impressions of Llanidloes have indeed been formed via the material produced by the project. (see pages 15 - 19)
To provide an integrated approach to tourism development in Llanidloes.	Both online and offline material has been produced, providing an integrated approach to developing tourism information. Advice has been sought, and regional campaigns bought into, from various other tourism organisations throughout Wales.

From the table above and this report as a whole, it is evident that the level of information available about the area has increased. Measures already in place, such as the website, have been developed and, in the case of Llanidloes.com, seen a significant rise in unique visitors. Our advertising within various publications, not least the main Visit Wales brochures for 2008 (booked in advance for 2009) have dramatically increased Llanidloes' exposure in areas where it would have had no specific mention or no mention at all. Feedback suggests that visitors *are* using both our online and offline resources to research their holidays and contact the accommodation and activity providers therein. Value cannot be attributed to just one mechanism e.g. the brochure *or* the website, as visitors generally tend to have multiple interactions online and offline before they convert i.e. make a booking. The results of the beneficiary surveys have demonstrated a clear level of support and satisfaction with the project.

However, as well as highlighting some of the areas that the project has succeeded in, it is necessary to take a realistic appraisal of some of its limitations. The nature of this type of grant funding comes with certain restrictions, e.g. having to spend the money in two years, having to generate a large measure of match funding and having to put a detailed budget forward before the project has even begun. This makes it difficult to sustain project momentum after the period of funding has ceased; in an ideal world, the marketing activity would have been budgeted over a longer period of time.

Yet Llanidloes is now faced with an opportunity, on the back of this project's success, to further build upon and develop joint marketing initiatives. The Town Council, in conjunction with advice and support from L.L.A.N.I. Ltd, should take a more pro-active and informed stance with regard to tourism in Wales and invest in the future of tourism in Llanidloes; whether this be a commitment to on-going brochure print runs and distribution, to cover the hosting charges for Llanidloes.com, or the running costs of a dedicated tourist information office. Powys County Council is facing difficult times with regard to their budget and it seems increasingly likely that services will continue to feel the squeeze, and suffer as a result. The Town Council and other local groups can negate this effect by taking action and placing more emphasis on localised tourism management.

It is also increasingly important to maintain linkage and communication with organisations such as Tourism Partnership Mid Wales and Mid Wales Tourism. They can provide a range of tourism information and advice to benefit the local area, and buying into their campaigns can ensure that Llanidloes is included in the main publications for the region. Perennial issues such as poor signage in the area and poor weather, combined with the current 'credit crunch' threat to the economy can, and does, understandably affect the morale of many tourism providers. Yet this project has demonstrated that when they work together, benefits can be seen in the form of monetary savings, visitor feedback and an increase in visitor numbers to those local businesses who get involved.

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