

This Week

The Way Foward



FESTIVALS AND EVENTS

In 2000 This Week Wales signalled its commitment to help grow tourism to Wales through festivals and events marketing by staging *Cymru'r Milflwydd* at the National Eisteddfod of Wales and by signing up to a 3-year, 'Welsh Event of the Year' sponsorship package organised by the Wales Tourist Board. This marks a major policy development that associates the dynamics of cultural events with dynamic new means of communicating with local and worldwide markets. The award was made in 2000 to *Sesiwn Fawr*, a uniquely Welsh experience for visitors in June to the old Meirionnydd town of Dolgellau in North Wales. *Sesiwn Fawr* is a celebration of Welsh culture at its best and a prime example of how, via tourism, culture can drive economic growth in a community. The festival sits perfectly within the newly-developing strategy for arts and culture in Wales and is set to emerge onto a wider stage, strengthening rather than foregoing its sense of local identity as it progresses.

Festivals and events, both large and small, give Wales the greatest opportunity possible to differentiate its tourism product from that of other countries in Britain; to sell to visitors

on a world stage the promise of a memorable experience that is distinctly Welsh. Festivals and events add value and meaning to destinations in Wales. They bring to life attractions that might otherwise remain static, engage visitors with local people, local products, and with the Welsh language in its many different dialects.

Every festival and event in Wales provide the nucleus of a perfect packaging opportunity for tourism providers.

Those that occur outside the main season in particular can be key to increasing overall annual bedspace occupation rates.

TOURISM TRAVEL CLUSTERS

The importance of packaging has been known to the tourism industry for a long time but use of the tools has not been widespread in Wales. This is changing dramatically, but instead of using the tools themselves, operators are placing them more at the disposal of visitors, enabling them increasingly to take on the role of suppliers in tailoring their own packages.

The tools are simple yet accurate information tools, made available on the internet with traditional media support. Maps are used to present information spatially and in clusters, helping visitors to gain an overview of the range of services and experiences available at any given destination. This is not only convenient but also removes a great deal of risk from decision-making.

This Week Wales has developed digital mapping specially for this process (see also Appendix 8, page 26), with 116 layers of different information covering festivals and events, visitors attractions, wildlife sites, holiday accommodation, public transport and much more. Each layer contains fully up-to-date information including, where relevant, opening times and prices to help visitors plan their itineraries before they set out. Information is clustered automatically round any given point selected, or can be called up instantly by category.

Tourism Travel Clusters is the simple map-based technology that sits behind *This Week* and the new thisweek.co.uk website. It provides a universal window on what's on in Wales for visitors, and a depth of focus covering every Wales town and village. It gives visitors the information tools by which to plan their trips.

thisweek.co.uk

THE ESSENTIAL ONLINE GUIDE FOR WALES

WHAT'S ON THIS WEEK IN THE UK

This Week pioneered the use of digital technology in newspaper publishing in 1988 when it became one of the world's first tabloid newspapers published by a computer. It was a first for *This Week* and a first for Wales. It wasn't long before all newspapers were published using the same technology, but *This Week* as a pioneer and as the first operator in its chosen market, was able to create a unique and competitive commercial advantage, becoming the clear market leader as a brand and publisher of leisure and tourism newspapers.

Twelve years on, *This Week* has extended its distribution to include all Wales through 4 regional editions and 2 Welsh language editions, plus

Cymru'r Milflwydd at the National Eisteddfod of Wales 2000

'This Week is set to launch yet another publishing revolution...'

editions for North West England, Midlands, South West England and the Republic of Ireland. During the period 1997–99 over 4,300,000 people read *This Week* newspapers.

As we enter a new century *This Week* is set to launch yet another publishing revolution with Wales being the first again to benefit. By using technology that empowered it in 1988, *This Week* will launch a unique portfolio of products creating the definitive leisure guide to the UK in the form of thisweek.co.uk, and in doing so, empower the UK leisure industry to deliver the most effective, dynamic and personalised guide to leisure activities for UK consumers.

This Week's mix of products are designed to create the UK's definitive leisure guide and booking system, comprising three products (two *This Week* printed newspaper publications and a series of interactive online products under the umbrella of thisweek.co.uk):

• This Week Metro

National tabloid newspaper edition targeting the **pre-visit** market and a comprehensive guide to main events in the UK. Full coverage of all Britain's main events including a regional focus. Distribution (free) through supermarkets and households (door-to-door). The Wales edition was launched in 2000.

• thisweek.co.uk

A suite of Internet products promoting leisure activities throughout the UK and empowering the leisure industry with the tools to promote and sell their leisure product. The Wales product, launched in 2000, is undergoing rapid development.

• This Week regional publication

Available at 80% of tourism bedspaces, at filling stations and tourist information centres. The original *This Week* **during-visit** tabloid newspaper, regionalised for the different regions of the UK, delivered to consumers on arrival or on route, through hotels, tourist information points and filling stations (85% of tourism in the UK is accessed by car).

What's so special about thisweek.co.uk?

thisweek.co.uk represents the alliance between 2 digital strategies. Firstly it's about empowering the leisure industry – thisweek.co.uk provides all members of the leisure industry with an information management and booking service. Any event organiser, attraction manager or accommodation provider (no matter how small) has free access to an online resource to manage their information and booking inventory for distribution.

This information then forms the ingredients of the second thisweek.co.uk strategy; the thisweek.co.uk consumer product – the UK-wide leisure website and personalised activity e-newsletter that informs consumers each week what is happening in their neighbourhood and at places they intend to visit.

Regionalised e-newsletters on events in Wales were mailed to over 15,000 recipients during 2000, giving Wales a firm lead in employing this revolutionary new marketing medium.

The end result is a direct, constant and highly personal relationship between the industry and the consumer, creating the UK's definitive 'what's on', local news and information brand.

What's on this week in the UK?...thisweek.co.uk

THIS WEEK
ACCOMMODATION | EVENTS | CONTACT

Register for the 'What's On Wales' email newsletter:

Region:

Christian Name:

Email Address:

For advertiser information, [click here](#).

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THIS WEEK MEDIA NETWORK - LOCAL KNOWLEDGE NATIONWIDE

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