



DRAFT RELEASE No: 1/09

1st September 2003

Central Enquiries:

THIS WEEK PUBLICATIONS LIMITED
Trawsfynydd
Gwynedd LL41 4TS

Telephone: 01766 540250

Facsimile: 01492 540430

email: info@thisweek.co.uk

URL: www.thisweek.co.uk

Biggest ever marketing campaign for Rural Wales!

Following two years planning, the biggest tactical marketing campaign of its kind for Rural Wales is about to launch in the UK.

The campaign brings together a unique private/public sector partnership of small, often micro-size businesses, This Week® Wales, and national agencies focusing on Rural Wales development.

The innovative campaign comprises three main elements:

- High volume, free-to-consumer newspaper distribution via high street supermarket giants Tesco, Asda and Sainsburys, and Wales TICs.
- Direct emailing to a growing, opt-in database of 35,000 UK consumers.
- Internet search engine optimisation using This Week® and Google® search brands in conjunction with Yahoo! and AOL.
- The introduction of new 'Staying in Wales' / 'Aros yng Nghymru' and 'Dining Out in Wales' / 'Ciniawa yng Nghymru' consumer information brands for Wales.

The new brands are designed for multimedia use and will be equally at home in hard copy print and the Internet. Internet trials carried out by This Week® and Google® since February have already turned in impressive results, firmly establishing Rural Wales hospitality provision in this dynamic new market.

"Wales must compete aggressively in the home market and move ahead of its UK competitors by monopolising these new distribution channels", said This Week® Wales Publishing Chief Executive, Terry Jackson. "This new, imaginative campaign will help Rural Wales gain a marketing edge over intense competition from other popular UK destinations," he said.

Cont'd 1 of 2...

...continuation 2 of 2

Managing Editor for This Week® Wales, Roger Thomas, said "The opportunities for domestic tourism are brighter than they have been for some time. A stronger Euro and concerns about the international situation mean that people are looking closer to home. But we have to keep reminding them of Wales. Through its high volume, high street supermarket distribution and Internet presence, This Week® does a great job keeping Wales in the forefront of visitors' minds when it comes to decision making and booking."

The campaign expects to bring home considerable benefits for its marketing partners, many of whom are micro-size businesses who, because of their enthusiasm, deserve a lot more marketing attention. More so because they are the main point of contact for millions of visitors to Wales who in the broader scheme of things represent Wales' customers of tomorrow. Products such as Welsh Beef and Welsh Lamb, both of which now benefit from an 'Appellation Contrôlée' status similar to that used for French wines, stand to benefit from purchases made by visitors on their return home.

– ends –

Attachment (to follow): newlogos.jpg

Staying in Wales / Aros yng Nghymru
Dining Out in Wales / Ciniawa yng Nghymru

(See also top left of page 1)

For more information contact Terry Jackson at terry@thisweek.co.uk or on 01766 540250.

Websites:

Trade: <http://www.ThisWeek.co.uk/b2b>

Consumer: <http://www.ThisWeek.co.uk> and <http://WalesCalendar.com>

Notes to Editors:

- (1) This Week® Wales and the London Marketing Company...
- (2) Rural WalesDevelopment Plan 2003–2006...
- (3) Cultural Tourism Strategy...
- (4) Winning Wales...