

It is encouraging to see Wales carefully begin to move into alert level one as we enter our summer tourism peak. Our members report excellent booking levels and are looking forward to a busy summer season.

On 18/6/21 the Welsh Government announced a 4 week pause to the coronavirus rules to help boost protection against the new delta variant. Some rules have been technically amended to make them easier to understand and to apply to businesses, and you can read about these here:

<https://businesswales.gov.wales/news-and-blogs/news/rule-changes-hold-4-weeks-delta-spreads>

Remember you can still get regular covid updates on our members website:

<https://crtgmembers.co.uk/Covid-19>

### **Stay Eat Do/CRTG Networking Event**

We are keeping the "Stay Eat Do" project ticking over as we know it had such a positive effect on the smaller businesses in our rural areas. Building on the success of SED in Denbighshire, we are opening up opportunities in Flintshire. Our first event was a networking event at #Theatreclwyd. Even though our group was small - the theatre made us very welcome – and gave us the inside track on all the changes that are going on to improve the theatre for local and visitor economy. We all found the great enthusiasm and energy to make it all happen, exhilarating and infectious!...so much so, that we gained at least 4 different collaborations between the businesses there, taking some great new ideas forward!



The next networking event will be held in September 2021 after the peak season.

## News from Clwydian Range Food and Drink Group



Taste North East Wales:

'A programme of unique food-based experiences running throughout October 2021. We want local people and visitors to Explore, Experience and Eat'.

Follow the latest news on Facebook:

<https://www.facebook.com/tastenortheastwales/>

## Destination Management Marketing Resources

**The Denbighshire Tourism Team is pleased to launch the brand new Destination Management marketing resources for you to use on your promotional channels.** The link below includes the following resources in English and Welsh:

- Communications Toolkit – background to campaign, 5 key messages and supporting messages, how to get involved and useful links/assets
- Social media graphics – professional graphics linked to the key messages especially designed for your Facebook, Instagram & Twitter channels
- Image bank – variety of professional images for you to use to highlight different parts of Denbighshire.
- Destination Management Plan

**The resources above can be viewed and downloaded here (please note – if link not working when you click please copy and paste in your browser) –**

**[https://drive.google.com/drive/folders/1q5VbvNGQ\\_HZ76w5oeZTIKoiCLqeluprm?usp=sharing](https://drive.google.com/drive/folders/1q5VbvNGQ_HZ76w5oeZTIKoiCLqeluprm?usp=sharing)**

Please get in touch if you require any additional resources/graphics at [tourism@denbighshire.gov.uk](mailto:tourism@denbighshire.gov.uk)

## TAKE YOUR LITTER HOME

At last week's Denbighshire Destination Management Partnership meeting, it was reported that county honey spots were extremely busy over the half term holiday - CRTG will continue to recommend lesser known gems across our region in support of AONB policy. In particular litter has been a problem and the message to take your litter home is being highlighted.

### Y Cod Cefn Gwlad / Countryside Code

<https://naturalresources.wales/days-out/the-countryside-codes/the-countryside-code/?lang=cy>

<https://naturalresources.wales/days-out/the-countryside-codes/the-countryside-code/?lang=en>

### Ebenezer Building – Cefn Mawr

[The PKC Group](#) recently purchased the [Ebenezer Chapel in Cefn Mawr](#) . The Ebenezer is situated in the Cefn Mawr Conservation Area at the southern end of the Clwydian Range and the Dee Valley AONB. The intention is to reopen the building and bring the large number of tourists visiting our area, 400,000 into the heart of Cefn Mawr. This will be through a practical application of Sustainable Tourism Development. One of the main uses of the building will be as a Tourist Information point. Information delivery for this will be managed promoting the local area and North East Wales. A dedicated section to local accommodation and facilities along Offa's Dyke and the Clwydian Range will be set up. We hope many will want to promote their business via this venue.

CRTG will pass on any updates when we have them – good luck with this venture.



## **Case Study: Mynydd Sleddog Adventures Ltd**

We asked members about their lockdown experiences, and Mynydd Sleddog Adventures wrote this really informative case study for us:

Mynydd Sleddog Adventures Ltd is Wales first and only outdoor activity provider, offering husky rides and sled dog adventures, and we opened in January 2020. In March 2020, we were just beginning to secure a flow of bookings, when the Pandemic caused the country to go into lockdown and sadly, we had to close the business.

As a fledgling business this was extremely worrying, especially with 16 working sled dogs to feed and no income, but this did not stop us completely. We were eligible for Universal Credit and took a break on our mortgage, which enabled us to scrape by during Lockdown 1.

Lockdown 1 gave us the opportunity to work with The Design Hut who created a brand-new website for the business. Lockdown 3 gave us further opportunity to fine tune the website and invest in an online booking and management system, together with an online shop.

We also worked together with an amazing local film maker and photographer; Chris Davies, Eastwood Media who created some fantastic show reels to promote our business online and we were super lucky to have a huge dump of snow over Christmas, which gave us the ability to film with the dogs working pulling sleds!

The last 18 months has also enabled us to get to grips with social media, advertising campaigns and develop a marketing strategy. Social media isn't my favourite thing to do, but it does have its benefits for promoting Mynydd Sleddog Adventures and raising our profile.

Lockdown has been extremely difficult for us as a fledgling micro business and sadly we were again forced to close on 12th December 2020, as the business was considered to be a 'Christmas attraction'. We did not reopen again until 26<sup>th</sup> April 2021!

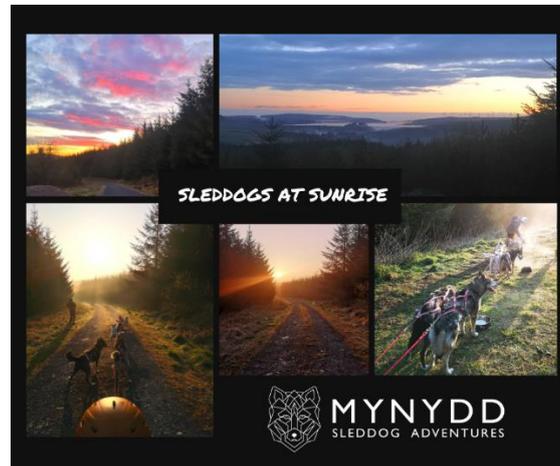
I set myself a target for selling Christmas Gift Vouchers for our adventures and with the support of many local and not so local social media campaigns, community groups and followers, I managed to exceed the sales target! This much needed income has seen us through to the end of Lockdown 3.

I anxiously anticipated that the business would be permitted to reopen just as the temperatures started to rise which is around the time that we would usually wind down running the dogs during the day, however, I obviously had a backlog of bookings that needed rescheduling and I did not want to disappoint people especially after the last year.

To overcome this, I promoted 'Sled dogs at Sunrise' which is a real insight for visitors, into the life of a Dog Musher. I was up at 3.45am and met visitors at the

forest at 5am to run the dogs as the sun rose over the landscape! Sunrise by Sled dogs is EPIC.

Running the dogs early in the morning, also gives us the opportunity to offer our Mini Musher Adventures from 8am until 10am, which meant that we were able to accommodate a number of postponed children before the temperatures were too high.



We have stopped running the dogs for summer, however, we added another adventure to the portfolio and have been promoting Husky Hiking Adventures.

It has been a tough 18 months, mentally, physically and emotionally, however, I am grateful to everyone who has supported us throughout. Members of CRTG, members of the public who bought gift vouchers for loved ones at Christmas and mostly grateful to my husband and family for believing in me and to my dogs for being truly amazing athletes and awesome beings, without them none of this would be possible.

Julie Masters (Stay Eat Do) commented: "Joe turned up the first time at a Stay Eat Do Event, at the last in a series of IT Training....and she made a real impact straight away.

She has been to networking at Llyn Brenig, and Theatre Clwyd and has kept intouch with many CRTG businesses who love to see her doing well, and do their bit by sharing the social media posts. It is great to see this unique attraction in the area to offer visitors - and to see the delight of the visitors when they find her!! She is the epitome of a great entrepreneur, she asks, she listens, she is always curious, and looks for different ways to improve her business offering - great role model for young female entrepreneurs in the area! (mind you, we are fortunate at the moment to have some great examples in CRTG, it's an exciting time to be a member!)"

Finally, we would like to wish all our members a busy and healthy summer season. Good luck and stay safe!

