



CYNGOR SIR
YNYS MÔN
ISLE OF ANGLESEY
COUNTY COUNCIL

Ynys Môn fel Cyrchfan Twristiaeth 2011

Anglesey as a Tourism Destination 2011

- **Newid yn nhirwedd Twristiaeth**
- **Marchnata a Chyd-weithio**
 - Partneriaeth Marchnata Cymru
 - Llyfryn Blynyddol
 - Safle gwe www.croesomon.co.uk
 - Ymgyrch Marchnata unswydd
 - PR
- **Gwasanaethu'r Cwsmer**
 - Darpariaeth Gwybodaeth i Dwristiaid
- **Datblygu'r Cynnyrch**
 - Arfordir
 - Mordeithio
 - Prosiect Twristiaeth Arfordirol
- **Cynllun Rheoli Cyrchfan**
- **Changing Landscape**
- **Marketing & Collaboration**
 - Partneriaeth Marchnata Cymru
 - Annual Brochure
 - Web - www.visitanglesey.co.uk
 - Direct marketing campaign
 - PR
- **Customer Servicing**
 - Tourist Information Provision
- **Product Development**
 - Coastal
 - Cruise Ships
 - Rural Coastal Tourism Project
- **Destination Management Plan**

- **Y Tirwedd yn Newid**
- Gwerth Twristiaeth yn lefelu allan
- Crafangau diffygion eraill yn cychwyn cael effaith.
- Cyfleoedd v Bygythiadau
- Edrych i'r dyfodol
 - Ynys Ynni
- **A Changing Landscape**
- Value of Tourism levelling out
- External effects starting to have an effect
- Opportunities v Threats
- Looking to the future
 - Energy Island





• Ynys Ynni

- Cyfle gorau / euraidd
- Plethu'r rhaglen gydag amcanion adfywio Gog Cymru
- Gwanwyn 2011 – Horizon i ddewis eu 'reactors'
- Astudiaeth lletya gweithwyr
- Etifeddiaeth i'r dyfodol
- Cyfarfodydd chwarterol gyda'r ATA / Horizon / Ynys Ynni Ionawr 2011 ymlaen

• Energy Island

- Significant / major opportunity
- Integration of programme with wider Regen priorities
- Spring 2011 – Horizon to select their reactor
- Accommodation study underway
- Legacy into the future
- Quarterly meetings ATA / EI / Horizon Jan 2011 onwards





MARCHNATA

Partneriaethu

- CC / PTGC / TGC / CTM / CSYM
 - Cyrchfan
 - 'Product'
- Cyd-weithio pellach i'r dyfodol
- Cynllun Marchnata unswydd
- **Lwc!** – Penderfyniadau eraill i briodi

MARKETING

Partnership working

- VW / TPNW / NWT / ATA / IoACC
 - Destination
 - Product
- Collaborative working into the future
- Direct Marketing Campaign 2011
- **Luck!** – A couple's decision to marry



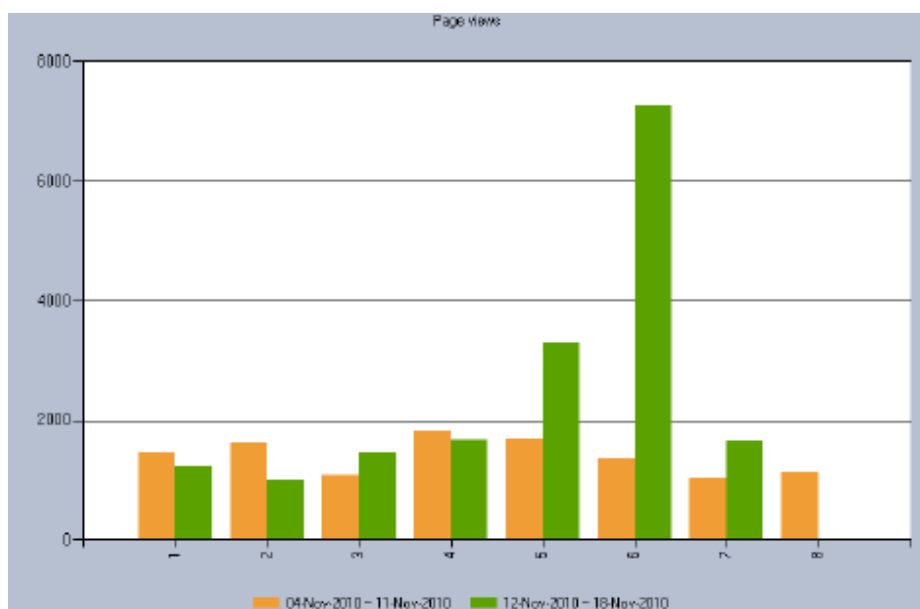
www.croesomon.co.uk
www.visitanglesey.co.uk

73,423 Unique Users since May 1st 2010

Week 26 2010	15.305	2.238	1.425
Week 27 2010	32.925	5.048	3.119
Week 28 2010	39.450	6.517	3.653
Week 29 2010	43.585	6.948	4.407
Week 30 2010	47.623	8.235	4.703
Week 31 2010	49.173	8.173	4.664
Week 32 2010	46.412	7.669	4.601
Week 33 2010	38.383	6.677	4.094
Week 34 2010	33.350	6.006	3.668
Week 35 2010	22.417	3.936	2.490
Week 36 2010	19.880	3.503	2.219
Week 37 2010	17.885	3.506	2.130
Week 38 2010	16.626	3.214	1.978
Week 39 2010	8.697	1.827	1.161

Statistics for page views, user sessions, unique users, new unique users, returning users

Date/Time	Page views	User sessions	Unique users	New unique users	Returning users
1 04-Nov-2010 — 11-Nov-2010	11,167	2,855	1,609	1,409	200
2 12-Nov-2010 — 18-Nov-2010	17,547	4,556	2,758	2,615	143
Compared to period 1	+6,380	+1,701	+1,149	+1,206	-57
Change in %	57.13% ↑	58.58% ↑	71.41% ↑	85.59% ↑	-28.50% ↓



Luck! – Making the most of it.....

LLYFYRN TWRISTIAETH

- Cyfraddau wedi'i lleihau ar gyfer 2011!
- Pob hysbyswr yn cael 12 mis rhad ac am ddim o farchnata ar y safle we
- Y Bartneriaeth wedi cadarnhau –
 - 12 mis o 'quality assurance' am ddim gan Croeso Cymru
- Gostyngiad o 20% i'r rhai hynny sydd eisoes wedi'i graddio gyda Croeso Cymru
- OND – llai o hysbysebwr eleni nag sydd wedi bod yn y 4 blynedd diwethaf.
- 2012 - Ail-edrych ar y ddarpariaeth

TOURISM BROCHURE

- Rates reduced for 2011
- All advertisers receive a free online entry for 12 months
- The Partnership have secured:
 - 'Free' Visit Wales quality assurance for 12 months
- Additional 20% discount for those who are already quality assured by VW
- BUT – significant decrease in the number of advertisers this year.
- 2012 – will need to re-evaluate

- Darparu Gwybodaeth i Ymwelwyr

- TIC Symudol
- Mwy o TIP's priodol
- Gwell darpariaeth mewn safleoedd treftadaeth
- Gwell darpariaeth ym mhorthladd Dulyn a Dun Leaghoire
- Canolfan Gwybodaeth Mon - Llanfairpwll

- Tourist Information Provision

- Mobile TIC
- Supplementary TIP's
- Greater degree of Info at CC owned Heritage sites
- Greater in port info @ Dublin / Dun Leaghoire
- Anglesey Tourist Information Centre - Llanfairpwll

PROSIECT AMGYLCHEDD ARFORDIROL MON

- Gwerth y prosiect - £5.6 miliwn
- 4 is-prosiect wedi'i cwblhau

- Porth y Wrach
- Porth Amlwch
- Moel y Don
- Porth Llechog

6 Prosiect pellach i gychwyn Rhag - Ion

- Adnewyddu - Beaumaris Pier

- Gwaith pellach @
 - Porth Dafarch
 - Bae Trearddur
 - Moel y Don
 - Traeth Bychan
 - Rhoscolyn
 - Llanddona

Digwyddiadau gwybodaeth ar yr uchod yn digwydd dros y pythefnos nesa'

Prosiectarfordirol@ynysmon.gov.uk

ANGLESEY COASTAL ENVIRONMENT PROJECT

- £5.6 million value of project
- 4 schemes completed

- Porth y Wrach
- Porth Amlwch
- Moel y Don
- Bull Bay

6 new schemes to start Dec – Jan

- Redevelopment of Beaumaris Pier

- Works @
 - Porth Dafarch
 - Trearddur Bay
 - Moel y Don
 - Traeth Bychan
 - Rhoscolyn
 - Llanddona

- Information events on the above during the next 2 weeks

- coastalproject@anglesey.gov.uk

HOLYHEAD CRUISE VESSEL PROGRAMME 2011

Name of Ship	Line	Date	Arr	Dep	Agents	(see key)	Draft	G.R.T.	Pax.	Length (m)
Expedition	V ships	2-May-11	0600	1800	Denholm	C	4.7	6334	100	105
Le Boreal	Ponant	11-May-11	0700	1600	Denholm	C	4.7	10944	260	142
Grand Princess	Princess	18-May-11	0700	1700	Denholm	C	8.5	109000	2650	290
Crown Princess	Princess	25-Jun-11	0700	1700	Denholm	C	8.7	tba	3200	288
Europa	Hapag	11-Jul-11	0700	1800	Denholm	C	6.0	28437	400	198
Silver Cloud	Silverseas	16-Jul-11	0800	1800	Denholm	C	5.6	16927	300	155
Deutschland	Deilman	18-Jul-11	0730	1500	Cory	C	5.8	22496	520	175
Marina	Oceana	26-Jul-11	0800	1800	Cory	C	7.6	66000	780	
Saga Ruby	Saga	1-Aug-11	0800	1800	Denholm	C	8.7	24492	680	191
Crown Princess	Princess	6-Aug-11	0900	2000	Denholm	C	8.7	113000	3200	288
Balmoral	F.Olsen	11-Aug-11	0730	2300	Cory	C	7.1	43538	1350	218
Seven Seas Voyager	Oceana	15-Aug-11	0800	2000	Cory	C	7.0	46000	700	204
Le Diamant	Ponant	27-Aug-11	0700	1700	Denholm	C	4.8	8282	225	124
Azamara Journey	Azamara	30-Aug-11	0800	1900	Inter cruises	C	5.8	30277	600	181
Prisendam	HAL	4-Sep-11	tba		Denholm	C	7.2	37845	800	205

Cynllun Datblygu Gwledig (CDG)

Arfordirol

- Cylchdaith Seiclo Gogledd yr Ynys
- Cylchdeithiau cerdded newydd
- Gwelliannau Isadeiledd Arfordirol
- Pwyntiau gwybodaeth traddodiadol

Teithiau Cerdded Creigiau a Adfeile on Ynys Môn
Anglesey's walks of rocks and ruins
www.croesomon.co.uk
www.visitanglesey.co.uk

Rural development Plan (RDP)

Coastal

- North Island Circular Cycle Route
- Circular Walking Routes
- Maritime infrastructure improvements
- Traditional interpretation points

Cylchdaith Arfordirol Ynys Môn
Circular Walk on Anglesey's Coast
www.croesomon.co.uk
www.visitanglesey.co.uk

Cynllun Datblygu Gwledig (CDG)

Twristiaeth

- TIC symudol
- Dehongliad Person 1af (lawnsyd hanner tymor)
- Grwp Cerdded
- Grwp Tywyswyr Mon
- Digwyddiadau

Rural development Plan (RDP)

Tourism

- Mobile TIC Unit
- 1st Person Interpretation (half term launch)
- Walking Group
- Anglesey Tourist Guide Group
- Events

• Partneriaeth

- Gweithio gyda'n gilydd tuag at gwahanol amcanion y strategaeth newydd 2010-2015 – cyd-weithio i'r dyfodol
- Newid PTYM i mewn i Bartneriaeth Rheoli Cyrchfan
- Yn gweithio gyda cyrff allanol sydd yn gofyn ein barn fel Partneriaeth
- Gwobrau Twristiaeth Ynys Mon
 - 136 o enwebiadau eleni
 - Dyddiad ar gyfer eich dyddiaduron – Ionawr 28ain, 2011
 - Cyswllt am docynnau – Pip Cockeram

• Partnership

- Working towards key goals set out within TPNW - Tourism Strategy North Wales 2010-2015 – collaboration is key
- Transformation of ATP into a Destination Management Partnership
- Working with various organisations now asking our opinions
- Anglesey tourism awards
 - 136 entries this year
 - Date for the diary - January 28th, 2011

- **NOD ar gyfer 2011**
 - Edrych ar ffyrdd o gyd-weithio pellach
 - Edrych ar ffyrdd y gallwn wella ar ein darpariaeth i'r cwsmer
 - Cynyddu'r gwaith o ddatblygu'r cynnyrch sydd gyda effaith ar economi'r ymwelydd
 - Cefnogi Gwobrau Twristiaeth yr Ynys
 - Datblygu'r Cynllun Rheoli Cyrchfan ymhellach
- **AIM for 2011**
 - Explore ways to collaborate further
 - Explore ways in which we can improve our customer servicing
 - Increase the product development work, which has a relevance to the visitor economy
 - Support the Anglesey Tourism Awards
 - Develop the Destination Management / Plan (DMP) further to further that collaborative way forward



Diolch yn fawr am wrando
Thank you very much for listening

