

Welcome - Croeso

Cardiff Tourism Network
Wales Millennium Centre
14 April 2011



www.whycardiff.com

Cardiff & Co
Investors:



St David's Partnership
a joint venture between Land Securities and Capital Shopping Centres

cardiff airport 
maes awyr caerdydd

UWIC
Cardiff's metropolitan university
prifysgol metropolitan Caerdydd



Agenda

1600 Welcome

Jon Horne, Chair of Cardiff & Co's Tourism Sector Board

1605 Cardiff & Co Update

Richard Thomas, Managing Director, Cardiff & Co

1620 Key-note address

Mark Taylor, Chief Executive, Wales Millennium Centre

..... followed by Q&A

1700 Networking opportunity and refreshments

1730 Event closes



Cardiff & Co Update

Richard Thomas
Managing Director
Cardiff & Co

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The “Co” in Cardiff & Co



Cardiff Corporate Champions

Proud
to be a



Quadrant

Orchard.



Cardiff Waterside
Glannau Caerdydd

Proud
to be a

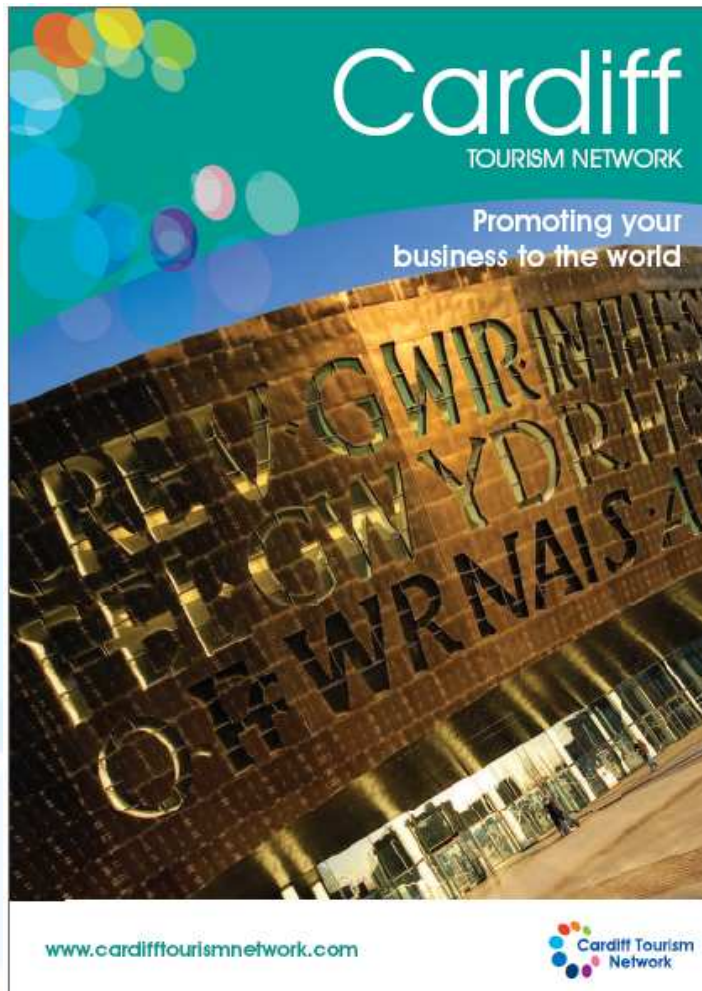


To learn more about the Cardiff Corporate Champion initiative, please contact:

Pat Crimp

Pat.crimp@cardiffandco.com





Currently comprises 172 members
Latest new members:

- Pegasus Coach Agency Ltd
- Bangkok Café
- Spillers Records
- Brit Movie Tours
- Cote Brasserie

Welcome!



Since the last meeting...

- **Millennium Magic RFL**
- **Inner Wheel Conference**
- **Cardiff City push for the Premiership!**
- **London 2012 Olympics announcement**
- **WOMEX Bid**
- **Central Business District**

£1.95m

of media coverage generated
since 1st April 2010

[Advertising equivalent value]



Daily Telegraph
Evening Standard
Financial Times
Sky News live
The Times
UK wired
Bon Appetit LA
Boston Globe
La Repubblica
MetroXpress
(Scandinavia)
Mucho Viaje Spain
India Times
BBC Radio Bristol
Bristol Evening Post
Oxford Mail
Oxfordshire LE

Sunday Post
The Scotsman
Western Daily Press
Westside (London)
BBC Radio Wales
BBC Wales
Good Evening Wales
Insider
ITV Wales news
Newyddion
Radio Cymru
Radio Wales
Real Radio
S Wales Echo
S4C
Wales Business Insider
Wales Today

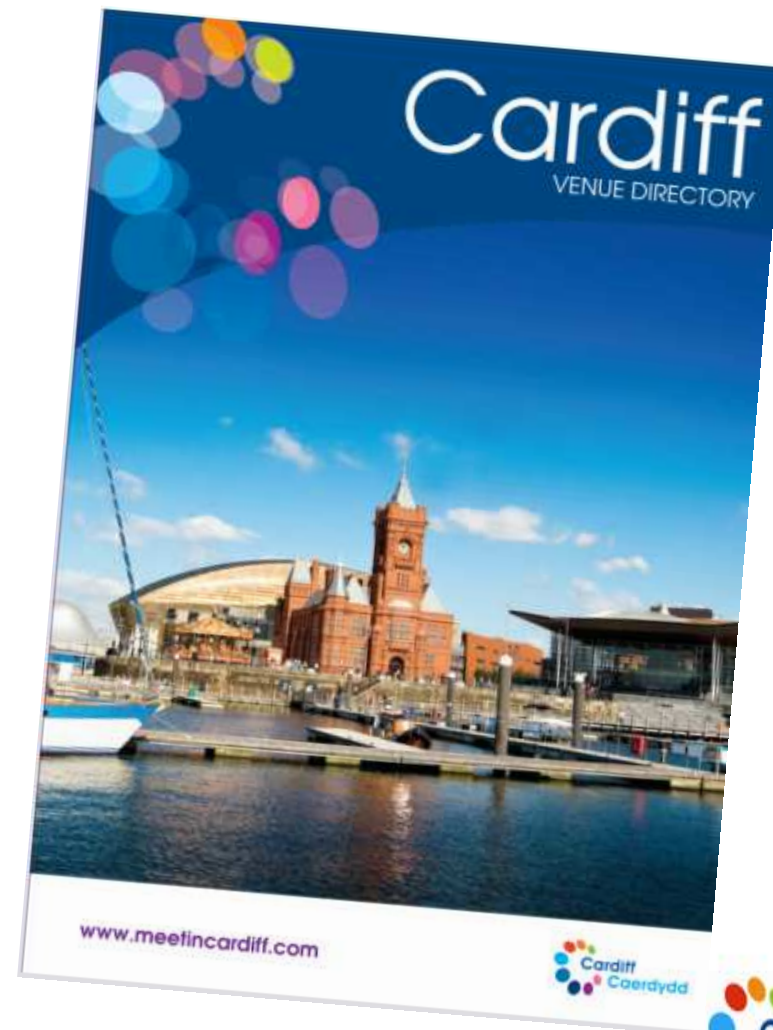
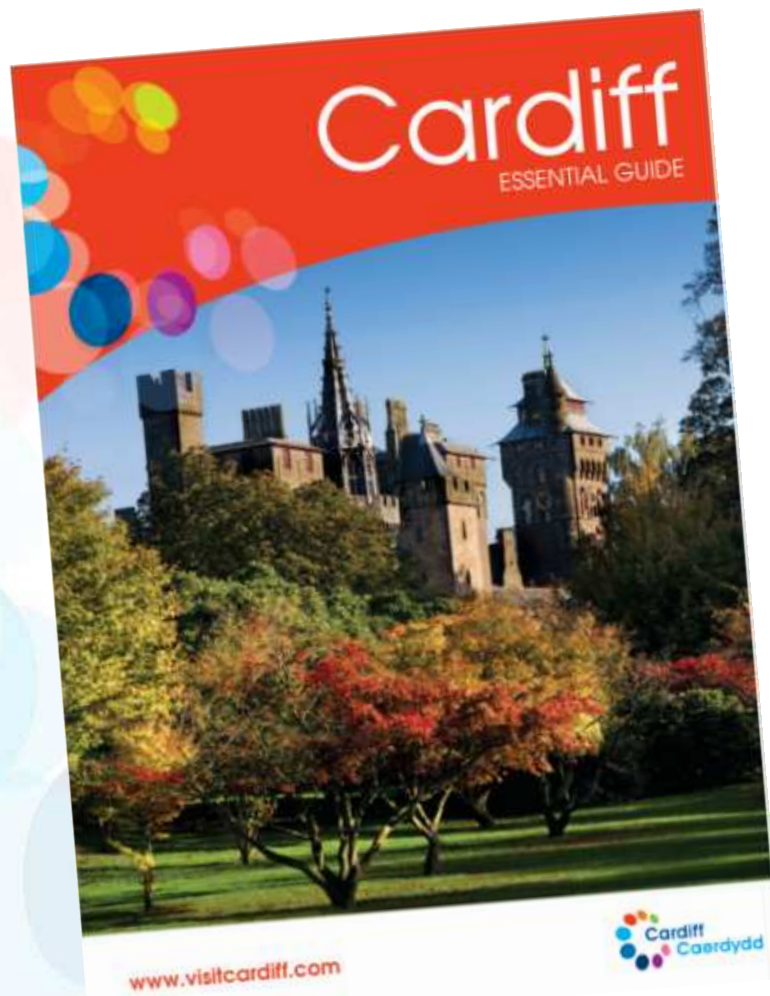
Western Mail
Camping and
Caravanning
Classical Music
Eastern Airlines in-flight
Magazine
Expotel Square Meal
Group Travel
Group Travel Organiser
Heritage magazine
Local Government First
Luxury Travel
(Australia)
Rugby 2012
Sports Travel
The Banker
TNT Magazine

1,204,704

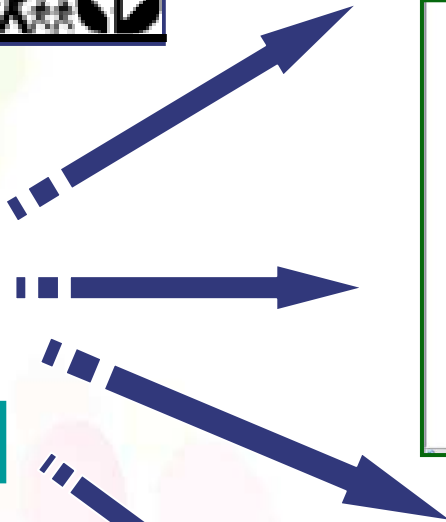
**visitors to the Cardiff & Co websites
since April 2010**



2011 Publications



Destination Management System (DMS)



iPhone App



Already one of Cardiff's top tourism destinations Cardiff International White Water, in the International Sports Village, is the very FIRST on demand white water facility in the UK!

With its variable river flow adventurers at



Other e-Marketing developments

- On-line E-shop on www.visitcardiff.com
- Re-launch of the www.shopincardiff.com site
- Online competitions have generated 13,500+ entries
- Over 14,000 on our various e-newsletter databases



@Visitcardiff – 1708

@cardiffandco – 1226

@investincardiff - 545



Visit Cardiff – 1270 fans



Business tourism

£1.2m

[value of business tourism events
completed in 2009-10]

£853k

[value of business tourism events
completed in 2010-11]

£1.79m

[value of business tourism events
confirmed for the future]

c£2.0m

[value of live enquiries being pursued]

A strengthened team.....



Cardiff Ambassadors' Gala Dinner



Date: 3 November 2011

Venue: City Hall, Cardiff

Key note speaker: Mark Thompson, Director General of the BBC

Headline Sponsor: Cardiff University

Other sponsorship packages available!



Our future strategy - some context....

- **Cardiff Visitor Survey 2009**
 - 99% of visitors would recommend Cardiff to a friend
- **Cardiff Council's Steam Survey 2010**
 - (excluding the St. David's effect)
 - Total expenditure - £748m (+3%)
 - Tourist days – 16,647,000 (+1%)
 - Tourist numbers – 14,795,000 (+1%)
 - Direct employment – 11,469 (+3%)
- **REVPAR**
- **GVA**

Our emerging thoughts re 5yr Strategy

- 1. Exploitation of the positive reaction to Cardiff as a destination by those visiting for the first time**
- 2. Greater sales focus on business tourism, both as a means of generating income for the city and a platform for promoting the city as an investment location**
- 3. Continued emphasis on support for major event bids**

Our emerging thoughts re 5yr Strategy

4. **Increased exploitation of the Cardiff Ambassadors Programme**
5. **Increased emphasis on London as a gateway to the world**
6. **Continued focus on PR, e-marketing and social media**
7. **Strengthening of local business links to help grow the company**
8. **Stringent cost management to maximise funds available for investment**



Diolch

Key-note address

Mark Taylor
Chief Executive
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Closing remarks

Jon Horne
Chairman of the Cardiff & Co
Tourism Sector Board

Cardiff & Co
Investors:





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