

ewelcome

an electronic bulletin from Tourism Partnership North Wales

ISSUE 25

TV antiques expert helps to sell North Wales



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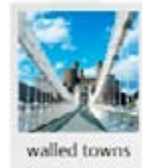
golf



moviemap



walking



walled towns



giants



events



ambassadors



TV antiques expert helps to sell North Wales

Television antiques expert Adam Partridge who stars in the hit series, Flog it!, is taking on a new role – selling North Wales to tourists.

Adam is working with Tourism Partnership North Wales on a new campaign to attract groups, coach parties and cruise ships to the region.

He'll be giving after dinner speeches and taking visitors on tours of historic houses, casting an expert eye on the antiques on show.

The campaign is part of a major marketing drive to celebrate the giants of North Wales.

Central to the campaign are giants of culture, history and nature or man-made giants like the award-winning Hafod Eryri at the summit of Snowdon and the Pontcysyllte Aqueduct and Canal.

A colourful brochure has been produced and the www.groupsnorthwales.co.uk website has been updated and improved.

It's hoped the campaign will generate around £500,000 in extra spending by visitors.

Adam, who runs his own auction house in the Macclesfield area, has been a regular on television for the past 12 years.

He has worked on Cash in the Attic and Bargain Hunt, joining the Flog it! team 10 years ago.

Adam said: "Very often the story or the owner's story are more interesting than the object itself.

"Antiques programmes are wall to wall on television at the moment which demonstrates the potential for what we're doing in North Wales.

"I'm really looking forward to my new role and I'll be able to offer my comments as we tour the historic houses.

"North Wales is a place of great beauty. I know

all the major towns and so it should be really exciting."

The brochure has been produced for Tourism Partnership by North Wales Tourism.



From left, Fiona Gresty, North Wales Tourism, TV antiques expert Adam Partridge and Carole Startin, Tourism Partnership North Wales.

Their Marketing Manager, Fiona Gresty, said: "This year the brochure is more like a magazine so there are articles in there to really entice the reader to come to the area.

"I'm thrilled that somebody with Adam's profile is involved because it most definitely gives us credibility as a destination for antique lovers.

Tourism Partnership Marketing Executive Carole Startin said: "This is an important campaign for us because it's aimed directly at the travel trade.

"The idea is to give them a lot of new ideas on the type of things that we've got to offer in North Wales.

"I think if they haven't been to North Wales they most certainly should and if they have been to North Wales before then hopefully we're giving them some refreshing new ideas about places they can go.

"The involvement of Adam Partridge came about because we were looking at new shore excursions for cruise ship passengers who dock at Holyhead.

"Because Adam has his own auction house he has a wide-ranging and eclectic mix of knowledge, rather than specialising in one narrow area of expertise.

"The world of antiques is becoming an increasingly popular pastime through the myriad of television programmes on the subject and the proliferation of car boot sales and charity shops being targeted by bargain hunters."

For more information about what's on offer go to: www.groupsnorthwales.co.uk or call 01492 539065

groups north wales
01492 531 731

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A Giant Destination

If you've never been to North Wales before. Why not? This region's perfect for groups large and small. Trips brimming with beauty and variety.

giant blooms and bricks

Bodnant is big. Big in size; there's 80 acres of it. The tallest Giant Redwood in the country is here at 47 metres high. Its five Italianate terraces, overlooking a wooded valley - created by generations of Aberconways and now looked after by the National Trust - are big on colour too. From mid May to early June, the 55 metre-long laburnum arch drips with gold. One man working flat out to keep Bodnant at the top of the gardens league is Troy-Scott Smith.

[More Info](#)

gourmet's choice

The views cannot be beaten as your carriage snakes its way through the mountains of Snowdonia. Feeling peckish? No problem. Food is now served on board and is as fresh and locally sourced as can be.

Chris Neaum - Head Chef
with Highland Railway

"I've been fortunate to work in a Michelin star restaurant and I'll only accept the best."

Chris Neaum - Head Chef
with Highland Railway

"I've been fortunate to work in a"

arts and crafts