

Case Study: TIC Annual Training Event

CASE STUDY: Tourist Information Centre Annual Training Event

It's essential to get the whole region cross-selling one another as effectively as possible...the Training event organised each year really helps to build relationships and further knowledge...

March 16-17 2003 saw the first of what has become an annual training event coordinated by SWWTP. Approximately 40 TIC members from around the region attend a pre-season training event each spring. The training event combines information on marketing activity and key product development in the region and is designed primarily to strengthen the networking of the TICs in the South West Wales area.

Participants travel through the 4 Counties exchanging information and concentrating on new events and developments which they could sell on to visitors in the coming year to support all the marketing development activity currently in place on a local, regional and national level.

Key attractions have included Aberglasney Gardens, Glyncorrwg Visitor Centre and mountain bike hire in the Afan Forest, the Discovery Centre and Machynys Golf Club in Carmarthenshire, new Refectory developments in St Davids Cathedral and the National Waterfront Museum in Swansea. Over 35 staff from S W Wales were this year joined by staff from Cardiff and Bridgend and exchanged information and updates of the 48 hour period prior to the start of the Easter holiday period.