

Seasons of Frenzied Fruitfulness

The past twelve months have been exceptionally hectic for **LDS Tourism Services**. We have signed 'exclusive display' contracts with a number of big leisure-industry names and we've also added many high-footfall venues to our popular collection of **Network** sites. Add to this the fact that we've had one of the busiest years on record - not to mention a massive increase in the leaflet pick-up rate - and we can confidently announce that 2008 was our 'best' year ever!

Our clients have also had their successes over the past few months. **Blue Planet Aquarium** was presented with the much prized Visitor Attraction Quality Assurance Service accreditation (VAQAS) by **VCC**; the **Holyhead Breakwater Railway Company** won Best Visitor Attraction in the Anglesey Tourism Awards 08 and **Mersey Ferries Manchester Ship Canal Cruises** were named as Small Visitor Attraction of the year at the TMP Annual Tourism Awards.

Many of our customers have been busy improving and extending their attractions. **Beeston Castle**, for instance, opened up a further 10-15 acres of woodland to the public as part of a major landscape management project, while **GreenWood Forest Park** launched 'Tunnel Warren', a brand new outdoor play attraction and **Ruthin Craft Centre** underwent a £4.4 million transformation, which included a dynamic zinc and cast stone building and undulating roofs to echo the surrounding Clwydian hills. Other exciting announcements included the birth of Cara, a rare white baby rhino, at **Knowsley** -



The new LDS TIP at Chester Visitor Centre

- **Safari Park and Anglesey Sea Zoo's** enormously successful breeding programme for the short snouted seahorse.

Despite poor weather and the gloomy state of the economy, it would seem that **promotional print** remains *the* most cost-effective means of advertising available to the tourist industry, second only to word of mouth. Even in this digital age, leaflet distribution is increasingly seen as the best way to get ones message over to the public without the enormous expense involved in TV and radio commercials or the restrictions involved in newspaper advertising.

So, as we move towards the latter end of the 'noughties', **brochure marketing** continues to be firmly established as an important and effective means of reaching potential customers when they arrive at their destination.

We would like to take this opportunity to wish all our clients and business associates a successful 2009.

WITH A LITTLE HELP FROM OUR FRIENDS



People in all the right places

In 2008, LDS became a member of that venerable organisation, the **Federation of Small Businesses (FSB)**, which promotes the interests of the self-employed and owners of small firms across the country. Paula, our Director of Research & Marketing, joined **The Tourism Society** (a group for professionals involved in the tourist industry) on behalf of the business. The Company also became a fully fledged member of **Visit Chester & Cheshire (VCC)**, the official tourism management organisation for Chester and Cheshire. We are thoroughly enjoying working alongside all our new friends and partners and with their help, we hope to continue improving the dissemination of tourist information throughout North Wales and the North West.

MIDNIGHT STROLL FOR CHARITY

Several LDS employees went on a ladies only **Starlight Stroll** through Chester in September 2008 to help raise money for the **Hospice of the Good Shepherd**. The six mile sponsored walk, which commenced at midnight, started and finished at **Chester Racecourse**, taking in many fascinating parts of the old City centre and famous Walls. The girls completed the route in two hours, twenty minutes, before sitting down to enjoy a well earned bacon butty and hot drink for breakfast after collecting their finishing medals.

Check Out Our Weblog

In our blog, we keep clients and business associates up to date with the day-to-day running of LDS, discuss projects & publish industry news.

ldstourismservicesltd.blogspot.com

TURNING GREEN: A MORE SUSTAINABLE BUSINESS

LDS has for some time been embracing the green initiative by trying to be more wildlife friendly, using recycled materials for our leaflet holders and employing a web host that relies solely renewable energy. You can now read our **Environmental Policy** online at www.ldsts.co.uk/env-pol.doc.pdf and see how LDS Tourism Services Ltd intends to become a more sustainable business in the future. (You will need a PDF reader to open this document.) Should you have problems viewing this page, please let us know and we will send you a hard copy in the post.

We are still donating used postage stamps to the **RSPB's** ongoing charity appeal, which helps raise valuable funds for the protection of wild birds around the world. We recently received a letter from the organisation's headquarters in Bedfordshire thanking us for our continued support. If you would like to put used stamps to good use, you will find details about this and other appeals on their official website at www.rspb.org.uk.

A MAJOR NEW PARTNERSHIP DEVELOPMENT

As long-standing members of (and sole distributors for) the **Chester Services Partnership**, we are delighted to announce that the group has secured an exclusive exhibition area next to the new Costa outlet at **Broughton Retail Park** on the Chester - North East Wales borders.

This large retail centre attracts an estimated 8 million shoppers a year and the new Costa facility is the only eatery of its kind there. It is a significant addition to the group's portfolio of exclusive venues, which also includes **Chester Motorway Services** and **Cheshire Oaks**. The footfall at these three sites now exceeds 15 million per annum.

You can request further details about this or any other service from Hayley, our Business Development Manager, by dropping her a line at hayley@ldsts.co.uk or phoning her on 01244 671859.