

## We Look Back at 2007

### *Rain, rain, go away...*

**T**he summer of 2007 must surely go down as the wettest ever! However, it wasn't bad news for all our clients. **Splash World**, a brand-new water park opened in Southport. Part of the Dunes Leisure Centre, it cost £8.5 million to build and features splashing slides, fun rides, lazy river rapids and children's play areas. The complex, which also includes a 25-metre main pool and a spa bath, proved immensely popular with children and adults alike.

**GreenWood Forest Park**, located in the foothills of Snowdonia, launched their amazing Rainwater Harvesting System in June. Managing Director, **Steve Bristow** says that it "saves lots of water... and we use it to flush the loos here at GreenWood, saving water every time."

**Knowsley Safari Park** got a little soggy during the downpours and suffered some flooding. Nevertheless, the monkey jungle suddenly had a natural swimming pool and the baboons took to it like ducks to water. Going to prove that every cloud does indeed have a silver lining!

Despite the restrictions and uncertainty caused by the Foot and Mouth outbreak, many agricultural shows and other rural events in the region went ahead as planned. Indeed, **Anglesey's County Show** - the premier two-day agricultural event in North Wales - took place on the 14<sup>th</sup> and 15<sup>th</sup> August. The Southport Flower Show (the largest independent event of its kind in the country) was a great success later in the month, as were the **Bodelwyddan** and **Parkgate Shows** - two events attended by **Hayley Tabarn**, our bright young Business Development Manager, who manned the **Cadw** stands throughout.

Sadly, Tony Tabarn left LDS in early August due to ill health. However, we were joined by **Jennifer Prime**, a financial whiz with a background in management and accountancy, who is now based at the Border Distribution

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Centre in Chester. **Diana** and **Paula Bardell-Hedley** also returned to the Company on a full time basis, and are now Managing Director and Director of Research & Marketing respectively.

The entire LDS team, who are currently distributing late-season literature and preparing for next year's push, would like to wish everyone a fun and prosperous winter season.

Please feel free to contact us if you have any comments or questions - we're always delighted to receive feedback from our clients and associates.



*The Management team (clockwise from left back): Jenny, Paula, Hayley and Diana*

## FAMILY FUN PACKS A HIT

The ever-popular Family Fun Packs were an enormous success during the summer and received lots of positive feedback from families throughout the North West. If you would like information about the 2008 campaign, please contact Hayley on 01244 671859.

### *Family Fun Competition Feedback*

*"My daughter Lucy James recently won a family ticket for the Mersey Ferries River Cruise and Aquarium. We had a lovely day out and the children really enjoyed themselves. I would just like to thank you for a great fun day out. Thank you." -*

*Mrs T James*

## A SPECIAL YEAR FOR THE SHIRE HORSE CENTRE

We would like to congratulate **Alistair** and **Janet King** - owners of **Cotebrook Shire Horse Centre** - on becoming Small Visitor Attraction of the Year at the 2007 Visit Chester and Cheshire Awards, which was held at Chester Racecourse in June. They also welcomed TRH The Prince of Wales and The Duchess of Cornwall to the Centre in July. The royal couple were apparently delighted to meet the UK National Junior Champion 2007 Stallion Cotebrook Ben Macdhui. Alistair told visitors to the Centre's website that he and his wife were "...very proud to have been given the opportunity to show The Prince and The Duchess around the Shire Horse Centre, particularly as The Prince is president of the Shire Horse Society this year. They were most interested to see at first hand the work that goes into preparing a shire for the show ring."

## THE BIRD FLIES IN HOLYHEAD



*The Land Train at Breakwater Country Park, Holyhead*

Our instantly recognisable swift logo can now be seen on the **Holyhead Breakwater Railway Company's** 36-seater Land Train, which transports passengers along the beachfront in Holyhead every ninety minutes.

Many thanks indeed to **Jenny Horsford**, the HBRC Chair, for including our artwork on this lovely little train.

The Land Train service started running with a successful season in the summer of 2005 and has continued to draw visitors to the Park ever since. It has acted as the launch pad for a number of other major long-term developments

and has helped to restore pride in the area's history and heritage. HBRC are justifiably proud of their miniature engine.

## ORDER YOUR LEAFLETS ONLINE

The LDS website has recently been given a face-lift and it is now possible for all Tourist Information Centres to place their monthly orders online.

If you manage a TIC, TIP or any other type of tourist information hub, and would like to order promotional literature direct from our website, then please contact us for a unique identification number.

You can then go straight to our order form at [www.ldsts.co.uk/order.html](http://www.ldsts.co.uk/order.html) and fill in the desired quantities. It's that simple. Why not give it a try!

## WE'RE BLOGGING!

Nobody could accuse LDS of not moving with the times. We are now keeping a blog at [blogspot.com](http://blogspot.com) in order to stay in touch with our clients on a day-to-day basis.

The weblog is a useful tool for sharing up to the minute information and discussing new and ongoing projects with customers and business associates. It also presents an opportunity for tourism and leisure operators to comment on our posts and let us know if they feel we are moving in the right direction.

You can visit the LDSTS Weblog at [www.ldstourismservicesltd.blogspot.com](http://www.ldstourismservicesltd.blogspot.com).

## SAVE THE ALBATROSS!

Every year 100,000 albatrosses are killed by longline fishing. This carnage is having a devastating impact on albatross populations across the world.

LDS is supporting the RSPB's appeal to save this magnificent bird by sending them used postage stamps. They can raise money from all types of stamps – whether they are used or unused, UK, foreign or even first day covers. For example, they raise £1.50 per kg for UK stamps and £12.50 per kg for foreign stamps.

If you would like to help too, please visit [www.savethealbatross.net](http://www.savethealbatross.net).