



PO Box 65
Caernarfon
Gwynedd
Cymru/Wales
LL55 4WB
Tel: 0870 922 0554

Snowdonia-Active at the Ordinance
Survey Outdoors Show 14th –16th March
2003

Show Report

The Outdoors Show attracted over 45,000 visitors over three days, 14th – 16th March. Snowdonia Active estimates that over 3,000 visitors came to our stand.

Between the seven people staffing the stand, some paid some voluntary, we estimate that we had over 1000 direct contact conversations with people with wide ranging interests, including:

Members of the public interested in outdoor activities in Snowdonia
Our existing members
Many "high Profile" outdoor experts
Forest Enterprise
Royal National Lifeboat Institute
Wales Tourist Board
Gwynedd Economic Development
Welsh Canoeing Association
British Mountaineering Council
Welsh Development Agency
Sustainable Use of Snowdonia Group
WTB Watersports Wales Consultant
Equipment manufacturers interested in sponsorship of Snowdonia-Active
International visitors

27 new business members registered online at the show taking the number of members represented on our website to nearly 200.

We took 20 individual businesses leaflets and other publicity information, which was available on the stand for visitors to take away. We estimate to have distributed over 2000 leaflets.

Our stand was based around the Snowdonia Active Internet café with 5 computer terminals giving visitors free access to the World Wide Web. With nearly 200 entries on our site this offered us a powerful tool and allowed our expert team to handle hundreds of enquiries of a technical nature.

A typical contact would be: "Where would I be able to go rock climbing in Snowdonia?"

We were able to knowledgably answer this type of question, give good advice and direct visitors via the website to, for example, accommodation providers, climbing guides and retail outlets in the area, giving them the contacts and enthusiasm to plan their trip.

Snowdonia-Active received financial support to exhibit at this event from a partnership with the Welsh Development Agency, Tourism Partnership North Wales, Gwynedd Council, Ynys Mon Council and Tourism Partnership Mid Wales.

Please visit our site www.snowdonia-active.com where you can read show reports from this show and the successful Adventure Travel Show we attended at Olympia in January this year.

