

## MID WALES TOURISM

### TRIPADVISOR MANAGER TO SPEAK AT MID WALES CONFERENCE

Immediate: February 17, 2011

The hotel trade relations manager at TripAdvisor is coming to Mid Wales to speak to businesses at a regional tourism e-conference next month.

Guillaume Thevenot, who is also a founder of Hotel-Blogs.com, will address the conference at the Hope Centre, Newtown on Friday, March 18 during British Tourism Week.

The conference is organised jointly by Tourism Partnership Mid Wales, Visit Wales and Mid Wales Tourism.

Other speakers will include Jonathan Jones, Visit Wales' Director of Tourism and Marketing, Leighton James, Visit Wales' Digital Tourism Programme Manager and Lucy von Weber, Project Manager for South West Wales Tourism Partnership.

Carrying on from a successful marketing conference held in Machynlleth in November, the event will include afternoon workshops on E-crime, led by Peter Williams, the Welsh Assembly Government's regional e-business executive and social networking, led by Lucy von Weber.

Dee Reynolds, Tourism Partnership Mid Wales' Regional Strategy Director, said: "Here in Mid Wales we have a wide range of activities, attractions and our very special local heritage and traditions to share with potential and actual visitors.

"E-Marketing and the clever use of new technological opportunities provides us with an affordable way to reach a wider audience and get more visitors to Mid Wales."

Val Hawkins, Mid Wales Tourism's chief executive, said many visitors to Mid Wales now expected to be able to access the Internet during their stay, making wi fi security a key issue for tourism businesses.

"The conference will focus on the growing importance of social networking as a marketing tool and the digital marketing work currently being undertaken by Visit Wales to promote tourism and attract more visitors to Wales," she added.

For more information about the conference contact Mid Wales Tourism on 01654 702653 or e-mail [mwt@midwalestourism.co.uk](mailto:mwt@midwalestourism.co.uk).

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For more information please contact either Val Hawkins, Mid Wales Tourism chief executive, on 01654 702653 or Duncan Foulkes, public relations consultant, on 01686 650818.