



Working with Tourist Information Centres (TICs)

Wales (and other areas) Tourist Information Centres Contact Details

Visit this website for what appears to be the most up to date information and contact details on Visitor Centres in Wales, England and Scotland.

www.britainexpress.com/TIC/wales.htm

For Events And Attractions –

Businesses can send leaflets to all TICs. It is recommended to send a small number with an order form, or contact details for more, rather than a large quantity. This will allow you to also monitor interest levels.

TICs will display them if they have space (local ones are more likely than out of region) but all will keep the info on file and use as and when.

Attractions and Activities in Wales have to sign the “Code of Good Practise” or be part of VAQAS to truly participate with TICs. For more information: <http://new.wales.gov.uk/topics/tourism/grading/schemes> where there is information on the benefits of grading and information given for specific sectors.

Accommodation –

All graded accommodation in Wales is included in data that is provided to all TICs by Visit Wales.

Accommodation should work closely with their local TIC. This means letting them know when you have availability, whether it is for a particular event or in general for the week. Be aware that all TICs book into other areas via the local TIC, so keeping your local TIC up to date on your property and availability means you can benefit from bookings from elsewhere.

TICs do not display Accommodation leaflets - there are just too many. However, that does not mean you should not send them some information so they are aware of you and what you have to offer.

The best way for accommodation to work with the TIC is to be part of the bed booking scheme – they then have a display in the vision panel file and will be contacted for bookings (10% commission on the B & B element of the stay) – to get the best from this accommodation businesses should phone in with availability regularly (in line with the TIC spec). Of course the premises still has the right to say yes or no (but they should not be adding the 10% commission on top of their usual rate). The fact that your business is part of the bed booking scheme means you are part of the information circulated across all TICs in Wales.

To get more from the TIC a business should call in to see the staff, explain what they have to offer, take in some leaflets and other info for reference – and then, if you want, sign up for the bed booking scheme.

Even if a business does not participate in the Bed Booking scheme they will be included in listings generated by the TIC – and sent as e-mail attachments, print outs, etc.