

PWYLLGOR RHANBARTHOL GOGLEDD CYMRU

Dyddiad: 9 Chwefror 2007

Amser: 10.00 - 12.30

Lleoliad: Pafiliwn Cydwladol Brenhinol, Ffordd yr Abaty, Llangollen, LL20 8SW.

Teitl: Cymdeithas Lletygarwch Prydain



North Wales Regional Committee Welsh Assembly Government

Presentation by :

Peter Lavin – Chairman BHA Wales

Managing Director Nant Hall Prestatyn & Castle Hotel Conwy



- British Hospitality Association (BHA) is a UK wide membership organisation founded in 1907
- 40,000 establishments in membership. 10,000 hotels; 10,000 restaurants and 20,000 catering sites.
- Members turnover circa £20 billion a year
- Members employ over 500,000



- BHA Wales has 1600 member properties
- BHA founder members and major sponsor of Wales Tourism Alliance
- Majority of membership Small Medium Enterprises or Micro businesses mostly privately owned
- BHA Wales committee meets 4 times a year with members from all Wales attending



- Reasons to be cheerful!
 - Tourism industry in Wales continues to grow
 - Wales Tourist Board now fully installed within Department of Enterprise, Innovation & Networks
 - Wales profile and awareness continues to improve across the world
 - Natural beauty and the ‘green’ environment of Wales strikes a cord with most in our ever increasing carbon consciousness
 - Potential of air travel for short break holidays reducing



- **Reasons to be concerned**

- No improvement to seasonality of tourism businesses
- Proactive, professional marketing campaigns from other regions of the UK.
- Increasing burden of ‘red tape’; and new laws
- Major cost increases threatening many businesses
- Tourism seen as ‘Golden Goose’?
- Reducing margins = little or no investment in product improvement
- Continuing shortage of local labour
- South Wales ‘centri-city’ – what city?
- In BHA Report on Trends & Statistics 2006 –Hotels in Wales not performing as well as other regions of the UK.
- Over dependency on the motor car



- What can Welsh Assembly Government do?
 - Ensure tourism business are valued and supported
 - Invest in Bench Marking/ Best Practice study to gauge the real condition of the industry
 - Make sure tourism businesses given equal priority when considering financial support for businesses
 - Guarantee ‘Section 4’ grant status
 - Consider transitional relief for Business Rates as in other parts of the UK
 - Not even think about introducing ‘bed tax’!



- BHA 100 years old this year
- Agenda 1907 included items on
 - Licensing
 - Immigration
 - Quality & grading
 - Immigration & foreign workers
- Some things never change!
 - But in Wales we have to continue to invest and improve if we are to compete domestically and internationally and the tourism industry needs the Welsh Assembly Government to be 100% behind it to survive and succeed.