



Puget Sound Welsh Association

P.O. BOX [REDACTED]
SEATTLE, Washington 98109

[REDACTED] NE 163rd St.
Bothell
WA 98011

6 September 1991

John Alwyn-Jones
British Tourist Authority
[REDACTED] West 57th Street
New York, N.Y. 10019-4001

Dear John,

It was a pleasure meeting and talking with you in Cincinnati over the Labour day weekend. This letter is to put you in the picture concerning my discussions so far with Hyatt and the National committee.

Some background first.

We in Puget Sound are hosting the 1994 National and have done some leg-work, contacting local hotels to begin to negotiate rates etc. It did not take us long to realize that this is a time consuming process requiring good negotiating skills and also that it puts the local group at some financial risk if for whatever reason we had to cancel.

Also, I travel quite a bit on business and so I appreciate that airlines have special convention rates and I am prepared to try to negotiate these for 1994.

With these two parameters and following preliminary discussions with sales people, I came to the conclusion that it would be prudent for the National committee to try to alleviate a lot of local committee work by negotiating a chain deal. Briefly, the National committee would agree to use a chain hotel every time it were in a city with one of their hotels. The advantages of such a deal would be that the local society would be saved a great deal of work and responsibility; the hotel chain would know what would be required to serve the event; a five year contract would be attractive especially over the quiet labor day weekend; we might get some form of sponsorship.

Also airlines collaborate with hotels and so it should be possible to create a larger airlines/hotel package. I know that Hyatt (Bellevue) and United (WA) are keen. United offered to come to Cincinnati. The logical extension if such a deal could be worked out would be to create a package vacation which would include attendance at the National over labor day.

9/11/91

With increasing hotel and airline costs a package of this nature would keep prices down, perhaps encourage attendance.

I have no hotel preference but the National has had good experiences with Hyatt and they are keen here. Also Hyatt are opening a brand new hotel in Seattle in 1993. I want to investigate their rates. I have a preference for United since, Seattle is a mini hub and they fly direct from Heath Row. A deal with them might help us in bringing artistes across. Perhaps also they may be prepared to sell package holidays in Britain with attendance at the National included.

These ideas have been outlined with the National board and discussed in detail with several members. I believe them to be worth investigating. Of course, I cannot speak for the National board so in the interim for 1994, I shall continue to talk with local establishments and in respect to our event I shall discuss some of these ideas with them. A two sided approach may also have some value. What is your overall opinion and how should we proceed?

Finally, I know that 1994 is distant, but we are working on our program and would appreciate an outline of the ways in which BTA could help.

Please call when you are in Seattle, I know a reasonable licensed establishment.

Best Wishes


Alan Upshall.

cc Nelson Llewellyn.