

REVIEW of the Year

2004-2005 was a year of consolidation for the tourism industry in Wales following the outstanding results of 2003. Performance on the international front was particularly positive. 2004 saw the highest number of overseas visitors to Wales for over 10 years, an increase of 13% from 2003 while spend was up 15%. Wales crossed the 1 million visitor mark with 1,013,000 overseas visitors coming to Wales, spending £310 million.

In the second wave of WTB's Tourism Business Survey, conducted following the Easter Bank Holiday in 2005, a sample of 200 businesses were asked to compare their performance in 2004 compared with 2003. Fifty five percent of this sample stated that their total number of visitors had in fact increased in 2004, while a further 20% indicated the same levels of business.

Encouraging Investment

During 2004/2005 WTB continued to build on the competitive strengths that exist in Wales by encouraging investment in new and improved tourism facilities to meet the changing needs of the market.

"The most successful global tourism and travel businesses are those that succeed in staying ahead of the competition and those that successfully predict the holiday demands and desires of the future."

Lucy O'Donnell, WTB Development Director

During 2004-2005, WTB allocated £6.7 million to 111 individual projects via its investment support scheme, generating a total of £40 million investment (of which £21.2 million was from the private sector) and creating or safeguarding 435 full time equivalent jobs.

The projects supported were diverse and geographically spread throughout the country, with 27% awarded in the South West, 22% in the South East, 27% in Mid Wales and 24% in North Wales. European funds were further supplemented in 2004 by the allocation of £2.95 million of Objective 1 Phase 3 funding.

The WTB remained committed to the delivery of Tourism Growth Areas in Wales in a bid to grow the market and appeal of certain

areas. This investment is a sign of WTB's commitment to long-term development and planning of tourism aimed at improving Wales' competitive position in the marketplace. £3.6 million was allocated to Tourism Growth Area projects during 2004-2005. Investment in activity products remained high on WTB's priority list, a sector which continues to provide opportunities for growth.

Raising Quality

Agreement was reached on the harmonisation of the self-catering grading scheme across Wales, England and Scotland. Grading under the new scheme will become operational on 1st October 2007.

"The new common set of standards follows extensive consumer and industry research indicating the need to clarify and simplify the existing ratings. They provide the benchmark for the consumer to make an informed choice and will also make it easier for tourism bodies and the travel industry to promote serviced accommodation both at home and overseas."

Chris Coleman, Head of Quality

THE MOST SUCCESSFUL global tourism and travel businesses are those that succeed in staying ahead of the competition.

WTB has continued to work with Welsh Assembly Government, Welsh Local Government Association and Wales Tourism Alliance regarding a statutory registration scheme for providers of tourist accommodation in Wales. WTB has developed draft scheme criteria and will start consulting on these with sectoral trade representative groups in the Summer of 2005 in anticipation of an announcement on the introduction of Statutory Registration in the Queen's Speech.

WTB continues to work with tourism businesses in helping them meet the objectives of the Disability Discrimination Act. A greater understanding of the word disability is being achieved with a move away from purely mobility issues. The potential

tourist is now being provided with accurate information on which to base their choice for a holiday destination suited to their lifestyle – the Access Statement.

'Working Together for Access', a scheme endorsed 2 years ago, continues through a working relationship with Access groups, especially in South East and South West Wales, where WTB has subsidised a number of Accessibility 'Walk and Talk' surveys.

Supporting tourism businesses

A Food Tourism toolkit, part of the existing range of business support literature developed for the tourism industry in Wales, was launched in February. "Food for Thought" is a joint project between WTB and WDA and is as relevant to a Bed and Breakfast as it is a five star hotel. It is full of essential tips on achieving excellence from sourcing local quality produce, to menu preparation and how to create a Sense of Place through food development and presentation. The toolkit has proved to be the most popular toolkit to date, with 315 copies being distributed in the first month of its release.

The WTB worked in partnership with a number of key business support stakeholders to stage a second series of roadshows for the tourism industry in Wales. The aim of the events is to engage businesses through a series of informative and thought-provoking sessions, and inspire them to take action to improve the quality and competitiveness of Wales as a tourism destination. The roadshows are a great opportunity for tourism businesses throughout Wales to take advantage of the wide range of support available, to interact with many vital organisations and to swap experiences and information with their peers at a single event.

Stimulating Demand

"We need to develop and consistently apply a strong Wales brand, which differentiates Wales from its competitors and motivates both stakeholders and consumers. We need to position Wales as a must-see travel destination."

Roger Pride, Marketing Director

Stimulating growth in the demand for Wales requires cost-effective brand-response campaigns, product and niche campaigns, customer relationship marketing (CRM) initiatives and effective marketing partnerships between the public and private sector in key target markets.

WE NEED TO DEVELOP and consistently apply a strong Wales brand, which differentiates Wales from its competitors.

The Big gets Real

The 2004 UK Big Country Campaign continued on its successful path; the campaign has generated over £100 million in additional revenue, well exceeding the Return on Investment target of 30:1.

During 2004, it was decided to develop a new creative approach but to retain the Big Country brand. The new campaign aims to speak from the heart of Wales using an honest and humorous approach to talk about the real place, people and visitor experience. The creative and media approach is focussed on a newly defined 'Independent Explorer' audience who are in search of new and authentic holiday experiences and do not like to follow the herd.

"Our consumer research shows us that people are getting increasingly skeptical of advertising generally and are looking for advertising that is open and truthful – from brands that have real integrity. Research also shows that when taking a holiday people are looking for an antidote to modern day living; they are looking for different experiences and stories they can tell when they

return home. We passionately believe that Wales, with its strong communities, warm people and wealth of natural experiences, can answer this need in abundance."

Gill Berntsen – Head of UK Marketing

The UK media visits programme brought 86 journalists to Wales generating editorial coverage in excess of £5.5 million.

Big on active

WTB's activity tourism campaigns are now generating over 100,000 responses per annum and the campaigns have consistently out-performed their targets, both in response terms and in the value they

generate for the Welsh economy. Our research demonstrates the important role these campaigns play in targeting new markets and generating new loyal visitors to Wales.

In partnership with the Environment Agency the Fishing Wales campaigns were launched in May 2004 – covering both the general angling product and two specialist campaigns focussing on the game and sea fishing products that Wales has competitive strengths in. The campaigns achieved excellent responses and contributed significantly to raising the profile of fishing in Wales. This was backed up by an extensive programme to get the industry and angling clubs involved – and drive tourism business to them.

The long running successful, Mountain Biking Wales campaign has been developed further – with increased functionality on www.mb.wales.com; providing real time trail reports, a full suite of downloadable maps and information on other great riding opportunities beyond the Forestry Commission centres. This is supported by a new pocket sized 'essential guide' to all that Wales can offer mountain bikers.

Marketing – The partnership approach

2004/2005 was the third and final year of the Joint Marketing Scheme part funded by Objective 1 and Welsh Assembly Government funding. By the end of the year, 53 projects had received financial support over the life of the scheme, some for a number of consecutive years. Over £1.5 million in grant assistance was awarded via the scheme in total and, combined with partner funding, resulted in a £3 million investment in marketing terms. Through the scheme, over 1,600 businesses were assisted – well in excess of the target of 450. Marketing campaigns have promoted a variety of products, all strengthened by their partnership approach.

Here are a few projects that benefited from the joint marketing scheme:

- **Archaeotours/www.archaeotours.co.uk**

Small start-up company offering archaeological and historical tours in the West Wales area, all guided by qualified archaeologists. Their initial target markets included archaeological societies and schools and universities throughout the UK. Without Joint Marketing Funding, this niche product would not have been promoted.

- **Shaggy Sheep Tours/www.shaggysheep.com**

A fun name for a fun product – offers packaged tours with built in adventure activities throughout Wales for independent backpackers, including weekends and a jump on / jump off service. For the period of Joint Marketing support, this operator delivered 19 tours and brought in 217 visitors to Wales.

- **Wales Golf Vacations/www.walesgolfvacations.com**

Received a grant over two years, and in 2004/2005 succeeded in enhancing their programme of pan-Wales golf packages, in particular for various links courses. This product offer has grown from strength-to-strength with reported increased bookings and general enquiries during 2004/2005 compared to the previous year as a result of their marketing.



Clockwise from far left: archaeotours.co.uk, shaggysheep.com, walesgolfvacations.com websites; the Big Country UK Marketing press advert and Mountain Biking Wales.



Travelers riding up the Snowdon Mountain Railway may experience communication problems. Your boss can't reach you. Even dogged teleusers may struggle. Damn those impenetrable mountain passes. Damn them. But the higher up you go the better the signal becomes. Which isn't such a bad thing. The view at the top is too good to keep to yourself.

snowdonvalley.co.uk
 wales.co.uk
 0900 324 3000

area of outstandingly bad mobile reception

Wales Cymru
 THE BIG COUNTRY

Overseas on the right path

In 2004, the number of visitors coming to Wales from overseas grew by 13%, while spend grew by 15%. WTB has continued to work to maximise the benefits for Welsh tourism from VisitBritain's overseas marketing activities. A memorandum of understanding has been signed, confirming the basis of a new model for cooperation on overseas marketing.

The 'Find a new Path' campaign won the Precision Marketing Response Award for Best Travel and Leisure Campaign. With additional funding from Europe and the Welsh Assembly Government, WTB has been able to do more internationally than ever before – and the investment is benefiting Wales.

"It's gratifying to gain recognition from the professional marketing community, but the real result is that international campaigns are reaping rewards for the tourism industry in Wales. "The European 'Find a New Path' campaign entered its third and final year in 2004/05, and WTB's conversion research shows that German and Dutch visitors spent an extra £6 million pounds in Wales during 2004 as a direct result of this work."
Geraint Thomas, International Consumer Marketing Manager

THE MEETINGS INDUSTRY in Wales is currently worth £225 million a year to the Welsh economy.

Full advantage was taken of opportunities offered through bmibaby routes into Cardiff from Paris; a joint campaign resulted in 38% increase in bookings during the campaign period. The Tramor partnership took Wales to 15 European Travel shows. Tramor is a partnership body – involving the Wales Tourist Board, Local Authorities and Regional Tourism Partnerships within Wales – that aims to ensure effective promotion of Wales as a holiday destination at strategic important overseas consumer exhibitions.

Team Wales Tourism – a partnership introduced by the Wales Tourist Board to develop a worldwide network of travel industry

partners – went from strength to strength, now a network of 34 UK and International operators working in partnership to raise awareness of operator products available in Wales. The first ever solely inbound series charter to Wales came from a Team Wales partner, Swiss company Falcon Travel. With 97 seats per flight, the charter is predicted to increase Swiss visitors to Wales by 6-7%, bringing 800 additional overseas passengers into Wales. With an average spend of £300 per head, this will contribute an extra £240,000 to the Welsh economy from the Swiss market.

"Strategic alliances with tour operators, airlines and airports are key in order to ensure that Wales capitalises on low-cost opportunities to bring people into Wales. Working with tour operators such as Falcon Travel, Cardiff International Airport is increasingly seen as a means of accessing Wales – a destination in its own right – rather than a means of departing Wales for other destinations."

Eirlys Thomas, Head of International Marketing and Sales Development

The international media visits programme generated over £8 million direct advertising value in coverage.

A 'Meet the Media' event was organised in Cardiff to coincide with the opening of the Wales Millennium Centre and was attended by 60 journalists from around the world – the event is still generating publicity for Wales.

The place to meet

Domestic business tourism spend in Wales has averaged £163m over the last three years (2002-2004) representing 12% of overall spend in Wales. New business hotels have opened such as the Holland House and Park Plaza hotels in Cardiff and other venues continue to invest in their conference and meeting facilities such as the Metropole Hotel in

Llandrindod Wells and the Llandudno Conference Centre. The WTB continues to encourage more meeting venues and hotels into the Business Class Scheme and other regions and industry groups are now considering adopting a similar scheme.

In October 2004, WTB hosted VisitBritain's incentives & meetings workshop 'Discovery', which took place at the Celtic Manor Resort and was attended by over 60 overseas delegates from 21 countries. Pre and post tours were arranged for 48 buyers. Fourteen journalists from the UK, USA and Europe visited Wales throughout the year and the value of PR coverage generated was in the region of £800,000.

A new Conference Planner was produced and direct mail and response generated campaigns were also conducted. Thirty-one partners joined the WTB on UK and overseas industry shows such as Confex, Meeting & Incentive Show, The National Venue Show and in Europe the European Incentive Business Travel and Meetings event in Barcelona and International Meetings Exhibition in Frankfurt.

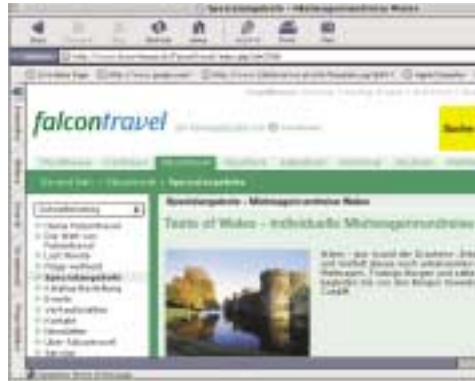
"The meetings industry in Wales is currently worth £225 million a year to the Welsh economy. This lucrative sector brings the added benefit of being an all year round market and more and more venues have been developing their facilities to meet current demand."

Pat Crimp Head of Business Tourism, Golf and Events marketing

Golf as it should be

The golf travel campaign continued to evolve with four new media executions being produced as well as a new Golf Guide. The first direct mail and response-generated campaign took place in autumn with an overwhelming 11,500 responses. Overseas golf tour operators developed fifteen new or enhanced golf travel programmes and WTB also hosted over 30 overseas journalists/press visits in 2004.

The inaugural US golf tour operators' advisory board took place during the Ryder Cup in Detroit. Ten members who are the top golf tour operators in the US joined the WTB and other guests for a golf day and Welsh reception held during the Ryder Cup.



Clockwise from far left: www.FalconTravel.ch, Cardiff's MacDonalld Holland House Hotel; North Wales Conference Centre – Llandudno; 'Discovery' workshop entertainment and 'Find a New Path' press advert aimed at the Dutch market.

Uw ontvangst is al net zo legendarisch

Zie de schoonheid, hoor de stilte en voel de gastvrijheid van Wales

Kies voor uw volgende reis een bestemming die u meeneemt door de tijd en de natuur. Kies voor een plekje voor uw zinnen.

Becreek het land met weelderige valleien u naar imposante bergtoppen voeren. Waar de stilte slechts wordt doorbroken door het geluid van waterloop of door het geruis van een beek. Volg meanderende paden die u naar idyllische kasteelen leiden, waar het verleden leefbaar is. Maak een wandeling over lange, groenblauwe stranden, waar de frisse bries in uw gezicht en geest van de afgekoelde en indrukwekkende kustlijn.

Zoek aan het eind van de dag de warmte op van een open haard in een gezellige pub of een bed & breakfast. En laat u weer ontvangen door de lokale bevolking die graag de schoonheid van dit onvergelyke land met u wil delen.

Kom dan ook naar Wales. Er wacht u een avontuur waarin u de hoofrol speelt. U bent van harte welkom.

Bezoek onze website en ontdek meer over Wales of vraag een brochure aan: www.visitwales.com



Wales was nominated for the 'Emerging Golf Destination 2004' at the International Association of Golf Tour Operators' annual event in Portugal. Thirteen European Tour golf tournaments were also attended with partners and Ryder Cup Wales. The team supported the in-Wales tournaments – the Wales Open, Ladies PGA and the Wales Seniors – whilst WTB also sponsored the amateur event, the International Pairs, at St Pierre Golf & Country Club.

The findings for the first year of the Golf Tourism Monitor shows that 139,300 golf tourists played in Wales contributing £23 million to the local economy. Forty golf clubs in Wales are participating in the monitor.

Wales - the main event

WTB has also continued to operate the Events Marketing Support Scheme and has awarded nearly £400K in support to 24 key sporting and cultural events in 2004. These have been new and existing events such as the Wales Rally GB, the Speedway Grand Prix, Artes Mundi, Tour of Britain, Bryn Terfel's Faenol Festival, Interhash, Dylan Thomas Festival, Atlantic Challenge and the International Balloon Festival.

European Partnership

Partnership and collaboration remain the key elements to producing a 'winning' Welsh tourism industry. WTB's increasing involvement in EU transnational initiatives was highlighted by its association with two successful INTERREG III transnational projects. WTB is a partner in the NEA Watersports INTERREG IIIb project which will provide £104,000 towards watersports in Wales. Additionally, WTB is the lead partner in the European Cultural Tourism Network, which will provide WTB with £60,000 of INTERREG IIIc funding.

On St David's Day, the Wales Tourist Board launched the European Cultural and Tourism Network's (ECTN's) INTERREG IIIc project at the Wales European Centre, Brussels. The ECTN INTERREG IIIc project brings European tourism and cultural professionals together in order to exchange experience and best practice. The project consists of two annual conferences; thematic workshops where workers can share knowledge and experience; six staff exchanges; two focus groups and exchange of practical experience between partners. WTB's involvement

stems from the Wales Tourist Board's Cultural Tourism Strategy for Wales. Wales is recognised internationally as a visitor destination offering a quality cultural tourism experience based on our unique and living culture which forms an essential part of the overall tourism experience.

Mapping the future

WTB began a mid-term review of Achieving Our Potential, the national strategy for the tourism industry in Wales, during 2004-5. Good progress has been made on the strategic objectives set out in Achieving Our Potential, but tourism is a global and highly competitive industry which is influenced by a complex mix of external factors. Consequently, any strategic framework for the industry needs to be reviewed on a regular basis.

The review has drawn upon a futures exercise to gain insight into what we need to do in Wales to bridge the gap between the tourism experience we can currently offer our visitors and their future needs.

Tourism is a hugely competitive, dynamic and constantly-changing industry and we in Wales must plan today for tomorrow. Tourism continues to play an increasingly vital role in the Welsh economy, pumping into it a substantial £6 million a day. Tremendous strides have been made in tourism development in recent years; industry partners have done much to gear themselves up for the 21st-century, yet, in an increasingly competitive global market, we must constantly be planning for the future to ensure that we build on our success and do not allow our achievements to become eroded. Together, we can make Wales the high quality tourism destination it deserves to be.

WTB: PERFORMANCE AGAINST TARGETS 2004/2005

| | 2004/2005 Target | 2004/2005 Out-turn | 2005/2006 Target |
|--|---------------------|-----------------------|---------------------|
| Tourism Spend | 6% | -11% ¹ | +6% |
| Average annual increase between 1998-2003 | | 6.1% | |
| Capital Investment² | | | |
| i) Leverage (WTB:Total project cost) | 1:5 | 1:6 | 1:5 |
| ii) Private sector investment | £33m | £21.2m | £33m |
| iii) Total investment generated | £55m | £40m | £55m |
| iv) Jobs: Created/Safeguarded | 660/165 | 394/41 | 660/165 |
| Marketing ROI³ | | | |
| i) Main UK Marketing Campaign ROI | 30:1 | 30:1 | 30:1 |
| ii) ROI from primary overseas markets | 12:1 | 12:1 | 12:1 |
| Quality Grading Scheme | | | |
| Proportion of 3, 4 and 5 star accommodation maintained | 85% | 86.9% | 85% |

¹ to December 2004. Tourism spend target includes domestic and overseas spending from staying visitors in Wales. WTB is dependant on the United Kingdom Tourism Survey (UKTS) for monitoring domestic tourism spending in Wales. Tourism in Wales is unlikely to exhibit steady year on year growth trends but when viewed over a longer timeframe there are good growth patterns, between 1998-2003, for example, overnight tourism spending in Wales increased by an annual average of 6%.

² The original targets were based on a planned allocation of £11m in the form of grant assistance. There were timing differences in the receipt of the various sources of funding which were to make up the £11m and in the event only £6.8m was allocated during the year. The balance of funding has not been lost but will continue to be allocated through 2005/6. The outputs associated with this allocation will therefore be spread over a wider period of time. There is pro-rata consistency of performance with the targets set for Private Sector Investment and Total Investment generated. The actual achievement of jobs created/safeguarded, however, is below the pro-rata expectation. The reasons for this are that there were significant number of infrastructure projects, farming connect and regeneration projects approved during the year. These projects were afforded a higher 'cost per job' grant than average. These awards were consistent with the targets set by those individual streams of funding.

³ ROI figures for the UK and Overseas campaigns have exceeded the target set.

BOARD and Management



Board Members

- 1 **Philip Evans CBE** Chairman
(appointed Chairman on 1 April 2000)
11 December 1998 to 31 March 2006
- 2 **Ieuan Evans MBE**
20 February 2002 to 31 March 2006
- 3 **Peter Hands**
21 May 2001 to 20 May 2007
- 4 **Carys Howell**
21 May 2001 to 20 May 2007
- 5 **Christine Lewis OBE**
1 August 2000 to 31 July 2006
- 6 **Dr Terry Stevens**
1 August 2000 to 31 July 2006

Management Team as at 31 March 2005

- Jonathan Jones**
Chief Executive
- Lucy O'Donnell**
Development Director
- Catrin Hornung**
Head of Communications and
Corporate Affairs
- Geraint James**
Director of Finance
- John Kingsford**
Commercial Director
- Roger Pride**
Director of Marketing
- Steve Webb**
Director of Strategy and Communications

SUMMARY Financial Review

This summary financial statement does not contain sufficient information to allow for a full understanding of the results and state of affairs of the Wales Tourist Board. For further information, the full annual accounts, the auditors' report on those accounts and the foreword should be consulted. A full set of the audited accounts for the year ended 31 March 2005, which have been laid before the National Assembly for Wales, can be obtained free of charge by writing to the Director of Finance and Secretary to the Board, Wales Tourist Board, 2 Fitzalan Road, Cardiff CF24 0UY.

Statutory Background

The Board was set up under the Development of Tourism Act 1969 with the following functions:-

- a) to encourage people to visit Wales and people living in Wales to take their holidays there; and
- b) to encourage the provision and improvement of tourist amenities and facilities in Wales.

In addition, the Tourism (Overseas Promotion)(Wales) Act 1992 gave the Board the function of promoting Wales overseas.

Review of the year and future developments

During 2004-2005 the Wales Tourist Board remained focused on delivering against its planned strategy and activity, as outlined in Achieving Our Potential, Corporate Plan and against the strategic backdrop of Welsh Assembly Government strategies for economic development in Wales.

2004 was a season of consolidation for the tourism industry in Wales following the outstanding results of 2003. Performance on the international front was particularly positive; provisional results from the International Passenger Survey (IPS) 2004 show that over one million trips were made by overseas visitors to Wales for the first time in history – a 13% increase on 2003. Their gross expenditure was £310 million – a 15% increase – the highest annual expenditure figure ever recorded for overseas visitors to Wales.

In common with the rest of the UK, the volume of UK staying tourists fell in 2004 in comparison with 2003 according to the provisional results of the United Kingdom Tourism Survey, though this was to some extent expected, given the exceptional results in 2003 and poor weather during the peak summer months in 2004. The provisional UKTS results suggest that, in overall terms, UK tourism spending fell by 9% in 2004 and by 15% in Wales compared with 2003. These decreases, however, may be more apparent than real because of various methodological difficulties experienced with the survey. Changes to the methodology have now been implemented to address these problems throughout the UK.

WTB's Occupancy Surveys show that average hotel and B&B/Guesthouse bedspace occupancy was up by 1% in 2004 in comparison with 2003. Average occupancy levels among independent self-catering operators were 1% down in 2004, though static caravan park occupancy was 9% down in the WTB survey.

In the second wave of WTB's Tourism Business Survey, conducted following the Easter Bank Holiday in 2005, the sample of 200 businesses were asked to compare their performance in 2004 compared with 2003. 55% of this sample stated that their total number of visitors/guests had in fact increased in 2004, while a further 20% indicated the same levels of business.

During 2004-2005, WTB allocated £6.7 million to 111 individual projects via its investment support scheme, generating a total of £40 million investment (of which £21.2 million was from the private sector) and creating or safeguarding 435 full time equivalent jobs.

WTB continued to run effective marketing campaigns in all key markets, with research showing that campaigns had generated significant additional expenditure for Wales.

The 3-year Big Country campaign has been very successful, achieving record levels of awareness, enquiries and visitors. The 2004 campaign continued this success achieving 405,000 enquiries. During 2004, it was decided to develop a new creative approach but to retain the Big Country campaign line. The new campaign aims to speak from the heart of Wales using an honest and humorous approach to talk about the real place, people and visitor experience.

The hosting of the Ryder Cup in 2010 provides a major opportunity to profile Wales. We will continue to exploit the tourism and image benefits for the whole of Wales before, during and after the event.

Following the First Minister's announcement on 14 July 2004 to integrate the functions of the WTB into the Welsh Assembly Government, we have been committed to playing an active and positive role in building a new public service for Wales, as well as in maintaining business continuity and high standards of service for the industry in Wales.

The Wales Tourist Board is an Assembly Sponsored Public Body. Total finance provided by the National Assembly for Wales for the year 1 April 2004 to 31 March 2005 was £28 million. Of this amount £19 million was core grant in aid.

Fixed asset additions in the year relate largely to acquisitions of IT hardware and software (£91,000).

Board members

Board Members who served during the year were:-

| Name | Period of Contract |
|---------------------|---|
| Philip Evans CBE | 11 December 1998 to 31 March 2006 (appointed Chairman on 1 April 2000) |
| Ieuan Evans MBE | 20 February 2002 to 31 March 2006 |
| Peter Hands | 21 May 2001 to 20 May 2007 |
| Carys Howell | 21 May 2001 to 20 May 2007 |
| Christine Lewis OBE | 1 August 2000 to 31 July 2006 |
| Dr Terry Stevens | 1 August 2000 to 31 July 2006 |

A register of Members' interests is available for inspection during normal office hours at the Board's main office in Cardiff.

SUMMARY INCOME AND EXPENDITURE ACCOUNT

For the year ended 31 March 2005

| | 2004/2005 £000 | 2003/2004 £000 |
|---|-------------------|-------------------|
| Income | 38,281 | 41,786 |
| Expenditure | (39,912) | (42,451) |
| Operating Deficit | (1,631) | (665) |
| Adjustment for cost of capital | (30) | 17 |
| Loss on disposal of fixed assets | (1) | (2) |
| Interest Receivable | 190 | 106 |
| Interest Payable | (156) | (88) |
| Deficit for the year before taxation | (1,628) | (632) |
| Corporation Tax payable | (34) | (18) |
| Deficit for the year transferred to reserves | (1,662) | (650) |
| Board Members' remuneration | 105 | 112 |
| Chief Executive's remuneration | 91 | 78 |
| Remuneration of senior staff having authority or responsibility for directing or controlling major activities – | 277 | 194 |

SUMMARY BALANCE SHEET

As at 31 March 2005

| | 2005 £000 | 2004 £000 |
|---|----------------|--------------|
| Fixed Assets | 247 | 334 |
| Current Assets | 14,030 | 9,269 |
| Creditors: Amounts falling due within one year | (15,724) | (9,243) |
| Provisions for liabilities and charges | – | (73) |
| Net Current (Liabilities)/Assets | (1,694) | (47) |
| Total Assets less Current Liabilities | (1,447) | 287 |
| Creditors: Amounts falling due after more than one year | (98) | (109) |
| Provisions for liabilities and charges | (61) | (46) |
| Total Assets less All Liabilities | (1,606) | 132 |
| Capital & Reserves | (1,606) | 132 |

SUMMARY CASH FLOW STATEMENT

For the year ended 31 March 2005

| | 2004/2005 £000 | 2003/2004 £000 |
|--|-------------------|-------------------|
| Net cash inflow from operating activities | 5,351 | 1,357 |
| Return on investments and servicing of finance | 19 | 16 |
| Taxation paid | (18) | (14) |
| Investing Activities | (91) | (154) |
| Net cash inflow before financing | 5,261 | 1,205 |
| Financing | 91 | 154 |
| Increase in cash and cash equivalents | 5,352 | 1,359 |

Note 1 Basis of Preparation

These summary financial statements have been prepared in accordance with the Companies Act 1985 having regard to the Companies (Summary Financial Statement) Regulations 1995 (SI 1995/2092) as far as is relevant.

Note 2 Notional Charge – Cost of Capital

A notional capital adjustment reflecting the cost of capital employed is made against expenditure and calculated at 3.5% (2003/2004: 3.5%) of the average value of Total Assets less All Liabilities.

Note 3

The summary Financial Statement on pages 29 to 32 was signed on behalf of the Board by D.J.L. Jones, Chief Executive on 15 July 2005.

Auditors

The report by the Auditor General for Wales on the annual financial statements for the year ended 31 March 2005 was unqualified.

STATEMENT OF THE AUDITOR GENERAL FOR WALES TO THE MEMBERS OF THE NATIONAL ASSEMBLY FOR WALES

I have examined the summary financial statement on pages 29 to 32 which has been prepared in the form and on the basis set out at Note 1 on page 32.

Respective responsibilities of the Wales Tourist Board, the Chief Executive and Auditor

The summary financial statement is the responsibility of the Wales Tourist Board and the Chief Executive. My responsibility is to report to you my opinion on its preparation and consistency with the full financial statements and foreword. I also read the other information contained in the Annual Report and consider the implications for my report if I become aware of any apparent misstatements or material inconsistencies with the summary financial statement.

Basis of audit opinion

I have conducted my work in accordance with Bulletin 1999/6, "The auditor's statement on the summary financial statement" issued by the Auditing Practices Board for use in the United Kingdom.

Opinion

In my opinion the summary financial statement is consistent with the full financial statements and the foreword of the Wales Tourist Board for the year ended 31 March 2005 and has been properly prepared on the basis set out in Note 1 to the summary financial statement.

Jeremy Colman
Auditor General for Wales
Wales Audit Office
2 – 4 Park Grove
Cardiff CF10 3PA
4 August 2005