



Samuel Kurtz MS
Member of the Senedd for Carmarthen West and South Pembrokeshire
Senedd Cymru
Cardiff Bay
Cardiff
CF99 1SN
samuel.kurtz@senedd.wales

29 July 2025

Dear Samuel,

I apologise for the delay in replying to your written question (WQ96948).

You asked what steps I am taking to support the tourism industry in rural areas, particularly in light of what you describe as increased regulatory pressures.

Our rural areas offer outstanding landscapes and a range of accommodation, attractions and activities for visitors. The tourism sector is a particularly important employer in many of our rural economies and we recognise the exceptional, authentic “only in Wales” experiences that rural operators offer to prospective visitors.

The Welsh Government provides support through marketing, grant schemes such as Brilliant Basics and the Year of Croeso Weather-Proofing Fund, quality assurance and advice.

Visit Wales promotes Wales as a tourism destination across the UK and internationally, driving custom to our tourism businesses including those in rural locations. We encourage year-round visits through targeted campaigns, a wide range of web and social media content, and PR and media activity, often delivered with stakeholder partners. For example, in the current Feel the Hwyl campaign, we feature (amongst many others) a farm offering self-catering and a wellness retreat in mid Wales, a campsite on Gower and accommodation in south Pembrokeshire.

As well as specific campaigns, throughout the year Visit Wales’s social media channels (with a following of 1.8 million) and website promote rural attractions, activities and accommodation.

Bae Caerdydd • Cardiff Bay
Caerdydd • Cardiff
CF99 1SN

Canolfan Cyswllt Cyntaf / First Point of Contact Centre:
0300 0604400

Correspondence.Rebecca.Evans@gov.wales
Gohebiaeth.Rebecca.Evans@llyw.cymru

Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

We are also currently undertaking work with operators in Ceredigion, Pembrokeshire and Powys looking at how they can leverage business events to make their businesses more sustainable.

Visit Wales provides quality assurance schemes for visitor accommodation, attractions and activities to help providers grow their businesses. We aim to maintain accommodation standards through our grading and verification schemes and the Adventure Activity Accreditation Scheme.

We maintain a database of accommodation, attractions, activities and events which we make available on the Visit Wales website. We provide valuable advice and training, and act as a bridge to wider government support programs. We will be holding a series of training webinars in the autumn for tourism providers. Information on new regulations is communicated to those in the sector, and we engage with regional tourism forums to disseminate news and receive important industry feedback.

Yours sincerely,

A handwritten signature in black ink that reads "Rebecca Evans". The script is cursive and fluid, with the first name "Rebecca" written in a larger, more prominent hand than the surname "Evans".

Rebecca Evans AS/MS

Cabinet Secretary for Economy, Energy and Planning
Ysgrifennydd y Cabinet dros yr Economi, Ynni a Chynllunio