



Ein cyf/Our ref: WQ82327

Janet Finch-Saunders MS  
Member of the Senedd for Aberconwy  
Senedd Cymru  
Cardiff Bay  
Cardiff  
CF99 1SN

[Janet.finch-saunders@senedd.cymru](mailto:Janet.finch-saunders@senedd.cymru)

1 April 2021

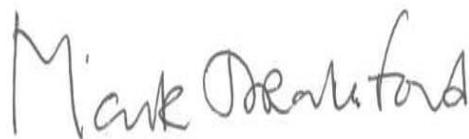
Dear Janet

I am writing in response to WQ82327: Will the First Minister publish a strategy to combat anti-visitor rhetoric in Wales?

On 22 March we launched “Let’s Shape the Future: working in partnership to reconstruct a resilient future for the visitor economy in Wales”. This is a new recovery plan for the tourism, hospitality and events sector . Developed in consultation with the Tourism Taskforce and informed by wide-ranging conversation with other important groups, stakeholders and businesses across the sector. Part of this will particularly address consumer messaging in England, a core market for Wales.

Given the uncertain path to recovery for the industry, the intention is for this plan to evolve, providing an important bridge back to the Strategic Plan for the sector “Welcome to Wales: Priorities for the Visitor Economy 2020-2025” – which is about welcoming people to Wales.

Best wishes



**MARK DRAKEFORD**

Bae Caerdydd • Cardiff Bay  
Caerdydd • Cardiff  
CF99 1SN

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

[YP.PrifWeinidog@llyw.cymru](mailto:YP.PrifWeinidog@llyw.cymru) • [ps.firstminister@gov.wales](mailto:ps.firstminister@gov.wales)

Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynir 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 responding in Welsh will not lead to a delay in responding.