

Rebecca Evans AS/MS
Cabinet Secretary for Economy, Energy and Planning
Ysgrifennydd y Cabinet dros yr Economi, Ynni a Chynllunio



Llywodraeth Cymru
Welsh Government

Our ref: WQ96383

Janet Finch-Saunders MS
Senedd Cymru
janet.finch-saunders@senedd.wales

28 May 2025

Dear Janet,

I apologise for the delay in replying to your written question (WQ96383).

You asked what steps I am taking to promote north Wales internationally as a summer destination.

Visit Wales' work in international markets prioritises promotion of our outstanding landscapes, culture and adventure offer all year round. Specifically in north Wales, this work includes taking advantage of opportunities such as those afforded by the increased international awareness of Wales generated by the 'Welcome to Wrexham' series.

Visit Wales' latest themed year is the Year of Croeso, which celebrates the joyful things that can only be experienced in Wales. As part of the Croeso theme, the Hwyl campaign launched in January and has had exceptionally positive media coverage internationally as well as domestically.

Visit Wales also promotes north Wales to the travel trade. As well as B2B relationships throughout the year, Visit Wales attends high profile events; in 2025 this has already included Britain and Ireland Marketplace (BIM), a major international business-to-business event in London, and exhibiting and meeting international operators and media with VisitBritain at ITB Berlin.

We work with VisitBritain to maximise promotion of Wales in the international market. Visit Wales and the Cymru Wales brand team also work closely with Welsh Government international offices to complement and enhance our activity.

Yours sincerely,

Rebecca Evans AS/MS
Cabinet Secretary for Economy, Energy and Planning
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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.