



Ein cyf/Our refWQ93511- WQ93515

Andrew RT Davies MS  
Leader of the Welsh Conservatives

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31/07/2024

Dear Andrew

I am writing in response to WQ93511 and WQ93515 : Will the First Minister provide an update on what they are doing to promote Wales ahead of the summer tourism season?

Will the First Minister provide an update on what discussions they are having with Visit Wales on attracting more visitors to Wales during the summer tourism season?

Visit Wales markets Wales as a country to visit throughout the year using targeted campaigns. Since the start of the year, the main campaign (Awydd Antur – “Let’s get out there”) has been targeting multiple audiences. Featuring destinations, attractions and activities across the country, the campaign aims to inspire visitors to choose Wales, via media such as TV, streaming and paid digital and over 1.8 million followers on Visit Wales’ social media channels.

This year, in a climate of late booking patterns and a squeeze on consumer spending - and following industry feedback - additional emphasis is being given to driving business at key periods such as school holidays.

As well as the main campaign that has been prominent in the run up to the summer holidays, there is also a campaign push targeted at dog owners, “Wales by Tails”, as Wales tries to win key late bookings over other parts of the UK, in what is a significant market for families as well as other audiences (over 30% of households in the UK now have a dog and Wales has a large depth and range of products that are dog friendly with many businesses taking the opportunity to capitalise on this).

Running alongside the main campaigns is our “always on” activity, which enables us to dial up support for certain sectors in response to industry feedback, e.g. attractions continue to feature heavily in our summer build up, and hospitality and other areas will also have coverage across Visit Wales channels. Additional efforts will be made to promote the lesser-known locations over the tourism ‘honeypots’, in an aim to encourage visits to all areas of the country.

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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.

As well as core UK domestic markets, the people of Wales, pobl Cymru, are a target for Visit Wales, with activity encouraging residents to travel in their own country for overnight stays, eating out and to visit attractions.

The Minister for tourism, the Minister for Social Partnership, has weekly meetings with Visit Wales officials to discuss their activity.

Yours sincerely,

A handwritten signature in black ink that reads "Vaughan Gething". The signature is written in a cursive, flowing style.

**VAUGHAN GETHING**