



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

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Title: Visit Wales 2009 UK marketing campaign

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By: Alun Ffred Jones, Minister for Heritage

I am delighted to announce the launch of Visit Wales's new UK marketing campaign. The new campaign will run from January-March 2009 and include new TV adverts and web films, as part of a £2.2 million investment. The aim of the campaign is to position Wales at the heart of a new holiday movement and generate additional visits through 2009.

The new campaign shows how holidays have changed in Wales over recent years. This change is set against the backdrop of economic uncertainty which is likely to make the market think harder and differently about holiday choices including the substitution of more expensive foreign holidays to UK holidays. People are now looking for real value and authentic quality, not over indulgence and ostentation. Wales can offer a truer, richer, deeper, experience where people can get involved in the local history and culture and landscape.

A 40 second advert will be aired on TV and for the first time in cinemas. The web films are being hosted in a new dedicated section on the visitwales.co.uk website and will also be hosted on YouTube and other video sharing sites.

The campaign also includes a major online advertising which will begin with an email campaign to 150,000 Visit Wales contacts in January. There will also be a print direct response campaign - 2 million leaflets will be distributed from January to March to previous visitors to Wales and to potential new visitors

through relevant print titles such as the Guardian, Times, telegraph, Independent and Country walking.

You can view the web-films and adverts by following the link:
<http://new.wales.gov.uk/topics/tourism/marketing/UKmarketingandpartnerships/janmar09/?skip=1&lang=en>