



Ein cyf/Our ref WQ92242 / WQ92243

Andrew R. T. Davies MS  
Welsh Parliament  
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16 April 2024

Dear Andrew,

You asked two written questions for answer on 27 March 2024. I regret that due to the Cabinet reshuffle, the responses to these were delayed. Please find my combined response to both questions below.

**Will the Minister provide an update on how the Welsh Government intends to attract more overseas visitors to Wales? (WQ92242)**

**Will the Minister provide an update on how the Welsh Government intends to increase overnight visitor spend in Wales? (WQ92243)**

Our strategy, [Welcome to Wales: Priorities for the Visitor Economy, 2020-25](#), sets our vision and ambition for the sector. We emphasise the importance of addressing spreading the benefits of tourism across Wales, encouraging increased tourism spend in our economy - of which the international component is a key part - and tackling seasonality by promoting Wales as a nation you can visit all year round.

We are focusing on growing back international tourism in a climate of recovery to pre-pandemic levels. Promotion prioritises our outstanding landscapes, culture and adventure offer. Visit Wales' work to attract overseas visitors includes a broad range of activity such as working with VisitBritain, PR and media engagement, media buying with key titles, work with online travel agents and a pro-active programme targeting tour operators and agents.

Visit Wales targets international visitors that are considering Britain through different activity strands. These include utilising digital partnerships to put Wales in front of those already searching for future UK holidays, and scanning for opportunities to take advantage of, for example the increased awareness of Wales generated by Welcome to Wrexham.

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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.

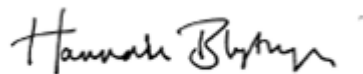
We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

Visit Wales started 2024 with a high-profile presence at the Britain and Ireland Marketplace (BIM), a major international business-to-business event in London. More recently, we have exhibited on the VisitBritain stand at ITB Berlin.

As part of VisitBritain's Showcase Britain, an add-on to the January BIM event, Visit Wales worked with colleagues in VisitBritain to secure a four-day Wales familiarisation visit for 17 key US tour operators. The US operators visited a wide range of destinations, from Wrexham to St Davids and Caernarfon to Cardiff. Their stops included some of Wales' signature destinations, all of which are keen to develop their international travel trade business.

We work closely with Welsh Government international offices in connection with Wales in India 2024, the thematic year being led by International Relations in-market team working to the brand guidance of the Cymru Wales brand.

Yours sincerely,

A handwritten signature in black ink, reading "Hannah Blythyn". The signature is written in a cursive style with a small mark at the end.

**Hannah Blythyn AS/MS**  
Y Gweinidog Partneriaeth Gymdeithasol  
Minister for Social Partnership