

Dawn Bowden AS/MS
Dirprwy Weinidog y Celfyddydau, Chwaraeon a Thwristiaeth
Deputy Minister for Arts, Sport and Tourism



Llywodraeth Cymru
Welsh Government

Ein cyf/Our ref: OQ60643

Tom Giffard MS
Welsh Parliament
Tom.Giffard@Senedd.Wales

13 February 2024

Dear Tom,

In the Senedd last week you raised the issue of the temporary closure of Porthcawl's Grand Pavilion and asked if Visit Wales could do more to make people aware of the alternative venues being used for the Elvis Festival this year.

Officials in Visit Wales are contacting the event organisers to remind them to change the details listed on their own website and ask them to update their product detail page on the Visit Wales website ([Porthcawl Elvis Fest at Porthcawl | VisitWales](#)).

Visit Wales promotes the event throughout the year in multiple places on [visitwales.com](#) ([Porthcawl Elvis Fest at Porthcawl | VisitWales](#), [Things to do in Bridgend County | Visit Wales](#), [Events in Wales during September | Visit Wales](#)). They will increase social media coverage of the event at appropriate times throughout the year, where there is a connection to the type of event and Porthcawl as a location. Visit Wales will capture new photography and video at the event for future promotions, that will also be available for the event organisers to use.

Yours sincerely,

Dawn Bowden AS/MS
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Deputy Minister for Arts, Sport and Tourism

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

Bae Caerdydd • Cardiff Bay
Caerdydd • Cardiff
CF99 1SN

Gohebiaeth.Dawn.Bowden@llyw.cymru
Correspondence.Dawn.Bowden@gov.wales

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.