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Steffan Roberts

Dirprwy Gyfarwyddwr – Datblygu Twristiaeth

Deputy Director – Tourism Development





# Buddsoddi mewn cynnyrch a lleoliadau

## Investing in products and places

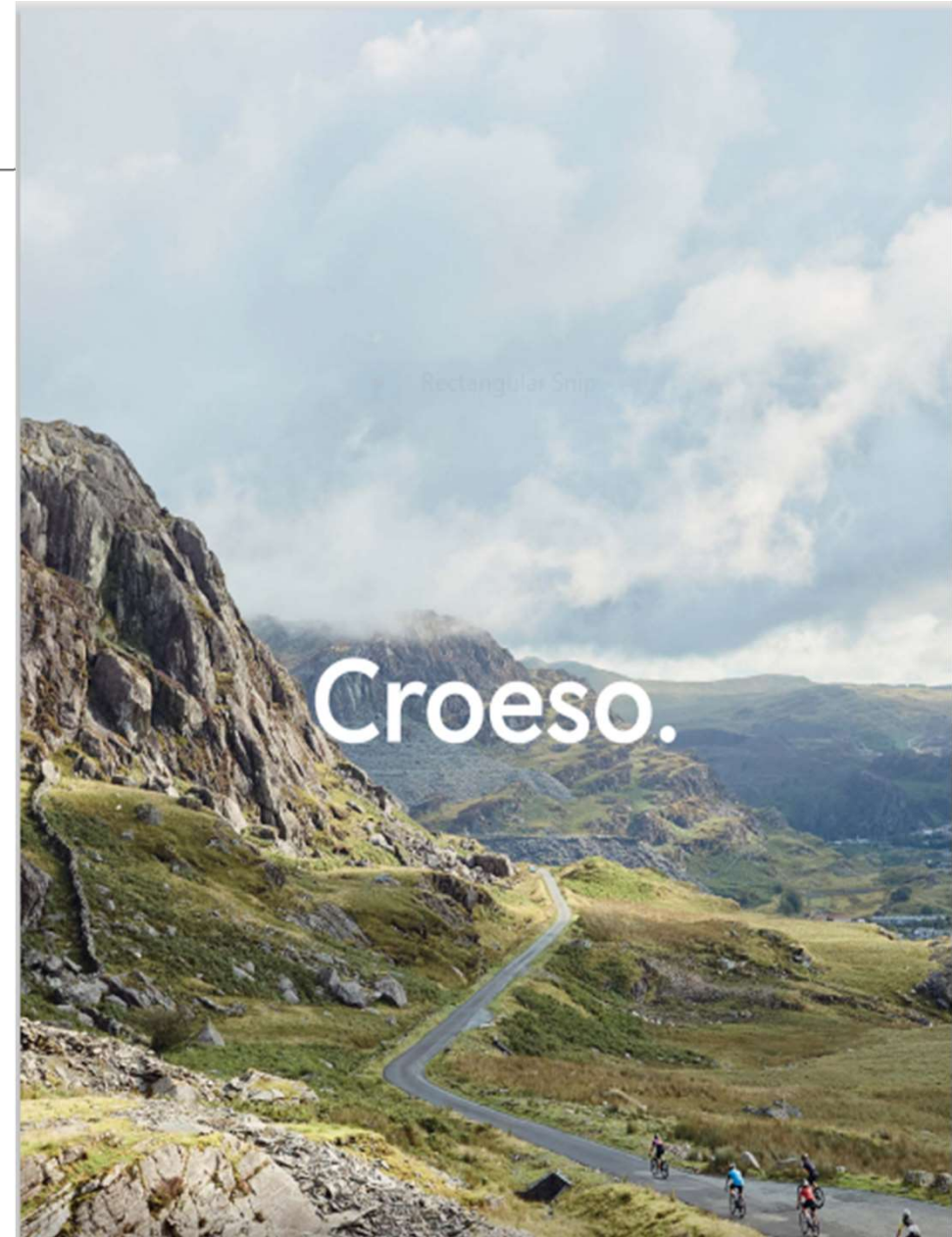




# Y Cyd-destun Strategol

## Strategic Context

- Cynllun Strategol ('Croeso i Gymru: Blaenoriaethau i'r Economi Ymwelwyr 2020-2025')
  - “Tyfu twristiaeth er lles Cymru”
  - Tymhorol, Gwariant a Gwasgaru (a Chynladwyaeth)
  - Heriau: costau uwch, chwyddiant, heriau recriwtio.
  - Yr angen i gydnabod ac atgyfnerthu'r rôl ganolog bwysig mae'r sector hwn yn ei chwarae yn economi Cymru
- Strategic Plan - “Welcome to Wales: Priorities for the Visitor Economy 2020-2025”
  - “Growing tourism for the good of Wales”
  - Seasonality, Spend and Spread (and Sustainability)
  - Ongoing challenges: increasing costs, inflation, recruitment challenges.
  - Need for recognition and reinforcement around the important role this sector plays at the heart of the Welsh economy.





## Ffocws...

- Y Gronfa Buddsoddi Cyfalaf Strategol
- Y Pethau Pwysig
- Cronfa Buddsoddi mewn Twristiaeth
- CDT
- Mordeithiau
- Sgiliau
- Graddio
- Ymgysylltu

## Focus...

- Strategic Capital Investment Fund
- Brilliant Basics
- Wales Tourism Investment Fund
- TAD
- Cruise
- Skills
- Grading
- Engagement







## Buddsoddi yn y rhanbarth Investing in the region

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### **Cynllun Buddsoddi Cyfalaf Strategol**

#### **Pont ar Daf, Bannau Brycheiniog**

- Cyfanswm cost y prosiect - £1.7m
- Cyfraniad Llywodraeth Cymru - £500,000

### **Strategic Capital Investment Fund**

#### **Pont ar Daf, Brecon Beacons**

- Total project cost - £1.7m
- WG contribution - £500,000





Buddsoddi yn y rhanbarth

Investing in the region

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**Prifysgol Aberystwyth – Yr Hen Goleg**

- Cyfanswm y prosiect: £43m estimate
- Undeb Ewropeaidd: £3m

**Aberystwyth University – Old College**

- Total project cost: £43m estimate
- EU: £3m







# Buddsoddi yn y rhanbarth

## Investing in the region

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### **Cronfa Y Pethau Bychain**

#### **Prosiect Gwella Profiad Ymwelwyr Powys**

- Cyfanswm cost y prosiect – £263,000
- Cyfraniad Llywodraeth Cymru - £210,400

### **Brilliant Basics**

#### **Powys Visitor Experience Improvement Project**

- Total project cost - £263,000
- WG contribution - £210,400







## Buddsoddi yn y rhanbarth Investing in the region

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### **Cronfa Buddsoddi Twristiaeth Cymru**

#### **Dolforwyn Hall, Abermule**

- Cyfanswm cost y prosiect - £175,000
- Mae CGTC wedi cefnogi £150,000 (£120,000 o fenthychiad a grant o £30,000)

### **Wales Tourism Investment Fund**

#### **Dolforwyn Hall, Abermule**

- Total project cost - £175,000
- WTIF support £150,000 (£120,000 loan & £30,000 grant)







## Cronfa Denu Twristiaeth (CDT) Tourism Attractor Destinations (TAD)

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### **O Gymru i Bedwar Ban Byd – Rheilffordd Cwm Rheidol**

- Cyfanswm y prosiect: £2.48m
- Cyfraniad Llywodraeth Cymru: £256,154
- Undeb Ewropeaidd: £1.6m

### **Wales to the World - Vale of Rheidol Railway**

- Total project cost: £2.48m
- Welsh Government : £256,154
- EU: £1.6m





# Datblygu Sgiliau a Recriwtio

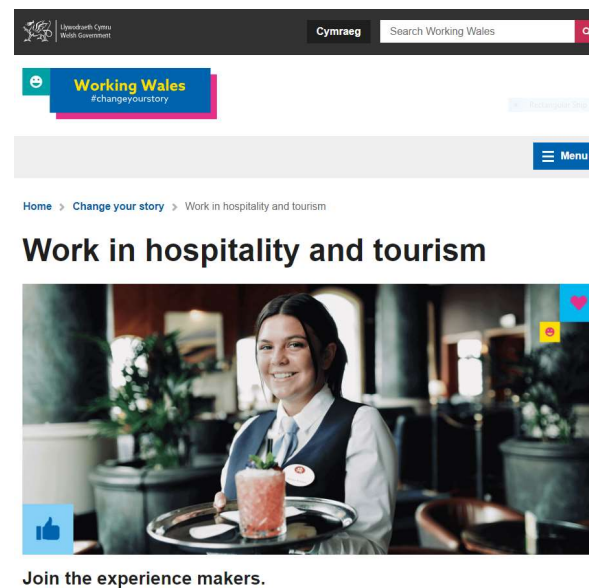
## Skills and Recruitment

- Cefnogi Partneriaeth Twristiaeth a Lletygarwch Cymru i adnabod heriau ac ymatebion
- Hybu ymarferion gwaith teg a hyrwyddo gwerth datblygu staff.



The screenshot shows the English version of the 'Cymru'n Gweithio' website. The header includes the Welsh Government logo, the text 'English', and a search bar with 'Chwilio Cymru'n Gweithio'. Below the header is a navigation bar with 'Cymru'n Gweithio #newyddystori' and links for 'Cysylltu â ni', 'Digwyddiadau', and 'Newyddion'. A secondary navigation bar contains 'Hafan', 'Amdanom ni', 'Sut y gallwn ni helpu', 'Straeon go lawn', and 'Newid dy stori'. The main content area features a breadcrumb trail: 'Hafan > Newid dy stori > Gweithio ym maes twristiaeth a lletygarwch'. The headline reads 'Gweithio ym maes twristiaeth a lletygarwch'. Below the headline is a photograph of a smiling female hotel employee in a vest and tie, holding a tray with a drink. A blue thumbs-up icon is visible in the bottom left corner of the image. Below the image, the text reads 'Ymunwch â'r rhai sy'n creu profiadau.'

- Supporting the industry-led Wales Tourism and Hospitality Skills Partnership to identify evidence based issues.
- Encouraging fair work practices and promoting the value of developing staff.



The screenshot shows the Welsh version of the 'Working Wales' website. The header includes the Welsh Government logo, the text 'Cymraeg', and a search bar with 'Search Working Wales'. Below the header is a navigation bar with 'Working Wales #changeyourstory' and a 'Menu' button. A secondary navigation bar contains 'Home > Change your story > Work in hospitality and tourism'. The main content area features a breadcrumb trail: 'Home > Change your story > Work in hospitality and tourism'. The headline reads 'Work in hospitality and tourism'. Below the headline is a photograph of a smiling female hotel employee in a vest and tie, holding a tray with a drink. A blue thumbs-up icon is visible in the bottom left corner of the image. Below the image, the text reads 'Join the experience makers.'





# Datblygu Sgiliau a Recriwtio

## Skills and Recruitment

### Ymgyrch #creuwyrprofiad

#### [Stori Trewythen | Cymru'n Gweithio \(llyw.cymru\)](#)



The screenshot shows the top navigation bar of the 'Cymru'n Gweithio' website. It includes the Welsh Government logo, a search bar with the text 'Chwilio Cymru'n Gweithio', and a language selector set to 'English'. Below the navigation bar is a main header with the 'Cymru'n Gweithio' logo and the hashtag '#newiddystori'. A secondary navigation bar contains links for 'Cysylltu â ni', 'Newyddion', 'Digwyddiadau', and 'Gweithio i ni'. A third navigation bar includes 'Hafan', 'Amdanom ni', 'Sut y gallwn ni helpu', 'Straeon go iawn', and 'Newid dy stori'. A breadcrumb trail shows 'Hafan > Straeon go iawn > Stori Trewythen'.

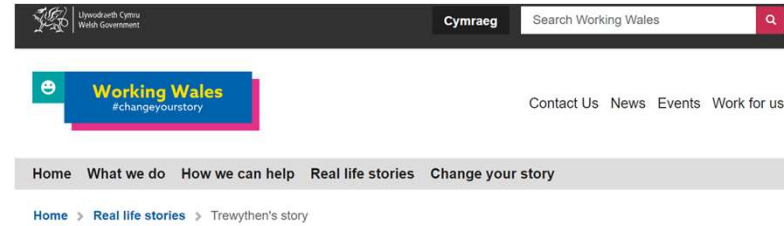
### Stori Trewythen



Mae'r cysylltiad rhwng cwmni Hyfforddiant Cambrian yn y Trallwng a Gwesty Trewythen yn golygu bod y gwesty hanesyddol yng nghanol Llanidloes yn academi naturiol i brentisiaid.

### Delivering #theexperiencemakers campaign

#### [Trewythen's story | Working Wales \(gov.wales\)](#)



The screenshot shows the top navigation bar of the 'Working Wales' website. It includes the Welsh Government logo, a search bar with the text 'Search Working Wales', and a language selector set to 'Cymraeg'. Below the navigation bar is a main header with the 'Working Wales' logo and the hashtag '#changeyourstory'. A secondary navigation bar contains links for 'Contact Us', 'News', 'Events', and 'Work for us'. A third navigation bar includes 'Home', 'What we do', 'How we can help', 'Real life stories', and 'Change your story'. A breadcrumb trail shows 'Home > Real life stories > Trewythen's story'.

### Trewythen's story



The Trewythen Hotel is linked with Cambrian Training in Welshpool, making the historic hotel in the heart of Llanidloes, a natural academy for apprentices.





# Mordeithiau Cymru

## Cruise Wales

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- 6 porthladd
- 109 galwad cyn y pandemig yn 2019, 23 yn 2021, 74 yn 2022, 82 yn 2023. Budd economaidd gwerth £7.2m.
- Brand wedi ei sefydlu yn rhyngwladol
- Aelodaeth Mordeithiau Prydain, Mordeithiau Ewrop & Grwp Llywio Llywodraeth Prydain.
- [www.traveltrade.visitwales.com/products/cruise-wales](http://www.traveltrade.visitwales.com/products/cruise-wales)  
(Saesneg yn unig)

- 6 cruise ports
- 109 prior to pandemic 2019, 23 cruise ship calls to Wales in 2021 (post pandemic), 74 ships in 2022 post pandemic, 82 in 2023. £7.2 million economic impact.
- Established brand identity globally
- Membership Cruise Britain, Cruise Europe & UK Govt Steering Group Cruise & Maritime
- [www.traveltrade.visitwales.com/products/cruise-wales](http://www.traveltrade.visitwales.com/products/cruise-wales)



# Graddio Ansawdd

## Quality Grading

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- Gwasanaeth am ddim
- Cydnabyddiaeth gan gwsmeriaid
- Mantais gystadleuol
- Darparu arweiniad
- Sicrwydd cwsmeriaid
- Gall Cyngorwyr Ansawdd eich cynghori ar: Archwiliad iechyd wefan, cyfeirio at arbenigwyr diwydiant ac ayyb.
- Mynediad i croesocymru.com
- Mynediad i tystysgrifau a logos electronig.



- Free service
- Recognised by customers
- Competitive edge
- Provides guidance
- Customer reassurance
- Quality Advisers can advise you on: website health check, signposting to industry experts etc.
- Access to visitwales.com
- Access to certificates and electronic.





# Ymgysylltu

## Engagement

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—Fforwm Economi Ymwelwyr

—Partneriaethau Rhanbarthol

—Ymgysylltu drwy ddulliau Digidol megis  
cylchlythyron, webinarau ayyb

—Lawnsio gwefan Newydd ar gyfer y diwydiant a  
fydd yn eistedd ar blatfform VisitWales.com

—Sioeau Teithiol

—Cynhadledd Genedlaethol a Gwobrau

—Visitor Economy Forum

—Regional Partnerships

—Engage with industry using our digital  
communication methods including, e-newsletter,  
webinars and social media platforms

—Launch a new industry website which will sit on  
the VisitWales.com platform

—Roadshows

—National Summit and Awards



# Diolch

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