
Steffan Roberts

Dirprwy Gyfarwyddwr – Datblygu Twristiaeth

Deputy Director – Tourism Development



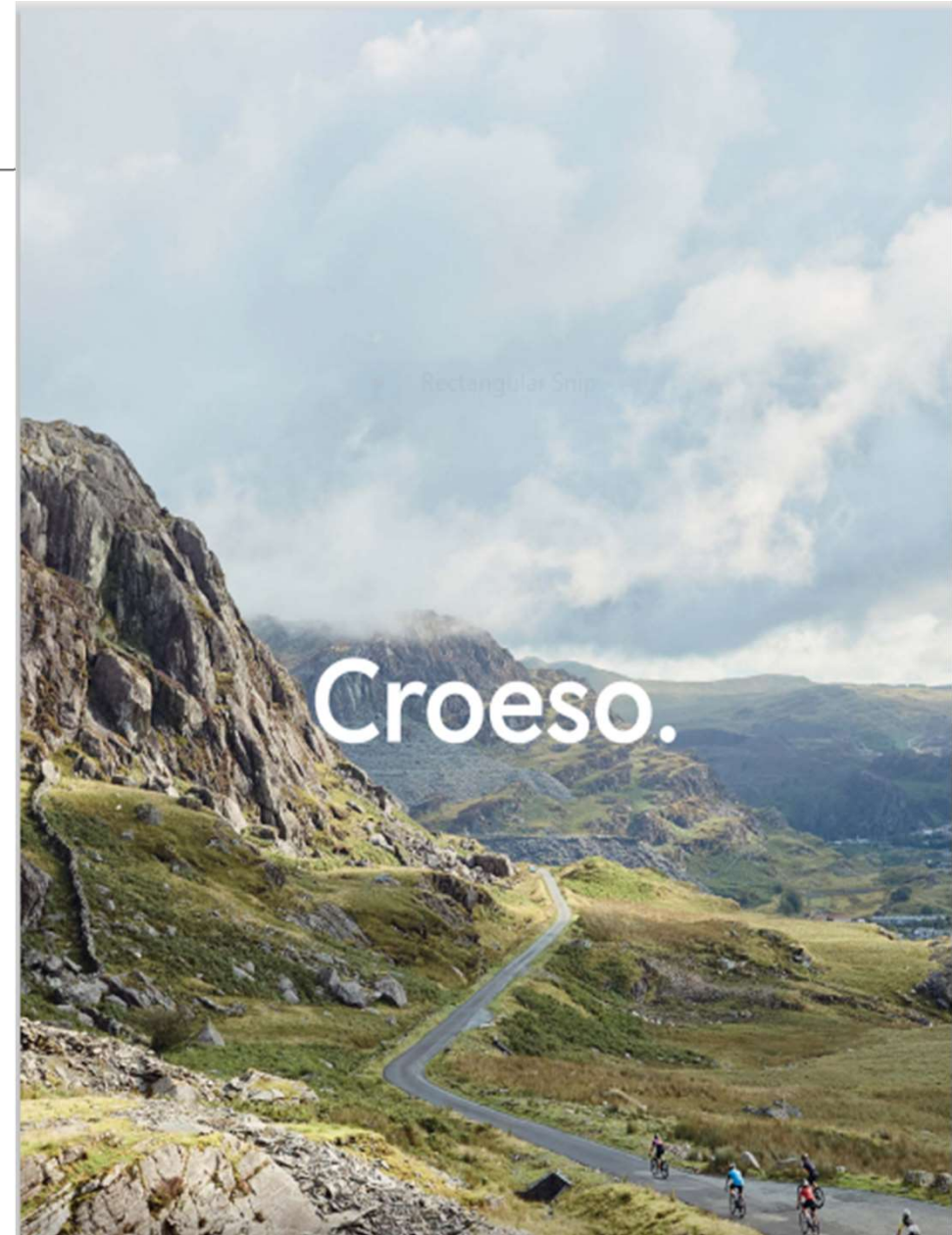
Buddsoddi mewn cynnyrch a lleoliadau
Investing in products and places



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

Cronfa Y Pethau Bychain

Parc Gwledig Padarn, Llanberis

- Cyfanswm cost y prosiect – £401,000
- Cyfraniad Llywodraeth Cymru - £250,000

Brilliant Basics

Padarn Country Park, Llanberis

- Total project cost - £401,000
- WG contribution - £250,000





Buddsoddi yn y rhanbarth Investing in the region

Cronfa Buddsoddi Twristiaeth Cymru

Penmaenuchaf Hall, Dolgellau

- Cyfanswm cost y prosiect - £2m
- Mae CGTC wedi cefnogi £1.5m (£1.05 o fenthychiad a grant o £450k)

Wales Tourism Investment Fund

Penmaenuchaf Hall, Dolgellau

- Total project cost - £2m
- WTIF support £1.5m (£1.05m loan & £450k grant)





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

Promenad Bae Colwyn

Cyfanswm y prosiect: £3,833,709

Cyfraniad Llywodraeth Cymru: £1,049,558

Undeb Ewropeaidd: £1,513,072

Colwyn Bay Promenade

Total project cost: £3,833,709

Welsh Government : £1,049,558

EU: £1,513,072





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

Breakwater Park Caergybi

Cyfanswm y prosiect: £2,820,207

Cyfraniad Llywodraeth Cymru: £600,000

Undeb Ewropeaidd: £1,746,592.92

Breakwater Park Holyhead

Total project cost: £2,820,207

Welsh Government : £600,000

EU: £1,746,592.92





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

Castell Caernarfon

Cyfanswm y prosiect: £5,313,533

LIC / Cadw: £4,272,782

Undeb Ewropeaidd: £1,040,751

Caernarfon Castle

Total project cost: £5,313,533

WG / Cadw : £4,272,782

EU: £1,040,751



Datblygu Sgiliau a Recriwtio

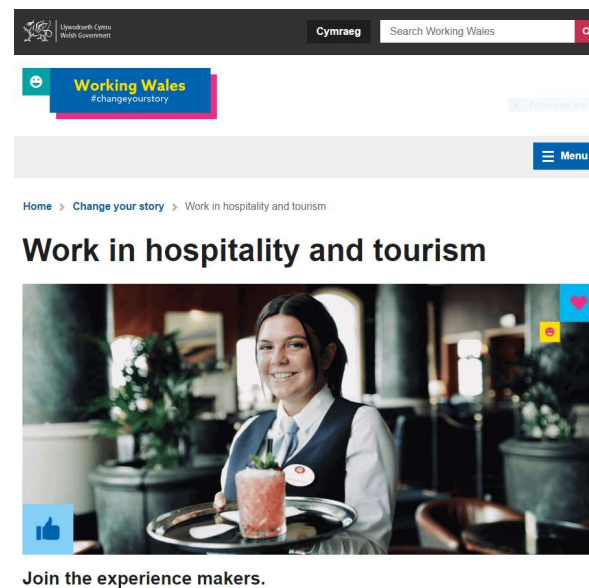
Skills and Recruitment

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



The screenshot shows the Welsh version of the 'Cymru'n Gweithio' website. The header includes the Welsh Government logo, the text 'English', and a search bar containing '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 hotel staff member 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 English version of the 'Working Wales' website. The header includes the Welsh Government logo, the text 'Cymraeg', and a search bar containing '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 hotel staff member 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 Dylan's | 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 language selector set to 'English', and a search bar containing 'Chwilio Cymru'n Gweithio'. Below the navigation bar is a blue banner with the text 'Cymru'n Gweithio #newiddystori' and a search icon. To the right of the banner are links for 'Cysylltu â ni', 'Digwyddiadau', and 'Newyddion'. A secondary navigation bar contains links for 'Hafan', 'Amdanom ni', 'Sut y gallwn ni helpu', 'Straeon go iawn', and 'Newid dy stori'.

Hafan > [Straeon go iawn](#) > Stori Dylan's

Stori Dylan's



Agorodd Dylan's ei fwyty ym Mhorthaethwy yn 2012, ac mae'n cynnig cynnyrch lleol gan gynnwys bwyd môr sydd wedi'i ddal ar y Fenai.

Delivering #theexperiencemakers campaign

[Dylan'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 language selector set to 'Cymraeg', and a search bar containing 'Search Working Wales'. Below the navigation bar is a blue banner with the text 'Working Wales #changeyourstory' and a search icon. To the right of the banner are links for 'Contact Us', 'Events', and 'News'. A secondary navigation bar contains links for 'Home', 'What we do', 'How we can help', 'Real life stories', and 'Change your story'.

Home > [Real life stories](#) > Dylan's story

Dylan's story



Dylan's opened its Menai Bridge restaurant in 2012, offering diners locally sourced produce including seafood fished from the Menai Strait.



Mordeithiau Cymru

Cruise Wales

- 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
(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



Graddio Ansawdd

Quality Grading



- 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

—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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