
Steffan Roberts

Dirprwy Gyfarwyddwr – Datblygu Twristiaeth
Deputy Director – Tourism Development



Buddsoddi mewn cynnyrch
a lleoliadau

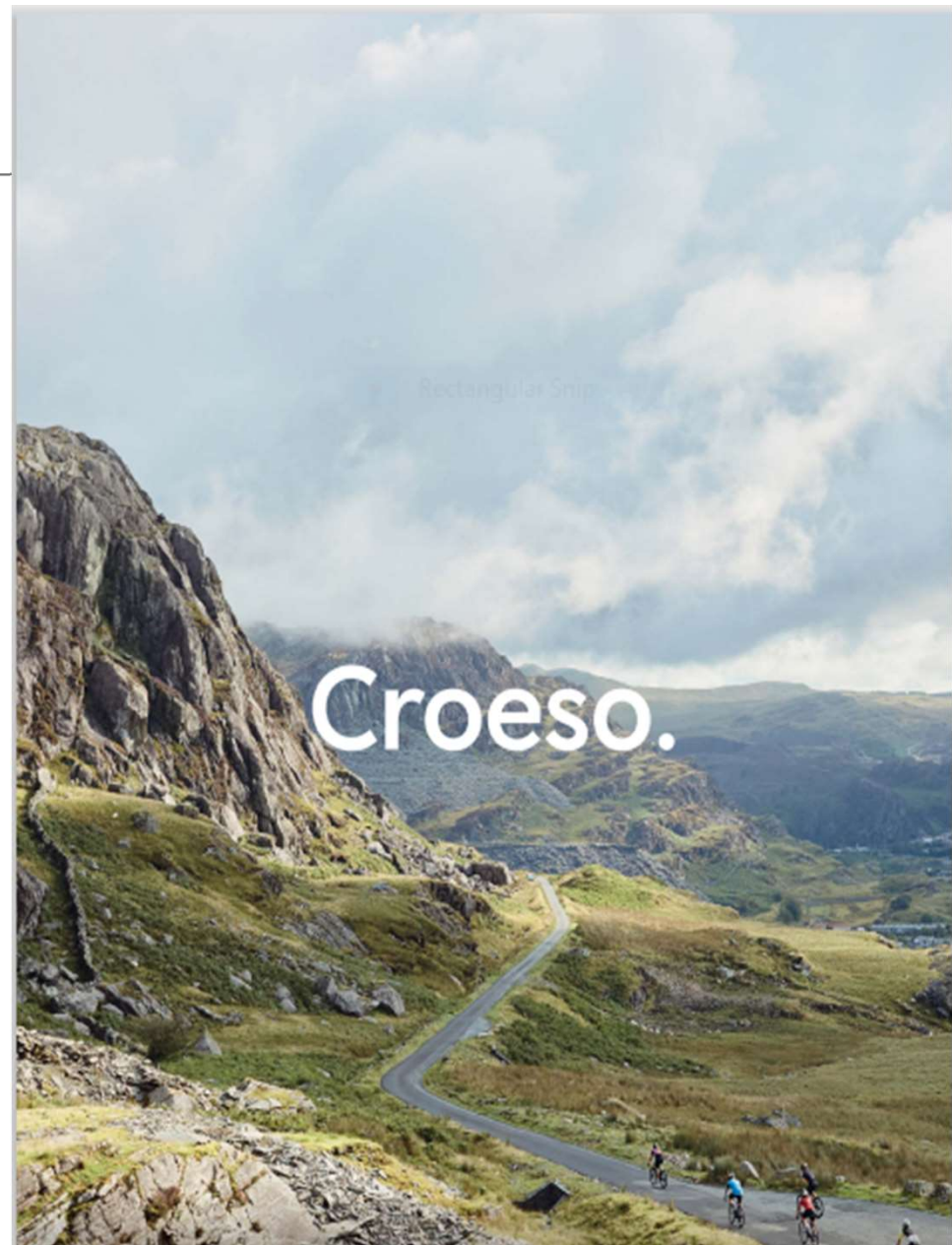
Investing in products
and places



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 Cymru
- CDT
- Mordeithiau
- Sgiliau
- Ymgysylltu

Focus...

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





Buddsoddi yn y rhanbarth Investing in the region

Cynllun Buddsoddi Cyfalaf Strategol Pont Gludo Casnewydd

- Cyfanswm cost y prosiect - £10.1m
- Cyfraniad Llywodraeth Cymru - £1.5m

Strategic Capital Investment Fund Newport Transporter Bridge

- Total project cost - £10.1m
- WG contribution - £1.5m





Buddsoddi yn y rhanbarth Investing in the region

Cynllun Buddsoddi Cyfalaf Strategol

Pont ar Daf, Bannau Brycheiniog

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

Strategic Capital Investment Fund

Pont ar Daf, Brecon Beacons

- Total project cost - £1.7m
- WG contribution - £500k





Buddsoddi yn y rhanbarth Investing in the region

Cronfa Y Pethau Bychain

Parc Cosmeston, Bro Morgannwg

- Cyfanswm cost y prosiect – £152,655
- Cyfraniad Llywodraeth Cymru - £122,000

Brilliant Basics

Cosmeston Lakes, Vale of Glamorgan

- Total project cost - £152,655
- WG contribution - £122,000





Buddsoddi yn y rhanbarth Investing in the region

Cronfa Buddsoddi Twristiaeth Cymru Sant Ffraed House, Y Fenni

- Cyfanswm cost y prosiect - £2.9m
- Cyfraniad Llywodraeth Cymru - £2m

Wales Tourism Investment Fund Sant Ffraed House, Abergavenny

- Total project cost - £2.9m
- WG contribution - £2m





Cyrchfannau Denu Twristiaeth Arfordir Porthcawl

- Cyfanswm cost y prosiect - £5m
- Cyfraniad Llywodraeth Cymru - £71k + ERDF



Tourism Attractor Destination Porthcawl Harbour

- Total project cost - £5m
- WG contribution - £71k + ERDF





Cyrchfannau Denu Twristiaeth Canolfan Copa Rock UK

- Cyfanswm cost y prosiect - £4.7m
- Cyfraniad Llywodraeth Cymru - £65k + ERDF



Tourism Attractor Destination Rock UK

- Total project cost - £4.7m
- WG contribution - £65k + ERDF





Cyrchfannau Denu Twristiaeth (CDT)

Triongl Antur Camlas Sir Fynwy ac Aberhonddu

- Cyfanswm cost y prosiect - £3.9m
- Cyfraniad Llywodraeth Cymru - £1.4m + ERDF

Tourism Attractor Destination

Monmouthshire and Brecon Canal Adventure Triangle

- Total project cost - £3.9m
- WG contribution - £1.4m + ERDF



Datblygu Sgiliau a Recriwtio

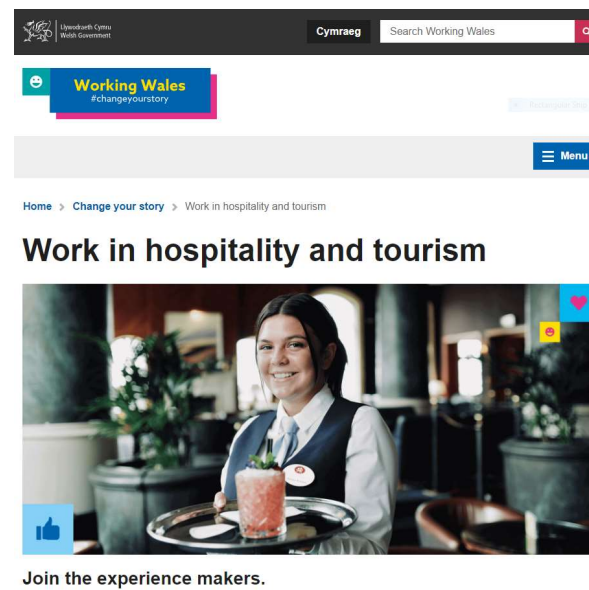
Skills and Recruitment

- 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 Government website 'Cymru'n Gweithio' (Working Wales). The page is in English. The main heading is 'Gweithio ym maes twristiaeth a lletygarwch' (Working in the tourism and hospitality sector). Below the heading is a photograph of a smiling female hotel employee in a white shirt and dark vest, holding a tray with a drink. The text below the photo reads 'Ymunwch â'r rhai sy'n creu profiadau.' (Join the experience makers.)

- 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 Government website 'Working Wales'. The page is in Welsh. The main heading is 'Work in hospitality and tourism'. Below the heading is a photograph of a smiling female hotel employee in a white shirt and dark vest, holding a tray with a drink. The text below the photo reads 'Join the experience makers.'

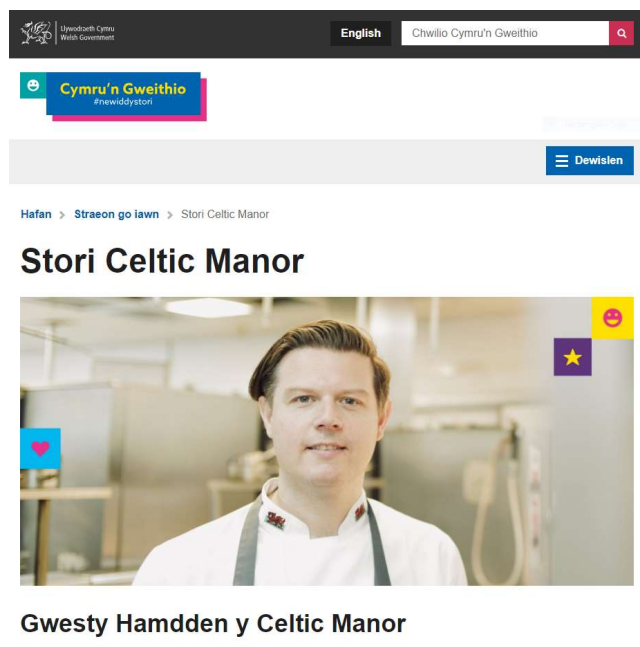


Datblygu Sgiliau a Recriwtio

Skills and Recruitment

Ymgyrch #creuwyrprofiad

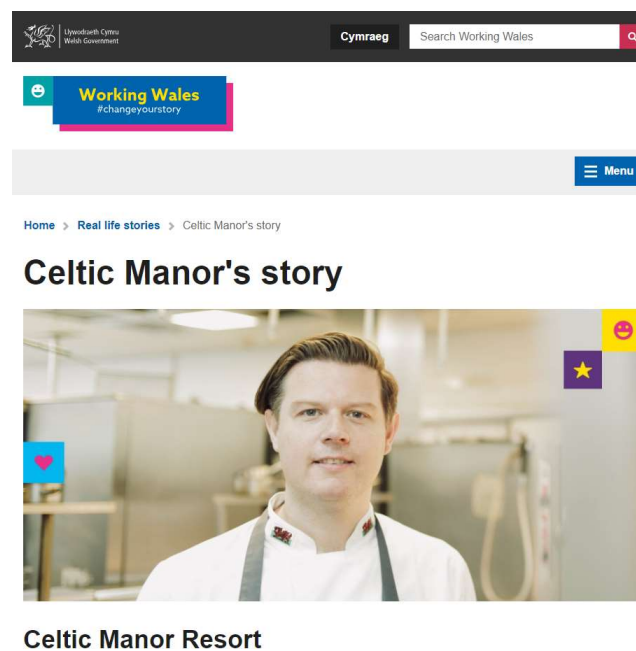
[Lletygarwch – Stori Celtic Manor - YouTube](#)



The screenshot shows the Welsh Government website in English. The header includes the Welsh Government logo, the language 'English', and a search bar containing 'Chwilio Cymru'n Gweithio'. Below the header is a blue banner for 'Cymru'n Gweithio #frewidystori'. A 'Dewislen' button is visible. The breadcrumb trail reads 'Hafan > Straeon go iawn > Stori Celtic Manor'. The main heading is 'Stori Celtic Manor'. Below it is a video thumbnail of a chef in a kitchen, with a blue heart icon on the left and a purple star and yellow smiley face icon on the right. The caption below the video is 'Gwesty Hamdden y Celtic Manor'.

Delivering #theexperiencemakers campaign

[Hospitality Campaign Celtic Manor – YouTube](#)



The screenshot shows the Working Wales website in Welsh. The header includes the Welsh Government logo, the language 'Cymraeg', and a search bar containing 'Search Working Wales'. Below the header is a blue banner for 'Working Wales #changeourstory'. A 'Menu' button is visible. The breadcrumb trail reads 'Home > Real life stories > Celtic Manor's story'. The main heading is 'Celtic Manor's story'. Below it is a video thumbnail of a chef in a kitchen, with a blue heart icon on the left and a purple star and yellow smiley face icon on the right. The caption below the video is 'Celtic Manor Resort'.



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
- 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



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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