
Steffan Roberts

Dirprwy Gyfarwyddwr – Datblygu Twristiaeth

Deputy Director – Tourism Development



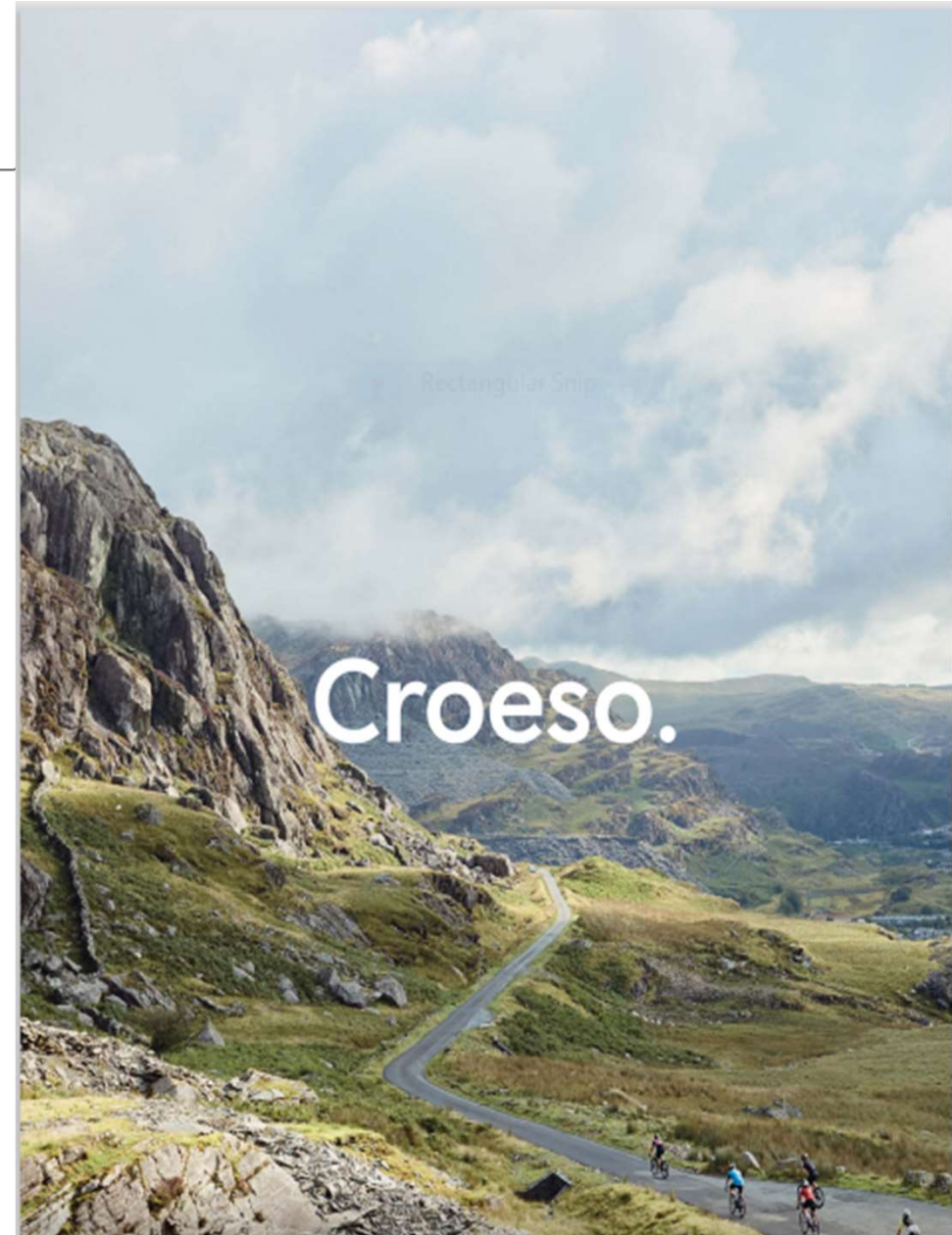
Buddsoddi mewn cynnyrch a lleoliadau
Investing in products and places



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

Cynllun Buddsoddi Cyfalaf Strategol Skyline

- Cyfanswm cost y prosiect: £34.2m
- Cyfraniad Llywodraeth Cymru: £4m

Strategic Capital Investment Fund Skyline

- Total project cost: £34.2m
- Welsh Government contribution: £4m





Buddsoddi yn y rhanbarth Investing in the region

Cronfa Y Pethau Bychain

Down to Earth, Gŵyr

- Cyfanswm cost y prosiect: £159,939
- Cyfraniad Llywodraeth Cymru: £126,590

Brilliant Basics

Down to Earth, Gower

- Total project cost: £159,939
- WG contribution: £126,590





Buddsoddi yn y rhanbarth Investing in the region

Cronfa Buddsoddi Twristiaeth Cymru

Clwb Golf Dinbych y Pysgod

- Cyfanswm cost y prosiect: £1.66m
- Mae CBTC wedi cefnogi £1.244m (£995k o fenthychiad a grant o £249k)

Wales Tourism Investment Fund

Tenby Golf Club

- Total project cost: £1.66m
- WTIF support £1.244m (£995k loan & £249k grant)





Buddsoddi yn y rhanbarth Investing in the region

Cronfa Buddsoddi Twristiaeth Cymru Penderyn, Abertawe

- Cyfanswm cost y prosiect: £1.5m
- Mae CBTC wedi cefnogi £1.36m (£1.06m o fenthychiad a grant o £300k)

Wales Tourism Investment Fund Penderyn, Swansea

- Total project cost: £1.5m
- WTIF support £1.36m (£1.06m loan & £300k grant)





Cronfa Denu Twristiaeth (CDT)

Tourism Attractor Destinations (TAD)

Canolfan Arfordirol Rhyngwladol Cymru, Llanusyllt

—Cyfanswm y prosiect: £10,118,967

—Cyfraniad Llywodraeth Cymru: £952,916

—Undeb Ewropeaidd: £4,350,000

Wales International Coastal Centre, Saundersfoot

—Total project cost: £10,118,967

—Welsh Government : £952,916

—EU: £4,350,000





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

Amgueddfa Cyflymder a Eco Hostel, Pentywyn

—Cyfanswm y prosiect: £11,323,709

—Cyfraniad Llywodraeth Cymru: £1,500,000

—Undeb Ewropeaidd: £3,000,000

Museum of Land Speed and Eco Hostel, Pendine

—Total project cost: £11,323,709

—Welsh Government : £1,500,000

—EU: £3,000,000





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

Llyn a Chanolfan Gweithgareddau Llys y Frân

—Cyfanswm y prosiect: £3,375,675

—Undeb Ewropeaidd: £1,700,000

Llys y Frân Lake and activity centre

—Total project cost: £3,375,675

—EU: £1,700,000



Datblygu Sgiliau a Recriwtio

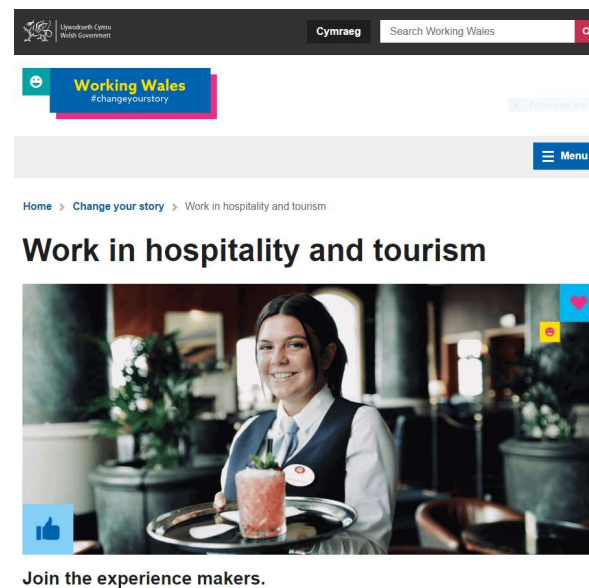
Skills and Recruitment

- 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 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.' (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.



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Datblygu Sgiliau a Recriwtio

Skills and Recruitment

Ymgyrch #creuwyrprofiad

[Stori Folly Farm | Working Wales \(llyw.cymru\)](#)

The screenshot shows the Welsh Government website header with the logo and 'Llywodraeth Cymru Welsh Government'. The language is set to 'English' and the search bar contains 'Chwilio Cymru'n Gweithio'. Below the header is a blue banner for 'Cymru'n Gweithio #newidytori' with navigation links: 'Cysylltu â ni', 'Newyddion', 'Digwyddiadau', and 'Gweithio i ni'. A secondary navigation bar includes 'Hafan', 'Amdanom ni', 'Sut y gallwn ni helpu', 'Straeon go iawn', and 'Newid dy stori'. The breadcrumb trail shows 'Hafan > Straeon go iawn > Stori Folly Farm'.

Stori Folly Farm



Mae Folly Farm yng Nghilgeti, Sir Benfro, yn gartref i dros 750 o anifeiliaid gyda sw o safon fyd-eang, ffair draddodiadol dan do, ac wyth ardal chwarae antur ar draws y safle 120 erw.

Delivering #theexperiencemakers campaign

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

The screenshot shows the Working Wales website header with the logo and 'Llywodraeth Cymru Welsh Government'. The language is set to 'Cymraeg' and the search bar contains 'Search Working Wales'. Below the header is a blue banner for 'Working Wales #changeyourstory' with navigation links: 'Contact Us', 'News', 'Events', and 'Work for us'. A secondary navigation bar includes 'Home', 'What we do', 'How we can help', 'Real life stories', and 'Change your story'. The breadcrumb trail shows 'Home > Real life stories > Folly Farm's story'.

Folly Farm's story



Folly Farm in Kilgetty, Pembrokeshire is home to more than 750 animals at its world class zoo, as well as an indoor vintage fairground, and eight adventure play areas across the 120 acre site.



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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