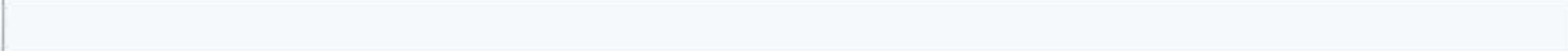


Marchnata Marketing

Heledd Owen
Cyfarwyddwr, Marchnata
Director, Marketing



00:00.00



Heddiw. Today.

Strategaeth
Strategy

Cyfeiriad
Direction

Cynulleidfaoedd a
Marchnadoedd
Audiences & Markets

Pwy a pham?
Who and why?

Adnoddau
Resources

Adnoddau am ddim i
randdeiliaid

Free resources for
stakeholders



Strategaeth Strategy



Ymrwymadau.

Commitments.

- Ein hamcanion strategol o **dyfu twristiaeth sy'n dda i Gymru**, h.y. yn ogystal ag ymwelwyr a busnesau, mae angen iddo fod yn dda i gymunedau a thrigolion.
- Mynd i'r afael â **thymhoroldeb**, annog **gwariant** uwch ac aros yn **hirach** a helpu i ledaenu buddion economaidd twristiaeth i'r ardaloedd hynny sydd ei angen.
- **Targedu cynulleidfaoedd yn seiliedig ar fewnwelediadau a thueddiadau defnyddwyr.** Ymwelwyr rhyngwladol a allai fod yn newydd i Gymru ond nid i'r DU.
- Cyflawni o fewn ein **3 piler brand, Diwylliant/Antur/Tirwedd.**
- Our strategic aims of **growing tourism that is good for Wales**, i.e. as well as visitors and businesses, it needs to be good for communities and residents.
- Tackling **seasonality**, encouraging higher **spend** and longer **stays**, and helping to spread the economic benefits of tourism to those areas that need it.
- **Targeting audiences based on insights and consumer trends.** International visitors who may be new to Wales but not to the UK.
- Delivering within our **3 brand pillars, Culture/Adventure/Landscape.**



3 piler brand. 3 brand pillars.



Diwylliant.
Culture.



Antur.
Adventure.



Tirwedd.
Landscape.



Teulu Brand Cymru Wales.

Cymru Wales Brand Family.

Brand meistr
Master brand



Brandiau piler
Pillar brands

Croeso Cymru
Visit Wales



Masnachu a Buddsoddi
Trade & Invest



Bwyd a diod
Food & Drink



Cymru Greadigol
Creative Wales



Astudio yng Nghymru
Study in Wales



Brand products

Brand initiative

Ffordd Cymru
The Wales Way



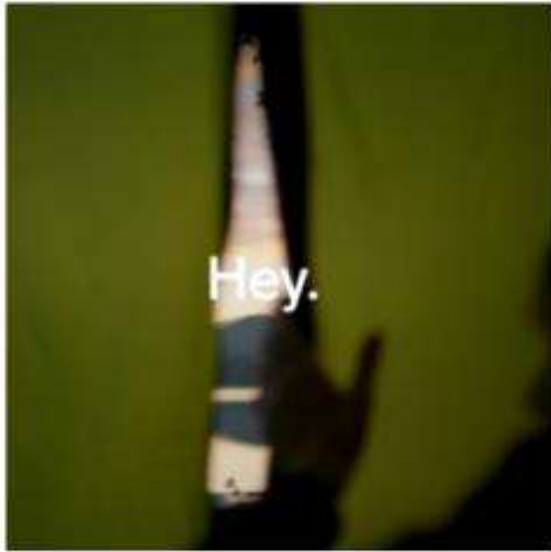
Addo

Addo.

Consumer brands



Parhau i hyrwyddo twristiaeth ddomestig a Rhyngwladol – trwy gydol y flwyddyn.
Continuing to promote domestic and international tourism – all year round.



Llwybrau, Wales by Trails

Gweithgaredd drwy gydol y flwyddyn (cynulleidfaoedd domestig) gan gynnwys teledu a fideo ar alw, digidol â thâl, partneriaethau cyfryngau a chysylltiadau cyhoeddus

Year-round activity (domestic audiences) including TV and Video on Demand, paid digital, media partnerships and PR



Hydref, Gaeaf/Autumn, Winter

Rhoi mwy o ffocws i dymhorau ysgwydd e.e. hyrwyddo seibiannau'r hydref o fis Awst ymlaen i ysgogi ystyriaeth a chynnal traffig ar y we

Giving an enhanced focus to shoulder seasons e.g. promoting Autumn breaks from August onwards to drive consideration and maintain web traffic



Defnyddiwr a Masnach Teithio/ Consumer & Travel Trade

Mae marchnata rhyngwladol i ddefnyddwyr yn rhedeg ochr yn ochr â gweithgaredd B2B (gyda'r Unol Daleithiau a'r Almaen ar hyn o bryd y marchnadoedd cryfaf)

International marketing to consumers runs in parallel with B2B activity (with US and Germany currently the strongest markets)



Parhau i dyfu ein cymuned cyfryngau cymdeithasol.
Continuing to grow our social media community.

1.8M



Parhau i ddefnyddio ein cyfryngau cymdeithasol i ysbrydoli ein hymwelwyr a chefnogi ein rhanddeiliaid.

Continuing to use our social media and website to inspire visitors and support stakeholders.

The collage displays various digital marketing assets for Wales tourism:

- Website Articles:**
 - Great attractions to visit:** A grid of 8 articles featuring topics like 'A Royal Mile experience', 'Zip brings brilliant activities for a holiday you'll never forget!', 'Fun attractions in Wales', 'Look your best in one of our gardens', 'Wonderfully quirky places to visit', 'Discover the people and local history of Wales', 'History and heritage along the Welsh coast', and 'It's a rollercoaster ride through the Welsh coast'.
 - Adventure Focus:** A large article titled 'Enjoy a three day family adventure' with a scenic landscape background.
 - Coastal Activities:** An article titled 'Coastboarding operators and locations in Wales' with a background image of people water skiing.
 - Family Breaks:** An article titled 'Perfect hotels for fun family breaks' with a background image of a family on a boat.
 - Adventure Break:** An article titled 'Get active on an adventure break in Wales' with a background image of people on a zipline.
- Social Media Posts:**
 - Facebook:** A post from 'Wales' (21st Oct) promoting water sports: 'So swimming, bobbing, canyoning and jumping along the coastline makes for the wonderful Welsh watersport that is coastboarding...'. It includes a video of people water skiing.
 - Twitter:** A tweet from 'Wales' (21st Oct) mentioning 'New lions from the United Kingdom will arrive at the National Zoo in London' and includes a video of two lions.
- Promotional Images:**
 - A large image of a family (two adults and a child) jumping into a lake.
 - A vertical image of a yellow inflatable boat on a river.
 - A vertical image of a Ferris wheel.
 - A vertical image of a lion's head.



Cynnal ymgyrchoedd craidd a chymryd cyfleoedd newydd ar yr un pryd e.e. Wrecsam, UDA.
Maintaining core campaigns while also taking new opportunities e.g. Wrexham, USA.



Expedia yn fyw (yr Unol Daleithiau yn unig) o fis Mehefin i Ragfyr -Tymor 2 *Welcome to Wrexham* yn cael ei ddarlledu yn yr Unol Daleithiau ar 12 Medi ar FX (Medi 13 yn y DU ar Disney +)

Expedia live (in US only) from June –December - Season 2 of *Welcome to Wrexham* aired in US on 12 Sept on FX (Sept 13 in UK on Disney +)



Mae astudiaeth galw marchnad yr UD yn cynnwys adran "ymwybyddiaeth Wrecsam" e.e. The US market demand study includes a "Wrexham awareness" section e.g.



Perceptions of Wales before and after Wrexham promotional activity

- The majority who have heard or watched the TV docuseries state that it made them feel 'much more' or 'a little more' positive about Wales. Aligned with the increase in positive perceptions, over half of those who reported watching the docuseries state that the Wrexham promotional activity has increased their interest in visiting Wales a lot.

Figure 84. Perceptions of Wales after hearing or watching the TV docuseries, Percentage, All respondents heard or watched the TV docuseries

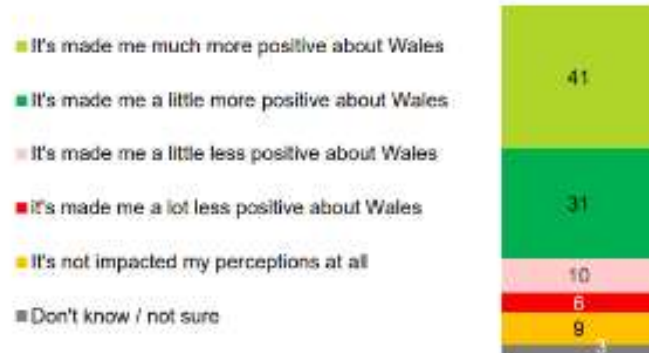
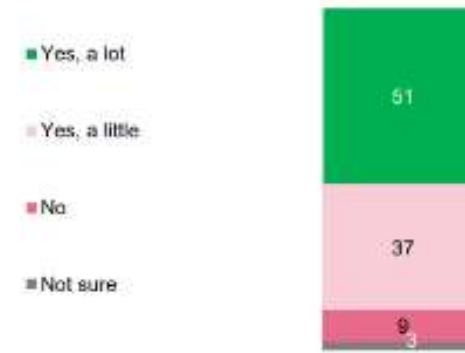


Figure 85. Extent to which docuseries increased interest in visiting Wales, Percentage, All respondents heard or watched the TV docuseries



16. How if at all, has the docuseries "Welcome to Wrexham" impacted your perceptions of Wales? 17. Has the docuseries "Welcome to Wrexham" increased your interest in visiting Wales?

101 Base: All respondents heard or watched the TV docuseries "Welcome to Wrexham" n=520



Cynnal ymgyrchoedd craidd tra hefyd yn cymryd cyfleoedd newydd e.e.
Maintaining core campaigns while also taking new opportunities e.g.



Gwaith ychwanegol yn yr UD gyda VisitBritain

Additional work in the US with VisitBritain



Marchnata defnyddwyr a B2B mewn partneriaeth â Marketing Manchester

Consumer and B2B marketing in partnership with Marketing Manchester



Diwydiant Teithio. Travel Trade.

Trwy gydol y flwyddyn

- Digwyddiadau diwydiant
- Trafodaethau busnes
- Ymglyfarwyddo gweithredwr teithiau
- Cysylltiadau digidol

Throughout the year

- Trade events
- Business discussions
- Tour operator familiarisations
- Digital communications



e.e. Diwydiant Teithio, Ebrill 23 – UDA.

e.g. Travel Trade April 23 – USA.

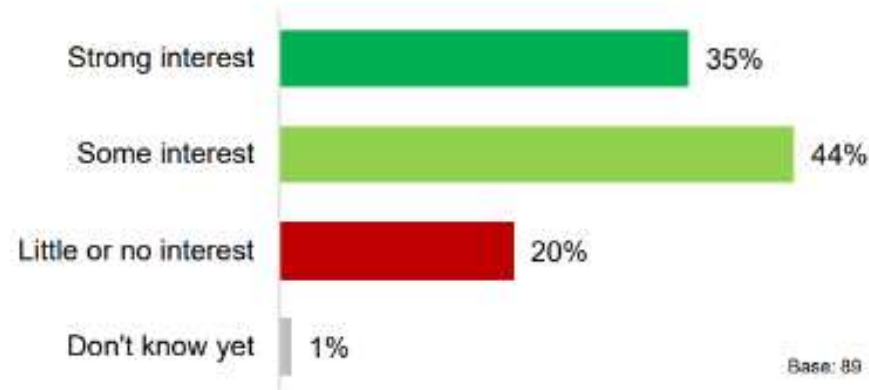
At least £3.3m estimated value in 2023

- Second most valuable market to Wales
- About half (54%) of operators say they will feature Wales in 2023

Lots of interest in Wales

- About four in five (79%) North American operators are interested in developing or selling more Wales products

Q12 "How much interest do you have in developing or selling more Wales products?"

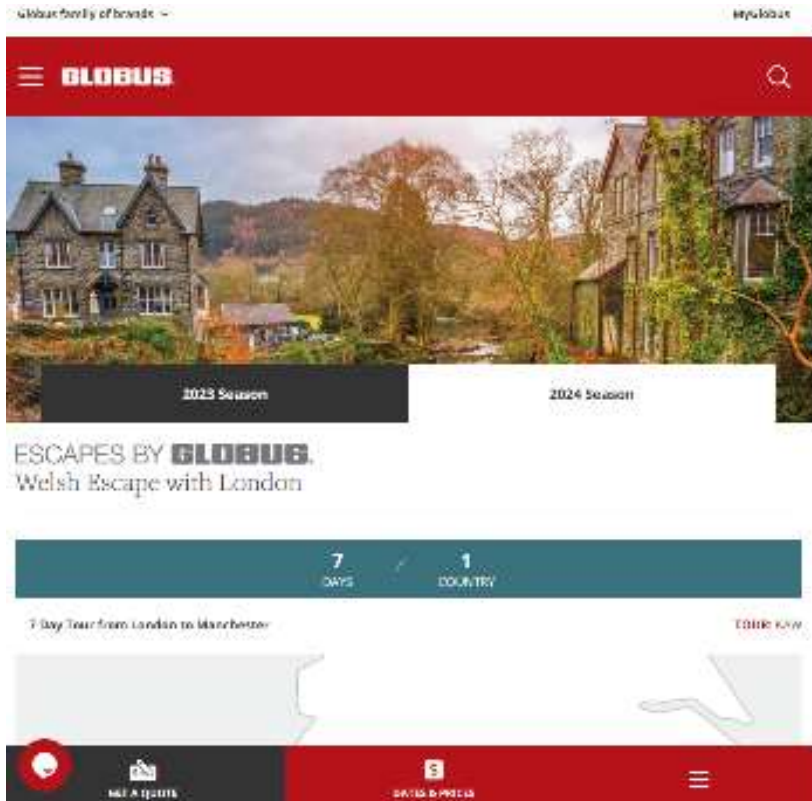


"People are excited to be able to travel again so there is a big jump in numbers and some of that is surely coming to Wales"
US operator

"The travel industry has bounced back in a way that has taken us all by surprise – a lot is going on – so there are certainly opportunities out there for Wales to put up its hand and say 'here we are!'"
US operator



Gweithredwyr newydd yn dod i Gymru e.e.
New operators coming to Wales e.g.



Tristram Yarde-Leavett

“We were looking for something new and different to put into our tour programme and identified Wales as being an opportunity for us to develop a product.

The idea of this tour came about through discussion with VW at a UKinbound event back in 2017/2018.

The tour programme starts at the end of October 2023. We have 13 departures of this ‘Welsh Escape’ tour which we’re running from October 2023 and the departures are spread through to March 2024.

*The first 7 have already sold out. We’re spending 3 nights in Wales: 2 in Cardiff, 1 in Llangollen, and so **that works out at about 1500 bednights over the winter period which is great!**”*



Visit Britain a Chroeso Cymru – cydweithio i gyrraedd sawl marchnad ryngwladol. VisitBritain and Visit Wales – working together to reach multiple international markets.

Mae Croeso Cymru'n gweithio gyda swyddfeydd tramor Llywodraeth Cymru a VisitBritain (VB) i hyrwyddo Cymru yn rhyngwladol.

— Mae ymdrechion gyda VB yn canolbwyntio ar farchnadoedd sy'n cael eu hystyried o'r pwys mwyaf i Gymru ar hyn o bryd e.e. Gogledd America, yr Almaen, Ffrainc, Yr Iseldiroedd a gwledydd eraill ger Ewrop, yn ogystal â Japan ac Awstralia.

— Tyfu gwerthiant gyda Tourism Exchange Great Britain (TXGB) a Siop VisitBritain



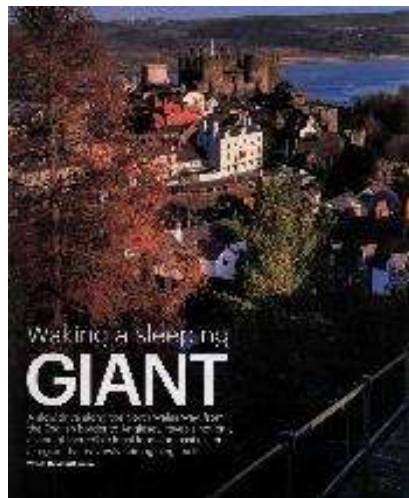
Visit Wales works with WG overseas offices and VisitBritain (VB) to promote Wales internationally.

— Efforts are focussed with VB on markets considered of most importance currently to Wales e.g. North America, Germany, France, The Netherlands and other near European countries, as well as Japan and Australasia.

— Grow sales with Tourism Exchange Great Britain (TXGB) and the VisitBritain Shop



Domestig ac yn Rhyngwladol - CC cadarnhaol yn y cyfryngau Haen 1 e.e.
Domestically and Internationally - Positive PR in Tier 1 media e.g.



Trwy gydol y flwyddyn...

Throughout the year...

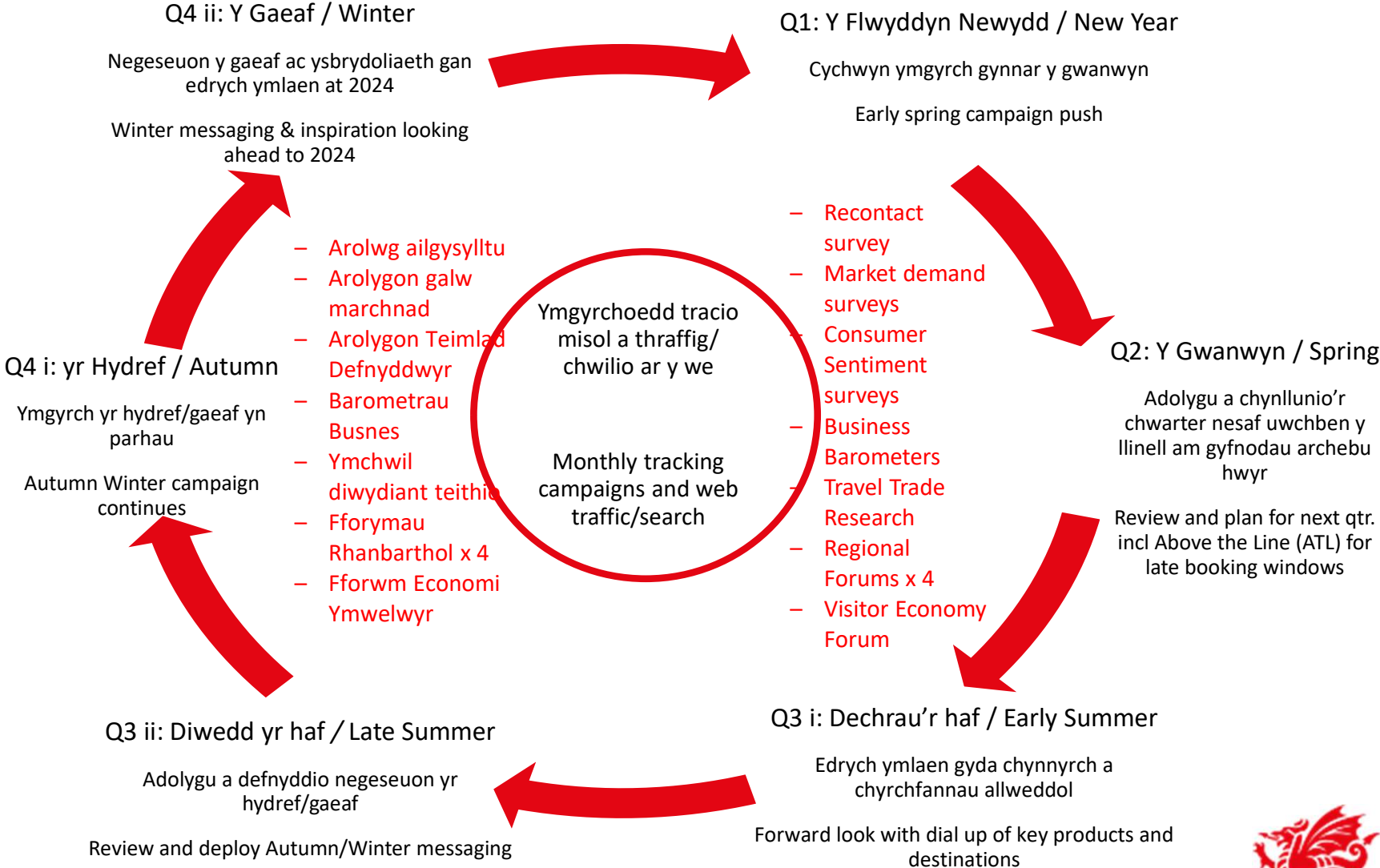


Cynulleidfaoedd Audiences



Sut ydym yn cynllunio trwy gydol y flwyddyn (e.e. 2023/24)

How we plan throughout the year(e.g. 2023/24)



Cynulleidfaoedd Audiences

**Defnyddwyr domestig – DU a Phobl Cymru, preswylwyr Cymru.
Domestic consumers – UK and Pobl Cymru, Wales residents.**

Drama Cymru: Cwblhau'r plyn 2020. © Nyrion

2 – Segmentau Cynulleidfaoedd Cymru

Owffisio Dinas
Moethus o yd
Sgwrsau DWT Agents
Ffilmiau
Yn ymgestron Cwll
Cwllwyr
Y Teulいたr Hyn

Welsh Wales: Audience Insights 2020. #WelshVizTools

1 – View: Wales Audience segments

City Breakers
Luxury Seekers
Travel Enthusiasts
Families
Dog Owners
Hikers
The Older Traveller



Cynulleidfaoedd

Audiences

Defnyddwyr rhyngwladol (a diwydiant teithio rhyngwladol).
International consumers (and international travel trade).

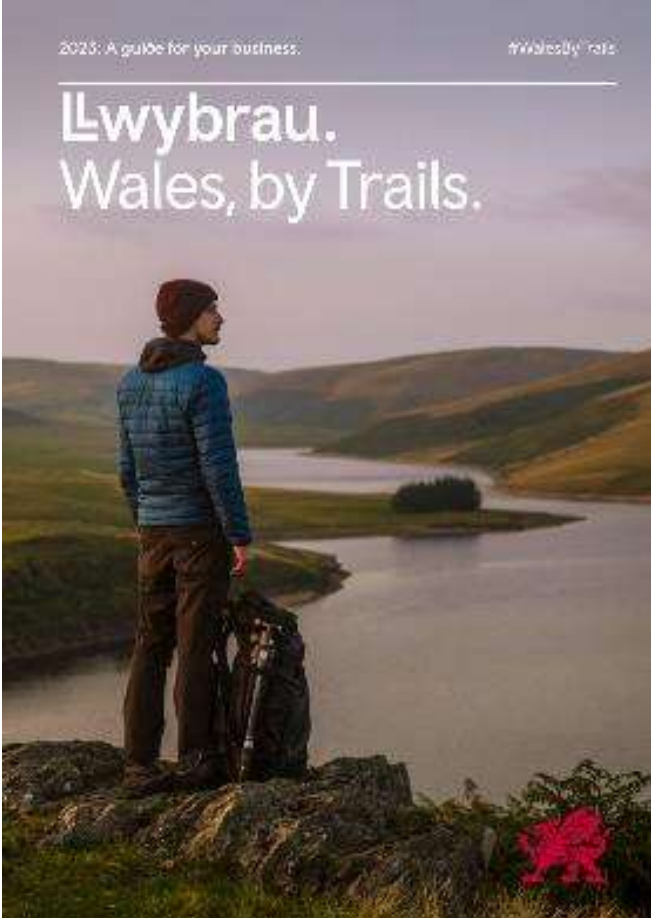
- **DU**
- **Yr Almaen**
- **Iwerddon**
- Ffrainc, yr Iseldiroedd
- Rhai sy'n ymddangos: parhau â'r dull partneriaeth wedi'i dargedu pan fydd cyfleoedd yn codi (e.e. Japan)
- **US**
- **Germany**
- **Ireland**
- France, Netherlands
- Emerging: we continue with a targeted, partnership approach when opportunities arise (e.g. Japan)



Adnoddau i Randdeiliaid Resources for stakeholders



Lawrlwythiadau delwedd, pecynnau cymorth, canllawiau cyflym...
 Image downloads, toolkits, quick guides...



Give Wales a Lift *Wnhan Eiddoedd Great Britain (2023) Prifad lle' Vn Britan Stry.*

- 01** *2023* The digital platform will be used to promote the Wales bookable content on the website and on social media.
- 02** *2023* The digital platform will be used to promote the Wales bookable content on the website and on social media.
- 03** *2023* The digital platform will be used to promote the Wales bookable content on the website and on social media.
- 04** *2023* The digital platform will be used to promote the Wales bookable content on the website and on social media.
- 05** *2023* The digital platform will be used to promote the Wales bookable content on the website and on social media.
- 06** *2023* The digital platform will be used to promote the Wales bookable content on the website and on social media.

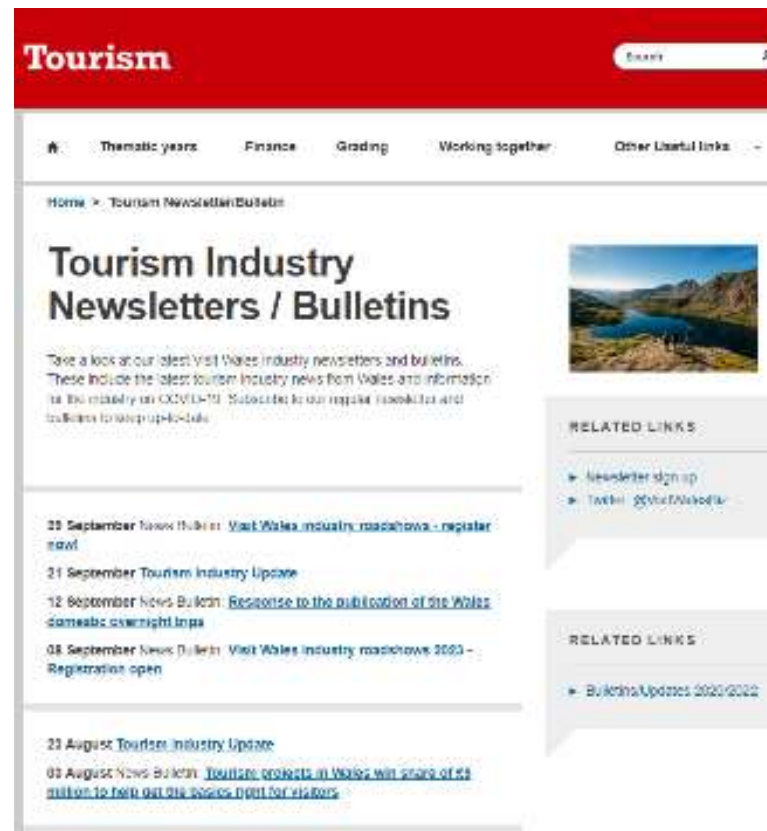
The block contains a list of six numbered items (01-06) with brief descriptions. To the right of the list are three small images: a "Help create Wales bookable" graphic, a screenshot of a website, and a screenshot of a social media post.



Mae'r holl adnoddau ac eitemau newyddion yn ymddangos yma yn gyntaf.
All resources and news items appear here first.



The screenshot shows the Twristiaeth website homepage. The header is red with the logo 'Twristiaeth' on the left and a search bar on the right. Below the header is a navigation menu with items: 'Y blynyddoedd thematig', 'Cyllid', 'Graddio', 'Gwethio gyda Croeso Cymru', and 'Dolenni defnyddiol'. The main content area features a large heading 'Cylchlythyrau/Bwletinau Diwydiant Twristiaeth' with a sub-heading 'Diwydiant Twristiaeth'. Below this is a paragraph of text and a small image of a lake in a mountainous landscape. To the right of the main text is a 'RELATED LINKS' section with two items: 'Cofrestrwch am y cylchlythyr' and 'Twitter: @CroesoCymruBus'. At the bottom, there are three news items with dates and titles, each with a small image.



The screenshot shows the Tourism website homepage. The header is red with the logo 'Tourism' on the left and a search bar on the right. Below the header is a navigation menu with items: 'Thematic years', 'Finance', 'Grading', 'Working together', and 'Other Useful links'. The main content area features a large heading 'Tourism Industry Newsletters / Bulletins' with a sub-heading 'Tourism Newsletter/Buletin'. Below this is a paragraph of text and a small image of a lake in a mountainous landscape. To the right of the main text is a 'RELATED LINKS' section with two items: 'Newsletter sign up' and 'Twitter: @govtWalesUK'. Below this is a list of news items with dates and titles, each with a small image.



Beth nesaf? What next?



Diolch.

