

Visit Wales - South East Wales Regional Tourism Forum

16 Mar 2021 – 1pm

Virtual Meeting (online)

List of attendees representing the following organisations:
Heritage Tourism & Events Ltd (Chair)
Bridgend County Borough Council
Blaenau Gwent Council
Monmouthshire County Council
Rhondda Cynon Taf County Borough Council
The Royal Mint Experience
Newport City Council
Merthyr Council
Vale of Glamorgan Council
Cardiff City Council
Parkway Hotel & Spa
Caerphilly County Borough Council
Aneurin Leisure
The Angel, Abergavenny
Wye Valley AONB
Monmouthshire Cottages
The Hide at St Donats
Zip World (Tower)
Museum Wales
Keep Wales Tidy
Town & Country Collective
Adventure Smart UK
The Great House, Llantwit
Rock UK
Valleys Regional Park
Welsh Government / Visit Wales representatives

Chair Welcome & Introductions – Philippa George

PG welcomed members and shared sad news of Julian Burrell OBE's passing, PG added Julian's wisdom and passion for the industry spanned over 40 years, including this successful Wales Holidays business, life membership of Mid Wales Tourism and being awarded his OBE in 2006.

PG also raised the role of Chair with members after reaching her two years in this role. She informed members that she wishes to continue until the end of the pandemic but if any members has objections or wished to submit nominations for the role of Chair please send them into Regional Engagement Manager, Louisa Giles.

Claire Chappell and Lucy Von Weber, Visit Wales – Welsh Government update & Recovery Planning

LvW presented members with a PowerPoint presentation which has been circulated to members.

LvW presented the work undertaken to boost the Addo/Promise messaging, which includes updated, softer visuals. The campaign is being publicised widely, through social media and paid channels.

CC thanked all for their contribution to the recovery planning workshop and shared the "eight essential themes" and proposed interventions identified in feedback analysis. CC highlighted the need for a task and finish group and called upon members to feed into this higher-level detail. CC shared a draft of the Recovery Plan document and explained over 800 comments were received and each accounted for in creating the plan.

LvW explained the recovery planning feedback shows pan-Wales concerns, however the South East region specifically concerned with stimulating and managing future demand, innovation, resilience and sustainability.

David Stephens – Research

David Stephens circulated a research update to members and highlighted a sustained and major shift in visitor confidence and intention; the full report is due to be released on Friday. DS added the demand appears to be driven by younger families and younger visitors. The next tourism barometer gives key information about advanced booking, which shows potential to increase demand for autumn bookings. DS explained the regional tourism profiles will be published on Thursday to offer a regional research picture.

PG thanked DS for his presentation and update.

Keep Wales Tidy – Green Key, Tanya Lynch, Simon Preedy & Jo Golley

Tanya Lynch introduced the Keep Wales Tidy, Green Key initiative:

<https://www.keepwalestidy.cymru/greenkey>

Simon Preedy and Jo Golley provided further details of the scheme, which, compared to similar schemes, is differentiated by its environmental education element and being a truly worldwide programme (61 countries).

FW enquired about the costs, which TL explained is £250 + VAT per year. Julian Hitchcock shared his experience with the award, after achieving the award for his hotels.

TL invited all members to get in touch with the Green Key team to learn more, including testimonials from award holders:

Tanya.Lynch@keepwalestidy.cymru
simon.preddy@keepwalestidy.cymru

AOB – Chair

PG asked members for their preference for meeting again; members opted to meet after one month.

Closing remarks – Chair

The Chair thanked all presenters and members for their contributions.

Date of next meeting: To be confirmed.