

## South West Wales Tourism Forum

Minutes, Thursday, 18 March 2021

### Present

PE, Chair: Retreats Group  
JD, Clydey Cottages  
ME, Tourism Marketing Group  
SC, Tourism Swansea Bay  
GG, SWWWT  
KD, Neath Port Talbot CBC  
MS, Call of the Wild  
AC, Wales Tourism Alliance

AS, Vice Chair: Village Hotel  
TF, The Grove  
PR, WATO  
MG, Swansea Council  
SO, Carmarthenshire CC  
HP, Celtic Holiday Parks  
ET and CR, Visit Pembrokeshire  
JH, Dylan's Coastal Resort

### Visit Wales

CC, Deputy Director Marketing  
CCa Head of Strategic Policy and Programmes  
JV, Tourism Research

LvW, Head of Marketing  
JD, Regional Engagement Team

### Recovery Planning and Feedback

PE welcomed members to this short Forum session focussing on the outcomes of the Recovery Planning Workshop which took place on the 18 February attended not only by the Forum members in the SW but by an invited selection of representatives from other industry groups.

Before asking CC to speak she invited AC to pay tribute to Julien Burrell who had recently passed away. AC gave a short overview of Mr Burrell's role as a founder member of the WTA, a tourism advocate and passionate representative for tourism, a man of genuine courtesy who will be much missed by the industry.

CC thanked all for their contribution to the recovery planning workshop she shared the "eight essential themes" and proposed interventions identified in feedback analysis. She revealed a draft of the Recovery Plan document adding that over 800 comments had been received and utilised in creating the plan which is due to be published on Monday (22.03.21). Pan Wales the critical considerations were deemed to include skills and business and economy resilience whilst in the SW comment focus included business support, stimulating and managing demand and rebuilding consumer confidence. She went on to highlight the need for a task and finish group to develop practical action plans deciding on priority interventions leading back to the strategic plan.

\*update, now available at <https://bit.ly/3wgPTv9>

### Visit Wales update

LvW gave an update highlighting the industry position in relation to re-opening, she highlighted the necessity to continue to check the alert level 4 FAQ's as they are updated as announcements are made and then went on to share the Addo / Promise visuals. CC explained the Addo campaign aligns with Welsh Government's wider safety messaging, which aims to guide responsible behaviour adding that we continue to meet with colleagues from

<p>other home nations to resolve any issues around the re-opening of the sector to ensure messaging is as simple as possible.</p> <p>Debate followed with comments made including; swimming pools at s/c accommodation and the differing legislations in England, travel restrictions again particularly relating to those in England (and the other home nations), the move from alert level 4 to 3 and clarity around the relaxation of <i>some</i> restrictions, the difference between guidance and the legal position, the Good to Go scheme and the use of the word 'Addo' as lead in the current campaign. Responses included the welsh language being cited as one of our usp's and the GtG campaign focussing on safety principles with the absolute reliance on health data for further relaxation on restrictions and the need for industry and stakeholders to stay up to date for Wales announcements via PR and announcements alongside the newsletter bulletins which hold the most up to date information which can be accessed here: <a href="https://bit.ly/2PLLUGf">https://bit.ly/2PLLUGf</a></p>	
<p><b>Business Barometer and consumer Tracking Survey</b></p> <p>JV gave a short research update. The Regional Profiles and Wales Visitor survey (2019) along with the Tourism Barometer (Wave 6) survey being published today.</p> <p>She shared the Consumer tracker information with February Fieldwork showing the average visitor mood is positive and stabilising, with the rollout of the vaccine further increasing confidence. 42% predict normality to return between July and September. JV went on, as time was pressing, to offer the following links for detail:</p> <p><a href="#">Wales Visitor Survey</a>  <a href="#">Tourism Business Barometer</a>  <a href="#">Regional and Local Tourism Profiles</a>  <a href="#">UK Consumer Tracker</a>  <a href="#">Consumer Tracker – Wales Profile</a></p> <p>Please take some time to investigate the valuable detail they contain.</p>	
<p>Due to the nature of this interim meeting there was no AOB or further agenda items.</p> <p>Further meetings 2021 confirmed as: 19 May and 6 October</p> <p>*it may be, due to the pandemic, that further meetings are added, notification if / when applicable.</p>	