

## VISIT WALES

### South East Wales Regional Tourism Forum

27<sup>th</sup> June 2019

Angel Hotel, Abergavenny

**Present:**

Name		Representing
Philippa George	PG	Heritage Tourism & Events Ltd (Chair)
Lynne Richards	LR	Newport City Council
Julian Hitchcock	JH	Town & Country Hotel
Kerry Jennings	KJ	Parkway Hotel
Sarah Higgs	SH	Parkway Hotel
Alyson Tippings	AT	Blaenau Gwent County Borough Council
Nia Hollins	NH	Vale of Glamorgan Council
Jo Nugent	JN	Angel Hotel, Abergavenny
Nikki Gronow	NG	Gwynt y Ddraig Cider
Stephen Leeke	SL	Vale Resort / Cardiff Hoteliers
Paul Williams	PW	Celtic Manor
Steven Davies	SD	Penderyn Whiskey Company
Kevin Hire	KH	Chepstow Racecourse
Vicky Jones	VJ	Bridgend County Borough Council
Phil Sykes	PS	Aneurin Leisure Trust
Nicola Edwards	NE	Monmouthshire County Council
Kate Clark	KC	Deputy Director, Culture, Sport & Tourism
Paul Hudson	PH	Caerphilly County Borough Council
Karen Matthews	KM	Cardiff Hoteliers
Nicole Landsdown	NL	Llechwen Hall Hotel
Ian Christopher	IC	Rhondda Cynon Taff County Borough Council
Paul Rees	PR	Coleg y Cymoedd
Mary Rogers	MR	The Royal Mint Experience
Lucy Von Weber	LvW	Head of Marketing, Visit Wales
Gerwyn Evans	GE	Head of Tourism Development, VW
Peter Francombe	PF	Tourism Industry Support Manager, VW
Rob Holt	RH	Deputy Director, Tourism Development, VW
Louisa Giles	LG	Regional Engagement Manager, VW
Catrin Taylor	CT	National Museum Wales
Claire Hamer	CH	National Museum Wales
Rachel Morris	RM	National Trust
Paul Donovan	PD	Wales Activity Tourism Organisation
Jo Starkey	JS	Tourism Research, VW
Jon Munro	JM	Digital Marketing, VW
Dr Sheena Carlisle	SC	Cardiff Met University
Heini Jones	HJ	Cardiff Met University
Cellan Michael	CM	RSPB

## Apologies

Ieuan Sherwood	Bridgend County Borough Council
Phil Chappell	Vale of Glamorgan Council
Cerys Davey	ICC Wales
Francesca Bowen	Severn Hills Hideaway
Rachel Allen	Rock UK Summit Centre
Gaynor Thomas	Visit Cardiff / Meet Cardiff
Nia Elias	Wales Millennium Centre
Ryan Barry	Merthyr Tydfil County Borough Council

<p><b><u>Welcome &amp; Introductions</u></b></p> <p><b>The Chair (PG) welcomed the members to the meeting and thanked the Angel Hotel for hosting the meeting.</b></p> <p><b>Minutes &amp; Actions:</b> Minutes were agreed and actions discussed.</p> <p><b>Actions carried forward:</b> Destination Investment Plan update from Merthyr Council has yet again been postponed and will be carried forward action to the next meeting. Kellie Beirne, City Deal, is hoping to attend the next meeting, subject to diary commitments.</p> <p>Twr y Felin are looking to attend our September meeting to provide an update on attending trade shows.</p> <p>A list of successful RTEF / TPIF South East project descriptions will be circulated once Offer Letters have been finalised.</p>	<p><b>DMG / Merthyr Tydfil CBC</b></p> <p><b>VW</b></p>
<p><b><u>Visit Wales Regional Update, Gerwyn Evans</u></b></p> <p>GE provided members with an update on Visit Wales Priorities for Tourism work whereby 360 responses had been received from the '10 Questions' survey. Internal stakeholder work is currently being undertaken with colleagues in relevant departments like Transport.</p> <p>VW will be providing an update on the consultation at the September Forum meeting with a draft Action Plan anticipated end of October.</p> <p>Development in investments are continuing to progress within the region. The new Wales Tourism Investment Fund, WTIF, is open to enquiries. <a href="https://businesswales.gov.wales/tourism/finance#guides-tabs-1">https://businesswales.gov.wales/tourism/finance#guides-tabs-1</a></p> <p>RH informed members that the UK Tourism Sector Deal would be announced shortly. Since the announcement, Visit Wales welcomes the Deal in principle on the basis it secures greater profile for tourism and</p>	

could lead to increased UK government support for tourism. However further work is now required on the detail of the deal and how, given that tourism is a devolved responsibility, the Deal applies to the Devolved Nations.”

### **Visit Wales Marketing Update, Lucy Von Weber & Jon Munro**

- Visit Wales will imminently be launching new product pages and updated product search.
- Businesses should activate the new product listing tool and use this to provide more information – including better images and video, social media and booking links.
- We are hoping to provide support for businesses who want to provide their listing in Welsh – hopefully in the Autumn onwards.
- More information can be found here:  
<https://www.visitwales.com/working-with-us>

LvW advised partners to take a look at the support available from [Welsh in Business on](#) welsh translation along with signing up to [VW Newsletter](#) for new members:

### **Amgueddfa Cymru – National Museum Wales, RTEF project presentation**

CT & CH presented to members on their Dinosaurs on the Loose & Kizuna that both received support via Visit Wales Regional Tourism Engagement Fund in 2017/19 and 2018/19.

### **Wales Tourism Statistics Research & Insights, Jo Starkey, VW**

JS provided a presentation to members on June 2019 Wales Tourism Statistics:

<https://www.youtube.com/watch?v=tSFzKVSli9k&feature=youtu.be>

JS requested members to feedback on what data would find useful, where are the gaps and how can the team help as they are looking to focus more on the needs of the industry going forward and are always interested in feedback on how they achieve this.

[tourismresearch@gov.wales](mailto:tourismresearch@gov.wales)

### **Next Tourism Generation Research**

Cardiff Met University presented on the key survey results for meeting digital and sustainability skills needs in Wales:

- o current level of proficiency in digital, environmental and social skills
- o identifying associated gaps for future proficiency in the tourism and hospitality sector in Wales

<p><b><u>The Royal Mint Experience, Trade Show feedback</u></b></p> <p>MR provided members with an update on how successful attending VW trade shows in collaboration with their industry partners has been over the past year. The business has seen a 34% turnaround in bookings made directly for trade show referrals for their 1 day Mint, Mine &amp; Vine tour: <a href="https://www.mintmineandvine.co.uk/">https://www.mintmineandvine.co.uk/</a></p> <p>The Royal Mint have offered partners a familiarisation visit to their site.</p>	
<p><b><u>AOB / Closing Remarks</u></b></p> <p>GE requested a round table update on current performance and the overall feedback from the industry was positive with many members reporting an increase on bookings and a strong last quarter.</p> <p>South East Awards steering group have agreed that due to timescales and budget restrictions that the initial awards would take place via a paper exercise, PR &amp; photo calls at a celebratory lunch for winners.</p> <p>Chair re-emphasised that the Forum requires a greater trade presence along with regular attendance, participation and agenda item suggestions. Members are to be advised that if they haven't attended the last two meetings that they will be notified and removed from the members list to allow for new members as the Forum moves towards a more successful period.</p>	
<p><b>Date of next meeting: 27<sup>th</sup> September – Llechwen Hall Hotel, 9.30am</b></p>	