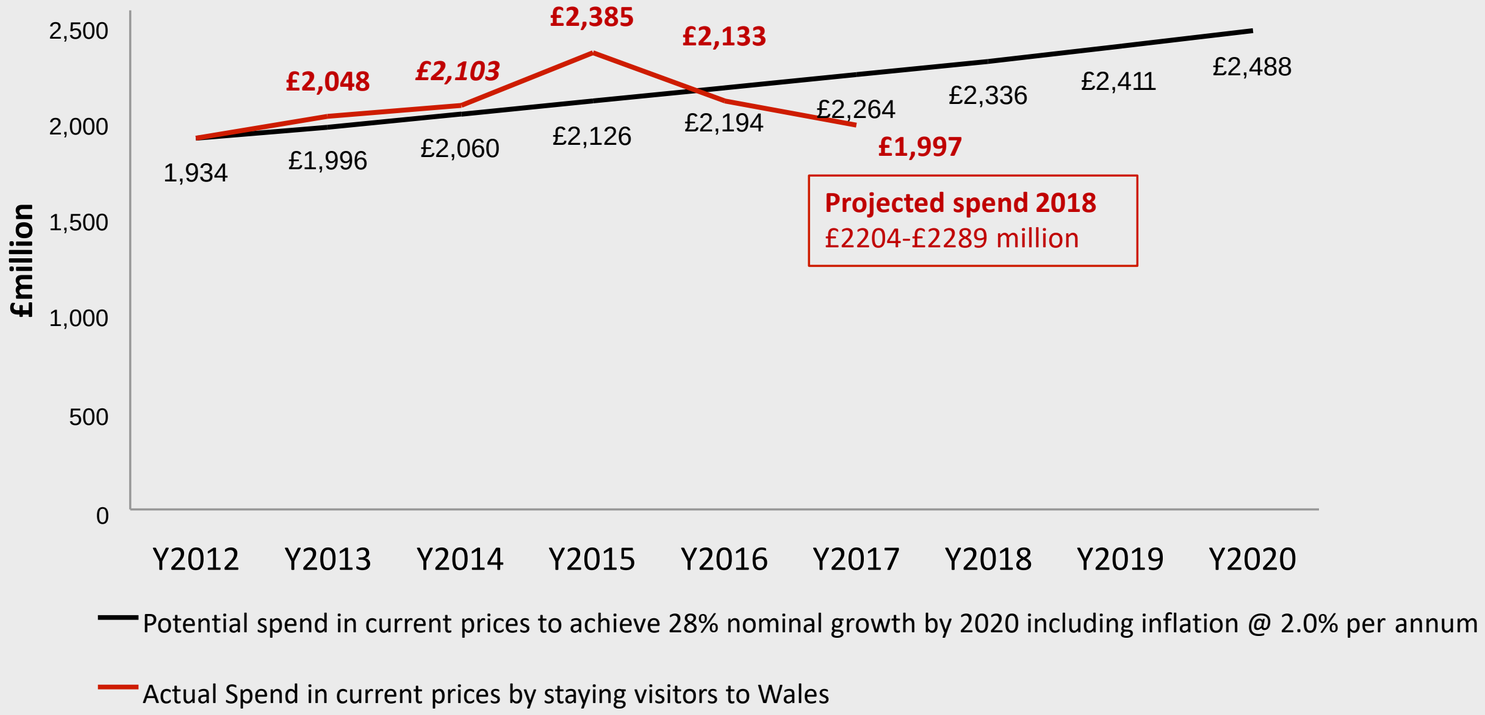
Ein blaenoriaethau 2020-2025.
Our priorities 2020-2025.

Dewch inni lunio'r dyfodol.
Let's shape the future.

Strategaeth.
Strategy.

Gwariant gan ymwelwyr dros nos â Chymru rhwng 2012 a 2020 - gwariant gwirioneddol o'i gymharu â'r targed.
Spend by overnight visitors to Wales 2012 to 2020 - actual spend compared to target.



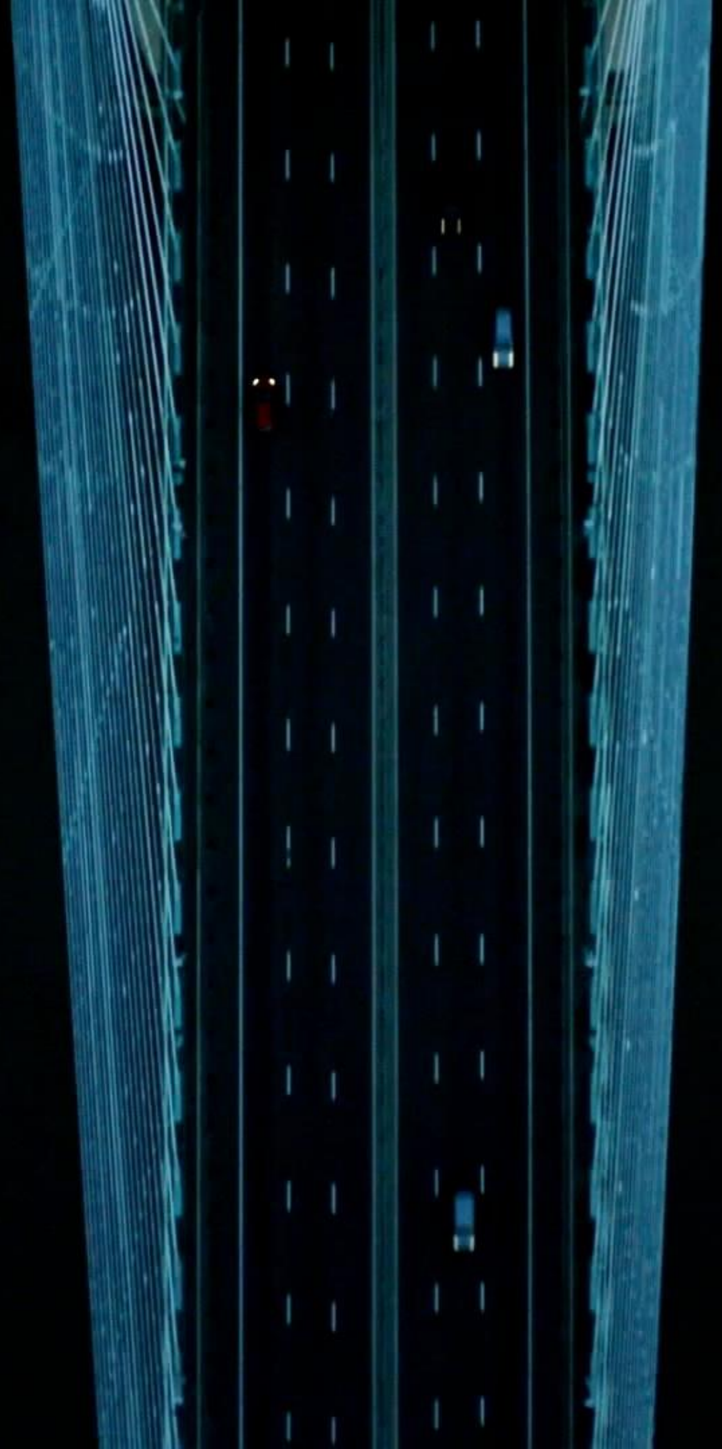
Dechrau’r daith.
Starting point.

Crynodeb.
Summary.

Cynaladwyedd.
Sustainability.

Amgylchedd.
Natural Environment.

Agwedd unigryw.
Distinctive approach.



Fe ddwedoch chi…
You told us…

— Tueddiadau newydd.
— New trends.

— Perthynas oes gyda'n ymwelwyr - myfyrwyr heddiw yw ymwelwyr yfory.
— Lifetime relationships with visitors - today's students are tomorrow's tourists.

— Gyrfa o ddewis.
— First choice career.

— Diwydiant gydol yflwyddyn.
— Year-round industry.

— Adlewyrchu lle canolog y diwydiant yn economi a bywyd Cymru.
— Recognition that the industry is central to the economy, and national life.

Y prif heriau.
The main challenges.

— Prinder sgiliau.
— Skills shortages.

— Gwariant, ymestyn y tymor a lledaenu buddion twristiaeth.
— Spend, seasonality and spread of tourism.

— Isadeiledd ar hyd a lled Cymru.
— Infrastructure across Wales.

— Brexit.

Cyfeiriad.
Direction.

PLAN ON A PAGE

AMBITION				
To grow tourism for the good of Wales.				
GOALS				
Economic Growth				
Environmental Sustainability	Social and Cultural Enrichment	Health Benefits		
APPROACH				
High-quality, year-round experiences that are good for visitors and host communities.				
Inherently Welsh – with a global outlook				
Welsh and local – BRO	*Global - BYD*			
— Experiences with a Welsh sense of place — Friendly, welcoming communities — A showcase for Welsh food and drink — Thriving music and cultural events & experiences — Driving local economies/supply-chains — Accessible and inclusive – value for money — Open year-round, across all parts of Wales — Helping home-grown businesses to flourish — Celebrating the Welsh language	— A respected destination brand — Attracting new international business — Driving value over volume — World-class experiences & events — Meeting international quality standards — Relevant, innovative and contemporary — Harnessing data and insight for decisions — Multi-lingual and culturally aware — Minimising its environmental impact			
OUR CORE OFFER				
Outstanding Natural Landscapes	Creative Culture	Epic Adventure		
Croeso: a warm welcome, unique accommodation and local food and drink				
The Wales Way				
BRAND OBJECTIVES				
Elevate our Status	Surprise and inspire	Change perceptions	Do good things	Be unmistakably Wales
TARGET VISITORS				
Values over Volume				
Seasonality	Spend	Spread		
New staycation markets *UK cities, Ireland, Wales*	International visitors that are new to Wales *Near European, USA: targeted elsewhere*			
Lifetime relations				
Leisure	Operators	Business Travel	Niche	
KEY PRIORITIES FOR VISIT WALES				
Great products and places	*Quality visitor experiences*	*An innovative Cymru Wales brand*	*An engaged and vibrant sector*	
– Visit Wales-led projects – Industry-led capital investment – Integrated place-making – International and home-grown events including business events	– Brilliant basics – Great hospitality through grading – Food tourism – Skilled people – Product-led teams	– A stronger nation brand – Adaptive marketing with an off-peak focus – One campaign, two themed years – Digital-first industry – Visit Wales 'Centre of Excellence'	– Effective industry engagement through a collective industry voice – Improved data and insights based on industry need – Stronger strategy and policy function – An agile and responsive Visit Wales	
COMMERCIAL PRIORITIES				
Improved routes to market	A focus on special interest products	Commercial partnerships		
IMPLEMENTATION				
Restructured internal team	Refreshed governance structures	Streamlined business support		
Review of delivery at local level	New approach to partnership delivery			
MEASURING SUCCESS				
People and Perception *Annual Visit Wales survey*	Economic performance *Hard economic data*	Contribution to wellbeing *Wellbeing indicators*		

Cenhadaeth.
Mission.

Tyfu twristiaeth er lles Cymru.
Grow tourism for the good of Wales.

Nodau.
Goals.

TWF ECONOMAIDD
ECONOMIC GROWTH

LLES YRAMGYLCHEDD
ENVIRONMENT WELLBEING

LLES EIN DIWYLLIANT
CULTURAL WELLBEING

LLES IECHYD
HEALTH WELLBEING

BODDHAD YMWELWYR A THRIGOLION
SATISFACTION OF VISITORS AND LOCALS

Profiadau.
Experiences.

Profiadau’r dyfodol.
Future experiences.

BRO A BYD:
Inherently Welsh,
with a global outlook.

Profiadau’r dyfodol.
Future experiences.

TIRWEDD.
LANDSCAPE.

DIWYLLIANT.
CULTURE.

ANTUR.
ADVENTURE.

CROESO: LLETY UNIGRYW A BWYD A DIOD LLEOL.
WELCOME: UNIQUE ACCOMMODATION AND LOCAL FOOD AND DRINK.

Ffocws ymwelwyr.
Visitor focus.

Tymhorau.
Seasonality.

Ymestyn y tymor traddodiadol.
Extending the traditional season.

Gwariant.
Spend.

Gwariant dros niferoedd.
Value over volume.

Dosbarthiad.
Spread.

Budd i ardaloedd newydd.
Spreading the benefit.

Blaenoriaethau Croeso Cymru.
Visit Wales Priorities.

1.

Cynnyrch a chyrchfannau gwych.
Great products and places.

2.

Profiadau o ansawdd.
Quality visitor experiences.

3.

Brand arloesol i Gymru.
An innovative nation brand.

4.

Sector cryf a bywiog.
An engaged and vibrant sector.

Cynnyrch a chyrchfannau gwych.
Great products and places.

— Prosiectau dan arweiniad Croeso Cymru.
— Visit Wales led projects.

— Buddsoddiad cyfalaf gan y diwydiant.
— Industry-led capital investment.

— Creu cyrchfannau mewn modd integredig.
— Integrated place-making.

— Digwyddiadau rhyngwladol a chynhenid - yn cynnwys digwyddiadau busnes.
— International and home-grown events - including business events.

Profiadau o ansawdd.
Quality visitor experiences.

— Gwneud y pethau bychain.
— Brilliant basics.

— Croeso cynnes - yn cynnwys graddio.
— Great hospitality - including grading.

— Twristiaeth bwyd a diod.
— Food and drink tourism.

— Pobl fedrus.
— Skilled people.

— Timau cynnyrch arbenigol.
— Product-led teams.

Brand arloesol iGymru.
An innovative nation brand.

— Brand cenedlaethol cryfach.
— A stronger nation brand.

— Marchnata ymatebol - ffocws tu hwnt i’r prif dymor.
— Adaptive marketing - off-peak focus.

— Un ymgyrch, dwy flwyddyn thematig.
— One campaign, two themed-years.

— Diwydiant digidol-yn-gyntaf.
— A digital-first industry.

— Canolfan rhagoriaeth marchnata.
— Marketing centre of excellence.

Sector cryfa bywiog.
An engaged and vibrant sector.

— Ymwneud yn well gyda’r diwydiant - llais cydlynnol i’r sector.
— Effective industry engagement through a collective industry voice.

— Gwell data ac ymchwil - yn adlewyrchu anghenion y diwydiant.
— Improved data and insights based on industry need.

— Adran strategaeth a pholisi gryfach.
— Stronger strategy and policy function.

— Croeso Cymru hyblyg ac ymatebol.
— An agile and responsive Visit Wales.

Blaenoriaethau masnachol.
Commercial priorities.

Dosbarthu Cynnyrch.
Routes to Market.

Cynnyrch Arbenigol.
Special Interest Products.

Partneriaethau Masnachol.
Commercial Partnerships.

Cyflawni hyn.
Implementation.

Ailstrwythuro mewnol.
Restructured internal team.

Adolygu strwythurau rheolaeth.
Review of governance structures.

Cefnogaeth fusnes symlach.
Streamlined business support.

Adolygu dulliau gweithredu lleol.
Review of delivery at local level.

Ffyrdd newydd o gefnogi partneriaid.
New approach to partner delivery.

Diolch a chwestiynnau.
Thank you and questions.