

## Ambition

To grow tourism for the good of Wales

## Goals

Economic growth that delivers benefits to people and places

Environmental sustainability

Social and cultural enrichment

Health benefits

Listen to residents, visitors and businesses

## Approach

Inherently Welsh – with a global outlook

Bro – Welsh and local

Byd – international

## Wales' 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

## Our visitors

Seasonality

Spend

Spread

New staycation markets in the UK

International visitors – new to Wales

The people of Wales

## Types of visitor

General visitors

Business travellers

Special interest visitors

## Trade and operators

## Key priorities for Visit Wales

Great products and places

Visit Wales-led projects  
Industry-led capital investment  
Integrated place-making  
International and home-grown events, including business events

Quality visitor experiences

Brilliant basics  
Great hospitality through grading  
Food tourism  
Skilled people  
Product-led teams

An innovative Cymru Wales brand

A stronger nation brand  
Adaptive marketing with an off-peak focus  
One campaign, two themed years  
Digital-first industry  
Visit Wales 'Centre of Excellence'

An engaged and vibrant sector

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