



Tourism Industry Update

Visit Wales Industry News



News for the Tourism Industry in Wales

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28 July 2023



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Make a promise to enjoy Wales safely this summer

With the school holidays now in full swing, Visit Wales has joined with AdventureSmart Wales to launch a campaign to show people how to enjoy Wales' outdoors safely over the weeks ahead.

As people venture out to explore Wales, landscapes and coasts this summer, the [Addo \(to promise\) campaign](#) asks people to plan ahead and prepare for every new adventure. The campaign which involves targeted promotion on social media, digital radio and spotify will show that a moment of thought before venturing out can lead to a positive and safe experience.

You can read the full press release at: [Make a promise to enjoy Wales safely this summer | GOV.WALES](#)

Wales welcomes back the Senior Open

The Senior Open Presented by Rolex returns to Royal Porthcawl Golf Club for the first time in six years this weekend, as the Bridgend venue plays host to the 2023 Championship, where some of the biggest names in golf are set to battle it out on the Welsh coastline.

The Senior Open Presented by Rolex is one of the most sought-after titles in the senior game and returns to Royal Porthcawl for the first time since 2017, making it the third time for Wales to host the event. The venue, which offers stunning views across Swansea Bay to the Gower Peninsula and offers a true test of golf, has previously hosted numerous prestigious Championships such as The Amateur and the Walker Cup and will host the AIG Women's Open in 2025, one of the biggest events in Women's sport and the first time that event has been held in Wales.

You can read the full press release at: [Wales welcomes back the Senior Open | GOV.WALES](#)

Discover Wales 2023: deadline extended to 4 August

In partnership with UKinbound members, Southern Wales, and The Royal Mint Discover Wales 2023, will take place 9–10 October 2023.

It will be an opportunity for UKinbound's tour operators to visit Southern Wales and experience international Travel Trade friendly product. The event will include an evening networking opportunity and half day workshop in Cardiff to meet the 30 international-focussed buyers. Welsh businesses which have previously worked with the international Travel Trade/attended international Travel Trade events with Visit Wales are being invited to participate.

More information can be found [on this link](#) and the deadline for 'expression of interest' to participate is 4 August 2023, or earlier if all the limited spaces are sold.

Event Wales funded events 2023:

- [Steelhouse Festival](#), **28-30 July, Ebbw Vale** - Officially the UK's highest music festival - this unique event will be held in Hafod-y-Dafal Farm situated on the southern edge of Brecon Beacons.
 - [Between the Trees](#), **25-27 August, Merthyr Mawr** - A line up of traditional, indie and contemporary folk music over three days. Visitors can reconnect with nature through a variety of scientific, creative literary and well-being activities and workshops.
 - [British Speedway Grand Prix](#), **2 September, Cardiff** - Britain's biggest indoor motorsport event makes a return to Cardiff's Principality Stadium.
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Wanted: latest news and summer offers from attractions across Wales

If you're an attraction that has offers and/or something new going on this summer, please let us know today. We are looking to add the latest information to [visitwales.com](https://www.visitwales.com) and share details with our PR and media contacts.

We also want to know what tourism and hospitality businesses have planned for Halloween, Bonfire Night, Christmas and what's new for 2024.

Email us today: productnews@gov.wales.

Tourism market demand reports: May 2023

Each year Visit Wales conducts research amongst its priority markets. For May 2023 the reports cover France, Germany and the USA. The research covers a range of topics including:

- the types of experiences favoured on holidays for each market,
- plans for future visits to Wales,
- barriers to taking trips to Wales, and
- the planning and booking sources used by potential visitors.

View the reports on Gov.Wales: [Tourism market demand reports: May 2023 | GOV.WALES](#)

Confirmed Bird Flu in Pembrokeshire

Hundreds of seabirds have been washed up on beaches on the South Pembrokeshire coast recently. Testing has taken place on a sample of the dead birds, and Avian Influenza (bird flu) has been confirmed. Members of the public should not touch or pick up any dead or visibly sick birds and keep their dogs on a lead to avoid them coming into contact.

Please report sightings to Defra at [Report dead wild birds - GOV.UK \(www.gov.uk\)](#) or calling 03459 335577.

Sick or injured birds should be reported immediately to the RSPCA on 0300 1234 999.

For further details visit: [Minister visits Pembrokeshire islands as concern over wild bird flu outbreak grows | GOV.WALES](#)

Welsh Government consultation

- **Renting homes: bed and breakfast accommodation used for homelessness purposes** - We want your views on proposed amendments to Schedule 2 of the 2016 Act preventing bed and breakfast accommodation used for homelessness purposes being an occupation contract. The [consultation](#) is now open and will close on **15 September 2023**.

Consultation outcomes

- **Changes to the Regulatory Reform (Fire Safety) Order 2005** - A summary of responses and the Welsh Government's response to them, in respect of [the consultation on commencement of section 156 of the UK Building Safety Act 2022 in Wales](#), which when commenced, will make amendments to the Regulatory Reform (Fire Safety) Order 2005 ('The FSO') is now available at Gov.Wales.

These changes will impose additional duties on those responsible for fire safety in residential buildings which contain two or more sets of domestic dwellings and most other non-domestic premises covered by the FSO.

- **Statutory licensing scheme for all visitor accommodation providers in Wales** - A summary of the responses to the consultation on establishing a statutory licensing scheme for all visitor accommodation providers in Wales is now available at [Gov.Wales](#).

Visit the [Welsh Government website](#) for information on other consultations.

Single Malt Welsh Whisky protected

One of Wales' most popular spirits, the Single Malt Welsh Whisky, is now officially protected after it secured PGI (Protected Geographical Indication) UK GI status. This is the first new UK spirit to achieve GI status since the UKGI was launched and also becomes Wales's first GI spirit.

You can read the full press release at [Gov.Wales](#).

Ramblers Cymru: Paths and access questionnaire

Ramblers Cymru would like to understand your views on the current state of paths in your local area. They are running a short survey to collect information about the Public Rights of Way (PRoW) near you and how you use them and any potential obstacles you have encountered over the past 12 months. The questionnaire will close at midday on 27 August 2023.

You can access the survey here: [Paths and access questionnaire 2023 \(google.com\)](#)

Seven things you may not know about Wales' new 20mph default speed limit

Wales became the first UK nation to pass legislation to lower the default national speed limit on residential roads and busy pedestrian streets from 30mph to 20mph when the Senedd voted in favour in July 2022. Work is now underway to get Wales ready for the change, with the new speed limit coming into force on 17 September 2023.

Find out more on [Gov.Wales](#).

Written Statements

The written statements issued this month include the following:

- **Julie James, Minister for Climate Change:** [Workplace Recycling Regulations Update \(20 July 2023\)](#)
 - **Dawn Bowden MS, Deputy Minister for Arts and Sport, and Tourism:** [Wales as a global tourist destination - Welsh Affairs Committee report, July 2023 \(13 July 2023\)](#)
 - **Vaughan Gething MS, Minister for Economy:** [FIFA World Cup Evaluation Report \(11 July 2023\)](#)
 - **Julie James MS, Minister for Climate Change:** [Second Homes and Affordability and the Dwyfor Pilot: six-month update \(6 July 2023\)](#)
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Using Cymraeg in your business

Using just a little bit of Cymraeg can make a big difference and offer key benefits to your business. Helo Blod provides a free, fast and friendly Welsh translation and advice service. Find out more on [Welcome to Helo Blod | Helo Blod \(gov.wales\)](#).

Business Wales news updates

Make sure you never miss the latest news and blogs from Business Wales - go to: [News and Blogs | Business Wales \(gov.wales\)](#). Some of the latest articles include:

- [New law on workplace recycling](#)
- [National Lottery Grants for Heritage](#)
- [New guide: introduction to managing health and safety](#)
- [Information Commissioner's Office \(ICO\) updates](#)
- [BlasCymru/TasteWales 2023 – Register your Interest!](#)
- [Dementia-friendly Pub Call](#)

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Stay up to date with tourism industry news

View previously published Visit Wales industry newsletters and bulletins: [Tourism Newsletter/Bulletin](#) | [Business Wales \(gov.wales\)](#).

For specific support and advice about dealing with coronavirus, from financial and supply chain planning to advice on staffing issues, we would advise tourism businesses and stakeholders in Wales to visit the [Business Wales website](#) or call Business Wales helpline on 03000 6 03000. You should regularly visit the [Public Health Wales website](#) for up-to-date public health information for you, your staff and your visitors.

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