



Llywodraeth Cymru
Welsh Government

Delyth Jewell MS
Chair
Culture, Communications, Welsh
Language, Sport, International
Relations Committee

SeneddCulture@senedd.wales

21 May 2025

Dear Chair,

Please find enclosed a written submission of evidence in response to your inquiry on the Welsh Government's International Strategy.

Yours sincerely,

Jason Thomas.

Director
Tourism, Marketing, Events and Creative Wales

Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding

Culture, Communications, Welsh Language, Sport, and International Relations Committee

Raising Wales' profile on the international stage

Our established and successful brand for Wales as a place to invest, work, live, visit and study – the Cymru Wales brand – is a key vehicle in delivering the international strategy.

Cultural diplomacy

We work with our partners – at home and abroad – to amplify our strategy to raise our profile overseas. This Team Wales approach brings together cultural, broadcast, sporting associations, community, tourism and diplomacy partners to project Wales as a globally responsible nation.

For example, the 2022 Football World Cup presented a first-in-a-generation opportunity to raise our profile at a global sporting event of this scale. The Welsh Government-funded World Cup activity comprised:

- The Partner Support Fund (PSF) which funded 19 culture, sport and education organisations to deliver activities to celebrate Wales in the World Cup. A summary of each of the PSF projects is included in Annex B of the full report.
- An enhanced marketing campaign, which focused on core target international markets across the Cymru Wales brand, business and tourism as well as a strong in-Wales campaign presence. The campaign's target markets included Wales, USA, parts of Europe, UK, and in Qatar.
- Lleisiau Cymru World Cup Ambassadors – a new initiative consisting of a group of four individuals who worked to raise Wales' profile internationally and to help create long-lasting positive perceptions and building strong relationships with key partners.
- International events organised by the Welsh Government's overseas offices, particularly in Qatar and the USA.

The campaign achieved global recognition winning the World Media Awards Grand Prix and Tourism Winner 2023, whilst over 30 external partners co-delivered the project with activity in the US, Middle East and Wales. Over 300,000 people from across Wales took part in community activities with the activity as a whole reaching over five million people globally. Welsh Government commissioned an independent evaluation report of the project which published at the time

<https://www.gov.wales/sites/default/files/statistics-and-research/2023-07/evaluation-of-welsh-government-funded-world-cup-activities.pdf>.

The Tîm Cymru approach is also used to promote Wales globally on St David's Day through our network of international offices and their work with diaspora. It is also used for our now well-established thematic years for example Wales in France (2023), Wales in India (2024) and Wales and Japan (2025). Wales and Japan marketing activities include content co-creation and activations working with Wales Arts International, Royal Welsh College of Music and Drama, and the Urdd most recently at a Wales Day at UK Pavillion at Expo 2025 in Osaka, Japan. Upcoming

Tîm Cymru activity to raise Wales's profile includes health, inward investment and a UK Tourism Day at Expo 2025 and a programme of work to celebrate Cymru's participation in the women's Euros in Switzerland in July 2025. These programmes are delivered through close working between a range of partners on a day to day basis lead by Welsh Government.

The Euros offers Wales a significant platform to promote itself on the international stage, sparking interest among viewers across Europe and beyond and encouraging them to learn more about our nation. Cymru Wales Brand activity will enhance and amplify FAW and Tîm Cymru work in Switzerland to showcase our values, our culture and creativity. In addition, a targeted multi-media campaign will promote our nation to audiences from international markets, with a particular focus on our group opponents, France and Netherlands.

Growing the economy by increasing exports and attracting inward investment

Our marketing programme supports international work to increase exports and attract inward investment. Through our integrated campaign, "Wales. Invested", we take a highly targeted approach to promoting Wales for inward investment. The campaign promotes Wales as a destination for inward investment focussed on six priority sectors: Cyber Security, Compound Semiconductors, Fintech, High Value Manufacturing (inc. Future Mobility), Life Sciences and Clean Energy (inc. Marine Energy / Hydrogen).

Presence at key sector events across the world alongside businesses is a key component of this work, such as Medica and the Paris Airshow where we support Welsh businesses to showcase their products and services in overseas markets.

Our digital channels, such as www.tradeandinvest.wales, provide a 24/7 365 shop window for those thinking about potential investment. Using a range of case study content and highlighting regional strengths across Wales, our digital presence can be seen as the first step in finding out what Wales can offer from an investment perspective. For those interested in finding out more about specific sectors, they can enquire and get more detail from our inward investment team which has a suite of proposition materials to use when speaking with potential investors.

For example, a digital campaign was delivered in Japan ahead of SEMICON Japan (October to December 2024), a global semiconductor manufacturing supply chain event, utilising LinkedIn and other digital activity focused on reaching target investors. A further example was the on the ground and digital activity to promote Wales as an investment location for wind energy centred around the Japan Wind Expo event in February 2025. From an export perspective, we have delivered campaigns to promote Welsh business delegations taking part in Welsh Government trade missions in key markets; as well as delivering the "Export Exemplar" campaign to showcase successful exporting business in Wales, as a means to encourage and inspire other businesses in Wales to consider exporting.

The Wales Investment Summit will be held in December 2025, at the Wales International Convention Centre, to showcase Wales as business investment destination to global industry leaders and potential investors. In support of this,

Marketing will be working with the Event and Invest teams to deliver this signature event under Cymru Wales brand.

Attracting visitors to Wales

In the tourism strategy [Welcome to Wales: priorities for the visitor economy 2020 to 2025 | GOV.WALES](#) the international challenge is clearly identified. The tourism strategy launched shortly after the Welsh Government International Strategy and it identified growth of inbound tourism as core to successful delivery. Growing and attracting high-spend visitors to Wales – in a way that is sensitive to environmental issues – is fundamental to the tourism sector and to the short and longer-term future of the wider economy of Wales.

Promotion focuses on our outstanding landscapes, culture and adventure offer and includes a broad range of activity such as targeted international campaigns, PR and media engagement, VisitBritain collaboration, media buying with key titles, work with Online Travel Agents (OTAs) and our pro-active programme targeting tour operators and agents (Travel Trade).

The US remains a priority market for Wales from a tourism perspective. To maximise on the unprecedented global attention on Wales due to the “Welcome to Wrexham” phenomenon a partnership with one of the most popular Online Travel Agents (OTA) has been in place. Our partnership with Wrexham AFC has also enabled collaboration to generate leads for database growth through fan zone activity. Most recently, Visit Wales is sponsoring season four of “Welcome to Wrexham” on Disney+ where our flagship campaign for the Year of Croeso *feel the hwyl* will feature. To capitalise on the enthusiasm of US-based fans there is also a targeted US campaign positioning Wrexham and the surrounding area as a must visit destination for travellers showing an intent to visit Wales.

International press trips are core to our delivery, both solus and with VisitBritain, and cover several themes using landscape, adventure and culture. Last year’s (2024) programme delivered a range of coverage in tier one media from Forbes in the US to Elle in Italy. The media itineraries are themed and often also highlight Welsh Government policy as a foundation for delivery, for example, the LGBTQ+ visit and Sustainable Wales themes, both of which generated coverage from media wider than solely travel.

Travel trade (organised tours for groups and individuals) accounts for a significant number of visitors to Wales. Our activity builds relationships with key tour operators and intermediaries to ensure Wales features in their portfolios. Attractions and accommodation providers attend trade events like ITB Berlin and Destination Britain North America with Visit Wales to sell directly to travel trade representatives. TXGB, a digital booking platform initiated by VisitBritain and facilitated by Visit Wales, helps Welsh businesses extend their reach by managing inventory on multiple channels.

VisitBritain’s work to promote Wales internationally remains key. Visit Wales has worked with VisitBritain on the creation of a new strategic partnership framework to deliver further regional spread benefits for Wales. One of the first projects delivered under this new framework is VisitBritain’s principal, multi-million pound activity in

2025 the *Starring Great Britain* campaign. The two-year campaign centres on the UK's star film and TV locations including the Creative Wales supported major HBO series *House of the Dragon* filmed in North Wales.

Major Events

Event Wales' programme of supported events is a vital part of the visitor economy. By supporting events across Wales, the Welsh Government helps to drive positive economic impact, showcases our world-class venues, spotlights our cities, towns and communities and highlights our wonderful landscapes. They attract tens of thousands of visitors into Wales each year. The AIG Women's Open held in Porthcawl in July is a major golf tournament being hosted in Wales. The tournament will be televised globally. It was announced in March that Wales has been successful as part of a three nation bid to host the Tour de France in 2027 which will also be a major opportunity to promote Wales on the global stage.