

**CROSS-PARTY GROUP FOR TOURISM**  
**DRAFT MINUTES OF THE ANNUAL GENERAL MEETING AND GENERAL**  
**MEETING**

**25 June 2025**

**HYBRID**

**In attendance:** Sam Rowlands MS (SR) (sponsor); Russell George MS; Jane Dodds MS; Mike Hedges MS; Janet Finch-Saunders MS; Rowland Rees-Evans (Chair Wales Tourism Alliance); Dave Chapman (UK Hospitality – Wales); Nicky Williamson (PASC); Katherine Squires (Holiday and Home Parks Association); Shoko Doherty (English UK Wales); Emma McQuillan (Caravan and Motorhome Club); Julie Bell (Brecon Beacons Tourism); Sean Westlake (WOTGA); Ellis Smith (Senedd staff); James Garside (Senedd staff); Jena Quilter (Senedd staff); Rhys Thomas (Senedd staff); Bethan Davies (WTA).

**1. Apologies**

Sam Kurtz MS; Darren Millar MS; Adrian Greason-Walker (Historic Homes); Adrian Barsby; Joanna Richardson (British Marine); Ben Edgar-Spiers (Sykes); Suzy Davies; Emma Thornton (Visit Pembrokeshire); Zoe Hawkins (Mid Wales Tourism); Alistair Handyside (PASC).

**2. Minutes of previous meeting.**

The minutes of the meeting of 5 July 2023 were accepted as an accurate record.

**3. Election of Officers**

SR confirmed that Buffy Williams MS (Labour) and Jane Dodds MS (Lib Dem) had provided written confirmation of their support of the AGM procedures of the CPG. This provides the required three party support.

**Chair:** Sam Rowlands MS.

Nominated by Janet Finch-Saunders MS.

Seconded by Russell George MS.

Approved.

**Secretariat:** Bethan Davies (WTA) and Dave Chapman (UK Hospitality).

Nominated by Sam Rowlands.

Seconded by Janet Finch-Saunders.

Approved.

**4. Membership and Purpose**

The written purpose of the CPG is to “Develop and formulate informed debate around tourism in Wales.” Agreed that this purpose is still appropriate.

It is assumed that the MSs previously listed as members of the CPG wish to continue. SR will check whether those MSs who are now in Government are

permitted to still be members of the CPG. Russell George MS and Mike Hedges MS to be added to the member list.

*Actions:*

- *SR to review previous invitation lists for the CPG to help the secretariat develop an up to date list for future meetings.*

## **5. Future Meetings**

The last meeting was 2023 and it is important that the CPG Tourism becomes a strong group to represent the tourism offering in Wales. There are key roles to the CPG including raising the economic profile of the sector in the Senedd, promote and support the work of Visit Wales and educate Senedd Members on the importance and value of the visitor economy.

Meetings should be held at least once per school term (three times a year). With the Senedd being dissolved for the Welsh elections on 6 April, it was agreed to hold two further meetings before that date – one in late October/early November and one towards the end of January.

In the meantime it would be helpful for members of the CPG to make an information invitation for Senedd Members to visit tourism businesses in their constituencies. UK Hospitality already does this.

*Actions:*

- *Secretariat to agree and circulate two meeting dates.*
- *Secretariat to co-ordinate invitation to Senedd Members to visit tourism businesses.*

## **6. Presentation by Rowland Rees Evans – recent legislation changes and trends.**

- Thanks for resurrecting the CPG
- 182 day rule: there is ongoing dialogue between the Cabinet Secretary (Rt Hon Mark Drakeford MS) and further meetings to present data to him.
- National insurance: raises in national insurance contributions are squeezing the bottom line for many businesses.
- EPCs: new proposed legislation for holiday lets to be required is likely to further impact the industry. Holiday lets will need a C rating and significant costs will be incurred to achieve that for many businesses.
- Registration: meetings are ongoing with the WRA. It is important that accommodation registration is simple.
- Leopold Marketing: looking at business events outside the tourist season to give a more sustainable tourism contribution to local economies.
- Climate Change/School holidays: potential for increased visitor numbers to Wales as European destinations become hotter in the summer months.

- Visitor Numbers: visitor numbers are almost back to pre-covid levels but the cost of living has lowered margins and prices cannot be increased without losing business.
- Visitor Levy: the bill has now gone through stage 2 with a significant number of amendments. Stage 3 will be debated in the Senedd chamber on 1 July. All amendments can be found on the Senedd website.
- Package Travel Regulations: currently these regulations include accommodation providers. There are plans to remove this inclusion which will open up new opportunities.

*Actions:*

- *SR to confirm how the EPC proposals interface with the Welsh Government and whether it is devolved.*

## **7. Proposed Manifesto**

It was agreed that the Welsh tourism sector needs a manifesto. A working party should be convened to produce a draft manifesto for review at the next meeting.

*Actions:*

- *BD to approach WTA members to find volunteers for the working party.*
- *JFS to find a copy of a previous manifesto for information.*

## **8. Any Other Business**

An Annual Report need to be produced within six weeks of this meeting.

*Actions:*

- *BD to liaise with SR's office to produce the annual report.*

## **9. Date of next meeting**

To be advised by the secretariat.