

**Y Pwyllgor Menter a Busnes  
Enterprise and Business Committee**

Edwina Hart AM  
Minister for Economy, Science and Transport  
Welsh Government

Cynulliad  
Cenedlaethol  
Cymru

National  
Assembly for  
Wales



17 June 2014

Dear Edwina

**Inquiry into Tourism**

As you are aware, the Enterprise and Business Committee is currently undertaking an inquiry into tourism.

At its first evidence session, two issues arose that Members asked me to raise with you prior to your attendance at Committee.

The first relates to the Visit Britain website, although I understand that this has been addressed since our meeting. Members were concerned that when you typed "Visit Britain" into Google, the Google summary described it as "Official UK tourism and places to visit: England, Scotland and Britain". There was no mention of Wales and the Committee felt this was potentially detrimental to tourism in Wales.

The second issue relates to the brand evaluation exercise commissioned from Mike Ashton Associates by the Welsh Government in 2012. A number of respondents have told us that the outcome of this exercise is yet to be made publicly available. The Committee would be grateful if you could provide us with the results of this exercise.

Many thanks

Yours sincerely



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Chair, Enterprise and Business Committee

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