

Ken Skates AC/AM  
Ysgrifennydd y Cabinet dros yr Economi a'r Seilwaith  
Cabinet Secretary for Economy and Infrastructure



Llywodraeth Cymru  
Welsh Government

Russell George AM  
Chair  
Economy Infrastructure and Skills Committee

24 January 2017

*Dear Russell,*

Further to my letter of 17 November, I said I would write to you with additional information on Visit Wales' marketing campaigns.

The additional information is provided in the attached annex.

*Yours ever,*

*Ken*

**Ken Skates AC/AM**  
Ysgrifennydd y Cabinet dros yr Economi a'r Seilwaith  
Cabinet Secretary for Economy and Infrastructure

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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.

**ADDITIONAL INFORMATION  
ECONOMY INFRASTRUCTURE & SKILLS COMMITTEE  
BUDGET SCRUTINY**

**Background**

In 2015 a three-year approach to promoting Wales was announced – based on a series of annual themes: Adventure in 2016; Legends in 2017; and the Sea in 2018.

In 2016 Visit Wales began a multi-media international marketing programme for Year of Adventure which comprised a variety of media channels and activities including but not limited to the specific channels in question (TV advertising, print advertising and digital advertising).

**Budgets and Advertising Spend**

Visit Wales' 2016/17 tourism marketing budget can be broken down as follows:

	<i>Million</i>	
UK Market	£	3.50
International	£	2.05
Golf Product Marketing	£	0.15
Tourism Innovation Product Fund (TPIF)	£	0.01
Digital	£	0.85
Content/Publications/PR	£	0.90
Brand Projects	£	0.10
Marketing Evaluation	£	0.07
<b>Total</b>	<b>£</b>	<b>7.63</b>

The Year of Adventure marketing programme has signified a shift in approach from discreet campaigns, to a much more integrated, always-on, content-led marketing approach, with advertising bursts at key periods.

This means that 2016 has seen an increased focus on year round social media, PR & content generation; always on digital advertising; long term strategic partnership marketing; experiential marketing and events; and direct marketing. These decisions have been informed by ever changing media consumption habits coupled with previous marketing programme evaluations, which evidence the cost effective impacts delivered by these channels.

Advertising (TV, print and digital) remains an important component of the marketing programmes; but it is increasingly difficult to itemise expenditure by channel for each 'campaign' due the new multi-media, integrated, always on approach.

However, we are able to identify elements of Visit Wales' advertising spend and can report that in 2016/17 Visit Wales will invest approximately £3.01 million on TV, print and digital

advertising. This includes the brand and media advertising campaign during the UEFA European Championship campaign (the Euros), which was delivered in response to Wales' unprecedented success in the Euros during the summer months.

## **Evaluation**

We use a combined set of metrics to monitor and evaluate the impacts of tourism marketing campaigns. These include a set of operational delivery targets and a set of key performance indicators that measure the outcomes of the overall tourism marketing programme.

Detailed marketing evaluation for the Year of Adventure has now begun and full results will be available in spring 2017.

We are already seeing excellent operational results as follows:

- Unprecedented coverage for Wales as a 'must see' destination for 2016 in publications as wide-ranging as Wanderlust and Forbes USA. More recently, prestigious travel brand 'Lonely Planet' included North Wales in its Best in Travel listings for 2017 – celebrating the region's reinvention through Adventure. This announcement received widespread media coverage in the UK and beyond, and high levels of engagement for Visit Wales on social platforms;
- Record response levels of over 400,000 to our UK campaign following the spring campaign and 50,000 from Germany;
- A 30% increase in Visit Wales' social media followers, taking the total to over 900,000;
- Over 5 million unique visitors to the Visit Wales website in the past 12 months; and
- Over £7 million generated by travel trade Business to Business marketing.

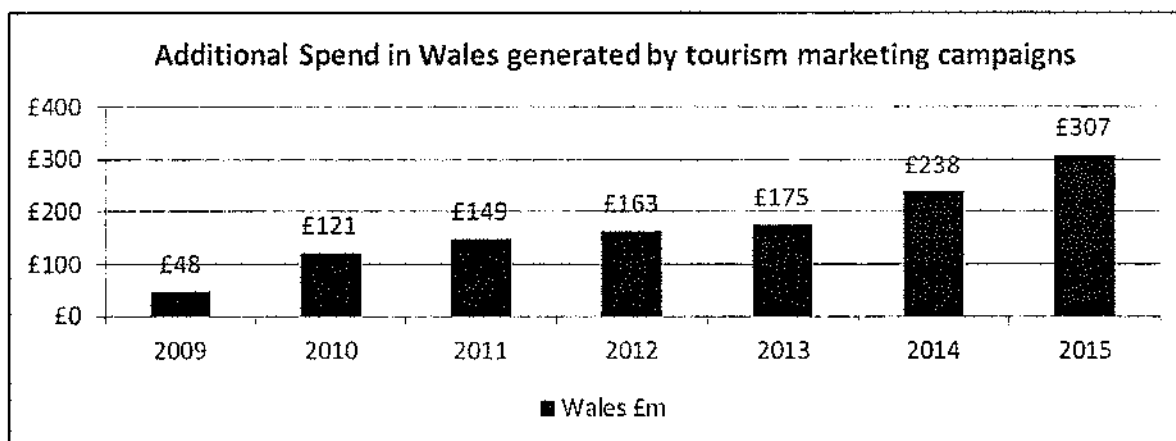
Key performance indicators that measure the success of the overall tourism marketing programme include additional visitor spend and awareness and intention to visit Wales.

### *Additional spend in Wales generated by tourism marketing campaigns*

This Key Performance Indicator measures, on an annual basis, the additional spend in Wales generated by Visit Wales tourism marketing campaigns.

The additional spend figure is based on people contacting Visit Wales, including visitors to the website, who have subsequently taken a holiday or short break in Wales and who state that their trips were definitely influenced by Visit Wales marketing. A value for the resulting trip is then calculated using an average spend per visitor night.

As the table below highlights, there has been consistent growth in additional spend generated by Visit Wales campaigns and this reflects an increase in enquirers contacting Visit Wales and a higher level of conversion of these enquiries to trips to Wales.



### Marketing Awareness and Intention to Visit

Visit Wales tracks, monitors and measures the impact of the tourism marketing programme on awareness of Wales as a tourist destination, intentions to visit and recall of marketing activities. The data is based on independent research which surveys a representative sample of the UK online population – the latest position is detailed below:

Key Performance Indicators	2015 - average	2016 – year to date
Spontaneous Destination Awareness	30%	28%
Intentions to visit Wales	38%	39%

The figures are from the Visit Wales brand and marketing tracker which is a weekly online survey of a sample of the GB population. The figure shows the percentage of respondents who spontaneously mention Wales when asked if they have recently seen any advertising for promotion for holiday destinations.

### Industry Performance Indicators

Visit Wales' marketing success in recent years is also reflected in exceptionally strong industry performance indicators.

Wales has enjoyed two record breaking years with staying domestic visitor numbers crossing the 10 million mark for the first time in 2014; and record spend from domestic and overseas visitors in 2015.

International visits to Wales have increased by 15.1% during the first six months of 2016; and related expenditure is up by 8.3%.

Latest figures also reveal the number of day visits to Wales grew by 28% compared to 2015 according to The Great Britain Day Visits Survey. There were 95.2 million day visits to Wales, while average spend per visit increased by 40%. Spend per visit is now higher in Wales than in Great Britain, with an average spend of £38 per visit, compared with £34 per visit.

Cadw has seen an increase of 4% in visitors to its sites this year – again suggesting a strong year for the industry across Wales.