

Mr Mark Isherwood MS Chair
Public Accounts and Public Administration Committee
Senedd Wales

1st of November 2023

Dear Mr Isherwood,

Re: Wales Affairs Committee - Green Man is Wales' "coherent brand for the overseas market."

From recent PAPAC meetings, there seems to be doubt from a few committee members as to why the Welsh Government would seek to support Green Man. I hope this offers the committee some evidence of our value to Wales and the Welsh economy.

Earlier this year, the Welsh Affairs Committee raised concerns that Wales attracts "such a small proportion" of visitors to the UK. Of 41 million international holidaymakers to the UK in 2019, just over one million visited Wales. A [report](#) by MPs on the Welsh Affairs Committee highlighted Wales "relatively low profile overseas" and said "Wales lacks a coherent brand for the overseas market"

The report stated that £28bn was spent in the UK by international tourists in 2019, but only £515m - 2% - of that was spent in Wales.

I would draw your attention to the fact that Green Man was the first UK festival to sell out for the 2024 festival season, and that this is the second year this has happened. All tickets were sold in two hours, which is an hour and half quicker than those sold in 2022.

Green Man is an influential brand in its own right as evidenced by the fact that no artist or other program content was advertised at the time of sale. 25,000 people a day attend Green Man, and of those customers purchased tickets on the influence of our Welsh brand alone. The destination map of ticket purchasers below illustrates the global location of those who will attend Green Man 2024 this coming August.

The UK festival industry is brutally competitive and dominated by international entertainment corporations, who unlike SMEs such as Green Man do not generate profit into the exchequer. The fact that Welsh made and Welsh grown Green Man can compete with and even surpass these competitors internationally is down to the unique experience we offer through our Welsh brand.

There may be further reasons for the Welsh Government's interest in Green Man, but the fact that our Welsh brand is "a coherent brand for the overseas market," may be one of them.

Please contact me if you wish for further information.

Regards,
Fiona

Green Man 2024 - Map of Global Ticket Purchasers Destinations - Source Ticketline

