

[National Assembly for Wales](#)  
[Enterprise and Business Committee](#)  
[Inquiry into Tourism](#)

Evidence from The National Showcaves Centre for Wales – TOU 01

Please see answers to questions.

The clarity and strength of Wales's tourism "brand"; [The Wales tourism brand is almost non-existent and compared to Scotland, Ireland etc., we are way off the mark.](#)

- The effectiveness of Welsh Government attempts to maximise the value of the domestic tourism market; [Poor the number of English visitors is down approx. 20% since the WAG took over tourism.](#)
- The effectiveness of Welsh Government attempts to maximise the value of the [international tourism](#) market; [Poor. Figures for overseas visitors are down from 1.1 million to 800,000 in 10 years](#)
- Performance of [Visit Wales](#) compared with tourism development agencies in the rest of the UK; [Based on the above information very weak sums the situation up.](#)
- The success of Visit Wales marketing activities; The TV ads are not promoting Wales USP. [There are many areas in Britain just as good as Wales for mountain biking, dolphin watching and ruined castles. We need to promote the differences not the bland sameness of others. Wales has USP use them.....](#)
- The work of Visit Britain as it relates to Wales, and the extent of coordination between Visit Britain and Visit Wales; [Does Visit Britain promote Wales successfully? Answer NO.](#)
- The sufficiency and effectiveness of Welsh Government resources targeted at promoting tourism and supporting Welsh tourism businesses, and whether it represents good [value for money](#); [Works well in convergence areas very patch elsewhere.](#)
- How the Welsh Government monitors and evaluates the effectiveness of its tourism support and marketing activities; [No Comment.](#)
- The use made of opportunities for funding and other support from the EU; [Anything to do with EU funding requires a permanent accountant](#)

sitting by your side, and the time and effort needed is not worth the results.

- The success of Welsh Government efforts to increase the quality of Wales's tourism offer; The VAQAS scheme for instance is too bland, and does not reward the attractions that go the extra mile. To get changes to this scheme takes years.
- The extent to which the marketing and development of tourism in Wales makes the most of Wales's cultural, historical and natural assets; Based on declining visitor numbers very little it appears.
- The impact of major events on Wales's tourism economy, and the success of Welsh Government attempts to maximise this Major event i.e. Golf, Rugby etc.,etc., have NO effect in the main on tourism. These people go to the event, stay there and then go straight home.

The National Showcaves Centre for Wales

[www.showcaves.co.uk](http://www.showcaves.co.uk)