



Eich cyf/Your ref
Ein cyf/Our ref

William Graham AM
Chair, Enterprise and Business Committee
National Assembly for Wales
Cardiff Bay
CF99 1NA

08 July 2014

Dear William

Inquiry into Tourism

Thank you for your letter of 17 June 2014.

As you know, the issue about the Google search result for the term “Visit Britain” has already been satisfactorily addressed. VisitBritain has now updated its title tag to include Wales and Google has indexed it as such so it now appears in the search results.

Turning to brand development, the work initiated by Mike Ashton, recruited to Welsh Government on a short term secondment, has already delivered high profile brand communication campaigns in Wales including the “*Have you packed for Wales?*” tourism campaign, refreshed marketing at Cardiff Airport and *Just Ask Wales*.

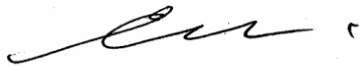
The work is currently being taken forward under the leadership of my new Director of Marketing, building on the key branding principles which have been established:

- to promoting Wales as an exciting place to visit, where there’s always something fresh to discover, see and do. We want to encourage potential

visitors to think again about Wales by showcasing the variety and richness of the experiences available;

- to place our high-quality products and destinations front and centre, helping to make our marketing credible and distinctive. This is a departure from the more generic approach of the past, and the approach of some of our competitors;
- to develop a brand that is consistently visible through sustained, targeted promotion and highly credible by showcasing our achievements and delivery in areas of core strength;
- to consistently challenge pre-conceived images of Wales and concerns that deter potential visitors from selecting Wales as a holiday destination: weather, warmth of welcome, ease of travel and product experience. The aim is to invite re-evaluation, investigation and trial; and
- to show that Wales is different from its competitors in ways that are relevant to diverse target markets with distinctive brand campaigns.

I trust this is helpful.

A handwritten signature in black ink, appearing to be 'L. J. Jones', written in a cursive style.