

Alun Ffred Jones AC/AM
Y Gweinidog dros Dreftadaeth
Minister for Heritage



Llywodraeth Cynulliad Cymru
 Welsh Assembly Government

Ein cyf/Our ref MB/AJ/0146/10

Helen Mary Jones
 National Assembly For Wales
 Cardiff Bay
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26 May 2010

Helen Mary Jones

I am writing further to my response I gave you in plenary on 12 May about our support for events and in particular how we spread the benefits of hosting major events in Wales.

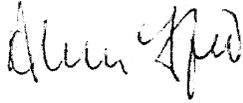
The Ryder Cup is of course the biggest event Wales can hope to host and we want to maximise the opportunities it brings for promoting everything else we have to offer our visitors. Visit Wales will be hosting a number of travel writers during Ryder Cup week and as part of that a programme of visits around Wales will be made, which will provide the writers with plenty of copy for their press articles when they return to their respective countries. This is part of an ongoing programme of such events which are helping to increase the value of golf tourism. It is true to say however that most spectators at the Ryder Cup will have only an interest in watching the golf, though some will pay other visits to Welsh golf courses.

As it does at other major events, such as the Royal Welsh Show and our Eisteddfodau, tourist information will be available at the Ryder Cup including all the area marketing brochures. With the help of the area brochures and a manned presence visitors will have access to a range of information, on accommodation, activities and attractions that they may want to make use of during their stay. Furthermore, visitors can be signposted to our tourist information centres, whose staff may be able to provide more details.

One of the key aims of Visit Wales's support for events is to provide a platform of interest in something specific in Wales to promote the wider products that Wales has to offer. This is done via a suite of marketing activities - PR and on line marketing opportunities in all cases, brochures, etc., if we know about them in time for print deadlines. In the case of major events such as the Ryder Cup there is a comprehensive marketing programme in place to spread the benefits to other parts of Wales.

We consistently promote visitwales.co.uk as a place to find out more about Wales as a tourism destination and encourage tourism products to ensure they are included in our products databases that are viewable via our website.

I do hope you find this information helpful.

A handwritten signature in black ink, appearing to read 'Alun Ffred Jones', written in a cursive style.

Alun Ffred Jones AC/AM

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