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Y Gweinidog dros Dreftadaeth
Minister for Heritage



Llywodraeth Cynulliad Cymru
 Welsh Assembly Government

Ein cyf/Our ref MB/AFJ/00151/10

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I am writing further to my response I gave you in Plenary on 18 May about the new Visit Wales's marketing campaign and how businesses can join the campaign.

The "For Proper Holidays" has given us a strong point of view on holidays in Wales to present to our target markets and is likely to be the proposition for the next three years and even beyond.

In every sense the whole of the tourism industry in Wales can be part of the campaign, by ensuring that they are listed on the Visit Wales website, which can be done via Guest Link Cymru.

The campaign is designed to enhance the brand of Wales and increase visits, but also to lead people to www.visitwales.co.uk to where they can continue watching more on the campaign, which acts as a portal to learning even more about Wales's holiday products. In addition to the "For Proper Holidays" campaign map the product searches on Wales all display on a Google map so it is recommended that all businesses ensure they are listed with Visit Wales.

As I mentioned in Plenary, the campaign is not geographically limited and any attraction can be included in it - the Penderyn Distillery, for example, is listed as a tourist attraction on the site. The current attractions at the forefront of the new campaign have been chosen as outstanding products that help us present a clear message on what Wales has to offer. The reason that the area of north Wales running south to Brecon was chosen as the first area to be covered by the campaign was to balance the regional spread from the 'Holidays Unpackaged' campaign that ran at the start of this year which featured locations between Aberaeron and the Vale of Glamorgan.

As the new campaign develops, more and more routes will be added to the map. This will be carefully monitored to ensure proper representation of Wales, our products and our audience. The next route to be added to the map will feature cosmopolitan women on a city break in Cardiff.

I do hope you find this information helpful.

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