

12th June 2000

EUROPEAN FUNDING CO-ORDINATING PANEL

EXTENDING PARTNERSHIP

Wales Tourist Board

A Tourism Strategy for Wales

Strategic Targets to 2010

1. UK Tourism

	<u>1998</u>	<u>2010</u>	<u>Increase</u>
All tourism trips	9.8m	13.9m	42%
All holiday trips	6.8m	10.3m	51%
All tourism spend	£1,100m	£2,342m	113%
All holiday spend	£910m	£2,049m	125%
% Holiday trips in Oct–Mar	25%	30%	20%
% Holiday spend in Oct–Mar	17%	25%	47%

2. Overseas Tourism

Visits	0.79m	1.26m	59%
Spend	£176m	£396m	125%

3. Economic

Full time equivalents	100,000	115,000	15%
Proportion of GDP	7%	8%	14%

Strategic Objectives

The WTB strategy contains four main objectives:

- To market Wales more effectively as an attractive all year round tourism destination.
- To exceed the expectation of visitors to Wales by providing high standards and ensuring that investment in tourism is responsive to their changing needs.
- To improve professionalism and innovation by raising the profile of the industry and by enhancing skills, training and motivation within the industry.
- To embrace a sustainable approach to tourism development which benefits society, involves local communities and enhances Wales' unique environmental and cultural assets.

Specific actions

Specific actions under these objectives relating directly/indirectly to public transport provision are:

- To establish an industry working party to prepare a national events/festivals strategy for Wales to ensure a wider distribution of activity throughout the year and examine opportunities for developing packages linking events with accommodation and transport provision

- Establish an industry working group to prepare an integrated strategy designed to optimise the use made of the Internet and other new technologies for information provision, marketing Wales and providing an online booking service.
- Monitor and identify skills gaps in the industry and ensure that training provision is co-ordinated effectively to overcome skills deficiencies.
- Encourage visitors to Wales to use alternatives to the car by providing access to public transport information and persuading transport operators to take account of the needs of visitors.
- Encourage the development of community tourism partnerships and integrated action plans which seek to balance the needs of residents and tourists through careful quality control, management and planning.