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Llywodraeth Cymru  
Welsh Government

Eich cyf/Your ref  
Ein cyf/Our ref

William Graham AM  
Chairman  
Enterprise & Business Committee

17 June 2014

Dear William

As Chairman of the Enterprise & Business Committee, I thought you might be interested in knowing about a recent exchange of correspondence I have had with the Minister for Tourism at DCMS and the Minister for Skills at BIS.

We were advised in an incorrectly addressed letter of 30<sup>th</sup> May of the intention of the UK Government to establish a Tourism Industry Council drawn from “senior industry leaders” and inviting representatives of the National Tourism Boards to attend. The Council was formally announced on June 5th. Whilst I am delighted that Westminster is according the same importance to tourism that we in the Welsh Government have been doing for some years now, it is surprising to say the least that we were given so little notice or opportunity to contribute to developing plans, especially as the remit of the new Council will cover a number of devolved areas including developing skills and enterprise in the sector. I made these points in my reply.

DCMS’s position now is that the initiative is confined to England. My Scottish counterpart and I are intending to send an observer from our respective tourism organisations to the first meetings in order to share best practice: we are still concerned to make sure that this development, which ignores our own separate skills and employment agendas, does not confuse or distract key industry stakeholders and potential private sector partners.

On another subject, I gather that the Enterprise Committee received evidence last week from a number of tourism specialists, including Professor Annette Pritchard, who drew attention to current deficiencies in the way that Visit Britain's website features Wales.

As it happens, my officials have been contributing over the last month to a review being conducted by Visit Britain of its digital policy and the Chairman of my Tourism Advisory Board is participating in a Visit Britain Board discussion today on the review's results. I am glad to report that the Google "tag-line" description of Visit Britain has already been corrected to name Wales, whilst issues regarding the featuring of Welsh products more prominently are being actively addressed.

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