

Additional information from Cardiff Airport arising from the EIS Committee meeting on 21 Sept

In terms of Visit Britain (VB) please see links below to coverage of Wales and Cardiff Airport on the VB consumer and B2B site. Also examples of two significant pieces of content VB has created and promoted through two significant partnership with the BBC Worldwide and Expedia in the US.

VB.com:

Wales destination page:

<https://www.visitbritain.com/gb/en/wales#HEaw7KecsgG9UOPf.97>

Cardiff destination page:

<https://www.visitbritain.com/gb/en/wales/cardiff#DxEsZxemCOXGBhSL.97>

Getting to Britain: <https://www.visitbritain.com/gb/en/plan-your-trip/getting-britain/arriving-air#Mts0tQGPw8uaGwTv.97>

VB Shop:

All Wales attractions:

<https://www.visitbritainshop.com/world/attractions/wales=r/#filter-area>

Trade.VB:

Wales: <https://trade.visitbritain.com/destination-uk/explore-britain-by-train/wales/>

Consumer events: <https://trade.visitbritain.com/destination-uk/consumer-events/>

Travelling to UK: <https://trade.visitbritain.com/destination-uk/travelling-around-britain/travelling-to-britain/>

Here is the BBC Wales film:

[https://we.tl/uvAFIMCJT\\_w](https://we.tl/uvAFIMCJT_w) (please note that this has been shared with VW for approval – pending final end frame – but is still embargoed for wider sharing).

And the link to the interactive player on Expedia for which we won a converted Lions Award:

<http://www.expedia.com/greatbritain>

Summary of Gateway Partnership:

Cardiff/VW/VB have committed to a strategic relationship that focuses on leveraging direct access to Cardiff/Wales and an additional Gateway to Great Britain. This relationship is/will be formalised by a MOU outlining the principle of partnering and the specific areas of collaboration. This MOU and

more detailed plans agreed as a result will be reviewed at a formal quarterly meetings.

Activity will include:

- Sharing intelligence and data
- Supporting Cardiff to win and sustain new routes by:
  - Heavily subsidised stand presence at World Routes
  - Support material for airlines negotiations (stats that demonstrate demand potential)
  - Support of VB Overseas Network to facilitate introductions
  - Specific joint marketing were agreed
- To build a compelling customer proposition based on Cardiff Airport as a port of entry and to promote across VB channels
- Building a set of bookable itineraries based on 48 hours, 3 days 5 and 14 day extended touring and promote across VB channels
- Incorporating Gateway messages into Airline and OTA partnership as appropriate.

In terms of the 'Partnership for Growth' we were not familiar with the name however are very much aligned with the strategy. We work very closely with the Welsh Government and in particular Visit Wales as outlined in the Committee and the evidence we submitted.