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Llywodraeth Cymru
Welsh Government

Eich cyf/Your ref
Ein cyf/Our ref
OAQ(4)0119(BET)

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Suzy Davies

suzy.davies@wales.gov.uk

28th May 2012

Dear Suzy

I am writing in response to your question during plenary on 9 May about Visit Wales' Proper Holidays marketing campaign and the distribution of related brochures

The Proper Holidays marketing campaign - which has been running since early 2011 - has been very successful with the campaign generating additional spend by visitors to Wales amounting to £150m in 2011. This has been continued in to 2012 with the main season Proper Holidays campaign launched on 16th January till 31 March.

Prospective visitors to Wales respond to Visit Wales campaigns in several ways, including visiting the Visit Wales websites and requesting printed brochures. The Wales View is the main printed brochure used in Visit Wales campaigns. The 2012 printed edition of Wales View is available in English, French, German and Dutch. The 2012 print runs are:

UK & Ireland (English): 140,000
US (English): 10,000
Rest of World (English): 5,000
German: 10,000
Dutch: 5,000
French: 8,000

Wales View is also available in an electronic e-brochure format which can be read on the Visit Wales websites; the e-brochure version is available in English, French, Dutch, German and Spanish. However, most copies of Wales View are distributed direct to Proper Holidays campaign respondents.

Since 1 January, the printed edition of Wales View 2012 has been distributed as follows:

To UK & Ireland Proper Holidays Campaign respondents: 81,046.

To international campaign respondents:

- Germany: 2,580
- Netherlands: 1,295
- France: 1,731
- To US enquirers: 7,586
- To rest-of-world enquirers: 912

Tourist Information Centres across Wales and in selected locations in England also have 40,000 printed copies to distribute. In addition to this, since 1 January 2012, the e-brochure edition of Wales View 2012 has been read as follows:

UK (English): 17,284
Rest of World (English): 36,937
US: 5,760
French: 65,715
German: 59,494
Dutch: 22,446
Spanish: 594

