Policy Forum for Wales Keynote Seminar: Tourism in Wales - marketing, infrastructure and policy
Timing: Morning, Thursday, 4th June 2015
Venue: Cardiff Marriott Hotel, Mill Lane, Cardiff CF10 1EZ

Agenda subject to change

8.30 - 9.00	Registration and coffee

9.00 - 9.05 **Chair's opening remarks**
Eluned Parrott AM, Member, Enterprise and Business Committee, National Assembly for Wales,
and Shadow Minister for Business, Enterprise, Transport and Europe, Welsh Liberal Democrats

9.05 - 9.15 **Challenges and opportunities for Welsh tourism**
Professor Annette Pritchard, Director, Welsh Centre for Tourism Research, Cardiff Metropolitan University

9.15 - 10.10 **Promoting Wales as a destination of choice**
What are the key opportunities for investment and growth for tourism in Wales, and what can Visit Wales and the UK Government do to help overcome obstacles to growth? How might a single brand be developed that reflects all of Wales' cultural and geographical diversity; what should it look like, and how should it be promoted both within the UK and abroad? How can Visit Wales and VisitBritain better coordinate efforts to promote Wales to overseas visitors; for example, should a joint strategy be developed, as recommended by the Welsh Affairs Select Committee? Are Visit Wales currently targeting the most suitable markets; what new opportunities should be considered? How can the Welsh Government help nurture untapped tourism sectors in Wales, such as the promotion of Wales as a destination for cruise liners, or potentially space tourism at Llanbedr airfield? Beyond increases in the volume of visitors, what more can be done to increase the value of tourism spending in Wales; should the UK Government, for example, accept the Welsh Affairs Select Committee's recommendation to review and reduce the level of VAT levied on the tourism sector?
David Anderson, Director General, National Museum Wales
Val Hawkins, Chief Executive, MWT Cymru
Adrian Lawes, Editor and Publisher, justabouttravel.net
Patrick Angwin, Senior Director, Horwath HTL
Questions and comments from the floor with **Professor Annette Pritchard,** Director, Welsh Centre for Tourism Research, Cardiff Metropolitan University

10.10 - 10.40 **Raising the value, volume and quality of tourism in Wales**
William Graham AM, Chair, Enterprise and Business Committee, National Assembly for Wales,
and Shadow Minister for Business, Enterprise and Skills, Welsh Conservatives
Questions and comments from the floor

10.40 - 10.45 **Chair's closing remarks**
Eluned Parrott AM, Member, Enterprise and Business Committee, National Assembly for Wales,
and Shadow Minister for Business, Enterprise, Transport and Europe, Welsh Liberal Democrats

10.45 - 11.10 Coffee

11.10 - 11.15 **Chair's opening remarks**
Suzy Davies AM, Chair, Cross Party Group on Tourism, and Shadow Minister for the Welsh Language,
Culture, Heritage & Tourism, Welsh Conservatives

11.15- 11.45 **Tourism in Wales: the next steps**
Ken Skates AM, Deputy Minister for Culture, Sport and Tourism, Welsh Government
Questions and comments from the floor with **Dr Manon Antoniazzi**, Director for Tourism, Heritage and Sport,
Welsh Government and **Dan Clayton Jones**, Chair, Tourism Advisory Board, Welsh Government

11.45 - 11.55 **Case study - sustaining a successful tourism economy**
Malcolm Bell, Head, Visit Cornwall

11.55 - 12.55 **Improving the Welsh tourism sector - infrastructure, skills and technology**
How can greater collaboration and cooperation be fostered between Visit Wales and all sectors that work in Welsh tourism in order to improve the visitor experience? What are the priorities for improvement in transport and infrastructure to support the Welsh tourism industry? How could passenger numbers and transport links to and from Cardiff Airport be improved? What more can be done to ensure Visit Wales and the Department for Education and Skills work more effectively to support staff training and promote tourism as a career with real prospects? In what ways has the Welsh tourism industry maximized the potential of technology as a tool to promote growth, improve competitiveness, and enhance the visitor experience? What more can be done to further technological innovation within the tourism sector and replicate examples, such as Monmouth which has been described as the world's first 'Wikipedia town' and the All Wales Coastal Path App?
Chris Osborne, Chair, Wales Tourism Alliance
Debra Barber, Managing Director, Cardiff Airport
Phil Raynsford, Director of Nations and International, People 1st Cymru
Questions and comments from the floor with **Malcolm Bell**, Head, Visit Cornwall

12.55 - 13.00 **Chair's and Policy Forum for Wales closing remarks**
Suzy Davies AM, Chair, Cross Party Group on Tourism, and Shadow Minister for the Welsh Language,
Culture, Heritage & Tourism, Welsh Conservatives
Jonny Roberts, Associate Editor, Policy Forum for Wales