

Who's Who in Tourism in Wales & the UK

United Kingdom

Visit Britain (formerly the British Tourist Authority) is tasked with the promotion of Britain to overseas markets; they do not get involved in marketing Wales within the UK.

For most operators, the products or opportunities offered by Visit Britain's overseas division will not be relevant unless you cater for a particular type of customer such as overseas back-packers.

If you are interested in working with Visit Britain, they have an excellent trade web site (www.visitbritain.org) with contacts, information and campaign details; it also has some useful facts and figures.

Visit Britain's consumer site is at www.visitbritain.com.

Wales

The most significant organisation in Wales is **Visit Wales**, which came into being in 2006 as part of the Welsh Government, succeeding the Wales Tourist Board.

Visit Wales has a good website for the tourism trade, www.wales.gov.uk/tourism, which provides an excellent resource of information. The general switchboard number is 02920 475300.

Visit Wales operate the Visit Wales consumer website (www.visitwales.co.uk) and an information desk at the British Travel Centre, 12 Lower Regent Street, London SW1Y 4PQ.

Visit Wales also core fund the South West Wales Regional Tourism Partnership (SWWTP), which consists of Pembrokeshire, Carmarthenshire, Swansea and Neath/Port Talbot. Their web site is www.swwtp.co.uk. SWWTP came into being in 2002 and their role is to develop a regional strategy and lead its implementation rather than actually delivering services itself.

The Welsh Government provides business advice through the **Regional Centre Support Services**. They can also advise on access to grant funding streams. For full details, visit www.business.wales.gov.uk or contact the Regional Centre Service (hosted at PBI – Pembrokeshire Business Initiative) on 01646 695300.