

Rebecca Evans AS/MS
Cabinet Secretary for Economy, Energy and Planning
Ysgrifennydd y Cabinet dros yr Economi, Ynni a Chynllunio



Llywodraeth Cymru
Welsh Government

Mike Hedges MS
Chair
Legislation, Justice and Constitution Committee

SeneddLJC@senedd.wales

31 October 2025

Dear Mike,

I am writing in accordance with the inter-institutional relations agreement and further to my letter of 25 June to draw your attention to the [communiqué](#) which was published by DCMS on 17 October, following the Tourism Inter-Ministerial Group which met on 22 July 2025.

The meeting was chaired by the Minister for Creative Industries, Arts and Tourism, Chris Bryant MP, and I represented the Welsh Government.

The agenda enabled discussions on the current state of the tourism sector in their respective jurisdictions. As part of these discussions, I was pleased to be able to highlight the success of:

- the use of the Welsh language in the Hwyl marketing campaign to attract visitors to Wales;
- Visit Wales' weatherproofing fund for visitor attractions;
- the Welcome to Wrexham documentary which has been a significant benefit to Welsh tourism; and
- our focus on promoting business conferences.

I highlighted the introduction in Wales of the bill which gives local authorities the power to raise a visitor levy (which has since been passed into law). I also discussed challenges impacting the tourism sector, including a drop in domestic visitors due to the cost of living, rising National Insurance costs and high energy bills.

Bae Caerdydd • Cardiff Bay
Caerdydd • Cardiff
CF99 1SN

Canolfan Cyswllt Cyntaf / First Point of Contact Centre:
0300 0604400

Correspondence.Rebecca.Evans@gov.wales
Gohebiaeth.Rebecca.Evans@llyw.cymru

Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

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I have copied this letter to the Chairs of the Finance Committee; Economy, Trade and Rural Affairs Committee, and the Culture Communications, Welsh Language, Sport, and International Relations Committee.

Yours sincerely,

Rebecca Evans.

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