



Llywodraeth Cymru  
Welsh Government

Ein cyf/Our ref ATISN 11738

18 December 2017

Dear ,

### Request for Information – ATISN 11738

I wrote to you on 29 November regarding your request for information relating to the Visit Wales website and all its content. You asked for:

1. A breakdown of the annual budget and expenditure, including the names and titles of staff/employees and proportion of their salaries dedicated to the running of this site, for the last 5 years.

A breakdown of the total costs for the last 5 years of:

2. All Visit Wales promotional videos featured on the website.
3. The Visit Wales YouTube site.
4. Social media expenditure and strategy budgets.
5. All TV advertising with a breakdown of all channels.
6. All Visit Wales promotional videos, including the marketing budget and funding stream.

I can confirm that we hold some information relating to your request:

1. The Visit Wales website provides a foundation for all of our tourism marketing in domestic and overseas markets and its budget and expenditure is incorporated into our global tourism marketing budget data. As such, we do not hold a breakdown of the specific investment made in the website. Similarly, due to the website and its content being an integrated part of the wider marketing offering we are unable to offer a breakdown of the roles and salaries as you have requested.
2. We do not separately hold a breakdown of the Visit Wales promotional videos featured on the website as they are incorporated into our wider video production costs for Visit Wales. The wider costs include additional items that have been produced for events and due to restrictions or audience suitability they may not have been published online.

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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.

The wider costs also include B-Roll archive video that Visit Wales distribute to third parties under the Crown Copyright licence to support the promotion of Wales across all markets.

3. There is no dedicated resource for YouTube as it is part of wider roles within the department. Content is used across multiple channels including YouTube, Facebook and Twitter as native video. We do not therefore hold a breakdown of the costs of assets listed on YouTube in the format you have requested.
4. Our social media expenditure and strategy budgets and relevant breakdown are:

	<b>2013-14</b>	<b>2014-15</b>	<b>2015-16</b>	<b>2016-17</b>	<b>2017-18 (YTD)</b>
Facebook	£0	£74,972.11	£220,093.12	£184,530.66	£154,301.53
Instagram	£0	£0.00	£22,404.89	£6,934.63	£34,726.33
Twitter	£0	£49,746.42	£126,009.47	£122,238.39	£107,040.26
<b>TOTAL</b>	<b>£0.00</b>	<b>£124,718.53</b>	<b>£368,507.48</b>	<b>£313,703.68</b>	<b>£296,068.12</b>

5. Our TV advertising costs are:

2013/14 - £2,371,623.71

2014/15 - £1,854,243.34

2015/16 - £1,142,000.00

2016/17 - £1,200,000.00

2017/18 - £146,849.00 for the year to date

We do not hold in the format you have requested a breakdown of the above figures against each of the channels on which we advertise. The annual spends detailed above cover both UK and Ireland TV channels.

6. The wider response has covered the extent of video items for the period requested.

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at: Information Rights Unit, Welsh Government, Cathays Park, Cardiff, CF10 3NQ or [FreedomOfInformationOfficer@wales.gsi.gov.uk](mailto:FreedomOfInformationOfficer@wales.gsi.gov.uk). Please remember to quote the ATISN reference number.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely,