



Llywodraeth Cymru
Welsh Government

30 May 2024

Dear ,

ATISN 19563 – Wales Metaverse

Information requested:

Thank you for your request which I received on 13 May 2024, in which you asked for the following information:

1. Who was responsible for Cymru Metaverse?
2. Was there a cost-benefit analysis to this product?
 - a. Please disclose this analysis
3. How much did the product cost to make?
 - a. Please break this down for each variable i.e. staff... etc. and which staff worked on it.
4. How many players do you expect to see on the server in the coming years?

Our response:

The Wales Metaverse was commissioned by Visit Wales, as part of the digital tourism marketing activity programme. A Welsh contractor prominent in the field was used, iCreate based in Swansea.

Regarding cost benefit analysis, the activity is part of Visit Wales core digital marketing activity, which seeks to reach new audiences. The Metaverse entry point is “housed” on the Visit Wales website, the anchor for all campaign marketing activity. Part of this project activity was the additional highlighting of Wales for creativity and innovation and will be evaluated through audience reach.

We cannot disclose, due to commercial confidentiality, a detailed breakdown of costs attributable to iCreate. However, we can confirm that in total i.e. technical development, licence fees and hosting, the project has been delivered for less than £16,000.

Viewing figures for the first two weeks have been approximately 4,800 and the positive media attention garnered over the same period has included coverage in Europe and the US across over 30 titles covering national news and travel and specialist tech.

Regarding players expected in coming years, this is a trial running for six months, so will be reviewed at that point before longer term activity is considered.

If you would like to discuss how Visit Wales uses data and insights to inform competitive digital marketing, we would be happy to have a follow up conversation if that is something that would be of interest.

Next steps

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 email: Freedom.ofinformation@gov.wales

Please remember to quote the ATISN reference number above.

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

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

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.