



Llywodraeth Cymru
Welsh Government

30 May 2024

Dear ,

ATISN 19575 – Wales Metaverse

Information requested:

Thank you for your request which I received on 14 May 2024, in which you asked for detail on the Wales Metaverse development costings and the total number of hours attributable to that work.

Our response:

The Wales Metaverse was commissioned by Visit Wales for digital tourism marketing activity and development was delivered by a third-party contractor specialising in the field.

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

The Metaverse entry point is “housed” on the Visit Wales website, the anchor for all campaign marketing activity. Viewing figures for the first two weeks were approximately 4,800 and positive media attention garnered has included coverage in Europe and the US across over 30 titles covering national news and travel and specialist tech. Part of this project activity was the additional highlighting of Wales for creativity and innovation.

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:

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.

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

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