



31 May 2024

Dear ,

ATISN 19627 – Wales Metaverse

Thank you for your request which I received on 29 May 2024, in which you asked for the following information:

- 1) The total cost to the Welsh Government of developing the Welsh metaverse described here: [Croeso i Gymru! Wales becomes first UK nation to launch metaverse experience | GOV.WALES](#)
- 2) The average daily users since launch (13/05/24) - ideally broken down by week.

Our response

The Wales Metaverse was commissioned by Visit Wales, as part of the annual digital tourism marketing activity programme.

We cannot disclose, due to commercial confidentiality, a detailed breakdown of costs attributable to the company that undertook the development. 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.

The Metaverse presence has only been live for just over two weeks, and viewing figures to date have been approximately 4.8 thousand 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.

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.