

11 September 2024

Dear

Request for Information - ATISN 20848

Thank you for your request for information which I received on 13 August 2024. You asked for:

Data held by the Welsh Government regarding Adventure Tours UK as follows:

- 1) The date of onboarding to the Visit Wales website
- 2) The date of application, if made, for accreditation under the Visit Wales Adventure Activity Assurance Scheme
- 3) The date of granting, if granted, of accreditation under this scheme
- 4) The process and emails relating to Adventure Tours UK becoming a 2024 Visit Wales Partner
- 5) The data regarding any differences in provision of guided activities between Wales Outdoors and Adventure Tours UK that would preclude Wales Outdoors a listing under Visit Wales onboarding rules but allow Adventure Tours UK to be promoted and listed with Visit Wales.

Our response

- 1) The date of onboarding to the Visit Wales website

The record for Adventure Tours UK was added to our database on 8 July 2019 and subsequently uploaded on to the Visit Wales website.

- 2) The date of application, if made, for accreditation under the Visit Wales Adventure Activity Assurance Scheme
- 3) The date of granting, if granted, of accreditation under this scheme

Adventure Tours UK was featured on the Visit Wales website as a *tour operator* not as a *deliverer of activity*. Where the operator is not delivering an activity themselves but instead is a sub-contractor, accreditation is not applicable therefore information is not held for parts 2) and 3).

- 4) The process and emails relating to Adventure Tours UK becoming a 2024 Visit Wales Partner

Visit Wales participates in various business-to-business (B2B) events with the Travel Trade for Welsh businesses interested and able to work with incoming tour operators/agents to meet and do business. Businesses participating alongside Visit Wales are referred to as 'Visit Wales partners' in the context of that specific event only, which a business chooses to commit their own resources to participate in. It is in this context where a business such as Adventure Tours UK has been referred to as a '2024 Visit Wales Partner' for one business-to-business (B2B) online event with one-to-one virtual meetings. Due to the limited places only for experienced B2B engagement participants, a target list of 18 Wales suppliers

which have worked with Visit Wales on business-to-business with the North American Travel Trade received an invitation to participate in this trial event.

Relevant emails are disclosed in Annex A.

5) The data regarding any differences in provision of guided activities between Wales Outdoors and Adventure Tours UK that would preclude Wales Outdoors a listing under Visit Wales onboarding rules but allow Adventure Tours UK to be promoted and listed with Visit Wales.

No data is held on this specific request regarding the named company.

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,