



# TOURISM ORGANISATION CHART

(or who you should be using to help your business)

**Visit Britain**

- Target international long-haul markets
- Work with Visit Wales on markets Visit Wales not directly targeting themselves
- Offer statistics and market research on a variety of markets
- Offer various promotional opportunities, including a market planner to help you determine where to market against budgets

[www.visitbritain.org/ukindustry](http://www.visitbritain.org/ukindustry)

**Visit Wales**

- Target specific markets: UK, France, Germany, Netherlands, Belgium, Ireland and France; sub targets: USA, Canada, Australia, New Zealand
- Have several Departments you can work with or can provide assistance\*
- Provide information and assistance on Market Research, Marketing, PR, Grants, Development, Going Green, Sense of Place, Managing Events and Human Resources Management

[www.industry.visitwales.co.uk](http://www.industry.visitwales.co.uk)

**International Marketing:**

- International Consumer Marketing
- Travel Trade (Sales Development)
- International Media Relations (PR)

**UK Marketing:**

- UK Consumer Marketing
- PR
- Activity Products
- Strategic Partnering

**Events & Business:**

- Events
- Golf
- Business

**Capital Region Tourism**

- Receive devolved resources and responsibilities from Visit Wales for many aspects of tourism marketing and development in the S E region
- The S E Region covers: The Vale, Bridgend, Rhondda Cynon Taf, Merthyr, Blaenau Gwent, Torfaen, Caerphilly, Monmouthshire, Newport and Cardiff
- Capital Region Tourism (CRT) supports various activities and promotions, including: short break and event funding, Southern Wales, Newport and Southern Wales Conference and Meetings, HWYL Campaign, Leisure Campaign, Greens of Southern Wales (GOSW) golf Campaign, Southern Wales Events, Short Breaks Campaign, Culture & Heritage, and Tourist Information Points (TIPs)

[www.capitalregiontourism.org](http://www.capitalregiontourism.org)

**Southern Wales Tourism**

- Is a consortium of Local Authorities in the S E region, pooling their resources to target Travel Trade markets and International and UK Consumer markets
- Southern Wales covers: The Vale of Glamorgan, Bridgend, Rhondda Cynon Taf, Merthyr, Blaenau Gwent, Torfaen, Caerphilly, Monmouthshire, Newport and Cardiff

[www.southernwales.com](http://www.southernwales.com) (Consumer)  
[www.visitsouthernwales.org](http://www.visitsouthernwales.org) (Travel Trade)

**Local Authorities**

- Each Local Authority (LA) has a Tourism Department that assists local businesses in varied ways, including: marketing, economic and/or tourism development, business support, Tourist Information Centres, Networking, advice and funding
- The direction and support vary from LA to LA
- Most LA's are also linked with a local Tourism Association\* (Full list of your Local Authority Tourism Dept contacts available on request)

**Tourism Associations\***

- Tourism Associations are generally made of members from both the private and public sector, with a common goal of developing their businesses and area in terms of tourism.
- Tourism Associations have various focuses, from only attractions to specific areas.
- Tourism Associations can give a voice to smaller businesses in a combined effort

(Full list of Tourism Association contacts available on request)