



Llywodraeth Cymru
Welsh Government

Ein cyf/Our ref ATISN 11738

Jonathan Gregory
request-447777-079367e4@whatdotheyknow.com

29 November 2017

Dear Mr Gregory

Request for Information – ATISN 11738

Thank you for your request for information relating to the 'Visit Wales' website and all its content which I received on 20 November 2017. You have asked for the following information for the last 5 years:

1. A breakdown of the annual budget and expenditure, including the names and titles of staff/employees and proportion of their salaries dedicated to the running of this site.

You have also (for the last 5 years) requested a breakdown of the total costs for the following:

2. All Visit Wales promotional videos featured on the website
3. The Visit Wales YouTube site
4. Social media expenditure and strategy budgets
5. All TV advertising with a breakdown of all channels
6. All the Visit Wales promotional videos, including the marketing budget and funding stream

Please let me know if this is not an accurate description of the information you have requested.

You will receive a response by 18 December 2017. If you have any queries about this request, please do not hesitate to contact me at the address below.

Please remember to quote the reference number above in any future correspondence.

The request you sent me contains personal information about you - for example, your name and address. I will only use this personal information in accordance with the Data Protection Act 1998 to deal with your request and any matters which arise as a result of it. I will keep your personal information and all other information relating to



E&T FOI Team
Welsh Government
Treforest - QED Centre
Main Avenue
Treforest Industrial
Estate
Pontypridd
CF37 5YR

FOI.EconomyandTransport@gov.wales
RhyddidGwyb.EconomiaThrafnidiaeth@llw.cymru
www.gov.wales

your request for three years from the date on which your request is finally closed.
Your personal information will then be disposed of securely.

Any information released under the Freedom of Information Act 2000 or Environmental Information Regulations 2004 will be listed in the Welsh Government's Disclosure Log (at <http://wales.gov.uk/about/foi/responses/?lang=en>).

Yours sincerely

Craig Goodwin
Senior Digital / Creative Production Manager