Working for all our people

Working for a more Successful Wales



We know here in Wales that our country is a fabulous place to holiday. From the stunning coastline to the scenic villages and the ancient monuments. there really is something for everyone. The challenge now is to get that message spread far and wide to tourists for whom Wales is not on the radar as a holiday destination. We could be generating much more money for our economy with more investment. Plaid Cymru want to make the most of our country's natural beauty and show some real support to our tourist industry."

Rhun ap Torwerth AM

Plaid Cymru wants Wales to be recognised internationally as a successful country. We want a strong, well-known brand to attract more visitors to Wales, creating more jobs across the country.

Brand Wales and Tourism

Visit Britain has failed to promote Wales within the UK and abroad. We will double the budget for Welsh tourism.

Plaid Cymru will support the Welsh hosting of major international events. We will ensure that they are supported by a strong business case which will demonstrate the benefits to Wales of bringing events such as the Commonwealth Games or a World Expo to the country.

We will hold a Celebrate Wales

year to stimulate tourism across the country, similar to 'Homecoming' events in Scotland and the Republic of Ireland.

Wales has fewer bank holidays than any other European Union country. Plaid Cymru will make St David's Day, or the nearest appropriate weekday, a public bank holiday in Wales.

We will support tourism by cutting tourism VAT which will create 7,000 jobs in Wales.

We will support food festivals across Wales, which invest in local produce and attract tourists

Sport

We will promote sports, exercise and activity for all age groups, genders, abilities as a means of maintaining individual health and wellbeing, recognizing the overall benefits this provides.

Following our excellent performance in the 2014 Commonwealth Games in Glasgow, it is crucial that the momentum is maintained at leisure, intermediate and elite level sport in Wales.

