

Ken Skates AC / AM  
Y Dirprwy Weinidog Diwylliant, Chwaraeon a Thwristiaeth  
Deputy Minister for Culture, Sport and Tourism



Llywodraeth Cymru  
Welsh Government

Williams Graham AM  
Chair of the Enterprise and Business Committee  
19A East Street  
Newport  
NP20 4BR

7 October 2014

Dear William Graham AM,

Further to my attendance at the Enterprise and Business Committee – Inquiry into Tourism on 2 October I promised I would follow up with statistics on golf.

Golf tourism to Wales saw a 14 % increase in its value to the Welsh economy in 2013 compared with 2012. The total value of Golf Tourism in 2013 was £38 million, an increase of £4.7 million compared with 2012.

The successful bid for the Ryder Cup provided a catalyst to establish Wales as a Golf Tourism destination with visitor numbers growing 40% between 2004 and 2013 to 196,000 and total related expenditure growing 65% to £38m over the same period.

In total, golf tourism to Wales has generated £313m to the economy over the past 10 years with a total of 1.72m golf visitors.

### Ryder Cup

This successful bid culminated in the hosting of the event in 2010 and since 2010, we have been able to reflect on triumphant European Team Captain, Colin Montgomerie's observation at the time that: "The world was watching and Wales delivered". Specifically, the outputs included:

- A total economic impact of £82.4 m during event week alone with £28.3m in the Newport area.
- A lasting golfing legacy with the £2m Ryder Cup Legacy fund supporting the development of 38 facilities across Wales, including at Caerleon and Llanwern, which continue to act as catalysts for grassroots golf and facilitate and encourage interest in the sport amongst hard to reach target groups.
- A platform from which Celtic Manor Resort, one of the biggest employers in Newport, could go on to attract further global events, including the recent NATO Summit.

With regards to Keith Davies comment on VisitBrain's website entries on Dylan Thomas, the top page of their section on poets and writers does have a reference to him and a link to the Welsh Government's DT100 website.

Yours Ever,

A handwritten signature in black ink, appearing to read 'Ken Skates', written in a cursive style.

**Ken Skates AC / AM**

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