

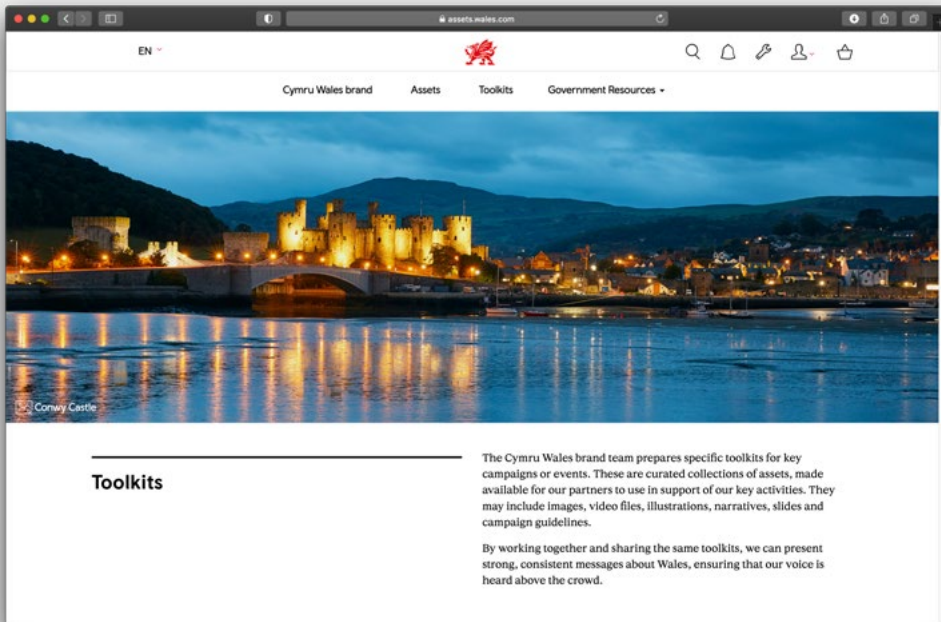
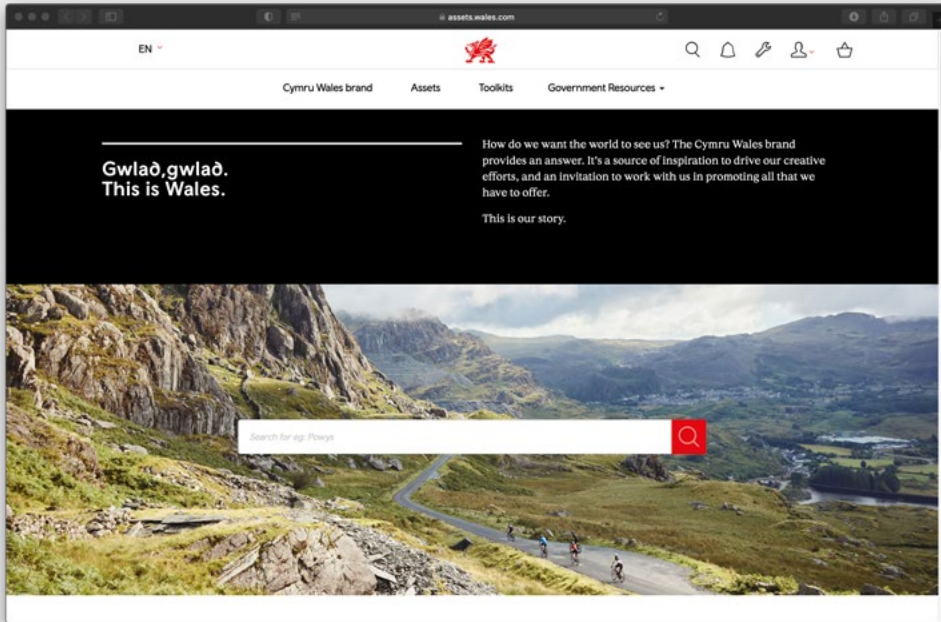
Visit Wales

6 tips for working with Visit Wales

October 2023



1 – Register to use the free Cymru Wales Brand assets site.



Copyright is a complex legal area, but here are some top tips to help keep safe when promoting your business. Please note that this is just a general overview, not a comprehensive statement of the law, nor a substitute for obtaining legal advice if you intend to use copyright protected materials.

© Copyright – things you should know.

Copyright and marketing your product.



01

Copyright isn't limited to photography and video.
Many other things are also protected, including written, artistic, musical, and dramatic works, sound recordings, films and broadcasts.

02

Copyright gives the copyright owner the exclusive right to do certain things with protected works and materials.
These include reproducing (copying) the material, issuing copies to the public, communicating it to the public (e.g. via the internet) and by performing, showing or playing a work in public. So these things cannot be done without the copyright owner's consent.

There is a widely held misconception that copyright infringement can be avoided by making a certain number of changes to a protected work. That is not the test for infringement, which occurs when the whole "or a substantial part" of a work is copied. A substantial part is that which constitutes the "own intellectual creation" of the author, and this might apply to a relatively small part in terms of quantity of a protected work.

So, when using copyright protected material which you don't own the copyright in, it is essential to make sure you have the permission of the copyright owner to do what you want to do with it. It is important that you ensure you have permission before using copyright protected material. Many copyright owners are happy to work with companies and license their work to use their works, sometimes on a free to use basis, or for a fee.

03

Whether a licence is free or subject to a fee, ensure you are aware of its terms, and that all the things you wish to do with the material are covered.
For example, how it can be used, where it can be used, and for how long it can be used.

04

Make sure you credit the copyright owner correctly.
If a licence requires it, it is your responsibility to put a copyright credit in accordance with the terms of the licence agreement.

05

Understand the different ways by which the right to use publicly available copyright materials can be obtained.
Some publicly available material won't be free to use at all, some may be available to use under public use licences, some will require express permission from the copyright owner. Some will be free to use as they have entered the public domain, for example where copyright in the work has expired. There are various possibilities, and each licence will be subject to terms and conditions of use, which must be strictly complied with.

Certain uses are allowed under the "permitted acts" provisions of the relevant law, for example for criticism and review, news reporting, and illustration for education. These provisions are complex, however, and legal advice is recommended if you intend to rely on these.



© Copyright – things you should know.

Copyright and marketing your product.



01

When commissioning copyright protected material, consider asking the person commissioned to create the material who will own the copyright in it to assign the copyright to you.
Alternatively, agree terms of licence with the person commissioned, which will ensure that you are able to use the commissioned work for all the purposes required, and which prevents the person commissioned licensing the commissioned works to others in a way which might prejudice your commercial interests. Remember – just because you paid for it doesn't mean you will own it!

02

Finally – The Cymru Wales Brand Assets Library has a wide range of free to use images for the positive promotion of Wales. These are either Crown Copyright or third party copyright in respect of which the appropriate licences have been obtained (they will need to be credited when used. [Click here](#) has more guidance and advice on copyright.

03

Copyright protection isn't limited to online reproduction and communication. Printing off hard copies to sell in a shop or display as art will also infringe.

© 2021 Crown copyright. OGL

01
Portal | Visit Wales

02
Copyright

2 – Get Quality Assured and maximise use of your Visit Wales website listing.

01

Accommodation businesses need to be accredited through either Visit Wales or the AA. It is recommended that attractions participate in the [Visitor Attraction Scheme](#). Activity providers should complete the [activity provider form](#).

[Star quality grading | Business Wales \(gov.wales\)](#)

02

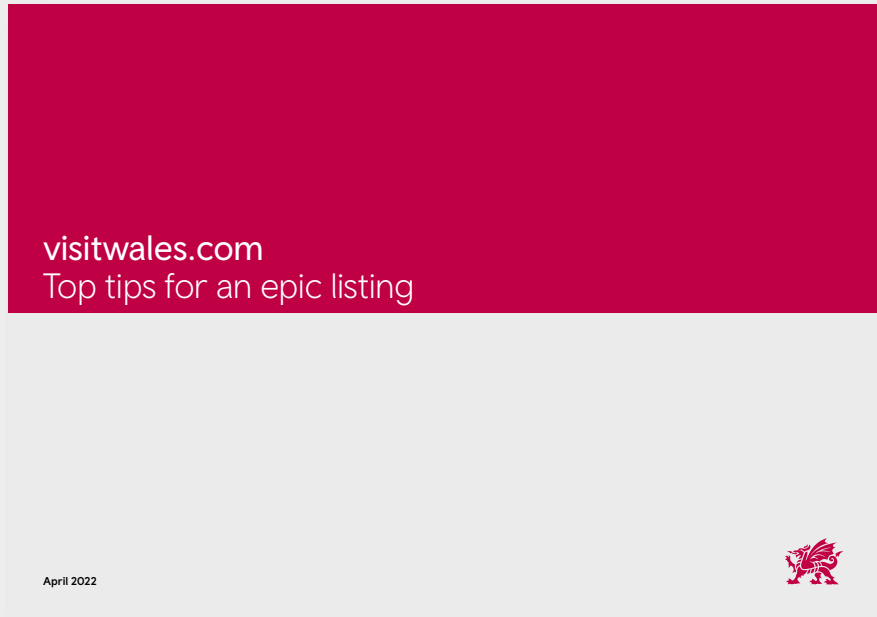
Ensure that you are displaying the correct grading plaque at your establishment and electronic logo on your website. For further information on logos and plaques, please email quality.tourism@gov.wales.



03

If you have an event you would like to be added to the website, please read our [Events Criteria](#).

If your event meets the criteria contact vw-steward@nvg.net with the details.



11 – How do I update my information on visitwales.com?

You need to log into <https://productlisting.wales> to update your business listing including description, images and facility details. You will need your Contact ID, username and password. Complete each section of your entry with your secure login without the support of Data Stewards, although they are on hand to assist you when you need it.

12 – Support

For general queries contact Visit Wales Data Steward vw-steward@nvg.net | 0330 808 9410 or using live chat on the product listing tool.

If you spot an issue, follow these steps:

01

Business checks entry in Product Listing

02

Business contacts Data Steward using above contact details

03

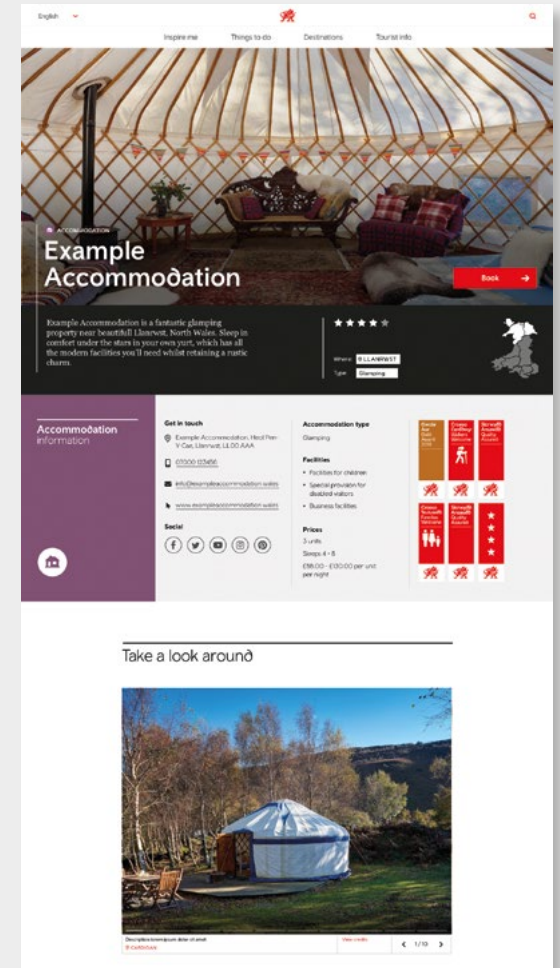
Data Steward investigates and liaises with business

04

If unresolved issues, Data Steward identifies circumstances of issue

05

If a new issue Data Steward forwards to Visit Wales database executive to be handled



2 — Look at opportunities to work with Travel Trade and Business Events.

traveltrade.visitwales.com
meetinwales.com
Top tips for an epic listing

May 2021

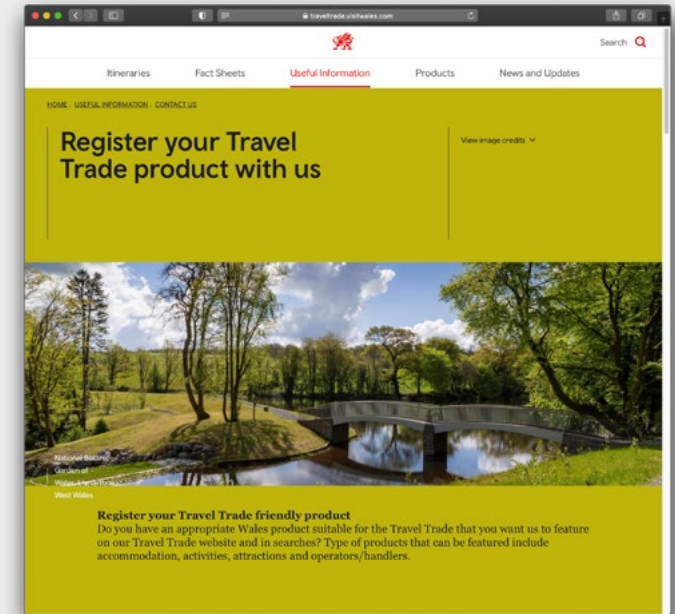


01

[Top tips for an epic listing \(visitwales.com\)](https://www.visitwales.com)

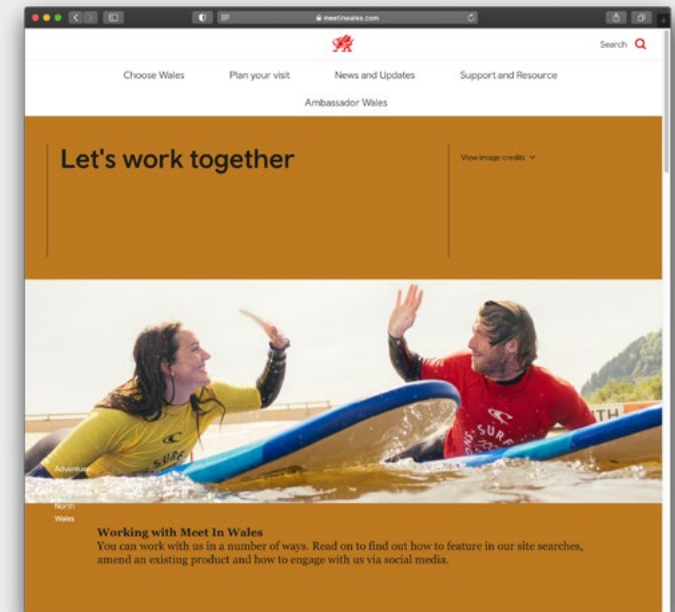
02

[Working With Us | Tourism in Wales | Travel Trade Wales \(visitwales.com\)](#)

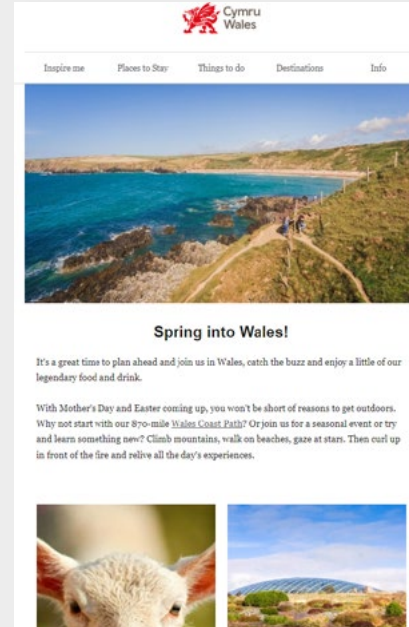
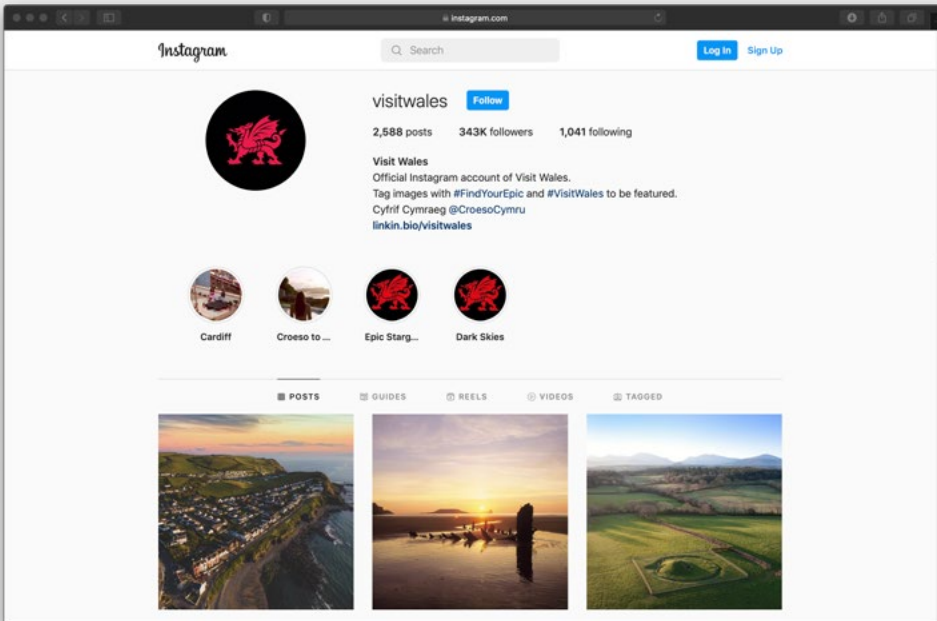
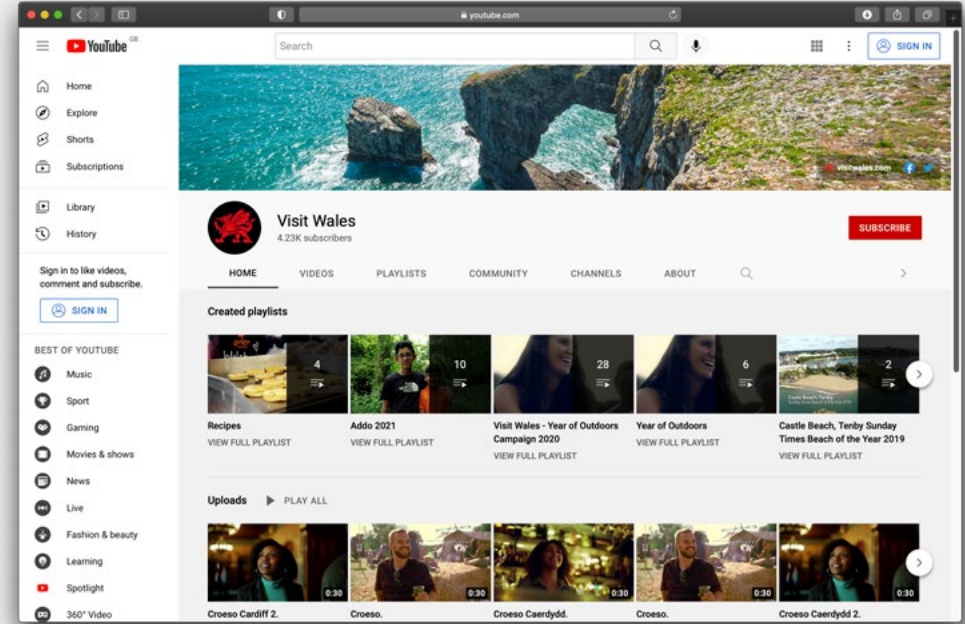


03

[Working With Us | Business Events in Wales | Meet In Wales](#)



3 — Sign up to the consumer newsletter and social channels.



4 — Work with Visit Wales to share news and product updates.

01

Quality Assured products have opportunities to work with Visit Wales on press/media visits and links back to their listings on the website.

02

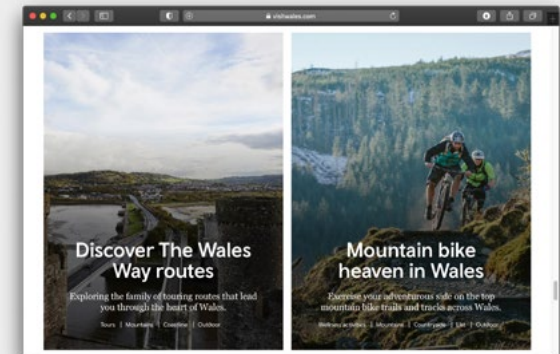
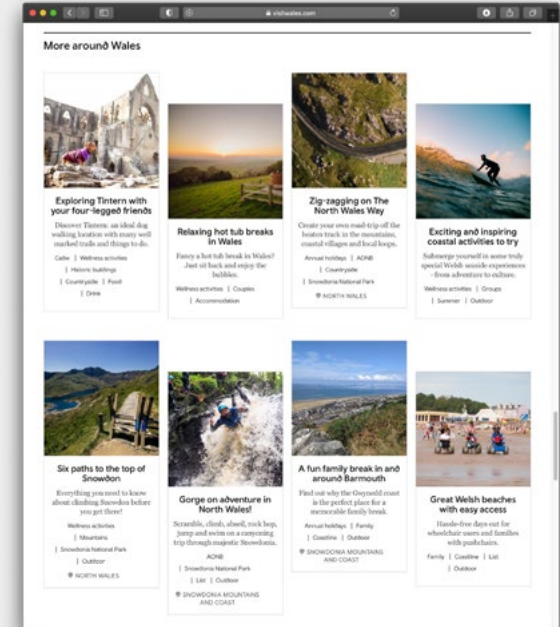
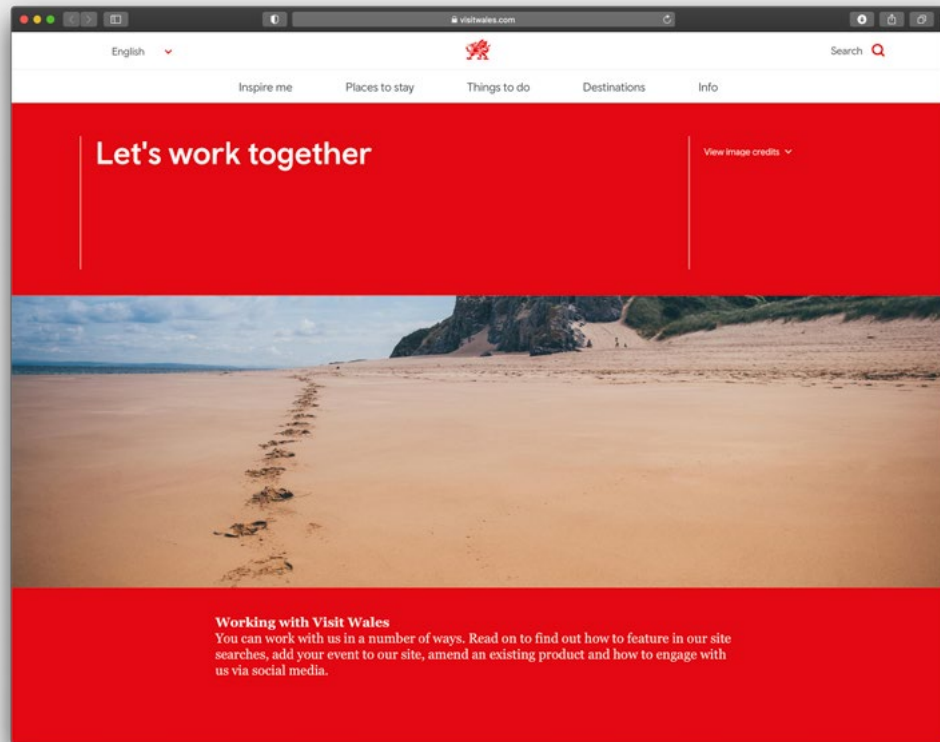
Many Quality Assured products have opportunities for articles/content on the website.

03

Share content – it lets Visit Wales know what's new when planning web and social content, and is always collated and sent to *all* Visit Wales teams, to ensure that they're up to date.

04

Feed in your news, stories, packages and events to productnews@gov.wales



05

[Working With Us](#) | [Tourism in Wales](#) | [Visit Wales](#)

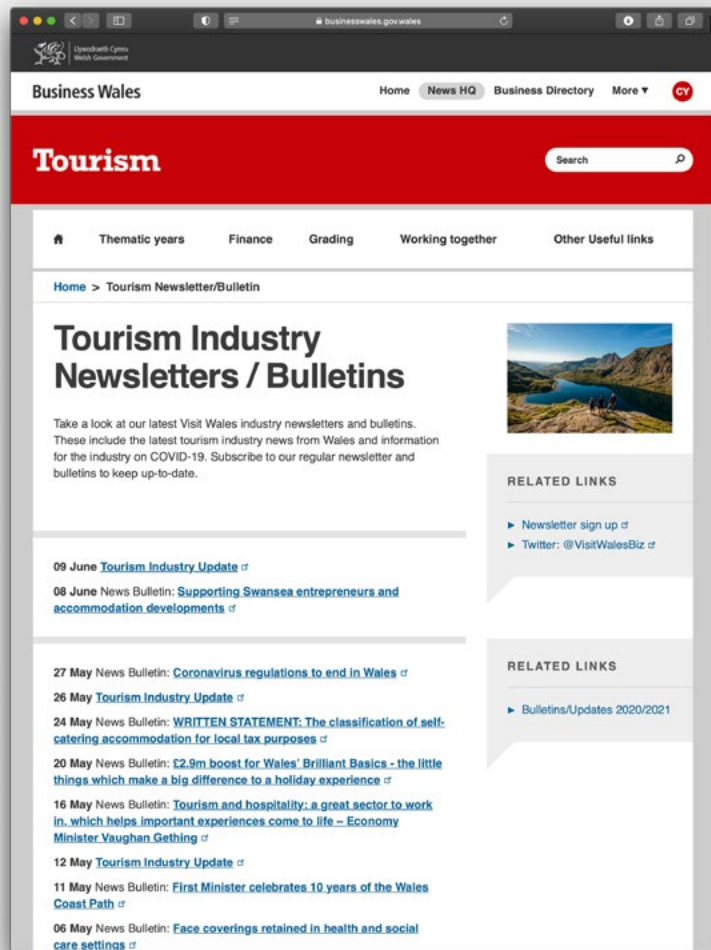
5 – Sign up to the industry newsletter and follow on social.

01

All Visit Wales news appears on these channels.

02

Visit Wales' Research and Insights team regularly publish reports and data on visitor demand, market prospects and business performance. These are published on the Welsh Government website and notice of latest reports is included in the industry newsletter. If you have any research enquiries please contact the team using the research mailbox – tourismresearch@gov.wales

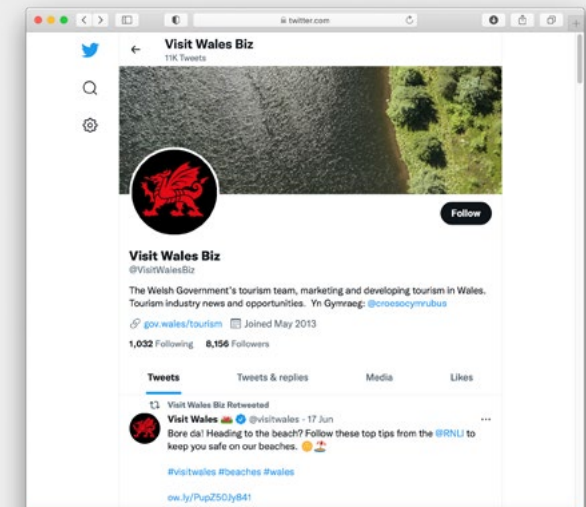
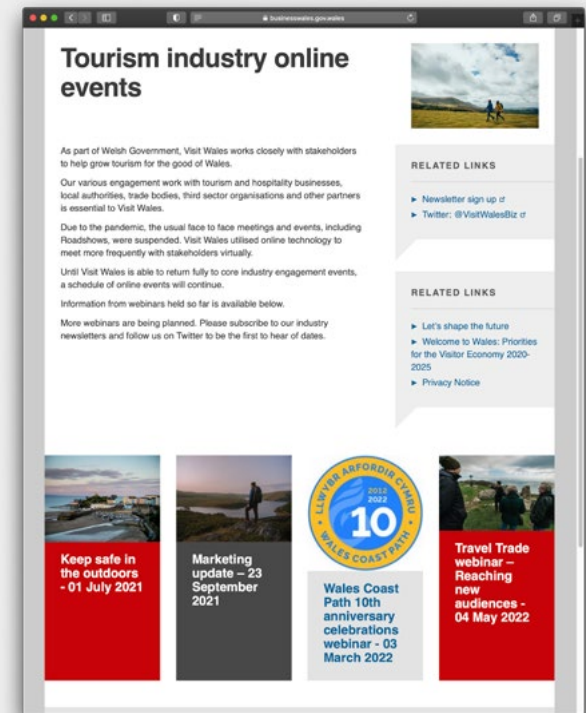


03

[Tourism Industry Newsletters](#)

04

[VisitWalesBiz](#)



6 — Grow sales with Tourism Exchange Great Britain (TXGB) and the VisitBritain Shop.

01

[TXGB](#) is a digital platform that brings together tourism businesses to drive sales and boost productivity by connecting the market in a new and unique way.

02

All tourism businesses including accommodation, tours, events, activities and attractions can use the platform.

03

Only pay for bookings you get, no upfront costs.

04

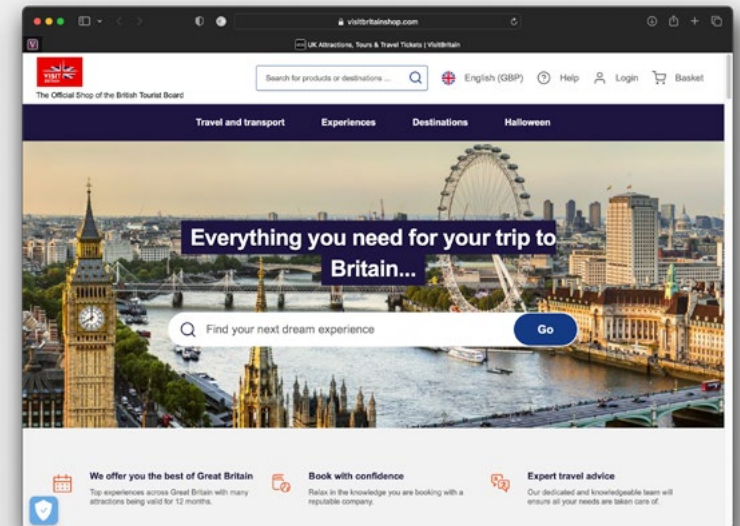
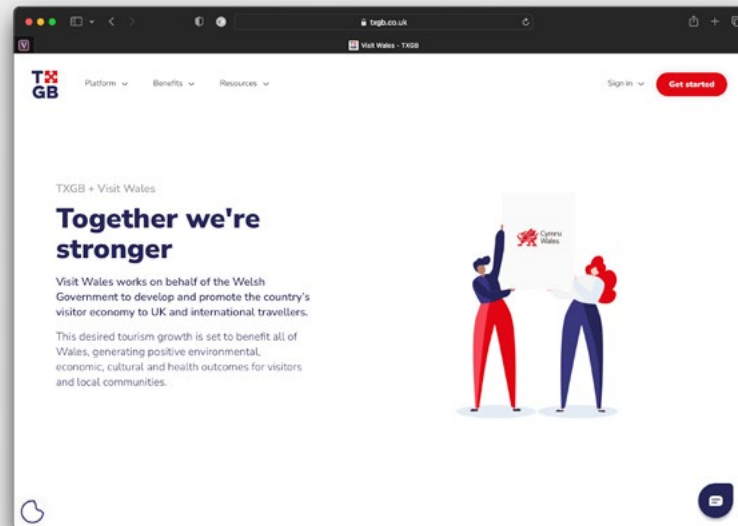
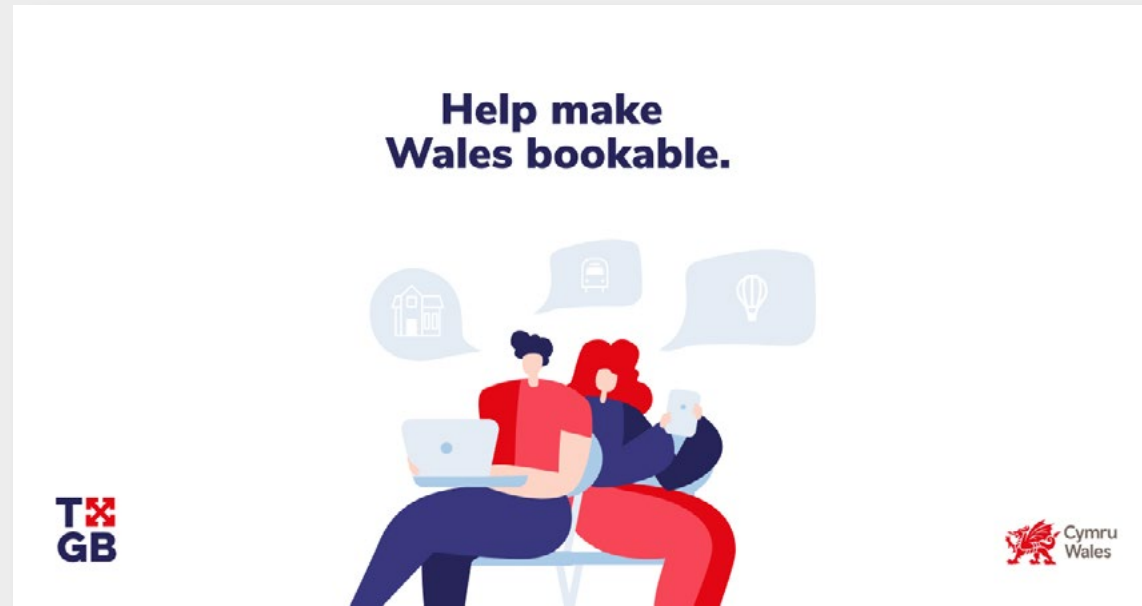
Submit an [expression of interest](#) for more information about TXGB.

05

Reach new international and domestic audiences on the [VisitBritain Shop](#).

06

Be part of potentially lucrative promotional campaigns.



Diolch
Thank you