



Llywodraeth Cymru
Welsh Government

30 May 2024

Dear ,

ATISN 19564 – Wales Metaverse

Information requested:

Thank you for your request which I received on 13 May 2024, in which you asked for detail on the Wales Metaverse development and advertising costs.

Our response:

The Wales Metaverse was commissioned by Visit Wales for digital tourism marketing activity and delivered by a company based in Wales.

We cannot disclose, due to commercial confidentiality, a detailed breakdown of costs attributable to the developer. However, we can confirm that in total i.e. technical development, licence fees and hosting, the project has been delivered for less than £16,000.

In terms of promotional spend, the Wales Metaverse will be promoted as part of Visit Wales' digital campaign activity (and that will equate to approximately £30k over the next six months) which drives potential visitors to the VW website to inspire holiday planning. The Metaverse entry point is "housed" on the Visit Wales website, where visitors can also be inspired by the widest range of information around visiting Wales "in real life".

The Wales Metaverse is a trial being used to test reach even wider audience bases, complementing Visit Wales' core digital activity.

Next steps:

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit,
Welsh Government,
Cathays Park,

Cardiff,
CF10 3NQ

or email: Freedom.ofinformation@gov.wales

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely

Canolfan Cyswllt Cyntaf / First Point of Contact Centre:
0300 0604400

Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.