

17 February 2023

Dear

**ATISN 17071 – Funding for Visit to Wales**

Thank you for your request which I received on 23 January 2023. You asked for the following information in relation to the visit to Wales by Pavlina Livingstone-Sudrich:

1. How much money is the Welsh Government contributing to Pavlina Livingstone-Sudrich's visit to Wales (including accommodation and sustenance)?
2. How is this spending being categorised/described by the Welsh Government?
3. Was a business case produced for plans to contribute funds to Livingstone-Sudrich's visit, and if so, can this be included?

The information you have requested is below:

1. This information is exempt under **Section 21** of the Freedom of information Act 2000 – Information accessible by other means - and is available on the Senedd website at [WQ87263](#).
2. This spend is part of our 'Wales in Canada' themed year of international engagement activities which celebrates the relationship between Wales and Canada and aims to raise Wales' global profile.
3. A business case was developed to support this spend. This has been provided at Annex A.

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 e-mail: [Freedom.ofinformation@gov.wales](mailto: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

Telephone: 0303 123 1113

Website: [www.ico.org.uk](http://www.ico.org.uk)

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

Yours sincerely

## **Business Case to Support Visit to Wales by Canadian Influencer**

### Issue

Visit to Wales by Canadian social media influencer based in Yukon Province.

### Rationale

Yukon-based social media adventure travel content creator is travelling to the UK at her own expense in February.

The influencer mistakenly said that Wales was in England when she posted a TikTok video about a handwarmer, which is made in Ceredigion, that she uses in Canada. Following a high-profile exchange about this mistake with the First Minister on TikTok, which generated thousands of views, there is an opportunity to use this visit to generate some positive content about adventure tourism in Wales.

We wish to use the funding allocated for our Wales in Canada year to provide a contribution towards some of the cost of her stay in Wales to compensate her for the tourism-promotion activities she will be undertaking on our behalf whilst in the country. This is part of the Welsh Government's ambition to raise Wales' profile across the world and fits with the Wales in Canada year-long programme of activities being undertaken to celebrate the relationship between the two countries.

This is a unique opportunity to tap into a hard-to-reach market through a relationship that has developed organically through Wales and Canada. This is also an opportunity for us to deepen WG's connection with Yukon.

### Benefits

The influencer has around 200,000 followers on social media and intends to undertake adventure tourism activities whilst in Wales as well as visit the Ceredigion-based company in the original post.

The influencer is a freelance contributor to CBC News based in Whitehorse, Yukon, and has hundreds of thousands of followers across her various social media platforms. She often works with brands and organisations to promote content about outdoor life and adventures in nature to her followers; one of her most recent videos has been viewed over 11 million times by people across the globe, and she has done various pieces of local and national media to promote Wales that have been widely shared and viewed.

### Estimated Cost:

Up to £1,500 (taken from Wales in Canada budget) towards hotel costs and car hire.

Not included: Flight to UK or travel from UK airport to Wales; other travel & subsistence, with the exception of any breakfasts included in hotel bookings; any other expenditure incurred on the trip – e.g., entry costs to attractions.