

An analysis of the Meet in Wales Ambassador Strategy



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Festival Conventions and Event Management Assignment 2

Introduction

This presentation critically assesses the Meet in Wales strategy and proposes actions to strengthen Wales's position as a sustainable and competitive MICE destination.

Meet in Wales: Three Pillars

- People:
Skills, training and workforce development
- Place:
Use of Wales's venues, landscapes and infrastructure
- Planet:
Environmentally responsible, low-carbon event delivery



What is meet in Wales?

Meet in Wales offers:

- diverse venues
- natural beauty
- cultural richness
- sustainability
- strong sector alignment
(BBT,2018)

The Meet in Wales Ambassador Strategy supports Wales's national well-being goals by:

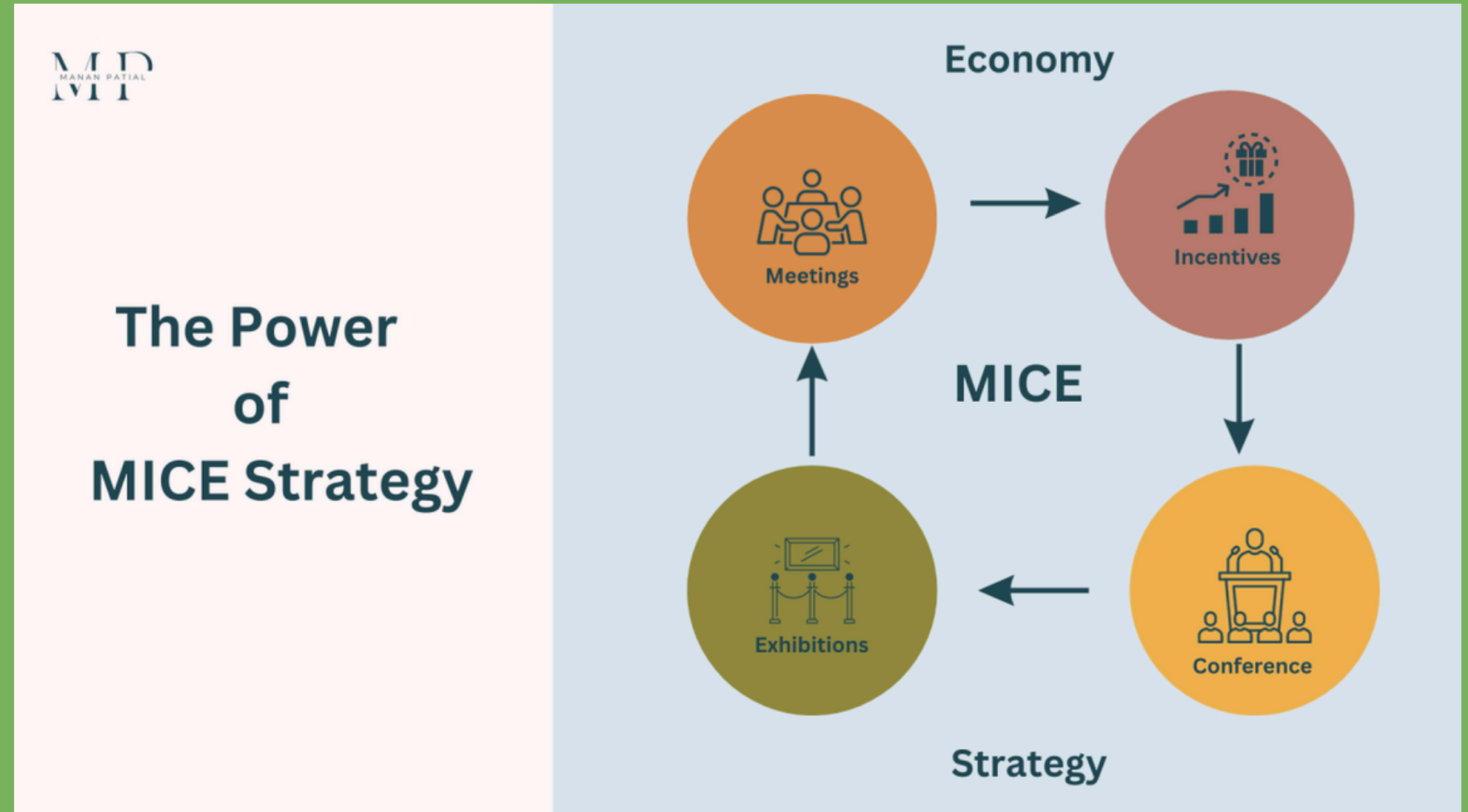
- A healthier Wales
- A more equal Wales
- Vibrant culture and Welsh language
- A resilient Wales
- Growing the economy



Why MICE Matters?

Importance to Tourism & the Economy.

- High-value tourism: MICE delegates spend more, stay longer and travel year-round (Truyols, 2025)
- Supports economic growth through higher visitor spend and skilled jobs
- Enables knowledge exchange between universities, industry and global networks (Industry Wales, 2025)



Relevance of Wales's Global Positioning

- Supports knowledge exchange between universities, industry and global networks
- Focuses on high value rather than high visitor numbers, aligning with Wales's sustainable development goals (Welsh Government, 2022)

Strengths & Opportunities

- Natural assets:

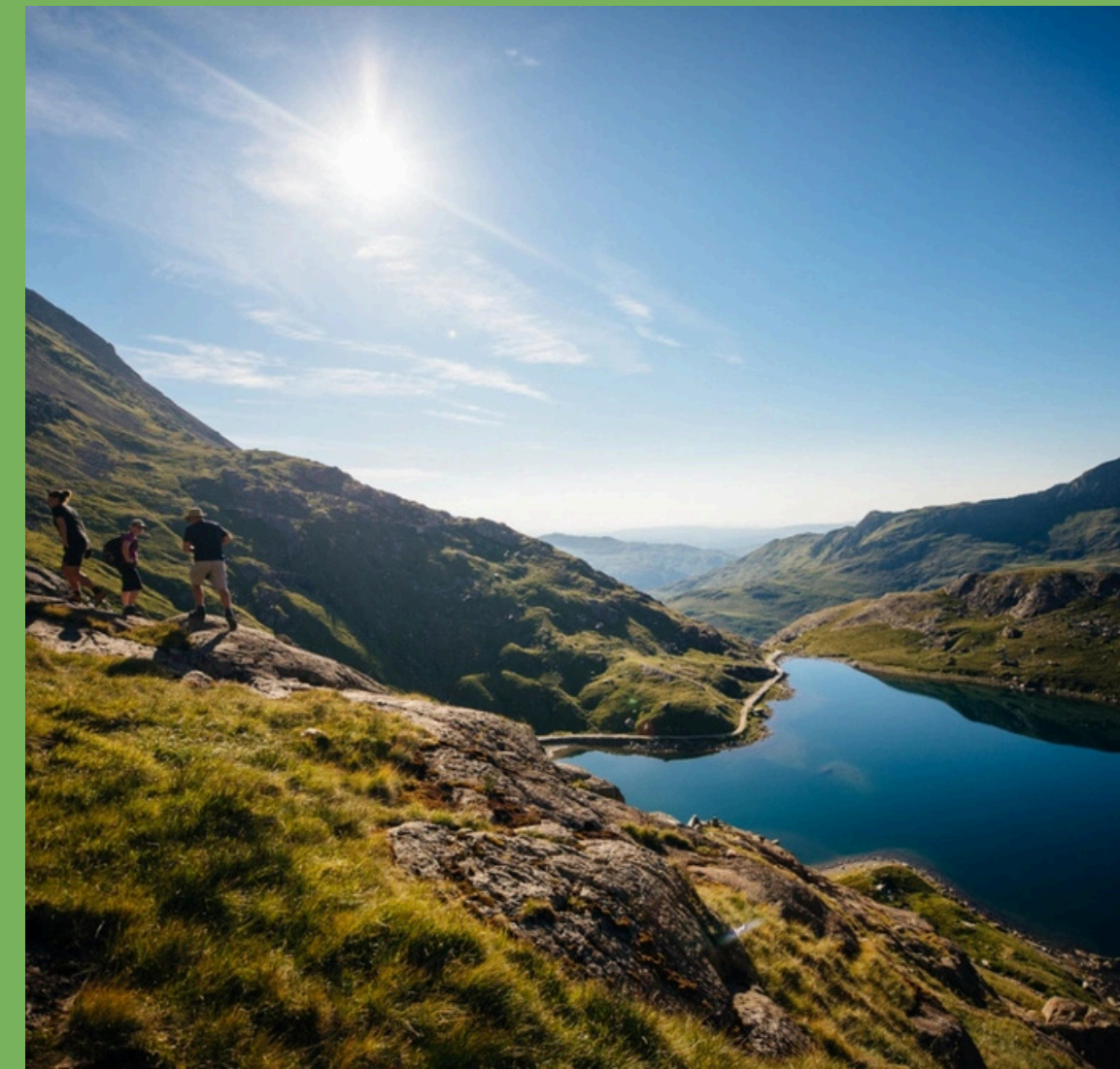
Landscapes and heritage create distinctive, wellbeing-focused business events (Meet in Wales, 2024).

- Wellbeing & green events:

Strong sustainability focus meets global demand for responsible MICE (Events Industry Council, 2025).

- Ambassador networks:

International networks attract high-value events aligned with Wales's strengths (Meet in Wales, 2024).



Weaknesses & Challenges

Competition with Global Destinations

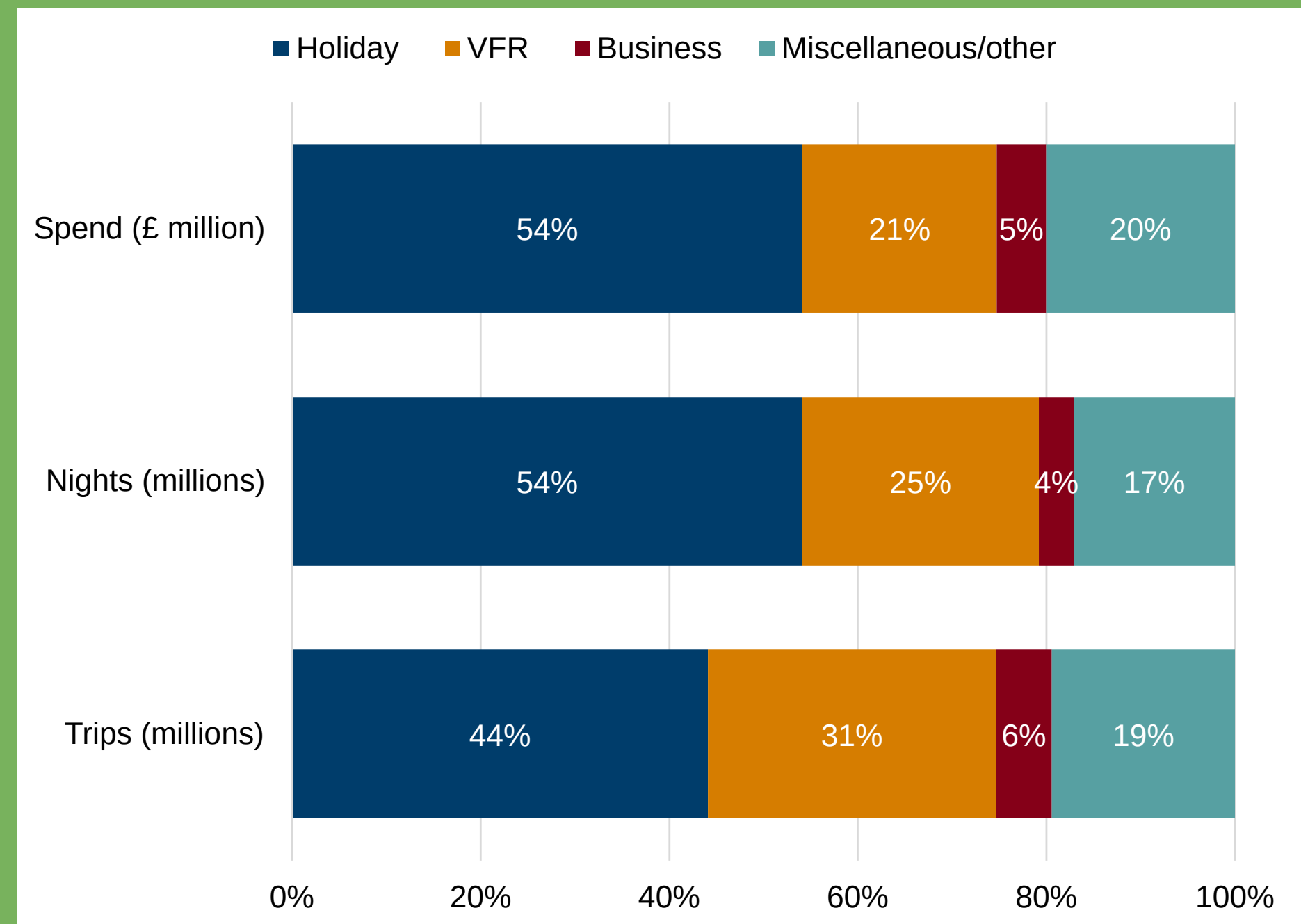
Wales competes with established MICE destinations offering larger venues, greater capacity and stronger international visibility (MarketIntel, 2025).

- Infrastructure limits:

Limited large-scale venues, transport links and accommodation restrict major international events (Welsh Government, 2022).

- Post-COVID funding pressures:

Rising costs and static budgets constrain MICE growth, with 75.7% of planners citing cost as the main challenge (Banerji, 2023).



Stakeholder and community impact

- Community involvement:

Supports local communities and SMEs, contributing to wellbeing, though benefits must be managed to avoid uneven impacts (Welsh Government, 2022).

- Business engagement:

Creates demand for local venues, hospitality and Welsh SMEs, strengthening regional economies and international links (Welsh Government, 2022).

- Social & cultural benefits:

Promotes Welsh culture, language and heritage, building community pride and global awareness (Welsh Government, 2022).



Economic Impact



Contribution to tourism revenue:

- MICE drives high tourism revenue through delegate spend and supports year-round, value-led tourism in Wales (MICE Magazine, 2025, Welsh Government, 2022).

High-Value Visitor Market:

- Mice visitors stay longer and spend more; Madrid delegates spend €1,539 and stayed nearly five nights on average (Madrid Convention Bureau, 2023).
- Meet in Wales targets high-quality events aligned with Wales's strengths, enabling competition based on expertise rather than scale (Madrid Convention Bureau, 2023, Welsh Government, 2022).

Sustainability & Policy alignment

Policy alignment

Meet in Wales embeds People, Place and Planet through the Well-being of Future Generations Act, linking business events with sustainability and long-term legacy (Meetings Industry Association, 2025).

Progress

Growth in green and wellbeing-focused events, supported by sustainable venues, nature-based experiences and responsible event standards (Welsh Government, 2025).

Gaps

Limited carbon, social and legacy impact reporting; improved data and transport monitoring needed to demonstrate full sustainability outcomes (Senedd Cymru, 2023).



International Profile & Global Case Study



- International profile:
Ambassador networks promote Wales globally, positioning it as a values-led, expertise-focused MICE destination (Meet in Wales, 2025).
- Case study (Copenhagen):
Knowledge-led ambassador model embeds sustainability and legacy, reinforcing global leadership (IBTM World (2025); The Meetings Show, 2024).
- Lessons for Wales:
Copenhagen embeds formal legacy KPIs, highlighting gaps in Wales's impact measurement
Clearer legacy planning and sector focus would strengthen long-term value beyond tourism spend



Conclusion



Recommendations:

- Meet in Wales positions Wales as a values-led MICE destination rooted in people, place and planet
- Long-term success depends on strengthening competitiveness through legacy-focused ambassadors, clearer impact measurement, sector targeting and hybrid investment
- With continued innovation, Wales can secure a sustainable and competitive global MICE position

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