

# [Selling Wales to the world during the Champions League Final](#)

With around 170,000 additional visitors expected in Cardiff and an estimated global TV audience of 200 million across 200 countries and territories, few events can match the Champions League Final for size and scope. With Juventus and Real Madrid taking part in the men's UEFA Champions League Final and Lyon and Paris Saint-Germain competing in the Women's Champions League Final, Cardiff is expected to be incredibly busy and alive with not only Spanish and Italian and French voices, but with people and languages from every corner of the globe, including an estimated 2,500 members of the media.

The work of marketing Wales as host nation has been ongoing since the start of 2017. A competition was part of the Visit Wales stand at ITB Berlin, the world's largest travel market, with a prize to win a week-long holiday in Wales and two tickets for the men's and women's champions league final, there were over 16,000 entries. The Champions League Final Trophies also made an appearance at the stand and proved very popular.

Following the launch of the Iberia Madrid to Cardiff flight, familiarisation visits were hosted for journalists and tour operators from Madrid to experience what Cardiff had to offer – should their team make the final.

Spanish Tour Operators and Iberia Airways are now promoting The Champions League and city breaks to Cardiff through their own channels. Spanish tour operator, Politours are specifically using the Champions League as a way of clients recognising Wales as a city break and holiday destination.

New videos have also been produced including restaurateurs promoting Cardiff filmed and distributed in [Italian – You Tube](#) (external link), [Spanish – You Tube](#) (external link) and [English – You Tube](#) (external link) . A new [video of young Welsh boy dreaming of playing in Champions League final](#) (external link) has been distributed through social media channels.

International pages have been set up on [visitwales.com](#) (external link) in French, Spanish and Catalan, which has further promotion of the Champions League Final and Wales as a holiday destination. A digital destination marketing campaign is also running in Spain and France to promote Wales.

In order to inform those travelling fans, a Cardiff Mini Guide has produced in Spanish, Italian and French and distributed through Visit Wales and VisitBritain channels. Welcome messages from Wales will be placed in Cardiff Airport, Cardiff Central Train Station and Cathedral Road and well as gateway branding in London Paddington and Schiphol Airport Amsterdam. Visit Wales will also have a stand in the Champions Festival Village showcasing what the country has to offer – and should the excitement of the matches not be enough – there will be a 360 virtual reality Zip wire and white water rafting experience.

Economy Secretary, Ken Skates, said:

“The UEFA Champions League Final is a fantastic opportunity for people across the world to see what Wales can deliver, whilst providing hundreds of thousands the opportunity to sample our excellent tourism, produce and business offering. I’m delighted that we’re able to welcome legendary footballers from around the world to Wales during our Year of Legends.

“For the first time in eight years, the numbers of overseas visitors to Wales crossed the 1 million mark in 2016 – and we saw record breaking spend figures from our overseas markets. Hosting this event will give Wales further opportunities to raise awareness of Wales has a holiday destination in key overseas markets.

“For many fans, this will be their first visit to Wales, we hope they have a fantastic time in Wales – enjoy the welcome and the atmosphere and will come back to visit again soon. We will continue to make the most of having the opportunity to host such legendary event long after the final whistle sounds.”

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## **Technical marketing agency Yard to create 37 new jobs as it expands its Cardiff offices**

The company currently employs 18 people at its head office in Eastgate House, Cardiff, with a further 17 members of staff in Edinburgh and London and has already attracted investment from Finance Wales.

The planned expansion, assisted by the Welsh Government, supports the company’s growth plans to increase sales by 40% over the next three years and double turnover by 2018.

Incorporated in 2006 by co-founders Paul Newbury CTO and Stephan Briggs CEO, Yard provides a range of digital services such as analytics, data and insight, search engine optimisation, web design and build.

Web analytics is its key specialism and the company has provided analytical

solutions to over 100 companies across the UK and Europe and created web products for Legal & General, British Gas and Sainsbury's Bank, among others.

Economy Secretary Ken Skates said:

“Supporting digital media businesses that can compete globally and attract inward investment to Wales is a sector priority. I am delighted Welsh Government support will ensure this expansion goes ahead in Wales and will help the company as it embarks on its new stage of growth.”

The additional staff will be responsible for developing new business and servicing new contracts the company has secured from Rank Group, Virgin Atlantic, and Camelot and support its strategic sales strategy for further business growth.

Paul Newbury said of the news:

“We are delighted at Yard to receive this support from Welsh Government, which will allow us to drive forward with really ambitious growth plans and recruitment plans. By working with local universities and local industry, we can do our part to ensure that we help to grow inward investment into Wales as well as confirming Wales as a centre of excellence for analytical and digital skills.”

The business has grown year on year since its formation and is recognised as a leading technical marketing agency providing a growing number of global clients with niche digital products and services. Its impressive client list also includes J.P. Morgan, S4C, Rank Group, B&Q and Penguin Random House.

Yard has been responsible for creating a number of web based software products including CUBED, an advanced attribution modelling tool, and SiteTagger, a tag management solution. Tag management is a platform based method that enables marketing companies to connect, manage and unify their digital marketing applications such as web analytics, search engine marketing and advertising.

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## **Cardiff set for 'busiest ever weekend' as UEFA Champions League comes to town**

In welcoming the first wave of fans to Wales, the Economy Secretary

highlighted the different options available to those wishing to travel, stressing the importance of leaving plenty of time to avoid disruption.

Ken Skates said:

“The long wait is almost over. This weekend will see Cardiff host the greatest sporting event of 2017, the UEFA Champions League Final. The final is the culmination of months of planning that has been focussed on ensuring visitors from across the world are safe, well looked after and afforded a fantastic Welsh welcome as they enjoy the occasion.

“With around 200,000 additional visitors expected in Cardiff over 1-4 June, 2,500 members of the media and an estimated global live TV audience of 200 million, few events can match the Champions League Final for size and scope. The challenges that come with being the smallest city ever to host such an event should not be underestimated, not least in ensuring that every aspect of the infrastructure and transport network is primed to best serve South Wales and it’s many visitors.

“The weekend will see additional trains providing capacity for up to 60,000 passengers, with partners from across the UK helping ensure increased rail capacity and frequency.

“There will be over 1250 coaches, an additional temporary terminal at Cardiff airport helping welcome up to 10,000 air charter passengers to Wales and the Eastern Bay link road which will open to coaches. There will also be a number of park and ride/walks in full operation, the newest of which, in Llanwern, will add 4,000 additional spaces.

“These are amongst the many, many measures in place to support what will be the busiest ever weekend on our transport network. For those travelling in and around Cardiff, please leave plenty of time and carefully consider all available modes of transport to avoid disruption.”

To plan your travel over the Event period download the Cardiff 2017 Travel Guide App from [cardiff2017.wales/travelapp](http://cardiff2017.wales/travelapp). More detailed information on transport options for 1-4 June can be found at: [www.cardiff2017.wales/travel](http://www.cardiff2017.wales/travel) (external link) or on Twitter: @cardiff17travel

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## £500,000 expansion of business park in Presteigne already creating interest

Two plots have already been sold, subject to contract, to a local business wishing to expand – and discussions are taking place with other local businesses and individuals looking to build their own premises.

The expansion followed enquiries from a number of companies, including businesses based in Presteigne, that wanted to expand.

Economy Secretary Ken Skates said:

“This investment is the latest in a number of proactive interventions taken by the Welsh Government to support businesses based in areas of rural Wales that wish to expand.

“As a Government we are committed to supporting business growth which in many parts of Wales means we have to step in and invest in premises and infrastructure when the private sector is not delivering.

“I want to ensure that the benefits of economic growth are shared across Wales and the expansion of Broadaxe Business Park supports this strategy as we know the availability of sites and premises is fundamental in attracting new investment, retaining existing investment and creating jobs.”

He added that last week he officially opened a new £1.8m facility the Welsh Government had built to enable Zip-Clip to expand its operations in Welshpool and ground works are also underway by the Welsh Government that will pave the way for Charlies Stores to build a new headquarters and ecommerce fulfilment centre on Offa’s Dyke Business Park in Welshpool.

The Broadaxe project was carried out by Jones Brothers (Henllan) Limited. It involved the construction of a new road and the installation of associated services which have opened the 4 acre site and created six serviced development plots for businesses.

Gareth Jones, Director, Jones Bros (Henllan) Ltd said:

“As a long established Welsh business, we are naturally delighted to have been involved in bringing this prestigious development site to fruition by constructing the access road and the installation of associated services and infrastructure.

“We have had recent involvement in a number of business park projects in Carmarthenshire (Cross Hands Food Park and Trostre Retail park), as well as other parts of Wales and hope that this investment will help deliver the same economic and employment opportunities that the other have delivered.”