**Date issued:** 7th of June 2023

**Freedom of Information Request** 83/23

We are writing in response to your Freedom of Information request. Your request has been considered in accordance with the requirements of the Freedom of Information Act and our Data and Information Management Policy.

**YOU ASKED…**

1. **How much did TfW spend specifically on marketing for bus services in 2022-23?**
2. **How much did TfW spend specifically on marketing for train services in 2022-23?**
3. **How much has TfW spent on marketing in total on annual basis since 2013?**

**RESPONSE**

**Please note:**

Question 1

Transport for Wales spent £274,141 in 2022-23 on marketing for bus services.

Question 2

Transport for Wales spent £3,301,127 in 2022-23 on marketing for train services.

Question 3

2018/ 2019 £262,013

2019/2020 £230,199

2020/2021 £304,590

2021/2022 £199,559

2022/ 2023 £335,871

Total           £1,332,2312

Please note the following-

* TfW do not hold the spend pre 2018.
* The total above does not include the 2022/23 spend on marketing for bus services.
* The spend provided is related to selling our website, products & services (ie excl. brand)

We hope this information is of use to you.

Yours sincerely,

**Transport for Wales**

**Appeal Rights**

If you are unhappy with the way your request has been handled and wish to make a complaint or request a review of our decision, please write to the Head of Freedom of Information at either Transport for Wales, 3 Llys Cdwyn, Pontypridd, CF37 4TH or freedomofinformation@tfw.wales. Your request must be submitted within 40 working days of receipt of this letter. If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision.

The Information Commissioner (ICO) can be contacted at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF or you can contact the ICO through the 'Make a Complaint' section of their website on this link: <https://ico.org.uk/make-a-complaint/>

The relevant section to select will be "Official or Public Information".