

Busy Easter gives Industry confidence boost for the summer

37% of businesses reported that they had seen an increase in visitors with 42% reporting the same level of visitors as in 2016. Attractions and activity operators performed particularly well, with 57% welcoming more visitors than Easter last year.

Caravan and campsite operators also fared well, with 46% seeing a boost in the number of visitors compared to the same period in 2016.

Most sectors have taken more profits so far in 2017, compared with the same period last year. Overall, 34% of businesses reported seeing higher profits, with 41% reporting the same as last year.

With a sound Easter as a good foundation for the year, the summer looks to be bright, with 87% of businesses expecting to see more or the same level of visitors as last year during the peak season.

Most (85%) respondents are confident about how their business will perform over the summer. This has been helped with many reporting an increase in advance bookings. Some serviced sector accommodation reported that they were fully booked, with advance bookings taking over the last minute booking trend of recent years.

Economy Secretary, Ken Skates, said:

“I’m delighted that the industry are feeling confident for the season ahead and that the combination of fine weather and a later Easter boosted efforts to attract visitors to Wales and resulted in an increase in visitors during Easter this year. An increase in advance bookings also gives the industry confidence for the months ahead and shows that people are committing to their holiday in Wales sooner than in previous years. The tourism industry in Wales is in a strong position. In 2016 the total number of visits to Wales – taking into account tourism day visits, international visitors as well GB overnights visits – was 15% up – which builds on the previous successful years. We will continue with our campaign work for the summer as we celebrate Wales’ Year of Legends.”