

Huge increase in visitor spending in Wales

In the 12 months ending July 2017, there were 102 million tourism day visits to Wales, with an associated spend of £4,874 million. The number of visits has increased 11% compared to the 12 months ending July 2016, while the amount spent has increased 51%.

Wales' performance is particularly strong in the GB context: for GB as a whole, the number of visits has decreased by 1% compared to the 12 months ending July 2016, while the amount spent has increased 5%.

Cabinet Secretary for the Economy and Infrastructure, said:

“These indications are very positive for 2017. In what is an extremely competitive market place, tourism in Wales is in a strong position and these figures continue to reflect the success we have experienced over the last two years.

“It's great news that we're attracting more visitors to Wales – but that visitors are also spending more while on a day trip – which is a boost to economy. In addition to this, 87% of respondents in our tourism barometer survey undertaken in June said they were confident about how their business would perform over the summer.

“We will continue with our campaign work to ensure that we make the most of the opportunities to attract those looking to holiday at home due to the weak pound and give people compelling reasons to visit Wales during the Autumn.”