

# UEFA gives platform to boost tourism promotion in challenging global market

Tourism figures published today show a positive picture of tourism performance in a challenging global market place.

The Great Britain Day Visitor Survey shows that in the 12 months ending April 2017, there were 103.2 million tourism day visits to Wales, with an associated spend of £4,265 million. The number of visits has increased 20.4% compared to the 12 months ending April 2016, while the amount spent has increased 30.2%.

However, the overnight GB survey for the 12 months ending January 2017 shows that the number of visits has decreased 11.6% compared to the 12 months ending January 2016. The number of visits to GB as a whole has decreased by 3.9% over the same period.

Economy Secretary, Ken Skates, said:

“It makes me very, very proud to see what was achieved in Cardiff this weekend. There will be millions of people across the globe who will have sat up and taken notice of Wales as a place to visit, work and do business. We have extensive experience in capitalising on major events which have been held in Wales and we will now make the most of this platform – It’s an opportunity I’m looking forward to grasping with both hands. I’m delighted that we were able to welcome legendary footballers from around the world to Wales during our Year of Legends.

“Tourism performance remains positive in such a challenging market. In 2016 the overall picture for Wales – taking into account tourism day visits, international visitors as well GB overnights visits – shows a substantial increase in overall tourism volumes compared with 2015. The total of visits across all three categories was 15% up during 2016 – which builds on the previous successful years.

I’m delighted that the day visit figures which include the Easter break continue to see an increase this year. We will continue with our campaign work to ensure that we make the most of the opportunities to attract overseas visitors and those looking to holiday at home due to the weak pound.

“Our overseas visitors also increased last year and we’ll make the most of our chance to sell Wales to the world as the place where fans had a remarkable experience during the Champions League Final and which saw Gareth Bale lifting the trophy in his home city.”