

Wales a popular choice for day trips

The number of tourism day visits made to Wales in the 12 months ending June 2017 has increased by 9% compared to the 12 months previous, while the amount spent has increased by 34%.

In the 12 months ending June 2017, there were 100.7 million tourism day visits to Wales, with an associated spend of £4,711 million.

Economy Secretary, Ken Skates, said:

“In what is an extremely competitive market place, tourism 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. It’s excellent news that the day trips market is performing strongly into the early summer of 2017. Added to this, 87% of respondents in our tourism barometer survey said they were confident about how their business will perform over the summer.

“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. Visit Wales’ London marketing campaign has been targeting London and the South East over the summer to entice Londoners to Wales during the Year of Legends. This includes a huge motion screen at Waterloo station to showcase Wales at its best with a specially edited film.”