

Wales a popular choice with day visitors in 2017

Figures published today show that Wales is continuing to attract more day visitors as the number of day trippers to Wales increases in addition to the amount of money they spend during their visit.

Tuesday 09 May 2017

In the 12 months ending March 2017, there were 104.6 million tourism day visits to Wales, with an associated spend of £4,346 million, this is an increase of more than 24% compared to the previous 12 months, while the amount spent has increased by 35%.

Commenting on the recent figures, the Economy Secretary, Ken Skates said:

“In what is an extremely competitive market place, tourism in Wales is in a strong position. We’ve had two record breaking years and our aim is to sustain growth. It’s therefore great news that our day visit figures are showing an increase in 2017. We are working hard to sustain these levels of success through continued investment in marketing and product development.

“Campaign work continues to convert interest and opportunities arising from the weak pound into bookings for the summer. A boost to the Visit Wales budget means that there is £26.3m available to invest in marketing and product development this year enabling us to pull together a more ambitious programme than ever before for 2017.”

More information: [Great Britain Day Visits Survey](#).

[May 2017](#)

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