

Wales attracting GB visitors for longer stays

Figures published today on visitors to Wales from GB show that Wales performed better than the rest of GB in the 12 months ending May 2017.

Thursday 07 September 2017

During this period, there were 9.657 million overnight visits to Wales by GB residents, with 34.554 million nights spent in Wales. Figures may indicate that people coming to Wales from GB are now finding more and more reasons to stay for longer – as the number of nights has increased by nearly 5%.

In comparison, the number of visits to GB as a whole has decreased by 3.7% over the same period, and the number of nights has decreased by 3.2%.

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. 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.”