

VISITORS
2018

£6.3BN
SPEND



INTERNATIONAL VISITS

941,000
£405M



96M
£4,009M

GB OVERNIGHT STAYS

10.02M
£1,853M



64% holidays

25% visiting friends/family
8% business – 3% other

TOURISM INDUSTRY IN WALES

INTERNATIONAL
VISITS
2016-18



IRELAND – 17%
FRANCE – 8%
GERMANY – 8%
USA – 8%
NETHERLANDS – 6%
AUSTRALIA – 5%
POLAND – 5%
SPAIN – 5%
ITALY – 4%
CANADA – 3%

BUSINESS



£3,064M

IN 2016

*Tourism's contribution to the economy of Wales – 6% of all Gross Value Added in the Welsh economy = £3,064 million in 2016.

EMPLOYMENT
2018



9.5% 132,300
OF TOTAL WORKFORCE EMPLOYED



ACCOMMODATION

12,000

ESTABLISHMENTS

