

9th June 2025

Dear

ATISN 24725: Domestic GB Tourism

Information requested

Thank you for your request which I received on 9th May 2025. You asked for:

- The data as published "for all Wales" in the 'Domestic GB tourism statistics (overnight trips in Wales):2024" document on a county-by-county basis.
- The number of overnight trips in Wales per month per county.
- Average number of nights per trip per county.
- Volume and proportion of trips taken in Wales by main type of accommodation per county.

Our response

A copy of the information I have decided to release is enclosed.

The following information is released and shown in the table below:

- The data as published "for all Wales" in the 'Domestic GB tourism statistics (overnight trips in Wales)" document on a county by county basis – this is shown as a provisional three year average for 2022 to 2024.
- Average number of nights per trip per county – this is shown as a provisional three year average for 2022 to 2024.

	Base Size	Trips	Bednights
Local authority of trip destination	2022-2024	2022-2024	2022-2024
Ceredigion	87	298,068	992,944
Powys	169	537,745	1,516,304
Conwy	170	675,081	2,192,277
Denbighshire	104	355,504	1,070,920
Flintshire	81	271,299	602,580
Gwynedd	243	808,643	3,139,987
Isle of Anglesey	75	283,438	1,142,120
Wrexham	60	192,734	409,283
Blaenau Gwent	21*	71,721	204,030
Bridgend	116	334,749	728,801
Caerphilly	96	272,451	596,816
Cardiff	497	1,361,934	3,140,737
Merthyr Tydfil	35	116,258	274,827
Monmouthshire	74	224,299	682,998
Newport	96	266,806	593,191
Rhondda Cynon Taf	52	141,265	286,413
Torfaen	15*	43,302	116,086
Vale of Glamorgan	75	206,134	549,687
Carmarthenshire	136	392,604	1,115,889

Neath Port Talbot	77	230,773	597,695
Pembrokeshire	269	806,535	2,483,458
Swansea	169	492,408	1,206,984

Base sizes at an annual level are very small for most Local Authorities and cannot be used to produce a robust analysis of annual trip volume and bednights. It is more robust when data from multiple years are considered, therefore the above is the annual average of trips and nights from 2022, 2023 and 2024. The attached excel document contains some important information and caveats that should be referred to when using the data.

I have decided that **annual Local Authority data** is exempt from disclosure under section 36 of the Freedom of Information Act and is therefore withheld. The reasons for applying these exemptions are set out in full at Annex 1 to this letter.

I can confirm that we do not hold the following information:

- The number of overnight trips in Wales per month per county.
- Volume and proportion of trips taken in Wales by main type of accommodation per county

Next steps

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit,
Welsh Government,
Cathays Park,
Cardiff,
CF10 3NQ

or Email: Freedom.ofinformation@gov.wales

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at:

Information Commissioner's Office,
Wycliffe House,
Water Lane,
Wilmslow,
Cheshire,
SK9 5AF.

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely

Annex 1 - Application of exemptions

The Freedom of Information Act provides a right for anyone to ask a public authority to make requested information available to the wider public. As the release of requested information is to the world, not just the requester, public authorities need to consider the effects of making the information freely available to everybody. Any personal interest the requester has for accessing the information cannot override those wider considerations.

I have decided to withhold the following information: **annual Local Authority data** is exempt from disclosure under section 36(2)(c) of the Freedom of Information Act and is therefore withheld. Section 36(4) states that the opinion of a qualified individual is not required, as the information that you have requested is statistical data.

This Annex sets out the reasons for the engagement of section 36 of the Freedom of Information Act and our subsequent consideration of the Public Interest Test.

Engagement of section 36c: effective conduct of public affairs of the Freedom of Information Act

The Welsh Government believes that annual domestic tourism data by Local Authority should be exempt from disclosure. The reason for this is that the underlying base sizes are too low to provide robust estimates of tourism to the Local Authorities in Wales and therefore releasing this data would be misleading. For example, in 2024 there were 13 Local Authorities that had base sizes of less than 30 trips, including two with under 10 trips. Due to the underlying mathematical calculations to provide the headline volume figures on domestic tourism and weighting that is applied to ensure that the survey results are representative, it is not appropriate to use base sizes of less than 30 as this is not sufficient for reliable analysis and any resulting data would not be accurate. This is because small sample sizes can be influenced by outliers and may not be representative of trip taking to Wales.

Releasing such unreliable data would result in harm to the reputation of the Welsh Government as a provider of high-quality official statistics. Further harm may be likely to tourism businesses and public authorities who could use such unreliable data for decision making.

Public Interest Test

In order to satisfy the public interest test in relation to the exemption(s), it is necessary to conclude that the public interest arguments in favour of withholding the information are sufficient to *outweigh* the public interest arguments in favour of release.

Public interest arguments in favour of disclosure

- Disclosing the data upholds the principles of transparency.

Public interest arguments in favour of withholding

- The annual data at a Local Authority level is wholly unreliable due to small base sizes.
- The annual data for many Local Authorities is likely to be misleading.
- The release of poor-quality statistics on tourism could create reputational damage to the Welsh Government.

- The use of poor-quality statistics could cause harm to those businesses and authorities who wish to use the data in their decision making.

Balance of public interest test

On balance the public interest lies with withholding the information and I have decided to withhold this information.