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Tourism profile – Wales Local Authorities 2011-18

Title: Tourism profile – Wales Local Authorities 2011-18
Subtitle: Summary of tourism trends for local authorities in Wales
2011 – 2018

Researcher: Sean Homer

Views expressed in this report are those of the researcher and not necessarily those of the Welsh Government

For further information please contact:

Sean Homer

Visit Wales

Welsh Government

Cathays Park

Cardiff

CF10 3NQ

0300 025 5771

Email: tourismresearch@gov.wales

This report contains tourism-related data on local authorities in Wales for the period 2011-2018. Please also refer to the four Wales regional tourism profiles for further comparative information. Following the advice of the Office for National Statistics, in order to maximise statistical robustness, figures are presented as annual averages over 3 years. 2018 is the most recent year for which we have detailed data at this level of geography and so the profiles contain the most up-to-date information currently available. The profiles contain tables on domestic overnight, international overnight and domestic day visitors, as well as employment statistics covering the tourism sector, one of the Welsh Government's nine priority sectors

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Tourism profile – Wales Local Authorities

Summary of tourism trends for local authorities in Wales

2011 – 2018

Map of Welsh local authorities



Map of regions of Wales



Introduction

The tables in this profile contain tourism-related data for the 22 Local Authorities in Wales during the period 2011 - 2018. The data is sorted alphabetically by local authority. Please note that the data is presented using 3-year rolling averages, as the sample sizes of the various tourism surveys used to compile this profile would be too small to give statistically reliable data for each local authority on an annual basis.

The profile contains summary tables on domestic overnight, international overnight and domestic day visitors to Wales, as well as employment statistics covering the tourism sector, one of the Welsh Government's nine priority sectors. In order to provide context to the data for the individual Welsh local authorities, we have also provided data for the overall GB-level, Wales-level and the four regions of Wales shown in the map above. Please refer also to the four Wales regional tourism profiles published along with this local authority profile for comparative information on a Wales regional basis.

GB Domestic Visitors to Wales

Great Britain Tourism Survey

The GBTS is a continuous survey of the GB population that is the source of official statistics measuring the volume and value of overnight trips taken by British residents throughout Britain.

Trips (millions)	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
GB	125.186	121.055	120.524	119.374	121.519	119.562
Wales	9.743	9.845	10.127	9.919	9.593	9.451
North Wales	3.488	3.655	3.713	3.626	3.428	3.378
Mid Wales	1.618	1.717	1.763	1.750	1.740	1.887
South East Wales	2.310	2.231	2.473	2.471	2.463	2.252
South West Wales	2.160	2.089	2.081	2.014	1.890	1.862

Nights (millions)	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
GB	383.059	370.464	366.751	362.068	368.704	366.920
Wales	34.450	34.484	34.974	34.739	33.385	33.198
North Wales	13.354	13.575	13.199	13.222	12.221	12.450
Mid Wales	6.244	6.535	6.794	6.819	6.730	6.977
South East Wales	5.494	5.291	6.097	6.213	6.350	5.866
South West Wales	8.243	8.166	8.153	7.907	7.468	7.321

Spend (£ millions)	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
GB	£23,312	£23,320	£23,603	£23,532	£23,862	£23,574
Wales	£1,673	£1,673	£1,802	£1,800	£1,764	£1,723
North Wales	£582	£591	£639	£639	£613	£626
Mid Wales	£262	£281	£309	£311	£304	£314
South East Wales	£374	£361	£418	£421	£422	£373
South West Wales	£397	£390	£386	£387	£384	£374

GB Domestic overnight trips (thousands) to Local Authorities in Wales 2011-2018

Region	Local Authority	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
South East	Blaenau Gwent	32	27	43	41	39	20
South East	Bridgend	211	238	213	235	206	217
South East	Caerphilly	73	58	59	58	57	38
South East	Cardiff	1,142	1,102	1,273	1,191	1,216	1,140
South West	Carmarthenshire	397	366	331	320	303	336
Mid	Ceredigion	574	574	622	589	570	532
North	Conwy	892	929	978	928	917	924
North	Denbighshire	675	784	710	676	548	554
North	Flintshire	204	200	208	184	213	189
North	Gwynedd	1,479	1,660	1,679	1,743	1,615	1,697
North	(Isle of) Anglesey	530	453	497	427	450	434
South East	Merthyr Tydfil	16	30	43	33	44	29
South East	Monmouthshire	363	350	368	388	369	280
South West	Neath and Port Talbot	86	77	84	81	86	61
South East	Newport	194	194	187	240	232	213
South West	Pembrokeshire	1,138	1,144	1,118	1,031	983	918
Mid	Powys	583	624	620	642	657	740
South East	Rhondda Cynon Taf	125	99	88	64	71	108
South West	Swansea	550	512	556	590	534	555
South East	(The) Vale of Glamorgan	98	108	161	192	205	176
South East	Torfaen	70	39	55	42	52	38
North	Wrexham	151	167	180	200	191	174

GB Domestic Nights spent (millions) in Local Authorities in Wales 2011-2018

Region	Local Authority	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
South East	Blaenau Gwent	0.077	0.067	0.131	0.144	0.142	0.060
South East	Bridgend	0.743	0.724	0.677	0.704	0.628	0.696
South East	Caerphilly	0.17	0.175	0.144	0.144	0.154	0.120
South East	Cardiff	2.454	2.415	2.843	2.635	2.841	2.615
South West	Carmarthenshire	1.377	1.293	1.198	1.166	1.193	1.170
Mid	Ceredigion	2.416	2.412	2.48	2.249	2.207	2.210
North	Conwy	3.274	3.397	3.562	3.425	3.165	3.214
North	Denbighshire	2.307	2.378	2.218	2.167	1.995	2.047
North	Flintshire	0.621	0.694	0.692	0.574	0.508	0.416
North	Gwynedd	6.538	7.094	6.604	7.317	6.579	6.575
North	(Isle of) Anglesey	1.938	1.634	1.826	1.577	1.776	1.902
South East	Merthyr Tydfil	0.03	0.065	0.131	0.113	0.133	0.081
South East	Monmouthshire	0.85	0.835	1.038	1.116	1.121	0.864
South West	Neath and Port Talbot	0.205	0.164	0.184	0.196	0.230	0.183
South East	Newport	0.366	0.336	0.355	0.517	0.552	0.504
South West	Pembrokeshire	5.025	5.199	5.141	4.848	4.595	4.282
Mid	Powys	1.996	2.025	2.112	2.206	2.422	2.423
South East	Rhondda Cynon Taf	0.354	0.222	0.221	0.202	0.244	0.308
South West	Swansea	1.635	1.51	1.63	1.697	1.625	1.686
South East	(The) Vale of Glamorgan	0.256	0.317	0.407	0.503	0.501	0.493
South East	Torfaen	0.195	0.135	0.151	0.134	0.171	0.124
North	Wrexham	0.387	0.422	0.445	0.446	0.530	0.488

GB Domestic Tourism Spend (£ millions) on overnight trips in Local Authorities in Wales 2011-2018

Region	Local Authority	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
South East	Blaenau Gwent	£3	£3	£7	£7	£10	£2
South East	Bridgend	£38	£44	£34	£38	£33	£32
South East	Caerphilly	£10	£6	£6	£6	£6	£4
South East	Cardiff	£215	£206	£242	£222	£223	£204
South West	Carmarthenshire	£66	£60	£49	£46	£48	£52
Mid	Ceredigion	£90	£88	£94	£86	£90	£100
North	Conwy	£171	£164	£184	£178	£191	£197
North	Denbighshire	£102	£104	£98	£102	£90	£90
North	Flintshire	£29	£27	£26	£19	£17	£15
North	Gwynedd	£253	£300	£321	£337	£289	£298
North	(Isle of) Anglesey	£85	£63	£80	£85	£97	£94
South East	Merthyr Tydfil	£1	£3	£6	£5	£8	£6
South East	Monmouthshire	£49	£47	£57	£64	£64	£45
South West	Neath and Port Talbot	£9	£7	£8	£11	£13	£10
South East	Newport	£27	£25	£31	£54	£53	£35
South West	Pembrokeshire	£233	£241	£241	£247	£247	£230
Mid	Powys	£91	£100	£113	£124	£123	£114
South East	Rhondda Cynon Taf	£11	£9	£9	£11	£11	£14
South West	Swansea	£89	£83	£87	£88	£80	£81
South East	(The) Vale of Glamorgan	£11	£13	£20	£25	£26	£26
South East	Torfaen	£9	£6	£7	£5	£6	£5
North	Wrexham	£17	£22	£25	£28	£28	£23

International Visitors to Wales

International Passenger Survey

The International Passenger Survey (IPS) is used to produce official statistics relating to international visitors to the UK and Wales. Around 250,000 interviews per year are conducted at ports and airports with those entering or leaving the country, and the Office for National Statistics (ONS) uses data from around 45,000 of these to estimate figures for international visitors. ([Further information](#))

The ONS have responded to concerns that visitors from some countries may be under-represented in the estimates, notably China as well as other countries in south-east Asia, and have developed a new adjustment method, updating their weightings. The new method was developed using Home Office landing card data for different countries to understand where there was under or over representation in the previous estimates.

On 22 May 2020 the ONS released revised estimates for trips, nights and spend in Wales based on the new method for 2009-2018. Estimates prior to 2009 remain unchanged.

[A summary of the new method developed by the ONS is available here.](#)

Visits (thousands)	2011- 2013	2012- 2014	2013- 2015	2014- 2016	2015- 2017	2016- 2018
UK	32,558	33,708	35,232	37,086	39,000	40,164
Wales	867	887	923	991	1,050	1,060
North Wales	233	229	250	270	298	303
Mid Wales	77	80	85	98	107	107
South East Wales	439	446	470	499	526	525
South West Wales	173	190	190	203	203	198

Nights (millions)	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
GB	248.761	258.797	272.662	287.121	298.760	301.229
Wales	6.608	6.713	6.671	7.173	7.437	7.281
North Wales	1.700	1.647	1.555	1.686	1.633	1.668
Mid Wales	0.498	0.565	0.619	0.740	1.045 ¹	1.001 ¹
South East Wales	3.119	3.134	3.058	3.228	3.229	3.102
South West Wales	1.242	1.318	1.369	1.447	1.421	1.392

Spend (£ millions)	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
UK	£20,185	£21,665	£23,019	£24,091	£25,749	£26,631
Wales	£347	£359	£378	£430	£438	£446
North Wales	£77	£76	£80	£88	£92	£90
Mid Wales	£34	£36	£39	£58	£62	£54
South East Wales	£170	£170	£178	£186	£192	£196
South West Wales	£62	£75	£76	£91	£84	£95

¹ In 2017 the estimated number of international visitor nights spent in Mid Wales showed a substantial uplift compared to the previous year, which was not seen elsewhere in Wales. This was due to a large increase in the average length of trip in Ceredigion in 2017, which did not persist in 2018 and may be considered an outlier year.

International trips (thousands) to Local Authorities in Wales 2011-2018

Region	Local Authority	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
South East	Blaenau Gwent	3.8	3.2	2.9	2.6	2.1	2.2
South East	Bridgend	20.6	18.7	20.0	21.7	23.8	23.1
South East	Caerphilly	10.0	10.6	13.6	15.2	13.2	12.5
South East	Cardiff	297.8	302.9	321.0	345.2	376.4	383.4
South West	Carmarthenshire	30.0	28.0	27.9	23.8	27.5	26.1
Mid	Ceredigion	27.7	33.6	37.0	45.0	46.4	46.1
North	Conwy	55.6	63.1	69.5	79.8	76.4	75.7
North	Denbighshire	30.4	28.0	30.5	34.3	39.2	36.0
North	Flintshire	16.4	17.3	19.0	20.0	18.3	14.7
North	Gwynedd	79.6	75.5	77.6	86.5	88.5	85.7
North	(Isle of) Anglesey	43.1	38.1	43.8	47.4	75.1	96.3
South East	Merthyr Tydfil	5.0	5.0	4.9	3.3	3.4	2.4
South East	Monmouthshire	35.3	36.9	36.1	38.0	36.8	31.9
South West	Neath and Port Talbot	12.7	15.6	14.5	15.3	13.0	10.7
South East	Newport	50.7	51.7	54.6	55.4	52.8	47.1
South West	Pembrokeshire	59.6	73.7	72.5	88.6	86.6	86.5
Mid	Powys	37.3	34.0	37.5	38.5	45.5	47.1
South East	Rhondda Cynon Taf	9.1	10.9	9.6	12.6	11.5	11.8
South West	Swansea	74.4	76.7	79.2	79.4	82.3	81.4
South East	(The) Vale of Glamorgan	9.4	10.7	13.1	15.1	15.1	17.1
South East	Torfaen	5.5	5.9	6.4	7.0	7.7	6.9
North	Wrexham	28.0	27.9	32.1	31.6	32.6	30.4

International Nights spent (thousands) in Local Authorities in Wales 2011-2018

Region	Local Authority	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
South East	Blaenau Gwent	31.6	28.0	20.0	19.5	11.3	12.6
South East	Bridgend	168.0	140.5	100.4	123.6	197.6	214.6
South East	Caerphilly	58.9	51.0	125.6	142.0	159.5	192.0
South East	Cardiff	1,992.4	2,052.1	1,897.8	1,981.2	1,899.9	1,946.2
South West	Carmarthenshire	180.1	190.1	189.7	199.3	205.5	201.8
Mid	Ceredigion	231.3	297.6	294.9	384.3	641.4 ²	652.0 ²
North	Conwy	383.5	372.3	357.9	342.2	342.0	387.4
North	Denbighshire	200.5	148.4	184.3	221.0	210.4	197.8
North	Flintshire	119.9	163.0	148.0	169.3	109.0	112.9
North	Gwynedd	580.2	506.2	478.4	550.3	598.3	545.5
North	(Isle of) Anglesey	154.1	140.3	158.9	189.1	235.7	282.5
South East	Merthyr Tydfil	35.7	26.1	22.0	18.2	18.0	14.2
South East	Monmouthshire	195.6	194.3	201.5	220.5	236.8	214.5
South West	Neath and Port Talbot	88.1	98.9	102.4	97.8	108.5	119.1
South East	Newport	327.2	317.0	276.8	301.4	291.5	241.7
South West	Pembrokeshire	306.4	359.8	360.1	435.3	434.5	390.9
Mid	Powys	201.5	190.0	250.8	259.7	293.1	247.7
South East	Rhondda Cynon Taf	142.3	136.8	167.6	203.6	220.2	108.2
South West	Swansea	667.0	668.8	717.0	714.6	672.7	679.9
South East	(The) Vale of Glamorgan	105.1	122.8	166.8	159.2	129.7	110.6
South East	Torfaen	62.7	64.9	79.1	59.2	64.5	47.3
North	Wrexham	326.7	393.6	300.6	309.7	248.3	243.1

² In 2017 the estimated number of international visitor nights spent in Mid Wales showed a substantial uplift compared to the previous year, which was not seen elsewhere in Wales. This was due to a large increase in the average length of trip in Ceredigion in 2017, which did not persist in 2018 and may be considered an outlier year.

International Spend (£ millions) in Local Authorities in Wales 2011-2018

Region	Local Authority	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
South East	Blaenau Gwent	£1.0	£0.9	£0.6	£0.4	£0.3	£0.3
South East	Bridgend	£8.4	£6.7	£4.5	£5.8	£7.6	£8.2
South East	Caerphilly	£2.7	£3.2	£5.4	£6.1	£6.3	£4.6
South East	Cardiff	£113.5	£120.7	£126.1	£130.9	£130.8	£137.8
South West	Carmarthenshire	£7.6	£9.5	£9.1	£12.2	£11.5	£10.9
Mid	Ceredigion	£17.6	£19.7	£15.3	£35.2	£35.2	£33.8
North	Conwy	£20.6	£21.0	£20.4	£21.6	£22.8	£22.9
North	Denbighshire	£8.9	£8.1	£10.9	£13.8	£13.9	£11.0
North	Flintshire	£3.9	£5.8	£6.0	£7.0	£4.5	£4.9
North	Gwynedd	£27.9	£24.7	£24.6	£27.3	£30.6	£29.9
North	(Isle of) Anglesey	£8.4	£7.8	£9.3	£7.5	£11.1	£13.9
South East	Merthyr Tydfil	£1.2	£1.1	£0.9	£0.6	£0.8	£0.7
South East	Monmouthshire	£12.4	£11.3	£11.2	£12.1	£14.5	£16.3
South West	Neath and Port Talbot	£3.6	£4.0	£5.1	£5.1	£4.7	£8.3
South East	Newport	£17.0	£13.3	£12.6	£13.2	£15.3	£16.6
South West	Pembrokeshire	£17.4	£20.8	£20.6	£24.0	£22.3	£22.1
Mid	Powys	£12.8	£11.7	£19.1	£16.8	£20.5	£14.6
South East	Rhondda Cynon Taf	£5.1	£4.6	£7.8	£8.3	£8.7	£4.4
South West	Swansea	£33.6	£40.3	£41.4	£49.9	£45.6	£54.2
South East	(The) Vale of Glamorgan	£5.9	£6.6	£7.5	£7.0	£4.8	£5.0
South East	Torfaen	£2.6	£1.2	£1.4	£1.9	£2.7	£2.4
North	Wrexham	£11.6	£13.1	£14.1	£16.5	£15.0	£13.1

GB Domestic Day Visitors to Wales

[Great Britain Day Visits Survey](#)

GBDVS is a continuous survey of the GB population which is the source of official statistics measuring the volume and value of tourism day trips taken by British residents throughout Britain.

Visits (millions)	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
GB	1,857	1,872	1,801	1,803	1,794	1,777
Wales	112	108	97	97	96	99
North Wales	27	27	24	27	24	25
Mid Wales	13	15	15	13	11	11
South East Wales	47	44	39	37	38	39
South West Wales	24	23	20	21	22	24

Spend (£ millions)	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
GB	£62,498	£63,161	£61,938	£62,560	£62,765	£63,378
Wales	£3,770	£3,669	£3,240	£3,432	£3,850	£4,146
North Wales	£857	£1,051	£889	£1,052	£864	£922
Mid Wales	£381	£363	£354	£307	£342	£388
South East Wales	£1,727	£1,622	£1,379	£1,533	£1,612	£1,735
South West Wales	£729	£740	£701	£694	£749	£813

Day visits (millions) undertaken to Local Authorities in Wales 2011-2018

Region	Local Authority	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
South East	Blaenau Gwent	0.67	0.63	0.67	0.61	0.85	1.12
South East	Bridgend	4.88	4.34	4.12	4.67	4.69	4.94
South East	Caerphilly	2.05	1.92	1.59	2.25	2.31	2.40
South East	Cardiff	20.98	19.07	16.41	14.51	14.67	15.09
South West	Carmarthenshire	6.16	5.52	5.39	5.25	5.59	6.66
Mid	Ceredigion	4.91	6.90	6.77	5.74	4.08	5.03
North	Conwy	6.98	6.76	6.26	7.45	7.24	7.17
North	Denbighshire	5.02	5.05	3.71	4.47	4.37	5.10
North	Flintshire	3.62	4.43	4.44	4.13	3.16	3.39
North	Gwynedd	7.11	6.43	6.00	6.23	6.00	6.28
North	(Isle of) Anglesey	3.18	2.72	2.34	2.50	2.54	2.81
South East	Merthyr Tydfil	1.00	1.00	0.88	0.93	0.91	1.02
South East	Monmouthshire	3.87	3.94	3.73	3.01	2.46	2.60
South West	Neath and Port Talbot	2.58	2.28	1.98	2.15	2.11	2.20
South East	Newport	3.69	3.77	3.38	3.45	3.91	3.80
South West	Pembrokeshire	6.15	6.16	4.75	5.42	6.33	6.78
Mid	Powys	6.75	6.40	5.94	5.42	5.68	6.20
South East	Rhondda Cynon Taf	3.50	3.02	2.98	3.39	3.99	4.34
South West	Swansea	9.26	9.33	8.45	8.30	8.46	9.50
South East	(The) Vale of Glamorgan	3.53	3.33	3.23	3.14	2.92	3.07
South East	Torfaen	2.77	2.44	1.39	1.07	1.43	1.56
North	Wrexham	2.76	3.19	3.56	3.06	2.41	2.17

Spend (millions) on day visits to Local Authorities in Wales 2011-2018

Region	Local Authority	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
South East	Blaenau Gwent	£11	£10	£9	£7	£10	£9
South East	Bridgend	£140	£141	£121	£205	£227	£235
South East	Caerphilly	£35	£34	£24	£67	£84	£86
South East	Cardiff	£1,054	£973	£840	£834	£874	£912
South West	Carmarthenshire	£158	£165	£165	£170	£182	£227
Mid	Ceredigion	£139	£157	£167	£145	£150	£211
North	Conwy	£235	£260	£216	£250	£235	£220
North	Denbighshire	£116	£138	£110	£184	£171	£204
North	Flintshire	£66	£197	£193	£232	£93	£94
North	Gwynedd	£214	£208	£188	£204	£237	£267
North	(Isle of) Anglesey	£155	£146	£58	£81	£77	£82
South East	Merthyr Tydfil	£26	£23	£19	£21	£21	£22
South East	Monmouthshire	£98	£82	£91	£89	£81	£89
South West	Neath and Port Talbot	£62	£53	£43	£39	£35	£54
South East	Newport	£125	£156	£113	£132	£119	£144
South West	Pembrokeshire	£198	£202	£197	£171	£218	£195
Mid	Powys	£243	£206	£187	£162	£186	£171
South East	Rhondda Cynon Taf	£91	£61	£56	£86	£102	£129
South West	Swansea	£311	£320	£297	£314	£312	£345
South East	(The) Vale of Glamorgan	£75	£74	£61	£67	£60	£70
South East	Torfaen	£73	£68	£43	£24	£37	£39
North	Wrexham	£71	£101	£124	£100	£65	£63

Tourism Sector Employment

The Welsh Government supports industry-led investment in nine key sectors of which tourism is one. [Priority sector statistics](#) can be found on the highlighted link.

Tourism Sector Employment (thousands)	2011	2012	2013	2014	2015	2016	2017	2018
Wales	117.7	119.2	123	123.1	131.6	131.2	127.3	132.3
North Wales	28.5	29.7	30.7	27.5	32.2	31.2	32.1	29.6
Mid Wales	7.2	9.7	8.5	9.5	12.1	10.8	10.3	10.4
South East Wales	57.1	52.6	55.7	59.3	58.4	59.4	55.3	63.9
South West Wales	24.9	27.1	28.2	27	29	30.1	29.6	28.4

Tourism Sector Employment (thousands) by local authority in Wales 2011-2018

Region	Local Authority	2011	2012	2013	2014	2015	2016	2017	2018	% 2018*
South East	Blaenau Gwent	1.4	1.1	1.4	1.7	1.6	1.2	1.0	1.5	1.1%
South East	Bridgend	5.1	3.7	4.8	4.5	6.1	6.3	5.0	3.8	2.9%
South East	Caerphilly	3.6	4.4	3.3	4.1	4.5	4.4	4.6	4.3	3.3%
South East	Cardiff	21.7	19.4	22.6	24.3	20.9	21.3	18.3	27.7	20.9%
South West	Carmarthenshire	5.4	5.4	7.2	4.8	6.6	7.5	6.3	5.2	3.9%
Mid	Ceredigion	2.9	3.2	3.4	4.3	5	4.8	4.3	3.7	2.8%
North	Conwy	5.8	5.7	6.1	5.4	6.7	7	6.5	6.5	4.9%
North	Denbighshire	4.1	4.7	4.4	3.6	2.8	4.1	4.9	3.3	2.5%
North	Flintshire	3.8	4.2	3.7	4.4	4.8	5.4	3.3	4.5	3.4%
North	Gwynedd	8.1	8.9	9.4	7.9	9.6	7.3	9.1	7.5	5.7%
North	Isle of Anglesey	2.8	3.7	3.9	2.7	4	3.5	4.5	3.4	2.6%
South East	Merthyr Tydfil	1.6	2	1.1	1.4	1.7	1.8	2.0	1.4	1.1%
South East	Monmouthshire	4.8	3.9	4.9	4.3	4.7	4.5	3.3	4.5	3.4%
South West	Neath Port Talbot	3.5	3.7	3.5	3.5	4.3	4.3	3.8	3.0	2.3%
South East	Newport	4.7	5.4	4.4	5.7	5.3	5.9	7.0	7.5	5.7%
South West	Pembrokeshire	5.9	6.5	7.8	5.8	7.2	7.9	6.2	9.0	6.8%
Mid	Powys	4.3	6.5	5.1	5.2	7.1	6	6.0	6.7	5.1%
South East	Rhondda Cynon Taf	6	6.1	7.3	6.3	6.1	7.3	7.7	6.6	5.0%
South West	Swansea	10.1	11.5	9.7	12.9	10.9	10.4	13.3	11.2	8.5%
South East	The Vale of Glamorgan	5.1	3.9	3.3	4.4	4.4	4.4	3.8	4.2	3.2%
South East	Torfaen	3.1	2.7	2.6	2.6	3.1	2.3	2.6	2.4	1.8%
North	Wrexham	3.9	2.5	3.2	3.5	4.3	3.9	3.8	4.4	3.3%

*Please note that the last column % 2018 shows the percentage of tourism employment within the local authority of all tourism employment in Wales 2018.

Sources used in this profile

The surveys and other sources used in this profile are Great Britain Tourism Survey (GBTS), International Passenger Survey (IPS), Great Britain Day Visitor Survey (GBDVS) and the Welsh Government Priority Sector Statistics.

Great Britain Tourism Survey

The Great Britain Tourism Survey (GBTS), is a national continuous consumer survey measuring the volume and value of overnight trips taken by residents of Great Britain, providing volumes, values and characteristics of domestic tourism within Great Britain. The survey measures participation in overnight tourism trips taken to destinations in GB by residents of England, Scotland and Wales.

GBTS replaced the previous United Kingdom Tourism Survey (UKTS) which also included trips to Northern Ireland running from 1989 until 2010 inclusive. GBTS is jointly sponsored by VisitEngland, VisitScotland and Visit Wales (the Tourism Department of the Welsh Government).

The GBTS survey is conducted continuously throughout the year, using face-to-face interviewing, as part of the Kantar in-home omnibus surveys. Weekly omnibus surveys are conducted with a representative sample of 2,000 adults aged 16 and over within GB. Respondents are asked whether they have taken trips in the UK in the previous four calendar weeks that involved at least one night away from home.

When such trips are reported, further questions are asked about a maximum of three trips - the most recent three trips - with a core set of questions for all three trips and additional questions for the most recent trip.

The results are reported in terms of total GB population values. Therefore, the data are weighted to correct for differences between the sample distribution and that of the population and to gross the sample values up to the population.

International Passenger Survey

The IPS survey is undertaken by the Office for National Statistics and collects information about passengers entering and leaving the UK and has been running continuously since 1961.

The IPS conducts between 700,000 and 800,000 interviews a year of which over 250,000 are used to produce estimates of overseas travel and tourism.

Interviews are carried out at all major airports and sea routes, at Eurostar terminals and on Eurotunnel shuttle trains.

Great Britain Day Visits Survey

GBDVS is the source of official statistics on day visits by British residents to destinations throughout Britain.

The survey is undertaken jointly with VisitWales, VisitEngland and VisitScotland. Its aim is to measure the volume, value and profile of Tourism Day Visits taken by GB residents to destinations in GB.

Fieldwork commenced at the beginning of 2011, and the 2018 survey took the form of some 35,000 online interviews throughout Britain. The Wales resident sample was boosted to approximately 5,000 in order to permit more detailed secondary analysis.

GBDVS 2018 includes estimates of the total volume and expenditure of Tourism Day Visits and the main results regarding activities undertaken, destination type, transport types used, money spent during visits and the profile of visitors. Results are provided at an overall GB level and individually for visits taken to destinations in England, Scotland and Wales. Wherever possible (sample sizes permitting), results are also provided at a regional level.

GBDVS 2018 was undertaken using an online methodology with a total of 34,319 interviews conducted with adults aged 16 and over who were resident in England, Scotland and Wales during 52 weekly survey waves. Survey respondents were selected from an online panel with demographic quotas based on age, gender, working status, socio-economic status and area of residence applied in every survey wave to increase the representativeness of the achieved sample.

Tourism Sector Employment

The Welsh Government supports industry-led investment in nine key sectors, known as the priority sectors of which tourism is one. The Welsh Government Priority Sector Statistic is an annual report, which includes data on Gross Value Added (GVA), employee jobs, hourly earnings by gender, employment by qualification level and some local authority estimates.

These statistics are published to assist the priority sector panels, sector teams and the wider public by providing information on the priority sectors and to outline what official statistics are currently available.