



Llywodraeth Cymru
Welsh Government

A Visitor Levy for Wales

A contribution for a sustainable future





What do we know so far?

The Welsh Government is planning to give local authorities the ability to charge a visitor levy on overnight stays in their communities.

This contribution will be paid by visitors and invested in sustainable tourism, helping to grow our economy, support our communities and preserve the beauty of Wales for future generations.



Why is the Welsh Government committed to introducing a levy?

We believe it is fair and reasonable to ask visitors to make a small contribution towards the wider costs of tourism.

Our intention is to foster a sense of shared responsibility between residents and visitors, to protect, and invest in, local areas. Where a levy is used in Wales it should encourage a more sustainable approach to tourism.

We know that tourism plays a vital role in supporting local economies. But unbalanced, poorly supported tourism can also put pressure on local communities and undermine the high-quality amenities we all want to experience and to offer our visitors.



How much will it be?

The levy would represent a small amount of a visitor's overall spend.

Decisions on the rate of a visitor levy in Wales will need to be approved by the Senedd (the Welsh Parliament) as part of the legislative process.



Who will pay?

If adopted by a local authority, the levy will apply to visitors staying in overnight accommodation, whether they have travelled from within Wales or elsewhere.

The levy will be simple in design and seek to limit any burden placed on businesses.



How will it be spent?

Each local authority will make its own decisions on how the revenues are spent to develop sustainable tourism in their local areas.





Where else can you find a Visitor Levy in practice?

Visitor levies are common across the world and more tourist destinations, including in the UK, are introducing them to help fund the public services and infrastructure that are integral to the visitor experience.

There is limited evidence to suggest visitor levies have a negative economic impact. Many of us will have paid a levy while abroad without noticing. Destinations such as Majorca, Amsterdam, Marseille, and Malta use funds from their levies to support a healthy visitor economy for everyone, protecting the infrastructure and services on which visitors depend.

If you have booked a holiday to one of these popular destinations, you will be contributing to their tourism industry in the form of a levy.



Greece, €0.5-4 per room a night



Paris, €0.25-5 per person a night



Venice, €1-5 per person a night or
Rome, €2-7 per person a night



Lisbon, €2 per person a night



Balearic Islands, €1-4 per person a night + 10% VAT

Here are examples of how other destinations use money raised from their levies

Manchester

The £1 per person per night tourist tax is charged at 74 hotels and short stay serviced apartments within Manchester city centre and parts of Salford. Revenue raised will be reinvested by the Manchester Accommodation Business Improvement District to improve the visitor experience to the city centre and support the growth of the visitor economy.

Balearic Islands

The Sustainable Tourist Tax applies to holiday accommodation. Those staying in luxury hotels pay €4 a per person, €3 for mid-range hotels, €2 for apartments and cruise ship visitors and for campers and hostels. Revenue raised goes towards the protection of resources on the islands.

France

Visitors pay the 'Taxe de Séjour' and the amount is based on a municipal rate which varies from €0.20 (for 1- and 2-star campsites) to €4 (for palaces) per person and per night. Revenue raised contributes to the development and promotion of tourism to finance expenses linked to tourism and the protection of natural areas.



Why aren't day visitors included in plans for a visitor levy?

There are significant challenges with applying a visitor levy to day visitors.

We know that an overnight visitor levy is a model that works, as demonstrated by the many destinations that apply a similar charge internationally.



When could a visitor levy be introduced in any part of Wales?

We plan to develop legislation and introduce it to the Senedd within this government term.

Below is an estimate of timescales involved and what needs to happen before a levy can be introduced by a local authority in Wales.



Legislation for a visitor levy will be introduced into the Senedd by the end of 2024. The Senedd will scrutinise and review the proposals, propose amendments, and decide whether or not to approve the legislation by means of a vote.

We estimate that this decision will be made in 2025.

If the Senedd approves the legislation, it will then be for each local authority to decide if it wishes to start the process to introduce a levy.

A local authority would need to consult with its communities to inform its decision about implementing a levy.

Once a local authority makes a decision to introduce a levy, there will be a notice period to ensure businesses and visitors are prepared.

Through the above process, we estimate that the earliest a visitor levy will be in place in any part of Wales is 2027.

The visitor levy would put power into the hands of local communities and give them a tool to encourage sustainable, regenerative tourism.



This work is being undertaken as part of the
Co-operation Agreement with Plaid Cymru.
For more information:
A visitor levy for Wales | GOV.WALES

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