

Wales Tourism Performance Report : January to September 2018

7 March 2019
SFR 11/2019 (R)

This report is a revision to the previously published edition to include revised results for the Great Britain Tourism Survey (GBTS) 2018 data due to an error in the data provided by the contractor.

This report presents the results from the main official tourism surveys for Wales covering the period January to September 2018. Data is reported for the combined 9 months from January to September 2018 as well as totals for the 12 months ending September 2018. Details of each survey including links to further information is provided in section 8 at the end of the report.

Main points

Top line results are summarised below and each survey is covered in more detail in the rest of the report. The results indicate a largely positive first nine months of the year, driven by higher volume of overnight visitor trips taken in Wales by GB residents.

Overnight visits by GB residents

The results in this section have been revised as a result of the correction to GBTS data

- In the nine months from January to September 2018, there were 8.1 million overnight trips to Wales by GB residents, which was an 11 per cent increase on the same period last year.
- During this period the expenditure in Wales was £1,539 million which was also an increase on last year by 13 percent.
- There were record levels of overnight holiday trips and increases in visits to friends and relatives and business trips in the nine months between January and September 2018.

Day visits

- There has been a slight decrease in the volume and expenditure of tourism day trips taken in Wales during the first nine months of 2018 compared to the same period last year, with 75 million trips taken and related expenditure of £3.159 billion.

About this release

This is a new comprehensive report that includes the most recent quarterly data from the main tourism surveys covering overnight domestic GB trips, international visitors, day visits by GB residents, Accommodation Occupancy rates and findings from the Wales Tourism Barometer. The aim of this report is to present the results from the individual surveys on the overall performance of the tourism industry in Wales. The report includes data for the whole of Wales and, where available, for Great Britain/UK for comparative purposes.

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Main points (continued)

International visitors

- During the first nine months of 2018 there were 784,000 trips taken in Wales by international visitors and expenditure of £320 million.
- This was a decrease in the volume of trips by international visitors to Wales (-13%), corresponding to a slightly smaller fall across the UK as a whole (-5%).
- Trips for the purpose of holidays and visits to friends and relatives fell compared to the last two years, but there was a slight increase in international business trips.

Accommodation occupancy

- Average occupancy rates were on par with last year for most accommodation types.

Industry performance

- The Tourism Barometer, undertaken in early November, reported a stable autumn following a strong summer period. Seventy eight per cent of the businesses surveyed reported a greater or equal level of visitors compared to last year.
- Following a very good season most businesses are confident for 2019.

Outbound trips by UK residents

- There were 57 million trips taken abroad by UK residents between January and September 2018 for all purposes - a decrease of 1 per cent compared to last year. However, there were 38 million holidays taken abroad by UK residents between January and September 2018, an increase of just under 1 per cent compared to the same period in 2017 and continuing the strong demand for overseas holidays. This contrasts with a fall in overseas business trips of -6 per cent and a fall in visits to friends and relatives of -3 per cent over the first nine months of 2018.

1. Overnight visits by GB residents

The results in this section have been revised as a result of the correction to GBTS data

All Purposes of Trips

Table 1.0 Volume of Trips and Expenditure by Overnight Domestic GB Visitors
All Purposes of Trips
Source: GBTS

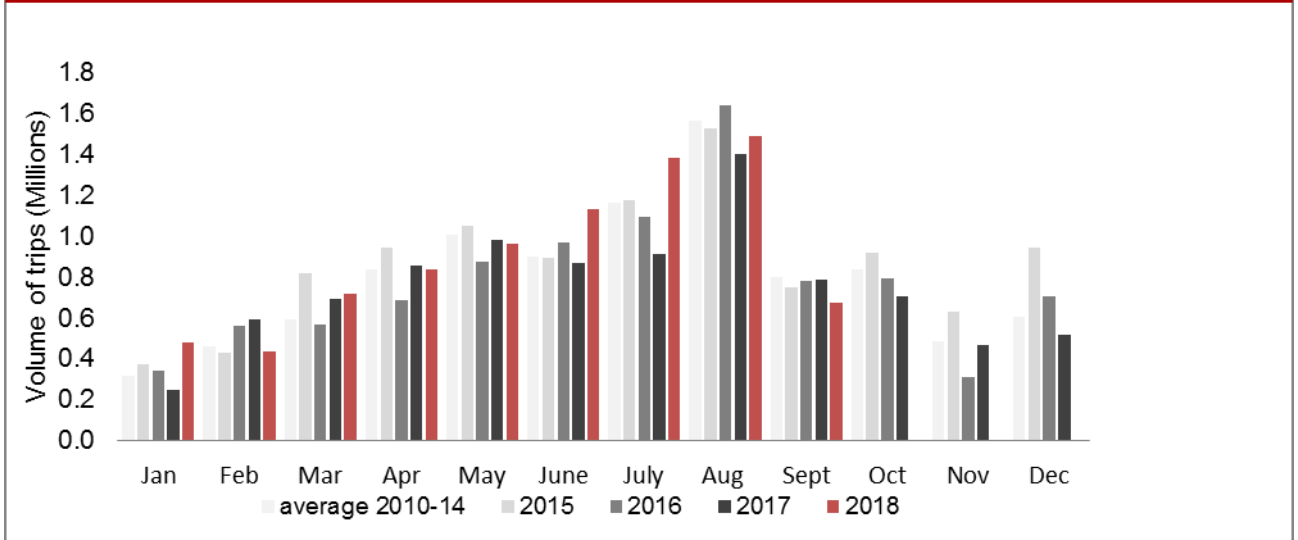
Trips taken in Wales				
	Jan to Sept 2018 (millions)	% change from year before	12 month total ending Sept 2018 (millions)	% change from year before
Trips	8.110	+10.6	9.798	+7.2
Nights	30.083	+15.9	35.104	+11.2
Spend (£)	£1,539	+13.1	£1,806	+9.7
Trips taken in Great Britain				
	Jan to Sept 2018 (millions)	% change from year before	12 month total ending Sept 2018 (millions)	% change from year before
Trips	90.964	+0.5	121.142	+2.1
Nights	292.598	+3.0	377.949	+4.1
Spend (£)	£18,907	+3.0	£24,234	+3.2

In the nine months between January and September 2018, there were 8.1 million overnight trips to Wales by GB residents, which is a large increase on the same period in 2017, which showed 7.3 million. During the period from January to September 2018, there was a total expenditure of £1539 million.

Figure 1.0 shows the number of trips taken in Wales were higher in the first nine months of 2018 compared to 2017 with the exception of February and September. The volume of trips taken during the summer period June - August were significantly up on last year.

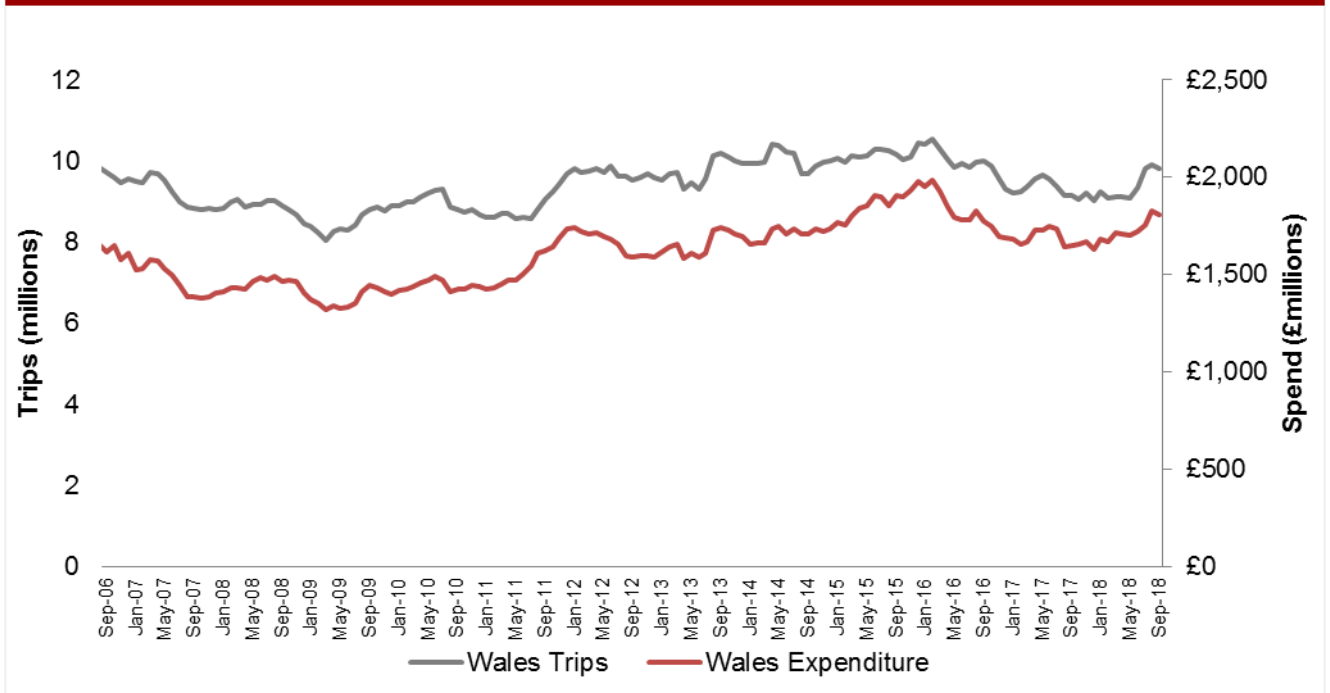
In comparison, the volume of overnight trips taken across GB as a whole and related expenditure have increased slightly in the first nine months of 2018 with trips growing by 0.5 percent and expenditure by +3.0 per cent compared to the same period in 2017.

Figure 1.0 Monthly Volume of Overnight Trips Taken by GB Residents in Wales
 Source: GBTS



In terms of the longer term trend, figure 1.1 shows that annual trips and spend to Wales peaked in 2015 with around 10.5 million annual trips and £1,975 million in expenditure. There was a fall in trips taken in Wales during 2016 and 2017. However, the strong performance during the first 9 months of 2018 has resulted in increases in trips taken in Wales of +7.2 percent and expenditure of +9.7 per cent during the 12 months ending September 2018.

Figure 1.1: Trends in Overnight Trips and Expenditure in Wales by GB Residents
 Source GBTS: 12 month rolling totals

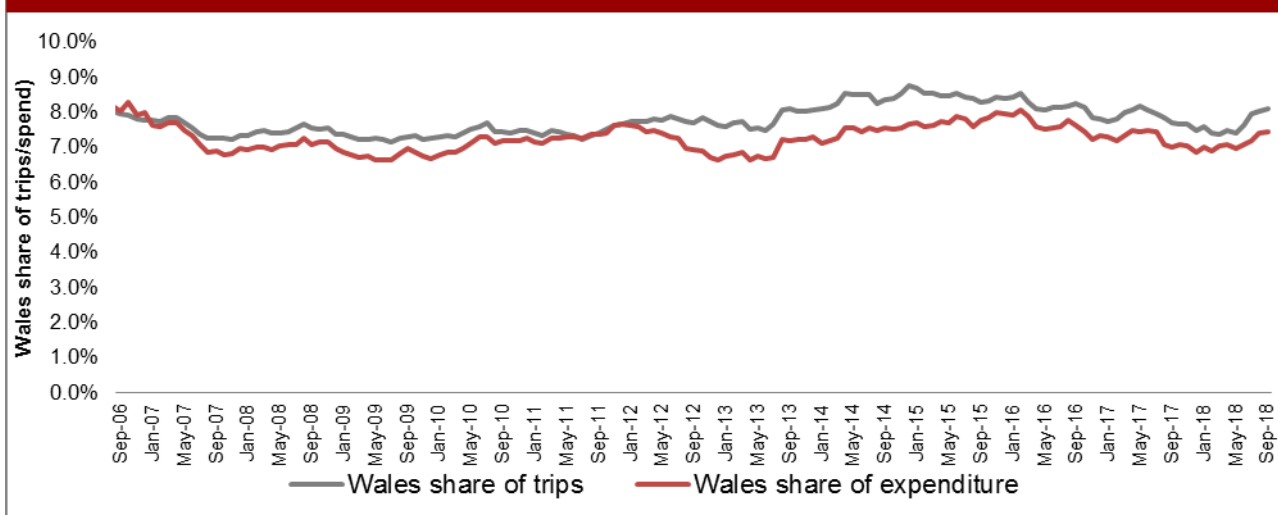


Wales share of trips and spend

Figure 1.2 shows that Wales' share of overnight trips (any purpose) taken by GB residents peaked in 2014-2015 with an 8.8 per cent share of trips and 8 per cent share of spend. The share of trips and spend fell during 2016 and 2017 but have been increasing during the first nine months of 2018 with an average share of 8.1 per cent of trips and 7.5 per cent of spend in the 12 months ending September 2018.

Figure 1.2: Wales share of overnight trips and expenditure by GB Residents

Source: GBTS rolling 12 month average share



Overnight holidays

Table 1.1 Volume of trips and Expenditure by Overnight Domestic GB Visitors

Trips for holiday purposes

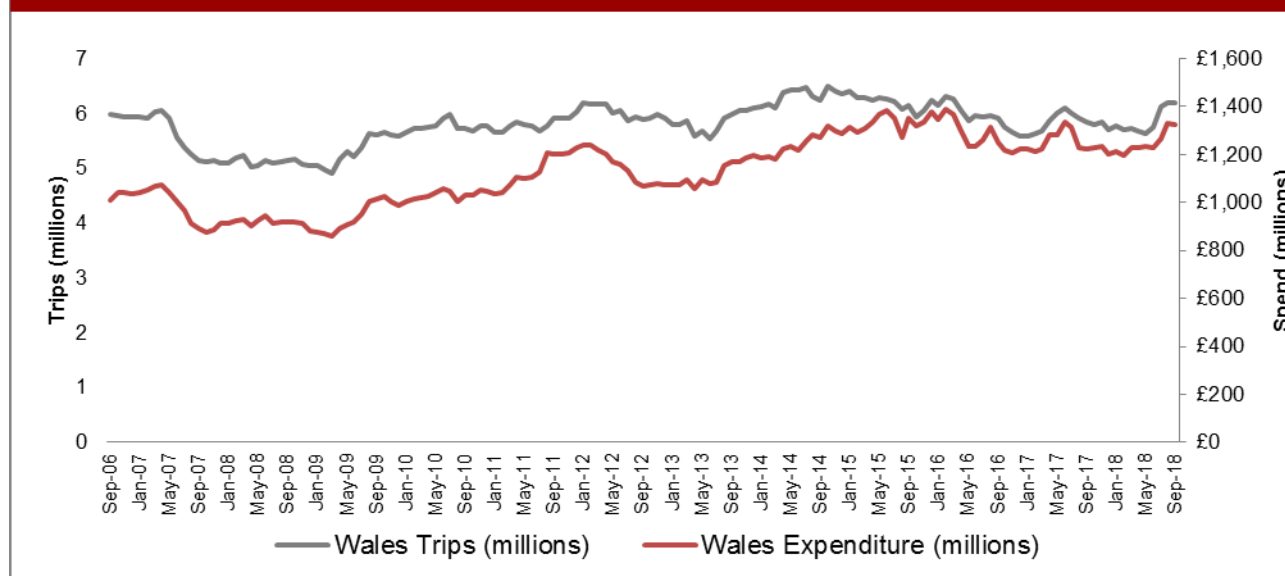
Source: GBTS

Holiday Trips taken in Wales				
	Jan to Sept 2018 (millions)	% change from year before	12 month total ending Sept 2018 (millions)	% change from year before
Trips	5.442	+9.7	6.190	+5.9
Nights	21.597	+16.7	24.055	+12.9
Spend (£)	£1,161	+12.0	£1,327	+8.4
Holiday Trips taken in Great Britain				
	Jan to Sept 2018 (millions)	% change from year before	12 month total ending Sept 2018 (millions)	% change from year before
Trips	47.173	-0.6	58.880	+0.9
Nights	169.917	+0.8	203.637	+1.8
Spend (£)	£11,792	+3.2	£14,503	+3.7

In the nine months between January and September 2018, there were 5.4 million overnight holiday trips to Wales by GB residents, which is an increase on the same period in 2017 which was 4.9 million. During the period from January to September 2018, there was a total expenditure of £1,161 million, which was the equal highest level (with 2015) of expenditure for this period in any year. The record trip levels were driven by a particularly high volume of holidays taken in Wales from June to August, which coincided with a period of warm and sunny weather in the UK.

In comparison, the volume of overnight holiday trips taken across GB as a whole decreased slightly during the first nine months of 2018. However the Wales share of GB holiday trips increased to 10.5 per cent over last 12 months.

Figure 1.3: Volume of Trips and Expenditure on Holidays in Wales by GB Residents
 Source GBTS: Rolling 12 month totals.



Visits to friends and relatives

Table 1.2 Volume of Trips and Expenditure by Overnight Domestic GB Visitors
 Visits to Friends & Relatives (VFR)
 Source: GBTS

VFR Trips taken in Wales				
	Jan to September 2018 (millions)	% change from year before	12 month total ending September 2018 (millions)	% change from year before
Trips	1.799	+6.8	2.481	+5.4
Nights	5.805	+19.0	7.834	+16.1
Spend (£)	£221	+24.2	£275	+15.5
VFR Trips taken in Great Britain				
	Jan to September 2018 (millions)	% change from year before	12 month total ending September 2018 (millions)	% change from year before
Trips	28.793	-0.6	41.625	+0.6
Nights	85.100	+7.4	125.083	+8.3
Spend (£)	£3,372	+1.6	£4,706	+0.9

In the nine months between January and September 2018, there were 1.8 million overnight trips to visit friends and relatives in Wales by GB residents, which is an increase on the same period in 2017, which saw 1.7 million trips. During this period, there was a total expenditure of £221 million, which was a large increase compared to 2017.

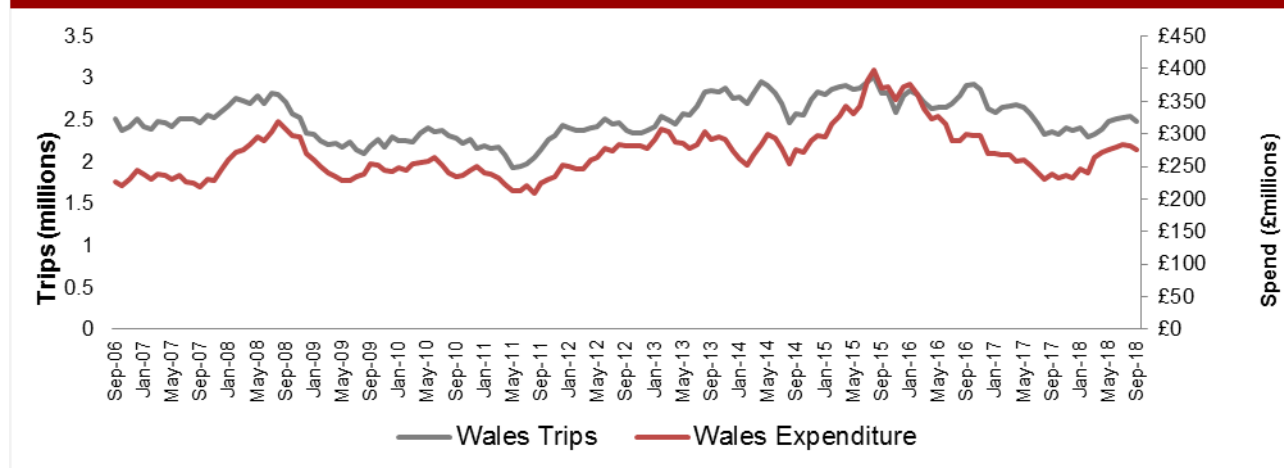
In the 12 months ending September 2018, there were a total of 2.5 million overnight visits to friends and relatives in Wales by GB residents which is an increase of +5.4 per cent on the total for the previous 12 months. For the 12 months ending September 2018, there was a related expenditure of £275 million, an increase of 15.5 per cent compared to the 12 months ending September 2017.

Figure 1.4 shows that over the longer term, trips to visit friends and relatives in Wales have fluctuated but there was a peak in 2015 with around 3 million annual trips followed by a fall in the volume of VFR trips taken in Wales during 2016 and 2017. Although the visitor levels are recovering in 2018 the overall trip levels taken in Wales are still well below their previous peak.

In comparison, there has been a slight decrease in overnight visits to friends and relatives across GB as a whole during the first nine months of 2018.

Figure 1.4: Volume of Trips and Expenditure on Overnight Visits to Friends & Relatives in Wales by GB Residents

Source GBTS: 12 month rolling totals



Business Visits

Table 1.3: Volume of Trips and Expenditure by Overnight Domestic GB Visitors

Business Visits

Source: GBTS

Business Visits taken in Wales				
	Jan to Sept 2018 (millions)	% change from year before	12 month total ending Sept 2018 (millions)	% change from year before
Trips	0.705	+48.4	0.853	+33.5
Nights	1.712	+42.1	2.034	+20.1
Spend (£)	£135	+27.4	£166	+27.7
Business Visits taken in Great Britain				
	Jan to Sept 2018 (millions)	% change from year before	12 month total ending Sept 2018 (millions)	% change from year before
Trips	12.309	+7.1	17.349	+12.5
Nights	29.042	+5.6	39.525	+7.9
Spend (£)	£3,263	+6.4	£4,441	+7.3

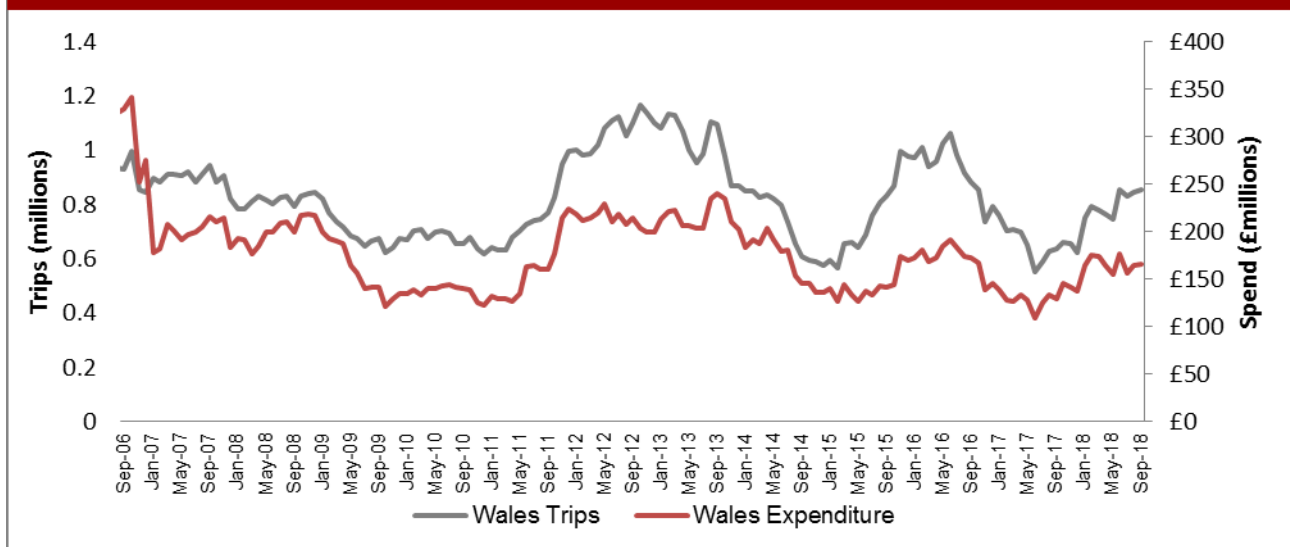
In the nine months between January and September 2018, there were 0.7 million overnight business trips to Wales by GB residents, which is a substantial increase on the same period in 2017 which was 0.5 million trips. During this period, there was a total expenditure of £135 million, which was also a large increase compared to 2017.

Figure 1.5 shows that overnight business trips taken in Wales by GB residents have fluctuated widely over time but there was a peak in 2012 with over 1.1 million annual trips. Trip volumes also reached over 1 million in early 2016 but then trip volumes fell in 2017. The trend for 2018, is a

general increase in the overall level of business visits with 0.85 million trips taken in the 12 months ending September 2018.

In comparison, there has also been an increase in overnight business trips taken across GB as a whole during the first nine months of 2018, but overall volumes remain lower than their peak with 17.3 million trips in the 12 months ending September 2018 compared to over 19 million trips in 2006.

Figure 1.5: Volume of Trips and Expenditure on Overnight Business trips to Wales by GB residents
Source GBTS rolling 12 month totals



2. Domestic GB Tourism Day Visits

Table 1.4: Volume of Trips and Expenditure on Tourism Day Visits by GB residents
Source: GBTS

Tourism Day visits taken in Wales				
	Jan to Sept 2018 (millions)	% change from year before	12 month total ending Sept 2018 (millions)	% change from year before
Trips	75.0	-1	98.7	-3
Spend (£)	£3,159	-4	£4,195	-6
Tourism Day Visits taken in Great Britain				
	Jan to Sept 2018 (millions)	% change from year before	12 month total ending Sept 2018 (millions)	% change from year before
Trips	1,286.1	-5	1,727	-4
Spend (£)	£47,572	+3	£63,780	0

There has been a slight decrease in the volume of tourism day trips taken in Wales during the first nine months of 2018, compared to the same period in 2017. The overall spend has fallen by 4 per cent in the first nine months.

In the 12 months ending September 2018, there were a total of 98.7 million tourism day visits taken in Wales by GB residents which is a decrease of 3 per cent on the total for the previous 12 months of 101.6 million trips. For the 12 months ending September 2018, there was an expenditure of £4,195 million, a decrease of 6 per cent compared to the 12 months ending September 2017.

Figure 1.6: Monthly Volume of Tourism Day Visits taken in Wales

Source: GBDVS

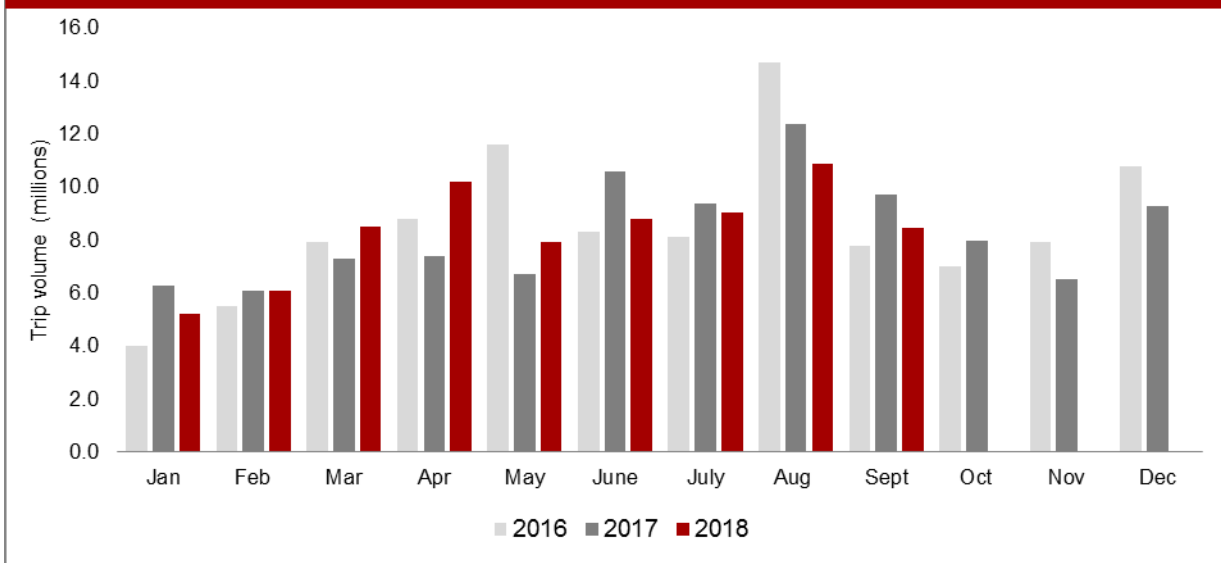
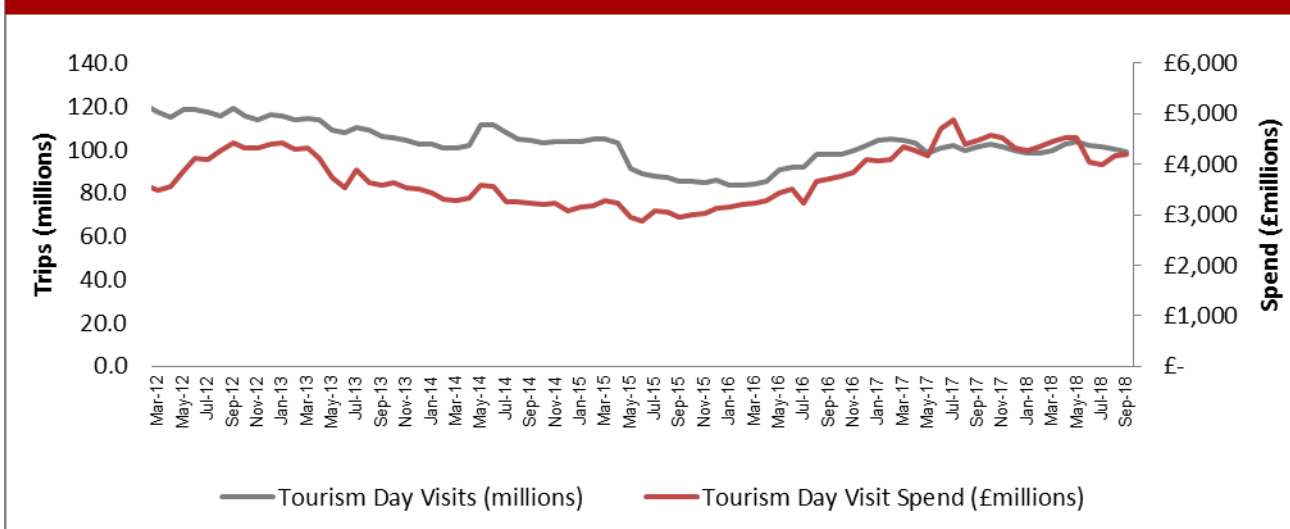


Figure 1.7 shows that Tourism Day Visits taken in Wales by GB residents fell from a level of around 117 million annual trips in 2011 to 86 million trips in 2015. Trip volumes have increased over the last 2 years to their current level of around 100 million trips. Expenditure on tourism day visits taken in Wales has followed a similar pattern to the volume of visits with expenditure falling between 2011 and 2015. However, spend has been increasing at a faster rate than visits in 2016 and 2017 but spend decreased in the first 6 months of 2018, but has picked up again in August and September. The average spend on trips taken during the first nine months of 2018 was £42 which is above the average spend across GB as a whole for the same period of £37 per trip but below the average of £44 in Wales in 2017.

Tourism Day visits across Great Britain as a whole have also fallen from a peak level in 2012 of 1,969 million annual trips to a low of 1,754 million annual trips in 2015. In line with the trend in Wales, tourism day visits taken across Great Britain increased in 2016 but fell during 2017 and remain well below their peak levels, with the current volume of 1,727 million trips in the 12 months ending September 2018.

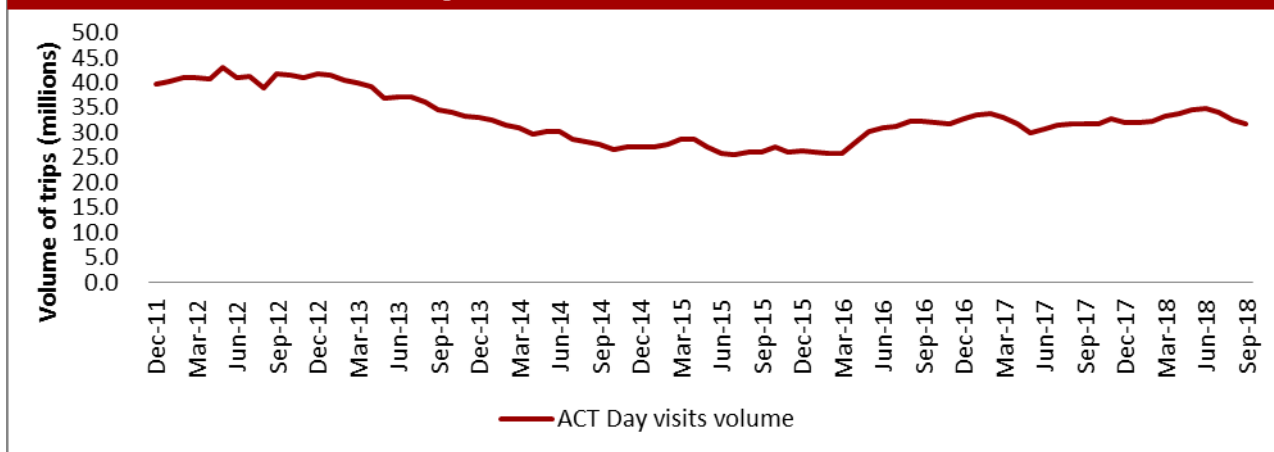
Figure: 1.7: Volume of trips and spend on Tourism Day Trips taken in Wales by GB Residents

Source: GBDVS 12 month rolling total



Activities Core to Tourism (ACT) Day Visits are a subset of Tourism Day Visits where the main activity is going out for entertainment, watching live sports, trips to visitor attractions, going to special public events, undertaking outdoor leisure activities or going on general days out. In the 12 months ending September 2018, there were 31.6 million day visits taken in Wales that involved activities core to tourism. This was a decrease of 1 per cent compared to the total of 31.8 million trips in the 12 months ending September 2017. The months of March and June in 2018 both had well above average levels of trips involving activities core to tourism. Over the last 12 months day visits including activities core to tourism comprised an average of 32 per cent of all tourism day visits taken in Wales.

Figure 1.8: Volume of Day Trips taken in Wales involving Activities Core to Tourism
Source: GBDVS 12 month rolling total



3. International visits

The results reported in this section are from the International Passenger Survey and cover the period January to September 2018. Please note that the survey sample sizes on a quarterly basis can be small and confidence intervals can be wide, particularly for visits and spend to specific parts of the UK, including Wales.

Table 1.5: Volume of Trips and Expenditure by Inbound International Visitors. January to September 2018

Source: IPS

	Trips (000s)	% change from year before	Spend (£ millions)	% change from year before
Wales	784	-13.2	£320	-0.75
Scotland	2,904	12.7	£1,857	-1.5
London	14,215	-6.73	£9,182	-12.66
Rest of England	11,945	-6.7	£5,732	-6.6
Total UK	28,680	-5.3	£17,464	-9.42

There were 28.6 million international trips to the UK during the period January to September 2018, which was a fall of -5 per cent compared with the same period in 2017. Inbound visitor spending was £17.5 billion, a fall of -9 per cent compared to 2017.

During the period January to September 2018, there was a fall in the volume of inbound holiday trips taken in the UK of -5 per cent and a fall of -4 per cent in inbound business trips. There was a fall of -3 per cent in the volume of visits to friends and relatives.

During the first nine months of 2018, there has been a fall of -13.2 per cent in the volume of trips to Wales year on year with 783,700 trips taken. There has been a slight decrease in visitor expenditure year on year with £320 million spent, a decrease of -0.75 per cent.

Figure 1.9 shows that the overall fall in trips taken in Wales during the first nine months of 2018 is due to a fall in the volume of holiday trips, trips to visit friends and relatives and for miscellaneous purposes.

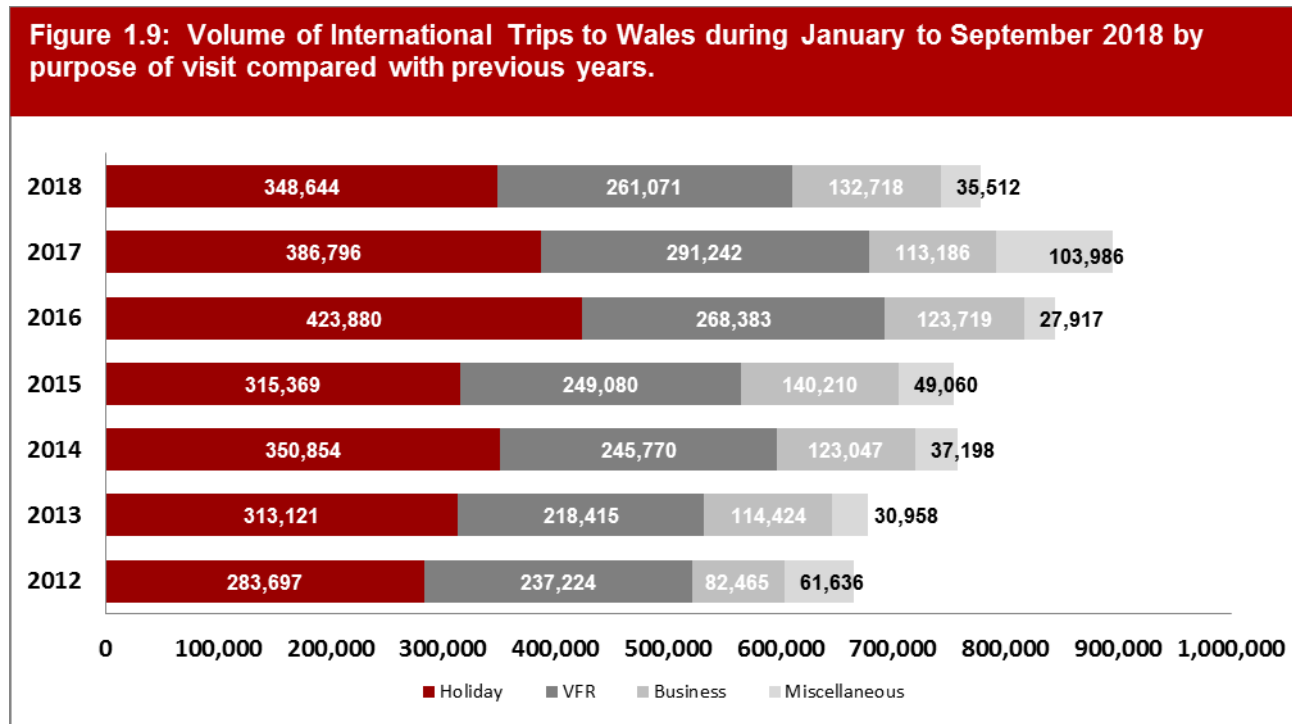
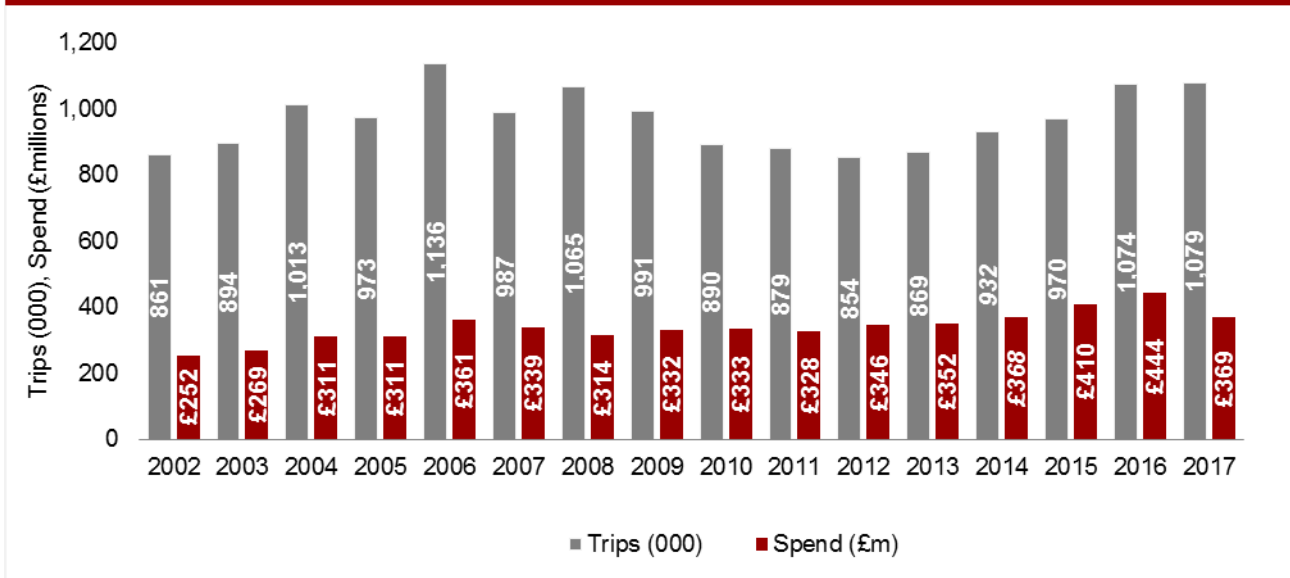


Figure 2.0 shows the longer term trend in international visits to Wales. The volume of trips taken in Wales by international visitors remained above 1 million visits in 2017, the second highest recorded level of visitors. However, expenditure during 2017 fell to £369 million, lower than the previous two years. There has also been a longer term growth in international visits to the UK which have grown by an average of +5 per cent per annum since 2012 and reached a record of 39.2 million trips in 2017 and a record expenditure of £24.5 billion.

Figure 2.0: Volume of trips (000s) and expenditure (£millions) by International Visitors to Wales.

Source: IPS



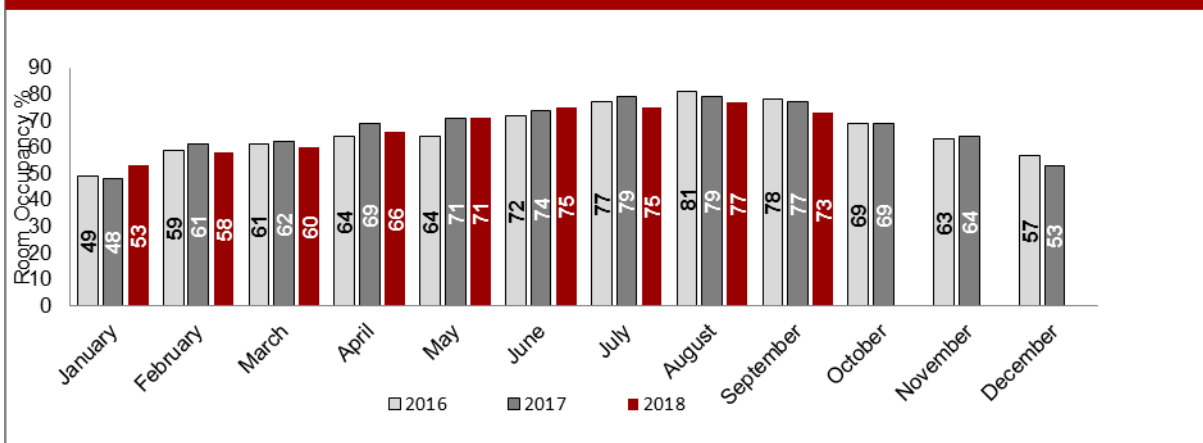
4. Accommodation occupancy rates

Hotels

The average room occupancy for hotels in Wales between January and September 2018 was 68 per cent, slightly lower than the average for the equivalent period in 2017 at 69 per cent. The room occupancy rates in January and June were above average but the occupancy rates during the summer months were slightly lower than the 2017 levels.

Figure 2.1: Average monthly room occupancy for Hotel Establishments in Wales

Source: VW Occupancy Survey

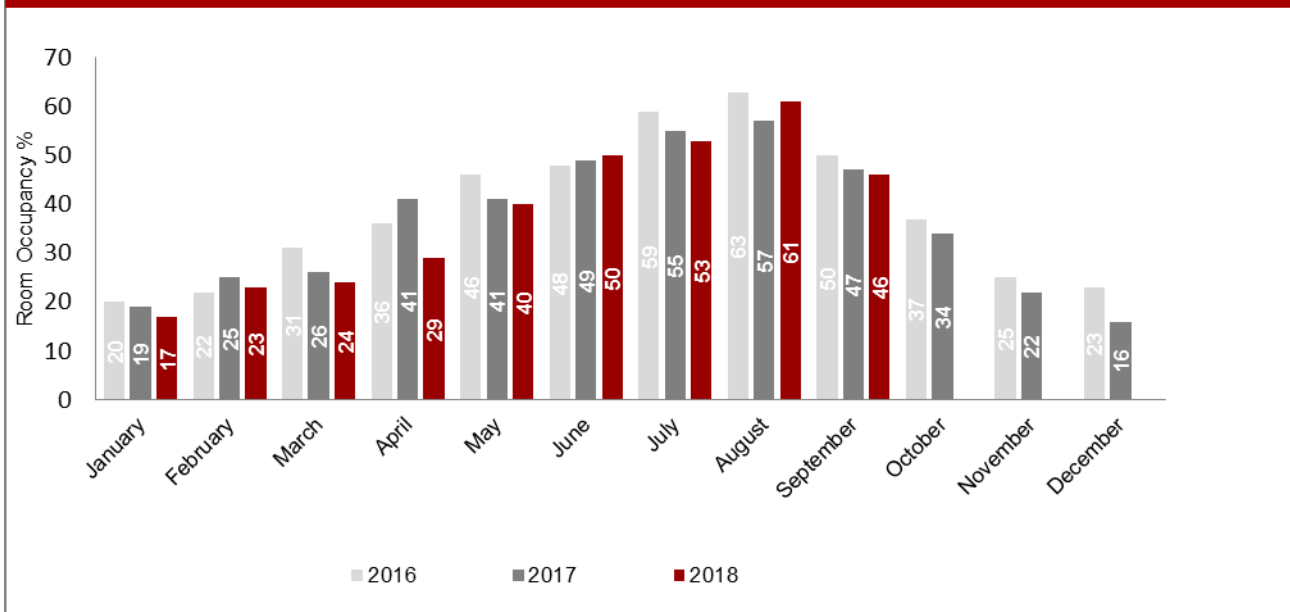


Guest houses and Bed & Breakfast

Figure 2.2 shows the average room occupancy for Guest Houses and Bed and Breakfast establishments in Wales between January and September 2018 was 38 per cent, which is lower than the average of rate of 40 per cent for the equivalent period in 2017. Apart from in June and August the monthly occupancy rate in 2018 has been lower than in the equivalent months of 2017.

Figure 2.2: Average monthly room occupancy for Guest House and Bed and Breakfast Establishments in Wales.

Source: VW Occupancy Survey

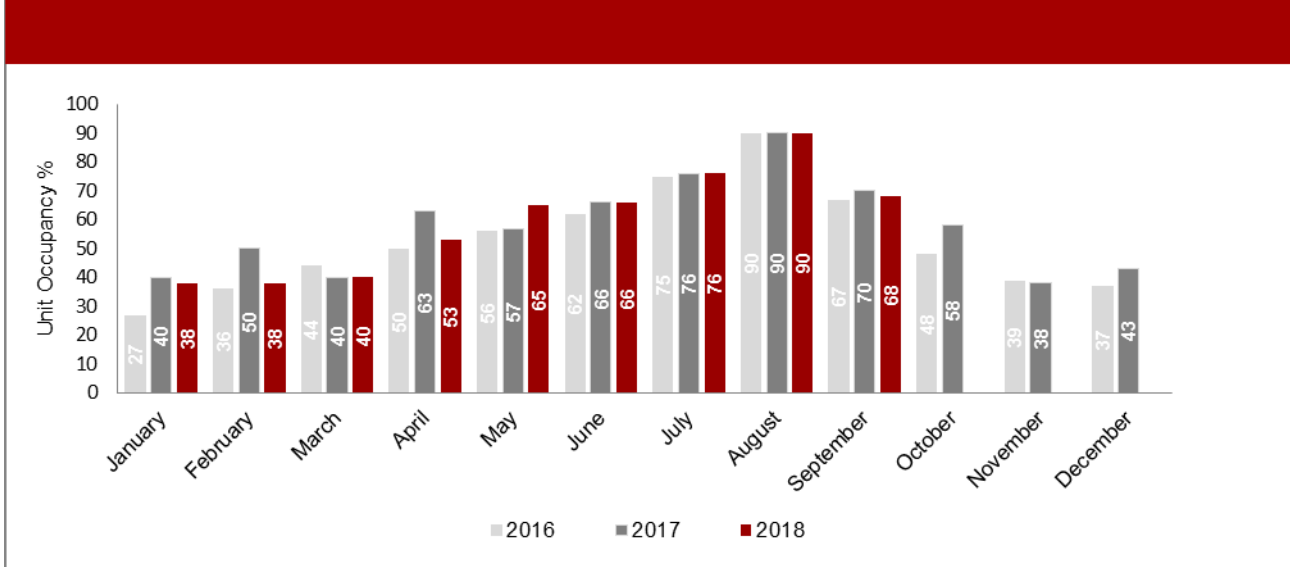


Self-catering Cottages and Apartments

The average unit occupancy for self-catering establishments in Wales between January and September 2018 was 59 per cent, lower than the average rate of 61 per cent for the equivalent period in 2017. The occupancy rates were lower for the first four months of the year, with April notably lower, but probably attributable to Easter falling in April in 2017. The occupancy rates have strengthened in May and June and were roughly on par with last year over the summer.

Figure 2.3: Average monthly unit occupancy for Self-Catering Accommodation in Wales

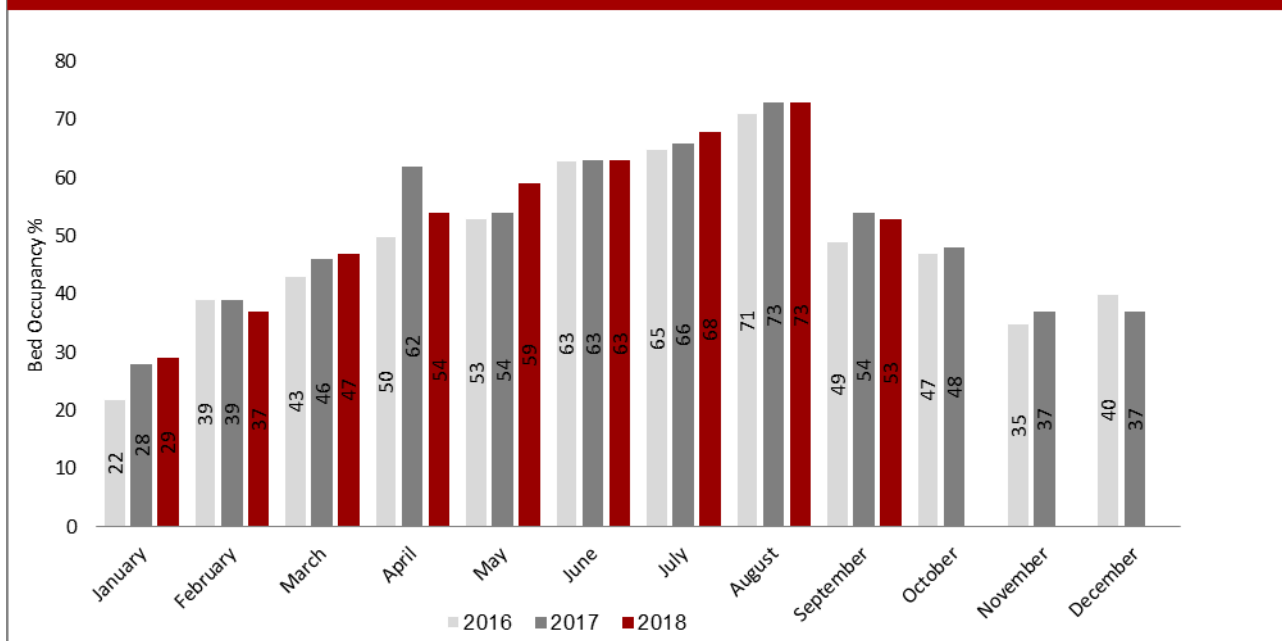
Source: VW Occupancy Survey



Hostels & Bunkhouses

The average unit occupancy for hostels and bunkhouses in Wales between January and September 2018 was 54 per cent, the same as for this period in 2017. The occupancy rates were lower during the start of the year, most notably in April, but strengthened in May and June and kept up over the summer months.

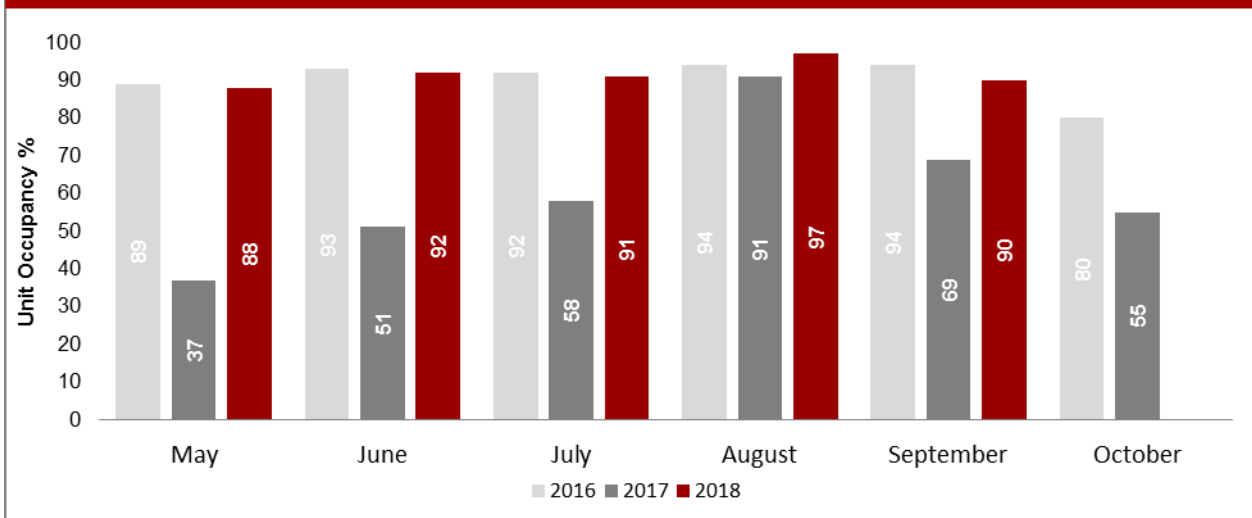
Figure 2.4: Average monthly Bedspace Occupancy for Hostels in Wales
 Source: VW Occupancy Survey



Caravan Holiday Homes

Figure 2.5: Average Unit Occupancy for Caravan Holiday Homes in Wales

Source: VW Occupancy Survey

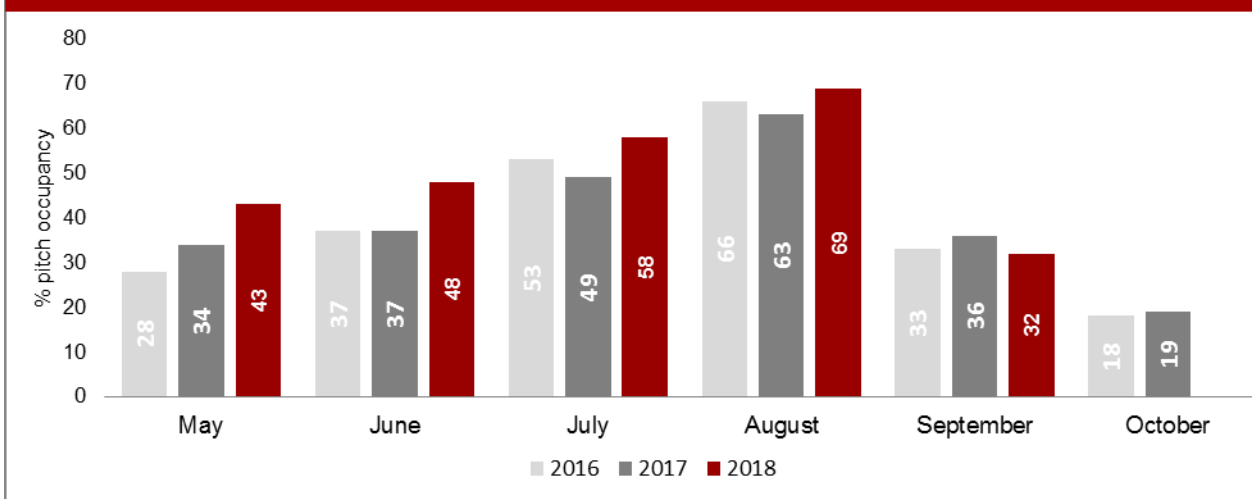


The unit occupancy levels for Caravan Holiday Homes were higher during the May to September months of 2018 compared to 2017, but at similar levels to 2016. However, the reported figures for 2017 did not include a couple of larger accommodation providers and the difference in occupancy rates with 2016 and 2018 would mainly be due to sample differences.

Touring Caravan and Camping Parks

Figure 2.6: Average Pitch Occupancy for Touring Caravan & Camping Parks in Wales

Source: VW Occupancy Survey



The pitch occupancy levels for touring caravan and camping parks were higher in the period May to August 2018 compared to the previous two years.

5. Business performance

This section provides the results from the Wales Tourism Business Barometer¹ which is based on a survey of around 800 tourism businesses, reflective of different parts of Wales and different sectors in the visitor economy. The survey is designed to give quick feedback on how the tourism industry in Wales is performing at key times during the year.

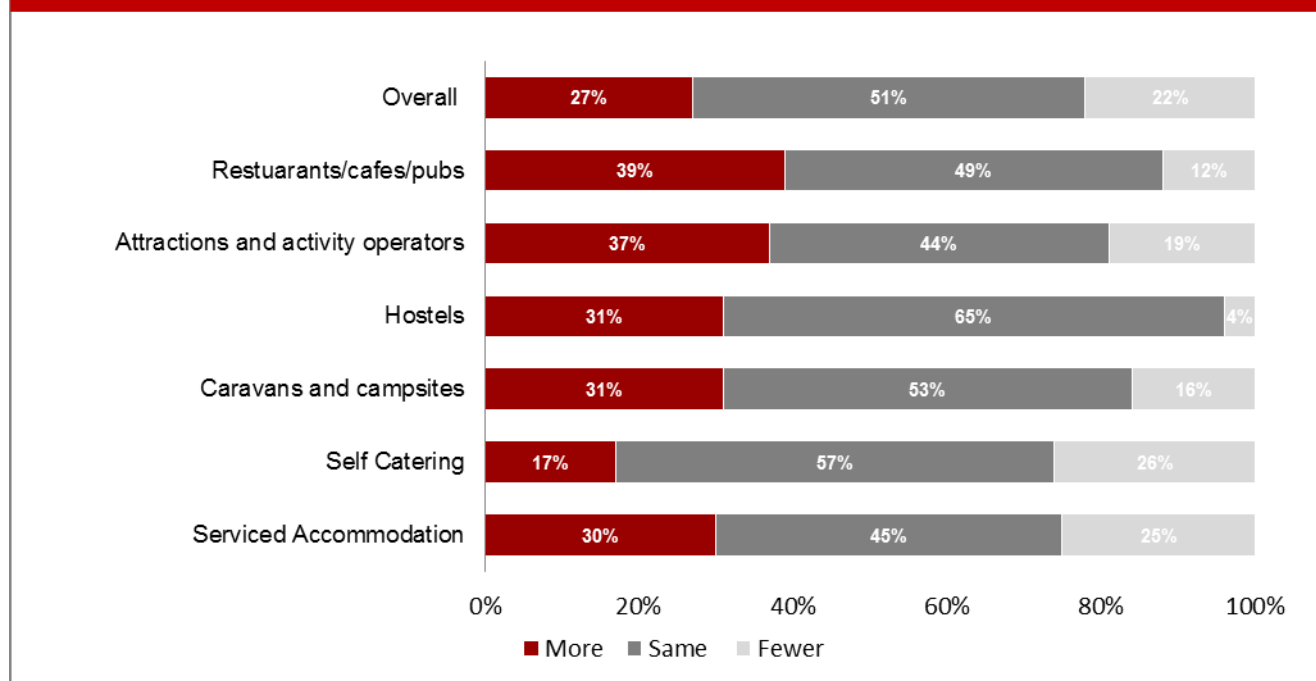
Autumn performance

The Business Barometer undertaken in early November, after the autumn half term holiday, reported a stable autumn following a strong summer period reported in the survey in August/September 2018. Twenty seven per cent of businesses reported more visitors over the autumn compared to same time last year and a further fifty one per cent reported a similar level of visitors. The most common reasons reported by businesses for their improved performance are own marketing and the better weather during the season.

South East Wales has performed better than the other regions this autumn. Own marketing is the most frequently stated reason for being busier. Other regions of Wales do not differ significantly from each other in terms of overall performance and have all experienced a steady autumn.

The increase in visitor levels has boosted profitability with 27 per cent of businesses reporting increases in profitability and 50 per cent similar levels of profitability in 2018 compared to the same time last year.

Figure 2.7: Reported Visitors Levels during Autumn 2018.
Source: Wales Tourism Industry Barometer - November 2018 Survey

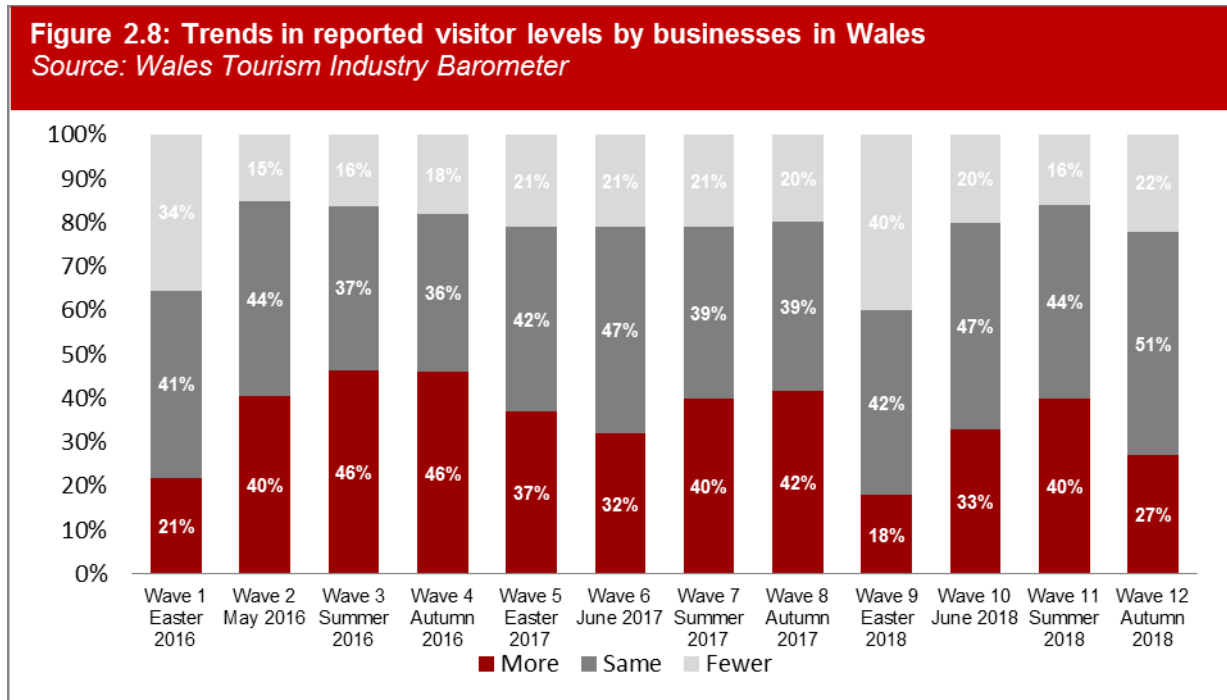


The best performing sectors were restaurants/cafes/pubs with 39 per cent reporting more visitors. The majority of other sectors also reported more or the same level of visitors over the summer. The self-catering businesses surveyed reported a more mixed performance with the majority reporting

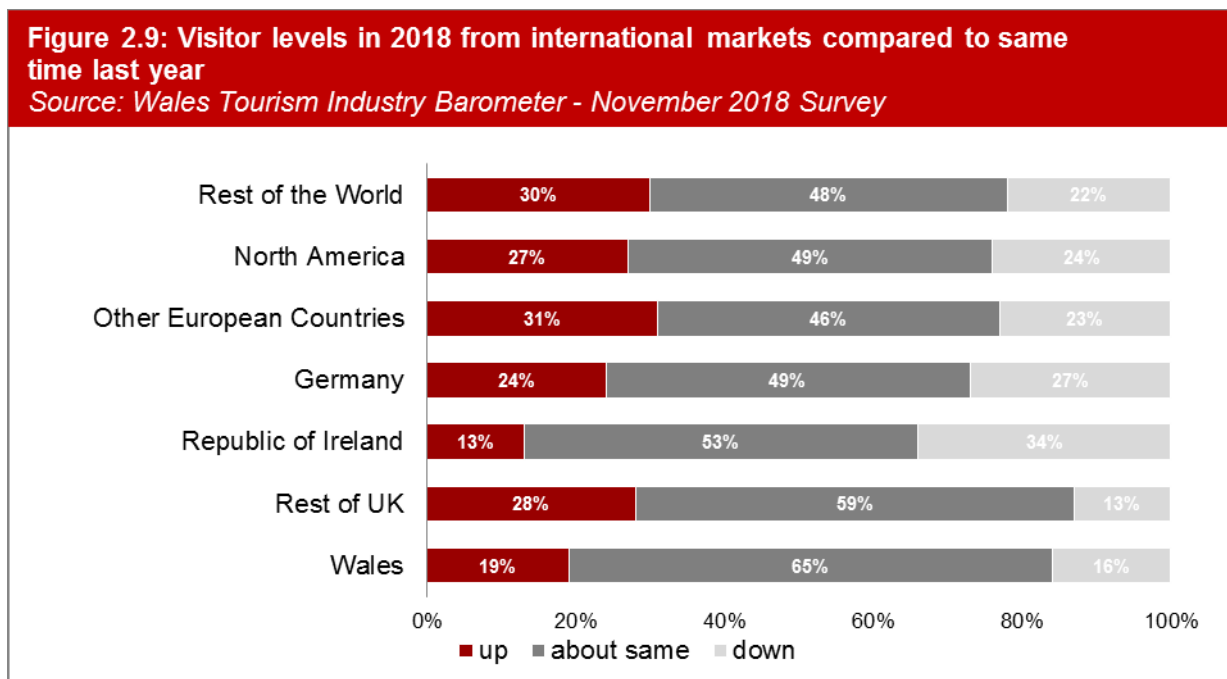
¹ This source is not designated as an official statistic but is presented here for completeness for the benefit of users of this release

similar levels of visitors over the summer/autumn which continues the pattern reported in the Easter and spring surveys.

Following a very good season, most (84%) businesses are now confident for 2019. Confidence for the coming year is very similar to results recorded in autumn 2016 & 2017.



As was seen in the summer, the UK market (outside of Wales) is performing better than last year. This market is up for every sector and region of Wales. The performance of European markets this year is mixed. The key market of Germany is about level on balance, the Republic of Ireland is down, whereas the rest of Europe is slightly up on balance.



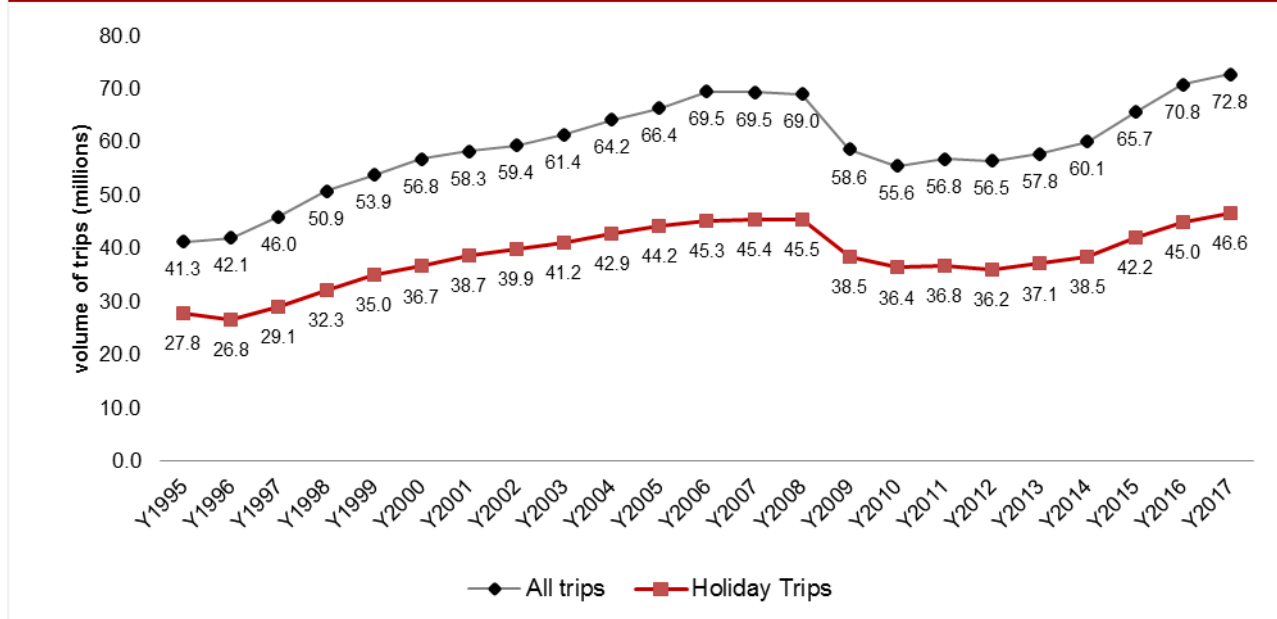
6. Overseas travel by UK residents

During the first nine months of 2018, there was a total 57.4 million trips taken overseas by UK residents for all purposes. This is just over 1 per cent lower than the same period in 2017, but trip volumes remain much higher since the dip between 2009 and 2014. There were 38 million holidays taken abroad by UK residents between January and September 2018, an increase of just under 1 per cent compared to the same period in 2017 and continuing the strong demand for overseas holidays. This contrasts with a fall in overseas business trips of -6 per cent and a fall in visits to friends and relatives of -3 per cent over the first nine months of 2018.

Trips taken overseas by UK residents fell sharply with the onset of the economic downturn in 2009, but have gradually recovered since 2013 with strong growth of 9 per cent and 8 per cent in 2015 and 2016. There was continued growth in 2017 with outbound trips reaching a record level of 72.8 million, but the rate of annual growth slowed to 3 per cent. Between January and December 2017, there was a record level of expenditure of £44.8 billion on trips taken abroad by UK residents.

Holiday trips taken abroad by UK residents have followed a similar pattern with strong growth in 2015 and 2016. Although there was slower growth of 4 per cent in 2017, the total number of holidays taken abroad reached a record level of 46.6 million trips.

Figure 3.0: Trends in volume of trips taken abroad by UK residents
Source: IPS



7. Key Quality Information

The report includes data from the following surveys:

[Great Britain Tourism Survey](#)

This 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.

[Great Britain Day Visits Survey](#)

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

[International Passenger Survey](#)

A survey undertaken by the Office for National Statistics that collects information about overseas passengers entering and leaving the UK and is the main source of statistics on the volume and value of international visits to Wales.

[Wales Tourism Accommodation Occupancy Survey](#)

This is a survey of a sample of tourism businesses in Wales that is the source of official statistics on occupancy rates and other performance measures for different types of accommodation used by visitors to Wales.

[Wales Tourism Industry Barometer](#)

This is a survey of a sample of tourism businesses in Wales that has been set up to provide 'snapshots' of industry performance after important points in the tourism calendar.

The reported surveys are all sample surveys and the results subject to normal sampling errors. Sample errors will be larger for the 6 monthly estimates as they are based on smaller samples and for this reason, results relating to just the 6 month period should be treated with caution.

Relevance

What are the potential uses of these statistics?

These statistics will be used in a variety of ways. Some examples of these are:

- to make publicly available data on tourism in Wales
- advice to Ministers
- to inform debate in the National Assembly for Wales and beyond.

Who are the key potential users of this data?

These statistics will be useful both within and outside the Welsh Government. Some of the key potential users are:

- tourism businesses
- Ministers and the Members Research Service in the National Assembly for Wales
- visit Wales and other areas of the Welsh Government

- local authorities
- professional organisations
- the research community
- students, academics and universities
- individual citizens and private companies.

Timeliness and punctuality

All outputs adhere to the Code of Practice by pre-announcing the date of publication through the upcoming calendar. Furthermore, should the need arise to postpone an output this would follow the Welsh Government's Revisions, Errors and Postponements arrangements.

We publish data as soon as possible after the relevant time period.

Accessibility and clarity

This statistical release is pre-announced and then published on the Statistics section of the Welsh Government website.

Comparability and coherence

This report presents estimated data for 2018 and previous calendar years. The annual estimates are comparable between years, subject to specific sample margins for each individual survey. Further details of each survey methodology and sample limitations are published on the tourism statistics section of the [Welsh Government website](#).

Since 2016 there have been changes to the data processing system of the Great Britain Tourism Survey. A technical document has been published separately on the [Welsh Government website](#) which explains what these changes are, why they were made, how this affects the data collected as well as what implications this has when comparing data from 2016 onwards with previously published figures.

Well-being of Future Generations Act (WFG)

The Well-being of Future Generations Act 2015 is about improving the social, economic, environmental and cultural well-being of Wales. The Act puts in place seven well-being goals for Wales. These are for a more equal, prosperous, resilient, healthier and globally responsible Wales, with cohesive communities and a vibrant culture and thriving Welsh language. Under section (10)(1) of the Act, the Welsh Ministers must (a) publish indicators ("national indicators") that must be applied for the purpose of measuring progress towards the achievement of the Well-being goals, and (b) lay a copy of the national indicators before the National Assembly. The 46 national indicators were laid in March 2016.

Information on the indicators, along with narratives for each of the well-being goals and associated technical information is available in the [Well-being of Wales report](#).

Further information on the [Well-being of Future Generations \(Wales\) Act 2015](#).

The statistics included in this release could also provide supporting narrative to the national indicators and be used by public services boards in relation to their local well-being assessments and local well-being plans.

Further details

The document is available at: <https://gov.wales/statistics-and-research/wales-tourism-performance/?lang=en>

Next update

The next Wales Tourism Performance report will be published in June 2019 (final date to be confirmed) and will include statistics for the whole of 2018 from each of the main surveys.

We want your feedback

We welcome any feedback on any aspect of these statistics which can be provided by email to tourism.research@gov.wales

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