



Ein cyf/Our ref WQ92291 / WQ92292

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Dear Andrew,

You asked two written questions for answer on 28 March 2024. I regret that due to the Cabinet reshuffle, the responses to these were delayed. Please find my responses to the questions below.

**What assessment has the Welsh Government made of the findings in the Wales Tourism Business Barometer 2024 February Wave Report? (WQ92291)**

Visit Wales has analysed the latest Wales Tourism Business Barometer findings and will use the information to inform policy making. The disruptive nature of the Covid restrictions, which had a particularly strong impact on tourism, makes long term trend analysis difficult as post-2019 tourism changed considerably. However, the overall trend suggests a generally negative attitude and performance among Barometer participants, with fewer businesses citing increased visitor numbers.

Many businesses are concerned about the impact of rising costs, weak consumer demand, and the policy environment. A related concern is the low level of innovation and change. 38% of respondents are planning to do nothing to ameliorate the concerns they have. Only 15% are planning to advertise and only 10% are planning to improve their product offering.

Visit Wales and Business Wales provide support and funding to tourism businesses wanting to improve their offering or innovate new products. Our tourism and hospitality strategy, Welcome to Wales, highlights our approach to growing tourism and hospitality for the good of our visitors and our communities. In line with this strategy, Visit Wales provides capital

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

investment funding, marketing campaigns and other support for activities to boost the contribution of tourism to the Welsh economy.

**What action is the Welsh Government taking to increase the number of overnight stays this summer in light of new The Great Britain Tourism Survey figures showing overnight stays in Wales by British residents last summer were up on the year before? (WQ92292)**

I was pleased to see the survey results which show an encouraging rise in domestic tourism. Visitors from other parts of the UK have always made up a large proportion of tourists in Wales and their spend is important to this sector of the economy.

Under our strategy, [Welcome to Wales: Priorities for the Visitor Economy, 2020-25](#), we are working to grow the number of visitors staying in Wales in a sustainable way. We want to spread the benefits of tourism across Wales, encourage increased tourism spend in our economy, and promote Wales as a nation you can visit all year round.

Visit Wales targets domestic tourists with marketing campaigns on TV, online, and on the ground (such as at London stations), and through media relations and travel trade activity. The website [visitwales.com](http://visitwales.com) provides a portal for visitors to find accommodation, activities and attractions. At the same time we are supporting Welsh providers with funding and advice to improve their offerings and create new products in this sector.

Yours sincerely,



**Hannah Blythyn AS/MS**  
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