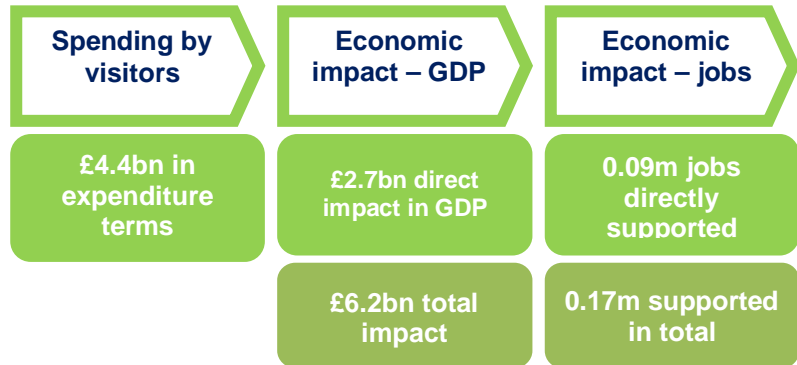


# Wales dashboard

## 2009 Visitor Economy impacts – key indicators

- Total contribution accounted for £6.2 billion of GDP (13.3% of total economy) and 0.17 million jobs (12.7%)<sup>1</sup>
- The direct contribution is £2.7 billion in terms of GDP – equates to 5.8% of Wales GDP and directly supported around 0.09 million jobs in 2009 (6.9% of the total Wales workforce)
- £4.4bn in spending by tourists

Direct and indirect impacts in terms of visitor spend, GDP and employment

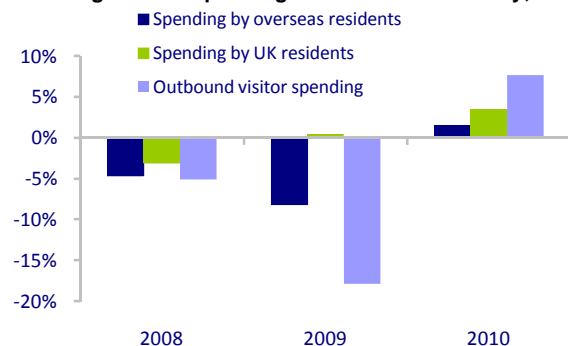


Source: Oxford Economics

## Trends to date in the Visitor Economy

- Largest origin markets for inbound visitors are Ireland and France
- Wales has a relatively lower share of business trips compared to the other nations – which may contribute to a relatively lower level of spend
- The high proportion of trips to visit friends and relatives (VFR) also reflects the most popular accommodation (staying with friends or relatives)
- A more significant fall in overseas spend relative to spend by UK residents in 2009, also seen in 2008
- Growth in spend by UK residents in 2009

Annual growth in spending in the Visitor Economy, constant prices<sup>2</sup>



Source: Oxford Economics

Share of domestic trips in Wales by trip type

	Wales	UK
Business	8%	14%
holiday	63%	48%
VFR	26%	35%
Other	4%	2%
total	100%	100%

Source: Deloitte analysis

Share of inbound trips to Wales by trip type

	2002	2009	change
Business	18%	14%	↓
holiday	34%	44%	↑
VFR	35%	32%	↓
Study	2%	2%	↔
Other	10%	7%	↓
total	100%	100%	

Source: Deloitte analysis

Inbound visitor trips and spend, 2008

	Total Visits (000s)	Total Spend (£m)
Ireland	230	£50
France	139	£38
Germany	92	£29
USA	75	£19
Australia	68	£29
Netherlands	64	£14
Poland	55	£13
Spain	43	£12
Italy	33	£9
Canada	31	£13
Belgium	25	£4

Source: International Passenger Survey; Deloitte analysis

<sup>1</sup> This includes impacts through the supply chain, of capital investment and government expenditure

<sup>2</sup> 2010 figures are estimates based on Oxford Economics analysis

## Employees in the Visitor Economy

- Employees in the Welsh Visitor Economy accounts for 6% of the total UK Visitor Economy
- Concentration of employees in the Welsh Visitor Economy relative to all employees in Wales is 6.3% – higher than the national average of 4.4%
- The Visitor Economy accounts for over 8% of employees in the ‘top ten’ districts in Wales

Top ten Visitor Economy employee share ‘hotspots’

Rank	District	Size
1	Conwy	16.7%
2	Pembrokeshire	15.1%
3	Ceredigion	13.2%
4	Gwynedd	12.2%
5	Powys	12.0%
6	Vale of Glamorgan	10.2%
7	Monmouthshire	10.1%
8	Anglesey	9.9%
9	Denbighshire	9.6%
10	Swansea	8.3%

Source: Annual Business Inquiry; Deloitte analysis

## Outlook – baseline forecast

- Total contribution to GDP remains stable in 2010 at £6.3bn
- By 2020, the total contribution is expected to be 6.9% of Wales GDP, supporting 188,000 jobs (with jobs in the Visitor Economy accounting for 13.7% of total employment)
- Growth in spending is expected to be led by trips from UK residents

Baseline forecast for Wales Visitor Economy, current prices<sup>3</sup>

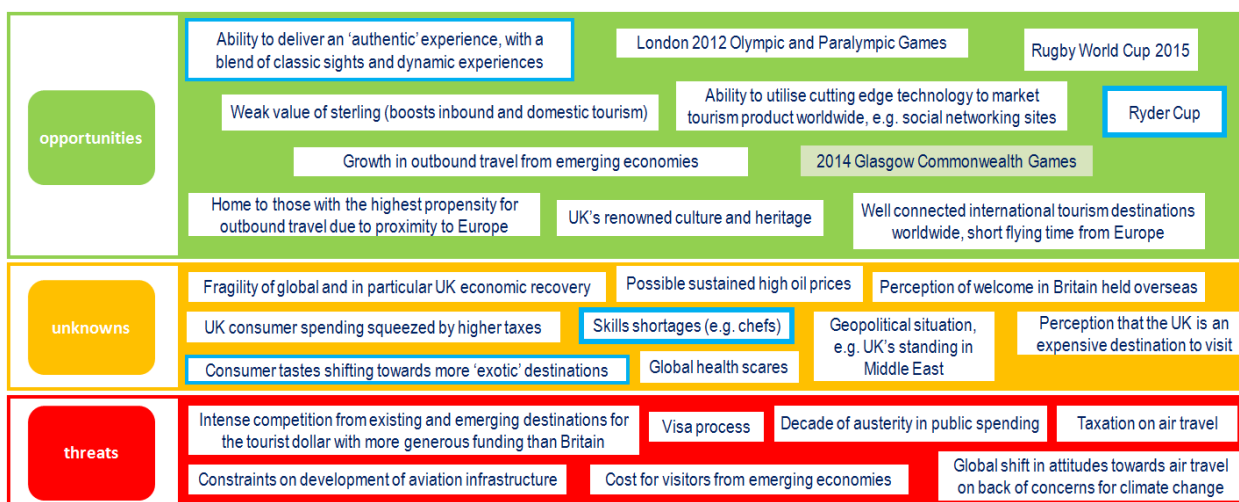
	2009	2010	2020
Spending (£bn)	4.4	4.6	7.1
Spending (real annual growth, %)	-0.3%	3.2%	2.6%
Total GDP (£bn)	6.2	6.3	9.8
Direct GDP (£bn)	2.7	2.8	4.4
Total jobs (millions)	0.17	0.18	0.19
Direct jobs (millions)	0.09	0.09	0.10

Source: Oxford Economics analysis

Please note: Forecasts are based on an extrapolation of the current environment. Therefore the Visitor Economy expansion is based on organic growth of the economy which is currently driven in part by interventions of the existing enterprise bodies. The forecast presents a baseline scenario; intervention by government, enterprise bodies, the tourism industry and unknown factors (continued recessionary conditions etc) could produce varying growth patterns in the future.

## Outlook – challenges and opportunities

- Strong links with rural economy
- Opportunity to leverage tourism and awareness of Wales associated with the Ryder Cup
- Need to maintain ‘small’ image whilst exploiting technologies to increase awareness
- Need to develop skills of employment within the sector



**Key**  
  Issues particularly relevant to Wales

<sup>3</sup> Growth rates for 2020 are the compound annual growth rates between 2010 and 2020