

International visits to Wales 2008-13: a comparison across Wales' top 6 inbound markets



VISITS – INTERNATIONAL INBOUND TO WALES

Total visits: Ireland and elsewhere compared

Market	Total visits to Wales (000s)						% change 2008-13	% change 2009-13	2012-13 YoY % change
	2008	2009	2010	2011	2012	2013			
<b>TOTAL</b>	1065	991	890	879	854	884	-17	-11	4
IRELAND	230	214	171	148	144	132	-43	-38	-8
ELSEWHERE (TOTAL - IRELAND)	835	777	719	731	710	753	-10	-3	6

Top 6 inbound markets for visits in 2013 and trends in these markets 2008-2013

Market	Total visits to Wales (000s)						2008-13 % change	2009-13 % change	2012-13 YoY % change
	2008	2009	2010	2011	2012	2013			
Ireland	230	214	171	148	144	132	-43	-38	-8
Germany	92	92	85	86	60	107	17	17	80
USA	75	85	93	76	76	93	25	10	23
France	139	116	82	111	130	81	-42	-30	-38
Australia	68	64	57	62	63	67	-1	5	5
Netherlands	64	53	69	57	50	63	-2	19	26

*These six countries made up 61% of all inbound visits to Wales in 2013*

## NOMINAL SPEND – INTERNATIONAL INBOUND TO WALES

### Total nominal spend: Ireland and elsewhere compared

Market	Total spend (£m)						% change 2008-13	2009-13 % change	2012-13 YoY % change
	2008	2009	2010	2011	2012	2013			
TOTAL	314	332	333	328	346	353	13	6	2
IRELAND	50	63	38	33	32	25	-49	-60	-21
ELSEWHERE (TOTAL - IRELAND)	264	269	295	295	314	328	24	22	4

### Top 6 inbound markets for nominal spend in 2013 and trends in these markets 2008-2013

Market	Total spend (£m)						% change 2008-13	2009-13 % change	2012-13 YoY % change
	2008	2009	2010	2011	2012	2013			
Germany	29	37	28	28	22	49	69	32	124
USA	19	40	33	37	30	47	145	16	55
Australia	29	17	33	27	31	29	0	70	-6
Ireland	50	63	38	33	32	25	-49	-60	-21
France	38	27	34	36	33	23	-40	-15	-30
Spain	12	14	19	8	16	15	25	5	-7

*These six countries made up 53% of all inbound spend in Wales in 2013*

Source: International Passenger Survey

<http://www.visitbritain.org/insightsandstatistics/inboundvisitorstatistics/regions/>