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2015 Tourism Statistics

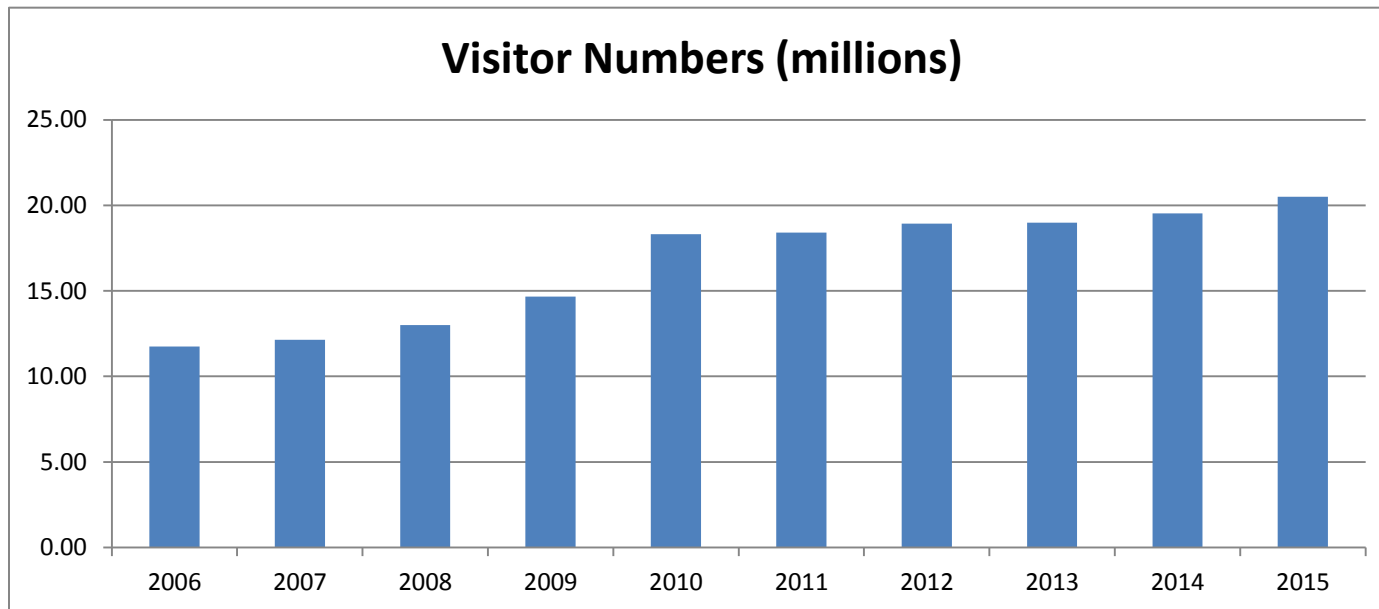
GARETH BERRY

2015 TOURISM STATISTICS

- Total economic impact of tourism: £1.2 billion (6.8% increase on 2014)
 - Total visitor numbers: 20,510,000 (5.0% increase)
 - Number of staying visitors: 2,003,000 (2.3% increase)
 - Number of day visitors: 18,510,000 (5.3% increase)
- Number of FTE jobs supported by tourism spend: 13,881 (8.3% increase)



TEN YEAR COMPARISON (2006-2015)

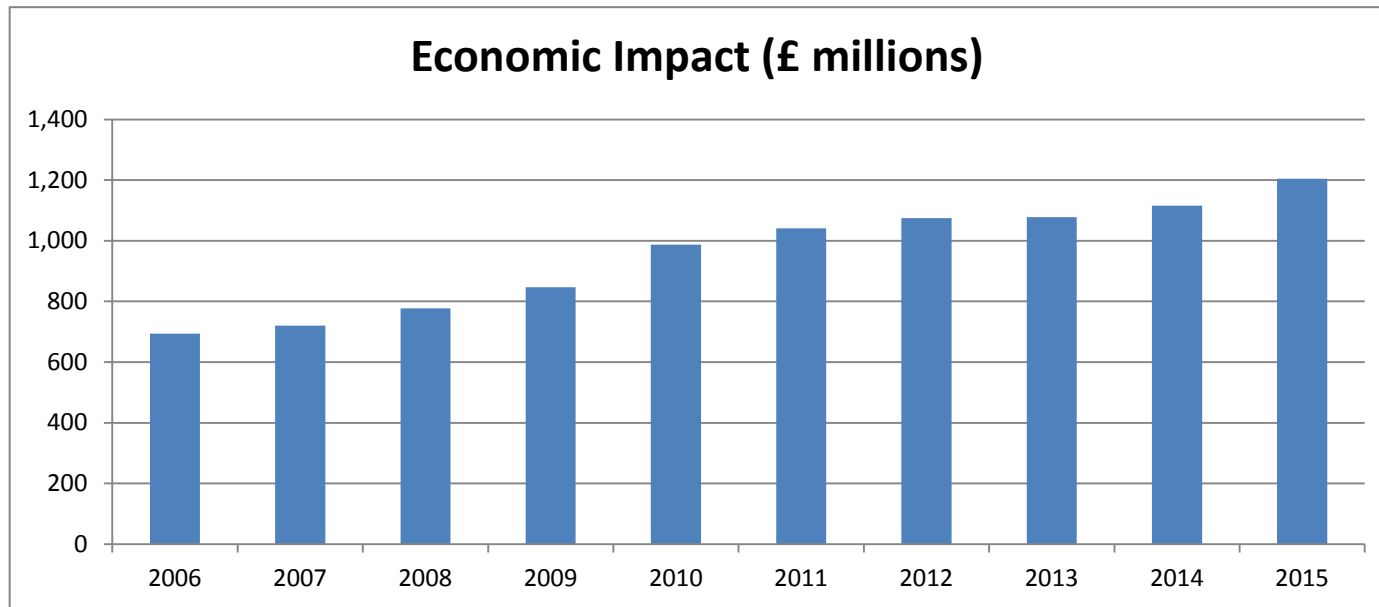


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TEN YEAR COMPARISON (2006-2015)

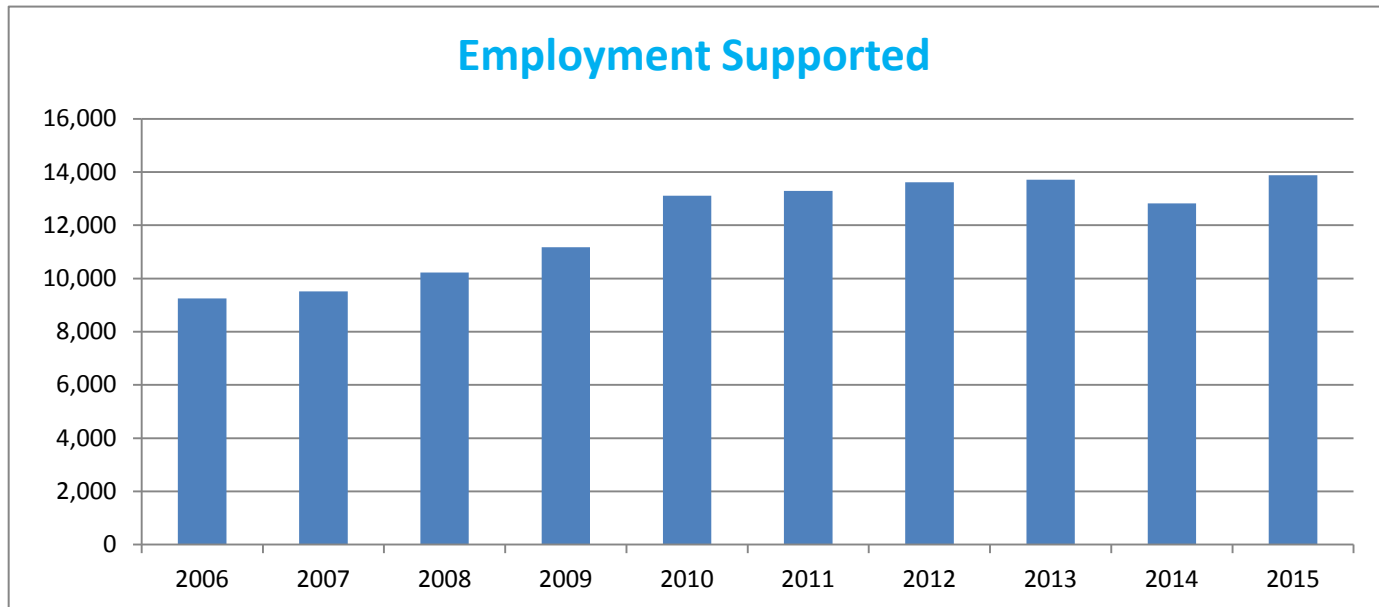


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TEN YEAR COMPARISON (2006-2015)



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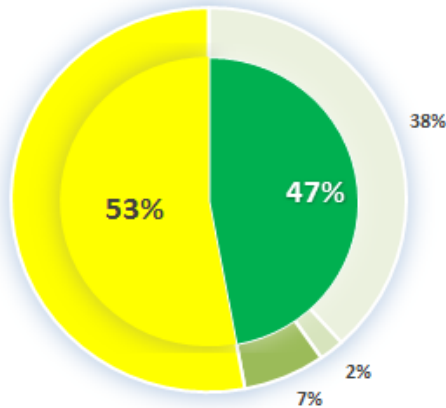
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2015 Impact of Staying Visitors

ECONOMIC IMPACT - 2015 Indexed - £M - Share of Total

TOTAL
£1,204.45m

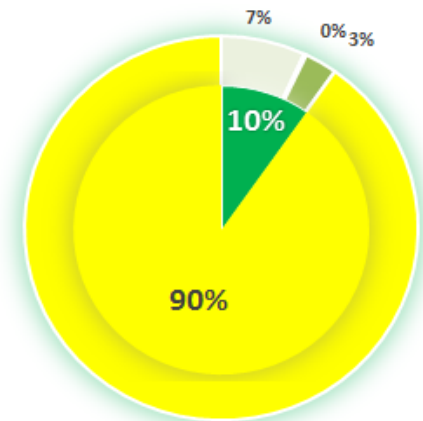
	£M
Serviced	461.34
Non-Serviced	24.79
SFR	80.77
Staying Visitor	566.89
Day Visitor	637.56
Total	1,204.45



Visitor Numbers - 2015 - M - Share of Total

TOTAL
20.51m

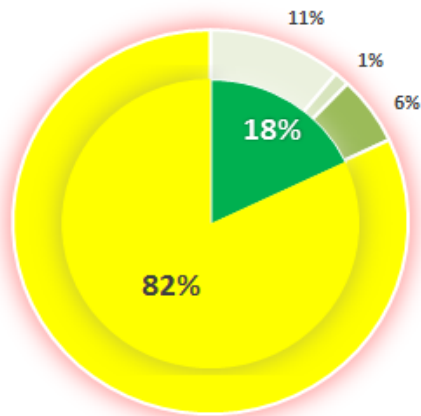
	M
Serviced	1.41
Non-Serviced	0.04
SFR	0.55
Staying Visitor	2.00
Day Visitor	18.51
Total	20.51



Visitor Days - 2015 - M - Share of Total

TOTAL
22.57m

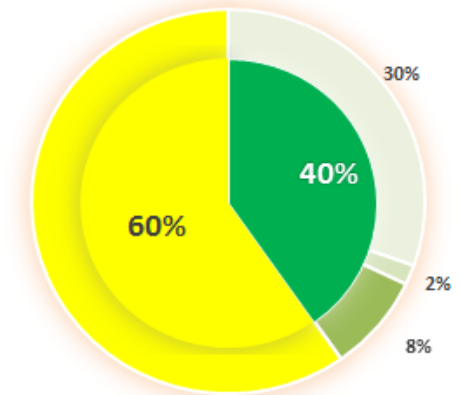
	M
Serviced	2.47
Non-Serviced	0.28
SFR	1.30
Staying Visitor	4.05
Day Visitor	18.51
Total	22.57



Direct Employment Supported - 2015 - FTEs - Share of Total

TOTAL
9,500 Direct FTEs
13,881 Total FTEs

	FTEs
Serviced	2,891
Non-Serviced	159
SFR	780
Staying Visitor	3,830
Day Visitor	5,670
Total	9,500



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CARDIFF IN A SOUTH EAST WALES CONTEXT (STEAM - 2014)

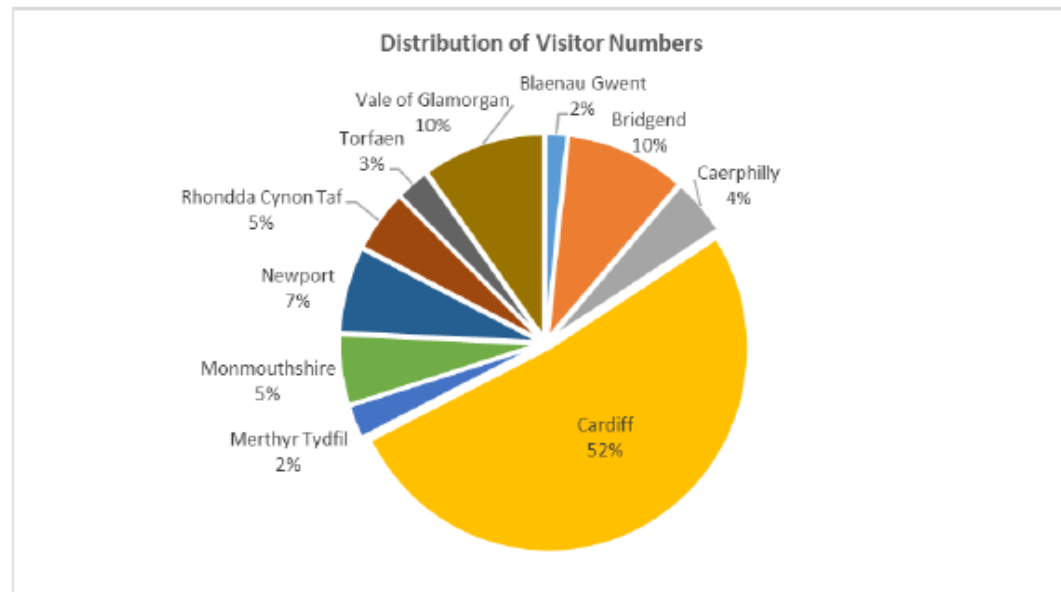
VISITOR NUMBERS AND ECONOMIC IMPACT

South East Wales attracts over 37 million tourist visitors annually and generates an estimated £2.5 billion (2014). Cardiff accounts for over half of the region's visits.

Table 4: Tourism Volume & Value (2014)

	Number of Visitors (m)	Economic Impact (£m)
Blaenau Gwent	0.64	39.76
Bridgend	3.66	306.62
Caerphilly	1.71	113.00
Cardiff	19.53	1,115.32
Merthyr Tydfil	0.99	63.50
Monmouthshire	2.10	173.15
Newport	2.57	261.76
Rhondda Cynon Taf	1.86	136.80
Torfaen	1.00	65.40
Vale of Glamorgan	3.75	207.50
Total SE Region	37.81	2,482.82

Source: STEAM 2014



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CARDIFF IN A SOUTH EAST WALES CONTEXT

From the GB Tourism Survey and International Passenger Survey, approximate numbers of GB and overseas staying business visits are as follows: (Note that sample sizes are small and numbers should be treated as indicative only.)

Table 5: Business Visits (3-year average, 2012-2014)

	GB Business Visits (2012-14)	Overseas Business Visits (2012-14)
Blaenau Gwent	<1,000	<1,000
Bridgend	12,000	3,700
Caerphilly	2,000	3,000
Cardiff	256,000	66,000
Merthyr Tydfil	7,000	1,000
Monmouthshire	40,000	3,300
Newport	69,000	15,700
Rhondda Cynon Taf	7,000	1,500
Torfaen	2,000	1,000
Vale of Glamorgan	6,000	1,500
Total SE Region	400,000	97,000

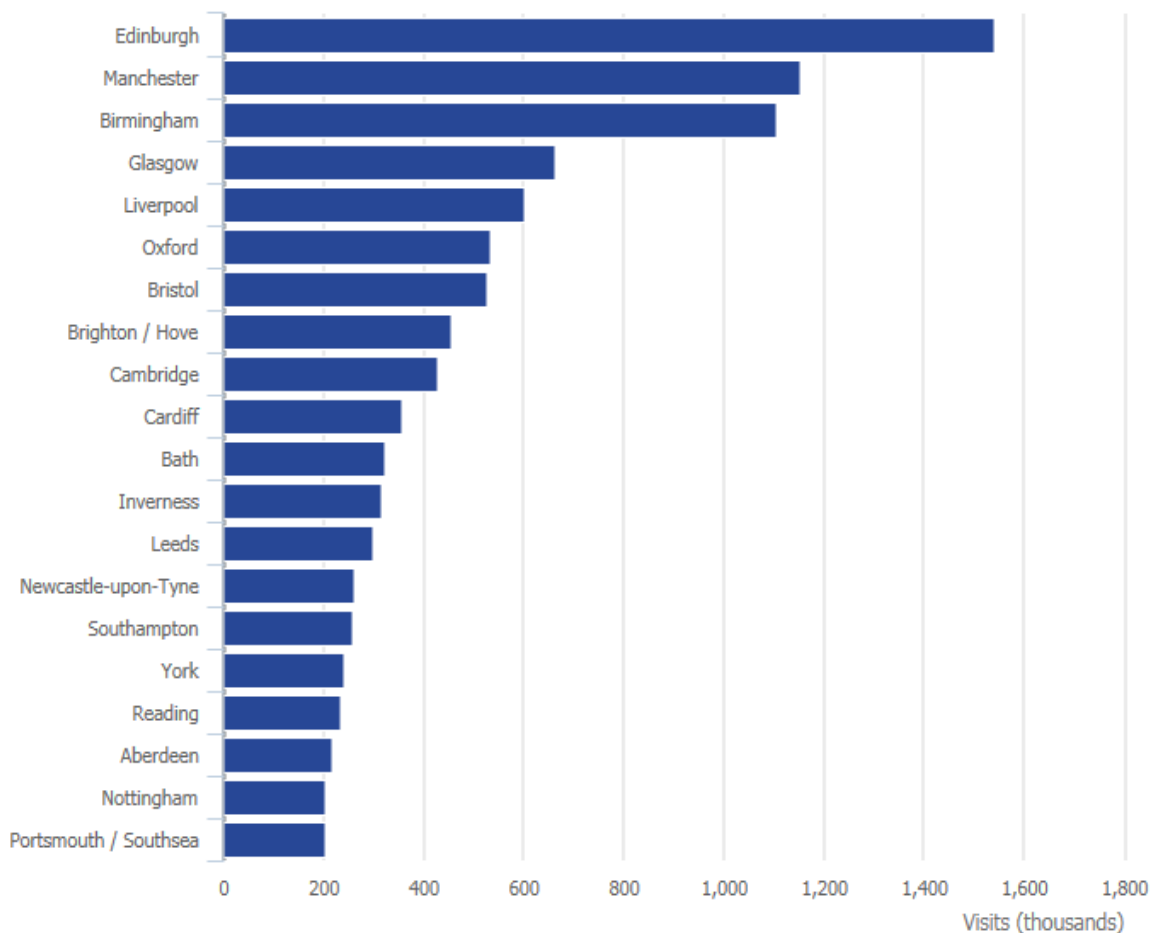
Sources: GB Tourism Survey; International Passenger Survey

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CARDIFF IN A UK CONTEXT (2015)



Cardiff has moved up from 12th to 10th position in the Top 20 UK towns and cities (excluding London) visited for at least 1 night during 2015.

Source: International Passenger Survey (IPS) - Office for National Statistics

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