

- 205,000 people
- 95,400 employed
- % employed > welsh average



Notable Strengths:

- Agriculture
 - Food & Drink
 - Tourism
 - Higher-Value Manufacturing
 - Defence & Security Assets
- Generating:
- £3.6bn GVA annually
 - £17,509 GVA per head



- Home to 2 Universities (Aberystwyth and Trinity St Davids)
- Home to the Centre for Alternative Technology (also offering HE courses)
- >95% of Aberystwyth's research is internationally recognised
- Educational attainment at Level 2 is 7.5% higher than the Welsh average.
- 38.8% residents with NVQ4+



- 6966 km² of land (39% of Wales)
- 7.25m visitors attracted annually to the region's outstanding natural and cultural landscapes.

