



Domestic Tourism to Wales in 2008, 2009 and 2010

This factsheet provides summary tables of key tourism figures to Wales in 2008, 2009 and 2010. Definitions of the terms used in this report, along with the sources of information used, can be found in the Appendix.

Wales Performance 2010

- In 2010 UK residents made 8.69 million visits involving at least one night's overnight stay, 3% down in comparison with 2009 (8.95 million).
- Related expenditure was £1,450 million, compared with £1,413 million in 2009, an increase of 3%. The average spend per night was just over £44 (Table 2).
- The average length of stay in 2010 in Wales increased by 3% to 3.78 nights and the average spend per trip was £167 (an increase of 6% on 2009) (Table 2).

UK Comparison

- In 2010, the total volume of staying trips in the UK by UK residents fell by 5% (to 119.43 million) in comparison with 2009 (Table 1).
- Wales' share of all overnight trips taken by UK residents in the UK in 2008, 2009 and 2010 was 7.2%, 7.1% and 7.3% respectively, whilst Wales' share of related expenditure accounted for 6.7%, 6.5% and 7.0% in 2008, 2009 and 2010 respectively.

- While the UK as a whole showed a decrease 5% in total expenditure by UK tourists, total expenditure by UK tourists in Wales rose by 3%.

Regions of Wales

- North Wales received 3.4 million trips in 2010 (2.99 million trips in 2008), South East Wales 1.68 million trips (1.96 million in 2009), South West Wales 1.84 million (2.13 million trips in 2009) and Mid Wales 1.59 million trips (1.75 million in 2009) (Table 3).
- North Wales has consistently recorded the highest number of trips to Wales. The South East recorded decreases in trip numbers and nights in comparison with 2009 but an increase in expenditure. South East Wales attracts more business visitors and a greater proportion of visitors use hotels/B&Bs in the region. Average spend per night in the South East is thus higher than in the other regions (Table 4).

Profile of domestic visits

- Holidays account for the greatest proportion of trips to Wales (80% in 2010). Trips Visiting Friends and Relatives (non-holiday) also recorded a 7% increase compared to 2009 whilst the volume of overnight business trips to Wales declined further (by 12%) in 2010, no doubt influenced by the general economic climate (Figure 1).

- Holiday tourism nights and expenditure in Wales in 2010 showed increases of 2% and 4% respectively compared to 2009 (Table 5).
- In 2010, 1-3 night holidays made up almost 45% of all trips, 4-7 night holidays made up around 30% of all trips and 8+ night holidays made up nearly 5% of all trips (Figure 2).
- Some 49% of UK staying visitors made some form of advance booking in 2010. In the main these were made through an accommodation provider (32%) (Table 6).
- Car transport was the main type of transport used on the longest part of a journey accounting for around 82% of journeys annually (Table 7). Rail transport was used by almost 9% of staying visitors to Wales (Figure 3).
- Some 37% of staying trips to Wales in 2010 were taken during the third quarter of the year (Table 8) while almost 15% of all trips were started in August.
- An increasing proportion of trips have been taken in each of the early season months (April, May, June, July) between 2008 and 2010 (Figure 4).
- Friends'/relatives' home is the most common form of accommodation used (26% of trips in 2010), followed by caravans (all categories – also 26%), then hotel/motel/guesthouse (22%) and self catering (some 9%) (Table 9).
- Accommodation accounted for the largest proportion of expenditure by staying visitors (34%) in 2008, 2009 and 2010. As in 2009, eating and drinking out accounted for some 20% of all tourist expenditure in 2010 (Table 10).

Visitor profile

- In each of the three years, around 27% of trips were taken by 35-44 year olds (Table 11).
- Social groups ABC1 accounted for the largest volume of trips, nights and spend in 2008, 2009 and 2010. ABs made 34% of all staying trips to Wales and C1s made a further 31% of trips in 2010 (Table 11).

Region of residence

- Residents of Wales accounted for 20% of trips in 2010. 77% of trips to Wales in 2010 were made by residents of England.
 - As in previous years, a substantial proportion of visits were made by people from the North West of England (21% in 2010) and also the West Midlands (14% in 2010), reflecting ease of access to neighbouring parts of Wales and traditional holiday taking patterns (Table 12).
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Table 1. Domestic visits to the nations of the UK, 2008, 2009 and 2010

| | Millions | | | | | | | | |
|----------|----------|--------|--------|--------|--------|--------|-----------|--------|--------|
| | Trips | | | Nights | | | Spend (£) | | |
| | 2008 | 2009 | 2010 | 2008 | 2009 | 2010 | 2008 | 2009 | 2010 |
| Wales | 8.49 | 8.95 | 8.69 | 31.9 | 32.88 | 32.88 | 1,411 | 1,413 | 1,450 |
| England | 95.53 | 102.95 | 96.38 | 295.38 | 312.91 | 288.11 | 16,433 | 17,281 | 16,210 |
| Scotland | 12.15 | 12.46 | 12.37 | 44.19 | 46.08 | 44.56 | 2,812 | 2,736 | 2,628 |
| UK | 117.71 | 126.01 | 119.43 | 378.39 | 398.75 | 373.32 | 21,107 | 21,881 | 20,835 |

Source: United Kingdom Tourism Survey 2008, 2009 and 2010. All expenditure is in historic prices.

Table 2. Domestic visits to the nations of the UK by trip characteristics: 2008, 2009 and 2010

| | Average length of stay (nights) | | | Average spend per night (£) | | | Average spend per trip (£) | | |
|----------|---------------------------------|------|------|-----------------------------|------|------|----------------------------|------|------|
| | 2008 | 2009 | 2010 | 2008 | 2009 | 2010 | 2008 | 2009 | 2010 |
| Wales | 3.76 | 3.67 | 3.78 | 44 | 43 | 44 | 166 | 158 | 167 |
| England | 3.09 | 3.04 | 2.99 | 56 | 55 | 56 | 172 | 168 | 168 |
| Scotland | 3.64 | 3.70 | 3.60 | 64 | 59 | 59 | 231 | 220 | 212 |
| UK | 3.21 | 3.16 | 3.13 | 56 | 55 | 56 | 179 | 174 | 174 |

United Kingdom Tourism Survey 2008, 2009 and 2010. All expenditure is in historic prices.

Table 3. Domestic visits to Wales by region, 2008, 2009 and 2010

| Millions | | | | | | | | | |
|------------------|-------|------|------|--------|-------|-------|-----------|-------|-------|
| | Trips | | | Nights | | | Spend (£) | | |
| | 2008 | 2009 | 2010 | 2008 | 2009 | 2010 | 2008 | 2009 | 2010 |
| Wales | 8.49 | 8.95 | 8.69 | 31.90 | 32.88 | 32.88 | 1,411 | 1,413 | 1,450 |
| North Wales | 3.18 | 2.99 | 3.40 | 11.98 | 12.17 | 13.03 | 500 | 517 | 518 |
| Mid Wales | 1.42 | 1.75 | 1.59 | 5.70 | 6.57 | 6.53 | 242 | 251 | 269 |
| South West Wales | 1.64 | 2.13 | 1.84 | 6.72 | 8.20 | 7.29 | 262 | 357 | 330 |
| South East Wales | 2.22 | 1.96 | 1.68 | 6.77 | 4.99 | 4.77 | 386 | 243 | 284 |

Source: United Kingdom Tourism Survey 2008, 2009 and 2010. All expenditure is in historic prices.

Table 4. Domestic visits to the regions of the Wales by trip characteristics: 2008, 2009 and 2010

| | Average length of stay (nights) | | | Average spend per night (£) | | | Average spend per trip (£) | | |
|------------------|---------------------------------|------|------|-----------------------------|------|------|----------------------------|------|------|
| | 2008 | 2009 | 2010 | 2008 | 2009 | 2010 | 2008 | 2009 | 2010 |
| Wales | 3.76 | 3.67 | 3.78 | 44 | 43 | 44 | 166 | 158 | 167 |
| North Wales | 3.77 | 4.07 | 3.83 | 42 | 42 | 40 | 157 | 173 | 152 |
| Mid Wales | 4.01 | 3.75 | 4.11 | 42 | 38 | 41 | 170 | 144 | 169 |
| South West Wales | 4.10 | 3.85 | 3.96 | 39 | 44 | 45 | 160 | 168 | 179 |
| South East Wales | 3.05 | 2.55 | 2.84 | 57 | 49 | 60 | 174 | 124 | 169 |

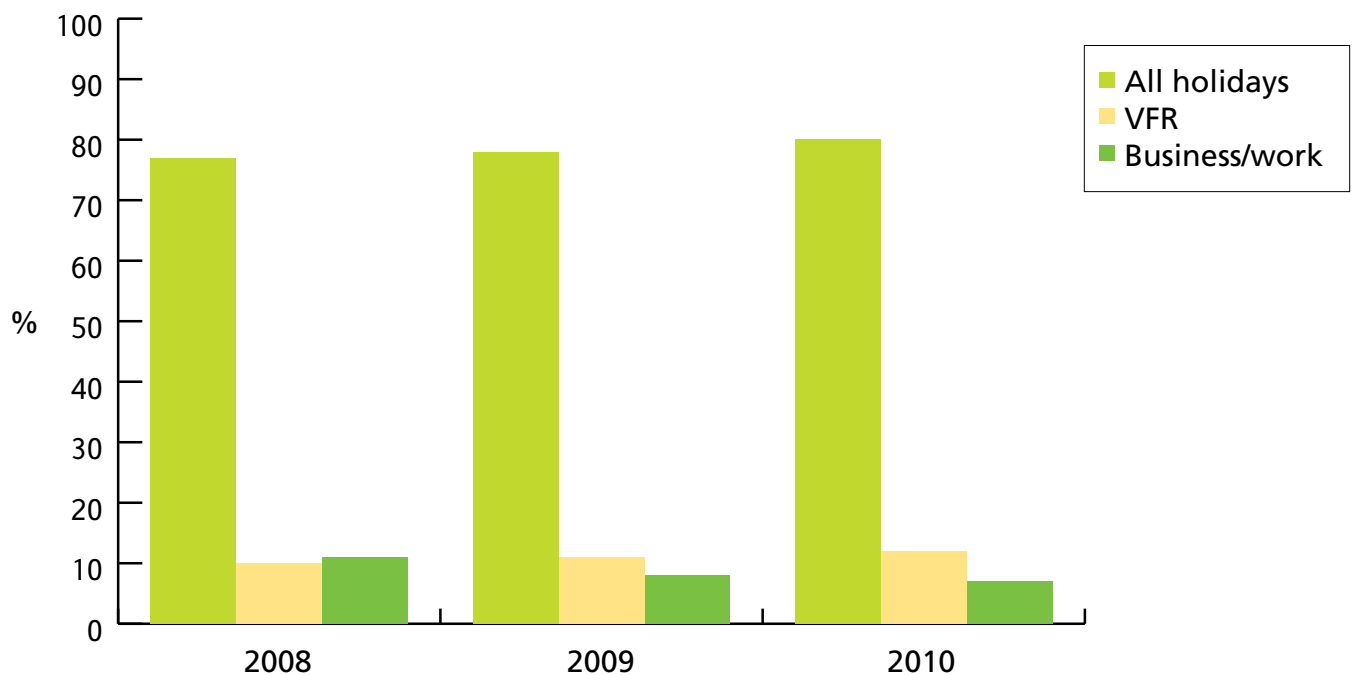
Source: United Kingdom Tourism Survey 2008, 2009 and 2010. All expenditure is in historic prices.

Table 5. Domestic visits to Wales by trip purpose, 2008, 2009 and 2010

| Millions | | | | | | | | | |
|------------------|-------|------|------|--------|-------|-------|-----------|-------|-------|
| | Trips | | | Nights | | | Spend (£) | | |
| | 2008 | 2009 | 2010 | 2008 | 2009 | 2010 | 2008 | 2009 | 2010 |
| All holidays | 6.56 | 6.98 | 6.92 | 26.01 | 27.54 | 28.02 | 1,066 | 1,153 | 1,204 |
| VFR(a) | 0.85 | 0.95 | 1.02 | 3.01 | 2.26 | 3.34 | 90 | 93 | 100 |
| Business/work(b) | 0.91 | 0.75 | 0.65 | 2.44 | 2.21 | 1.36 | 235 | 145 | 133 |
| Total | 8.49 | 8.95 | 8.69 | 31.90 | 32.88 | 32.88 | 1,411 | 1,413 | 1,450 |

Source: United Kingdom Tourism Survey 2008, 2009 and 2010. All expenditure is in historic prices.
 (a) Visiting friends and relatives not on holiday
 (b) Includes transport as employment

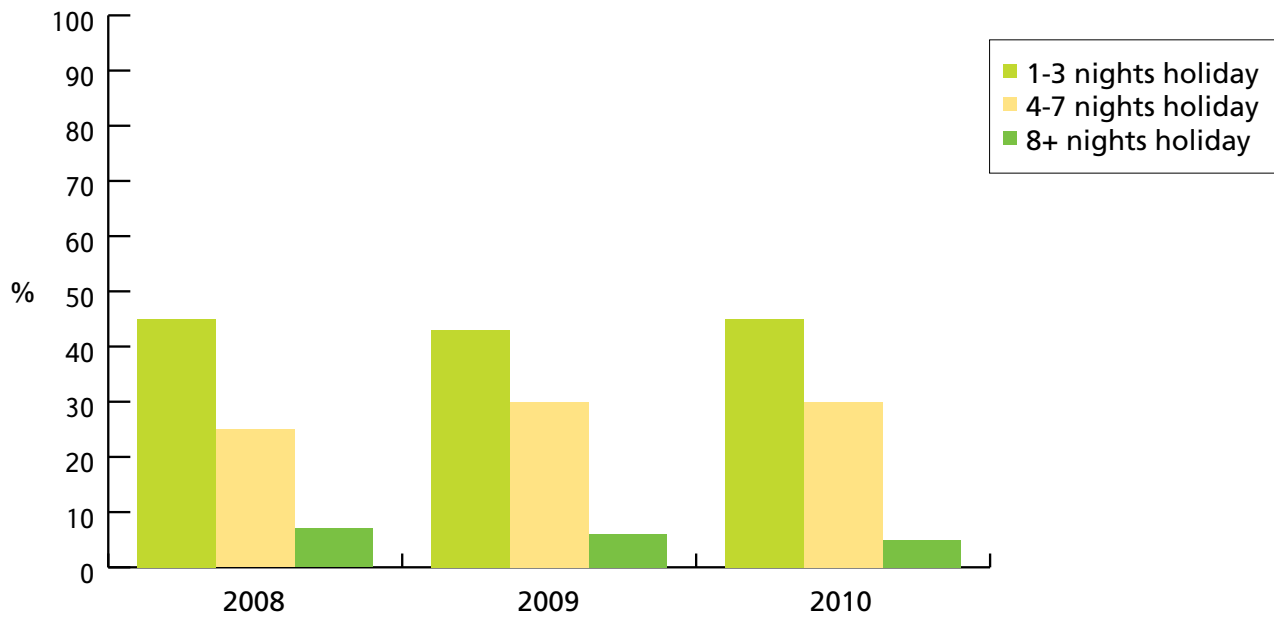
Figure 1. Percentage split of domestic trips to Wales by trip purpose, 2008, 2009 and 2010



Source: United Kingdom Tourism Survey 2008, 2009 and 2010.



Figure 2. Percentage split of domestic holiday trips to Wales by length of holiday, 2008, 2009 and 2010



Source: United Kingdom Tourism Survey 2008, 2009 and 2010.

Table 6. Domestic visits to Wales by advance booking methods, 2008, 2009 and 2010

| | % | | |
|---|--------------|------|------|
| | Spend | | |
| | 2008 | 2009 | 2010 |
| All advance firm bookings | 46 | 48 | 49 |
| Accommodation provider | 28 | 30 | 32 |
| Booked online | 21 | 27 | 27 |
| Tour operator or travel company | 5 | 6 | 4 |
| Transport provider | 6 | 4 | 5 |
| High street or on-line travel agent | 2 | 2 | 3 |
| Tourist Board or Tourist Information Centre | 2 | 1 | 1 |
| Through some other source | 4 | 5 | 4 |
| Did not make any firm bookings before trip | 43 | 45 | 43 |
| Don't know | 10 | 7 | 8 |

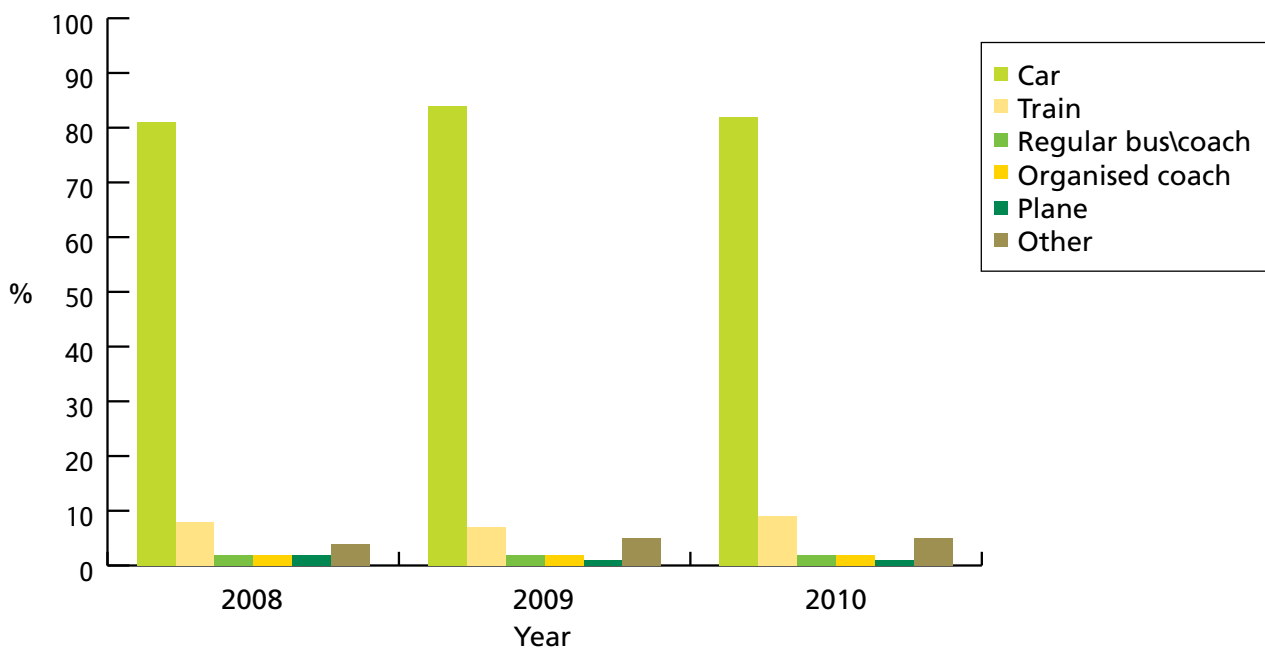
Source: United Kingdom Tourism Survey 2008, 2009 and 2010. All expenditure is in historic prices. Note: The sum of the individual advance booking methods is greater than the total, as more than one booking method may be recorded.

Table 7. Domestic visits to Wales by transport used on longest part of journey, 2008, 2009 and 2010

| Millions | | | | | | | | | |
|-------------------|-------------|-------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | Trips | | | Nights | | | Spend (£) | | |
| | 2008 | 2009 | 2010 | 2008 | 2009 | 2010 | 2008 | 2009 | 2010 |
| Car | 6.90 | 7.55 | 7.11 | 25.25 | 27.01 | 27.47 | 1,080 | 1,189 | 1,155 |
| Train | 0.66 | 0.58 | 0.75 | 2.84 | 2.26 | 2.62 | 128 | 84 | 117 |
| Regular bus\coach | 0.20 | 0.15 | 0.16 | 1.08 | 0.41 | 0.51 | 31 | 24 | 25 |
| Organised coach | 0.18 | 0.16 | 0.14 | 0.62 | 0.60 | 0.64 | 40 | 35 | 44 |
| Plane | 0.21 | 0.11 | 0.12 | 0.86 | 0.39 | 0.36 | 73 | 22 | 34 |
| Other | 0.34 | 0.41 | 0.40 | 1.26 | 2.22 | 1.27 | 59 | 58 | 74 |
| Total | 8.49 | 8.95 | 8.69 | 31.90 | 32.88 | 32.88 | 1,411 | 1,413 | 1,450 |

Source: United Kingdom Tourism Survey 2008, 2009 and 2010. All expenditure is in historic prices.

Percentage split of domestic trips to Wales by transport used on longest part of journey, 2008, 2009 and 2010



Source: United Kingdom Tourism Survey 2008, 2009 and 2010.

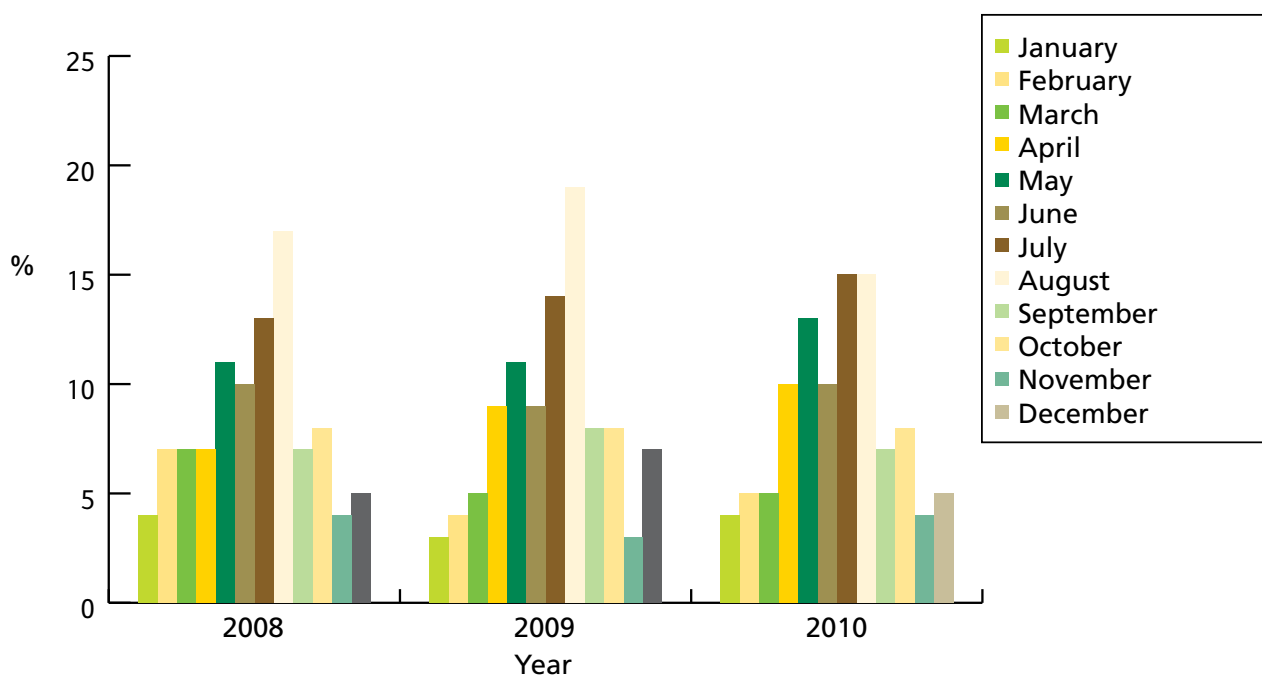


Table 8. Domestic visits to Wales by quarter, 2008, 2009 and 2010

| Millions | | | | | | | | | |
|--------------|-------|------|------|-----------|-------|-------|-----------|-------|-------|
| | Trips | | | Bednights | | | Spend (£) | | |
| | 2008 | 2009 | 2010 | 2008 | 2009 | 2010 | 2008 | 2009 | 2010 |
| Jan - Mar | 1.56 | 1.12 | 1.23 | 4.19 | 3.08 | 3.64 | 236 | 145 | 190 |
| April - June | 2.34 | 2.60 | 2.86 | 8.52 | 9.45 | 10.09 | 398 | 412 | 459 |
| July - Sept | 3.13 | 3.64 | 3.18 | 14.24 | 16.07 | 15.15 | 532 | 650 | 588 |
| Oct - Dec | 1.45 | 1.59 | 1.41 | 4.96 | 4.27 | 3.99 | 245 | 206 | 213 |
| Total | 8.49 | 8.95 | 8.69 | 31.90 | 32.88 | 32.88 | 1,411 | 1,413 | 1,450 |
| % | | | | | | | | | |
| Jan - Mar | 18 | 13 | 14 | 13 | 9 | 11 | 17 | 10 | 13 |
| April - June | 28 | 29 | 33 | 27 | 29 | 31 | 28 | 29 | 32 |
| July - Sept | 37 | 41 | 37 | 45 | 49 | 46 | 38 | 46 | 41 |
| Oct - Dec | 17 | 18 | 16 | 16 | 13 | 12 | 17 | 15 | 15 |

Source: United Kingdom Tourism Survey 2008, 2009 and 2010. All expenditure is in historic prices.

Figure 4. Percentage split of domestic visits to Wales by month trip started, 2008, 2009 and 2010



Source: United Kingdom Tourism Survey 2008, 2009 and 2010.

*Dates of Easter: 2008 = 21-24 March; 2009 = 2-5 April; 2010 = 2-4 April

Table 9. Domestic visits to Wales by accommodation used, 2008, 2009 and 2010

| Millions | | | | | | | | | |
|----------------------------|-------|------|------|-----------|------|-------|-----------|------|------|
| | Trips | | | Bednights | | | Spend (£) | | |
| | 2008 | 2009 | 2010 | 2008 | 2009 | 2010 | 2008 | 2009 | 2010 |
| Friends/relatives home | 2.36 | 2.46 | 2.28 | 8.70 | 8.00 | 7.82 | 232 | 234 | 219 |
| Hotel/Motel/Guest house | 2.08 | 1.86 | 1.88 | 5.48 | 4.34 | 4.35 | 486 | 401 | 444 |
| All Caravans | 1.79 | 1.92 | 2.26 | 8.90 | 8.69 | 10.89 | 250 | 267 | 331 |
| Towed | 0.5 | 0.53 | 0.57 | 2.67 | 2.32 | 2.57 | 71 | 69 | 88 |
| Static Owned | 0.79 | 0.88 | 1.01 | 3.56 | 3.81 | 4.44 | 86 | 94 | 102 |
| Static Not-Owned | 0.50 | 0.51 | 0.68 | 2.67 | 2.56 | 3.88 | 93 | 104 | 141 |
| Self-catering in Rented(a) | 0.59 | 0.85 | 0.80 | 3.11 | 4.82 | 4.71 | 180 | 242 | 237 |
| B&B/farm/private house | 0.50 | 0.56 | 0.50 | 1.60 | 1.61 | 1.26 | 110 | 123 | 97 |
| Camping | 0.68 | 0.67 | 0.51 | 2.11 | 2.20 | 1.69 | 55 | 54 | 46 |
| Holiday camp/village | 0.15 | 0.16 | 0.14 | 0.62 | 0.75 | 0.77 | 28 | 33 | 32 |
| Hostel/University/School | 0.17 | 0.27 | 0.11 | 0.40 | 0.85 | 0.28 | 23 | 24 | 12 |
| | % | | | | | | | | |
| Friends/relatives home | 28 | 28 | 26 | 27 | 24 | 24 | 16 | 17 | 15 |
| Hotel/Motel/Guest house | 25 | 21 | 22 | 17 | 13 | 13 | 34 | 28 | 31 |
| All Caravans | 21 | 21 | 26 | 28 | 26 | 33 | 18 | 19 | 23 |
| Towed | 6 | 6 | 7 | 8 | 7 | 8 | 5 | 5 | 6 |
| Static Owned | 9 | 10 | 12 | 11 | 12 | 14 | 6 | 7 | 7 |
| Static Not-Owned | 6 | 6 | 8 | 8 | 8 | 12 | 7 | 7 | 10 |
| Self-catering in Rented(a) | 7 | 9 | 9 | 10 | 15 | 14 | 13 | 17 | 16 |
| B&B/farm/private house | 6 | 6 | 6 | 5 | 5 | 4 | 8 | 9 | 7 |
| Camping | 8 | 8 | 6 | 7 | 7 | 5 | 4 | 4 | 3 |
| Holiday camp/village | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Hostel/University/School | 2 | 3 | 1 | 1 | 3 | 1 | 2 | 2 | 1 |

Source: United Kingdom Tourism Survey 2008, 2009 and 2010. All expenditure is in historic prices.
(a) Rented includes: flat/apartment/house/chalet/villa/bungalow/cottage

Table 10. Percentage share of trips taken by domestic visits to Wales by spending, 2008, 2009 and 2010

| | % | | |
|--|------|------|------|
| | 2008 | 2009 | 2010 |
| Accommodation | 35 | 34 | 34 |
| Eating and drinking out | 18 | 20 | 20 |
| Travel costs to and from destination, and during the trip | 20 | 18 | 18 |
| Other shopping | 11 | 11 | 12 |
| Entertainment | 6 | 6 | 5 |
| Buying clothes | 5 | 5 | 5 |
| Price of package holiday/inclusive trip | 4 | 3 | 3 |
| Services or advice (e.g. travel guides, tourist information) | 0 | 0 | 0 |

Source: United Kingdom Tourism Survey 2008, 2009 and 2010.

Table 11. Domestic visits to Wales by visitor profile, 2008, 2009 and 2010

| | | % | | | | | | | | |
|----------------|-----------------------------------|-------|------|------|-----------|------|------|-----------|------|------|
| | | Trips | | | Bednights | | | Spend (£) | | |
| | | 2008 | 2009 | 2010 | 2008 | 2009 | 2010 | 2008 | 2009 | 2010 |
| Age | 16-24 | 11 | 12 | 11 | 9 | 11 | 10 | 8 | 12 | 10 |
| | 25-34 | 18 | 15 | 15 | 18 | 13 | 14 | 16 | 13 | 15 |
| | 35-44 | 27 | 28 | 27 | 28 | 28 | 27 | 28 | 24 | 24 |
| | 45-54 | 18 | 19 | 20 | 16 | 19 | 18 | 20 | 19 | 23 |
| | 55-64 | 14 | 14 | 15 | 14 | 14 | 15 | 17 | 17 | 13 |
| | 65+ | 12 | 12 | 12 | 15 | 16 | 16 | 12 | 15 | 15 |
| Gender | Male | 51 | 46 | 49 | 49 | 45 | 50 | 58 | 49 | 51 |
| | Female | 49 | 54 | 51 | 51 | 55 | 50 | 42 | 51 | 49 |
| Social Class | AB | 35 | 31 | 34 | 33 | 29 | 33 | 38 | 31 | 35 |
| | C1 | 30 | 36 | 31 | 32 | 38 | 29 | 30 | 39 | 34 |
| | C2 | 18 | 17 | 20 | 17 | 17 | 21 | 17 | 16 | 20 |
| | DE | 18 | 16 | 15 | 18 | 16 | 17 | 15 | 14 | 12 |
| Working Status | 30 hours or more per week | 52 | 50 | 51 | 46 | 45 | 46 | 58 | 50 | 52 |
| | Less than 30 hours per week | 14 | 12 | 15 | 16 | 13 | 14 | 12 | 11 | 16 |
| | Retired from full time job | 17 | 18 | 16 | 20 | 22 | 21 | 17 | 22 | 17 |
| | Not working for some other reason | 17 | 19 | 17 | 19 | 20 | 19 | 12 | 16 | 15 |

Source: United Kingdom Tourism Survey 2008, 2009 and 2010.

Table 12. Domestic visits to Wales by visitor region of residence, 2008, 2009 and 2010

| % | | | | | | | | | |
|--------------------|-------|------|------|-----------|------|------|-----------|------|------|
| | Trips | | | Bednights | | | Spend (£) | | |
| | 2008 | 2009 | 2010 | 2008 | 2009 | 2010 | 2008 | 2009 | 2010 |
| Wales | 22 | 19 | 20 | 19 | 15 | 15 | 15 | 13 | 17 |
| England (net) | 76 | 79 | 77 | 79 | 83 | 82 | 82 | 84 | 80 |
| North West | 19 | 18 | 21 | 18 | 22 | 21 | 19 | 21 | 19 |
| West Midlands | 16 | 15 | 14 | 18 | 16 | 19 | 15 | 17 | 13 |
| South West | 10 | 11 | 10 | 8 | 10 | 10 | 10 | 8 | 10 |
| South East* | 9 | 9 | 8 | 10 | 10 | 8 | 8 | 9 | 10 |
| London | 6 | 7 | 4 | 5 | 5 | 4 | 6 | 8 | 5 |
| East of England | 7 | 6 | 5 | 7 | 7 | 5 | 9 | 6 | 5 |
| East Midlands | 5 | 6 | 6 | 7 | 6 | 7 | 7 | 7 | 7 |
| Yorks & Humberside | 4 | 5 | 6 | 5 | 5 | 6 | 5 | 6 | 6 |
| North East | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 3 | 4 |
| Scotland | 2 | 2 | 2 | 2 | 1 | 2 | 3 | 2 | 3 |
| Northern Ireland | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 1 |

Source: United Kingdom Tourism Survey 2008, 2009 and 2010.

*Excludes London

Appendix

Sources

- United Kingdom Tourism Survey (UKTS) for 2008, 2009 and 2010

The UKTS is a national consumer survey measuring the volume and value of tourism trips taken by residents of the United Kingdom. It is jointly sponsored by the Welsh Government and the National Tourist Boards for Scotland, England and Northern Ireland.

In this publication percentage figures may not add up to 100% due to rounding and, as with all surveys, the data are subject to sampling errors. Percentages are based on rounded figures.

The confidence with which researchers generally wish to make estimates is 95% that is, they wish to be sure that there is only a 5% chance that the estimate has been obtained by chance. The table below shows the predicted ranges or variations for the different samples and key variables:

Table A. Confidence limits for UKTS 2008, 2009 and 2010

| | Trips | | | Bednights | | | Spend (£) | | | % |
|----------|-------|------|------|-----------|------|------|-----------|------|------|---|
| | 2008 | 2009 | 2010 | 2008 | 2009 | 2010 | 2008 | 2009 | 2010 | |
| UK | 2.3 | 2.2 | 2.4 | 3.2 | 2.8 | 2.9 | 3.0 | 2.9 | 3.1 | |
| England | 2.5 | 2.4 | 2.6 | 3.2 | 3.0 | 3.1 | 3.3 | 3.2 | 3.4 | |
| Scotland | 5.6 | 5.2 | 6.5 | 8.0 | 9.0 | 9.2 | 8.7 | 8.0 | 8.4 | |
| Wales | 5.5 | 5.9 | 7.1 | 9.9 | 8.6 | 8.5 | 9.4 | 8.9 | 9.3 | |

Source: United Kingdom Tourism Survey 2008, 2009 and 2010

Definitions

- 'A tourist trip' is defined as a stay of one or more nights away from home for holidays, visits to friends or relatives, business/conference trips or any other purposes except such activities as boarding education or semi-permanent employment.
- 'Tourist nights' are those spent away from home using any type of accommodation, or in transit, on a trip (as above).
- 'Tourist expenditure' is spending incurred while away from home on a tourist trip and on advance payments for such items as fares and accommodation. In this fact sheet expenditure is shown in historic prices.

Further information

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