

Overseas Tourism to Wales

This factsheet provides summary tables of key overseas tourism (i.e. from outside the United Kingdom) to Wales from 2002 to 2009. The primary source of information for this factsheet is the annual International Passenger Survey (IPS), undertaken by the Office for National Statistics. 2009 data displayed in the summary are provisional.

Key Facts

- There has been consistent growth in the volume of overseas visits to the UK in the period 2002-7. However 2008 & 2009 both show a year on year decline in trips.
- Wales' share of overseas visits to the UK remains fairly static at 3.2% in 2009. Wales' share of nights however fell 0.5% 08-09. This is demonstrated in Table 3 where average nights per trip to Wales have fallen by 1 night per trip (down to 6.4 nights).
- Average spend per trip and spend per night in Wales 2009, have however increased by 15% and 31% respectively.

Main Countries of Origin of Overseas Visits to Wales

- In 2009, Ireland was again the top country of origin for overseas visits to Wales (193,000 visits) representing 22% of all trips. Second place is taken by France (122,000), followed by Germany (92,000), USA (82,000), Australia (59,000) and the Netherlands (49,000). These six countries have occupied the top six places in every year in the period 2002-9. (Table 4).

Characteristics of visits and visitors

- In 2009, 'pure' holiday visits accounted for 40% of overseas visits to Wales, while Business accounted for 17% of visits. Visits to friends/relatives (VFR) accounted for 34% of visits but this total includes both holiday and non-holiday VFR. (Tables 8 and Figure 3).
- Business trips have shown an increase of 3% in 2009 from the low of 2008.
- In 2009, 56% of Wales' overseas visitors came to the UK by air, with some 40% coming by sea and the balance via the Channel Tunnel. (Tables 9 and 10 and Figure 4). 2009 saw visitors to Wales using the Tunnel decline by 35%.
- For Wales as a whole, in 2009 some 40% of trips by overseas visitors are taken in the third (July-September) quarter of the year. 2009 saw the biggest fall in trips during the first half of the year, recovering slightly by the end of the year.

Regions of Wales

- South West Wales was the only region to show an overall increase in 2009. Mid and South West Wales both saw an increase in spend. (Table 15).
- Mid Wales is the most seasonal of all the regions for international visitors, with just 7% of international visitors arriving in Quarter 1. South East Wales has the most even spread of visitors through the year. (Table 18).

Table 1. Overseas visits to the nations of the UK and London, 2008 & 2009P

Thousands									
	Trips			Bednights			Spend (£)		
	2007	2009P	% Change	2008	2009P	% Change	2008	2009P	% Change
Total England	27,291	25,227	-7.6	215,589	197,681	-8.3	14,272,399	14,371,442	0.7
London	14,753	14,074	-4.6	90,815	84,797	-6.6	8,125,686	8,315,143	2.3
Rest of England	14,252	12,872	-9.7	124,774	112,884	-9.5	6,146,714	6,056,300	-1.5
Scotland	2,492	2,558	2.7	19,524	21,908	12.2	1,241,155	1,359,063	9.5
Wales	1,065	955	-10.4	7,886	6,140	-22.1	313,618	321,455	2.5
Northern Ireland	299	342	14.5	1,800	2,090	16.1	178,220	184,769	3.7
Total UK	31,888	29,716	-6.8	245,775	228,351	-7.1	16,207,429	16,416,383	1.3

Source: IPS 2008 to 2009P

*London and Rest of England add up to more than the total for England because some visitors stay in more than one place e.g. someone who spends a night in Cumbria counts as a visit to Cumbria. The same person may also spend a night in London, hence counted as a visit to London. But there has been only one visit to England even though the components add to two. Although visits cannot be summed across UK regions, the amount of spending and the number of nights can.

Table 2. Overseas visits to Wales and the UK and Wales' percentage share of the overseas tourism to the UK, 2002-2009P

Thousands									
	Trips			Bednights			Spend (£)		
	Wales	UK	Wales Share %	Wales	UK	Wales Share %	Wales	UK	Wales Share %
2002	861	24,180	3.6	6,622	199,285	3.3	252,425	11,618,274	2.2
2003	894	24,706	3.6	5,868	203,432	2.9	268,709	11,748,878	2.3
2004	1,013	27,755	3.6	6,912	226,847	3.0	310,669	12,930,308	2.4
2005	973	29,970	3.2	7,403	249,181	3.0	310,916	14,121,961	2.2
2006	1,136	32,713	3.5	8,967	273,417	3.3	361,259	15,889,540	2.3
2007	987	32,778	3.0	6,360	251,520	2.5	339,332	15,960,265	2.1
2008	1,065	31,888	3.3	7,886	245,775	3.2	313,618	16,207,429	1.9
2009P	955	29,716	3.2	6,140	228,351	2.7	321,455	16,416,383	2.0

Source: IPS 2002 to 2009P

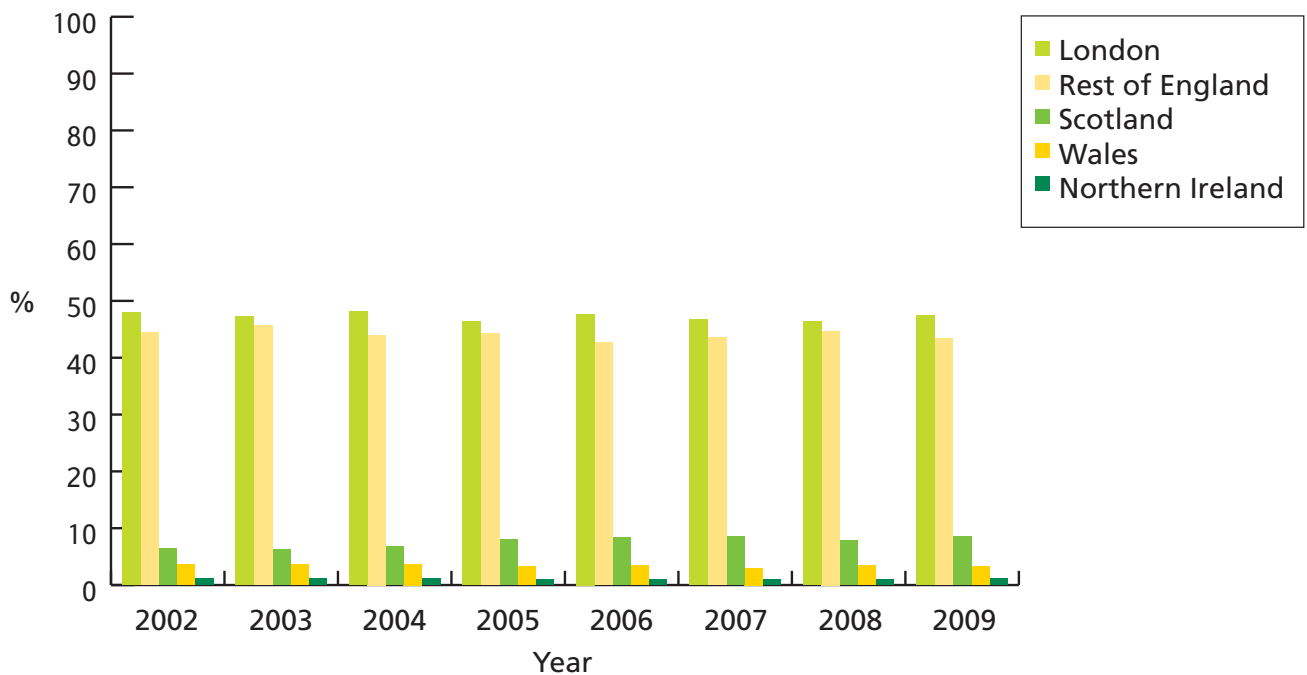
Table 3. Overseas visits to the nations and regions of the UK, 2008-2009P

	Average Nights Per Trip			Average Spend per Trip (£)			Average Spend per Night (£)		
	2008	2009P	% Change	2008	2009P	% Change	2008	2009P	% Change
Total England	7.9	7.8	-0.8	523	570	8.9	66	73	10.2
London	6.2	6.0	-2.8	551	591	7.2	89	98	10.2
Rest of England	8.8	8.8	-0.3	431	470	9.2	49	54	9.5
Scotland	7.8	8.6	9.8	498	531	6.7	64	62	-3.1
Wales	7.4	6.4	-13.1	294	337	14.5	40	52	30.9
Northern Ireland	6.0	6.1	1.8	596	540	-9.4	99	88	-10.7
Total UK	8.2	7.7	-6.3	538	552	2.7	66	72	8.9

Source: IPS 2008 – 2009P

* See note under Table 1

Figure 1. Percentage share of trips taken by overseas visits to the nations and regions of the UK, 2002-2009P



Source: IPS 2008 – 2009P



Table 4. Number of trips taken by overseas visits to Wales by countries of origin, 2005-2009P

							Thousands
	Year						
	2005	2006	2007	2008	2009	2007-2009 Average	
Ireland	215	219	196	230	193	206	
France	63	109	88	139	122	116	
Germany	102	134	88	92	92	91	
USA	108	128	92	75	82	83	
Australia	56	63	68	68	59	65	
Netherlands	75	81	75	64	49	63	
Spain	42	50	59	43	47	49	
Poland	*	*	25	55	30	37	
Canada	25	40	41	31	29	34	
Italy	17	36	22	33	22	26	
Belgium	28	31	18	25	18	20	
Denmark	19	8	16	17	18	17	
New Zealand	19	7	17	17	14	16	
Switzerland	16	15	15	18	10	14	
Sweden	18	14	14	6	16	12	

Source: IPS 2002 to 2008

*Data not collected

Table 5. Number of trips taken by overseas visits to Wales by duration, 2003-2009P

								Thousands
	Year							
	2003	2004	2005	2006	2007	2008	2009P	
1-3 nights	281	320	295	345	301	338	265	
4-7 nights	219	277	295	324	178	336	319	
8-14 nights	206	212	192	258	282	189	201	
15+ nights	188	204	191	210	226	202	170	
WALES TOTAL	894	1013	974	1136	987	1065	955	

Source: IPS 2003 to 2009P

Table 6. Overseas visits to Wales by duration, 2008-2009P

Thousands									
	Trips			Bednights			Spend (£)		
	2008	2009P	% Change	2008	2009P	% Change	2008	2009P	% Change
1-3 nights	338	265	-21.6	695	453	-34.7	62,092	49,945	-19.6
4-7 nights	336	319	-5.0	1,771	1,307	-26.2	89,845	94,688	5.4
8-14 nights	189	201	6.3	1,305	1,318	1.0	63,453	60,934	-4.0
15+ nights	202	170	-16.2	4,115	3,062	-25.6	98,229	115,888	18.0
WALES TOTAL	1,065	955	-10.4	7,886	6,140	-22.1	313,618	321,455	2.5

Source: IPS 2008 – 2009P

Figure 2. Percentage share of trips taken by overseas visits to Wales by duration, 2002-2009P

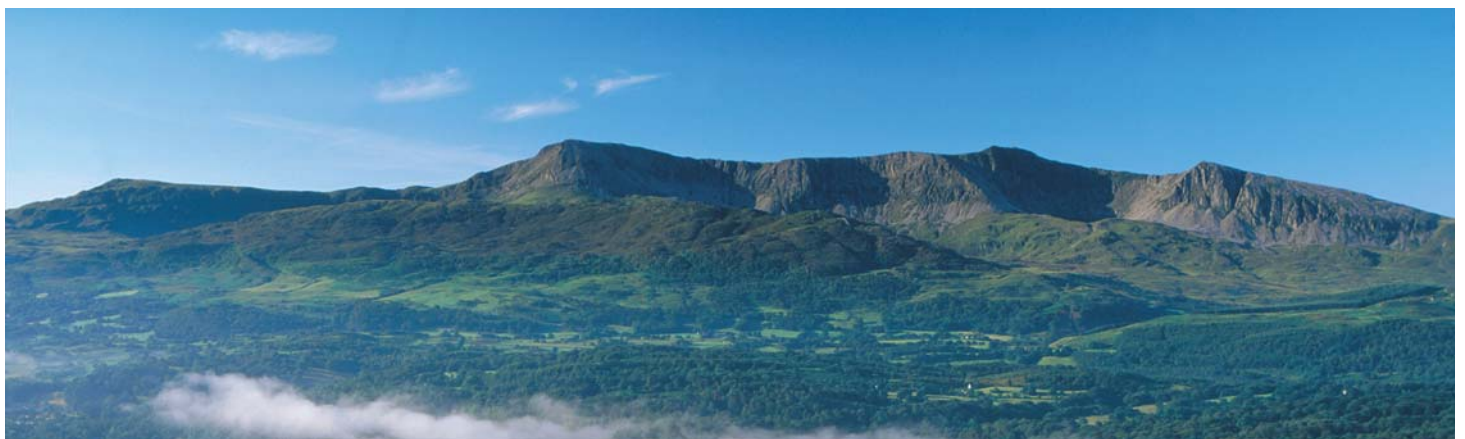
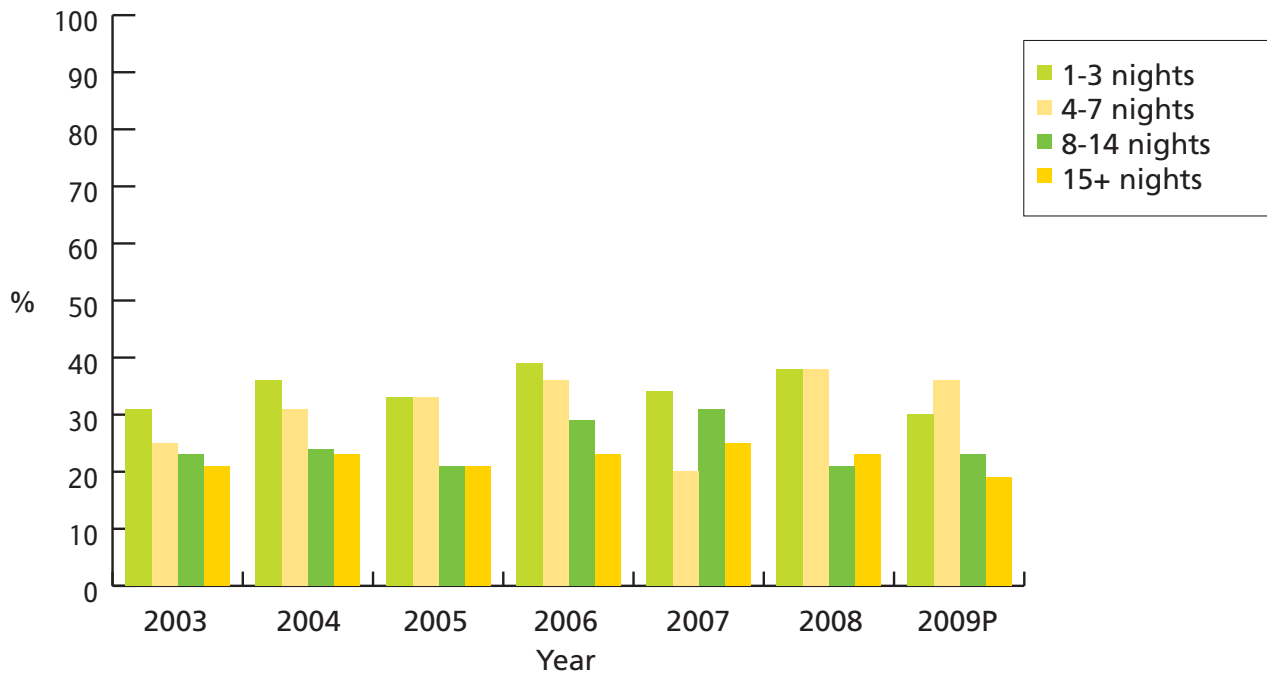


Table 7. Overseas visits to Wales by purpose of trip, 2008-2009P

Thousands									
	Trips			Bednights			Spend (£)		
	2008	2009P	% Change	2008	2009P	% Change	2008	2009P	% Change
Business	158	163	3.0	872	669	-23.3	52,032	55,728	7.1
Holiday	425	374	-12.0	2,740	1,775	-35.2	130,576	112,539	-13.8
Other	87	76	-12.5	1,013	481	-52.6	36,076	30,745	-14.8
Study*	12	22	79.9	349	725	108.1	13,167	37,088	181.7
VFR	384	321	-16.4	2,911	2,490	-14.5	81,767	85,355	4.4
WALES TOTAL	1,065	955	-10.4	7,886	6,140	-22.1	313,618	321,455	2.5

Source: IPS 2008 – 2009

* Sample size >30

Table 8. Number of trips taken by overseas visits to Wales by purpose, 2003-2009P

Thousands							
	Year						
	2003	2004	2005	2006	2007	2008	2009P
Business	188	193	181	226	194	158	163
Holiday	306	382	333	369	323	425	374
Other	47	78	114	96	94	87	76
Study*	19	11	10	31	15	12	22
VFR	334	349	336	415	362	384	321
WALES TOTAL	894	1,013	974	1,136	987	1,065	955

Source: IPS 2003 to 2009P

* Sample size >30



Figure 3. Percentage share of trips taken by overseas visits to Wales by purpose of trip, 2003-2009P

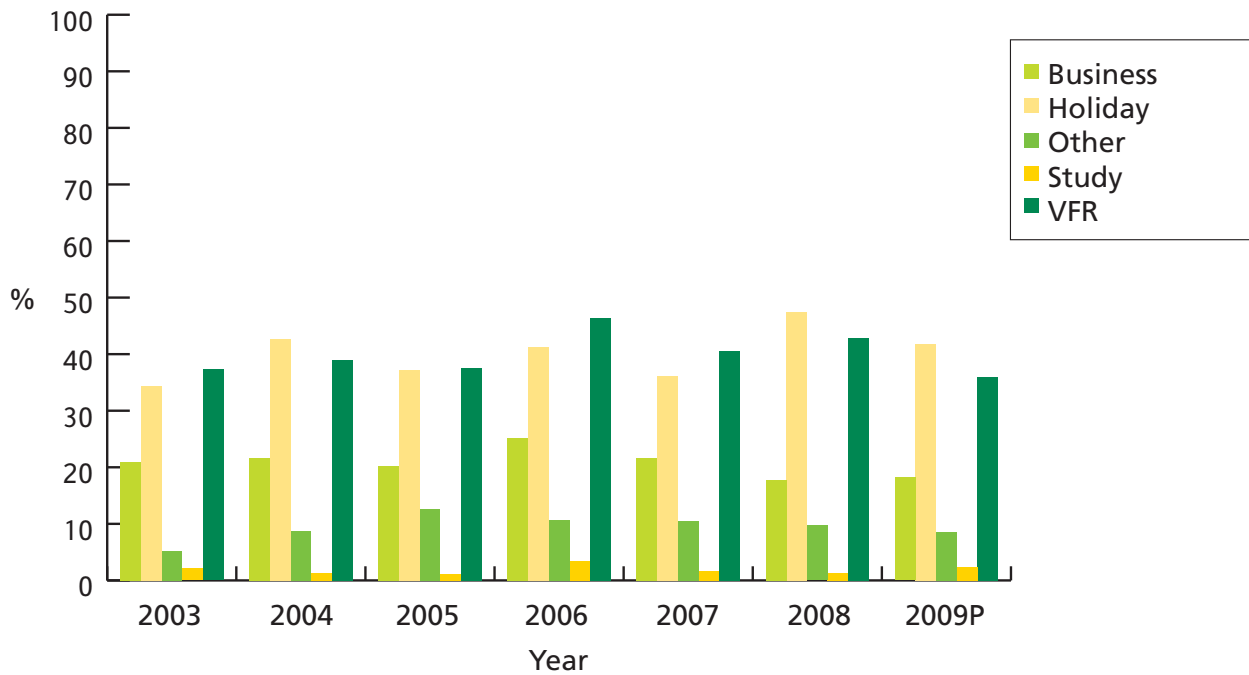


Table 9. Overseas visits to Wales by mode of travel to the UK, 2008-2009P

Thousands									
	Trips			Bednights			Spend (£)		
	2008	2009P	% Change	2008	2009P	% Change	2008	2009P	% Change
Air	609	533	-12.5	5,105	4,100	-19.7	217,990	217,336	-0.3
Sea	395	382	-3.3	2,522	1,820	-27.8	85,822	96,780	12.8
Tunnel	61	39	-35.2	260	220	-15.1	9,806	7,340	-25.2
WALES TOTAL	1,065	955	-10.4	7,886	6,140	-22.1	313,618	321,455	2.5

Source: IPS 2008 – 2009P

Table 10. Number of trips taken by overseas visits to Wales by mode of travel to Wales, 2003-2009P

Thousands							
	Year						
	2003	2004	2005	2006	2007	2008	2009P
Air	557	594	604	684	596	609	533
Sea	276	373	305	402	354	395	382
Tunnel	61	46	64	51	37	61	39
WALES TOTAL	894	1,013	974	1,136	987	1,065	955

Source: IPS 2003 to 2009P

Figure 4. Percentage share of trips taken by overseas visits to Wales by mode of transport to UK, 2003-2009P

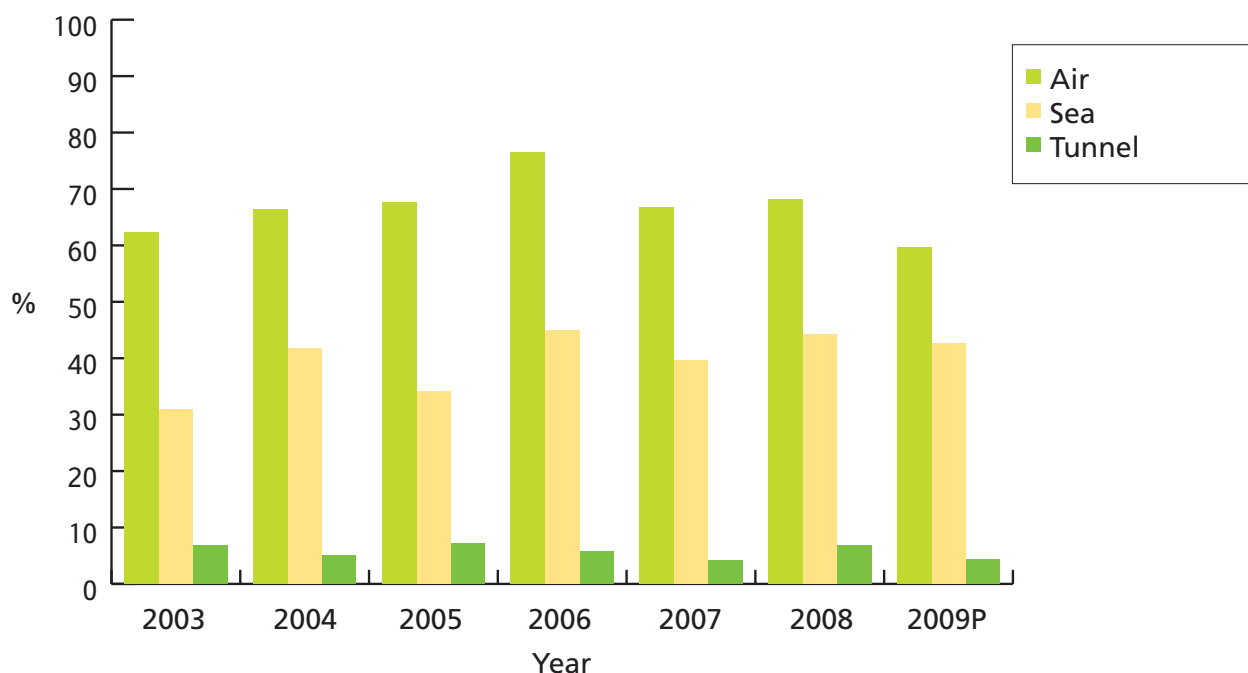


Table 11. Overseas visits to Wales by quarter, 2008-2009P

Thousands									
	Trips			Bednights			Spend (£)		
	2008	2009P	% Change	2008	2009P	% Change	2008	2009P	% Change
Jan-Mar	206	162	-21.6	1,285	1,117	-13.1	48,183	78,839	63.6
Apr-Jun	311	228	-26.5	1,766	1,540	-12.8	89,211	69,704	-21.9
Jul-Aug	379	379	0.0	3,380	2,487	-26.4	119,257	123,814	3.8
Sep-Dec	169	185	9.6	1,455	997	-31.5	56,959	49,099	-13.8
WALES TOTAL	1,065	955	-10.4	7,886	6,140	-22.1	313,618	321,455	2.5

Source: IPS 2008 and 2009P

Table 12. Number of trips taken by overseas visits to Wales by quarter, 2003-2009P

Thousands							
	Year						
	2003	2004	2005	2006	2007	2008	2009P
Jan-Mar	131	166	159	201	122	206	162
Apr-Jun	226	281	273	228	249	311	228
Jul-Aug	341	391	376	470	403	379	379
Sep-Dec	196	175	165	237	214	169	185
WALES TOTAL	894	1,013	974	1,136	987	1,065	955

Source: IPS 2002 to 2008

Figure 5: Percentage share of trips taken by overseas visits to Wales by quarter, 2003-2009P

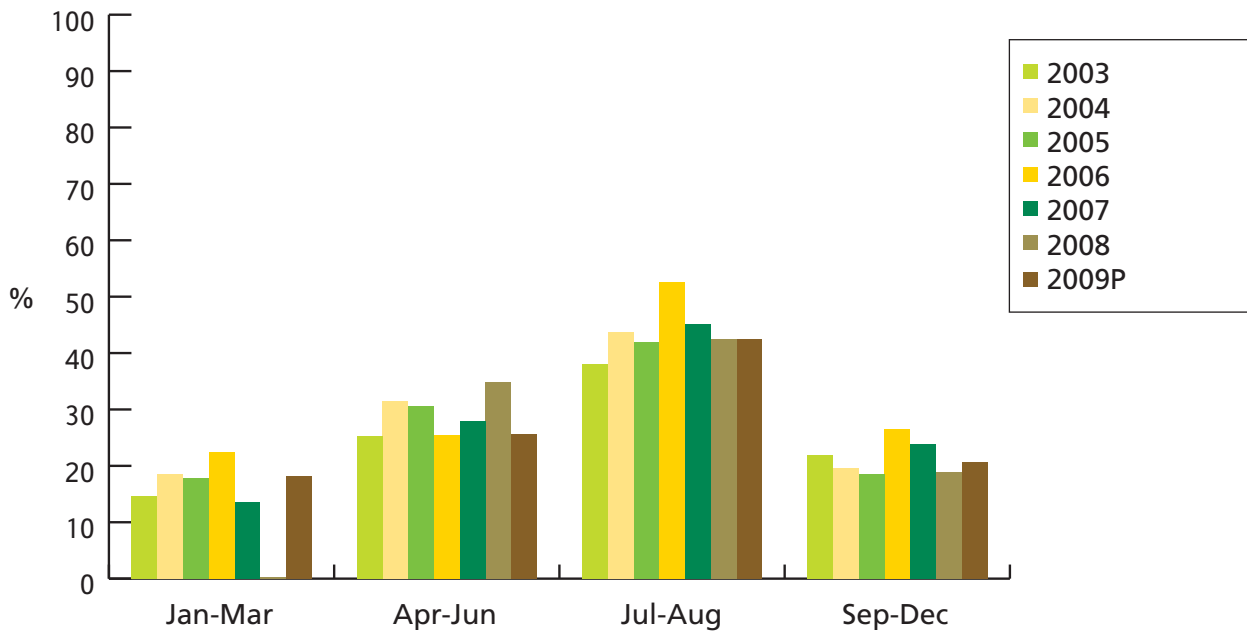


Table 13. Overseas visits to Wales by age, 2008 – 2009P

	Thousands								
	Trips			Bednights			Spend (£)		
	2008	2009P	% Change	2008	2009P	% Change	2008	2009P	% Change
0-15	77	88	14.3	467	687	46.9	13,490	22,124	64.0
16-24	148	90	-39.3	1,433	1,280	-10.7	43,996	63,710	44.8
25-34	197	160	-18.7	1,584	1,129	-28.7	69,873	48,918	-30.0
35-44	231	210	-9.3	1,527	986	-35.5	60,906	59,435	-2.4
45-54	181	170	-6.3	1,172	797	-32.0	46,271	58,322	26.0
55-64	159	145	-8.9	1,153	676	-41.4	56,352	40,137	-28.8
65+	72	92	27.5	550	583	6.0	22,731	28,676	26.2
WALES TOTAL	1,065	955	-10.4	7,886	6,140	-22.1	313,618	321,455	2.5

Source: IPS 2008 – 2009P

Table 14. Number of trips taken by overseas visits to Wales by age, 2003-2009P

Thousands							
	Year						
	2003	2004	2005	2006	2007	2008	2009P
0-15	55	78	101	92	44	77	88
16-24	87	100	91	139	107	148	90
25-34	200	211	192	207	194	197	160
35-44	193	208	196	242	203	231	210
45-54	176	195	180	204	202	181	170
55-64	139	155	136	161	140	159	145
65+	44	67	77	90	96	72	92
WALES TOTAL	894	1,013	974	1,136	987	1,065	955

Source: IPS 2003 to 2009P

Table 15: Overseas visits to Wales by region, 2008-2009P

	Trips			Bednights			Spend (£m)		
	2008	2009P	% Change	2008	2009P	% Change	2008	2009P	% Change
North Wales	326	280	-14.2	1,704	1,249	-26.7	78	74	-5.1
Mid Wales	99	80	-18.6	721	597	-17.1	24	29	22.7
South East Wales	511	435	-14.8	3,698	2,579	-30.3	154	152	-1.4
South West Wales	195	205	5.3	1,739	1,653	-5.0	57	63	9.9
Wales	1,065	955	-10.4	7,886	6,140	-22.1	314	321	2.5

Source: IPS 2006 - 2008

Table 16: Number of trips taken by overseas visits to Wales by region, 2003 – 2009P

Thousands							
	Year						
	2003	2004	2005	2006	2007	2008	2009P
North Wales	240	260	230	270	297	342	280
Mid Wales	90	90	100	100	66	85	80
South East Wales	420	480	470	560	458	516	435
South West Wales	190	220	210	250	199	194	205

Source: IPS 2003 – 2009P

Note: Does not include those people who did not specify a region
Some visitors specified more than one region

Figure 6. Percentage breakdown of trips taken by overseas visits to Wales by region, 2002 to 2009P

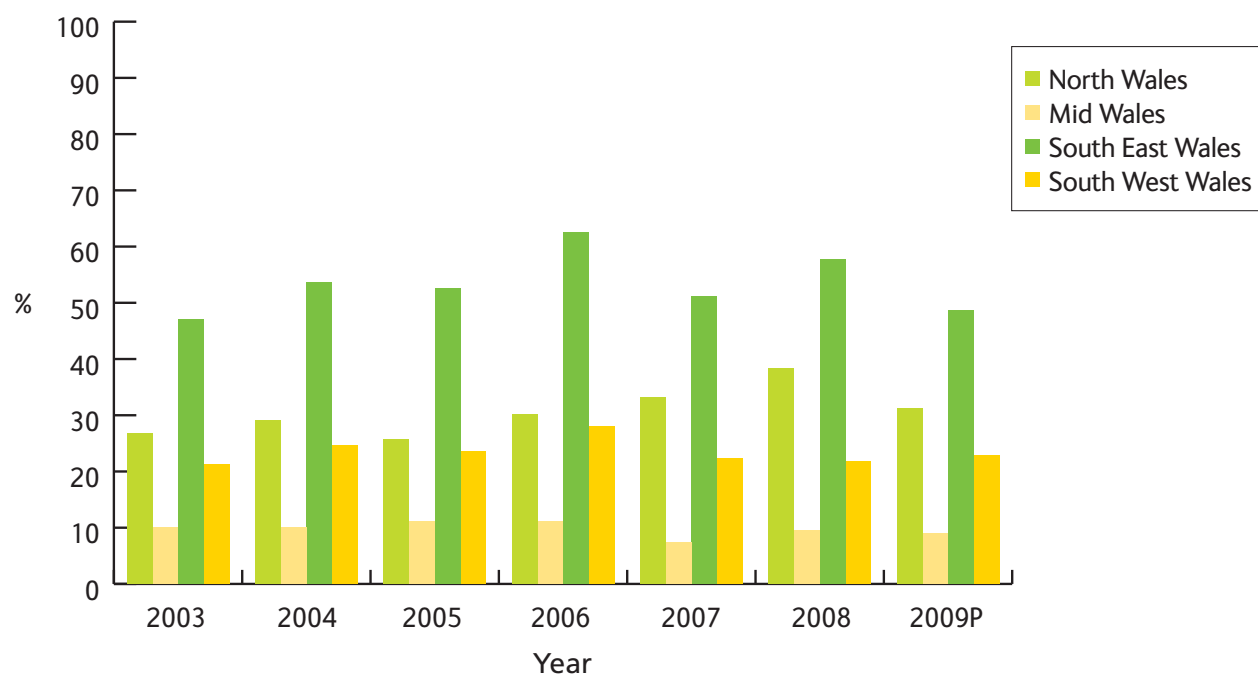


Table 17: Number of trips taken by overseas visits to the regions of Wales by quarter, 2009P

	Quarter				%
	Q1	Q2	Q3	Q4	
	North Wales	39,341	55,009	119,755	
Mid Wales	5,839	20,308	43,064	10,989	
South East Wales	92,465	115,944	154,654	71,891	
South West Wales	28,759	49,206	84,743	42,330	
Wales	161,779	228,463	379,087	185,387	

Table 18: Percentage breakdown of trips taken by overseas visits to the regions of Wales by quarter 2009P

	Quarter				%
	Q1	Q2	Q3	Q4	
	North Wales	14	20	43	
Mid Wales	7	25	54	14	
South East Wales	21	27	36	17	
South West Wales	14	24	41	21	
Wales	17	24	40	19	

Appendix

Source: International Passenger Survey 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009

The International Passenger Survey (IPS) is a large multi-purpose survey that collects information from passengers as they enter or leave the United Kingdom. It is carried out by the Office for National Statistics (ONS). Travellers passing through passport control are randomly selected for interview and all interviews are conducted on a voluntary and anonymous basis. Since the IPS began in 1961, its coverage has been extended so that it includes all the main air, sea and tunnel ports or routes into and out of the UK. The only routes excluded from the survey are sea routes to and from the Channel Islands, the land border with the Irish Republic, and cruise ships travelling to and from the UK.

A visit is defined as a complete round trip. It represents an arrival in and a departure from the UK. Those who came to the UK on more than one occasion are counted on each visit they made. Spending is normally shown as £ sterling at 'current prices' i.e. the value of money at the time that the visit was made, taking no account of inflation.

IPS is based on a small number of contacts and so the figures can only be seen as broad estimates and also they are not suitable to examine changes over time in any detail.

For more information on the International Passenger Survey relating to methodology go to: http://www.statistics.gov.uk/ssd/surveys/international_passenger_survey.asp

Further information

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