

Dadansoddi ar gyfer Polisi



Analysis for Policy

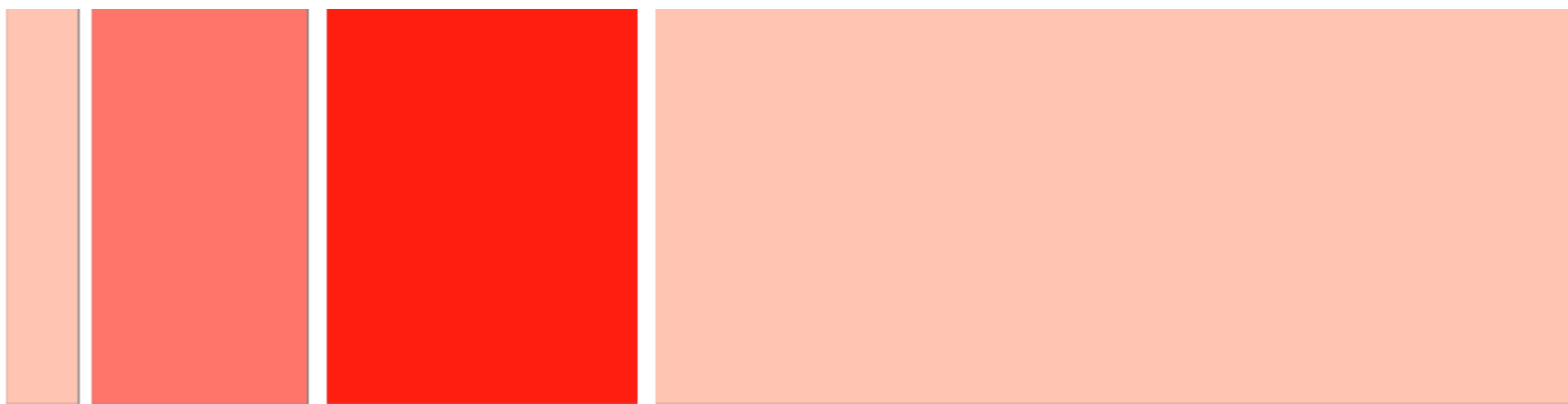


Llywodraeth Cymru
Welsh Government

SOCIAL RESEARCH NUMBER: 24/2021

PUBLICATION DATE: 19/03/2021

Tourism Profile – Mid Wales 2017 - 2019



Title: Tourism Profile – Mid Wales 2017 - 2019
Subtitle: Summary of tourism trends for the Mid Wales region

ISBN 978-1-80195-053-4

Researcher: Jennifer Velu

Views expressed in this report are those of the researcher and not necessarily those of the Welsh Government

For further information please contact:

Tourism Research

Visit Wales

Welsh Government

Cathays Park

Cardiff

CF10 3NQ

0300 025 5771

Email: tourismresearch@gov.wales

This report contains tourism-related data for the Mid Wales region for the period 2017-2019 providing comparisons with the overall GB level, all-Wales level and the other regions of Wales. Please refer to the other three Wales regional tourism profiles also and the local authority profile for comparative information.

Following the advice of the Office for National Statistics, in order to maximise statistical robustness, figures are presented as annual averages over 3 years. 2019 is the most recent year for which we have detailed data at this level of geography and so the profiles contain the most up-to-date information currently available.

The profiles contain tables on domestic overnight, international overnight and domestic day visitors to Wales, and accommodation occupancy rates.

Table of Contents

1. Overview and Key Points	5
2. Overnight Domestic GB Visitors.....	10
Volume of Trips and Related Expenditure	11
Average Spend per Trip	12
Average Number of Nights per Trip	13
Purpose of Trip.....	13
Duration of Holiday Trips.....	15
Lifestage of Holiday Trips	15
Seasonality of Trips	16
Type of Place Visited	17
Type of Accommodation Used on Trip.....	18
Region of Origin	20
3. International Visitors to Wales.....	21
Volume of Visitors and Related Expenditure	22
Average Spend per Visit	23
Average Number of Nights per Visit	24
Purpose of Trip.....	25
Country of Origin.....	27
4. Tourism Day Visits	28
Tourism Day Visits and Related Expenditure	29
Average Spend per Visit	30
Activities Undertaken.....	31
Type of Place Visited	32
Distance Travelled.....	34
Hotels	35
Guesthouses and B&Bs	35
Self-Catering	36
Static Caravan and Holiday Homes	36
Touring Caravan and Camping	37
Hostels	37
6. Further Resources	38

1. Overview and Key Points



All tourism

In 2017-2019 an annual average of 1.9 million overnight domestic GB trips, 99,000 international visits and 12.3 million Tourism Day visits were made to Mid Wales, with an average annual associated spend of £994 million.

Mid Wales received 19 per cent of overnight domestic trips, 10 per cent of international visits and 13 per cent of Tourism Day visits to Wales. Expenditure on tourism visits in Mid Wales accounted for 16 per cent of tourism expenditure in Wales.

The annual average for tourism expenditure in Mid Wales rose by 32 per cent from £755 million in 2016-2018 to £994 million in 2017-2019. In comparison, related tourism expenditure for Wales fell by 2 per cent to £6.21 billion. *Please refer to [Table 1.0](#)*

Overnight Domestic GB Visitors

Mid Wales saw a 2 per cent increase in the annual average volume of overnight domestic GB trips to 1.9 million between 2016-2018 and 2017-2019, whereas for Wales overall trip volume increased by 5 per cent to 9.9 million. However, related expenditure on overnight domestic trips in Mid Wales increased by 7 per cent over the same period, whilst the increase seen for Wales overall, was 6 per cent. *Please refer to [Table 1.1](#)*

Domestic GB Tourism Day Visits

The volume of Tourism Day visits in Mid Wales rose by 12 per cent between 2016-2018 and 2017-2019 to 12.3 million trips, whilst for Wales overall trip numbers decreased by 5 per cent. Related expenditure in Mid Wales rose by 62 per cent over the same period from £388 million to £628 million, whereas there was a 5 per cent fall in expenditure across Wales on average. *Please refer to [Table 1.3](#)*

International Visits to Wales

The volume of international visits to Mid Wales fell in 2017-2019 by 7 per cent from 2016-2018 to 99,000 visits, whilst the volume of international trips to Wales overall fell by 2 per cent. Over the same period, associated spending by international visitors to Mid Wales fell by 43 per cent to £31 million, whereas Wales on average saw a rise of 1 per cent in international spending. *Please refer to [Table 1.2](#)*

Overall expenditure by tourists to Mid Wales has increased between 2016-2018 and 2017-2019

Table 1.0 Expenditure (£ millions) by Three Year Averages for Overnight GB Domestic Trips, International Visits and Tourism Day Visits

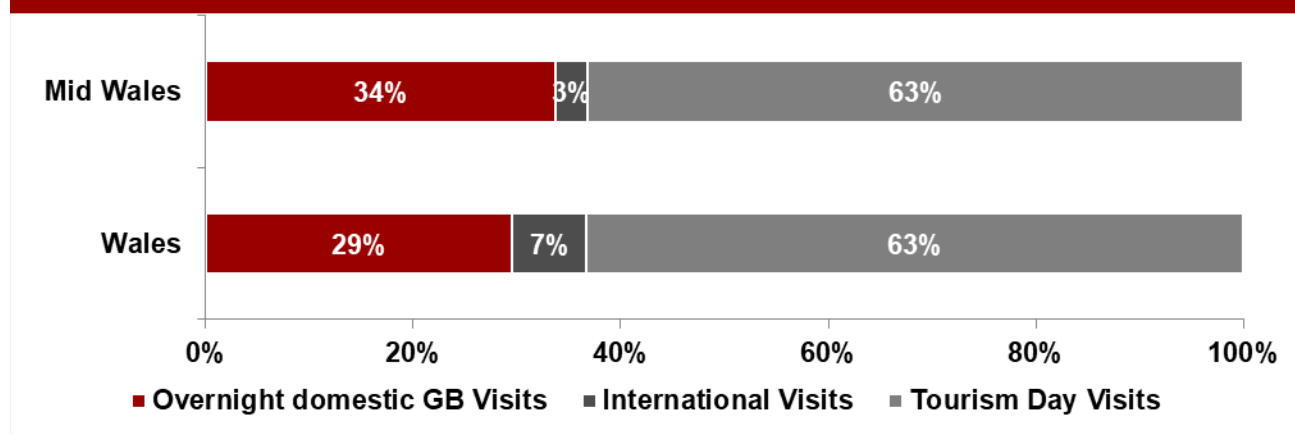
Sources: Great Britain Tourism Survey, International Passenger Survey, Great Britain Day Visit Survey

	Spend (£ millions)				
	2016-2018	% share of expenditure	2017-2019	% share of expenditure	% change
GB	£113,583		£116,138		2%
Wales	£6,315	100%	£6,206	100%	-2%
North Wales	£1,636	26%	£1,474	24%	-10%
Mid Wales	£755	12%	£994	16%	32%
South East Wales	£2,304	36%	£2,167	35%	-6%
South West Wales	£1,282	20%	£1,237	20%	-4%

The annual average tourism expenditure to Mid Wales rose by 32 per cent from £755 million to £994 million, while related expenditure in Wales overall fell by 2 per cent to £6.21 billion.

Figure 1.0 Expenditure in Wales and Mid Wales 2017-2019

Sources: Great Britain Tourism Survey, International Passenger Survey, Great Britain Day Visit Survey



In 2017-2019 the proportion of spending from day visits was the same in Mid Wales as in Wales on average (63 per cent).

Domestic overnight visits made up a larger proportion of spending in Mid Wales than Wales on average, with 34 per cent of tourism spending in Mid Wales coming from domestic overnight visits compared to 29 per cent in Wales on average.

Domestic overnight trips to Mid Wales increased between 2016-2018 and 2017-2019 but less than for Wales overall.

Table 1.1 Volume of Overnight Domestic GB Trips (millions) and Related Expenditure (£ millions) - Three Year Annual Averages

Source: Great Britain Tourism Survey

Trips (millions)					
	2016-2018	% share of trips	2017-2019	% share of trips	% change
GB	119.562		120.671		1%
Wales	9.451	100%	9.914	100%	5%
North Wales	3.378	36%	3.653	37%	8%
Mid Wales	1.887	20%	1.916	19%	2%
South East Wales	2.252	24%	2.307	23%	2%
South West Wales	1.862	20%	1.939	20%	4%
Spend (£ millions)					
	2016-2018	% share of expenditure	2017-2019	% share of expenditure	% change
GB	£23,574		£24,098		2%
Wales	£1,723	100%	£1,828	100%	6%
North Wales	£626	36%	£682	37%	9%
Mid Wales	£314	18%	£335	18%	7%
South East Wales	£373	22%	£393	22%	5%
South West Wales	£374	22%	£383	21%	2%

Mid Wales saw a 2 per cent increase in the annual average volume of overnight domestic GB trips to 1.9 million between 2016-2018 and 2017-2019, whereas for Wales overall trip volume increased by 5 per cent. However, related expenditure on overnight domestic trips in Mid Wales increased by 7 per cent over the same period, whilst the increase seen in Wales on average, was 6 per cent. The larger increase in related spend in Mid Wales (7 per cent) compared to the increase in trip volume (2 per cent) resulting in an increase in spend per trip between 2016-18 and 2017-2019.

International visits to Mid Wales saw the largest fall in volume and expenditure of all Wales regions between 2016-2018 and 2017-2019

Table 1.2 Volume of International Visits (millions) and Related Expenditure (£ millions) - Three Year Averages

Source: International Passenger Survey

Trips (millions)					
	2016-2018	% share of trips	2017-2019	% share of trips	% change
GB	40.164		40.740		1%
Wales	1.060	100%	1.041	100%	-2%
North Wales	0.303	29%	0.299	29%	-1%
Mid Wales	0.107	10%	0.099	10%	-7%
South East Wales	0.525	50%	0.525	50%	0%
South West Wales	0.198	19%	0.187	18%	-5%
Spend (£ millions)					
	2016-2018	% share of expenditure	2017-2019	% share of expenditure	% change
GB	£26,631		£27,637		4%
Wales	£446	100%	£448	100%	1%
North Wales	£90	20%	£89	20%	-1%
Mid Wales	£54	12%	£31	7%	-43%
South East Wales	£196	44%	£224	50%	14%
South West Wales	£95	21%	£92	20%	-4%

The average annual volume of international visits to Mid Wales fell during 2017-2019 by 7 per cent from 2016-2018 to 99,000 visits, whilst the volume of international trips to Wales overall fell by 2 per cent. Over the same period, associated spending by international visitors to Mid Wales fell by 43 per cent to £31 million, whereas Wales on average saw a fall of 1 per cent in international spending.

Tourism day visit numbers and associated expenditure in Mid Wales increased between 2016-2018 and 2017-2019

Table 1.3 Volume of Tourism Day Visits (millions) and Related Expenditure (£ millions) - Three Year Annual Averages

Source: Great Britain Day Visits Survey

Trips (millions)					
	2016-2018	% share of trips	2017-2019	% share of trips	% change
GB	1,776.7		1,716.4		-3%
Wales	99.3	100%	94.4	100%	-5%
North Wales	25.0	25%	22.7	24%	-9%
Mid Wales	11.0	11%	12.3	13%	12%
South East Wales	39.0	39%	37.7	40%	-3%
South West Wales	24.3	24%	22.7	24%	-7%
Spend (£ millions)					
	2016-2018	% share of expenditure	2017-2019	% share of expenditure	% change
GB	£63,378		£64,402		2%
Wales	£4,146	100%	£3,929	100%	-5%
North Wales	£920	22%	£703	18%	-24%
Mid Wales	£388	9%	£628	16%	62%
South East Wales	£1,735	42%	£1,550	39%	-11%
South West Wales	£813	20%	£762	19%	-6%

The volume of Tourism Day visits in Mid Wales rose by 12 per cent between 2016-2018 and 2017-2019 to 12.3 million trips, whilst for Wales overall trip numbers decreased by 5 per cent. Related expenditure in Mid Wales rose by 62 per cent over the same period from £388 million to £628 million, whereas there was a 5 per cent fall in expenditure across Wales on average. Mid Wales was the only region to see an increase in visits and associated spending between 2016-2018 and 2017-2019.

2. Overnight Domestic GB Visitors

All the data used for this section has been sourced from the [Great Britain Tourism Survey](#). Figures shown are the annual averages taken over three years, 2017-2019, unless stated otherwise.

Figure 2.0 Proportion (%) of Overnight Domestic GB Trips to Wales by Welsh Region – Three Year Average Annual 2017-2019

Source: Great Britain Tourism Survey

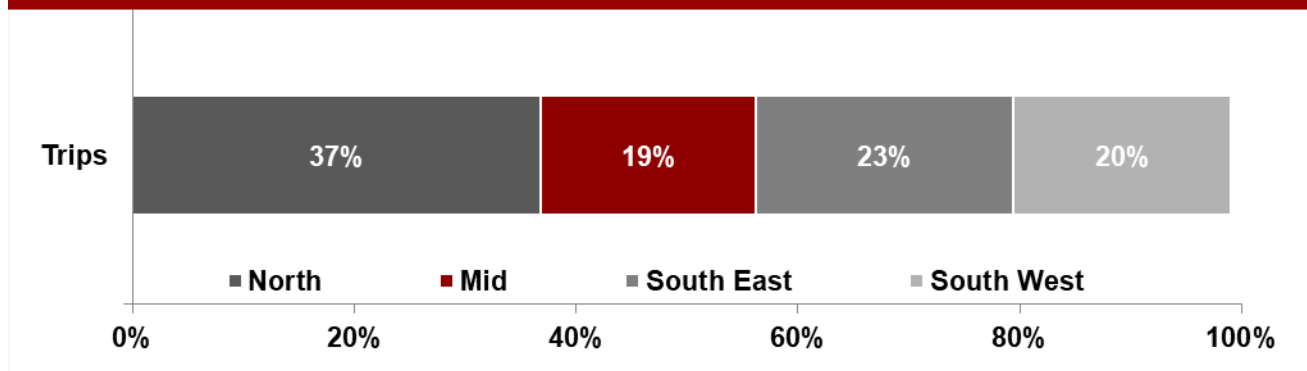
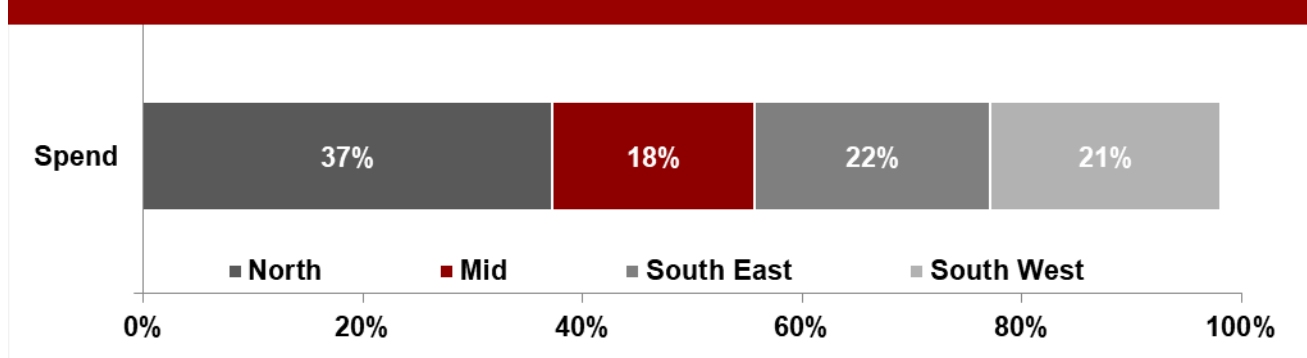


Figure 2.1 Proportion (%) of Overnight Domestic GB Related Expenditure in Wales by Welsh Region – Three Year Average Annual 2017-2019

Source: Great Britain Tourism Survey

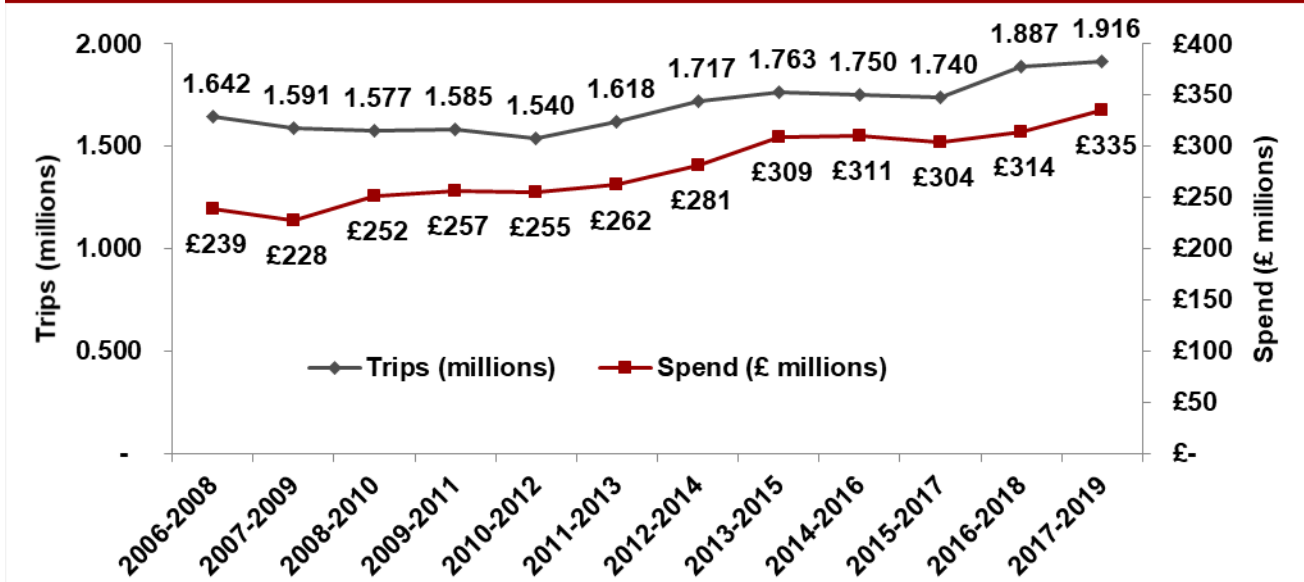


Over the period of 2017-2019, Mid Wales received an average of 1.92 million domestic overnight visitors per year. Over this same period these visitors contributed £335 million per year to the Welsh economy. Mid Wales received 19 per cent of all overnight domestic visitors to Wales, and 18 per cent of related expenditure. The regional shares of overnight domestic visitors is broadly consistent over the longer term.

Volume of Trips and Related Expenditure

Figure 2.2 Overnight Domestic GB Trips (millions) and Related Expenditure (£ millions) to Mid Wales - Three Year Annual Averages

Source: Great Britain Tourism Survey

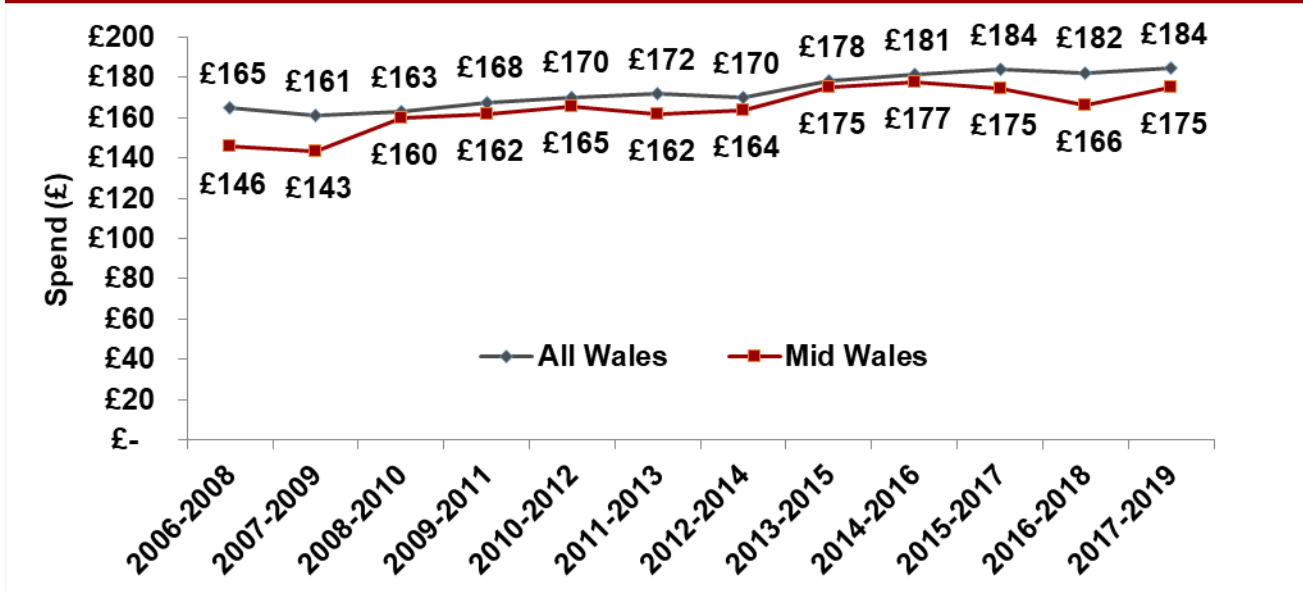


Spend generated by overnight domestic GB visitors in Mid Wales has largely continued to grow over the years, and the annual average associated spend reached £335 million in 2017-2019. From 2010-2012 to 2013-2015 there have been continued increases in the annual average volume of trips to Mid Wales, with minor decreases in 2015-2017, before continuing to increase and reaching a high of 1.92 million trips in 2017-2019.

Average Spend per Trip

Figure 2.3 Average Spend per Overnight Domestic GB Trip (£) to Wales and Mid Wales - Three Year Annual Averages

Source: Great Britain Tourism Survey

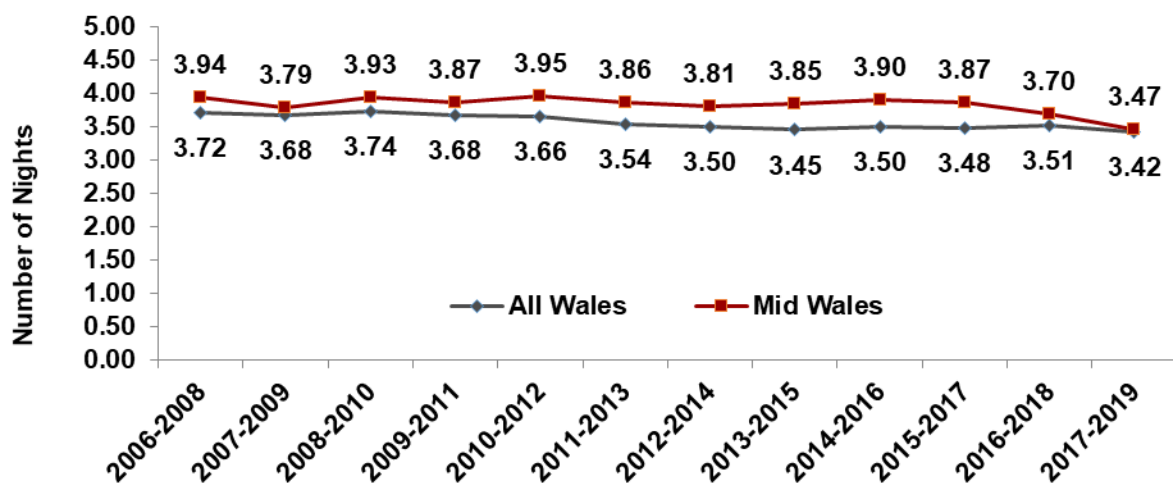


Average spend per overnight domestic GB trip in Mid Wales has followed a general increasing trend and following a dip to £166 in 2016-2018 it recovered its 2015-2017 level in 2017-2019 at £175. The average spend per overnight domestic GB trip in Mid Wales has consistently been slightly below the all Wales average but following a strong increase in 2017-2019 this gap is somewhat narrowed.

Average Number of Nights per Trip

Figure 2.4 Average Numbers of Nights per Overnight Domestic GB Trip to Wales and Mid Wales – Three Year Annual Averages

Source: Great Britain Tourism Survey



The average number of nights per overnight domestic GB trip to both Mid Wales and Wales overall have been slowly declining in recent years. Since 2006-2008, the average number of nights taken on a trip to Mid Wales has consistently remained above the overall for Wales but in 2017-2019 the average trip length in Mid Wales fell from 3.70 nights to 3.47 nights, whilst the Wales average fell from 3.51 to 3.42.

Purpose of Trip

Table 2.1 Volume of Overnight Domestic GB Trips (millions) by Purpose of Trip to All Wales and Mid Wales – Annual Average 2017-2019

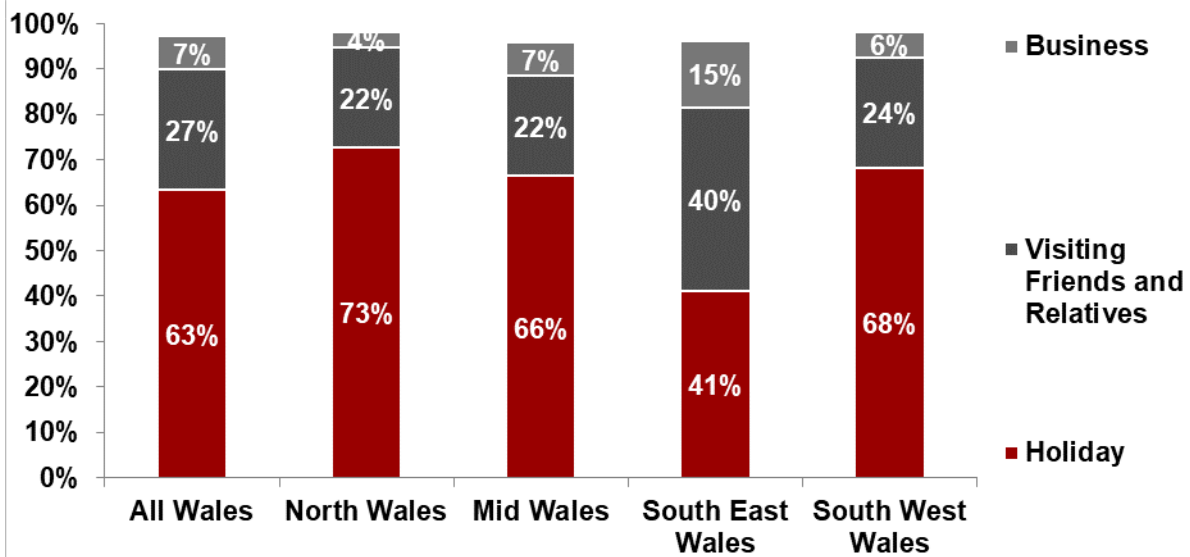
Source: Great Britain Tourism Survey

	All Wales	Mid Wales
Total Trips	9.914	1.916
Holiday	6.278	1.272
Visiting Friends and Relatives	2.634	0.426
Business	0.723	0.137

During 2017-2019, Mid Wales had a slightly higher proportion of overnight domestic trips for holidays, at 66 per cent, than the Wales average of 63 per cent. Mid Wales saw a smaller proportion of visits to friends or relatives (22 per cent) than Wales on average (27 per cent). The proportions of domestic overnight trips which were for business were the same in Mid Wales as in Wales overall, at 7 per cent.

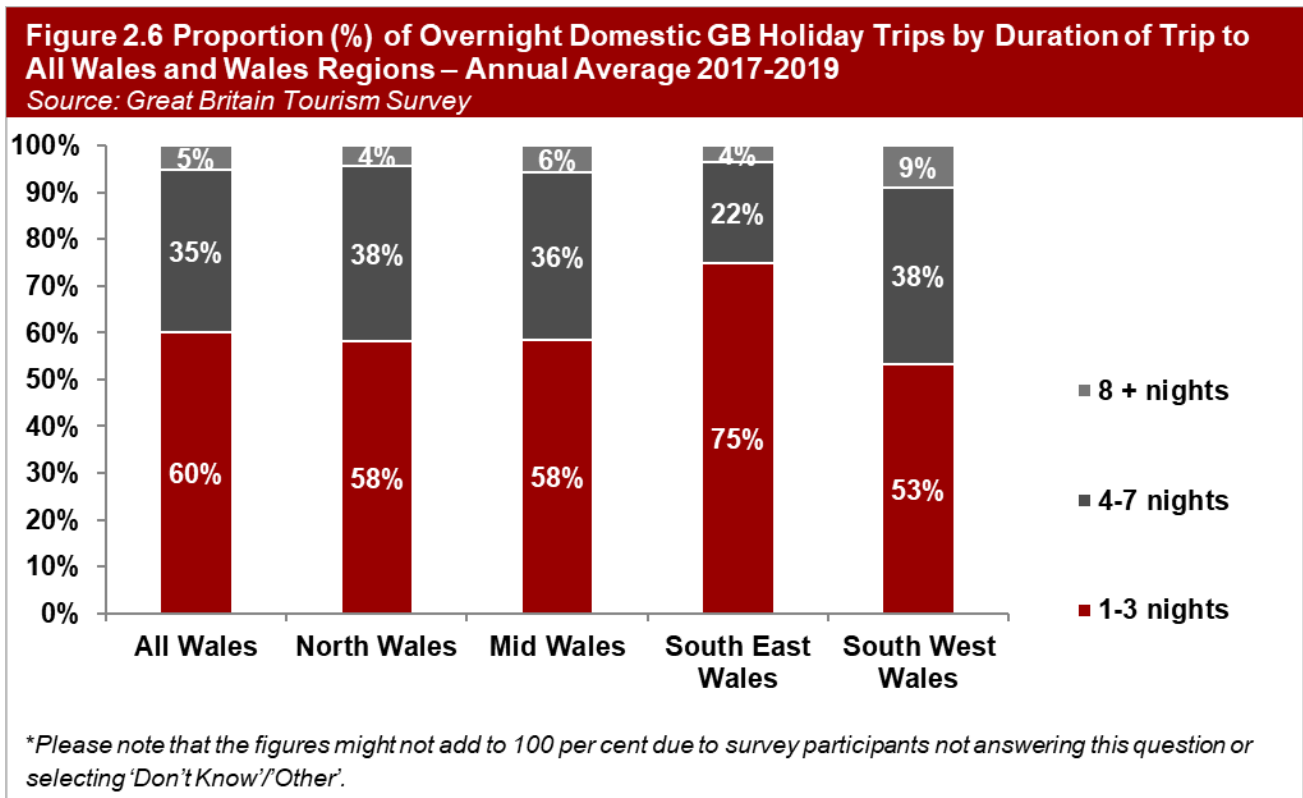
Figure 2.5 Proportion (%) of Overnight Domestic GB Trips to All Wales and Wales Regions by Purpose of Trip – Annual Average 2017-2019

Source: Great Britain Tourism Survey



**Please note that the figures might not add to 100 per cent due to survey participants not answering this question or selecting 'Don't Know'/'Other'.*

Duration of Holiday Trips



For holiday visits to Mid Wales in 2017-2019, the most popular length of stay was between 1-3 nights (58 per cent), followed by 4-7 night trips which made up 36 per cent of holidays. The distribution of holiday trip length was comparable to Wales overall which saw 60 per cent lasting 1-3 nights, 35 per cent 4-7 nights and 5 per cent 8 or more nights. The distribution of trip duration has been relatively consistent over the past few years.

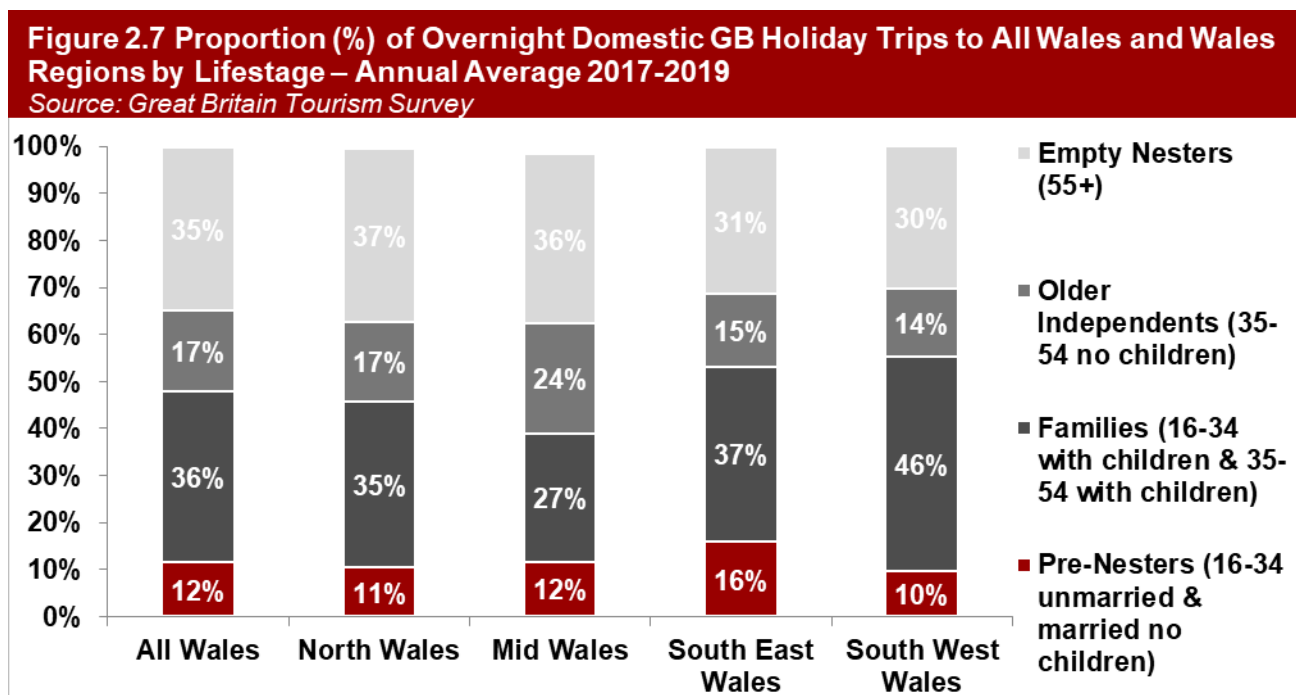
Lifestage of Holiday Trips

Table 2.2 Volume of Overnight Domestic GB Holiday Trips (millions) by Lifestage to All Wales and Mid Wales – Annual Average 2017-2019
Source: Great Britain Tourism Survey

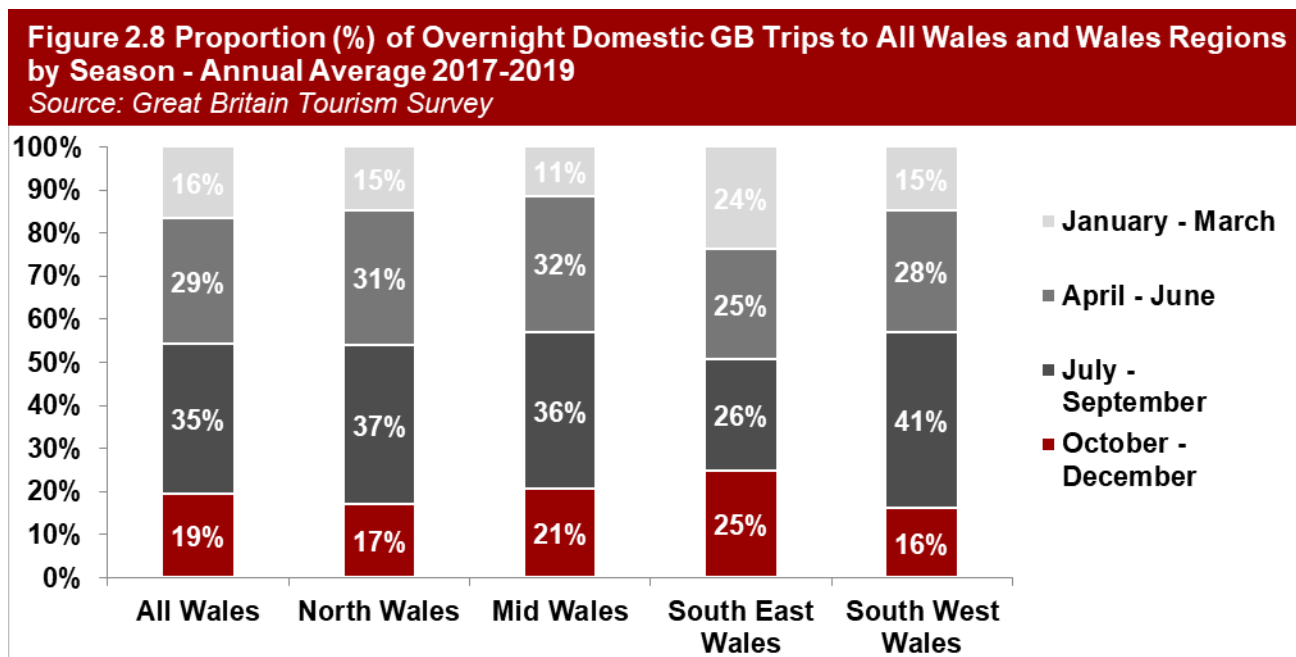
	All Wales	Mid Wales
Total Holiday Trips	6.278	1.272
Pre-Nesters (16-34 unmarried & married no children)	0.724	0.149
Families (16-34 with children & 35-54 with children)	2.284	0.346
Older Independents (35-54 no children)	1.089	0.300
Empty Nesters (55+)	2.169	0.456

During 2017-2019, the largest proportion of overnight domestic GB holiday trips to Mid Wales were made by Empty Nesters (36 per cent). Furthermore, Mid Wales had a higher proportion of Older

Independents (24 per cent) compared to Wales overall (17 per cent). In contrast, Mid Wales had a lower proportion of Families (27 per cent) compared to Wales overall (36 per cent).



Seasonality of Trips



Seasonal distribution of overnight domestic trips for Mid Wales and all Wales during 2017-2019 reflects typical high and low season periods. Overnight domestic GB trips to Mid Wales tended to

happen during the summer months between July-September (36 per cent) and April-June (32 per cent), and a smaller proportion of trips took place in October-March (32 per cent) than in 2016-2018 (35 per cent), implying an increasing reliance on the traditional “peak” spring-summer period. Over two thirds (68 per cent) of Mid Wales overnight domestic trips during 2017-2019 took place between April and September, slightly above the Wales average of 64 per cent.

Type of Place Visited

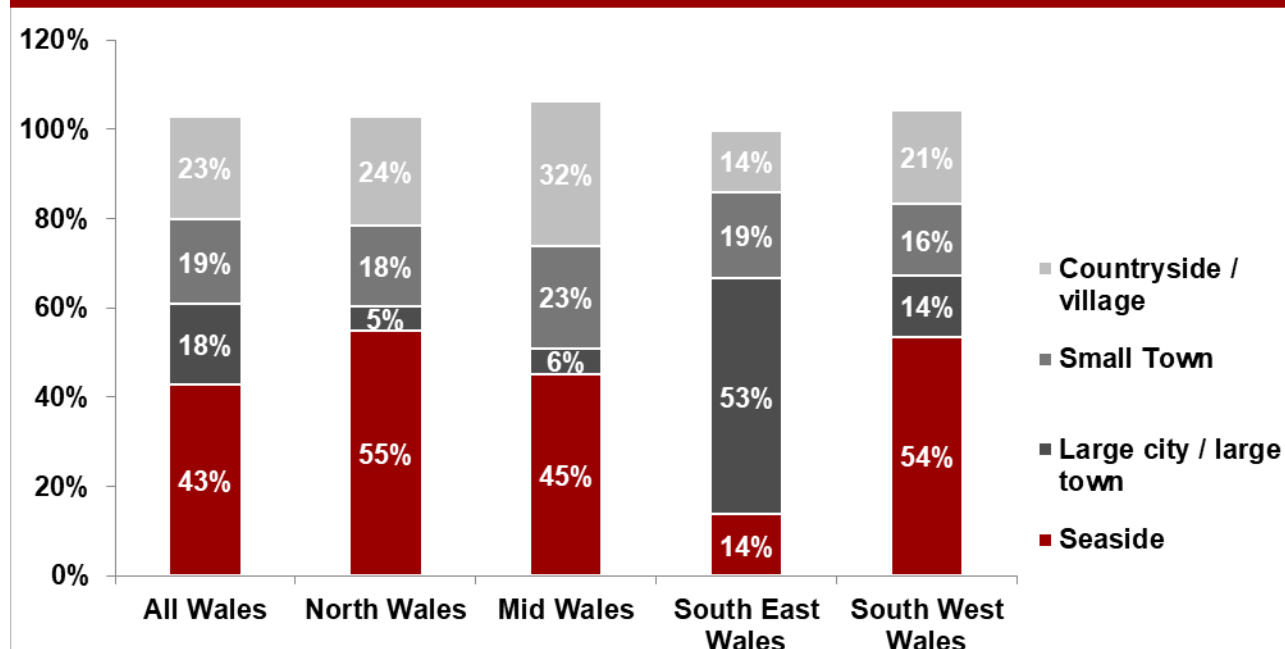
Table 2.4 Volume of Overnight Domestic GB Trips (millions) by Type of Place Visited to All Wales and Mid Wales – Annual Average 2017-2019

Source: Great Britain Tourism Survey

	All Wales	Mid Wales
Total Trips	9.914	1.916
Seaside	4.259	0.864
Large city / large town	1.781	0.113
Small town	1.869	0.437
Countryside / village	2.293	0.620

Figure 2.9 Proportion (%) of Overnight Domestic GB Trips by Type of Place Visited to All Wales and Wales Regions – Annual Average 2017-2019

Source: Great Britain Tourism Survey



*Please note that the figures might add up to over 100% due to visitors being able to visit more than one Type of Place.

In 2017-2019, the most popular destination for overnight domestic GB visitors to Mid Wales was the seaside (45 per cent), slightly above the Wales average of 43 per cent. The second most popular

destination type was countryside or village, attracting almost a third (32 per cent) of visitors to Mid Wales, higher than the Wales average of 23 per cent. The least popular destination to visit on an overnight domestic GB trip to Mid Wales in 2017-2019 was a large city or town with 6 per cent of visits being to this type of destination, well below the Wales average of 18 per cent.

It is important to bear in mind that respondents themselves choose how to classify the place they visit and responses are therefore subjective. For example, someone might classify their location as a 'village' and not a 'small town'.

Type of Accommodation Used on Trip

Please note that overnight domestic GB visitors can stay in more than one type of accommodation during a single trip. Because of this, proportions of total trips by all accommodation types will always add up to more than 100 per cent. Furthermore, only the accommodation types with a large enough sample for analysis across all four Welsh regions have been included in this section.

Please refer to [Table 7.6](#) for a full list of answer options that have been included under each accommodation type to calculate three year averages.

Table 2.5 Volume of Overnight Domestic GB Trips (millions) by Type of Accommodation Used during a trip to Wales and Mid Wales – Annual Average 2017-2019

Source: Great Britain Tourism Survey

	All Wales	Mid Wales
Total Trips	9.914	1.916
Hotel/Motel	2.452	0.320
Guest house/Farmhouse/B&B	0.720	0.200
Self catering	1.341	0.285
Friend's home/Relative's home/Second home/Timeshare	2.702	0.501
Caravan and Camping	2.586	0.647

In 2017-2019, the most popular type of accommodation used on overnight domestic GB trips to Mid Wales was 'Caravan and Camping' with over a third (34 per cent, 647,000) trips involving this type of accommodation. During the same period, the most popular accommodation type used in all Wales was a 'Friend's home/Relative's home/Second home/Timeshare' accounting for just over a quarter (27 per cent) of trips, a similar proportion as received by Mid Wales (26 per cent). Mid Wales received a smaller proportion of hotel / motel stays (17 per cent) than for all Wales where a quarter (25 per cent) of overnight domestic trips used this kind of accommodation.

Figure 2.10 Proportion (%) of Overnight Domestic GB Trips to All Wales and Wales Region by Type of Accommodation - Annual Average 2017-2019

Source: Great Britain Tourism Survey

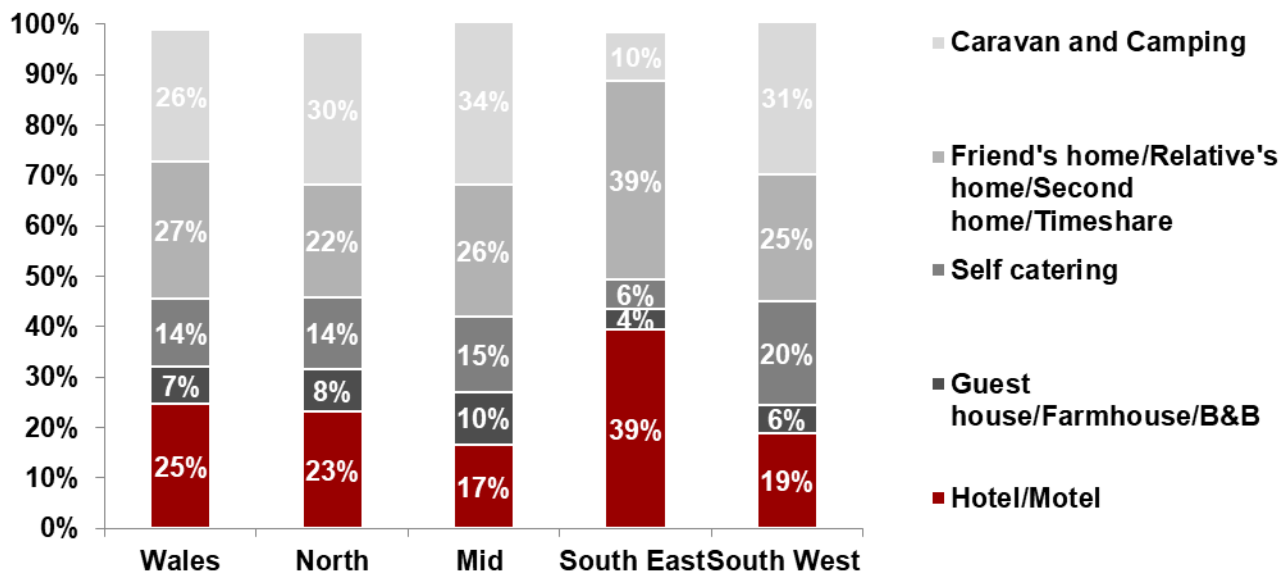


Table 2.6 Value of Related Expenditure (£ millions) from Overnight Domestic GB Trips by Type of Accommodation Used during a trip to Wales and Mid Wales – Annual Average 2017-2019

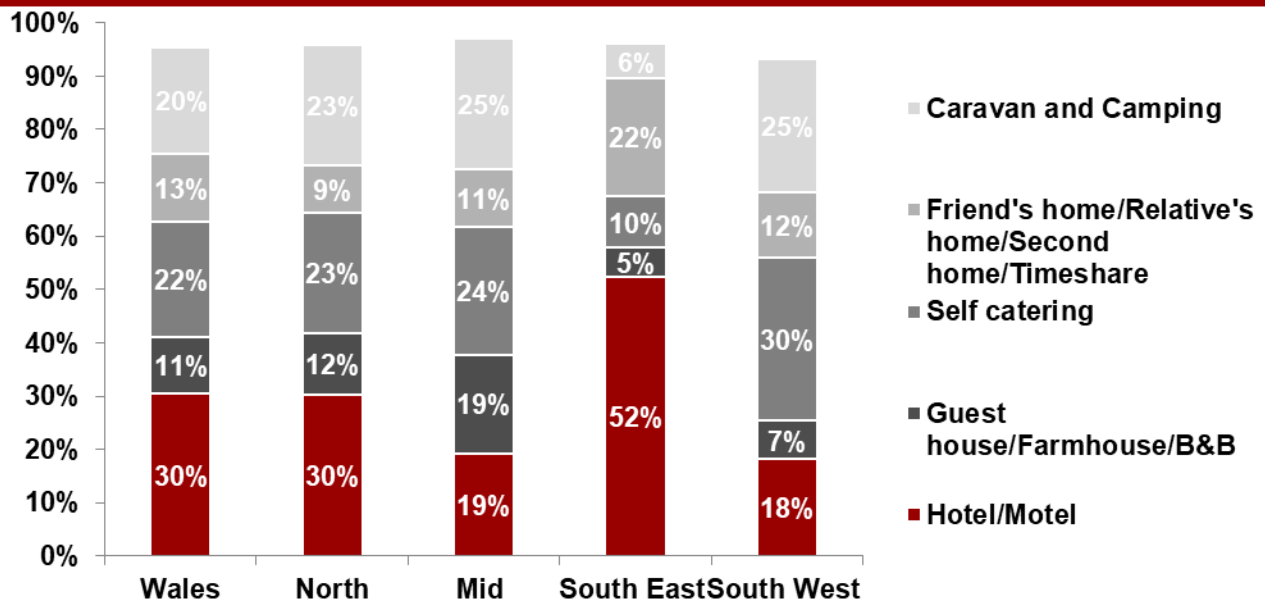
Source: Great Britain Tourism Survey

	All Wales	Mid Wales
Total Expenditure	£1,828	£335
Hotel/Motel	£557	£65
Guest house/Farmhouse/B&B	£195	£62
Self catering	£395	£80
Friend's home/Relative's home/Second home/Timeshare	£233	£36
Caravan and Camping	£362	£83

Although stays in 'Friend's home/Relative's home/Second home/Timeshare' in 2017-2019 accounted for a considerable share of volume of trips, 26 per cent for Mid Wales and 27 per cent for Wales overall, these trips contributed to a much smaller proportion of related expenditure, with 11 per cent in Mid Wales and 13 per cent for Wales.

In both Mid Wales and for Wales overall, trips involving stays in a hotel / motel, or self-catering accommodation contributed to a higher proportion of related expenditure than volume of trips. For example in Mid Wales, self-catering stays accounted for 15 per cent of trips (285,000) but contributed to 24 per cent (£80 million) of expenditure.

Figure 2.11 Proportion (%) of Related Expenditure of Overnight Domestic GB Trips to All Wales and Wales Region by Type of Accommodation – Annual Average 2017-2019
 Source: Great Britain Tourism Survey



Region of Origin

Table 2.7 Volume of Overnight Domestic GB Trips (millions) by Region of Origin to All Wales and Mid Wales – Annual Average 2017-2019
 Source: Great Britain Tourism Survey

	All Wales		Mid Wales	
Total Trips	9.914	100%	1.916	100%
Scotland	0.111	1%	0.020	1%
Wales	1.76	18%	0.310	16%
England	8.044	81%	1.586	83%
North East England	0.088	1%	0.004	0%
North West England	1.976	20%	0.281	15%
Yorkshire and the Humber	0.403	4%	0.065	3%
East Midlands	0.669	7%	0.161	8%
West Midlands	1.921	19%	0.651	34%
East of England	0.373	4%	0.043	2%
London	0.577	6%	0.068	4%
South East England	1.132	11%	0.176	9%
South West England	0.905	9%	0.137	7%

For 2017-2019, Mid Wales had a roughly similar proportion of overnight domestic GB trips originating from the three nations, though fewer originating from Wales, and slightly more originating from England than for Wales overall.

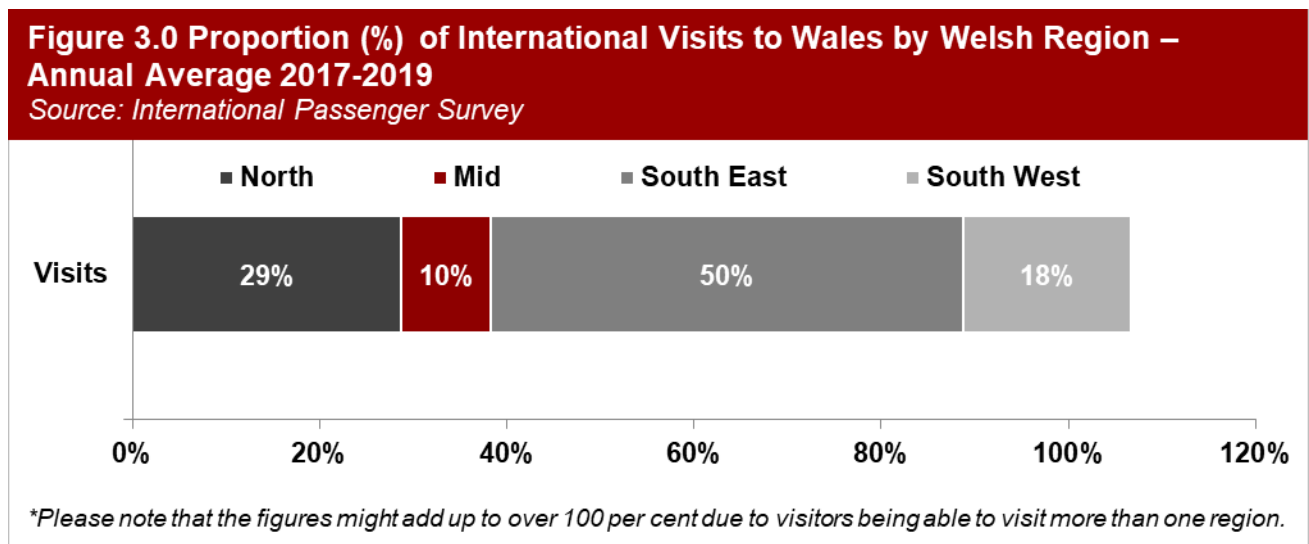
Over a third (34 per cent) of overnight domestic visitors to Mid Wales in 2017-2019 were residents of the West Midlands. These numbers are not surprising since West Midlands borders Mid Wales, and nearby transport links provide easy access to the area.

3. International Visitors to Wales

All the data used for this section has been sourced from the [International Passenger Survey](#). Figures shown are the averages taken over a period of three years, 2017-2019, unless stated otherwise.

In May 2020, the Office for National Statistics published revised estimates from the International Passenger Survey for inbound visits covering 2009 to 2019 based on an updated weighting method. Further details can be found on the [Office for National Statistics travel and tourism pages](#).

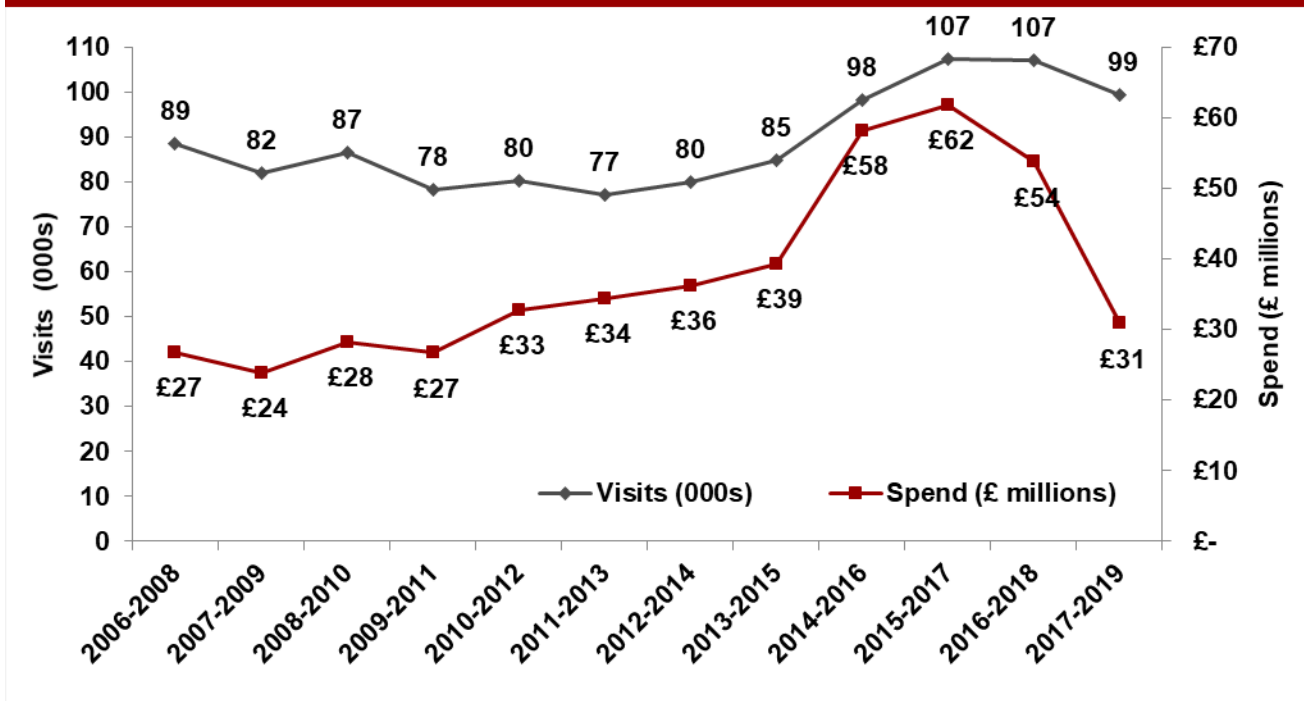
This section uses the updated data so figures for 2009 to 2018 quoted here will not match those in previous publications. Tables summarising the original and revised data for 2009 – 2019 are in [Table 7.2](#).



Over the period of 2017-2019, Mid Wales received an annual average of 99,000 international visits per year, generating £31 million per year in associated spending. Mid Wales received 1 in 10 international visits to Wales, the smallest proportion of international visits of the four regions.

Volume of Visitors and Related Expenditure

Figure 3.1 Volume of International Visits (thousands) and Related Expenditure (£ millions) to Mid Wales – Three Year Annual Averages



**The international visitor spending data for Mid Wales 2016 contains a large value which raised the 3-year average for 2014-2016, 2015-2017 and 2016-2018*

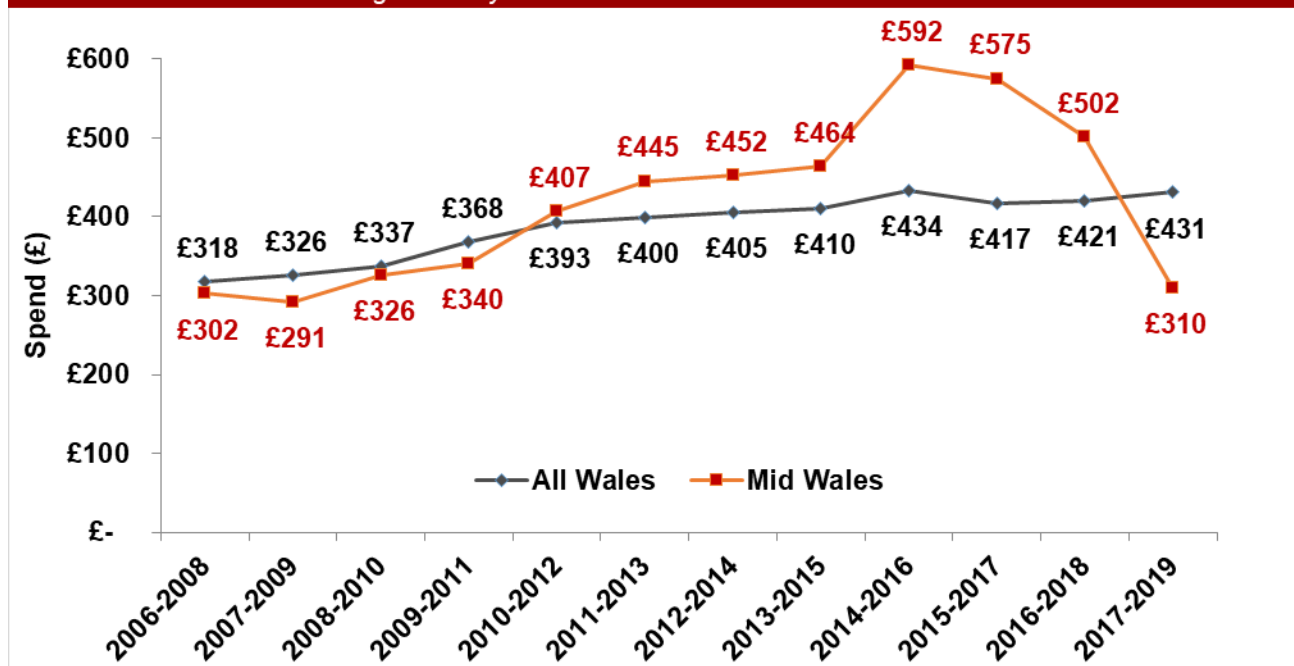
The volume of international visits and associated spending in Mid Wales fell between 2016-2018 and 2017-2019, both appearing to have peaked around 2015-2017 following a period of year on year increases since 2009-2011.

The volume of visits to Mid Wales fell by 7 per cent between 2016-2018 and 2017-2019, whilst the overall Wales figure had peaked, fell by 2 per cent over the same period. Associated spending in Mid Wales fell by 43 per cent, from an annual average of £54 million to £31 million, whereas spending in Wales overall increased by 1 per cent.

Average Spend per Visit

Figure 3.2 Average Spend per International Visit (£) for All Wales and Mid Wales – Three Year Annual Averages

Source: International Passenger Survey

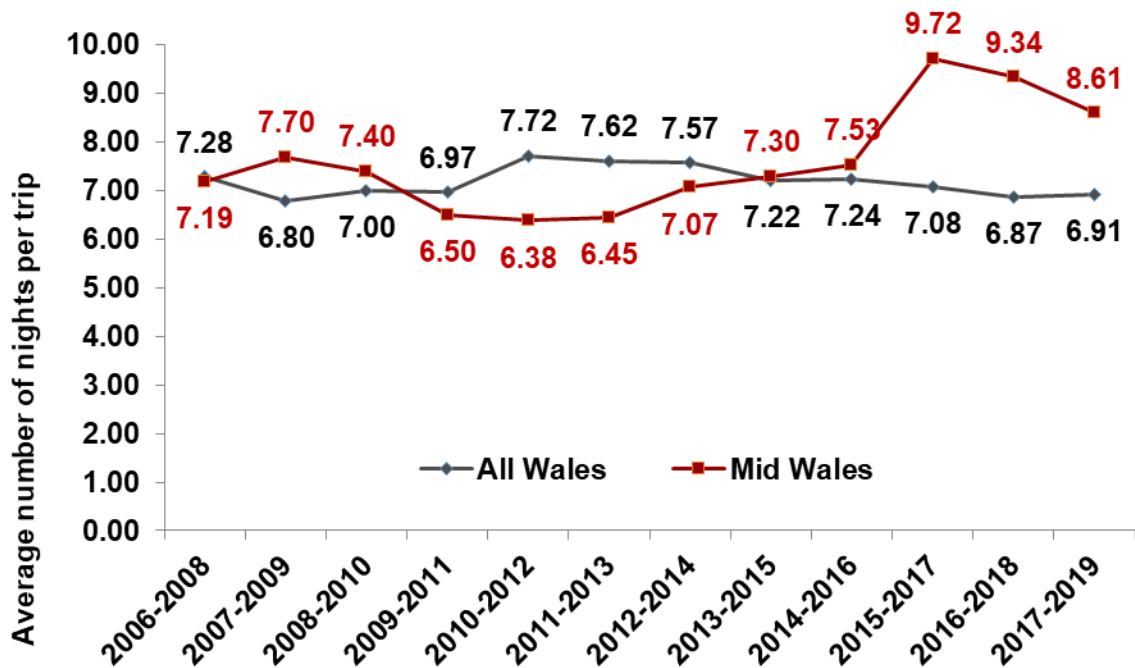


In 2017-2019 the average spend per international visit for Mid Wales was £310, a 38 per cent decrease compared with 2016-2018. For comparison, over the same period, the average for Wales overall was £431, a small increase from £421 in 2016-2018. Mid Wales had seen a much higher average spend per international visit than Wales overall between 2014-2016 and 2016-2018 before falling to £121 below the Wales average in 2017-2019. The average number of nights per visit, which is likely to impact average spend per visit, has previously been considerably above the Wales average but has been falling since 2015-2017 (see [Figure 3.3](#)).

Average Number of Nights per Visit¹

Figure 3.3 Average Number of Nights per International Visit to Wales and Mid Wales - Three Year Annual Averages

Source: International Passenger Survey



Between 2009-2011 and 2012-2014, the average number of nights spent in Mid Wales by international visitors was below the overall Wales average, though since then has been above and in 2015-2017 was considerably higher at 9.72 nights compared with 7.08 for all Wales. The average international trip length in Mid Wales fell between 2016-2018 and 2017-2019 from 9.34 days to 8.61 days, whereas for Wales on average the average trip length increased by 0.04 days.¹

¹ In 2017 the estimated number of international visitor nights spent in Mid Wales showed a substantial uplift compared to the previous year, which was not seen elsewhere in Wales. This was due to a large increase in the average length of trip in Ceredigion in 2017, which did not persist in 2018 and may be considered an outlier year.

Purpose of Trip

Table 3.1 Volume of International Visits (thousands) by Purpose of Trip to All Wales and Mid Wales – Annual Average 2017-2019

Source: International Passenger Survey

	All Wales	Mid Wales
Total Trips	1,041	99
Holiday	424	48
Business	159	8
Visiting Friends and Relatives	382	40
Other	65	3
Study	11	0

In 2017-2019 almost a half of international visits to Mid Wales were for holidays (48 per cent), higher than for Wales on average (41 per cent). Two fifths (40 per cent) of international visits to Mid Wales were to visit friends or relatives, again higher than for Wales on average (37 per cent). Conversely, Mid Wales received a smaller proportion of business trips (8 per cent) than Wales overall (15 per cent).

Figure 3.4 Proportion (%) of International Visits to All Wales and Wales Regions by Purpose of Trip – Annual Average 2017-2019

Source: International Passenger Survey

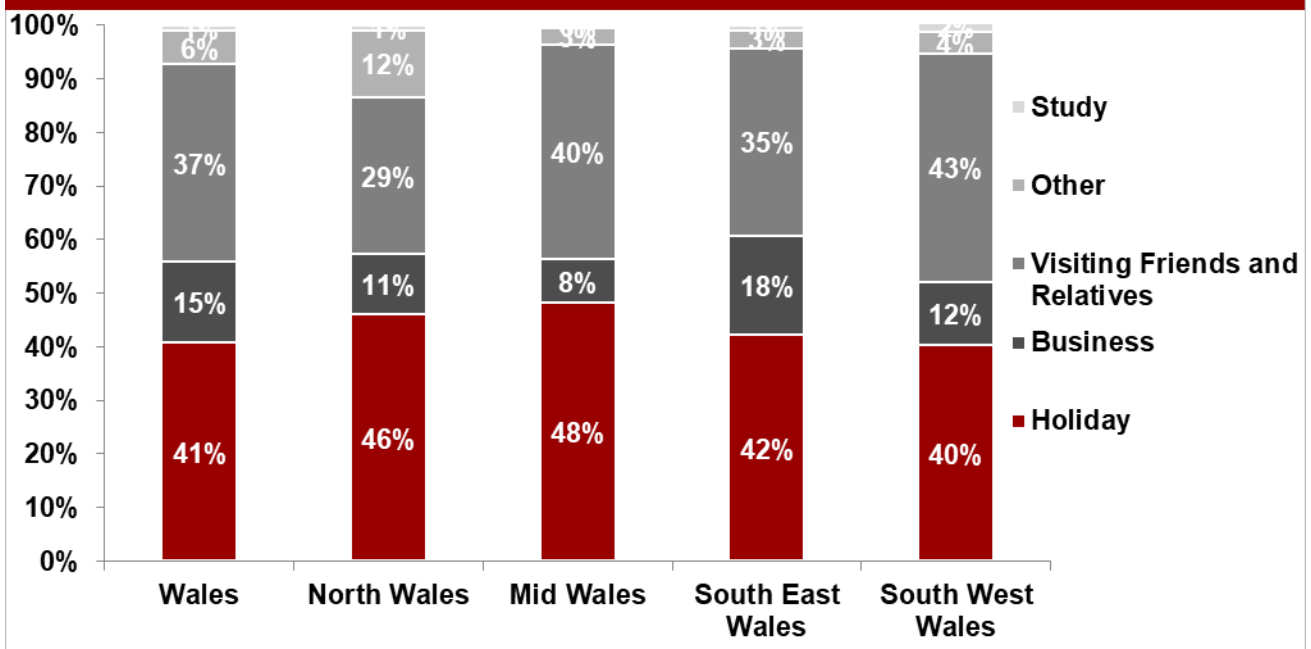


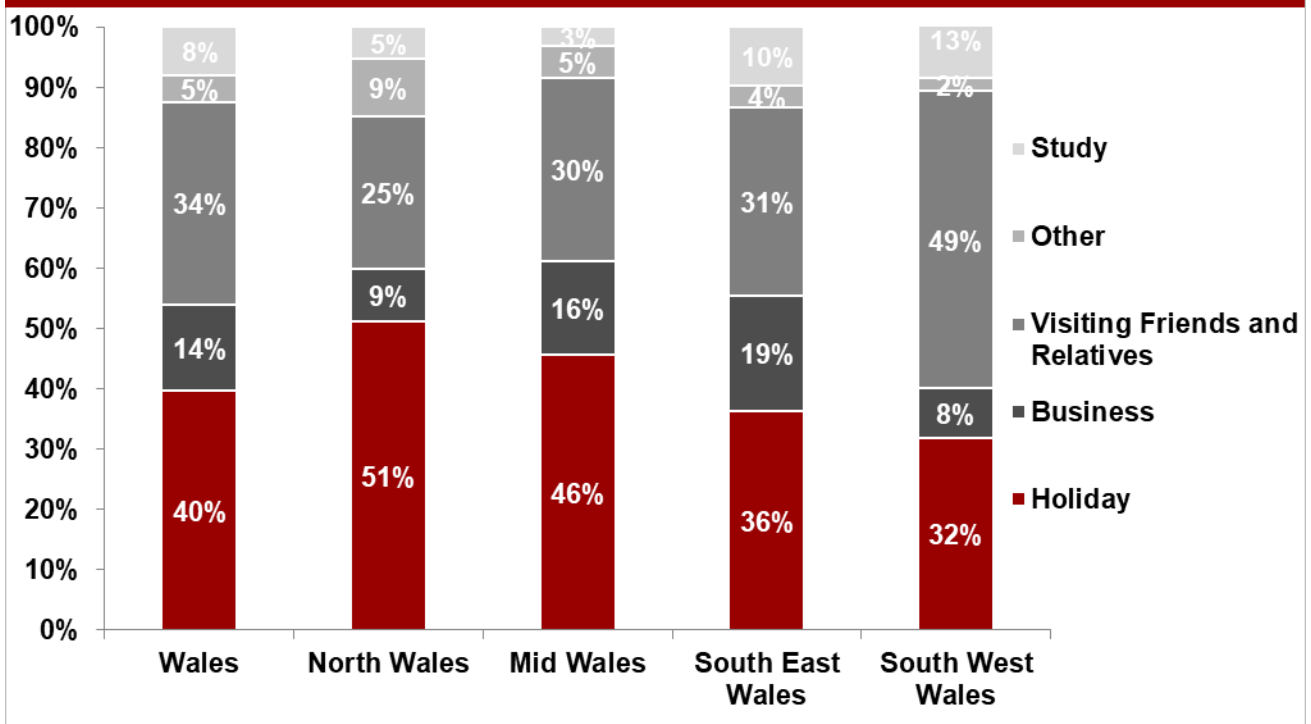
Table 3.2 Related Expenditure (£ millions) of International Visits by Purpose of Trip to All Wales and Mid Wales – Annual Average 2017-2019

Source: International Passenger Survey

	All Wales	Mid Wales
Total Expenditure	448.4	30.9
Holiday	178.2	14.1
Business	63.6	4.8
Visiting Friends and Relatives	151.0	9.3
Other	20.2	1.7
Study	35.5	1.0

Figure 3.5 Proportion (%) of Related Expenditure of International Visits to All Wales and Wales Regions by Purpose of Trip – Annual Average 2017-2019

Source: International Passenger Survey



As seen for all Wales and across regions, different types of international visitor do not necessarily account for proportional amounts of expenditure. In 2017-2019, international visitors coming to Mid Wales to visit friends or relatives made up 40 per cent of the volume of trips, but only 30 per cent of associated expenditure. Business trips made up 8 per cent of visits but accounted for 16 per cent of spending, and holiday trips accounted for approximately the same proportions of trips (48 per cent) and spending (46 per cent).

Country of Origin

Please note that table 3.3 shows only the top ten countries of origin of international visitors by volume of visits to Mid Wales and all Wales.

Table 3.3 Top 10 Countries of Origin of International Visits by Volume of Visits (000s) with proportions (%) for All Wales and Mid Wales – Annual Average 2017-2019

Source: International Passenger Survey

All Wales			Mid Wales		
All Visits	1,041	100%	All Visits	99.41	100%
1. Ireland	164	16%	1. Germany	13	13%
2. USA	108	10%	2. USA	11	11%
3. Germany	80	8%	3. Belgium	9	9%
4. France	73	7%	4. Netherlands	8	8%
5. Netherlands	58	6%	5. Portugal	7	7%
6. Australia	53	5%	6. France	6	6%
7. Spain	47	4%	7. Ireland	6	6%
8. Italy	41	4%	8. Sweden	6	6%
9. Poland	36	3%	9. Australia	5	5%
10. Canada	31	3%	10. Italy	5	5%

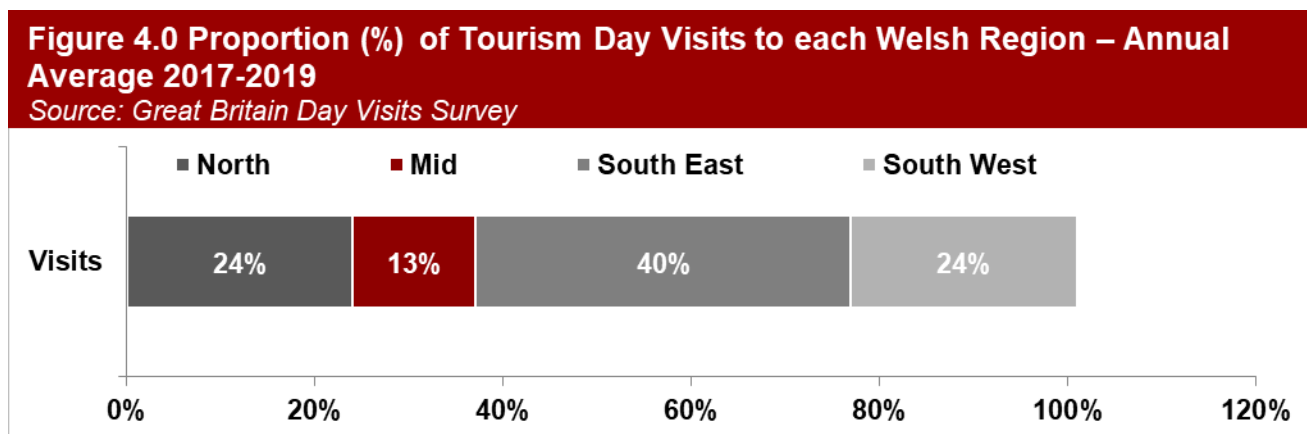
The most common country of origin for international visitors to Mid Wales in 2017-2019 was Germany with 13 per cent of international visitors, followed by the USA (11 per cent) and Belgium (9 per cent).

In comparison to Wales overall, Mid Wales had a larger proportion of German visitors (8 per cent and 13 per cent respectively). Furthermore, Belgium (9 per cent), Portugal (7 per cent) and Sweden (6 per cent) feature in the top ten country of origin list for international visits to Mid Wales but not overall Wales. Poland (3 per cent), Spain (4 per cent) and Canada (3 per cent) are listed in the top ten for all Wales but not Mid Wales.

4. Tourism Day Visits

All the data in this section has been sourced from the [Great Britain Day Visits Survey](#). There are three types of day visits: '3 Hour+ Leisure Day Visits', 'Tourism Day Visits' and 'Activities Core to Tourism Visits'. **This section will only cover figures for Tourism Day Visits.** Figures for other leisure day visits can be found in the Great Britain Day Visits [Annual reports](#). Figures shown, unless otherwise stated, are the averages taken over three years: 2017-2019.

Please note that since 2016 there have been several revisions to the way this survey has been carried out which has affected the comparability of 2011-2015 figures with those from 2016 onwards. To remedy this, figures pre-2016 have been reweighted by +15 per cent in order to be able to compare them. Thus, some of the Tourism Day visits figures below might not match those previously published.

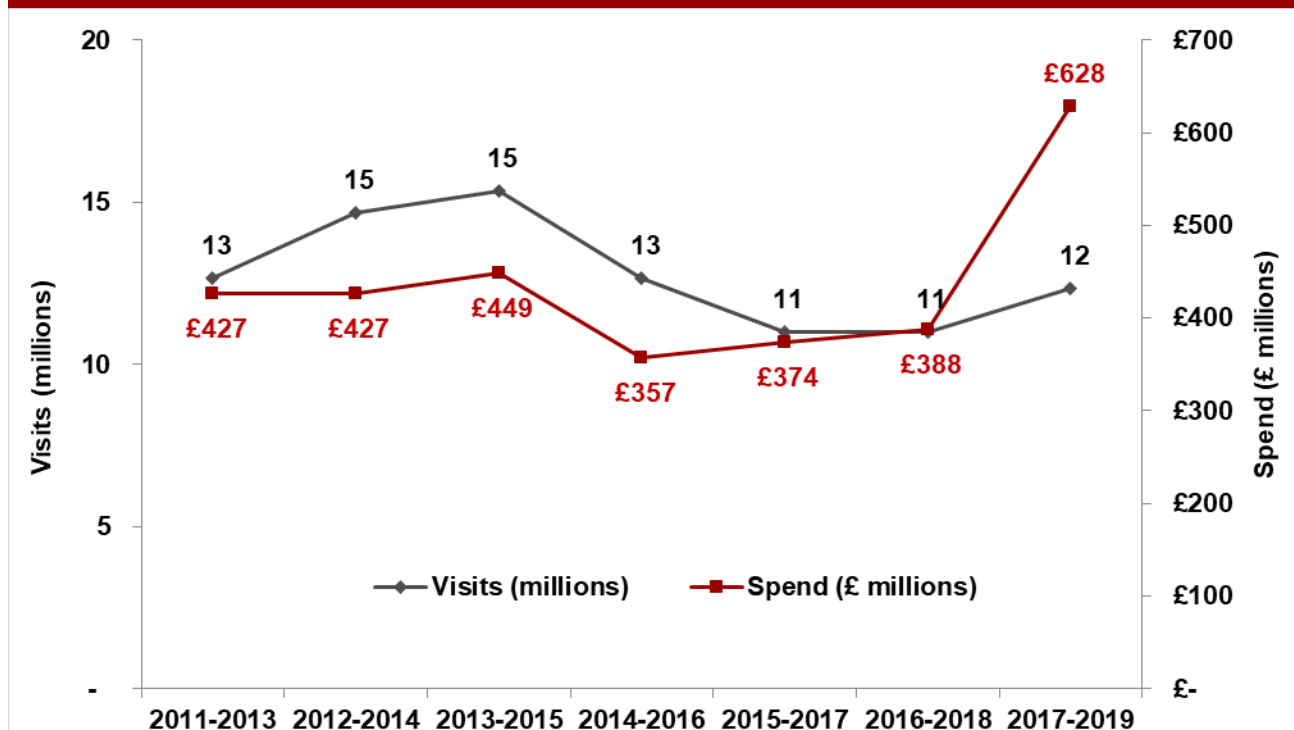


During 2017-2019 Mid Wales received an annual average of 12 million Tourism Day visits with a related expenditure of £628 million. Mid Wales accounted for 13 per cent of all Tourism Day visits to Wales.

Tourism Day Visits and Related Expenditure

Figure 4.1 Volume of Tourism Day Visits (millions) and Related Expenditure (£ millions) to Mid Wales - Three Year Annual Averages

Source: Great Britain Day Visits Survey

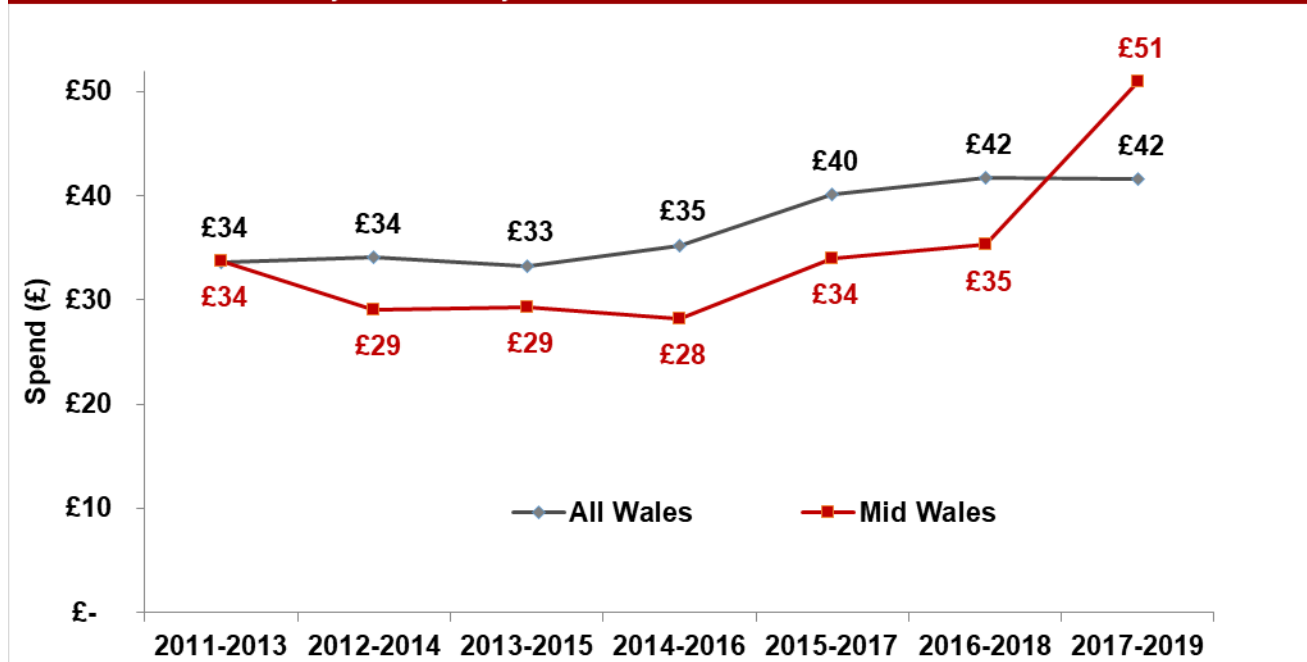


From 2015-2017 onwards, the annual average volume of Tourism Day visits in Mid Wales has remained relatively unchanged at around 11 million, increasing slightly to 12 million in 2017-2019, whilst the volume of visits in Wales decreased by 5 per cent. Over the same period, related expenditure in Mid Wales has continuously increased and in 2017-2019 rose by 62 per cent compared with 2016-2018, whereas on average Wales saw a 5 per cent decrease in Tourism Day visit spending.

Average Spend per Visit

Figure 4.2 Average Spend per Tourism Day Visit (£) to All Wales and Mid Wales - Three Year Annual Averages

Source: Great Britain Day Visits Survey



Between 2014-2016 and 2016-2018, the average spend per visit has shown modest increases but in 2017-2019 rose 46 per cent from £35 to £51. The Wales average spend remained level at £42 per visit, and in 2017-2019 average spend per visit in Mid Wales rose well above the Wales average.

Activities Undertaken

Table 4.1 Volume of Tourism Day Visits (millions) and Proportion (%) of activities undertaken during a Tourism Day Visit to All Wales and Mid Wales – Annual Average 2017-2019

Source: Great Britain Day Visits Survey

All Wales			Mid Wales		
All Visits	94.4	100%	All Visits	12.3	100%
Visiting friends or family	22.0	23%	Visiting friends or family	2.2	18%
Going out for a meal	9.7	10%	Going out for a meal	1.0	8%
Outdoor activities	8.7	9%	Outdoor activities	1.5	13%
General day out	7.8	8%	General day out	1.2	10%
Going on a night out	6.8	7%	Going on a night out	0.8	6%
Special shopping	6.3	7%	Special shopping	0.8	7%
Going out for entertainment	4.8	5%	Going out for entertainment	0.3	3%
Going to visitor attractions	4.5	5%	Going to visitor attractions	0.5	4%
Watching live sporting events	3.4	4%	Watching live sporting events	0.3	2%
Special personal events	2.9	3%	Special personal events	0.4	3%
Special public events	2.5	3%	Special public events	0.3	3%
Taking part in sports	1.4	1%	Taking part in sports	0.2	2%
Day out to health/beauty spa	0.7	1%	Day out to health/beauty spa	0.1	1%
Other leisure/ hobbies	2.1	2%	Other leisure/ hobbies	0.7	6%
Other day out for leisure	3.2	3%	Other day out for leisure	0.4	3%

Just under a fifth (18 per cent) of Tourism Day visitors, 2 million, visited friends or family in 2017-2019, making it the most popular activity undertaken on a Tourism Day visit in Mid Wales. For comparison, the proportion of those visiting friends or family during a Tourism Day visit in Wales overall was 23 per cent.

A higher proportion of Tourism Day visitors to Mid Wales than all Wales did outdoor activities in 2017-2019 (13 per cent and 9 per cent respectively), and went for a general day out (10 per cent compared with 8 per cent on average for Wales). A lower proportion of Tourism Day visits to Mid Wales were to go out for a meal than for Wales on average (8 per cent compared with 10 per cent). Fewer visits in Mid Wales were to watch a live sporting event or to go out for entertainment compared to Wales overall.

Type of Place Visited

Table 4.2 Volume of Tourism Day Visits (millions) by Type of Place Visited to All Wales and Mid Wales – Annual Average 2017-2019

Source: Great Britain Day Visits Survey

	All Wales	Mid Wales
Total Visits	94	12
City / Large town	29	1
Small town	24	3
Village / Countryside	24	5
Seaside / Coast	17	2

Figure 4.3 Proportion (%) of Tourism Day Visits to All Wales and Wales Regions by Type of Place Visited - Annual Average 2017-2019

Source: Great Britain Day Visits Survey



*Please note that the figures might not add to 100 per cent due to survey participants not answering this question or selecting 'Don't Know'/'Other'.

During 2017-2019, the type of place most visited on a Tourism Day visit in Mid Wales was the village/countryside, with nearly two-fifths (39 per cent, 5 million) of visits going to this kind of place, a much higher proportion than the overall Wales average of 25 per cent. The next most popular destination type, attracting over a quarter (27 per cent) of day visitors in Mid Wales, was a small town.

Just under a fifth (19 per cent) of Tourism Day visits in Mid Wales were to a seaside or coastal destination.

Unsurprisingly, Mid Wales had a considerably smaller proportion than Wales overall for Tourism Day visits visiting a city or large town (11 per cent and 30 per cent respectively).

Mode of Transport Used

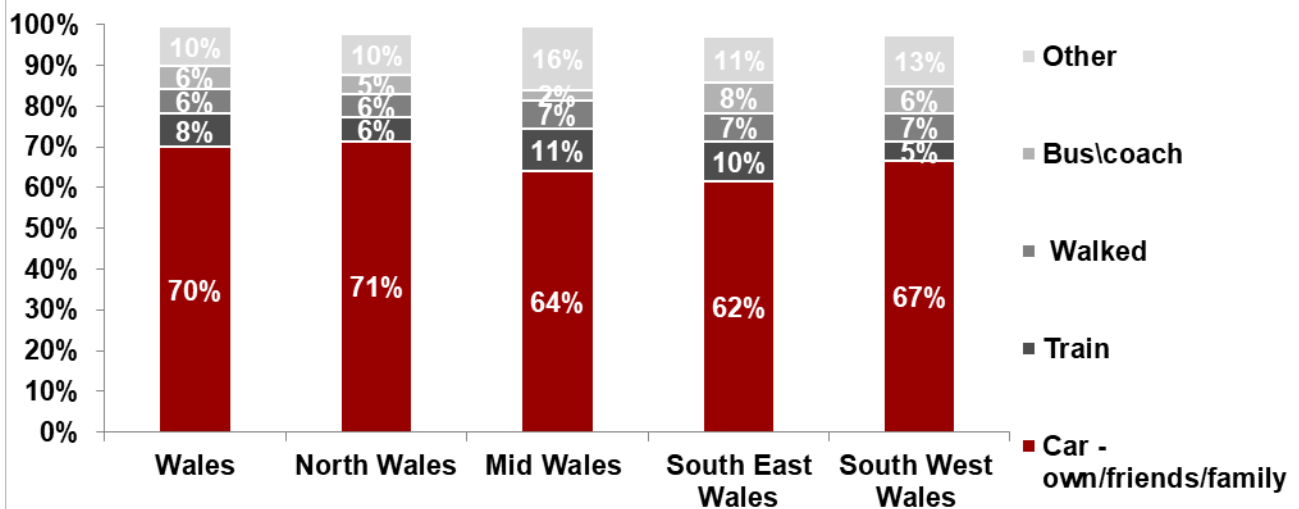
Table 4.3 Volume of Tourism Day Visits (millions) by Mode of Transport to All Wales and Mid Wales – Annual Average 2017-2019

Source: Great Britain Day Visits Survey

	All Wales	Mid Wales
Total Visits	94	12
Car - own/friends/family	66	8
Train	8	1
Walked	6	1
Bus\coach	5	0
Other	9	2

Figure 4.4 Proportion (%) of Tourism Day Visits to All Wales and Wales Regions by Mode of Transport Used - Annual Average 2017-2019

Source: Great Britain Day Visits Survey



**Other' category includes: hired car, organised coach tour, taxi, bicycle, tube, tram, Motorised caravan/campervan, plane, boat, lorry/van

As seen for the other regions in Wales, the car is the most preferred mode of transportation in Mid Wales, with the majority (64 per cent) of Tourism Day visitors choosing to travel this way. In Mid Wales, a slightly higher proportion than the overall Wales average, decided to use the train during their Tourism Day visit in 2017-2019 (11 per cent and 8 per cent respectively).

Distance Travelled

Table 4.4 Volume of Tourism Day Visits (millions) by Distance Travelled in All Wales and Mid Wales – Annual Average 2017-2019

Source: Great Britain Day Visits Survey

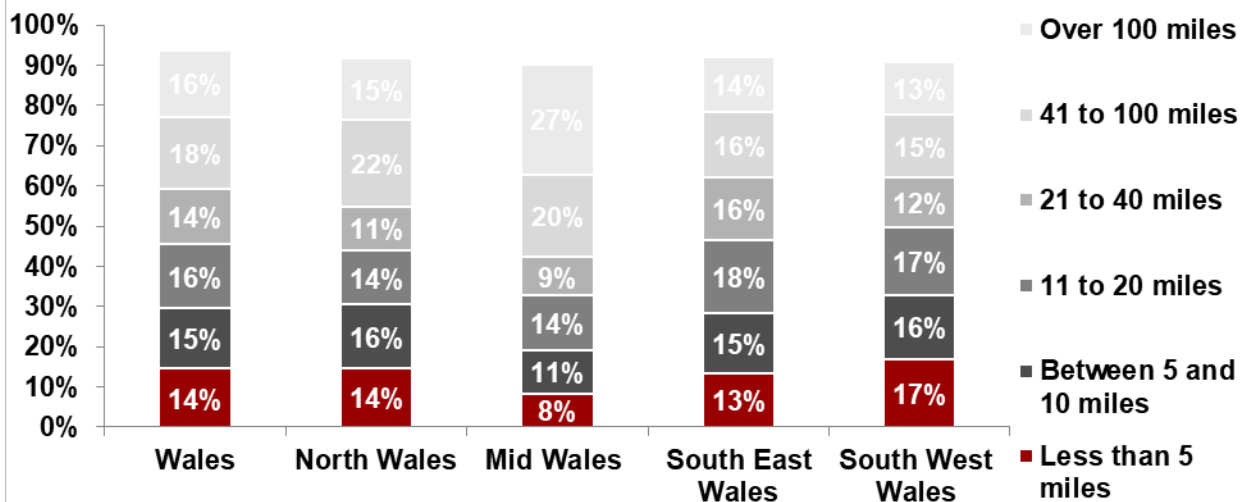
	All Wales	Mid Wales
Total Visits	94	12
Less than 5 miles	14	1
Between 5 and 10 miles	14	1
11 to 20 miles	15	2
21 to 40 miles	13	1
41 to 100 miles	17	3
Over 100 miles	15	3

*Please note that the travel distance categories vary in size.

During 2017-2019 over a quarter (27 per cent) of Tourism Day visits in Mid Wales involved travel of over 100 miles, higher than the Wales average of 16 per cent. Similarly, smaller proportions of Tourism Day visits in Mid Wales involved travel of up to 10 miles, than for Wales on average. Under a fifth (19 per cent) of visits in Mid Wales were reached within 10 miles, whereas almost 3 in 10 (29 per cent) of all Tourism Day visits in Wales involved up to 10 miles travel.

Figure 4.5 Proportion (%) of Tourism Day Visits to All Wales and Wales Regions by Distance Travelled - Annual Average 2017-2019

Source: Great Britain Day Visits Survey



*Please note that the figures might not add to 100 per cent due to survey participants not answering this question or selecting 'Don't Know'/'Other'.

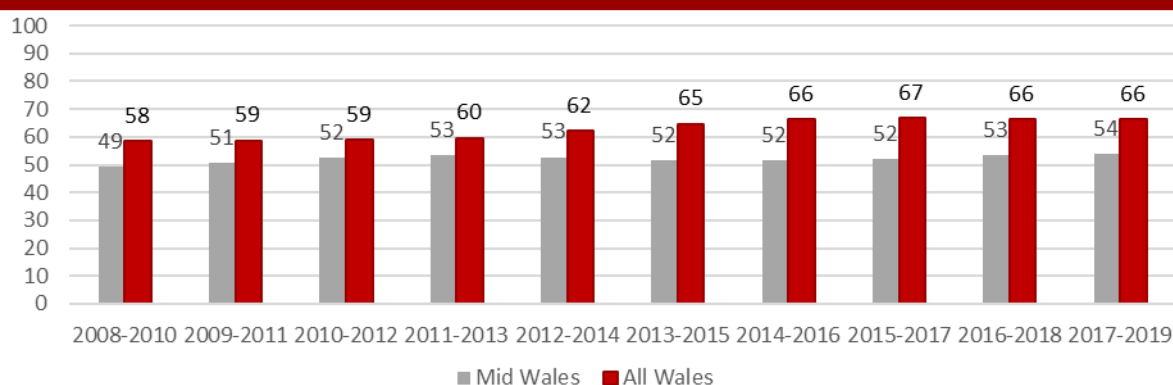
5. Accommodation Occupancy Rates

All the data used for this section has been sourced from the [Wales Tourism Accommodation Occupancy Survey](#). Figures shown are the averages taken over three years, 2017-2019, unless stated otherwise. See [Table 7.5](#) for full data set.

Hotels

Figure 5.0 Three Year Annual Average Hotel Room Occupancy Rates (%) for All Wales and Mid Wales

Source: Visit Wales Occupancy Survey

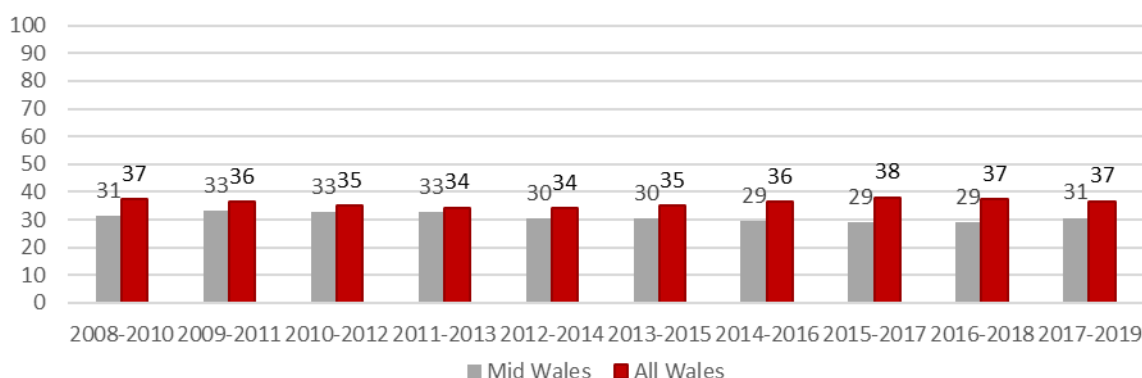


Hotel room occupancy rates in Mid Wales have remained relatively level over recent years, in addition to being considerably lower than the all Wales average. In 2017-2019, the all Wales average was 66 per cent, while the Mid Wales average was 54 per cent.

Guesthouses and B&Bs

Figure 5.1 Three Year Annual Average Guesthouse/Bed and Breakfast Room Occupancy Rates (%) for All Wales and Mid Wales

Source: Visit Wales Occupancy Survey



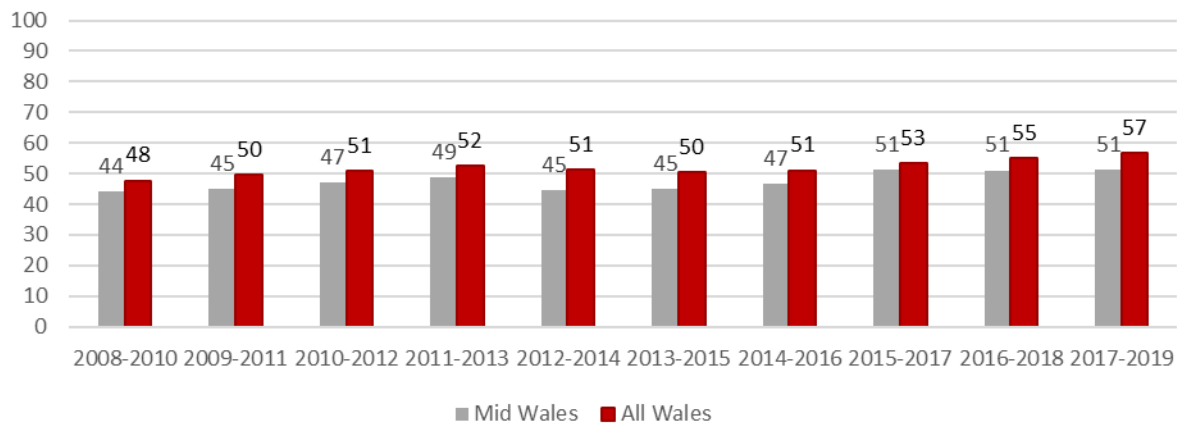
Similarly to Hotels, Guesthouse/B&B room occupancy rates in Mid Wales have remained relatively unchanged over the years though increased by 2 percentage points between 2016-2018 and 2017-

2019. The Mid Wales occupancy rates have consistently been below the overall Wales average and in 2017-2019 was 31 per cent, compared to the all Wales average of 37 per cent.

Self-Catering

Figure 5.2 Three Year Annual Average Self-Catering Unit Occupancy Rates (%) for All Wales and Mid Wales

Source: Visit Wales Occupancy Survey

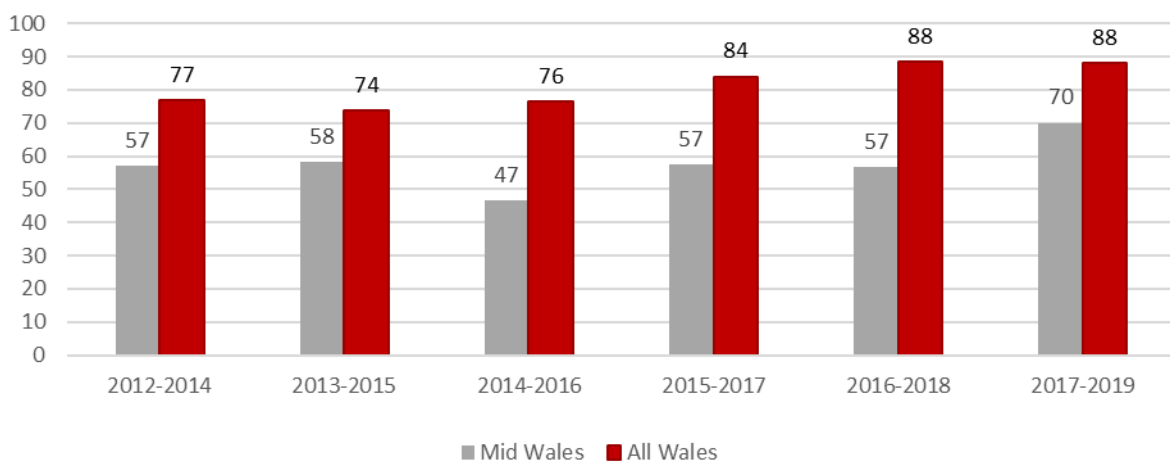


The average Self-Catering unit occupancy rates in 2017-2019 for Mid Wales, at 51 per cent, were below the all Wales average of 57 per cent. Furthermore, the all Wales average grew from 55 per cent in 2016-2018 to 57 per cent in 2017-2019, whereas the Mid Wales rate remained level at 51 per cent.

Static Caravan and Holiday Homes

Figure 5.3 Three Year May to October Average Static Caravan and Holiday Homes Unit Occupancy Rates (%) for All Wales and Mid Wales

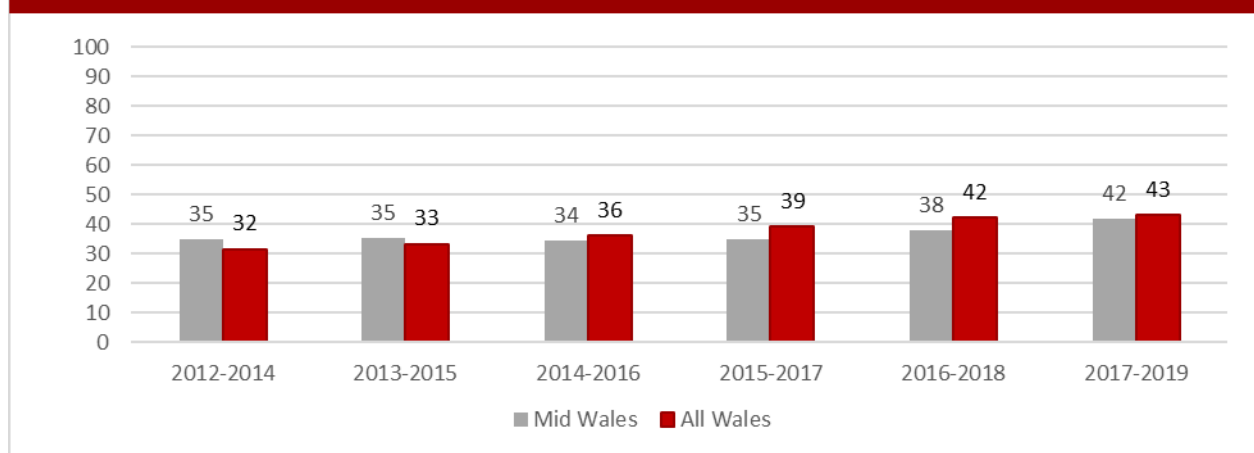
Source: Visit Wales Occupancy Survey



Unit occupancy rates for static caravan and holiday homes in Mid Wales recovered strongly from a low of 47 per cent in 2014-2016, to reach 70 per cent in 2017-2019. Whilst the occupancy rates in Mid Wales are consistently below the all Wales average, the Mid Wales rate grew between 2016-2018 and 2017-2019 whereas the all Wales rate remained level at 88 per cent.

Touring Caravan and Camping

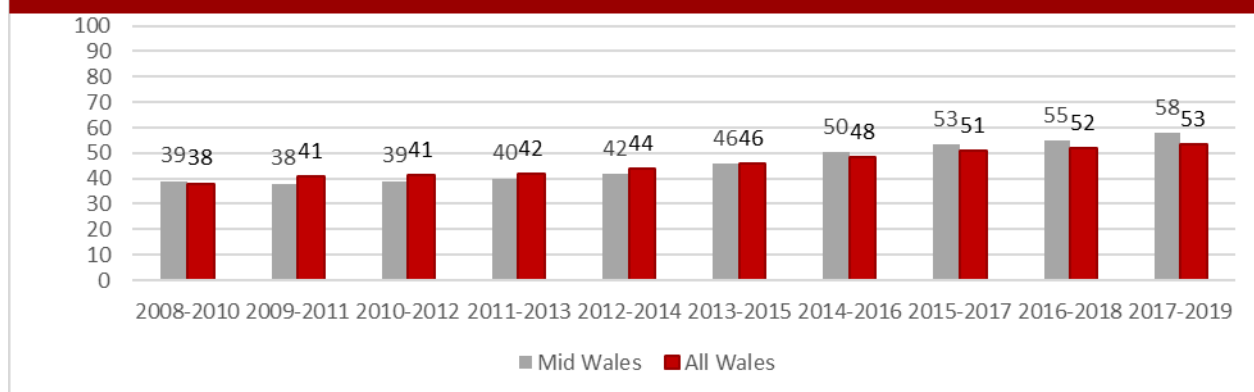
Figure 5.4 Three Year May to October Average Touring Caravan and Camping Pitch Occupancy Rates (%) for All Wales and Mid Wales
 Source: Visit Wales Occupancy Survey



Pitch occupancy for touring caravan and camping in Mid Wales has been slightly below the Wales average since 2014-2016. It has increased slowly in the last few years, but showed strong growth in 2017-2019, reaching 42 per cent, still slightly below the Wales average of 43 per cent.

Hostels

Figure 5.5 Three Year Annual Average Hostel Bedspace Occupancy Rates (%) for All Wales and Mid Wales
 Source: Visit Wales Occupancy Survey



In 2017-2019 the Mid Wales hostel bedspace occupancy rate increased to 58 per cent, from 55 per cent in 2016-2018. Both the Mid Wales and all Wales rates have increased in recent years, though the Mid Wales rate has consistently been above the Wales average and in 2017-2019 the gap widened to 5 percentage points.

6. Further Resources

Welsh Government publishes regular tourism research and statistics, including:

Official Tourism Statistics: [Wales Tourism Performance](#)

A comprehensive report that includes the most recent quarterly data from the main tourism surveys

[Great Britain Tourism Survey](#)

A national consumer survey measuring the volume and value of overnight trips taken by residents of Great Britain

[Great Britain Day Visit Survey](#)

A national consumer survey measuring the volume and value of day trips taken by residents of Great Britain

[Wales Visitor Survey](#)

A regular study undertaken every few years to gain a detailed profile of leisure visitors to Wales, including feedback on visitor satisfaction

[Tourism Business Barometer](#)

A regular survey conducted after key points during the annual tourism season providing a 'snapshot' of industry performance.

[Visits to Tourist Attractions](#)

An annual survey and report monitoring trends in the tourist attraction sector

[Wales Tourism Accommodation Occupancy Surveys](#)

An occupancy survey providing trend information on the demand of tourist accommodation in Wales.

[Accommodation bedstocks](#)

Data on the number of tourism accommodation establishments and bedspaces in Wales by region and accommodation type

7. Appendix

Overnight Domestic GB Visitors

Table 7.1 Volume of Overnight Domestic GB Trips (millions), Nights (millions) and Related Expenditure (£ millions) - Three Year Annual Averages

Source: Great Britain Tourism Survey

Trips (millions)											
	2007-2009	2008-2010	2009-2011	2010-2012	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
GB	118.944	117.563	121.628	122.788	125.186	121.055	120.524	119.374	121.519	119.562	120.671
Wales	8.718	8.669	9.084	9.322	9.743	9.845	10.127	9.919	9.593	9.451	9.914
North Wales	3.030	3.184	3.264	3.417	3.488	3.655	3.713	3.626	3.428	3.378	3.653
Mid Wales	1.591	1.577	1.585	1.540	1.618	1.717	1.763	1.750	1.740	1.887	1.916
South East Wales	2.124	1.943	2.027	2.110	2.310	2.231	2.473	2.471	2.463	2.252	2.307
South West Wales	1.882	1.863	2.063	2.074	2.160	2.089	2.081	2.014	1.890	1.862	1.939
Nights (millions)											
	2007-2009	2008-2010	2009-2011	2010-2012	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
GB	379.046	372.160	378.725	378.989	383.059	370.464	366.751	362.068	368.704	366.920	371.003
Wales	32.084	32.380	33.429	34.144	34.450	34.484	34.974	34.739	33.385	33.198	33.898
North Wales	11.822	12.346	12.988	13.415	13.354	13.575	13.199	13.222	12.221	12.450	12.859
Mid Wales	6.026	6.204	6.131	6.087	6.244	6.535	6.794	6.819	6.730	6.977	6.650
South East Wales	5.818	5.476	5.241	5.370	5.494	5.291	6.097	6.213	6.350	5.866	6.162
South West Wales	7.558	7.382	7.983	8.066	8.243	8.166	8.153	7.907	7.468	7.321	7.573
Spend (£ millions)											
	2007-2009	2008-2010	2009-2011	2010-2012	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
GB	£ 20,458	£ 20,312	£ 21,145	£ 22,146	£ 23,312	£ 23,320	£ 23,603	£ 23,532	£ 23,862	£ 23,574	£ 24,098
Wales	£ 1,403	£ 1,413	£ 1,523	£ 1,587	£ 1,673	£ 1,673	£ 1,802	£ 1,800	£ 1,764	£ 1,723	£ 1,828
North Wales	£ 495	£ 508	£ 544	£ 545	£ 582	£ 591	£ 639	£ 639	£ 613	£ 626	£ 682
Mid Wales	£ 228	£ 252	£ 257	£ 255	£ 262	£ 281	£ 309	£ 311	£ 304	£ 314	£ 335
South East Wales	£ 328	£ 302	£ 309	£ 349	£ 374	£ 361	£ 418	£ 421	£ 422	£ 373	£ 393
South West Wales	£ 308	£ 314	£ 364	£ 390	£ 397	£ 390	£ 386	£ 387	£ 384	£ 374	£ 383

International Visitors

Table 7.2 Volume of International Visits (000s), Nights (000s) and Related Expenditure (£ millions) – Annual original v revised
Source: International Passenger Survey

Visits (000s)											
	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Wales - original	991	890	879	854	869	933	970	1,074	1,079	941	
Wales - revised	986	878	877	848	877	935	958	1,080	1,112	988	1,023

Nights (000s)											
	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Wales - original	6,288	6,245	6,302	7,112	5,866	6,662	7,355	7,166	6,894	6,522	
Wales - revised	15,013	13,233	13,838	15,229	12,540	15,794	15,859	15,791	14,450	13,906	13,731

Spend (£ millions)											
	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Wales - original	£332	£333	£328	£346	£352	£368	£410	£444	£369	£405	
Wales - revised	£337	£336	£335	£352	£353	£373	£409	£507	£397	£433	£515

Table 7.3 Volume of International Visits (000s), Nights (millions) and Related Expenditure (£ millions) - Three Year Annual Averages

Source: International Passenger Survey

Visits (000s)												
	2006-2008	2007-2009	2008-2010	2009-2011	2010-2012	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
UK	32,460	31,913	31,120	31,119	31,502	32,558	33,708	35,232	37,086	39,000	40,164	40,740
Wales	1,063	1,013	977	914	868	867	887	923	991	1,050	1,060	1,041
North Wales	298	304	289	270	247	233	229	250	270	298	303	299
Mid Wales	89	82	87	78	80	77	80	85	98	107	107	99
South East Wales	511	471	457	433	430	439	446	470	499	526	525	525
South West Wales	214	202	201	190	173	173	190	190	203	203	198	187

Nights (millions)												
	2006-2008	2007-2009	2008-2010	2009-2011	2010-2012	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
UK	256.904	246.105	241.013	241.637	242.072	248.761	258.797	272.662	287.121	298.760	301.229	297.876
Wales	7.737	6.889	6.833	6.373	6.696	6.608	6.713	6.671	7.173	7.437	7.281	7.198
North Wales	1.792	1.576	1.495	1.545	1.712	1.700	1.647	1.555	1.686	1.633	1.668	1.567
Mid Wales	0.637	0.630	0.640	0.509	0.513	0.498	0.565	0.619	0.740	1.045	1.001	0.856
South East Wales	3.631	3.069	3.085	2.869	3.228	3.119	3.134	3.058	3.228	3.229	3.102	3.249
South West Wales	1.570	1.552	1.544	1.379	1.186	1.242	1.318	1.369	1.447	1.421	1.392	1.352

Spend (£ millions)												
	2006-2008	2007-2009	2008-2010	2009-2011	2010-2012	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
UK	£15,981	£16,517	£17,129	£18,009	£18,722	£20,185	£21,665	£23,019	£24,091	£25,749	£26,631	£27,637
Wales	£338	£330	£329	£336	£341	£347	£359	£378	£430	£438	£446	£448
North Wales	£77	£82	£79	£80	£81	£77	£76	£80	£88	£92	£90	£89
Mid Wales	£27	£24	£28	£27	£33	£34	£36	£39	£58	£62	£54	£31
South East Wales	£166	£156	£157	£165	£169	£170	£170	£178	£186	£192	£196	£224
South West Wales	£62	£62	£62	£61	£56	£62	£75	£76	£91	£84	£95	£92

Tourism Day Visitors

Please note that since 2016 there have been several revisions to the way this survey has been carried out which has affected the comparability of 2011-2015 figures with those from 2016 onwards. To remedy this, figures pre-2016 have been reweighted by +15 per cent in order to be able to compare them. Thus some of the Tourism Day visits figures below might not match those previously provided.

Table 7.4 Volume of Tourism Day Visits (millions) and Related Expenditure (£ millions) - Three Year Annual Averages

Source: Great Britain Day Visits Survey

	Visits (millions)						
	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
GB	1,857	1,872	1,801	1,803	1,794	1,777	1,716
Wales	112	108	97	97	96	99	94
North Wales	27	27	24	27	24	25	23
Mid Wales	13	15	15	13	11	11	12
South East Wales	47	44	39	37	38	39	38
South West Wales	24	23	20	21	22	24	23
	Spend (£ millions)						
	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
GB	£ 62,498	£ 63,161	£ 61,938	£ 62,560	£ 62,765	£ 63,378	£ 64,402
Wales	£ 3,770	£ 3,669	£ 3,240	£ 3,432	£ 3,850	£ 4,146	£ 3,929
North Wales	£ 831	£ 1,011	£ 817	£ 1,001	£ 830	£ 920	£ 703
Mid Wales	£ 427	£ 427	£ 449	£ 357	£ 374	£ 388	£ 628
South East Wales	£ 1,789	£ 1,685	£ 1,442	£ 1,534	£ 1,612	£ 1,735	£ 1,550
South West Wales	£ 759	£ 771	£ 733	£ 695	£ 750	£ 813	£ 762

Accommodation Occupancy Rates

Table 7.5 Accommodation Occupancy Rates in Wales and in each Welsh Region - Three Year Annual Averages

Source: Visit Wales Occupancy Survey

Hotel - Room Rates										
	2008-2010	2009-2011	2010-2012	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
Wales	58	59	59	60	62	65	66	67	66	66
North Wales	60	61	61	62	64	65	67	67	65	64
Mid Wales	49	51	52	53	53	52	52	52	53	54
South East Wales	63	62	61	62	65	69	71	72	73	72
South West Wales	54	53	52	50	55	59	63	63	63	65
Guesthouse/B&B - Room Rates										
	2008-2010	2009-2011	2010-2012	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
Wales	37	36	35	34	34	35	36	38	37	37
North Wales	38	38	35	34	34	35	37	38	38	35
Mid Wales	31	33	33	33	30	30	29	29	29	31
South East Wales	40	34	31	27	29	31	34	32	24	20
South West Wales	40	38	39	40	41	42	43	46	46	46
Self-Catering - Unit Rates										
	2008-2010	2009-2011	2010-2012	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
Wales	48	50	51	52	51	50	51	53	55	57
North Wales	53	57	56	56	57	57	57	57	59	62
Mid Wales	44	45	47	49	45	45	47	51	51	51
South East Wales*	-	-	-	-	-	-	48	49	48	49
South West Wales*	-	-	-	-	-	-	48	52	54	56

**South East Wales and South West Wales figures not available until 2014*

Static Caravan and Holiday Homes - Unit Rates										
	2008-2010	2009-2011	2010-2012	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
Wales	81	81	80	83	77	74	76	84	88	88
North Wales	-	-	-	-	69	57	48	42	44	45
Mid Wales	-	-	-	-	57	58	47	57	57	70
South East Wales*	-	-	-	-	-	-	-	-	-	-
South West Wales	-	-	-	-	52	56	71	75	79	79
Touring Caravan and Camping - Pitch Rates										
	2008-2010	2009-2011	2010-2012	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
Wales	44	45	43	37	32	33	36	39	42	43
North Wales	-	-	-	-	33	35	39	41	42	41
Mid Wales	-	-	-	-	35	35	34	35	38	42
South East Wales*	-	-	-	-	-	-	-	-	-	-
South West Wales	-	-	-	-	32	33	36	38	43	42
Hostel - Bedspace Rates										
	2008-2010	2009-2011	2010-2012	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
Wales	38	41	41	42	44	46	48	51	52	53
North Wales	38	43	46	49	50	52	54	54	53	53
Mid Wales	39	38	39	40	42	46	50	53	55	58
South East Wales	45	43	41	41	41	41	44	45	48	47
South West Wales	37	39	39	39	39	41	44	49	51	53

*South East Wales figures not shown due to small sample sizes

Type of Accommodation used on an Overnight Domestic GB Trip

**Table 7.6 Accommodation Categories –
Overnight Domestic GB Trips**

Source: Great Britain Tourism Survey

Hotel/Motel

Hotel

Motel

Guest house/Farmhouse/B&B

Bed & Breakfast

Guest house

Farmhouse

Self catering

Self-catering in rented flat\apartment

Self-catering in rented house\chalet\villa\bungalow\cottage

Holiday camp\village - self catering

Friend's home/Relative's home/Second home/Timeshare

Friend's home

Relative's home

Own second home\timeshare

Caravan and Camping

Caravan and Camping