

Dadansoddi ar gyfer Polisi



Analysis for Policy

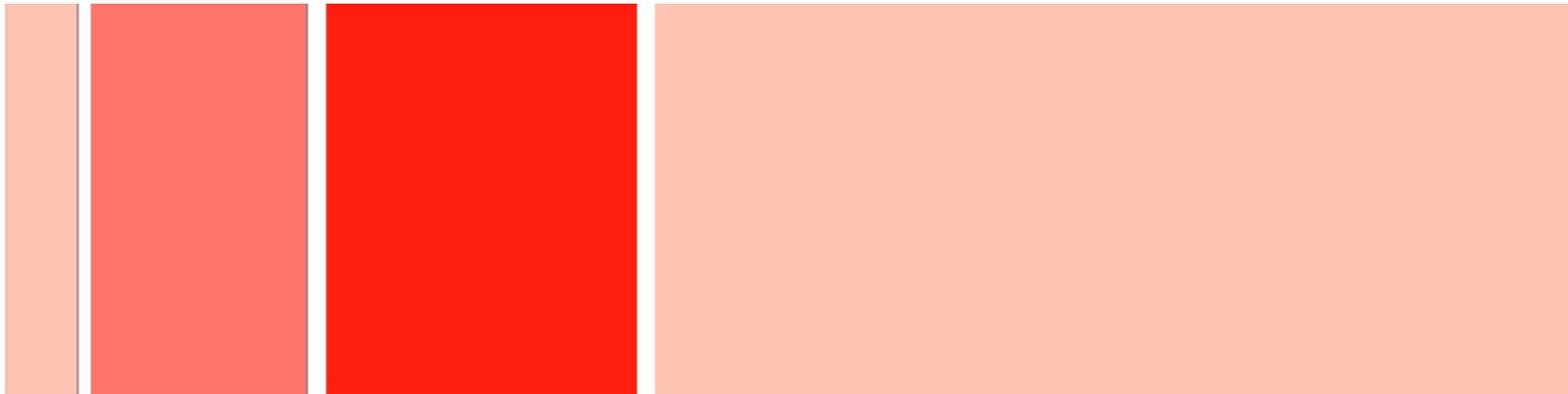


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Tourism Profile – North Wales 2017 - 2019



Title: Tourism Profile – North Wales 2017 - 2019
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Views expressed in this report are those of the researcher and not necessarily those of the Welsh Government

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This report contains tourism related data for the North 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 factsheets also and the local authority factsheet 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	12
Purpose of Trip.....	13
Duration of Holiday Trips.....	14
Lifestage of Holiday Trips.....	15
Seasonality of Trips	16
Type of Place Visited	16
Type of Accommodation Used on Trip	17
Region of Origin	20
3. International Visitors to Wales.....	20
Volume of Visits and Related Expenditure	22
Average Spend per Visit	23
Average Number of Nights per Visit	24
Purpose of Trip.....	24
Country of Origin	27
4. Tourism Day Visits	27
Tourism Day Visits and Related Expenditure.....	28
Average Spend per Visit	29
Activities Undertaken.....	30
Type of Place Visited	31
Mode of Transport Used	32
Distance Travelled.....	33
5. Accommodation Occupancy Rates	34
Hotels	34
Guesthouses and B&Bs.....	34
Self-Catering.....	35
Static Caravan and Holiday Homes	35
Touring Caravan and Camping	36
Hostels	36
6. Further Resources	37
7. Appendix	38

1. Overview and Key Points



All tourism

In 2017-2019 an annual average of 3.7 million overnight domestic GB trips, 299,000 international visits and 22.7 million Tourism Day visits were made to North Wales, with an average annual associated spend of £1.47 billion.

North Wales received 37 per cent of overnight domestic trips, 29 per cent of international visits and 24 per cent of Tourism Day visits to Wales. Expenditure on tourism visits in North Wales accounted for 24 per cent of tourism expenditure in Wales.

The annual average for tourism expenditure in North Wales fell by 10 per cent from £1.64 billion in 2016-2018 to £1.47 billion 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

North Wales saw an 8 per cent increase in the annual average volume of overnight domestic GB trips to 3.7 million between 2016-2018 and 2017-2019, whereas for Wales overall trip volume increased by 5 per cent to 9.9 million. Related expenditure on overnight domestic trips in North Wales increased by 9 per cent over the same period, and Wales overall saw expenditure on overnight domestic visits increase by 6 per cent. *Please refer to [Table 1.1](#)*

Domestic GB Tourism Day Visits

The volume of Tourism Day visits in North Wales fell by 9 per cent between 2016-2018 and 2017-2019 to 22.7 million trips, whilst for Wales overall trip numbers decreased by 5 per cent. Related expenditure in North Wales fell by 24 per cent over the same period from £920 million to £703 million, the largest fall of all regions, 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 North Wales fell by 1 per cent in 2017-2019 from 2016-2018 to 299,000, whilst the volume of international trips to Wales overall fell by 2 per cent. Over the same period, associated spending by international visitors to North Wales also fell by 1 per cent, to £89 million in 2017-2019, whilst overall international spending in Wales rose by 1 per cent. *Please refer to [Table 1.2](#)*

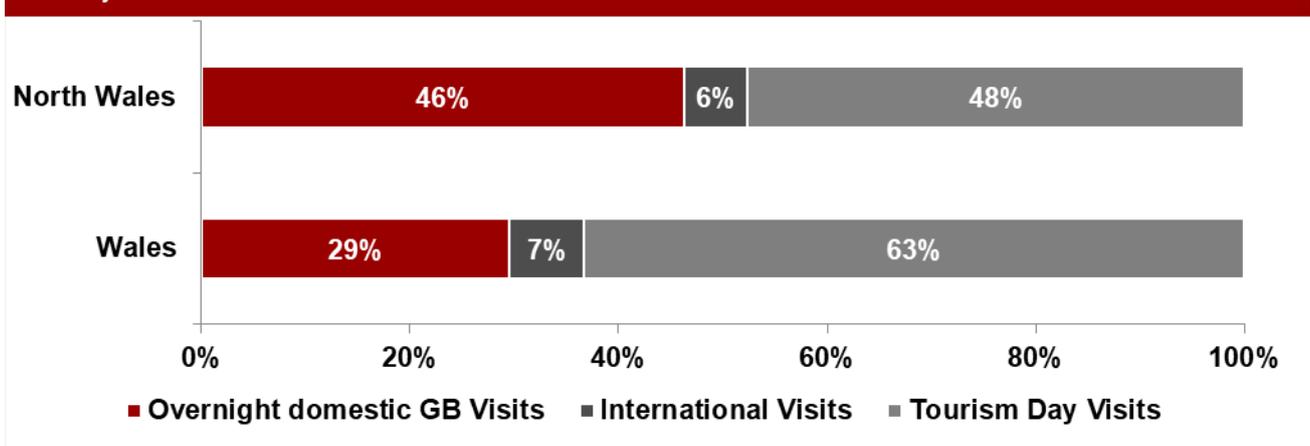
Overall expenditure by tourists to North Wales decreased by 10 per cent

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%

Expenditure on all types of tourism in North Wales in 2017-2019 decreased by 10 per cent compared with 2016-2018, to £1.47 billion, while tourism expenditure in Wales overall fell by 2 per cent to £6.21 billion.

Figure 1.0 Expenditure in Wales and North Wales 2017-2019
Sources: Great Britain Tourism Survey, International Passenger Survey, Great Britain Day Visit Survey



In 2017-2019 the proportion of tourism spending from Tourism Day Visits was lower than the overall Wales average at 48 per cent compared with 63 per cent. Overnight domestic visits accounted for 46 per cent of tourism spending in North Wales, a much larger proportion than for Wales overall, which saw 29 per cent of spending coming from this kind of visit.

Domestic overnight trips and expenditure to North Wales both rose in 2017-2019, more than the Wales average

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%

Between 2016-2018 and 2017-2019, the volume of - and spending on domestic overnight trips in North Wales both increased, by similar amounts. North Wales saw an 8 per cent increase in the annual average volume of overnight domestic GB trips to 3.7 million between 2016-2018 and 2017-2019, whereas for Wales overall trip volume increased by 5 per cent. Related expenditure on overnight domestic trips in North Wales increased by 9 per cent over the same period, and Wales overall saw expenditure on overnight domestic visits increase by 6 per cent.

International visits and expenditure to North Wales saw a small decrease 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 North Wales decreased slightly by 1 per cent between 2016-2018 and 2017-2019, whilst for Wales on average there was a decrease in volume of trips, at 2 per cent, and a very small increase in spending of 1 per cent. The 2017-2019 period received an annual average of 299,000 visits per year, the second highest level of international visits of the Wales regions.

Tourism day visit volume and expenditure in North Wales decreased between 2016-2018 and 2017-2019 by more than any other Welsh region

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

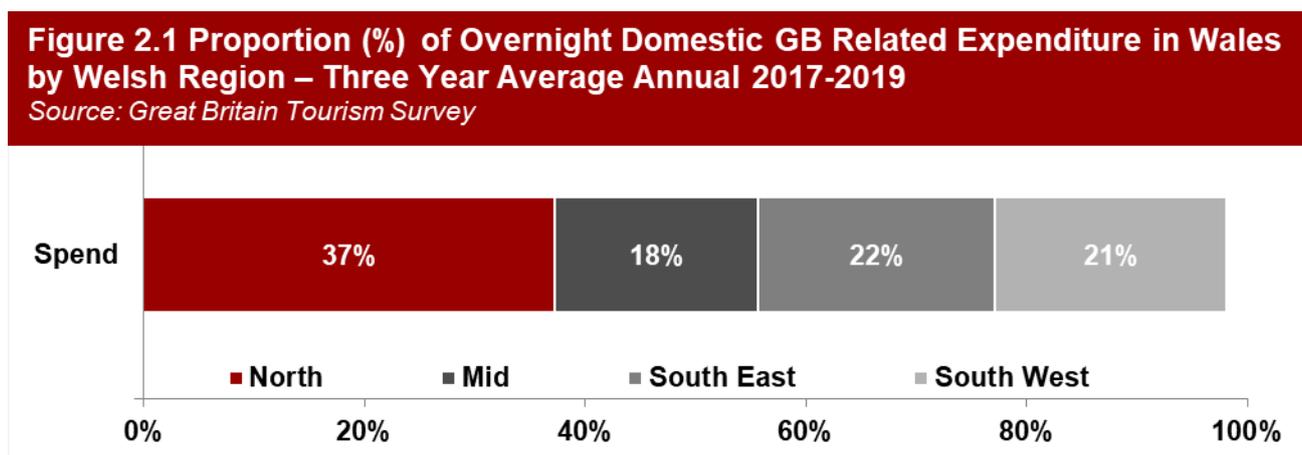
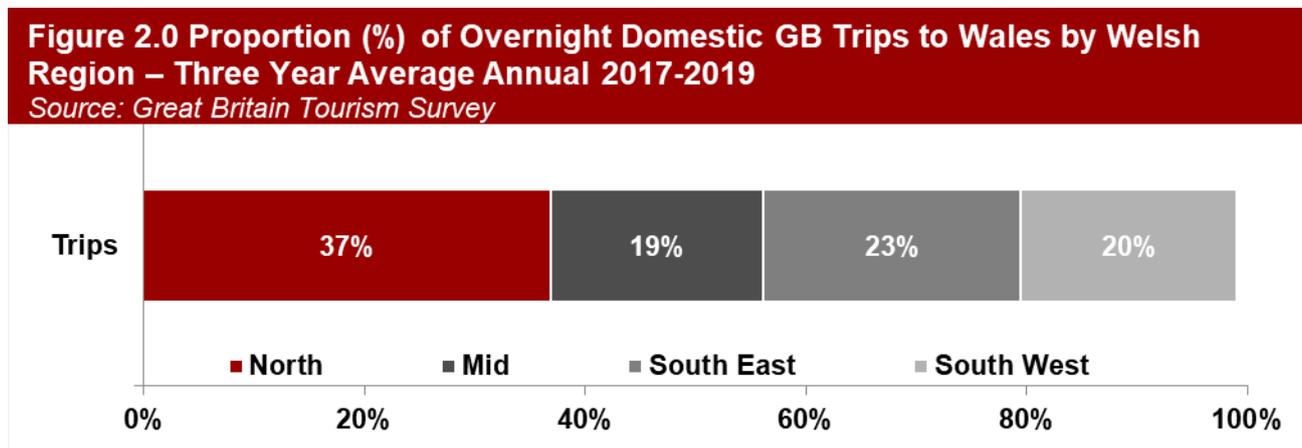
Source: Great Britain Day Visits Survey

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 annual average volume of Tourism Day visits in North Wales fell by 9 per cent between 2016-2018 and 2017-2019 to 22.7 million trips, whilst for Wales overall trip numbers decreased by 5 per cent. Related expenditure in North Wales fell by 24 per cent over the same period from £920 million to £703 million per year, the largest fall of all regions.

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.

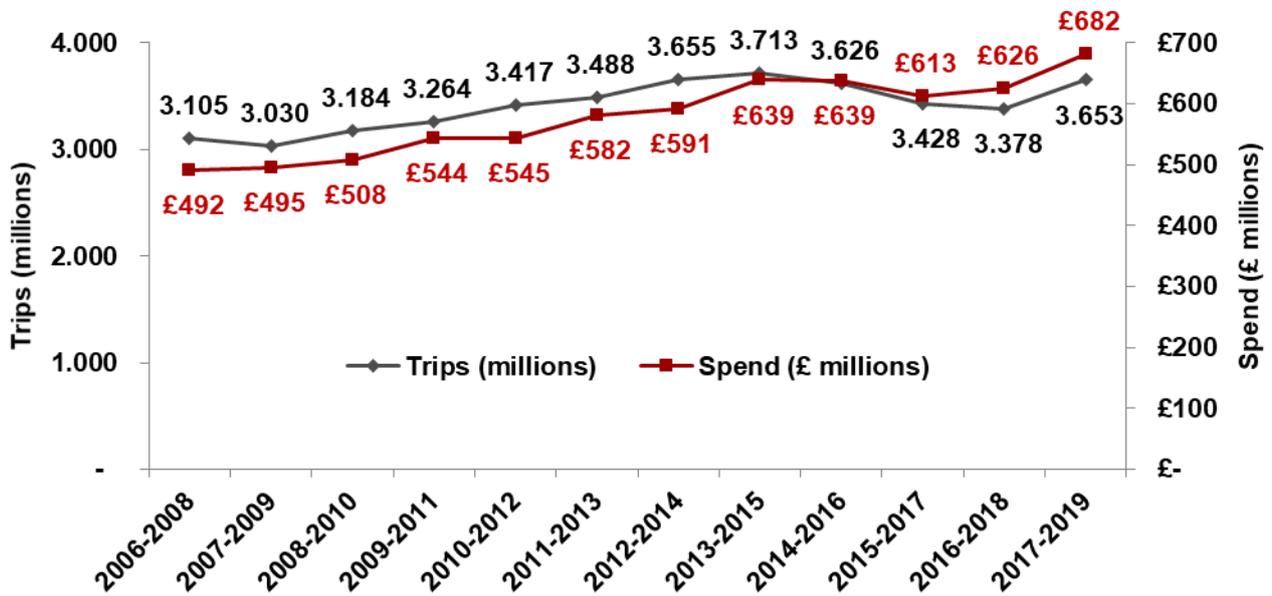


Over the period of 2017-2019, North Wales received an annual average of 3.65 million overnight domestic GB trips per year. During this period these visitors generated an annual average associate spend of £682 million. North Wales received 37 per cent of all overnight domestic GB trips to Wales as well 37 per cent of related expenditure, making it the most popular Welsh region for this kind of tourism. 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 North Wales - Three Year Annual Averages

Source: Great Britain Tourism Survey



Following the peak of £639 million in annual spending seen in the periods 2013-2015 and 2014-2016, there was a decrease in the annual average volume of overnight domestic GB trips and related expenditure to North Wales to £613 million in 2015-2017. However, since 2015-2017 expenditure has recovered and in 2017-2019 reached a new high of £682 million.

Since the 2013-2015 peak of 3.71 million, the annual average volume of overnight domestic trips in North Wales fell until 2016-2018 but recovered well in 2017-2019 to reach 3.65 million trips.

Average Spend per Trip

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

Source: Great Britain Tourism Survey

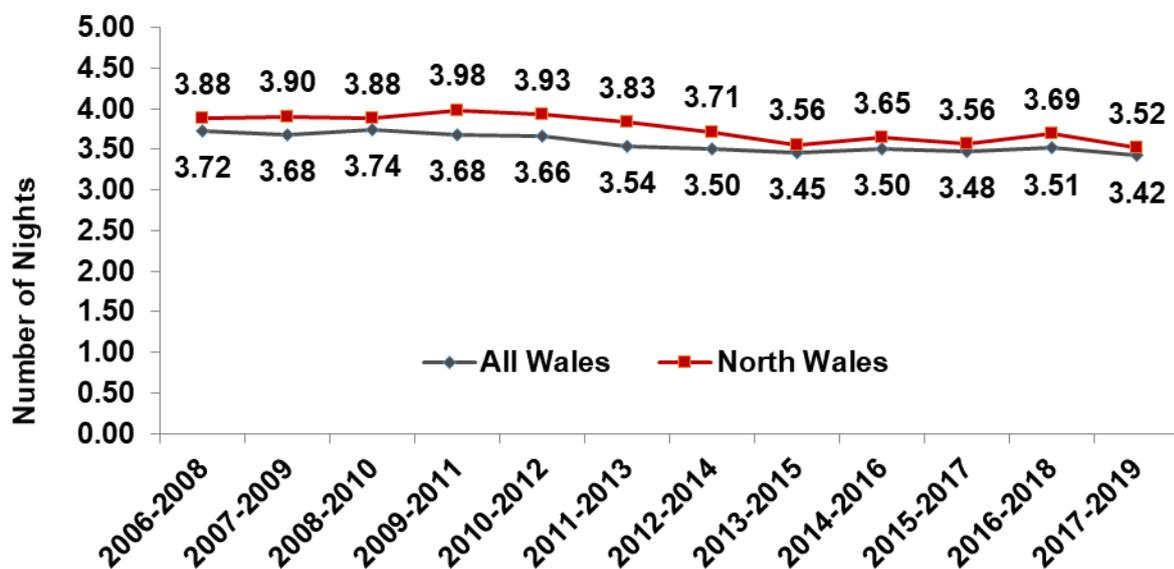


The average spend per overnight domestic GB trip to North Wales in 2017-2019 was £187, the highest it had been during the series period. For comparison, during the same period, the all Wales average was £184, though both showed similar level of growth compared to 2016-2018.

Average Number of Nights per Trip

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

Source: Great Britain Tourism Survey



The average number of nights per overnight domestic GB trip in North Wales has been consistently slightly higher than the all Wales average though both have been decreasing over recent years. In 2017-2019 the average length of a domestic overnight trip in North Wales was 3.52 nights, compared to 3.42 nights in Wales on average.

Purpose of Trip

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

Source: Great Britain Tourism Survey

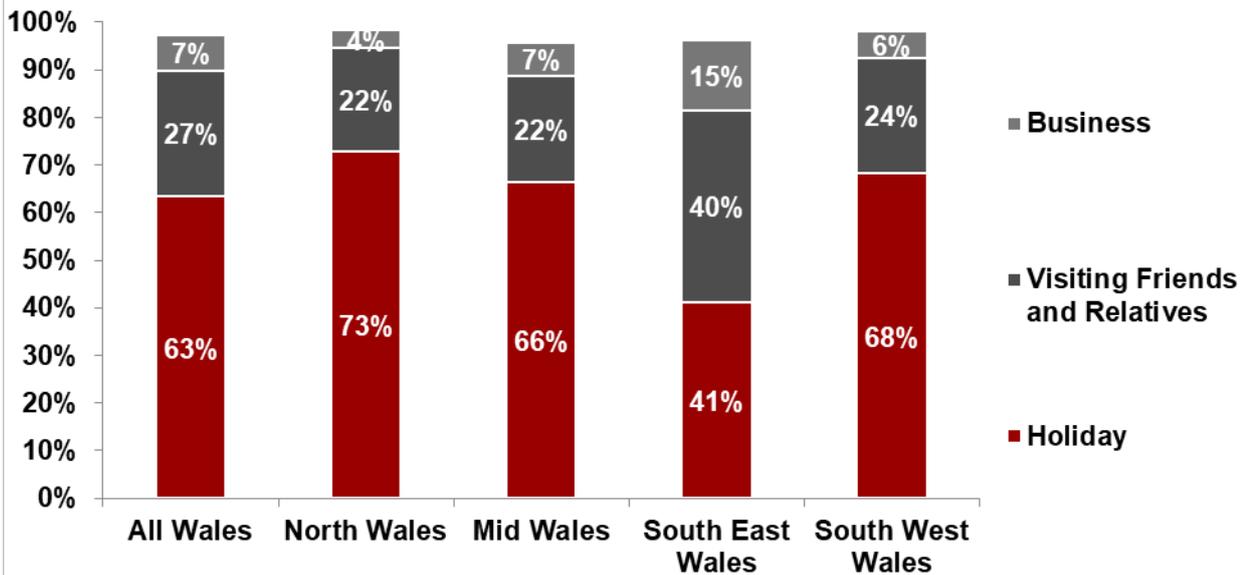
	All Wales	North Wales
Total Trips	9.914	3.653
Holiday	6.278	2.659
Visiting Friends and Relatives	2.634	0.799
Business	0.723	0.133

Almost three quarters of all overnight domestic GB trips (73 per cent) in North Wales during 2017-2019 were for a holiday, the highest proportion of all four regions. This may be unsurprising as North Wales received an above average proportion of its overnight visitors during July - September (see [Figure 2.7](#)).

North Wales received the smallest proportion of business visitors (4 per cent) of all the Welsh regions in 2017-2019, with the overall Wales average at 7 per cent over the same period. North Wales also received the joint lowest proportion of visits to friends or relatives (22 per cent), below the Wales average of 27 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

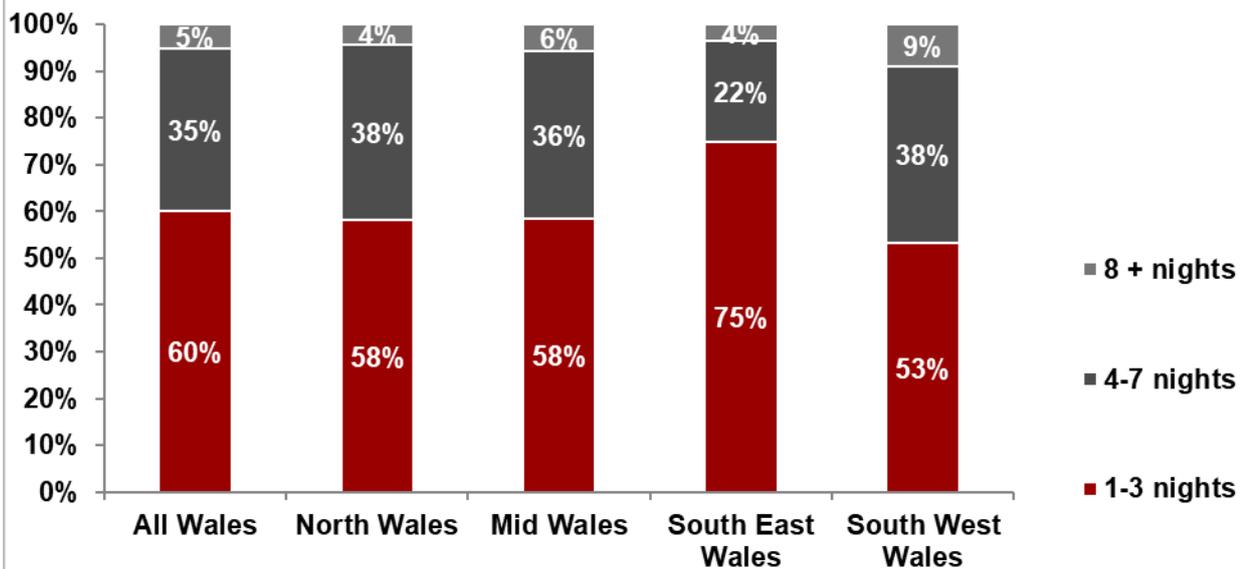


*Please note that the figures might not add to 100% due to survey participants not answering this question or selecting 'Don't Know'/'Other'.

Duration of Holiday Trips

Figure 2.6 Proportion (%) of Overnight Domestic GB Holiday Trips by Duration of Trip to All Wales and Wales Regions – 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'.

For holiday visits to North Wales in 2017-2019, almost six in ten (58 per cent) lasted 1-3 nights followed by 4-7 night trips which made up 38 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 North Wales – Annual Average 2017-2019

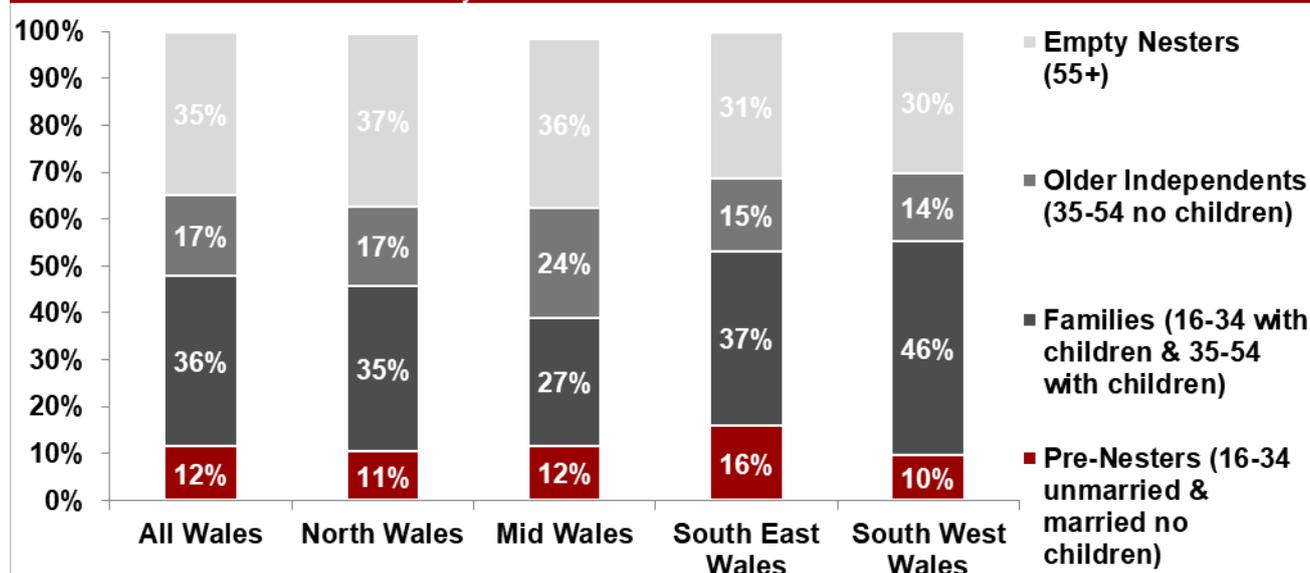
Source: Great Britain Tourism Survey

	All Wales	North Wales
Total Holiday Trips	6.278	2.659
Pre-Nesters (16-34 unmarried & married no children)	0.724	0.280
Families (16-34 with children & 35-54 with children)	2.284	0.938
Older Independents (35-54 no children)	1.089	0.448
Empty Nesters (55+)	2.169	0.983

The lifestage accounting for the largest proportion of overnight domestic GB holiday trips taken in North Wales during 2017-2019 was Empty Nesters (37 per cent of holiday trips), followed closely by the Family lifestage, accounting for 35 per cent of holiday trips. The distribution of different lifestages among holiday visitors in North Wales is very similar to the distribution seen for Wales overall. The proportions of different lifestage visitors coming to North Wales have been relatively stable over recent years.

Figure 2.7 Proportion (%) of Overnight Domestic GB Holiday Trips to All Wales and Wales Regions by Lifestage – Annual Average 2017-2019

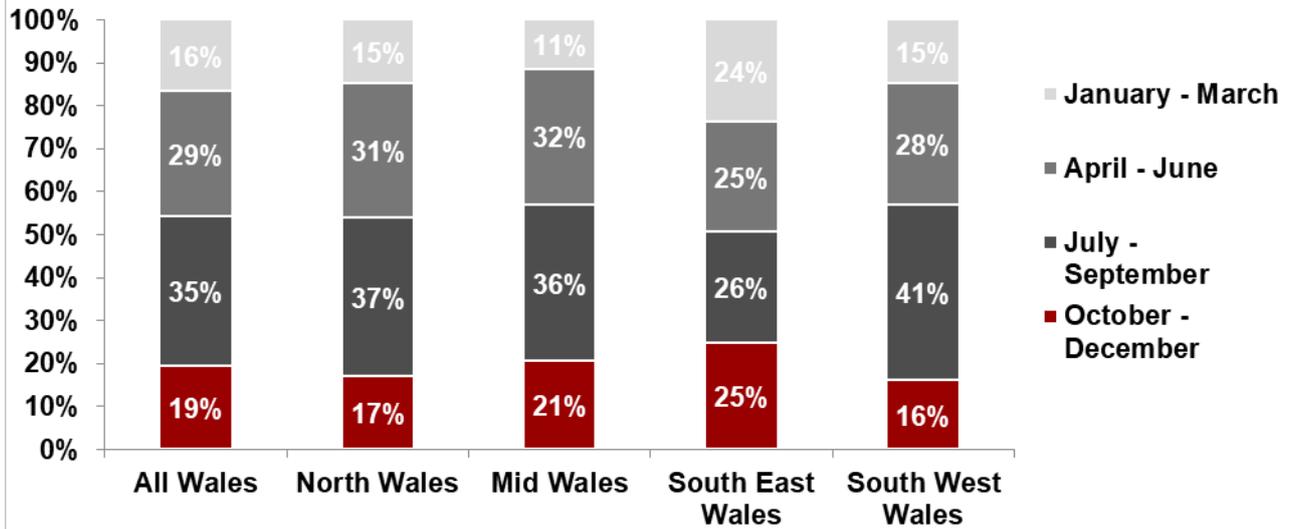
Source: Great Britain Tourism Survey



Seasonality of Trips

Figure 2.8 Proportion (%) of Overnight Domestic GB Trips to All Wales and Wales Regions by Season - Annual Average 2017-2019

Source: Great Britain Tourism Survey



Seasonal distribution of overnight domestic trips for North Wales and all Wales during 2017-2019 reflects typical high and low season periods. Overnight domestic GB trips to North Wales tended to happen during the summer months between July-September (37 per cent) and April-June (31 per cent), though a larger proportion of trips took place in October-March (32 per cent) than in 2016-2018 (29 per cent), implying a lessening reliance on the traditional “peak” spring-summer period. Over two thirds (68 per cent) of North Wales overnight domestic trips during 2017-2019 took place between April and September, slightly above the Wales average of 64 per cent.

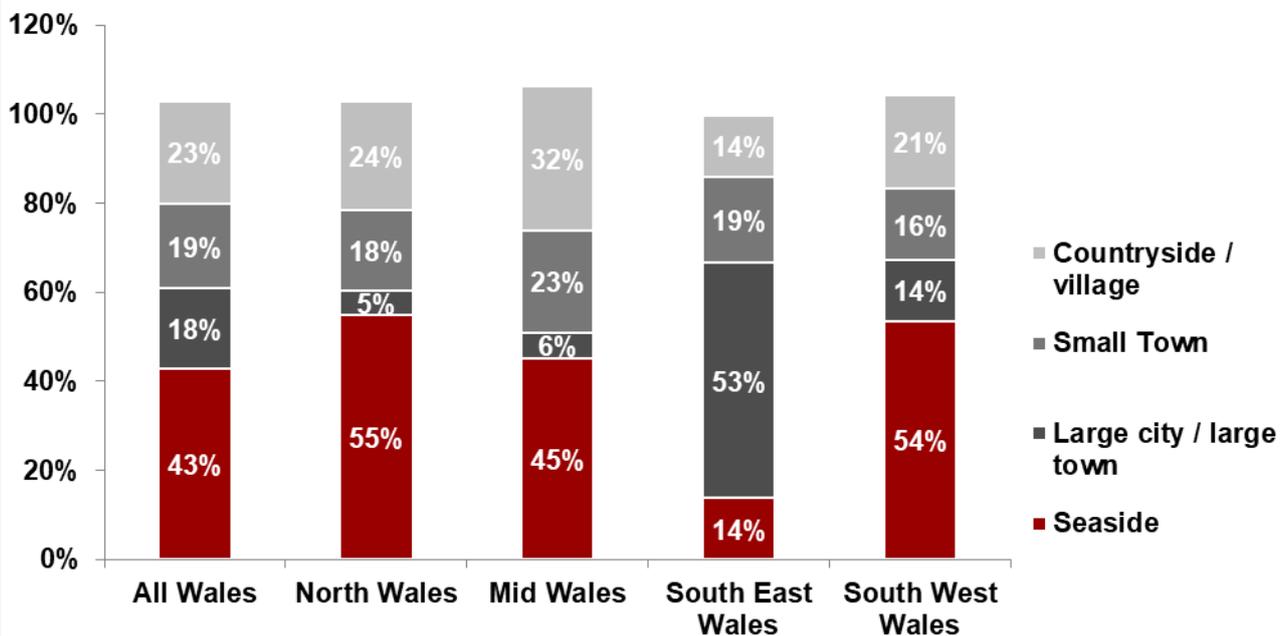
Type of Place Visited

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

Source: Great Britain Tourism Survey

	All Wales	North Wales
Total Trips	9.914	3.653
Seaside	4.259	2.009
Large city / large town	1.781	0.193
Small town	1.869	0.662
Countryside / village	2.293	0.893

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, over half (55 per cent) of all overnight domestic GB trips to North Wales were to a seaside destination, a larger proportion than for Wales on average (43 per cent). The least popular type of place to visit in North Wales was a large city or town, accounting for only 5 per cent of trips, compared to 18 per cent of visits in Wales overall. 24 per cent of overnight visitors in 2017-2019 went to a countryside / village location, and small towns (18 per cent) in North Wales, similar to the proportions for Wales on average.

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 North Wales – Annual Average 2017-2019

Source: Great Britain Tourism Survey

	All Wales	North Wales
Total Trips	9.914	3.653
Hotel/Motel	2.452	0.850
Guest house/Farmhouse/B&B	0.720	0.304
Self catering	1.341	0.523
Friend's home/Relative's home/Second home/Timeshare	2.702	0.809
Caravan and Camping	2.586	1.114

In 2017-2019, the most popular type of accommodation used on an overnight domestic GB trip to North Wales was ‘Caravan and Camping’ with 1.114 million trips (30 per cent of all trips). During the same period, the most popular accommodation type used for all Wales was a ‘Friend’s home/Relative’s home/Second home/Timeshare’ accounting for just over a quarter (27 per cent) of trips. North Wales saw a smaller proportion of stays using a friend’s / relative’s / second home (22 per cent) than Wales on average, and a higher proportion using ‘Caravan and Camping’, but similar proportions of other categories 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

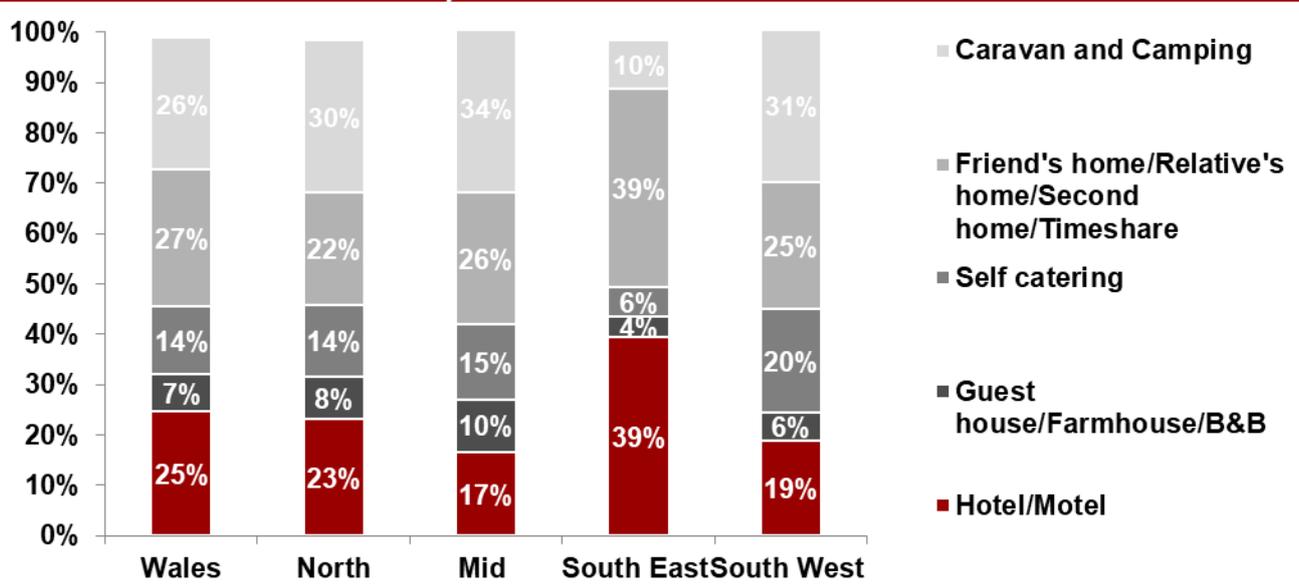


Table 2.6 Value of Related Expenditure (£ millions) from Overnight Domestic GB Trips by Type of Accommodation Used during a trip to Wales and North Wales – Annual Average 2017-2019

Source: Great Britain Tourism Survey

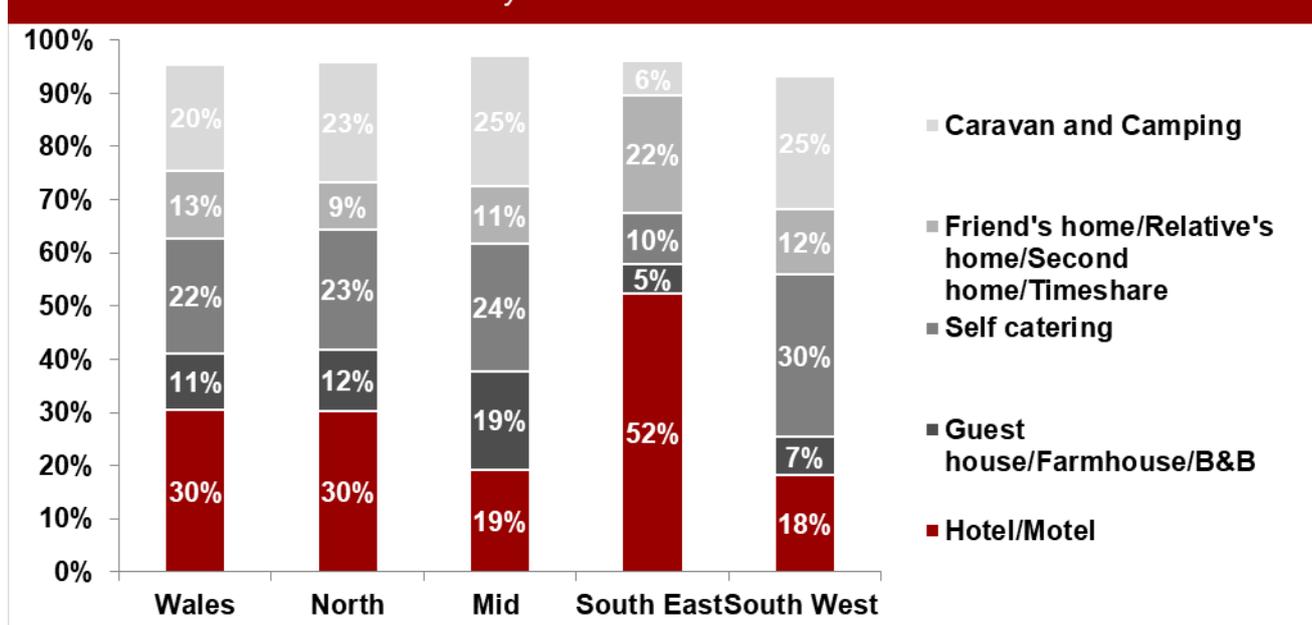
	All Wales	North Wales
Total Expenditure	£1,828	£682
Hotel/Motel	£557	£206
Guest house/Farmhouse/B&B	£195	£79
Self catering	£395	£154
Friend's home/Relative's home/Second home/Timeshare	£233	£61
Caravan and Camping	£362	£154

Although stays involving 'Friend's home/Relative's home/Second home/Timeshare' in 2017-2019 accounted for a considerable share of volume of trips, 22 per cent for North Wales and 27 per cent for all Wales, these trips contributed to a much smaller proportion of related expenditure, with 9 per cent in North Wales and 13 per cent for all Wales.

In both North Wales and for Wales overall, 'Hotel/Motel' stays contributed to a higher proportion of related expenditure than volume of trips. In North Wales, 'Hotel/Motel' stays were responsible for 23 per cent of trips (850,000) but contributed to 30 per cent (£206 million) of all expenditure. Similarly, trips involving self-catering accommodation accounted for 14 per cent in volume of trips, but 23 per cent of related 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 North Wales – Annual Average 2017-2019

Source: Great Britain Tourism Survey

	All Wales		North Wales	
Total Trips	9.914	100%	3.653	100%
Scotland	0.111	1%	0.043	1%
Wales	1.76	18%	0.443	12%
England	8.044	81%	3.168	87%
North East England	0.088	1%	0.051	1%
North West England	1.976	20%	1.441	39%
Yorkshire and the Humber	0.403	4%	0.182	5%
East Midlands	0.669	7%	0.242	7%
West Midlands	1.921	19%	0.700	19%
East of England	0.373	4%	0.101	3%
London	0.577	6%	0.134	4%
South East England	1.132	11%	0.206	6%
South West England	0.905	9%	0.111	3%

Out of all the regions in Wales, North Wales had the highest proportion of overnight domestic GB trips from England (87 per cent) in 2017-2019. Moreover, over the same period, it had the smallest proportion of overnight Welsh visitors (12 per cent).

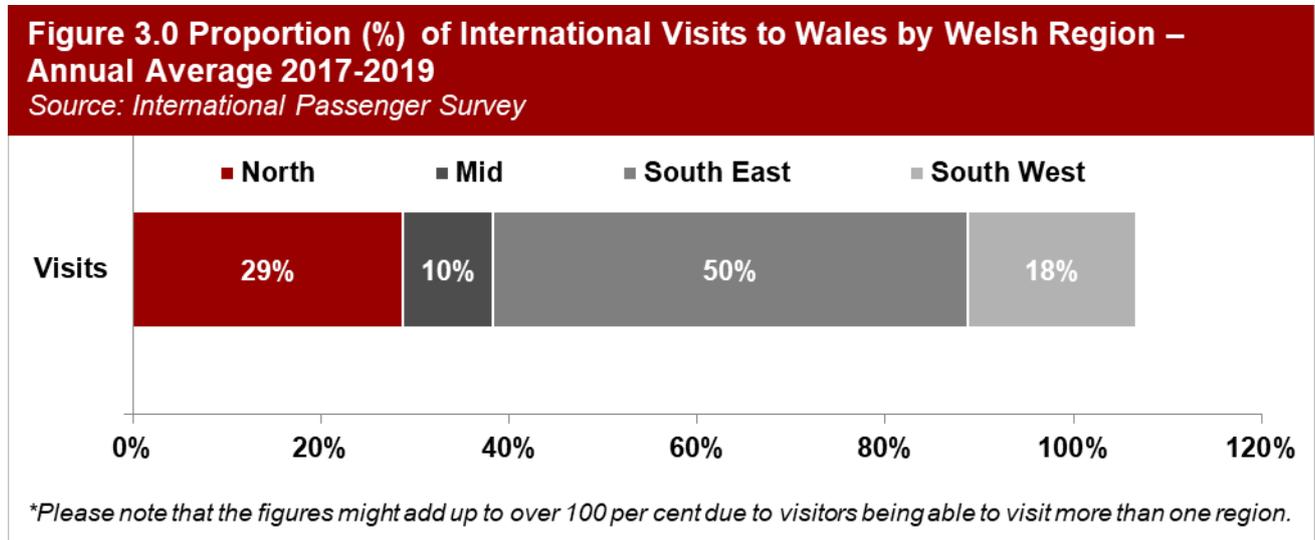
Nearly two fifths (39 per cent) of overnight domestic GB trips to North Wales originated from North West England, and a further fifth (19 per cent) came from the West Midlands. For Wales on average, the highest proportion of visitors to Wales originated from North West England with 20 per cent, closely followed by the West Midlands, accounting for 19 per cent of visitors to Wales.

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](#).

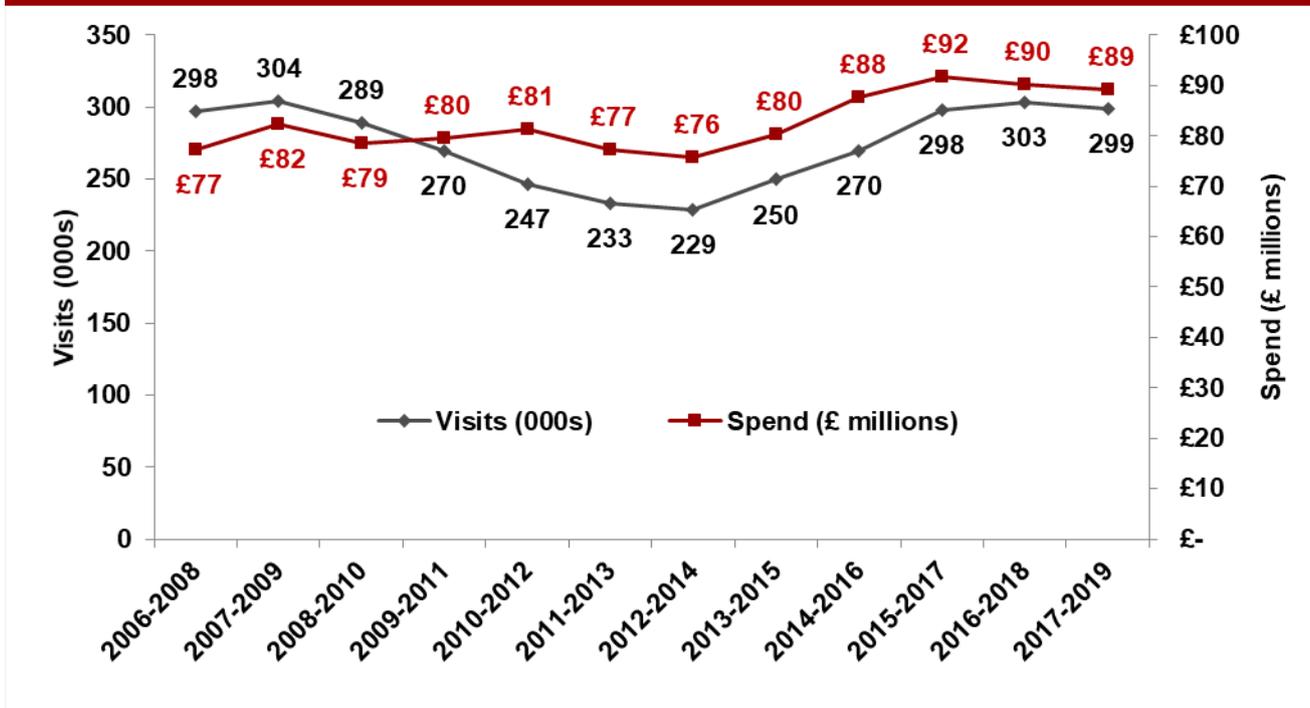
This section uses the updated data so figures for 2009 to 2018 quoted here will not match those in previous publications. Tables summarising the original and revised data for 2009 – 2019 are in [Table 7.2](#).



Over the period of 2017-2019, North Wales received an annual average of 299,000 international visits per year. Over this same period these visits contributed to an average of £89 million per year to tourism spending in this region. North Wales received around 3 in 10 (29 per cent) international visits to Wales, a similar proportion as during the previous period 2016-2018.

Volume of Visits and Related Expenditure

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



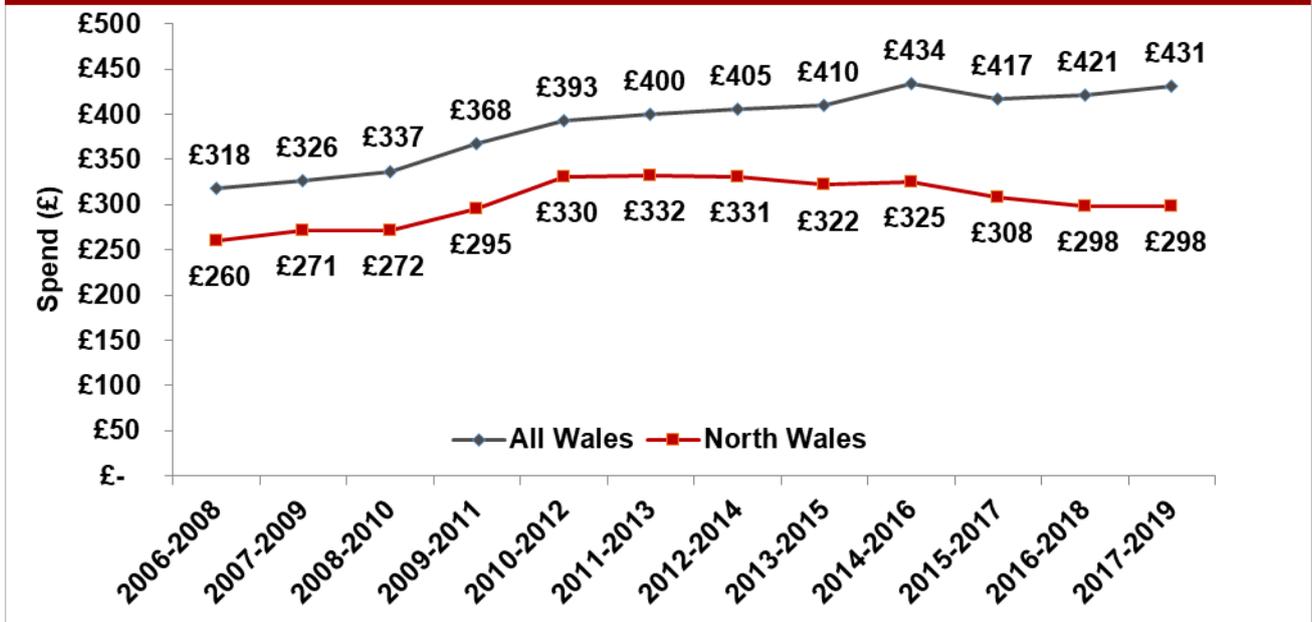
From a peak of 304,000 visits in 2007-2009, the volume of international visits to North Wales decreased steadily, reaching a low of 229,000 visits in 2012-2014. Following this, there has been a continuous increase, with visit volume reaching 303,000 in 2016-2018 – slightly below the previous peak, and then falling again in 2017-2019 to 299,000.

Annual average related expenditure followed a general increasing trend from £77 million in 2006-2008 to reach £92 million in 2015-2017, before falling slightly to £90 million in 2016-2018, and again to £89 million in 2017-2019.

Average Spend per Visit

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

Source: International Passenger Survey

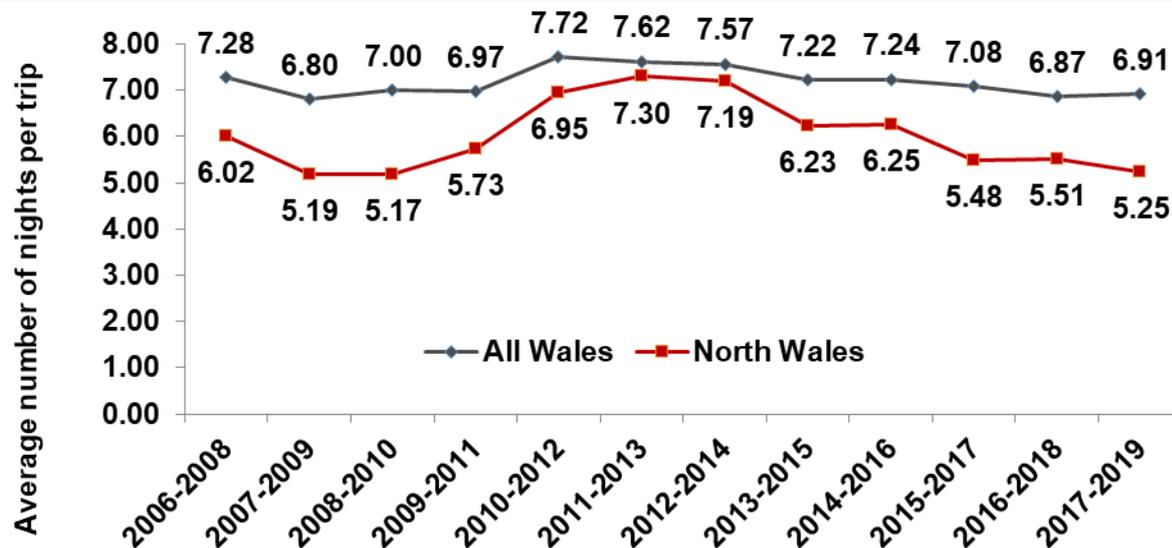


Following an increase between 2006-2008 and 2010-2012 from £260 to £330, the average spend per international visit to North Wales plateaued until 2012-2014 when it started to decline, falling to £298 in 2016-2018 and remaining level into 2017-2019. North Wales has consistently seen average spend per visit levels below the all Wales average though the average trip duration (see [Figure 3.3](#)) in North Wales has generally been below the all Wales average over the past few years. The average spend per international visit to Wales follows a general upward trend, and increased from £421 in 2016-2018 to £431 in 2017-2019.

Average Number of Nights per Visit

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

Source: International Passenger Survey



The average number of nights per international visit to North Wales peaked at 7.30 nights in 2011-2013, after which it has followed a downward trend, falling again in 2017-2019 to 5.25 nights per visit. During the same period the all Wales average remained level at 6.91 nights per trip.

Purpose of Trip

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

Source: International Passenger Survey

	All Wales	North Wales
Total Trips	1,041	299
Holiday	424	138
Business	159	33
Visiting Friends and Relatives	382	88
Other	65	37
Study	11	3

In 2017-2019, almost half (46 per cent) of all international visitors to North Wales came for a holiday, a higher proportion than for Wales overall (41 per cent).

Just under a third (29 per cent) of international visitors to North Wales came to visit friends and family – a smaller average to that of all Wales (37 per cent). North Wales also received a smaller proportion of business visitors (11 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

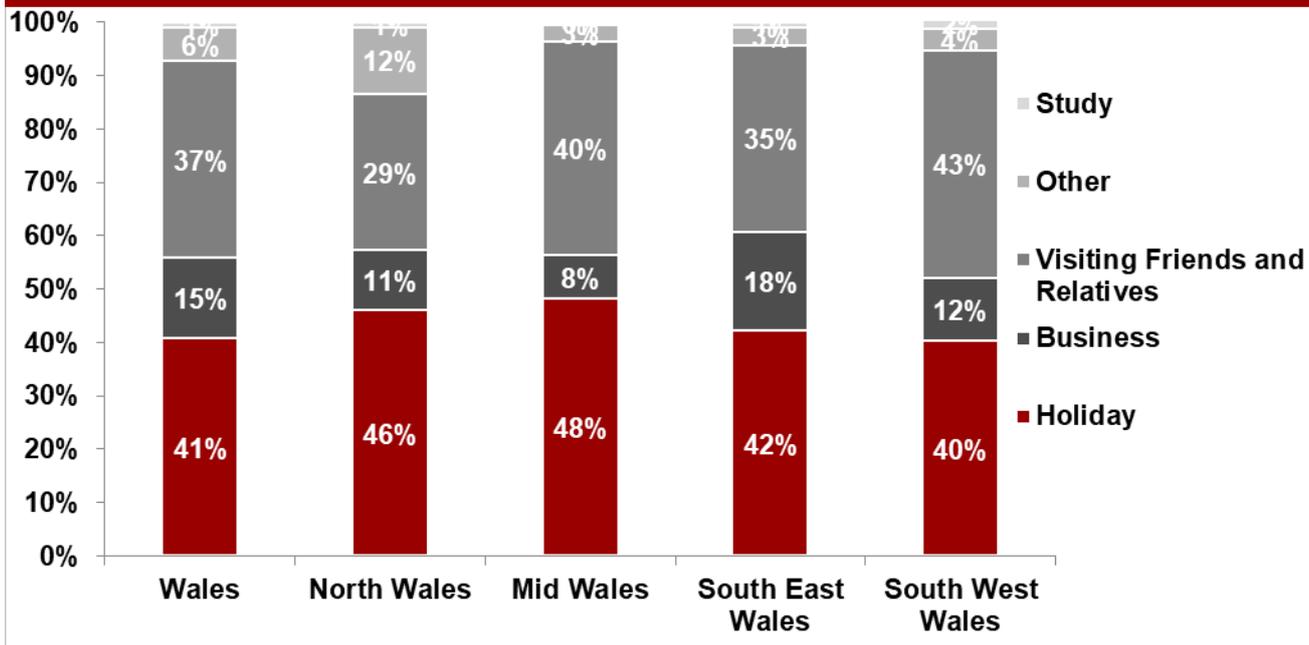


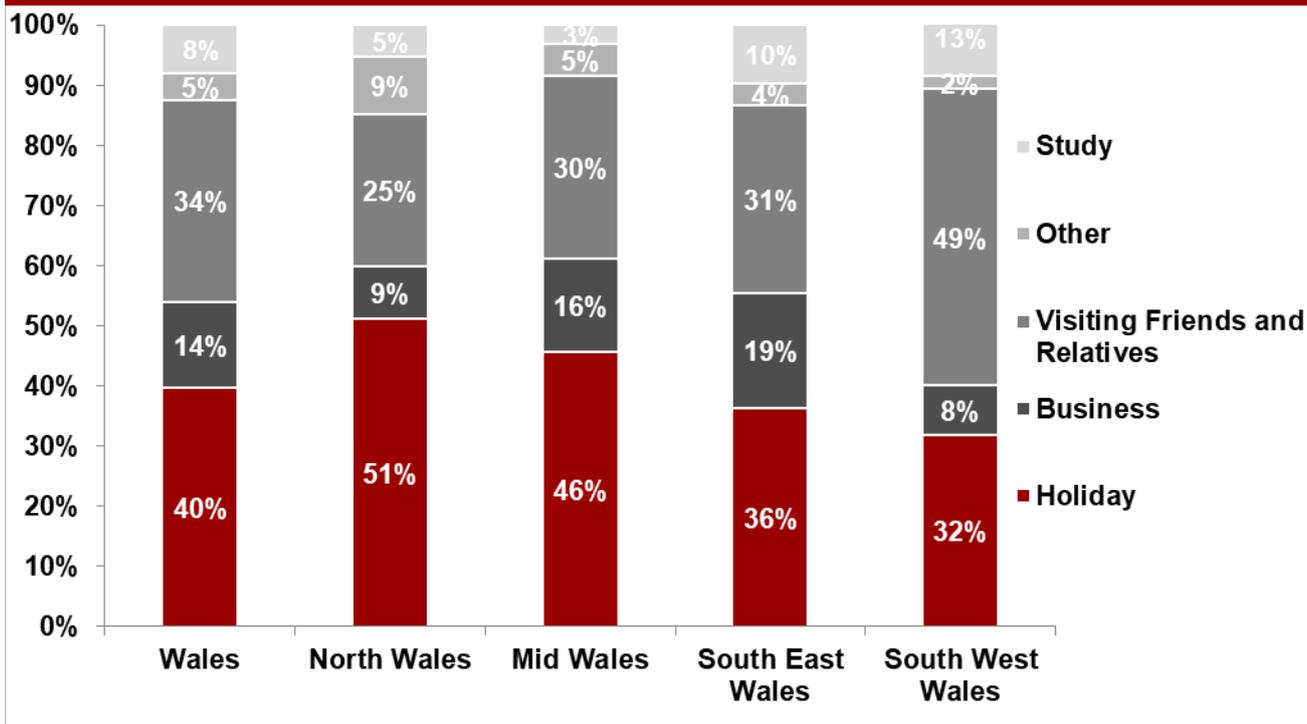
Table 3.2 Related Expenditure (£ millions) of International Visits by Purpose of Trip to All Wales and North Wales – Annual Average 2017-2019

Source: International Passenger Survey

	All Wales	North Wales
Total Expenditure	448.4	89.1
Holiday	178.2	45.6
Business	63.6	7.8
Visiting Friends and Relatives	151.0	22.6
Other	20.2	8.4
Study	35.5	4.7

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



In 2017-2019, international visitors coming to North Wales to study generated 5 per cent (£4.7 million) of all international tourism related expenditure in the region, though such trips represented only 1 per cent of all international visits. Visits to friends or relatives in North Wales accounted for a smaller proportion of spending (25 per cent) than volume of trips (29 per cent), whereas holiday visits accounted for slightly more spending (51 per cent) than the trip volume (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 North 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 North Wales – Annual Average 2017-2019

Source: International Passenger Survey

All Wales			North Wales		
All Visits	1,041	100%	All Visits	299	100%
1. Ireland	164	16%	1. Ireland	85	28%
2. USA	108	10%	2. USA	37	12%
3. Germany	80	8%	3. Germany	27	9%
4. France	73	7%	4. Australia	16	5%
5. Netherlands	58	6%	5. Netherlands	15	5%
6. Australia	53	5%	6. Poland	12	4%
7. Spain	47	4%	7. France	10	3%
8. Italy	41	4%	8. Spain	10	3%
9. Poland	36	3%	9. Switzerland	9	3%
10. Canada	31	3%	10. Canada	8	3%

The most common countries of origin for international visitors to North Wales were Ireland with 28 per cent of visits, followed by the USA (12 per cent) and Germany (9 per cent).

North Wales had similar countries listed in its top 10 when compared to Wales overall. The only dissimilarities being Switzerland, which accounted for 3 per cent of visits to North Wales, which replaces Italy which does not feature in the North Wales top 10.

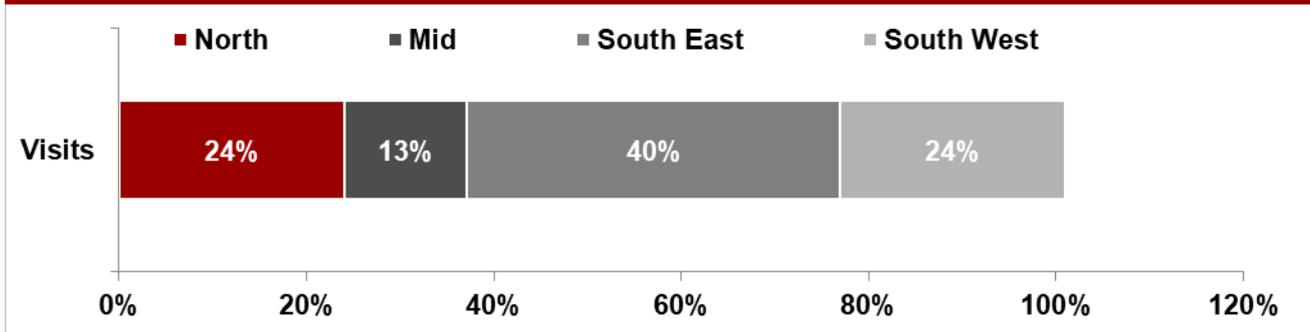
4. Tourism Day Visits

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.

Figure 4.0 Proportion (%) of Tourism Day Visits to each Welsh Region – Annual Average 2017-2019

Source: Great Britain Day Visits Survey

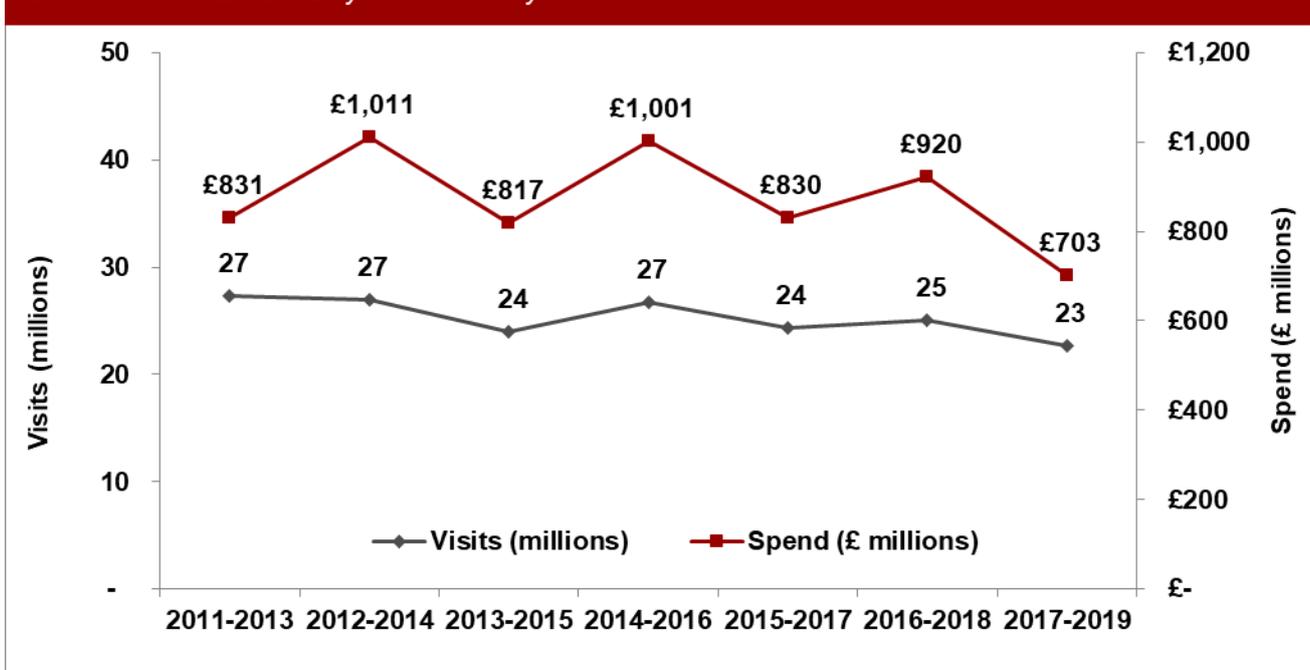


During 2017-2019, North Wales received an annual average of 23 million day visits with a related expenditure of £703 million. North Wales accounted for almost a quarter (24 per cent) of all Tourism Day visits to Wales.

Tourism Day Visits and Related Expenditure

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

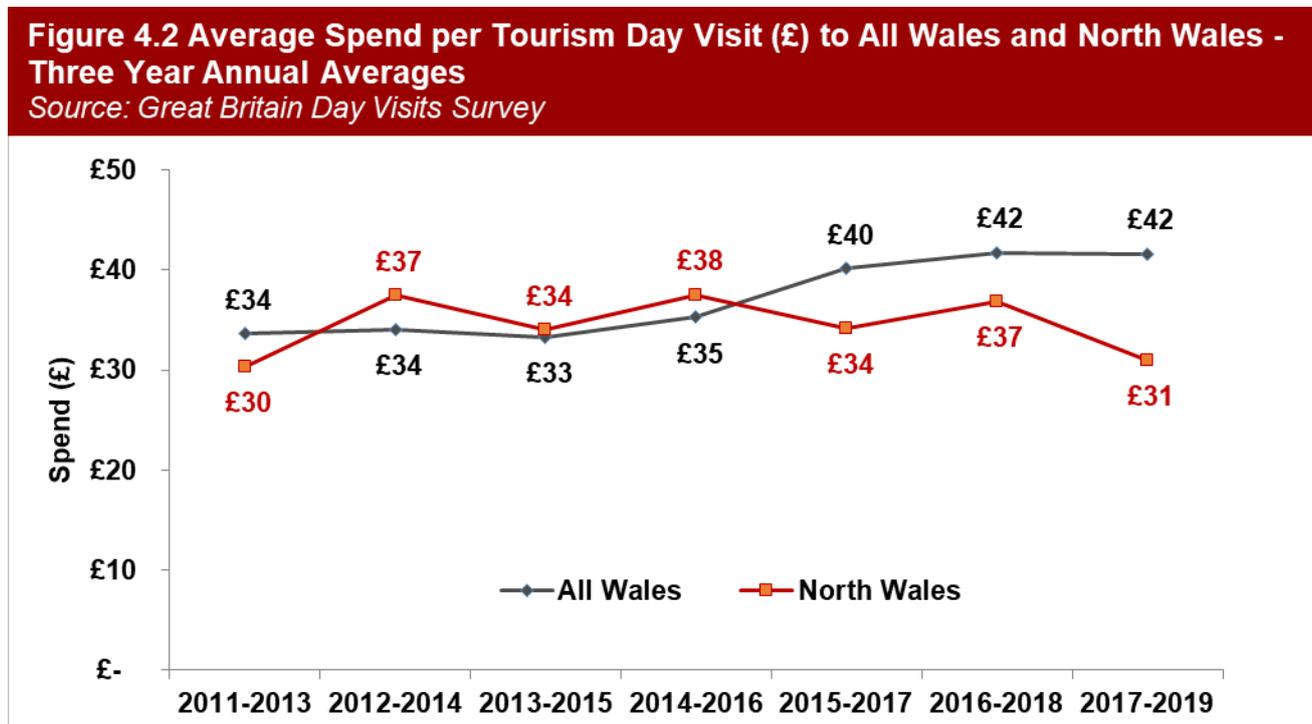
Source: Great Britain Day Visits Survey



The annual average volume of Tourism Day visits shown a slight downward trend over the last few years and in 2017-2019 decreased from 25 million to 23 million.

Related expenditure for Tourism Day visits to North Wales has tended to fluctuate over the years, increasing post 2011-2013 and then decreasing again after 2012-2014. Spending decreased sharply between 2016-2018 and 2017-2019 from £920 million to £703 million.

Average Spend per Visit



From 2012-2014 until 2014-2016, the average spend per Tourism Day visit in North Wales was higher than that of Wales overall. However, the average spend per Tourism Day visit in North Wales has been lower than of Wales since 2015-2017, and in 2017-2019 fell sharply from £37 to £31 whereas the all Wales average remained unchanged at £42.

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 North Wales – Annual Average 2017-2019

Source: Great Britain Day Visits Survey

All Wales			North Wales		
All Visits	94.4	100%	All Visits	22.7	100%
Visiting friends or family	22.0	23%	Visiting friends or family	5.2	23%
Going out for a meal	9.7	10%	Going out for a meal	3.1	14%
Outdoor activities	8.7	9%	Outdoor activities	2.0	9%
General day out	7.8	8%	General day out	2.4	11%
Going on a night out	6.8	7%	Going on a night out	1.1	5%
Special shopping	6.3	7%	Special shopping	1.2	5%
Going out for entertainment	4.8	5%	Going out for entertainment	1.0	4%
Going to visitor attractions	4.5	5%	Going to visitor attractions	1.0	4%
Watching live sporting events	3.4	4%	Watching live sporting events	0.5	2%
Special personal events	2.9	3%	Special personal events	0.6	3%
Special public events	2.5	3%	Special public events	0.6	3%
Taking part in sports	1.4	1%	Taking part in sports	0.3	1%
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	0.5	2%
Other day out for leisure	3.2	3%	Other day out for leisure	1.0	4%

Just over a fifth (23 per cent, 5.2 million) of Tourism Day visitors to North Wales in 2017-2019 visited friends or family, making it the most popular activity undertaken. This was also seen in Wales as a whole, where 23 per cent (22.0 million) Tourism Day visits were to see friends or family in 2017-2019.

A higher proportion of Tourism Day visits to North Wales were to go out for a meal (14 per cent), for and for a 'General Day Out' (11 per cent) compared to Wales on average. Conversely, a smaller proportion of Tourism Day visits to North Wales were for a night out (5 per cent), for special shopping (5 per cent), and to watch a live sporting event (2 per cent) 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 North Wales – Annual Average 2017-2019

Source: Great Britain Day Visits Survey

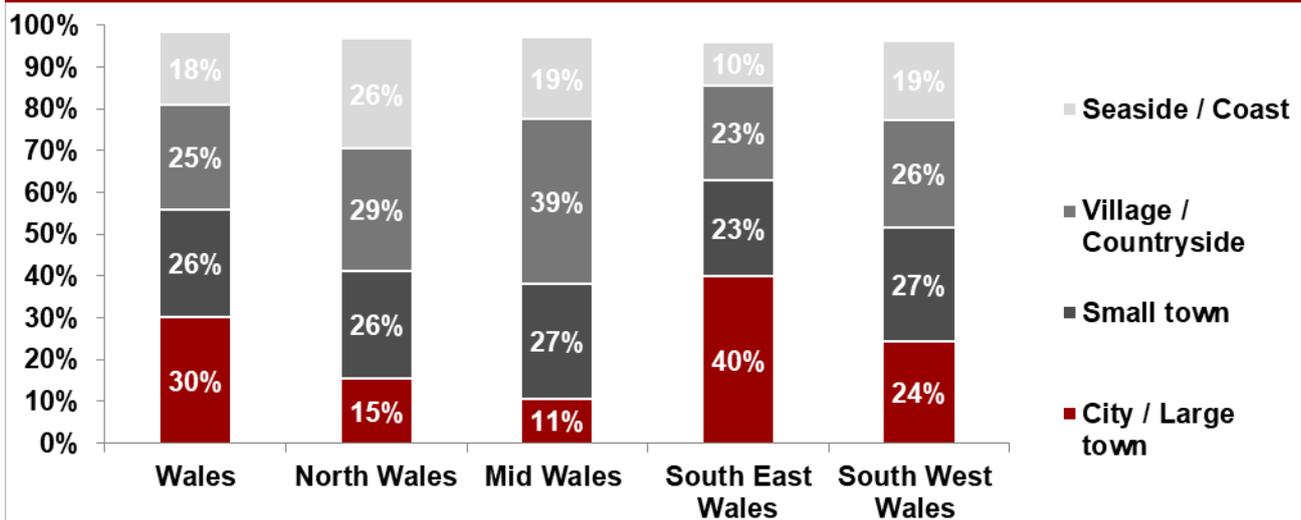
	All Wales	North Wales
Total Visits	94	23
City / Large town	29	4
Small town	24	6
Village / Countryside	24	7
Seaside / Coast	17	6

In North Wales, the types of place most visited on a Tourism Day visit during 2017-2019 were a village / countryside with around 3 in 10 (29 per cent) visits; followed by the seaside / coast and small town locations which each represented over a quarter (26 per cent) of such trips.

In comparison with Wales overall, North Wales received a higher proportion of visits to the seaside / coast (18 per cent for Wales overall), and a lower proportion visiting a city or large town (15 per cent compared to 30 per cent for Wales overall).

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'.

Mode of Transport Used

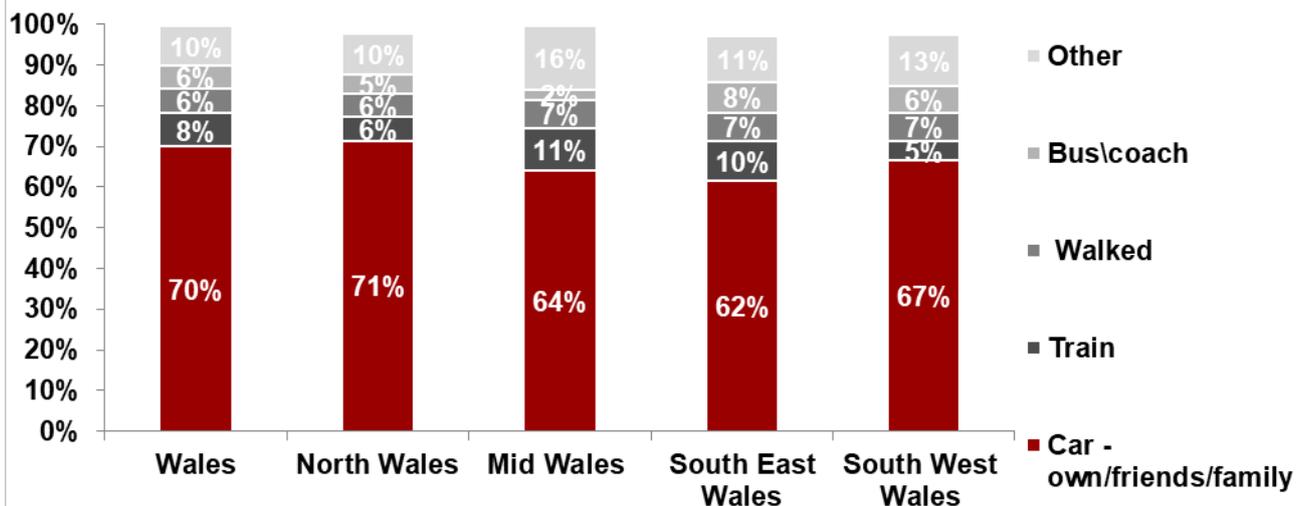
Table 4.3 Volume of Tourism Day Visits (millions) by Mode of Transport to All Wales and North Wales – Annual Average 2017-2019

Source: Great Britain Day Visits Survey

	All Wales	North Wales
Total Visits	94	23
Car - own/friends/family	66	16
Train	8	1
Walked	6	1
Bus\coach	5	1
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

Like for the other regions in Wales, the car was the most preferred mode of transportation in North Wales, with the majority (71 per cent) of Tourism Day visitors in 2017-2019 choosing to travel this way. North Wales saw similar proportions of Tourism Day visits using other types of transport as for Wales overall in 2017-2019.

Distance Travelled

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

Source: Great Britain Day Visits Survey

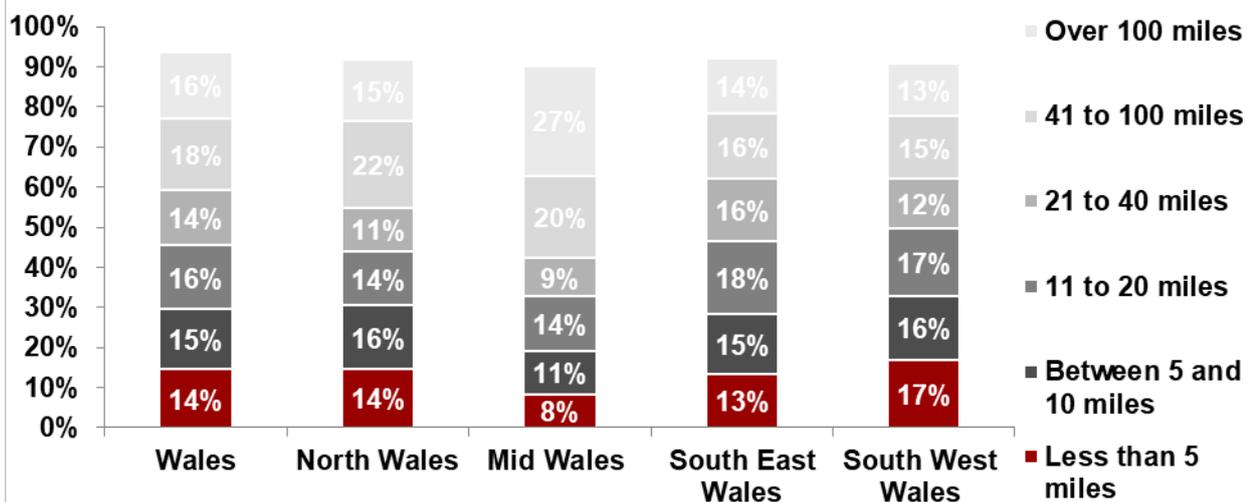
	All Wales	North Wales
Total Visits	94	23
Less than 5 miles	14	3
Between 5 and 10 miles	14	4
11 to 20 miles	15	3
21 to 40 miles	13	2
41 to 100 miles	17	5
Over 100 miles	15	3

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

The distribution of distances travelled for Tourism Day visits during 2017-2019 in North Wales follows the approximate distribution for Wales on average. 3 in 10 (30 per cent) visits in North Wales involved travelling up to 10 miles, compared to 29 per cent for Wales on average. Over a third (37 per cent) of Tourism Day visits in North Wales involved travel of more than 41 miles, a slightly larger proportion than for Wales on average (34 per cent).

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'.

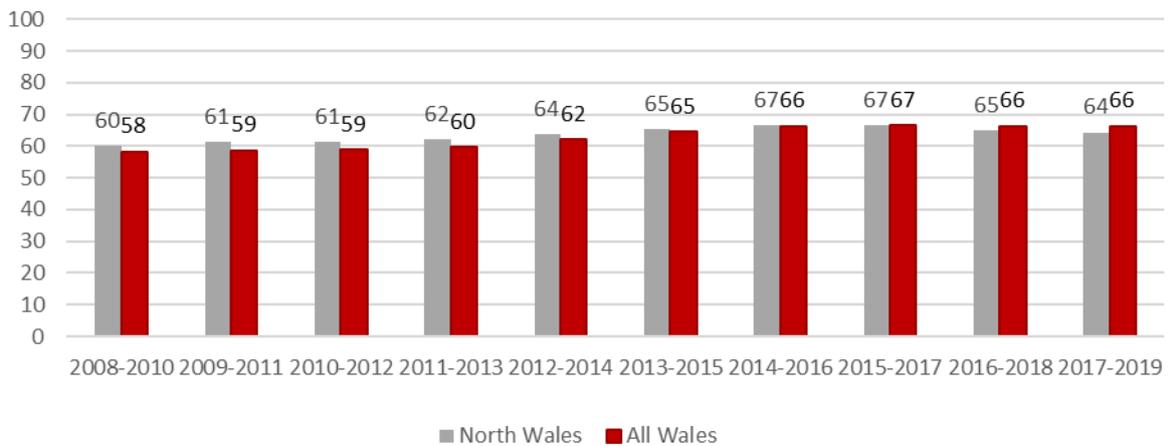
5. Accommodation Occupancy Rates

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 North Wales

Source: Visit Wales Occupancy Survey

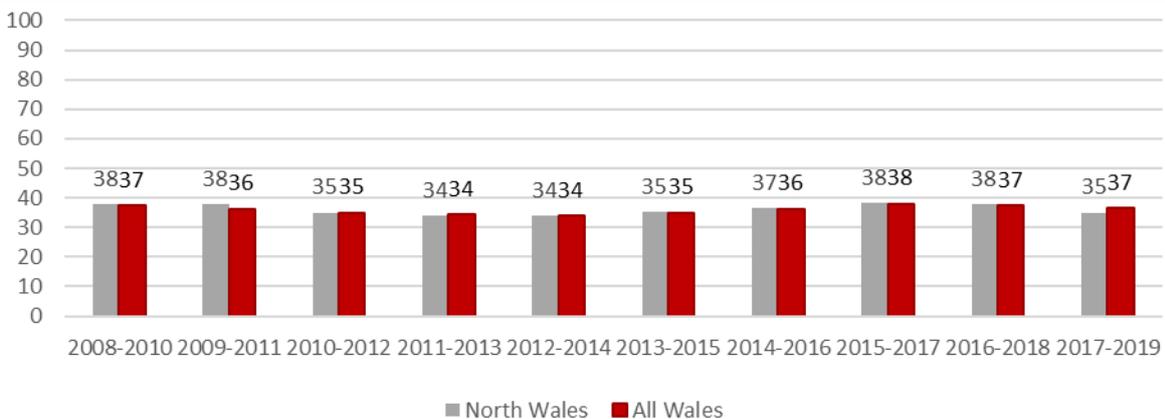


Hotel room occupancy rates in North Wales had been consistently slightly above the Wales average rate until 2013-2015, and in 2016-2018 dipped below to 65 per cent, then fell again by 1 percentage point in 2017-2019 to 64 per cent. The Wales average remained unchanged from the previous period at 66 per cent in 2017-2019.

Guesthouses and B&Bs

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

Source: Visit Wales Occupancy Survey



Guesthouse/B&B occupancy rates in North Wales had remained relatively unchanged over the past few years but fell from 38 per cent in 2016-2018 to 35 per cent in 2017-2019, dipping below the Wales average of 37 per cent.

Self-Catering

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

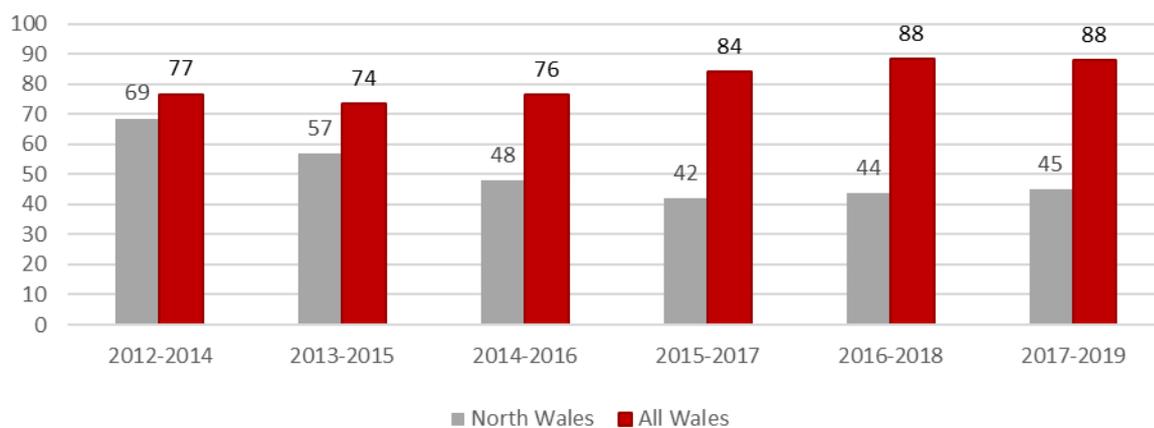
Source: Visit Wales Occupancy Survey



Self-Catering unit occupancy rates in North Wales have increased steadily over recent years. In 2017-2019 North Wales occupancy rates were the highest of all the Welsh regions, at 62 per cent compared with the Welsh average of 57 per cent.

Static Caravan and Holiday Homes¹

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



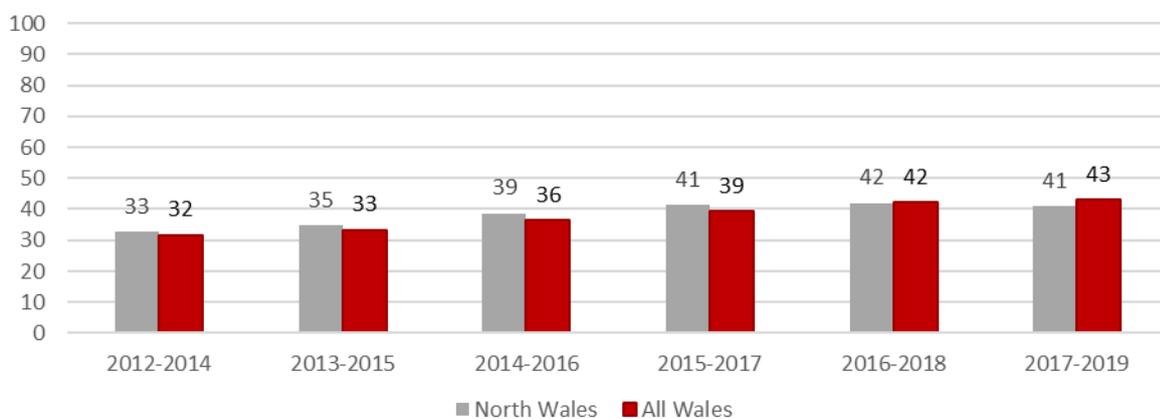
¹ North Wales Static Caravan and Holiday Home occupancy rate is based on a small sample

Since 2012-2014, Static Caravan and Holiday Homes unit occupancy rates in North Wales have rapidly declined. The region had the lowest rates of all the Welsh regions for this kind of accommodation in 2017-2019, with 45 per cent, increasing by only 1 percentage point since 2016-2018. The occupancy rate in Wales on average has remained more stable, and shows some growth in the last few periods, though remained level at 88 per cent between 2016-2018 and 2017-2019.

Touring Caravan and Camping

Figure 5.4 Three Year May to October Average Touring Caravan and Camping Pitch Occupancy Rates (%) for All Wales and North Wales

Source: Visit Wales Occupancy Survey

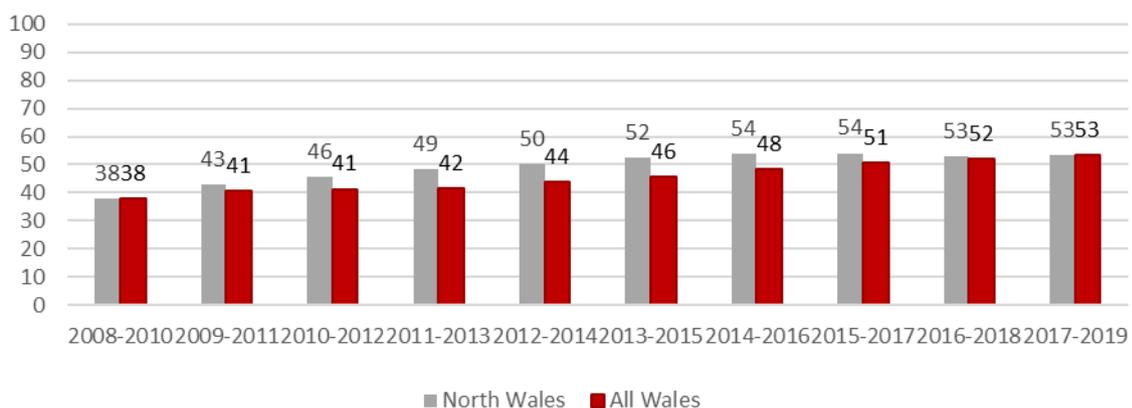


The Touring Caravan and Camping pitch occupancy rate in North Wales fell by 1 percentage point from 2016-2018 to 41 per cent in 2017-2019, whilst the all Wales average rose by 1 percentage point to 43 per cent.

Hostels

Figure 5.5 Three Year Annual Average Hostel Bedspace Occupancy Rates (%) for All Wales and North Wales

Source: Visit Wales Occupancy Survey



Hostel occupancy rates in North Wales for 2017-2019 were the same as for Wales overall (53 per cent). However, between 2009-2011 and 2016-2018 occupancy rates in North Wales had been above the all Wales average.

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