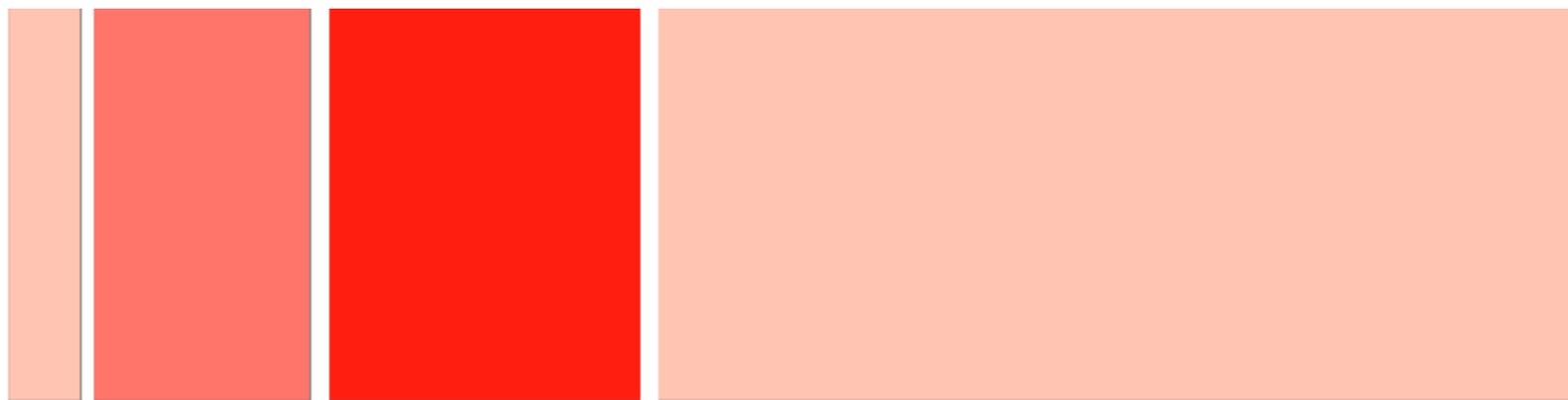




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Tourism profile – Wales Local Authorities 2011-19



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Subtitle: Summary of tourism trends for local authorities in Wales
2011 – 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 on local authorities in Wales for the period 2011-2019. Please also refer to the four Wales regional tourism profiles for further 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, domestic day visitors, and international overnight visitors.

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Tourism profile – Wales Local Authorities

Summary of tourism trends for local authorities in Wales 2011 – 2019

Map of Welsh local authorities

Map of regions of Wales



Introduction

The tables in this profile contain tourism-related data for the 22 Local Authorities in Wales during the period 2011 - 2019. The data is sorted alphabetically by local authority. Please note that the data is presented using 3-year rolling averages, as the sample sizes of the various tourism surveys used to compile this profile would be too small to give statistically reliable data for each local authority on an annual basis.

The profile contains summary tables on domestic overnight and domestic day visitors to Wales. In order to provide context to the data for the individual Welsh local authorities, we have also provided data for the overall GB-level, Wales-level and the four regions of Wales shown in the map above. Please refer also to the four Wales regional tourism profiles published along with this local authority profile for comparative information on a Wales regional basis.

GB Domestic Visitors to Wales

Great Britain Tourism Survey

The GBTS is a continuous survey of the GB population that is the source of official statistics measuring the volume and value of overnight trips taken by British residents throughout Britain.

Trips (millions)	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
GB	125.186	121.055	120.524	119.374	121.519	119.562	120.671
Wales	9.743	9.845	10.127	9.919	9.593	9.451	9.914
North Wales	3.488	3.655	3.713	3.626	3.428	3.378	3.653
Mid Wales	1.618	1.717	1.763	1.750	1.740	1.887	1.916
South East Wales	2.310	2.231	2.473	2.471	2.463	2.252	2.307
South West Wales	2.160	2.089	2.081	2.014	1.890	1.862	1.939

Nights (millions)	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
GB	383.059	370.464	366.751	362.068	368.704	366.920	371.003
Wales	34.450	34.484	34.974	34.739	33.385	33.198	33.898
North Wales	13.354	13.575	13.199	13.222	12.221	12.450	12.859
Mid Wales	6.244	6.535	6.794	6.819	6.730	6.977	6.650
South East Wales	5.494	5.291	6.097	6.213	6.350	5.866	6.162
South West Wales	8.243	8.166	8.153	7.907	7.468	7.321	7.573

Spend (£ millions)	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
GB	£23,312	£23,320	£23,603	£23,532	£23,862	£23,574	£24,098
Wales	£1,673	£1,673	£1,802	£1,800	£1,764	£1,723	£1,828
North Wales	£582	£591	£639	£639	£613	£626	£682
Mid Wales	£262	£281	£309	£311	£304	£314	£335
South East Wales	£374	£361	£418	£421	£422	£373	£393
South West Wales	£397	£390	£386	£387	£384	£374	£383

GB Domestic overnight trips (thousands) to Local Authorities in Wales 2011-2019

Region	Local Authority	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
South East	Blaenau Gwent	32	27	43	41	39	20	20
South East	Bridgend	211	238	213	235	206	217	196
South East	Caerphilly	73	58	59	58	57	38	50
South East	Cardiff	1,142	1,102	1,273	1,191	1,216	1,140	1,257
South West	Carmarthenshire	397	366	331	320	303	336	372
Mid	Ceredigion	574	574	622	589	570	532	551
North	Conwy	892	929	978	928	917	924	1,018
North	Denbighshire	675	784	710	676	548	554	608
North	Flintshire	204	200	208	184	213	189	207
North	Gwynedd	1,479	1,660	1,679	1,743	1,615	1,697	1,694
North	(Isle of) Anglesey	530	453	497	427	450	434	528
South East	Merthyr Tydfil	16	30	43	33	44	29	52
South East	Monmouthshire	363	350	368	388	369	280	270
South West	Neath and Port Talbot	86	77	84	81	86	61	56
South East	Newport	194	194	187	240	232	213	157
South West	Pembrokeshire	1,138	1,144	1,118	1,031	983	918	980
Mid	Powys	583	624	620	642	657	740	706
South East	Rhondda Cynon Taf	125	99	88	64	71	108	122
South West	Swansea	550	512	556	590	534	555	539
South East	(The) Vale of Glamorgan	98	108	161	192	205	176	146
South East	Torfaen	70	39	55	42	52	38	43
North	Wrexham	151	167	180	200	191	174	196

GB Domestic Nights spent (thousands) in Local Authorities in Wales 2011-2019

Region	Local Authority	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
South East	Blaenau Gwent	77	67	131	144	142	60	48
South East	Bridgend	743	724	677	704	628	696	726
South East	Caerphilly	170	175	144	144	154	120	139
South East	Cardiff	2,454	2,415	2,843	2,635	2,841	2,615	3,044
South West	Carmarthenshire	1,377	1,293	1,198	1,166	1,193	1,170	1,372
Mid	Ceredigion	2,416	2,412	2,480	2,249	2,207	2,210	2,190
North	Conwy	3,274	3,397	3,562	3,425	3,165	3,214	3,251
North	Denbighshire	2,307	2,378	2,218	2,167	1,995	2,047	2,151
North	Flintshire	621	694	692	574	508	416	545
North	Gwynedd	6,538	7,094	6,604	7,317	6,579	6,575	5,839
North	(Isle of) Anglesey	1,938	1,634	1,826	1,577	1,776	1,902	2,346
South East	Merthyr Tydfil	30	65	131	113	133	81	120
South East	Monmouthshire	850	835	1,038	1,116	1,121	864	887
South West	Neath and Port Talbot	205	164	184	196	230	183	439
South East	Newport	366	336	355	517	552	504	347
South West	Pembrokeshire	5,025	5,199	5,141	4,848	4,595	4,282	3,971
Mid	Powys	1,996	2,025	2,112	2,206	2,422	2,423	2,269
South East	Rhondda Cynon Taf	354	222	221	202	244	308	313
South West	Swansea	1,635	1,510	1,630	1,697	1,625	1,686	1,792
South East	(The) Vale of Glamorgan	256	317	407	503	501	493	424
South East	Torfaen	195	135	151	134	171	124	114
North	Wrexham	387	422	445	446	530	488	556

GB Domestic Tourism Spend (£ millions) on overnight trips in Local Authorities in Wales 2011-2019

Region	Local Authority	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
South East	Blaenau Gwent	£3	£3	£7	£7	£10	£2	£2
South East	Bridgend	£38	£44	£34	£38	£33	£32	£32
South East	Caerphilly	£10	£6	£6	£6	£6	£4	£7
South East	Cardiff	£215	£206	£242	£222	£223	£204	£230
South West	Carmarthenshire	£66	£60	£49	£46	£48	£52	£63
Mid	Ceredigion	£90	£88	£94	£86	£90	£100	£115
North	Conwy	£171	£164	£184	£178	£191	£197	£222
North	Denbighshire	£102	£104	£98	£102	£90	£90	£108
North	Flintshire	£29	£27	£26	£19	£17	£15	£18
North	Gwynedd	£253	£300	£321	£337	£289	£298	£288
North	(Isle of) Anglesey	£85	£63	£80	£85	£97	£94	£107
South East	Merthyr Tydfil	£1	£3	£6	£5	£8	£6	£8
South East	Monmouthshire	£49	£47	£57	£64	£64	£45	£50
South West	Neath and Port Talbot	£9	£7	£8	£11	£13	£10	£8
South East	Newport	£27	£25	£31	£54	£53	£35	£26
South West	Pembrokeshire	£233	£241	£241	£247	£247	£230	£220
Mid	Powys	£91	£100	£113	£124	£123	£114	£114
South East	Rhondda Cynon Taf	£11	£9	£9	£11	£11	£14	£12
South West	Swansea	£89	£83	£87	£88	£80	£81	£92
South East	(The) Vale of Glamorgan	£11	£13	£20	£25	£26	£26	£21
South East	Torfaen	£9	£6	£7	£5	£6	£5	£6
North	Wrexham	£17	£22	£25	£28	£28	£23	£25

International Visitors to Wales

[International Passenger Survey](#)

The International Passenger Survey (IPS) is used to produce official statistics relating to international visitors to the UK and Wales. Around 250,000 interviews per year are conducted at ports and airports with those entering or leaving the country, and the Office for National Statistics (ONS) uses data from around 45,000 of these to estimate figures for international visitors. ([Further information](#))

The ONS have responded to concerns that visitors from some countries may be under-represented in the estimates, notably China as well as other countries in south-east Asia, and have developed a new adjustment method, updating their weightings. The new method was developed using Home Office landing card data for different countries to understand where there was under or over representation in the previous estimates.

On 22 May 2020 the ONS released final 2019 estimates of trips, nights and spend in Wales based on the new method as well as revised estimates for trips, nights and spend for 2009-2018. Estimates prior to 2009 remain unchanged.

[A summary of the new method developed by the ONS is available here.](#)

Visits (thousands)	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
UK	32,558	33,708	35,232	37,086	39,000	40,164	40,740
Wales	867	887	923	991	1,050	1,060	1,041
North Wales	233	229	250	270	298	303	299
Mid Wales	77	80	85	98	107	107	99
South East Wales	439	446	470	499	526	525	525
South West Wales	173	190	190	203	203	198	187

Nights (millions)	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
UK	248.761	258.797	272.662	287.121	298.760	301.229	297.876
Wales	6.608	6.713	6.671	7.173	7.437	7.281	7.198
North Wales	1.700	1.647	1.555	1.686	1.633	1.668	1.567
Mid Wales	0.498	0.565	0.619	0.740	1.045 ¹	1.001 ¹	0.856 ¹
South East Wales	3.119	3.134	3.058	3.228	3.229	3.102	3.249
South West Wales	1.242	1.318	1.369	1.447	1.421	1.392	1.352

Spend (£ millions)	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
UK	£20,185	£21,665	£23,019	£24,091	£25,749	£26,631	£27,637
Wales	£347	£359	£378	£430	£438	£446	£448
North Wales	£77	£76	£80	£88	£92	£90	£89
Mid Wales	£34	£36	£39	£58	£62	£54	£31
South East Wales	£170	£170	£178	£186	£192	£196	£224
South West Wales	£62	£75	£76	£91	£84	£95	£92

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.

International trips (thousands) to Local Authorities in Wales 2011-2019

Region	Local Authority	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
South East	Blaenau Gwent	3.8	3.2	2.9	2.6	2.1	2.2	3.5
South East	Bridgend	20.6	18.7	20.0	21.7	23.8	23.1	18.9
South East	Caerphilly	10.0	10.6	13.6	15.2	13.2	12.5	10.5
South East	Cardiff	297.8	302.9	321.0	345.2	376.4	383.4	387.7
South West	Carmarthenshire	30.0	28.0	27.9	23.8	27.5	26.1	30.1
Mid	Ceredigion	27.7	33.6	37.0	45.0	46.4	46.1	41.0
North	Conwy	55.6	63.1	69.5	79.8	76.4	75.7	70.4
North	Denbighshire	30.4	28.0	30.5	34.3	39.2	36.0	28.5
North	Flintshire	16.4	17.3	19.0	20.0	18.3	14.7	17.9
North	Gwynedd	79.6	75.5	77.6	86.5	88.5	85.7	81.4
North	(Isle of) Anglesey	43.1	38.1	43.8	47.4	75.1	96.3	104.2
South East	Merthyr Tydfil	5.0	5.0	4.9	3.3	3.4	2.4	4.1
South East	Monmouthshire	35.3	36.9	36.1	38.0	36.8	31.9	30.8
South West	Neath and Port Talbot	12.7	15.6	14.5	15.3	13.0	10.7	15.3
South East	Newport	50.7	51.7	54.6	55.4	52.8	47.1	42.2
South West	Pembrokeshire	59.6	73.7	72.5	88.6	86.6	86.5	61.9
Mid	Powys	37.3	34.0	37.5	38.5	45.5	47.1	49.2
South East	Rhondda Cynon Taf	9.1	10.9	9.6	12.6	11.5	11.8	10.3
South West	Swansea	74.4	76.7	79.2	79.4	82.3	81.4	86.5
South East	(The) Vale of Glamorgan	9.4	10.7	13.1	15.1	15.1	17.1	20.2
South East	Torfaen	5.5	5.9	6.4	7.0	7.7	6.9	7.5
North	Wrexham	28.0	27.9	32.1	31.6	32.6	30.4	27.6

International Nights spent (thousands) in Local Authorities in Wales 2011-2019

Region	Local Authority	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
South East	Blaenau Gwent	31.6	28.0	20.0	19.5	11.3	12.6	17.2
South East	Bridgend	168.0	140.5	100.4	123.6	197.6	214.6	170.5
South East	Caerphilly	58.9	51.0	125.6	142.0	159.5	192.0	170.6
South East	Cardiff	1992.4	2052.1	1897.8	1981.2	1899.9	1946.2	2230.4
South West	Carmarthen-shire	180.1	190.1	189.7	199.3	205.5	201.8	204.9
Mid	Ceredigion	231.3	297.6	294.9	384.3	641.4	652.0	545.8
North	Conwy	383.5	372.3	357.9	342.2	342.0	387.4	355.0
North	Denbighshire	200.5	148.4	184.3	221.0	210.4	197.8	148.4
North	Flintshire	119.9	163.0	148.0	169.3	109.0	112.9	196.7
North	Gwynedd	580.2	506.2	478.4	550.3	598.3	545.5	494.8
North	(Isle of) Anglesey	154.1	140.3	158.9	189.1	235.7	282.5	275.1
South East	Merthyr Tydfil	35.7	26.1	22.0	18.2	18.0	14.2	20.1
South East	Monmouth-shire	195.6	194.3	201.5	220.5	236.8	214.5	190.3
South West	Neath and Port Talbot	88.1	98.9	102.4	97.8	108.5	119.1	165.5
South East	Newport	327.2	317.0	276.8	301.4	291.5	241.7	203.4
South West	Pembrokeshire	306.4	359.8	360.1	435.3	434.5	390.9	315.0
Mid	Powys	201.5	190.0	250.8	259.7	293.1	247.7	232.9
South East	Rhondda Cynon Taf	142.3	136.8	167.6	203.6	220.2	108.2	84.3
South West	Swansea	667.0	668.8	717.0	714.6	672.7	679.9	666.2
South East	(The) Vale of Glamorgan	105.1	122.8	166.8	159.2	129.7	110.6	117.4
South East	Torfaen	62.7	64.9	79.1	59.2	64.5	47.3	44.8
North	Wrexham	326.7	393.6	300.6	309.7	248.3	243.1	173.7

International Spend (£ millions) in Local Authorities in Wales 2011-2019

Region	Local Authority	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
South East	Blaenau Gwent	£1.0	£0.9	£0.6	£0.4	£0.3	£0.3	£0.7
South East	Bridgend	£8.4	£6.7	£4.5	£5.8	£7.6	£8.2	£10.0
South East	Caerphilly	£2.7	£3.2	£5.4	£6.1	£6.3	£4.6	£4.1
South East	Cardiff	£113.5	£120.7	£126.1	£130.9	£130.8	£137.8	£164.7
South West	Carmarthen-shire	£7.6	£9.5	£9.1	£12.2	£11.5	£10.9	£10.7
Mid	Ceredigion	£17.6	£19.7	£15.3	£35.2	£35.2	£33.8	£11.6
North	Conwy	£20.6	£21.0	£20.4	£21.6	£22.8	£22.9	£22.6
North	Denbighshire	£8.9	£8.1	£10.9	£13.8	£13.9	£11.0	£7.3
North	Flintshire	£3.9	£5.8	£6.0	£7.0	£4.5	£4.9	£6.7
North	Gwynedd	£27.9	£24.7	£24.6	£27.3	£30.6	£29.9	£28.1
North	(Isle of) Anglesey	£8.4	£7.8	£9.3	£7.5	£11.1	£13.9	£17.0
South East	Merthyr Tydfil	£1.2	£1.1	£0.9	£0.6	£0.8	£0.7	£0.9
South East	Monmouth-shire	£12.4	£11.3	£11.2	£12.1	£14.5	£16.3	£15.6
South West	Neath and Port Talbot	£3.6	£4.0	£5.1	£5.1	£4.7	£8.3	£10.7
South East	Newport	£17.0	£13.3	£12.6	£13.2	£15.3	£16.6	£15.6
South West	Pembrokeshire	£17.4	£20.8	£20.6	£24.0	£22.3	£22.1	£16.2
Mid	Powys	£12.8	£11.7	£19.1	£16.8	£20.5	£14.6	£15.4
South East	Rhondda Cynon Taf	£5.1	£4.6	£7.8	£8.3	£8.7	£4.4	£4.3
South West	Swansea	£33.6	£40.3	£41.4	£49.9	£45.6	£54.2	£54.2
South East	(The) Vale of Glamorgan	£5.9	£6.6	£7.5	£7.0	£4.8	£5.0	£6.0
South East	Torfaen	£2.6	£1.2	£1.4	£1.9	£2.7	£2.4	£2.3
North	Wrexham	£11.6	£13.1	£14.1	£16.5	£15.0	£13.1	£11.1

GB Domestic Day Visitors to Wales

[Great Britain Day Visits Survey](#)

GBDVS is a continuous survey of the GB population which is the source of official statistics measuring the volume and value of tourism day trips taken by British residents throughout Britain.

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

Day visits (millions) undertaken to Local Authorities in Wales 2011-2019

Region	Local Authority	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
South East	Blaenau Gwent	0.67	0.63	0.67	0.61	0.85	1.12	1.29
South East	Bridgend	4.88	4.34	4.12	4.67	4.69	4.94	4.26
South East	Caerphilly	2.05	1.92	1.59	2.25	2.31	2.40	1.73
South East	Cardiff	20.98	19.07	16.41	14.51	14.67	15.09	15.18
South West	Carmarthenshire	6.16	5.52	5.39	5.25	5.59	6.66	6.27
Mid	Ceredigion	4.91	6.90	6.77	5.74	4.08	5.03	5.78
North	Conwy	6.98	6.76	6.26	7.45	7.24	7.17	6.46
North	Denbighshire	5.02	5.05	3.71	4.47	4.37	5.10	4.01
North	Flintshire	3.62	4.43	4.44	4.13	3.16	3.39	3.69
North	Gwynedd	7.11	6.43	6.00	6.23	6.00	6.28	5.43
North	(Isle of) Anglesey	3.18	2.72	2.34	2.50	2.54	2.81	2.32
South East	Merthyr Tydfil	1.00	1.00	0.88	0.93	0.91	1.02	1.17
South East	Monmouthshire	3.87	3.94	3.73	3.01	2.46	2.60	2.47
South West	Neath and Port Talbot	2.58	2.28	1.98	2.15	2.11	2.20	2.03
South East	Newport	3.69	3.77	3.38	3.45	3.91	3.80	3.36
South West	Pembrokeshire	6.15	6.16	4.75	5.42	6.33	6.78	6.01
Mid	Powys	6.75	6.40	5.94	5.42	5.68	6.20	6.87
South East	Rhondda Cynon Taf	3.50	3.02	2.98	3.39	3.99	4.34	4.30
South West	Swansea	9.26	9.33	8.45	8.30	8.46	9.50	9.30
South East	(The) Vale of Glamorgan	3.53	3.33	3.23	3.14	2.92	3.07	3.16
South East	Torfaen	2.77	2.44	1.39	1.07	1.43	1.56	1.61
North	Wrexham	2.76	3.19	3.56	3.06	2.41	2.17	2.47

Spend (millions) on day visits to Local Authorities in Wales 2011-2019

Region	Local Authority	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019
South East	Blaenau Gwent	£11	£10	£9	£7	£10	£9	£12
South East	Bridgend	£140	£141	£121	£205	£227	£235	£152
South East	Caerphilly	£35	£34	£24	£67	£84	£86	£57
South East	Cardiff	£1054	£973	£840	£834	£874	£912	£868
South West	Carmarthenshire	£158	£165	£165	£170	£182	£227	£190
Mid	Ceredigion	£139	£157	£167	£145	£150	£211	£329
North	Conwy	£235	£260	£216	£250	£235	£220	£212
North	Denbighshire	£116	£138	£110	£184	£171	£204	£126
North	Flintshire	£66	£197	£193	£232	£93	£94	£50
North	Gwynedd	£214	£208	£188	£204	£237	£267	£203
North	(Isle of) Anglesey	£155	£146	£58	£81	£77	£82	£44
South East	Merthyr Tydfil	£26	£23	£19	£21	£21	£22	£35
South East	Monmouthshire	£98	£82	£91	£89	£81	£89	£97
South West	Neath and Port Talbot	£62	£53	£43	£39	£35	£54	£81
South East	Newport	£125	£156	£113	£132	£119	£144	£125
South West	Pembrokeshire	£198	£202	£197	£171	£218	£195	£193
Mid	Powys	£243	£206	£187	£162	£186	£171	£293
South East	Rhondda Cynon Taf	£91	£61	£56	£86	£102	£129	£91
South West	Swansea	£311	£320	£297	£314	£312	£345	£306
South East	(The) Vale of Glamorgan	£75	£74	£61	£67	£60	£70	£71
South East	Torfaen	£73	£68	£43	£24	£37	£39	£43
North	Wrexham	£71	£101	£124	£100	£65	£63	£74

Sources used in this profile

The surveys and other sources used in this profile are Great Britain Tourism Survey (GBTS), Great Britain Day Visitor Survey (GBDVS) and International Passenger Survey (IPS).

Great Britain Tourism Survey

The Great Britain Tourism Survey (GBTS), is a national continuous consumer survey measuring the volume and value of overnight trips taken by residents of Great Britain, providing volumes, values and characteristics of domestic tourism within Great Britain. The survey measures participation in overnight tourism trips taken to destinations in GB by residents of England, Scotland and Wales.

GBTS replaced the previous United Kingdom Tourism Survey (UKTS) which also included trips to Northern Ireland running from 1989 until 2010 inclusive. GBTS is jointly sponsored by VisitEngland, VisitScotland and Visit Wales (the Tourism Department of the Welsh Government).

The GBTS survey is conducted continuously throughout the year, using face-to-face interviewing, as part of the Kantar in-home omnibus surveys. Weekly omnibus surveys are conducted with a representative sample of 2,000 adults aged 16 and over within GB. Respondents are asked whether they have taken trips in the UK in the previous four calendar weeks that involved at least one night away from home.

When such trips are reported, further questions are asked about a maximum of three trips - the most recent three trips - with a core set of questions for all three trips and additional questions for the most recent trip.

The results are reported in terms of total GB population values. Therefore, the data are weighted to correct for differences between the sample distribution and that of the population and to gross the sample values up to the population.

International Passenger Survey

The IPS survey is undertaken by the Office for National Statistics and collects information about passengers entering and leaving the UK and has been running continuously since 1961.

The IPS conducts between 700,000 and 800,000 interviews a year of which over 250,000 are used to produce estimates of overseas travel and tourism.

Interviews are carried out at all major airports and sea routes, at Eurostar terminals and on Eurotunnel shuttle trains.

Great Britain Day Visits Survey

GBDVS is the source of official statistics on day visits by British residents to destinations throughout Britain.

The survey is undertaken jointly with VisitWales, VisitEngland and VisitScotland. Its aim is to measure the volume, value and profile of Tourism Day Visits taken by GB residents to destinations in GB.

Fieldwork commenced at the beginning of 2011, and the 2019 survey took the form of some 35,000 online interviews throughout Britain. The Wales resident sample was boosted to approximately 5,000 in order to permit more detailed secondary analysis.

GBDVS 2019 includes estimates of the total volume and expenditure of Tourism Day Visits and the main results regarding activities undertaken, destination type, transport types used, money spent during visits and the profile of visitors. Results are provided at an overall GB level and individually for visits taken to destinations in England, Scotland and Wales. Wherever possible (sample sizes permitting), results are also provided at a regional level.

GBDVS 2019 was undertaken using an online methodology with a total of 35,746 interviews conducted with adults aged 16 and over who were resident in England, Scotland and Wales during 52 weekly survey waves. Survey respondents were selected from an online panel with demographic quotas based on age, gender, working status, socio-economic status and area of residence applied in every survey wave to increase the representativeness of the achieved sample.