



Welsh Government

Consultation Document: Consultation on proposals for a  
discretionary Visitor Levy for local authorities

**Compendium of visitor and visitor accommodation provider  
data sources**

# Compendium

## Contents

Table of Figures.....	3
Table of Tables .....	3
Introduction .....	6
Section One: Overview of Data.....	7
Visitor Statistics.....	7
Bedstock.....	8
Bedstock Comparison .....	9
Business Statistics for the Accommodation Sector in Wales, 2021.....	11
Section Two: Local Authority Breakdown.....	13
Gwynedd.....	13
Cardiff.....	14
Conwy.....	15
Pembrokeshire .....	16
Powys .....	17
Denbighshire.....	18
Ceredigion.....	19
Swansea .....	20
Isle of Anglesey .....	21
Carmarthenshire .....	22
Monmouthshire .....	23
Flintshire .....	24
Bridgend.....	25
Wrexham.....	26
Newport .....	27
Vale of Glamorgan .....	28
Rhondda Cynon Taf.....	29
Neath Port Talbot.....	30
Merthyr Tydfil .....	31
Caerphilly .....	32
Torfaen.....	33
Blaenau Gwent.....	34

## Table of Figures

Figure 1. The number of visitors (in millions) to each Local Authority in descending order .....	7
Figure 2. The number of visitor nights (in millions) to each Local Authority in descending order.....	7
Figure 3. Visitor spend (in £millions) to each Local Authority in descending order .....	8
Figure 4. Number of establishments per Local Authority in descending order.....	8
Figure 5. Number of bedspaces per Local Authority in descending order. ....	9
Figure 6. Number of VAT/PAYE eligible accommodation businesses in Wales for 2021 .....	11

## Table of Tables

Table 1. Number of Self Catering Establishments as reported in the Bedstock data and from Transparent.....	9
Table 2. Number of bedspaces as reported in the Bedstock data and from Transparent. ....	10
Table 3. Number of Businesses, Employees and Turnover by Size Band in the Welsh Accommodation Sector, 2021 .....	11
Table 4. Number of Businesses and Employees by Turnover Band in the Welsh Accommodation Sector, 2021 .....	12
Table 5. Number of Welsh Accommodation Businesses with Local Units in more than one Welsh Local Authority, 2021 .....	12
Table 6. Number of Business Births and Deaths in the Welsh Accommodation Sector, 2021.....	12
Table 7. Local Authority Establishments for Gwynedd .....	13
Table 8. Local Authority Bedspaces for Gwynedd .....	13
Table 9. IDBR VAT registered businesses for Gwynedd .....	13
Table 10. Transparent data for Gwynedd.....	13
Table 11. Local Authority establishments for Cardiff .....	14
Table 12. Local Authority Bedspaces for Cardiff .....	14
Table 13. IDBR VAT registered businesses for Cardiff .....	14
Table 14. Transparent data for Cardiff.....	14
Table 15. Local Authority establishments for Conwy .....	15
Table 16. Local Authority bedspaces for Conwy .....	15
Table 17. IDBR VAT registered businesses for Conwy .....	15
Table 18. Transparent data for Conwy .....	15
Table 19. Local Authority establishments for Pembrokeshire.....	16
Table 20. Local Authority bedspaces for Pembrokeshire .....	16
Table 21. IDBR VAT registered businesses for Pembrokeshire.....	16
Table 22. Transparent data for Pembrokeshire .....	16
Table 23. Local Authority establishments for Powys.....	17
Table 24. Local Authority bedspaces for Powys .....	17
Table 25. IDBR VAT registered businesses for Powys.....	17
Table 26. Transparent data for Powys .....	17
Table 27. Local Authority establishments for Denbighshire.....	18
Table 28. Local Authority bedspaces for Denbighshire .....	18
Table 29. IDBR VAT registered businesses for Denbighshire.....	18
Table 30. Transparent data for Denbighshire .....	18
Table 31. Local Authority establishments for Ceredigion.....	19
Table 32. Local Authority bedspaces for Ceredigion .....	19
Table 33. IDBR VAT registered businesses for Ceredigion.....	19
Table 34. Transparent data for Ceredigion.....	19

Table 35. Local Authority establishments in Swansea.....	20
Table 36. Local Authority bedspaces in Swansea .....	20
Table 37. IDBR VAT registered businesses in Swansea.....	20
Table 38. Transparent data for Swansea .....	20
Table 39. Local Authority establishment data for Anglesey .....	21
Table 40. Local Authority bedspaces for Anglesey .....	21
Table 41. IDBR VAT registered businesses for Anglesey.....	21
Table 42. Transparent data for Anglesey.....	21
Table 43. Local Authority establishments for Carmarthenshire.....	22
Table 44. Local Authority bedspaces for Carmarthenshire .....	22
Table 45. IDBR VAT registered businesses in Carmarthenshire.....	22
Table 46. Transparent data for Carmarthenshire .....	22
Table 47. Local Authority establishments for Monmouthshire.....	23
Table 48. Local Authority bedspaces for Monmouthshire .....	23
Table 49. IDBR VAT registered businesses for Monmouthshire .....	23
Table 50. Transparent Data for Monmouthshire.....	23
Table 51. Local Authority establishments for Flintshire (estimate).....	24
Table 52. Local Authority bedspaces for Flintshire (estimate) .....	24
Table 53. IDBR VAT registered businesses for Flintshire .....	24
Table 54. Transparent data for Flintshire .....	24
Table 55. Local Authority establishments for Bridgend.....	25
Table 56. Local Authority bedspaces for Bridgend .....	25
Table 57. IDBR VAT registered businesses for Bridgend.....	25
Table 58. Transparent data for Bridgend.....	25
Table 59. Local Authority establishments for Wrexham (estimate).....	26
Table 60. Local Authority bedspaces for Wrexham (estimate) .....	26
Table 61. IDBR VAT registered businesses for Wrexham.....	26
Table 62. Transparent data for Wrexham.....	26
Table 63. Local Authority establishments for Newport.....	27
Table 64. Local Authority bedspaces for Newport .....	27
Table 65. IDBR VAT registered businesses for Newport .....	27
Table 66. Transparent data for Newport.....	27
Table 67. Local Authority establishments for Vale of Glamorgan .....	28
Table 68. Local Authority bedspaces for Vale of Glamorgan.....	28
Table 69. IDBR VAT registered businesses for Vale of Glamorgan .....	28
Table 70. Transparent data for Vale of Glamorgan .....	28
Table 71. Local Authority establishments for Rhondda Cynon Taf.....	29
Table 72. Local Authority bedspaces for Rhondda Cynon Taf .....	29
Table 73. IDBR VAT registered businesses for Rhondda Cynon Taf.....	29
Table 74. Transparent data for Rhondda Cynon Taf.....	29
Table 75. Local Authority establishments for Neath Port Talbot .....	30
Table 76. Local Authority bedspaces for Neath Port Talbot.....	30
Table 77. IDBR VAT registered businesses for Neath Port Talbot .....	30
Table 78. Transparent data for Neath Port Talbot.....	30
Table 79. Local Authority establishments for Merthyr Tydfil .....	31
Table 80. Local Authority bedspaces for Merthyr Tydfil.....	31
Table 81. IDBR VAT registered businesses for Merthyr Tydfil .....	31

Table 82. Transparent data for Merthyr Tydfil .....	31
Table 73. Local Authority establishments for Caerphilly .....	32
Table 84. Local Authority bedspaces for Caerphilly.....	32
Table 85. IDBR VAT registered businesses for Caerphilly .....	32
Table 85. Transparent data for Caerphilly .....	32
Table 87. Local Authority establishments for Torfaen.....	33
Table 88. Local Authority bedspaces for Torfaen .....	33
Table 89. IDBR VAT registered businesses for Torfaen.....	33
Table 90. Transparent data for Torfaen.....	33
Table 91. Local Authority establishments for Blaenau Gwent.....	34
Table 92. Local Authority bedspaces for Blaenau Gwent .....	34
Table 93. IDBR VAT registered businesses for Blaenau Gwent.....	34
Table 94. Transparent data for Blaenau Gwent.....	34

## Introduction

This document provides data on visitor numbers, nights stayed, visitor spend, and accommodation supply figures for types of establishments (Serviced, Self Catering, Camping/Caravan, Hostels, and Alternative), number of establishments, and total bedspaces.

Visitor numbers, nights stayed, and spend data is taken from the [Great British Tourist Report 2019](#)

The type, number of establishments, and number of bedspaces is drawn from the Wales Bedstock report: June 2022 which will be published August 18<sup>th</sup> on the Welsh Government Website. The data collected for the Wales Bedstock report was collected by Local Authorities over a 5 year time period, as such there may be inconsistencies in the data reported.

Also included is data from the [Inter Departmental Business Register \(IDBR\)](#) showing the number of establishments by accommodation category. To note; the categories do not directly align with the categories used for the bedstock survey and so the two figures cannot be directly compared. Also, this data specifically refers to businesses paying VAT/PAYE as such it does not count sole/traders or the self employed in the sector, as such it is likely to provide an undercount for self-catering and B&B accommodation providers.

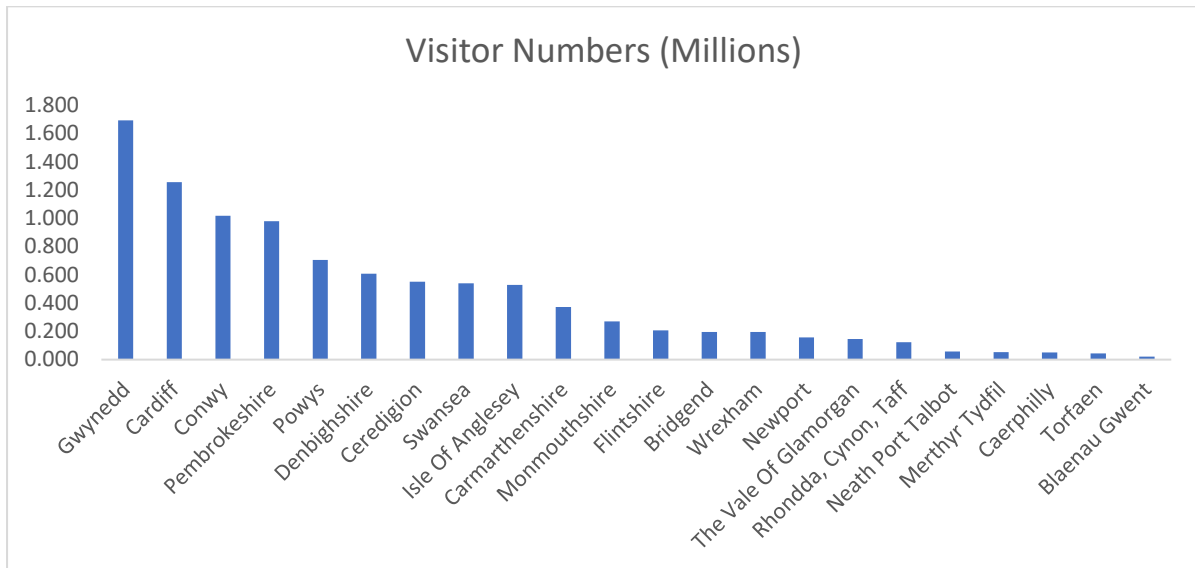
Included for comparison is numbers of **self-catering establishments** as measured by Transparent Intelligence, a 3<sup>rd</sup> party data supplier that provides data on short term lets 'scraped' from four booking channels AirBnB, Vrbo, Tripadvisor, Booking.com. While this data is quality checked and processed by Transparent and by Welsh Government it should not be used as an official count of properties and is included to highlight the potential size of this sector that may not currently be captured by the above sources

## Section One: Overview of Data

### Visitor Statistics

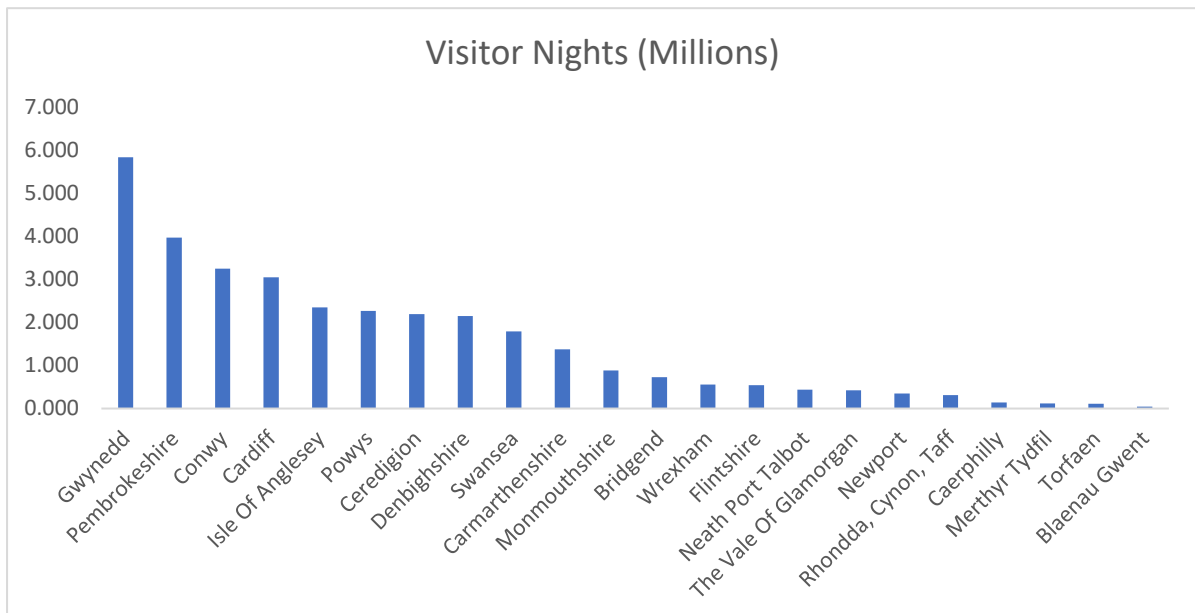
Visitor numbers, nights stayed, and spend is represented in aggregate below, and then broken down by Local Authority in Section Two. This data is taken from the [Great British Tourist Report 2019](#).

Figure 1. The number of visitors (in millions) to each Local Authority in descending order



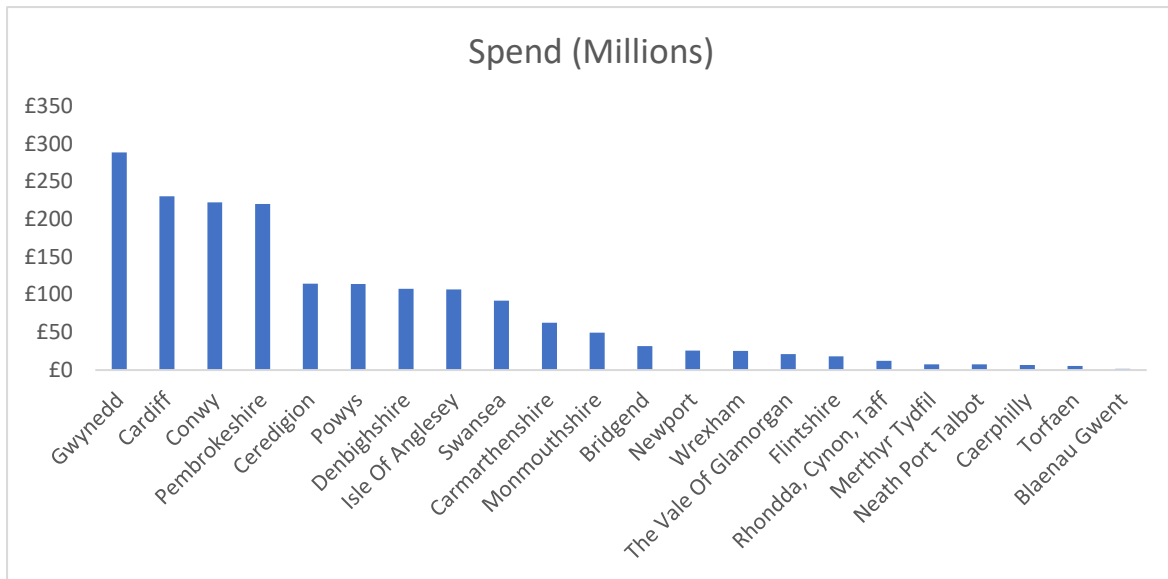
Source: Great Britain Tourism Survey; three year rolling average 2017-19

Figure 2. The number of visitor nights (in millions) to each Local Authority in descending order



Source: Great Britain Tourism Survey; three year rolling average 2017-19

Figure 3. Visitor spend (in £millions) to each Local Authority in descending order

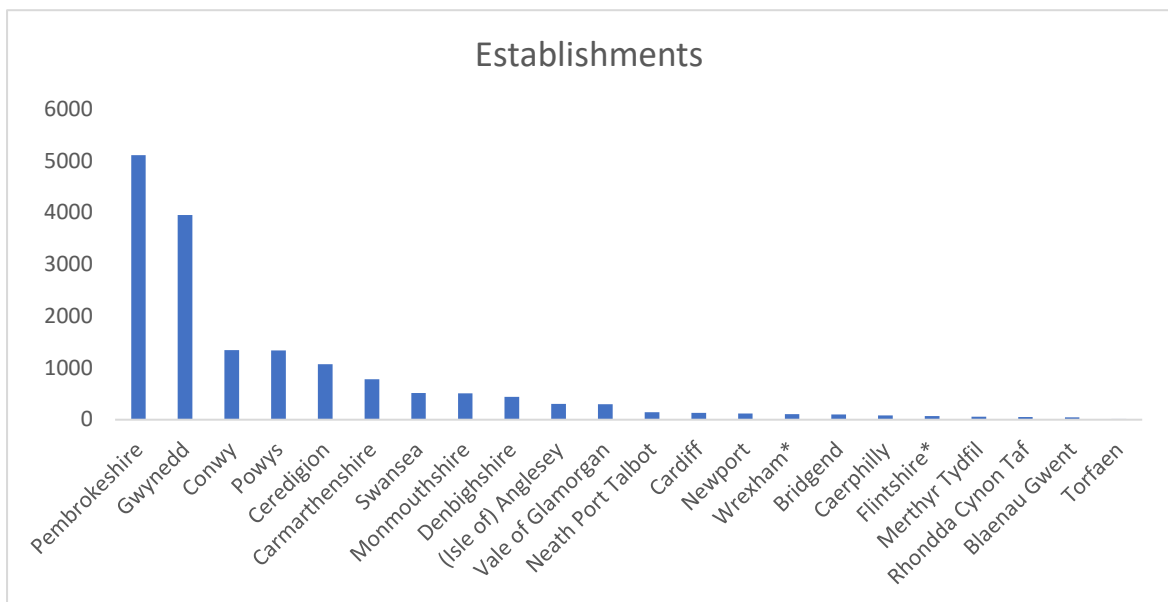


Source: Great Britain Tourism Survey; three year rolling average 2017-19

### Bedstock

This data presents number of establishments and total bedspaces for accommodation in Wales across all Local Authorities and then broken down by Local Authority in Section Two.

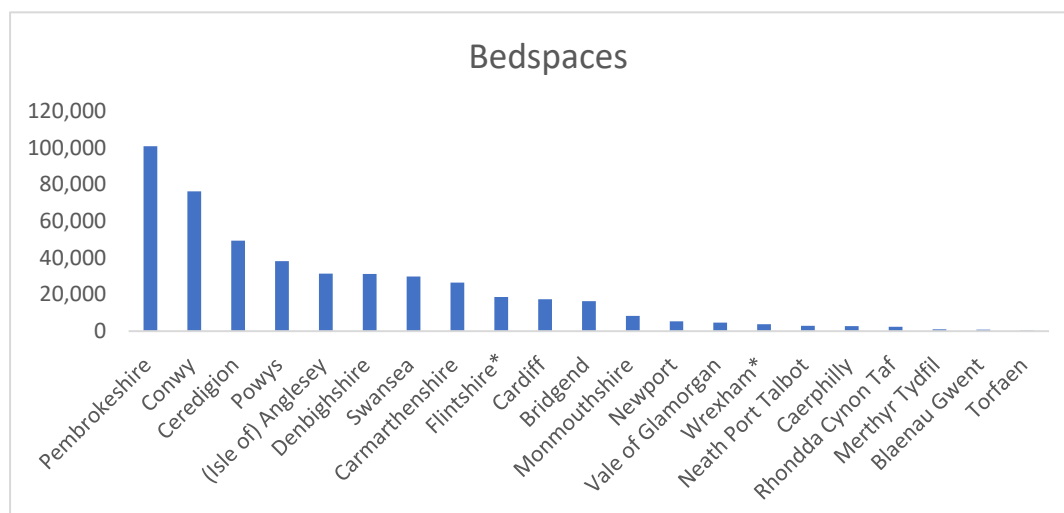
Figure 4. Number of establishments per Local Authority in descending order



Source: Summary of Wales Bedstock Data: as at June 2022



Figure 5. Number of bedspaces per Local Authority in descending order.



Source: Summary of Wales Bedstock Data: as at June 2022

### Bedstock Comparison

These tables show the number of self-catering units and bedspaces as reported in the bedstock, compared to what is reported by Transparent. As noted above Transparent data is collected via web scraping, and although all efforts are made by Welsh Government and Transparent to ensure accuracy the sources can't be de-duplicated, cover different time periods and as there are differences with the LA collection methods the magnitude of differences should be used with caution.

Table 1. Number of Self Catering Establishments as reported in the Bedstock data and from Transparent

Local Authority	Bedstock	Transparent
<b>All Wales</b>	<b>12,145</b>	<b>26,686</b>
(Isle of) Anglesey	125	2,012
Blaenau Gwent	27	49
Bridgend	48	191
Caerphilly	43	77
Cardiff	33	1,958
Carmarthenshire	493	1,468
Ceredigion	628	1,673
Conwy	848	1,022
Denbighshire	304	776
Flintshire*	13	275
Gwynedd	3,165	4,784
Merthyr Tydfil	22	106
Monmouthshire	293	550
Neath Port Talbot	100	265
Newport	63	301

Pembrokeshire	4,618	4,166
Powys	694	2,207
Rhondda Cynon Taf	20	194
Swansea	403	1,746
Torfaen	3	53
Vale of Glamorgan	170	531
Wrexham*	32	241

Sources: Summary of Wales Bedstock Data: as at June 2022 & Transparent Intelligence; as accessed on 12 July 2022

Table 2. Number of bedspaces as reported in the Bedstock data and from Transparent.

Local Authority	Bedstock	Transparent
<b>All Wales</b>	<b>78,650</b>	<b>123,900</b>
Isle of Anglesey	10,195	31,472
Blaenau Gwent	256	756
Bridgend	866	16,289
Caerphilly	284	2,672
Cardiff	7,945	17,375
Carmarthenshire	6,514	26,562
Ceredigion	7,954	49,357
Conwy	4,833	76,359
Denbighshire	3,703	31,234
Flintshire*	1,130	18,720
Gwynedd	24,054	136,556
Merthyr Tydfil	552	1,031
Monmouthshire	2,375	8,375
Neath Port Talbot	1,220	2,838
Newport	1,257	5,402
Pembrokeshire	19,618	100,929
Powys	10,192	38,134
Rhondda Cynon Taf	804	2,357
Swansea	7,349	29,916
Torfaen	235	389
Vale of Glamorgan	2,221	4,734
Wrexham*	1,019	3,754

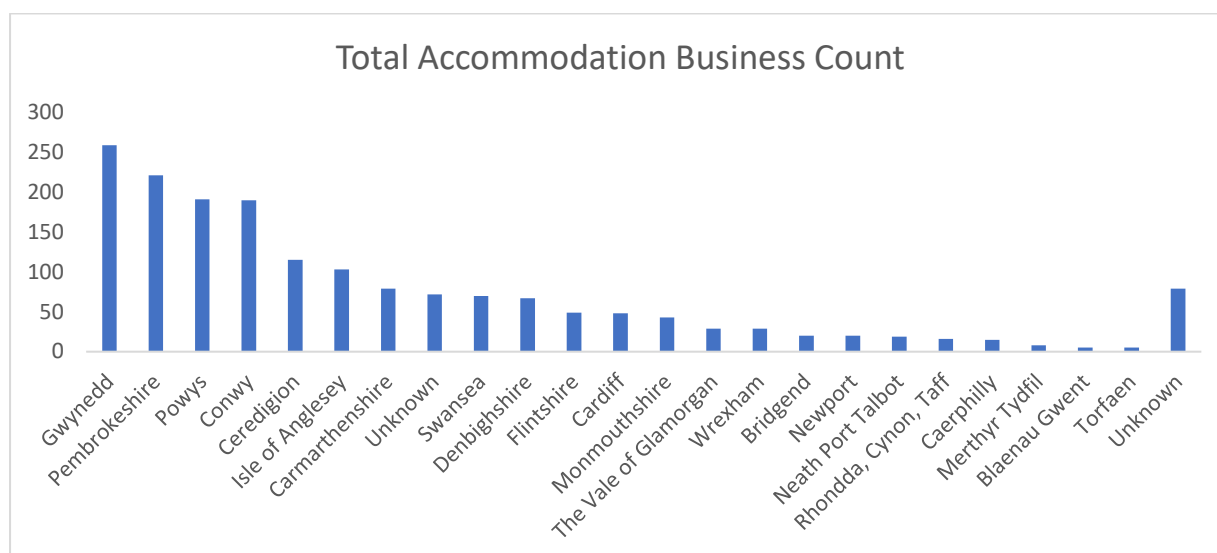
Sources: Summary of Wales Bedstock Data: as at June 2022 & Transparent Intelligence; as accessed on 12 July 2022

## Business Statistics for the Accommodation Sector in Wales, 2021

The following data is collected from the [Inter Departmental Business Register \(IDBR\)](#) and refers to VAT/PAYE eligible accommodation businesses (and those who have voluntarily registered) in Wales for 2021. It is important to note that these figures will significantly under-estimate the size of the sector as many businesses, including sole-traders, will fall below the VAT/PAYE threshold and so will not be counted.

In the data below turnover figures are rounded to the nearest £1m, employee counts are rounded to the nearest 5, and Medium and Large categories are combined in the size band table to avoid secondary suppression rules. For the purposes of our analysis The Accommodation sector in Wales is defined as the combination of the 3-Digit SIC codes 551, 552, 553 and 559, definitions for which can be found on the IDBR website, linked above.

Figure 6. Number of VAT/PAYE eligible accommodation businesses in Wales for 2021



Source: Welsh Government Analysis of the Inter-Departmental Business Register (IDBR)

Table 3. Number of Businesses, Employees and Turnover by Size Band in the Welsh Accommodation Sector, 2021

Business Size Band (Employees)	Entity Count	Employees	Turnover (£m)
Medium & Large (50+)	94	14,990	767
Small (10-49)	366	8,015	537
Micro (1-9)	1,004	3,040	303
Zero (0)	209	-	22
<b>Total</b>	<b>1,673</b>	<b>26,040</b>	<b>1,629</b>

Source: Welsh Government Analysis of the Inter-Departmental Business Register (IDBR)

Table 4. Number of Businesses and Employees by Turnover Band in the Welsh Accommodation Sector, 2021

Turnover Band	Entity Count	Employees
a. <£1m	1,398	7,540
b. £1m - £2m	129	2,995
c. £2m - £3m	56	2,275
d. £3m - £4m	28	1,495
e. £4m - £5m	21	1,015
f. >£5m	41	10,720
<b>Total</b>	<b>1,673</b>	<b>26,040</b>

Source: Welsh Government Analysis of the Inter-Departmental Business Register (IDBR)

Table 5. Number of Welsh Accommodation Businesses with Local Units in more than one Welsh Local Authority, 2021

Category	Entity Count
Businesses in only one local authority	1,659
Businesses in more than one local authority	33

Source: Welsh Government Analysis of the Inter-Departmental Business Register (IDBR)

Table 6. Number of Business Births and Deaths in the Welsh Accommodation Sector, 2021

Local Authority	Business Births	Business Deaths
Blaenau Gwent	1	2
Bridgend	2	5
Caerphilly	3	1
Cardiff	4	5
Carmarthenshire	15	5
Ceredigion	21	9
Conwy	20	21
Denbighshire	7	4
Flintshire	8	3
Gwynedd	22	16
Isle of Anglesey	11	8
Merthyr Tydfil	2	1
Monmouthshire	5	13
Neath Port Talbot	5	2
Newport	5	3
Pembrokeshire	20	22
Powys	14	26
Rhondda Cynon Taf	2	4
Swansea	9	5
Vale of Glamorgan	4	2
Torfaen	1	-
Unknown	10	8
<b>Total</b>	<b>191</b>	<b>165</b>

Source: Welsh Government Analysis of the Inter-Departmental Business Register (IDBR)

## Section Two: Local Authority Breakdown

### Gwynedd

Gwynedd received **1.7 million visitors** averaged from 2017 to 2019, accounting for 17% of all trips to Wales. This is the highest share of visitor trips across all Local Authorities in Wales.

Gwynedd averaged **5.6 million nights** across that time (an 18% share), with an average annual spend of £288,000,000. This is also the highest share across all Local Authorities.

In terms of accommodation establishments Gwynedd currently records 3,592 across 5 categories, accounting for 24% of establishments in Wales:

Table 7. Local Authority Establishments for Gwynedd

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
<b>Gwynedd</b>	345	3,165	366	52	24

These establishments account for 136,556 bedspaces across the same 5 categories, accounting for 23% of all bedspaces in Wales:

Table 8. Local Authority Bedspaces for Gwynedd

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
<b>Gwynedd</b>	6,387	18,444	108,482	2,737	506

The IDBR reports the following VAT Registered businesses:

Table 9. IDBR VAT registered businesses for Gwynedd

Local Authority	Hotels and similar	Holiday centres and villages	Youth hostels	Other holiday and other short-stay accommodation	Camping grounds, recreational vehicle parks and trailer parks	Other Accommodation
Gwynedd	95	15	5	40	100	10

Transparent data reports the following establishments and bedspaces:

Table 10. Transparent data for Gwynedd

Local Authority	Units	Bedspaces
<b>Gwynedd</b>	4,784	24,054

## Cardiff

Cardiff received **1.26 million visitors** averaged from 2017 to 2019, accounting for 13% of all trips to Wales. This is the second highest share of visitor trips across all Local Authorities in Wales.

Cardiff averaged **3.04 million nights** across that time (a 9% share), with an average annual spend of £230,000,000.

In terms of accommodation establishments Cardiff currently records 132 across 5 categories, accounting for 0.81% of establishments in Wales:

Table 11. Local Authority establishments for Cardiff

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
<b>Cardiff</b>	79	33	1	21	-

These establishments account for 17,375 bedspaces across the same 5 categories, accounting for 2.87% of all bedspaces in Wales:

Table 12. Local Authority Bedspaces for Cardiff

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
<b>Cardiff</b>	10,767	620	130	5,858	-

The IDBR reports the following VAT Registered businesses:

Table 13. IDBR VAT registered businesses for Cardiff

Local Authority	Hotels and similar	Holiday centres and villages	Youth hostels	Other holiday and short-stay	Camping grounds, RV and trailer parks	Other Accommodation
Cardiff	30	0	5	10	-	5

Transparent data reports the following establishments and bedspaces:

Table 14. Transparent data for Cardiff

Local Authority	Units	Bedspaces
<b>Cardiff</b>	1,958	7,945

## Conwy

Conwy received **1.01 million visitors** averaged from 2017 to 2019, accounting for 10% of all trips to Wales. This is the 3rd highest share of visitor trips across all Local Authorities in Wales.

Conwy averaged **3.25 million nights** across that time (a 10% share), with an average annual spend of £222,000,000.

In terms of accommodation establishments Conwy currently records 1,346 across 5 categories, accounting for 8.1% of establishments in Wales:

Table 15. Local Authority establishments for Conwy

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
Conwy	323	848	151	16	8

These establishments account for 76,359 bedspaces across the same 5 categories, accounting for 12.62% of all bedspaces in Wales:

Table 16. Local Authority bedspaces for Conwy

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
Conwy	9,460	4,433	61,959	458	49

The IDBR reports the following VAT Registered businesses:

Table 17. IDBR VAT registered businesses for Conwy

Local Authority	Hotels and similar	Holiday centres and villages	Youth hostels	Other holiday and short-stay	Camping grounds, RV and trailer parks	Other Accommodation
Conwy	100	10	-	25	50	-

Transparent data reports the following establishments and bedspaces:

Table 18. Transparent data for Conwy

Local Authority	Units	Bedspaces
Conwy	1,022	4,833

## Pembrokeshire

Pembrokeshire received **0.98 million visitors** averaged from 2017 to 2019, accounting for 10% of all trips to Wales. This is the 4th highest share of visitor trips across all Local Authorities in Wales.

Pembrokeshire averaged **3.97 million nights** across that time (a 12% share), with an average annual spend of £220,000,000.

In terms of accommodation establishments Conwy currently records 5,113 across 5 categories, accounting for 31% of establishments in Wales:

Table 19. Local Authority establishments for Pembrokeshire

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
<b>Pembrokeshire</b>	226	4,618	226	22	21

These establishments account for 100,929 bedspaces across the same 5 categories, accounting for 16.68% of all bedspaces in Wales:

Table 20. Local Authority bedspaces for Pembrokeshire

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
<b>Pembrokeshire</b>	4,815	26,963	67,493	1,311	347

The IDBR reports the following VAT Registered businesses:

Table 21. IDBR VAT registered businesses for Pembrokeshire

Local Authority	Hotels and similar	Holiday centres and villages	Youth hostels	Other holiday and short-stay	Camping grounds, RV and trailer parks	Other Accommodation
Pembrokeshire	70	30	-	50	70	5

Transparent data reports the following establishments and bedspaces:

Table 22. Transparent data for Pembrokeshire

Local Authority	Units	Bedspaces
<b>Pembrokeshire</b>	4,166	19,618



## Powys

Powys received **0.71 million visitors** averaged from 2017 to 2019, accounting for 7% of all trips to Wales. This is the 5th highest share of visitor trips across all Local Authorities in Wales.

Powys averaged **2.27 million nights** across that time (a 7% share), with an average annual spend of £114,000,000.

In terms of accommodation establishments Powys currently records 1,337 across 5 categories, accounting for 8.1% of establishments in Wales:

Table 23. Local Authority establishments for Powys

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
<b>Powys</b>	415	694	137	63	28

These establishments account for 38,134 bedspaces across the same 5 categories, accounting for 6.3% of all bedspaces in Wales:

Table 24. Local Authority bedspaces for Powys

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
<b>Powys</b>	6,038	5,259	24,698	1,911	228

The IDBR reports the following VAT Registered businesses:

Table 25. IDBR VAT registered businesses for Powys

Local Authority	Hotels and similar	Holiday centres and villages	Youth hostels	Other holiday and short-stay	Camping grounds, RV and trailer parks	Other Accommodation
Powys	75	25	-	40	45	5

Transparent data reports the following establishments and bedspaces:

Table 26. Transparent data for Powys

Local Authority	Units	Bedspaces
<b>Powys</b>	2,207	10,192

## Denbighshire

Denbighshire received **0.61 million visitors** averaged from 2017 to 2019, accounting for 6% of all trips to Wales. This is the 6th highest share of visitor trips across all Local Authorities in Wales.

Denbighshire averaged **2.15 million nights** across that time (a 6% share), with an average annual spend of £108,000,000.

In terms of accommodation establishments Denbighshire currently records 439 across 5 categories, accounting for 2.64% of establishments in Wales:

Table 27. Local Authority establishments for Denbighshire

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
Denbighshire	79	304	45	3	8

These establishments account for 31,234 bedspaces across the same 5 categories, accounting for 5.2% of all bedspaces in Wales:

Table 28. Local Authority bedspaces for Denbighshire

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
Denbighshire	2,992	1,655	26,404	145	38

The IDBR reports the following VAT Registered businesses:

Table 29. IDBR VAT registered businesses for Denbighshire

Local Authority	Hotels and similar	Holiday centres and villages	Youth hostels	Other holiday and short-stay	Camping grounds, RV and trailer parks	Other Accommodation
Denbighshire	25	10	-	10	20	5

Transparent data reports the following establishments and bedspaces:

Table 30. Transparent data for Denbighshire

Local Authority	Units	Bedspaces
Denbighshire	776	3,703

## Ceredigion

Ceredigion received **0.55 million visitors** averaged from 2017 to 2019, accounting for 6% of all trips to Wales. This is the 7th highest share of visitor trips across all Local Authorities in Wales.

Ceredigion averaged **2.19 million nights** across that time (a 6% share), with an average annual spend of £115,000,000.

In terms of accommodation establishments Ceredigion currently records 1,075 across 5 categories, accounting for 6.5% of establishments in Wales:

Table 31. Local Authority establishments for Ceredigion

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
<b>Ceredigion</b>	256	628	155	17	19

These establishments account for 49,317 bedspaces across the same 5 categories, accounting for 8.2% of all bedspaces in Wales:

Table 32. Local Authority bedspaces for Ceredigion

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
<b>Ceredigion</b>	3,711	5,497	36,974	2,931	244

The IDBR reports the following VAT Registered businesses:

Table 33. IDBR VAT registered businesses for Ceredigion

Local Authority	Hotels and similar	Holiday centres and villages	Youth hostels	Other holiday and short-stay	Camping grounds, RV and trailer parks	Other Accommodation
Ceredigion	40	20	-	30	25	-

Transparent data reports the following establishments and bedspaces:

Table 34. Transparent data for Ceredigion

Local Authority	Units	Bedspaces
<b>Ceredigion</b>	1,673	7,954

## Swansea

Swansea received **0.54 million visitors** averaged from 2017 to 2019, accounting for 6% of all trips to Wales. This is the 8th highest share of visitor trips across all Local Authorities in Wales.

Swansea averaged **1.8 million nights** across that time (a 5% share), with an average annual spend of £92,000,000.

In terms of accommodation establishments Ceredigion currently records 517 across 5 categories, accounting for 3.1% of establishments in Wales:

Table 35. Local Authority establishments in Swansea

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
<b>Swansea</b>	62	403	42	7	3

These establishments account for 29,916 bedspaces across the same 5 categories, accounting for 4.94% of all bedspaces in Wales:

Table 36. Local Authority bedspaces in Swansea

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
<b>Swansea</b>	3,786	3,160	21,983	939	48

The IDBR reports the following VAT Registered businesses:

Table 37. IDBR VAT registered businesses in Swansea

Local Authority	Hotels and similar	Holiday centres and villages	Youth hostels	Other holiday and short-stay	Camping grounds, RV and trailer parks	Other Accommodation
Swansea	25	5	-	15	15	5

Transparent data reports the following establishments and bedspaces:

Table 38. Transparent data for Swansea

Local Authority	Units	Bedspaces
<b>Swansea</b>	1,746	7,349

## Isle of Anglesey

Isle of Anglesey received **0.53 million visitors** averaged from 2017 to 2019, accounting for 5% of all trips to Wales. This is the 9th highest share of visitor trips across all Local Authorities in Wales.

Isle of Anglesey averaged **2.4 million nights** across that time (a 7% share), with an average annual spend of £92,000,000.

In terms of accommodation establishments Isle of Anglesey currently records 304 across 5 categories, accounting for 1.83% of establishments in Wales:

Table 39. Local Authority establishment data for Anglesey

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
(Isle of) Anglesey	78	125	96	2	3

These establishments account for 31,472 bedspaces across the same 5 categories, accounting for 5.2% of all bedspaces in Wales:

Table 40. Local Authority bedspaces for Anglesey

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
(Isle of) Anglesey	1,414	2,216	27,528	193	121

The IDBR reports the following VAT Registered businesses:

Table 41. IDBR VAT registered businesses for Anglesey

Local Authority	Hotels and similar	Holiday centres and villages	Youth hostels	Other holiday and short-stay	Camping grounds, RV and trailer parks	Other Accommodation
(Isle of) Anglesey	25	10	-	20	45	-

Transparent data reports the following establishments and bedspaces:

Table 42. Transparent data for Anglesey

Local Authority	Units	Bedspaces
(Isle of) Anglesey	2,012	10,195

## Carmarthenshire

Carmarthenshire received **0.37 million visitors** averaged from 2017 to 2019, accounting for 4% of all trips to Wales. This is the 10th highest share of visitor trips across all Local Authorities in Wales.

Carmarthenshire averaged **1.37 million nights** across that time (a 4% share), with an average annual spend of £63,000,000.

In terms of accommodation establishments Carmarthenshire currently records 781 across 5 categories, accounting for 4.7% of establishments in Wales:

Table 43. Local Authority establishments for Carmarthenshire

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
Carmarthenshire	166	493	95	5	22

These establishments account for 26,562 bedspaces across the same 5 categories, accounting for 4.4% of all bedspaces in Wales:

Table 44. Local Authority bedspaces for Carmarthenshire

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
Carmarthenshire	3,067	5,006	18,053	142	294

The IDBR reports the following VAT Registered businesses:

Table 45. IDBR VAT registered businesses in Carmarthenshire

Local Authority	Hotels and similar	Holiday centres and villages	Youth hostels	Other holiday and short-stay	Camping grounds, RV and trailer parks	Other Accommodation
Carmarthenshire	30	10	-	20	15	-

Transparent data reports the following establishments and bedspaces:

Table 46. Transparent data for Carmarthenshire

Local Authority	Units	Bedspaces
Carmarthenshire	1,468	6,514

## Monmouthshire

Monmouthshire received **0.27 million visitors** averaged from 2017 to 2019, accounting for 3% of all trips to Wales. Monmouthshire is ranked 11th for share of visitor trips across all Local Authorities in Wales.

Monmouthshire averaged **0.89 million nights** across that time (a 3% share), with an average annual spend of £50,000,000.

In terms of accommodation establishments Monmouthshire currently records 510 across 5 categories, accounting for 3.07% of establishments in Wales:

Table 47. Local Authority establishments for Monmouthshire

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
Monmouthshire	133	293	31	9	44

These establishments account for 8,375 bedspaces across the same 5 categories, accounting for 1.38% of all bedspaces in Wales:

Table 48. Local Authority bedspaces for Monmouthshire

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
Monmouthshire	2,996	1,746	2,971	249	413

The IDBR reports the following VAT Registered businesses:

Table 49. IDBR VAT registered businesses for Monmouthshire

Local Authority	Hotels and similar	Holiday centres and villages	Youth hostels	Other holiday and short-stay	Camping grounds, RV and trailer parks	Other Accommodation
Monmouthshire	25	-	-	10	5	-

Transparent data reports the following establishments and bedspaces:

Table 50. Transparent Data for Monmouthshire

Local Authority	Units	Bedspaces
Monmouthshire	550	2,375

## Flintshire

Flintshire received **0.21 million visitors** averaged from 2017 to 2019, accounting for 2% of all trips to Wales. Flintshire is ranked 12th for share of visitor trips across all Local Authorities in Wales.

Flintshire averaged **0.55 million nights** across that time (a 1.02% share), with an average annual spend of £18,000,000.

In terms of accommodation establishments Flintshire currently records 73 across 5 categories, accounting for 0.44% of establishments in Wales:

Table 51. Local Authority establishments for Flintshire (estimate)

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
<b>Flintshire*</b>	43	13	17	0	0

\*Bedstock and bedspace data for Flintshire has not yet been submitted, this is based on 2013 data

These establishments account for 18,720 bedspaces across the same 5 categories, accounting for 3.09% of all bedspaces in Wales:

Table 52. Local Authority bedspaces for Flintshire (estimate)

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
<b>Flintshire*</b>	1,712	115	16,893	0	0

\*Bedstock and bedspace data for Flintshire has not yet been submitted, this is based on 2013 data

The IDBR reports the following VAT Registered businesses:

Table 53. IDBR VAT registered businesses for Flintshire

Local Authority	Hotels and similar	Holiday centres and villages	Youth hostels	Other holiday and short-stay	Camping grounds, RV and trailer parks	Other Accommodation
Flintshire	15	10	-	10	25	5

Transparent data reports the following establishments and bedspaces:

Table 54. Transparent data for Flintshire

Local Authority	Units	Bedspaces
<b>Flintshire</b>	275	1,130



## Bridgend

Bridgend received **0.19 million visitors** averaged from 2017 to 2019, accounting for 2% of all trips to Wales. Bridgend is ranked 13<sup>th</sup> for share of visitor trips across all Local Authorities in Wales.

Bridgend averaged **0.72 million nights** across that time (a 2.2% share), with an average annual spend of £32,000,000.

In terms of accommodation establishments Bridgend currently records 101 across 5 categories, accounting for 0.61% of establishments in Wales:

Table 55. Local Authority establishments for Bridgend

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
<b>Bridgend</b>	40	48	12	1	-

These establishments account for 16,289 bedspaces across the same 5 categories, accounting for 2.69% of all bedspaces in Wales:

Table 56. Local Authority bedspaces for Bridgend

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
<b>Bridgend</b>	1,671	422	14,184	12	-

The IDBR reports the following VAT Registered businesses:

Table 57. IDBR VAT registered businesses for Bridgend

Local Authority	Hotels and similar	Holiday centres and villages	Youth hostels	Other holiday and short-stay	Camping grounds, RV and trailer parks	Other Accommodation
Bridgend	15	-	-	5	-	-

Transparent data reports the following establishments and bedspaces:

Table 58. Transparent data for Bridgend

Local Authority	Units	Bedspaces
<b>Bridgend</b>	191	866

## Wrexham

Wrexham received **0.19 million visitors** averaged from 2017 to 2019, accounting for 2% of all trips to Wales. Wrexham is ranked 14th for share of visitor trips across all Local Authorities in Wales.

Wrexham averaged **0.56 million nights** across that time (a 1.7% share), with an average annual spend of £25,000,000.

In terms of accommodation establishments Wrexham currently records 108 across 5 categories, accounting for 0.65% of establishments in Wales:

Table 59. Local Authority establishments for Wrexham (estimate)

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
<b>Wrexham*</b>	52	32	22	2	0

\*Bedstock and bedspace data for Wrexham has not yet been submitted, this is based on 2013 data

These establishments account for 3754 bedspaces across the same 5 categories, accounting for 0.62% of all bedspaces in Wales:

Table 60. Local Authority bedspaces for Wrexham (estimate)

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
<b>Wrexham*</b>	1,297	168	2,062	227	0

\*Bedstock and bedspace data for Wrexham has not yet been submitted, this is based on 2013 data

The IDBR reports the following VAT Registered businesses:

Table 61. IDBR VAT registered businesses for Wrexham

Local Authority	Hotels and similar	Holiday centres and villages	Youth hostels	Other holiday and short-stay	Camping grounds, RV and trailer parks	Other Accommodation
Wrexham	15	-	-	5	5	-

Transparent data reports the following establishments and bedspaces:

Table 62. Transparent data for Wrexham

Local Authority	Units	Bedspaces
<b>Wrexham</b>	241	1,019

## Newport

Newport received **0.16 million visitors** averaged from 2017 to 2019, accounting for 1.6% of all trips to Wales. Newport is ranked 15th for share of visitor trips across all Local Authorities in Wales.

Newport averaged **0.35 million nights** across that time (a 1% share), with an average annual spend of £26,000,000.

In terms of accommodation establishments Newport currently records 122 across 5 categories, accounting for 0.73% of establishments in Wales:

Table 63. Local Authority establishments for Newport

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
<b>Newport</b>	53	63	5	1	-

These establishments account for 5402 bedspaces across the same 5 categories, accounting for 3.96% of all bedspaces in Wales:

Table 64. Local Authority bedspaces for Newport

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
<b>Newport</b>	3,749	342	593	718	-

The IDBR reports the following VAT Registered businesses:

Table 65. IDBR VAT registered businesses for Newport

Local Authority	Hotels and similar	Holiday centres and villages	Youth hostels	Other holiday and short-stay	Camping grounds, RV and trailer parks	Other Accommodation
<b>Newport</b>	15	0	0	5	0	0

Transparent data reports the following establishments and bedspaces:

Table 66. Transparent data for Newport

Local Authority	Units	Bedspaces
<b>Newport</b>	301	1,257

## Vale of Glamorgan

Vale of Glamorgan received **0.15 million visitors** averaged from 2017 to 2019, accounting for 1.5% of all trips to Wales. Vale of Glamorgan is ranked 16th for share of visitor trips across all Local Authorities in Wales.

Vale of Glamorgan averaged **0.42 million nights** across that time (a 1.3% share), with an average annual spend of £21,000,000.

In terms of accommodation establishments Vale of Glamorgan currently records 297 across 5 categories, accounting for 1.79% of establishments in Wales:

Table 67. Local Authority establishments for Vale of Glamorgan

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
Vale of Glamorgan	96	170	17	4	10

These establishments account for 4734 bedspaces across the same 5 categories, accounting for 0.78% of all bedspaces in Wales:

Table 68. Local Authority bedspaces for Vale of Glamorgan

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
Vale of Glamorgan	2,160	1,016	1,427	56	75

The IDBR reports the following VAT Registered businesses:

Table 69. IDBR VAT registered businesses for Vale of Glamorgan

Local Authority	Hotels and similar	Holiday centres and villages	Youth hostels	Other holiday and short-stay	Camping grounds, RV and trailer parks	Other Accommodation
Vale of Glamorgan	15	-	-	5	10	-

Transparent data reports the following establishments and bedspaces:

Table 70. Transparent data for Vale of Glamorgan

Local Authority	Units	Bedspaces
Vale of Glamorgan	531	2,221

## Rhondda Cynon Taf

Rhondda Cynon Taf received **0.12 million visitors** averaged from 2017 to 2019, accounting for 1.3% of all trips to Wales. Rhondda Cynon Taf is ranked 17th for share of visitor trips across all Local Authorities in Wales.

Rhondda Cynon Taf averaged **0.31 million nights** across that time (a 0.95% share), with an average annual spend of £12,000,000.

In terms of accommodation establishments Rhondda Cynon Taf currently records 54 across 5 categories, accounting for 0.33% of establishments in Wales:

Table 71. Local Authority establishments for Rhondda Cynon Taf

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
Rhondda Cynon Taf	27	20	1	6	-

These establishments account for 2357 bedspaces across the same 5 categories, accounting for 0.39% of all bedspaces in Wales:

Table 72. Local Authority bedspaces for Rhondda Cynon Taf

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
Rhondda Cynon Taf	911	144	144	1,158	-

The IDBR reports the following VAT Registered businesses:

Table 73. IDBR VAT registered businesses for Rhondda Cynon Taf

Local Authority	Hotels and similar	Holiday centres and villages	Youth hostels	Other holiday and short-stay	Camping grounds, RV and trailer parks	Other Accommodation
Rhondda Cynon Taff	10	-	-	5	-	-

Transparent data reports the following establishments and bedspaces:

Table 74. Transparent data for Rhondda Cynon Taf

Local Authority	Units	Bedspaces
Rhondda Cynon Taf	194	804

## Neath Port Talbot

Neath Port Talbot received **0.05 million visitors** averaged from 2017 to 2019, accounting for 0.58% of all trips to Wales. Neath Port Talbot is ranked 18<sup>th</sup> for share of visitor trips across all Local Authorities in Wales.

Neath Port Talbot averaged **0.44 million nights** across that time (a 1.3% share), with an average annual spend of £8,000,000.

In terms of accommodation establishments Neath Port Talbot currently records 145 across 5 categories, accounting for 0.87% of establishments in Wales:

Table 75. Local Authority establishments for Neath Port Talbot

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
Neath Port Talbot	35	100	7	2	1

These establishments account for 2838 bedspaces across the same 5 categories, accounting for 0.47% of all bedspaces in Wales:

Table 76. Local Authority bedspaces for Neath Port Talbot

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
Neath Port Talbot	1,446	785	468	124	15

The IDBR reports the following VAT Registered businesses:

Table 77. IDBR VAT registered businesses for Neath Port Talbot

Local Authority	Hotels and similar	Holiday centres and villages	Youth hostels	Other holiday and short-stay	Camping grounds, RV and trailer parks	Other Accommodation
Neath Port Talbot	10	-	-	5	-	-

Transparent data reports the following establishments and bedspaces:

Table 78. Transparent data for Neath Port Talbot

Local Authority	Units	Bedspaces
Neath Port Talbot	265	1,220

## Merthyr Tydfil

Merthyr Tydfil received **0.05 million visitors** averaged from 2017 to 2019, accounting for 0.54% of all trips to Wales. This is the 4<sup>th</sup> lowest share of visitor trips across all Local Authorities in Wales.

Merthyr Tydfil averaged **0.12 million nights** across that time (a 0.36% share), with an average annual spend of £8,000,000.

In terms of accommodation establishments Merthyr Tydfil currently records 55 across 5 categories, accounting for 0.33% of establishments in Wales:

Table 79. Local Authority establishments for Merthyr Tydfil

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
<b>Merthyr Tydfil</b>	21	22	3	8	1

These establishments account for 1,031 bedspaces across the same 5 categories, accounting for 0.17% of all bedspaces in Wales:

Table 80. Local Authority bedspaces for Merthyr Tydfil

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
<b>Merthyr Tydfil</b>	438	129	252	194	18

The IDBR reports the following VAT Registered businesses:

Table 81. IDBR VAT registered businesses for Merthyr Tydfil

Local Authority	Hotels and similar	Holiday centres and villages	Youth hostels	Other holiday and short-stay	Camping grounds, RV and trailer parks	Other Accommodation
Merthyr Tydfil	5	-	-	5	-	-

Transparent data reports the following establishments and bedspaces:

Table 82. Transparent data for Merthyr Tydfil

Local Authority	Units	Bedspaces
<b>Merthyr Tydfil</b>	106	552

## Caerphilly

Caerphilly received **0.05 million visitors** averaged from 2017 to 2019, accounting for 0.54% of all trips to Wales. This is the 3<sup>rd</sup> lowest share of visitor trips across all Local Authorities in Wales.

Caerphilly averaged **0.14 million nights** across that time (a 0.42% share), with an average annual spend of £7,000,000.

In terms of accommodation establishments Caerphilly currently records 80 across 5 categories, accounting for 0.48% of establishments in Wales:

Table 83. Local Authority establishments for Caerphilly

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
Caerphilly	28	43	4	3	2

These establishments account for 2672 bedspaces across the same 5 categories, accounting for 0.44% of all bedspaces in Wales:

Table 84. Local Authority bedspaces for Caerphilly

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
Caerphilly	1,014	241	1,348	50	19

The IDBR reports the following VAT Registered businesses:

Table 85. IDBR VAT registered businesses for Caerphilly

Local Authority	Hotels and similar	Holiday centres and villages	Youth hostels	Other holiday and short-stay	Camping grounds, RV and trailer parks	Other Accommodation
Caerphilly	10	-	-	5	-	-

Transparent data reports the following establishments and bedspaces:

Table 86. Transparent data for Caerphilly

Local Authority	Units	Bedspaces
Caerphilly	77	284



## Torfaen

Torfaen received **0.04 million visitors** averaged from 2017 to 2019, accounting for 0.44% of all trips to Wales. This is the second lowest share of visitor trips across all Local Authorities in Wales.

Torfaen averaged **0.11 million nights** across that time (a 0.35% share), with an average annual spend of £6,000,000.

In terms of accommodation establishments Torfaen currently records 14 across 5 categories, accounting for 0.08% of establishments in Wales:

Table 87. Local Authority establishments for Torfaen

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
<b>Torfaen</b>	11	3	-	-	-

These establishments account for 389 bedspaces across the same 5 categories, accounting for 0.06% of all bedspaces in Wales:

Table 88. Local Authority bedspaces for Torfaen

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
<b>Torfaen</b>	367	22	-	-	-

The IDBR reports the following VAT Registered businesses:

Table 89. IDBR VAT registered businesses for Torfaen

Local Authority	Hotels and similar	Holiday centres and villages	Youth hostels	Other holiday and short-stay	Camping grounds, RV and trailer parks	Other Accommodation
Torfaen	5	-	-	-	-	-

Transparent data reports the following establishments and bedspaces:

Table 90. Transparent data for Torfaen

Local Authority	Units	Bedspaces
<b>Torfaen</b>	53	235

## Blaenau Gwent

Blaenau Gwent received **0.02 million visitors** averaged from 2017 to 2019, accounting for 0.21% of all trips to Wales. This is the lowest share of visitor trips across all Local Authorities in Wales.

Blaenau Gwent averaged **0.05 million nights** across that time (a 0.14% share), with an average annual spend of £2,000,000.

In terms of accommodation establishments Blaenau Gwent currently records 43 across 5 categories, accounting for 0.16% of establishments in Wales:

Table 91. Local Authority establishments for Blaenau Gwent

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
Blaenau Gwent	14	27	1	-	1

These establishments account for 756 bedspaces across the same 5 categories, accounting for 0.12% of all bedspaces in Wales:

Table 92. Local Authority bedspaces for Blaenau Gwent

Local Authority	Serviced	Self-Catering	Caravan / Camping	Hostel	Alternative
Blaenau Gwent	387	127	240	-	2

The IDBR reports the following VAT Registered businesses:

Table 93. IDBR VAT registered businesses for Blaenau Gwent

Local Authority	Hotels and similar	Holiday centres and villages	Youth hostels	Other holiday and short-stay	Camping grounds, RV and trailer parks	Other Accommodation
Blaenau Gwent	5	-	-	-	-	-

Transparent data reports the following establishments and bedspaces:

Table 94. Transparent data for Blaenau Gwent

Local Authority	Units	Bedspaces
Blaenau Gwent	49	256