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Visits to Tourist Attractions in Wales 2010

Report for Visit Wales



Visits to Tourist Attractions in Wales – 2010

Research on behalf of Visit Wales

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

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Welsh Assembly Government Social Research, 2011

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Glossary of acronyms and how to read the tables

Visit Wales would like to thank all representatives and operators in the attraction sector who provided information for the survey on which this report is based. Without their assistance every year it would not be possible to collate these figures.

Estimates/ Visits figures unavailable

Figures shown in this report are given in good faith on the basis of information provided by the proprietors of attractions.

- If visits figures were estimated by operators, this is indicated with an asterisk (*) following the number of visits in the tables in 2010, at the end of the report. If an attraction has estimated figures in 2010 it is assumed figures for previous years are also based on estimates, and vice versa.
- If the attraction was not yet open to the public, so that no visits figures were available, then 'not open' replaces the visits figures
- If the attraction was closed temporarily due to refurbishment, renovation etc. then 'closed' replaces the visits figures

Admission

In the lists of tables, admission to the attraction is included in the column entitled 'entry'.

- If an attraction has an admission charge, the adult admission charge for high season 2010 is given. If this is not known the charge is left blank.

Abbreviations

Regions

M	Mid Wales
N	North Wales
SE	South East Wales
SW	South West Wales

Ownership categories

Cadw [†]	Cadw (Welsh Historic Monuments)
G	Government (Government Agency/ Branch e.g. National Parks Authority, Education, National Museums and Galleries of Wales etc)
LA	Local Authority
NT [†]	National Trust
PO	Privately Owned (Private individual owners, organisation/ trust etc)

[†] Attractions in the CADW or National Trust ownership categories may only be managed by such organisations.

Tourist attraction categories

HP	Historic Properties Castles, Forts, Historic Houses, Palaces, Historic Monuments, Archaeological Sites, Other Historic Properties, Heritage Centres, Places of Worship
Theme	Leisure Parks, Theme Parks
MAG	Museums and/ or Art Galleries, Science Centres, Technology Centres
Ind	Industrial/ craft attraction
CP	Country Park, garden, other natural
WL	Wildlife attraction
R/T	Railway/ tramway

Employee Abbreviations

FTP	Full time permanent
PTP	Part time permanent
FTS	Full time seasonal
PTS	Part time seasonal
UV	Unpaid volunteer
UVP	Unpaid volunteer permanent
UVS	Unpaid volunteer seasonal

Throughout the report, samples of ten or below are marked with an asterisk (*) to denote the need for caution to be applied when looking at the results.

Executive Summary

Visits 2009 - 2010

1. **Visits to attractions in Wales have slightly increased:** up 0.7% amongst those attractions responding in both 2010 and 2009. Amongst these 164 attractions the volume of visits stands at 11.3 million visits.
2. **Paid admission attractions have increased over the same period while free attraction visitor volumes have decreased:** paid attractions are up 2.6% compared to free attractions which are down 2%.

Revenue

3. **Across paid admission attractions responding to the survey admission charges increased by above the rate of inflation** between 2009 and 2010. Average adult admission increased by 6.1% to £5.57 while child admission increased by 6.8% to £3.75.
4. **Amongst all attractions average visitor revenue stands at £5.95:** the same as in 2009 (amongst different samples). Revenue per visitor is made up of admissions (with an average of £2.74), retail (£1.84), catering (£0.96), donations (£0.17) and 'other revenue' (£0.24).
5. **Revenue per visitor is highest for railway and tramway themed attractions** (£11.62 per visitor) and lowest for museum or art gallery attractions (£3.18).

Employment

6. **A third of all employment is as *unpaid permanent volunteer*** making it the largest employment category. Full time permanents account for almost a fifth (19.7%) of employment amongst the attractions responding in 2010.

1 Introduction and objectives

1.1 Background

Visit Wales (VW) have been conducting the Survey of Visits to Tourist Attractions since 1973. The remits of the research are to:

- determine and report visit numbers to attractions throughout Wales
- analyse collected data on visit numbers to identify current trends
- provide additional comparative analysis of data contained in the Survey of Visits to Tourist Attractions including visit figures, operations, funding, revenue, marketing and human resources
- analyse data according to attraction categories, the four economic regions of Wales, and admission charging policy.

1.2 Tourist attraction definition

The research uses the tourist attraction definition¹ agreed upon by the four National Tourist Boards for the 2001 survey whereby a tourist attraction is:

“an attraction where it is feasible to charge admission for the sole purpose of sightseeing. The attraction must be a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education, rather than being primarily a retail outlet or a venue for sporting, theatrical or film performances. It must be open to the public without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents. In addition, the attraction must be a single business, under a single management, so that it is capable of answering the economic questions on revenue, employment etc. and must be receiving revenue directly from the visitors.”

1.3 Objectives

The purpose of this report is to monitor trends in the tourist attraction sector in Wales in order to provide a greater understanding of the sector to both industry and public sector organisations and to disseminate the findings in a useful and valuable way to the wider industry.

¹ This definition impacts on the Wales Millennium Centre, which could be categorised as ‘a retail outlet or a venue for ... theatrical ... performances’ which would exclude it from this research. The venue also does not neatly fall into the above classification as it is not strictly ‘a single business, under a single management’ but rather it comprises a theatre, building of architectural significance, cafes and art galleries. The visitor figures included in this report for the Millennium Centre do not include theatre goers, or visitors whose main purpose of visit is associated with the theatre (e.g. ticket sales/collection etc). For this reason, the Millennium Centre is listed in the following pages whilst recognising that it does not match the above definition of a tourist attraction in every respect. This must be taken into account when comparing with other entries.

1.4 Economic and climatic background to 2010

The UK economy and climate are both key factors in domestic tourism and their impact will be reflected in the figures in this report.

Looking first at the economic background, during 2010 the UK was economy was in recession with rising unemployment and increasing oil (and therefore petrol pump) prices. The media frequently reported on the rise of the *staycation* – that is, the substitution of a holiday abroad for a holiday in the UK for financial reasons. The staycation effect may well contribute positively to visit numbers to Welsh (and of course UK-based) visitor attractions. However, the positive effect could be tempered with a squeeze in household disposable income: paid attractions may well have been impacted by this with free attractions potentially benefitting.

Turning to the climate, according to the Met Office, 2010 was the tenth driest year in the last one hundred years, with January to June being particularly free of rain compared to the average. It was also a sunnier year than average although the key tourist months of July and August were disappointingly dull. November and December were memorable for their severe cold weather: December was the coldest in one hundred years with heavy snowfall disrupting the whole of the UK for many days. It should be noted that climate can have both a positive and negative impact on visitor numbers depending on attraction *type*: thus indoor and outdoor attractions have reacted differently over the course of the year.

2 Methodology

2.1 Conducting the research

The research took place in two stages, depending on whether the attraction had seasonal opening times (early) or was open throughout the duration of the year (late). For early attractions the mailout was October 2010, with a reminder two weeks after mailout for non-responders. For late attractions, the mailout took place in January 2011, with reminders sent out two weeks after mailout for non-responders.

The survey materials were sent out in the language/s of choice in either an email or postal format. If postal research was asked for the respondent had a pre-paid envelope which they could use to return the completed survey.

The final returns from the above fieldwork were received in February, with data entry of the responses taking place after this point.

The questionnaire was based on one which has been used in previous years to ensure comparability and the ability to monitor trend data.

6.2 Survey distribution and response rate

The survey was distributed to a total of 507 attractions believed to fit the tourist attraction definition. The response rates for this year and previous two years are given in Table 2.1 below:

Table 2.1 Response rate

	2010 Actual (percentage)	2009 Actual (percentage)	2008 Actual (percentage)
Total number of mailable attractions	507	525	517
Attractions completing survey and providing visitor figures in that year	219 (43%)	239 (46%)	235 (45%)
Attractions not able to give visitor figures	28 (6%)	27 (5%)	24 (5%)
TOTAL RESPONSE RATE	247 (49%)	267 (51%)	259 (50%)

Thus, while the response to the survey this year was 49% - the proportion actually providing visitor figures stands at 43%.

Furthermore, in order to ascertain the reliability of visits figures provided, in 2010 a total of 175 operators indicated which methods they used to calculate

their visits figures. Results are shown in Table 2.2 below. Some operators use more than one method by which to calculate visitor numbers and therefore the percentages do not add up to 100.

Table 2.2 Visitor recording method

	Actual numbers	%
Total sample	175	
Ticket sales and/or group booking sales	62	35%
Mechanical or electronic method of counting	64	37%
Manual method of counting numbers	55	31%
Estimate made on the basis of sample count	13	7%
Sample count	10	6%
Other*	5	3%

*Other methods of recording visitor numbers include pebbles in bowls and traffic counter at entrance.

3 Comparative analysis of visits to tourist attractions

2010/9 and 2010/8

This chapter analyses trends in the number of visits to attractions in Wales. It looks at those attractions that responded in both 2010 and 2009, as well as those attractions that responded in 2010 and 2008. Please note the base sizes will vary between the two as not all attractions responded across the three years.

3.1 Overall comparisons

Table 3.1 Comparison of overall yearly visits 2010/9 and 2010/8

In both 2010 and 2009 a total of 164 attractions provided total visits figures. In the years 2010 and 2008 159 attractions provided total visits figures.

2010/9				2010/8			
Sample	Visits 2010	Visits 2009	Increase/ decrease	Sample	Visits 2010	Visits 2008	Increase/ decrease
164	11,338,249	11,255,418	+0.7%	159	11,106,074	10,543,912	+5.3%

Visits to tourist attractions in Wales have increased year on year.

Between 2009 and 2010 visits to tourist attractions in Wales (amongst matched samples of attractions) rose by nearly 1% to just over 11.3 million visits. Looking at visits between 2008 and 2010 (again amongst matched samples) visits rose by 5.3%.

Table 3.2 Comparison of yearly visits 2010/9 and 2010/8 for free and paid attractions

2010/9					2010/8				
	Sample	Visits 2010	Visits 2009	Increase/ decrease		Sample	Visits 2010	Visits 2008	Increase/ decrease
Free	43	4,634,589	4,728,476	-2.0%	Free	42	4,459,807	4,504,243	-1.0%
Paid	105	6,205,870	6,049,776	+2.6%	Paid	102	6,050,698	5,460,956	+10.8%
Total	148	10,840,459	10,778,252	+0.7%	Total	144	10,510,505	9,965,199	+5.5%

Paid admission attractions have seen an increase in visitor numbers

between 2009 and 2010: up nearly 3% compared to free attractions which are down 2% over the same period.

Table 3.3 Comparison of yearly visits 2010/9 and 2010/8 by region

2010/9					2010/8				
Sample		Visits 2010	Visits 2009	Increase/decrease	Sample		Visits 2010	Visits 2008	Increase/decrease
Mid	26	905,406	971,041	-6.8%	Mid	25	781,117	770,423	+1.4%
North	47	2,830,013	2,723,077	+3.9%	North	49	2,882,134	2,597,897	+10.9%
S East	49	4,780,391	4,650,459	+2.8%	S East	43	4,369,538	4,331,567	+0.9%
S West	42	2,822,439	2,910,841	-3.0%	S West	42	3,073,285	2,844,025	+8.1%
Total	164	11,338,249	11,255,418	+0.7%	Total	159	11,106,074	10,543,912	+5.3%

There are considerable regional differences in visitor volumes between 2009 and 2010. Both South West Wales and Mid Wales experienced decreases (by -3.0% and -6.8% respectively) while North Wales experienced an above-average increase of 3.9% in visitor volumes.

Table 3.4 Comparison of yearly visits 2010/9 and 2010/8 by category

2010/9					2010/8				
Sample		Visits 2010	Visits 2009	Increase/decrease	Sample		Visits 2010	Visits 2008	Increase/decrease
Historic properties	57	2,680,839	2,559,846	+4.7%	58	2,975,477	2,704,458	+10.0%	
Museum/ art gallery	46	3,704,706	3,890,631	-4.8%	45	3,725,696	3,853,233	-3.3%	
Industrial/ craft attraction	11	731,762	710,528	+3.0%	12	638,816	648,015	-1.4%	
Country park, garden, other natural	30	2,675,253	2,520,500	+6.1%	26	2,312,26	2,075,659	+11.4%	
Wildlife attraction	7*	155,082	160,413	-3.3%	3*	198,890	225,590	-11.8%	
Themed attraction, leisure park/ centre	2*	667,990	617,861	+8.1%	3*	762,625	549,770	+38.7%	
Railway/ tramway	12	722,617	795,639	-9.2%	9*	492,309	487,187	+1.1%	
Total	164	11,338,249	11,255,418	+0.7%	Total	159	11,106,074	10,543,912	+5.3%

*caution: low base

Country parks, gardens and other natural attractions experienced increases in visitor numbers: they saw a 6.1% increase in visitor numbers between 2009 and 2010. *Historic properties* also saw an increase above the average of nearly 5%. The largest decrease between the two years was in the category of *railways and tramways* with a decrease of -9.2%.

Table 3.5 Comparison of yearly visits 2010/9 and 2010/8 by ownership

Sample	2010/9			2010/8				
	Visits 2010	Visits 2009	Increase/decrease	Visits 2010	Visits 2008	Increase/decrease		
Cadw	26	1,151,124	1,146,548	+0.4%	26	1,146,162	1,006,460	+13.9%
National Museum of Wales	7*	1,629,915	1,652,459	-1.4%	7*	1,629,915	1,549,071	+5.2%
Local Authority	50	3,001,156	2,976,884	+0.8%	49	2,916,057	2,888,388	+1.0%
The National Trust	17	1,149,847	930,181	+23.6%	17	1,149,847	919,855	+25.0%
Private Owner/Trust	64	4,406,207	4,549,346	-3.1%	60	4,264,093	4,180,138	+2.0%
Total	164	11,338,249	11,255,418	+0.7%	159	11,106,074	10,543,912	+5.3%

*caution: low base

National Trust visitor volumes have increased considerably in Wales between 2009 and 2010, up nearly 24%. This high increase is also seen between 2008 and 2010 (25% increase in visitor numbers).

Table 3.6 Comparison of yearly visits 2010/9 and 2010/8 by geographic location

Sample	2010/9			2010/8				
	Visits 2010	Visits 2009	Increase/decrease	Visits 2010	Visits 2008	Increase/decrease		
Coastal	24	2,323,971	2,254,204	+3.1%	22	2,477,369	2,145,411	+15.5%
Rural	96	4,682,720	4,536,247	+3.2%	95	4,358,257	4,000,387	+8.9%
Urban	44	4,311,558	4,464,967	-3.0%	42	4,270,448	4,398,114	-2.9%
Total	164	11,338,249	11,255,418	+0.7%	159	11,106,074	10,543,912	+5.3%

Urban-based attractions show a decrease in visitor numbers: down 3% between 2009 and 2010 and also between 2008 and 2010.

3.2 Comparison of monthly visits 2010/9 and 2010/8

121 visitor attractions provided a monthly breakdown of visits to their operation both in 2009 and 2010 while 122 provided a monthly breakdown in 2008 and 2010.

Table 3.7 Monthly distribution of visits 2010/9 and 2010/8

	2010/9		2010/8			
	Sample	Visits 2010	Visits 2009	Sample	Visits 2010	Visits 2008
January	121	3.2%	3.4%	122	3.1%	3.3%
February		5.2%	5.0%		5.1%	5.4%
March		5.9%	5.9%		6.0%	8.2%
April		10.5%	10.6%		10.4%	8.0%
May		9.8%	10.7%		9.9%	10.9%
June		10.3%	9.1%		10.3%	9.3%
July		12.2%	12.4%		12.0%	12.4%
August		16.9%	16.7%		17.3%	16.8%
September		8.7%	8.4%		8.9%	8.0%
October		8.1%	7.9%		8.0%	7.6%
November		4.0%	3.8%		4.0%	4.5%
December		3.1%	3.9%		3.2%	4.5%

A quarter of visits take place over two months. The peak summer months of July and August accounted for a quarter of visits in 2010 – with visitor figures similar across 2009.

Table 3.8 Monthly distribution of visits 2010/9 and 2010/8 by admission

	Sample	2010/9				2010/8			
		Free 2010	2009	Paid 2010	2009	Free 2010	2008	Paid 2010	2008
January		3.4%	4.1%	3.0%	3.1%	3.5%	4.2%	2.9%	2.7%
February		6.0%	5.9%	4.6%	4.5%	6.0%	6.9%	4.6%	4.3%
March		7.0%	7.1%	5.2%	5.3%	7.0%	8.9%	5.3%	7.9%
April		10.6%	11.2%	10.4%	10.4%	10.5%	7.7%	10.1%	8.0%
May		9.9%	11.0%	9.7%	10.5%	9.9%	10.0%	9.7%	11.3%
June		9.6%	8.9%	10.5%	9.1%	9.5%	8.6%	10.5%	9.7%
July		11.7%	11.5%	12.3%	13.0%	11.7%	11.4%	12.4%	13.0%
August		15.5%	14.9%	17.9%	17.9%	15.5%	14.6%	18.3%	18.4%
September		8.6%	8.0%	8.7%	8.5%	8.6%	7.5%	8.8%	8.2%
October		8.9%	8.2%	7.9%	7.6%	9.0%	8.0%	7.8%	7.4%
November		5.3%	4.7%	3.3%	3.3%	5.3%	5.1%	3.3%	4.1%
December		3.6%	4.5%	3.0%	3.5%	3.6%	4.5%	3.2%	4.8%

Free attractions show a greater year-round appeal compared to *paid attractions* – reflecting the nature of free and paid attractions.

3.3 Comparison of quarterly visits 2010/9 and 2010/8

Table 3.9 Quarterly distribution of visits 2010/9 and 2010/8

	2010/9		2010/8	
	Visits 2010	Visits 2009	Visits 2010	Visits 2008
Sample	121		122	
Jan – Mar	14.3%	14.4%	14.2%	16.9%
Apr – Jun	30.6%	30.4%	30.6%	28.2%
Jul – Sep	37.8%	37.6%	38.2%	37.2%
Oct - Dec	15.2%	15.6%	15.2%	16.6%

There has been little change in quarterly distribution of visits between 2009 and 2010. Where there are differences (for example between Q1 and Q2 in 2008 and 2010) this can be explained by Easter falling within Q1 in 2008 and within Q2 in 2010.

Table 3.10 Quarterly distribution of visits 2010/9 by region

Region	Sample	Distribution of visits 2010				Distribution of visits 2009				Total visits	
		Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan – Dec 10	Jan – Dec 09
Mid Wales	19	7.1%	32.5%	48.0%	10.9%	7.8%	30.8%	49.2%	12.2%	351,642	378,932
North Wales	32	7.1%	33.1%	48.7%	11.1%	7.1%	32.2%	49.1%	11.5%	1,680,704	1,722,674
SE Wales	40	16.9%	30.8%	35.1%	17.2%	17.1%	30.4%	34.7%	17.9%	3,157,424	3,118,586
SW Wales	30	17.8%	30.3%	34.8%	17.2%	18.1%	31.0%	33.8%	17.1%	2,441,054	2,435,114
Total	122	14.6%	31.3%	38.6%	15.5%	14.7%	31.0%	38.4%	15.9%	7,630,824	7,655,306

Attraction in South Wales show greater year-round appeal, reflecting the area's higher proportion of free attractions. In the peak summer months of July to September 2010 attractions in South East Wales experienced 35% and South West Wales almost 35% of their annual visits compared to attractions in North Wales which experienced nearly half (49%) of their annual visits.

Table 3.11 Quarterly distribution of visits 2010/8 by region

Region	Sample	Distribution of visits 2010				Distribution of visits 2008				Total visits	
		Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan – Dec 10	Jan – Dec 08
Mid Wales	19	8.2%	31.4%	49.1%	11.3%	11.2%	26.5%	47.5%	14.9%	616,933	602,431
North Wales	34	8.3%	33.6%	46.9%	11.2%	12.5%	30.1%	44.8%	12.6%	2,000,657	1,831,520
SE Wales	38	11.9%	21.2%	24.2%	12.4%	15.0%	20.8%	24.4%	13.1%	3,182,685	3,074,853
SW Wales	31	17.6%	30.0%	35.4%	17.1%	17.7%	27.8%	35.1%	19.4%	2,577,834	2,276,154
Total	122	12.4%	26.7%	33.4%	13.3%	14.9%	24.9%	32.9%	14.7%	8,536,706	8,915,564

Quarterly distribution of visits in 2010/8 reflects the 2010/9 trend, with attractions in South East and South West Wales experiencing a greater year-round spread of visits compared to Mid and North Wales. Variations between Q1 and Q2 2008 to 2010 can be explained by the way Easter fell in these two years.

Table 3.12 Quarterly distribution of visits 2010/9 by category

Category	Sample	Distribution of visits 2010				Distribution of visits 2009				Total visits	
		Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan – Dec 10	Jan – Dec 09
Historic property	42	11.4%	32.4%	43.3%	13.0%	11.4%	32.1%	42.2%	14.0%	1,856,879	1,878,593
Museum or art gallery	39	17.7%	29.2%	35.3%	17.8%	18.2%	29.1%	34.7%	18.0%	2,329,889	2,363,361
Industrial or craft attr.	8*	9.7%	28.7%	43.9%	17.7%	10.3%	31.0%	46.6%	12.1%	526,530	507,267
Country park, garden, other natural	17	15.8%	35.4%	35.0%	13.8%	16.2%	33.6%	34.2%	15.9%	1,548,106	1,549,610
Wildlife attr.	3*	15.7%	33.0%	34.2%	17.1%	15.1%	32.9%	36.9%	15.2%	111,371	105,359
Themed attr., leisure parks & centres	2*	23.6%	24.7%	31.6%	20.0%	22.7%	26.5%	31.3%	19.4%	667,990	617,861
Railway or tramway	10*	3.5%	34.3%	50.0%	12.1%	3.5%	31.7%	51.4%	13.3%	590,059	633,255
Total	121	14.6%	31.3%	38.6%	15.5%	14.7%	31.0%	38.4%	15.9%	7,630,824	7,655,306

*caution: low base

Railways and tramways are peak-summer attractions: half of all visits to attractions in this category take place between July and September (50%). This contrasts with museums and art galleries that show a more consistent spread of visits across the year.

Table 3.13 Quarterly distribution of visits 2010/8 by category

Category	Sample	Distribution of visits 2010				Distribution of visits 2008				Total visits	
		Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan – Dec 10	Jan – Dec 08
Historic property	40	11.4%	32.3%	42.8%	13.6%	15.5%	30.6%	40.4%	13.5%	1,874,571	1,751,112
Museum or art gallery	41	16.9%	29.3%	36.4%	17.4%	20.4%	25.8%	34.8%	19.0%	2,699,590	2,714,030
Industrial or craft attr.	8*	11.3%	25.9%	42.1%	20.7%	13.8%	26.5%	46.0%	13.7%	417,084	398,032
Country park, garden, other natural	17	16.1%	34.8%	35.1%	14.1%	20.0%	31.1%	32.4%	16.6%	1,772,328	1,597,319
Wildlife attr.	3*	15.3%	28.8%	42.3%	13.7%	17.5%	19.7%	39.4%	23.4%	157,432	166,453
Themed attr., leisure parks & centres	3*	20.9%	25.5%	35.1%	18.4%	11.3%	27.9%	37.9%	22.9%	762,625	549,770
Railway or tramway	10*	3.9%	36.3%	48.9%	10.9%	6.4%	31.7%	50.0%	11.9%	694,479	619,504
Total	122	14.5%	31.2%	38.9%	15.5%	17.1%	28.5%	37.6%	16.8%	8,378,109	7,796,220

*caution: low base

**Sample size too small and would breach confidentiality

2010/8 trends mirror 2010/9 trends: museums and art galleries continue to experience less of a fluctuation of visits across the year compared to railway and tramway attractions.

Table 3.14 Quarterly distribution of visits 2010/9 by geographic location

Category	Sample	Distribution of visits 2010				Distribution of visits 2009				Total visits	
		Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan – Dec 10	Jan – Dec 09
Coastal	14	15.5%	31.1%	38.2%	15.1%	15.8%	30.7%	38.5%	15.0%	1,850,359	1,794,052
Rural	70	10.3%	33.7%	43.3%	12.7%	10.3%	32.5%	43.3%	13.9%	2,845,353	2,903,524
Urban	37	18.2%	29.0%	34.3%	18.6%	18.4%	29.7%	33.5%	18.5%	2,935,112	2,957,730
Total	121	14.6%	31.3%	38.6%	15.5%	14.7%	31.0%	38.4%	15.9%	7,630,824	7,655,306

Urban located attractions demonstrate a more even year-round distribution of visits: in 2010 nearly 37% of visits fell in the off-season months October – March. This compares to rural attractions where 23% fell in the same off-peak season. The trend – 2009 to 2010 shows little change.

Table 3.15 Quarterly distribution of visits 2010/8 by geographic location

Category	Sample	Distribution of visits 2010				Distribution of visits 2008				Total visits	
		Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan – Dec 10	Jan – Dec 08
Coastal	12	15.1%	31.8%	38.4%	14.6%	12.4%	29.9%	41.8%	15.9%	1,878,771	1,591,394
Rural	73	10.8%	32.8%	43.1%	13.3%	15.0%	29.9%	40.1%	15.0%	3,278,425	2,974,541
Urban	37	17.8%	29.1%	34.9%	18.2%	21.3%	26.4%	33.3%	18.9%	3,220,913	3,230,285
Total	122	14.5%	31.2%	38.9%	15.5%	17.1%	28.5%	37.6%	16.8%	8,378,109	7,796,220

As in 2010/9 urban-based attractions demonstrate a more even distribution of visits compared to those in rural and coastal sites.

3.4 Comparison of admission charges for paid attractions

Table 3.16 Comparison of adult and child average charges (per attraction) 2010/9 and 2010/8

	2010/9			2010/8		
	2010	2009	Increase/ decrease	2010	2008	Increase/ decrease
Sample		66		Sample	68	
Average adult admission charge	£5.57	£5.25	+6.1%	£5.55	£4.65	+19.4%
Average child admission charge	£3.75	£3.51	+6.8%	£3.75	£3.25	+15.4%

Both 2010/9 and 2010/8 admission charges show above-inflation increases. Amongst those attractions charging entry the average adult admission charge has risen just over 6% between 2009 and 2010 and stands at £5.57. Between a slightly different group of attractions who submitted both 2008 and 2010 entry information the admission charge has risen 19.4% to stand at £5.55.

Table 3.17 Comparison of adult and child average charges (per attraction) 2010/9/8

	2010	2009	2008	2009-10	2008-9
Sample		55			
Average adult admission charge	£5.38	£5.08	£4.48	+5.9%	+20.1%
Average child admission charge	£3.81	£3.51	£3.20	+8.5%	+19.1%

Matched samples across 2008 to 2010 also show above-inflation rises. 55 attractions gave their adult and child entry fees in 2010, 2009 as well as 2008. For adult admission the increase between 2009 and 2010 has been 5.9% while between 2008 and 2010 the increase has been 20.1%. With a relatively small sample care should be taken as individual attractions can' performance can significantly alter the data (between 2008 and 2010 one attraction exhibited over a 400% increase in adult admission charge – no doubt reflecting the nature of the attraction and a change in what was on offer).

Table 3.18 Distribution of adult admission charges by range

	Sample not common			Sample common		
	2010	2009	2008	2010	2009	2008
	95	77	81		66	
Sample						
Less than £1.00	0%	0%	0%	0%	0%	0%
£1.01 - £1.99	7.4%	9.1%	9.9%	9.1%	10.6%	10.6%
£2.00 - £2.99	11.6%	10.4%	13.6%	10.6%	10.6%	12.1%
£3.00 - £3.99	29.5%	35.1%	33.3%	31.8%	37.9%	36.4%
£4.00 - £4.99	8.4%	9.1%	8.6%	9.1%	10.6%	9.1%
£5.00 - £5.99	12.6%	9.1%	14.8%	15.2%	6.1%	13.6%
£6.00 - £6.99	12.6%	6.5%	7.4%	7.6%	7.6%	4.5%
£7.00 - £7.99	6.3%	5.2%	4.9%	4.5%	6.1%	6.1%
£8.00 or over	11.6%	11.7%	7.4%	12.1%	10.6%	7.6%

In 2010 approximately 12% of paid attractions charged £8 or more in adult admission charges – up from approximately 7.5% in 2008.

Amongst uncommon samples, in 2010 almost half (48.5%) of attractions charged £3.99 or under for adult admission. In 2009 54.6% of attractions did so and in 2008 56.8% did so.

4 Visits 2010

This section presents analysis of visits data for year 2010.

Please note: not all base sizes are the same as not all respondents completed all sections of the questionnaires. Those not completing the relevant sections have been omitted from the tables, but included elsewhere in sections they have completed.

4.1 Visits 2010 (submitted by respondents)

Table 4.1 Overall visits 2010 by admission

Admission	Sample	Total visits 2010
Free	74	6,117,113
Paid	123	6,852,300
Total	197	12,969,413

In 2010 a total of 197 attractions gave their admission details (whether free or paid) and submitted visitor numbers. For these attractions the total visitor number was 12,969,413. Visit volumes between free and paid attractions were almost equal (similar to 2009) with 47% from free and 53% from paid attractions.

Table 4.2 Overall visits 2010 by admission and region

Region	Free Admission		Paid Admission		All Attractions	
	Sample	Total visits 2010	Sample	Total visits 2010	Sample	Total visits 2010
Mid Wales	10*	391,196	27	948,281	37	1,339,477
North Wales	15	714,618	43	2,587,264	58	3,301,882
SE Wales	29	3,716,670	25	1,344,789	54	5,061,459
SW Wales	20	1,294,629	28	1,971,966	48	3,266,595
Total	74	6,117,113	123	6,852,300	197	12,969,413

Attractions in South East Wales account for nearly two fifths of visitors in Wales. Attractions in this region reported just over 5 million visits.

For this region free admission attractions provided nearly three quarters of the visitor numbers with paid attractions accounting for a quarter of visits. This compares to North Wales where paid attractions account for over three quarters and free attractions under a quarter.

Table 4.3 Regions' share of attractions and visits 2010

Region	% of attractions	% of visits 2010	Average visits per attraction per region
	Sample	219	
Mid Wales	17.3%	9.4%	35,929
North Wales	30.6%	25.2%	54,536
SE Wales	28.8%	40.3%	90,222
SW Wales	23.3%	23.5%	66,764
Total		14,108,167	64,421

While North Wales demonstrates the greatest share of responding attractions, South East Wales has the greater share of visits. As in previous years the region with the largest volume of responding attractions is North Wales (nearly 31%) and the region providing the smallest volume is Mid Wales (just over 17%).

However, in terms of percentage of visits, South East Wales attracts the highest proportion (40% of visits) with Mid Wales attraction the lowest (just over 9%).

Average visits per attraction follows this trend with just over 90,000 visits per attraction in South East Wales, compared to nearly 36,000 in Mid Wales.

Table 4.4 Overall visits 2010 by admission and category

Category	Free Admission		Paid Admission		All Attractions	
	Sample	Total visits 2010	Sample	Total visits 2010	Sample	Total visits 2010
Historic property	12	646,040	50	2,353,819	62	2,999,859
Museum or art gallery	30	3,234,971	21	617,224	51	3,852,195
Industrial or craft attraction	8*	338,873	8*	479,069	16	817,942
Country park, garden, other natural	17	1,551,381	23	1,821,890	40	3,373,271
Wildlife attraction	4*	137,201	7*	196,060	11	333,261
Themed attraction, leisure park/ centre	1*	180,000	3*	762,625	4*	942,625
Railway or tramway	2*	28,647	11	621,613	13	650,260
Total	74	6,117,113	123	6,852,300	197	12,969,413

*caution: low base

Visits to museums and galleries represent nearly a third of all visits to attractions in Wales: just over 3.8 million visits were made to museums or galleries in 2010. This was followed by *country parks, gardens, other natural attractions* with nearly 3.4 million visits in 2010 (a quarter of visits). *Wildlife attractions* and *railways and tramways* were the categories with the least volume of visits.

Table 4.5 Average visits 2010 by category

Category	Sample	Average visits 2010
Historic property	64	46,964
Museum or art gallery	62	67,588
Industrial or craft attraction	18	45,981
Country park, garden, other natural	46	87,850
Wildlife attraction	11	30,296
Themed attraction, leisure park/ centre	4*	235,656
Railway or tramway	14	54,806
Total	219	64,421

*caution: low base

Themed attractions have by far the highest average volume of visits – at over 235,000 per attraction. *Country parks, gardens and other natural attractions* are the category with the second highest volume of average visits (nearly 88,000 per attraction) with *wildlife attractions* demonstrating the lowest volume (just over 30,000 visits per attraction).

Table 4.6 Overall visits 2010 by admission and geographic location

Location	Free Admission		Paid Admission		All Attractions	
	Sample	Total visits 2010	Sample	Total visits 2010	Sample	Total visits 2010
Coastal	9*	522,219	20	2,140,965	29	2,663,184
Rural	37	2,083,196	81	3,667,088	118	5,750,284
Urban	28	3,511,698	22	1,044,247	50	4,555,945
Total	74	6,117,113	123	6,852,300	197	12,969,413

*caution: low base

Urban locations have the highest proportion of free admission attractions (nearly six out of ten attractions were free) compared to coastal and rural locations where just over three out of ten attractions were free).

Table 4.7 Average visits 2010 by geographic location

Location	Sample	Average visits 2010
Coastal	32	88,470
Rural	126	49,931
Urban	61	81,735
Total	219	64,421

Rural-located attractions have the smallest volume of average visitors with nearly 50,000 visits per year. Attractions in *coastal locations* have on average just over 88,000 visits per year with *urban-based attractions* showing a similar average volume (nearly 82,000).

Table 4.8 Overall visits 2010 by admission and ownership

Ownership	Free Admission		Paid Admission		All Attractions	
	Sample	Total visits 2010	Sample	Total visits 2010	Sample	Total visits 2010
Cadw	2*	73,505	24	1,086,682	26	1,160,187
Government	7*	1,629,915	0	0	7*	1,629,915
Local authority	26	1,690,096	27	1,587,818	53	3,277,914
National Trust	0	0	17	1,149,847	17	1,149,847
Private owner or trust	39	2,723,597	55	3,027,953	94	5,751,550
Total	74	6,117,113	123	6,852,300	197	12,969,413

*caution: low base

Attractions under the ownership of private individuals or trusts were responsible for nearly half (44%) of all visits in 2010 with just over 5.7 million visits. Amongst this group of attractions visits were split almost equally between free and paid attractions.

Table 4.9 Average visits 2010 by ownership

Ownership	Sample	Average visits 2010
Cadw	27	43,139
Government	7*	232,845
Local authority	69	61,718
National Trust	18	70,444
Private owner or trust	98	59,050
Total	219	64,421

*caution: low base

As in previous years visits to Government owned attractions display the highest average number of visits per year at just over 230,000 in 2010. This compares to sites owned by Cadw with an average of just over 43,000 visits per site in 2010.

Table 4.10 Overall visits 2010 by range of visits and admission

Range of visits	Free Admission		Paid Admission		All Attractions	
	Sample	Total visits 2010	Sample	Total visits 2010	Sample	Total visits 2010
0-1,999	5	3,633	8	6,507	13	10,140
2,000-4,999	7	24,031	17	61,414	24	85,445
5,000-9,999	9	66,577	13	105,480	22	172,057
10,000-19,999	8	132,840	17	259,837	25	392,677
20,000-49,999	17	521,122	27	833,770	44	1,354,892
50,000-99,999	9	685,585	20	1,482,541	29	2,168,126
100,000-149,999	8	1,033,580	9	1,079,907	17	2,113,487
150,000-199,999	4	663,700	6	1,041,552	10	1,705,252
200,000 and over	7	2,986,045	6	1,981,292	13	4,967,337
Total	74	6,117,113	123	6,852,300	197	12,969,413

Almost two thirds of attractions in Wales report visitor volumes of 50,000 or less per year.

A total of thirteen sites reported visitor volumes in excess of 200,000 in 2010: seven of which were free admission and six were paid admission.

4.2 Factors affecting visitation

Attraction operators were asked to indicate what positive and negative factors, if any, they believed had affected their total figures in 2010 compared to the previous year. The comments they gave were unprompted – that is the answers were not pre-chosen but recorded on blank lines for the respondent to write in.

To understand the background to these comments, for a summary of the economy and climate across the year see Section 1.4.

Table 4.11 Positive factors

Most important positive factor	No. responses	
	No.	%
Weather	22	17.6%
Events/ temporary exhibitions	20	15.9%
Repeat/ Regular visits	12	9.6%
Advertising/ Marketing	12	9.6%
More holidays in the UK	8	6.4%
New/ improved facilities	8	6.4%
Diversity/ improve what's on offer	7	5.6%
Greater awareness	6	4.8%
Interest	5	4.0%

The weather was the most-mentioned aspect that attraction operators gave in terms of positive factors: 22 operators mentioned the weather accounting for nearly 18% of the mentions. Other positive factors were *events/ temporary*

events/ exhibitions (nearly 16%), *repeat/ regular visits* (nearly 10%) and *advertising/ marketing* (also nearly 10%). The ‘staycation’ and aspects relating to it was mentioned by 8 attraction operators (accounting for just over 6% of the positive factor mentions).

Table 4.12 Negative factors

Most important negative factor	No. responses	%
Weather	58	41.7%
Economy/ recession	26	18.7%
Fuel prices	8	5.8%
On-site building works	6	4.3%
Advertising/ marketing	6	4.3%

As with the positive factors, *the weather* was also the most mentioned aspect for negative factors: 58 attractions mentioned the weather (making it nearly 42% of the mentions), followed by *economy/ recession* (26 mentions – almost 19%).

5 Operations

5.1 Gross revenue movement

This section represents an overview of gross revenue, revenue generated from tourists, employment in tourism activities, marketing activities and upgrade/ investment in the attraction sector. It should be noted that, as in previous sections of the research, not all respondents answered all questions, and those not responding have been left out of the samples relevant to the individual questions.

Table 5.1 Gross revenue movement 2010/9/8 (different samples)

Gross revenue movement		2010/9	2009/8	2008/7
	Sample	121	92	90
Down		35.5%	13.0%	31.1%
Similar		40.5%	42.4%	40.0%
Up		23.9%	44.6%	28.9%

There has been an increase in the proportion of attractions reporting a decrease in gross revenue movement: In 2010/9 nearly 36% did so, compared to 13% in 2009/8 and 31% in 2008/7.

Table 5.2 Average gross revenue movement 2010/9/8 (different samples)

Gross revenue movement	2010/9	2009/8	2008/7
Down	26%	25%	14%
Similar	-	-	-
Up	19%	19%	15%

Between 2009/8 and 2010/9 there had been a marginal increase in the proportion claiming average gross revenue movement has gone down. The proportion saying it has gone up has remained the same over the same period.

Table 5.3 Average revenue movement 2010/9 by band

Gross revenue movement band	Sample	%
Over -50% decrease	0	0%
-21% to -50% decrease	2	1.9%
-11% to -20% decrease	6	5.8%
-1% to -10% decrease	23	22.3%
0% (no change)	49	47.6%
1% to 10% increase	15	14.6%
11% - 20% increase	3	2.9%
21% - 50% increase	3	2.9%
Over 50% increase	2	1.9%
Total	103	
Average trend		+7.1%

While a greater proportion of attractions are reporting a negative gross revenue movement, the average gross revenue movement remains positive thanks to a handful of well-performing attractions. Nearly 5% of attractions in Wales reported an increase of 21% or more in 2010.

Table 5.4 Average revenue movement 2010/9 by category

Category	Sample	Average revenue trend
Historic property	3	-1.0%
Museum or art gallery	13	+19.2%
Industrial or craft attraction	7	-0.6%
Country park, garden, other natural	14	+2.1%
Wildlife attraction	4	-5.3%
Themed attr., leisure parks and centres	2	+0.5%
Railway or tramway	11	+12.0%
Total	103	+7.1%

Average revenue movement varies by category of attraction. Of the 13 museums and art galleries that responded to this part of the survey the average revenue trend was just over +19%. This contrasts with Wildlife attractions which reported an average revenue trend of just over -5%.

5.2 Average revenue per visitor (£) 2010

Attraction operators were asked to provide the average revenue (including VAT) per visitor, i.e. the total spend per category divided by total visitors to the attraction overall. In total 113 attractions provided the breakdown of such information.

Notes to understand the average revenue:

- Average revenue is calculated by adding the total average revenue provided by operators within each category and then dividing the results by the total number of responding attractions.
- The 'other' spend element includes workshops, hire, tuition etc.

Table 5.5 Average visitor revenue per attraction by category

Category	Sample	Admissions	Donations	Catering	Retail	Other	Total
Historic property	39	£2.51	£0.15	£0.26	£1.80	£0.38	£5.10
Museum or art gallery	24	£1.47	£0.23	£0.52	£0.94	£0.02	£3.18
Industrial or craft attraction	11	£1.85	£0.14	£1.89	£4.19	£0.09	£8.16
Country park, garden, other natural	19	£2.09	£0.13	£1.60	£2.30	£0.23	£6.35
Wildlife attraction	7*	£3.78	£0.09	£1.46	£1.44	£0.06	£6.83
Themed attr., leisure parks and centres	2**	-	-	-	-	-	-
Railway or tramway	11	£7.72	£0.29	£1.96	£1.26	£0.39	£11.62
Average	113	£2.74	£0.17	£0.96	£1.84	£0.24	£5.95

*caution: low base

**Sample size too small and would breach confidentiality

The average revenue per visitor in 2010 stands at £5.95 – the same figure as that in 2009 (with different samples). The largest proportion of the revenue came from admissions (£2.74) followed by retail (£1.84) and catering (£0.96).

Railways and tramways had have the highest admissions (on average £7.72), donations (£0.29), catering (£1.96) and 'other revenue streams' (£0.39) giving them – with retail included – a total revenue of £11.62 per visitor.

Museums and art galleries have the lowest total revenue per visitor (£3.18) consisting chiefly of admissions (£1.47) and retail (£0.94).

Table 5.6 Average visitor revenue per attraction by category and admission

Category	Sample	Admissions	Donations	Catering	Retail	Other	Total	
Historic property	Free	6*	£0.00	£0.73	£1.67	£0.29	£1.67	£4.36
	Paid	33	£2.97	£0.04	£0.00	£2.07	£0.15	£5.23
Museum or art gallery	Free	11	£0.00	£0.25	£0.12	£1.03	£0.04	£1.44
	Paid	13	£2.71	£0.22	£0.86	£0.87	£0.00	£4.66
Industrial or craft attraction	Free	7*	£0.00	£0.21	£2.10	£5.24	£0.02	£7.57
	Paid	4*	£5.08	£0.00	£1.52	£2.36	£0.21	£9.17
Country park, garden, other natural	Free	6*	£0.00	£0.33	£0.49	£3.39	£0.09	£4.30
	Paid	13	£3.04	£0.04	£2.11	£1.79	£0.30	£7.28
Wildlife attraction	Free	2**	-	-	-	-	-	-
	Paid	5*	£5.29	£0.07	£1.73	£1.19	£0.08	£8.36
Themed attr., leisure parks and centres	Free	1**	-	-	-	-	-	-
	Paid	1**	-	-	-	-	-	-
Railway or tramway	Free	0	-	-	-	-	-	-
	Paid	11	£7.72	£0.29	£1.96	£1.26	£0.39	£11.62
Average								
Free	33	£0.00	£0.32	£0.88	£2.13	£0.34	£3.67	
Paid	80	£3.81	£0.10	£0.94	£1.65	£0.18	£6.68	

*caution: low base

**Sample size too small and would breach confidentiality

Paid attractions have almost twice the revenue per visitor compared to free attractions: free attractions have an average revenue of £3.67 compared to paid attractions with £6.68.

The *retail* element of revenue is the most important element for free attractions – making up nearly 60% of the overall visitor revenue. When *catering* is added to this the two elements contribute 82% of the visitor revenue. For paid attractions the *retail* and *catering* elements contribute to 39% of the visitor revenue.

Table 5.7 Average visitor revenue per attraction by region

Region	Sample	Admissions	Donations	Catering	Retail	Other	Total
Mid Wales	25	£3.59	£0.36	£1.40	£2.89	£0.04	£8.28
North Wales	29	£3.79	£0.16	£0.81	£1.51	£0.40	£6.67
South East Wales	32	£1.60	£0.10	£1.00	£1.12	£0.40	£4.22
South West Wales	27	£2.16	£0.08	£0.67	£2.08	£0.07	£5.06
Average	113	£2.74	£0.17	£0.96	£1.84	£0.24	£5.95

South East Wales (with its higher than average proportion of free attractions) demonstrates the lowest average visitor revenue in 2010 (£4.23 per visitor). This compares to Mid Wales with an average revenue per visitor of £8.29.

Table 5.8 Average visitor revenue per attraction by region and admission

Region		Sample	Admissions	Donations	Catering	Retail	Other	Total
Mid Wales	Free	7*	£0.00	£0.74	£2.37	£3.87	£0.00	£6.98
	Paid	18	£4.99	£0.22	£1.02	£2.51	£0.06	£8.80
North Wales	Free	4*	£0.00	£0.50	£0.75	£1.27	£0.50	£3.02
	Paid	25	£4.39	£0.11	£0.82	£1.55	£0.38	£7.25
South East Wales	Free	15	£0.00	£0.18	£0.53	£0.88	£0.70	£2.29
	Paid	17	£3.01	£0.03	£1.42	£1.33	£0.14	£5.93
South West Wales	Free	7*	£0.00	£0.15	£0.87	£4.34	£0.08	£5.44
	Paid	20	£2.91	£0.06	£0.60	£1.28	£0.07	£4.92
Average								
	Free	33	£0.00	£0.32	£0.88	£2.13	£0.34	£3.67
	Paid	80	£3.81	£0.10	£0.94	£1.65	£0.18	£6.68

*caution: low base

In three of the four regions the paid attractions have a greater revenue per customer than the free attractions. This is reversed in South West Wales where free attractions have an average revenue of £5.46 and paid attractions have an average revenue of £4.92. This higher revenue amongst the free attractions in this region is driven by the highest retail revenue of any region (£4.34 per visitor). With a sample of just seven attractions care should be taken as one industrial and craft attraction has an average retail revenue of £20.00 per visitor.

Table 5.9 Average visitor revenue per attraction by geographic location

Region	Sample	Admissions	Donations	Catering	Retail	Other	Total
Coastal	13	£1.87	£0.08	£0.62	£2.71	£0.11	£5.39
Rural	76	£3.30	£0.18	£1.11	£1.96	£0.15	£6.70
Urban	24	£1.44	£0.19	£0.69	£0.98	£0.60	£3.90
Average	113	£2.74	£0.17	£0.96	£1.84	£0.24	£5.95

*caution: low base

As in previous years attractions in urban locations (where there are a greater proportion of free entry attractions) have the lowest average revenue per visitor at £3.90. Attractions in rural locations have the highest average visitor revenue (6.70) followed by those in coastal locations (£5.39).

Table 5.10 Average visitor revenue per attraction by geographic location and admission

Region		Sample	Admissions	Donations	Catering	Retail	Other	Total
Coastal	Free	3*	£0.00	£0.33	£1.67	£8.98	£0.00	£10.97
	Paid	10*	£2.43	£0.00	£0.30	£0.83	£0.15	£3.71
Rural	Free	19	£0.00	£0.31	£1.16	£2.40	£0.11	£3.97
	Paid	57	£4.39	£0.13	£1.09	£1.82	£0.17	£7.60
Urban	Free	11	£0.00	£0.36	£0.61	£0.29	£1.01	£2.28
	Paid	13	£2.65	£0.06	£0.75	£1.57	£0.26	£5.28
Average								
	Free	33	£0.00	£0.32	£0.88	£2.13	£0.34	£3.67
	Paid	80	£3.81	£0.10	£0.94	£1.65	£0.18	£6.68

*caution: low base

**Sample size too small and would breach confidentiality

Free admission urban-located attractions have the lowest average customer revenue at £2.28 per customer. By contrast paid admission rural attractions have an average customer revenue of £7.60 and free coastal attractions £10.97 (caution: small base).

5.3 Employment 2010

Attraction operators were asked to provide a breakdown of staff employed in tourism-related activities in 2010. A total of 122 attractions responded to this part of the survey. It should be borne in mind that some attractions gave estimates on employee volumes and – particularly with railway and tramway attractions – these can be substantial volumes (one attraction reported 500 permanent unpaid volunteers).

Table 5.11 Total employees reported in 2010

Employment type	Sample 122	%
Full time permanents	876	19.7%
Full time seasonals	425	9.5%
Part time permanents	406	9.1%
Part time seasonals	606	13.6%
Unpaid volunteers permanent	1,489	33.4%
Unpaid volunteers seasonal	655	14.7%
Total	4,457	

Amongst the attractions responding to the survey a total of 4,457 were employed – either as a paid member of staff or as a volunteer. The largest group was *permanent unpaid volunteers* with 1,489 employed in this way and accounting for a third (33.4%) of the employees.

Table 5.12 Total employees reported in 2010 by category

Category	Total number of employees								% of employees						
	Sam- ple	FTP	FTS	PTP	PTS	UVP	UVS	Total	%FTP	%FTS	%PTP	%PTS	%UVP	%UVS	Sam- ple
Historic property	33	61	12	25	110	40	248	496	12.3%	2.4%	5.0%	22.2%	8.1%	50.0%	100%
Museum or art gallery	25	271	4	142	62	339	15	833	32.5%	0.5%	17.0%	7.4%	40.7%	1.8%	100%
Industrial or craft attr.	15	70	30	42	146	1	31	320	21.9%	9.4%	13.1%	45.6%	0.3%	9.7%	100%
Country park, garden, other natural	31	167	49	97	181	96	103	693	24.1%	7.1%	14.0%	26.1%	13.9%	14.9%	100%
Wildlife attraction	6*	34	8	26	23	8	51	150	22.7%	5.3%	17.3%	15.3%	5.3%	34.0%	100%
Themed attr.	2*	70	55	60	0	0	0	185	37.8%	29.7%	32.4%	0%	0%	0%	100%
Leisure park/centre															
Railway or tramway	10*	203	267	14	84	1,005	207	1,780	11.4%	15.0%	0.8%	4.7%	56.5%	11.6%	100%
Total	122	876	425	406	606	1,489	655	4,457	19.7%	9.5%	9.1%	13.6%	33.4%	14.7%	100%

*caution: low base

The category that employs the greatest proportion of *full time permanent employees is museums and art galleries* with 271 employees (which account for nearly a third (32.5%) of its employees. Railways and tramways are the next largest employer of full time permanents with 203 employed by these attractions (accounting for just over 11% of their employees).

Table 5.13 Total employees 2010/9 and 2010/8

	2010	2009	%2010/9	2010	2008	%2010/8
Sample		103			83	
Full time permanents	463	389	+19.0%	621	569	+9.1%
Full time seasonals	244	146	+67.1%	246	179	+37.4%
Part time permanents	212	251	-15.5%	275	262	+4.9%
Part time seasonals	375	418	-10.3%	344	379	-9.2%
Unpaid volunteers permanent	657	137	+380%	891	217	+311.0%
Unpaid volunteers seasonal	535	1,306	-59.0%	168	183	-8.2%

The considerable fluctuations between the unpaid permanent and seasonal volunteers can be attributed to a small volume of railway attractions classifying their large volume of unpaid volunteers differently across the years the survey has been running.

Table 5.14 Recruitment difficulties 2010

Recruiting difficulties	Sample	%
Yes	20	14.7%
No	93	68.4%
N/A (no recruitment carried out)	23	16.9%
Total	136	

Over two thirds at attractions said they had no recruitment difficulties in 2010 and a further 17% said no recruitment was carried out. Only 15% had difficulties and amongst those that gave a reason the top mentions were due to a *lack of suitable applicants* (4 mentions) and *Government/ local authority budget freeze* (3 mentions).

Table 5.15 Retaining difficulties 2010

Retaining difficulties	Sample	%
Yes	13	12%
No	97	88%
Total	110	

The majority (88%) of attractions did not have difficulties retaining staff in 2010. Amongst the 12% who did have difficulties (13 attractions) the top reasons given were *retirement* (2 mentions), *difficult hours/ schedules* (2 mentions), *budget cuts* (2 mentions) and *poor quality staff* (2 mentions).

5.4 Marketing expenditure 2010/9

Table 5.16 Marketing expenditure levels in 2010 compared with 2009

Marketing expenditure levels	Sample	%
Down	18	13.5%
Similar	93	70.0%
Up	22	16.5%
Total	133	

Marketing expenditure has remained largely constant for the majority of attractions responding to the survey. For seven in ten attractions (70%) the marketing expenditure in 2010 remained similar to that of 2009. For nearly 17% expenditure was up and for nearly 14% expenditure was down.

Table 5.17 Marketing expenditure levels in 2010 (compared with 2009), 2009 (compared with 2008) – different and common samples

	Sample	Common sample		Different samples	
		2010/9	2009/8	2010/9	2009/8
		70		133	139
Down		13.8%	8.6%	13.5%	16.5%
Similar		70.0%	70.0%	70.0%	64.7%
Up		14.3%	21.4%	16.5%	18.7%

There has been an increase in the proportion of attractions saying marketing expenditure has gone down: amongst a common sample nearly 9% said expenditure had gone down in 2009/8 and nearly 14% in 2010/9.

Across the last three years the proportion saying that marketing expenditure has remained similar has stayed at a fairly constant level with approximately seven out of ten stating this.

5.5 Language services

In this section of the questionnaire the respondents were asked whether their attraction catered for Welsh, French or German visitors linguistically. It should be noted that response to some of these questions was low, with base sizes to each language indicated in the table below.

Table 5.18a Provision of information and/or tours in Welsh in 2010 and 2011

	2010 Welsh	2011 Welsh
No	7%	7%
Yes	93%	93%
Total	102	92

Amongst the attractions responding to this question the majority (93%) provide information and/or tours in Welsh – and the same proportion intend to do so in 2011.

Table 5.18a Provision of information and/or tours in foreign languages in 2010 and 2011

	2010		2011	
	French	German	French	German
No	23%	25%	24%	28%
Yes	77%	75%	76%	72%
Total	35	32	33	29

Just over three quarters (77%) of the 35 attractions responding to the provision of information in the French language claimed to do so in 2010 and a similar proportion intend to do so in the future. Similarly 75% currently provide information and/or tours in German and 72% intend to do so in the future.

5.6 Improvements/ upgrades 2009

Attraction operators were asked to indicate whether they had made any kind of upgrade or improvement to their attraction in 2010 (excluding normal repairs and upkeep).

Table 5.19 Improvements/ upgrade in 2010

Did upgrade/ improvements	Sample	%
Yes	50	38.5%
No	80	61.5%
Total	130	

Over three in five (62%) did not make improvements/ upgrades in 2010: this compares to 37% who did not make any improvements/ upgrades in 2009 (different samples).

Table 5.20 Improvements/ upgrade in 2010 by band of investment

Investment band	Sample	Total investment	% of attractions	% of total investment
Value not specified	91	£0	70.0%	0%
Under £1,000	3	£950	2.3%	0%
£1,000 - £4,999	3	£9,500	2.3%	0.2%
£5,000 - £9,999	6	£33,596	4.6%	0.7%
£10,000 - £19,999	9	£112,000	6.9%	2.2%
£20,000 - £49,999	6	£200,935	4.6%	4.0%
£50,000 - £99,999	2	£106,000	1.5%	2.1%
£100,000 - £249,999	6	£815,750	4.6%	16.3%
£250,000 - £499,999	1	£320,000	0.8%	6.4%
£500,000 - £999,999	1	£700,000	0.8%	14.0%
£1 million and over	2	£2,700,000	1.5%	54.0%
Total	130	4,998,731	100%	100%
Average investment*		128,173		

*amongst known values specified

Improvements and upgrades amounted to nearly £5 million amongst the attractions responding in 2010. Looking at the total sample two attractions were in the category £1 million and over, contributing a total investment of £2.7 million pounds (and 54% of the total investment in 2010 between them).

6 Visitor profile 2010

6.1 Adult and children visits 2010

114 respondents indicated what proportion of their visitors were adults and what proportion were children.

Table 6.1 Proportion of adult and child visitation by category

Category	Sample	Average % adults	Average % children
Historic property	17	72.5%	27.5%
Museum or art gallery	39	69.4%	30.6%
Industrial or craft attraction	14	71.0%	29.0%
Country park, garden, other natural	23	70.7%	29.3%
Wildlife attraction	9*	65.8%	34.2%
Themed attracts, leisure parks & centres	1*	50.0%	50.0%
Railway or tramway	11	70.0%	30.0%
Total	114	70.1%	29.9%

There is some variation in the adult:child ratio between attraction categories. Aside from *themed attractions* (with a sample of one), the attraction category that has the highest proportion of children is *wildlife attractions* (34%). *Historic properties* have the lowest proportion of children (on average making up nearly 28% of visitors).

Table 6.2 Origin of visitors by category

Category	Sample	Average % overseas	Average % locals	Average % other UK
Historic property	10*	13.6%	51.7%	34.7%
Museum or art gallery	31	8.5%	55.9%	35.6%
Industrial or craft attraction	13	14.4%	36.9%	41.0%
Country park, garden, other natural	23	5.7%	54.9%	39.4%
Wildlife attraction	6*	1.5%	61.8%	36.7%
Themed attracts, leisure parks & centres	1*	5.0%	10.0%	85.0%
Railway or tramway	8*	9.2%	24.5%	66.3%
Total	92	8.8%	49.7%	40.9%

*caution: low base

Visitor origins vary considerably between attraction categories. Overseas visitors are in their highest proportions in *industrial or craft attractions* (where they account for just over 14% of visitors) and *historic properties* (almost 14%).

Local visitors make up the greatest proportion of visitors to Welsh *wildlife attractions* where they account for nearly 62% of the visitors – compared to *railways and tramways* where they account for just a quarter (25%) of visitors.

Table 6.3 Proportion of school visits by category

Category	Sample	School visits 2010	Total visits 2010	% school visits
Historic property	15	32,257	652,097	4.9%
Museum or art gallery	41	185,862	3,211,976	5.8%
Industrial or craft attraction	11	42,400	648,796	6.5%
Country park, garden, other natural	29	58,752	2,705,486	2.2%
Wildlife attraction	7	16,872	289,550	5.8%
Themed attracts, leisure parks & centres	2	25,000	829,053	3.0%
Railway or tramway	9	16,090	417,551	3.9%
Total	114	377,233	8,754,509	4.3%

*caution: low base

In 2010 school visits accounted for 377,233 visits amongst the attractions responding to the survey. *Industrial and craft attractions* reported the highest proportions of school visits – accounting for 6.5% of their visits overall. This compares to *country park, garden, other natural attractions* where school visits accounted for just 2.2% of the total visits.

7 Attractions responding in 2010 (alphabetical order)

Below are the attractions responding to the 2010 survey who have given visitor figures.

Owner	Name	Region	Category	2010	2009	2008	2010/2009	£Adult
PO	1940's Swansea Bay	SW	MAG	9213 *	8616	7050	6.9%	£5.50
NT	Aberconwy House	N	HP	24201	16009	16009	51.2%	
NT	Aberdulais Falls	SW	CP	25705	20267	21261	26.8%	
PO	Abergavenny Museum & Castle	M	MAG	25827	26791	19205	-3.6%	
PO	Abertillery & District Museum	SE	MAG	6000 *	5500	11430	9.1%	
PO	Aberystwyth Cliff Electric Railway	M	R/T	45493	58387		-22.1%	£3.50
LA	Alyn Waters Country Park Visitor Centre	N	CP	90991		84291		
PO	Amelia Farm Trust	SE	WL	30000 *				
PO	Amgueddfa Syr Henry Jones	N	MAG	522				£2.00
PO	Bala Lake Railway	M	R/T	17664 *	19626		-10.0%	£9.00
Cadw	Beaumaris Castle	N	HP	80645	78231	67329	3.1%	£3.70
LA	Beaumaris Court House	N	HP	4208	3006	2743	40.0%	£3.25
LA	Beaumaris Gaol	N	HP	9439	10234	9383	-7.8%	£3.75
LA	Bersham Heritage Centre	N	MAG	9087	8668	7298	4.8%	
G	Big Pit: National Coal Museum	SE	MAG	155631	164696	165151	-5.5%	
PO	Blackpill Wildlife Centre	SW	WL	320 *	200	420	60.0%	
PO	Blaenafon Cheddar Co & Mountain Tours Blaenavon Community Heritage & Cordell Museum	SE	Ind	2474				£6.00
PO	Blaenavon Ironworks	SE	HP	23135	29961	18677	-22.8%	
PO	Blaenavon World Heritage Centre	SE	Ind	29181				
PO	Bodafon Farm Park	N	WL	4436 *				
LA	Bodelwyddan Castle	N	MAG	38735	34555	39472	12.1%	
NT	Bodnant Garden	N	CP	190913	149036	138313	28.1%	
LA	Brecknock Museum & Art Gallery	M	MAG	20629	20169	19257	2.3%	£1.00
LA	Brecon Beacons Mountain Centre	M	CP	142809 *				
PO	Brecon Beacons Waterfalls Centre	SW	CP	17289	17806		-2.9%	
PO	Brecon Mountain Railway	SE	R/T	71298	69467	63096	2.6%	£10.00
LA	Bryn Bach Park	SE	CP	319890 *				
LA	Bryngarw Country Park	SE	CP	50050	50800		-1.5%	
Cadw	Caerleon Roman Baths and Amphitheatre	SE	HP	50370	49792	40555	1.2%	
PO	Caernarfon Air World	N	MAG	7250		5000		£6.50
Cadw	Caernarfon Castle	N	HP	192543	193683	174964	-0.6%	£5.05
PO	Caernarfon Maritime Museum	N	MAG	1141	1282	1090	-11.0%	£1.00
LA	Caerphilly Castle	SE	HP	96021	88772	83167	8.2%	£3.70
LA	Caldicot Castle	SE	MAG	22360	27513	26582	-18.7%	
PO	CARAD Chronicles Community Museum	M	MAG	2143 *	887		141.6%	£4.50
LA	Cardiff Bay Visitor Centre	SE	Ind	223436 *	170572	193070	31.0%	
LA	Cardiff Castle	SE	HP	215372	221716	221903	-2.9%	
LA	Carew Castle & Tidal Mill	SW	HP	37017	37413	34850	-1.1%	£4.50
LA	Carmarthenshire County Museum	SW	MAG	12729	12889	14030	-1.2%	
Cadw	Carreg Cennen Castle	SW	HP	19650	28421	24590	-30.9%	£3.80
Cadw	Castell Coch	SE	HP	68535	71745	68544	-4.5%	£3.70
LA	Castell Henllys Iron Age Fort	SW	HP	27090	29484	28949	-8.1%	£4.50
PO	Caws Cenarth - Welsh Cheese	SW	Ind	8000 *		4120		
LA	Ceredigion Museum	M	MAG	31814	34688	35010	-8.3%	
Cadw	Chepstow Castle	SE	HP	59875	57899	60742	3.4%	£3.70
LA	Chepstow Museum	SE	MAG	25174		18829		
NT	Chirk Castle	N	HP	117108	94353	94647	24.1%	
Cadw	Cilgerran Castle (Cadw)	SW	HP	18598	15023		23.8%	£3.20
PO	Coed y Brenin Forest Park	M	CP	154204 *				

Owner	Name	Region	Category	2010	2009	2008	2010/2009	£Adult	
NT	Colby Woodland Garden	SW	CP	33785	28377	27836	19.1%		
Cadw	Conwy Castle	N	HP	186897	181947	163668	2.7%	£4.70	
LA	Conwy Mussel Museum	N	MAG	7500	*				
PO	Conwy Nature Reserve	N	CP	89876	96193	86145	-6.6%	£2.50	
NT	Conwy Suspension Bridge	N	HP	17556	13411	13411	30.9%		
LA	Cosmeston Lakes Country Park	SE	CP	245000	*	210000	16.7%		
LA	Cosmeston Medieval Village	SE	CP	17828	18980		-6.1%	£5.00	
PO	Craig-y-Nos Country Park	SW	CP	97814	79831	87281	22.5%		
Cadw	Criccieth Castle	N	HP	42321	37196	34213	13.8%	£3.10	
PO	Cwmcam Forest Drive & Visitor Centre	SE	CP	178069					
LA	Cyfarthfa Castle Museum	SE	MAG	66874	75570	75924	-11.5%		
LA	Cynon Valley Museum & Gallery	SE	MAG	37603					
LA	Dare Valley Country Park	SE	CP	121170	74501	80558	62.6%		
Cadw	Denbigh Castle	N	HP	9747	10731	9675	-9.2%	£3.20	
PO	Devil's Bridge Waterfalls	M	CP	37773	39155		-3.5%	£3.50	
LA	Dingle Local Nature Reserve	N	CP	54950					
NT	Dolaucothi Gold Mines	SW	Ind	22255	19825	19765	12.3%		
Cadw	Dolwyddelan Castle	N	HP	4573	4387	3540	4.2%		
LA	Dyffryn Gardens	SE	CP	56753	*	49398	39919	14.9%	£6.50
PO	Elan Valley Visitor Centre	M	CP	138824	166003		-16.4%		
PO	Electric Mountain	N	Ind	200000	*	200000	0.0%	£7.50	
PO	Ellins Tower Seabird Centre	N	CP	26800	*				
LA	Elliot Colliery Winding House	SE	Ind	8657					
NT	Erddig	N	HP	141470	109960	108234	28.7%		
PO	Ffestiniog Railway	N	R/T	129026	*	131767	-2.1%	£18.50	
PO	Folly Tower	SE	HP	1284	1250	1116	2.7%		
PO	Garwnant Visitor Centre	SE	CP	110000	*				
PO	Glansevern Hall Gardens	M	CP	3820	3487	4055	9.5%	£5.00	
LA	Glynn Vivian Art Gallery	SW	MAG	40272	43741		-7.9%		
LA	Great Orme Tramway	N	R/T	117021	147382	146559	-20.6%		
PO	Greenfield Valley Heritage Park	N	CP	26882				£3.80	
LA	Greenmeadow Community Farm	SE	WL	55156	48521	50384	13.7%	£5.00	
PO	GreenWood Forest Park	N	Ind	117446	135646		-13.4%	£10.85	
PO	Gwili Steam Railway	SW	R/T	25957		25000		£6.00	
PO	Gypsy Wood Park	N	CP	14153	11209	7400	26.3%	£5.50	
Cadw	Harlech Castle	M	HP	92347	94340	85659	-2.1%	£3.70	
PO	Hergest Croft Gardens	M	CP	12009	11247	10444	6.8%	£6.00	
LA	Holyhead Breakwater Country Park	N	CP	110000	*	114395			
PO	Howell Harris Museum	M	MAG	2500	*				
PO	Inigo Jones Slateworks	N	Ind	24610	27250	24890	-9.7%	£4.50	
PO	Internal Fire, Museum of Power	M	MAG	8000	*	5500	6500	45.5%	£4.50
LA	Joseph Parry's Ironworkers Cottage	SE	MAG	1251	1200	12645	4.3%		
PO	Judge's Lodging	M	HP	8588	9890	10367	-13.2%	£5.75	
LA	Kenfig Nature Reserve	SE	CP	14071	13537		3.9%		
Cadw	Kidwelly Castle	SW	HP	30687	28457	24600	7.8%	£3.10	
LA	Kidwelly Industrial Museum	SW	MAG	3932	3240	3391	21.4%		
NT	Kymin (The)	SE	HP	4283	2822	3824	51.8%		
Cadw	Lamphey Bishop's Palace	SW	HP	4050	4122	524	-1.7%	£3.20	
Cadw	Laugharne Castle	SW	HP	11538	12540	9685	-8.0%	£3.20	
PO	Llanberis Lake Railway	N	R/T	74443	*	80997	70000	-8.1%	£7.20
LA	Llancaich Fawr Manor	SE	MAG	45587		57074		£6.50	
PO	Llandaff Cathedral	SE	HP	44502	*	40854	47316	8.9%	
NT	Llanerchaeron	M	HP	31475	32269	32153	-2.5%		
PO	Llanfair Caverns	M	Ind	16500	*	16500		£4.95	
PO	Llanfyllin Workhouse	M	HP	200	*				
PO	Llangollen Motor Museum	N	MAG	4711	5845	5257	-19.4%	£3.50	
LA	Llanidloes Museum	M	MAG	2455	2967	3157	-17.3%	£1.00	
LA	Llanrwst Almshouses	N	MAG	2632					

Owner	Name	Region	Category	2010	2009	2008	2010/2009	£Adult
PO	Llantarnam Grange Arts Centre	SE	MAG	48100				
PO	Llechwedd Slate Caverns	N	Ind	90807	99168	102620	-8.4%	£9.50
LA	Llyn Llech Owain Country Park	SW	CP	153000	* 149000	147757	2.7%	
PO	Llysyfran Reservoir Country Park	SW	CP	105489	* 109607	94510	-3.8%	
PO	Magic of Life Butterfly House	M	WL	8939	10309		-13.3%	£6.50
LA	Margam Country Park	SW	CP	142983	203800	154006	-29.8%	
PO	Meirion Mill	M	Ind	29000	*			
PO	Melin Tregwynt	SW	Ind	25000	* 30000	40000	-16.7%	
LA	Minera Country Park & Iron Works	N	Ind	2220	1640	1533	35.4%	
LA	Moelfre Seawatch	N	WL	18138	* 16844	17734	7.7%	
PO	Monmouth Castle & Regimental Museum	SE	HP	4474	4085	4310	9.5%	
LA	Monmouth Museum	SE	MAG	23286	21343		9.1%	
PO	Museum of Modern Art	M	MAG	19826		19708		
LA	Nantclwyd-Y-Dre	N	HP	3281	3325		-1.3%	£3.60
PO	National Assembly Debating Chamber	SE	HP	99318	127063	139925	-21.8%	
PO	National Botanic Garden of Wales	SW	CP	107687	113802	118747	-5.4%	£8.00
PO	National Coracle Centre & Flour Mill	SW	Ind	4977	4100	4946	21.4%	£3.50
G	National Museum Wales	SE	MAG	358480	373191	325716	-3.9%	
G	National Roman Legion Museum	SE	MAG	68260	64766	64192	5.4%	
PO	National Showcaves Centre for Wales	SW	CP	69057	86963	83117	-20.6%	£13.50
G	National Slate Museum	N	MAG	146864	136144	122926	7.9%	
G	National Waterfront Museum	SW	MAG	262799	257888	228760	1.9%	
G	National Wool Museum	SW	MAG	27726	26970	24347	2.8%	
LA	Newport Museum & Art Gallery	SE	MAG	55320	49072	59077	12.7%	
PO	Newport Wetlands	SE	CP	75989	* 60000	25000	26.6%	
NT	Newton House, Dinefwr Park & Castle	SW	CP	68160	47577	46250	43.3%	
LA	Newtown Textile Museum	M	MAG	1099	1111	1862	-1.1%	£1.00
PO	Norwegian Church	SE	HP	137595	* 134645	120408	2.2%	
LA	Nova	N	Theme	94635		81529		£7.95
LA	Ocean Lab	SW	WL	88743				
PO	Old Bell Museum	M	MAG	2506	2331	1926	7.5%	£1.00
PO	Old Cilgwyn Gardens	SW	CP	658	200		229.0%	£2.00
LA	Old Station	SE	CP	107408	* 100000	96000	7.4%	
LA	Oriel Ynys Mon	N	MAG	83267	*			
Cadw	Oxwich Castle	SW	HP	8417	8661	8174	-2.8%	£2.80
LA	Parc Howard Museum and Art Gallery	SW	MAG	16290	13876	13045	17.4%	
PO	Park Hall Countryside Experience	M	WL	55000	*	73000		£6.95
PO	Parva Farm Vineyard	SE	CP	6250	* 5400		15.7%	
LA	Pembrey Country Park	SW	CP	448092	* 435354	401439	2.9%	
PO	Pembrokeshire Candle Centre & Museum	SW	Ind	7500	* 8300	8843	-9.6%	
PO	Pembrokeshire Sheepdogs	SW	WL	2253	* 2500		-9.9%	£5.00
NT	Penrhyn Castle	N	HP	227433	186875	187271	21.7%	
PO	Picton Castle & Woodland Gardens	SW	CP	20000	*	21958		£7.50
LA	Plantasia	SW	CP	73647	* 88970	90397	-17.2%	£3.90
Cadw	Plas Mawr Elizabethan Town House	N	HP	35433	30086	25075	17.8%	£5.20
NT	Plas Newydd	N	HP	96721	73455	74589	31.7%	
LA	Plas Newydd	N	HP	9319	* 11281	9026	-17.4%	£5.50
NT	Plas-yn-Rhiw	N	HP	15484	13322	13366	16.2%	
PO	Pontypool & Blaenavon Railway	SE	R/T	13767	* 9346	8735	47.3%	£5.00
LA	Pontypridd Museum	SE	MAG	25636	16230	26708	58.0%	
PO	Porthcawl Museum	SE	MAG	786	824		-4.6%	
LA	Porthkerry Country Park	SE	CP	150000	* 80000		87.5%	
PO	Portmeirion	M	MAG	241342	249815	216672	-3.4%	£8.00
NT	Powis Castle & Garden	M	HP	107563	98141	98022	9.6%	
LA	Powysland Museum & Montgomery Canal C'tr	M	MAG	5716	7849	8804	-27.2%	£1.00
LA	Quarry Hospital Visitor Centre	N	MAG	15319	16623		-7.8%	
Cadw	Raglan Castle	SE	HP	57700	59008	50873	-2.2%	£3.10
PO	Rheidol Hydro Electric Power Station	M	Ind	2088				

Owner	Name	Region	Category	2010	2009	2008	2010/2009	£Adult
LA	Rhondda Heritage Park	SE	MAG	42148	49304	45274	-14.5%	
Cadw	Rhuddlan Castle	N	HP	26339	25215	19391	4.5%	£3.20
PO	Rhyl Miniature Railway	N	R/T	9940	9005	9192	10.4%	
PO	Royal Cambrian Academy of Art	N	MAG	32881				
PO	RSPB Lake Vyrnwy Nature Reserve	M	CP	21585		21823		
Cadw	Rug Chapel	N	HP	3989	4353	3599	-8.4%	£3.80
LA	Ruthin Gaol	N	HP	9818	10575	10134	-7.2%	£3.50
LA	Senedd-Dy Owain Glyndwr	M	HP	1896	2059	3000	-7.9%	£2.00
PO	Shell Grotto	SE	HP	1362	1587	1303	-14.2%	
PO	Six Piers Ltd	N	Theme	180000	*			
LA	Sky Tower	N	Theme	18937	20585	17103	-8.0%	£2.00
PO	Snowdon Mountain Railway	N	R/T	142199	157570	123703	-9.8%	£25.00
PO	Solva Woollen Mill	SW	Ind	13511	* 14027	11728	-3.7%	
PO	St Asaph Cathedral	N	HP	6224	*	8704		
Cadw	St Davids Bishops Palace	SW	HP	28447	26288	22746	8.2%	£3.10
PO	St Davids Cathedral	SW	HP	271000	*	270200		
NT	St David's Visitor Centre	SW	MAG	118153				
PO	St Donats Arts Centre	SE	MAG	37600	*			
G	St Fagans: National History Museum	SE	MAG	610155	628804	617979	-3.0%	
LA	St Illtyds Church	SE	HP	300	*			
Cadw	Strata Florida Abbey	M	HP	4736	4826	3441	-1.9%	£3.20
LA	Swansea Museum	SW	MAG	109016	216435	175604	-49.6%	
LA	Swansea Museum - Floating Exhibits	SW	MAG	13760	* 7035	11283	95.6%	
PO	Techniquet	SE	MAG	163995	171366	188518	-4.3%	£7.00
PO	Teifi Valley Railway	M	R/T	16790	* 17991	18706	-6.7%	£6.00
PO	The Animalarium	M	WL	23000	* 35510	35983	-35.2%	£9.00
PO	The Flying Boat Centre	SW	MAG	8696				
PO	The LC	SW	Theme	649053	597276	451138	8.7%	£6.00
PO	The Narrow Gauge Railway Museum	N	R/T	18707				
PO	The Old Market Hall	M	HP	2550				
PO	The Regimental Museum of the Royal Welsh	M	MAG	12958	15693	15326	-17.4%	£4.00
Cadw	Tintern Abbey	SE	HP	67783	68259	60911	-0.7%	£3.70
LA	Tredegar House	SE	HP	30967		20050		£6.50
PO	Trefriw Wells Spa	N	CP	480	*	508		£2.50
Cadw	Tretower Court & Castle	M	HP	13636		9843		
NT	Tudor Merchant's House	SW	HP	20199	19283	19705	4.8%	
PO	Ty Gwyn & Ty Crwn	N	MAG	3528	*			
LA	Ty Mawr Country Park Visitor Centre	N	CP	71695		72249		
NT	Ty Mawr Wybrnant	N	HP	5536	5199	5199	6.5%	
PO	Tyddyn Mon	N	CP	500	*			
PO	Usk Castle	SE	HP	5310	* 6102		-13.0%	
PO	Usk Rural Life Museum	SE	MAG	2300	* 3800	3597	-39.5%	£2.00
Cadw	Valle Crucis Abbey	N	HP	10333	9676	7964	6.8%	£2.60
PO	Wales Millennium Centre	SE	MAG	1015175	1053352	1119344	-3.6%	
PO	Welsh Highland Heritage Railway	N	R/T	20894	21942	22196	-4.8%	£6.00
PO	Welsh Highland Railway	N	R/T	64082	* 72159		-11.2%	£28.00
PO	Weobley Castle	SE	HP	4792	4858	4714	-1.4%	£2.70
PO	West Wales Museum of Childhood	SW	MAG	5498	6148	6330	-10.6%	£5.00
Cadw	White Castle	SE	HP	12436	11701	7478	6.3%	£2.80
LA	Wrexham County Borough Museum	N	MAG	15057	15057	14360	0.0%	
PO	WWT National Wetland Centre Wales	SW	WL	47276	46529	48069	1.6%	£7.75

8 Top ten free and paid attractions (by volume of visits)

11.1 Top ten paid attractions

Table 8.1 Top ten paid attractions responding in 2010

Owner	Name	Region	Category	2010	2009	2008	2010/2009	£Adult
PO	The LC	SW	Theme	649053	597276	451138	8.7%	£6.00
LA	Pembrey Country Park	SW	CP	448092	* 435354	401439	2.9%	
PO	Portmeirion	M	MAG	241342	249815	216672	-3.4%	£8.00
NT	Penrhyn Castle	N	HP	227433	186875	187271	21.7%	
LA	Cardiff Castle	SE	HP	215372	221716	221903	-2.9%	
PO	Electric Mountain	N	Ind	200000	* 200000	220000	0.0%	£7.50
Cadw	Caernarfon Castle	N	HP	192543	193683	174964	-0.6%	£5.05
NT	Bodnant Garden	N	CP	190913	149036	138313	28.1%	
Cadw	Conwy Castle	N	HP	186897	181947	163668	2.7%	£4.70
PO	Techniquet	SE	MAG	163995	171366	188518	-4.3%	£7.00

8.2 Top ten free attractions

Table 8.2 Top ten free attractions responding in 2010

Owner	Name	Region	Category	2010	2009	2008	2010/2009
PO	Wales Millennium Centre	SE	MAG	1015175	1053352	1119344	-3.6%
G	St Fagans: National History Museum	SE	MAG	610155	628804	617979	-3.0%
G	National Museum Wales	SE	MAG	358480	373191	325716	-3.9%
LA	Bryn Bach Park	SE	CP	319890	*		
PO	St Davids Cathedral	SW	HP	271000	*	270200	
G	National Waterfront Museum	SW	MAG	262799	257888	228760	1.9%
LA	Cosmeston Lakes Country Park	SE	CP	245000	* 210000		16.7%
LA	Cardiff Bay Visitor Centre	SE	Ind	223436	* 170572	193070	31.0%
PO	Six Piers Ltd	N	Theme	180000	*		
PO	Cwmcarn Forest Drive & Visitor Centre	SE	CP	178069			

9 List of attractions by admission (alphabetical order)

11.1 Paid attractions

Owner	Name	Region	Category	2010		2009	2008	2010/2009	£Adult
PO	1940's Swansea Bay	SW	MAG	9213	*	8616	7050	6.9%	£5.50
NT	Aberconwy House	N	HP	24201		16009	16009	51.2%	
NT	Aberdulais Falls	SW	CP	25705		20267	21261	26.8%	
PO	Aberystwyth Cliff Electric Railway	M	R/T	45493		58387		-22.1%	£3.50
PO	Amgueddfa Syr Henry Jones	N	MAG	522					£2.00
PO	Bala Lake Railway	M	R/T	17664	*	19626		-10.0%	£9.00
Cadw	Beaumaris Castle	N	HP	80645		78231	67329	3.1%	£3.70
LA	Beaumaris Court House	N	HP	4208		3006	2743	40.0%	£3.25
LA	Beaumaris Gaol	N	HP	9439		10234	9383	-7.8%	£3.75
PO	Blaenafon Cheddar Co & Mountain Tours Blaenavon Community Heritage & Cordell Museum	SE	Ind	2474					£6.00
PO	Bodafon Farm Park	N	WL	4436	*				
LA	Bodelwyddan Castle	N	MAG	38735		34555	39472	12.1%	
NT	Bodnant Garden	N	CP	190913		149036	138313	28.1%	
LA	Brecknock Museum & Art Gallery	M	MAG	20629		20169	19257	2.3%	£1.00
PO	Brecon Mountain Railway	SE	R/T	71298		69467	63096	2.6%	£10.00
LA	Bryngarw Country Park	SE	CP	50050		50800		-1.5%	
PO	Caernarfon Air World	N	MAG	7250			5000		£6.50
Cadw	Caernarfon Castle	N	HP	192543		193683	174964	-0.6%	£5.05
PO	Caernarfon Maritime Museum	N	MAG	1141		1282	1090	-11.0%	£1.00
LA	Caerphilly Castle	SE	HP	96021		88772	83167	8.2%	£3.70
LA	Caldicot Castle	SE	MAG	22360		27513	26582	-18.7%	
PO	CARAD Chronicles Community Museum	M	MAG	2143	*	887		141.6%	£4.50
LA	Cardiff Castle	SE	HP	215372		221716	221903	-2.9%	
LA	Carew Castle & Tidal Mill	SW	HP	37017		37413	34850	-1.1%	£4.50
Cadw	Carreg Cennen Castle	SW	HP	19650		28421	24590	-30.9%	£3.80
Cadw	Castell Coch	SE	HP	68535		71745	68544	-4.5%	£3.70
LA	Castell Henllys Iron Age Fort	SW	HP	27090		29484	28949	-8.1%	£4.50
Cadw	Chepstow Castle	SE	HP	59875		57899	60742	3.4%	£3.70
NT	Chirk Castle	N	HP	117108		94353	94647	24.1%	
Cadw	Cilgerran Castle (Cadw)	SW	HP	18598		15023		23.8%	£3.20
PO	Coed y Brenin Forest Park	M	CP	154204	*				
NT	Colby Woodland Garden	SW	CP	33785		28377	27836	19.1%	
Cadw	Conwy Castle	N	HP	186897		181947	163668	2.7%	£4.70
PO	Conwy Nature Reserve	N	CP	89876		96193	86145	-6.6%	£2.50
NT	Conwy Suspension Bridge	N	HP	17556		13411	13411	30.9%	
LA	Cosmeston Medieval Village	SE	CP	17828		18980		-6.1%	£5.00
Cadw	Criccieth Castle	N	HP	42321		37196	34213	13.8%	£3.10
LA	Dare Valley Country Park	SE	CP	121170		74501	80558	62.6%	
Cadw	Denbigh Castle	N	HP	9747		10731	9675	-9.2%	£3.20
PO	Devil's Bridge Waterfalls	M	CP	37773		39155		-3.5%	£3.50
NT	Dolaucothi Gold Mines	SW	Ind	22255		19825	19765	12.3%	
Cadw	Dolwyddelan Castle	N	HP	4573		4387	3540	4.2%	
LA	Dyffryn Gardens	SE	CP	56753	*	49398	39919	14.9%	£6.50
PO	Electric Mountain	N	Ind	200000	*	200000	220000	0.0%	£7.50
NT	Erddig	N	HP	141470		109960	108234	28.7%	
PO	Ffestiniog Railway	N	R/T	129026	*	131767		-2.1%	£18.50
PO	Garwnant Visitor Centre	SE	CP	110000	*				
PO	Glansevern Hall Gardens	M	CP	3820		3487	4055	9.5%	£5.00
LA	Great Orme Tramway	N	R/T	117021		147382	146559	-20.6%	

Owner	Name	Region	Category	2010	2009	2008	2010/2009	£Adult
PO	Greenfield Valley Heritage Park	N	CP	26882				£3.80
LA	Greenmeadow Community Farm	SE	WL	55156	48521	50384	13.7%	£5.00
PO	GreenWood Forest Park	N	Ind	117446	135646		-13.4%	£10.85
PO	Gwili Steam Railway	SW	R/T	25957		25000		£6.00
PO	Gypsy Wood Park	N	CP	14153	11209	7400	26.3%	£5.50
Cadw	Harlech Castle	M	HP	92347	94340	85659	-2.1%	£3.70
PO	Hergest Croft Gardens	M	CP	12009	11247	10444	6.8%	£6.00
PO	Inigo Jones Slateworks	N	Ind	24610	27250	24890	-9.7%	£4.50
PO	Internal Fire, Museum of Power	M	MAG	8000	* 5500	6500	45.5%	£4.50
PO	Judge's Lodging	M	HP	8588	9890	10367	-13.2%	£5.75
LA	Kenfig Nature Reserve	SE	CP	14071	13537		3.9%	
Cadw	Kidwelly Castle	SW	HP	30687	28457	24600	7.8%	£3.10
NT	Kymin (The)	SE	HP	4283	2822	3824	51.8%	
Cadw	Lamphey Bishop's Palace	SW	HP	4050	4122	524	-1.7%	£3.20
Cadw	Laugharne Castle	SW	HP	11538	12540	9685	-8.0%	£3.20
PO	Llanberis Lake Railway	N	R/T	74443	* 80997	70000	-8.1%	£7.20
LA	Llancaiaich Fawr Manor	SE	MAG	45587		57074		£6.50
NT	Llanerchaeron	M	HP	31475	32269	32153	-2.5%	
PO	Llanfair Caverns	M	Ind	16500	* 16500	16500		£4.95
PO	Llangollen Motor Museum	N	MAG	4711	5845	5257	-19.4%	£3.50
LA	Llanidloes Museum	M	MAG	2455	2967	3157	-17.3%	£1.00
LA	Llanrwst Almshouses	N	MAG	2632				
PO	Llechwedd Slate Caverns	N	Ind	90807	99168	102620	-8.4%	£9.50
LA	Llyn Llech Owain Country Park	SW	CP	153000	* 149000	147757	2.7%	
PO	Magic of Life Butterfly House	M	WL	8939	10309		-13.3%	£6.50
LA	Nantclwyd-Y-Dre	N	HP	3281	3325		-1.3%	£3.60
PO	National Botanic Garden of Wales	SW	CP	107687	113802	118747	-5.4%	£8.00
PO	National Coracle Centre & Flour Mill	SW	Ind	4977	4100	4946	21.4%	£3.50
PO	National Showcaves Centre for Wales	SW	CP	69057	86963	83117	-20.6%	£13.50
NT	Newton House, Dinefwr Park & Castle	SW	CP	68160	47577	46250	43.3%	
LA	Newtown Textile Museum	M	MAG	1099	1111	1862	-1.1%	£1.00
LA	Nova	N	Theme	94635		81529		£7.95
PO	Old Bell Museum	M	MAG	2506	2331	1926	7.5%	£1.00
PO	Old Cilgwyn Gardens	SW	CP	658	200		229.0%	£2.00
LA	Old Station	SE	CP	107408	* 100000	96000	7.4%	
Cadw	Oxwich Castle	SW	HP	8417	8661	8174	-2.8%	£2.80
PO	Park Hall Countryside Experience	M	WL	55000	* 55000	73000		£6.95
LA	Pembrey Country Park	SW	CP	448092	* 435354	401439	2.9%	
PO	Pembrokeshire Sheepdogs	SW	WL	2253	* 2500		-9.9%	£5.00
NT	Penrhyn Castle	N	HP	227433	186875	187271	21.7%	
PO	Picton Castle & Woodland Gardens	SW	CP	20000	* 20000	21958		£7.50
LA	Plantasia	SW	CP	73647	* 88970	90397	-17.2%	£3.90
Cadw	Plas Mawr Elizabethan Town House	N	HP	35433	30086	25075	17.8%	£5.20
NT	Plas Newydd	N	HP	96721	73455	74589	31.7%	
LA	Plas Newydd	N	HP	9319	* 11281	9026	-17.4%	£5.50
NT	Plas-yn-Rhiw	N	HP	15484	13322	13366	16.2%	
PO	Pontypool & Blaenavon Railway	SE	R/T	13767	* 9346	8735	47.3%	£5.00
PO	Porthcawl Museum	SE	MAG	786	824		-4.6%	
PO	Portmeirion	M	MAG	241342	249815	216672	-3.4%	£8.00
NT	Powis Castle & Garden	M	HP	107563	98141	98022	9.6%	
LA	Powysland Museum & Montgomery Canal C'tr	M	MAG	5716	7849	8804	-27.2%	£1.00
Cadw	Raglan Castle	SE	HP	57700	59008	50873	-2.2%	£3.10
LA	Rhondda Heritage Park	SE	MAG	42148	49304	45274	-14.5%	
Cadw	Rhuddlan Castle	N	HP	26339	25215	19391	4.5%	£3.20
Cadw	Rug Chapel	N	HP	3989	4353	3599	-8.4%	£3.80
LA	Ruthin Gaol	N	HP	9818	10575	10134	-7.2%	£3.50
LA	Senedd-Dy Owain Glyndwr	M	HP	1896	2059	3000	-7.9%	£2.00
LA	Sky Tower	N	Theme	18937	20585	17103	-8.0%	£2.00

Owner	Name	Region	Category	2010	2009	2008	2010/2009	£Adult
PO	Snowdon Mountain Railway	N	R/T	142199	157570	123703	-9.8%	£25.00
Cadw	St Davids Bishops Palace	SW	HP	28447	26288	22746	8.2%	£3.10
PO	St Donats Arts Centre	SE	MAG	37600	*			
LA	St Illtyds Church	SE	HP	300	*			
Cadw	Strata Florida Abbey	M	HP	4736	4826	3441	-1.9%	£3.20
PO	Techniquet	SE	MAG	163995	171366	188518	-4.3%	£7.00
PO	Teifi Valley Railway	M	R/T	16790	* 17991	18706	-6.7%	£6.00
PO	The Animalarium	M	WL	23000	* 35510	35983	-35.2%	£9.00
PO	The LC	SW	Theme	649053	597276	451138	8.7%	£6.00
PO	The Regimental Museum of the Royal Welsh	M	MAG	12958	15693	15326	-17.4%	£4.00
Cadw	Tintern Abbey	SE	HP	67783	68259	60911	-0.7%	£3.70
LA	Tredegar House	SE	HP	30967		20050		£6.50
PO	Trefriw Wells Spa	N	CP	480	*	508		£2.50
Cadw	Tretower Court & Castle	M	HP	13636		9843		
NT	Tudor Merchant's House	SW	HP	20199	19283	19705	4.8%	
NT	Ty Mawr Wybrnant	N	HP	5536	5199	5199	6.5%	
PO	Usk Rural Life Museum	SE	MAG	2300	* 3800	3597	-39.5%	£2.00
Cadw	Valle Crucis Abbey	N	HP	10333	9676	7964	6.8%	£2.60
PO	Welsh Highland Heritage Railway	N	R/T	20894	21942	22196	-4.8%	£6.00
PO	Welsh Highland Railway	N	R/T	64082	* 72159		-11.2%	£28.00
PO	Weobley Castle	SE	HP	4792	4858	4714	-1.4%	£2.70
PO	West Wales Museum of Childhood	SW	MAG	5498	6148	6330	-10.6%	£5.00
Cadw	White Castle	SE	HP	12436	11701	7478	6.3%	£2.80
PO	WWT National Wetland Centre Wales	SW	WL	47276	46529	48069	1.6%	£7.75

9.2 Free attractions

Owner	Name	Region	Category	2010	2009	2008	2010/2009
PO	Abergavenny Museum & Castle	M	MAG	25827	26791	19205	-3.6%
PO	Abertillery & District Museum	SE	MAG	6000 *	5500	11430	9.1%
LA	Alyn Waters Country Park Visitor Centre	N	CP	90991		84291	
PO	Amelia Farm Trust	SE	WL	30000 *			
LA	Bersham Heritage Centre	N	MAG	9087	8668	7298	4.8%
G	Big Pit: National Coal Museum	SE	MAG	155631	164696	165151	-5.5%
PO	Blackpill Wildlife Centre	SW	WL	320 *	200	420	60.0%
Cadw	Blaenavon Ironworks	SE	HP	23135	29961	18677	-22.8%
PO	Blaenavon World Heritage Centre	SE	Ind	29181			
LA	Brecon Beacons Mountain Centre	M	CP	142809 *			
PO	Brecon Beacons Waterfalls Centre	SW	CP	17289	17806		-2.9%
LA	Bryn Bach Park	SE	CP	319890 *			
Cadw	Caerleon Roman Baths and Amphitheatre	SE	HP	50370	49792	40555	1.2%
LA	Cardiff Bay Visitor Centre	SE	Ind	223436 *	170572	193070	31.0%
LA	Carmarthenshire County Museum	SW	MAG	12729	12889	14030	-1.2%
PO	Caws Cenarth - Welsh Cheese	SW	Ind	8000 *		4120	
LA	Ceredigion Museum	M	MAG	31814	34688	35010	-8.3%
LA	Chepstow Museum	SE	MAG	25174		18829	
LA	Conwy Mussel Museum	N	MAG	7500 *			
LA	Cosmeston Lakes Country Park	SE	CP	245000 *	210000		16.7%
PO	Craig-y-Nos Country Park	SW	CP	97814	79831	87281	22.5%
PO	Cwmcarn Forest Drive & Visitor Centre	SE	CP	178069			
LA	Cyfarthfa Castle Museum	SE	MAG	66874	75570	75924	-11.5%
LA	Cynon Valley Museum & Gallery	SE	MAG	37603			
LA	Dingle Local Nature Reserve	N	CP	54950			
PO	Elan Valley Visitor Centre	M	CP	138824	166003		-16.4%
PO	Ellins Tower Seabird Centre	N	CP	26800 *			
LA	Elliot Colliery Winding House	SE	Ind	8657			
PO	Folly Tower	SE	HP	1284	1250	1116	2.7%
LA	Glynn Vivian Art Gallery	SW	MAG	40272	43741		-7.9%
LA	Holyhead Breakwater Country Park	N	CP	110000 *		114395	
PO	Howell Harris Museum	M	MAG	2500 *			
LA	Joseph Parry's Ironworkers Cottage	SE	MAG	1251	1200	12645	4.3%
LA	Kidwelly Industrial Museum	SW	MAG	3932	3240	3391	21.4%
PO	Llandaff Cathedral	SE	HP	44502 *	40854	47316	8.9%
PO	Llanfyllin Workhouse	M	HP	200 *			
PO	Llantarnam Grange Arts Centre	SE	MAG	48100			
PO	Llysyfran Reservoir Country Park	SW	CP	105489 *	109607	94510	-3.8%
LA	Margam Country Park	SW	CP	142983	203800	154006	-29.8%
PO	Meirion Mill	M	Ind	29000 *			
PO	Melin Tregwynt	SW	Ind	25000 *	30000	40000	-16.7%
LA	Minera Country Park & Iron Works	N	Ind	2220	1640	1533	35.4%
LA	Moelfre Seawatch	N	WL	18138 *	16844	17734	7.7%
PO	Monmouth Castle & Regimental Museum	SE	HP	4474	4085	4310	9.5%
LA	Monmouth Museum	SE	MAG	23286	21343		9.1%
PO	Museum of Modern Art	M	MAG	19826		19708	
PO	National Assembly Debating Chamber	SE	HP	99318	127063	139925	-21.8%
G	National Museum Wales	SE	MAG	358480	373191	325716	-3.9%
G	National Roman Legion Museum	SE	MAG	68260	64766	64192	5.4%
G	National Slate Museum	N	MAG	146864	136144	122926	7.9%
G	National Waterfront Museum	SW	MAG	262799	257888	228760	1.9%
G	National Wool Museum	SW	MAG	27726	26970	24347	2.8%
LA	Newport Museum & Art Gallery	SE	MAG	55320	49072	59077	12.7%

Owner	Name	Region	Category	2010		2009	2008	2010/2009
PO	Newport Wetlands	SE	CP	75989	*	60000	25000	26.6%
PO	Norwegian Church	SE	HP	137595	*	134645	120408	2.2%
LA	Ocean Lab	SW	WL	88743				
LA	Oriel Ynys Mon	N	MAG	83267	*			
LA	Parc Howard Museum and Art Gallery	SW	MAG	16290		13876	13045	17.4%
PO	Parva Farm Vineyard	SE	CP	6250	*	5400		15.7%
PO	Pembrokeshire Candle Centre & Museum	SW	Ind	7500	*	8300	8843	-9.6%
LA	Pontypridd Museum	SE	MAG	25636		16230	26708	58.0%
LA	Porthkerry Country Park	SE	CP	150000	*	80000		87.5%
LA	Quarry Hospital Visitor Centre	N	MAG	15319		16623		-7.8%
PO	Rheidol Hydro Electric Power Station	M	Ind	2088				
PO	Rhyl Miniature Railway	N	R/T	9940		9005	9192	10.4%
PO	Royal Cambrian Academy of Art	N	MAG	32881				
PO	RSPB Lake Vyrnwy Nature Reserve	M	CP	21585			21823	
PO	Shell Grotto	SE	HP	1362		1587	1303	-14.2%
PO	Six Piers Ltd	N	Theme	180000	*			
PO	Solva Woollen Mill	SW	Ind	13511	*	14027	11728	-3.7%
PO	St Asaph Cathedral	N	HP	6224	*		8704	
PO	St Davids Cathedral	SW	HP	271000	*		270200	
NT	St David's Visitor Centre	SW	MAG	118153				
G	St Fagans: National History Museum	SE	MAG	610155		628804	617979	-3.0%
LA	Swansea Museum	SW	MAG	109016		216435	175604	-49.6%
LA	Swansea Museum - Floating Exhibits	SW	MAG	13760	*	7035	11283	95.6%
PO	The Flying Boat Centre	SW	MAG	8696				
PO	The Narrow Gauge Railway Museum	N	R/T	18707				
PO	The Old Market Hall	M	HP	2550				
PO	Ty Gwyn & Ty Crwn	N	MAG	3528	*			
LA	Ty Mawr Country Park Visitor Centre	N	CP	71695			72249	
PO	Tyddyn Mon	N	CP	500	*			
PO	Usk Castle	SE	HP	5310	*	6102		-13.0%
PO	Wales Millennium Centre	SE	MAG	1015175		1053352	1119344	-3.6%
LA	Wrexham County Borough Museum	N	MAG	15057		15057	14360	0.0%

10 List of attractions by region (alphabetical order)

11.1 Attractions located in Mid Wales

Owner	Name	Category	2010	2009	2008	2010/2009	£Adult
PO	Abergavenny Museum & Castle	MAG	25827	26791	19205	-3.6%	
PO	Aberystwyth Cliff Electric Railway	R/T	45493	58387		-22.1%	£3.50
PO	Bala Lake Railway	R/T	17664	* 19626		-10.0%	£9.00
LA	Brecknock Museum & Art Gallery	MAG	20629	20169	19257	2.3%	£1.00
LA	Brecon Beacons Mountain Centre	CP	142809	*			
PO	CARAD Chronicles Community Museum	MAG	2143	* 887		141.6%	£4.50
LA	Ceredigion Museum	MAG	31814	34688	35010	-8.3%	
PO	Coed y Brenin Forest Park	CP	154204	*			
PO	Devil's Bridge Waterfalls	CP	37773	39155		-3.5%	£3.50
PO	Elan Valley Visitor Centre	CP	138824	166003		-16.4%	
PO	Glansevern Hall Gardens	CP	3820	3487	4055	9.5%	£5.00
Cadw	Harlech Castle	HP	92347	94340	85659	-2.1%	£3.70
PO	Hergest Croft Gardens	CP	12009	11247	10444	6.8%	£6.00
PO	Howell Harris Museum	MAG	2500	*			
PO	Internal Fire, Museum of Power	MAG	8000	* 5500	6500	45.5%	£4.50
PO	Judge's Lodging	HP	8588	9890	10367	-13.2%	£5.75
NT	Llanerchaeron	HP	31475	32269	32153	-2.5%	
PO	Llanfair Caverns	Ind	16500	*	16500		£4.95
PO	Llanfyllin Workhouse	HP	200	*			
LA	Llanidloes Museum	MAG	2455	2967	3157	-17.3%	£1.00
PO	Magic of Life Butterfly House	WL	8939	10309		-13.3%	£6.50
PO	Meirion Mill	Ind	29000	*			
PO	Museum of Modern Art	MAG	19826		19708		
LA	Newtown Textile Museum	MAG	1099	1111	1862	-1.1%	£1.00
PO	Old Bell Museum	MAG	2506	2331	1926	7.5%	£1.00
PO	Park Hall Countryside Experience	WL	55000	*	73000		£6.95
PO	Portmeirion	MAG	241342	249815	216672	-3.4%	£8.00
NT	Powis Castle & Garden	HP	107563	98141	98022	9.6%	
LA	Powysland Museum & Montgomery Canal C'tr	MAG	5716	7849	8804	-27.2%	£1.00
PO	Rheidol Hydro Electric Power Station	Ind	2088				
PO	RSPB Lake Vyrnwy Nature Reserve	CP	21585		21823		
LA	Senedd-Dy Owain Glyndwr	HP	1896	2059	3000	-7.9%	£2.00
Cadw	Strata Florida Abbey	HP	4736	4826	3441	-1.9%	£3.20
PO	Teifi Valley Railway	R/T	16790	* 17991	18706	-6.7%	£6.00
PO	The Animalarium	WL	23000	* 35510	35983	-35.2%	£9.00
PO	The Old Market Hall	HP	2550				
PO	The Regimental Museum of the Royal Welsh	MAG	12958	15693	15326	-17.4%	£4.00
Cadw	Tretower Court & Castle	HP	13636		9843		

10.2 Attractions located in North Wales

Owner	Name	Category	2010	2009	2008	2010/2009	£Adult	
NT	Aberconwy House	HP	24201	16009	16009	51.2%		
LA	Alyn Waters Country Park Visitor Centre	CP	90991		84291			
PO	Amgueddfa Syr Henry Jones	MAG	522				£2.00	
Cadw	Beaumaris Castle	HP	80645	78231	67329	3.1%	£3.70	
LA	Beaumaris Court House	HP	4208	3006	2743	40.0%	£3.25	
LA	Beaumaris Gaol	HP	9439	10234	9383	-7.8%	£3.75	
LA	Bersham Heritage Centre	MAG	9087	8668	7298	4.8%		
PO	Bodafon Farm Park	WL	4436	*				
LA	Bodelwyddan Castle	MAG	38735	34555	39472	12.1%		
NT	Bodnant Garden	CP	190913	149036	138313	28.1%		
PO	Caernarfon Air World	MAG	7250		5000		£6.50	
Cadw	Caernarfon Castle	HP	192543	193683	174964	-0.6%	£5.05	
PO	Caernarfon Maritime Museum	MAG	1141	1282	1090	-11.0%	£1.00	
NT	Chirk Castle	HP	117108	94353	94647	24.1%		
Cadw	Conwy Castle	HP	186897	181947	163668	2.7%	£4.70	
LA	Conwy Mussel Museum	MAG	7500	*				
PO	Conwy Nature Reserve	CP	89876	96193	86145	-6.6%	£2.50	
NT	Conwy Suspension Bridge	HP	17556	13411	13411	30.9%		
Cadw	Criccieth Castle	HP	42321	37196	34213	13.8%	£3.10	
Cadw	Denbigh Castle	HP	9747	10731	9675	-9.2%	£3.20	
LA	Dingle Local Nature Reserve	CP	54950					
Cadw	Dolwyddelan Castle	HP	4573	4387	3540	4.2%		
PO	Electric Mountain	Ind	200000	*	200000	220000	0.0%	£7.50
PO	Ellins Tower Seabird Centre	CP	26800	*				
NT	Erddig	HP	141470	109960	108234	28.7%		
PO	Ffestiniog Railway	R/T	129026	*	131767		£18.50	
LA	Great Orme Tramway	R/T	117021	147382	146559	-20.6%		
PO	Greenfield Valley Heritage Park	CP	26882				£3.80	
PO	GreenWood Forest Park	Ind	117446	135646		-13.4%	£10.85	
PO	Gypsy Wood Park	CP	14153	11209	7400	26.3%	£5.50	
LA	Holyhead Breakwater Country Park	CP	110000	*	114395			
PO	Inigo Jones Slateworks	Ind	24610	27250	24890	-9.7%	£4.50	
PO	Llanberis Lake Railway	R/T	74443	*	80997	70000	-8.1%	£7.20
PO	Llangollen Motor Museum	MAG	4711	5845	5257	-19.4%	£3.50	
LA	Llanrwst Almshouses	MAG	2632					
PO	Llechwedd Slate Caverns	Ind	90807	99168	102620	-8.4%	£9.50	
LA	Minera Country Park & Iron Works	Ind	2220	1640	1533	35.4%		
LA	Moelfre Seawatch	WL	18138	*	16844	17734	7.7%	
LA	Nantclwyd-Y-Dre	HP	3281	3325		-1.3%	£3.60	
G	National Slate Museum	MAG	146864	136144	122926	7.9%		
LA	Nova	Theme	94635		81529		£7.95	
LA	Oriel Ynys Mon	MAG	83267	*				
NT	Penrhyn Castle	HP	227433	186875	187271	21.7%		
Cadw	Plas Mawr Elizabethan Town House	HP	35433	30086	25075	17.8%	£5.20	
NT	Plas Newydd	HP	96721	73455	74589	31.7%		
LA	Plas Newydd	HP	9319	*	11281	9026	-17.4%	£5.50
NT	Plas-yn-Rhiw	HP	15484	13322	13366	16.2%		
LA	Quarry Hospital Visitor Centre	MAG	15319	16623		-7.8%		
Cadw	Rhuddlan Castle	HP	26339	25215	19391	4.5%	£3.20	
PO	Rhyl Miniature Railway	R/T	9940	9005	9192	10.4%		
PO	Royal Cambrian Academy of Art	MAG	32881					
Cadw	Rug Chapel	HP	3989	4353	3599	-8.4%	£3.80	
LA	Ruthin Gaol	HP	9818	10575	10134	-7.2%	£3.50	

Owner	Name	Category	2010		2009	2008	2010/2009	£Adult
PO	Six Piers Ltd	Theme	180000	*				
LA	Sky Tower	Theme	18937		20585	17103	-8.0%	£2.00
PO	Snowdon Mountain Railway	R/T	142199		157570	123703	-9.8%	£25.00
PO	St Asaph Cathedral	HP	6224	*		8704		
PO	The Narrow Gauge Railway Museum	R/T	18707					
PO	Trefriw Wells Spa	CP	480	*		508		£2.50
PO	Ty Gwyn & Ty Crwn	MAG	3528	*				
LA	Ty Mawr Country Park Visitor Centre	CP	71695			72249		
NT	Ty Mawr Wybrnant	HP	5536		5199	5199	6.5%	
PO	Tyddyn Mon	CP	500	*				
Cadw	Valle Crucis Abbey	HP	10333		9676	7964	6.8%	£2.60
PO	Welsh Highland Heritage Railway	R/T	20894		21942	22196	-4.8%	£6.00
PO	Welsh Highland Railway	R/T	64082	*	72159		-11.2%	£28.00
LA	Wrexham County Borough Museum	MAG	15057		15057	14360	0.0%	

10.3 Attractions located in South West Wales

Owner	Name	Category	2010	2009	2008	2010/2009	£Adult
PO	1940's Swansea Bay	MAG	9213 *	8616	7050	6.9%	£5.50
NT	Aberdulais Falls	CP	25705	20267	21261	26.8%	
PO	Blackpill Wildlife Centre	WL	320 *	200	420	60.0%	
PO	Brecon Beacons Waterfalls Centre	CP	17289	17806		-2.9%	
LA	Carew Castle & Tidal Mill	HP	37017	37413	34850	-1.1%	£4.50
LA	Carmarthenshire County Museum	MAG	12729	12889	14030	-1.2%	
Cadw	Carreg Cennen Castle	HP	19650	28421	24590	-30.9%	£3.80
LA	Castell Henllys Iron Age Fort	HP	27090	29484	28949	-8.1%	£4.50
PO	Caws Cenarth - Welsh Cheese	Ind	8000 *		4120		
Cadw	Cilgerran Castle (Cadw)	HP	18598	15023		23.8%	£3.20
NT	Colby Woodland Garden	CP	33785	28377	27836	19.1%	
PO	Craig-y-Nos Country Park	CP	97814	79831	87281	22.5%	
NT	Dolaucothi Gold Mines	Ind	22255	19825	19765	12.3%	
LA	Glynn Vivian Art Gallery	MAG	40272	43741		-7.9%	
PO	Gwili Steam Railway	R/T	25957		25000		£6.00
Cadw	Kidwelly Castle	HP	30687	28457	24600	7.8%	£3.10
LA	Kidwelly Industrial Museum	MAG	3932	3240	3391	21.4%	
Cadw	Lamphey Bishop's Palace	HP	4050	4122	524	-1.7%	£3.20
Cadw	Laugharne Castle	HP	11538	12540	9685	-8.0%	£3.20
LA	Llyn Llech Owain Country Park	CP	153000 *	149000	147757	2.7%	
PO	Llysyfran Reservoir Country Park	CP	105489 *	109607	94510	-3.8%	
LA	Margam Country Park	CP	142983	203800	154006	-29.8%	
PO	Melin Tregwynt	Ind	25000 *	30000	40000	-16.7%	
PO	National Botanic Garden of Wales	CP	107687	113802	118747	-5.4%	£8.00
PO	National Coracle Centre & Flour Mill	Ind	4977	4100	4946	21.4%	£3.50
PO	National Showcaves Centre for Wales	CP	69057	86963	83117	-20.6%	£13.50
G	National Waterfront Museum	MAG	262799	257888	228760	1.9%	
G	National Wool Museum	MAG	27726	26970	24347	2.8%	
NT	Newton House, Dinefwr Park & Castle	CP	68160	47577	46250	43.3%	
LA	Ocean Lab	WL	88743				
PO	Old Cilgwyn Gardens	CP	658	200		229.0%	£2.00
Cadw	Oxwich Castle	HP	8417	8661	8174	-2.8%	£2.80
LA	Parc Howard Museum and Art Gallery	MAG	16290	13876	13045	17.4%	
LA	Pembrey Country Park	CP	448092 *	435354	401439	2.9%	
PO	Pembrokeshire Candle Centre & Museum	Ind	7500 *	8300	8843	-9.6%	
PO	Pembrokeshire Sheepdogs	WL	2253 *	2500		-9.9%	£5.00
PO	Picton Castle & Woodland Gardens	CP	20000 *		21958		£7.50
LA	Plantasia	CP	73647 *	88970	90397	-17.2%	£3.90
PO	Solva Woollen Mill	Ind	13511 *	14027	11728	-3.7%	
Cadw	St Davids Bishops Palace	HP	28447	26288	22746	8.2%	£3.10
PO	St Davids Cathedral	HP	271000 *		270200		
NT	St David's Visitor Centre	MAG	118153				
LA	Swansea Museum	MAG	109016	216435	175604	-49.6%	
LA	Swansea Museum - Floating Exhibits	MAG	13760 *	7035	11283	95.6%	
PO	The Flying Boat Centre	MAG	8696				
PO	The LC	Theme	649053	597276	451138	8.7%	£6.00
NT	Tudor Merchant's House	HP	20199	19283	19705	4.8%	
PO	West Wales Museum of Childhood	MAG	5498	6148	6330	-10.6%	£5.00
PO	WWT National Wetland Centre Wales	WL	47276	46529	48069	1.6%	£7.75

11.4 Attractions located in South East Wales

Owner	Name	Category	2010	2009	2008	2010/2009	£Adult
PO	Abertillery & District Museum	MAG	6000 *	5500	11430	9.1%	
PO	Amelia Farm Trust	WL	30000 *				
G	Big Pit: National Coal Museum	MAG	155631	164696	165151	-5.5%	
PO	Blaenafon Cheddar Co & Mountain Tours	Ind	2474				£6.00
PO	Blaenavon Community Heritage & Cordell Museum	MAG	411	1287	949	-68.1%	£1.00
Cadw	Blaenavon Ironworks	HP	23135	29961	18677	-22.8%	
PO	Blaenavon World Heritage Centre	Ind	29181				
PO	Brecon Mountain Railway	R/T	71298	69467	63096	2.6%	£10.00
LA	Bryn Bach Park	CP	319890 *				
LA	Bryngarw Country Park	CP	50050	50800		-1.5%	
Cadw	Caerleon Roman Baths and Amphitheatre	HP	50370	49792	40555	1.2%	
LA	Caerphilly Castle	HP	96021	88772	83167	8.2%	£3.70
LA	Caldicot Castle	MAG	22360	27513	26582	-18.7%	
LA	Cardiff Bay Visitor Centre	Ind	223436 *	170572	193070	31.0%	
LA	Cardiff Castle	HP	215372	221716	221903	-2.9%	
Cadw	Castell Coch	HP	68535	71745	68544	-4.5%	£3.70
Cadw	Chepstow Castle	HP	59875	57899	60742	3.4%	£3.70
LA	Chepstow Museum	MAG	25174		18829		
LA	Cosmeston Lakes Country Park	CP	245000 *	210000		16.7%	
LA	Cosmeston Medieval Village	CP	17828	18980		-6.1%	£5.00
PO	Cwmcarn Forest Drive & Visitor Centre	CP	178069				
LA	Cyfarthfa Castle Museum	MAG	66874	75570	75924	-11.5%	
LA	Cynon Valley Museum & Gallery	MAG	37603				
LA	Dare Valley Country Park	CP	121170	74501	80558	62.6%	
LA	Dyffryn Gardens	CP	56753 *	49398	39919	14.9%	£6.50
LA	Elliot Colliery Winding House	Ind	8657				
PO	Folly Tower	HP	1284	1250	1116	2.7%	
PO	Garwnant Visitor Centre	CP	110000 *				
LA	Greenmeadow Community Farm	WL	55156	48521	50384	13.7%	£5.00
LA	Joseph Parry's Ironworkers Cottage	MAG	1251	1200	12645	4.3%	
LA	Kenfig Nature Reserve	CP	14071	13537		3.9%	
NT	Kymin (The)	HP	4283	2822	3824	51.8%	
LA	Llancaiach Fawr Manor	MAG	45587		57074		£6.50
PO	Llandaff Cathedral	HP	44502 *	40854	47316	8.9%	
PO	Llantarnam Grange Arts Centre	MAG	48100				
PO	Monmouth Castle & Regimental Museum	HP	4474	4085	4310	9.5%	
LA	Monmouth Museum	MAG	23286	21343		9.1%	
PO	National Assembly Debating Chamber	HP	99318	127063	139925	-21.8%	
G	National Museum Wales	MAG	358480	373191	325716	-3.9%	
G	National Roman Legion Museum	MAG	68260	64766	64192	5.4%	
LA	Newport Museum & Art Gallery	MAG	55320	49072	59077	12.7%	
PO	Newport Wetlands	CP	75989 *	60000	25000	26.6%	
PO	Norwegian Church	HP	137595 *	134645	120408	2.2%	
LA	Old Station	CP	107408 *	100000	96000	7.4%	
PO	Parva Farm Vineyard	CP	6250 *	5400		15.7%	
PO	Pontypool & Blaenavon Railway	R/T	13767 *	9346	8735	47.3%	£5.00
LA	Pontypridd Museum	MAG	25636	16230	26708	58.0%	
PO	Porthcawl Museum	MAG	786	824		-4.6%	
LA	Porthkerry Country Park	CP	150000 *	80000		87.5%	
Cadw	Raglan Castle	HP	57700	59008	50873	-2.2%	£3.10
LA	Rhondda Heritage Park	MAG	42148	49304	45274	-14.5%	
PO	Shell Grotto	HP	1362	1587	1303	-14.2%	

Owner	Name	Category	2010		2009	2008	2010/2009	£Adult
PO	St Donats Arts Centre	MAG	37600	*				
G	St Fagans: National History Museum	MAG	610155		628804	617979	-3.0%	
LA	St Illtyds Church	HP	300	*				
PO	Techniquest	MAG	163995		171366	188518	-4.3%	£7.00
Cadw	Tintern Abbey	HP	67783		68259	60911	-0.7%	£3.70
LA	Tredegar House	HP	30967			20050		£6.50
PO	Usk Castle	HP	5310	*	6102		-13.0%	
PO	Usk Rural Life Museum	MAG	2300	*	3800	3597	-39.5%	£2.00
PO	Wales Millennium Centre	MAG	1015175		1053352	1119344	-3.6%	
PO	Weobley Castle	HP	4792		4858	4714	-1.4%	£2.70
Cadw	White Castle	HP	12436		11701	7478	6.3%	£2.80

11 List of attractions by attraction category (alphabetical order)

11.1 Historic property

Owner	Name	Category	Region	2010	2009	2008	2010/2009	£Adult
NT	Aberconwy House	HP	N	24201	16009	16009	51.2%	
Cadw	Beaumaris Castle	HP	N	80645	78231	67329	3.1%	£3.70
LA	Beaumaris Court House	HP	N	4208	3006	2743	40.0%	£3.25
LA	Beaumaris Gaol	HP	N	9439	10234	9383	-7.8%	£3.75
Cadw	Blaenavon Ironworks	HP	SE	23135	29961	18677	-22.8%	
Cadw	Caerleon Roman Baths and Amphitheatre	HP	SE	50370	49792	40555	1.2%	
Cadw	Caernarfon Castle	HP	N	192543	193683	174964	-0.6%	£5.05
LA	Caerphilly Castle	HP	SE	96021	88772	83167	8.2%	£3.70
LA	Cardiff Castle	HP	SE	215372	221716	221903	-2.9%	
LA	Carew Castle & Tidal Mill	HP	SW	37017	37413	34850	-1.1%	£4.50
Cadw	Carreg Cennen Castle	HP	SW	19650	28421	24590	-30.9%	£3.80
Cadw	Castell Coch	HP	SE	68535	71745	68544	-4.5%	£3.70
LA	Castell Henllys Iron Age Fort	HP	SW	27090	29484	28949	-8.1%	£4.50
Cadw	Chepstow Castle	HP	SE	59875	57899	60742	3.4%	£3.70
NT	Chirk Castle	HP	N	117108	94353	94647	24.1%	
Cadw	Cilgerran Castle (Cadw)	HP	SW	18598	15023		23.8%	£3.20
Cadw	Conwy Castle	HP	N	186897	181947	163668	2.7%	£4.70
NT	Conwy Suspension Bridge	HP	N	17556	13411	13411	30.9%	
Cadw	Criccieth Castle	HP	N	42321	37196	34213	13.8%	£3.10
Cadw	Denbigh Castle	HP	N	9747	10731	9675	-9.2%	£3.20
Cadw	Dolwyddelan Castle	HP	N	4573	4387	3540	4.2%	
NT	Erddig	HP	N	141470	109960	108234	28.7%	
PO	Folly Tower	HP	SE	1284	1250	1116	2.7%	
Cadw	Harlech Castle	HP	M	92347	94340	85659	-2.1%	£3.70
PO	Judge's Lodging	HP	M	8588	9890	10367	-13.2%	£5.75
Cadw	Kidwelly Castle	HP	SW	30687	28457	24600	7.8%	£3.10
NT	Kymin (The)	HP	SE	4283	2822	3824	51.8%	
Cadw	Lamphey Bishop's Palace	HP	SW	4050	4122	524	-1.7%	£3.20
Cadw	Laugharne Castle	HP	SW	11538	12540	9685	-8.0%	£3.20
PO	Llandaff Cathedral	HP	SE	44502	* 40854	47316	8.9%	
NT	Llanerchaeron	HP	M	31475	32269	32153	-2.5%	
PO	Llanfyllin Workhouse	HP	M	200	*			
PO	Monmouth Castle & Regimental Museum	HP	SE	4474	4085	4310	9.5%	
LA	Nantclwyd-Y-Dre	HP	N	3281	3325		-1.3%	£3.60
PO	National Assembly Debating Chamber	HP	SE	99318	127063	139925	-21.8%	
PO	Norwegian Church	HP	SE	137595	* 134645	120408	2.2%	
Cadw	Oxwich Castle	HP	SW	8417	8661	8174	-2.8%	£2.80
NT	Penrhyn Castle	HP	N	227433	186875	187271	21.7%	
Cadw	Plas Mawr Elizabethan Town House	HP	N	35433	30086	25075	17.8%	£5.20
LA	Plas Newydd	HP	N	9319	* 11281	9026	-17.4%	£5.50
NT	Plas Newydd	HP	N	96721	73455	74589	31.7%	
NT	Plas-yn-Rhiw	HP	N	15484	13322	13366	16.2%	
NT	Powis Castle & Garden	HP	M	107563	98141	98022	9.6%	
Cadw	Raglan Castle	HP	SE	57700	59008	50873	-2.2%	£3.10
Cadw	Rhuddlan Castle	HP	N	26339	25215	19391	4.5%	£3.20
Cadw	Rug Chapel	HP	N	3989	4353	3599	-8.4%	£3.80
LA	Ruthin Gaol	HP	N	9818	10575	10134	-7.2%	£3.50
LA	Senedd-Dy Owain Glyndwr	HP	M	1896	2059	3000	-7.9%	£2.00

Owner	Name	Category	Region	2010		2009	2008	2010/2009	£Adult
PO	Shell Grotto	HP	SE	1362		1587	1303	-14.2%	
PO	St Asaph Cathedral	HP	N	6224	*		8704		
Cadw	St Davids Bishops Palace	HP	SW	28447		26288	22746	8.2%	£3.10
PO	St Davids Cathedral	HP	SW	271000	*		270200		
LA	St Illtyds Church	HP	SE	300	*				
Cadw	Strata Florida Abbey	HP	M	4736		4826	3441	-1.9%	£3.20
PO	The Old Market Hall	HP	M	2550					
Cadw	Tintern Abbey	HP	SE	67783		68259	60911	-0.7%	£3.70
LA	Tredeggar House	HP	SE	30967			20050		£6.50
Cadw	Tretower Court & Castle	HP	M	13636			9843		
NT	Tudor Merchant's House	HP	SW	20199		19283	19705	4.8%	
NT	Ty Mawr Wybrnant	HP	N	5536		5199	5199	6.5%	
PO	Usk Castle	HP	SE	5310	*	6102		-13.0%	
Cadw	Valle Crucis Abbey	HP	N	10333		9676	7964	6.8%	£2.60
PO	Weobley Castle	HP	SE	4792		4858	4714	-1.4%	£2.70
Cadw	White Castle	HP	SE	12436		11701	7478	6.3%	£2.80

11.2 Museum or art gallery

Owner	Name	Category	Region	2010	2009	2008	2010/2009	£Adult
PO	1940's Swansea Bay	MAG	SW	9213 *	8616	7050	6.9%	£5.50
PO	Abergavenny Museum & Castle	MAG	M	25827	26791	19205	-3.6%	
PO	Abertillery & District Museum	MAG	SE	6000 *	5500	11430	9.1%	
PO	Amgueddfa Syr Henry Jones	MAG	N	522				£2.00
LA	Bersham Heritage Centre	MAG	N	9087	8668	7298	4.8%	
G	Big Pit: National Coal Museum Blaenavon Community Heritage & Cordell Museum	MAG	SE	155631	164696	165151	-5.5%	
PO	Bodelwyddan Castle	MAG	SE	411	1287	949	-68.1%	£1.00
LA	Bodelwyddan Castle	MAG	N	38735	34555	39472	12.1%	
LA	Brecknock Museum & Art Gallery	MAG	M	20629	20169	19257	2.3%	£1.00
PO	Caernarfon Air World	MAG	N	7250		5000		£6.50
PO	Caernarfon Maritime Museum	MAG	N	1141	1282	1090	-11.0%	£1.00
LA	Caldicot Castle	MAG	SE	22360	27513	26582	-18.7%	
PO	CARAD Chronicles Community Museum	MAG	M	2143 *	887		141.6%	£4.50
LA	Carmarthenshire County Museum	MAG	SW	12729	12889	14030	-1.2%	
LA	Ceredigion Museum	MAG	M	31814	34688	35010	-8.3%	
LA	Chepstow Museum	MAG	SE	25174		18829		
LA	Conwy Mussel Museum	MAG	N	7500 *				
LA	Cyfarthfa Castle Museum	MAG	SE	66874	75570	75924	-11.5%	
LA	Cynon Valley Museum & Gallery	MAG	SE	37603				
LA	Glynn Vivian Art Gallery	MAG	SW	40272	43741		-7.9%	
PO	Howell Harris Museum	MAG	M	2500 *				
PO	Internal Fire, Museum of Power	MAG	M	8000 *	5500	6500	45.5%	£4.50
LA	Joseph Parry's Ironworkers Cottage	MAG	SE	1251	1200	12645	4.3%	
LA	Kidwelly Industrial Museum	MAG	SW	3932	3240	3391	21.4%	
LA	Llancaich Fawr Manor	MAG	SE	45587		57074		£6.50
PO	Llangollen Motor Museum	MAG	N	4711	5845	5257	-19.4%	£3.50
LA	Llanidloes Museum	MAG	M	2455	2967	3157	-17.3%	£1.00
LA	Llanrwst Almshouses	MAG	N	2632				
PO	Llantarnam Grange Arts Centre	MAG	SE	48100				
LA	Monmouth Museum	MAG	SE	23286	21343		9.1%	
PO	Museum of Modern Art	MAG	M	19826		19708		
G	National Museum Wales	MAG	SE	358480	373191	325716	-3.9%	
G	National Roman Legion Museum	MAG	SE	68260	64766	64192	5.4%	
G	National Slate Museum	MAG	N	146864	136144	122926	7.9%	
G	National Waterfront Museum	MAG	SW	262799	257888	228760	1.9%	
G	National Wool Museum	MAG	SW	27726	26970	24347	2.8%	
LA	Newport Museum & Art Gallery	MAG	SE	55320	49072	59077	12.7%	
LA	Newtown Textile Museum	MAG	M	1099	1111	1862	-1.1%	£1.00
PO	Old Bell Museum	MAG	M	2506	2331	1926	7.5%	£1.00
LA	Oriel Ynys Mon	MAG	N	83267 *				
LA	Parc Howard Museum and Art Gallery	MAG	SW	16290	13876	13045	17.4%	
LA	Pontypridd Museum	MAG	SE	25636	16230	26708	58.0%	
PO	Porthcawl Museum	MAG	SE	786	824		-4.6%	
PO	Portmeirion	MAG	M	241342	249815	216672	-3.4%	£8.00
LA	Powysland Museum & Montgomery Canal C'tr	MAG	M	5716	7849	8804	-27.2%	£1.00
LA	Quarry Hospital Visitor Centre	MAG	N	15319	16623		-7.8%	
LA	Rhondda Heritage Park	MAG	SE	42148	49304	45274	-14.5%	
PO	Royal Cambrian Academy of Art	MAG	N	32881				
NT	St David's Visitor Centre	MAG	SW	118153				
PO	St Donats Arts Centre	MAG	SE	37600 *				
G	St Fagans: National History Museum	MAG	SE	610155	628804	617979	-3.0%	
LA	Swansea Museum	MAG	SW	109016	216435	175604	-49.6%	

Owner	Name	Category	Region	2010		2009	2008	2010/2009	£Adult
LA	Swansea Museum - Floating Exhibits	MAG	SW	13760	*	7035	11283	95.6%	
PO	Techniquet	MAG	SE	163995		171366	188518	-4.3%	£7.00
PO	The Flying Boat Centre	MAG	SW	8696					
PO	The Regimental Museum of the Royal Welsh	MAG	M	12958		15693	15326	-17.4%	£4.00
PO	Ty Gwyn & Ty Crwn	MAG	N	3528	*				
PO	Usk Rural Life Museum	MAG	SE	2300	*	3800	3597	-39.5%	£2.00
PO	Wales Millennium Centre	MAG	SE	1015175		1053352	1119344	-3.6%	
PO	West Wales Museum of Childhood	MAG	SW	5498		6148	6330	-10.6%	£5.00
LA	Wrexham County Borough Museum	MAG	N	15057		15057	14360	0.0%	

11.3 Industrial or craft attraction

Owner	Name	Category	Region	2010		2009	2008	2010/2009	£Adult
PO	Blaenafon Cheddar Co & Mountain Tours	Ind	SE	2474					£6.00
PO	Blaenavon World Heritage Centre	Ind	SE	29181					
LA	Cardiff Bay Visitor Centre	Ind	SE	223436	*	170572	193070	31.0%	
PO	Caws Cenarth - Welsh Cheese	Ind	SW	8000	*		4120		
NT	Dolaucothi Gold Mines	Ind	SW	22255		19825	19765	12.3%	
PO	Electric Mountain	Ind	N	200000	*	200000	220000	0.0%	£7.50
LA	Elliot Colliery Winding House	Ind	SE	8657					
PO	GreenWood Forest Park	Ind	N	117446		135646		-13.4%	£10.85
PO	Inigo Jones Slateworks	Ind	N	24610		27250	24890	-9.7%	£4.50
PO	Llanfair Caverns	Ind	M	16500	*		16500		£4.95
PO	Llechwedd Slate Caverns	Ind	N	90807		99168	102620	-8.4%	£9.50
PO	Meirion Mill	Ind	M	29000	*				
PO	Melin Tregwynt	Ind	SW	25000	*	30000	40000	-16.7%	
LA	Minera Country Park & Iron Works	Ind	N	2220		1640	1533	35.4%	
PO	National Coracle Centre & Flour Mill	Ind	SW	4977		4100	4946	21.4%	£3.50
PO	Pembrokeshire Candle Centre & Museum	Ind	SW	7500	*	8300	8843	-9.6%	
PO	Rheidol Hydro Electric Power Station	Ind	M	2088					
PO	Solva Woollen Mill	Ind	SW	13511	*	14027	11728	-3.7%	

11.4 Country park, garden or other natural

Owner	Name	Category	Region	2010	2009	2008	2010/2009	£Adult
NT	Aberdulais Falls	CP	SW	25705	20267	21261	26.8%	
LA	Alyn Waters Country Park Visitor Centre	CP	N	90991		84291		
NT	Bodnant Garden	CP	N	190913	149036	138313	28.1%	
LA	Brecon Beacons Mountain Centre	CP	M	142809	*			
PO	Brecon Beacons Waterfalls Centre	CP	SW	17289	17806		-2.9%	
LA	Bryn Bach Park	CP	SE	319890	*			
LA	Bryngarw Country Park	CP	SE	50050	50800		-1.5%	
PO	Coed y Brenin Forest Park	CP	M	154204	*			
NT	Colby Woodland Garden	CP	SW	33785	28377	27836	19.1%	
PO	Conwy Nature Reserve	CP	N	89876	96193	86145	-6.6%	£2.50
LA	Cosmeston Lakes Country Park	CP	SE	245000	* 210000		16.7%	
LA	Cosmeston Medieval Village	CP	SE	17828	18980		-6.1%	£5.00
PO	Craig-y-Nos Country Park	CP	SW	97814	79831	87281	22.5%	
PO	Cwmcam Forest Drive & Visitor Centre	CP	SE	178069				
LA	Dare Valley Country Park	CP	SE	121170	74501	80558	62.6%	
PO	Devil's Bridge Waterfalls	CP	M	37773	39155		-3.5%	£3.50
LA	Dingle Local Nature Reserve	CP	N	54950				
LA	Dyffryn Gardens	CP	SE	56753	* 49398	39919	14.9%	£6.50
PO	Elan Valley Visitor Centre	CP	M	138824	166003		-16.4%	
PO	Ellins Tower Seabird Centre	CP	N	26800	*			
PO	Garwnant Visitor Centre	CP	SE	110000	*			
PO	Glansevern Hall Gardens	CP	M	3820	3487	4055	9.5%	£5.00
PO	Greenfield Valley Heritage Park	CP	N	26882				£3.80
PO	Gypsy Wood Park	CP	N	14153	11209	7400	26.3%	£5.50
PO	Hergest Croft Gardens	CP	M	12009	11247	10444	6.8%	£6.00
LA	Holyhead Breakwater Country Park	CP	N	110000	*	114395		
LA	Kenfig Nature Reserve	CP	SE	14071	13537		3.9%	
LA	Llyn Llech Owain Country Park	CP	SW	153000	* 149000	147757	2.7%	
PO	Llysyfran Reservoir Country Park	CP	SW	105489	* 109607	94510	-3.8%	
LA	Margam Country Park	CP	SW	142983	203800	154006	-29.8%	
PO	National Botanic Garden of Wales	CP	SW	107687	113802	118747	-5.4%	£8.00
PO	National Showcaves Centre for Wales	CP	SW	69057	86963	83117	-20.6%	£13.50
PO	Newport Wetlands	CP	SE	75989	* 60000	25000	26.6%	
NT	Newton House, Dinefwr Park & Castle	CP	SW	68160	47577	46250	43.3%	
PO	Old Cilgwyn Gardens	CP	SW	658	200		229.0%	£2.00
LA	Old Station	CP	SE	107408	* 100000	96000	7.4%	
PO	Parva Farm Vineyard	CP	SE	6250	* 5400		15.7%	
LA	Pembrey Country Park	CP	SW	448092	* 435354	401439	2.9%	
PO	Picton Castle & Woodland Gardens	CP	SW	20000	*	21958		£7.50
LA	Plantasia	CP	SW	73647	* 88970	90397	-17.2%	£3.90
LA	Porthkerry Country Park	CP	SE	150000	* 80000		87.5%	
PO	RSPB Lake Vyrnwy Nature Reserve	CP	M	21585		21823		
PO	Trefriw Wells Spa	CP	N	480	*	508		£2.50
LA	Ty Mawr Country Park Visitor Centre	CP	N	71695		72249		
PO	Tyddyn Mon	CP	N	500	*			

11.5 Wildlife attraction

Owner	Name	Category	Region	2010		2009	2008	2010/2009	£Adult
PO	Amelia Farm Trust	WL	SE	30000	*				
PO	Blackpill Wildlife Centre	WL	SW	320	*	200	420	60.0%	
PO	Bodafon Farm Park	WL	N	4436	*				
LA	Greenmeadow Community Farm	WL	SE	55156		48521	50384	13.7%	£5.00
PO	Magic of Life Butterfly House	WL	M	8939		10309		-13.3%	£6.50
LA	Moelfre Seawatch	WL	N	18138	*	16844	17734	7.7%	
LA	Ocean Lab	WL	SW	88743					
PO	Park Hall Countryside Experience	WL	M	55000	*		73000		£6.95
PO	Pembrokeshire Sheepdogs	WL	SW	2253	*	2500		-9.9%	£5.00
PO	The Animalarium	WL	M	23000	*	35510	35983	-35.2%	£9.00
PO	WWT National Wetland Centre Wales	WL	SW	47276		46529	48069	1.6%	£7.75

11.6 Themed attraction, leisure park, leisure centres

Owner	Name	Category	Region	2010		2009	2008	2010/2009	£Adult
LA	Nova	Theme	N	94635			81529		£7.95
PO	Six Piers Ltd	Theme	N	180000	*				
LA	Sky Tower	Theme	N	18937		20585	17103	-8.0%	£2.00
PO	The LC	Theme	SW	649053		597276	451138	8.7%	£6.00

11.7 Railway or tramway

Owner	Name	Category	Region	2010		2009	2008	2010/2009	£Adult
PO	Aberystwyth Cliff Electric Railway	R/T	M	45493		58387		-22.1%	£3.50
PO	Bala Lake Railway	R/T	M	17664	*	19626		-10.0%	£9.00
PO	Brecon Mountain Railway	R/T	SE	71298		69467	63096	2.6%	£10.00
PO	Ffestiniog Railway	R/T	N	129026	*	131767		-2.1%	£18.50
LA	Great Orme Tramway	R/T	N	117021		147382	146559	-20.6%	
PO	Gwili Steam Railway	R/T	SW	25957			25000		£6.00
PO	Llanberis Lake Railway	R/T	N	74443	*	80997	70000	-8.1%	£7.20
PO	Pontypool & Blaenavon Railway	R/T	SE	13767	*	9346	8735	47.3%	£5.00
PO	Rhyl Miniature Railway	R/T	N	9940		9005	9192	10.4%	
PO	Snowdon Mountain Railway	R/T	N	142199		157570	123703	-9.8%	£25.00
PO	Teifi Valley Railway	R/T	M	16790	*	17991	18706	-6.7%	£6.00
PO	The Narrow Gauge Railway Museum	R/T	N	18707					
PO	Welsh Highland Heritage Railway	R/T	N	20894		21942	22196	-4.8%	£6.00
PO	Welsh Highland Railway	R/T	N	64082	*	72159		-11.2%	£28.00

Appendix

Survey letter and questionnaire

PLEASE NOTE THE LETTER AND QUESTIONNAIRE WERE ALSO IN WELSH



Dear Colleague,

VISITS TO TOURIST ATTRACTIONS 2010 SURVEY

We would like to invite you to take part in the annual Tourist Attraction Survey in Wales. The findings from the research help industry and government bodies understand trends in this sector and help inform actions.

Key findings from last year follow this letter – thanks to all the attractions that took part, the response was very good.

Please find enclosed a questionnaire (or several questionnaires if you have more than one attraction) requesting information on visitor numbers and other aspects of your operation during 2010. It has been sent to you in the language requested in a previous year by a representative from your attraction. If you would prefer to receive the survey in Welsh or bilingually, or to complete the survey online, then please let me know.

We would be grateful if you could return the survey as soon as possible.

If you require any further information regarding the questionnaire or any other related issues, please do not hesitate to contact either myself or Claire Peate at Beaufort Research (tel. 029 2037 8565 / claire@beaufortresearch.co.uk) who will be managing the project on our behalf.

Many thanks in anticipation of your continued co-operation for this and future surveys.

A handwritten signature in purple ink that reads "A. Penny Evans".

Dr Angharad Penny Evans
Senior Research Analyst
tel. 02920 475358 (angharad.pennyevans@wales.gsi.gov.uk)
Research, Visit Wales, Brunel House, 2 Fitzalan Road, Cardiff, CF24 0UY

VISITS TO WELSH TOURIST ATTRACTIONS 2010

VISITORS

1 What were the visitor numbers to your attraction during the 2010 calendar year? Please exclude special events outside normal opening hours or any private hire.

i. Total visits numbers in 2010 (paid and free) Is this number: exact? An

ii. Visits numbers in 2010 for paid visits only Is this number: exact? An

2 Please write in the paid and free visits for each month. If closed strike through month.

January <input style="width: 50px; height: 20px; border: 1px solid black;" type="text"/>	July <input style="width: 50px; height: 20px; border: 1px solid black;" type="text"/>
February <input style="width: 50px; height: 20px; border: 1px solid black;" type="text"/>	August <input style="width: 50px; height: 20px; border: 1px solid black;" type="text"/>
March <input style="width: 50px; height: 20px; border: 1px solid black;" type="text"/>	September <input style="width: 50px; height: 20px; border: 1px solid black;" type="text"/>
April <input style="width: 50px; height: 20px; border: 1px solid black;" type="text"/>	October <input style="width: 50px; height: 20px; border: 1px solid black;" type="text"/>
May <input style="width: 50px; height: 20px; border: 1px solid black;" type="text"/>	November <input style="width: 50px; height: 20px; border: 1px solid black;" type="text"/>
June <input style="width: 50px; height: 20px; border: 1px solid black;" type="text"/>	December <input style="width: 50px; height: 20px; border: 1px solid black;" type="text"/>

3 What method/s are used for recording / estimating visitor numbers? Please tick all that apply.

From ticket sales and/or group booking sales <input style="width: 20px; height: 20px; border: 1px solid black;" type="checkbox"/>	Estimate only on the basis of sample count <input style="width: 20px; height: 20px; border: 1px solid black;" type="checkbox"/>
Mechanical or electronic method of counting <input style="width: 20px; height: 20px; border: 1px solid black;" type="checkbox"/>	Estimate only <input style="width: 20px; height: 20px; border: 1px solid black;" type="checkbox"/>
Manual method of counting numbers <input style="width: 20px; height: 20px; border: 1px solid black;" type="checkbox"/>	Other (please specify) _____ <input style="width: 20px; height: 20px; border: 1px solid black;" type="checkbox"/>

4 What percentage of visitors in 2010 (paid and free) were:

Adults	<input style="width: 30px; height: 20px; border: 1px solid black;" type="text"/>	%	}	=100%	Are these percentages:	exact?	<input style="width: 20px; height: 20px; border: 1px solid black;" type="checkbox"/>	An estimate?	<input style="width: 20px; height: 20px; border: 1px solid black;" type="checkbox"/>
Children	<input style="width: 30px; height: 20px; border: 1px solid black;" type="text"/>	%							

5 Approximately how many school children visited your attraction as part of an organised group in 2010?

Number of school children Is this number: exact? An estimate?

6 Did you charge for admission to the main attraction in 2010?

Yes No

7 (IF YES) What was the standard admission charge (in high season/ summer) per person for the main attraction in 2010 (including VAT)?

Adult £ p Child £ p Car parking fee £ p

8 What positive or negative factors do you believe affected your total visitor numbers in 2010 compared to 2009?

POSITIVE FACTORS	NEGATIVE FACTORS

9 What percentage of visitors in 2010 were from:

Overseas	<input style="width: 30px; height: 20px; border: 1px solid black;" type="text"/>	%	}	=100%
Wales	<input style="width: 30px; height: 20px; border: 1px solid black;" type="text"/>	%		
Rest of UK (excl. Wales)	<input style="width: 30px; height: 20px; border: 1px solid black;" type="text"/>	%		

OPERATIONS

10 How did the attraction's gross revenue in 2010 compare with 2009?

Up → If known, what was the %

Similar

Down → If known, what was the %

11 What is the estimated average revenue per visitor in each of the categories below – excluding revenue from special events outside normal opening hours or private hire. *Please include VAT. Per visitor figure is total spend for each category divided by total visitors to your attraction overall*

Admissions (A)	£	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	p	} Total overall average spend (A+B+C+D+E)	£	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	p
Donations (B)	£	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	p				
Catering (C)	£	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	p				
Retail (D)	£	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	p				
Other (E)	£	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	p				

12 Did you make any kind of upgrade or improvements to your attraction in 2010 (excluding normal repairs and upkeep)? Yes No

13 (IF YES) how much money was spent (including VAT)? £

14 (IF YES) Please describe the main type of upgrade or improvements made:

15 Did you provide any visitor information and/or tours in the following languages in Welsh French German

16 Do you intend to provide any visitor information and/or tours in the following Welsh French German

HUMAN RESOURCES

17 How many people were employed in any tourism-related activities in the attraction in 2010, including yourself, working owners, self-employed and/or any volunteers?

Permanent full-time	<input type="text"/> <input type="text"/> <input type="text"/>	Seasonal full-time	<input type="text"/> <input type="text"/> <input type="text"/>	Volunteers full-time	<input type="text"/> <input type="text"/> <input type="text"/>
Permanent part-time	<input type="text"/> <input type="text"/> <input type="text"/>	Seasonal part-time	<input type="text"/> <input type="text"/> <input type="text"/>	Volunteers seasonal	<input type="text"/> <input type="text"/> <input type="text"/>

18 In 2010 did you have any difficulties recruiting and/or retaining staff?

Recruiting Yes No NA → Please give reason _____

Retaining Yes No → Please give reason _____

MARKETING

19 Compared with 2009, was expenditure on marketing activities in 2010: Up Down Similar

Thank you. Please return in the freepost envelope, or if this has been mislaid please return to **Beaufort Research, FREEPOST, CF10 1YS**

If you wish to complete the survey online in future years please provide your e-mail address here: _____