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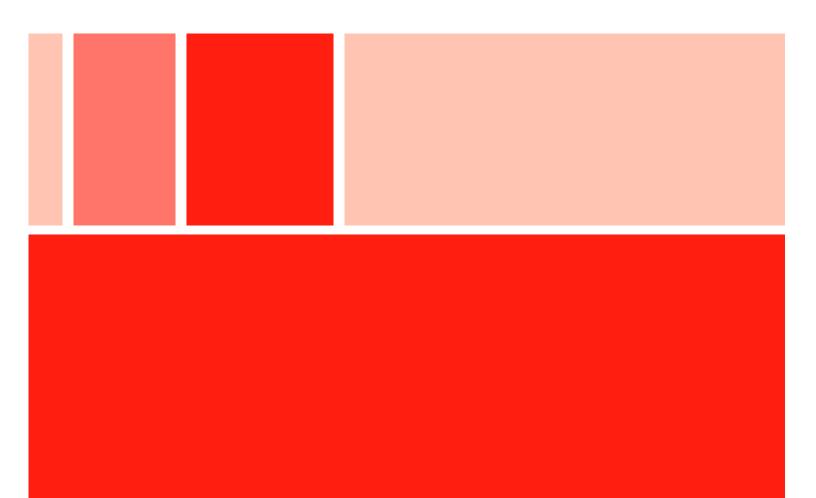


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## Visits to Tourist Attractions in Wales 2010

### **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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Survey letter and questionnaire

#### 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

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

Ownership catego	unes
Cadw <sup>†</sup>	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
$NT^\dagger$	National Trust
PO	Privately Owned (Private individual owners, organisation/ trust etc)

<sup>1</sup>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

- 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.
- 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

- 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.
- 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

 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 definition<sup>1</sup> 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.

<sup>&</sup>lt;sup>1</sup> 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 <u>economic background</u>, 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 <u>climate</u>, 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 2.1Response rate

Table 2.1 Response rate	2010 Actual	2009 Actual	2008 Actual
	(percentage)	(percentage)	(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 2.2Visitor 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 pebble	s in bowls and traffic cour	nter 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 3.1Comparison 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.

	201	0/9			201	0/8	
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 3.2Comparison of yearly visits 2010/9 and 2010/8 for free and<br/>paid attractions

		<b>20</b> 1	0/9		2010/8					
Sa	mple	Visits 2010	Visits 2009	Increase/ decrease	Sa	mple	Visits 2010	Visits 2008	Increase/ decrease	
Free					Free					
	43	4,634,589	4,728,476	-2.0%		42	4,459,807	4,504,243	-1.0%	
Paid					Paid					
	105	6,205,870	6,049,776	+2.6%		102	6,050,698	5,460,956	+10.8%	
Total					Total					
	148	10,840,459	10,778,252	+0.7%		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.

	201	0/9		2010/8				
	Visits 2010	Visits 2009	Increase/ decrease		Visits 2010	Visits 2008	Increase/ decrease	
Sample				Sample				
Mid				Mid				
26	905,406	971,041	-6.8%	25	781,117	770,423	+1.4%	
North				North				
47	2,830,013	2,723,077	+3.9%	49	2,882,134	2,597,897	+10.9%	
S East				S East				
49	4,780,391	4,650,459	+2.8%	43	4,369,538	4,331,567	+0.9%	
S West				S West				
42	2,822,439	2,910,841	-3.0%	42	3,073,285	2,844,025	+8.1%	
Total				Total				
164	11,338,249	11,255,418	+0.7%	159	11,106,074	10,543,912	+5.3%	

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

#### 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

	201	0/9			201	0/8	
Sampla	Visits 2010	Visits 2009	Increase/	Sampla	Visits 2010	Visits 2008	Increase/
Sample			decrease	Sample		2000	decrease
Historic	0 000 000	0 550 0 40	4 70/	50	0.075.477	0 704 450	40.00/
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	3,704,700	3,030,031	-4.070		3,723,030	3,003,200	-0.070
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%	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%.

	2010/9					2010/8			
		Visits 2010	Visits 2009	Increase/ decrease		Visits 2010	Visits 2008	Increase/ decrease	
Sample					Sample				
Cadw									
2	26	1,151,124	1,146,548	+0.4%	26	1,146,162	1,006,460	+13.9%	
National Museur of Wales	m								
-	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									
1	17	1,149,847	930,181	+23.6%	17	1,149,847	919,855	+25.0%	
Private Owner/									
Trust									
6	64	4,406,207	4,549,346	-3.1%	60	4,264,093	4,180,138	+2.0%	
Total									
16	64	11,338,249	11,255,418	+0.7%	159	11,106,074	10,543,912	+5.3%	
*caution: low base									

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

**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 3.6Comparison of yearly visits 2010/9 and 2010/8 bygeographic location

	2010/9					2010/8			
		Visits 2010	Visits 2009	Increase/ decrease		Visits 2010	Visits 2008	Increase/ decrease	
	Sample				Sample				
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									
0.000	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.

		2010/	9		2010/	8
		Visits 2010	Visits 2009		Visits 2010	Visits 2008
	Sample	121		Sample	122	
January		3.2%	3.4%		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%

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

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 3.8Monthly distribution of visits 2010/9 and 2010/8 byadmission

	-		201	0/9			201	0/8	
		Fre	e	Pai	id	Fre	е	Pa	id
		2010	2009	2010	2009	2010	2008	2010	2008
	Sample	32	2	75		34		74	
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

	2010/	9		2010/8		
	Visits 2010	Visits 2009		Visits 2010	Visits 2008	
Sample	121		Sample	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%	

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

**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

		Distribution of visits 2010				Dist	tribution of	of visits 2	009	Total visits	
Region	Sample	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.

		Distribution of visits 2010				Dist	ribution	of visits 2	008	Total visits	
Region	Sample	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

#### Table 3.11 Quarterly distribution of visits 2010/8 by region

#### Quarterly distribution of visits in 2010/8 reflects the 2010/9 trend, with

attractions in South East and South West Wales experiencing a greater yearround 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

		Dist	ribution	of visits 2	010	Dist	tribution of	of visits 2	009	Total	visits
Category	Sample	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 &	2*	23.6%	24.7%	31.6%	20.0%	22.7%	26.5%	31.3%	19.4%	667,990	617,861
centres 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.

		Dist	ribution o	of visits 2	010	Dist	tribution of	of visits 2	800	Total	visits
Category	Sample	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	17	16.1%	34.8%	35.1%	14.1%	20.0%	31.1%	32.4%	16.6%	1,772,328	1,597,319
natural 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

#### Table 3.13 Quarterly distribution of visits 2010/8 by category

\*\*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 3.14Quarterly distribution of visits 2010/9 by geographiclocation

		Distribution of visits 2010					Distribution of visits 2009				Total visits	
Category	Sample	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 3.15Quarterly distribution of visits 2010/8 by geographiclocation

	Distribution of visits 2010				Distribution of visits 2008				Total visits		
Category	Sample	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

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

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

#### 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  $\pm 5.57$ . 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  $\pm 5.55$ .

### 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).

	Samp	le not comn	non	Sar	nple commo	on
	2010	2009	2008	2010	2009	2008
Sample	95	77	81		66	
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%

#### Table 3.18 Distribution of adult admission charges by range

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  $\pounds$ 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

	Free Admission		Paid Ad	Paid Admission		All Attractions	
Region	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.

Region	% of attractions	% of visits 2010	Average visits per attraction per	
Sample	219		region	
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	

#### Table 4.3Regions' share of attractions and visits 2010

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.

	Free Ad	mission	Paid Ad	mission	All Attractions	
Category	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

#### Table 4.4 Overall visits 2010 by admission and category

\*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).

#### Overall visits 2010 by admission and geographic location Table 4.6

	F	Free Admission		Paid Ad	Paid Admission		actions
Location	Sam	ple	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
т	otal	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

	Free Admission		Paid Ad	Paid Admission		actions
Ownership	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

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	98	59,050
trust		
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.

	Free Ad	mission	Paid Ad	mission	All Attra	actions
Range of visits	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

#### Table 4.10 Overall visits 2010 by range of visits and admission

### 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 4.11Positive factors

Most important positive factor	No.	
	responses	%
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).

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%

#### Table 4.12 Negative factors

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 5.2Average gross revenue movement 2010/9/8 (different<br/>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.

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%

#### Table 5.3Average revenue movement 2010/9 by band

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.

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

#### Table 5.5 Average visitor revenue per attraction by category

\*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 ( $\pounds$ 3.18) consisting chiefly of admissions ( $\pounds$ 1.47) and retail ( $\pounds$ 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.

Region	Sample		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	

#### Table 5.7 Average visitor revenue per attraction by region

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 5.8Average visitor revenue per attraction by region andadmission

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	-	£4.99	£0.22	£1.02	£2.51	£0.06	£8.80
North Wales		2	~~-==	~	~=	20.00	20.00
Free	4*	£0.00	£0.50	£0.75	£1.27	£0.50	£3.02
Paid		£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		£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	dmissions Donations		Catering Retail		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  $\pounds$ 3.90. Attractions in rural locations have the highest average visitor revenue (6.70) followed by those in coastal locations ( $\pounds$ 5.39).

Region		Sample	Admissions	Donations	Catering	Retail	Other	Total
Coastal								
oodolai	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

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

\*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.

			Тс	otal nur	number of employees				% of employees						
Category	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. Leisure park/ centre	2*	70	55	60	0	0	0	185	37.8%	29.7%	32.4%	0%	0%	0%	100%
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%

#### Table 5.12 Total employees reported in 2010 by category

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

<b>Recruiting difficulties</b>	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 5.17Marketing expenditure levels in 2010 (compared with 2009),2009 (compared with 2008) – different and common samples

		Common sample		Different samples	
		2010/9	2009/8	2010/9	2009/8
	Sample	7(	)	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 5.18aProvision of information and/or tours in Welsh in 2010 and2011

	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 5.18aProvision of information and/or tours in foreign languagesin 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 6.2Origin 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 6.3Proportion 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	Ν	HP	24201		16009	16009	51.2%	
NT	Aberdulais Falls	SW	CP	25705		20267	21261	26.8%	
PO	Abergavenny Museum & Castle	Μ	MAG	25827		26791	19205	-3.6%	
PO	Abertillery & District Museum	SE	MAG	6000	*	5500	11430	9.1%	
PO	Aberystwyth Cliff Electric Railway	М	R/T	45493		58387		-22.1%	£3.50
LA	Alyn Waters Country Park Visitor Centre	Ν	CP	90991			84291		
PO	Amelia Farm Trust	SE	WL	30000	*				
PO	Amgueddfa Syr Henry Jones	Ν	MAG	522					£2.00
PO	Bala Lake Railway	Μ	R/T	17664	*	19626		-10.0%	£9.00
Cadw	Beaumaris Castle	Ν	HP	80645		78231	67329	3.1%	£3.70
LA	Beaumaris Court House	Ν	HP	4208		3006	2743	40.0%	£3.25
LA	Beaumaris Gaol	Ν	HP	9439		10234	9383	-7.8%	£3.75
LA	Bersham Heritage Centre	Ν	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	SE	Ind	2474					£6.00
PO	Museum	SE	MAG	411		1287	949	-68.1%	£1.00
Cadw	Blaenavon Ironworks	SE	HP	23135		29961	18677	-22.8%	
PO	Blaenavon World Heritage Centre	SE	Ind	29181					
PO	Bodafon Farm Park	Ν	WL	4436	*				
LA	Bodelwyddan Castle	Ν	MAG	38735		34555	39472	12.1%	
NT	Bodnant Garden	Ν	CP	190913		149036	138313	28.1%	
LA	Brecknock Museum & Art Gallery	Μ	MAG	20629		20169	19257	2.3%	£1.00
LA	Brecon Beacons Mountain Centre	Μ	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	Ν	MAG	7250			5000		£6.50
Cadw	Caernarfon Castle	Ν	HP	192543		193683	174964	-0.6%	£5.05
PO	Caernarfon Maritime Museum	Ν	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	î	0.4000	4120	0.001	
LA	Ceredigion Museum	M	MAG	31814		34688	35010	-8.3%	00 70
Cadw	Chepstow Castle	SE	HP	59875		57899	60742	3.4%	£3.70
LA	Chepstow Museum	SE	MAG	25174		04050	18829	04.40/	
NT	Chirk Castle	N	HP	117108		94353	94647	24.1%	00.00
Cadw	Cilgerran Castle (Cadw)	SW	HP	18598	*	15023		23.8%	£3.20
PO	Coed y Brenin Forest Park	М	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	Ν	HP	186897		181947	163668	2.7%	£4.70
LA	Conwy Mussel Museum	Ν	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	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	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	М	CP	37773		39155		-3.5%	£3.50
LA	Dingle Local Nature Reserve	Ν	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	220000	0.0%	£7.50
PO	Ellins Tower Seabird Centre	N	CP	26800	Ŷ				
LA	Elliot Colliery Winding House	SE	Ind	8657		400000	400004	00 70/	
NT	Erddig	N	HP	141470	*	109960	108234	28.7%	040.50
PO	Ffestiniog Railway	N	R/T	129026		131767	4440	-2.1%	£18.50
PO	Folly Tower	SE SE	HP CP	1284	*	1250	1116	2.7%	
PO PO	Garwnant Visitor Centre	SE M	CP CP	110000		2407	1055	0.5%	CE 00
LA	Glansevern Hall Gardens	SW	MAG	3820 40272		3487 43741	4055	9.5% -7.9%	£5.00
LA LA	Glynn Vivian Art Gallery Great Orme Tramway	N	R/T	117021		147382	146559	-7.9%	
PO	Greenfield Valley Heritage Park	N	CP	26882		147 302	140333	-20.078	£3.80
LA	Greenmeadow Community Farm	SE	WL	55156		48521	50384	13.7%	£5.00
PO	GreenWood Forest Park	N	Ind	117446		135646	50504	-13.4%	£10.85
PO	Gwili Steam Railway	SW	R/T	25957		100040	25000	10.470	£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	0.070	20.00
PO	Howell Harris Museum	M	MAG	2500	*				
PO	Inigo Jones Slateworks	Ν	Ind	24610		27250	24890	-9.7%	£4.50
PO	Internal Fire, Museum of Power	М	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	М	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	Ν	R/T	74443	*	80997	70000	-8.1%	£7.20
LA	Llancaiach Fawr Manor	SE	MAG	45587			57074		£6.50
PO	Llandaff Cathedral	SE	HP	44502	*	40854	47316	8.9%	
NT	Llanerchaeron	М	HP	31475		32269	32153	-2.5%	
PO	Llanfair Caverns	М	Ind	16500	*		16500		£4.95
PO	Llanfyllin Workhouse	М	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					

Lowner         Name         Region         Category         2010         2009         2008         2           PO         Llantarma Grange Arts Centre         SE         MAG         448100         P           PO         Llechwedd Slate Caverns         N         Ind         990807         99168         102620           LA         Llyn Llech Owain Country Park         SW         CP         105489         * 109800         *           PO         Magic of Life Butterfly House         M         WL         8839         103009         *           PO         Meigic of Life Butterfly House         M         Ind         29000         *         *           PO         Meinion Mill         M         Ind         25000         *         16404         1533           LA         Moeffre Seawatch         N         WL         18138         *         16844         17734           PO         Museum of Modern Art         M         MAG         19826         19708         LA           Aonmouth Museum         SE         HP         9318         1270063         139925           PO         National Assembly Debating Chamber         SE         MAG         358480         373191	2010/2009 -8.4% 2.7% -3.8% -13.3% -29.8% -16.7% 35.4% 7.7% 9.5% 9.1% -1.3% -21.8% -5.4% 21.4% 2.0%	£Adult £9.50 £6.50
PO         Liechwedd Slate Čaverns         N         Ind         90807         99168         102820           LA         Liyn Llech Owain Country Park         SW         CP         153000         *         149000         147757           PO         Llysyltran Reservoir Country Park         SW         CP         142883         203800         154006           PO         Margan Country Park         SW         CP         142983         203800         154006           PO         Meliro Tregwynt         SW         Ind         29000         *         70000           LA         Moelfre Seawatch         N         Ind         2200         *         16404         15333           LA         Moelfre Seawatch         N         Ind         23286         21343         *           PO         Museum of Modern Art         M         MAG         19826         19708         133925           PO         National Assembly Debating Chamber         SE         HP         99318         127063         139925           PO         National Museum Vales         SE         MAG         38840         373191         325716           G         National Shate Museum         SW         Ind	2.7% -3.8% -13.3% -29.8% -16.7% 35.4% 7.7% 9.5% 9.1% -1.3% -21.8% -5.4% 21.4%	
LA         Llyn Llech Owain Country Park         SW         CP         153000         *         149000         147757           PO         Llysyfran Reservoir Country Park         SW         CP         105489         1009607         94510           PO         Magic of Life Butterfly House         M         WL         8393         10309           LA         Margam Country Park         SW         CP         142983         203800         154006           PO         Melin Tregwynt         SW         Ind         22000         *         30000         40000           LA         Minera Country Park & Iron Works         N         Ind         22020         1640         1533           LA         Moelfre Seawatch         N         WL         18138         16844         17734           PO         Museum of Modern Art         M         MAG         19826         19708         143902         118747           PO         National Botanic Garden of Wales         SW         CP         107687         113902         118747           PO         National Coracle Centre & Flour Mill         SW         Ind         4377         4100         4946           G         National Showcaves Centre for Wales <td>2.7% -3.8% -13.3% -29.8% -16.7% 35.4% 7.7% 9.5% 9.1% -1.3% -21.8% -5.4% 21.4%</td> <td></td>	2.7% -3.8% -13.3% -29.8% -16.7% 35.4% 7.7% 9.5% 9.1% -1.3% -21.8% -5.4% 21.4%	
PO         Lýsyfran Reservoir Country Park         SW         CP         105489         *         109607         94510           PO         Magic of Life Butterfly House         M         WL         8339         10309         *           LA         Margam Country Park         SW         CP         142983         203800         154006           PO         Meirion Mill         M         Ind         25000         *         30000         40000           LA         Minera Country Park & Iron Works         N         Ind         18138         16844         17334           PO         Monmouth Castle & Regimental Museum         SE         HP         4474         4085         4310           LA         Monetir Castle & Regimental Museum         SE         HP         4474         4085         4310           LA         Monmouth Museum         SE         HP         4474         4085         4310           LA         National Assembly Debating Chamber         SE         HP         99318         127063         139925           PO         National Assembly Debating Chamber         SE         MAG         358480         373191         325716           G         National Konze Vechtre for Wales <td>-3.8% -13.3% -29.8% -16.7% 35.4% 7.7% 9.5% 9.1% -1.3% -21.8% -5.4% 21.4%</td> <td>£6.50</td>	-3.8% -13.3% -29.8% -16.7% 35.4% 7.7% 9.5% 9.1% -1.3% -21.8% -5.4% 21.4%	£6.50
PO         Magic of Life Butterfly House         M         WL         8939         10309           LA         Margam Country Park         SW         CP         142983         203800         154006           O         Melin Tregwynt         SW         Ind         22000         *         30000         40000           LA         Molefle Seawatch         N         Ind         2202         1640         1533           LA         Molefle Seawatch         N         WL         18138         *         16844         17734           PO         Monmouth Castle & Regimental Museum         SE         HP         4474         4065         4310           LA         Monmouth Museum         SE         MAG         23286         21343         19708           LA         Nantclwyd-Y-Dre         N         HP         3281         3325         19925           PO         National Rotanic Garden of Wales         SW         CP         107687         113802         118747           PO         National Rotan Legion Museum         SE         MAG         354480         373191         325716           G         National Rotan Legion Museum         SE         MAG         36484         1	-13.3% -29.8% -16.7% 35.4% 7.7% 9.5% 9.1% -1.3% -21.8% -5.4% 21.4%	£6.50
LA         Margam Country Park         SW         CP         142983         203800         154006           PO         Meirion Mili         M         Ind         29000         *         30000         40000           LA         Minera Country Park & Iron Works         N         Ind         22000         *         30000         40000           LA         Moelfre Seawatch         N         WL         18138         *         1640         1533           LA         Moelfre Seawatch         N         WL         18138         *         1640         1533           LA         Monmouth Castle & Regimental Museum         SE         HP         4474         4085         4310           LA         Monmouth Museum         SE         MAG         19226         19708         139925           PO         National Assembly Debating Chamber         SE         HP         3325         19708         113802         118747           PO         National Rotanic Garden of Wales         SW         CP         107687         113802         118747           G         National Moseum Wales         SE         MAG         68260         64766         64192           PO         National Mus	-29.8% -16.7% 35.4% 7.7% 9.5% 9.1% -1.3% -21.8% -5.4% 21.4%	20.00
PO         Meirion Mill         M         Ind         2900         *           PO         Melin Tregwynt         SW         Ind         25000         *         30000         40000           LA         Minera Country Park & Iron Works         N         Ind         2220         1640         1533           LA         Moelfre Seawatch         N         WL         18138         *         16844         17734           PO         Monmouth Castle & Regimental Museum         SE         HP         4474         4085         4310           LA         Monmouth Museum         SE         MAG         19826         19708         19708           LA         Nantchwyd-Y-Dre         N         HP         3281         132925         19708         143925         19708         14763         19925         19708         14374         400         4947         100         4946         132925         163         13117         252716         138925         138925         138925         138925         1325716         13302         118747         100         4946         43719         325716         33117         325716         33117         325716         341122926         383117         3414122926	-16.7% 35.4% 7.7% 9.5% 9.1% -1.3% -21.8% -5.4% 21.4%	
PO         Melin Tregwynt         SW         Ind         25000         *         30000         40000           LA         Minera Country Park & Iron Works         N         Ind         2220         1640         1533           LA         Moelfre Seawatch         N         WL         18138         *         16844         17734           PO         Monmouth Castle & Regimental Museum         SE         HP         4474         4085         4310           LA         Monmouth Museum         SE         MAG         23286         21343         1990           LA         Nantchwyd-Y-Dre         N         HP         3826         19908         133925           PO         National Botanic Garden of Wales         SW         CP         107687         113802         118747           PO         National Museum Wales         SE         MAG         358480         373191         325716           G         National Roman Legion Museum         SE         MAG         68605         64766         64192           PO         National State Museum         N         MAG         146864         136144         122926           G         National Waterfront Museum         SW         MAG	35.4% 7.7% 9.5% 9.1% -1.3% -21.8% -5.4% 21.4%	
LA         Minera Country Park & Iron Works         N         Ind         2220         1640         1533           LA         Moelfre Seawatch         N         WL         18138         *         16844         17734           PO         Monmouth Castle & Regimental Museum         SE         HP         4474         4085         4310           LA         Monmouth Museum         SE         MAG         19826         19708           LA         Nantchwyd-Y-Dre         N         HP         3281         3325           PO         National Assembly Debating Chamber         SE         HP         99318         17083         113802         118747           PO         National Botanic Garden of Wales         SW         CP         107687         113802         118747           PO         National Botanic Garden of Wales         SW         Ind         4977         4100         4946           G         National Roman Legion Museum         SE         MAG         68260         64766         64192           PO         National State Museum         N         MAG         16684         136144         122926           G         National Waterfront Museum         SW         MAG         262799<	35.4% 7.7% 9.5% 9.1% -1.3% -21.8% -5.4% 21.4%	
LA         Moelfre Seawatch         N         WL         18138         *         16844         17734           PO         Monmouth Castle & Regimental Museum         SE         HP         4474         4085         4310           LA         Monmouth Museum         SE         MAG         23266         21343         19708           LA         Nantclwyd-Y-Dre         N         HP         3281         3325         19708           PO         National Assembly Debating Chamber         SE         HP         99318         127063         139925           PO         National Botanic Garden of Wales         SW         CP         107687         113802         118747           PO         National Museum Wales         SE         MAG         68260         64766         64192           PO         National Showcaves Centre for Wales         SW         CP         69057         86963         83117           G         National Slate Museum         N         MAG         262799         25788         225760           G         National Waterfront Museum         SW         MAG         27726         26970         24347           LA         Newport Museum Art Gallery         SE         MAG	7.7% 9.5% 9.1% -1.3% -21.8% -5.4% 21.4%	
PO         Monmouth Castle & Regimental Museum         SE         HP         4474         4085         4310           LA         Monmouth Museum         SE         MAG         23286         21343           PO         Museum of Modern Art         M         MAG         19826         19708           LA         Nantichwyd-Y-Dre         N         HP         3281         3325           PO         National Assembly Debating Chamber         SE         HP         99318         127063         139925           PO         National Botanic Garden of Wales         SW         CP         107687         118042         118747           PO         National Botanic Garden of Wales         SW         Ind         4977         4100         4946           G         National Roman Legion Museum         SE         MAG         358480         373191         325716           G         National Roman Legion Museum         SE         MAG         68260         64766         64192           PO         National Waterfront Museum         SW         MAG         146864         136144         122926           G         National Wool Museum & Art Gallery         SE         MAG         5520         26970         243	9.5% 9.1% -1.3% -21.8% -5.4% 21.4%	
LA         Monmouth Museum         SE         MAG         23286         21343           PO         Museum of Modern Art         M         MAG         19826         19708           LA         Nantclwyd-Y-Dre         N         HP         3281         3325           PO         National Assembly Debating Chamber         SE         HP         99318         127063         139925           PO         National Botanic Garden of Wales         SW         CP         107687         113802         118747           PO         National Botanic Garden of Wales         SW         CP         107687         113802         118747           PO         National Botanic Garden of Wales         SW         Ind         4977         4100         4946           G         National Roman Legion Museum         SE         MAG         68280         64766         64192           PO         National Slate Museum         N         MAG         146864         136144         122926           G         National Waterfront Museum         SW         MAG         27726         26970         24347           LA         Newport Museum & Art Gallery         SE         MAG         55320         49072         59077 </td <td>9.1% -1.3% -21.8% -5.4% 21.4%</td> <td></td>	9.1% -1.3% -21.8% -5.4% 21.4%	
PO         Museum of Modern Art         M         MAG         19826         19708           LA         Nantclwyd-Y-Dre         N         HP         3281         3325           PO         National Assembly Debating Chamber         SE         HP         99318         127063         139925           PO         National Assembly Debating Chamber         SE         HP         99318         127063         139925           PO         National Assembly Debating Chamber         SE         HP         99318         127063         139925           PO         National Coracle Centre & Flour Mill         SW         Ind         4977         4100         4946           G         National Roman Legion Museum         SE         MAG         68260         64766         64192           PO         National Showcaves Centre for Wales         SW         CP         69057         86963         83117           G         National Waterfront Museum         SW         MAG         27776         26970         24347           LA         Newport Wuseum & Art Gallery         SE         MAG         55320         49072         59077           PO         Newtown Textile Museum         M         MAG         1099	-1.3% -21.8% -5.4% 21.4%	
LA         Nantclwyd-Y-Dre         N         HP         3281         3325           PO         National Assembly Debating Chamber         SE         HP         99318         127063         139925           PO         National Botanic Garden of Wales         SW         CP         107687         113802         118747           PO         National Coracle Centre & Flour Mill         SW         Ind         4977         4100         4946           G         National Coracle Centre & Flour Mill         SW         Ind         4977         4100         4946           G         National Roman Legion Museum         SE         MAG         68260         64766         64192           PO         National Showcaves Centre for Wales         SW         CP         69057         86963         83117           G         National Waterfront Museum         SW         MAG         262799         25788         228760           G         National Wool Museum & Art Gallery         SE         MAG         25520         24347           LA         Newport Wetands         SE         CP         68160         47577         46250           LA         Newtorn Textile Museum         M         MAG         1099         <	-21.8% -5.4% 21.4%	
PO         National Assembly Debating Chamber         SE         HP         99318         127063         139925           PO         National Botanic Garden of Wales         SW         CP         107687         113802         118747           PO         National Coracle Centre & Flour Mill         SW         Ind         4977         4100         4946           G         National Coracle Centre & Flour Mill         SW         Ind         4977         4100         4946           G         National Coracle Centre & Flour Mill         SW         Ind         4977         4100         4946           G         National Roman Legion Museum         SE         MAG         68260         64766         64192           PO         National Slate Museum         SE         MAG         146864         136144         122926           G         National Waterfront Museum         SW         MAG         262799         257888         228760           G         National Waterfront Museum         SW         MAG         27726         26970         24347           LA         Newport Westands         SE         CP         68160         47577         46250           LA         Newton Textile Museum         M	-21.8% -5.4% 21.4%	£3.60
PO         National Botanic Garden of Wales         SW         CP         107687         113802         118747           PO         National Coracle Centre & Flour Mill         SW         Ind         4977         4100         4946           G         National Museum Wales         SE         MAG         358480         373191         325716           G         National Roman Legion Museum         SE         MAG         68260         64766         64192           PO         National Roman Legion Museum         SE         MAG         146864         136144         122926           G         National Waterfront Museum         SW         MAG         262799         257888         228760           G         National Wool Museum & Art Gallery         SE         MAG         55320         49072         59077           PO         Newport Wetlands         SE         CP         75989         60000         25000           NT         Newton House, Dinefwr Park & Castle         SW         CP         68160         47577         46250           LA         Newton House, Dinefwr Park & Castle         SW         WL         88743             PO         Norwegian Church         SE         <	-5.4% 21.4%	20.00
PO         National Coracle Centre & Flour Mill         SW         Ind         4977         4100         4946           G         National Museum Wales         SE         MAG         358480         373191         325716           G         National Roman Legion Museum         SE         MAG         68260         64766         64192           PO         National Showcaves Centre for Wales         SW         CP         69057         86963         83117           G         National Showcaves Centre for Wales         SW         CP         69057         86963         83117           G         National Showcaves Centre for Wales         SW         CP         69057         86963         83117           G         National Waterfront Museum         N         MAG         148664         136144         12296           G         National Wool Museum         SW         MAG         25726         26970         24347           LA         Newport Wetlands         SE         CP         75889         60000         25000           NT         Newtown Textile Museum         M         MAG         1099         1111         1862           PO         Norwegian Church         SE         HP <t< td=""><td>21.4%</td><td>£8.00</td></t<>	21.4%	£8.00
G         National Museum Wales         SE         MAG         358480         373191         325716           G         National Roman Legion Museum         SE         MAG         68260         64766         64192           PO         National Showcaves Centre for Wales         SW         CP         69057         86963         83117           G         National Slate Museum         N         MAG         146864         136144         122926           G         National Waterfront Museum         SW         MAG         262799         25788         228760           G         National Wool Museum         SW         MAG         27726         26970         24347           LA         Newport Museum & Art Gallery         SE         MAG         55320         49072         59077           PO         Newtoon Textile Museum         M         MAG         1099         1111         1862           PO         Norwegian Church         SE         HP         137595         *         134645         120408           LA         Nova         N         Theme         94635         81529            LA         Ocean Lab         SW         VL         88743		£3.50
G         National Roman Legion Museum         SE         MAG         68260         64766         64192           PO         National Showcaves Centre for Wales         SW         CP         69057         86963         83117           G         National State Museum         N         MAG         146864         136144         122926           G         National Waterfront Museum         SW         MAG         262799         257888         228760           G         National Wool Museum         SW         MAG         27726         26970         24347           LA         Newport Museum & Art Gallery         SE         MAG         55320         49072         59077           PO         Newport Wetlands         SE         CP         68160         47577         46250           LA         Newton House, Dinefwr Park & Castle         SW         CP         68160         47577         46250           LA         Newtorn Textile Museum         M         MAG         1099         1111         1862           PO         Norwegian Church         SE         HP         137595         * 134645         120408           LA         Nova         M         MAG         2506         2331	-3.9%	20.00
PO         National Showcaves Centre for Wales         SW         CP         69057         86963         83117           G         National Slate Museum         N         MAG         146864         136144         122926           G         National Waterfront Museum         SW         MAG         262799         257888         228760           G         National Wool Museum         SW         MAG         262799         257888         228760           G         National Wool Museum         SW         MAG         25320         49072         59077           PO         Newport Wuseum & Art Gallery         SE         CP         75989         60000         25000           NT         Newton House, Dinefwr Park & Castle         SW         CP         68160         47577         46250           LA         Newtown Textile Museum         M         MAG         1099         1111         1862           PO         Norae         N         Theme         94635         81529         81529           LA         Ocean Lab         SW         WL         88743         81529           LA         Old Station         SE         CP         107408         100000         96000	5.4%	
G         National Slate Museum         N         MAG         146864         136144         122926           G         National Waterfront Museum         SW         MAG         262799         257888         228760           G         National Wool Museum         SW         MAG         27726         26970         24347           LA         Newport Museum & Art Gallery         SE         MAG         55320         49072         59077           PO         Newport Wetlands         SE         CP         75989         *         60000         25000           NT         Newton House, Dinefwr Park & Castle         SW         CP         68160         47577         46250           LA         Newtown Textile Museum         M         MAG         1099         1111         1862           PO         Norwegian Church         SE         HP         137595         *         134645         120408           LA         Nova         N         Theme         94635         81529         81529           LA         Ocean Lab         SW         WL         88743         -         -           PO         Old Station         SE         CP         107408         *	-20.6%	£13.50
G         National Waterfront Museum         SW         MAG         262799         257888         228760           G         National Wool Museum         SW         MAG         27726         26970         24347           LA         Newport Museum & Art Gallery         SE         MAG         55320         49072         59077           PO         Newport Wetlands         SE         CP         75989         *         60000         25000           NT         Newton House, Dinefwr Park & Castle         SW         CP         68160         47577         46250           LA         Newtown Textile Museum         M         MAG         1099         1111         1862           PO         Norwegian Church         SE         HP         137595         *         134645         120408           LA         Ocean Lab         SW         WL         88743           81529           LA         Old Bell Museum         M         MAG         2506         2331         1926           PO         Old Station         SE         CP         658         200            LA         Oriel Ynys Mon         N         MAG         83267         *	7.9%	2.0.00
GNational Wool MuseumSWMAG277262697024347LANewport Museum & Art GallerySEMAG553204907259077PONewport WetlandsSECP75989*6000025000NTNewton House, Dinefwr Park & CastleSWCP681604757746250LANewtorn Textile MuseumMMAG109911111862PONorwegian ChurchSEHP137595*134645120408LANovaNTheme946358152981529LAOcean LabSWWL88743-POOld Bell MuseumMMAG250623311926POOld Cilgwyn GardensSWCP658200-LAOld StationSECP107408*10000096000LAOriel Ynys MonNMAG83267*-CadwOxwich CastleSWHP841786618174LAParc Howard Museum and Art GallerySWMAG162901387613045POPark Hall Countryside ExperienceMWL55000*73000POParva Farm VineyardSECP448092*435354401439POPembrey Country ParkSWCP448092*435354401439POPembrokeshire SheepdogsSWWL2253*2500 </td <td>1.9%</td> <td></td>	1.9%	
LANewport Museum & Art GallerySEMAG553204907259077PONewport WetlandsSECP75989*6000025000NTNewton House, Dinefwr Park & CastleSWCP681604757746250LANewtown Textile MuseumMMAG109911111862PONorwegian ChurchSEHP137595*134645120408LANovaNTheme946358152981529LAOcean LabSWWL88743POOld Bell MuseumMMAG250623311926POOld Cilgwyn GardensSWCP658200-LAOld StationSECP107408*10000096000LAOriel Ynys MonNMAG83267*-CadwOxwich CastleSWHP841786618174LAParc Howard Museum and Art GallerySWMAG162901387613045POPark Hall Countryside ExperienceMWL55000*73000POPark Hall Countryside ExperienceMWL55000*5400LAPembrey Country ParkSWCP448092*435354401439POPembrokeshire Candle Centre & MuseumSWInd7500*83008843POPembrokeshire SheepdogsSWWL2253<	2.8%	
PO         Newport Wetlands         SE         CP         75989         *         60000         25000           NT         Newton House, Dinefwr Park & Castle         SW         CP         68160         47577         46250           LA         Newtown Textile Museum         M         MAG         1099         1111         1862           PO         Norwegian Church         SE         HP         137595         *         134645         120408           LA         Nova         N         Theme         94635         81529         81529           LA         Ocean Lab         SW         WL         88743	12.7%	
NT         Newton House, Dinefwr Park & Castle         SW         CP         68160         47577         46250           LA         Newtown Textile Museum         M         MAG         1099         1111         1862           PO         Norwegian Church         SE         HP         137595         *         134645         120408           LA         Nova         N         Theme         94635         81529           LA         Ocean Lab         SW         WL         88743         81529           PO         Old Bell Museum         M         MAG         2506         2331         1926           PO         Old Cilgwyn Gardens         SW         CP         658         200         6300           LA         Old Station         SE         CP         107408         *         100000         96000           LA         Oriel Ynys Mon         N         MAG         83267         *         7           Cadw         Oxwich Castle         SW         HP         8417         8661         8174           LA         Parc Howard Museum and Art Gallery         SW         MAG         16290         13876         13045           PO         Park	26.6%	
LANewtown Textile MuseumMMAG109911111862PONorwegian ChurchSEHP137595*134645120408LANovaNTheme9463581529LAOcean LabSWWL88743-POOld Bell MuseumMMAG250623311926POOld Cilgwyn GardensSWCP658200LAOld StationSECP107408*100000LAOriel Ynys MonNMAG83267*CadwOxwich CastleSWHP841786618174LAParc Howard Museum and Art GallerySWMAG162901387613045POPark Hall Countryside ExperienceMWL55000*73000POParva Farm VineyardSECP6250*5400LAPembrey Country ParkSWCP448092*435354401439POPembrokeshire Candle Centre & MuseumSWInd7500*83008843POPembrokeshire SheepdogsSWWL2253*2500*NTPenrhyn CastleNHP227433186875187271POPicton Castle & Woodland GardensSWCP20000*21958	43.3%	
PONorwegian ChurchSEHP137595*134645120408LANovaNTheme9463581529LAOcean LabSWWL8874310000POOld Bell MuseumMMAG250623311926POOld Cilgwyn GardensSWCP658200LAOld StationSECP107408*100000LAOriel Ynys MonNMAG83267*CadwOxwich CastleSWHP841786618174LAParc Howard Museum and Art GallerySWMAG162901387613045POPark Hall Countryside ExperienceMWL55000*73000POParva Farm VineyardSECP6250*5400LAPembrey Country ParkSWCP448092*435354401439POPembrokeshire Candle Centre & MuseumSWInd7500*83008843POPembrokeshire SheepdogsSWWL2253*2500*NTPenrhyn CastleNHP227433186875187271POPicton Castle & Woodland GardensSWCP20000*21958	-1.1%	£1.00
LANovaNTheme9463581529LAOcean LabSWWL88743	2.2%	
LAOcean LabSWWL88743POOld Bell MuseumMMAG250623311926POOld Cilgwyn GardensSWCP658200LAOld StationSECP107408*1000096000LAOriel Ynys MonNMAG83267**CadwOxwich CastleSWHP841786618174LAParc Howard Museum and Art GallerySWMAG162901387613045POPark Hall Countryside ExperienceMWL55000*73000POParva Farm VineyardSECP6250*5400LAPembrey Country ParkSWCP448092*435354401439POPembrokeshire Candle Centre & MuseumSWInd7500*83008843POPembrokeshire SheepdogsSWWL2253*2500NTPenrhyn CastleNHP227433186875187271POPicton Castle & Woodland GardensSWCP20000*21958		£7.95
POOld Cilgwyn GardensSWCP658200LAOld StationSECP107408*10000096000LAOriel Ynys MonNMAG83267**CadwOxwich CastleSWHP841786618174LAParc Howard Museum and Art GallerySWMAG162901387613045POPark Hall Countryside ExperienceMWL55000*73000POParva Farm VineyardSECP6250*5400LAPembrey Country ParkSWCP448092*435354401439POPembrokeshire Candle Centre & MuseumSWInd7500*83008843POPembrokeshire SheepdogsSWWL2253*2500*NTPenrhyn CastleNHP227433186875187271POPicton Castle & Woodland GardensSWCP20000*21958		
POOld Cilgwyn GardensSWCP658200LAOld StationSECP107408*10000096000LAOriel Ynys MonNMAG83267**CadwOxwich CastleSWHP841786618174LAParc Howard Museum and Art GallerySWMAG162901387613045POPark Hall Countryside ExperienceMWL55000*73000POParva Farm VineyardSECP6250*5400LAPembrey Country ParkSWCP448092*435354401439POPembrokeshire Candle Centre & MuseumSWInd7500*83008843POPembrokeshire SheepdogsSWWL2253*2500*NTPenrhyn CastleNHP227433186875187271POPicton Castle & Woodland GardensSWCP20000*21958	7.5%	£1.00
LAOld StationSECP107408*10000096000LAOriel Ynys MonNMAG83267**CadwOxwich CastleSWHP841786618174LAParc Howard Museum and Art GallerySWMAG162901387613045POPark Hall Countryside ExperienceMWL55000*73000POParva Farm VineyardSECP6250*5400LAPembrey Country ParkSWCP448092*435354401439POPembrokeshire Candle Centre & MuseumSWInd7500*83008843POPembrokeshire SheepdogsSWWL2253*2500*NTPenrhyn CastleNHP227433186875187271POPicton Castle & Woodland GardensSWCP20000*21958	229.0%	£2.00
Cadw         Oxwich Castle         SW         HP         8417         8661         8174           LA         Parc Howard Museum and Art Gallery         SW         MAG         16290         13876         13045           PO         Park Hall Countryside Experience         M         WL         55000         *         73000           PO         Parva Farm Vineyard         SE         CP         6250         *         5400           LA         Pembrey Country Park         SW         CP         448092         *         435354         401439           PO         Pembrey Country Park         SW         Ind         7500         *         8300         8843           PO         Pembrokeshire Candle Centre & Museum         SW         Ind         7500         *         2500           NT         Penrhyn Castle         N         HP         227433         186875         187271           PO         Picton Castle & Woodland Gardens         SW         CP         20000         *         21958	7.4%	
Cadw         Oxwich Castle         SW         HP         8417         8661         8174           LA         Parc Howard Museum and Art Gallery         SW         MAG         16290         13876         13045           PO         Park Hall Countryside Experience         M         WL         55000         *         73000           PO         Parva Farm Vineyard         SE         CP         6250         *         5400           LA         Pembrey Country Park         SW         CP         448092         *         435354         401439           PO         Pembrey Country Park         SW         Ind         7500         *         8300         8843           PO         Pembrokeshire Candle Centre & Museum         SW         Ind         7500         *         2500           PO         Pembrokeshire Sheepdogs         SW         WL         2253         *         2500           NT         Penrhyn Castle         N         HP         227433         186875         187271           PO         Picton Castle & Woodland Gardens         SW         CP         20000         *         21958		
PO         Park Hall Countryside Experience         M         WL         55000         *         73000           PO         Parva Farm Vineyard         SE         CP         6250         *         5400           LA         Pembrey Country Park         SW         CP         448092         *         435354         401439           PO         Pembrokeshire Candle Centre & Museum         SW         Ind         7500         *         8300         8843           PO         Pembrokeshire Sheepdogs         SW         WL         2253         *         2500           NT         Penrhyn Castle         N         HP         227433         186875         187271           PO         Picton Castle & Woodland Gardens         SW         CP         20000         *         21958	-2.8%	£2.80
PO         Parva Farm Vineyard         SE         CP         6250         *         5400           LA         Pembrey Country Park         SW         CP         448092         *         435354         401439           PO         Pembrokeshire Candle Centre & Museum         SW         Ind         7500         *         8300         8843           PO         Pembrokeshire Sheepdogs         SW         WL         2253         *         2500           NT         Penrhyn Castle         N         HP         227433         186875         187271           PO         Picton Castle & Woodland Gardens         SW         CP         20000         *         21958	17.4%	
PO         Parva Farm Vineyard         SE         CP         6250         *         5400           LA         Pembrey Country Park         SW         CP         448092         *         435354         401439           PO         Pembrokeshire Candle Centre & Museum         SW         Ind         7500         *         8300         8843           PO         Pembrokeshire Sheepdogs         SW         WL         2253         *         2500           NT         Penrhyn Castle         N         HP         227433         186875         187271           PO         Picton Castle & Woodland Gardens         SW         CP         20000         *         21958		£6.95
LA         Pembrey Country Park         SW         CP         448092         *         435354         401439           PO         Pembrokeshire Candle Centre & Museum         SW         Ind         7500         *         8300         8843           PO         Pembrokeshire Sheepdogs         SW         WL         2253         *         2500           NT         Penrhyn Castle         N         HP         227433         186875         187271           PO         Picton Castle & Woodland Gardens         SW         CP         20000         *         21958	15.7%	
PO         Pembrokeshire Sheepdogs         SW         WL         2253         *         2500           NT         Penrhyn Castle         N         HP         227433         186875         187271           PO         Picton Castle & Woodland Gardens         SW         CP         20000         *         21958	2.9%	
NT         Penrhyn Castle         N         HP         227433         186875         187271           PO         Picton Castle & Woodland Gardens         SW         CP         20000 *         21958	-9.6%	
NT         Penrhyn Castle         N         HP         227433         186875         187271           PO         Picton Castle & Woodland Gardens         SW         CP         20000 *         21958	-9.9%	£5.00
	21.7%	
LA Plantasia SW CP 73647 * 88970 90397		£7.50
	-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	21.2/0	
Cadw Raglan Castle SE HP 57700 59008 50873	-7.8%	£3.10
		23.10

Owner	Name	Region	Category	2010		2009	2008	2010/2009	£Adult
LA	Rhondda Heritage Park	SE	MAG	42148		49304	45274	-14.5%	
Cadw	Rhuddlan Castle	Ν	HP	26339		25215	19391	4.5%	£3.20
PO	Rhyl Miniature Railway	Ν	R/T	9940		9005	9192	10.4%	
PO	Royal Cambrian Academy of Art	Ν	MAG	32881					
PO	RSPB Lake Vyrnwy Nature Reserve	М	CP	21585			21823		
Cadw	Rug Chapel	Ν	HP	3989		4353	3599	-8.4%	£3.80
LA	Ruthin Gaol	Ν	HP	9818		10575	10134	-7.2%	£3.50
LA	Senedd-Dy Owain Glyndwr	М	HP	1896		2059	3000	-7.9%	£2.00
PO	Shell Grotto	SE	HP	1362		1587	1303	-14.2%	
PO	Six Piers Ltd	Ν	Theme	180000	*				
LA	Sky Tower	Ν	Theme	18937		20585	17103	-8.0%	£2.00
PO	Snowdon Mountain Railway	Ν	R/T	142199		157570	123703	-9.8%	£25.00
PO	Solva Woollen Mill	SW	Ind	13511	*	14027	11728	-3.7%	
PO	St Asaph Cathedral	Ν	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	М	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	Techniquest	SE	MAG	163995		171366	188518	-4.3%	£7.00
PO	Teifi Valley Railway	М	R/T	16790	*	17991	18706	-6.7%	£6.00
PO	The Animalarium	М	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 Guage Railway Museum	N	R/T	18707					
PO	The Old Market Hall	М	HP	2550					
PO	The Regimental Museum of the Royal Welsh	М	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	М	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%	
									£7.75
PO	WWT National Wetland Centre Wales	SW	WL	47276		46529	48069	1.6%	£

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

## 11.1 Top ten paid attractions

	Table off Top ton paid attractione responding in zero										
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	Μ	MAG	241342		249815	216672	-3.4%	£8.00		
NT	Penrhyn Castle	Ν	HP	227433		186875	187271	21.7%			
LA	Cardiff Castle	SE	HP	215372		221716	221903	-2.9%			
PO	Electric Mountain	Ν	Ind	200000	*	200000	220000	0.0%	£7.50		
Cadw	Caernarfon Castle	Ν	HP	192543		193683	174964	-0.6%	£5.05		
NT	Bodnant Garden	Ν	CP	190913		149036	138313	28.1%			
Cadw	Conwy Castle	Ν	HP	186897		181947	163668	2.7%	£4.70		
PO	Techniquest	SE	MAG	163995		171366	188518	-4.3%	£7.00		

#### Table 8.1 Top ten paid attractions responding in 2010

## 8.2 Top ten free attractions

	Table 8.2Top 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	Ν	Theme	180000	*								
PO	Cwmcarn Forest Drive & Visitor Centre	SE	CP	178069									

## Table 8.2 Top ten free attractions responding in 2010

# 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	Ν	HP	24201		16009	16009	51.2%	
NT	Aberdulais Falls	SW	CP	25705		20267	21261	26.8%	
PO	Aberystwyth Cliff Electric Railway	М	R/T	45493		58387		-22.1%	£3.50
PO	Amgueddfa Syr Henry Jones	Ν	MAG	522					£2.00
PO	Bala Lake Railway	Μ	R/T	17664	*	19626		-10.0%	£9.00
Cadw	Beaumaris Castle	Ν	HP	80645		78231	67329	3.1%	£3.70
LA	Beaumaris Court House	Ν	HP	4208		3006	2743	40.0%	£3.25
LA	Beaumaris Gaol	Ν	HP	9439		10234	9383	-7.8%	£3.75
PO	Blaenafon Cheddar Co & Mountain Tours Blaenavon Community Heritage & Cordell	SE	Ind	2474					£6.00
PO	Museum	SE	MAG	411		1287	949	-68.1%	£1.00
PO	Bodafon Farm Park	Ν	WL	4436	*				
LA	Bodelwyddan Castle	Ν	MAG	38735		34555	39472	12.1%	
NT	Bodnant Garden	Ν	CP	190913		149036	138313	28.1%	
LA	Brecknock Museum & Art Gallery	Μ	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	Ν	MAG	7250			5000		£6.50
Cadw	Caernarfon Castle	Ν	HP	192543		193683	174964	-0.6%	£5.05
PO	Caernarfon Maritime Museum	Ν	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	Μ	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	Ν	HP	117108		94353	94647	24.1%	
Cadw	Cilgerran Castle (Cadw)	SW	HP	18598		15023		23.8%	£3.20
PO	Coed y Brenin Forest Park	Μ	CP	154204	*				
NT	Colby Woodland Garden	SW	CP	33785		28377	27836	19.1%	
Cadw	Conwy Castle	Ν	HP	186897		181947	163668	2.7%	£4.70
PO	Conwy Nature Reserve	Ν	CP	89876		96193	86145	-6.6%	£2.50
NT	Conwy Suspension Bridge	Ν	HP	17556		13411	13411	30.9%	
LA	Cosmeston Medieval Village	SE	CP	17828		18980		-6.1%	£5.00
Cadw	Criccieth Castle	Ν	HP	42321		37196	34213	13.8%	£3.10
LA	Dare Valley Country Park	SE	CP	121170		74501	80558	62.6%	
Cadw	Denbigh Castle	Ν	HP	9747		10731	9675	-9.2%	£3.20
PO	Devil's Bridge Waterfalls	Μ	CP	37773		39155		-3.5%	£3.50
NT	Dolaucothi Gold Mines	SW	Ind	22255		19825	19765	12.3%	
Cadw	Dolwyddelan Castle	Ν	HP	4573		4387	3540	4.2%	
LA	Dyffryn Gardens	SE	CP	56753	*	49398	39919	14.9%	£6.50
PO	Electric Mountain	Ν	Ind	200000	*	200000	220000	0.0%	£7.50
NT	Erddig	Ν	HP	141470		109960	108234	28.7%	
PO	Ffestiniog Railway	Ν	R/T	129026	*	131767		-2.1%	£18.50
PO	Garwnant Visitor Centre	SE	CP	110000	*				
PO	Glansevern Hall Gardens	М	CP	3820		3487	4055	9.5%	£5.00
LA	Great Orme Tramway	Ν	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	Ν	Ind	117446		135646		-13.4%	£10.85
PO	Gwili Steam Railway	SW	R/T	25957			25000		£6.00
PO	Gypsy Wood Park	Ν	CP	14153		11209	7400	26.3%	£5.50
Cadw	Harlech Castle	Μ	HP	92347		94340	85659	-2.1%	£3.70
PO	Hergest Croft Gardens	Μ	CP	12009		11247	10444	6.8%	£6.00
PO	Inigo Jones Slateworks	Ν	Ind	24610		27250	24890	-9.7%	£4.50
PO	Internal Fire, Museum of Power	М	MAG	8000	*	5500	6500	45.5%	£4.50
PO	Judge's Lodging	М	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	Ν	R/T	74443	*	80997	70000	-8.1%	£7.20
LA	Llancaiach Fawr Manor	SE	MAG	45587			57074		£6.50
NT	Llanerchaeron	M	HP	31475		32269	32153	-2.5%	
PO	Llanfair Caverns	М	Ind	16500	*		16500		£4.95
PO	Llangollen Motor Museum	N	MAG	4711		5845	5257	-19.4%	£3.50
LA	Llanidloes Museum	М	MAG	2455		2967	3157	-17.3%	£1.00
LA	Llanrwst Almshouses	N	MAG	2632		00400	400000	0.404	00 50
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%	00 50
PO	Magic of Life Butterfly House	M	WL	8939		10309		-13.3%	£6.50
LA	Nantclwyd-Y-Dre	N	HP CP	3281		3325	440747	-1.3%	£3.60
PO PO	National Botanic Garden of Wales	SW SW		107687		113802 4100	118747	-5.4%	£8.00 £3.50
PO PO	National Coracle Centre & Flour Mill National Showcaves Centre for Wales	SW	Ind CP	4977 69057		4100 86963	4946 83117	21.4% -20.6%	£3.50 £13.50
NT	Newton House, Dinefwr Park & Castle	SW	CP	68160		47577	46250	43.3%	213.30
LA	Newtown Textile Museum	M	MAG	1099		1111	1862	-1.1%	£1.00
LA	Nova	N	Theme	94635			81529	1.170	£7.95
PO	Old Bell Museum	M	MAG	2506		2331	1926	7.5%	£1.00
PO	Old Cilgwyn Gardens	SW	CP	658		2001	1020	229.0%	£2.00
LA	Old Station	SE	CP	107408	*	100000	96000	7.4%	22.00
Cadw	Oxwich Castle	SW	HP	8417		8661	8174	-2.8%	£2.80
PO	Park Hall Countryside Experience	M	WL	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	Ν	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	Ν	HP	35433		30086	25075	17.8%	£5.20
NT	Plas Newydd	Ν	HP	96721		73455	74589	31.7%	
LA	Plas Newydd	Ν	HP	9319	*	11281	9026	-17.4%	£5.50
NT	Plas-yn-Rhiw	Ν	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	М	MAG	241342		249815	216672	-3.4%	£8.00
NT	Powis Castle & Garden	М	HP	107563		98141	98022	9.6%	
LA	Powysland Museum & Montgomery Canal C'tr	М	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	Ν	Theme	18937		20585	17103	-8.0%	£2.00

Owner	Name	Region	Category	2010		2009	2008	2010/2009	£Adult
PO	Snowdon Mountain Railway	Ν	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	М	HP	4736		4826	3441	-1.9%	£3.20
PO	Techniquest	SE	MAG	163995		171366	188518	-4.3%	£7.00
PO	Teifi Valley Railway	М	R/T	16790	*	17991	18706	-6.7%	£6.00
PO	The Animalarium	Μ	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	М	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	Ν	CP	480	*		508		£2.50
Cadw	Tretower Court & Castle	М	HP	13636			9843		
NT	Tudor Merchant's House	SW	HP	20199		19283	19705	4.8%	
NT	Ty Mawr Wybrnant	Ν	HP	5536		5199	5199	6.5%	
PO	Usk Rural Life Museum	SE	MAG	2300	*	3800	3597	-39.5%	£2.00
Cadw	Valle Crucis Abbey	Ν	HP	10333		9676	7964	6.8%	£2.60
PO	Welsh Highland Heritage Railway	Ν	R/T	20894		21942	22196	-4.8%	£6.00
PO	Welsh Highland Railway	Ν	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	М	MAG	25827		26791	19205	-3.6%
PO	Abertillery & District Museum	SE	MAG	6000	*	5500	11430	9.1%
LA	Alyn Waters Country Park Visitor Centre	Ν	CP	90991			84291	
PO	Amelia Farm Trust	SE	WL	30000	*			
LA	Bersham Heritage Centre	Ν	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	М	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	М	MAG	31814		34688	35010	-8.3%
LA	Chepstow Museum	SE	MAG	25174			18829	
LA	Conwy Mussel Museum	Ν	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	Ν	CP	54950				
PO	Elan Valley Visitor Centre	М	CP	138824		166003		-16.4%
PO	Ellins Tower Seabird Centre	Ν	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	Ν	CP	110000	*		114395	
PO	Howell Harris Museum	М	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	М	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	Μ	Ind	29000	*			
PO	Melin Tregwynt	SW	Ind	25000	*	30000	40000	-16.7%
LA	Minera Country Park & Iron Works	Ν	Ind	2220		1640	1533	35.4%
LA	Moelfre Seawatch	Ν	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	М	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	Ν	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	Ν	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	Ν	MAG	15319		16623		-7.8%
PO	Rheidol Hydro Electric Power Station	М	Ind	2088				
PO	Rhyl Miniature Railway	Ν	R/T	9940		9005	9192	10.4%
PO	Royal Cambrian Academy of Art	Ν	MAG	32881				
PO	RSPB Lake Vyrnwy Nature Reserve	Μ	CP	21585			21823	
PO	Shell Grotto	SE	HP	1362		1587	1303	-14.2%
PO	Six Piers Ltd	Ν	Theme	180000	*			
PO	Solva Woollen Mill	SW	Ind	13511	*	14027	11728	-3.7%
PO	St Asaph Cathedral	Ν	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 Guage Railway Museum	Ν	R/T	18707				
PO	The Old Market Hall	Μ	HP	2550				
PO	Ty Gwyn & Ty Crwn	Ν	MAG	3528	*			
LA	Ty Mawr Country Park Visitor Centre	Ν	CP	71695			72249	
PO	Tyddyn Mon	Ν	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	Ν	MAG	15057		15057	14360	0.0%

# 10 List of attractions by region (alphabetical order)

## 11.1 Attractions located in Mid Wales

	N		0010		0000	0000	0040/0005	
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

NT         Aberconvy House         HP         24201         16009         16009         51.2%           AA         Amgueddfa Syr Henry Jones         MAG         522         E2.00           Cadw         Beaumaris Cauthouse         HP         80645         78221         67329         3.1%         £3.70           LA         Beaumaris Gaol         HP         4208         3006         2743         40.0%         £3.25           LA         Beaumaris Gaol         HP         4208         3006         7288         4.8%           PO         Bodafon Farm Park         WL         4436         *         4.8%         2.1%         5.000         E5.50           Camardon Arrivold         MAG         7257         5000         E5.50         5000         E5.50           Cadw         Camardon Arritime Museum         MAG         7140         19383         94647         2.41%           Cadw         Convy Musel Museum         MAG         7600         *         11.0%         11.3%         2.7%         £4.70           LA         Convy Musel Museum         MAG         7600         *         2.7%         £4.70           Cadw         Convy Musel Museum         MAG	Owner	Name	Category	2010		2009	2008	2010/2009	£Adult
PO         Amgueddia Syr Heiny Jones         MAG         522         523 <td>NT</td> <td>Aberconwy House</td> <td>HP</td> <td>24201</td> <td></td> <td>16009</td> <td>16009</td> <td>51.2%</td> <td></td>	NT	Aberconwy House	HP	24201		16009	16009	51.2%	
Cadw         Beaumaris Court House         HP         80645         78231         67232         3.1%         62.70           LA         Beaumaris Gaol         HP         4208         3006         2743         40.0%         £3.25           LA         Beaumaris Gaol         HP         9439         10224         9383         -7.8%         £3.75           LA         Bersham Heritage Centre         MAG         9087         8668         7298         4.8%           DB         Boddino Farm Park         WL         4436         *         *         *           LA         Bodelwyddan Castle         MAG         38735         34555         39472         12.1%           PO         Caemarton Castle         HP         192543         193683         174964         -0.6%         £5.05           Cadw         Carwy Castle         HP         117108         94353         94647         24.1%           Cadw         Convy Mustre Reserve         CP         89676         96133         86145         -6.6%         £2.00           Cadw         Convy Suspension Bridge         HP         17556         13411         13411         30.9%         £2.10           Cadw         Donb	LA	Alyn Waters Country Park Visitor Centre	CP	90991			84291		
LA         Beaumaris Gaol         HP         4208         3006         27.33         40.0%         E3.25           LA         Bersham Heritage Centre         MAG         9087         8686         72.98         4.8%           PO         Bodafon Farr         WL         4436         *         *         *           AB         Bodawydan Castle         MAG         3075         34555         34472         12.1%           NT         Bodaron Farr         World         MAG         3075         34555         39472         12.1%           OC         Caermarton Air World         MAG         1141         1282         1090         -11.0%         £1.00           PO         Caermarton Martime Museum         MAG         1141         1282         10947         24.1%           Cadw         Cacremarton Castle         HP         117108         9333         84647         24.1%         74.96           Cadw         Concey Mussel Museum         MAG         700         *         25.00         *         21.0%         22.00         *         21.0%         23.01         33.8%         23.10         33.8%         23.10         33.8%         23.10         33.8%         23.10 <t< td=""><td>PO</td><td>Amgueddfa Syr Henry Jones</td><td>MAG</td><td>522</td><td></td><td></td><td></td><td></td><td>£2.00</td></t<>	PO	Amgueddfa Syr Henry Jones	MAG	522					£2.00
LA         Beaumaric Goal         HP         9439         10234         9383         -7.8%         £3.75           LA         Bersham Heritage Centre         MAG         9087         8668         7293         4.8%           LA         Bodelwyddan Castle         MAG         38735         39472         12.1%           LA         Bodelwyddan Castle         MAG         38735         138431         22.81%           PO         Caemarfon Air World         MAG         7250         5000         6.65.05           Caemarfon Martime Museum         MAG         1141         1282         1090         -11.0%         £1.0%           NT         Contry Castle         HP         118087         181847         163688         2.7%         £4.70           Cadw         Convy Castle         HP         11808         61413         13411         30.9%         2.63.0           Cadw         Onony Suspension Bridge         HP         17556         13411         13411         30.9%         2.3.0           Cadw         Onony Suspension Bridge         HP         47373         4387         3540         4.2%           PO         Electric Mountain         Ind         200000         2.20000	Cadw	Beaumaris Castle	HP	80645		78231	67329	3.1%	£3.70
LA         Bersham Henitage Centre         MAG         9087         8668         7298         4.8%           PO         Bodaton Farm Park         WL         4436         *         12.1%           LA         Boddelwyddan Castle         MAG         38735         34555         39472         12.1%           NT         Borhant Garden         CP         190913         149038         13883         72464         -0.6%         £5.05           Cadw         Caemarfon Castle         HP         192543         193683         17464         -0.6%         £5.05           Conwy Castle         HP         117108         94353         94647         24.1%           Cadw         Conwy Mussel Museum         MAG         7500         *         *           PO         Conwy Mussel Museum         MAG         7500         *         *         *           Cadw         Doingh Castle         HP         17758         13111         33.8%         52.10           Cadw         Doingh Castle         HP         977         10731         9673         3436         4.2%           Cadw         Doingh Castle         HP         944747         10790         20.0%         2.1%	LA	Beaumaris Court House	HP	4208		3006	2743	40.0%	£3.25
PO         Bodaton Farm Park         WL         4436         *           LA         Bodelwyddan Castle         MAG         38755         34555         39472         12.1%           PO         Caernarfon Air World         MAG         7250         5000         £6.50           Cadw         Caernarfon Air World         MAG         1141         1282         1090         11.0%         £1.00           NT         Chrik Castle         HP         197543         193353         94647         24.1%         £4.70           Cadw         Carmarfon Maritime Museum         MAG         7500         *         -         -         £4.70           Cadw         Conwy Mature Reserve         CP         89876         96133         86145         6.6%         £2.50           Cadw         Cricieth Castle         HP         17558         13411         30.9%         £3.20           Cadw         Donligh Castle         HP         9747         10731         9675         -9.2%         £3.20           Cadw         Donlydodalan Castle         HP         414170         109960         108234         28.7%           PO         Ellins Tower Seabird Centre         CP         24890         * </td <td>LA</td> <td>Beaumaris Gaol</td> <td>HP</td> <td>9439</td> <td></td> <td>10234</td> <td>9383</td> <td>-7.8%</td> <td>£3.75</td>	LA	Beaumaris Gaol	HP	9439		10234	9383	-7.8%	£3.75
LA         Bodelwyddan Castle         MAG         38735         34655         338727         12.1%           NT         Bodnant Garden         CP         190913         149036         138372         12.1%           PO         Carmarton Air World         MAG         720         5000         €6.50           Carmarton Castle         HP         192543         193683         174964         -0.8%         £5.00           NT         Chirk Castle         HP         117108         94353         94647         24.1%           Cadw         Conwy Mussel Museum         MAG         7700         *         81141         130.8%         £1.00           NT         Conwy Mussel Museum         MAG         7700         *         *         66.50         22.0%         £3.10           Cadw         Cricich Castle         HP         4735         13411         134.18%         £3.10           Cadw         Dolyddela Castle         HP         9747         10731         9675         9.2%         £3.20           Cadw         Dolyddela Castle         HP         4573         4387         3540         4.2%           PO         Electric Mountain         Ind         200000	LA	Bersham Heritage Centre	MAG	9087		8668	7298	4.8%	
NT         Bodnart Garden         CP         190913         149036         138333         28.1%           PO         Caernarton Air World         MAG         7250         5000         £6.50           Cadw         Caernarton Castle         HP         192543         1393683         174964         -0.6%         £5.05           PO         Caernarton Maritime Museum         MAG         1141         1282         100         -11.0%         £4.1%           Cadw         Carmy Matuse Reserve         CP         89876         96193         86145         -6.6%         £2.50           NT         Conwy Nature Reserve         CP         89876         96193         86145         -6.6%         £2.50           NT         Conwy Nature Reserve         CP         84976         96193         86145         -6.6%         £2.50           Cadw         Dongle Local Nature Reserve         CP         54950         -         -         2.2%         £2.00           Cadw         Dongle Local Nature Reserve         CP         5490         -         2.2000         2.0000         2.0000         2.0000         2.0000         2.0000         2.0000         2.0000         2.0000         2.0000         2.00%	PO	Bodafon Farm Park	WL	4436	*				
PO         Caernarfon Air World         MAG         TZS0         5000         68.50           Cadw         Caernarfon Martime Museum         MAG         1141         1282         1090         1.1.0%         £5.05           Cadw         Convy Castle         HP         117108         94353         94647         24.1%           Cadw         Convy Mussel Museum         MAG         7100         *         181947         163668         2.7%         £4.70           LA         Conwy Mussel Museum         MAG         7500         *          2.500         *         5.500         *         5.500         *         5.500         *         5.500         *         5.500         *	LA	Bodelwyddan Castle	MAG	38735		34555	39472	12.1%	
Cadw         Caernarfon Castle         HP         192543         193683         174964         -0.6%         £5.05           PO         Caernarfon Maritime Museum         MAG         1141         1222         1090         -11.0%         £1.00           Cadw         Conwy Castle         HP         118708         94533         94647         24.1%           Cadw         Conwy Muse Reserve         CP         88976         96193         86145         -6.6%         £2.50           NT         Conwy Suspension Bridge         HP         17556         13411         13.0%         53.09           Cadw         Croiceth Castle         HP         9747         10731         9675         -9.2%         £3.20           CAdw         Dingle Local Nature Reserve         CP         54850         -         -         53.00         200000         20000         2.0%         £7.50           PO         Electric Mountain         Ind         200000         *         20.0%         2.1%         53.0           PO         Electric Mountain         Ind         200000         *         21.46559         -20.6%         -         2.1%         53.0           PO         Electric Mountain         Ind<	NT	Bodnant Garden	CP	190913		149036	138313	28.1%	
PO         Caemarfon Martime Museum         MAG         1141         1282         1090         -11.0%         £1.00           NT         Chirk Castle         HP         117108         94353         94647         24.1%         Ca.000           Cadw         Conwy Castle         HP         1186897         1181947         163668         2.7%         £4.70           LA         Conwy Suspension Bridge         HP         17556         13411         13411         30.9%           Cadw         Criccieth Castle         HP         47321         37196         34213         13.8%         £3.10           Cadw         Doliyddelan Castle         HP         4737         4387         3540         4.2%           Cadw         Doliyddelan Castle         HP         4573         4387         3540         4.2%           PO         Electric Mountain         Ind         200000         200000         20000         20.6%         57.50           PO         Flectric Mountain         Ind         200000         108234         28.7%         52.50           LA         Greantorme Tramway         R/T         129026         * 131767         -2.1%         £18.50           LA         Greant	PO	Caernarfon Air World	MAG	7250			5000		£6.50
NT         Chirk Castle         HP         117108         94353         94647         24.1%           Cadw         Conwy Castle         HP         181947         181947         18368         2.7%         £4.70           PC         Conwy Mussel Museum         MAG         7500         *         *           PC         Conwy Nusre Reserve         CP         89876         96133         66145         -6.6%         £2.50           NT         Conwy Suspension Bridge         HP         17556         13411         13411         30.9%         £3.10           Cadw         Croiceth Castle         HP         9747         10731         9675         -9.2%         £3.20           LA         Dingle Local Nature Reserve         CP         54950         *         *         *         10731         9675         -2.2%         £3.20           PO         Elictric Muntain         Ind         200000         108234         28.7%         *         *         11767         -2.1%         £18.50           PO         Electric Mountain         Ind         20060         *         *         *         *         *         *         *         *         *         *         *	Cadw	Caernarfon Castle	HP	192543		193683	174964	-0.6%	£5.05
Cadw         Conwy Castle         HP         186897         181947         163668         2.7%         £4.70           LA         Conwy Mature Reserve         CP         89876         96193         86145         -6.6%         £2.50           NT         Conwy Suspension Bridge         HP         17556         13411         13411         30.9%           Cadw         Criccieth Castle         HP         47556         13411         134.11         30.9%           Cadw         Dohgh Castle         HP         4737         4387         3540         4.2%           Cadw         Dohyddelan Castle         HP         4537         4387         3540         4.2%           Cadw         Dohyddelan Castle         HP         41470         109960         108234         28.7%           PO         Elestiniog Railway         R/T         117021         147382         146559         -2.1%         £18.50           PO         GreenWood Forest Park         Ind         11744         135646         -13.4%         £10.85           PO         GreenWood Forest Park         Ind         11744         135645         25.50         E3.50           LA         Holyhead Breakwater Country Park <td< td=""><td>PO</td><td>Caernarfon Maritime Museum</td><td>MAG</td><td>1141</td><td></td><td>1282</td><td>1090</td><td>-11.0%</td><td>£1.00</td></td<>	PO	Caernarfon Maritime Museum	MAG	1141		1282	1090	-11.0%	£1.00
LA         Conwy Mussel Museum         MAG         7500         *           PO         Conwy Muture Reserve         CP         89876         96193         86145         6-6.%         £2.50           NT         Conwy Suspension Bridge         HP         17556         13411         13411         30.9%           Cadw         Criccieth Castle         HP         4747         10731         9675         -9.2%         £3.20           LA         Dingle Local Nature Reserve         CP         54950         -         -         -         55.0         -9.2%         £3.20           Cadw         Dolwyddelan Castle         HP         4573         4387         3540         4.2%         -	NT	Chirk Castle	HP	117108		94353	94647	24.1%	
Description         Initial         1300           PO         Conny Nature Reserve         CP         89876         96193         86145         -6.6%         £2.50           NT         Conwy Suspension Bridge         HP         17556         13141         13411         30.9%           Cadw         Criccieth Castle         HP         42321         37196         34213         13.8%         £3.20           LA         Dingle Local Nature Reserve         CP         54950         -         -         -         -         -         57.50           Cadw         Dolwyddelan Castle         HP         4737         4387         3540         4.2%           PO         Electric Mountain         Ind         200000         *         200000         20000         0.0%         £7.50           PO         Electric Mountain         Ind         20026         *         131767         -2.1%         £18.50           LA         Great Orme Tramway         R/T         117021         14732         14659         -20.6%         £3.80           PO         Greenfield Valley Heritage Park         CP         14153         111209         7400         26.3%         £5.50           PO	Cadw	Conwy Castle	HP	186897		181947	163668	2.7%	£4.70
NT         Convy Suspension Bridge         HP         17556         13411         13411         30.9%           Cadw         Criccieth Castle         HP         42321         13716         34213         13.8%         £3.10           Cadw         Dohigh Castle         HP         9747         10731         9675         -9.2%         £3.20           LA         Dingle Local Nature Reserve         CP         54950	LA	Conwy Mussel Museum	MAG	7500	*				
Cadw         Criccieth Castle         HP         42321         37196         34213         13.8%         £3.10           Cadw         Denbigh Castle         HP         9747         1071         9675         -9.2%         £3.20           LA         Dingle Local Nature Reserve         CP         54950         - <td< td=""><td>PO</td><td>Conwy Nature Reserve</td><td>CP</td><td>89876</td><td></td><td>96193</td><td>86145</td><td>-6.6%</td><td>£2.50</td></td<>	PO	Conwy Nature Reserve	CP	89876		96193	86145	-6.6%	£2.50
Cadw         Denbigh Castle         HP         9747         10731         9675         -9.2%         £3.20           LA         Dingle Local Nature Reserve         CP         54950         -         1         - <td< td=""><td>NT</td><td>Conwy Suspension Bridge</td><td>HP</td><td>17556</td><td></td><td>13411</td><td>13411</td><td>30.9%</td><td></td></td<>	NT	Conwy Suspension Bridge	HP	17556		13411	13411	30.9%	
LA         Dingle Local Nature Reserve         CP         54950           Cadw         Dolwyddelan Castle         HP         4573         3540         4.2%           PO         Electric Mountain         Ind         200000         *         200000         20000         0.0%         £7.50           PO         Ellins Tower Seabird Centre         CP         26800         *         -	Cadw	Criccieth Castle	HP	42321		37196	34213	13.8%	£3.10
Cadw         Dolwyddelan Castle         HP         4573         4387         3540         4.2%           PO         Electric Mountain         Ind         200000         *         200000         220000         0.0%         £7.50           PO         Elins Tower Seabird Centre         CP         26800         *         109960         108234         28.7%           PO         Ffestiniog Railway         R/T         129026         *         131767         -2.1%         £18.50           LA         Great Orme Tramway         R/T         117021         147382         146559         -20.6%           PO         Greenfield Valley Heritage Park         CP         26882         -13.4%         £10.85           PO         GreenWood Forest Park         Ind         11746         135646         -13.4%         £10.85           PO         Ialaberis Lake Railway         R/T         71443         *         80997         7000         -8.1%         £7.20           PO         Llanberis Lake Railway         R/T         74434         *         80997         7000         -8.1%         £7.20           PO         Llanberis Lake Railway         R/T         74443         *         80997         7000	Cadw	Denbigh Castle	HP	9747		10731	9675	-9.2%	£3.20
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         Flestiniog Railway         R/T         117021         147382         146559         -2.1%         £18.50           LA         Greantfield Valley Heritage Park         CP         26882         £3.80         £3.80           PO         GreenWood Forest Park         CP         14133         11209         7400         26.3%         £5.50           LA         Holyhead Breakwater Country Park         CP         1410000         *         114395         *         64.50           PO         Inigo Jones Slateworks         Ind         24610         27250         24890         -9.7%         £4.50           PO         Llanpotis Lake Railway         R/T         74443         *         80997         70000         -8.1%         £7.00           LA         Uannyet Almshouses         MAG         2632         *         -19.4%         £3.50	LA	Dingle Local Nature Reserve	CP	54950					
PO         Ellins Tower Seabird Centre         CP         26800         *           NT         Erddig         HP         141470         109960         108234         28.7%           PO         Frestiniog Railway         R/T         129026         *         131767         -2.1%         £18.50           PO         Great Orme Tramway         R/T         129026         *         147382         14659         -2.1%         £18.50           PO         Great Orme Tramway         R/T         117021         147382         14659         -2.1%         £18.50           PO         Great Orme Tramway         R/T         114153         11209         7400         26.3%         £5.50           PO         Holyhead Breakwater Country Park         CP         14153         11439         *         11439           PO         Llanberis Lake Railway         R/T         74443         *         80997         70000         -8.1%         £7.20           PO         Llanberis Lake Railway         R/T         74443         *         80997         70000         -8.1%         £3.50           LA         Lanvist Almshouses         Ind         9202         1640         1533         35.4%	Cadw	Dolwyddelan Castle	HP	4573		4387	3540	4.2%	
NT         Erddig         HP         141470         109960         108234         28.7%           PO         Flestiniog Railway         R/T         129026         *         131767         -2.1%         £18.50           LA         Great Orme Tramway         R/T         117021         147382         146559         -20.6%           PO         Greenfield Valley Heritage Park         CP         28882         -         53.80           PO         GreenWood Forest Park         Ind         11746         135646         -13.4%         £10.85           PO         GreenWood Forest Park         CP         14153         11209         7400         26.3%         £5.50           LA         Holyhead Breakwater Country Park         CP         110000         *         114395         -         7000         -8.1%         £7.20           PO         Llanberis Lake Railway         R/T         74443         *         80997         70000         -8.1%         £7.20           PO         Llangollen Motor Museum         MAG         2632         -         19.4%         £3.50           LA         Llanguster Caverns         Ind         2202         1640         1533         35.4%         £3.60	PO	Electric Mountain	Ind	200000	*	200000	220000	0.0%	£7.50
PO         Ffestining Railway         R/T         129026         *         131767         -2.1%         £18.50           LA         Great Orme Tramway         R/T         117021         147382         146559         -20.6%         53.80           PO         Greenfled Valley Heritage Park         CP         2682         -13.4%         £10.85           PO         GreenWood Forest Park         Ind         117446         135646         -13.4%         £5.50           LA         Holyhead Breakwater Country Park         CP         110000         *         114395           PO         Ingo 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         2632         -         -         19.4%         £3.50           LA         Llanrwst Almshouses         Ind         9206         102620         -8.4%         £9.50           LA         Moler Country Park & Iron Works         Ind         2220         1640         1533         35.4%           LA	PO	Ellins Tower Seabird Centre	CP	26800	*				
LA       Great Orme Tramway       R/T       117021       147382       146559       -20.6%         PO       Greenfield Valley Heritage Park       CP       26882       £3.80         PO       Greenfield Valley Heritage Park       Ind       117446       135646       -13.4%       £10.85         PO       Greenfield State Park       Ind       117443       11209       7400       26.3%       £5.50         LA       Holyhead Breakwater Country Park       CP       111000       *       114395       *       50.3%         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       2632       -       -       5.50       LA         LA       Ulangvist Almshouses       Ind       90807       99168       102620       -8.4%       £9.50         LA       Minera Country Park & Iron Works       Ind       2220       1640       1533       35.4%       2.50         LA       Mational Slate Museum       MAG       146864       1	NT	Erddig	HP	141470		109960	108234	28.7%	
$ \begin{array}{cccccccccccccccccccccccccccccccccccc$	PO	Ffestiniog Railway	R/T	129026	*	131767		-2.1%	£18.50
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       114133       11209       7400       26.3%       £5.50         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       -       -       -       £9.50         LA       Minera Country Park & Iron Works       Ind       90807       99168       102620       -8.4%       £9.50         LA       Moelfre Seawatch       WL       1818       *       16844       1733       35.4%         LA       Notainal Slate Museum       MAG       146864       136144       122926       7.9%       21.3%         LA       Oriel Tyns Mon	LA	Great Orme Tramway	R/T	117021		147382	146559	-20.6%	
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         Llanost Slateworks         Ind         24610         27250         24890         -9.7%         £4.50           PO         Llanost Slate Railway         R/T         74443         *         80997         70000         -8.1%         £7.20           PO         Llanost Almshouses         MAG         2632         -         -         5455         5257         -19.4%         £9.50           LA         Minera Country Park & Iron Works         Ind         90807         99168         102620         -8.4%         £9.50           LA         Moelfre Seawatch         WL         18138         *         16844         17734         7.7%           LA         National Slate Museum         MAG         146864         136144         122926         7.9%           LA         Nova         Theme         94353         30086         25	PO	Greenfield Valley Heritage Park	CP	26882					£3.80
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         Llanberis Lake Railway         R/T         74443         *         80997         70000         -8.1%         £7.20           PO         Llangust Almshouses         MAG         2632         -19.4%         £3.50           LA         Llanrwst Almshouses         MAG         2632         -         -         8.4%         £9.50           LA         Minera Country Park & Iron Works         Ind         90807         99168         102620         -8.4%         £9.50           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%	PO	GreenWood Forest Park	Ind	117446		135646		-13.4%	£10.85
PO       Ingo 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       -       -       -       -       -       -       -       -       -       -       8.1%       £3.50         LA       Llanrwst Almshouses       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       National Slate Museum       MAG       146864       136144       122926       7.9%         LA       Nova       Theme       94635       81529       £7.95       LA       Oriel Ynys Mon       MAG       83267       *       *       *       17.9%       £5.20       NT       Pas Mawr Elizabethan Town House	PO	Gypsy Wood Park	CP	14153		11209	7400	26.3%	£5.50
PO         Lanberis 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         -	LA	Holyhead Breakwater Country Park	CP	110000	*		114395		
PO         Llangollen Motor Museum         MAG         4711         5845         5257         -19.4%         £3.50           LA         Llanrwst Almshouses         MAG         2632         -         -         -         -         59.56         -         59.57         -19.4%         £9.50           LA         Minera Country Park & Iron Works         Ind         90807         99168         102620         -8.4%         £9.50           LA         Moelfre Seawatch         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%         £7.95           LA         Nova         Theme         94635         81529         £7.95         £7.95           LA         Oriel Ynys Mon         MAG         83267         *         *         71.7%         £1.7%           Cadw         Plas Mawr Elizabethan Town House         HP         25433         30086         <	PO	Inigo Jones Slateworks	Ind	24610		27250	24890	-9.7%	£4.50
LA         Llarwst 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         Nova         MAG         83267         *         *           NT         Penrhyn Castle         HP         227433         186875         187271         21.7%           Cadw         Plas Mawr Elizabethan Town House         HP         96721         73455         74589         31.7%           LA         Plas Newydd         HP         91484         13322         13366         16.2%           LA         Plas-Neryn-Rhiw	PO	Llanberis Lake Railway	R/T	74443	*	80997	70000	-8.1%	£7.20
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         *          £7.95           LA         Oriel Ynys Mon         MAG         83267         *          £7.95           LA         Oriel Ynys Mon         MAG         83267         *          £7.95           LA         Plas Newydd         HP         227433         186875         187271         21.7%           Cadw         Plas Newydd         HP         95131         74589         31.7%	PO	Llangollen Motor Museum	MAG	4711		5845	5257	-19.4%	£3.50
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	LA	Llanrwst Almshouses	MAG	2632					
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       *       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%       £5.00         NT       Plas Newydd       HP       9319       *       11281       9026       -17.4%       £5.00         NT       Plas Newydd       HP       15484       13322       13366       16.2%       -7.8%       5.30         LA       Quarry Hospital Visitor Centre       MAG       15319       16623       -7.8%       5.3.20	PO	Llechwedd Slate Caverns	Ind	90807		99168	102620	-8.4%	£9.50
LANantclwyd-Y-DreHP32813325-1.3%£3.60GNational Slate MuseumMAG1468641361441229267.9%LANovaTheme9463581529£7.95LAOriel Ynys MonMAG83267**NTPenrhyn CastleHP22743318687518727121.7%CadwPlas Mawr Elizabethan Town HouseHP35433300862507517.8%£5.20NTPlas NewyddHP96721734557458931.7%£5.20NTPlas NewyddHP9319*112819026-17.4%£5.50NTPlas-yn-RhiwHP15484133221336616.2%5.30LAQuarry Hospital Visitor CentreMAG1531916623-7.8%£3.20PORhyl Miniature RailwayR/T99409005919210.4%PORoyal Cambrian Academy of ArtMAG32881CadwRug ChapelHP398943533599-8.4%£3.80	LA	Minera Country Park & Iron Works	Ind	2220		1640	1533	35.4%	
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	LA	Moelfre Seawatch	WL	18138	*	16844	17734	7.7%	
LANovaTheme9463581529£7.95LAOriel Ynys MonMAG83267*NTPenrhyn CastleHP22743318687518727121.7%CadwPlas Mawr Elizabethan Town HouseHP35433300862507517.8%£5.20NTPlas NewyddHP96721734557458931.7%£5.00LAPlas NewyddHP9319*112819026-17.4%£5.50NTPlas-yn-RhiwHP15484133221336616.2%5.00LAQuarry Hospital Visitor CentreMAG1531916623-7.8%5.300CadwRhuddlan CastleHP2633925215193914.5%£3.20PORhyl Miniature RailwayR/T99409005919210.4%PORoyal Cambrian Academy of ArtMAG32881CadwRug ChapelHP398943533599-8.4%£3.80	LA	Nantclwyd-Y-Dre	HP	3281		3325		-1.3%	£3.60
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	G	National Slate Museum	MAG	146864		136144	122926	7.9%	
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	Nova	Theme	94635			81529		£7.95
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         -         -         53.80           Cadw         Rug Chapel         HP         3989         4353         3599         -8.4%         £3.80	LA	Oriel Ynys Mon	MAG	83267	*				
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         -         -         53.80           Cadw         Rug Chapel         HP         3989         4353         3599         -8.4%         £3.80	NT	Penrhyn Castle	HP	227433		186875	187271	21.7%	
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         1623         -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	Plas Mawr Elizabethan Town House	HP	35433		30086	25075	17.8%	£5.20
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	NT	Plas Newydd	HP	96721		73455	74589	31.7%	
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	LA	Plas Newydd	HP	9319	*	11281	9026	-17.4%	£5.50
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	NT	Plas-yn-Rhiw	HP	15484		13322	13366	16.2%	
PO         Rhyl Miniature Railway         R/T         9940         9005         9192         10.4%           PO         Royal Cambrian Academy of Art         MAG         32881         -	LA	Quarry Hospital Visitor Centre	MAG	15319		16623		-7.8%	
PO         Royal Cambrian Academy of Art         MAG         32881           Cadw         Rug Chapel         HP         3989         4353         3599         -8.4%         £3.80	Cadw	Rhuddlan Castle	HP	26339		25215	19391	4.5%	£3.20
Cadw         Rug Chapel         HP         3989         4353         3599         -8.4%         £3.80	PO	Rhyl Miniature Railway	R/T	9940		9005	9192	10.4%	
	PO	Royal Cambrian Academy of Art	MAG	32881					
LA Ruthin Gaol HP 9818 10575 10134 -7.2% £3.50		Rug Chapel		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 Guage 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%	20.00
PO	Blackpill Wildlife Centre	WL	320	*	200	420	60.0%	
PO	Brecon Beacons Waterfalls Centre	CP	17289		17806	120	-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%	~ 1.00
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	*	20101	4120	0.170	~ 1.00
Cadw	Cilgerran Castle (Cadw)	HP	18598		15023	1120	23.8%	£3.20
NT	Colby Woodland Garden	CP	33785		28377	27836	19.1%	20.20
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	10100	-7.9%	
PO	Gwili Steam Railway	R/T	25957		40741	25000	1.070	£6.00
Cadw	Kidwelly Castle	HP	30687		28457	24600	7.8%	£3.10
LA	Kidwelly Industrial Museum	MAG	3932		3240	3391	21.4%	20.10
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%	20.20
PO	Llysyfran Reservoir Country Park	CP	105489	*	109607	94510	-3.8%	
LA	Margam Country Park	CP	142983		203800	154006	-29.8%	
PO	Malgani Country Fark 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%	210.00
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		4/0//	40200	40.070	
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%	22.00
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	0010	-9.9%	£5.00
PO	Picton Castle & Woodland Gardens	CP	20000	*	2000	21958	0.070	£7.50
LA	Plantasia	CP	73647	*	88970	90397	-17.2%	£3.90
PO	Solva Woollen Mill	Ind	13511	*	14027	11728	-3.7%	20.00
Cadw	St Davids Bishops Palace	HP	28447		26288	22746	8.2%	£3.10
PO	St Davids Cathedral	HP	271000	*	20200	270200	0.270	20.10
NT	St David's Visitor Centre	MAG	118153			210200		
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				001070	
PO	The LC	Theme	649053		597276	451138	8.7%	£6.00
NT	Tudor Merchant's House	HP	20199		19283	19705	4.8%	20.00
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%	2,10011
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
	Blaenavon Community Heritage & Cordell							
PO	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%	~0.00
PO	Porthcawl Museum	MAG	786		824	_0,00	-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%	20.10
PO	Shell Grotto	HP	1362		1587	1303	-14.2%	
			1002		1001	1000	17.270	

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

NT         Aberconwy House         HP         N         24201         16009         512%         6370           Cadw         Beaumaris Castle         HP         N         80045         77823         3.1%         £3.70           LA         Beaumaris Goal         HP         N         4208         3005         2743         40.0%         £3.25           LA         Beaumaris Goal         HP         N         9439         10234         9383         -7.8%         £3.75           Cadw         Caerwanon Ironworks         HP         SE         23135         29961         18677         22.8%           Cadw         Caerwanon Ironworks         HP         SE         50370         49782         49555         1.2%         Caew         51.05           LA         Cardiff Castle         HP         SE         96021         88772         22176         221903         -2.9%         CLA         Caew Castle & Tidal Mill         HP         SW         37017         37413         34850         -1.1%         £4.50           Cadw         Castel Coch         HP         SW         27090         29444         24.9%         -3.0%         £3.20           Cadw         Catero Castle &	Owner	Name	Category	Region	2010		2009	2008	2010/2009	£Adult
Cadw         Beaumaric Scalie         HP         N         80046         78231         67329         3.1%         6.3.70           LA         Beaumaris Goul         HP         N         4208         3006         2743         40.0%         53.75           Cadw         Blaenavon fronworks         HP         N         9439         10234         9383         7.78%         53.75           Cadw         Caeroneon Roma Baths and Amphitheatre         HP         SE         23135         29961         18677         -22.8%           Cadw         Caeronarion Casile         HP         NE         23037         23167         8.2%         53.70           LA         Carew Castle Stidal Mill         HP         SE         215372         221716         22193         -2.9%         53.80           Cadw         Carerg Cennen Castle         HP         SW         19650         28441         24590         -3.0.9%         53.80           Cadw         Chepstow Castle         HP         SW         19650         28441         28490         -4.1%         53.70           Cadw         Chepstow Castle         HP         N         117108         94333         94647         24.1%         53.70		•								Litaan
LA         Beaumaris Gaol         HP         N         4208         3000         2743         40.0%         62.35           LA         Beaumaris Gaol         HP         SE         23135         10234         9383         7.78%         £3.75           Cadw         Caerelon Roman Baths and Amphitheatre         HP         SE         23135         23961         18677         -22.28%           Cadw         Caerenarton Castle         HP         N         192643         174964         -0.6%         £5.05           LA         Cardiff Castle         HP         SE         96021         88772         23137         2.29%         LA         Cardiff Castle         HP         SE         215372         221716         21003         -2.9%         LA         Cardiff Castle         HP         SE         96050         2.8421         24500         -3.0%         £3.80         Castle         -1.1%         £4.50         2.3.4%         £3.70         Cadw         Castell Cach         HP         SW         27090         2.9449         4.8.1%         £4.70           Cardw         Castell Cach         HP         N         1717108         94217         3.438         7.30         7.343         3.30         63.20<		-								£3.70
LA         Beaumaris Gaol         HP         N         9439         10234         9383         7.78%         £3.75           Cadw         Blaenavon Ironworks         HP         SE         23135         29961         18677         -22.8%           Cadw         Caerieon Roman Baths and Amphilheate         HP         SE         50370         49792         40555         1.2%           Cadw         Caerieon Roman Baths and Amphilheate         HP         SE         96021         88772         83167         8.2%         53.70           LA         Careire Castle         Total         PS         96021         88772         83169         -1.1%         £4.50           Cadw         Carreg Cennen Castle         HP         SW         97060         29484         28949         -8.1%         53.80           Cadw         Castle I henlys ton Age Fort         HP         N         1708         94333         94647         24.1%           Cadw         Castle I henlys ton Age Fort         HP         N         17108         94353         94467         24.1%           Cadw         Conky Castle         HP         N         18598         15023         2.16%         2.27%         £3.70										
Cadw         Blaenavon Ironworks         HP         SE         23135         29961         18877         -22.8%           Cadw         Caerenon Castle         HP         N         193683         174964         -0.6%         £5.05           LA         Cardiff Castle         HP         N         193683         174964         -0.6%         £5.05           LA         Cardiff Castle         HP         SE         96021         88772         83167         8.2%         £3.70           LA         Cardiff Castle         HP         SE         91650         24241         24500         -2.9%           LA         Cardiff Castle         HP         SE         59875         57899         60742         3.4%         £3.70           Cadw         Castell Coch         HP         SE         59875         57899         60742         3.4%         £3.20           Cadw         Castell Coch         HP         N         117108         94353         94647         2.41%         £3.20           Cadw         Catyory Castle         HP         N         17556         13411         13.0.9%         £3.20           Cadw         Carony Suspension Bridge         HP         N										
Cadw         Caerleon Roman Baths and Amphitheatre         HP         SE         50370         44792         40555         1.2%           Cadw         Caerphilly Castle         HP         N         192643         193683         174964         0.0%         £5.05           LA         Caerphilly Castle         HP         SE         96021         88772         83167         8.2%         £3.70           LA         Carew Castle A         HP         SE         215372         221716         82450         -1.1%         £4.50           Cadw         Castell Toch         HP         SW         19650         28421         24590         -30.9%         £3.00           Cadw         Castell Coch         HP         SW         19650         28424         28.1%         £4.50           Cadw         Castell Coch         HP         N         17108         94333         94647         24.3%         £3.70           Cadw         Castel         HP         N         17556         13411         13.4%         £3.70           Cadw         Cologing Castle         HP         N         17556         13411         13.4%         £3.20           Cadw         Dolvyddelan Castle										20110
Cadew         Caerenarion Castle         HP         N         192543         193683         17.4964         -0.6%         £ 5.5           LA         Carelli Castle         HP         SE         96021         88772         83167         8.2%         £ 3.70           LA         Carelli Castle         Tidal Mill         HP         SE         215372         2211716         221903         -2.9%           Cadw         Careg Cenen Castle         HP         SW         13650         28421         24369         -30.3%         £ 3.30           Cadw         Castell Coch         HP         SE         68535         71745         68544         -4.5%         £ 3.70           LA         Castell Henlitys Iron Age Fort         HP         SE         58675         57899         60742         3.4%         £ 3.70           Cadw         Chigran Castle         HP         N         117108         94333         94647         24.1%         52.05           Cadw         Convy Castle         HP         N         117108         943213         13.8%         £ 3.10           Cadw         Convy Castle         HP         N         1756         13711         13711         34387         34.0 <td></td>										
LA         Caregrbilly Castle         HP         SE         96021         88.72         83.167         8.2%         53.70           LA         Carew Castle & Tidal Mill         HP         SW         3707         37413         34850         -1.1%         £4.50           Cadw         Carew Castle & Tidal Mill         HP         SW         3707         37413         34850         -1.1%         £4.50           Cadw         Castell Coch         HP         SW         27090         29484         28949         -8.1%         £4.50           Cadw         Castell Henlys Iron Age Fort         HP         SW         27090         29484         28949         -8.1%         £4.50           Cadw         Chepstow Castle         HP         N         117108         94353         96742         3.4%         £3.70           NT         Cnix Castle         HP         N         11556         13411         13413         3.0%         £3.20           Cadw         Coroligh Castle         HP         N         4757         4387         3540         4.2%           Cadw         Croicelth Castle         HP         N         94741         10731         9675         9-29%         £3.20		•								£5.05
LA         Cardiff Castle         HP         SE         21372         221716         221903         -2.9%           LA         Carew Castle & Tidal Mill         HP         SW         37017         37413         34850         -1.1%         £4.50           Cadw         Careg Cennen Castle         HP         SW         19650         28421         24250         -3.0%         £3.370           LA         Castlel Hentlys fron Age Fort         HP         SE         68535         57789         60742         3.4%         £3.70           Cadw         Chepstow Castle         HP         N         117108         94333         94647         24.1%         24.1%           Cadw         Congeran Castle (Cadw)         HP         N         18589         15023         -23.8%         £3.20           Cadw         Conwy Castle         HP         N         17556         13411         13414         30.9%         £3.20           Cadw         Donkydelan Castle         HP         N         4737         4337         3540         4.2%           NT         Erddig         HP         N         141470         109960         108234         2.8.7%         5.3.20           Cadw										
LA         Carew Castle & Tidal Mill         HP         SW         37017         37413         34850         -1.1%         £4.50           Cadw         Careg Cennen Castle         HP         SW         19650         2421         2450         -3.09%         £3.80           Cadw         Castell Coch         HP         SE         68554         4.45%         £3.70           LA         Castell Henlys Iron Age Fort         HP         SW         27090         24844         28949         -8.1%         £4.50           Cadw         Chepstow Castle         HP         N         117108         94353         94647         24.1%           Cadw         Conwy Castle         HP         N         117108         94353         94647         24.1%           Cadw         Conwy Castle         HP         N         17556         13411         13414         30.9%         2.7%         2.4.70           Cadw         Conwy Suspension Bridge         HP         N         4737         14373         3440         4.2%         2.7%         2.10         2.16         2.17%         2.10         2.16         2.10         2.7%         2.10         2.16         2.17%         2.10         2.16 <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></t<>										
Cadw         Carreg Cennen Castle         HP         SW         19650         28421         24590         -30.9%         £3.80           Cadw         Castell Coch         HP         SE         68535         7745         68544         4.5%         £4.50           Cadw         Chepstow Castle         HP         SE         59875         57899         60742         3.4%         £3.70           NT         Chirk Castle         HP         N         117108         94353         9467         24.1%         £4.50           Cadw         Cilgerran Castle (Cadw)         HP         N         186897         18147         16368         2.7%         £3.20           Cadw         Coinwy Suspension Bridge         HP         N         17556         13411         30.9%         £3.10           Cadw         Dolwyddelan Castle         HP         N         4747         10960         108234         28.7%           PO         Foldig         HP         N         141470         109960         108234         28.7%           PO         Foldig         HP         N         141470         10960         108234         28.7%           PO         Foldig         HP <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>£4.50</td></t<>										£4.50
Cadw         Castell Coch         HP         SE         68535         71745         68544         -4.5%         £3.70           LA         Castell Henllys Iron Age Fort         HP         SW         27090         29484         29494         -8.1%         £4.50           Cadw         Chepstow Castle         HP         N         117108         94353         94647         24.1%           Cadw         Cilgerran Castle (Cadw)         HP         N         118697         181947         163668         2.7%         £4.70           NT         Conwy Castle         HP         N         17556         13411         13411         30.9%         £3.20           Cadw         Cricich Castle         HP         N         17556         3241         37196         34213         18.8%         £3.10           Cadw         Denbigh Castle         HP         N         4457         4387         3540         4.2%         116         2.7%         £3.70           Cadw         Denbigh Castle         HP         N         4457         4387         3540         4.2%         5.75           Cadw         Haflech Castle         HP         M         92347         94340         85659										
LA         Castell Henliys Iron Age Fort         HP         SW         27090         29484         28949         -8.1%         £4.50           Cadw         Chepstow Castle         HP         SE         59875         57899         60742         3.4%         £3.70           Cadw         Cilgerran Castle (Cadw)         HP         N         117108         94353         94647         24.1%           Cadw         Conwy Castle         HP         N         18598         15023         23.8%         £3.20           Cadw         Conwy Castle         HP         N         186897         181947         163668         2.7%         £4.70           Cadw         Donwy Castle         HP         N         42321         13.8%         £3.10           Cadw         Donwyddelan Castle         HP         N         44737         4337         540         4.2%           Cadw         Harlech Castle         HP         N         141470         10960         108234         28.7%           PO         Foldy Tower         HP         M         92477         94340         86569         -2.1%         £3.70           PO         Judge's Lodging         HP         M         8588 <td></td> <td>-</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>		-								
Cadw         Chepstow Castle         HP         SE         59875         57899         60742         3.4%         £3.70           NT         Chirk Castle         HP         N         117108         94353         94647         24.1%           Cadw         Cigreran Castle (Cadw)         HP         N         181987         181947         163668         2.7%         £4.70           NT         Conwy Suspension Bridge         HP         N         17556         13411         13411         30.9%           Cadw         Croiceth Castle         HP         N         17566         34213         13.8%         £3.10           Cadw         Dobwyddelan Castle         HP         N         4573         4367         3540         4.2%           PO         Folly Tower         HP         N         44170         109960         108234         28.7%           PO         Folly Tower         HP         SE         1284         1250         1116         2.7%           Cadw         Kidwelly Castle         HP         M         92347         94340         85659         -2.1%         £3.70           Cadw         Larghchiro by Palace         HP         M         92347										
NT         Chrk Casile         HP         N         117108         94353         94647         24.1%           Cadw         Cilgerran Castie (Cadw)         HP         SW         18598         15023         23.8%         £3.20           Cadw         Conwy Castle         HP         N         186897         18141         13411         30.9%           Cadw         Criccieth Castle         HP         N         42321         37196         34213         13.8%         £3.10           Cadw         Dolwyddelan Castle         HP         N         4257         4387         3540         4.2%           Cadw         Dolwyddelan Castle         HP         N         141470         109960         108234         28.7%           Cadw         Harlech Castle         HP         M         141470         109960         108234         28.7%         £3.70           PO         Folly Tower         HP         M         85859         -2.1%         £3.70           PO         Judge's Lodging         HP         M         8588         9890         10367         -13.2%         £5.75           Cadw         Kirwelly Castle         HP         SW         4560         4424										
Cadw         Cilgeran Castle (Cadw)         HP         SW         18598         15023         23.8%         £3.20           Cadw         Convy Castle         HP         N         186987         181947         163668         2.7%         £4.70           NT         Convy Suspension Bridge         HP         N         17556         1311         1311         30.9%           Cadw         Criccieth Castle         HP         N         47373         4387         3540         4.2%           Cadw         Dolwyddelan Castle         HP         N         4573         4387         3540         4.2%           PO         Folly Tower         HP         N         141470         109960         108234         28.7%           Cadw         Harlech Castle         HP         N         4573         4387         3540         4.2%           Cadw         Harlech Castle         HP         N         92347         94340         85659         -2.1%         £3.10           NT         Kridwelly Castle         HP         M         92647         24657         24600         7.8%         £3.10           NT         Kridwelly Castle         HP         SE         4283		•								
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         9755         -9.2%         £3.20           Cadw         Delwigh Castle         HP         N         4573         4387         3540         4.2%           Cadw         Dolwyddelan Castle         HP         N         4573         4387         3540         4.2%           NT         Erddig         HP         N         41470         10960         108234         28.7%           PO         Folly Tower         HP         SE         1284         1250         1116         2.7%         £3.70           PO         Judge's Lodging         HP         M         828457         24450         7.8%         £3.10           NT         Kymin (The)         HP         SE         4283         2822         3824         51.8%           Cadw         Lamphey Bishop's Palace         HP         SW         4050         4122         52.4         -1.7%										£3.20
NT         Convý Suspension Bridge         HP         N         17556         13411         13411         30.9%           Cadw         Criccieth Castle         HP         N         4231         37196         34213         13.8%         £3.10           Cadw         Dolwyddelan 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         N         141470         109960         108234         28.7%           Cadw         Harlech Castle         HP         M         8588         9890         10367         -13.2%         £5.75           Cadw         Kidwelly Castle         HP         SW         3050         4122         524         -1.7%         £3.20           Cadw         Lamphey Bishop's Palace         HP         SW         4050         4122         524         -1.7%         £3.20           Cadw         Langharm Castle         HP								163668		
Cadw         Criccieth Castle         HP         N         42321         37196         34213         13.8%         £3.10           Cadw         Denbigh Castle         HP         N         9777         10731         9675         -9.2%         £3.20           Cadw         Dolwyddelan Castle         HP         N         4573         4387         3540         4.2%           PO         Folly Tower         HP         N         141470         109960         108234         28.7%           PO         Folly Tower         HP         N         141470         109960         108234         28.7%           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         Laughes Lodging         HP         M         8568         9800         13326         -2.1%         £3.20           Cadw         Laugharne Castle         HP         SW         4050         4122         524         -1.7%         £3.20           Cadw         Landaff Cathedral			HP							
Cadw         Denbigh Castle         HP         N         9747         10731         9675         -9.2%         £3.20           Cadw         Dolwyddelan Castle         HP         N         4573         4387         3340         4.2%           NT         Erddig         HP         N         141470         109960         108234         28.7%           PO         Folly Tower         HP         N         92347         94340         85659         -2.1%         £3.70           PO         Judge's Lodging         HP         M         92347         94340         85659         -2.1%         £3.70           PO         Judge's Lodging         HP         M         92347         94340         85659         -2.1%         £3.70           PO         Judge's Lodging         HP         M         30687         28457         24600         7.8%         £3.10           NT         Kymin (The)         HP         SW         4050         4122         524         +1.7%         £3.20           Cadw         Laupharne Castle         HP         SW         11538         12540         9685         -8.0%         £3.20           Cadw         Laupharte Castle & Regimenta	Cadw		HP	Ν						£3.10
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%           PO         Judge's Lodging         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         SW         4050         4122         524         -1.7%         £3.20           Cadw         Langhrey Bishop's Palace         HP         SW         41538         12540         9685         -8.0%         £3.20           PO         Landaff Cathedral         HP         SE         44502         * 40854         47316         8.9%           PO         Landarif Cathedral         HP         M	Cadw	Denbigh Castle	HP	Ν	9747					
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         9980         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         11538         12540         9685         -8.0%         £3.20           Cadw         Langhare Castle         HP         M         31475         32269         32153         -2.5%           PO         Llanfyllin Workhouse         HP         M         200         *         -1.3%         £3.60           PO         Nantclwyd-Y-Dre         HP         N         3221	Cadw	-	HP	Ν	4573		4387			
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         SW         30687         28457         24600         7.8%         £3.10           Cadw         Lamphey Bishop's Palace         HP         SW         4050         4122         524         -1.7%         £3.20           Cadw         Laugharne Castle         HP         SW         4050         4122         524         -1.7%         £3.20           PO         Llandrff Cathedral         HP         SW         11538         12540         9685         -8.0%         £3.20           PO         Llandrff Cathedral         HP         M         200         *           53.60           PO         Mornouth Castle & Regimental Museum         HP         SE         13755         134645         120408         2.2%	NT	-	HP	Ν	141470		109960		28.7%	
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         SW         30687         28457         24600         7.8%         £3.20           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         Llandfl Cathedral         HP         M         200         *         *         *         4085         4310         9.5%         \$           PO         Llandfl Cathedral         HP         M         200         *         *         1.3%         £3.60           PO         National Assembly Debating Chamber         HP         SE         13755         *         1.4645	PO	Folly Tower	HP	SE	1284		1250	1116	2.7%	
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         41122         524         -1.7%         £3.20           Cadw         Laugharne Castle         HP         SW         4050         4122         524         -1.7%         £3.20           PO         Llandaff Cathedral         HP         SE         44502         * 40854         47316         8.9%           NT         Llanerchaeron         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         Norwegian Church         HP         SE         9318         127063         139925         -21.8%           Cadw         Oxwich Castle         HP         N         227433         186875	Cadw	-	HP	М	92347		94340			£3.70
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         41122         524         -1.7%         £3.20           Cadw         Laugharne Castle         HP         SW         4050         4122         524         -1.7%         £3.20           PO         Llandaff Cathedral         HP         SW         11538         12540         9685         -8.0%         £3.20           PO         Llandaff Cathedral         HP         SE         444502         * 40854         47316         8.9%           NT         Llanerchaeron         HP         M         200         *         -           PO         Monmouth Castle & Regimental Museum         HP         SE         44474         4085         4310         9.5%           LA         Nantclwyd-Y-Dre         HP         N         3281         132063         139925         -21.8%           PO         Norwegian Church         HP         SE         9318	PO	Judge's Lodging	HP	М	8588		9890	10367	-13.2%	£5.75
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         Monmouth Castle & Regimental Museum         HP         M         200         *         *           PO         Nantclwyd-Y-Dre         HP         N         3281         3325         -1.3%         £3.60           PO         Notional Assembly Debating Chamber         HP         SE         99318         127063         139925         -21.8%           PO         Norwegian Church         HP         SE         137595         * 134645         120408         2.2%           Cadw         Oxwich Castle         HP         N         35433         30086	Cadw		HP	SW	30687		28457	24600	7.8%	£3.10
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         Llandft Cathedral         HP         M         31475         32269         32153         -2.5%           PO         Llandrylin Workhouse         HP         M         200         *         -1.3%         £3.60           PO         Monmouth Castle & Regimental Museum         HP         SE         99318         1327063         139925         -21.8%         £3.60           PO         National Assembly Debating Chamber         HP         SE         99318         127063         139925         -21.8%         £2.80           NT         Ponrhyn Castle         HP         N         227433         186875         187271         21.7%         £2.80	NT		HP	SE	4283		2822	3824	51.8%	
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         *         -	Cadw		HP	SW	4050		4122	524	-1.7%	£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         Norwegian Church         HP         SE         99318         127063         139925         -21.8%           PO         Norwegian Church         HP         SE         137595         *         134645         120408         2.2%           Cadw         Oxwich 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         96721         73455 <td< td=""><td>Cadw</td><td></td><td>HP</td><td>SW</td><td>11538</td><td></td><td>12540</td><td>9685</td><td>-8.0%</td><td>£3.20</td></td<>	Cadw		HP	SW	11538		12540	9685	-8.0%	£3.20
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         99318         127063         139925         -21.8%           PO         Norwegian Church         HP         SE         137595         *         134645         120408         2.2%           Cadw         Oxwich Castle         HP         N         227433         186875         187271         21.7%           Cadw         Plas Mawr Elizabethan Town House         HP         N         35433         30086         25075         17.8%         £5.00           NT         Plas Newydd         HP         N         96721         73455         74589         31.7%           NT         Plas -yn-Rhiw         HP         N         15484         13322	PO	Llandaff Cathedral	HP	SE	44502	*	40854	47316	8.9%	
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         15484         13322         13366         16.2%           NT         Powis Castle & Ga	NT	Llanerchaeron	HP	М	31475		32269	32153	-2.5%	
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       35433       30086       25075       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       N       15484       13322       9.6%       2.2%         Cadw       Raglan C	PO	Llanfyllin Workhouse	HP	М	200	*				
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         107563         98141         98022         9.6%           NT         Powis Castle & Garden         HP         M         107563         98141         98022         9.6%           Cadw         Raglan Castle	PO	Monmouth Castle & Regimental Museum	HP	SE	4474		4085	4310	9.5%	
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         M         107563         98141         98022         9.6%           Cadw         Ruddlan Castle         HP <t< td=""><td>LA</td><td>Nantclwyd-Y-Dre</td><td>HP</td><td>Ν</td><td>3281</td><td></td><td>3325</td><td></td><td>-1.3%</td><td>£3.60</td></t<>	LA	Nantclwyd-Y-Dre	HP	Ν	3281		3325		-1.3%	£3.60
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         M         107563         98141         98022         9.6%           Cadw         Raglan Castle         HP         N         26339         25215         19391         4.5%         £3.20           Cadw         Rug Chapel         HP         N         3	PO	National Assembly Debating Chamber	HP	SE	99318		127063	139925	-21.8%	
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         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         M         107563         98141         98022         9.6%           Cadw         Ruddlan Castle         HP         N         26339         25215         19391         4.5%         £3.20           Cadw         Rug Chapel         HP         N         3989 <td>PO</td> <td>Norwegian Church</td> <td>HP</td> <td>SE</td> <td>137595</td> <td>*</td> <td>134645</td> <td>120408</td> <td>2.2%</td> <td></td>	PO	Norwegian Church	HP	SE	137595	*	134645	120408	2.2%	
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       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	Cadw	Oxwich Castle	HP	SW	8417		8661	8174	-2.8%	£2.80
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	NT	Penrhyn Castle	HP	Ν	227433		186875	187271	21.7%	
NT         Plas Newdd         HP         N         96721         73455         74589         31.7%           NT         Plas-yn-Rhiw         HP         N         15484         13322         13366         16.2%           NT         Powis Castle & Garden         HP         N         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	Cadw	Plas Mawr Elizabethan Town House	HP	Ν	35433		30086	25075	17.8%	£5.20
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			Ν	9319	*	11281	9026	-17.4%	£5.50
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	NT		HP	Ν	96721		73455	74589	31.7%	
CadwRaglan CastleHPSE577005900850873-2.2%£3.10CadwRhuddlan CastleHPN2633925215193914.5%£3.20CadwRug ChapelHPN398943533599-8.4%£3.80LARuthin GaolHPN98181057510134-7.2%£3.50	NT	Plas-yn-Rhiw	HP	Ν	15484		13322	13366	16.2%	
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	NT	Powis Castle & Garden		М	107563		98141	98022	9.6%	
Cadw         Rug Chapel         HP         N         3989         4353         3599         -8.4%         £3.80           LA         Ruthin Gaol         HP         N         9818         10575         10134         -7.2%         £3.50	Cadw	Raglan Castle		SE	57700		59008	50873	-2.2%	£3.10
LA Ruthin Gaol HP N 9818 10575 10134 -7.2% £3.50	Cadw	Rhuddlan Castle		Ν			25215	19391		£3.20
	Cadw		HP	Ν	3989		4353	3599	-8.4%	
LA Senedd-Dy Owain Glyndwr HP M 1896 2059 3000 -7.9% £2.00										
	LA	Senedd-Dy Owain Glyndwr	HP	Μ	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	Ν	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	Μ	4736		4826	3441	-1.9%	£3.20
PO	The Old Market Hall	HP	Μ	2550					
Cadw	Tintern Abbey	HP	SE	67783		68259	60911	-0.7%	£3.70
LA	Tredegar House	HP	SE	30967			20050		£6.50
Cadw	Tretower Court & Castle	HP	Μ	13636			9843		
NT	Tudor Merchant's House	HP	SW	20199		19283	19705	4.8%	
NT	Ty Mawr Wybrnant	HP	Ν	5536		5199	5199	6.5%	
PO	Usk Castle	HP	SE	5310	*	6102		-13.0%	
Cadw	Valle Crucis Abbey	HP	Ν	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%	20.00
PO	Abertillery & District Museum	MAG	SE	6000	*	5500	11430	9.1%	
PO	Amgueddfa Syr Henry Jones	MAG	N	522		0000	11400	0.170	£2.00
LA	Bersham Heritage Centre	MAG	N	9087		8668	7298	4.8%	22.00
G	Big Pit: National Coal Museum	MAG	SE	155631		164696	165151	-5.5%	
U	Blaenavon Community Heritage & Cordell	1111/10	0L	100001		104000	100101	0.070	
PO	Museum	MAG	SE	411		1287	949	-68.1%	£1.00
LA	Bodelwyddan Castle	MAG	Ν	38735		34555	39472	12.1%	
LA	Brecknock Museum & Art Gallery	MAG	М	20629		20169	19257	2.3%	£1.00
PO	Caernarfon Air World	MAG	Ν	7250			5000		£6.50
PO	Caernarfon Maritime Museum	MAG	Ν	1141		1282	1090	-11.0%	£1.00
LA	Caldicot Castle	MAG	SE	22360		27513	26582	-18.7%	
PO	CARAD Chronicles Community Museum	MAG	М	2143	*	887		141.6%	£4.50
LA	Carmarthenshire County Museum	MAG	SW	12729		12889	14030	-1.2%	
LA	Ceredigion Museum	MAG	М	31814		34688	35010	-8.3%	
LA	Chepstow Museum	MAG	SE	25174			18829		
LA	Conwy Mussel Museum	MAG	Ν	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	М	2500	*				
PO	Internal Fire, Museum of Power	MAG	М	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	Llancaiach Fawr Manor	MAG	SE	45587			57074		£6.50
PO	Llangollen Motor Museum	MAG	Ν	4711		5845	5257	-19.4%	£3.50
LA	Llanidloes Museum	MAG	М	2455		2967	3157	-17.3%	£1.00
LA	Llanrwst Almshouses	MAG	Ν	2632					
PO	Llantarnam Grange Arts Centre	MAG	SE	48100					
LA	Monmouth Museum	MAG	SE	23286		21343		9.1%	
PO	Museum of Modern Art	MAG	М	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	Ν	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	М	1099		1111	1862	-1.1%	£1.00
PO	Old Bell Museum	MAG	М	2506	*	2331	1926	7.5%	£1.00
LA	Oriel Ynys Mon	MAG	N	83267	î	40070	10015	47 404	
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	040070	-4.6%	<u> </u>
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 Rhondda Heritage Park	MAG	N	15319 42148		16623	15074	-7.8%	
LA	5	MAG	SE			49304	45274	-14.5%	
PO NT	Royal Cambrian Academy of Art St David's Visitor Centre	MAG MAG	N SW	32881					
PO	St David's Visitor Centre St Donats Arts Centre	MAG	SE	118153	*				
РО G	St Donats Arts Centre St Fagans: National History Museum	MAG	SE	37600 610155		628804	617979	-3.0%	
LA	Swansea Museum	MAG	SW	109016		020004 216435	175604	-3.0%	
LA	Swansta Mustulli	MAG	300	109010		210400	173004	-49.0%	

Owner	Name	Category	Region	2010		2009	2008	2010/2009	£Adult
LA	Swansea Museum - Floating Exhibits	MAG	SW	13760	*	7035	11283	95.6%	
PO	Techniquest	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	Μ	12958		15693	15326	-17.4%	£4.00
PO	Ty Gwyn & Ty Crwn	MAG	Ν	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	Ν	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	Ν	200000	*	200000	220000	0.0%	£7.50
LA	Elliot Colliery Winding House	Ind	SE	8657					
PO	GreenWood Forest Park	Ind	Ν	117446		135646		-13.4%	£10.85
PO	Inigo Jones Slateworks	Ind	Ν	24610		27250	24890	-9.7%	£4.50
PO	Llanfair Caverns	Ind	Μ	16500	*		16500		£4.95
PO	Llechwedd Slate Caverns	Ind	Ν	90807		99168	102620	-8.4%	£9.50
PO	Meirion Mill	Ind	Μ	29000	*				
PO	Melin Tregwynt	Ind	SW	25000	*	30000	40000	-16.7%	
LA	Minera Country Park & Iron Works	Ind	Ν	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	Μ	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%	Littaur
LA	Alyn Waters Country Park Visitor Centre	CP	N	90991		_0_0.	84291	20.070	
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	М	154204	*				
NT	Colby Woodland Garden	CP	SW	33785		28377	27836	19.1%	
PO	Conwy Nature Reserve	CP	Ν	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	Cwmcarn 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	М	37773		39155		-3.5%	£3.50
LA	Dingle Local Nature Reserve	CP	Ν	54950					
LA	Dyffryn Gardens	CP	SE	56753	*	49398	39919	14.9%	£6.50
PO	Elan Valley Visitor Centre	CP	Μ	138824		166003		-16.4%	
PO	Ellins Tower Seabird Centre	CP	Ν	26800	*				
PO	Garwnant Visitor Centre	CP	SE	110000	*				
PO	Glansevern Hall Gardens	CP	М	3820		3487	4055	9.5%	£5.00
PO	Greenfield Valley Heritage Park	CP	Ν	26882					£3.80
PO	Gypsy Wood Park	CP	Ν	14153		11209	7400	26.3%	£5.50
PO	Hergest Croft Gardens	CP	М	12009		11247	10444	6.8%	£6.00
LA	Holyhead Breakwater Country Park	CP	Ν	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	М	21585			21823		
PO	Trefriw Wells Spa	CP	Ν	480	*		508		£2.50
LA	Ty Mawr Country Park Visitor Centre	CP	Ν	71695			72249		
PO	Tyddyn Mon	CP	Ν	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	Ν	4436	*				
LA	Greenmeadow Community Farm	WL	SE	55156		48521	50384	13.7%	£5.00
PO	Magic of Life Butterfly House	WL	Μ	8939		10309		-13.3%	£6.50
LA	Moelfre Seawatch	WL	Ν	18138	*	16844	17734	7.7%	
LA	Ocean Lab	WL	SW	88743					
PO	Park Hall Countryside Experience	WL	Μ	55000	*		73000		£6.95
PO	Pembrokeshire Sheepdogs	WL	SW	2253	*	2500		-9.9%	£5.00
PO	The Animalarium	WL	Μ	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	Ν	94635			81529		£7.95
PO	Six Piers Ltd	Theme	Ν	180000	*				
LA	Sky Tower	Theme	Ν	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	Μ	45493		58387		-22.1%	£3.50
PO	Bala Lake Railway	R/T	Μ	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	Ν	129026	*	131767		-2.1%	£18.50
LA	Great Orme Tramway	R/T	Ν	117021		147382	146559	-20.6%	
PO	Gwili Steam Railway	R/T	SW	25957			25000		£6.00
PO	Llanberis Lake Railway	R/T	Ν	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	Ν	9940		9005	9192	10.4%	
PO	Snowdon Mountain Railway	R/T	Ν	142199		157570	123703	-9.8%	£25.00
PO	Teifi Valley Railway	R/T	Μ	16790	*	17991	18706	-6.7%	£6.00
PO	The Narrow Guage Railway Museum	R/T	Ν	18707					
PO	Welsh Highland Heritage Railway	R/T	Ν	20894		21942	22196	-4.8%	£6.00
PO	Welsh Highland Railway	R/T	Ν	64082	*	72159		-11.2%	£28.00

Appendix

Survey letter and questionnaire

PLEASE NOTE THE LETTER AND OUESTIONNAIRE 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. Pennestvars

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)
	ii. Visits numbers in 2010 for <u>paid visits only</u>
2	Please write in the <u>paid</u> and <u>free</u> visits for each month. If closed strike through month. January
	February   August
	March September
	April October
	May November
	June December
3	What method/s are used for recording / estimating visitor numbers? Please tick all that apply.
	From ticket sales and/or group booking sales Estimate only on the basis of sample count
	Mechanical or electronic method of counting Estimate only
	Manual method of counting numbers Other (please specify)
4	What percentage of visitors in 2010 (paid and free) were:
	Adults %
	=100% Are these percentages: exact? An estimate?
	Children %
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 % Wales % =100%
	Rest of UK (excl. Wales) %

## OPERATIONS

	Up $\rightarrow$ If known, what was the %
	Similar
	Down $\longrightarrow$ If known, what was the $\%$
11	What is the estimated average revenue <u>per visitor</u> in each of the categories below – excluding revenue from special events outside normal opening hours or private hire. <i>Please include VAT. Per visitor figure is total spend for eac category divided by total visitors to your attraction overall</i>
	Admissions (A) $\pounds$ $\phi$ $p$
	Donations (B) £ p
	Catering (C) £ p Total overall average spend (A+B+C+D+E) £
	Retail (D) $\pounds$ $p$
	Other (E) £ p
12	Did you make any kind of upgrade or improvements to your attraction in 2010 (excluding 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:
14 15 16	Did you provide any visitor information and/or tours in the following languages in Welsh French Germ
15 16	Did you provide any visitor information and/or tours in the following languages in Welsh French Germ
15 16	Did you provide any visitor information and/or tours in the following languages in Welsh French Germ Do you intend to provide any visitor information and/or tours in the following Welsh French Germ
15 16 HU	Did vou provide any visitor information and/or tours in the following languages in Welsh French Germ Do you intend to provide any visitor information and/or tours in the following Welsh French Germ
15 16 HU	Did you provide any visitor information and/or tours in the following languages in       Welsh       French       Germ         Do you intend to provide any visitor information and/or tours in the following       Welsh       French       Germ         IMAN RESOURCES         How many people were employed in any tourism-related activities in the attraction in 2010, including yourself, wor
15 16 HU	Did vou provide any visitor information and/or tours in the following languages in       Welsh       French       Germ         Do you intend to provide any visitor information and/or tours in the following       Welsh       French       Germ         IMAN RESOURCES         How many people were employed in any tourism-related activities in the attraction in 2010, including yourself, wor owners, self-employed and/or any volunteers?
15 16 HU	Did you provide any visitor information and/or tours in the following languages in       Welsh       French       Germ         Do you intend to provide any visitor information and/or tours in the following       Welsh       French       Germ         JMAN RESOURCES         How many people were employed in any tourism-related activities in the attraction in 2010, including yourself, wor owners, self-employed and/or any volunteers?       Permanent full-time       Seasonal full-time       Volunteers full-time
15 16 HU 17	Did you provide any visitor information and/or tours in the following languages in       Welsh       French       Germ         Do you intend to provide any visitor information and/or tours in the following       Welsh       French       Germ         IMAN RESOURCES         How many people were employed in any tourism-related activities in the attraction in 2010, including yourself, wor owners, self-employed and/or any volunteers?       Permanent full-time       Seasonal full-time       Volunteers full-time         Permanent part-time       Seasonal part-time       Volunteers seasonal
15 16 HU 17	Did you provide any visitor information and/or tours in the following languages in       Welsh       French       Germ         Do you intend to provide any visitor information and/or tours in the following       Welsh       French       Germ         IMAN RESOURCES         How many people were employed in any tourism-related activities in the attraction in 2010, including yourself, wor owners, self-employed and/or any volunteers?         Permanent full-time       Seasonal full-time       Volunteers full-time         Permanent part-time       Seasonal part-time       Volunteers seasonal         In 2010 did you have any difficulties recruiting and/or retaining staff?       In 2010 did you have any difficulties recruiting and/or retaining staff?
15 16 HU 17	Did you provide any visitor information and/or tours in the following languages in       Welsh       French       Germ         Do you intend to provide any visitor information and/or tours in the following       Welsh       French       Germ         IMAN RESOURCES         How many people were employed in any tourism-related activities in the attraction in 2010, including yourself, wor owners, self-employed and/or any volunteers?         Permanent full-time       Seasonal full-time       Volunteers full-time         Permanent part-time       Seasonal part-time       Volunteers seasonal         In 2010 did you have any difficulties recruiting and/or retaining staff?       Recruiting       Yes       No       NA       → Please give reason         Retaining       Yes       No       NA       → Please give reason
15 16 HU 17	Did you provide any visitor information and/or tours in the following languages in       Welsh       French       Germ         Do you intend to provide any visitor information and/or tours in the following       Welsh       French       Germ         IMAN RESOURCES         How many people were employed in any tourism-related activities in the attraction in 2010, including yourself, wor owners, self-employed and/or any volunteers?         Permanent full-time       Seasonal full-time       Volunteers full-time         Permanent part-time       Seasonal part-time       Volunteers seasonal         In 2010 did you have any difficulties recruiting and/or retaining staff?       No       NA       → Please give reason