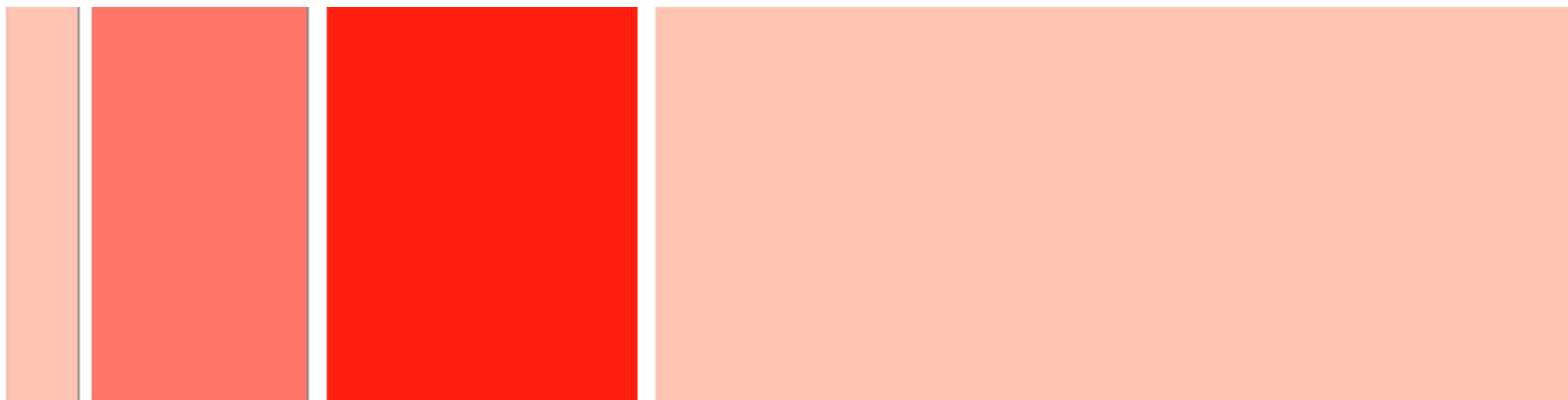


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Tourism Profile – Mid Wales 2016 - 2018



Title: Tourism Profile – Mid Wales 2016 - 2018
Subtitle: Summary of tourism trends for the Mid Wales region

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Researcher: Sean Homer

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

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This report contains tourism-related data for the Mid Wales region for the period 2016-2018 providing comparisons with the overall GB level, all-Wales level and the other regions of Wales. Please refer to the other three Wales regional tourism profiles also and the local authority profile for comparative information.

Following the advice of the Office for National Statistics, in order to maximise statistical robustness, figures are presented as annual averages over 3 years. 2018 is the most recent year for which we have detailed data at this level of geography and so the profiles contain the most up-to-date information currently available.

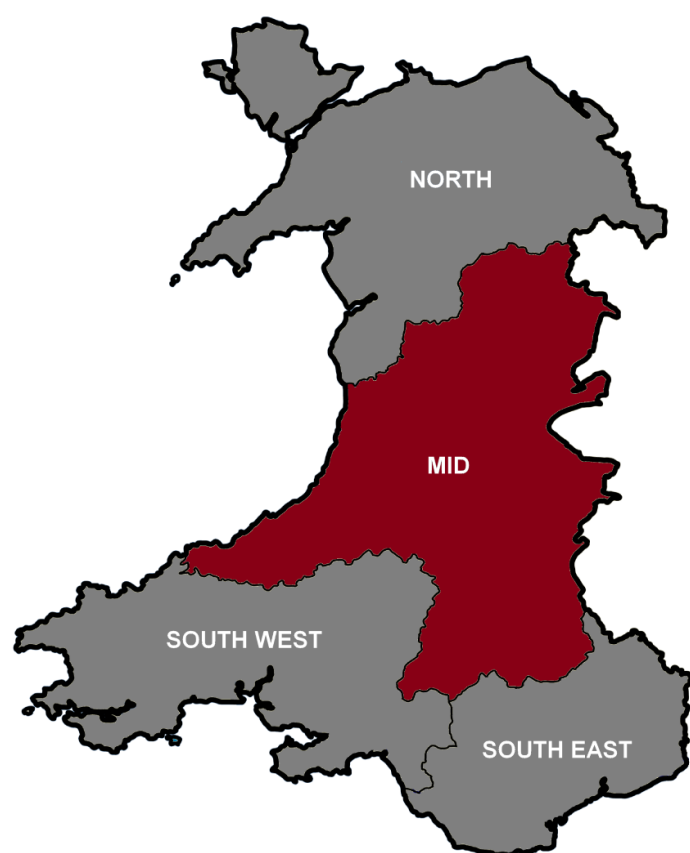
The profiles contain tables on domestic overnight, international overnight and domestic day visitors to Wales, occupancy rates, bedstock supply information as well as employment statistics covering the tourism sector.

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1. Overview and Key Points



In 2016-2018, Mid Wales accounted for 20 per cent of overnight domestic GB trips, 10 per cent of international visits and 11 per cent of Tourism Day visits to Wales.

All tourism

Overall, the annual average expenditure on all tourism (overnight domestic GB trips, international visits and Tourism Day visits) to Mid Wales increased by 2 per cent between 2015-2017 and 2016-2018 to £755 million per year. In comparison, tourism related expenditure in Wales increased by 4 per cent to £6.315 billion.

Please refer to [Table 1.0](#)

Overnight Domestic GB Visitors

The annual average volume of overnight domestic GB trips between 2015-2017 and 2016-2018 to Mid Wales increased by 8 per cent to 1.887 million, whereas for all Wales it decreased by 1 per cent to 9.451 million.

In addition, over the same period, related

expenditure in Mid Wales increased by 3 per cent to £314 million, whereas for all Wales it decreased by 2 per cent to £1,723 million. *Please refer to [Table 1.1](#)*

International Visitors

Between 2015-2017 and 2016-2018, the annual average volume of international visits to Mid Wales remains unchanged at 107,000. Moreover, related expenditure decreased by 13 per cent to £54 million. On the other hand, during the same period, the volume of international visits to Wales increased by 1 per cent to 1.060 million, while related expenditure increased by 2 per cent to £446 million. *Please refer to [Table 1.2](#)*

Tourism Day Visits

Between 2015-2017 and 2016-2018, the annual average volume of Tourism Day visits to Wales increased by 3 per cent to 99 million, in Mid Wales it remained unchanged at 11 million. Over the same period across Wales, related expenditure increased by 8 per cent to £4,146 million, whereas for Mid Wales it increased by 4 per cent to £388 million. *Please refer to [Table 1.3](#)*

Overall expenditure by tourists to Mid Wales has increased between 2015-2017 and 2016-2018

Table 1.0 Expenditure (£ millions) by Three Year Annual Averages for Overnight GB Domestic Trips, International Visits and Tourism Day Visits

Source: Great Britain Tourism Survey, International Passenger Survey & Great Britain Day Visits Survey

	Spend (£ millions)		
	2015-2017	2016-2018	% change
GB	£112,376	£113,583	1%
Wales	£6,052	£6,315	4%
North Wales	£1,535	£1,636	7%
Mid Wales	£740	£755	2%
South East Wales	£2,226	£2,304	4%
South West Wales	£1,218	£1,282	5%

Expenditure on all types of tourism in Mid Wales in 2016-2018 had increased by 2 per cent compared with the previous period, lower than the 4 per cent increase seen across Wales overall.

Domestic overnight trips and expenditure to Mid Wales increased between 2015-2017 and 2016-2018 more than any other region in Wales

Table 1.1 Volume of Overnight Domestic GB Trips (millions) and Related Expenditure (£ millions) - Three Year Annual Averages

Source: Great Britain Tourism Survey

	Trips (millions)		
	2015-2017	2016-2018	% change
GB	121.519	119.562	-2%
Wales	9.593	9.451	-1%
North Wales	3.428	3.378	-1%
Mid Wales	1.740	1.887	8%
South East Wales	2.463	2.252	-9%
South West Wales	1.890	1.862	-2%
	Spend (£ millions)		
	2015-2017	2016-2018	% change
GB	£23,862	£23,574	-1%
Wales	£1,764	£1,723	-2%
North Wales	£613	£626	2%
Mid Wales	£304	£314	3%
South East Wales	£422	£373	-11%
South West Wales	£384	£374	-3%

Domestic overnight trips in Mid Wales saw both the largest increase in volume (8 per cent) between 2015-2017 and 2016-2018 and the largest increase in related spending (3 per cent) of all Welsh regions.

International visits to Mid Wales between 2015-2017 and 2016-2018 remained level, in line with Wales overall, though spending on trips in Mid Wales fell by 13 per cent

Table 1.2 Volume of International Visits (millions) and Related Expenditure (£ millions) - Three Year Annual Averages

Source: International Passenger Survey

Visits (millions)			
	2015-2017	2016-2018	% change
GB	39.000	40.164	3%
Wales	1.050	1.060	1%
North Wales	0.298	0.303	2%
Mid Wales	0.107	0.107	0%
South East Wales	0.526	0.525	0%
South West Wales	0.203	0.198	-3%
Spend (£ millions)			
	2015-2017	2016-2018	% change
GB	£25,749	£26,631	3%
Wales	£438	£446	2%
North Wales	£92	£90	-2%
Mid Wales	£62	£54	-13%
South East Wales	£192	£196	2%
South West Wales	£84	£95	13%

Between 2015-2017 and 2016-2018, Mid Wales saw related spending on international visits fall by 13 per cent, the largest decrease of all regions. Volume of visits remained level over the same period, implying a decrease in spending per visit.

Tourism day visit numbers to Mid Wales between 2015-2017 and 2016-2018 remained unchanged, whilst expenditure increased though less than for Wales on average

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

Source: Great Britain Day Visits Survey

Visits (millions)			
	2015-2017	2016-2018	% change
GB	1,794	1,777	-1%
Wales	96	99	3%
North Wales	24	25	3%
Mid Wales	11	11	0%
South East Wales	38	39	2%
South West Wales	22	24	9%
Spend (£ millions)			
	2015-2017	2016-2018	% change
GB	£62,765	£63,378	1%
Wales	£3,850	£4,146	8%
North Wales	£830	£920	11%
Mid Wales	£374	£388	4%
South East Wales	£1,612	£1,735	8%
South West Wales	£750	£813	8%

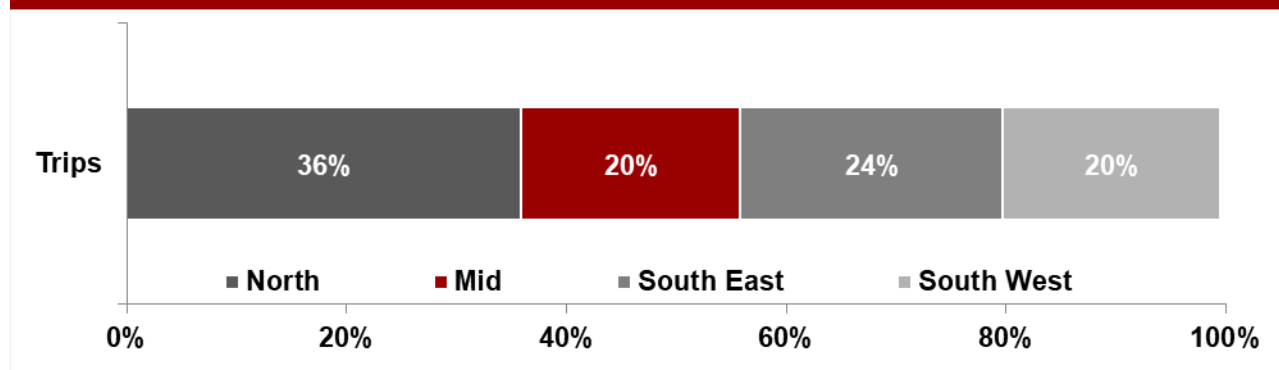
The volume of Tourism Day visits in Mid Wales remained level between 2015-2017 and 2016-2018, whereas all other regions of Wales saw an increase in volume of Tourism Day visits to 2016-2018. Related expenditure increased by 4 per cent during the same period in Mid Wales, the lowest increase of all regions.

2. Overnight Domestic GB Visitors

All the data used for this section has been sourced from the [Great Britain Tourism Survey](#). Figures shown are the averages taken over three years, 2016-2018, unless stated otherwise. Full data in [Table 8.1](#).

Figure 2.0 Proportion (%) of Overnight Domestic GB Trips to Wales by Welsh Region – Three Year Average Annual 2016-2018

Source: Great Britain Tourism Survey

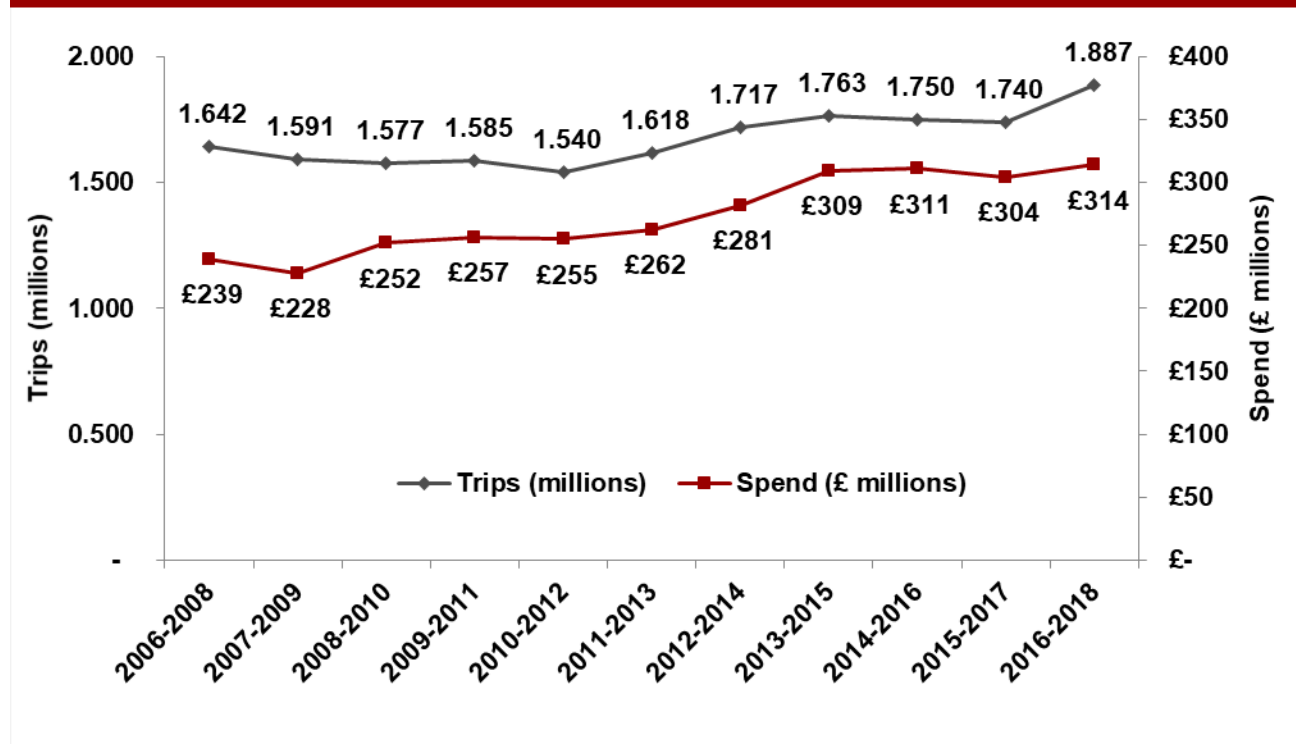


Over the period of 2016-2018, Mid Wales received an average of 1,887,000 domestic overnight visitors per year. Over this same period these visitors contributed £314 million per year to the Welsh economy. Mid Wales received 20 per cent of all overnight domestic visitors to Wales.

Volume of Trips and Related Expenditure

Figure 2.1 Overnight Domestic GB Trips (millions) and Related Expenditure (£ millions) to Mid Wales - Three Year Annual Averages

Source: Great Britain Tourism Survey

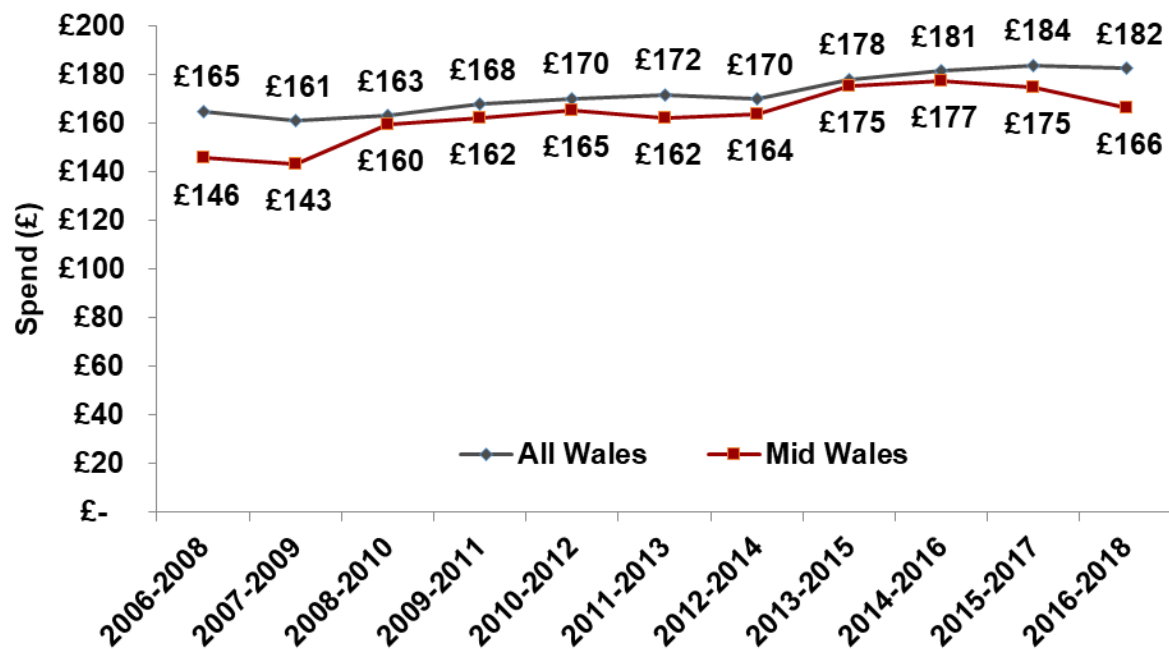


Spend generated by overnight domestic GB visitors in Mid Wales has largely continued to grow over the years, reaching £314 million in 2016-2018. From 2010-2012 to 2013-2015 there have been continued increases in the volume of trips to Mid Wales, with minor decreases in 2015-2017 before increasing to 1,887 thousand trips in 2016-2018.

Average Spend per Trip

Figure 2.2 Average Spend per Overnight Domestic GB Trip (£) to Wales and Mid Wales - Three Year Annual Averages

Source: Great Britain Tourism Survey

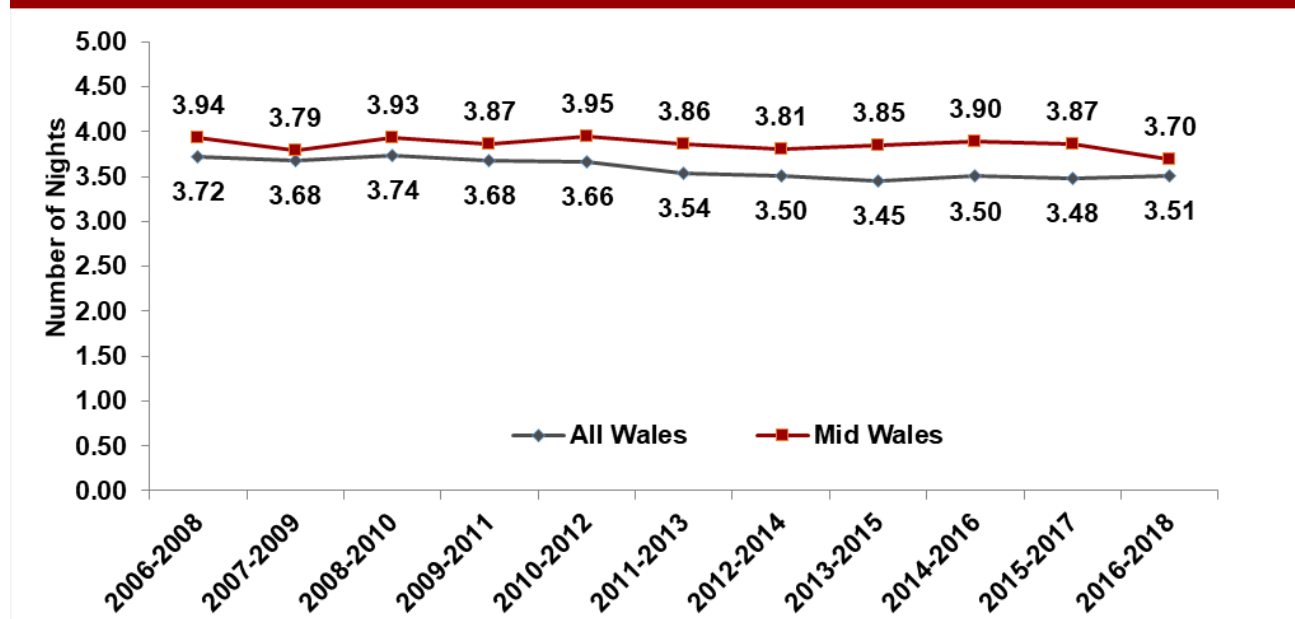


Average spend per overnight domestic GB trip in Mid Wales continuously increased post 2011-2013, reaching £177 per trip in 2014-2016, just under the all Wales average of £181. However, this has since decreased to an average of £166 per trip to Mid Wales in 2016-2018, whereas the Wales average has remained more level at £182 in 2016-2018.

Average Number of Nights per Trip

Figure 2.3 Average Numbers of Nights per Overnight Domestic GB Trip to Wales and Mid Wales – Three Year Annual Averages

Source: Great Britain Tourism Survey



The average number of nights per overnight domestic GB trip to both Mid Wales and Wales overall has remained relatively consistent over the years. Since 2006-2008, the average number of nights taken on a trip to Mid Wales (3.70 nights in 2016-2018) has consistently remained above the overall for Wales (3.51 nights in 2016-2018).

Purpose of Trip

Table 2.1 Volume of Overnight Domestic GB Trips (millions) by Purpose of Trip to All Wales and Mid Wales – Annual Average 2016-2018

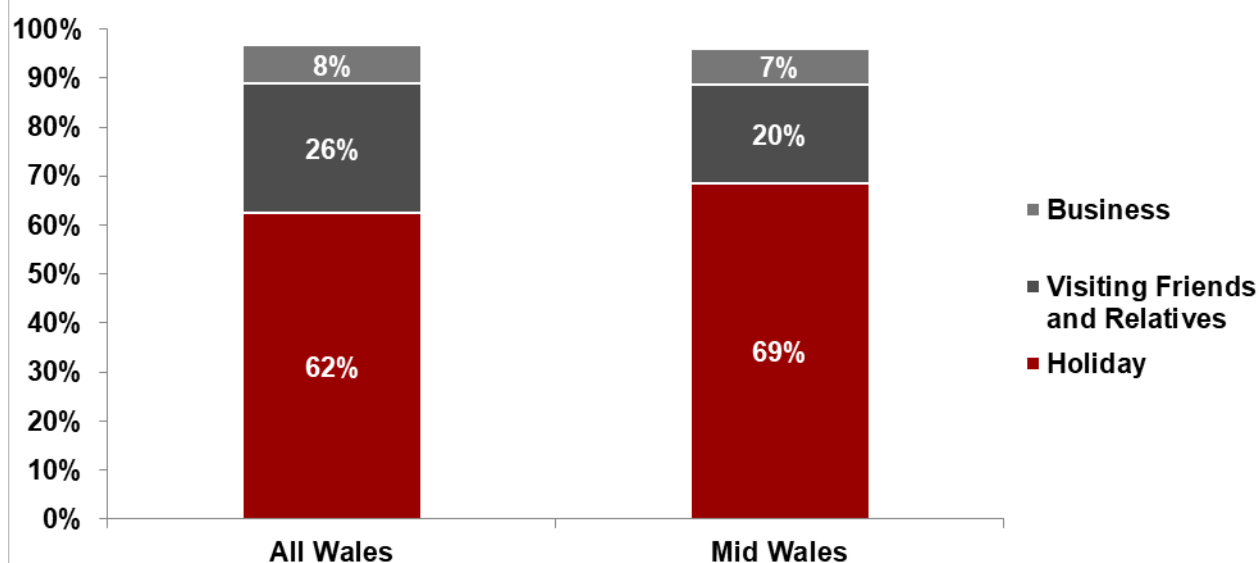
Source: Great Britain Tourism Survey

	All Wales	Mid Wales
Total Trips	9.451	1.887
Holiday	5.904	1.294
Visiting Friends and Relatives	2.492	0.381
Business	0.746	0.136

During 2016-2018, Mid Wales had the second highest proportion of overnight domestic GB trips visiting for a holiday in Wales (69 per cent) after North Wales with 73 per cent. The average for Wales overall being 62 per cent. In contrast, over the same period, 26 per cent of overnight domestic GB trips to all Wales were taken to visit friends and relatives, compared to 20 per cent in Mid Wales.

Figure 2.4 Proportion (%) of Overnight Domestic GB Trips to All Wales and Mid Wales by Purpose of Trip – Annual Average 2016-2018

Source: Great Britain Tourism Survey

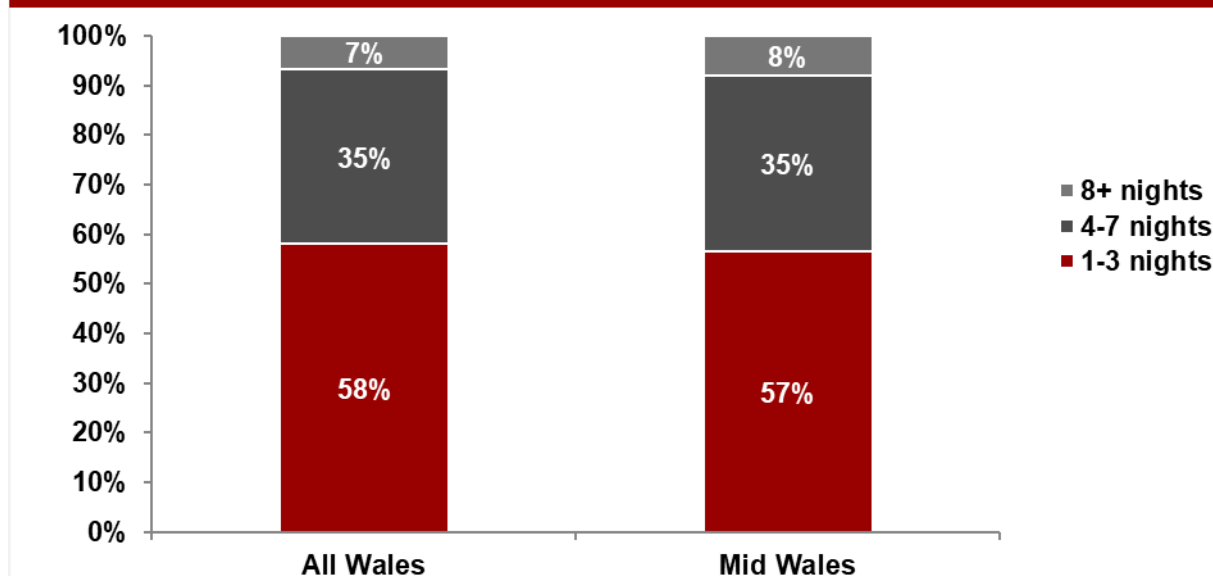


*Please note that the figures might not add to 100 per cent due to survey participants not answering this question or selecting 'Don't Know'/'Other'.

Duration of Holiday Trips

Figure 2.5 Proportion (%) of Overnight Domestic GB Holiday Trips by Duration of Trip to All Wales and Mid Wales - Annual Average 2016-2018

Source: Great Britain Tourism Survey



For holiday visits to Mid Wales in 2016-18, the most popular length of stay was between 1-3 nights (57 per cent). This is comparable to the overall trend in Wales (58 per cent) for the same period.

Lifestage of Holiday Trips

Table 2.2 Volume of Overnight Domestic GB Holiday Trips (millions) by Lifestage to All Wales and Mid Wales – Annual Average 2016-2018

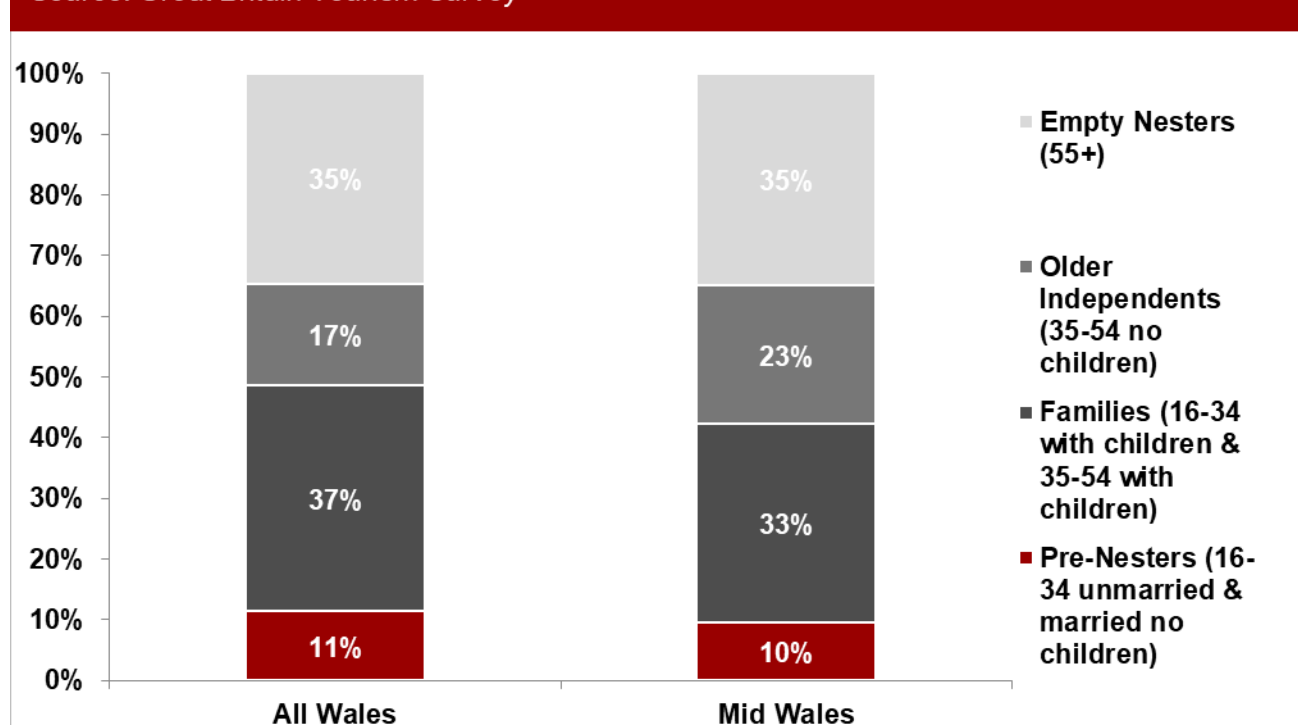
Source: Great Britain Tourism Survey

	All Wales	Mid Wales
Total Holiday Trips	5.904	1.294
Pre-Nesters (16-34 unmarried & married no children)	0.672	0.124
Families (16-34 with children & 35-54 with children)	2.198	0.422
Older Independents (35-54 no children)	0.991	0.295
Empty Nesters (55+)	2.041	0.453

During 2016-2018, the largest proportion of overnight domestic GB holiday trips to Mid Wales were made by empty nesters (35 per cent). Furthermore, Mid Wales had a higher proportion of Older Independents (23 per cent) compared to Wales overall (17 per cent). In contrast, Mid Wales had a lower proportion of Families (33 per cent) compared to Wales overall (37 per cent). The proportions of Empty Nesters and pre-nesters has been relatively stable over the past few years. The proportion of Families has increased slightly and the proportion of Older Independents has decreased slightly since 2015-2017.

Figure 2.6 Proportion (%) of Overnight Domestic GB Holiday Trips to All Wales and Mid Wales by Lifestage – Annual Average 2016-2018

Source: Great Britain Tourism Survey



Seasonality of Trips

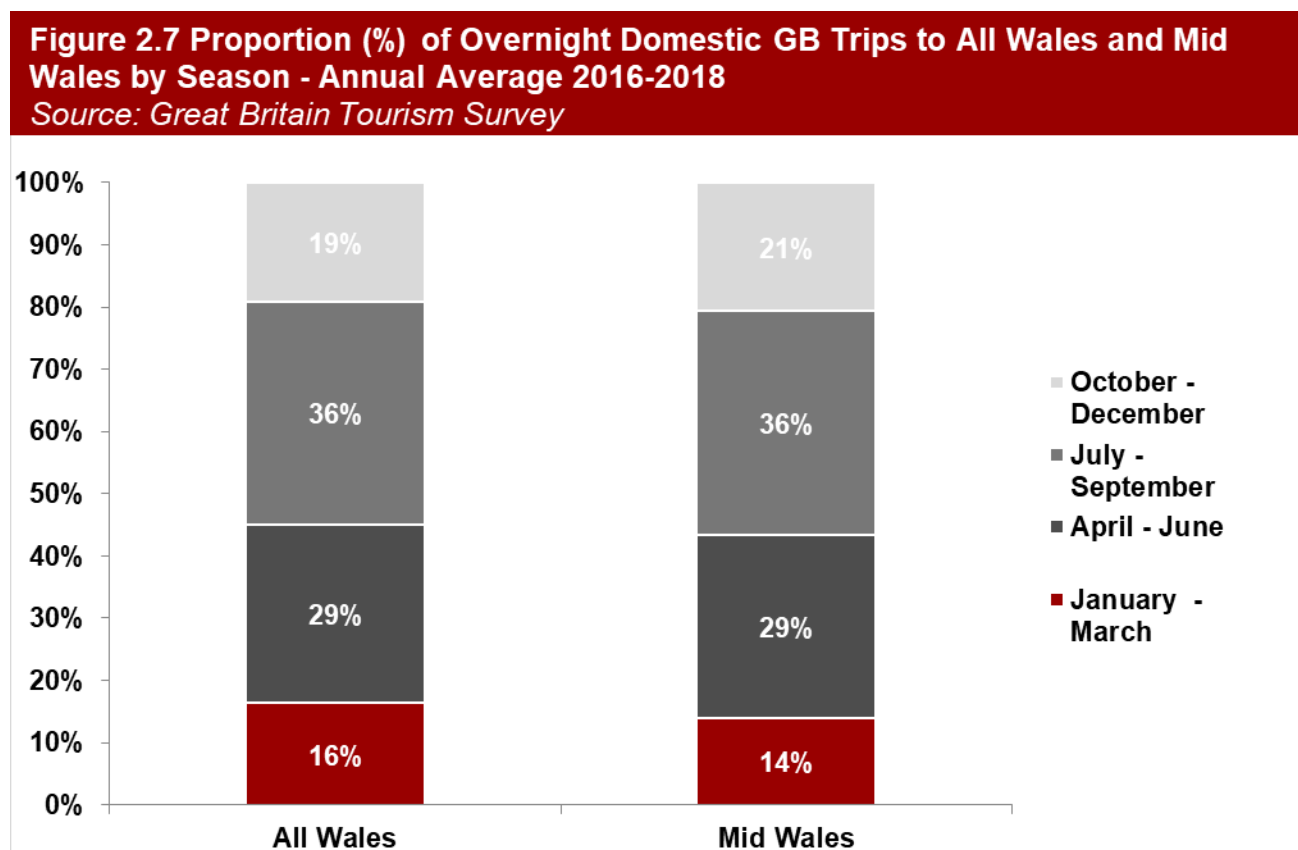


Figure 2.7 for Mid Wales reflects typical high and low season periods. Overnight domestic GB visitors tended to arrive during the summer months of July-September (36 per cent) or April-June (29 per cent), with Easter usually falling during the month of April.

During 2016-2018, Wales overall tended to have a slightly higher proportion than Mid Wales of visitors arriving between January-March (16 per cent and 14 per cent respectively) and a slightly lower proportion of visitors arriving between October-December (19 per cent and 21 per cent respectively). The proportions of visitors per season are broadly unchanged from 2015-2017.

Type of Place Visited

Table 2.4 Volume of Overnight Domestic GB Trips (millions) by Type of Place Visited to All Wales and Mid Wales – Annual Average 2016-2018

Source: Great Britain Tourism Survey

	All Wales	Mid Wales
Total Trips	9.451	1.887
Seaside	4.015	0.800
Large city / large town	1.738	0.088
Small town	1.789	0.437
Countryside / village	2.208	0.652

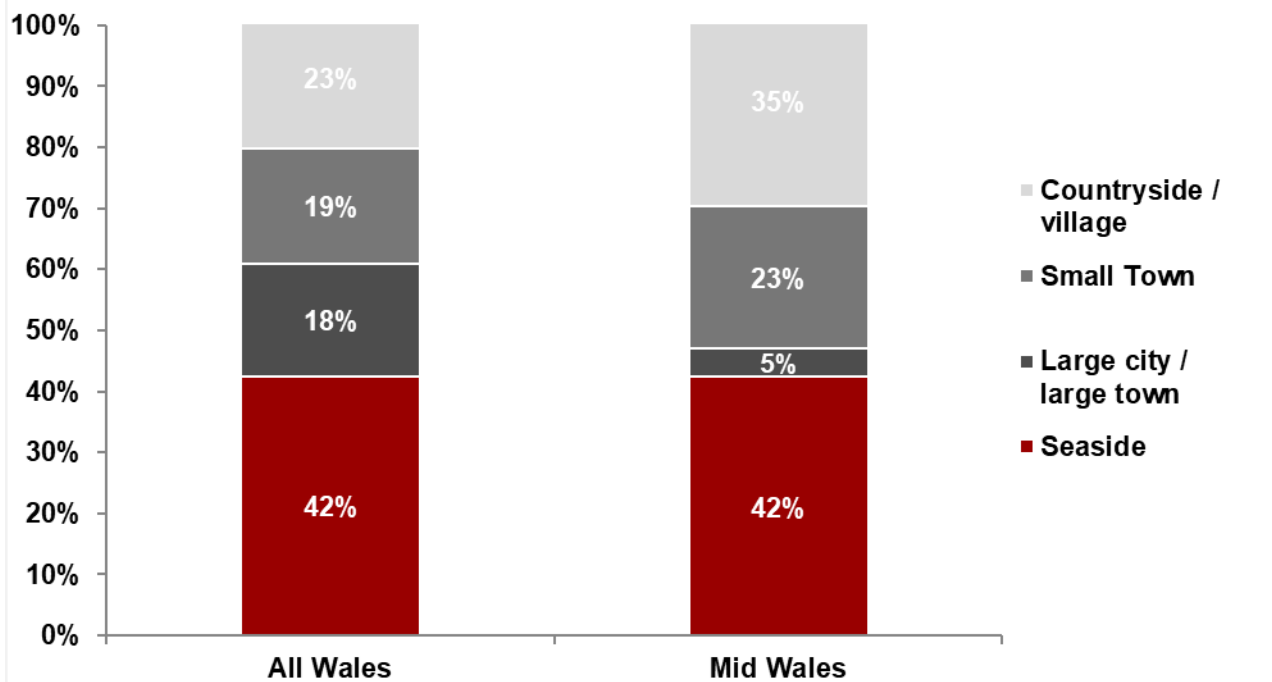
In 2016-2018 the most popular destination for overnight domestic GB visitors to Mid Wales was the seaside (42 per cent). In addition, 35 per cent of visitors to Mid Wales visited the countryside/village, a much higher proportion than the overall Wales average of 23 per cent.

The least popular destination to visit on an overnight domestic GB trip to Mid Wales in 2016-2018 was a large city or town (5 per cent) - the lowest proportion of all the Welsh regions. In contrast, 18 per cent of all overnight domestic GB trips to Wales were to this type of location.

It is important to bear in mind that respondents themselves choose how to classify the place they visit and responses are therefore subjective. For example, someone might classify their location as a 'village' and not a 'small town'.

Figure 2.8 Proportion (%) of Overnight Domestic GB Trips by Type of Place Visited to All Wales and Mid Wales – Annual Average 2016-2018

Source: Great Britain Tourism Survey



**Please note that the figures might add up to over 100 per cent due to visitors being able to visit more than one Type of Place.*

Type of Accommodation Used on Trip

Please note that overnight domestic GB visitors can stay in more than one type of accommodation during a single trip. Because of this, proportions of total trips by all accommodation types will always add up to more than 100 per cent. Furthermore, only the accommodation types with a large enough sample for analysis across all four Welsh regions have been included in this section.

Please refer to [Table 8.8](#) for a full list of answer options that have been included under each accommodation type to calculate three year averages.

Table 2.5 Volume of Overnight Domestic GB Trips (millions) by Type of Accommodation Used during a trip to Wales and Mid Wales – Annual Average 2016-2018

Source: Great Britain Tourism Survey

	All Wales	Mid Wales
Total Trips	9.451	1.887
Hotel/Motel	2.286	0.264
Guest house/Farmhouse/B&B	0.716	0.179
Self catering	1.314	0.337
Friend's home/Relative's home/Second home/Timeshare	2.587	0.476
Caravan and Camping	2.414	0.613

In 2016-2018, the most popular type of accommodation used on overnight domestic GB trips to Mid Wales was 'Caravan and Camping' with almost a third of (32 per cent, 613,000) trips involving this type of accommodation. During the same period, the most popular accommodation type used across Wales was a 'Friend's home/Relative's home/Second home/Timeshare' (27 per cent, 2.587 million trips).

Figure 2.9 Proportion (%) of Overnight Domestic GB Trips to All Wales and Mid Wales by Type of Accommodation - Annual Average 2016-2018

Source: Great Britain Tourism Survey

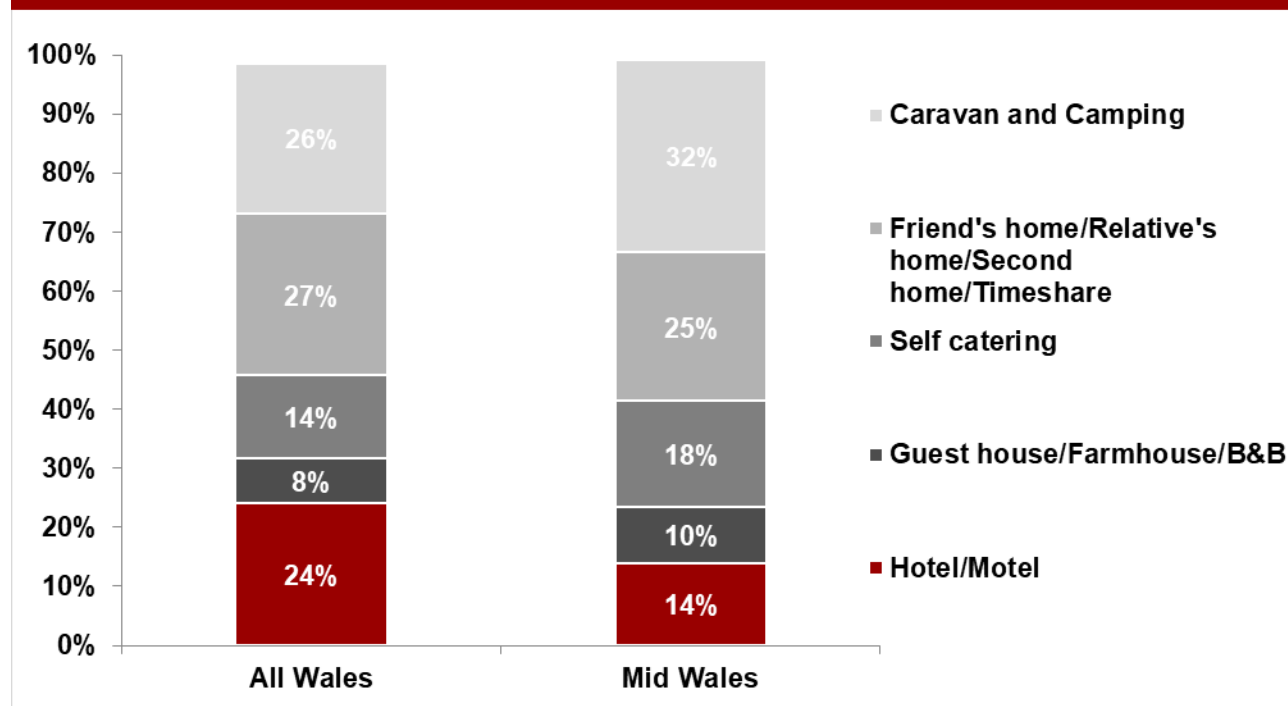


Table 2.6 Value of Related Expenditure (£ millions) from Overnight Domestic GB Trips by Type of Accommodation Used during a trip to Wales and Mid Wales – Annual Average 2016-2018

Source: Great Britain Tourism Survey

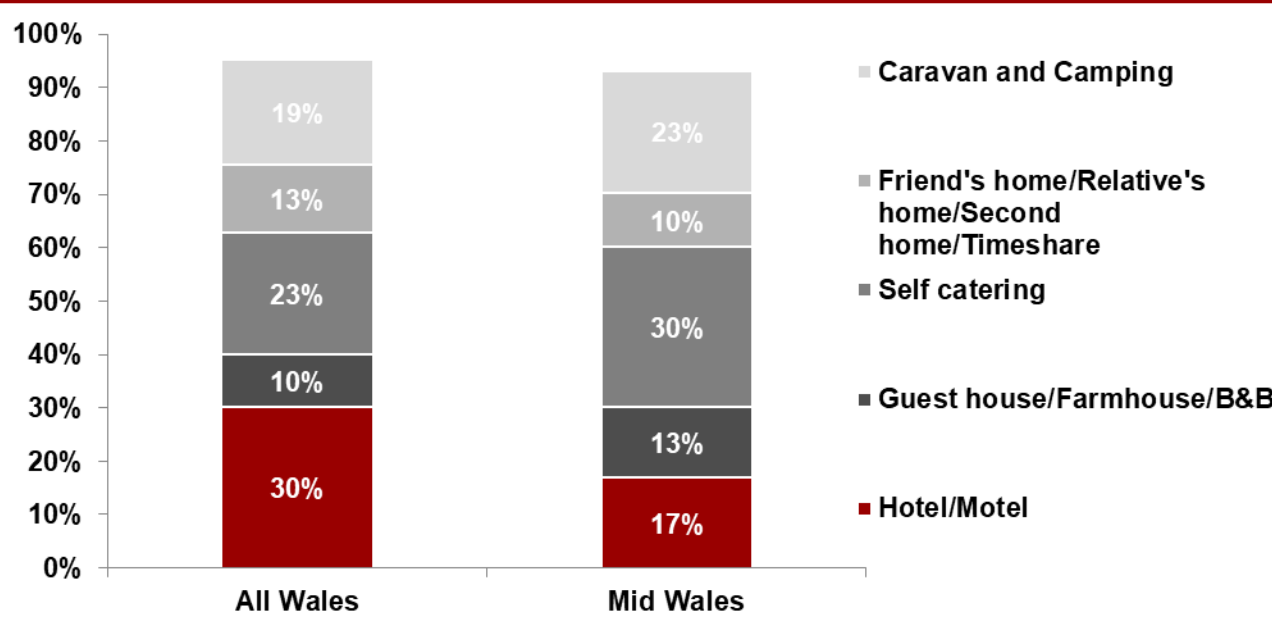
	All Wales	Mid Wales
Total Spend	£1,723	£314
Hotel/Motel	£521	£53
Guest house/Farmhouse/B&B	£168	£41
Self catering	£392	£94
Friend's home/Relative's home/Second home/Timeshare	£222	£32
Caravan and Camping	£336	£72

As seen in Figure 2.9, although 'Friend's home/Relative's home/Second home/Timeshare' included a considerable share of volume of trips, 25 per cent for Mid Wales and 27 per cent for all Wales, it contributed to a much smaller proportion of related expenditure, 10 per cent in Mid Wales and 13 per cent in all Wales.

In both Mid Wales and all Wales, trips involving stays in a hotel / motel, or self-catering accommodation contributed to a higher proportion of related expenditure than volume of trips. For example in Mid Wales, 'Hotel/Motel' was responsible for 14 per cent of trips (264,000) but contributed to 17 per cent (£53 million) of expenditure.

Figure 2.10 Proportion (%) of Related Expenditure of Overnight Domestic GB Trips to All Wales and Mid Wales by Type of Accommodation - Annual Average 2016-2018

Source: Great Britain Tourism Survey



Region of Origin

Table 2.7 Volume of Overnight Domestic GB Trips (millions) by Region of Origin to All Wales and Mid Wales – Annual Average 2016-2018

Source: Great Britain Tourism Survey

	All Wales	Mid Wales
Total Trips	9.451	1.887
Scotland	0.120	0.022
Wales	1.631	0.308
England	7.701	1.556
North East England	0.101	0.016
North West England	1.789	0.257
Yorkshire and the Humber	0.390	0.044
East Midlands	0.567	0.139
West Midlands	1.830	0.621
East of England	0.340	0.055
London	0.637	0.087
South East England	1.018	0.156
South West England	1.028	0.180

Table 2.8 Proportion (%) of Overnight Domestic GB Trips by Region of Origin to All Wales and Mid Wales – Annual Average 2016-2018

Source: Great Britain Tourism Survey

	All Wales	Mid Wales
Total Trips	100%	100%
Scotland	1%	1%
Wales	17%	16%
England	81%	82%
North East England	1%	1%
North West England	19%	14%
Yorkshire and the Humber	4%	2%
East Midlands	6%	7%
West Midlands	19%	33%
East of England	4%	3%
London	7%	5%
South East England	11%	8%
South West England	11%	10%

For 2016-2018, Mid Wales when compared to Wales overall, had a similar proportion of overnight domestic GB trips originating from both Wales (16 per cent and 17 per cent respectively) and England (82 per cent and 81 per cent respectively).

A third (33 per cent) of trips to Mid Wales from GB originated from the West Midlands, well above the proportion for Wales overall (19 per cent). These numbers are to be expected as West Midlands is

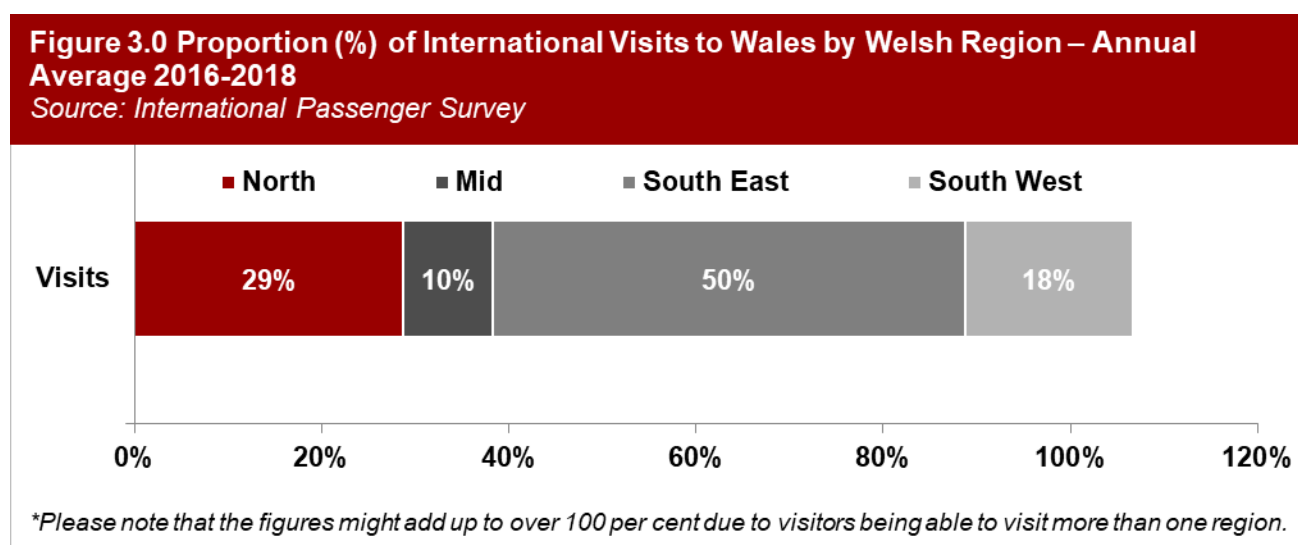
the closest region in England to Mid Wales, and, therefore, the nearby transport links provide easy access to the area.

3. International Visitors

All the data used for this section has been sourced from the [International Passenger Survey](#). Figures shown are the averages taken over a period of three years, 2016-2018, unless stated otherwise.

In May 2020, the Office for National Statistics published revised estimates from the International Passenger Survey for inbound visits covering 2009 to 2019 based on an updated weighting method. Further details can be found on the [Office for National Statistics travel and tourism pages](#).

This section uses the updated data so figures for 2009 to 2018 quoted here will not match those in previous publications. Tables summarizing the original and revised data for 2009 – 2018 are in [Table 8.2](#).

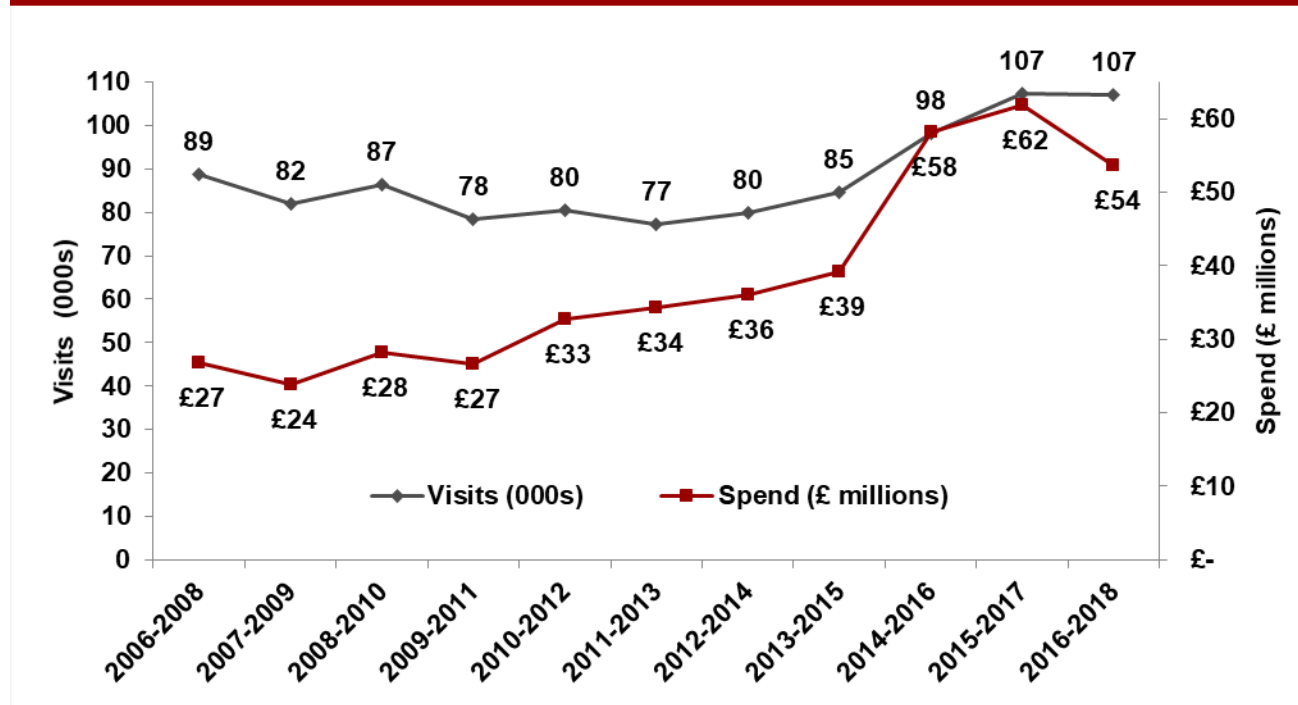


Over the period of 2016-2018, Mid Wales received an annual average of 107,000 international visitors per year. Over this same period these visitors contributed an average of £54 million per year to the Welsh economy. Mid Wales received just 10 per cent of all international visits to Wales.

Volume of Visitors and Related Expenditure

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

Source: International Passenger Survey



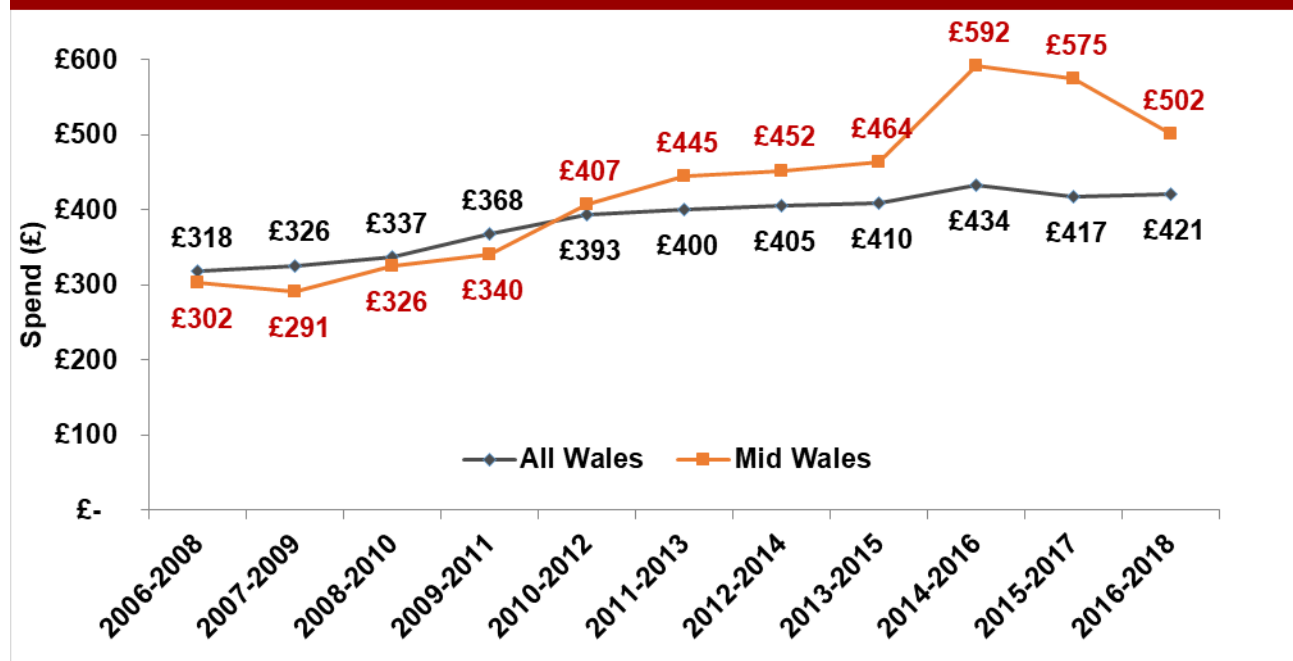
*The international visitor spending data for Mid Wales 2016 contains a large value which raised the 3-year average for 2014-2016, 2015-2017 and 2016-2018

Volume of visits to Mid Wales in 2016-2018 were 107,000, remaining unchanged from 2015-2017, and at the highest levels seen in recent years. Associated spending increased steadily from £27 million in 2006-2008 to reach a peak of £62 million in 2015-2017, then dipped slightly to £54 million in 2016-2018.

Average Spend per Visit

Figure 3.2 Average Spend per International Visit (£) to All Wales and Mid Wales – Three Year Annual Averages

Source: International Passenger Survey

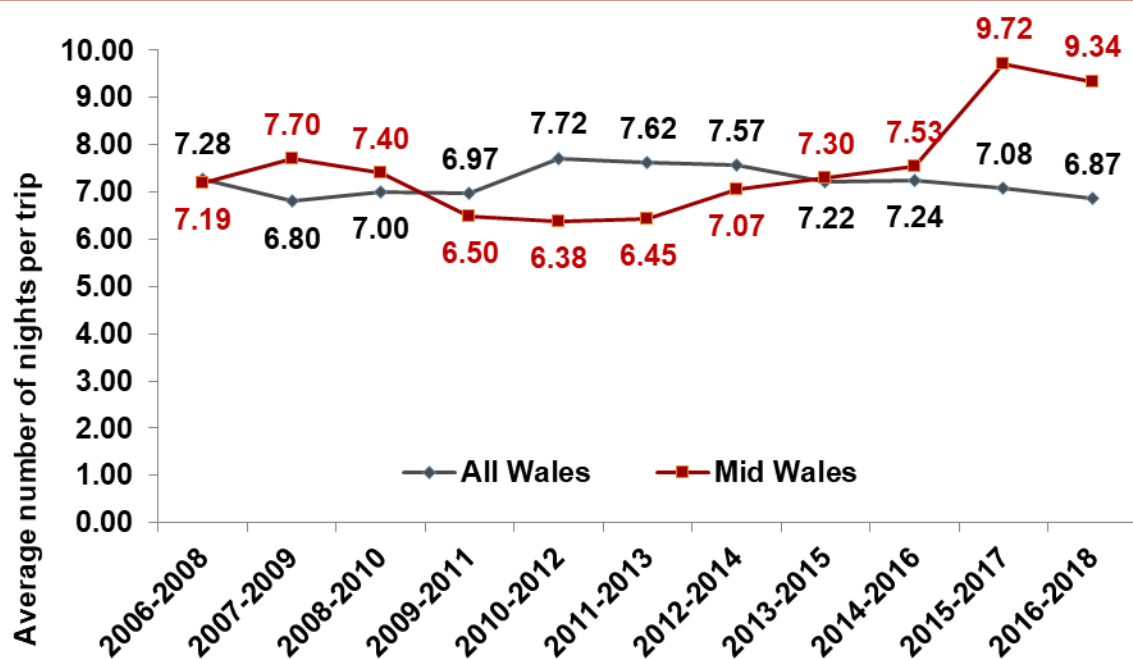


In 2016-2018, the average spend per international visit for Mid Wales was £502. For comparison, over the same period, the average for Wales overall was £421. Mid Wales has had a consistently higher average spend per international visit than Wales overall since 2010-2012. The average number of nights per visit is also considerably higher than the all Wales average during this period.

Average Number of Nights per Visit¹

Figure 3.3 Average Number of Nights per International Visit to Wales and Mid Wales - Three Year Annual Averages.

Source: International Passenger Survey



Between 2009-2011 and 2012-2014, the average number of nights spent in Mid Wales by international visitors was below the overall Wales average, though since then has been above and in 2015-2017 was considerably higher at 9.72 nights compared with 7.08 for all Wales. Both the all Wales and Mid Wales average trip duration fell in 2016-2018 to 6.87 and 9.34 nights respectively.¹

Purpose of Trip

Table 3.1 Volume of International Visits (000s) by Purpose of Trip to All Wales and Mid Wales – Annual Average 2016-2018

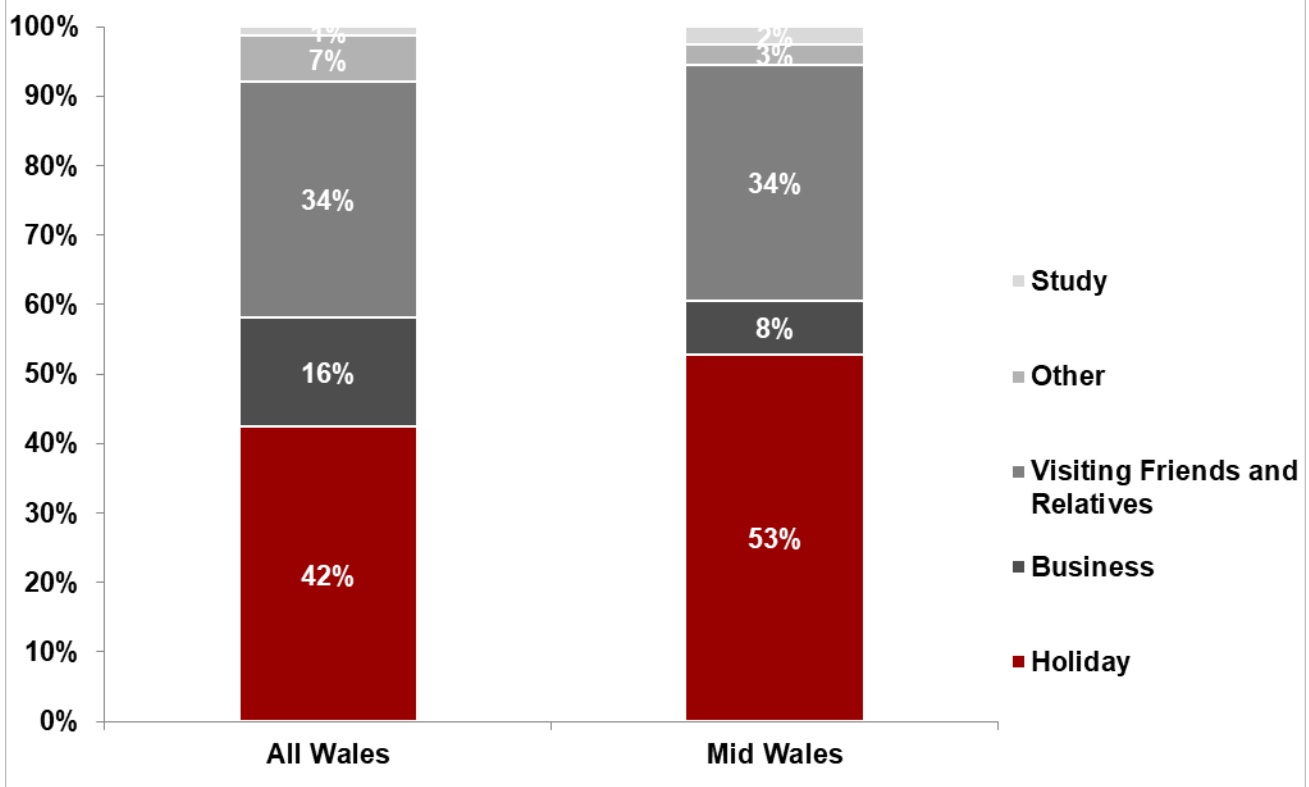
Source: International Passenger Survey

	All Wales	Mid Wales
Total Trips	1,060	107
Holiday	449	57
Business	168	8
Visiting Friends and Relatives	358	36
Other	70	3
Study	14	3

¹ In 2017 the estimated number of international visitor nights spent in Mid Wales showed a substantial uplift compared to the previous year, which was not seen elsewhere in Wales. This was due to a large increase in the average length of trip in Ceredigion in 2017, which did not persist in 2018 and may be considered an outlier year.

Figure 3.4 Proportion (%) of International Visits to All Wales and Mid Wales by Purpose of Trip – Annual Average 2016-2018

Source: International Passenger Survey



During 2016-2018, over half (53 per cent) of the international visitors to Mid Wales came for a holiday, a higher proportion than the overall Wales average of 42 per cent. In contrast, Mid Wales received only 8 per cent of international business visits, considerably below the Wales average of 16 per cent.

Table 3.2 Related Expenditure (£ millions) of International Visits by Purpose of Trip to All Wales and Mid Wales – Annual Average 2016-2018

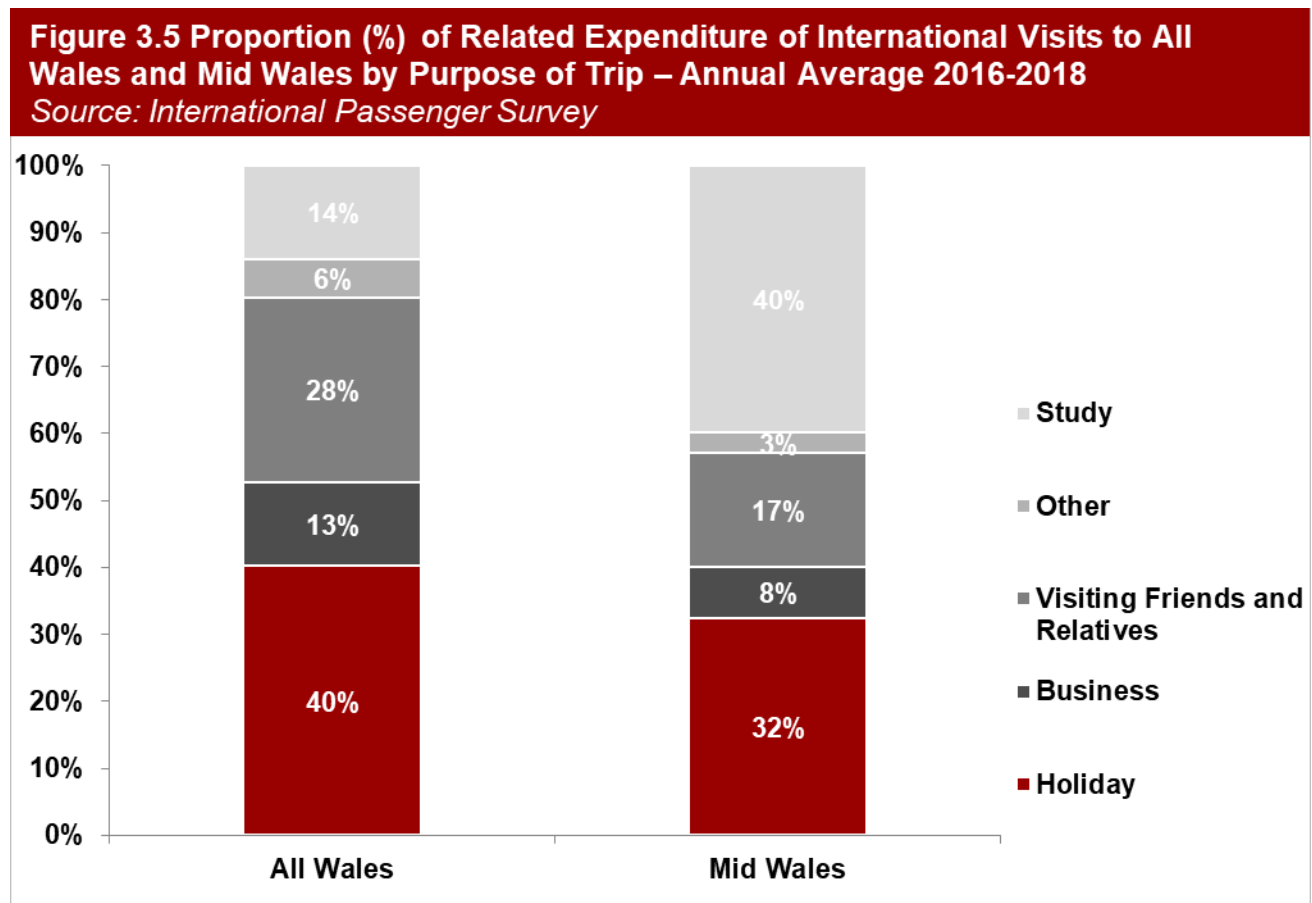
Source: International Passenger Survey

	All Wales	Mid Wales
Total Expenditure	£446	£54
Holiday	£179	£17
Business	£56	£4
Visiting Friends and Relatives	£123	£9
Other	£26	£2
Study	£62	£21

As seen in Wales and across regions, different types of international visitor do not necessarily account for proportional amounts of expenditure. In 2016-2018, international visitors coming to Mid

Wales to study contributed to two fifths (40 per cent, £21 million) of all international tourism related expenditure in the region, though visits for study only accounted for 2 per cent in terms of trip volume*. Conversely, international trips to visit friends or relatives accounted for over one third (34 per cent) of trips to Mid Wales in 2016-2018 but under a fifth (17 per cent) of spending.

**The international visitor spending data for Mid Wales 2016 contains a large value which has raised the 3-year average for 2016-2018*



Country of Origin

Please note that Table 3.3 shows only the top ten countries of origin of international visitors by volume of visits to Mid Wales and all Wales.

Table 3.3 Top 10 Countries of Origin of International Visits by Volume of Visits (000s) with proportions (%) to All Wales and Mid Wales – Annual Average 2016-2018
Source: International Passenger Survey

All Wales			Mid Wales		
All Visits	1,060	100%	All Visits	107	100%
1. Ireland	174	16%	1. Germany	15	14%
2. USA	98	9%	2. Netherlands	10	9%
3. Germany	81	8%	3. USA	10	9%
4. France	78	7%	4. Belgium	9	9%
5. Netherlands	56	5%	5. France	8	8%
6. Australia	56	5%	6. Australia	8	7%
7. Spain	49	5%	7. Portugal	7	7%
8. Poland	45	4%	8. Ireland	7	7%
9. Italy	43	4%	9. China	6	5%
10. Canada	34	3%	10. Italy	4	4%

The most common country of origin for international visitors to Mid Wales in 2016-2018 was Germany (14 per cent), followed by the Netherlands (9 per cent) and the USA (9 per cent).

In comparison to Wales overall, Mid Wales had a larger proportion of German visitors (8 per cent and 14 per cent respectively). Furthermore, Belgium (9 per cent), Portugal (7 per cent) and China (5 per cent) feature in the top ten country of origin list for international visits to Mid Wales but not overall Wales. Poland (4 per cent), Spain (5 per cent) and Canada (3 per cent) are listed in the top ten for all Wales but not Mid Wales.

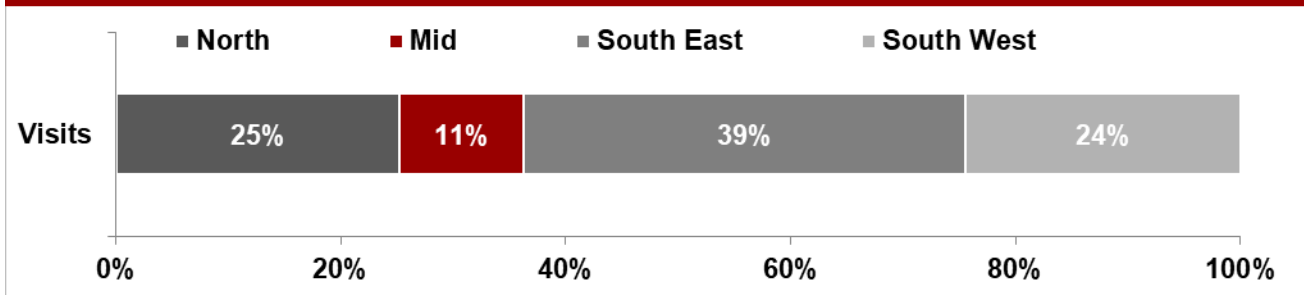
4. Tourism Day Visits

All the data in this section has been sourced from the [Great Britain Day Visits Survey](#). There are three types of day visits: '3 Hour+ Leisure Day Visits', 'Tourism Day Visits' and 'Activities Core to Tourism Visits'. **This section will only cover figures for Tourism Day Visits.** Figures for other leisure day visits can be found in the Great Britain Day Visits [Annual reports](#). Figures shown, unless otherwise stated, are the averages taken over three years: 2016-2018.

Please note that since 2016 there have been several revisions to the way this survey has been carried out which has affected the comparability of 2011-2015 figures with those from 2016 onwards. To remedy this, figures pre-2016 have been reweighted by +15 per cent in order to be able to compare them. Thus some of the Tourism Day visits figures below might not match those previously published.

Figure 4.0 Proportion (%) of Tourism Day Visits to each Welsh Region – Annual Average 2016-2018

Source: Great Britain Day Visits Survey

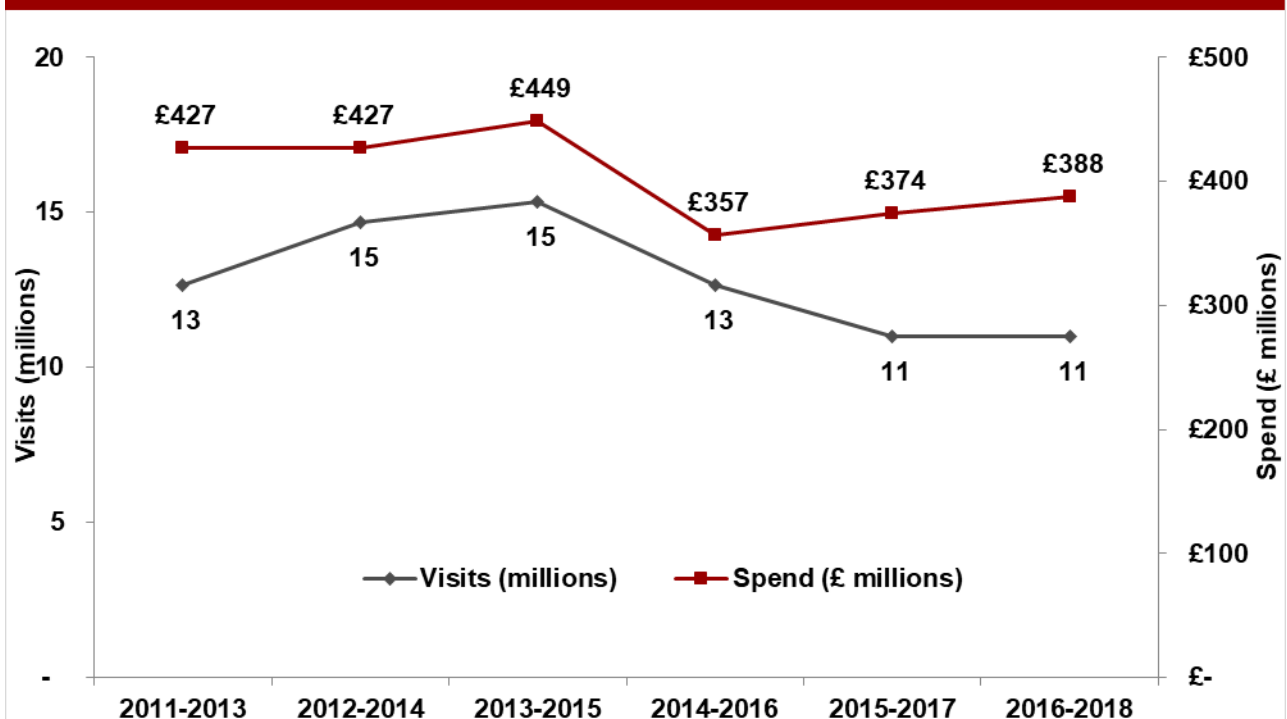


During 2016-2018, Mid Wales received an annual average of 11 million Tourism Day visits with a related expenditure of £388 million. Mid Wales accounted for 11 per cent of all Tourism Day visits to Wales.

Tourism Day Visits and Related Expenditure

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

Source: Great Britain Day Visits Survey

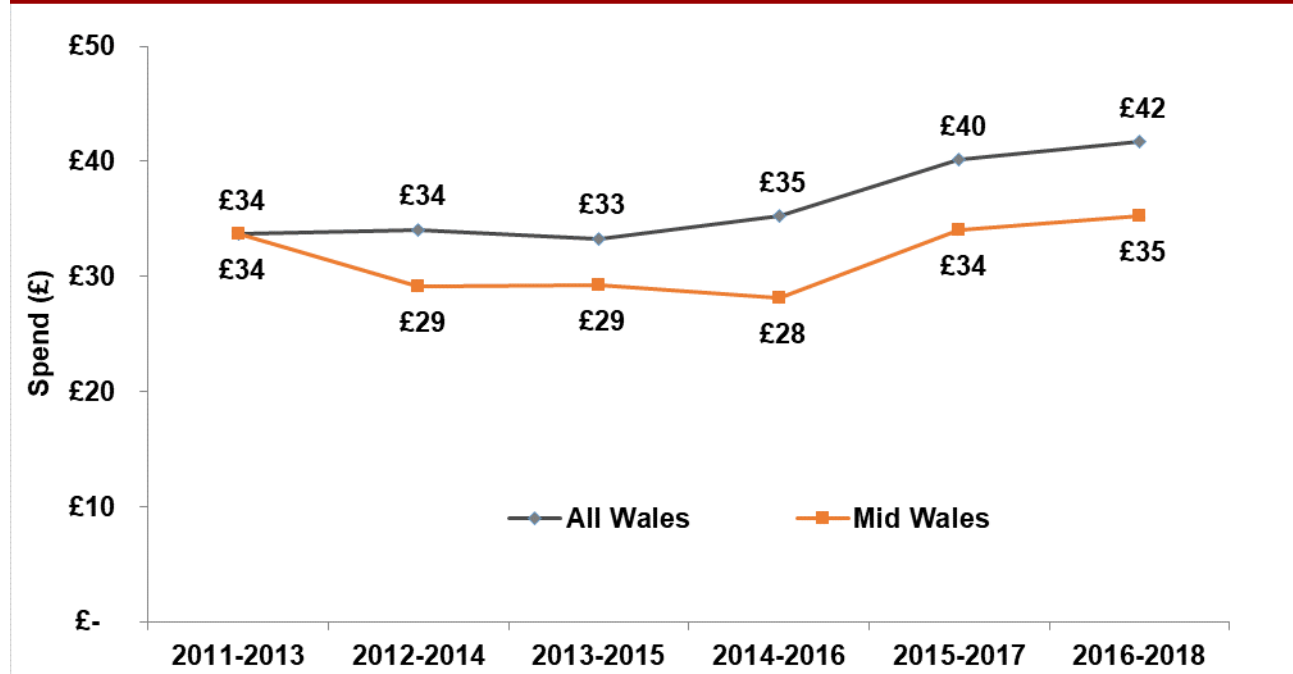


From 2015-2017 onwards, the annual average volume of Tourism Day visits in Mid Wales has remained relatively unchanged at around 11 million, however related expenditure generated in Mid Wales has continuously increased since 2014-2016 and reached £388 million in 2016-2018.

Average Spend per Visit

Figure 4.2 Average Spend per Tourism Day Visit (£) to All Wales and Mid Wales - Three Year Annual Averages

Source: Great Britain Day Visits Survey



Between 2014-2016 and 2016-2018, the average spend per visit has continuously increased to £35. This follows a similar trend to Wales overall, though this remains below the Wales average of £42 in 2016-2018.

Activities Undertaken

Table 4.1 Volume of Tourism Day Visits (millions) and Proportion (%) of activities undertaken during a Tourism Day Visit to All Wales and Mid Wales – Annual Average 2016-2018

Source: Great Britain Day Visits Survey

All Wales			Mid Wales		
All Visits	99.3	100%	All Visits	11.0	100%
Visiting friends or family	22.3	22%	Visiting friends or family	2.0	18%
Going out for a meal	11.0	11%	Going out for a meal	0.7	6%
Outdoor activities	9.7	10%	Outdoor activities	1.8	16%
General day out	9.0	9%	General day out	1.2	11%
Going on a night out	7.3	7%	Going on a night out	0.6	5%
Special shopping	6.3	6%	Special shopping	0.8	7%
Going out for entertainment	5.0	5%	Going out for entertainment	0.3	3%
Going to visitor attractions	4.7	5%	Going to visitor attractions	0.4	4%
Watching live sporting events	3.3	3%	Watching live sporting events	0.2	2%
Special personal events	3.0	3%	Special personal events	0.3	3%
Special public events	2.3	2%	Special public events	0.3	3%
Taking part in sports	1.3	1%	Taking part in sports	0.2	2%
Day out to health/beauty spa	0.7	1%	Day out to health/beauty spa	0.1	1%
Other leisure/ hobbies	2.3	2%	Other leisure/ hobbies	0.7	6%
Other day out for leisure	3.0	3%	Other day out for leisure	0.4	4%

Just under a fifth (18 per cent) of Tourism Day visitors, 2 million, visited friends or family in 2016-2018, making it the most popular activity undertaken on a Tourism Day visit in Mid Wales. For comparison, the proportion of those visiting friends or family during a Tourism Day visit in Wales overall was 22 per cent.

A higher proportion of Tourism Day visitors to Mid Wales than all Wales did outdoor activities in 2016-2018 (16 per cent and 10 per cent respectively), and went for a general day out (11 per cent compared with 9 per cent on average for Wales). A lower proportion of Tourism Day visits to Mid Wales were to go out for a meal, than for Wales on average (6 per cent compared with 11 per cent). Fewer were for a night out or to go out for entertainment in Mid Wales compared to Wales overall.

Type of Place Visited

Table 4.2 Volume of Tourism Day Visits (millions) by Type of Place Visited to All Wales and Mid Wales – Annual Average 2016-2018

Source: Great Britain Day Visits Survey

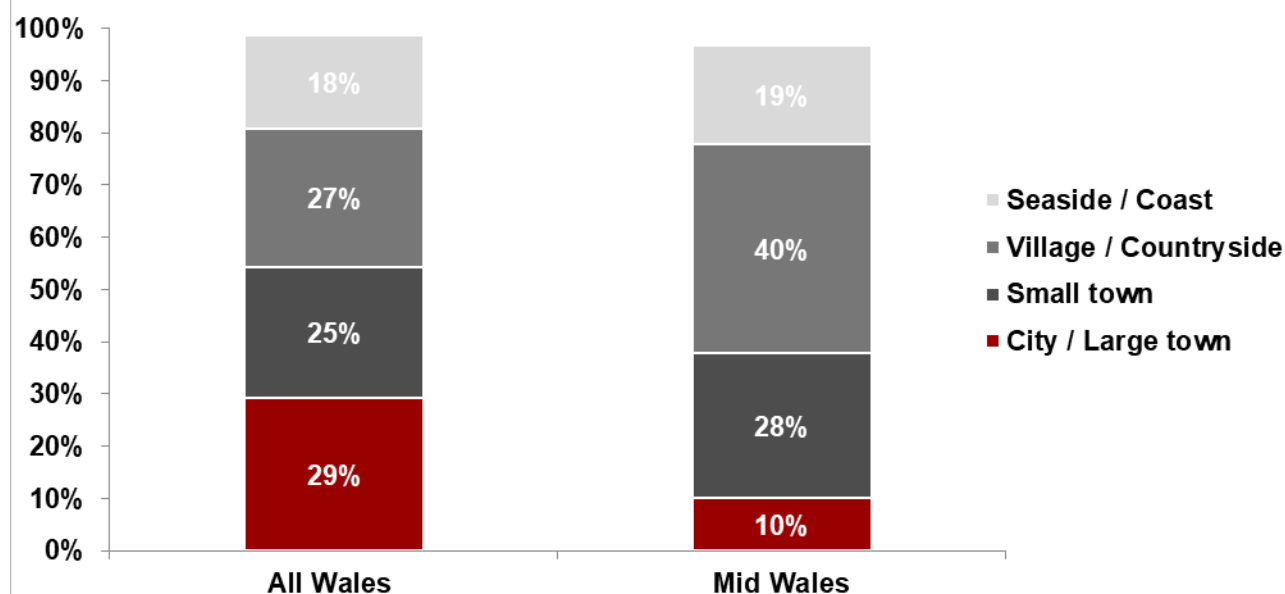
	All Wales	Mid Wales
Total Visits	99	11
City / Large town	29	1
Small town	25	3
Village / Countryside	26	4
Seaside / Coast	18	2

During 2016-2018, the type of place most visited on a Tourism Day visit in Mid Wales was the village/countryside, with nearly two-fifths (40 per cent, 4 million) of visits going to this kind of place, a much higher proportion than the overall Wales average of 27 per cent. On the other hand, over two fifths (42 per cent) of overnight domestic GB visitors to Mid Wales preferred to visit the seaside during their trip (see [Figure 2.8](#)) compared to just under a fifth (19 per cent) of Tourism Day visitors.

Unsurprisingly, Mid Wales had a considerably smaller proportion than Wales overall for Tourism Day visits visiting a city or large town (10 per cent and 29 per cent respectively).

Figure 4.3 Proportion (%) of Tourism Day Visits to All Wales and Mid Wales by Type of Place Visited - Annual Average 2016-2018

Source: Great Britain Day Visits Survey



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

Mode of Transport Used

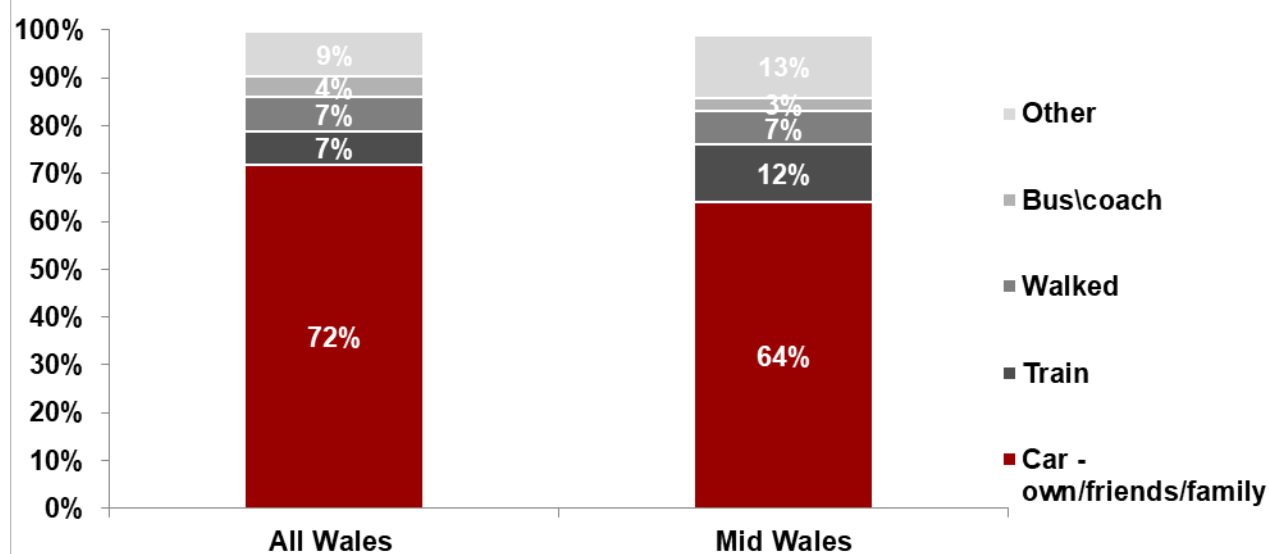
Table 4.3 Volume of Tourism Day Visits (millions) by Mode of Transport to All Wales and Mid Wales – Annual Average 2016-2018

Source: Great Britain Day Visits Survey

	All Wales	Mid Wales
Total Visits	99	11
Car - own/friends/family	71	7
Train	7	1
Walked	7	1
Bus\coach	4	0
Other	9	1

Figure 4.4 Proportion (%) of Tourism Day Visits to All Wales and Mid Wales by Mode of Transport Used - Annual Average 2016-2018

Source: Great Britain Day Visits Survey



*'Other' category includes: hired car, organised coach tour, taxi, bicycle, tube, tram, Motorised caravan/campervan, plane, boat, lorry/van

As seen in the other regions in Wales, the car is the most preferred mode of transportation in Mid Wales, with the majority (64 per cent) of Tourism Day visitors choosing to travel this way. In Mid Wales, a slightly higher proportion than the overall Wales average, decided to use the train during their Tourism Day visit in 2016-2018 (12 per cent and 7 per cent respectively).

Distance Travelled

Table 4.4 Volume of Tourism Day Visits (millions) by Distance Travelled in All Wales and Mid Wales – Annual Average 2016-2018

Source: Great Britain Day Visits Survey

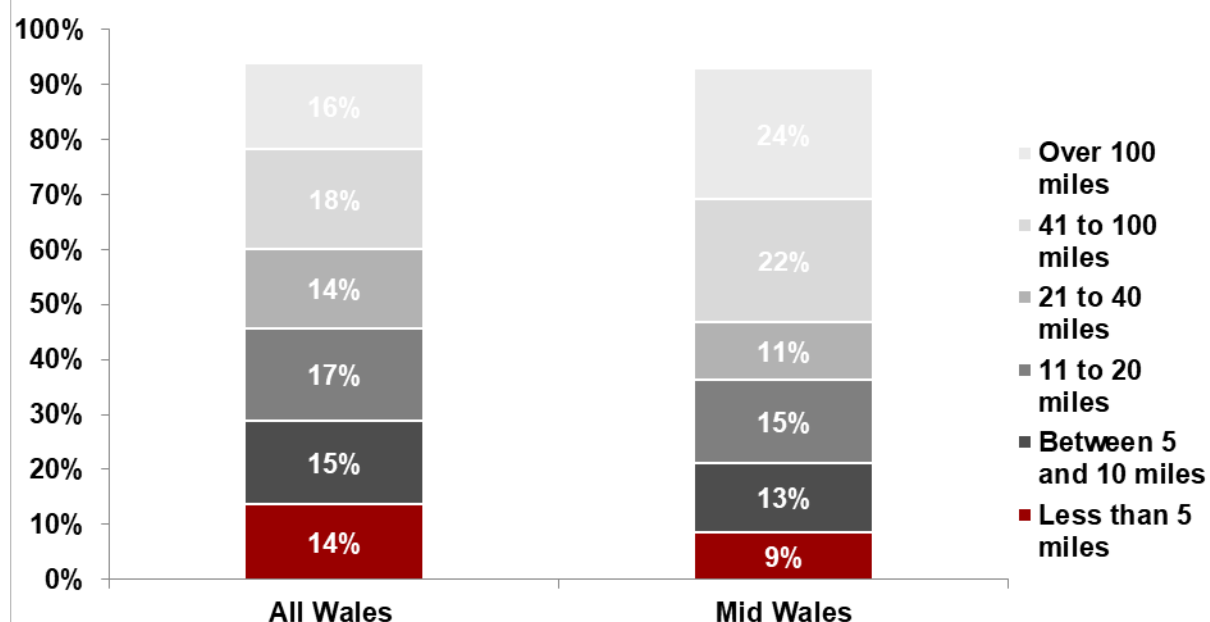
	All Wales	Mid Wales
Total Visits	99	11
Less than 5 miles	14	1
Between 5 and 10 miles	15	1
11 to 20 miles	17	2
21 to 40 miles	14	1
41 to 100 miles	18	2
Over 100 miles	16	3

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

Compared to Wales overall, Mid Wales had a higher proportion of Tourism Day visits travelling over 100 miles during their visits (16 per cent and 24 per cent respectively) and a lower proportion of those travelling less than 5 miles (14 per cent and 9 per cent respectively).

Figure 4.5 Proportion (%) of Tourism Day Visits to All Wales and Mid Wales by Distance Travelled - Annual Average 2016-2018

Source: Great Britain Day Visits Survey



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

Region of Residence

During 2016-2018, the largest proportion of Tourism Day visits in all four regions originated from the Welsh region in question. For example, 24 per cent of Tourism Day visitors to Mid Wales originated from Mid Wales itself (2.67 million), more than from any other region.

The second most common region of origin of Tourism Day visitors to Mid Wales in 2016-2018 was West Midlands with an average of 2.12 million (19 per cent) Tourism Day visits residing in this area.

Table 4.5 Volume (millions) and Proportion (%) of Tourism Day Visits to Mid Wales by Region of Residence – Annual Average 2016-2018

	Mid Wales	
	Volume (millions)	%
All Visits	11.00	100%
Mid Wales	2.67	24%
West Midlands	2.12	19%
South East Wales	0.86	8%
London	0.79	7%
South West England	0.74	7%
South East England	0.69	6%
North West England	0.67	6%
South West Wales	0.55	5%
East Midlands	0.54	5%
North East England	0.45	4%
Scotland	0.29	3%
North Wales	0.17	2%
East of England	0.17	2%
Yorkshire and The Humber	0.16	1%

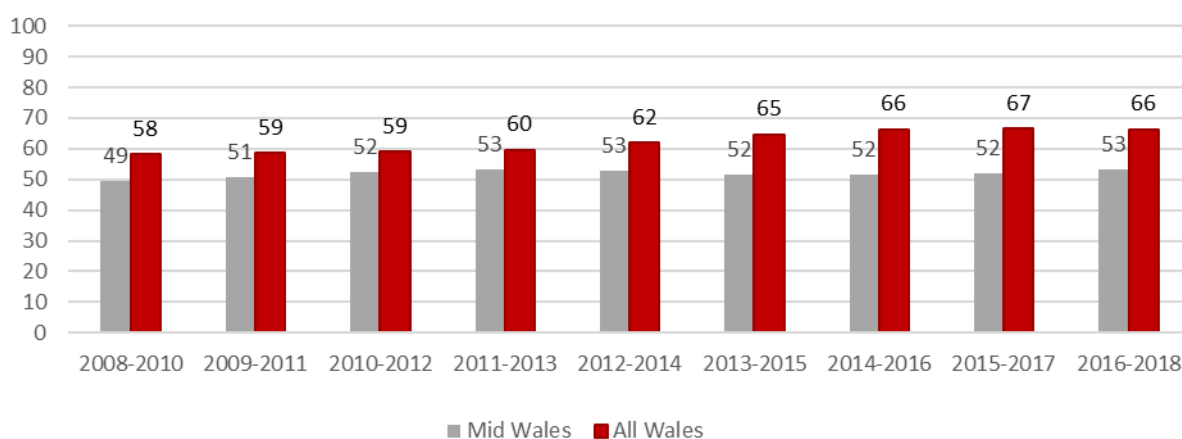
5. Accommodation Occupancy Rates

All the data used for this section has been sourced from the [Wales Tourism Accommodation Occupancy Survey](#). Figures shown are the averages taken over three years, 2016-2018, unless stated otherwise. Further data in Appendix [Table 8.5](#).

Hotels

Figure 5.0 Three Year Annual Average Hotel Room Occupancy Rates (%) for All Wales and Mid Wales

Source: Visit Wales Occupancy Survey

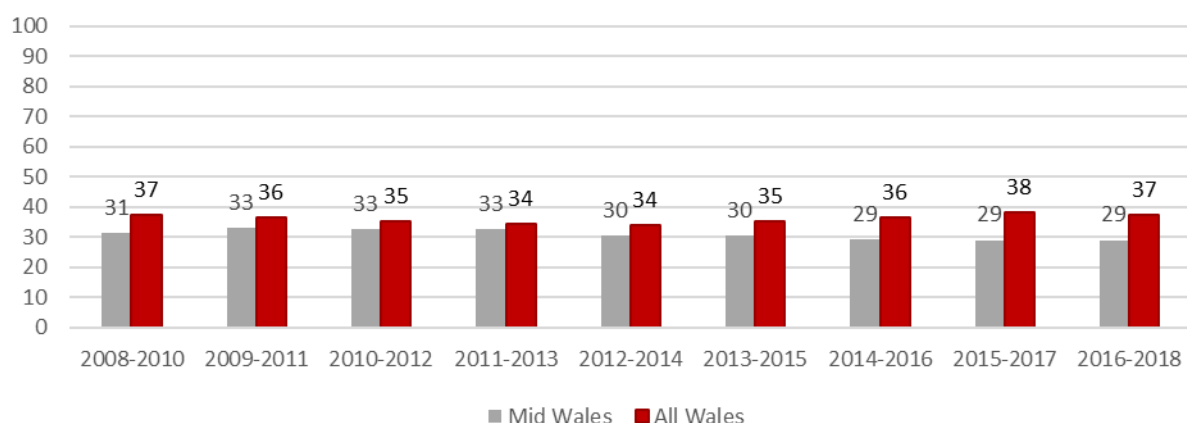


Hotel room occupancy rates in Mid Wales have remained nearly unchanged over recent years, in addition to being considerably lower than the all Wales average. In 2016-2018, the all Wales average was 66 per cent, while the Mid Wales average was only 53 per cent.

Guesthouses and B&Bs

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

Source: Visit Wales Occupancy Survey

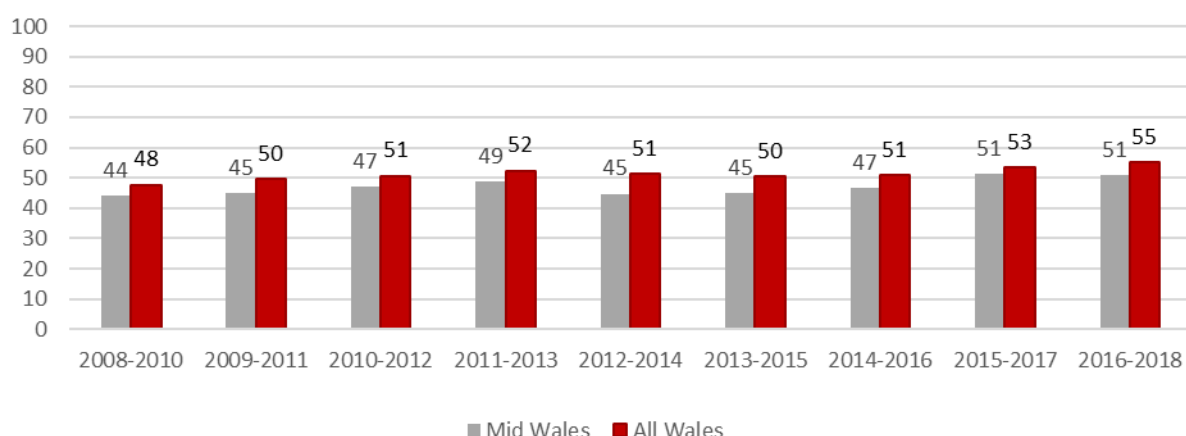


Similarly to Hotels, Guesthouse/B&B room occupancy rates in Mid Wales have remained relatively unchanged over the years and have remained below the overall Wales average. The average room occupancy rate for Guesthouses/B&Bs in 2016-2018 for all Wales was 37 per cent, while in Mid Wales it was 29 per cent.

Self-Catering

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

Source: Visit Wales Occupancy Survey

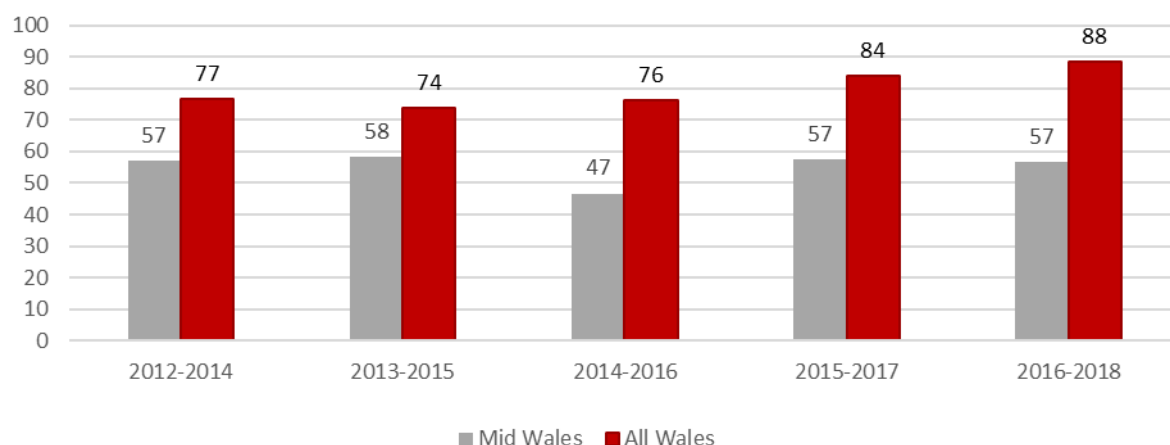


The average Self-Catering unit occupancy rates in 2016-2018 for Mid Wales, at 51 per cent, were below the all Wales average of 55 per cent. However the region experienced an increase over the last few years, from a low of 45 per cent in 2012-2014 to 51 per cent in 2016-2018.

Static Caravan and Holiday Homes

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

Source: Visit Wales Occupancy Survey

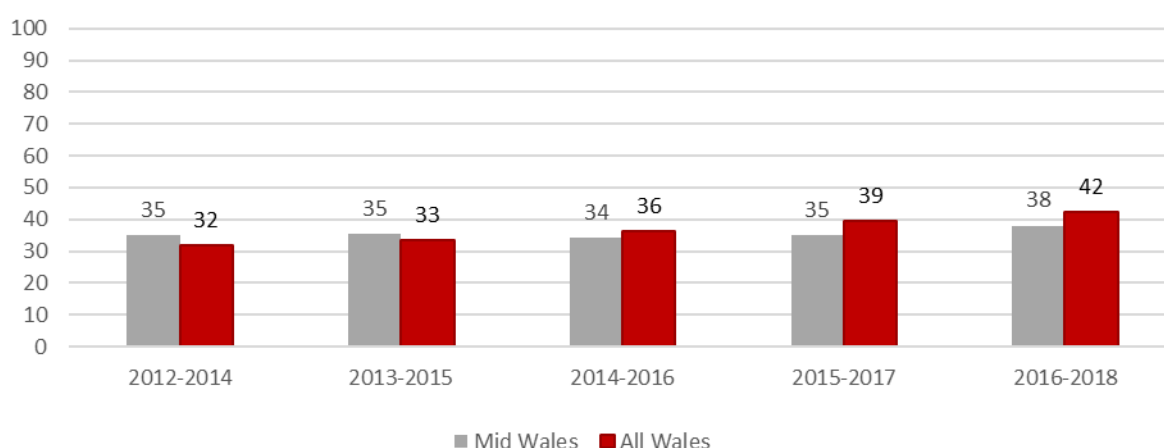


Unit occupancy rates for static caravan and holiday homes in Mid Wales have recovered somewhat since a low of 47 per cent in 2014-2016, to reach 57 per cent in 2015-2017, a rate which has maintained into 2016-2018. However, they have consistently been, and are still, below the all Wales average of 88 per cent.

Touring Caravan and Camping

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

Source: Visit Wales Occupancy Survey

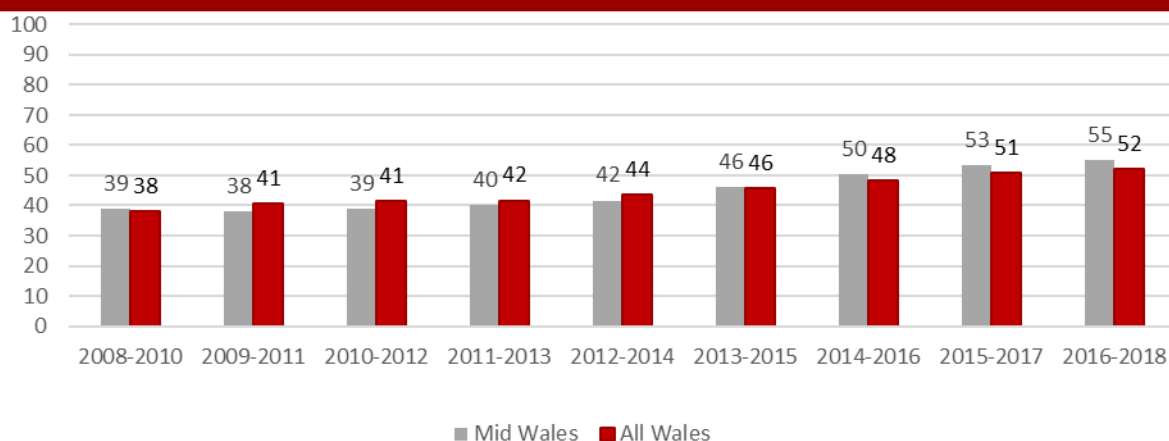


Pitch occupancy for touring caravan and camping in Mid Wales has been slightly below the Wales average since 2014-2016. It has increased slowly in the last few years, reaching 38 per cent in 2016-2018, though is still below the Wales average of 42 per cent.

Hostels

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

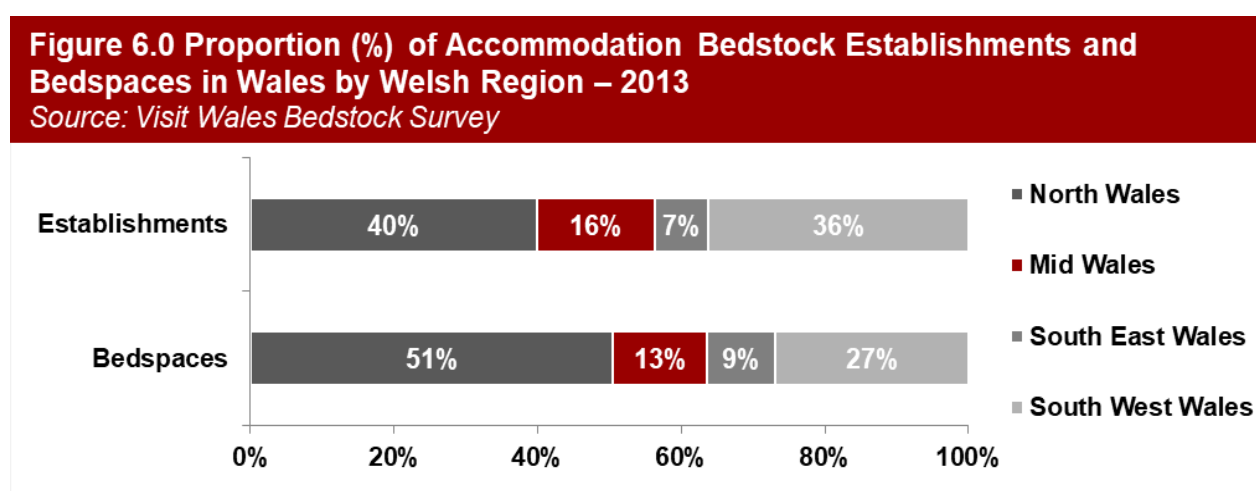
Source: Visit Wales Occupancy Survey



In 2016-2018, the average Hostel bedspace occupancy rate in Mid Wales, at 55 per cent, was higher than the all Wales average of 52 per cent. This rate has followed an upward trend over the last ten years and since 2013-2015 has been in line with, or above, the Wales average.

6. Bedstock

The data used for this section has been sourced from the [Accommodation Bedstock](#) report. All figures in this section refer to 2013 data only. Further data in Appendix [Table 8.6](#).



Within Wales, 16 per cent of all accommodation establishments and 13 per cent of all bedspaces were located in Mid Wales. The dominant type of accommodation establishment in both Mid Wales (995) and all Wales (7,067) was self-catering, while the majority of bedspaces were Caravan/Camping (50,269 and 399,124 respectively).

Table 6.1 Volume of Establishments by Type of Accommodation in each Welsh Region and All Wales – 2013					
<i>Source: Visit Wales Bedstock Survey</i>					
	Serviced	Self Catering	Caravan/Camping	Hostel	Alternative *
Total Establishments in Wales	3,205	7,067	1,322	224	50
North Wales	1,260	2,730	671	74	1
Mid Wales	646	995	214	69	28
South East Wales	499	276	74	29	3
South West Wales	800	3,066	363	52	18

*Includes nomadic structures such as tipis and yurts, as well as Romany caravans.

Table 6.2 Volume of Bedspaces by Type of Accommodation in each Welsh Region and All Wales – 2013

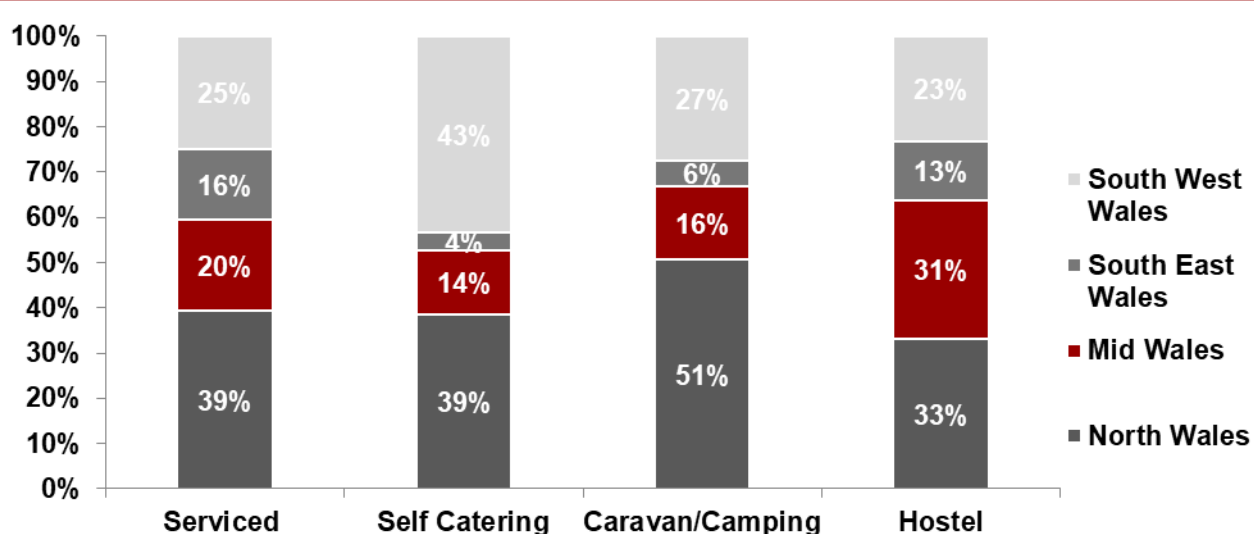
Source: Visit Wales Bedstock Survey

	Serviced	Self Catering	Caravan /Camping	Hostel	Alternative*
Total Bedspaces in Wales	79,086	63,168	399,124	17,300	1,013
North Wales	30,265	24,193	223,368	4,970	2
Mid Wales	8,883	9,681	50,269	3,943	383
South East Wales	24,865	2,903	21,018	4,341	25
South West Wales	15,073	26,391	104,469	4,046	603

**Includes nomadic structures such as tipis and yurts, as well as Romany caravans.*

Figure 6.1 Proportion (%) of Accommodation Bedstock Establishments in Wales by Welsh Region - 2013

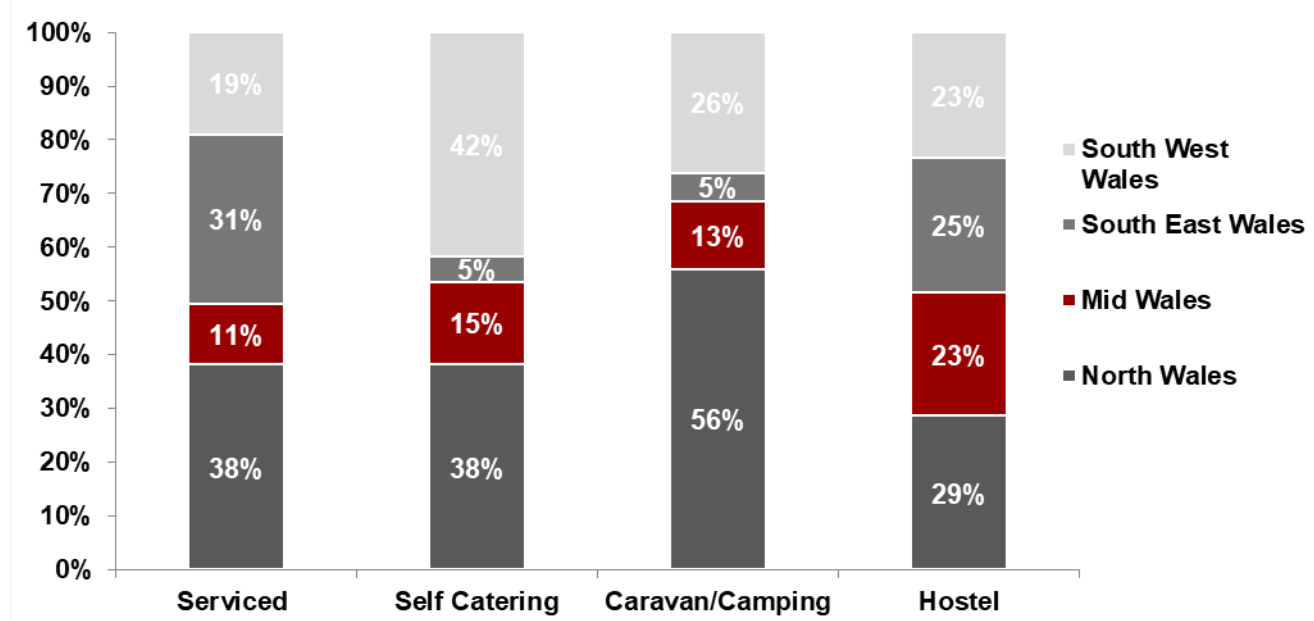
Source: Visit Wales Bedstock Survey



As seen in in Figure 6.1, a fifth (20 per cent) of serviced accommodation, 14 per cent of self-catering, 16 per cent of caravan/camping and nearly a third (31 per cent) of hostel establishments in Wales are found in Mid Wales.

Figure 6.2 Proportion (%) of Accommodation Bedstock Bedspaces in Wales by Welsh region - 2013

Source: Visit Wales Bedstock Survey



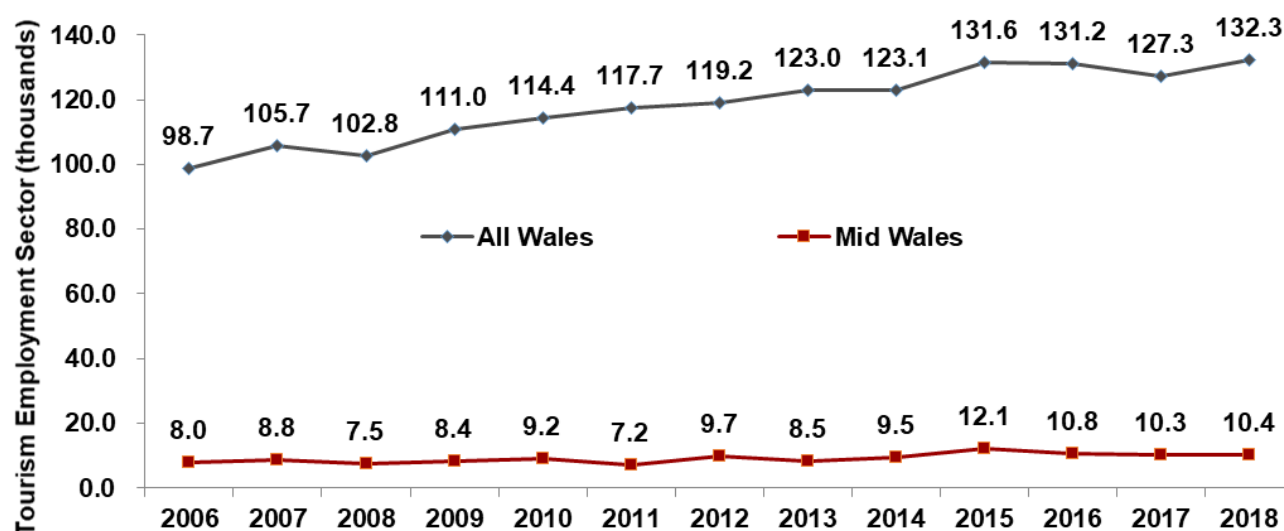
The proportion of accommodation bedspaces (Figure 6.2) in Mid Wales for Self Catering and Caravan/Camping are similar to those for establishments. For example, Mid Wales had 14 per cent of all Self Catering establishments and 15 per cent of Self Catering bedspaces in Wales. In contrast, Mid Wales had a smaller proportion of serviced bedspaces (11 per cent) than serviced establishments (20 per cent). Furthermore, Mid Wales also had a smaller proportion of hostel bedspaces (23 per cent) than hostel establishments (31 per cent).

7. Tourism Sector Employment

Data for this section has been sourced from the [Welsh Government Priority Sector Statistics](#).

Figure 7.0 Volume Employed (000s) per year in the Tourism Sector in All Wales and Mid Wales

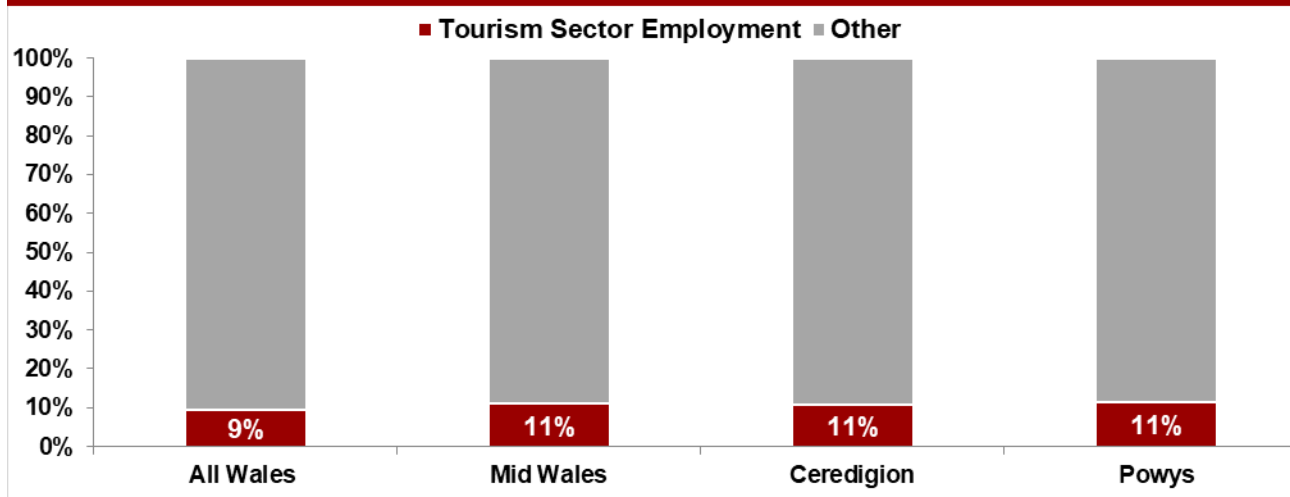
Source: Welsh Government Economic Statistics



Compared to all Wales, Mid Wales experienced a smaller increase (of 1 per cent) in the number of those employed in the Tourism Sector compared to the previous year, from 10,300 in 2017 to 10,400 in 2018.

Figure 7.1 Proportion (%) of Tourism Sector Employment compared to all Other Sectors within All Wales, Mid Wales and in each Local Authority in Mid Wales - 2018

Source: Welsh Government Economic Stats



In 2018, the proportion of those employed in the Tourism Sector in Mid Wales (11 per cent) is slightly higher than that of all Wales (9 per cent). The proportion of those employed in the Tourism Sector in Ceredigion and Powys matches the Mid Wales proportion.

8. Appendix

Overnight Domestic GB Visitors

Table 8.1 Volume of Overnight Domestic GB Trips (millions), Nights (millions) and Related Expenditure (£ millions) - Three Year Annual Averages

Source: Great Britain Tourism Survey

Trips (millions)											
	2006-2008	2007-2009	2008-2010	2009-2011	2010-2012	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
GB	118.959	118.944	117.563	121.628	122.788	125.186	121.055	120.524	119.374	121.519	119.562
Wales	8.937	8.718	8.669	9.084	9.322	9.743	9.845	10.127	9.919	9.593	9.451
North Wales	3.105	3.030	3.184	3.264	3.417	3.488	3.655	3.713	3.626	3.428	3.378
Mid Wales	1.642	1.591	1.577	1.585	1.540	1.618	1.717	1.763	1.750	1.740	1.887
South East Wales	2.254	2.124	1.943	2.027	2.110	2.310	2.231	2.473	2.471	2.463	2.252
South West Wales	1.815	1.882	1.863	2.063	2.074	2.160	2.089	2.081	2.014	1.890	1.862
Nights (millions)											
	2006-2008	2007-2009	2008-2010	2009-2011	2010-2012	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
GB	378.860	379.046	372.160	378.725	378.989	383.059	370.464	366.751	362.068	368.704	366.920
Wales	33.238	32.084	32.380	33.429	34.144	34.450	34.484	34.974	34.739	33.385	33.198
North Wales	12.035	11.822	12.346	12.988	13.415	13.354	13.575	13.199	13.222	12.221	12.450
Mid Wales	6.463	6.026	6.204	6.131	6.087	6.244	6.535	6.794	6.819	6.730	6.977
South East Wales	6.202	5.818	5.476	5.241	5.370	5.494	5.291	6.097	6.213	6.350	5.866
South West Wales	7.676	7.558	7.382	7.983	8.066	8.243	8.166	8.153	7.907	7.468	7.321

Spend (£ millions)											
	2006-2008	2007-2009	2008-2010	2009-2011	2010-2012	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
GB	£20,165	£20,458	£20,312	£21,145	£22,146	£23,312	£23,320	£23,603	£23,532	£23,862	£23,574
Wales	£1,473	£1,403	£1,413	£1,523	£1,587	£1,673	£1,673	£1,802	£1,800	£1,764	£1,723
North Wales	£492	£495	£508	£544	£545	£582	£591	£639	£639	£613	£626
Mid Wales	£239	£228	£252	£257	£255	£262	£281	£309	£311	£304	£314
South East Wales	£375	£328	£302	£309	£349	£374	£361	£418	£421	£422	£373
South West Wales	£326	£308	£314	£364	£390	£397	£390	£386	£387	£384	£374

International Visitors

Table 8.2 Volume of International Visits (000s), Nights (000s) and Related Expenditure (£ millions) – Annual original v revised

Source: International Passenger Survey

	Visits (000s)									
	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Wales - original	991	890	879	854	869	933	970	1,074	1,079	941
Wales - revised	986	878	877	848	877	935	958	1,080	1,112	988

	Nights (000s)									
	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Wales - original	6,288	6,245	6,302	7,112	5,866	6,662	7,355	7,166	6,894	6,522
Wales - revised	15,013	13,233	13,838	15,229	12,540	15,794	15,859	15,791	14,450	13,906

	Spend (£ millions)									
	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Wales - original	£332	£333	£328	£346	£352	£368	£410	£444	£369	£405
Wales - revised	£337	£336	£335	£352	£353	£373	£409	£507	£397	£433

Table 8.3 Volume of International Visits (000s), Nights (millions) and Related Expenditure (£ millions) - Three Year Annual Averages

Source: International Passenger Survey

Visits (000s)											
	2006-2008	2007-2009	2008-2010	2009-2011	2010-2012	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
UK	32,460	31,913	31,120	31,119	31,502	32,558	33,708	35,232	37,086	39,000	40,164
Wales	1,063	1,013	977	914	868	867	887	923	991	1,050	1,060
North Wales	298	304	289	270	247	233	229	250	270	298	303
Mid Wales	89	82	87	78	80	77	80	85	98	107	107
South East Wales	511	471	457	433	430	439	446	470	499	526	525
South West Wales	214	202	201	190	173	173	190	190	203	203	198
Nights (millions)											
	2006-2008	2007-2009	2008-2010	2009-2011	2010-2012	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
UK	256.904	246.105	241.013	241.637	242.072	248.761	258.797	272.662	287.121	298.760	301.229
Wales	7.737	6.889	6.833	6.373	6.696	6.608	6.713	6.671	7.173	7.437	7.281
North Wales	1.792	1.576	1.495	1.545	1.712	1.700	1.647	1.555	1.686	1.633	1.668
Mid Wales	0.637	0.630	0.640	0.509	0.513	0.498	0.565	0.619	0.740	1.045	1.001
South East Wales	3.631	3.069	3.085	2.869	3.228	3.119	3.134	3.058	3.228	3.229	3.102
South West Wales	1.570	1.552	1.544	1.379	1.186	1.242	1.318	1.369	1.447	1.421	1.392
Spend (£ millions)											
	2006-2008	2007-2009	2008-2010	2009-2011	2010-2012	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
UK	£15,981	£16,517	£17,129	£18,009	£18,722	£20,185	£21,665	£23,019	£24,091	£25,749	£26,631
Wales	£338	£330	£329	£336	£341	£347	£359	£378	£430	£438	£446
North Wales	£77	£82	£79	£80	£81	£77	£76	£80	£88	£92	£90
Mid Wales	£27	£24	£28	£27	£33	£34	£36	£39	£58	£62	£54
South East Wales	£166	£156	£157	£165	£169	£170	£170	£178	£186	£192	£196
South West Wales	£62	£62	£62	£61	£56	£62	£75	£76	£91	£84	£95

Tourism Day Visitors

Please note that since 2016 there have been several revisions to the way this survey has been carried out which has affected the comparability of 2011-2015 figures with those from 2016 onwards. To remedy this, figures pre-2016 have been reweighted by +15 per cent in order to be able to compare them. Thus some of the Tourism Day visits figures below might not match those previously provided.

Table 8.4 Volume of Tourism Day Visits (millions) and Related Expenditure (£ millions) - Three Year Annual Averages

Source: Great Britain Day Visits Survey

Visits (millions)						
	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
GB	1,857	1,872	1,801	1,803	1,794	1,777
Wales	112	108	97	97	96	99
North Wales	27	27	24	27	24	25
Mid Wales	13	15	15	13	11	11
South East Wales	47	44	39	37	38	39
South West Wales	24	23	20	21	22	24
Spend (£ millions)						
	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
GB	62,498	63,161	61,938	62,560	62,765	63,378
Wales	3,770	3,669	3,240	3,432	3,850	4,146
North Wales	831	1,011	817	1,001	830	920
Mid Wales	427	427	449	357	374	388
South East Wales	1,789	1,685	1,442	1,534	1,612	1,735
South West Wales	759	771	733	695	750	813

Accommodation Occupancy Rates

Table 8.5 Accommodation Occupancy Rates in Wales and in each Welsh Region - Three Year Annual Averages

Source: Visit Wales Occupancy Survey

Hotel - Room Rates									
	2008-2010	2009-2011	2010-2012	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
Wales	58	59	59	60	62	65	66	67	66
North Wales	60	61	61	62	64	65	67	67	65
Mid Wales	49	51	52	53	53	52	52	52	53
South East Wales	63	62	61	62	65	69	71	72	73
South West Wales	54	53	52	50	55	59	63	63	63
Guesthouse/B&B - Room Rates									
	2008-2010	2009-2011	2010-2012	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
Wales	37	36	35	34	34	35	36	38	37
North Wales	38	38	35	34	34	35	37	38	38
Mid Wales	31	33	33	33	30	30	29	29	29
South East Wales	40	34	31	27	29	31	34	32	24
South West Wales	40	38	39	40	41	42	43	46	46

Self Catering - Unit Rates									
	2008-2010	2009-2011	2010-2012	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
Wales	48	50	51	52	51	50	51	53	55
North Wales	53	57	56	56	57	57	57	57	59
Mid Wales	44	45	47	49	45	45	47	51	51
South East Wales*	-	-	-	-	-	-	48	49	48
South West Wales*	-	-	-	-	-	-	48	52	54
Static Caravan and Holiday Homes - Unit Rates (May-October only)									
	2008-2010	2009-2011	2010-2012	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
Wales	81	81	80	83	77	74	76	84	88
North Wales	-	-	-	-	69	57	48	42	44
Mid Wales	-	-	-	-	57	58	47	57	57
South East Wales*	-	-	-	-	-	-	-	-	-
South West Wales	-	-	-	-	52	56	71	75	79

*South East Wales and South West Wales figures not available until 2014

**South East Wales figures not shown due to small sample sizes

Touring Caravan and Camping - Pitch Rates (May-October only)									
	2008-2010	2009-2011	2010-2012	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
Wales	44	45	43	37	32	33	36	39	42
North Wales	-	-	-	-	33	35	39	41	42
Mid Wales	-	-	-	-	35	35	34	35	38
South East Wales*	-	-	-	-	-	-	-	-	-
South West Wales	-	-	-	-	32	33	36	38	43
Hostel - Bedspace Rates									
	2008-2010	2009-2011	2010-2012	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018
Wales	38	41	41	42	44	46	48	51	52
North Wales	38	43	46	49	50	52	54	54	53
Mid Wales	39	38	39	40	42	46	50	53	55
South East Wales	45	43	41	41	41	41	44	45	48
South West Wales	37	39	39	39	39	41	44	49	51

*South East Wales figures not shown due to small sample sizes

Bedstock

Table 8.6 Volume of Accommodation Bedstock Establishments and Bedspaces in Wales and in each Welsh Region – 2013

Source: Visit Wales Bedstock Survey

Establishments					
	Serviced	Self Catering	Caravan/Camping	Hostel	Alternative
Wales	3,205	7,067	1,322	224	50
North Wales	1,260	2,730	671	74	1
Mid Wales	646	995	214	69	28
South East Wales	499	276	74	29	3
South West Wales	800	3,066	363	52	18
Bedspaces					
	Serviced	Self Catering	Caravan/Camping	Hostel	Alternative
Wales	79,086	63,168	399,124	17,300	1,013
North Wales	30,265	24,193	223,368	4,970	2
Mid Wales	8,883	9,681	50,269	3,943	383
South East Wales	24,865	2,903	21,018	4,341	25
South West Wales	15,073	26,391	104,469	4,046	603

Tourism Sector Employment

Table 8.7 Volume of Tourism Sector Employment (thousands) in Wales and in each Welsh Region

Source: Welsh Government Economic Stats

	Tourism Sector Employment (thousands)												
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Wales	98.7	105.7	102.8	111	114.4	117.7	119.2	123	123.1	131.6	131.2	127.3	132.3
North Wales	23.5	24.1	27.3	25.2	30.1	28.5	29.7	30.7	27.5	32.2	31.2	32.1	29.6
Mid Wales	8	8.8	7.5	8.4	9.2	7.2	9.7	8.5	9.5	12.1	10.8	10.3	10.4
South East Wales	45.8	48.5	45.3	52.7	50.2	57.1	52.6	55.7	59.3	58.4	59.4	55.3	63.9
South West Wales	21.4	24.1	22.7	24.5	24.7	24.9	27.1	28.2	27	29	30.1	29.6	28.4

Type of Accommodation used on an Overnight Domestic GB Trip

Table 8.8 Accommodation Categories – Overnight Domestic GB Trips

Source: Great Britain Tourism Survey

Hotel/Motel

Hotel

Motel

Guest house/Farmhouse/B&B

Bed & Breakfast

Guest house

Farmhouse

Self-catering

Self-catering in rented flat\apartment

Self-catering in rented house\chalet\villa\bungalow\cottage

Holiday camp\villaage - self catering

Friend's home/Relative's home/Second home/Timeshare

Friend's home

Relative's home

Own second home\timeshare

Caravan and Camping

Caravan and Camping

Type of Accommodation used on an International Visit

Table 8.9 Accommodation Categories – International visitors

Source: International Passenger Survey

Commercial Serviced

Hotel/guest house

Bed & Breakfast

Guest with relatives or friends

Free guest with relatives or friends

Paying guest family or friends house

Camping/Caravan

Camping/Caravan

Rented House/Flat

Rented House/Flat

Hostel/university/school

Hostel/university/school

Other

Holiday Village

Own home

Other