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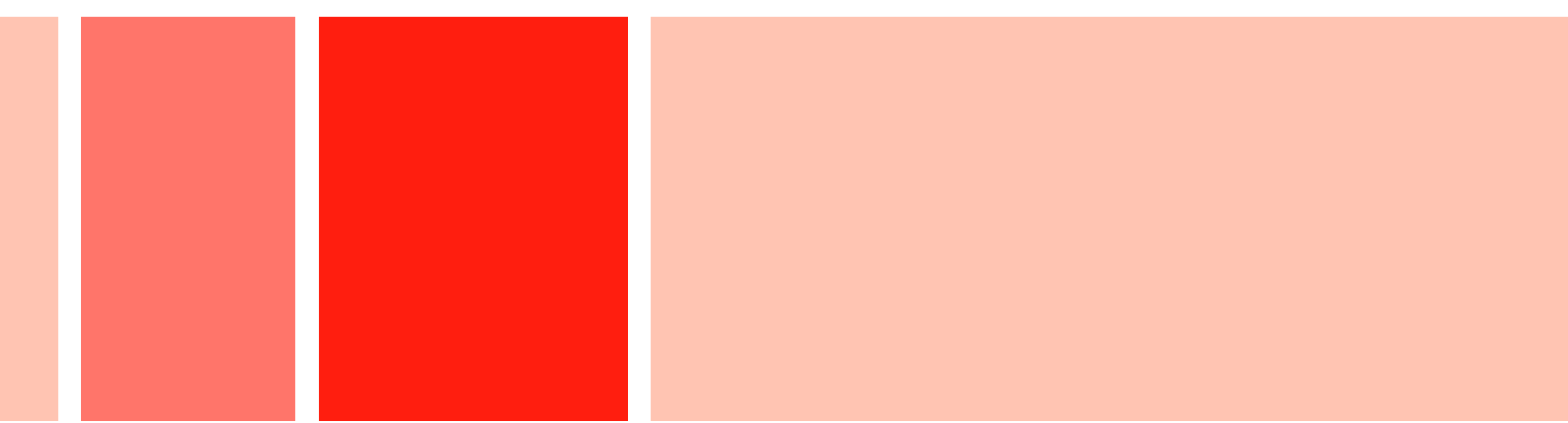
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# Visits to Tourist Attractions in Wales 2011

## Report for Visit Wales



# Visits to Tourist Attractions in Wales – 2011 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 Government

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## Glossary of acronyms and how to read the tables

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

### Estimates/ Visits figures unavailable

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

- If visits figures were estimated by operators, this is indicated with an asterisk (\*) following the number of visits in the tables in 2011, at the end of the report. If an attraction has estimated figures in 2011 it is assumed figures for previous years are also based on estimates.

### 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 2011 is given. If this is not known the charge is left blank.

### Abbreviations

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#### Regions

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

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#### Ownership categories

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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 <sup>†</sup>	National Trust
PO	Privately Owned (Private individual owners, organisation/ trust etc)

<sup>†</sup>Attractions in the CADW or National Trust ownership categories may only be managed by such organisations.

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## Tourist attraction categories

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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

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## Employee Abbreviations

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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 2010-2011

1. **Visits to tourist attractions between 2010 and 2011 have increased slightly:** up 1.4% amongst those attractions responding in both years. Amongst the 165 attractions providing visitor information, visits stand at 11.8 million.
2. **Visits to free admission attractions have increased by 5.1% while those to paid admission attractions have decreased 2.3%** amongst a matched sample of attractions between 2010 and 2011.

### Revenue

3. **The average adult admission charge stands at £5.01 amongst paid admission attractions,** with average child admission at £3.29. This represents an increase of 3.4% (adult) and 4.5% (child) on the previous year – below the rate of inflation in 2011.
4. **Amongst all the attractions (paid and free admission) average revenue stands at £6.27 per visitor.** Total revenue varies considerably by region: ranging from £5.08 in South East Wales (where there are a high proportion of free-entry attractions) to £7.53 in Mid Wales.

### Employment

5. **Nearly half of all employment is in the *unpaid volunteer* sector, either full time or seasonal, making it the largest employment category.** Just under a fifth of all employment is made up of permanently employed full-time staff, with museums and art galleries the largest sector employing full time permanent staff.

# 1 Introduction and objectives

## 1.1 Background

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

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<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 2011

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

Looking first at the economic background, during 2011 the UK had formally come out of recession although there was rising unemployment and increasing oil (and therefore petrol pump) prices. As in 2010 the media continued to report on the rise of the *staycation* – that is, the substitution of a holiday abroad for a holiday in the UK for financial reasons. The staycation effect may well contribute positively to visit numbers to Welsh (and of course UK-based) visitor attractions. However, the positive effect could be tempered with a squeeze in household disposable income: paid attractions may well have been impacted by this with free attractions potentially benefitting.

Turning to the climate, according to the Met Office, the UK experienced a warm spring and autumn – contrasting with an “indifferent” summer. Across the year as a whole Wales had slightly above average temperatures (by c.1°C) slightly lower average rainfall (between 85% and 95% of the average) and overall average levels of sunshine.



## 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 2011, with a reminder two weeks after mailout for non-responders. For late attractions, the mailout took place in January 2012, 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 March, 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.

### 2.2 Survey distribution and response rate

The survey was distributed to a total of 478 attractions believed to fit the tourist attraction definition. This represents a decline of 29 attractions since 2010 and 47 since 2009. The response rates for this year and previous two years are given in Table 2.1 below:

**Table 2.1 Response rate**

	<b>2011 Actual (percentage)</b>	<b>2010 Actual (percentage)</b>	<b>2009 Actual (percentage)</b>
Total number of mailable attractions	478	507	525
Attractions completing survey and providing visitor figures in that year	216 (45%)	219 (43%)	239 (46%)
Attractions not able to give visitor figures	29 (6%)	28 (6%)	27 (5%)
<b>TOTAL RESPONSE RATE</b>	<b>245 (51%)</b>	<b>247 (49%)</b>	<b>267 (51%)</b>

Thus, while the response to the survey this year was 51% - the proportion actually providing visitor figures stands at 45%.

Furthermore, in order to ascertain the reliability of visits figures provided, in 2011 a total of 134 operators indicated which methods they used to calculate their visits figures. Results are shown in Table 2.2 below. The figures amount to above 100% as multiple methods are mentioned by some attractions.

**Table 2.2 Visitor recording method**

	Actual numbers	%
<b>Total sample</b>		
Ticket sales and/or group booking sales	53	39.6%
Mechanical or electronic method of counting	35	26.1%
Manual method of counting numbers	46	34.3%
Estimate made on the basis of sample count	9	6.7%
Sample count	13	9.7%
Other*	11	8.2%

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

### 3 Comparative analysis of visits to tourist attractions

#### 2011/10 and 2011/9

This chapter analyses trends in the number of visits to attractions in Wales. It looks at those attractions that responded in both 2011 and 2010, as well as those attractions that responded in 2011 and 2009. Please note the base sizes will vary between the two as not all attractions responded across the three years.

#### 3.1 Overall comparisons

**Table 3.1 Comparison of overall yearly visits 2011/10 and 2011/9**

165 attractions provided total visits figures for both 2011 and 2010. In the years 2011 and 2009 155 comparable attractions provided total visits figures.

2011/10				2011/9			
Sample	Visits 2011	Visits 2010	Increase/decrease	Sample	Visits 2011	Visits 2009	Increase/decrease
165	11,758,988	11,594,479	+1.4%	155	11,535,096	11,586,372	-0.4%

**Visits to tourist attractions in Wales have increased by just over 1% between 2010 and 2011.** However, amongst attractions responding in both 2009 and 2011 the visit figures have slightly declined by 0.4%.

**Table 3.2 Comparison of yearly visits 2011/10 and 2011/9 for free and paid attractions**

2011/10				2011/9			
Sample	Visits 2011	Visits 2010	Increase/decrease	Sample	Visits 2011	Visits 2009	Increase/decrease
Free				Free			
68	6,095,629	5,799,035	+5.1%	54	5,629,225	5,677,161	-0.8%
Paid				Paid			
97	5,663,359	5,795,444	-2.3%	96	5,794,145	5,743,285	+0.9%
<b>Total</b>				<b>Total</b>			
165	11,758,988	11,594,479	+1.4%	150	11,423,370	11,420,445	0.00

**Between 2010 and 2011 visits to free attractions have seen an increase of just over 5%** while visits to paid attractions have declined by just over 2%. Visits between 2009 and 2011 – for those attractions where entry was known – have increased by less than 1% for paid attractions and declined by less than one percent for free attractions.

**Table 3.3 Comparison of yearly visits 2011/10 and 2011/9 by region**

		2011/10					2011/9		
Sample		Visits 2011	Visits 2010	Increase/decrease	Sample		Visits 2011	Visits 2009	Increase/decrease
Mid	28	1,046,722	1,046,717	0.0%	Mid	28	1,230,511	1,217,021	+1.1%
North	45	2,691,850	2,830,462	-4.9%	North	36	2,202,676	2,228,121	-1.1%
S East	48	4,619,288	4,494,292	+2.8%	S East	40	4,355,449	4,340,023	+0.4%
S West	44	3,401,128	3,223,008	+5.5%	S West	51	3,746,460	3,801,207	-1.4%
<b>Total</b>	<b>165</b>	<b>11,758,988</b>	<b>11,594,479</b>	<b>+1.4%</b>	<b>Total</b>	<b>155</b>	<b>11,535,096</b>	<b>11,586,372</b>	<b>-0.4%</b>

On average attractions in South West Wales have experienced the highest increases in visitor numbers, of just over 5% between 2010 and 2011, while total responding attractions in North Wales have seen visit numbers decline by an average of nearly 5%. Interestingly visitor numbers have remained fairly consistent between 2009 and 2011 at +/- 1%.

**Table 3.4 Comparison of yearly visits 2011/10 and 2011/9 by category**

		2011/10					2011/9		
Sample		Visits 2011	Visits 2010	Increase/decrease	Sample		Visits 2011	Visits 2009	Increase/decrease
Historic properties	55	2,719,018	2,764,166	-1.6%	51	2,533,305	2,343,294	+8.1%	
Museum/ art gallery	48	3,969,042	3,888,411	+2.1%	49	4,099,745	4,490,184	-8.7%	
Industrial/ craft attraction	11	313,439	453,188	-30.8%	9*	314,905	504,075	-37.5%	
Country park, garden, other natural	36	3,393,880	3,230,452	+5.1%	31	3,211,980	3,036,972	+5.8%	
Wildlife attraction	6*	272,111	232,211	+17.2%	4*	98,105	100,538	-2.4%	
Themed attraction, leisure park/ centre	1**	-	-	-	2*	808,180	612,276	+32.0%	
Railway/ tramway	8*	383,318	376,998	+1.7%	9*	468,876	499,033	-6.0%	
<b>Total</b>	<b>165</b>	<b>11,758,988</b>	<b>11,594,479</b>	<b>+1.4%</b>	<b>Total</b>	<b>155</b>	<b>11,535,096</b>	<b>11,586,372</b>	<b>-0.4%</b>

\*caution: low base

\*\*sample size too small and would breach confidentiality

**Industrial/ craft attractions have experienced the largest decline** although this is principally driven by a single attraction which, between 2010 and 2011 experienced a decline in visitor numbers of nearly 70% (based on estimated figures). Between 2010 and 2011 wildlife attractions experienced an increase overall of just over 17%.

**Table 3.5 Comparison of yearly visits 2011/10 and 2011/9 by ownership**

2011/10					2011/9			
		Visits 2011	Visits 2010	Increase/decrease	Sample	Visits 2011	Visits 2009	Increase/decrease
<b>Sample</b>								
Cadw	27	1,148,868	1,164,760	-1.4%	25	1,128,731	1,142,161	-1.2%
National Museum of Wales								
Local Authority	7*	1,677,275	1,629,915	+2.9%	7*	1,677,275	1,652,459	+1.5%
The National Trust	51	3,093,940	2,989,928	+3.5%	45	2,717,571	2,939,088	-7.5%
Private Owner/Trust	17	1,125,032	1,149,847	-2.2%	17	1,125,032	930,181	+20.9%
	63	4,713,873	4,660,029	+1.2%	61	4,886,487	4,922,483	-0.7%
<b>Total</b>								
	<b>165</b>	<b>11,758,988</b>	<b>11,594,479</b>	<b>+1.4%</b>	<b>155</b>	<b>11,535,096</b>	<b>11,586,372</b>	<b>-0.4%</b>

\*caution: low base

**Between 2010 and 2011 attractions managed by Local Authorities showed the greatest average increase of just over 3%.** This compares to those managed by the National Trust which experienced a decline of just over 2% (largely driven by one key property). It should be noted that the National Trust did not have responsibility for the significant properties of Tredegar House and Duffryn House and Gardens during 2011 – these were still under the ownership of their respective local authorities.

**Table 3.6 Comparison of yearly visits 2011/10 and 2011/9 by geographic location**

2011/10					2011/9			
		Visits 2011	Visits 2010	Increase/decrease	Sample	Visits 2011	Visits 2010	Increase/decrease
<b>Sample</b>								
Coastal	23	2,471,828	2,520,487	-1.9%	20	2,096,040	2,060,064	+1.7%
Rural	101	5,200,184	5,034,967	+3.3%	90	4,871,315	4,704,236	+3.6%
Urban	41	4,086,976	4,039,025	+1.2%	45	4,567,741	4,822,072	-5.3%
<b>Total</b>								
	<b>165</b>	<b>11,758,988</b>	<b>11,594,479</b>	<b>+1.4%</b>	<b>155</b>	<b>11,535,096</b>	<b>11,586,372</b>	<b>-0.4%</b>

**Attractions based in rural locations experienced an average increase of just over 3% in visitor numbers between 2010 and 2011.** The same category of attraction increased by nearly 4% between 2009 and 2011.

### 3.2 Comparison of monthly visits 2011/10 and 2011/9

129 visitor attractions provided a monthly breakdown of visits to their operation both in 2010 and 2011 while 119 provided a comparable monthly breakdown in 2009 and 2011.

**Table 3.7 Monthly distribution of visits 2011/10 and 2011/9**

	2011/10		2011/9			
	Sample	Visits 2011	Visits 2010	Sample	Visits 2011	Visits 2009
January	129	3.9%	3.3%	119	3.8%	3.4%
February		5.4%	5.1%		4.6%	5.8%
March		6.1%	6.0%		5.8%	6.0%
April		11.3%	10.6%		11.4%	10.2%
May		9.6%	9.9%		9.3%	11.7%
June		10.2%	10.2%		10.1%	9.4%
July		12.5%	12.1%		13.2%	12.6%
August		16.5%	17.1%		16.8%	16.4%
September		8.2%	8.7%		8.5%	8.8%
October		8.7%	8.2%		8.3%	8.1%
November		4.5%	4.2%		4.4%	3.7%
December		4.0%	3.2%		4.2%	3.5%

**In 2011 nearly 40% of all visits to attractions in Wales were between the months of June to August inclusive – on a par with visit behaviour in 2010 amongst the same sample of attractions.**

**Table 3.8 Monthly distribution of visits 2011/10 and 2011/9 by admission**

	Sample	2011/10				2011/9			
		Free 2011	2010	Paid 2011	2010	Free 2011	2009	Paid 2011	2009
January		3.8%	3.5%	4.0%	3.1%	4.5%	4.5%	2.9%	2.2%
February		6.1%	5.8%	4.7%	4.4%	5.9%	6.0%	3.3%	3.5%
March		6.8%	6.8%	5.5%	5.2%	6.9%	7.5%	4.7%	4.4%
April		11.2%	10.9%	11.5%	10.4%	10.1%	9.4%	12.7%	11.2%
May		9.4%	9.8%	9.7%	10.0%	8.9%	12.5%	9.8%	11.0%
June		9.7%	9.8%	10.7%	10.6%	9.1%	9.2%	11.1%	9.5%
July		11.8%	11.6%	13.1%	12.5%	12.6%	11.9%	13.9%	13.5%
August		15.0%	15.7%	17.9%	18.3%	14.6%	14.4%	19.3%	18.8%
September		8.1%	8.6%	8.3%	8.8%	8.2%	8.0%	8.7%	9.5%
October		8.5%	8.9%	7.8%	7.8%	8.6%	8.2%	7.9%	7.9%
November		5.4%	5.2%	3.5%	3.3%	5.9%	4.7%	2.7%	2.5%
December		4.2%	3.4%	3.8%	3.0%	4.7%	3.7%	3.6%	3.1%

**In 2011 just over 36% of visits to free attractions were made in the key months of June to August. This compares to paid attractions where nearly 42% of visits were made during the same months.**

### 3.3 Comparison of quarterly visits 2011/10 and 2011/9

**Table 3.9 Quarterly distribution of visits 2011/10 and 2011/9**

	2011/10		2011/9	
	Visits 2011	Visits 2010	Visits 2011	Visits 2009
Sample	129		119	
Jan – Mar	15.5%	14.4%	14.2%	14.3%
Apr – Jun	31.1%	30.7%	30.8%	31.3%
Jul – Sep	37.2%	37.8%	38.4%	37.8%
Oct - Dec	16.6%	15.7%	16.9%	15.3%

Quarterly distribution of visits remains consistent between 2010 and 2011.

**Table 3.10 Quarterly distribution of visits 2011/10 by region**

Region	Sample	Distribution of visits 2011				Distribution of visits 2010				Total visits	
		Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan – Dec 11	Jan – Dec 10
Mid Wales North	26	8.6%	33.7%	45.1%	12.6%	8.1%	35.5%	49.9%	11.5%	923,653	932,795
Wales SE	34	11.2%	33.7%	43.1%	13.0%	8.9%	30.2%	43.1%	13.0%	1,900,030	1,821,661
Wales SW	38	16.9%	29.7%	34.0%	19.3%	16.9%	30.2%	34.4%	18.4%	2,777,859	2,761,699
Wales	31	19.1%	29.8%	33.7%	17.6%	17.9%	30.1%	34.5%	17.5%	2,787,114	2,608,562
<b>Total</b>	<b>129</b>	<b>15.5%</b>	<b>31.1%</b>	<b>37.2%</b>	<b>16.6%</b>	<b>14.4%</b>	<b>30.7%</b>	<b>37.8%</b>	<b>15.7%</b>	<b>8,388,656</b>	<b>8,124,717</b>

**Attractions in South Wales (East and West) show greater year-round appeal.** Mid Wales has the lowest out-of-season visitor numbers, with just under 9% visiting in January to March in 2011 – compared to just over 19% in South West Wales and nearly 17% in South East Wales.

**Table 3.11 Quarterly distribution of visits 2011/9 by region**

Region	Sample	Distribution of visits 2011				Distribution of visits 2009				Total visits	
		Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan – Dec 11	Jan – Dec 09
Mid Wales	20	5.9%	32.2%	51.5%	10.5%	5.8%	29.7%	52.5%	10.8%	456,906	505,422
North Wales	29	9.1%	33.5%	44.4%	14.0%	6.7%	30.3%	44.3%	12.2%	1,722,360	1,641,233
SE Wales	32	16.8%	28.5%	35.0%	19.7%	17.4%	32.3%	33.8%	16.5%	3,313,835	3,370,449
SW Wales	38	15.8%	31.7%	36.5%	16.2%	16.8%	31.0%	35.7%	16.6%	2,556,963	2,716,342
<b>Total</b>	<b>119</b>	<b>14.2%</b>	<b>30.8%</b>	<b>38.4%</b>	<b>16.9%</b>	<b>14.3%</b>	<b>31.3%</b>	<b>37.8%</b>	<b>15.3%</b>	<b>8,050,064</b>	<b>8,233,446</b>

**South East Wales experienced a greater proportion of visits October – December in 2011 compared to 2009 (up from 16.5% to 19.7%).**

**Table 3.12 Quarterly distribution of visits 2011/10 by category**

Category	Sample	Distribution of visits 2011				Distribution of visits 2010				Total visits	
		Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan – Dec 11	Jan – Dec 10
Historic property	38	10.1%	32.7%	43.6%	13.9%	9.5%	32.0%	44.4%	14.1%	1,482,281	1,514,903
Museum or art gallery	44	18.4%	28.4%	35.2%	18.7%	17.0%	29.1%	36.5%	17.4%	2,726,982	2,661,093
Industrial or craft attr.	7*	9.7%	31.7%	45.4%	13.2%	6.0%	19.4%	28.1%	6.7%	240,146	231,456
Country park, garden, other natural	27	15.1%	34.0%	35.2%	15.7%	14.6%	34.3%	35.7%	15.5%	2,602,879	2,485,004
Wildlife attr.	5*	13.7%	32.3%	39.0%	15.0%	15.4%	28.7%	42.0%	13.8%	244,111	202,211
Themed attr., leisure parks & centres	1**	-	-	-	-	-	-	-	-	-	-
Railway or tramway	7*	15.5%	31.1%	37.2%	16.6%	14.4%	30.7%	37.8%	15.7%	384,077	380,997
<b>Total</b>	<b>129</b>	<b>15.5%</b>	<b>31.1%</b>	<b>37.2%</b>	<b>16.6%</b>	<b>14.4%</b>	<b>30.7%</b>	<b>37.8%</b>	<b>15.7%</b>	<b>8,388,656</b>	<b>8,124,717</b>

\*caution: low base

\*\*sample size too small and would breach confidentiality

**Themed attractions, leisure parks and centres continue to show consistent year-round appeal compared to industrial/ craft attractions which show greater seasonality.**



**Table 3.13 Quarterly distribution of visits 2011/9 by category**

Category	Sample	Distribution of visits 2011				Distribution of visits 2009				Total visits	
		Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan – Dec 11	Jan – Dec 09
Historic property	41	9.7%	32.6%	42.6%	15.2%	9.5%	33.5%	44.5%	14.7%	1,788,540	1,762,867
Museum or art gallery	41	18.7%	27.2%	34.9%	19.8%	18.4%	30.5%	34.0%	17.1%	3,307,106	3,487,173
Industrial or craft attr.	6*	6.7%	32.8%	50.2%	10.3%	3.5%	21.0%	36.1%	6.1%	262,214	299,890
Country park, garden, other natural	19	14.6%	33.9%	35.9%	15.6%	16.5%	33.1%	35.1%	15.3%	2,127,658	2,092,442
Wildlife attr.	3*	13.3%	31.0%	40.4%	15.2%	10.9%	30.7%	43.8%	14.6%	95,670	98,038
Themed attr., leisure parks & centres	0	-	-	-	-	-	-	-	-	-	-
Railway or tramway	9*	2.8%	33.7%	51.0%	12.5%	2.5%	30.9%	52.2%	13.2%	468,876	493,036
<b>Total</b>	<b>119</b>	<b>14.2%</b>	<b>30.8%</b>	<b>38.4%</b>	<b>16.9%</b>	<b>14.3%</b>	<b>31.3%</b>	<b>37.8%</b>	<b>15.3%</b>	<b>8,050,064</b>	<b>8,233,446</b>

\*caution: low base

\*\*Sample size too small and would breach confidentiality

**Museums and galleries continue to show less seasonal fluctuation than Industrial or craft attractions.**

**Table 3.14 Quarterly distribution of visits 2011/10 by geographic location**

Category	Sample	Distribution of visits 2011				Distribution of visits 2010				Total visits	
		Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan – Dec 11	Jan – Dec 10
Coastal	16	16.7%	30.0%	37.4%	15.8%	15.9%	31.8%	39.0%	15.7%	1,994,904	1,964,168
Rural	77	12.5%	33.4%	39.6%	15.2%	10.6%	31.7%	39.9%	13.6%	3,716,923	3,486,437
Urban	36	18.6%	28.6%	33.6%	19.2%	18.4%	28.7%	34.2%	18.6%	2,676,829	2,674,112
<b>Total</b>	<b>129</b>	<b>15.5%</b>	<b>31.1%</b>	<b>37.2%</b>	<b>16.6%</b>	<b>14.4%</b>	<b>30.7%</b>	<b>37.8%</b>	<b>15.7%</b>	<b>8,388,656</b>	<b>8,124,717</b>

**The extreme winter Weather of November/ December 2010 appears to have had some impact on visit figures with 13.6% of visits to rural attractions during October – December 2010 compared to 15.2% in the milder October – December of 2011.**

**Table 3.15 Quarterly distribution of visits 2011/9 by geographic location**

Category	Sample	Distribution of visits 2011				Distribution of visits 2009				Total visits	
		Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan – Dec 11	Jan – Dec 09
Coastal	15	10.7%	32.2%	44.2%	12.8%	11.0%	32.7%	44.2%	12.6%	1,194,434	1,244,034
Rural	71	10.8%	34.1%	41.1%	14.8%	10.2%	31.5%	41.4%	13.3%	3,474,874	3,329,161
Urban	33	19.0%	26.9%	33.6%	20.4%	19.2%	30.6%	32.1%	18.1%	3,380,756	3,660,251
<b>Total</b>	<b>119</b>	<b>14.2%</b>	<b>30.8%</b>	<b>38.4%</b>	<b>16.9%</b>	<b>14.3%</b>	<b>31.3%</b>	<b>37.8%</b>	<b>15.3%</b>	<b>8,050,064</b>	<b>8,233,446</b>

**Urban based attractions continue to demonstrate a more even distribution of visits across the year** compared to those in rural and coastal locations.

### 3.4 Comparison of admission charges for paid attractions

**Table 3.16 Comparison of adult and child average charges (per attraction) 2011/10 and 2011/9**

	2011/10			2011/09		
	2011	2010	Increase/ decrease	2011	2009	Increase/ decrease
<b>Sample</b>		64		<b>Sample</b>	63	
Average adult admission charge	£5.01	£4.85	+3.4%	£5.33	£4.93	+8.1%
Average child admission charge	£3.29	£3.15	+4.5%	£3.43	£3.09	+11.2%

In the UK the inflation rate varied between 4.8% and 5.5% during 2011 and therefore the percentage increase in adult and child charges 2010 – 2011 represent below-inflation-level values.

**Table 3.17 Comparison of adult and child average charges (per attraction) 2011/10/09**

	2011	2010	2009	2010-2011	2009-2010
<b>Sample</b>		<b>54</b>			
Average adult admission charge	£4.96	£4.80	£4.58	+3.5%	+4.8%
Average child admission charge	£3.39	£3.24	£3.07	+4.8%	+5.6%

**Average adult admission charges across attractions providing figures for three years has risen 3.5% between 2010 and 2011 and 4.8% between 2009 and 2010.**

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

	Sample not common			Sample common		
	2011	2010	2009	2011	2010	2009
<b>Sample</b>	<b>84</b>	<b>76</b>	<b>89</b>		<b>54</b>	
Less than £1.00	1.2%	0%	0%	0%	0%	0%
£1.01 - £1.99	4.8%	6.6%	7.9%	3.7%	3.7%	5.6%
£2.00 - £2.99	10.7%	10.5%	11.2%	13.0%	13.0%	11.1%
£3.00 - £3.99	28.6%	34.2%	36.0%	35.2%	40.7%	46.3%
£4.00 - £4.99	14.3%	9.2%	10.1%	14.8%	9.3%	9.3%
£5.00 - £5.99	7.1%	10.5%	6.7%	9.3%	13.0%	9.3%
£6.00 - £6.99	13.1%	14.5%	7.9%	9.3%	5.6%	5.6%
£7.00 - £7.99	6.0%	6.6%	6.7%	3.7%	5.6%	5.6%
£8.00 or over	14.3%	7.9%	13.5%	11.1%	9.3%	7.4%

**In 2011 approximately 11% of paid attractions charged adults £8 or over for admission: up from just over 9% amongst the same sample in 2010 and just over 7% in 2009.**

## 4 Visits 2011

This section presents analysis of visits data for year 2011.

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 2011 (submitted by respondents)

**Table 4.1 Overall visits 2011 by admission**

Admission	Sample	Total visits 2011
Free	97	9,009,137
Paid	117	6,862,067
<b>Total</b>	<b>214</b>	<b>15,871,204</b>

**In 2011 a total of 214 attractions gave their admission details** (whether they were paid or free) and submitted visitor numbers. For these attractions the total visitor numbers in the year were just under sixteen million visits. Visits to free attractions represented over half (57%) of all visits.

**Table 4.2 Overall visits 2011 by admission and region**

Region	Free Admission		Paid Admission		All Attractions	
	Sample	Total visits 2011	Sample	Total visits 2011	Sample	Total visits 2011
Mid Wales	13	644,127	31	995,605	44	1,639,732
North Wales	21	1,642,489	34	2,099,861	55	3,742,350
SE Wales	40	4,754,911	20	1,060,173	60	5,815,084
SW Wales	23	1,967,610	32	2,706,428	55	4,674,038
<b>Total</b>	<b>97</b>	<b>9,009,137</b>	<b>117</b>	<b>6,862,067</b>	<b>214</b>	<b>15,871,204</b>

**In South East Wales there are four times as many visitors to free attractions as there are to paid attractions.** In all other regions there are greater proportions of visitors to paid attractions than to free attractions.

**Table 4.3 Regions' share of attractions and visits 2011**

Region	% of attractions	% of visits 2010	Average visits per attraction per region
<b>Sample</b>	<b>214</b>		
Mid Wales	20.6%	10.3%	37,267
North Wales	25.7%	23.6%	68,043
SE Wales	28.0%	36.6%	96,918
SW Wales	25.7%	29.4%	84,983
<b>Total</b>		<b>15,871,204</b>	<b>74,165</b>

The average number of visitors per attraction across the year stands at just over 74,000 in 2011. This was highest for attractions in South East Wales (at nearly 100,000 visits per attraction) and lowest in Mid Wales (at just over 37,000 visits).

**Table 4.4 Overall visits 2011 by admission and category**

Category	Free Admission		Paid Admission		All Attractions	
	Sample	Total visits 2011	Sample	Total visits 2011	Sample	Total visits 2011
Historic property	12	849,472	46	2,101,380	58	2,950,852
Museum or art gallery	44	4,595,556	21	763,823	65	5,359,379
Industrial or craft attraction	7*	101,107	8*	300,957	15	402,064
Country park, garden, other						
natural	27	3,139,477	24	1,831,335	51	4,970,812
Wildlife attraction	4*	188,071	7*	636,433	11	824,504
Themed attraction, leisure park/ centre	1**	-	-	-	-	-
Railway or tramway	2*	35,454	9*	481,376	11	516,830
<b>Total</b>	<b>97</b>	<b>9,009,137</b>	<b>117</b>	<b>6,862,067</b>	<b>214</b>	<b>15,871,204</b>

\*caution: low base

\*\*sample size too small and would breach confidentiality

The greatest volume of visitors was to Museums and Art Galleries (of which there were the greatest number of attractions). Over five million visits were recorded in this category of attraction in 2011.

**Table 4.5 Average visits 2011 by category**

Category	Sample	Average visits 2011
Historic property	58	50,877
Museum or art gallery	65	82,452
Industrial or craft attraction	15	26,804
Country park, garden, other natural	51	97,467
Wildlife attraction	11	74,955
Themed attraction, leisure park/ centre	3*	282,254
Railway or tramway	11	46,985
<b>Total</b>	<b>214</b>	<b>74,165</b>

\*caution: low base

**Industrial or craft attractions have the lowest average visit figures** with nearly 27,000 visits per attraction. This compares to themed attractions/leisure parks/centres where the average stands at over 282,000 visits a year per attraction.

**Table 4.6 Overall visits 2011 by admission and geographic location**

Location	Free Admission		Paid Admission		All Attractions	
	Sample	Total visits 2011	Sample	Total visits 2011	Sample	Total visits 2011
Coastal	8*	630,495	22	2,115,375	30	2,745,870
Rural	47	3,401,019	79	3,976,402	126	7,377,421
Urban	42	4,977,623	16	770,290	58	5,747,913
<b>Total</b>	<b>97</b>	<b>9,009,137</b>	<b>117</b>	<b>6,862,067</b>	<b>214</b>	<b>15,871,204</b>

\*caution: low base

**Urban areas have the highest proportion of free attractions with nearly 87% of all visits to free attractions in this geographic location.** This compares to coastal attractions where just 23% of visits are to free attractions.

**Table 4.7 Average visits 2011 by geographic location**

Location	Sample	Average visits 2011
Coastal	30	91,529
Rural	126	58,551
Urban	58	99,102
<b>Total</b>	<b>214</b>	<b>74,165</b>

**Urban-based attractions average just over 99,000 visits per attraction compared to rurally-based attractions which average just under 59,000 visits per attraction.**

**Table 4.8 Overall visits 2011 by admission and ownership**

Ownership	Free Admission		Paid Admission		All Attractions	
	Sample	Total visits 2011	Sample	Total visits 2011	Sample	Total visits 2011
Cadw	2*	74,647	25	1,074,221	27	1,148,868
Government	7*	1,677,275	0	-	7*	1,677,275
Local authority	41	3,563,278	24	1,374,791	65	4,938,069
National Trust	1**	-	16	1,120,394	17	1,125,032
Private owner or trust	46	3,689,299	52	3,292,661	98	6,981,960
<b>Total</b>	<b>97</b>	<b>9,009,137</b>	<b>117</b>	<b>6,862,067</b>	<b>214</b>	<b>15,871,204</b>

\*caution: low base

\*\*sample size too small and would breach confidentiality

**Attractions under the ownership of private owners or trusts accounted for over two fifths (44%) of all visits in 2011 – on a par with 2010 (although amongst different samples).**

**Table 4.9 Average visits 2011 by ownership**

Ownership	Sample	Average visits 2011
Cadw	27	42,551
Government	7*	239,611
Local authority	65	75,970
National Trust	17	66,178
Private owner or trust	98	71,244
<b>Total</b>	<b>214</b>	<b>15,871,204</b>

\*caution: low base

**Average visits per attraction were highest for those under the ownership of Welsh Government with average visits at nearly 240,000 across the year. This compares to those managed by Cadw (also a body within the Welsh Government) where visits were, on average, nearly 43,000 per attraction.**



**Table 4.10 Overall visits 2011 by range of visits and admission**

Range of visits	Free Admission		Paid Admission		All Attractions	
	Sample	Total visits 2011	Sample	Total visits 2011	Sample	Total visits 2011
0-1,999	7*	7,370	8	10,361	15	17,731
2,000-4,999	8*	25,590	10	33,835	18	59,425
5,000-9,999	6*	37,416	15	112,749	21	150,165
10,000-19,999	9*	133,398	13	196,108	22	329,506
20,000-49,999	21	578,915	32	997,789	53	1,576,704
50,000-99,999	13	933,471	18	1,362,786	31	2,296,257
100,000-149,999	16	1,966,870	10	1,223,015	26	3,189,885
150,000-199,999	4*	672,707	7	1,211,031	11	1,883,738
200,000 and over	13	4,653,400	4	1,714,393	17	6,367,793
<b>Total</b>	<b>97</b>	<b>9,009,137</b>	<b>117</b>	<b>6,862,067</b>	<b>214</b>	<b>15,871,204</b>

\*caution: low base

**A total of 17 attractions responding to the survey reported visits of 200,000 a year or more in 2011.** The majority of these attractions were free 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 2011 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 please see the summary of the economy and climate across the year see Section 1.4.

**Table 4.11 Positive factors**

<b>Most important positive factor</b>	<b>No. responses</b>	<b>%</b>
Weather	25	18.2%
Events/ temporary exhibitions	20	14.6%
Greater awareness	15	10.9%
Advertising/ marketing	14	10.2%
Repeat visits/ regular customers/ more visitors to the area	14	10.2%
More holidaying in UK/ economy	11	8.0%
New/ improved facilities	4	2.9%
Diversity/ improve what's on offer	4	2.9%
Free entry	4	2.9%
Exchange rate	2	1.5%
Word of mouth	2	1.5%
Interest	2	1.5%
Other	20	14.6%

**The weather was the positive factor most mentioned spontaneously by attractions for affecting visitation**, mentioned by just over 18% of those responding. This was followed by events/ temporary exhibitions which was mentioned by nearly 15%.

**Table 4.12 Negative factors**

<b>Most important negative factor</b>	<b>No. responses</b>	<b>%</b>
Economy/ recession	39	29.3%
Weather	33	24.8%
Fuel prices	11	8.3%
Fewer visitors to area	6	4.5%
Opening hours	5	3.8%
Signage	4	3.0%
Lack of funding/ budget/ finance	4	3.0%
On site building works	4	3.0%
Advertising/ marketing	3	2.3%
Less school/ coach vis	3	2.3%
Competition in area	2	1.5%
Facilities/ product needs upgrade	1	0.8%
Staff issues	1	0.8%
Not free entry	1	0.8%
Lack of parking	1	0.8%
Other	15	11.3%

**The economy/ recession was spontaneously mentioned by a third of attractions** as being a negative factor affecting visitation. Other economic factors include fuel prices (mentioned by just over 8%).

## 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 2011/10/9 (different samples)**

Gross revenue movement	2011/10	2010/9	2009/8
Sample	115	90	90
Down	20.9%	31.1%	15.6%
Similar	36.5%	43.3%	41.1%
Up	42.6%	25.6%	43.3%

**Between 2010 and 2011 nearly 37% saw similar gross-revenue movement** while nearly 43% experienced an increase and nearly 21% a decrease.

**Table 5.2 Average gross revenue movement 2011/10/9 (different samples)**

Gross revenue movement	2011/10	2010/9	2009/8
Down	12.5%	26%	25%
Similar	-	-	-
Up	12.6%	19%	19%

In 2010/2011 average gross revenue movement for those experiencing an increase or decrease were almost equal at an average of just under 13%.

**Table 5.3 Average revenue movement 2011/10 by band**

Gross revenue movement band	Sample	%
Over -50% decrease	0	0.0%
-21% to -50% decrease	2*	2.1%
-11% to -20% decrease	5*	5.2%
-1% to -10% decrease	12	12.4%
0% (no change)	42	43.3%
1% to 10% increase	22	22.7%
11% - 20% increase	10	10.3%
21% - 50% increase	2*	2.1%
Over 50% increase	2*	2.1%
<b>Total</b>	<b>97</b>	
<b>Average trend</b>		<b>+2.1%</b>

The average gross revenue movement is in positive territory despite a number of attractions giving negative figures: in 2011 the average stands at +2.1%.

**Table 5.4 Average revenue movement 2011/10 by category**

Category	Sample	Average revenue trend
Historic property	11	+1.1%
Museum or art gallery	34	+1.7%
Industrial or craft attraction	9*	-0.1%
Country park, garden, other natural	24	+2.6%
Wildlife attraction	7*	-0.7%
Themed attr., leisure parks and centres	3*	-3.7%
Railway or tramway	10	+8.9%
<b>Total</b>	<b>97</b>	<b>+2.1%</b>

**Railways and tramways reported the single largest increase in revenue trend – at nearly 9%.** This was due primarily to a single attraction in this category which posted an increase of 66% during 2010/2011.

## 5.2 Average revenue per visitor (£) 2011

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 91 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.
- In 2011 the category 'car park' was added.

Please note: a number of attractions did not provide this level of information and therefore some sample sizes in this section are small.

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

Category	Sample	Admissions	Donations	Catering	Retail	Car park	Other	Total
Historic property	10*	£2.11	£0.21	£0.36	£1.32	£0.12	£0.02	£4.14
Museum or art gallery	35	£1.12	£1.15	£0.36	£0.84	£0.00	£0.04	£3.51
Industrial or craft attraction	5*	£5.44	£0.00	£1.46	£6.27	£0.00	£0.92	£14.09
Country park, garden, other natural	23	£3.25	£0.97	£1.14	£1.35	£0.16	£0.49	£7.36
Wildlife attraction	7*	£4.40	£0.20	£3.45	£0.64	£0.00	£0.00	£8.69
Themed attr., leisure parks and centres	1**	-	-	-	-	-	-	-
Railway or tramway	10*	£6.79	£0.02	£1.97	£1.10	£0.03	£0.22	£10.12
<b>Average</b>	<b>91</b>	<b>£2.87</b>	<b>£0.73</b>	<b>£1.08</b>	<b>£1.32</b>	<b>£0.06</b>	<b>£0.22</b>	<b>£6.27</b>

\*caution: low base

\*\* Sample size too small and would breach confidentiality

**The average revenue per visitor stands at £6.27.** The largest proportion of average revenue came from admissions (£2.87) followed by retail (£1.32) and catering (£1.08).

**Table 5.6 Average visitor revenue per attraction by category and admission**

Please note table 5.6 has been removed as individual categories had very small base sizes.

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

Region	Sample	Admissions	Donations	Catering	Retail	Car park	Other	Total
Mid Wales	24	£4.35	£0.17	£1.39	£1.55	£0.08	£0.01	£7.53
North Wales	20	£3.11	£1.80	£0.77	£1.16	£0.03	£0.20	£7.07
South East Wales	22	£1.99	£0.14	£0.41	£2.00	£0.09	£0.46	£5.08
South West Wales	25	£2.03	£0.93	£1.64	£0.64	£0.03	£0.21	£5.48
<b>Average</b>	<b>91</b>	<b>£2.87</b>	<b>£0.73</b>	<b>£1.08</b>	<b>£1.32</b>	<b>£0.06</b>	<b>£0.22</b>	<b>£6.27</b>

**Mid Wales has the highest average visitor revenue in 2011: £7.53.** This is driven primarily by admission – standing at £4.35, significantly higher than the average admission for attractions in South East Wales (£1.99) and South West Wales (£2.03).

**Table 5.8 Average visitor revenue per attraction by region and admission**

Region		Sample	Admissions	Donations	Catering	Retail	Car park	Other	Total
Mid Wales	Free	4*	£0.00	£0.30	£1.23	£0.38	£0.44	£0.04	£2.39
	Paid	20	£4.22	£0.14	£1.42	£1.78	£0.01	£0.00	£7.56
North Wales	Free	8*	£0.00	£4.43	£0.28	£0.73	£0.06	£0.44	£5.93
	Paid	12	£5.18	£0.05	£1.09	£1.45	£0.01	£0.05	£7.83
South East Wales	Free	14	£0.00	£0.19	£0.29	£0.96	£0.00	£0.01	£1.45
	Paid	7*	£6.25	£0.04	£0.70	£4.33	£0.27	£1.43	£13.02
South West Wales	Free	11	£0.00	£0.19	£0.57	£0.51	£0.00	£0.00	£1.27
	Paid	14	£3.58	£1.52	£2.48	£0.74	£0.05	£0.37	£8.74
<b>Average</b>									
	<b>Free</b>	<b>37</b>	<b>£0.00</b>	<b>£1.12</b>	<b>£0.47</b>	<b>£0.71</b>	<b>£0.06</b>	<b>£0.10</b>	<b>£2.47</b>
	<b>Paid</b>	<b>53</b>	<b>£4.53</b>	<b>£0.47</b>	<b>£1.53</b>	<b>£1.77</b>	<b>£0.05</b>	<b>£0.30</b>	<b>£8.66</b>

\*caution: low base

**Paid attractions in South East Wales had the highest average visitor revenue – at £13.02.** Free attractions in South West Wales had the lowest revenue – at £1.27 per visitor, on average.

**Table 5.9 Average visitor revenue per attraction by geographic location**

Region	Sample	Admissions	Donations	Catering	Retail	Car park	Other	Total
Coastal	14	£3.30	£0.15	£0.22	£1.13	£0.04	£0.73	£5.57
Rural	53	£3.46	£0.49	£1.59	£1.23	£0.08	£0.13	£7.00
Urban	24	£1.30	£1.59	£0.47	£1.64	£0.00	£0.10	£5.09
<b>Average</b>	<b>91</b>	<b>£2.87</b>	<b>£0.73</b>	<b>£1.08</b>	<b>£1.32</b>	<b>£0.06</b>	<b>£0.22</b>	<b>£6.27</b>

\*caution: low base

**Average revenue per visitor stands at £7.00 for rural attractions, £5.57 for those based in coastal locations and £5.09 for those in urban locations.**



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

Region		Sample	Admissions	Donations	Catering	Retail	Car park	Other	Total
Coastal	Free	6*	£0.00	£0.23	£0.00	£1.20	£0.00	£0.01	£1.44
	Paid	8*	£5.70	£0.10	£0.37	£1.08	£0.06	£1.26	£8.59
Rural	Free	18	£0.00	£0.15	£0.50	£0.73	£0.13	£0.13	£1.64
	Paid	35	£4.67	£0.67	£2.15	£1.49	£0.06	£0.14	£9.18
Urban	Free	13	£0.00	£2.87	£0.65	£0.46	£0.00	£0.11	£4.09
	Paid	10*	£3.11	£0.07	£0.28	£3.31	£0.01	£0.09	£6.87
<b>Average</b>									
	<b>Free</b>	<b>37</b>	<b>£0.00</b>	<b>£1.12</b>	<b>£0.47</b>	<b>£0.71</b>	<b>£0.06</b>	<b>£0.10</b>	<b>£2.47</b>
	<b>Paid</b>	<b>53</b>	<b>£4.53</b>	<b>£0.47</b>	<b>£1.53</b>	<b>£1.77</b>	<b>£0.05</b>	<b>£0.30</b>	<b>£8.66</b>

\*caution: low base

**Attractions based in urban areas have the least disparity between paid and free admissions:** with average revenue of paid attractions £2.78 above those of free attractions. This is markedly different for attractions in other locations: in rural locations paid admission attractions have average revenues £7.54 above free admission attractions.

Rural paid attractions have much higher income from catering than any other category, at an average of £2.15.

### 5.3 Employment 2011

Attraction operators were asked to provide a breakdown of staff employed in tourism-related activities in 2011. A total of 125 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.

**Table 5.11 Total employees reported in 2011**

Employment type	Sample	%
Full time permanents	814	19.9%
Full time seasonals	191	4.7%
Part time permanents	495	12.1%
Part time seasonals	645	15.7%
Unpaid volunteers permanent	407	9.9%
Unpaid volunteers seasonal	1528	37.3%
<b>Total</b>	<b>4,080</b>	

Unpaid seasonal volunteers represent the largest ‘employed’ at attractions – accounting for just over 37% of the workforce.

**Table 5.12 Total employees reported in 2011 by category**

Category	Total number of employees								% of employees						
	Sample	FTP	FTS	PTP	PTS	UVP	UVS	Total	%FTP	%FTS	%PTP	%PTS	%UVP	%UVS	Sample
Historic property	14	42	8	38	36	0	462	586	7.2%	1.4%	6.5%	6.1%	0.0%	78.8%	100%
Museum or art gallery	47	368	39	134	279	114	377	1311	28.1%	3.0%	10.2%	21.3%	8.7%	28.8%	100%
Industrial or craft attr.	12	95	15	123	138	12	51	434	21.9%	3.5%	28.3%	31.8%	2.8%	11.8%	100%
Country park, garden, other natural	31	124	18	91	88	104	161	586	21.2%	3.1%	15.5%	15.0%	17.7%	27.5%	100%
Wildlife attraction	8*	37	39	19	39	168	29	331	11.2%	11.8%	5.7%	11.8%	50.8%	8.8%	100%
Themed attr.	3*	60	10	99	20	0	0	189	31.7%	5.3%	52.4%	10.6%	0.0%	0.0%	100%
Leisure park/centre	10*	88	62	7	45	9	448	659	13.4%	9.4%	1.1%	6.8%	1.4%	68.0%	100%
Railway or tramway	10*	88	62	7	45	9	448	659	13.4%	9.4%	1.1%	6.8%	1.4%	68.0%	100%
<b>Total</b>	125	814	191	511	645	407	1528	4096	<b>19.9%</b>	<b>4.7%</b>	<b>12.5%</b>	<b>15.7%</b>	<b>9.9%</b>	<b>37.3%</b>	100%

\*caution: low base

**The category that employs the greatest number of full time permanent staff is museums and art galleries** with 368 employed amongst the sample of responders. Historic houses and railways and tramways have the greatest proportion of unpaid seasonal volunteers.

**Table 5.13 Total employees 2011/10 and 2011/9**

	2011	2010	%2011/10	2011	2009	%2011/9
<b>Sample</b>		<b>78</b>			<b>59</b>	
Full time permanents	465	473	-1.7%	317	285	11.2%
Full time seasonals	92	128	-28.1%	103	93	10.8%
Part time permanents	293	258	13.6%	234	161	45.3%
Part time seasonals	509	346	47.1%	265	318	-16.7%
Unpaid volunteers permanent	255	583	-56.3%	147	83	77.1%
Unpaid volunteers seasonal	860	450	91.1%	742	590	25.8%

**There have been significant changes in employees between 2010 and 2011** – most notably with the preparation of the National Trust taking on two large attractions in South East Wales.

Please note: one attraction coming under National Trust ownership from a local authority saw its volume of unpaid season volunteers increase from 0 to 300 over the course of the year.

**Table 5.14 Recruitment difficulties 2011**

Recruiting difficulties	Sample	%
Yes	17	13.6%
No	84	67.2%
N/A (no recruitment carried out)	24	19.2%
<b>Total</b>	<b>125</b>	

**Nearly 14% of attractions experienced recruitment difficulties in 2011** but for the vast majority (67%) recruitment was not a problem. Of the 17 businesses that experienced recruitment difficulties just under half (8 businesses) were based in Mid Wales. Three were in North Wales, 5 in South East Wales and one was in South West Wales.

**Table 5.15 Retaining difficulties 2011**

Retaining difficulties	Sample	%
Yes	8	8.4%
No	86	90.5%
<b>Total</b>	<b>95</b>	

**Nine in ten (91%) of attractions had no difficulties in retaining staff during 2011.**

## 5.4 Marketing expenditure 2011/10

**Table 5.16 Marketing expenditure levels in 2011 compared with 2010**

Marketing expenditure levels	Sample	%
Down	17	13.6%
Similar	85	68.0%
Up	23	18.4%
<b>Total</b>	<b>125</b>	

Of the 125 attractions responding to this element of the survey just over two thirds (68%) reported that their marketing expenditure levels in 2011 were similar to those in 2010. Nearly 14% reported that they were down on the previous year with just over 18% reporting that they were up on the previous year.

**Table 5.17 Marketing expenditure levels in 2011 (compared with 2010), 2010 (compared with 2009) – different and common samples**

	Common sample		Different samples	
	2011/10	2010/9	2011/10	2010/9
<b>Sample</b>	<b>78</b>		<b>125</b>	<b>133</b>
Down	15.4%	16.7%	13.6%	13.5%
Similar	65.4%	66.7%	68.0%	70.0%
Up	19.2%	15.4%	18.4%	16.5%

There has been an increase in the proportion of attractions who report marketing expenditure levels have increased: up from just over 15% between 2009/10 to just over 19% between 2010/11.

## 5.5 Language services

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

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

	2011 Welsh	2010 Welsh
<b>Sample</b>	<b>87</b>	<b>87</b>
No	11.5%	11.5%
Yes	88.5%	88.5%

There has been no change in the provision of Welsh language services at attractions in Wales with nearly nine in ten offering bilingual services.

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

	2011		2010	
	French	German	French	German
<b>Sample</b>	<b>32</b>	<b>29</b>	<b>32</b>	<b>28</b>
No	31.3%	34.5%	31.3%	35.7%
Yes	68.8%	65.5%	68.8%	64.3%

There has been almost no change in the provision of French and German language at the attractions responding to this part of the survey – although only around 30 attractions completed this question.

## 5.6 Improvements/ upgrades 2011

Attraction operators were asked to indicate whether they had made any kind of upgrade or improvement to their attraction in 2011 (excluding normal repairs and upkeep).

**Table 5.19 Improvements/ upgrade in 2011**

Did upgrade/ improvements		%	
	Sample	121	
Yes		45	37.2%
No		76	62.8%

Approximately two thirds of attractions responding to the survey did not improve or upgrade during 2011 with one third doing so.

**Table 5.20 Improvements/ upgrade in 2011 by band of investment**

Investment band	Sample	% of attractions	% of total investment
Value not specified		15.6%	0.0%
Under £1,000		4.4%	0.0%
£1,000 - £4,999		26.7%	1.5%
£5,000 - £9,999		6.7%	1.0%
£10,000 - £19,999		8.9%	2.0%
£20,000 - £49,999		15.6%	10.6%
£50,000 - £99,999		4.4%	7.4%
£100,000 - £249,999		11.1%	34.4%
£250,000 - £499,999		6.7%	43.1%
£500,000 - £999,999		0.0%	0.0%
£1 million and over		0.0%	0.0%
<b>Total</b>	<b>45</b>		<b>£2,079,219</b>
<b>Average investment*</b>			<b>£46,205</b>

**Improvements and upgrades amounted to just over two million pounds in 2011 amongst those attractions responding.** Nearly one third spent £5,000 or less on upgrading or improving.

## 6 Visitor profile 2011

### 6.1 Adult and children visits 2011

116 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	13	74.5%	25.5%
Museum or art gallery	43	76.3%	23.5%
Industrial or craft attraction	11	68.6%	31.4%
Country park, garden, other natural	27	72.5%	27.7%
Wildlife attraction	9*	59.8%	40.2%
Themed attracts, leisure parks & centres	3*	68.7%	31.3%
Railway or tramway	10	73.0%	27.0%
<b>Total</b>	<b>116</b>	<b>72.7%</b>	<b>27.3%</b>

\*caution: low base

**Almost three quarters (73%) of visitors to the attractions of Wales were adults.** The attraction category with the smallest proportion of adults was wildlife attractions with just under 60% adults.

**Table 6.2 Origin of visitors by category**

Category	Sample	Average % overseas	Average % locals	Average % other UK
Historic property	8*	18.9%	38.1%	43.0%
Museum or art gallery	32	5.5%	57.9%	36.6%
Industrial or craft attraction	10	13.8%	29.1%	57.1%
Country park, garden, other natural	23	5.7%	56.3%	38.0%
Wildlife attraction	7*	6.1%	42.1%	51.7%
Themed attracts, leisure parks & centres	2*	8.0%	47.0%	45.0%
Railway or tramway	9*	7.0%	27.1%	65.9%
<b>Total</b>	<b>91</b>	<b>7.9%</b>	<b>48.1%</b>	<b>44.0%</b>

\*caution: low base

**On average just under half (48%) of visitors to attractions were locals** with 44% from the rest of the UK and almost 8% from overseas. The category with the highest proportion of overseas visitors was historic properties with nearly 20% from overseas.

**Table 6.3 Proportion of school visits by category**

Category	Sample	School visits 2011	Total visits 2011	% school visits
Historic property	12	20,891	357,304	5.8%
Museum or art gallery	40	30,466	1,043,493	2.9%
Industrial or craft attraction	10	14,121	250,525	5.6%
Country park, garden, other natural	26	41,698	2,290,133	1.8%
Wildlife attraction	8*	15,179	379,069	4.0%
Themed attracts, leisure parks & centres	-	-	-	-
Railway or tramway	9*	10,957	468,876	2.3%
	<b>107</b>	<b>136,312</b>	<b>5,597,580</b>	<b>2.4%</b>

\*caution: low base

**On average school visits made up 2.4% of visits overall.** They were in greater proportions amongst historic properties and industrial or craft attractions where they accounted for nearly 6% of all visits.



## 7 Attractions responding in 2011 (alphabetical order)

Below are the attractions responding to the 2011 survey who have given visitor figures.

Owner	Name	Region	Category	2011		2010	2009	2011/2010	£Adult
PO	1940's Swansea Bay	SW	MAG	9,500	*	9,213	8,616	3.1%	£5.50
NT	Aberconwy House	N	HP	25,546		24,201	16,009	5.6%	
NT	Aberdulais Falls	SW	CP	25,962		25,705	20,267	1.0%	
PO	Aberglasney Gardens	SW	CP	32,683			44,625		
PO	Abertillery & District Museum	SE	MAG	7,000	*	6,000	5,500	16.7%	
PO	Aberystwyth Cliff Electric Railway	M	R/T	45,259	*		58,387		£3.50
LA	Afan Forest Park Visitor Centre	SW	CP	73,598		77,100	95,603	-4.5%	
LA	Alyn Waters Country Park Visitor Centre	N	CP	100,539		90,991		10.5%	
PO	Amelia Farm Trust	SE	WL	28,000	*	30,000		-6.7%	
PO	Bala Lake Railway	M	R/T	20,420		17,664	19,626	15.6%	£9.50
PO	Barry Island Pleasure Park	SE	Theme	20,000	*				
Cadw	Beaumaris Castle	N	HP	83,780		80,645	78,231	3.9%	£3.80
LA	Beaumaris Gaol	N	HP	8,281		9,439	10,234	-12.3%	£4.25
LA	Bedwellty House	SE	HP	94,892					
LA	Bellevue Park	N	CP	384,000					
LA	Bersham Heritage Centre	N	MAG	5,546		9,087	8,668	-39.0%	
G	Big Pit: National Coal Museum Blaenafon Cheddar Co & Mountain Tours	SE	MAG	151,877		155,631	164,696	-2.4%	
PO	Blaenavon Ironworks	SE	HP	2,885		2,474		16.6%	
Cadw	Blaenavon World Heritage Centre	SE	HP	19,893		23,135	29,961	-14.0%	
PO	Blaenavon World Heritage Centre	SE	Ind	29,155		29,181		-0.1%	
PO	Blaina Museum & Heritage Centre	SE	MAG	2,440	*		4,073		
LA	Bodelwyddan Castle	N	MAG	56,739		38,735	34,555	46.5%	£6.00
NT	Bodnant Garden	N	CP	170,929		190,913	149,036	-10.5%	
LA	Brecknock Museum & Art Gallery	M	MAG	16,823		20,629	20,169	-18.4%	£1.00
LA	Brecon Beacons Mountain Centre	M	CP	132,358	*	142,809		-7.3%	
PO	Brecon Beacons Waterfalls Centre	SW	CP	17,413		17,289	17,806	0.7%	
PO	Brecon Cathedral and Heritage Centre	M	HP	120,000	*		30,000		
PO	Brecon Mountain Railway	SE	R/T	72,439		71,298	69,467	1.6%	£10.50
LA	Brickfield Pond	N	CP	80,000	*				
PO	Brynmawr and District Museum	SE	MAG	3,513					
PO	Bwlch Nant yr Arian Visitor Centre Caerleon Roman Baths and Amphitheatre	M	CP	125,037	*		125,000		
Cadw	Caernarfon Castle	SE	HP	54,754		50,370	49,792	8.7%	
Cadw	Caernarfon Castle	N	HP	196,944		192,543	193,683	2.3%	£5.25
LA	Caerphilly Castle	SE	HP	99,805		96,021	88,772	3.9%	£4.00
LA	Caldicot Castle	SE	MAG	20,010	*	22,360	27,513	-10.5%	£3.85
PO	Cantref Adventure Farm	M	WL	39,336	*		41,200		£8.00
PO	CARAD Chronicles Community Museum	M	MAG	2,682		2,143	887	25.2%	£4.50
LA	Cardiff Bay Visitor Centre	SE	MAG	308,625					
LA	Cardiff Museum Project	SE	MAG	270,000					
PO	Cardiff Visitor Centre	SE	MAG	239,849			300,451		
PO	Cardigan Bay Marine Wildlife Centre	M	WL	21,729					
LA	Carew Castle & Tidal Mill	SW	HP	36,533		37,017	37,413	-1.3%	£4.75

Owner	Name	Region	Category	2011		2010	2009	2011/2010	£Adult
PO	Carew Cheriton Control Tower	SW	MAG	1,794	*		1,100		£1.00
LA	Carmarthenshire County Museum	SW	MAG	11,798		12,729	12,889	-7.3%	
Cadw	Carreg Cennen Castle	SW	HP	23,777		19,650	28,421	21.0%	£4.00
Cadw	Castell Coch	SE	HP	69,466		68,535	71,745	1.4%	£3.80
LA	Castell Henllys Iron Age Fort	SW	HP	27,881		27,090	29,484	2.9%	£4.50
LA	Cefn Coed Colliery Museum	SW	MAG	2,796			9,259		
PO	Centre for Alternative Technology	M	Ind	34,603			53,031		£8.50
LA	Ceredigion Museum	M	MAG	31,371		31,814	34,688	-1.4%	
Cadw	Chepstow Castle	SE	HP	63,155		59,875	57,899	5.5%	£4.00
LA	Chepstow Museum	SE	MAG	22,201		25,174		-11.8%	
NT	Chirk Castle	N	HP	129,775		117,108	94,353	10.8%	
Cadw	Cilgerran Castle (Cadw)	SW	HP	17,821		18,598	15,023	-4.2%	£3.20
NT	Colby Woodland Garden	SW	CP	33,885		33,785	28,377	0.3%	
Cadw	Conwy Castle	N	HP	178,639		186,897	181,947	-4.4%	£4.80
LA	Conwy Mussel Museum	N	MAG	2,600	*	7,500		-65.3%	
PO	Conwy Nature Reserve	N	CP	88,996		89,876	96,193	-1.0%	£2.50
NT	Conwy Suspension Bridge	N	HP	19,713		17,556	13,411	12.3%	
LA	Cosmeston Lakes Country Park	SE	CP	230,000	*	245,000	210,000	-6.1%	
LA	Cosmeston Medieval Village	SE	CP	10,357		17,828	18,980	-41.9%	
PO	Cowbridge Physic Garden	SE	CP	10,000	*				
PO	Craft in the Bay	SE	MAG	95,783					
PO	Craig-y-Nos Country Park	SW	CP	119,287	*	97,814	79,831	22.0%	
Cadw	Criccieth Castle	N	HP	41,207		42,321	37,196	-2.6%	£3.20
PO	Cwmcarn Forest Drive & Visitor Centre	SE	CP	192,243		178,069		8.0%	
LA	Cyfarthfa Castle Museum	SE	MAG	53,481		66,874	75,570	-20.0%	
Cadw	Denbigh Castle	N	HP	5,156		9,747	10,731	-47.1%	£3.20
PO	Devil's Bridge Waterfalls	M	CP	35,124	*	37,773	39,155	-7.0%	£3.50
LA	Dingle Local Nature Reserve	N	CP	51,238		54,950		-6.8%	
NT	Dolaucothi Gold Mines	SW	Ind	22,491		22,255	19,825	1.1%	
Cadw	Dolwyddelan Castle	N	HP	3,903		4,573		-14.7%	£2.80
LA	Dyffryn Gardens	SE	CP	36,032		56,753	49,398	-36.5%	
LA	Dylan Thomas Boathouse	SW	HP	16,942	*				£4.00
LA	Dylan Thomas Centre	SW	MAG	70,247			102,392		
PO	Ebbw Vale Works Archive	SE	MAG	750	*				
PO	Elan Valley Visitor Centre	M	CP	134,614	*	138,824	166,003	-3.0%	
PO	Electric Mountain	N	Ind	62,000	*	200,000	200,000	-69.0%	£7.75
PO	Ellins Tower Seabird Centre	N	CP	45,394	*	26,800		69.4%	
LA	Elliot Colliery Winding House	SE	Ind	10,563		8,657		22.0%	
NT	Erddig	N	HP	168,281		141,470	109,960	19.0%	
PO	Felin Cochwillan Watermill	N	Ind	30					
LA	Flat Holm	SE	CP	1,835	*				£20.00
PO	Folly Farm Adventure Park	SW	WL	374,000	*				
LA	Fourteen Locks Canal Centre	SE	CP	27,662			41,957		
LA	Gelli Aur Country Park	SW	CP	148,029	*		130,284		
PO	Glansevern Hall Gardens	M	CP	4,344			3,487		£6.00
PO	Glyn-Coch Craft Centre & Farm	SW	Ind	1,000	*		5,000		
LA	Glynn Vivian Art Gallery	SW	MAG	33,482		40,272	43,741	-16.9%	
LA	Gnoll Estate	SW	CP	163,195			170,051		
PO	Great Orme Mines	N	Ind	27,910			29,223		£6.50
PO	Greenfield Valley Heritage Park	N	CP	28,916		26,882		7.6%	£4.20

Owner	Name	Region	Category	2011		2010	2009	2011/2010	£Adult
PO	GreenWood Forest Park	N	Ind	106,269		117,446	135,646	-9.5%	£10.85
PO	Gwili Steam Railway	SW	R/T	28,500	*	25,957		9.8%	
LA	Gwynedd Museum and Art Gallery	N	MAG	16,217			12,212		
PO	Gypsy Wood Park	N	CP	15,717		14,153	11,209	11.1%	£5.99
Cadw	Harlech Castle	M	HP	92,404		92,347	94,340	0.1%	£3.80
PO	Haverfordwest Town Museum	SW	MAG	5,632					
PO	Heatherton Country Sports Park	SW	CP	201,000	*		206,000		
PO	Hergest Croft Gardens	M	CP	11,348	*	12,009		-5.5%	£6.00
LA	Holyhead Breakwater Country Park	N	CP	116,795		110,000		6.2%	
PO	Holyhead Maritime Museum	N	MAG	12,500	*		15,000		£3.50
PO	Inigo Jones Slateworks	N	Ind	27,330		24,610	27,250	11.1%	
PO	Internal Fire, Museum of Power	M	MAG	6,500	*	8,000	5,500	-18.8%	£4.75
LA	Joseph Parry's Ironworkers Cottage	SE	MAG	503		1,251	1,200	-59.8%	
PO	Judge's Lodging	M	HP	9,687		8,588	9,890	12.8%	£6.50
LA	Kenfig Nature Reserve	SE	CP	24,002		14,071		70.6%	
Cadw	Kidwelly Castle	SW	HP	25,521		30,687	28,457	-16.8%	£3.50
LA	Kidwelly Industrial Museum	SW	MAG	1,268		3,932	3,240	-67.8%	
PO	King Arthur's Labyrinth	M	Theme	38,583					£7.90
NT	Kymin (The)	SE	HP	4,638		4,283	2,822	8.3%	
Cadw	Lamphey Bishop's Palace	SW	HP	3,845		4,050	4,122	-5.1%	£3.20
Cadw	Laugharne Castle	SW	HP	6,565		11,538	12,540	-43.1%	£3.20
PO	Llanberis Lake Railway	N	R/T	73,539	*	74,443	80,997	-1.2%	£7.40
LA	Llancaiach Fawr Manor	SE	MAG	59,044		45,587		29.5%	
PO	Llandaff Cathedral	SE	HP	40,372	*	44,502	40,854	-9.3%	
NT	Llanerchaeron	M	HP	36,366		31,475	32,269	15.5%	
PO	Llanfair Caverns	M	Ind	17,500	*	16,500		6.1%	£5.10
PO	Llangollen Motor Museum	N	MAG	5,365		4,711	5,845	13.9%	£3.50
LA	Llanidloes Museum	M	MAG	1,855		2,455	2,967	-24.4%	
PO	Llantarnam Grange Arts Centre	SE	MAG	52,038		48,100		8.2%	
LA	Llyn Llech Owain Country Park	SW	CP	178,000	*	153,000	149,000	16.3%	
PO	Llisyfran Reservoir Country Park	SW	CP	97,033	*	105,489	109,607	-8.0%	
LA	Loggerheads Country Park	N	CP	165,392	*				
PO	Magic of Life Butterfly House	M	WL	8,510		8,939	10,309	-4.8%	£6.50
PO	Manor House Wildlife Park	SW	WL	95,328	*				£9.95
LA	Margam Country Park	SW	CP	232,693		142,983	203,800	62.7%	
PO	Melin Tregwynt	SW	Ind	29,200	*	25,000	30,000	16.8%	
LA	Moel Famau Country Park	N	CP	140,000	*				
PO	Monmouth Castle & Regimental Museum	SE	HP	4,637		4,474	4,085	3.6%	
LA	Monmouth Museum	SE	MAG	22,000		23,286	21,343	-5.5%	
PO	Museum of Modern Art	M	MAG	22,317		19,826		12.6%	
LA	Museum of Speed	SW	MAG	27,340			33,522		
LA	Nant Mill Visitor Centre	N	CP	38,498					
PO	National Assembly Debating Chamber	SE	HP	91,014		99,318	127,063	-8.4%	
PO	National Botanic Garden of Wales	SW	CP	150,389		107,687	113,802	39.7%	
PO	National Coracle Centre & Flour Mill	SW	Ind	4,102		4,977	4,100	-17.6%	£3.50
PO	National Cycle Collection	M	MAG	1,594					£3.50
G	National Museum Wales	SE	MAG	411,730		358,480	373,191	14.9%	
G	National Roman Legion Museum	SE	MAG	69,057		68,260	64,766	1.2%	
G	National Slate Museum	N	MAG	148,532		146,864	136,144	1.1%	
G	National Waterfront Museum	SW	MAG	256,471		262,799	257,888	-2.4%	

Owner	Name	Region	Category	2011		2010	2009	2011/2010	£Adult
G	National Wool Museum	SW	MAG	29,534		27,726	26,970	6.5%	
LA	Newport Museum & Art Gallery	SE	MAG	51,599		55,320	49,072	-6.7%	
PO	Newport Wetlands Environmental, Educational & visitor Centre	SE	CP	92,425	*	75,989		21.6%	
NT	Newton House, Dinefwr Park & Castle	SW	CP	75,546		68,160	47,577	10.8%	
LA	Newtown Textile Museum	M	MAG	1,228		1,099	1,111	11.7%	
PO	Norwegian Church	SE	HP	148,547		137,595	134,645	8.0%	
LA	Ocean Lab	SW	WL	116,342		88,743		31.1%	
PO	Old Bell Museum	M	MAG	2,435		2,506	2,331	-2.8%	£1.00
PO	Old Cilgwyn Gardens	SW	CP	600	*	658	200	-8.8%	£2.00
LA	Old Station	SE	CP	108,000	*	107,408	100,000	0.6%	
PO	Oriel Plas Glyn-Y-Weddw	N	MAG	121,870					
PO	Oriel Y Parc	SW	MAG	123,490					
LA	Oriel Ynys Mon	N	MAG	101,347		83,267		21.7%	
Cadw	Oxwich Castle	SW	HP	8,352		8,417	8,661	-0.8%	£2.80
LA	Parc Howard Museum and Art Gallery	SW	MAG	12,060		16,290	13,876	-26.0%	
PO	Park Hall Countryside Experience	M	WL	69,000	*	55,000		25.5%	£6.95
PO	Parva Farm Vineyard	SE	CP	5,000	*	6,250	5,400	-20.0%	
LA	Pembrey Country Park	SW	CP	398,115	*	448,092	435,354	-11.2%	
PO	Pembrokeshire Sheepdogs	SW	WL	2,435	*	2,253	2,500	8.1%	£5.00
PO	Penderyn Distillery	SE	Ind	26,082					£6.00
NT	Penrhyn Castle	N	HP	149,118		227,433	186,875	-34.4%	
PO	Phoenix Bowl	SW	Theme	100,000	*		15,000		
PO	Picton Castle & Woodland Gardens	SW	CP	15,000	*	20,000		-25.0%	£6.00
LA	Plantasia	SW	CP	72,740	*	73,647	88,970	-1.2%	£3.90
Cadw	Plas Mawr Elizabethan Town House	N	HP	25,049		35,433	30,086	-29.3%	£5.20
NT	Plas Newydd	N	HP	101,677		96,721	73,455	5.1%	
NT	Plas-yn-Rhiw	N	HP	15,204		15,484	13,322	-1.8%	
LA	Pontypridd Museum	SE	MAG	21,881		25,636	16,230	-14.6%	
PO	Porthcawl Museum	SE	MAG	892		786	824	13.5%	£0.50
LA	Porthkerry Country Park	SE	CP	200,000	*	150,000	80,000	33.3%	
PO	Portmeirion	M	MAG	234,098		241,342	249,815	-3.0%	£9.00
NT	Powis Castle & Garden	M	HP	116,464		107,563	98,141	8.3%	
LA	Powysland Museum & Montgomery Canal C'tr	M	MAG	5,481		5,716	7,849	-4.1%	
Cadw	Raglan Castle	SE	HP	62,141		57,700	59,008	7.7%	£3.50
PO	Rheidol Hydro Electric Power Station	M	Ind	1,944	*	2,088		-6.9%	
LA	Rhondda Heritage Park	SE	MAG	38,993		42,148	49,304	-7.5%	
PO	Rhossili Gallery	SW	MAG	5,000	*		4,650		
Cadw	Rhuddlan Castle	N	HP	24,897		26,339	25,215	-5.5%	£3.20
PO	Rhyl Miniature Railway	N	R/T	16,000	*	9,940	9,005	61.0%	
PO	Robert Owen Memorial Museum	M	MAG	1,415	*				
PO	Royal Regiment of Wales Museum (Cardiff) of the Welch Regiment (41st/69th Foot)	SE	MAG	117,878					
Cadw	Rug Chapel	N	HP	3,628		3,989	4,353	-9.0%	£3.80
LA	Ruthin Gaol	N	HP	8,754		9,818	10,575	-10.8%	£3.50
LA	Senedd-Dy Owain Glyndwr	M	HP	2,080		1,896	2,059	9.7%	£2.50
PO	Shared Earth Trust, Denmark Farm	M	CP	2,000	*				
PO	Snowdon Mountain Railway	N	R/T	143,224		142,199	157,570	0.7%	£25.00
PO	Spaceguard Centre	M	Theme	2,759					
Cadw	St Davids Bishops Palace	SW	HP	26,027		28,447	26,288	-8.5%	£3.20

Owner	Name	Region	Category	2011		2010	2009	2011/2010	£Adult
PO	St Davids Cathedral	SW	HP	262,000	*	271,000		-3.3%	
G	St Fagans: National History Museum	SE	MAG	610,074		610,155	628,804	0.0%	
Cadw	Strata Florida Abbey	M	HP	5,795		4,736	4,826	22.4%	
PO	Swallow Falls	N	CP	102,581	*				£1.50
LA	Swansea Museum	SW	MAG	118,112		109,016	216,435	8.3%	
LA	Swansea Museum - Floating Exhibits	SW	MAG	5,785		13,760	7,035	-58.0%	
PO	Talyllyn Railway	M	R/T	46,934			47,227		£13.00
PO	Techniquet	SE	MAG	167,849		163,995	171,366	2.4%	
PO	Teifi Valley Railway	M	R/T	9,742	*	16,790	17,991	-42.0%	£6.00
PO	The Flying Boat Centre	SW	MAG	7,702		8,696		-11.4%	
PO	The LC	SW	Theme	708,180		649,053	597,276	9.1%	£7.00
PO	The Narrow Gauge Railway Museum	N	R/T	19,454		18,707		4.0%	
PO	The Old Market Hall	M	HP	2,342		2,550		-8.2%	
PO	The Oriel Myrddin Gallery	SW	MAG	21,792			21,261		
LA	The Tramshed	SW	MAG	4,048		4,959	167,257	-18.4%	
Cadw	Tintern Abbey	SE	HP	69,631		67,783	68,259	2.7%	£3.80
LA	Tredeggar House	SE	HP	21,234		30,967		-31.4%	£7.50
Cadw	Tretower Court & Castle	M	HP	16,234		13,636		19.1%	£4.00
NT	Tudor Merchant's House	SW	HP	23,711		20,199	19,283	17.4%	
PO	Ty Gwyn & Ty Crwn	N	MAG	1,460	*	3,528		-58.6%	
LA	Ty Mawr Country Park Visitor Centre	N	CP	73,592		71,695		2.6%	
NT	Ty Mawr Wybrnant	N	HP	5,726		5,536	5,199	3.4%	
PO	University of Wales Aberystwyth, School of Art Gallery and Museum	M	MAG	27,000	*				
PO	Usk Castle	SE	HP	6,383	*	5,310	6,102	20.2%	
PO	Vale of Rheidol Railway	M	R/T	41,319			38,763		£14.50
Cadw	Valle Crucis Abbey	N	HP	9,335		10,333	9,676	-9.7%	£2.80
PO	Wales Millennium Centre	SE	MAG	1,046,958	*	1,015,175	1,053,352	3.1%	
PO	Welsh Wildlife Centre	M	WL	22,000	*				
PO	Weobley Castle	SE	HP	4,381		4,792	4,858	-8.6%	£2.80
Cadw	White Castle	SE	HP	10,949		12,436	11,701	-12.0%	£2.80
LA	Wrexham County Borough Museum	N	MAG	25,153		15,057	15,057	67.1%	
PO	WWT National Wetland Centre Wales	SW	WL	47,824		47,276	46,529	1.2%	£8.20
PO	Ynys Hir Reserve Information Centre	M	CP	21,857					£3.00

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

### 8.1 Top ten paid attractions

**Table 8.1 Top ten paid attractions responding in 2011**

Owner	Name	Region	Category	2011	2010	2009	2011/2010	£Adult
PO	The LC	SW	Theme	708,180	649,053	597,276	9.1%	£7.00
LA	Pembrey Country Park	SW	CP	398,115	448,092	435,354	-11.2%	
PO	Folly Farm Adventure Park	SW	WL	374,000	*			
PO	Portmeirion	M	MAG	234,098	241,342	249,815	-3.0%	£9.00
Cadw	Caernarfon Castle	N	HP	196,944	192,543	193,683	2.3%	£5.25
Cadw	Conwy Castle	N	HP	178,639	186,897	181,947	-4.4%	£4.80
LA	Llyn Llech Owain Country Park	SW	CP	178,000	153,000	149,000	16.3%	
NT	Bodnant Garden	N	CP	170,929	190,913	149,036	-10.5%	
NT	Erddig	N	HP	168,281	141,470	109,960	19.0%	
PO	Techniquet	SE	MAG	167,849	163,995	171,366	2.4%	

### 8.2 Top ten free attractions

**Table 8.2 Top ten free attractions responding in 2011**

Owner	Name	Region	Category	2011	2010	2009	2011/2010
PO	Wales Millennium Centre	SE	MAG	1,046,958	1,015,175	1,053,352	3.1%
G	St Fagans: National History Museum	SE	MAG	610,074	610,155	628,804	0.0%
G	National Museum Wales	SE	MAG	411,730	358,480	373,191	14.9%
LA	Bellevue Park	N	CP	384,000			
LA	Cardiff Bay Visitor Centre	SE	MAG	308,625			
LA	Cardiff Museum Project	SE	MAG	270,000			
PO	St Davids Cathedral	SW	HP	262,000	271,000		-3.3%
G	National Waterfront Museum	SW	MAG	256,471	262,799	257,888	-2.4%
PO	Cardiff Visitor Centre	SE	MAG	239,849		300,451	
LA	Margam Country Park	SW	CP	232,693	142,983	203,800	62.7%

## 9 List of attractions by admission (alphabetical order)

### 9.1 Paid attractions

Owner	Name	Region	Category	2011	2010	2009	2011/2010	£Adult
PO	1940's Swansea Bay	SW	MAG	9,500 *	9,213	8,616	3.1%	£5.50
NT	Aberconwy House	N	HP	25,546	24,201	16,009	5.6%	
NT	Aberdulais Falls	SW	CP	25,962	25,705	20,267	1.0%	
PO	Aberystwyth Cliff Electric Railway	M	R/T	45,259 *		58,387		£3.50
PO	Amgueddfa Syr Henry Jones	N	MAG	563	522		7.9%	£2.00
PO	Bala Lake Railway	M	R/T	20,420	17,664	19,626	15.6%	£9.50
Cadw	Beaumaris Castle	N	HP	83,780	80,645	78,231	3.9%	£3.80
LA	Beaumaris Gaol	N	HP	8,281	9,439	10,234	-12.3%	£4.25
LA	Bodelwyddan Castle	N	MAG	56,739	38,735	34,555	46.5%	£6.00
NT	Bodnant Garden	N	CP	170,929	190,913	149,036	-10.5%	
LA	Brecknock Museum & Art Gallery	M	MAG	16,823	20,629	20,169	-18.4%	£1.00
PO	Brecon Mountain Railway	SE	R/T	72,439	71,298	69,467	1.6%	£10.50
Cadw	Caernarfon Castle	N	HP	196,944	192,543	193,683	2.3%	£5.25
LA	Caerphilly Castle	SE	HP	99,805	96,021	88,772	3.9%	£4.00
LA	Caldicot Castle	SE	MAG	20,010 *	22,360	27,513	-10.5%	£3.85
PO	Cantref Adventure Farm	M	WL	39,336 *		41,200		£8.00
PO	CARAD Chronicles Community Museum	M	MAG	2,682	2,143	887	25.2%	£4.50
LA	Carew Castle & Tidal Mill	SW	HP	36,533	37,017	37,413	-1.3%	£4.75
PO	Carew Cheriton Control Tower	SW	MAG	1,794 *		1,100		£1.00
Cadw	Carreg Cennen Castle	SW	HP	23,777	19,650	28,421	21.0%	£4.00
Cadw	Castell Coch	SE	HP	69,466	68,535	71,745	1.4%	£3.80
LA	Castell Henllys Iron Age Fort	SW	HP	27,881	27,090	29,484	2.9%	£4.50
PO	Centre for Alternative Technology	M	Ind	34,603		53,031		£8.50
Cadw	Chepstow Castle	SE	HP	63,155	59,875	57,899	5.5%	£4.00
NT	Chirk Castle	N	HP	129,775	117,108	94,353	10.8%	
Cadw	Cilgerran Castle (Cadw)	SW	HP	17,821	18,598	15,023	-4.2%	£3.20
NT	Colby Woodland Garden	SW	CP	33,885	33,785	28,377	0.3%	
Cadw	Conwy Castle	N	HP	178,639	186,897	181,947	-4.4%	£4.80
PO	Conwy Nature Reserve	N	CP	88,996	89,876	96,193	-1.0%	£2.50
NT	Conwy Suspension Bridge	N	HP	19,713	17,556	13,411	12.3%	
LA	Cosmeston Medieval Village	SE	CP	10,357	17,828	18,980	-41.9%	
Cadw	Criccieth Castle	N	HP	41,207	42,321	37,196	-2.6%	£3.20
Cadw	Denbigh Castle	N	HP	5,156	9,747	10,731	-47.1%	£3.20
PO	Devil's Bridge Waterfalls	M	CP	35,124 *	37,773	39,155	-7.0%	£3.50
NT	Dolaucothi Gold Mines	SW	Ind	22,491	22,255	19,825	1.1%	
Cadw	Dolwyddelan Castle	N	HP	3,903	4,573		-14.7%	£2.80
LA	Dyffryn Gardens	SE	CP	36,032	56,753	49,398	-36.5%	
LA	Dylan Thomas Boathouse	SW	HP	16,942 *				£4.00
PO	Electric Mountain	N	Ind	62,000 *	200,000	200,000	-69.0%	£7.75
NT	Erddig	N	HP	168,281	141,470	109,960	19.0%	
LA	Flat Holm	SE	CP	1,835 *				£20.00
PO	Folly Farm Adventure Park	SW	WL	374,000 *				
LA	Gelli Aur Country Park	SW	CP	148,029 *		130,284		

Owner	Name	Region	Category	2011	2010	2009	2011/2010	£Adult	
PO	Glansevern Hall Gardens	M	CP	4,344		3,487		£6.00	
PO	Great Orme Mines	N	Ind	27,910		29,223		£6.50	
PO	Greenfield Valley Heritage Park	N	CP	28,916	26,882		7.6%	£4.20	
PO	GreenWood Forest Park	N	Ind	106,269	117,446	135,646	-9.5%	£10.85	
PO	Gwili Steam Railway	SW	R/T	28,500	*	25,957	9.8%		
PO	Gypsy Wood Park	N	CP	15,717	14,153	11,209	11.1%	£5.99	
Cadw	Harlech Castle	M	HP	92,404	92,347	94,340	0.1%	£3.80	
PO	Hergest Croft Gardens	M	CP	11,348	*	12,009	-5.5%	£6.00	
PO	Holyhead Maritime Museum	N	MAG	12,500	*	15,000		£3.50	
PO	Internal Fire, Museum of Power	M	MAG	6,500	*	8,000	-18.8%	£4.75	
PO	Judge's Lodging	M	HP	9,687	8,588	9,890	12.8%	£6.50	
Cadw	Kidwelly Castle	SW	HP	25,521	30,687	28,457	-16.8%	£3.50	
PO	King Arthur's Labyrinth	M	Theme	38,583				£7.90	
Cadw	Lamphey Bishop's Palace	SW	HP	3,845	4,050	4,122	-5.1%	£3.20	
Cadw	Laugharne Castle	SW	HP	6,565	11,538	12,540	-43.1%	£3.20	
PO	Llanberis Lake Railway	N	R/T	73,539	*	74,443	-1.2%	£7.40	
LA	Llancaiach Fawr Manor	SE	MAG	59,044	45,587		29.5%		
NT	Llanerchaeron	M	HP	36,366	31,475	32,269	15.5%		
PO	Llanfair Caverns	M	Ind	17,500	*	16,500	6.1%	£5.10	
PO	Llangollen Motor Museum	N	MAG	5,365	4,711	5,845	13.9%	£3.50	
LA	Llanidloes Museum	M	MAG	1,855	2,455	2,967	-24.4%		
LA	Llyn Llech Owain Country Park	SW	CP	178,000	*	153,000	149,000	16.3%	
PO	Llysyfran Reservoir Country Park	SW	CP	97,033	*	105,489	109,607	-8.0%	
PO	Magic of Life Butterfly House	M	WL	8,510	8,939	10,309	-4.8%	£6.50	
PO	Manor House Wildlife Park	SW	WL	95,328	*			£9.95	
PO	National Botanic Garden of Wales National Coracle Centre & Flour Mill	SW	CP	150,389	107,687	113,802	39.7%		
PO	National Cycle Collection Newton House, Dinefwr Park & Castle	SW	Ind	4,102	4,977	4,100	-17.6%	£3.50	
PO	National Cycle Collection Newton House, Dinefwr Park & Castle	M	MAG	1,594				£3.50	
NT	Newtown Textile Museum	M	CP	75,546	68,160	47,577	10.8%		
LA	Newtown Textile Museum	M	MAG	1,228	1,099	1,111	11.7%		
PO	Old Bell Museum	M	MAG	2,435	2,506	2,331	-2.8%	£1.00	
PO	Old Cilgwyn Gardens	SW	CP	600	*	658	200	-8.8%	£2.00
LA	Old Station	SE	CP	108,000	*	107,408	100,000	0.6%	
Cadw	Oxwich Castle	SW	HP	8,352	8,417	8,661	-0.8%	£2.80	
PO	Park Hall Countryside Experience	M	WL	69,000	*	55,000	25.5%	£6.95	
LA	Pembrey Country Park	SW	CP	398,115	*	448,092	435,354	-11.2%	
PO	Pembrokeshire Sheepdogs	SW	WL	2,435	*	2,253	2,500	8.1%	£5.00
PO	Penderyn Distillery	SE	Ind	26,082				£6.00	
NT	Penrhyn Castle Picton Castle & Woodland Gardens	N	HP	149,118	227,433	186,875	-34.4%		
PO	Penrhyn Castle Picton Castle & Woodland Gardens	SW	CP	15,000	*	20,000	-25.0%	£6.00	
LA	Plantasia Plas Mawr Elizabethan Town House	SW	CP	72,740	*	73,647	88,970	-1.2%	£3.90
Cadw	Plantasia Plas Mawr Elizabethan Town House	N	HP	25,049	35,433	30,086	-29.3%	£5.20	
NT	Plas Newydd	N	HP	101,677	96,721	73,455	5.1%		
NT	Plas-yn-Rhiw	N	HP	15,204	15,484	13,322	-1.8%		
PO	Porthcawl Museum	SE	MAG	892	786	824	13.5%	£0.50	
PO	Portmeirion	M	MAG	234,098	241,342	249,815	-3.0%	£9.00	
NT	Powis Castle & Garden	M	HP	116,464	107,563	98,141	8.3%		



Owner	Name	Region	Category	2011	2010	2009	2011/2010	£Adult
LA	Powysland Museum & Montgomery Canal C'tr	M	MAG	5,481	5,716	7,849	-4.1%	
Cadw	Raglan Castle	SE	HP	62,141	57,700	59,008	7.7%	£3.50
LA	Rhondda Heritage Park	SE	MAG	38,993	42,148	49,304	-7.5%	
Cadw	Rhuddlan Castle	N	HP	24,897	26,339	25,215	-5.5%	£3.20
PO	Royal Regiment of Wales Museum (Cardiff) of the Welch Regiment (41st/69th Foot)	SE	MAG	117,878				
Cadw	Rug Chapel	N	HP	3,628	3,989	4,353	-9.0%	£3.80
LA	Ruthin Gaol	N	HP	8,754	9,818	10,575	-10.8%	£3.50
LA	Senedd-Dy Owain Glyndwr	M	HP	2,080	1,896	2,059	9.7%	£2.50
PO	Snowdon Mountain Railway	N	R/T	143,224	142,199	157,570	0.7%	£25.00
Cadw	St Davids Bishops Palace	SW	HP	26,027	28,447	26,288	-8.5%	£3.20
Cadw	Strata Florida Abbey	M	HP	5,795	4,736	4,826	22.4%	
PO	Swallow Falls	N	CP	102,581	*			£1.50
PO	Talylyn Railway	M	R/T	46,934		47,227		£13.00
PO	Techniquest	SE	MAG	167,849	163,995	171,366	2.4%	
PO	Teifi Valley Railway	M	R/T	9,742	* 16,790	17,991	-42.0%	£6.00
PO	The LC	SW	Theme	708,180	649,053	597,276	9.1%	£7.00
Cadw	Tintern Abbey	SE	HP	69,631	67,783	68,259	2.7%	£3.80
LA	Tredegarr House	SE	HP	21,234	30,967		-31.4%	£7.50
Cadw	Tretower Court & Castle	M	HP	16,234	13,636		19.1%	£4.00
NT	Tudor Merchant's House	SW	HP	23,711	20,199	19,283	17.4%	
NT	Ty Mawr Wybrnant	N	HP	5,726	5,536	5,199	3.4%	
PO	Vale of Rheidol Railway	M	R/T	41,319		38,763		£14.50
Cadw	Valle Crucis Abbey	N	HP	9,335	10,333	9,676	-9.7%	£2.80
PO	Weobley Castle	SE	HP	4,381	4,792	4,858	-8.6%	£2.80
Cadw	White Castle	SE	HP	10,949	12,436	11,701	-12.0%	£2.80
PO	WWT National Wetland Centre Wales	SW	WL	47,824	47,276	46,529	1.2%	£8.20
PO	Ynys Hir Reserve Information Centre	M	CP	21,857				£3.00

## 9.2 Free attractions

Owner	Name	Region	Category	2011		2010	2009	2011/2010
PO	Abertillery & District Museum	SE	MAG	7,000	*	6,000	5,500	16.7%
LA	Afan Forest Park Visitor Centre	SW	CP	73,598		77,100	95,603	-4.5%
LA	Alyn Waters Country Park Visitor Centre	N	CP	100,539		90,991		10.5%
PO	Amelia Farm Trust	SE	WL	28,000	*	30,000		-6.7%
LA	Bedwellty House	SE	HP	94,892				
LA	Bellevue Park	N	CP	384,000				
LA	Bersham Heritage Centre	N	MAG	5,546		9,087	8,668	-39.0%
G	Big Pit: National Coal Museum	SE	MAG	151,877		155,631	164,696	-2.4%
PO	Blaenafon Cheddar Co & Mountain Tours	SE	Ind	2,885		2,474		16.6%
Cadw	Blaenavon Ironworks	SE	HP	19,893		23,135	29,961	-14.0%
PO	Blaenavon World Heritage Centre	SE	Ind	29,155		29,181		-0.1%
PO	Blaina Museum & Heritage Centre	SE	MAG	2,440	*		4,073	
LA	Brecon Beacons Mountain Centre	M	CP	132,358	*	142,809		-7.3%
PO	Brecon Beacons Waterfalls Centre	SW	CP	17,413		17,289	17,806	0.7%
PO	Brecon Cathedral and Heritage Centre	M	HP	120,000	*		30,000	
LA	Brickfield Pond	N	CP	80,000	*			
PO	Bwlch Nant yr Arian Visitor Centre	M	CP	125,037	*		125,000	
Cadw	Caerleon Roman Baths and Amphitheatre	SE	HP	54,754		50,370	49,792	8.7%
LA	Cardiff Bay Visitor Centre	SE	MAG	308,625				
LA	Cardiff Museum Project	SE	MAG	270,000				
PO	Cardiff Visitor Centre	SE	MAG	239,849			300,451	
PO	Cardigan Bay Marine Wildlife Centre	M	WL	21,729				
LA	Carmarthenshire County Museum	SW	MAG	11,798		12,729	12,889	-7.3%
LA	Ceredigion Museum	M	MAG	31,371		31,814	34,688	-1.4%
LA	Chepstow Museum	SE	MAG	22,201		25,174		-11.8%
LA	Conwy Mussel Museum	N	MAG	2,600	*	7,500		-65.3%
LA	Cosmeston Lakes Country Park	SE	CP	230,000	*	245,000	210,000	-6.1%
PO	Cowbridge Physic Garden	SE	CP	10,000	*			
PO	Craft in the Bay	SE	MAG	95,783				
PO	Craig-y-Nos Country Park	SW	CP	119,287	*	97,814	79,831	22.0%
PO	Cwmcam Forest Drive & Visitor Centre	SE	CP	192,243		178,069		8.0%
LA	Cyfarthfa Castle Museum	SE	MAG	53,481		66,874	75,570	-20.0%
LA	Dingle Local Nature Reserve	N	CP	51,238		54,950		-6.8%
PO	Ebbw Vale Works Archive	SE	MAG	750	*			
PO	Elan Valley Visitor Centre	M	CP	134,614	*	138,824	166,003	-3.0%
PO	Ellins Tower Seabird Centre	N	CP	45,394	*	26,800		69.4%
LA	Elliot Colliery Winding House	SE	Ind	10,563		8,657		22.0%
PO	Felin Cochwillan Watermill	N	Ind	30				
LA	Fourteen Locks Canal Centre	SE	CP	27,662			41,957	
LA	Glynn Vivian Art Gallery	SW	MAG	33,482		40,272	43,741	-16.9%
LA	Gnoll Estate	SW	CP	163,195			170,051	
LA	Gwynedd Museum and Art Gallery	N	MAG	16,217			12,212	
PO	Heatherton Country Sports Park	SW	CP	201,000	*		206,000	

Owner	Name	Region	Category	2011		2010	2009	2011/2010
LA	Holyhead Breakwater Country Park	N	CP	116,795		110,000		6.2%
PO	Inigo Jones Slateworks	N	Ind	27,330		24,610	27,250	11.1%
LA	Joseph Parry's Ironworkers Cottage	SE	MAG	503		1,251	1,200	-59.8%
LA	Kenfig Nature Reserve	SE	CP	24,002		14,071		70.6%
LA	Kidwelly Industrial Museum	SW	MAG	1,268		3,932	3,240	-67.8%
NT	Kymin (The)	SE	HP	4,638		4,283	2,822	8.3%
PO	Llandaff Cathedral	SE	HP	40,372	*	44,502	40,854	-9.3%
PO	Llantarnam Grange Arts Centre	SE	MAG	52,038		48,100		8.2%
LA	Loggerheads Country Park	N	CP	165,392	*			
LA	Margam Country Park	SW	CP	232,693		142,983	203,800	62.7%
PO	Melin Tregwynt	SW	Ind	29,200	*	25,000	30,000	16.8%
LA	Moel Famau Country Park	N	CP	140,000	*			
PO	Monmouth Castle & Regimental Museum	SE	HP	4,637		4,474	4,085	3.6%
LA	Monmouth Museum	SE	MAG	22,000		23,286	21,343	-5.5%
PO	Museum of Modern Art	M	MAG	22,317		19,826		12.6%
LA	Museum of Speed	SW	MAG	27,340			33,522	
PO	National Assembly Debating Chamber	SE	HP	91,014		99,318	127,063	-8.4%
G	National Museum Wales	SE	MAG	411,730		358,480	373,191	14.9%
G	National Roman Legion Museum	SE	MAG	69,057		68,260	64,766	1.2%
G	National Slate Museum	N	MAG	148,532		146,864	136,144	1.1%
G	National Waterfront Museum	SW	MAG	256,471		262,799	257,888	-2.4%
G	National Wool Museum	SW	MAG	29,534		27,726	26,970	6.5%
LA	Newport Museum & Art Gallery	SE	MAG	51,599		55,320	49,072	-6.7%
PO	Newport Wetlands Environmental, Educational & visitor Centre	SE	CP	92,425	*	75,989		21.6%
PO	Norwegian Church	SE	HP	148,547		137,595	134,645	8.0%
LA	Ocean Lab	SW	WL	116,342		88,743		31.1%
PO	Oriel Plas Glyn-Y-Weddw	N	MAG	121,870				
PO	Oriel Y Parc	SW	MAG	123,490				
LA	Oriel Ynys Mon	N	MAG	101,347		83,267		21.7%
LA	Parc Howard Museum and Art Gallery	SW	MAG	12,060		16,290	13,876	-26.0%
PO	Parva Farm Vineyard	SE	CP	5,000	*	6,250	5,400	-20.0%
PO	Phoenix Bowl	SW	Theme	100,000	*		15,000	
LA	Pontypridd Museum	SE	MAG	21,881		25,636	16,230	-14.6%
LA	Porthkerry Country Park	SE	CP	200,000	*	150,000	80,000	33.3%
PO	Rheidol Hydro Electric Power Station	M	Ind	1,944	*	2,088		-6.9%
PO	Rhyl Miniature Railway	N	R/T	16,000	*	9,940	9,005	61.0%
PO	Robert Owen Memorial Museum	M	MAG	1,415	*			
PO	Shared Earth Trust, Denmark Farm	M	CP	2,000	*			
PO	St Davids Cathedral	SW	HP	262,000	*	271,000		-3.3%
G	St Fagans: National History Museum	SE	MAG	610,074		610,155	628,804	0.0%
LA	Swansea Museum	SW	MAG	118,112		109,016	216,435	8.3%
LA	Swansea Museum - Floating Exhibits	SW	MAG	5,785		13,760	7,035	-58.0%
PO	The Flying Boat Centre	SW	MAG	7,702		8,696		-11.4%
PO	The Narrow Gauge Railway Museum	N	R/T	19,454		18,707		4.0%
PO	The Old Market Hall	M	HP	2,342		2,550		-8.2%
PO	The Oriel Myrddin Gallery	SW	MAG	21,792			21,261	
LA	The Tramshed	SW	MAG	4,048		4,959	167,257	-18.4%
PO	Ty Gwyn & Ty Crwn	N	MAG	1,460	*	3,528		-58.6%

Owner	Name	Region	Category	2,011		2010	2009	2011/2010
LA	Ty Mawr Country Park Visitor Centre	N	CP	73,592		71,695		2.6%
PO	University of Wales Aberystwyth, School of Art Gallery and Museum	M	MAG	27,000	*			
PO	Usk Castle	SE	HP	6,383	*	5,310	6,102	20.2%
PO	Wales Millennium Centre	SE	MAG	1,046,958	*	1,015,175	1,053,352	3.1%
PO	Welsh Wildlife Centre	M	WL	22,000	*			
LA	Wrexham County Borough Museum	N	MAG	25,153		15,057	15,057	67.1%

## 10 List of attractions by region (alphabetical order)

### 10.1 Attractions located in Mid Wales

Owner	Name	Category	2011		2010	2009	2011/2010	£Adult
PO	Aberystwyth Cliff Electric Railway	R/T	45,259	*		58,387		£3.50
PO	Bala Lake Railway	R/T	20,420		17,664	19,626	15.6%	£9.50
LA	Brecknock Museum & Art Gallery	MAG	16,823		20,629	20,169	-18.4%	£1.00
LA	Brecon Beacons Mountain Centre	CP	132,358	*	142,809		-7.3%	
PO	Brecon Cathedral and Heritage Centre	HP	120,000	*		30,000		
PO	Bwlch Nant yr Arian Visitor Centre	CP	125,037	*		125,000		
PO	Cantref Adventure Farm	WL	39,336	*		41,200		£8.00
PO	CARAD Chronicles Community Museum	MAG	2,682		2,143	887	25.2%	£4.50
PO	Cardigan Bay Marine Wildlife Centre	WL	21,729					
PO	Centre for Alternative Technology	Ind	34,603			53,031		£8.50
LA	Ceredigion Museum	MAG	31,371		31,814	34,688	-1.4%	
PO	Devil's Bridge Waterfalls	CP	35,124	*	37,773	39,155	-7.0%	£3.50
PO	Elan Valley Visitor Centre	CP	134,614	*	138,824	166,003	-3.0%	
PO	Glansevern Hall Gardens	CP	4,344			3,487		£6.00
Cadw	Harlech Castle	HP	92,404		92,347	94,340	0.1%	£3.80
PO	Hergest Croft Gardens	CP	11,348	*	12,009		-5.5%	£6.00
PO	Internal Fire, Museum of Power	MAG	6,500	*	8,000	5,500	-18.8%	£4.75
PO	Judge's Lodging	HP	9,687		8,588	9,890	12.8%	£6.50
PO	King Arthur's Labyrinth	Theme	38,583					£7.90
NT	Llanerchaeron	HP	36,366		31,475	32,269	15.5%	
PO	Llanfair Caverns	Ind	17,500	*	16,500		6.1%	£5.10
LA	Llanidloes Museum	MAG	1,855		2,455	2,967	-24.4%	
PO	Magic of Life Butterfly House	WL	8,510		8,939	10,309	-4.8%	£6.50
PO	Museum of Modern Art	MAG	22,317		19,826		12.6%	
PO	National Cycle Collection	MAG	1,594					£3.50
LA	Newtown Textile Museum	MAG	1,228		1,099	1,111	11.7%	
PO	Old Bell Museum	MAG	2,435		2,506	2,331	-2.8%	£1.00
PO	Park Hall Countryside Experience	WL	69,000	*	55,000		25.5%	£6.95
PO	Portmeirion	MAG	234,098		241,342	249,815	-3.0%	£9.00
NT	Powis Castle & Garden	HP	116,464		107,563	98,141	8.3%	
LA	Powysland Museum & Montgomery Canal C'tr	MAG	5,481		5,716	7,849	-4.1%	
PO	Rheidol Hydro Electric Power Station	Ind	1,944	*	2,088		-6.9%	
PO	Robert Owen Memorial Museum	MAG	1,415	*				
LA	Senedd-Dy Owain Glyndwr	HP	2,080		1,896	2,059	9.7%	£2.50
PO	Shared Earth Trust, Denmark Farm	CP	2,000	*				
PO	Spaceguard Centre	Theme	2,759					
Cadw	Strata Florida Abbey	HP	5,795		4,736	4,826	22.4%	
PO	Talylyn Railway	R/T	46,934			47,227		£13.00
PO	Teifi Valley Railway	R/T	9,742	*	16,790	17,991	-42.0%	£6.00
PO	The Old Market Hall	HP	2,342		2,550		-8.2%	
Cadw	Tretower Court & Castle	HP	16,234		13,636		19.1%	£4.00
PO	University of Wales Aberystwyth, School of Art Gallery and Museum	MAG	27,000	*				
PO	Vale of Rheidol Railway	R/T	41,319			38,763		£14.50
PO	Welsh Wildlife Centre	WL	22,000	*				
PO	Ynys Hir Reserve Information Centre	CP	21,857					£3.00

## 10.2 Attractions located in North Wales

Owner	Name	Category	2011	2010	2009	2011/2010	£Adult	
NT	Aberconwy House	HP	25,546	24,201	16,009	5.6%		
LA	Alyn Waters Country Park Visitor Centre	CP	100,539	90,991		10.5%		
PO	Amgueddfa Syr Henry Jones	MAG	563	522		7.9%	£2.00	
Cadw	Beaumaris Castle	HP	83,780	80,645	78,231	3.9%	£3.80	
LA	Beaumaris Gaol	HP	8,281	9,439	10,234	-12.3%	£4.25	
LA	Bellevue Park	CP	384,000					
LA	Bersham Heritage Centre	MAG	5,546	9,087	8,668	-39.0%		
LA	Bodelwyddan Castle	MAG	56,739	38,735	34,555	46.5%	£6.00	
NT	Bodnant Garden	CP	170,929	190,913	149,036	-10.5%		
LA	Brickfield Pond	CP	80,000	*				
Cadw	Caernarfon Castle	HP	196,944	192,543	193,683	2.3%	£5.25	
NT	Chirk Castle	HP	129,775	117,108	94,353	10.8%		
Cadw	Conwy Castle	HP	178,639	186,897	181,947	-4.4%	£4.80	
LA	Conwy Mussel Museum	MAG	2,600	*	7,500	-65.3%		
PO	Conwy Nature Reserve	CP	88,996	89,876	96,193	-1.0%	£2.50	
NT	Conwy Suspension Bridge	HP	19,713	17,556	13,411	12.3%		
Cadw	Criccieth Castle	HP	41,207	42,321	37,196	-2.6%	£3.20	
Cadw	Denbigh Castle	HP	5,156	9,747	10,731	-47.1%	£3.20	
LA	Dingle Local Nature Reserve	CP	51,238	54,950		-6.8%		
Cadw	Dolwyddelan Castle	HP	3,903	4,573		-14.7%	£2.80	
PO	Electric Mountain	Ind	62,000	*	200,000	-69.0%	£7.75	
PO	Ellins Tower Seabird Centre	CP	45,394	*	26,800	69.4%		
NT	Erddig	HP	168,281	141,470	109,960	19.0%		
PO	Felin Cochwillan Watermill	Ind	30					
PO	Great Orme Mines	Ind	27,910		29,223		£6.50	
PO	Greenfield Valley Heritage Park	CP	28,916	26,882		7.6%	£4.20	
PO	GreenWood Forest Park	Ind	106,269	117,446	135,646	-9.5%	£10.85	
LA	Gwynedd Museum and Art Gallery	MAG	16,217		12,212			
PO	Gypsy Wood Park	CP	15,717	14,153	11,209	11.1%	£5.99	
LA	Holyhead Breakwater Country Park	CP	116,795	110,000		6.2%		
PO	Holyhead Maritime Museum	MAG	12,500	*	15,000		£3.50	
PO	Inigo Jones Slateworks	Ind	27,330	24,610	27,250	11.1%		
PO	Llanberis Lake Railway	R/T	73,539	*	74,443	80,997	-1.2%	£7.40
PO	Llangollen Motor Museum	MAG	5,365	4,711	5,845	13.9%	£3.50	
LA	Loggerheads Country Park	CP	165,392	*				
LA	Moel Famau Country Park	CP	140,000	*				
LA	Nant Mill Visitor Centre	CP	38,498					
G	National Slate Museum	MAG	148,532	146,864	136,144	1.1%		
PO	Oriel Plas Glyn-Y-Weddw	MAG	121,870					
LA	Oriel Ynys Mon	MAG	101,347	83,267		21.7%		
NT	Penrhyn Castle	HP	149,118	227,433	186,875	-34.4%		
Cadw	Plas Mawr Elizabethan Town House	HP	25,049	35,433	30,086	-29.3%	£5.20	
NT	Plas Newydd	HP	101,677	96,721	73,455	5.1%		
NT	Plas-yn-Rhiw	HP	15,204	15,484	13,322	-1.8%		
Cadw	Rhuddlan Castle	HP	24,897	26,339	25,215	-5.5%	£3.20	
PO	Rhyl Miniature Railway	R/T	16,000	*	9,940	9,005	61.0%	

Owner	Name	Category	2011	2010	2009	2011/2010	£Adult
Cadw	Rug Chapel	HP	3,628	3,989	4,353	-9.0%	£3.80
LA	Ruthin Gaol	HP	8,754	9,818	10,575	-10.8%	£3.50
PO	Snowdon Mountain Railway	R/T	143,224	142,199	157,570	0.7%	£25.00
PO	Swallow Falls	CP	102,581 *				£1.50
PO	The Narrow Gauge Railway Museum	R/T	19,454	18,707		4.0%	
PO	Ty Gwyn & Ty Crwn	MAG	1,460 *	3,528		-58.6%	
LA	Ty Mawr Country Park Visitor Centre	CP	73,592	71,695		2.6%	
NT	Ty Mawr Wybrnant	HP	5,726	5,536	5,199	3.4%	
Cadw	Valle Crucis Abbey	HP	9,335	10,333	9,676	-9.7%	£2.80
LA	Wrexham County Borough Museum	MAG	25,153	15,057	15,057	67.1%	

### 10.3 Attractions located in South West Wales

Owner	Name	Category	2011		2010	2009	2011/2010	£Adult
PO	1940's Swansea Bay	MAG	9,500	*	9,213	8,616	3.1%	£5.50
NT	Aberdulais Falls	CP	25,962		25,705	20,267	1.0%	
PO	Aberglasney Gardens	CP	32,683			44,625		
LA	Afan Forest Park Visitor Centre	CP	73,598		77,100	95,603	-4.5%	
PO	Brecon Beacons Waterfalls Centre	CP	17,413		17,289	17,806	0.7%	
LA	Carew Castle & Tidal Mill	HP	36,533		37,017	37,413	-1.3%	£4.75
PO	Carew Cheriton Control Tower	MAG	1,794	*		1,100		£1.00
LA	Carmarthenshire County Museum	MAG	11,798		12,729	12,889	-7.3%	
Cadw	Carreg Cennen Castle	HP	23,777		19,650	28,421	21.0%	£4.00
LA	Castell Henllys Iron Age Fort	HP	27,881		27,090	29,484	2.9%	£4.50
LA	Cefn Coed Colliery Museum	MAG	2,796			9,259		
Cadw	Cilgerran Castle (Cadw)	HP	17,821		18,598	15,023	-4.2%	£3.20
NT	Colby Woodland Garden	CP	33,885		33,785	28,377	0.3%	
PO	Craig-y-Nos Country Park	CP	119,287	*	97,814	79,831	22.0%	
NT	Dolaucothi Gold Mines	Ind	22,491		22,255	19,825	1.1%	
LA	Dylan Thomas Boathouse	HP	16,942	*				£4.00
LA	Dylan Thomas Centre	MAG	70,247			102,392		
PO	Folly Farm Adventure Park	WL	374,000	*				
LA	Gelli Aur Country Park	CP	148,029	*		130,284		
PO	Glyn-Coch Craft Centre & Farm	Ind	1,000	*		5,000		
LA	Glynn Vivian Art Gallery	MAG	33,482		40,272	43,741	-16.9%	
LA	Gnoll Estate	CP	163,195			170,051		
PO	Gwili Steam Railway	R/T	28,500	*	25,957		9.8%	
PO	Haverfordwest Town Museum	MAG	5,632					
PO	Heatherton Country Sports Park	CP	201,000	*		206,000		
Cadw	Kidwelly Castle	HP	25,521		30,687	28,457	-16.8%	£3.50
LA	Kidwelly Industrial Museum	MAG	1,268		3,932	3,240	-67.8%	
Cadw	Lamphey Bishop's Palace	HP	3,845		4,050	4,122	-5.1%	£3.20
Cadw	Laugharne Castle	HP	6,565		11,538	12,540	-43.1%	£3.20
LA	Llyn Llech Owain Country Park	CP	178,000	*	153,000	149,000	16.3%	
PO	Llysyfran Reservoir Country Park	CP	97,033	*	105,489	109,607	-8.0%	
PO	Manor House Wildlife Park	WL	95,328	*				£9.95
LA	Margam Country Park	CP	232,693		142,983	203,800	62.7%	
PO	Melin Tregwynt	Ind	29,200	*	25,000	30,000	16.8%	
LA	Museum of Speed	MAG	27,340			33,522		
PO	National Botanic Garden of Wales	CP	150,389		107,687	113,802	39.7%	
PO	National Coracle Centre & Flour Mill	Ind	4,102		4,977	4,100	-17.6%	£3.50
G	National Waterfront Museum	MAG	256,471		262,799	257,888	-2.4%	
G	National Wool Museum	MAG	29,534		27,726	26,970	6.5%	
NT	Newton House, Dinefwr Park & Castle	CP	75,546		68,160	47,577	10.8%	
LA	Ocean Lab	WL	116,342		88,743		31.1%	
PO	Old Cilgwyn Gardens	CP	600	*	658	200	-8.8%	£2.00
PO	Oriel Y Parc	MAG	123,490					
Cadw	Oxwich Castle	HP	8,352		8,417	8,661	-0.8%	£2.80
LA	Parc Howard Museum and Art Gallery	MAG	12,060		16,290	13,876	-26.0%	
LA	Pembrey Country Park	CP	398,115	*	448,092	435,354	-11.2%	



Owner	Name	Category	2011		2010	2009	2011/2010	£Adult
PO	Pembrokeshire Sheepdogs	WL	2,435	*	2,253	2,500	8.1%	£5.00
PO	Phoenix Bowl	Theme	100,000	*		15,000		
PO	Picton Castle & Woodland Gardens	CP	15,000	*	20,000		-25.0%	£6.00
LA	Plantasia	CP	72,740	*	73,647	88,970	-1.2%	£3.90
PO	Rhossili Gallery	MAG	5,000	*		4,650		
Cadw	St Davids Bishops Palace	HP	26,027		28,447	26,288	-8.5%	£3.20
PO	St Davids Cathedral	HP	262,000	*	271,000		-3.3%	
LA	Swansea Museum	MAG	118,112		109,016	216,435	8.3%	
LA	Swansea Museum - Floating Exhibits	MAG	5,785		13,760	7,035	-58.0%	
PO	The Flying Boat Centre	MAG	7,702		8,696		-11.4%	
PO	The LC	Theme	708,180		649,053	597,276	9.1%	£7.00
PO	The Oriel Myrddin Gallery	MAG	21,792			21,261		
LA	The Tramshed	MAG	4,048		4,959	167,257	-18.4%	
NT	Tudor Merchant's House	HP	23,711		20,199	19,283	17.4%	
PO	WWT National Wetland Centre Wales	WL	47,824		47,276	46,529	1.2%	£8.20

## 10.4 Attractions located in South East Wales

Owner	Name	Category	2011		2010	2009	2011/2010	£Adult
PO	Abertillery & District Museum	MAG	7,000	*	6,000	5,500	16.7%	
PO	Amelia Farm Trust	WL	28,000	*	30,000		-6.7%	
PO	Barry Island Pleasure Park	Theme	20,000	*				
LA	Bedwellty House	HP	94,892					
G	Big Pit: National Coal Museum	MAG	151,877		155,631	164,696	-2.4%	
PO	Blaenafon Cheddar Co & Mountain Tours	Ind	2,885		2,474		16.6%	
Cadw	Blaenavon Ironworks	HP	19,893		23,135	29,961	-14.0%	
PO	Blaenavon World Heritage Centre	Ind	29,155		29,181		-0.1%	
PO	Blaina Museum & Heritage Centre	MAG	2,440	*		4,073		
PO	Brecon Mountain Railway	R/T	72,439		71,298	69,467	1.6%	£10.50
PO	Brynmawr and District Museum	MAG	3,513					
Cadw	Caerleon Roman Baths and Amphitheatre	HP	54,754		50,370	49,792	8.7%	
LA	Caerphilly Castle	HP	99,805		96,021	88,772	3.9%	£4.00
LA	Caldicot Castle	MAG	20,010	*	22,360	27,513	-10.5%	£3.85
LA	Cardiff Bay Visitor Centre	MAG	308,625					
LA	Cardiff Museum Project	MAG	270,000					
PO	Cardiff Visitor Centre	MAG	239,849			300,451		
Cadw	Castell Coch	HP	69,466		68,535	71,745	1.4%	£3.80
Cadw	Chepstow Castle	HP	63,155		59,875	57,899	5.5%	£4.00
LA	Chepstow Museum	MAG	22,201		25,174		-11.8%	
LA	Cosmeston Lakes Country Park	CP	230,000	*	245,000	210,000	-6.1%	
LA	Cosmeston Medieval Village	CP	10,357		17,828	18,980	-41.9%	
PO	Cowbridge Physic Garden	CP	10,000	*				
PO	Craft in the Bay	MAG	95,783					
PO	Cwmcarn Forest Drive & Visitor Centre	CP	192,243		178,069		8.0%	
LA	Cyfarthfa Castle Museum	MAG	53,481		66,874	75,570	-20.0%	
LA	Dyffryn Gardens	CP	36,032		56,753	49,398	-36.5%	
PO	Ebbw Vale Works Archive	MAG	750	*				
LA	Elliot Colliery Winding House	Ind	10,563		8,657		22.0%	
LA	Flat Holm	CP	1,835	*				£20.00
LA	Fourteen Locks Canal Centre	CP	27,662			41,957		
LA	Joseph Parry's Ironworkers Cottage	MAG	503		1,251	1,200	-59.8%	
LA	Kenfig Nature Reserve	CP	24,002		14,071		70.6%	
NT	Kymin (The)	HP	4,638		4,283	2,822	8.3%	
LA	Llancaiach Fawr Manor	MAG	59,044		45,587		29.5%	
PO	Llandaff Cathedral	HP	40,372	*	44,502	40,854	-9.3%	
PO	Llantarnam Grange Arts Centre	MAG	52,038		48,100		8.2%	
PO	Monmouth Castle & Regimental Museum	HP	4,637		4,474	4,085	3.6%	
LA	Monmouth Museum	MAG	22,000		23,286	21,343	-5.5%	
PO	National Assembly Debating Chamber	HP	91,014		99,318	127,063	-8.4%	
G	National Museum Wales	MAG	411,730		358,480	373,191	14.9%	
G	National Roman Legion Museum	MAG	69,057		68,260	64,766	1.2%	
LA	Newport Museum & Art Gallery	MAG	51,599		55,320	49,072	-6.7%	
PO	Newport Wetlands Environmental, Educational & visitor Centre	CP	92,425	*	75,989		21.6%	
PO	Norwegian Church	HP	148,547		137,595	134,645	8.0%	
LA	Old Station	CP	108,000	*	107,408	100,000	0.6%	

Owner	Name	Category	2011		2010	2009	2011/2010	£Adult
PO	Parva Farm Vineyard	CP	5,000	*	6,250	5,400	-20.0%	
PO	Penderyn Distillery	Ind	26,082					£6.00
LA	Pontypridd Museum	MAG	21,881		25,636	16,230	-14.6%	
PO	Porthcawl Museum	MAG	892		786	824	13.5%	£0.50
LA	Porthkerry Country Park	CP	200,000	*	150,000	80,000	33.3%	
Cadw	Raglan Castle	HP	62,141		57,700	59,008	7.7%	£3.50
LA	Rhondda Heritage Park	MAG	38,993		42,148	49,304	-7.5%	
PO	Royal Regiment of Wales Museum (Cardiff) of the Welch Regiment (41st/69th Foot)	MAG	117,878					
G	St Fagans: National History Museum	MAG	610,074		610,155	628,804	0.0%	
PO	Techniquest	MAG	167,849		163,995	171,366	2.4%	
Cadw	Tintern Abbey	HP	69,631		67,783	68,259	2.7%	£3.80
LA	Tredegar House	HP	21,234		30,967		-31.4%	£7.50
PO	Usk Castle	HP	6,383	*	5,310	6,102	20.2%	
PO	Wales Millennium Centre	MAG	1,046,958	*	1,015,175	1,053,352	3.1%	
PO	Weobley Castle	HP	4,381		4,792	4,858	-8.6%	£2.80
Cadw	White Castle	HP	10,949		12,436	11,701	-12.0%	£2.80

## 11 List of attractions by attraction category (alphabetical order)

### 11.1 Historic property

Owner	Name	Region	2011		2010	2009	2011/2010	£Adult
NT	Aberconwy House	N	25,546		24,201	16,009	5.6%	
Cadw	Beaumaris Castle	N	83,780		80,645	78,231	3.9%	£3.80
LA	Beaumaris Gaol	N	8,281		9,439	10,234	-12.3%	£4.25
LA	Bedwellty House	SE	94,892					
Cadw	Blaenavon Ironworks	SE	19,893		23,135	29,961	-14.0%	
PO	Brecon Cathedral and Heritage Centre	M	120,000	*		30,000		
Cadw	Caerleon Roman Baths and Amphitheatre	SE	54,754		50,370	49,792	8.7%	
Cadw	Caernarfon Castle	N	196,944		192,543	193,683	2.3%	£5.25
LA	Caerphilly Castle	SE	99,805		96,021	88,772	3.9%	£4.00
LA	Carew Castle & Tidal Mill	SW	36,533		37,017	37,413	-1.3%	£4.75
Cadw	Carreg Cennen Castle	SW	23,777		19,650	28,421	21.0%	£4.00
Cadw	Castell Coch	SE	69,466		68,535	71,745	1.4%	£3.80
LA	Castell Henllys Iron Age Fort	SW	27,881		27,090	29,484	2.9%	£4.50
Cadw	Chepstow Castle	SE	63,155		59,875	57,899	5.5%	£4.00
NT	Chirk Castle	N	129,775		117,108	94,353	10.8%	
Cadw	Cilgerran Castle (Cadw)	SW	17,821		18,598	15,023	-4.2%	£3.20
Cadw	Conwy Castle	N	178,639		186,897	181,947	-4.4%	£4.80
NT	Conwy Suspension Bridge	N	19,713		17,556	13,411	12.3%	
Cadw	Criccieth Castle	N	41,207		42,321	37,196	-2.6%	£3.20
Cadw	Denbigh Castle	N	5,156		9,747	10,731	-47.1%	£3.20
Cadw	Dolwyddelan Castle	N	3,903		4,573		-14.7%	£2.80
LA	Dylan Thomas Boathouse	SW	16,942	*				£4.00
NT	Erddig	N	168,281		141,470	109,960	19.0%	
Cadw	Harlech Castle	M	92,404		92,347	94,340	0.1%	£3.80
PO	Judge's Lodging	M	9,687		8,588	9,890	12.8%	£6.50
Cadw	Kidwelly Castle	SW	25,521		30,687	28,457	-16.8%	£3.50
NT	Kymin (The)	SE	4,638		4,283	2,822	8.3%	
Cadw	Lamphey Bishop's Palace	SW	3,845		4,050	4,122	-5.1%	£3.20
Cadw	Laugharne Castle	SW	6,565		11,538	12,540	-43.1%	£3.20
PO	Llandaff Cathedral	SE	40,372	*	44,502	40,854	-9.3%	
NT	Llanerchaeron	M	36,366		31,475	32,269	15.5%	
PO	Monmouth Castle & Regimental Museum	SE	4,637		4,474	4,085	3.6%	
PO	National Assembly Debating Chamber	SE	91,014		99,318	127,063	-8.4%	
PO	Norwegian Church	SE	148,547		137,595	134,645	8.0%	
Cadw	Oxwich Castle	SW	8,352		8,417	8,661	-0.8%	£2.80
NT	Penrhyn Castle	N	149,118		227,433	186,875	-34.4%	
Cadw	Plas Mawr Elizabethan Town House	N	25,049		35,433	30,086	-29.3%	£5.20
NT	Plas Newydd	N	101,677		96,721	73,455	5.1%	
NT	Plas-yn-Rhiw	N	15,204		15,484	13,322	-1.8%	
NT	Powis Castle & Garden	M	116,464		107,563	98,141	8.3%	
Cadw	Raglan Castle	SE	62,141		57,700	59,008	7.7%	£3.50
Cadw	Rhuddlan Castle	N	24,897		26,339	25,215	-5.5%	£3.20

Owner	Name	Region	2011		2010	2009	2011/2010	£Adult
Cadw	Rug Chapel	N	3,628		3,989	4,353	-9.0%	£3.80
LA	Ruthin Gaol	N	8,754		9,818	10,575	-10.8%	£3.50
LA	Senedd-Dy Owain Glyndwr	M	2,080		1,896	2,059	9.7%	£2.50
Cadw	St Davids Bishops Palace	SW	26,027		28,447	26,288	-8.5%	£3.20
PO	St Davids Cathedral	SW	262,000	*	271,000		-3.3%	
Cadw	Strata Florida Abbey	M	5,795		4,736	4,826	22.4%	
PO	The Old Market Hall	M	2,342		2,550		-8.2%	
Cadw	Tintern Abbey	SE	69,631		67,783	68,259	2.7%	£3.80
LA	Tredegar House	SE	21,234		30,967		-31.4%	£7.50
Cadw	Tretower Court & Castle	M	16,234		13,636		19.1%	£4.00
NT	Tudor Merchant's House	SW	23,711		20,199	19,283	17.4%	
NT	Ty Mawr Wybrnant	N	5,726		5,536	5,199	3.4%	
PO	Usk Castle	SE	6,383	*	5,310	6,102	20.2%	
Cadw	Valle Crucis Abbey	N	9,335		10,333	9,676	-9.7%	£2.80
PO	Weobley Castle	SE	4,381		4,792	4,858	-8.6%	£2.80
Cadw	White Castle	SE	10,949		12,436	11,701	-12.0%	£2.80

## 11.2 Museum or art gallery

Owner	Name	Region	2011		2010	2009	2011/2010	£Adult
PO	1940's Swansea Bay	SW	9,500	*	9,213	8,616	3.1%	£5.50
PO	Abertillery & District Museum	SE	7,000	*	6,000	5,500	16.7%	
PO	Amgueddfa Syr Henry Jones	N	563		522		7.9%	£2.00
LA	Bersham Heritage Centre	N	5,546		9,087	8,668	-39.0%	
G	Big Pit: National Coal Museum	SE	151,877		155,631	164,696	-2.4%	
PO	Blaina Museum & Heritage Centre	SE	2,440	*		4,073		
LA	Bodelwyddan Castle	N	56,739		38,735	34,555	46.5%	£6.00
LA	Brecknock Museum & Art Gallery	M	16,823		20,629	20,169	-18.4%	£1.00
PO	Brynmawr and District Museum	SE	3,513					
LA	Caldicot Castle	SE	20,010	*	22,360	27,513	-10.5%	£3.85
PO	CARAD Chronicles Community Museum	M	2,682		2,143	887	25.2%	£4.50
LA	Cardiff Bay Visitor Centre	SE	308,625					
LA	Cardiff Museum Project	SE	270,000					
PO	Cardiff Visitor Centre	SE	239,849			300,451		
PO	Carew Cheriton Control Tower	SW	1,794	*		1,100		£1.00
LA	Carmarthenshire County Museum	SW	11,798		12,729	12,889	-7.3%	
LA	Cefn Coed Colliery Museum	SW	2,796			9,259		
LA	Ceredigion Museum	M	31,371		31,814	34,688	-1.4%	
LA	Chepstow Museum	SE	22,201		25,174		-11.8%	
LA	Conwy Mussel Museum	N	2,600	*	7,500		-65.3%	
PO	Craft in the Bay	SE	95,783					
LA	Cyfarthfa Castle Museum	SE	53,481		66,874	75,570	-20.0%	
LA	Dylan Thomas Centre	SW	70,247			102,392		
PO	Ebbw Vale Works Archive	SE	750	*				
LA	Glynn Vivian Art Gallery	SW	33,482		40,272	43,741	-16.9%	
LA	Gwynedd Museum and Art Gallery	N	16,217			12,212		
PO	Haverfordwest Town Museum	SW	5,632					
PO	Holyhead Maritime Museum	N	12,500	*		15,000		£3.50
PO	Internal Fire, Museum of Power	M	6,500	*	8,000	5,500	-18.8%	£4.75
LA	Joseph Parry's Ironworkers Cottage	SE	503		1,251	1,200	-59.8%	
LA	Kidwelly Industrial Museum	SW	1,268		3,932	3,240	-67.8%	
LA	Llancaiach Fawr Manor	SE	59,044		45,587		29.5%	
PO	Llangollen Motor Museum	N	5,365		4,711	5,845	13.9%	£3.50
LA	Llanidloes Museum	M	1,855		2,455	2,967	-24.4%	
PO	Llantarnam Grange Arts Centre	SE	52,038		48,100		8.2%	
LA	Monmouth Museum	SE	22,000		23,286	21,343	-5.5%	
PO	Museum of Modern Art	M	22,317		19,826		12.6%	
LA	Museum of Speed	SW	27,340			33,522		
PO	National Cycle Collection	M	1,594					£3.50
G	National Museum Wales	SE	411,730		358,480	373,191	14.9%	
G	National Roman Legion Museum	SE	69,057		68,260	64,766	1.2%	
G	National Slate Museum	N	148,532		146,864	136,144	1.1%	
G	National Waterfront Museum	SW	256,471		262,799	257,888	-2.4%	
G	National Wool Museum	SW	29,534		27,726	26,970	6.5%	
LA	Newport Museum & Art Gallery	SE	51,599		55,320	49,072	-6.7%	
LA	Newtown Textile Museum	M	1,228		1,099	1,111	11.7%	

Owner	Name	Region	2011	2010	2009	2011/2010	£Adult
PO	Old Bell Museum	M	2,435	2,506	2,331	-2.8%	£1.00
PO	Oriel Plas Glyn-Y-Weddw	N	121,870				
PO	Oriel Y Parc	SW	123,490				
LA	Oriel Ynys Mon	N	101,347	83,267		21.7%	
LA	Parc Howard Museum and Art Gallery	SW	12,060	16,290	13,876	-26.0%	
LA	Pontypridd Museum	SE	21,881	25,636	16,230	-14.6%	
PO	Porthcawl Museum	SE	892	786	824	13.5%	£0.50
PO	Portmeirion	M	234,098	241,342	249,815	-3.0%	£9.00
LA	Powysland Museum & Montgomery Canal C'tr	M	5,481	5,716	7,849	-4.1%	
LA	Rhondda Heritage Park	SE	38,993	42,148	49,304	-7.5%	
PO	Rhossili Gallery	SW	5,000 *		4,650		
PO	Robert Owen Memorial Museum	M	1,415 *				
PO	Royal Regiment of Wales Museum (Cardiff) of the Welch Regiment (41st/69th Foot)	SE	117,878				
G	St Fagans: National History Museum	SE	610,074	610,155	628,804	0.0%	
LA	Swansea Museum	SW	118,112	109,016	216,435	8.3%	
LA	Swansea Museum - Floating Exhibits	SW	5,785	13,760	7,035	-58.0%	
PO	Techniquet	SE	167,849	163,995	171,366	2.4%	
PO	The Flying Boat Centre	SW	7,702	8,696		-11.4%	
PO	The Oriel Myrddin Gallery	SW	21,792		21,261		
LA	The Tramshed	SW	4,048	4,959	167,257	-18.4%	
PO	Ty Gwyn & Ty Crwn	N	1,460 *	3,528		-58.6%	
PO	University of Wales Aberystwyth, School of Art Gallery and Museum	M	27,000 *				
PO	Wales Millennium Centre	SE	1,046,958 *	1,015,175	1,053,352	3.1%	
LA	Wrexham County Borough Museum	N	25,153	15,057	15,057	67.1%	

### 11.3 Industrial or craft attraction

Owner	Name	Region	2011	2010	2009	2011/2010	£Adult
PO	Blaenafon Cheddar Co & Mountain Tours	SE	2,885	2,474		16.6%	
PO	Blaenavon World Heritage Centre	SE	29,155	29,181		-0.1%	
PO	Centre for Alternative Technology	M	34,603		53,031		£8.50
NT	Dolaucothi Gold Mines	SW	22,491	22,255	19,825	1.1%	
PO	Electric Mountain	N	62,000 *	200,000	200,000	-69.0%	£7.75
LA	Elliot Colliery Winding House	SE	10,563	8,657		22.0%	
PO	Felin Cochwillan Watermill	N	30				
PO	Glyn-Coch Craft Centre & Farm	SW	1,000 *		5,000		
PO	Great Orme Mines	N	27,910		29,223		£6.50
PO	GreenWood Forest Park	N	106,269	117,446	135,646	-9.5%	£10.85
PO	Inigo Jones Slateworks	N	27,330	24,610	27,250	11.1%	
PO	Llanfair Caverns	M	17,500 *	16,500		6.1%	£5.10
PO	Melin Tregwynt	SW	29,200 *	25,000	30,000	16.8%	
PO	National Coracle Centre & Flour Mill	SW	4,102	4,977	4,100	-17.6%	£3.50
PO	Penderyn Distillery	SE	26,082				£6.00
PO	Rheidol Hydro Electric Power Station	M	1,944 *	2,088		-6.9%	

## 11.4 Country park, garden or other natural

Owner	Name	Region	2011	2010	2009	2011/2010	£Adult	
NT	Aberdulais Falls	SW	25,962	25,705	20,267	1.0%		
PO	Aberglasney Gardens	SW	32,683		44,625			
LA	Afan Forest Park Visitor Centre	SW	73,598	77,100	95,603	-4.5%		
LA	Alyn Waters Country Park Visitor Centre	N	100,539	90,991		10.5%		
LA	Bellevue Park	N	384,000					
NT	Bodnant Garden	N	170,929	190,913	149,036	-10.5%		
LA	Brecon Beacons Mountain Centre	M	132,358	*	142,809	-7.3%		
PO	Brecon Beacons Waterfalls Centre	SW	17,413	17,289	17,806	0.7%		
LA	Brickfield Pond	N	80,000	*				
PO	Bwlch Nant yr Arian Visitor Centre	M	125,037	*	125,000			
NT	Colby Woodland Garden	SW	33,885	33,785	28,377	0.3%		
PO	Conwy Nature Reserve	N	88,996	89,876	96,193	-1.0%	£2.50	
LA	Cosmeston Lakes Country Park	SE	230,000	*	245,000	210,000	-6.1%	
LA	Cosmeston Medieval Village	SE	10,357	17,828	18,980	-41.9%		
PO	Cowbridge Physic Garden	SE	10,000	*				
PO	Craig-y-Nos Country Park	SW	119,287	*	97,814	79,831	22.0%	
PO	Cwmcarn Forest Drive & Visitor Centre	SE	192,243	178,069		8.0%		
PO	Devil's Bridge Waterfalls	M	35,124	*	37,773	39,155	-7.0%	£3.50
LA	Dingle Local Nature Reserve	N	51,238	54,950		-6.8%		
LA	Dyffryn Gardens	SE	36,032	56,753	49,398	-36.5%		
PO	Elan Valley Visitor Centre	M	134,614	*	138,824	166,003	-3.0%	
PO	Ellins Tower Seabird Centre	N	45,394	*	26,800		69.4%	
LA	Flat Holm	SE	1,835	*			£20.00	
LA	Fourteen Locks Canal Centre	SE	27,662		41,957			
LA	Gelli Aur Country Park	SW	148,029	*	130,284			
PO	Glansevern Hall Gardens	M	4,344		3,487		£6.00	
LA	Gnoll Estate	SW	163,195		170,051			
PO	Greenfield Valley Heritage Park	N	28,916	26,882		7.6%	£4.20	
PO	Gypsy Wood Park	N	15,717	14,153	11,209	11.1%	£5.99	
PO	Heatherton Country Sports Park	SW	201,000	*	206,000			
PO	Hergest Croft Gardens	M	11,348	*	12,009		-5.5%	£6.00
LA	Holyhead Breakwater Country Park	N	116,795	110,000		6.2%		
LA	Kenfig Nature Reserve	SE	24,002	14,071		70.6%		
LA	Llyn Llech Owain Country Park	SW	178,000	*	153,000	149,000	16.3%	
PO	Llysyfran Reservoir Country Park	SW	97,033	*	105,489	109,607	-8.0%	
LA	Loggerheads Country Park	N	165,392	*				
LA	Margam Country Park	SW	232,693	142,983	203,800	62.7%		
LA	Moel Famau Country Park	N	140,000	*				
LA	Nant Mill Visitor Centre	N	38,498					
PO	National Botanic Garden of Wales	SW	150,389	107,687	113,802	39.7%		
PO	Newport Wetlands Environmental, Educational & visitor Centre	SE	92,425	*	75,989		21.6%	
NT	Newton House, Dinefwr Park & Castle	SW	75,546	68,160	47,577	10.8%		
PO	Old Cilgwyn Gardens	SW	600	*	658	200	-8.8%	£2.00
LA	Old Station	SE	108,000	*	107,408	100,000	0.6%	
PO	Parva Farm Vineyard	SE	5,000	*	6,250	5,400	-20.0%	
LA	Pembrey Country Park	SW	398,115	*	448,092	435,354	-11.2%	
PO	Picton Castle & Woodland Gardens	SW	15,000	*	20,000		-25.0%	£6.00



Owner	Name	Region	2011		2010	2009	2011/2010	£Adult
LA	Plantasia	SW	72,740	*	73,647	88,970	-1.2%	£3.90
LA	Porthkerry Country Park	SE	200,000	*	150,000	80,000	33.3%	
PO	Shared Earth Trust, Denmark Farm	M	2,000	*				
PO	Swallow Falls	N	102,581	*				£1.50
LA	Ty Mawr Country Park Visitor Centre	N	73,592		71,695		2.6%	
PO	Ynys Hir Reserve Information Centre	M	21,857					£3.00

## 11.5 Wildlife attraction

Owner	Name	Region	2011		2010	2009	2011/2010	£Adult
PO	Amelia Farm Trust	SE	28,000	*	30,000		-6.7%	
PO	Cantref Adventure Farm	M	39,336	*		41,200		£8.00
PO	Cardigan Bay Marine Wildlife Centre	M	21,729					
PO	Folly Farm Adventure Park	SW	374,000	*				
PO	Magic of Life Butterfly House	M	8,510		8,939	10,309	-4.8%	£6.50
PO	Manor House Wildlife Park	SW	95,328	*				£9.95
LA	Ocean Lab	SW	116,342		88,743		31.1%	
PO	Park Hall Countryside Experience	M	69,000	*	55,000		25.5%	£6.95
PO	Pembrokeshire Sheepdogs	SW	2,435	*	2,253	2,500	8.1%	£5.00
PO	Welsh Wildlife Centre	M	22,000	*				
PO	WWT National Wetland Centre Wales	SW	47,824		47,276	46,529	1.2%	£8.20

## 11.6 Themed attraction, leisure park, leisure centres

Owner	Name	Region	2011		2010	2009	2011/2010	£Adult
PO	Barry Island Pleasure Park	SE	20,000	*				
PO	King Arthur's Labyrinth	M	38,583					£7.90
PO	Phoenix Bowl	SW	100,000	*		15,000		
PO	Spaceguard Centre	M	2,759					
PO	The LC	SW	708,180		649,053	597,276	9.1%	£7.00

## 11.7 Railway or tramway

Owner	Name	Region	2011		2010	2009	2011/2010	£Adult
PO	Aberystwyth Cliff Electric Railway	M	45,259	*		58,387		£3.50
PO	Bala Lake Railway	M	20,420		17,664	19,626	15.6%	£9.50
PO	Brecon Mountain Railway	SE	72,439		71,298	69,467	1.6%	£10.50
PO	Gwili Steam Railway	SW	28,500	*	25,957		9.8%	
PO	Llanberis Lake Railway	N	73,539	*	74,443	80,997	-1.2%	£7.40
PO	Rhyl Miniature Railway	N	16,000	*	9,940	9,005	61.0%	
PO	Snowdon Mountain Railway	N	143,224		142,199	157,570	0.7%	£25.00
PO	Talylyn Railway	M	46,934			47,227		£13.00
PO	Teifi Valley Railway	M	9,742	*	16,790	17,991	-42.0%	£6.00
PO	The Narrow Gauge Railway Museum	N	19,454		18,707		4.0%	
PO	Vale of Rheidol Railway	M	41,319			38,763		£14.50

## Appendix

### Survey letter and questionnaire



Dear Colleague,

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### VISITS TO TOURIST ATTRACTIONS 2011 SURVEY

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I hope that you received our 'thank you' letter regarding the above survey that we sent out earlier this year. The letter went to all attractions in Wales and gave topline results from the 2010 survey. The results are also available on the Welsh Government's website:

<http://wales.gov.uk/topics/tourism/research/tourisminwales/attractionssurvey/?lang=en>

This letter is to invite you to take part in the latest wave. The findings from the research help industry and government bodies understand trends in this sector and help inform actions. We would be grateful if you could return the survey as soon as possible.

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 2011. 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 get in touch with either myself or Claire Peate at Beaufort Research (tel. 029 2037 8565 / [claire@beaufortresearch.co.uk](mailto: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.

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**Dr Angharad Penny Evans**  
**Senior Research Analyst**  
**[angharad.pennyevans@wales.gsi.gov.uk](mailto:angharad.pennyevans@wales.gsi.gov.uk)**

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**Research, Visit Wales, Brunel House, 2 Fitzalan Road, Cardiff, CF24 0UY**

LABEL

**VISITS TO WELSH TOURIST ATTRACTIONS 2011**

**VISITORS**

1 What were the visitor numbers to your attraction during the 2011 calendar year? Please exclude special events outside normal opening hours or any private hire.

I. Total visits numbers in 2011 (paid and free)

--	--	--	--	--	--	--	--	--	--

Is this number: exact?  An estimate?

II. Visits numbers in 2011 for paid visits only

--	--	--	--	--	--	--	--	--	--

Is this number: exact?  An estimate?

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

January					
February					
March					
April					
May					
June					

July					
August					
September					
October					
November					
December					

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

From ticket sales and/or group booking sales	<input type="checkbox"/>	Estimate only on the basis of sample count	<input type="checkbox"/>
Mechanical or electronic method of counting (e.g. turnstile)	<input type="checkbox"/>	Estimate only	<input type="checkbox"/>
Manual method of counting numbers	<input type="checkbox"/>	Other (please specify) _____	<input type="checkbox"/>

4 What percentage of visitors in 2011 (paid and free) were:

Adults	<input type="text"/>	%	} =100% Are these percentages: exact? <input type="checkbox"/> An estimate? <input type="checkbox"/>
Children	<input type="text"/>	%	

5 Approximately how many school children visited your attraction as part of an organised group in 2011?

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

6 Did you charge for admission to the main attraction in 2011? Yes  No

7 (IF YES) What was the standard admission charge (in high season/ summer) per person for the main attraction in 2011 (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 2011 compared to 2010?

POSITIVE FACTORS	NEGATIVE FACTORS

9 What percentage of visitors in 2011 were from:

Overseas	<input type="text"/>	%	} =100%
Wales	<input type="text"/>	%	
Rest of UK (excl. Wales)	<input type="text"/>	%	

**OPERATIONS**

10 How did the attraction's gross revenue in 2011 compare with 2010?

Up  → If known, what was the percentage **increase**?    %

Similar

Down  → If known, what was the percentage **decrease**?    %

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

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

12 Did you make any kind of upgrade or improvements to your attraction in 2011 (excluding normal repairs and upkeep)? Yes  No

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

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

16 Did you provide any visitor information and/or tours in the following languages in 2011? Welsh  French  German

18 Do you intend to provide any visitor information and/or tours in the following languages in 2012? Welsh  French  German

**HUMAN RESOURCES**

17 How many people were employed in any visitor-related activities in the attraction in 2011, including yourself, working owners, self-employed and/or any volunteers?

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

18 In 2011 did you have any difficulties recruiting and/or retaining staff?

Recruiting Yes  No  NA  → Please give reason \_\_\_\_\_

Retaining Yes  No  → Please give reason \_\_\_\_\_

**MARKETING**

19 Compared with 2010, was expenditure on marketing activities in 2011: Up  Down  Similar

Thank you. Please return in the freepost envelope, or if this has been mislaid please return to Beaufort Research, FREEPOST, CF10 1YS  
 If you wish to complete the survey online in future years please provide your e-mail address here: \_\_\_\_\_