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Wales Tourism Business Barometer Wave 4, Autumn 2018 – Summary

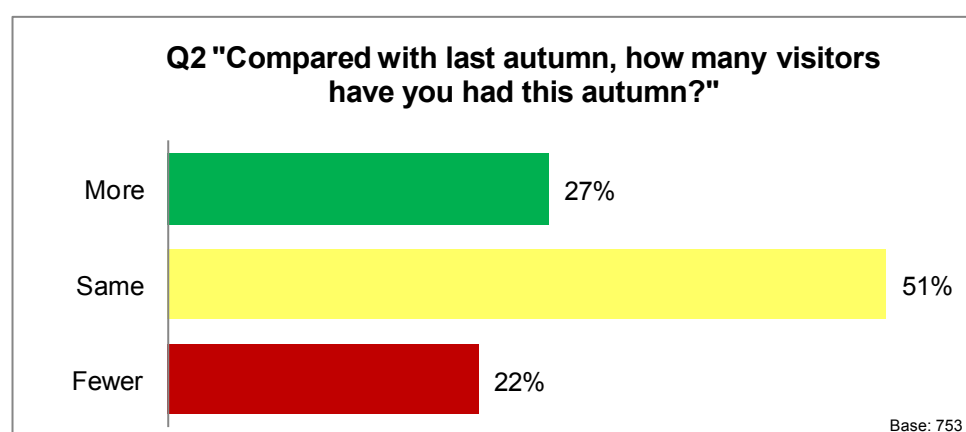
What is the Tourism Barometer?

The Wales Tourism Business Barometer gives quick feedback on how the tourism industry in Wales is performing at key times during the year. This research wave relates to the autumn.

Strategic Research and Insight, an independent research agency in Cardiff, has conducted 800 telephone interviews with tourism businesses in the following sectors: serviced accommodation, self catering, caravan & campsites, hostels, attractions, activity providers and restaurants, pubs and cafes.

Stable autumn season following a fine summer

Most (78%) businesses have increased or maintained their visitor levels this autumn. Among the 27% increasing their visitors, 'own marketing' is the most common reason – cited by about a third of these respondents. The fine summer weather is also thought to have played a part because it encouraged visitors to continue booking UK trips in the autumn.



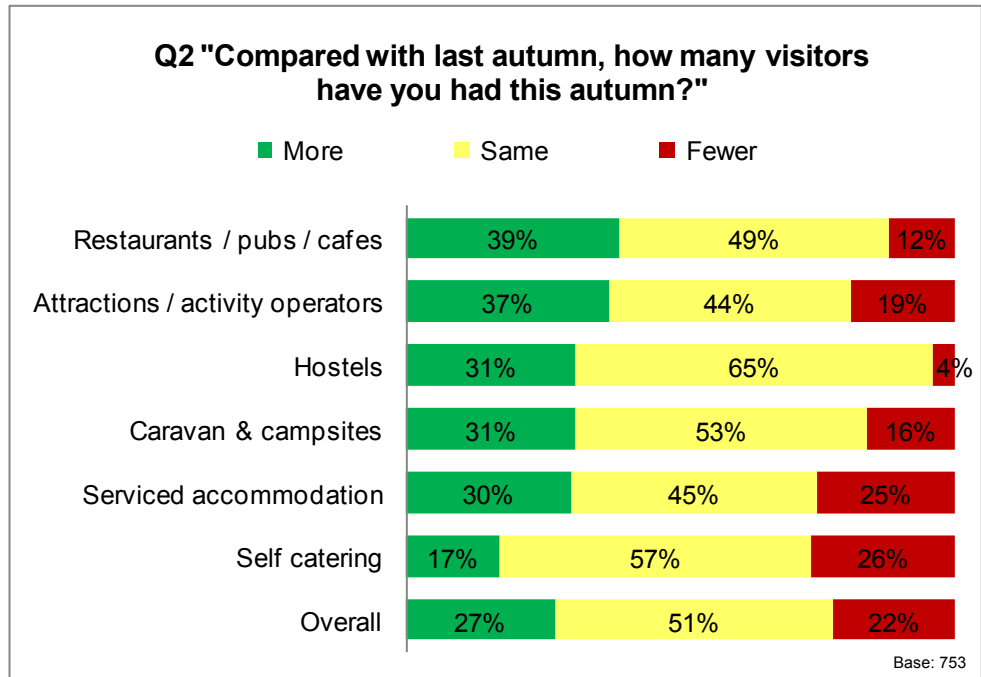
SE Wales performing well

South East Wales is performing well – 35% of businesses have increased their visitor levels this autumn. 'Own marketing' is the most frequently stated reason (43% of respondents).

Other regions of Wales do not differ significantly from each other in terms of overall performance.

Non-accommodation sectors have generally fared better

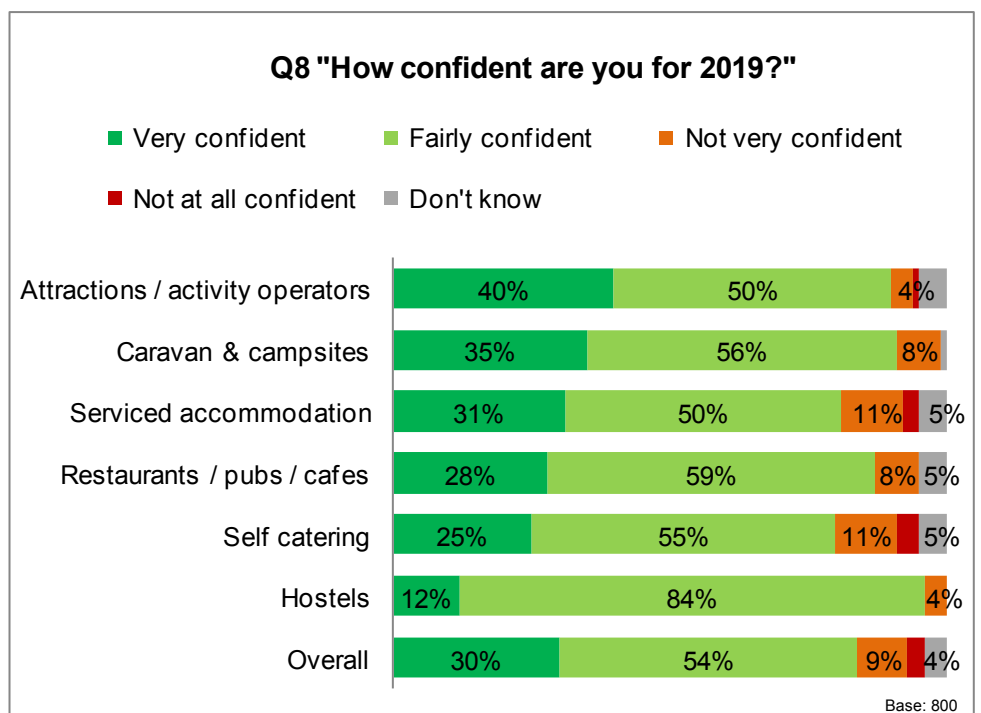
The non-accommodation sectors of restaurants / pubs / cafes and attractions & activity providers have fared slightly better in increasing visitor numbers. About two in five (39%) restaurants / pubs / cafes have increased their visitors – many (54%) of these cite repeat business as a reason.



Businesses are confident for 2019 in spite of Brexit uncertainty

Following a mostly stable autumn season, most (84%) businesses are now confident for 2019. This is in spite of concerns that some have over the impact of Brexit on European visitors, and the prominence of Brexit uncertainty in the news during the time of interviewing.

A fuller report on this research wave will be published later in November.



Full Research Report: Lewis, R. (2018). Wales Tourism Business Barometer – Wave 4, Autumn 2018.
Cardiff: Welsh Government, GSR report number 60/2018.

Available at: <http://gov.wales/statistics-and-research/tourism-barometer/?lang=en>

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

For further information please contact:

Dr. Robert Lewis

Head of Tourism Research

Department for Science, Economy and Transport

QED Centre, Treforest Estate

Pontypridd, Rhondda Cynon Taf

CF37 5YR

Email: Robert.Lewis@gov.wales

Mae'r ddogfen yma hefyd ar gael yn Gymraeg.

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