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Tourism Profile – South East Wales 2016 - 2018

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

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

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

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1. Overview and Key Points



In 2016-2018, South East Wales accounted for 24 per cent of overnight domestic GB trips, 48 per cent of international visits and 39 per cent of Tourism Day visits to Wales.

All tourism

Overall, the annual average expenditure on all tourism (overnight domestic GB trips, international visits and Tourism Day visits) to South East Wales increased by 4 per cent between 2015-2017 and 2016-2018 increased by 1 per cent to £2.304 billion. In comparison related expenditure in Wales increased by 4 per cent to £6.315 billion.

Please refer to [Table 1.0](#)

Overnight Domestic GB Visitors

The annual average volume of overnight domestic GB trips to South East Wales decreased by 9 per cent between 2015-2017 and 2016-2018 to 2.252 million. The volume for Wales decreased by 1 per cent to 9.451 million. Furthermore, related expenditure over the same period for South East Wales decreased by 11 per cent to £373 million,

and for Wales as a whole, decreased by 2 per cent to £1,723 million. Please refer to [Table 1.1](#)

International Visitors

The annual average volume of international visits to South East Wales between 2015-2017 and 2016-2018 remained unchanged at 525,000 visits. In addition, related expenditure in South East Wales increased by 2 per cent to £196 million. In comparison, the volume of international visits to all Wales increased by 1 per cent to 1.060 million, while related expenditure increased by 2 per cent to £446 million. Please refer to [Table 1.2](#)

Tourism Day Visits

Between 2015-2017 and 2016-2018, the annual average volume of Tourism Day visits in South East Wales increased by 2 per cent to 39 million, while related expenditure increased considerably by 8 per cent to £1,735 million. Similarly, the volume of Tourism Day visits to Wales increased by 3 per cent to 99 million, while related expenditure increased by 8 per cent to £4,146 million. Please refer to [Table 1.3](#)

Overall expenditure by tourists to South East Wales increased between 2015-2017 and 2016-2018

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

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

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

Expenditure on all types of tourism in South East Wales in 2016-2018 had increased by 4 per cent compared with the previous period. However other regions showed greater increases, and in North Wales spending increased by 7 per cent.

Domestic overnight trips and expenditure to South East Wales between 2015-2017 and 2016-2018 decreased more than any other region in Wales

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

Source: Great Britain Tourism Survey

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

Domestic overnight trips and spending have fallen by 9 per cent in South East Wales but only by 1 per cent in Wales on average, driven by an 8 per cent increase in overnight domestic trips in Mid Wales.

International visits and expenditure to South East Wales decreased between 2015-2017 and 2016-2018

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

Source: International Passenger Survey

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

The volume of international visits to South East Wales remained the same between 2015-2017 and 2016-2018, broadly in line with the small increase of 1 per cent seen overall in Wales. The associated spend on international visits to South East Wales increased slightly by 2 per cent, as was seen overall in Wales.

Tourism day visits and expenditure to South East Wales increased between 2015-2017 and 2016-2018

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

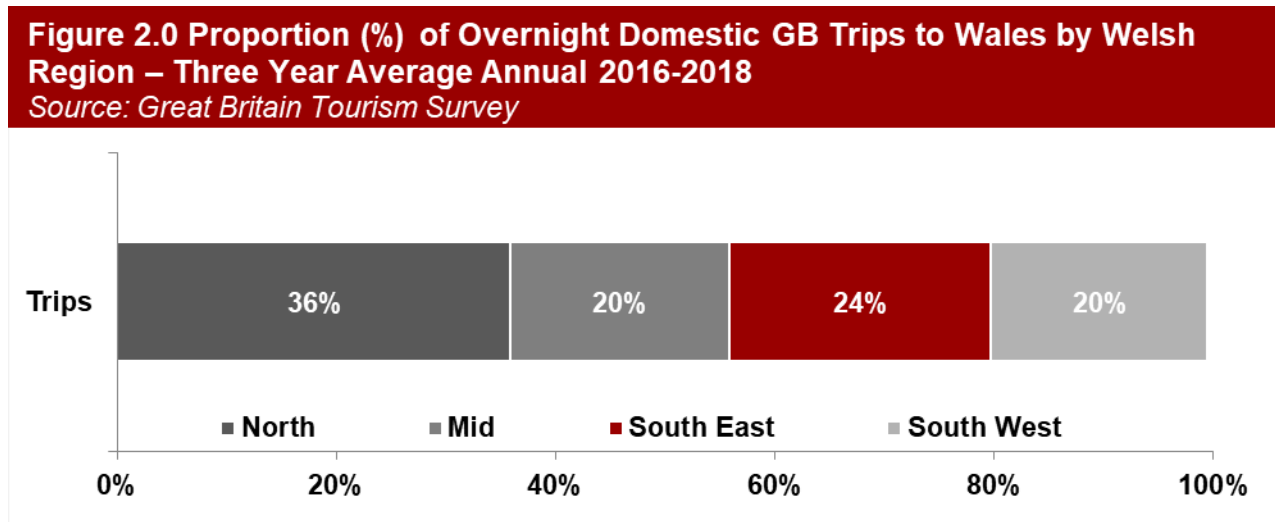
Source: Great Britain Day Visits Survey

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

The volume of Tourism Day visits in South East Wales increased between 2015-2017 and 2016-2018 by 2 per cent, slightly below the Wales average increase of 3 per cent. Related expenditure increased by 8 per cent, in line with the Wales average. South West Wales saw the largest increases in volume of Tourism Day visits (9 per cent), though North Wales saw the largest increase in related spending (11 per cent).

2. Overnight Domestic GB Visitors

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

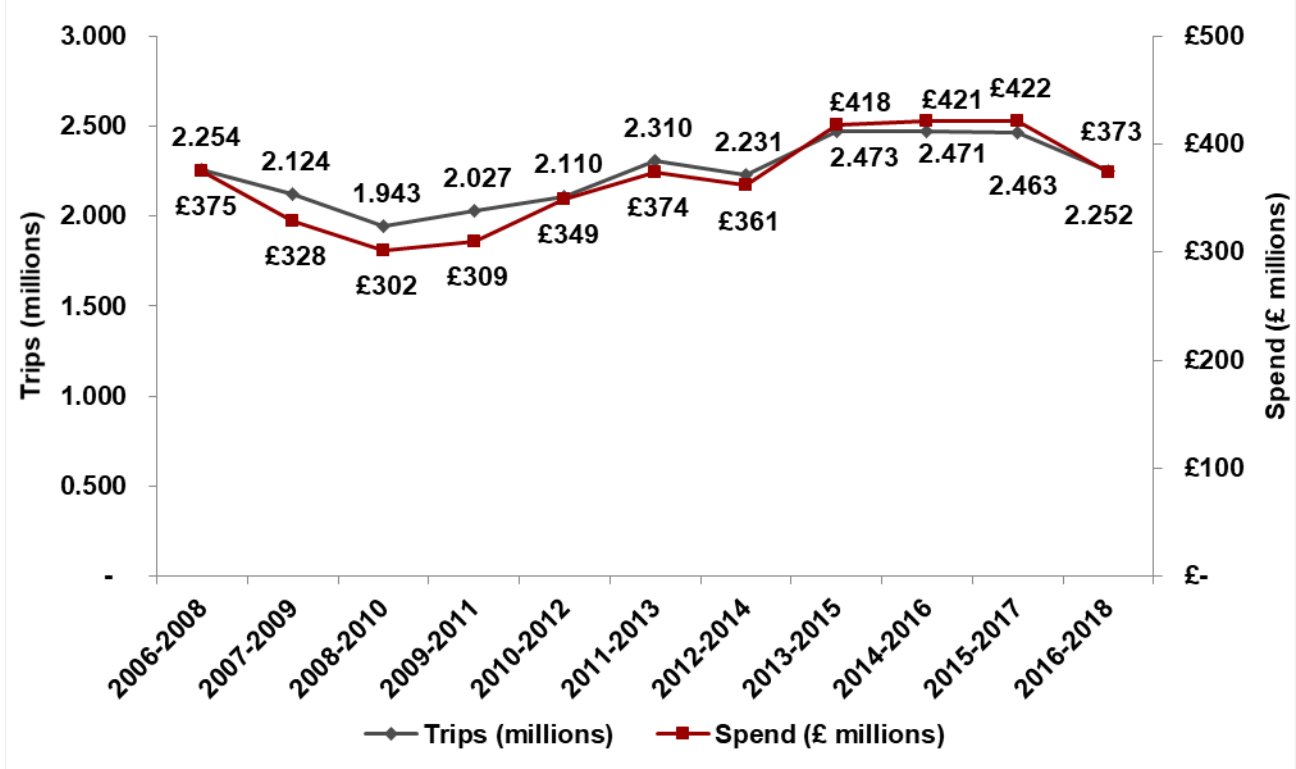


Over the period of 2016-2018, South East Wales received an annual average of 2,256,000 overnight domestic GB trips per year. Over the same period, these trips contributed £373 million per year to the Welsh economy. South East Wales received nearly a quarter (24 per cent) of all overnight domestic GB trips to Wales, making it the second most popular Welsh region, after North Wales, for this kind of tourism.

Volume of Trips and Related Expenditure

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

Source: Great Britain Tourism Survey

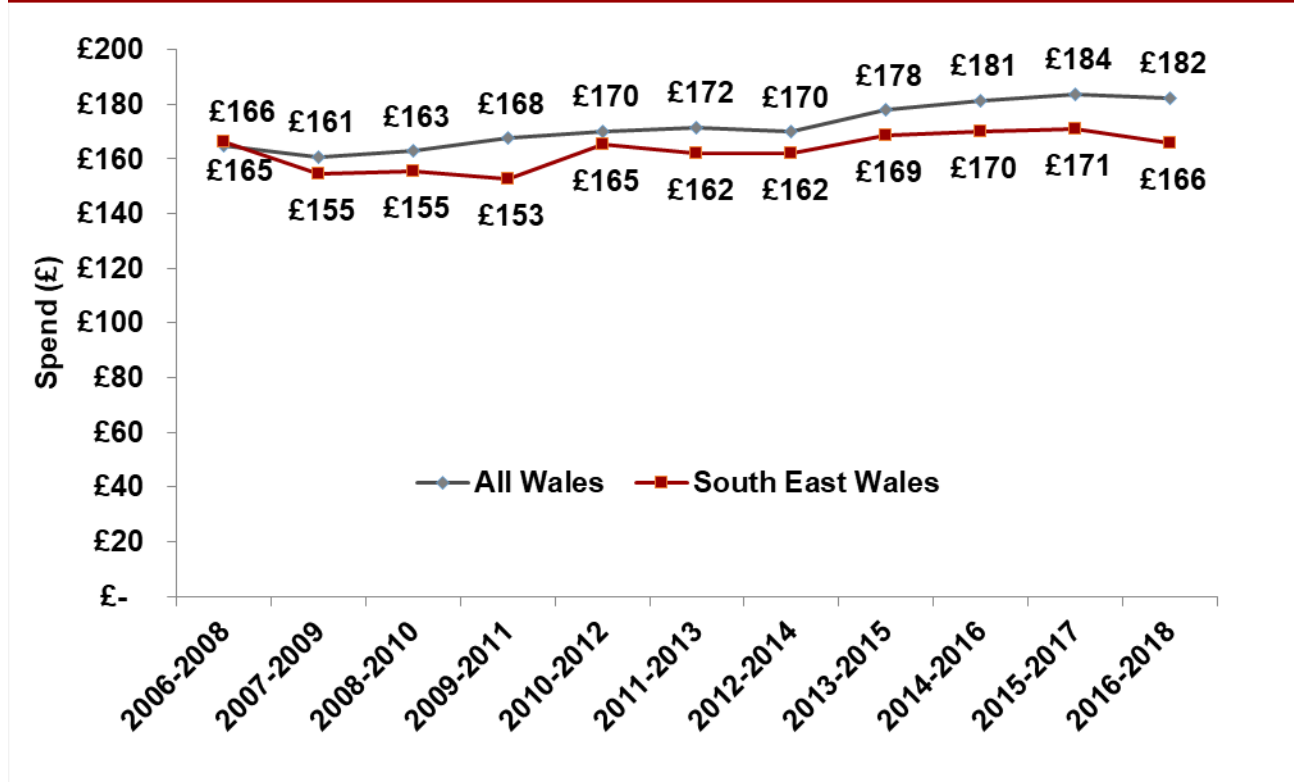


Over time, the volumes of trips and related expenditure in South East Wales have tended to fall and increase in parallel. There were considerable increases in both the volume of trips and spend between 2012-2014 and 2015-2017. However, in 2016-2018, there has been a decrease in both the volume of overnight domestic GB trips and related expenditure from 2,468,000 to 2,256,000 trips and £422 million to £373 million.

Average Spend per Trip

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

Source: Great Britain Tourism Survey

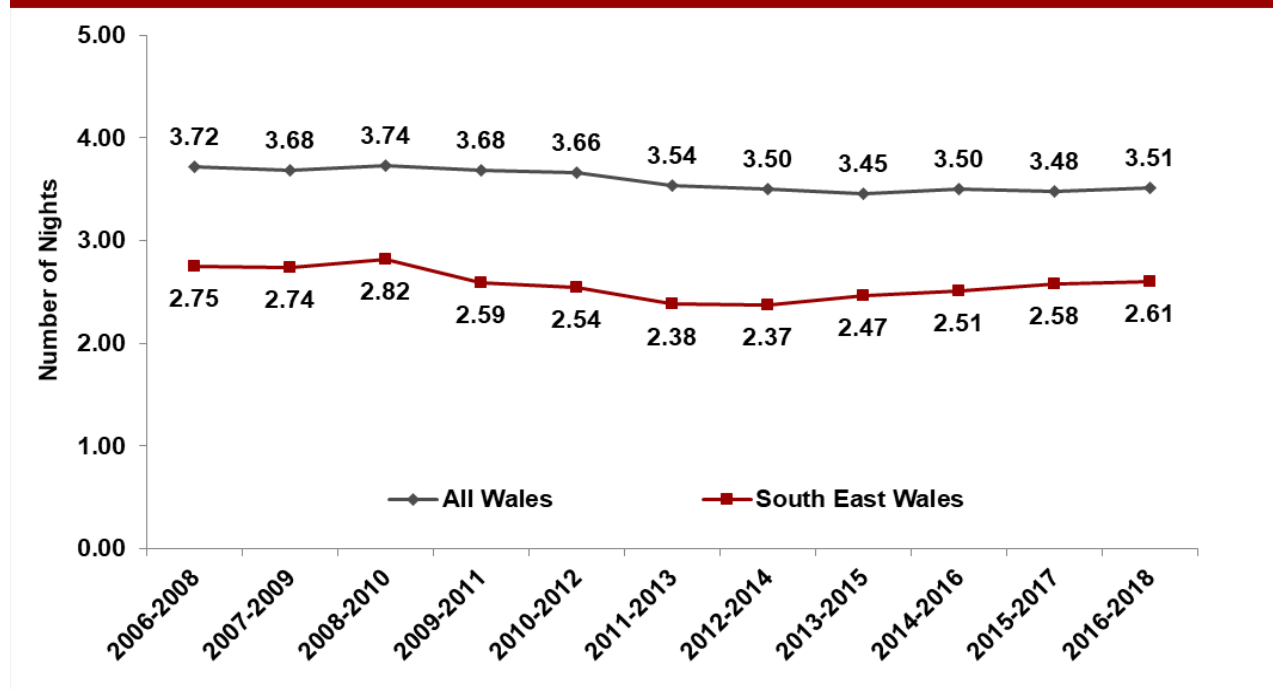


The average spend per overnight domestic GB trip to South East Wales in 2015-2017, at £171, was the highest it has been, but below the all Wales average of £184. However, average spend decreased to £166 in South East Wales and to £182 in Wales in 2016-2018. Whilst spend per trip in Wales has been increasing in nominal terms, once adjusted for inflation there has been no increase in real terms.

Average Number of Nights per Trip

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

Source: Great Britain Tourism Survey



The average number of nights taken on a trip to South East Wales has consistently remained below the overall Wales average, with an average of 2.60 nights spent in South East Wales per trip in 2016-2018 compared to 3.51 for all Wales over the same period. Furthermore, South East Wales had the lowest average number of nights per overnight Domestic GB trip of all the Welsh regions.

Purpose of Trip

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

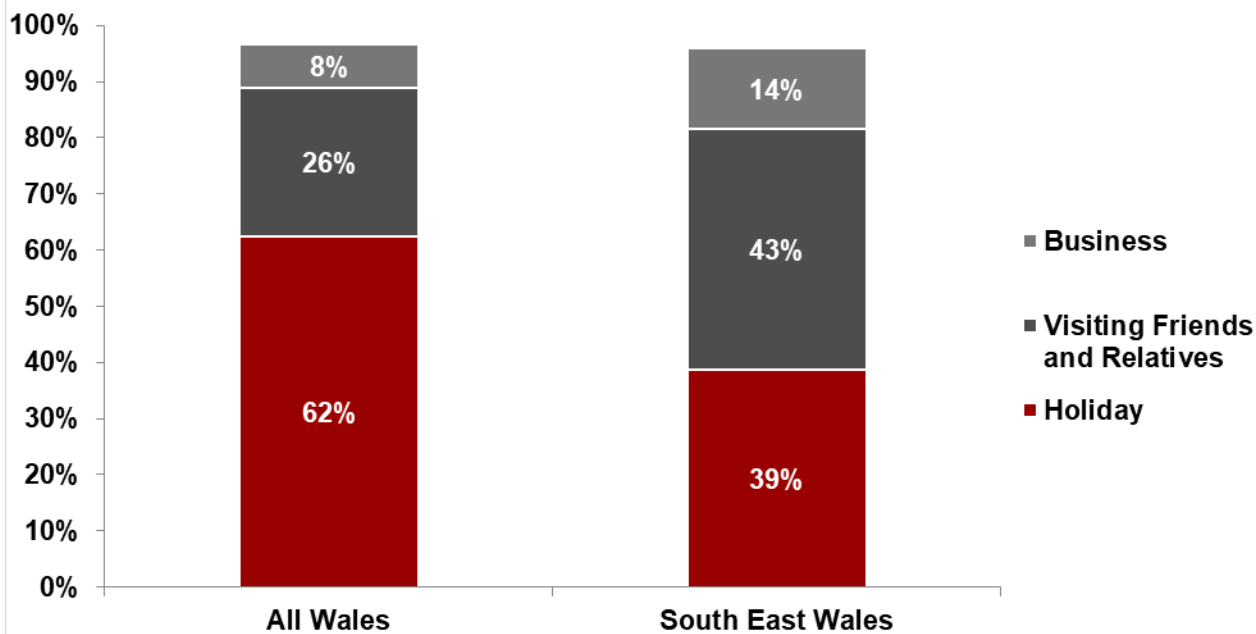
Source: Great Britain Tourism Survey

	All Wales	South East Wales
Total Trips	9.451	2.252
Holiday	5.904	0.873
Visiting Friends and Relatives	2.492	0.962
Business	0.746	0.326

During 2016-2018, South East Wales had the highest proportion of overnight domestic GB trips with the purpose of visiting friends and relatives (43 per cent), where the average for Wales overall was 29 per cent. South East Wales had nearly double the proportion of overnight domestic GB business trips than was the case for all Wales (14 per cent and 9 per cent respectively). In contrast, over the same period, South East Wales had the lowest proportion of overnight domestic GB holiday trips (39 per cent) compared to the overall Wales average of 63 per cent.

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

Source: Great Britain Tourism Survey

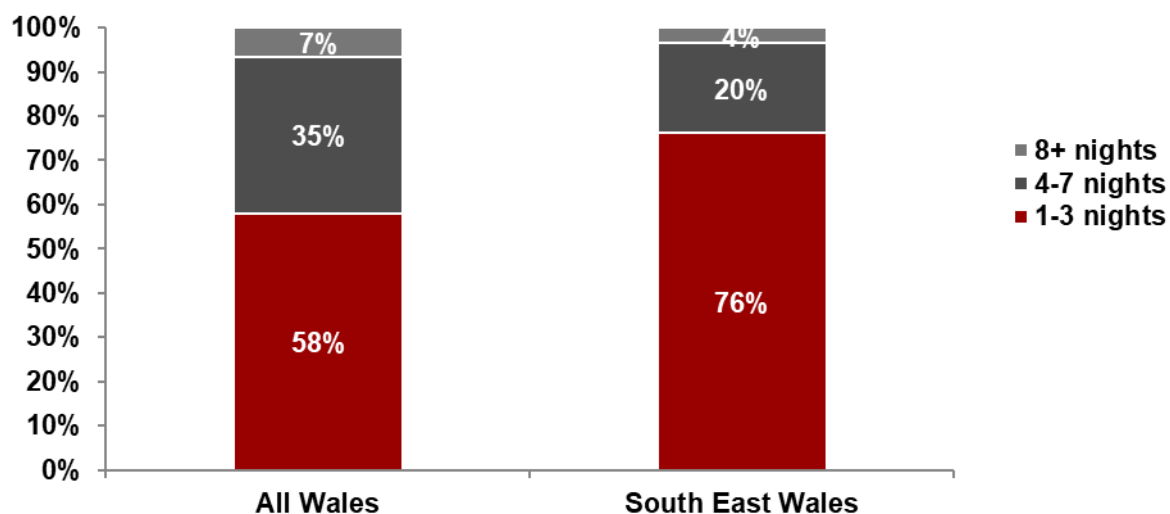


*Please note that the figures might not add to 100 per cent due to survey participants not answering this question or selecting 'Don't Know'/'Other'.

Duration of Holiday Trips

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

Source: Great Britain Tourism Survey



For holiday visits to South East Wales in 2016-18, the most popular length of stay was between 1-3 nights (76 per cent). This is higher than the overall trend in Wales (58 per cent) for the same period.

Lifestage of Holiday Trips

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

Source: Great Britain Tourism Survey

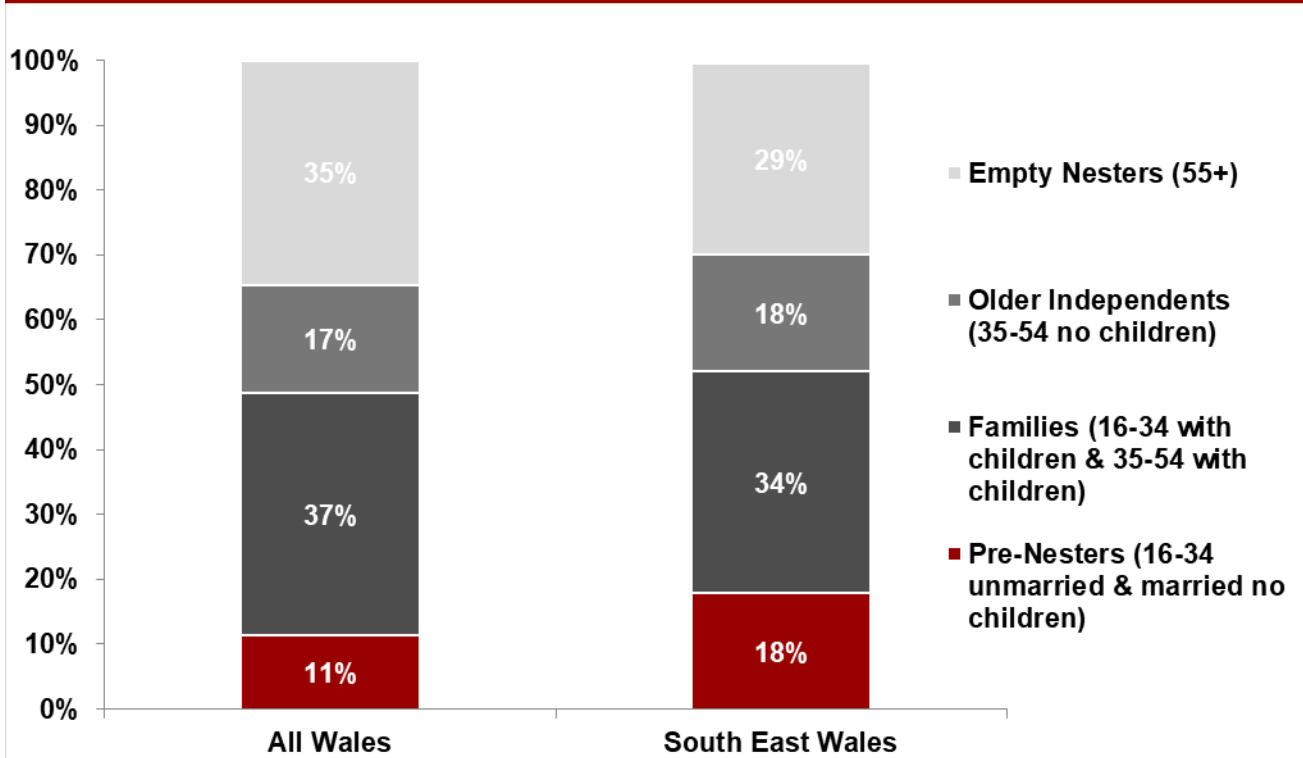
	All Wales	South East Wales
Total Holiday Trips	5.904	0.873
Pre-Nesters (16-34 unmarried & married no children)	0.672	0.157
Families (16-34 with children & 35-54 with children)	2.198	0.299
Older Independents (35-54 no children)	0.991	0.158
Empty Nesters (55+)	2.041	0.257

During 2016-2018, South East Wales had a higher proportion of pre-nesters (18 per cent) taking overnight domestic GB holiday trips to the region than was the case for Wales overall (11 per cent). Furthermore, South East Wales had the lowest proportion of empty nesters visiting (29 per cent) when compared to the other Welsh regions and the overall Wales average (35 per cent).

The majority of overnight domestic GB holiday trips taken in South East Wales were made by families (34 per cent). In addition, older independents made up just less than a fifth (18 per cent) of overnight domestic GB holiday trips.

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

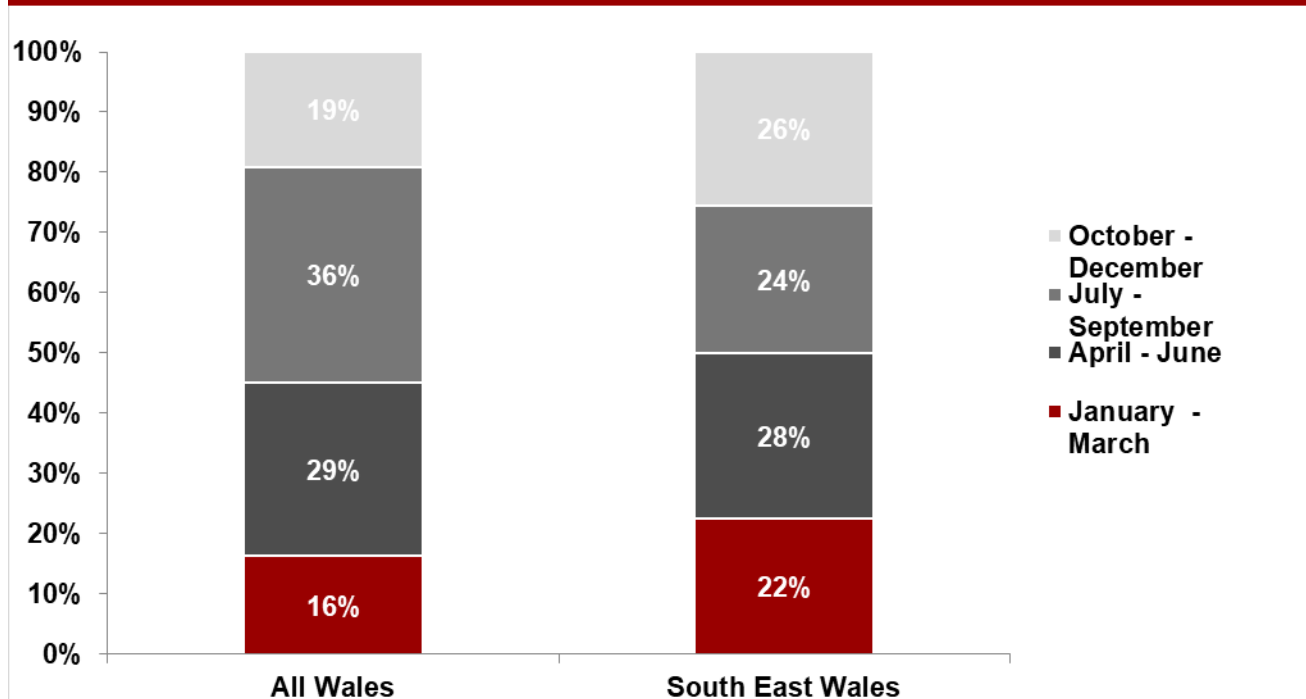
Source: Great Britain Tourism Survey



Seasonality of Trips

Figure 2.7 Proportion (%) of Overnight Domestic GB Trips to All Wales and South East Wales by Season - Annual Average 2016-2018

Source: Great Britain Tourism Survey



South East Wales is the only Welsh region not to follow a typical high and low seasonal pattern, but shows similar proportions of visitors for each of the four quarters. Compared to Wales overall, South East Wales had a considerably higher proportion of overnight domestic GB trips arriving between January and March (16 per cent and 22 per cent respectively). Furthermore, South East Wales had a higher proportion than all Wales for overnight domestic GB trips arriving in October-December (26 per cent and 19 per cent respectively). This is likely to be due to the higher proportion of trips for visiting friends and relatives and for business.

Type of Place Visited

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

Source: Great Britain Tourism Survey

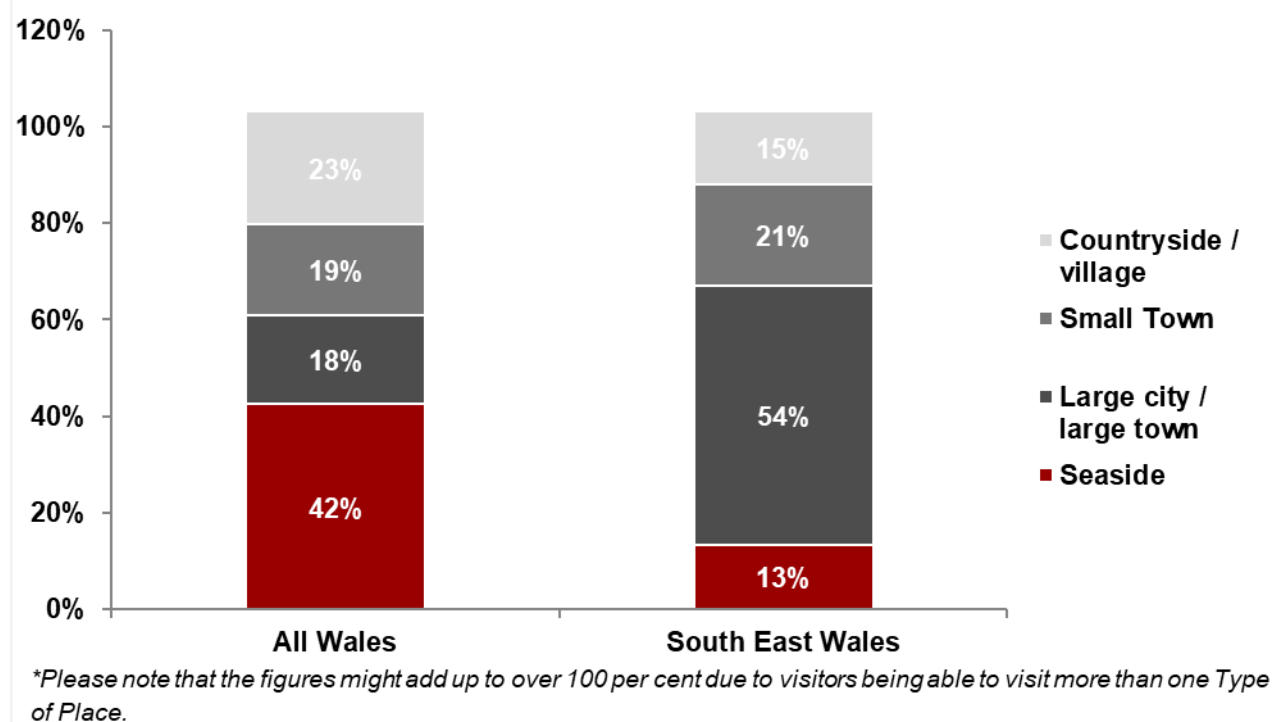
	All Wales	South East Wales
Total Trips	9.451	2.252
Seaside	4.015	0.303
Large city / large town	1.738	1.209
Small town	1.789	0.469
Countryside / village	2.208	0.342

During 2016-2018, the most popular destination for overnight domestic GB trips to South East Wales was a large town or city (54 per cent), while the least popular destination was the seaside (13 per cent). Compared to all Wales, South East Wales had a considerably higher proportion of overnight domestic GB visitors to a large city/large town (13 per cent and 54 per cent respectively). On the other hand, all Wales compared to South East Wales, had a much higher proportion of overnight domestic GB trips to the seaside (41 per cent and 13 per cent respectively).

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

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

Source: Great Britain Tourism Survey



Type of Accommodation Used on Trip

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

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

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

Source: Great Britain Tourism Survey

	All Wales	South East Wales
Total Trips	9.451	2.252
Hotel/Motel	2.286	0.903
Guest house/Farmhouse/B&B	0.716	0.096
Self catering	1.314	0.118
Friend's home/Relative's home/Second home/Timeshare	2.587	0.919
Caravan and Camping	2.414	0.182

In 2016-2018, the most popular accommodation type used on an overnight domestic GB trip to South East Wales (41 per cent) and all Wales (27 per cent) was 'Friend's home/Relative's home/Second home/Timeshare'. In addition, South East Wales (40 per cent) had the highest proportion, of all the Welsh regions, for overnight domestic GB visitors staying in a 'Hotel/Motel', compared to 24 per cent for all Wales.

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

Source: Great Britain Tourism Survey

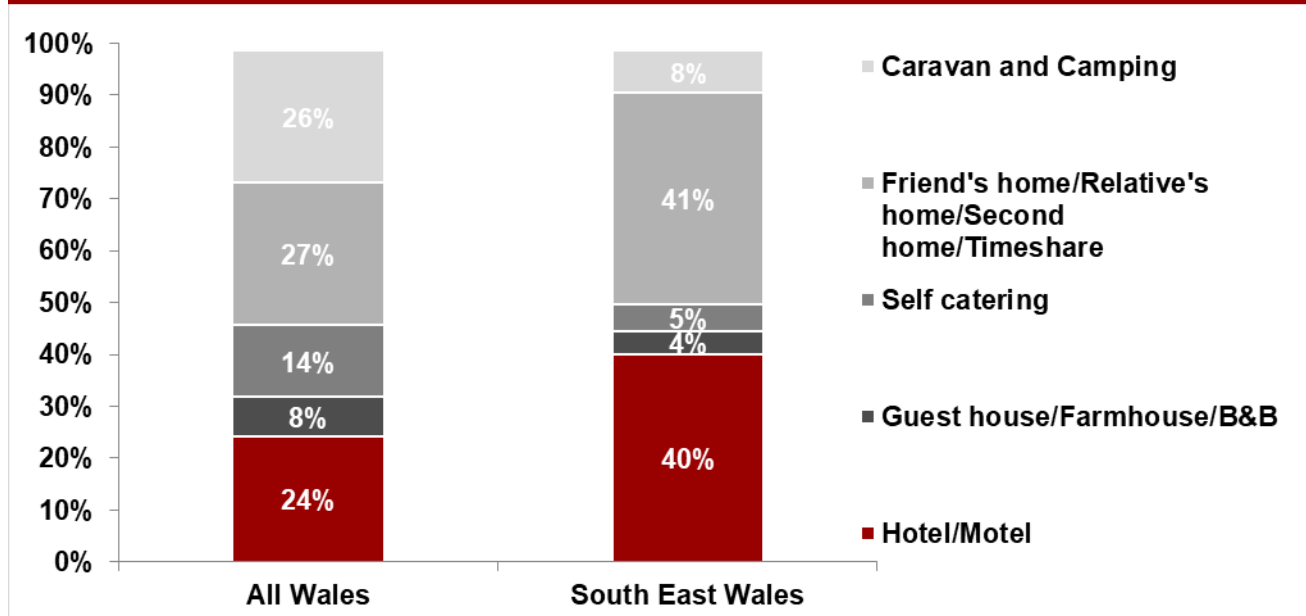


Table 2.6 Value of Related Expenditure (£ millions) from Overnight Domestic GB Trips by Type of Accommodation Used during a trip to Wales and South East Wales – Annual Average 2016-2018

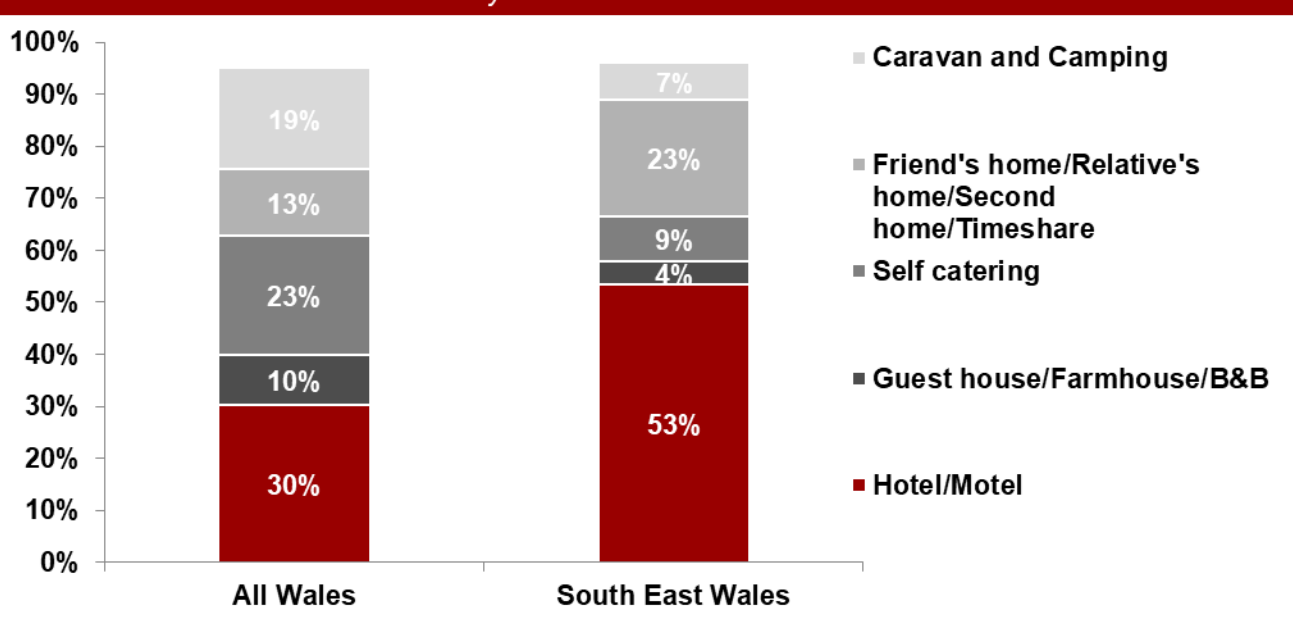
Source: Great Britain Tourism Survey

	All Wales	South East Wales
Total Expenditure	£1,723	£373
Hotel/Motel	£521	£199
Guest house/Farmhouse/B&B	£168	£16
Self catering	£392	£33
Friend's home/Relative's home/Second home/Timeshare	£222	£84
Caravan and Camping	£336	£26

Even though 'Friend's home/Relative's home/Second home/Timeshare' had the highest allocation of volume of overnight domestic GB trips to South East Wales (41 per cent) and all Wales (27 per cent), it contributed to a smaller share of related expenditure. For example, although in South East Wales 'Friend's home/Relative's home/Second home/Timeshare' included 41 per cent (919,000) of volume of overnight domestic GB trips, it generated 23 per cent (£84 million) of all related expenditure to the region. This is not surprising, as this type of accommodation does not tend to involve a high cost as it is the visitor's family and friends. In both South East Wales and all Wales, 'Hotel/Motel' contributed to a higher proportion of related expenditure than volume of trips. For example in South East Wales, 'Hotel/Motel' was responsible for 40 per cent of trips (903,000) but contributed to 53 per cent (£199 million) of all expenditure.

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

Source: Great Britain Tourism Survey



Region of Origin

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

Source: Great Britain Tourism Survey

	All Wales	South East Wales
Total Trips	9.451	2.252
Scotland	0.120	0.024
Wales	1.631	0.421
England	7.701	1.807
North East England	0.101	0.019
North West England	1.789	0.121
Yorkshire and the Humber	0.390	0.117
East Midlands	0.567	0.120
West Midlands	1.830	0.220
East of England	0.340	0.103
London	0.637	0.271
South East England	1.018	0.410
South West England	1.028	0.426

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

Source: Great Britain Tourism Survey

	All Wales	South East Wales
Total Trips	100%	100%
Scotland	1%	1%
Wales	17%	19%
England	81%	80%
North East England	1%	1%
North West England	19%	5%
Yorkshire and the Humber	4%	5%
East Midlands	6%	5%
West Midlands	19%	10%
East of England	4%	5%
London	7%	12%
South East England	11%	18%
South West England	11%	19%

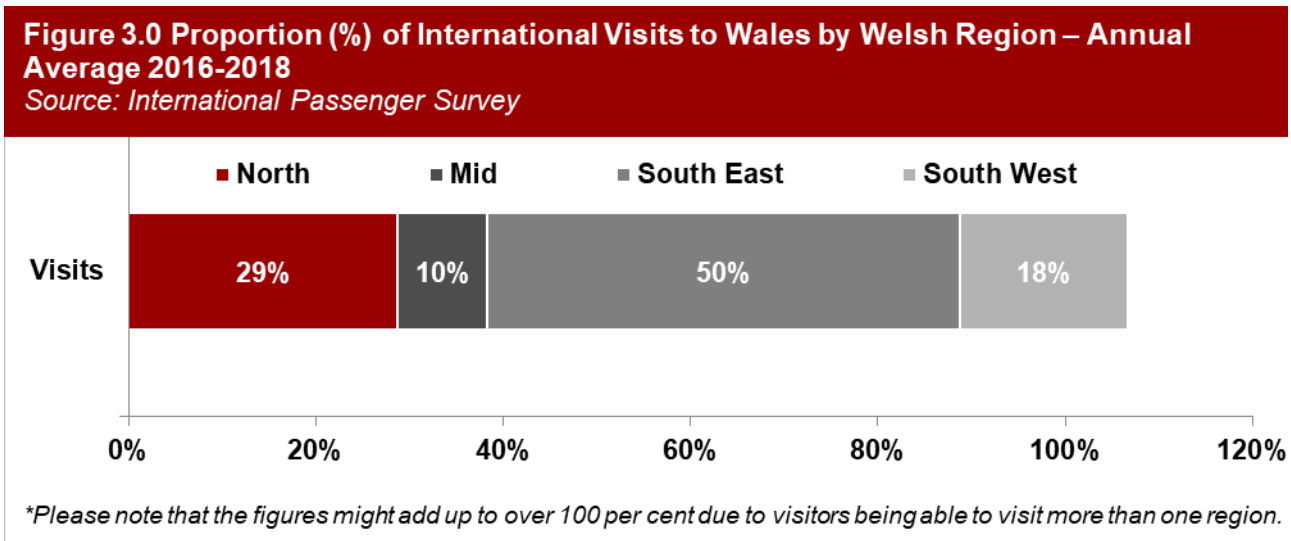
Four-fifths (80 per cent) of overnight domestic GB trips to South East Wales were from England, a similar proportion as the all Wales average. South West England (19 per cent), South East England (18 per cent) and London (12 per cent) were the largest regions within England.

3. International Visitors

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

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

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

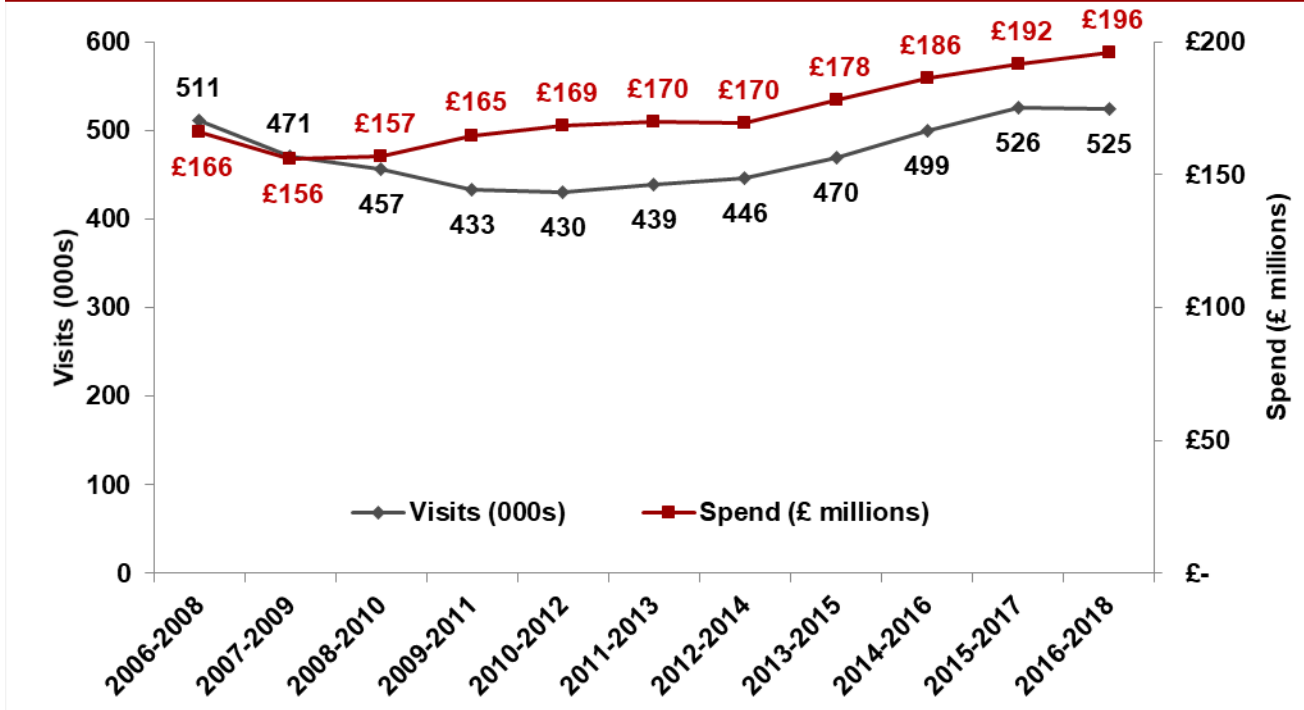


During 2016-2018, there was an annual average of 525,000 international visits to South East Wales, which contributed to an average expenditure of £196 million per year. Half (50 per cent) of all international visitors to Wales visited the South East region, making it the most popular Welsh region for international travellers.

Volume of Visits and Related Expenditure

Figure 3.1 Volume of International Visits (000s) and Related Expenditure (£ millions) to South East Wales - Three Year Annual Averages

Source: International Passenger Survey



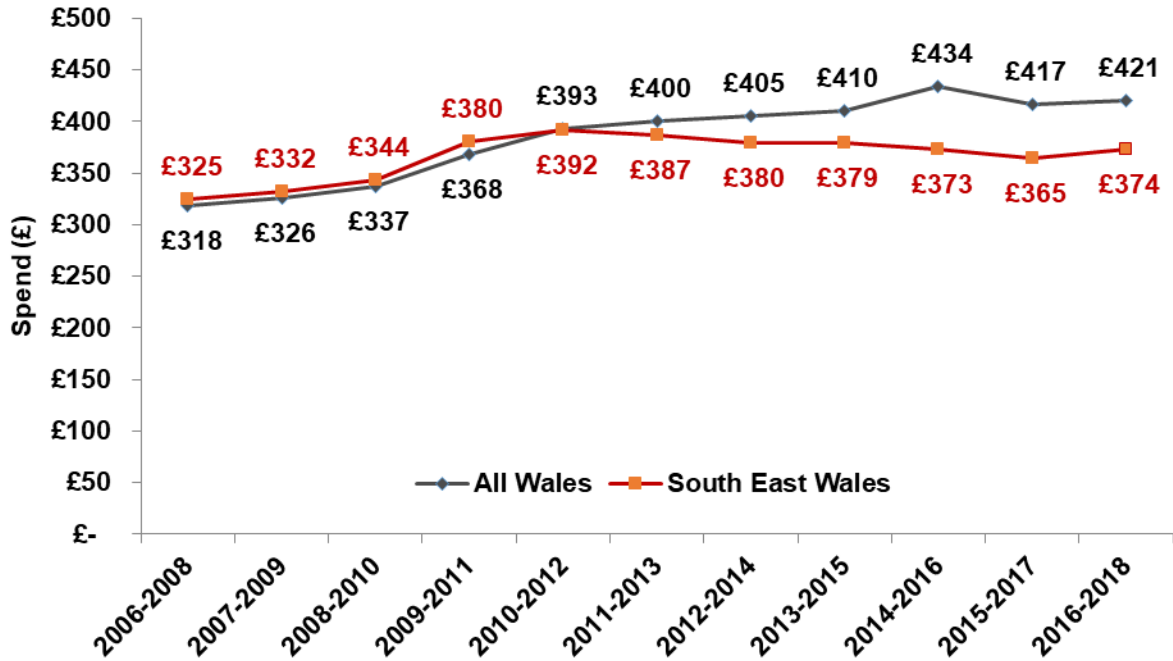
The annual average volume of international visits to South East Wales has steadily increased from a low of 430,000 in 2010-2012 reaching 526,000 in 2015-2017, the highest volume of the displayed period. However, the volume has decreased very slightly to 525,000 in 2016-2018.

On the other hand, related expenditure increased from the low of £156 million in 2007-2009 to £196 million in 2016-2018.

Average Spend per Visit

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

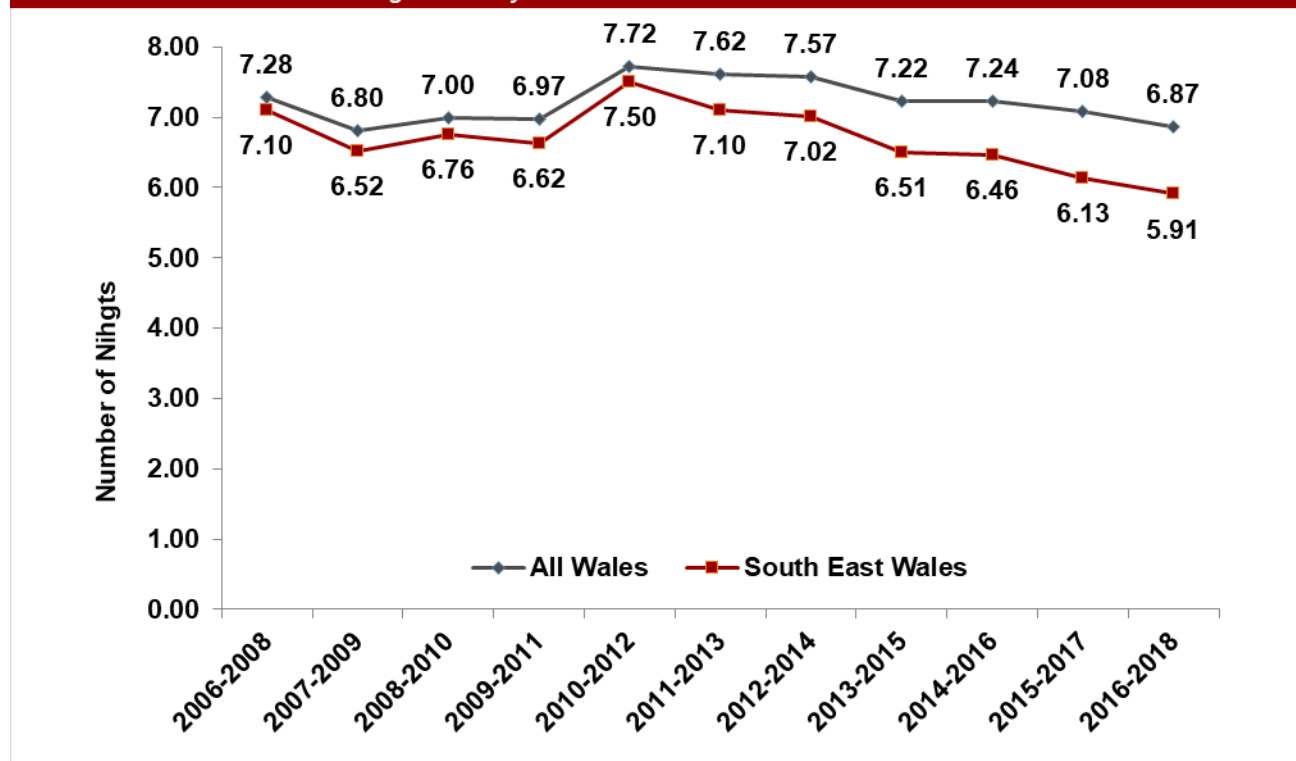
Source: International Passenger Survey



Between 2006-2008 and 2010-2012 the average spend per international visit for all Wales and South East Wales remained very similar. Nonetheless, in recent years the average spend per international visit in South East Wales has shown a tendency to fall below the all Wales average. In 2016-2018 the average spend per international visit in South East Wales increased slightly to £374, while the all Wales average was £421. The average trip duration in recent years was also below the Wales average.

Average Number of Nights per Visit

Figure 3.3 Average Number of Nights per International Visit to Wales and South East Wales - Three Year Annual Averages
 Source: *International Passenger Survey*



Similar to average spend per international visit, the average number of nights per visit for all Wales and South East Wales between 2006-2008 and 2010-2012 remained similar to each other, whereas between 2011-2013 and 2016-2018 the difference is more pronounced, with South East Wales falling below the all Wales average.

In 2016-2018 the average number of nights per international visit to all Wales was 6.87, while for South East Wales it was 5.91.

Purpose of Trip

Table 3.1 Volume of International Visits (thousands) by Purpose of Trip to All Wales and South East Wales – Annual Average 2016-2018
 Source: *International Passenger Survey*

	All Wales	South East Wales
Total Trips	1,060	525
Holiday	449	218
Business	168	105
Visiting Friends and Relatives	358	178
Other	70	20
Study	14	5

During 2016-2018, only 41 per cent of international visitors to South East Wales came for a holiday, slightly below the Wales average of 42 per cent.

But South East Wales received visits from a higher proportion of business visitors (20 per cent compared with 16 per cent for Wales on average).

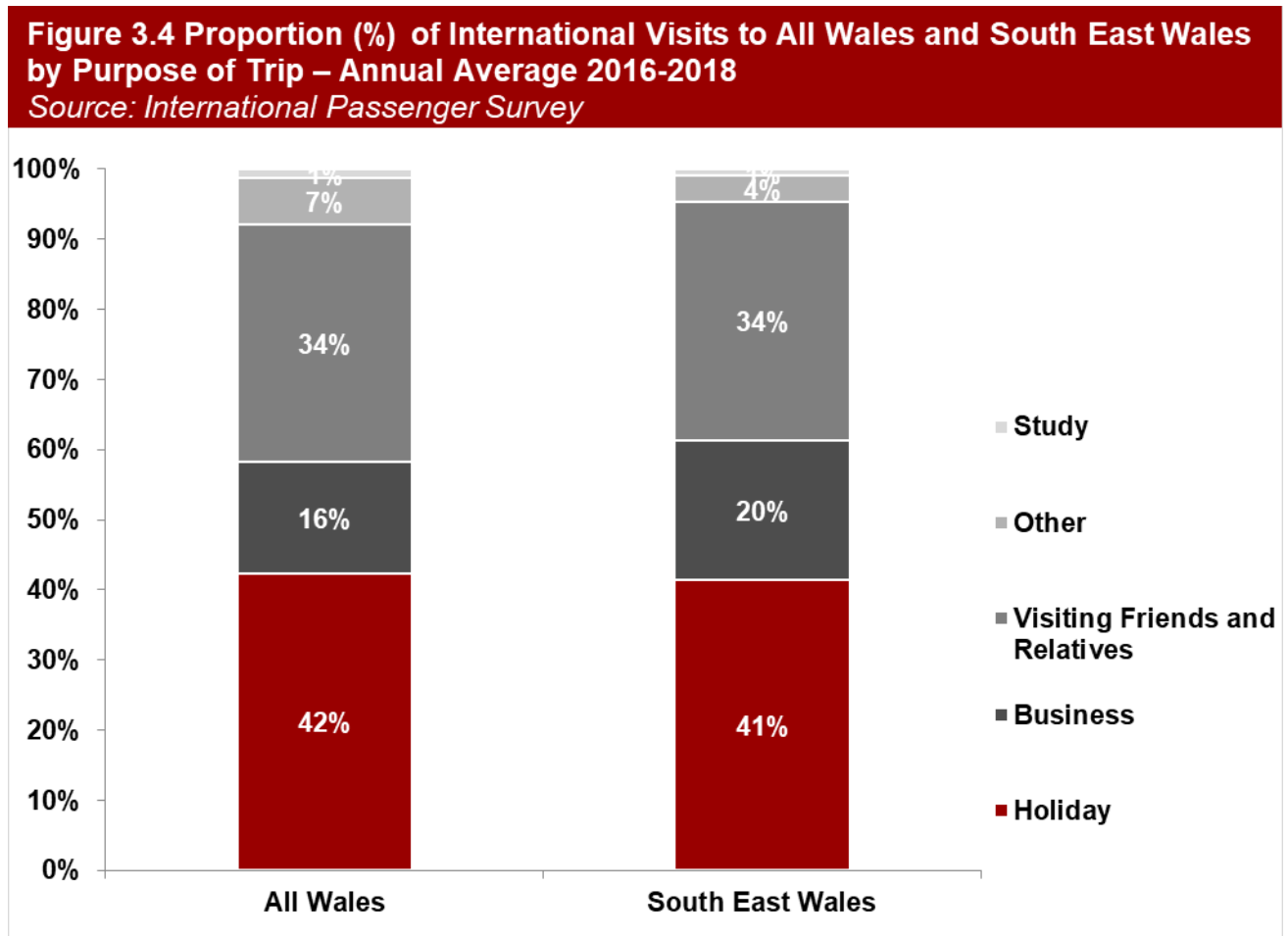


Table 3.2 Related Expenditure (£ millions) of International Visits by Purpose of Trip to All Wales and South East Wales – Annual Average 2016-2018

Source: International Passenger Survey

	All Wales	South East Wales
Total Expenditure	£446	£196
Holiday	£179	£80
Business	£56	£36
Visiting Friends and Relatives	£123	£62
Other	£26	£10
Study	£62	£8

In 2016-2018, international visitors coming to South East Wales to study contributed to £8 million of all tourism related expenditure to the region. As seen for all Wales and all four Welsh regions, international visitors coming to study are responsible for a larger proportion of related expenditure than just the volume of international visits would suggest. For example, in 2016-2018 the proportion of international visitors arriving to study in South East Wales accounted for only 1 per cent of the total but they contributed to 4 per cent of all related international trip expenditure in South East Wales.

Figure 3.5 Proportion (%) of Related Expenditure of International Visits to All Wales and South East Wales by Purpose of Trip – Annual Average 2016-2018

Source: International Passenger Survey



Country of Origin

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

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

Source: International Passenger Survey

All Wales			South East Wales		
All Visits	1,060	100%	All Visits	525	100%
1. Ireland	174	16%	1. France	51	26%
2. USA	98	9%	2. USA	49	25%
3. Germany	81	8%	3. Ireland	39	20%
4. France	78	7%	4. Germany	33	17%
5. Netherlands	56	5%	5. Spain	31	15%
6. Australia	56	5%	6. Australia	28	14%
7. Spain	49	5%	7. Italy	27	14%
8. Poland	45	4%	8. Netherlands	25	13%
9. Italy	43	4%	9. Poland	22	11%
10. Canada	34	3%	10. Canada	19	10%

The most common country of origin for international visitors to South East Wales was France (26 per cent), followed by USA (25 per cent) and Ireland (20 per cent).

The top ten country of origin list for international visits to South East Wales contains the same countries as all Wales.

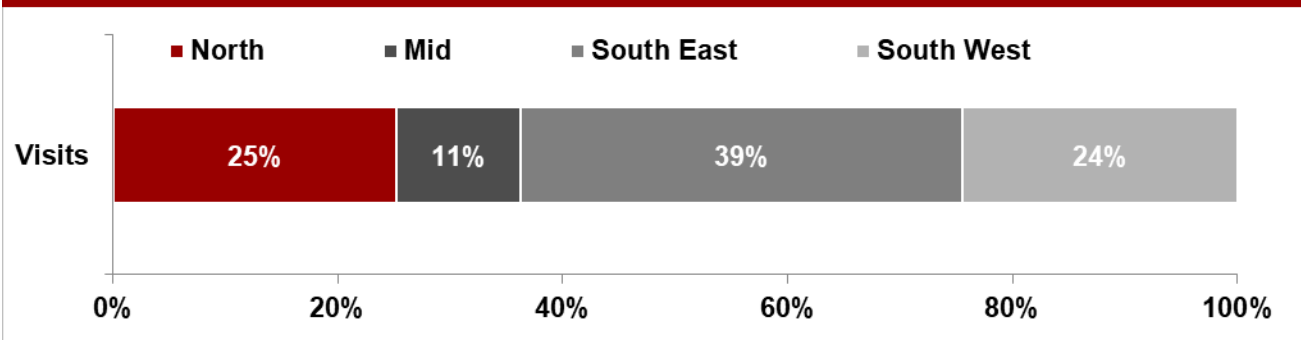
4. Tourism Day Visits

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

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

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

Source: Great Britain Day Visits Survey

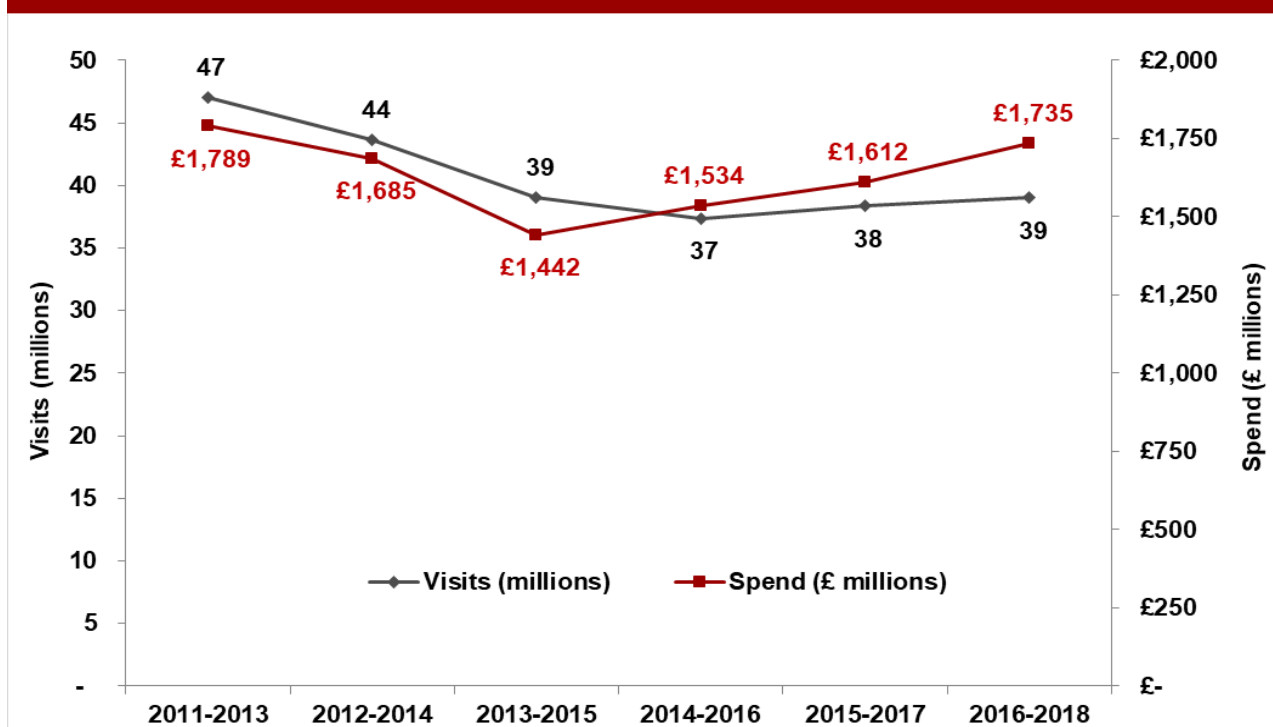


During 2016-2018, South East Wales received an annual average of 39 million Tourism Day visits with a related expenditure of £1,735 million per year. Furthermore, South East Wales received 39 per cent of all Tourism Day visits to Wales. A high proportion of Tourism Day visits are by people living in Wales, so the larger population base in South East Wales is likely to explain the higher day visits volume.

Tourism Day Visits and Related Expenditure

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

Source: Great Britain Day Visits Survey

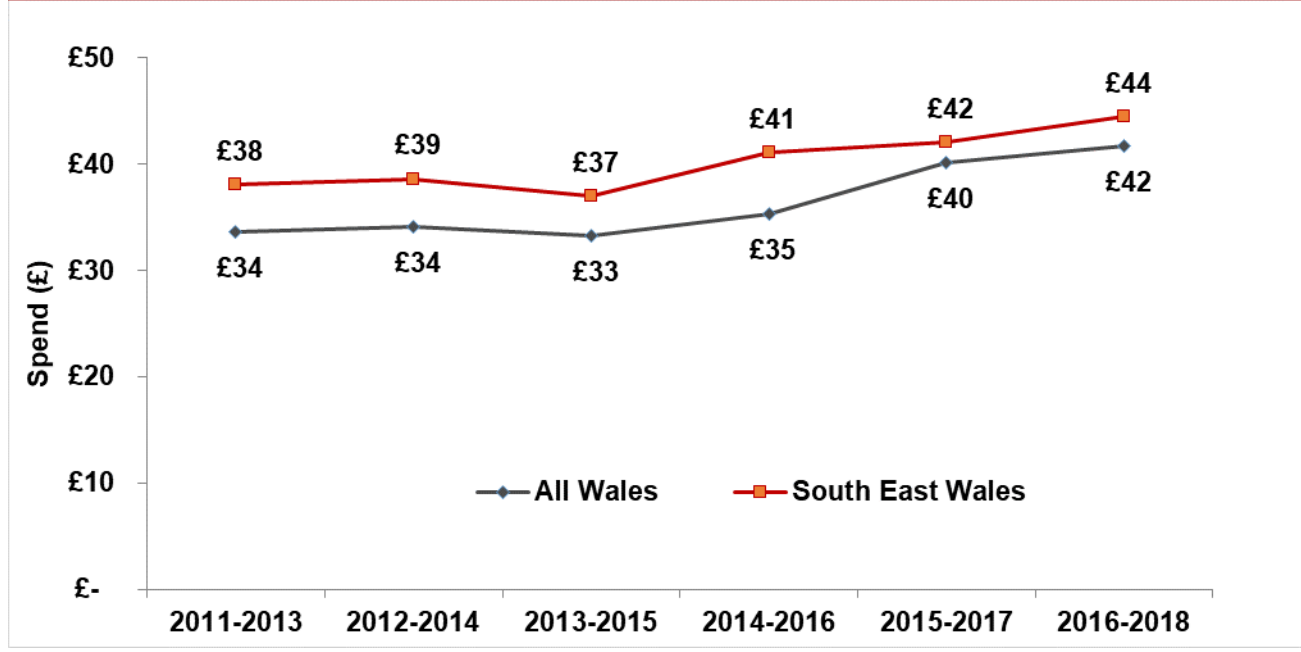


Between 2011-2013 and 2014-2016, the volume of Tourism Day visits to South East Wales steadily decreased, reaching 37 million in 2014-2016. Since 2014-2016, it has increased to 39 million in 2016-2018.

Although spend decreased periodically between 2011-2013 and 2013-2015, it has increased considerably since, reaching £1,735 million in 2016-2018.

Average Spend per Visit

Figure 4.2 Average Spend per Tourism Day Visit (£) to All Wales and South East Wales - Three Year Annual Averages
Source: Great Britain Day Visits Survey



The average spend per Tourism Day visit in South East Wales has continuously remained above the all Wales average, reaching £44 in 2016-2018. For comparison, the all Wales average for the same period was £42.

Activities Undertaken

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

Source: Great Britain Day Visits Survey

All Wales			South East Wales		
All Visits	99.3	100%	All Visits	39.0	100%
Visiting friends or family	22.3	22%	Visiting friends or family	9.0	23%
Going out for a meal	11.0	11%	Going out for a meal	4.0	10%
Outdoor activities	9.7	10%	Outdoor activities	2.9	7%
General day out	9.0	9%	General day out	2.6	7%
Going on a night out	7.3	7%	Going on a night out	3.2	8%
Special shopping	6.3	6%	Special shopping	3.4	9%
Going out for entertainment	5.0	5%	Going out for entertainment	2.5	7%
Watching live sporting events	3.3	3%	Watching live sporting events	2.1	5%
Taking part in sports	1.3	1%	Taking part in sports	0.7	2%
Going to visitor attractions	4.7	5%	Going to visitor attractions	1.9	5%
Special personal events	3.0	3%	Special personal events	1.0	3%
Special public events	2.3	2%	Special public events	0.8	2%
Day out to health/beauty spa	0.7	1%	Day out to health/beauty spa	0.2	1%
Other leisure/ hobbies	2.3	2%	Other leisure/ hobbies	0.9	2%
Other day out for leisure	3.0	3%	Other day out for leisure	0.7	2%

Nearly a quarter (23 per cent) of Tourism Day visitors to South East Wales, some 9 million, visited friends or family in 2016-2018, making it the most popular activity undertaken on a Tourism Day visit to this region, a similar proportion to the all Wales average of 22 per cent.

In addition, a higher proportion of Tourism Day visitors to all South East Wales than all Wales undertook special shopping in 2014-2016 (9 per cent and 6 per cent respectively).

Type of Place Visited

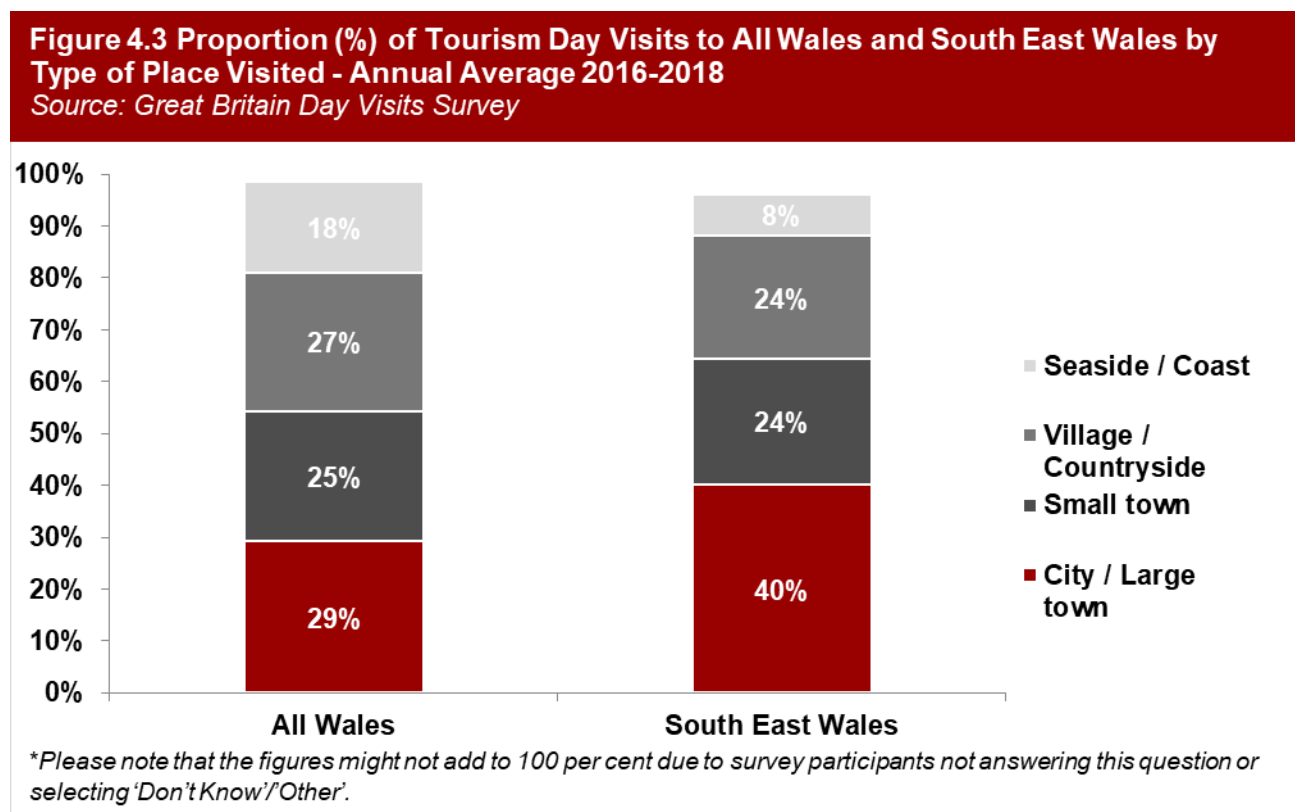
Table 4.2 Volume of Tourism Day Visits (millions) by Type of Place Visited to All Wales and South East Wales – Annual Average 2016-2018

Source: Great Britain Day Visits Survey

	All Wales	South East Wales
Total Visits	99	39
City / Large town	29	16
Small town	25	9
Village / Countryside	26	9
Seaside / Coast	18	3

In South East Wales, unsurprisingly, the type of place most visited on a Tourism Day visit was a city/large town, with two fifths (40 per cent, 16 million) of Tourism Day visitors choosing this place, which is considerably higher than the all Wales average of 29 per cent.

Compared to all Wales, South East Wales had a smaller proportion of Tourism Day visits to the seaside/coast (18 per cent and 8 per cent respectively).



Mode of Transport Used

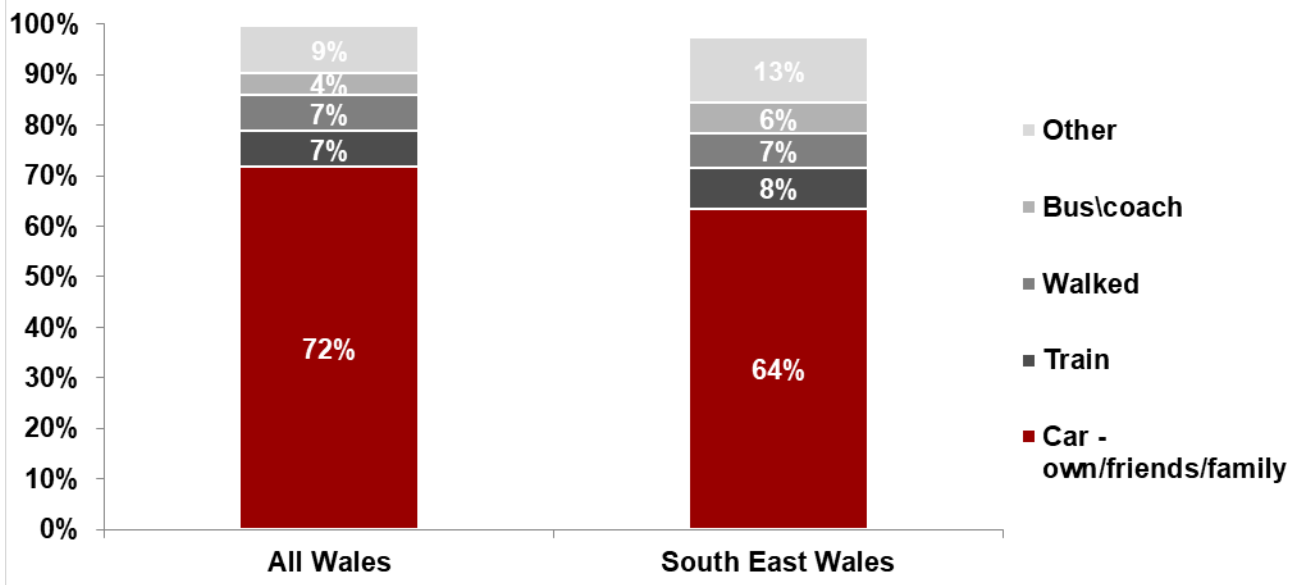
Table 4.3 Volume of Tourism Day Visits (millions) by Mode of Transport to All Wales and South East Wales – Annual Average 2016-2018
Source: Great Britain Day Visits Survey

	All Wales	South East Wales
Total Visits	99	39
Car - own/friends/family	71	25
Train	7	3
Walked	7	3
Bus\coach	4	2
Other	9	5

Like for all the other regions in Wales, the car was the most preferred mode of transportation in South East Wales in 2016-2018, with the majority (64 per cent) of Tourism Day visitors choosing to travel this way, which was slightly lower than the all Wales average of 72 per cent.

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

Source: Great Britain Day Visits Survey



Distance Travelled

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

Source: Great Britain Day Visits Survey

	All Wales	South East Wales
Total Visits	99	39
Less than 5 miles	14	5
Between 5 and 10 miles	15	6
11 to 20 miles	17	7
21 to 40 miles	14	6
41 to 100 miles	18	7
Over 100 miles	16	5

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

During 2016-2018, nearly a fifth (18 per cent and 17 per cent respectively) of Tourism Day visitors to South East Wales and all Wales travelled between 11 to 20 miles.

For comparison, South East Wales had a smaller proportion than all Wales for Tourism Day visits travelling over a 100 miles (12 per cent and 16 per cent respectively) but a higher proportion for those travelling between 5 to 10 miles (17 per cent and 15 per cent respectively).

Figure 4.5 Proportion (%) of Tourism Day Visits to All Wales and South East Wales by Distance Travelled - Annual Average 2016-2018
 Source: Great Britain Day Visits Survey



Region of Residence

Table 4.5 Volume (millions) and Proportion (%) of Tourism Day Visits to South East Wales by Region of Residence – Annual Average 2016-2018
 Source: Great Britain Day Visits Survey

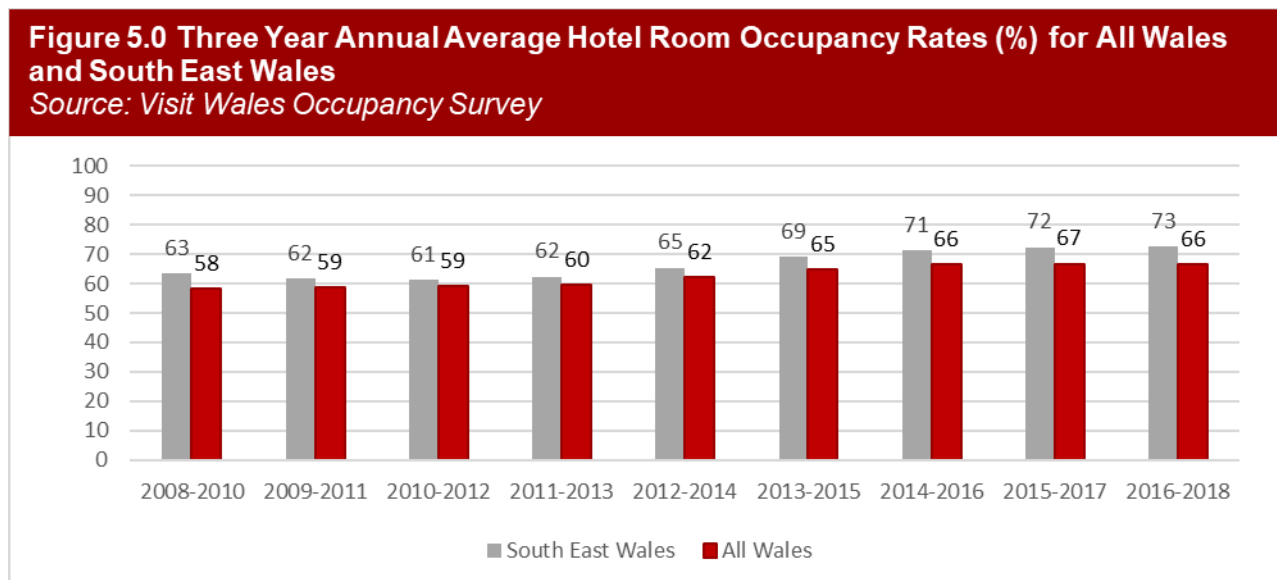
	South East Wales	
	Volume (millions)	%
All Visits	39	100%
South East Wales	24.12	62%
West Midlands	2.62	7%
South West England	2.45	6%
South West Wales	1.97	5%
London	1.10	3%
South East England	1.04	3%
East of England	0.98	3%
East Midlands	0.95	2%
North West England	0.93	2%
Yorkshire and The Humber	0.70	2%
Mid Wales	0.44	1%
Scotland	0.23	1%
North East England	0.19	0%
North Wales	0.13	0%

During 2016-2018, the majority of Tourism Day visits in all four regions originated from the Welsh region in question. For example, the majority of Tourism Day visitors to South East Wales originated from South East Wales itself (62 per cent, 24.12 million). The second most common region of origin was the West Midlands with an average of 2.62 million Tourism Day visits (7 per cent).

5. Accommodation Occupancy Rates

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

Hotels

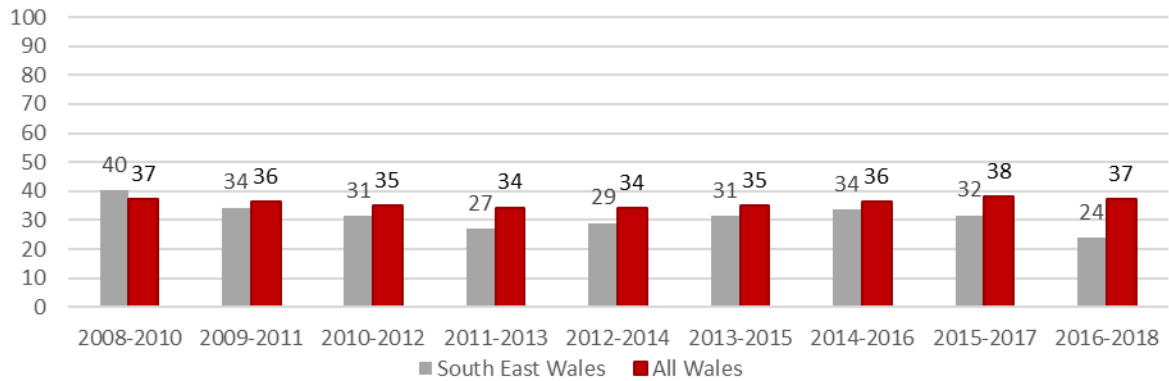


Hotel room occupancy rates in South East Wales have remained consistent over recent years and in 2016-2018 South East Wales had the highest hotel room occupancy rates of all the four regions in Wales. For comparison, the average hotel room occupancy rate for South East Wales in 2016-2018 was 73 per cent, while it was 66 per cent for all Wales.

Guesthouses and B&Bs

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

Source: Visit Wales Occupancy Survey

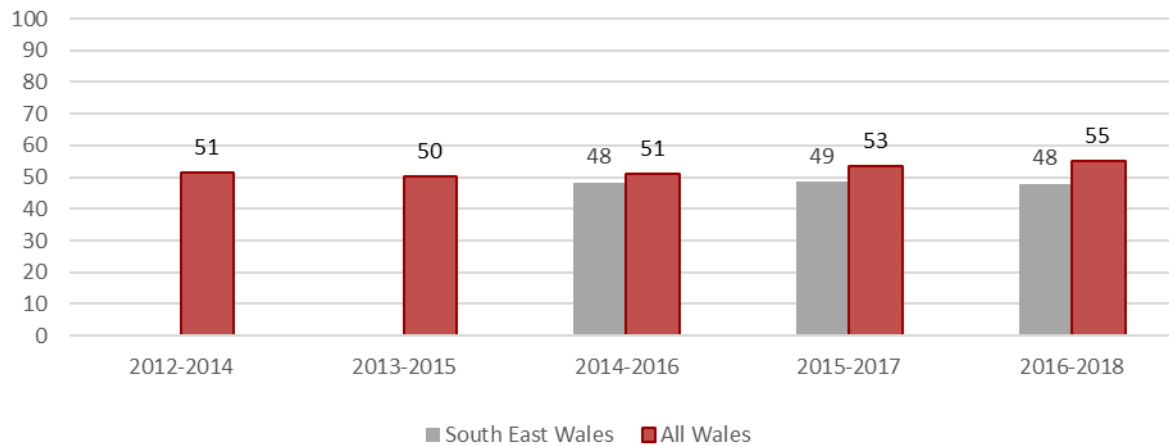


Guesthouse/B&B room occupancy rates in South East Wales have tended to be below the Wales average and fell from 32 per cent in 2015-2017 to 24 per cent in 2016-2018, whilst the Wales average remained more level at 37 per cent.

Self-Catering

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

Source: Visit Wales Occupancy Survey



Self-catering unit occupancy rates have remained relatively level in recent years in South East Wales, and in 2016-2018 the unit occupancy rate, at 48 per cent, was below the all Wales average of 55 per cent.

Static Caravan and Holiday Homes

Static caravan and holiday home occupancy rates for South East Wales are not given due to the small sample size.

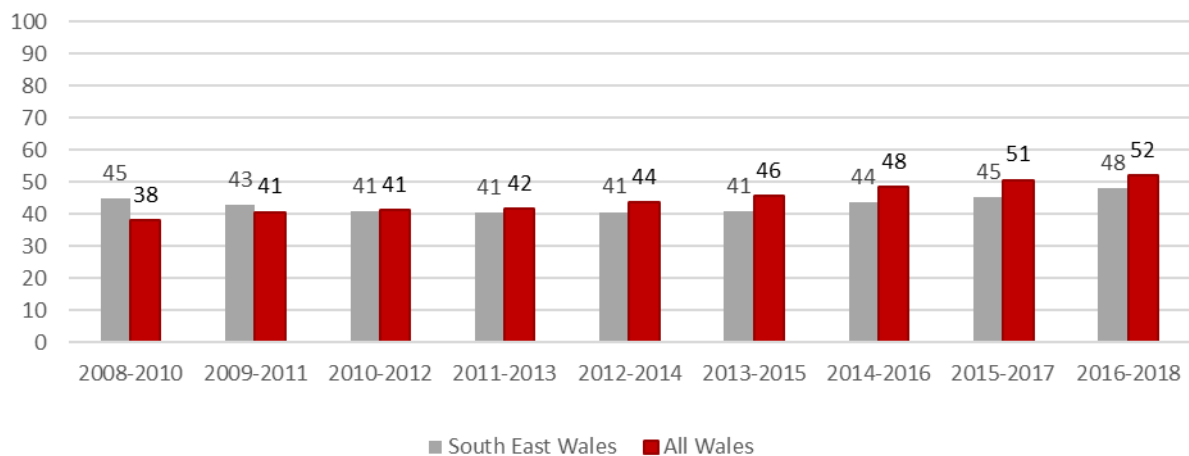
Touring Caravan and Camping

Touring caravan and camping occupancy rates for South East Wales are not given due to the small sample size.

Hostels

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

Source: Visit Wales Occupancy Survey



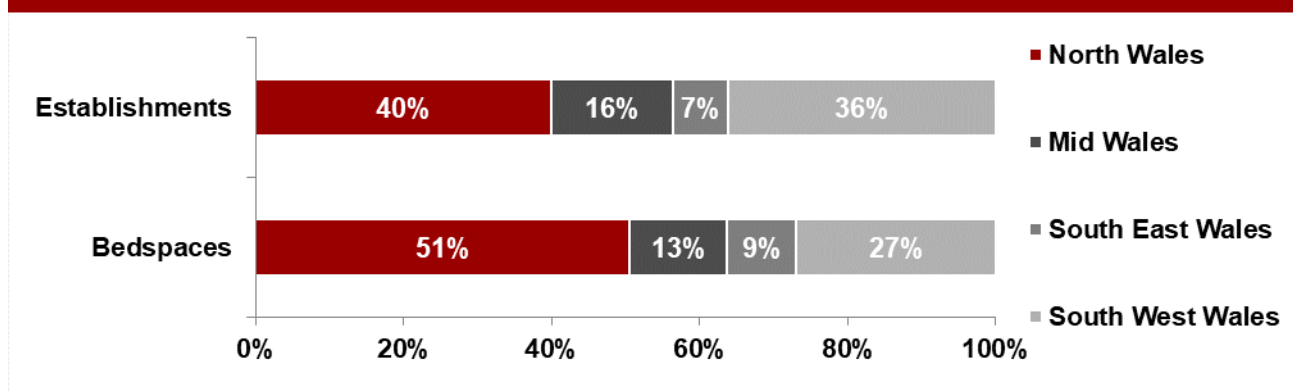
South East Wales had the lowest hostel occupancy rates in Wales for 2016-2018 at 48 per cent. This was 4 percentage points below the all Wales average of 52 per cent over the same period.

6. Bedstock

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

Figure 6.0 Proportion (%) of Accommodation Bedstock Establishments and Bedspaces in Wales by Welsh Region – 2013

Source: Visit Wales Bedstock Survey



South East Wales had 7 per cent of all accommodation establishments and 9 per cent of all bedspaces in Wales. The majority of accommodation establishments (499) and bedspaces (24,865) in South East Wales were Serviced. In Wales overall, the majority of establishments (7,067) were Self Catering, while bedspaces were Caravan/Camping.

Table 6.0 Volume of Establishments by Type of Accommodation in each Welsh Region and All Wales – 2013

Source: Visit Wales Bedstock Survey

	Serviced	Self Catering	Caravan/Camping	Hostel	Alternative*
Total Establishments in Wales	3,205	7,067	1,322	224	50
North Wales	1,260	2,730	671	74	1
Mid Wales	646	995	214	69	28
South East Wales	499	276	74	29	3
South West Wales	800	3,066	363	52	18

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

Table 6.1 Volume of Bedspaces by Type of Accommodation in each Welsh Region and All Wales – 2013

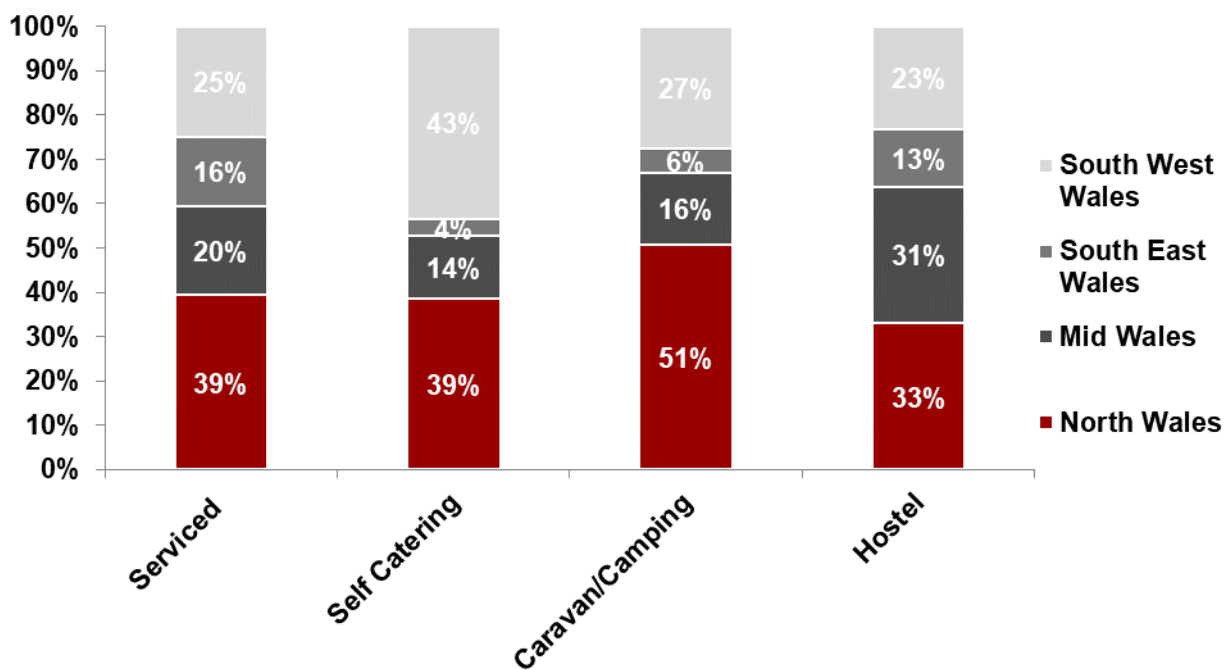
Source: Visit Wales Bedstock Survey

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

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

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

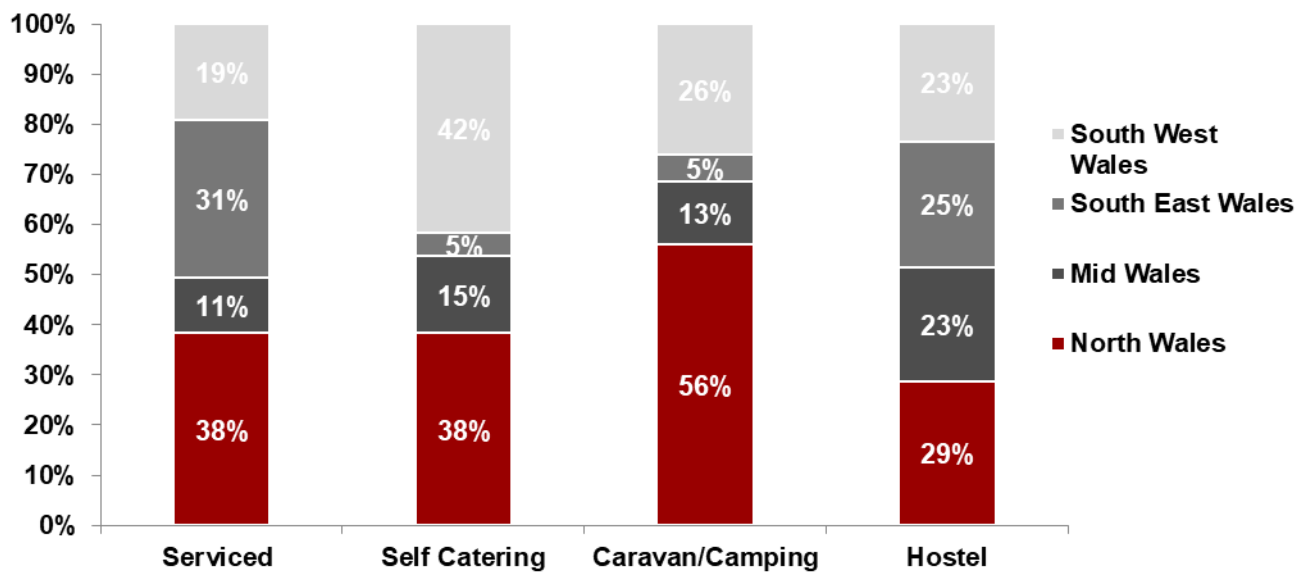
Source: Visit Wales Bedstock Survey



As seen in Figure 6.1, 16 per cent of serviced, 4 per cent of self-catering, 6 per cent of caravan/camping and 13 per cent of hostel accommodation establishments in Wales are located in South East Wales.

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

Source: Visit Wales Bedstock Survey

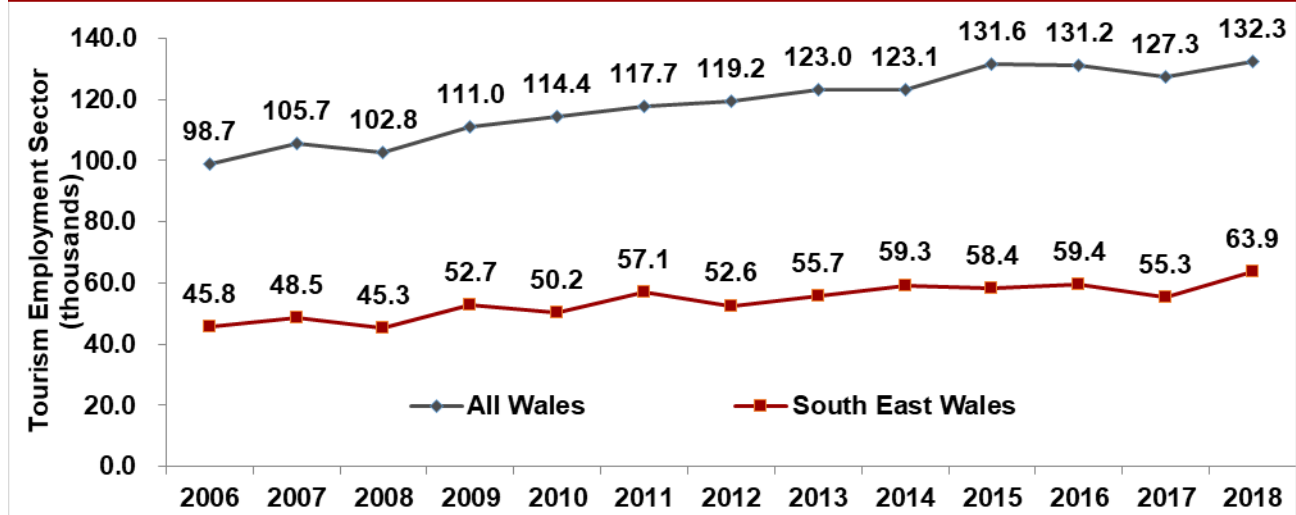


The proportion of accommodation bedspaces (Figure 6.2) in South East Wales for Self Catering and Caravan/Camping are similar to those for establishments. For example, South East Wales had 4 per cent of all Self Catering establishments and 5 per cent of Self Catering bedspaces in Wales. In contrast, South East Wales had a higher proportion of serviced bedspaces (31 per cent) than serviced establishments (16 per cent). Furthermore, South East Wales also had a higher proportion of hostel bedspaces (25 per cent) than hostel establishments (25 per cent).

7. Tourism Sector Employment

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

Figure 7.0 Number Employed (000s) per year in the Tourism Sector in All Wales and South East Wales



The number of those employed in the Tourism Sector has increased in 2018 in South East Wales by 16 per cent, from 55,300 in 2017 to 63,900 in 2018, and across Wales by 4 per cent, from 127,300 to 132,300.

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

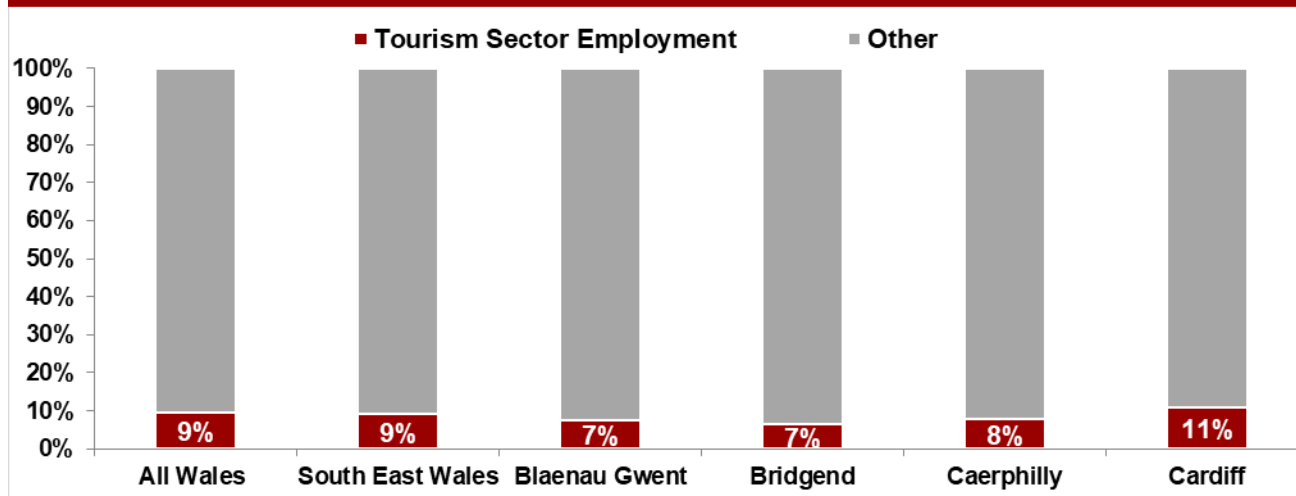
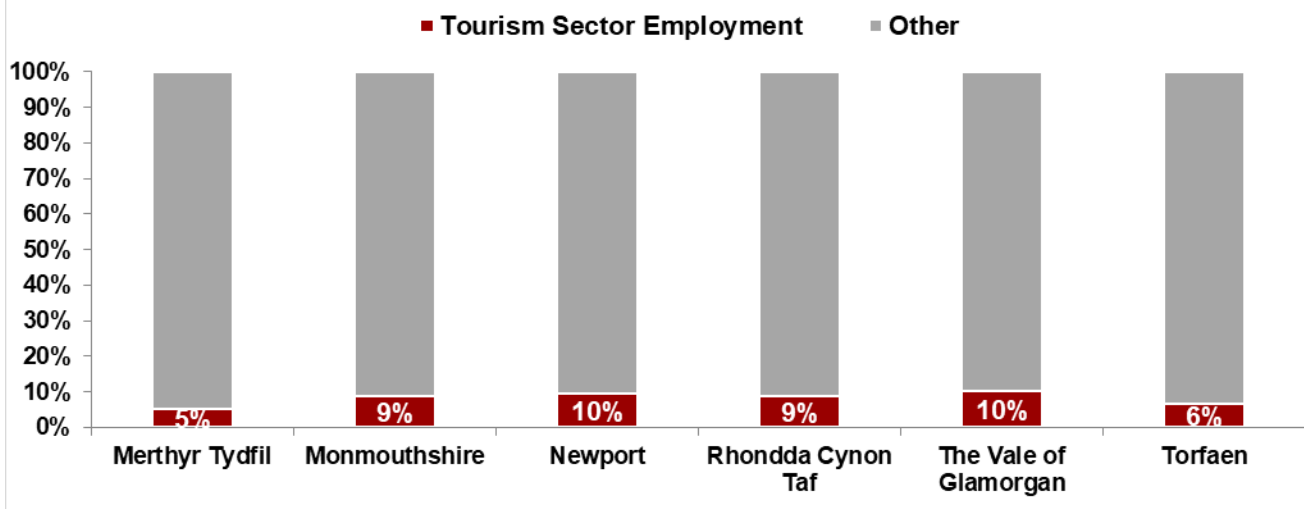


Figure 7.1 continued

Source: Welsh Government Economic Stats



In 2018, the proportion of those employed in the Tourism Sector in South East Wales was 9 per cent, the same proportion across Wales. Some of the Local Authorities within the South Wales Valleys tended to have fewer people employed in the tourism sector. Cardiff (11 per cent), Newport (10 per cent) and the Vale of Glamorgan (10 per cent) were the only local authorities in South East Wales with a higher proportion than average (9 per cent).

8. Appendix

Overnight Domestic GB Visitors

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

Source: Great Britain Tourism Survey

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

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

International Visitors

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

Source: International Passenger Survey

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

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

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

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

Source: International Passenger Survey

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

Tourism Day Visitors

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

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

Source: Great Britain Day Visits Survey

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

Accommodation Occupancy Rates

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

Source: Visit Wales Occupancy Survey

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

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

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

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

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

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

Bedstock

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

Source: Visit Wales Bedstock Survey

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

Tourism Sector Employment

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

Source: Welsh Government Economic Stats

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

Type of Accommodation used on an Overnight Domestic GB Trip

Table 8.8 Accommodation Categories – Overnight Domestic GB Trips

Source: Great Britain Tourism Survey

Hotel/Motel

Hotel

Motel

Guest house/Farmhouse/B&B

Bed & Breakfast

Guest house

Farmhouse

Self catering

Self-catering in rented flat\apartment

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

Holiday camp\village - self catering

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

Friend's home

Relative's home

Own second home\timeshare

Caravan and Camping

Caravan and Camping

Type of Accommodation used on an International Visit

Table 8.9 Accommodation Categories – International visitors

Source: *International Passenger Survey*

Commercial Serviced

Hotel/guest house

Bed & Breakfast

Guest with relatives or friends

Free guest with relatives or friends

Paying guest family or friends house

Camping/Caravan

Camping/Caravan

Rented House/Flat

Rented House/Flat

Hostel/university/school

Hostel/university/school

Other

Holiday Village

Own home

Other