



Dadansoddi ar gyfer Polisi



Analysis for Policy

SOCIAL RESEARCH NUMBER: 43/2024  
PUBLICATION DATE: 20/06/2024



Llywodraeth Cymru  
Welsh Government

# Visit Wales Market Demand Study – UK (2024)

Digital ISBN: **978-1-83625-230-6**

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Mae'r ddogfen yma hefyd ar gael yn Gymraeg.

This document is also available in Welsh.

Full Research Report: Visit Wales Market Demand Study – UK (2024)

Cardiff: Welsh Government, GSR report number 43/2024

Available at: <https://www.gov.wales/tourism-market-demand-reports-march-2024>

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

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# BACKGROUND & METHODOLOGY



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As the Welsh Government's tourism team, Visit Wales is responsible for deploying tourism campaigns in the UK and internationally to promote Wales as a holiday destination. As part of this, each year Visit Wales conducts research amongst its priority markets. The research featured within this report covers the United Kingdom Market and broadly looks at:

- Profile of UK holiday market
- Factors influencing UK short breaks and holidays (referred to in these reports as 'drivers')
- Short breaks and holidays taken in Wales in 2023
- Short breaks and holidays planned in Wales in 2024
- Visit Wales marketing impact
- "Welcome to Wrexham" impact
- Reasons for not visiting Wales
- Motivation & perceptions





Online  
Survey



17 minutes  
length of  
interview



13<sup>th</sup> March –  
5<sup>th</sup> April



UK

Respondents were contacted through an online panel. The survey could be completed via desktop or mobile device. 1151 respondents completed the survey. The first 1002 responses were national representative of the UK's domestic holiday-taking population. A boost of 149 surveys were then conducted amongst residents of Wales. The data was then weighted to be representative of the domestic holiday-taking population, ensuring comparability to previous studies, based on age, gender, regional spread and social grade. To qualify for the survey, participants must belong to the UK holiday market, which is defined as:

- Live in the United Kingdom.
- Aged 16+
- Making most overnight trip decisions themselves or with someone else.
- Considering taking a short break or holiday in the UK in the next 12 months.

**Incidence Rate**  
42%







## Definitions used within this report

In this report there are a number of terms to define the survey respondents. These include:

- **UK domestic holiday market:** The total survey population. Residents of the UK who are seriously considering a short break or holiday in the UK in the next 12 months.
- **Wales 2023 trip takers:** Residents of the UK who stated they took a short break or holiday in Wales in 2023. Trip behaviour for this audience relates to the whole year.
- **Non-Wales trip takers 2023:** Residents of the UK who stated they did not take a short break or holiday in Wales in 2023.
- **Wales trip intenders 2024:** Residents of the UK who are definitely or probably intending to take a short break or holiday in Wales in 2024. Trip behaviour for this audience relates to their next trip planned in Wales so will be naturally biased to earlier in the year. With this in mind, trips planned for 2024 should not be compared to trips taken in 2023.

Life stages are preferable to 'age' as they better describe someone's life situation. For the purpose of this report, the following is used:

- **Pre-nesters:** Aged 16-34 without children in household.
- **Families:** Aged 16-64 with children in household.
- **Older independents:** Aged 35-64 with no children in household.
- **Retirement age:** Aged 65+.



# KEY FINDINGS



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## **Scenic Coastlines and Areas of Outstanding Beauty Dominate UK Travel Preferences**

UK travellers primarily choose scenic destinations, traditional beachside spots and areas of outstanding natural beauty with North Wales (in particular Eryri (Snowdonia)) and Pembrokeshire as favoured locations for breaks.

## **Value for Money a Top Consideration Amid Inflation**

Affordability remains the leading factor in selecting domestic holidays, with social grade DE placing even greater emphasis on cost-effectiveness due to economic pressures.

## **Culture and Cuisine Drive UK Domestic Tourism**

Experiencing local culture and food are pivotal in decision-making for UK travellers, enhancing the appeal of destinations like Wales which offer rich cultural and culinary experiences.

## **Welsh Tourism Peaks in Spring and Summer**

The majority of 2023 overnight visits to Wales occur in the spring and summer months, aligning with preferences for its scenic coastlines and traditional seaside resorts.

## **Effective Marketing and Social Media Boost Welsh Tourism Awareness**

Increased awareness among UK holidaymakers about Welsh destinations, driven by successful marketing and social media engagement, including the influence of the "Welcome to Wrexham" docuseries.

## **Travel Distance and Personal Circumstances Impact Wales Travel Decisions**

Distance and personal reasons are barriers preventing a sizeable portion of potential visitors from considering Wales, with some opting for closer destinations within the British Isles or Ireland.





# PROFILE OF UK HOLIDAY MARKET



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# The UK holiday market is equally divided between males and females, with families comprising the largest life stage segments.



## Life stage

Pre-nesters	13%
Families	37%
Older independents	27%
Retirement age	23%

## Gender



## Age

16-34	28%
35-54	36%
55-64	13%
65+	23%



## Social class

AB	33%
C1	27%
C2	17%
DE	19%

S1. How do you describe your gender?

X2. Please type in your age.

X2b. Do you have any children aged 15 or under in your household that you are responsible for (parent, legal guardian etc.)?

X3a. Which of these best describe you? X4a. Which one of these best describes the occupation of the main income earner in your household? X4b. You say that the main income earner in the household is now retired. Which one of the following best describes their occupation before they retired?

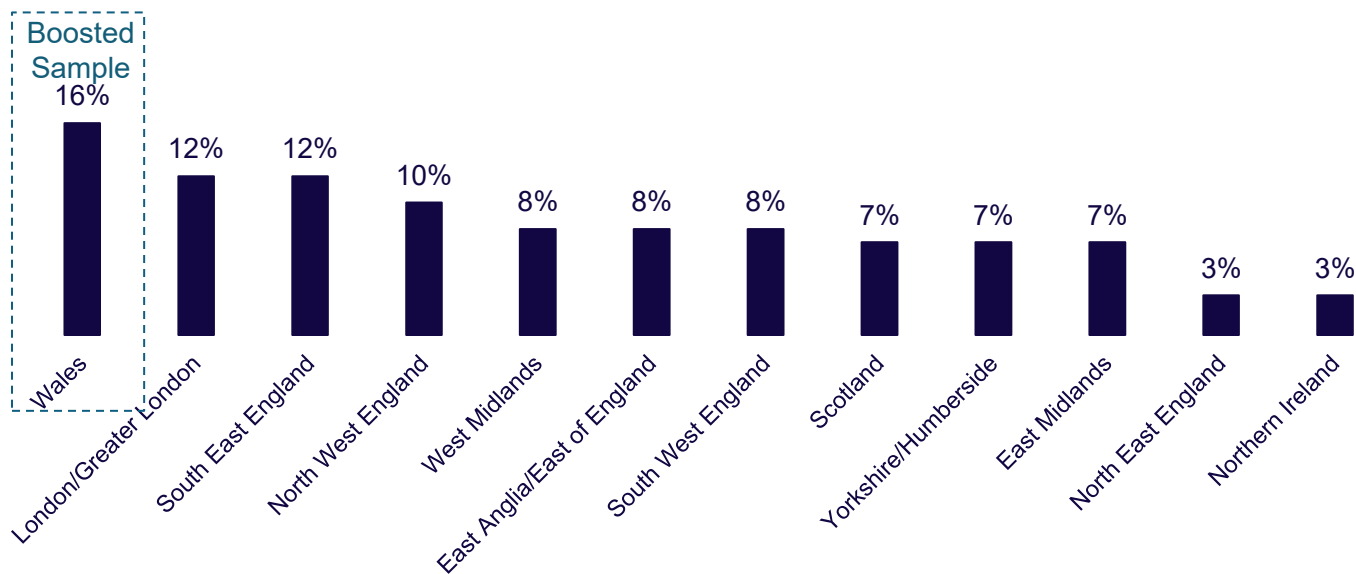
Total base size, n=1151.





The sample is boosted to over-represent Wales, while the remaining sample is representative of the UK population.

### Region of origin



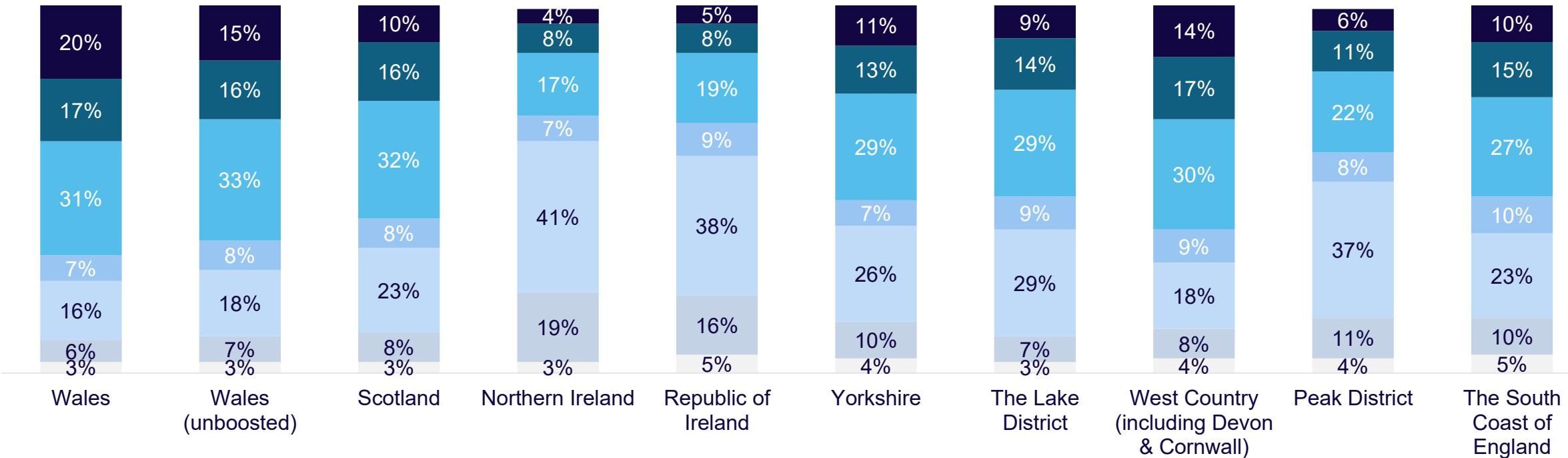
S3. Where in the UK do you live? Total base size, n=1151 (Nat Rep, n=1002 and Wales boost, n=149).



# Scotland and the West of England are popular parts of the UK for short breaks or holidays. Wales is also one of the most popular areas to visit in the UK, even when we control for the Wales boost.

## Relationship with each destination

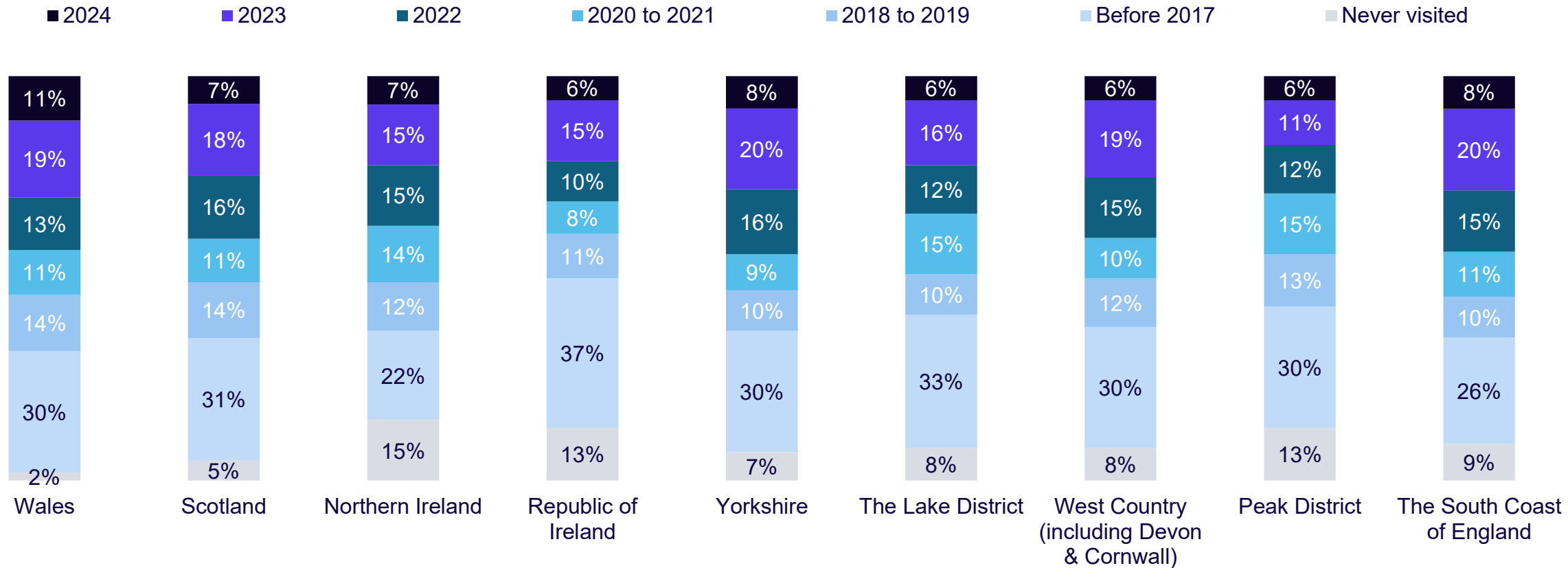
- I often take holidays there and intend to do so again within the next year
- I sometimes take holidays there and intend do so again in the next couple of years
- I have taken a holiday there once or twice before and might do so again
- I have taken a holiday there before, but am unlikely to do so again
- I have never been on a holiday there but would like to
- I have never taken a holiday there before and am not likely to in the future
- Don't know/not sure



C1. Which of the following statements best applies to you when it comes to visiting these destinations? Total base size, Nat Rep, n=1002 and Wales boost, n=149.

Of those who had visited Wales, 43% visited in the past two years.

### Previous visits to each destination



C2. When did you last visit these places for a short break or holiday? All who have visited or not sure, n=901 Wales, n=795 Scotland, n=460 Northern Ireland, n=524 Republic of Ireland, n=732 Yorkshire, n=733 The Lake District, n=847 West Country, n=590 Peak District, n=776 The South Coast of England.



# HOLIDAY DRIVERS - UK



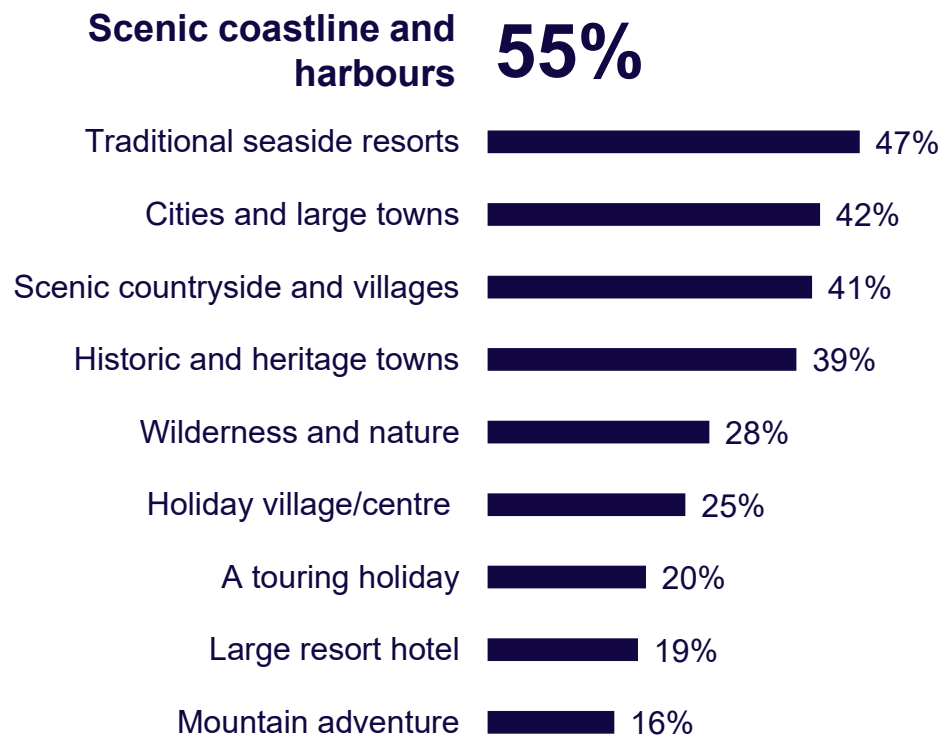
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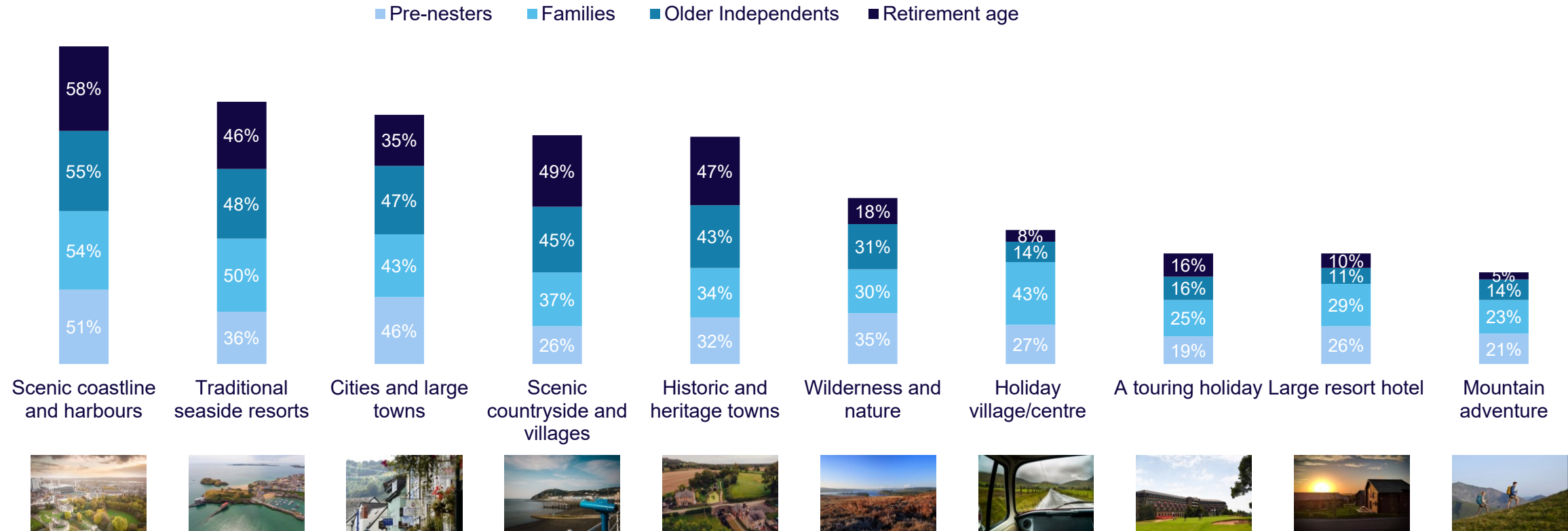
The top preference for destinations among the UK domestic holiday market is ‘scenic coastlines and harbours’, closely followed by ‘traditional seaside resorts’.

## Type of destinations



**‘Scenic countryside and villages’ is less popular amongst pre-nesters compared to other life stages.  
‘Wilderness and nature’ and ‘mountain adventure’ is less popular amongst the retirement age group.**

## Type of destinations, by life stage



B1. The images below represent different types of destinations people visit. To which, if any, of these are you seriously considering taking a short break or holiday in the UK in the next 12 months? Charted high to low based on average. Total base size, n=1151 (Pre-nesters n=150, Families n=426, Older Independents n=311, Retirement age n=265).



**Value for money is the most influential factor when choosing a domestic holiday, followed by convenience. ‘Great value for money’ is important for all social grades, but more so for DE social grades (71% compared to 51% for AB).**

## Destination influences



B2. Below is a list of influences people have given for choosing their short break and holiday destinations. Which, if any, are most influential when you think about choosing short breaks or holidays in the UK? Total base size, n=1151.



**Culture and food stand out as pivotal factors influencing decision-making in domestic tourism, amidst a wide variety of experiences. The top activities are ‘visiting outdoor visitor attractions’ and ‘trying local food and drink’.**

**Top experiences, 10% or higher**



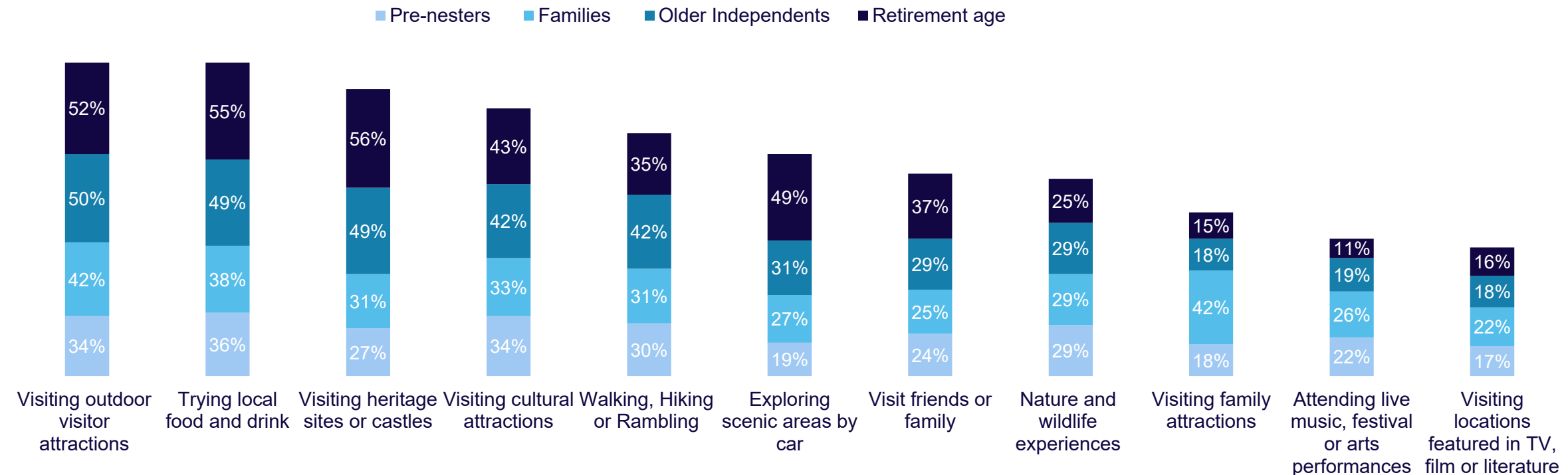
B3. And which, if any, of these types of experiences would you most like to do on a holiday or short break in the UK in the next 12 months? Total base size, n=1151.





Older Independents and those of retirement age are more likely to favour experiences relating to outdoor and cultural/local attractions. Families are more likely to visit ‘family attractions’.

### Experiences would most like to do (top 11) – by life stage



B3. And which, if any, of these types of experiences would you most like to do on a holiday or short break in the UK in the next 12 months?  
Total base size, n=1151 (Pre-nesters n=150, Families n=426, Older Independents n=311, Retirement age n=265).



# Beautiful scenery is the top consideration when booking a short break or holiday.

## Top most important considerations



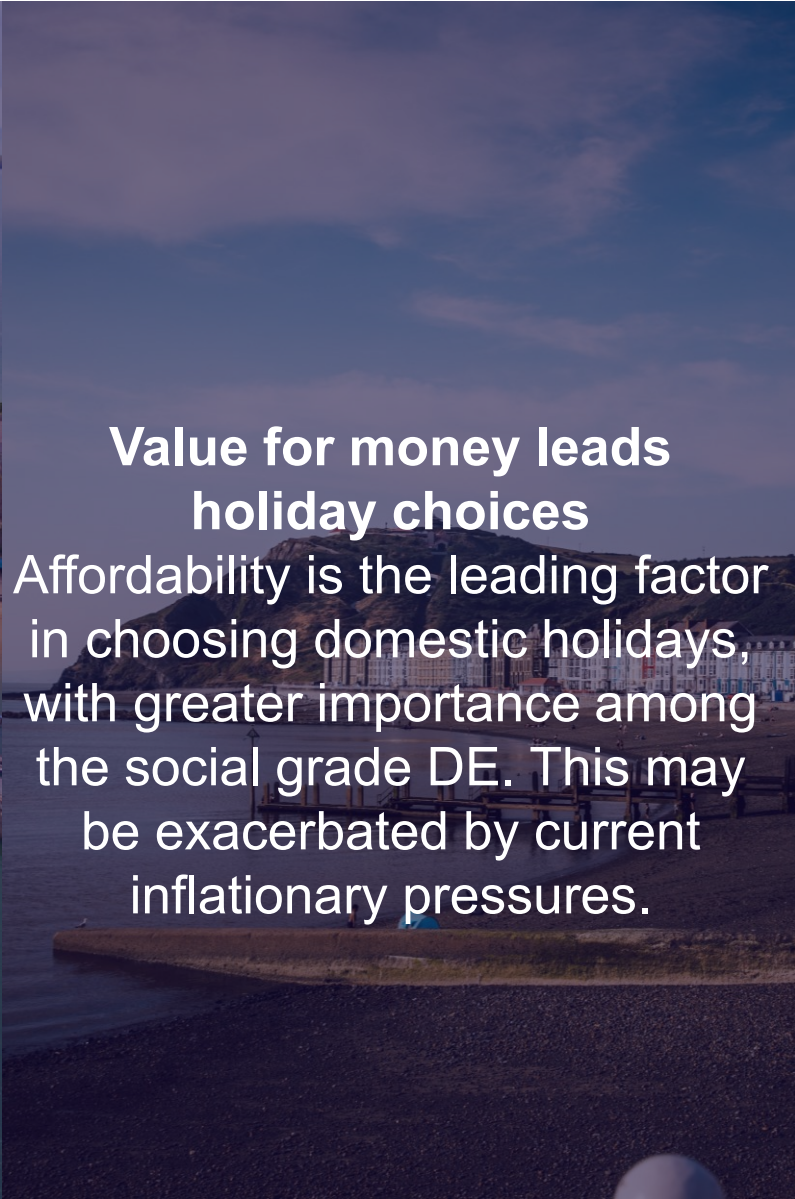
J3. Thinking about your typical domestic holiday and/or short break destination, please select the top 5 most important considerations? All who take some responsibility when booking holidays, n=1115.





### **UK holidaymakers prefer coastal destinations**

Scenic destinations and traditional beachside spots top the list for UK travellers.



### **Value for money leads holiday choices**

Affordability is the leading factor in choosing domestic holidays, with greater importance among the social grade DE. This may be exacerbated by current inflationary pressures.



### **Beautiful scenery, cultural and culinary experiences are key for UK tourism**

Visiting outdoor activities, experiencing local culture and food emerge as key decision-making factors for domestic travellers.

# WALES VISITATION 2023



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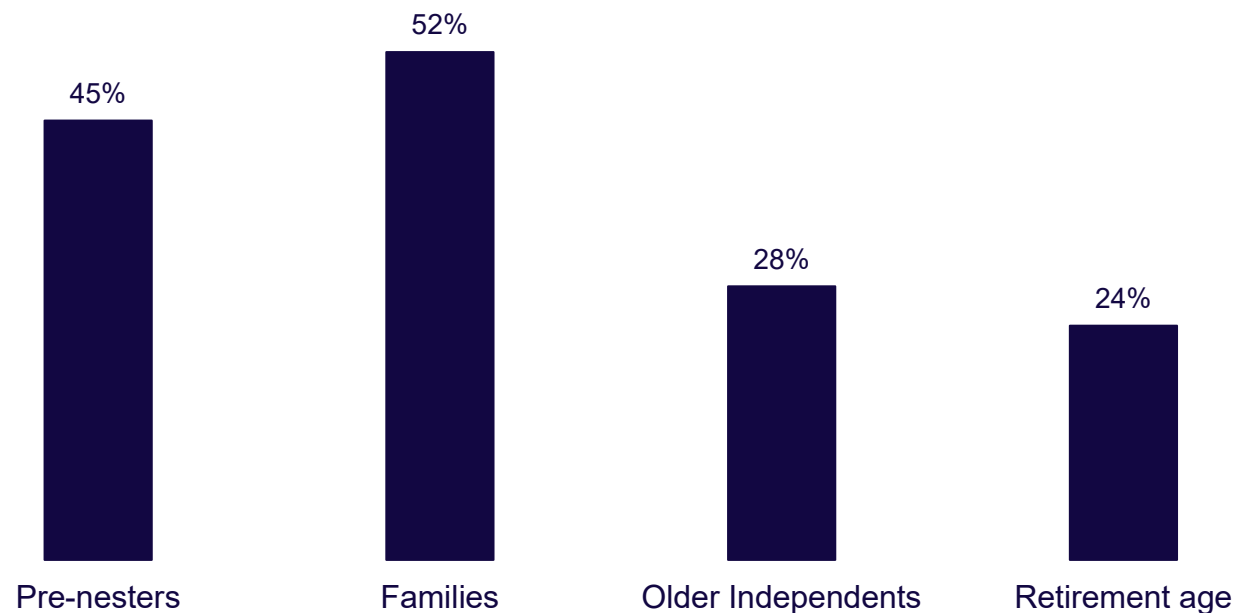
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In total, 38% took a trip to Wales in 2023. Among them, pre-nesters and families were the most likely to have taken a short break or holiday.

### Took a short break or holiday in Wales in 2023 ('Yes')



### How many short breaks or holidays (average in 2023)

**1.70** short breaks (1-3 nights)

**1.54** holidays (4+ nights)

D1. Did you take a short break or holiday in Wales in 2023? Total base size, n=1151.

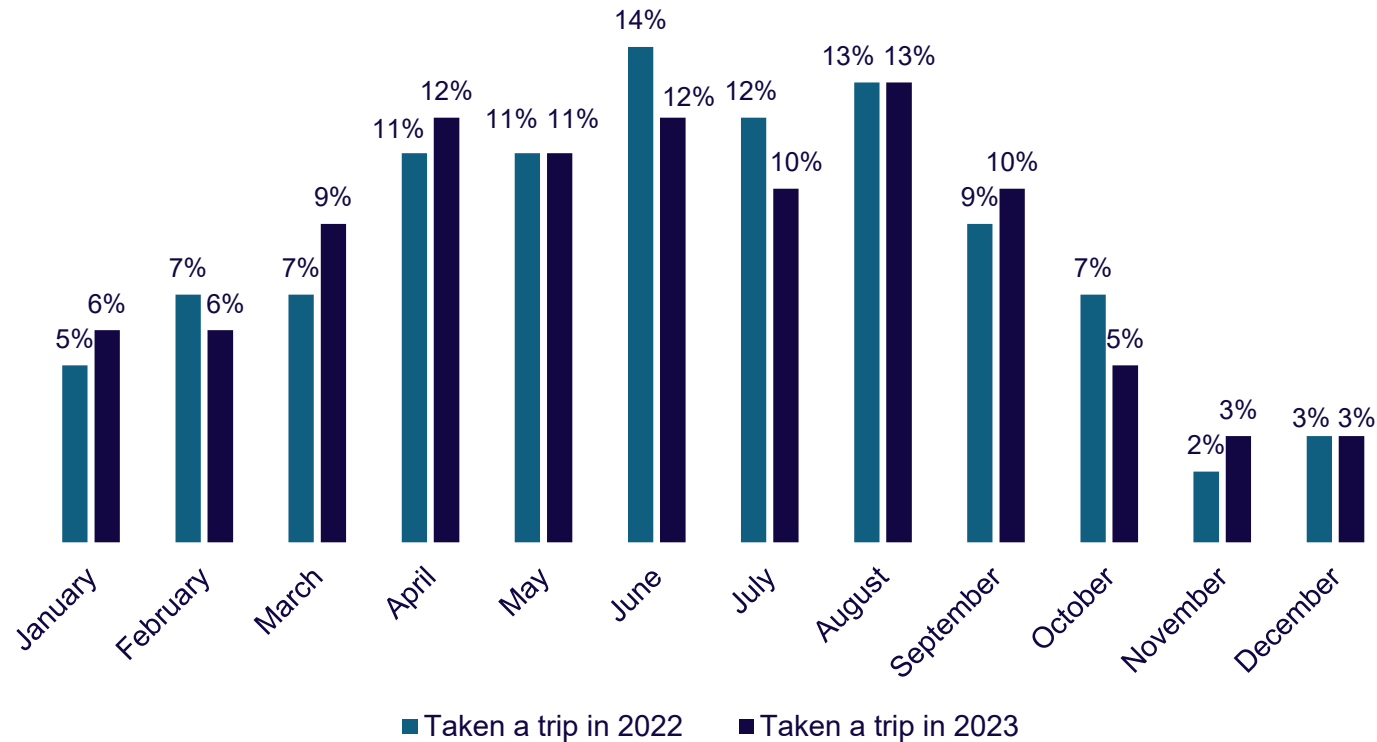
D2. How many short breaks or holidays did you take in Wales in 2023? Wales 2023 trip takers, n=438.





# Overnight visits amongst domestic tourists to Wales remain highest in the spring and summer months.

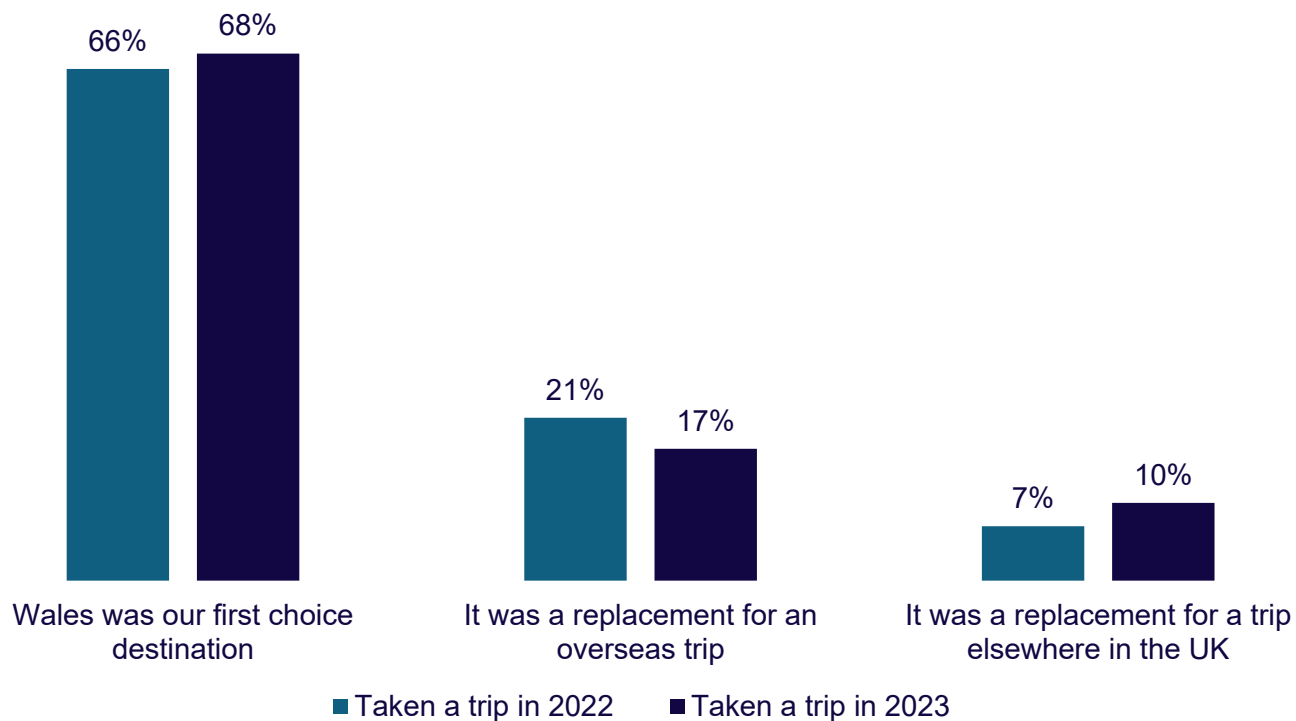
## Months taken a trip to Wales in 2022 vs. 2023



D3. And in which months of the year did you visit for a short break or holiday in 2023?  
Wales trip takers, n=516 (taken a trip in 2022), n=438 (taken a trip in 2023).

Amongst 2023 visitors, just over two thirds stated that Wales was their first choice, a slight increase compared to 2022 visitors.

### Wales as a first-choice destination

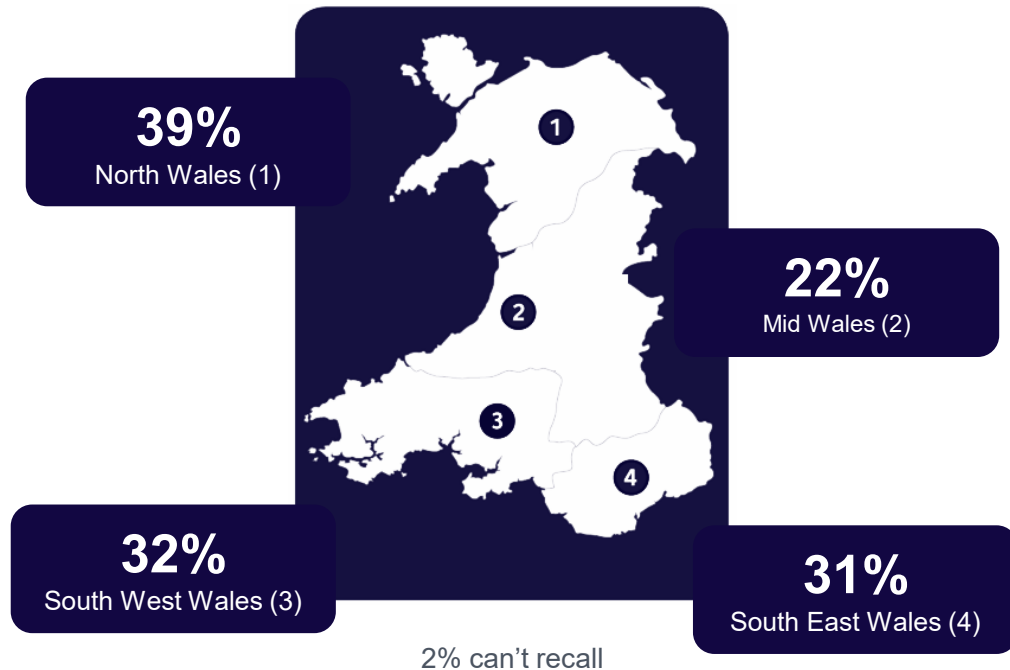


D4. Which, if any, of these statements best apply to your trip in Wales in 2023?  
Wales trip takers, n=516 (taken a trip in 2022), n=438 (taken a trip in 2023).

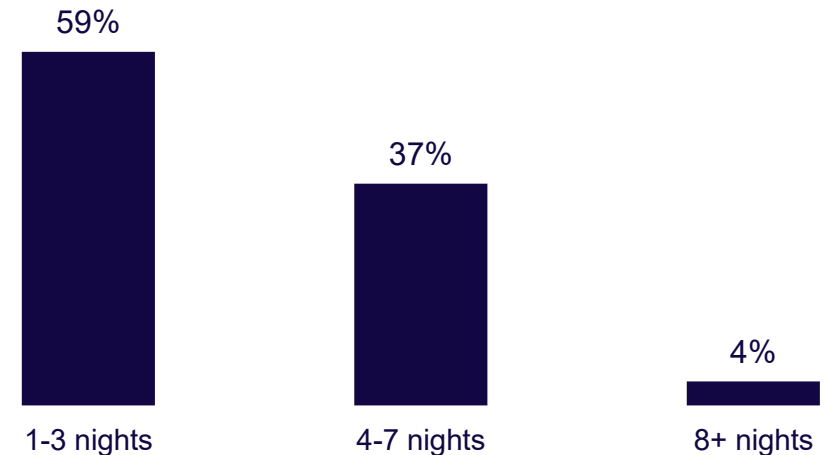


North and South West Wales (especially Eryri (Snowdonia) and Pembrokeshire) were the most popular destination for UK holidaymakers who visited Wales in 2023. The majority favoured short stays, with very few staying more than a week.

### Where in Wales did you stay?



### Number of nights stayed in Wales in 2023



D6. Where in Wales did you stay overnight on this trip in 2023?

D8. On this trip to/within Wales in 2023, how many nights did you stay away for? Wales 2023 trip takers, n=438.



The overwhelming majority of UK visitors to Wales in 2023 travelled with at least one another person. 67% travelled with their partner, and only a small minority took the trip alone.

### Visitor party make-up for Wales in 2023

Your partner **67%**

Your children 36%

Friend/s 17%

Other members of your family 11%

Your parents or your partner's parents 9%

Dogs 6%

Your grandchildren 5%

Colleagues 2%

Members of an organised group 2%

On your own / alone 2%



The type of destinations visited in Wales in 2023 align with destination preferences among the domestic UK holiday market, with ‘traditional seaside resorts’ and ‘scenic coastlines and harbours’ the most popular destinations for trips taken to Wales in 2023.

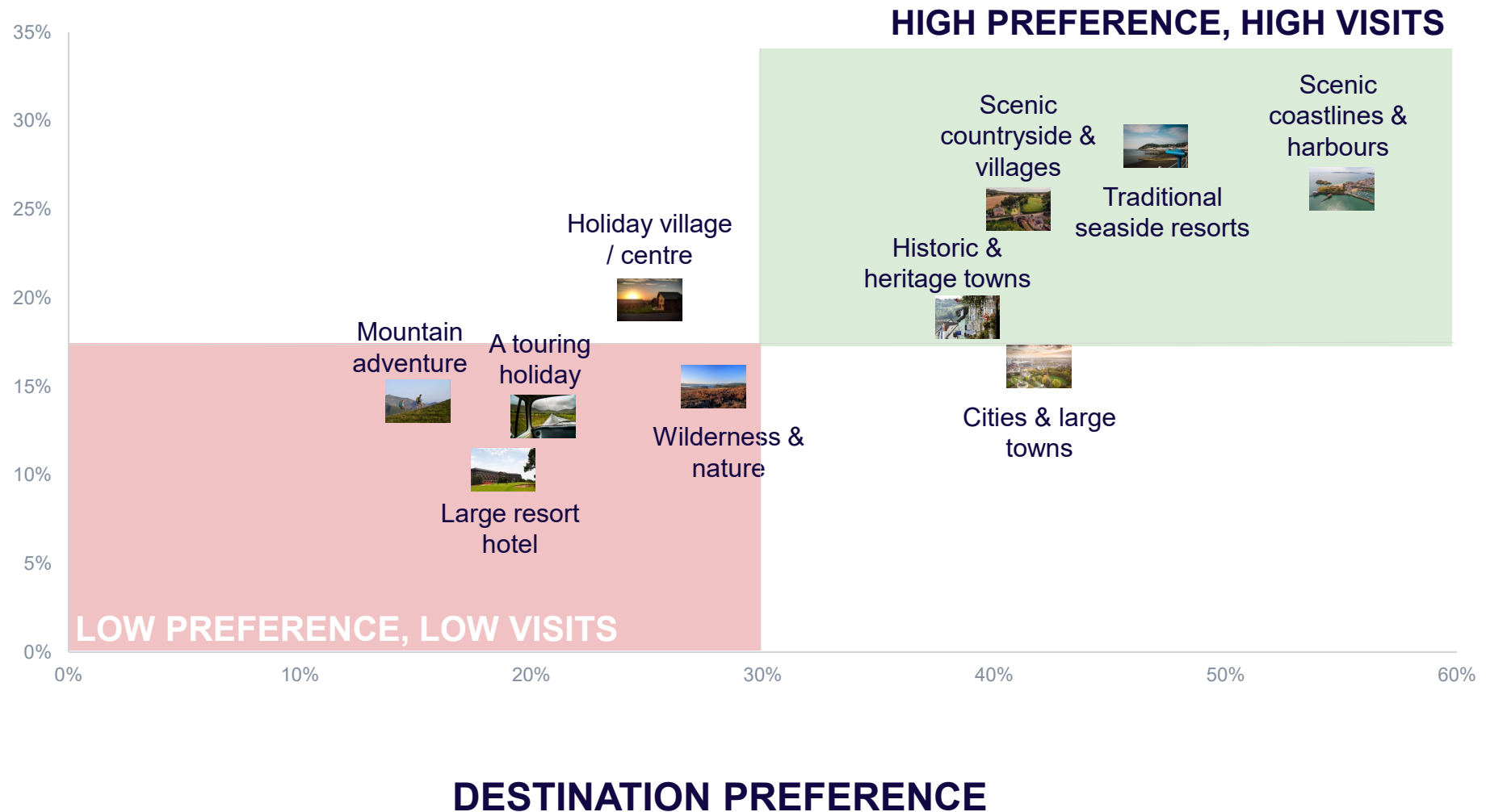
### Type of destinations






Generally, highly preferred types of destinations received higher proportions of visits in 2023. Cities and large towns are preferred destinations, but they do not see a correspondingly high number of visits – this suggests that there is room to increase visits to these destinations to meet demand.

DESTINATION VISITED 2023



B1. The images below represent different types of destinations people visit. To which, if any, of these are you seriously considering taking a short break or holiday in the UK in the next 12 months? Total base size, n=1151.  
 D5. Which of the following best describes the main type/s of destination you stayed in during this trip in Wales in <INSERT MONTH>? Wales 2023 trip takers, n=438.



## North Wales tops destination preference

Over a third of UK residents visited Wales, with Eryri (Snowdonia) and Pembrokeshire leading as preferred destinations, especially for short stays.



## Spring and summer are prime for Welsh tourism

The majority of overnight visits occur in these seasons, aligning with the preference for Wales's scenic coastlines and traditional seaside resorts.



## Social travel key for Welsh holidaymakers

Two-thirds of visitors in 2023 chose Wales as their primary destination, often travelling with partners or family.



# LIKELY TO VISIT WALES IN 2024



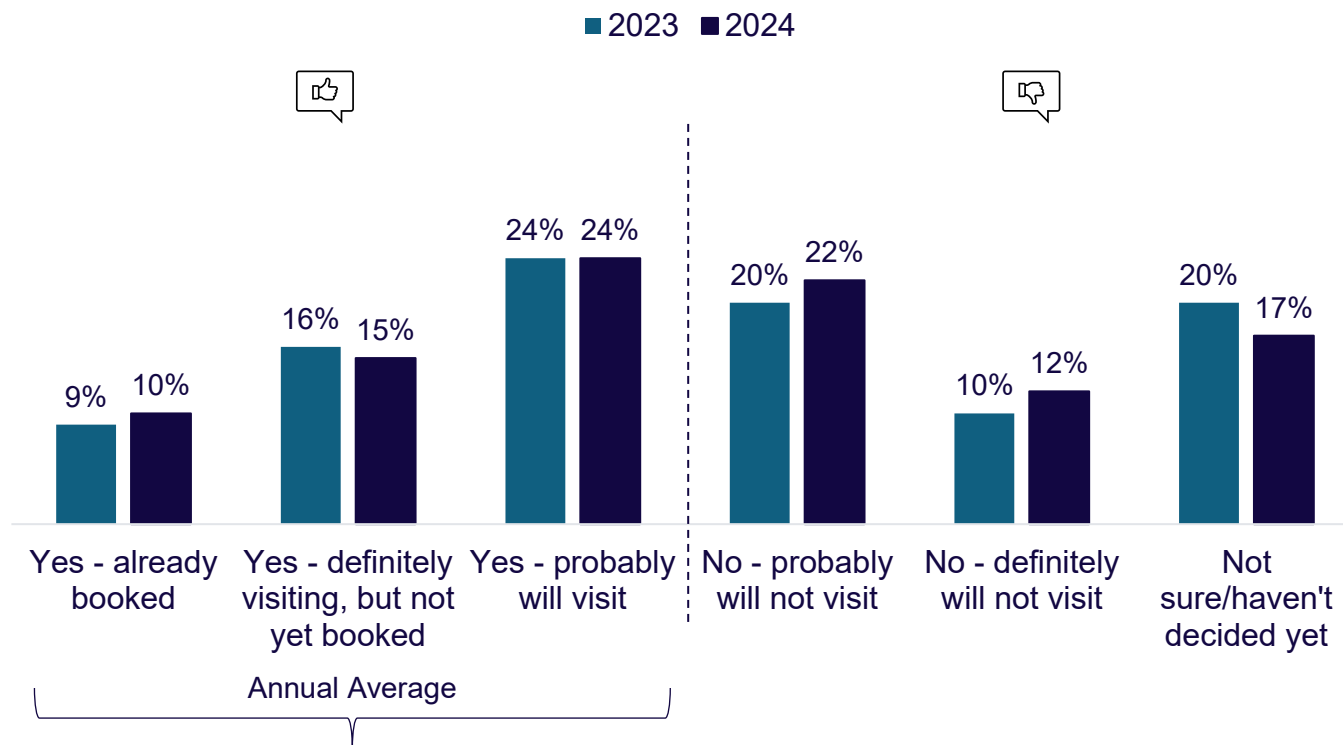
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# Around half of UK domestic holiday makers stated that they intend to visit Wales in 2024, comparable to last year.

## Intending to visit Wales in 2024



**1.69** intended 2024 short breaks on average  
**1.44** intended 2024 holidays per year on average

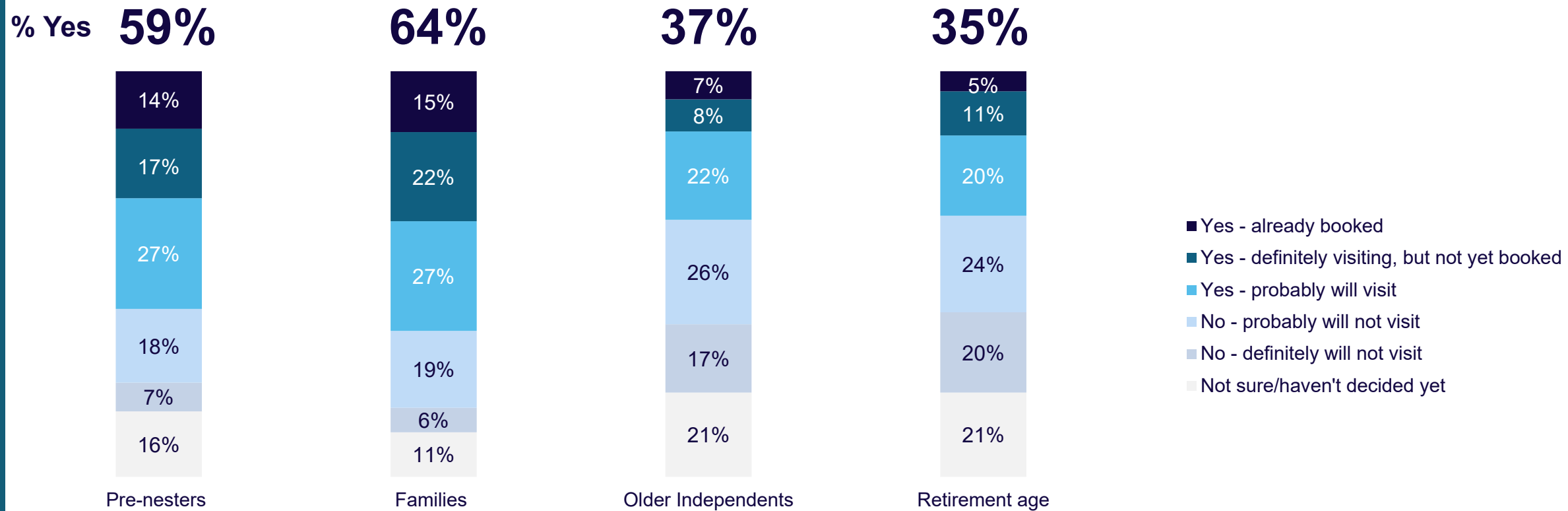
F1. Are you intending to take a short break or holiday in Wales in 2024? Total base size, n=1136 (2023), n=1151 (2024).  
 F2. Roughly how many short breaks or holidays do you plan on taking in Wales in 2024? Wales trip intenders 2024, n=568.





# Pre-nesters and families are more likely than other life stages to visit. Older independents and retirement age are more likely to be unsure/undecided.

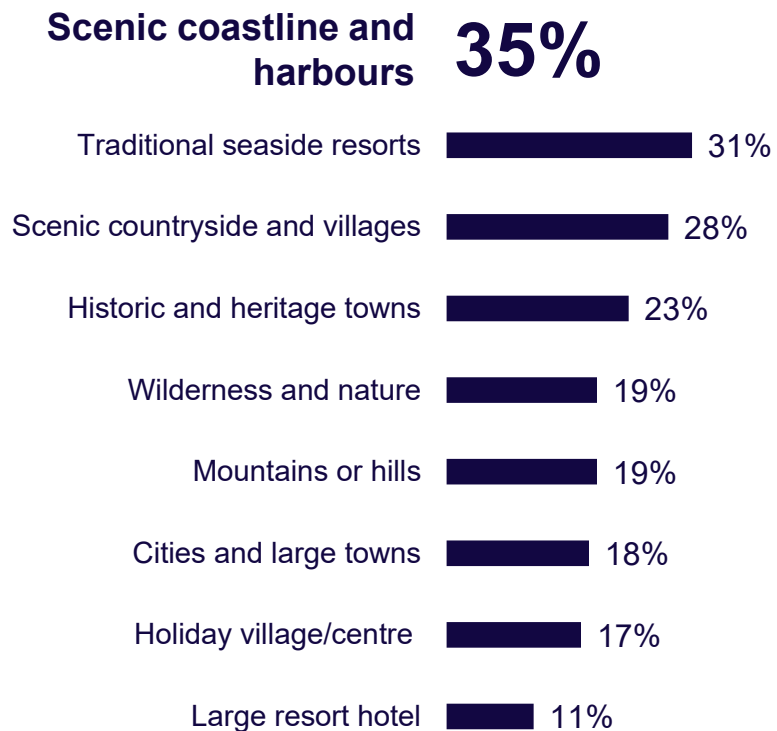
## Intending to visit Wales in 2024, by life stage



F1. Are you intending to take a short break or holiday in Wales in 2024? Total base size, n=1151 (Pre-nesters n=150, Families n=426, Older Independents n=311, Retirement age n=265).

There is a notable spread of potential destination types amongst 2024 intenders, the most popular of which is coastal and harbour, mirroring 2023 visitation patterns.

### Type of destination of those intending to take a trip in Wales in 2024



F8. Which of the following best describes the main types of destination you are likely to stay in during your next short break or holiday in Wales in 2024? Wales trip intenders 2024, n=568.



# Among those intending to take a trip in Wales in 2024, food, heritage, outdoor activities and hiking are heading up trip intenders' itineraries.

## Top activities (>10%) of those intending to take a trip in Wales in 2024



F9. Which, if any, of these activities are you likely to do on your next short break or holiday in Wales in 2024?  
Wales trip intenders 2024, n=568.



In line with the top activity of ‘trying local food and drink’, there is a strong interest in attending a ‘food and drink festival’. There is, however, a notable spread of events and activities that are of interest to 2024 trip intenders.

### Interested in festivals/events of those intending to take a trip in Wales in 2024



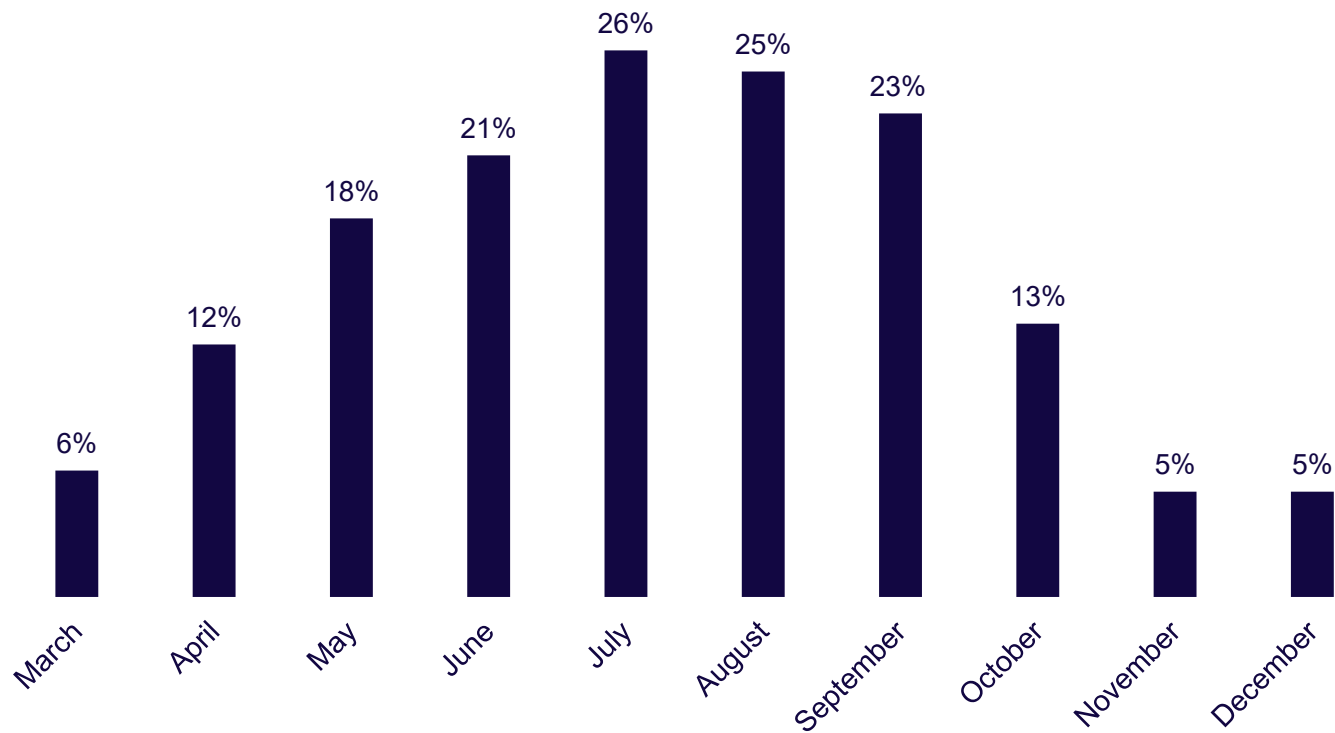
F10. How, if at all, interested would you be in attending the below types of festivals or events in Wales in 2024? Wales trip intenders 2024, n=568. Percentage of those ‘very interested’ and ‘I will definitely attend/look into attending’.





# Most are planning to take their short break or holiday in Wales in 2024 in the summer months (June-September).

## Planned month(s) visiting Wales in 2024

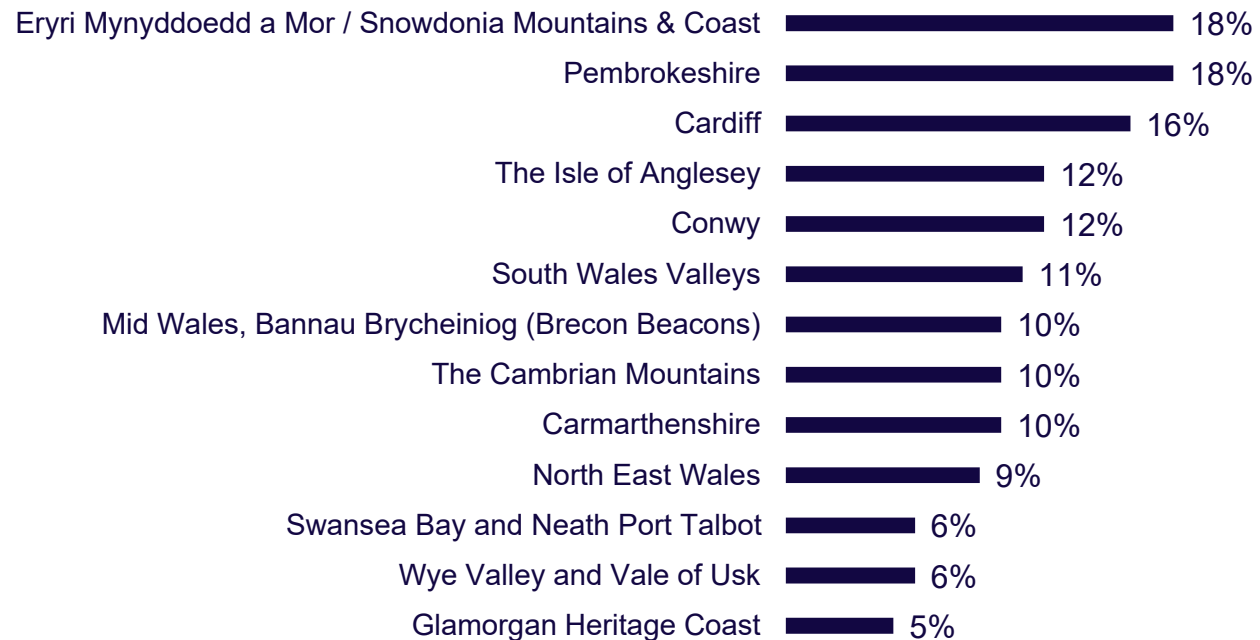
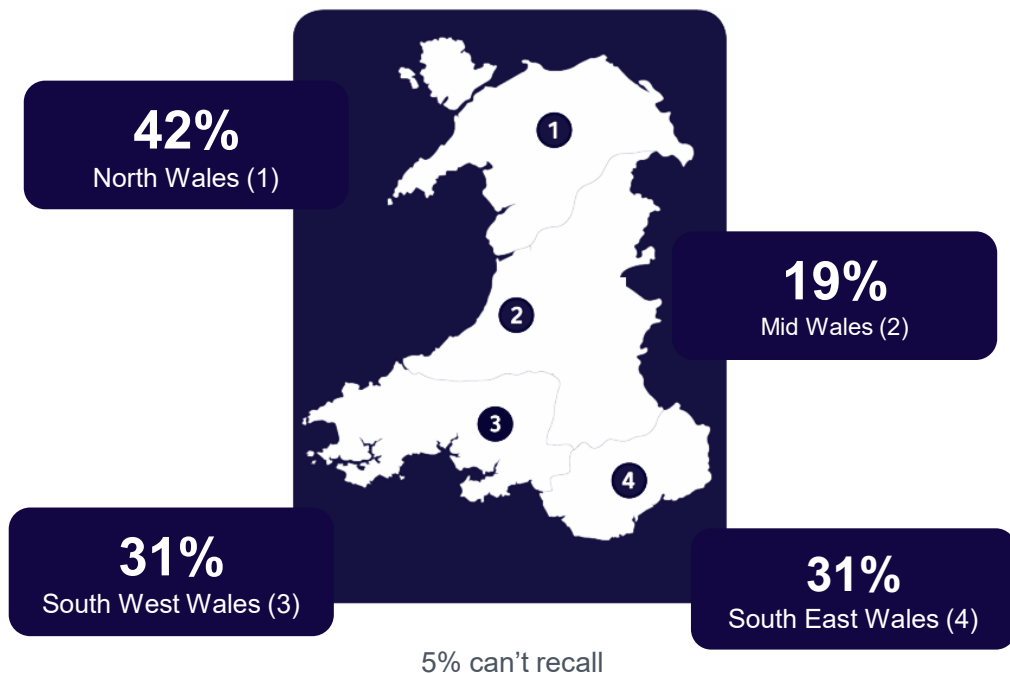


F3. When are you planning to take a short break or holiday in Wales in 2024?  
Wales trip intenders 2024, n=568.



# North Wales is the most popular destination for 2024 intenders, with Eryri (Snowdonia) and Pembrokeshire as the leading destinations in Wales.

## Where in Wales do you plan to stay?



F7. Which of these areas do you plan on staying overnight on your next short break or holiday in Wales in 2024?  
Wales trip intenders 2024, n=568.



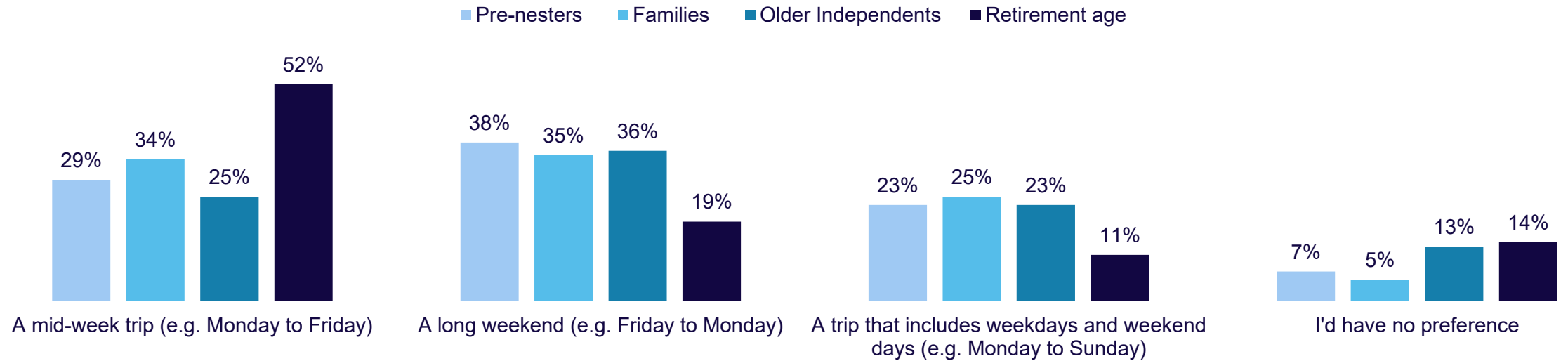
**34% expressed their intention to take a mid-week trip, closely followed by 33% who intend to take a long weekend trip.**

## Time of week intending to take a trip in Wales in 2024



# The popularity of midweek visits is largely driven by retirement age respondents with more than half intending to visit outside of busier weekend slots.

## Time of week intending to take a trip in Wales in 2024, by life stage



F5. Which time/s of week would you be most likely to take your next short break or holiday in Wales in 2024?  
Wales trip intenders 2024, n=568 (Pre-nesters n=88, Families n=273, Older Independents n=113, Retirement age n=93).



Similar to 2023 Wales trip takers, 2024 Wales trip intenders would most likely spend their next short break or holiday in Wales with their partner.

### Visitor party make-up for Wales in 2024



F6. Who, if anyone, is likely to accompany you on your next short break or holiday in Wales in 2024?  
Wales trip intenders 2024, n=568.

**Trip-takers to Wales are likely to use a range of sources to plan their 2024 trip. ‘Conversations with friends/family who have visited’ and ‘search engine’ are the most used. 22% used the Visit Wales social media page.**

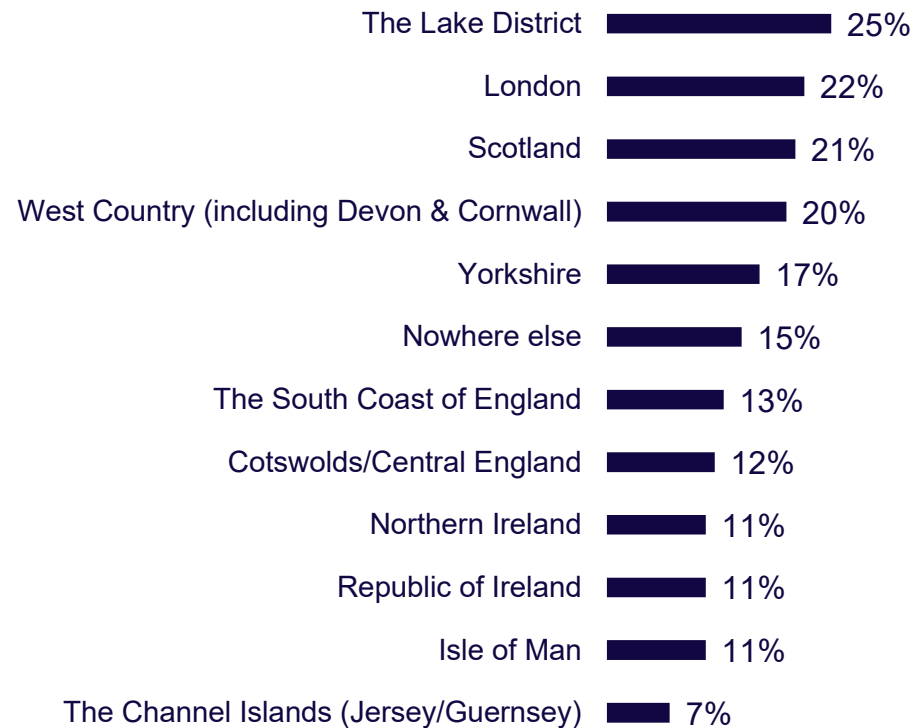
## Sources of information used/likely to use to plan trip to Wales in 2024





A quarter of 2024 trip intenders are also considering an overnight trip in the Lake District. London, Scotland and the West Country are also among the domestic destinations most likely to be considered.

### UK and Ireland locations considered for visiting in 2024



F12. Where else, if anywhere, in the UK and Ireland are you seriously considering visiting for a holiday or short break in the next 12 months? Wales trip intenders 2024, n=568.



## High interest continues for Welsh tourism in 2024

Around half of UK holidaymakers plan to visit Wales, with a sustained interest in coastal and harbour destinations.



## Food, heritage, and hiking top 2024 activities

Prospective travellers are looking to engage in local cuisine, cultural heritage, and outdoor attractions and activities, with a strong inclination towards food and drink festivals.



## Flexible scheduling attracts retirement age to midweek Welsh holidays

A considerable number of those of retirement age favour midweek visits.



# VISIT WALES MARKETING IMPACT



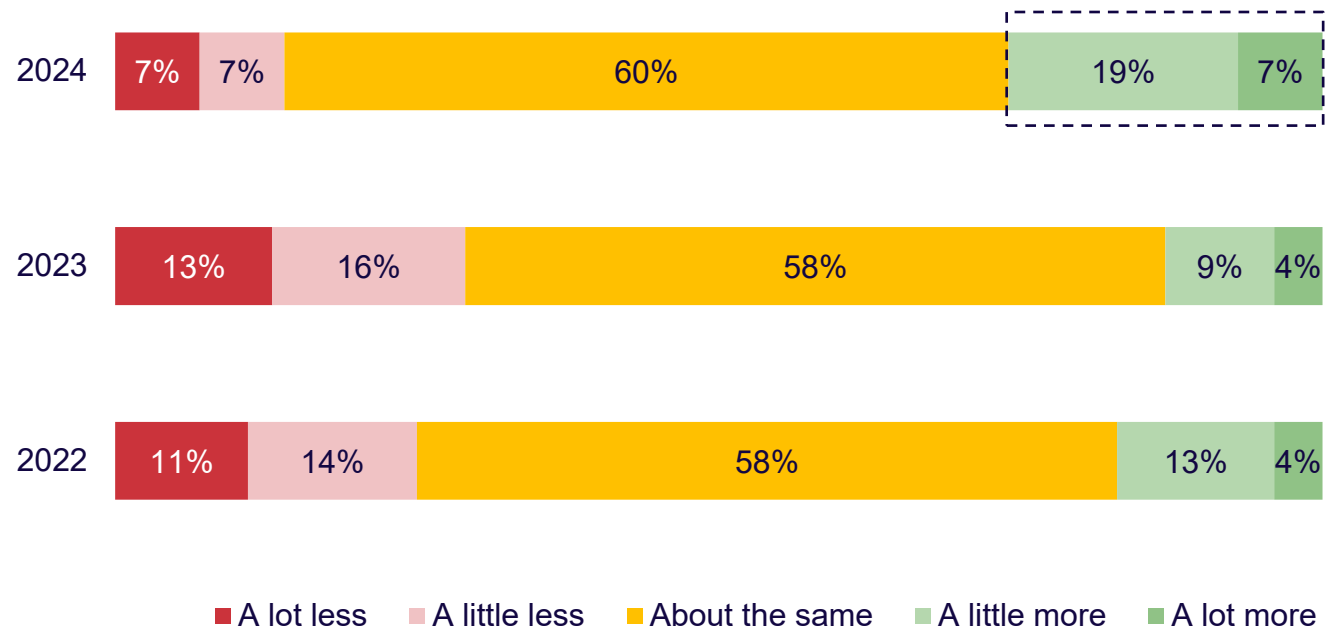
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A higher proportion of the UK domestic holiday market have heard Wales talked about as a place to visit ‘a little’ or ‘a lot more’ in 2024, compared to previous years.

### Heard Wales talked about as a place to visit

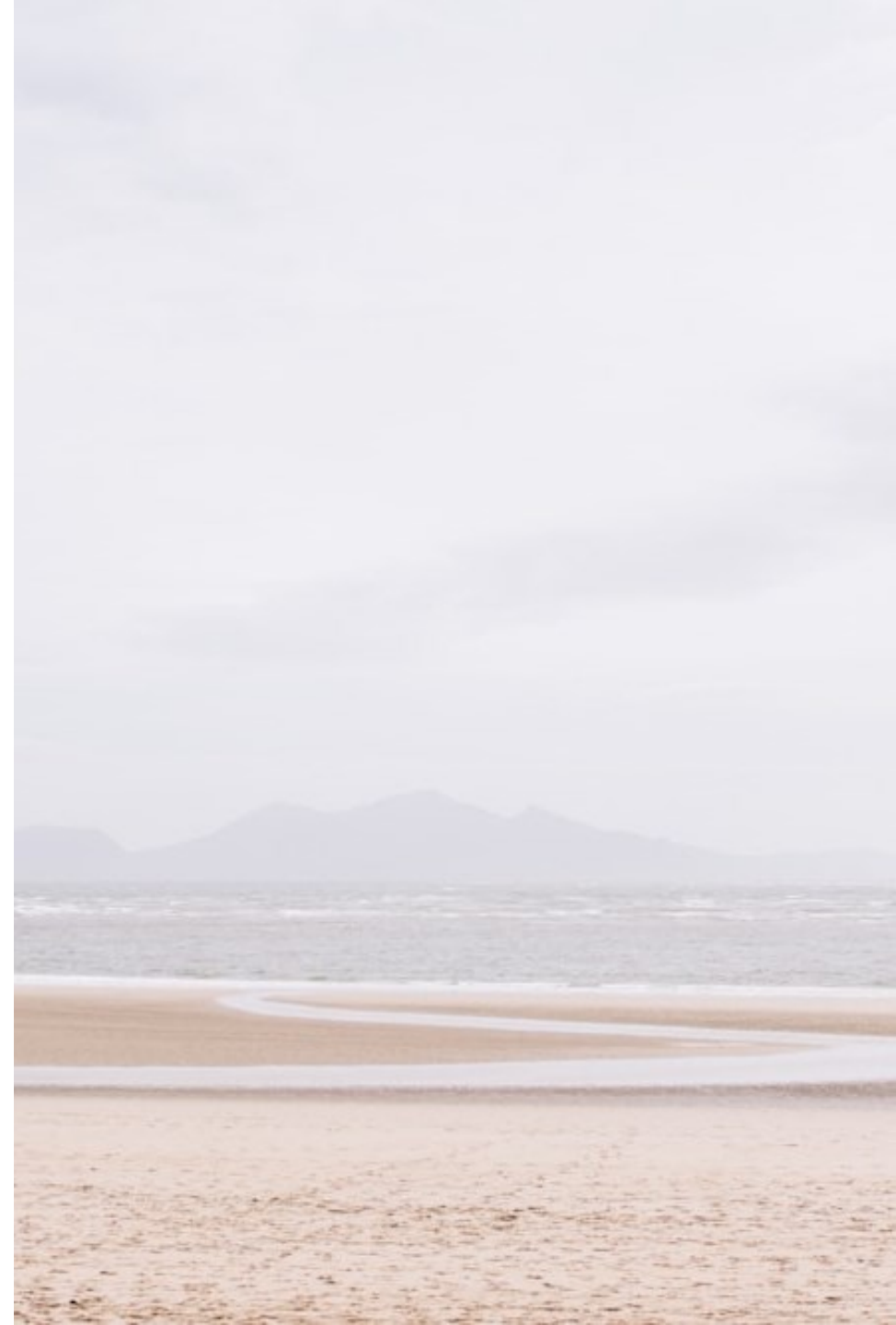
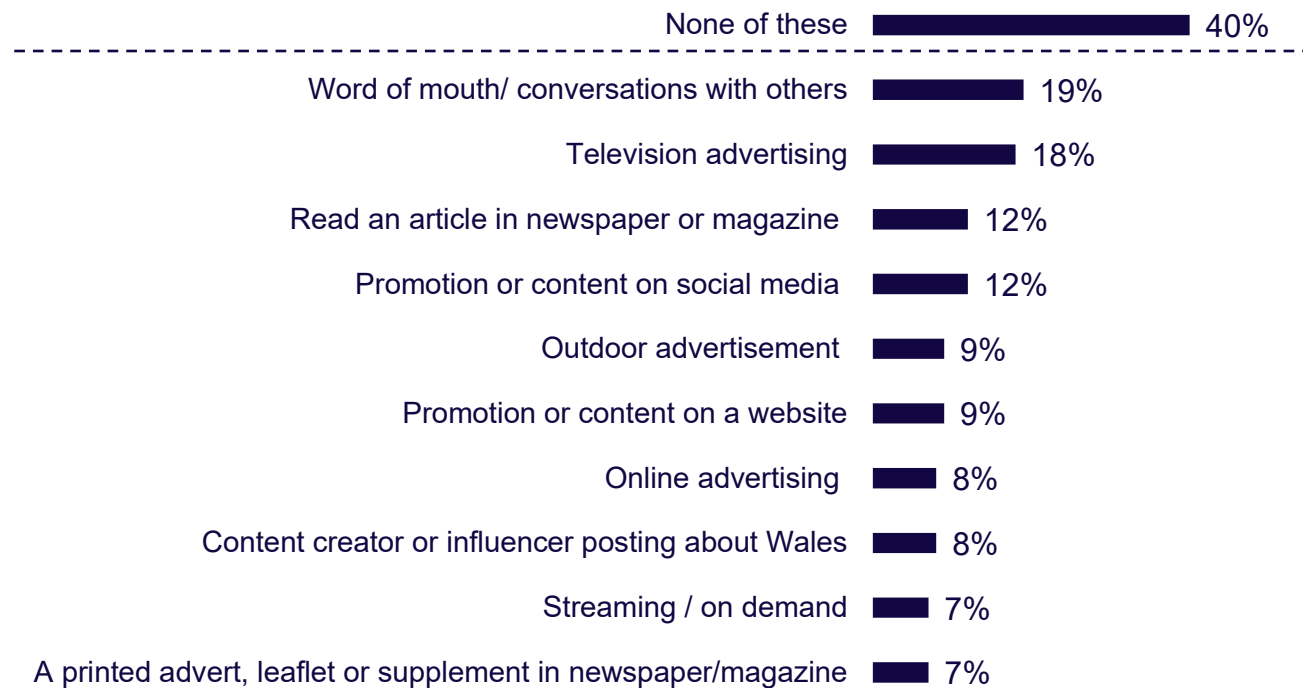


H1. Compared to normal, how much have you heard Wales talked about as a place to visit over the last 3 months?  
Total base size, n=1151 (2024).



**60% have seen or heard about Wales via at least one information source in the last few months. Word of mouth is the leading source, closely followed by TV advertising. However, pre-nesters are less likely to have heard about it via television advertising and more likely via a content creator or influencer and social media.**

### Seen or heard about holidays in Wales

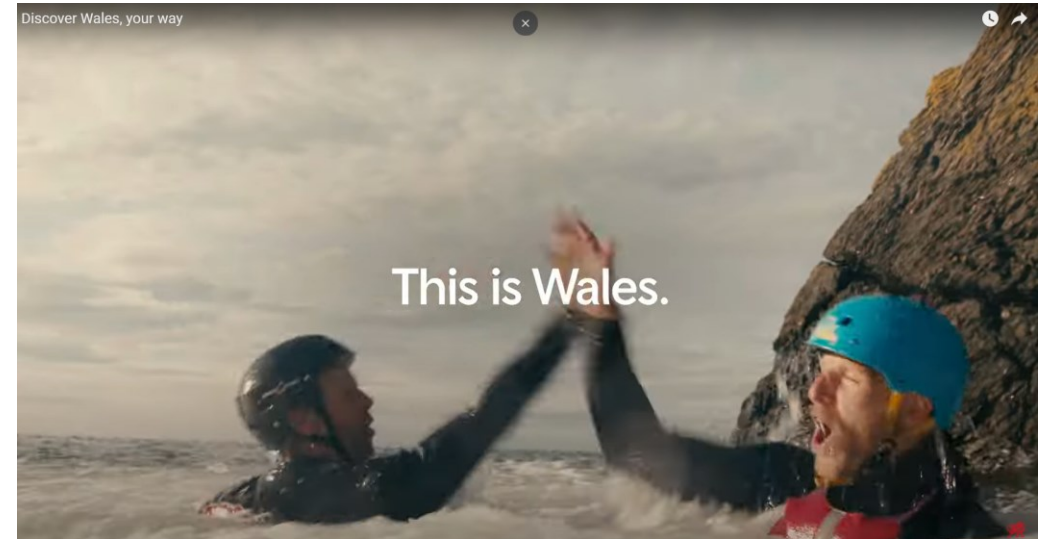


Both advertisements had a similar level of recall, with 34% having said they could recall seeing each in the last few months.

**34% stated they have seen the TV ADVERT**

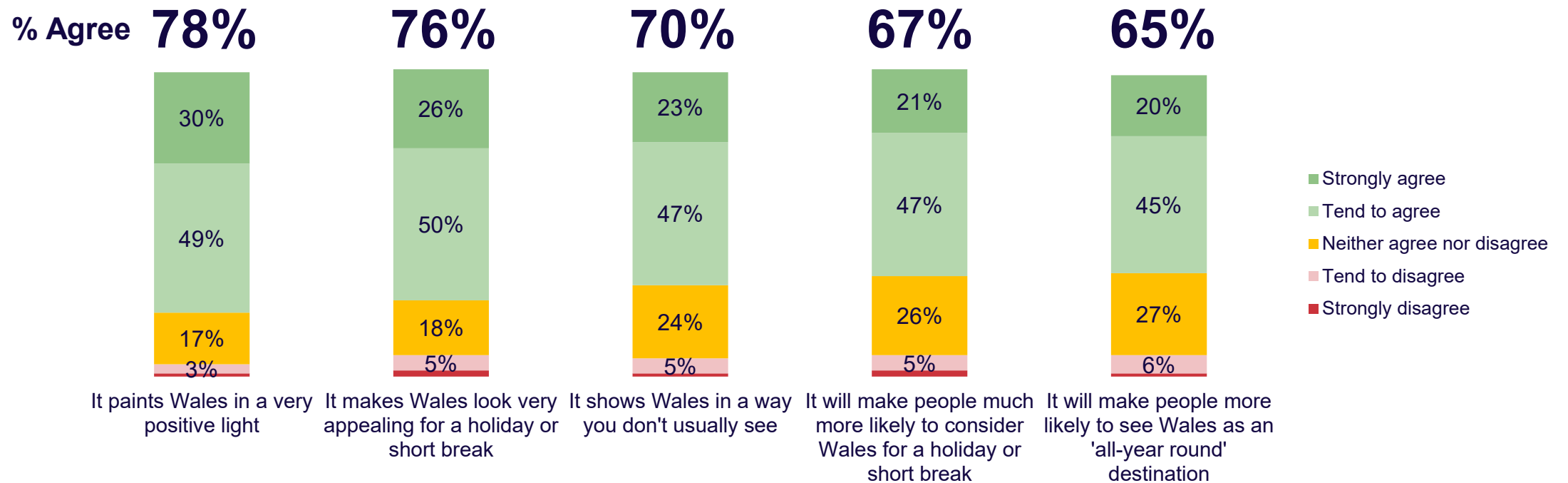


**34% stated they have seen the Digital Vignette**



# Perceptions of the advertisements were positive, with a notable majority agreeing that they paint Wales in a positive light and that they makes Wales look very appealing for a trip.

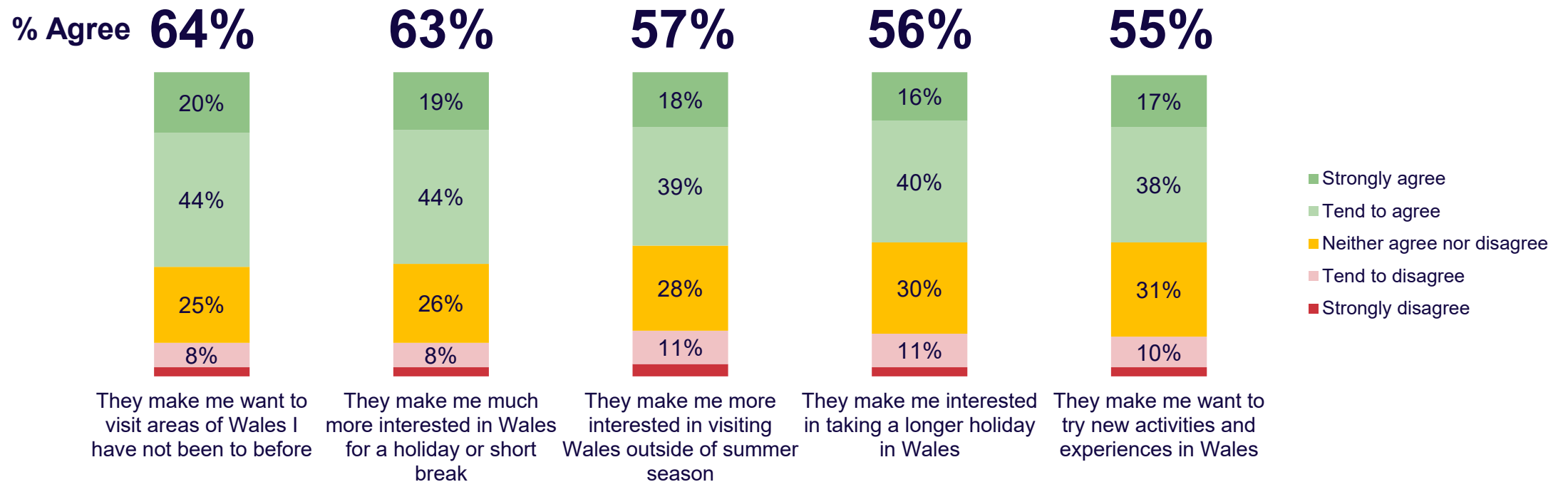
## Perceptions of films overall





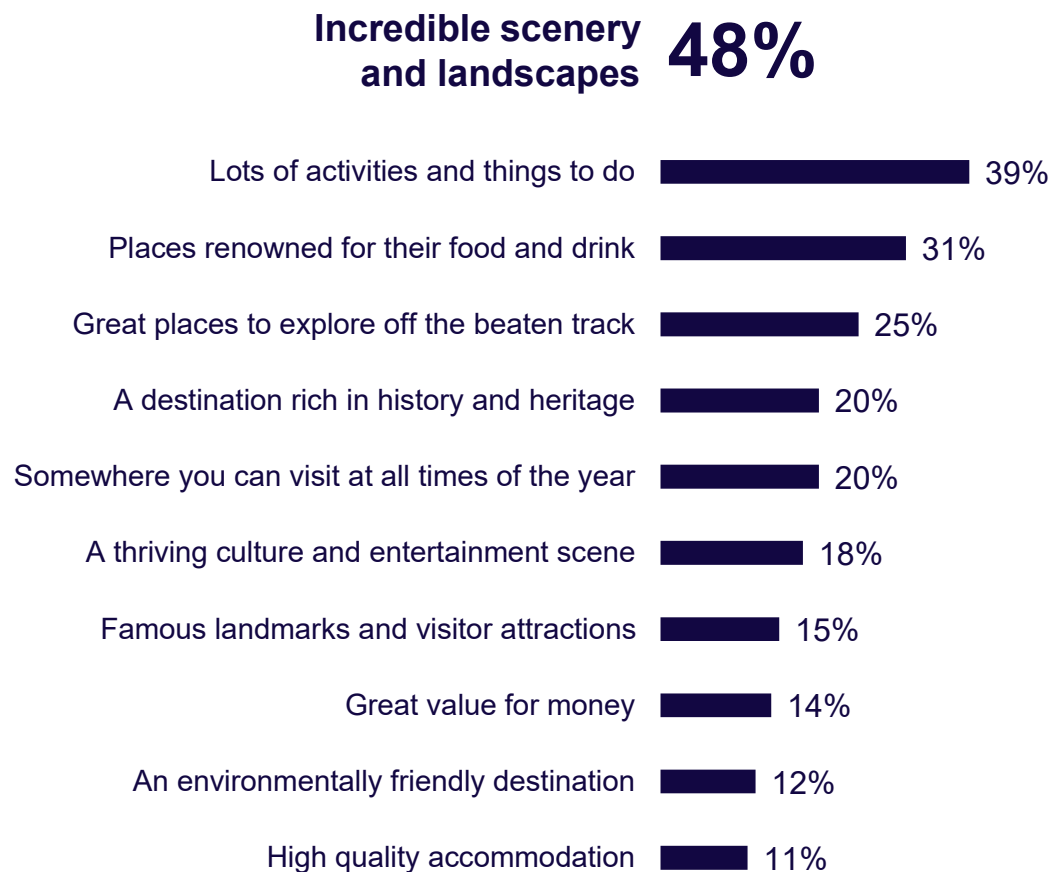
Around two-thirds agree that the campaign makes them want to visit areas of Wales they have not been to before and a similar proportion agreed that it makes them much more interested in taking a trip to Wales in general.

## Perceptions of films overall



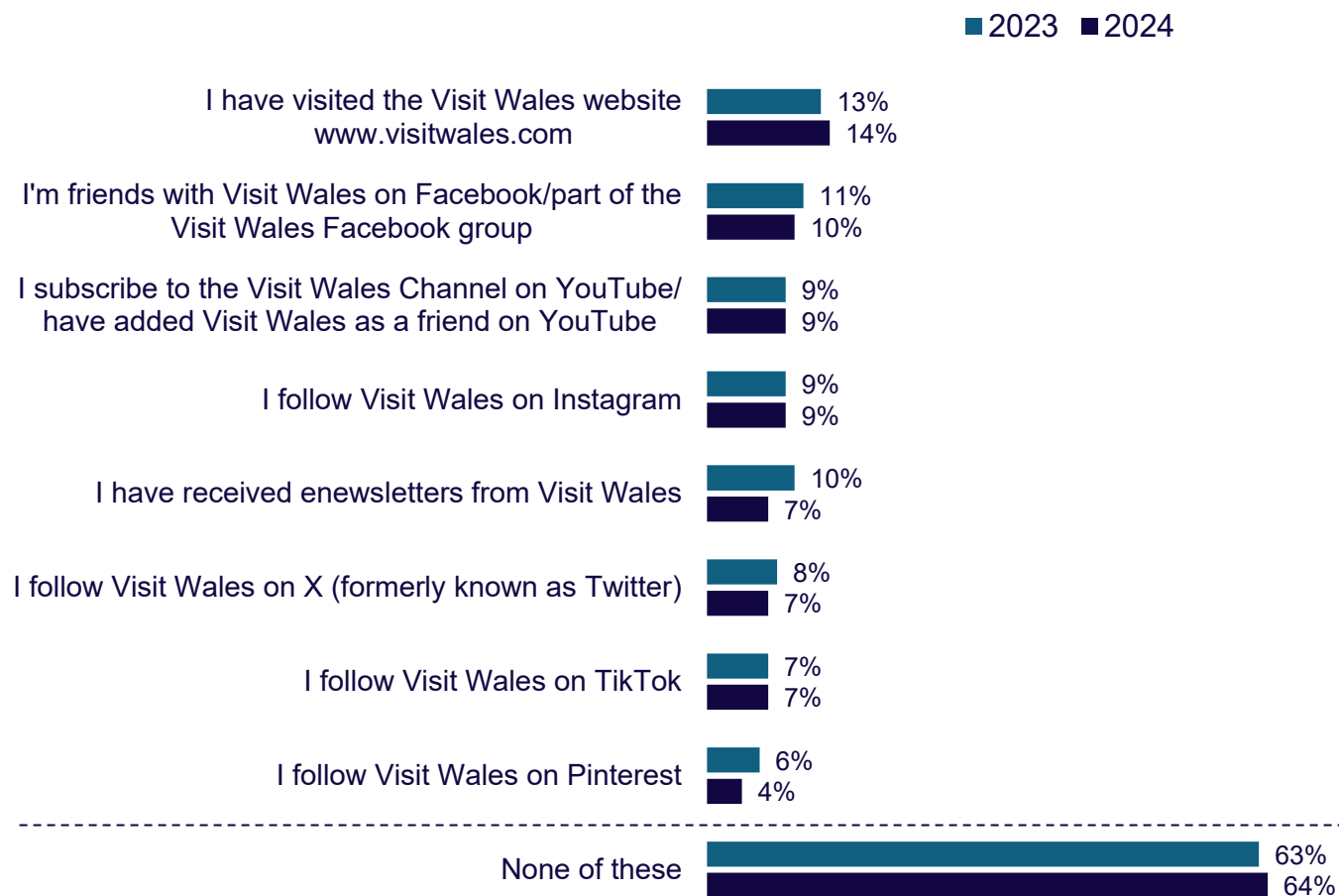
The advertisements scored highly for communicating incredible scenery and landscapes in Wales and for having lots of activities and things to do.

## Descriptive statements that come out from advertisements





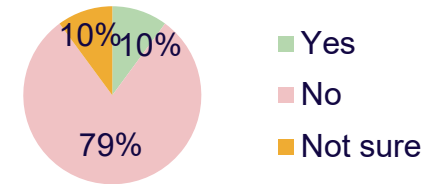
# 36% reported engaging with one of the Visit Wales digital marketing channels in the last 12 months, with the website and Facebook being the leading points of contact.



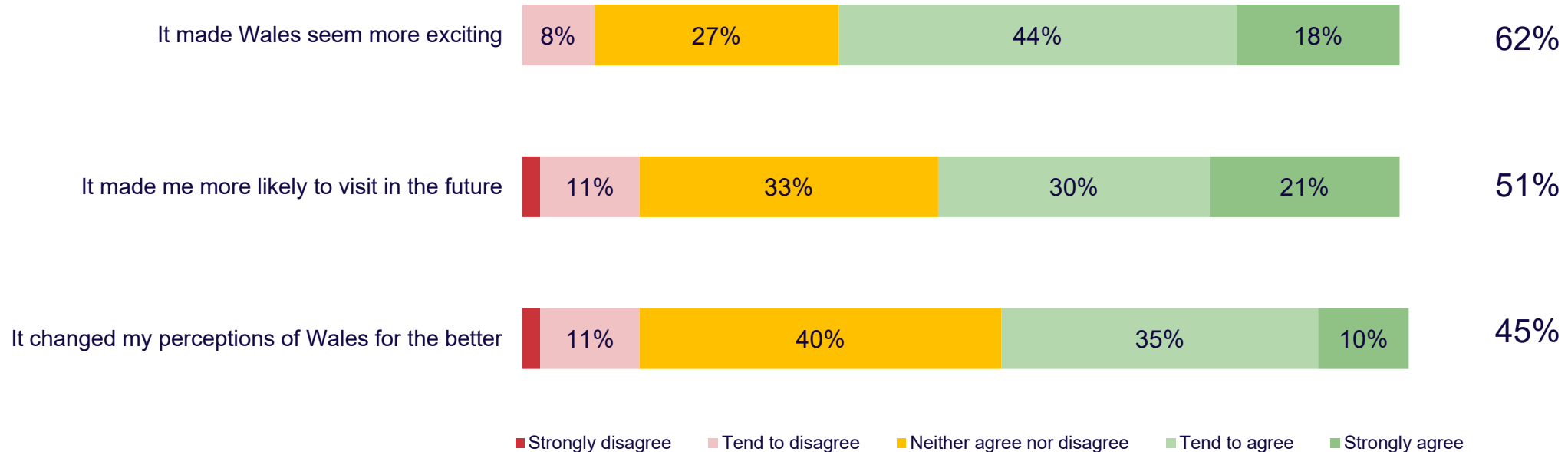
H8. More generally, which of the following apply to you and Visit Wales in the last 12 months?  
Total base size, n=1151.

Among those who are unlikely to visit or undecided about visiting Wales in 2023, 10% acknowledged exposure to marketing or advertising regarding Welsh tourism. Among this group, the majority agreed that the advertisements made Wales seem more exciting and increased their likelihood of visiting in the future.

% of those unlikely or undecided about visiting Wales in 2023, have you seen any marketing or advertising in relation to Welsh tourism?



**% Agree**



### **Enhanced awareness of Wales as a destination indicates effective marketing**

Increasing numbers of UK holidaymakers are becoming more familiar with Welsh tourism spots due to impactful marketing strategies, with a notable rise in awareness compared to previous years.

### **Social influence and media drive interest in Wales**

60% of potential visitors have encountered information about Wales through various sources, with word of mouth and television leading, with some key differences in demographics.

### **Positive advertisement receptions boost interest in Welsh visits**

Advertisements promoting Wales are resonating well, making the country look appealing and encouraging viewers to explore previously unvisited areas.



# WELCOME TO WREXHAM IMPACT



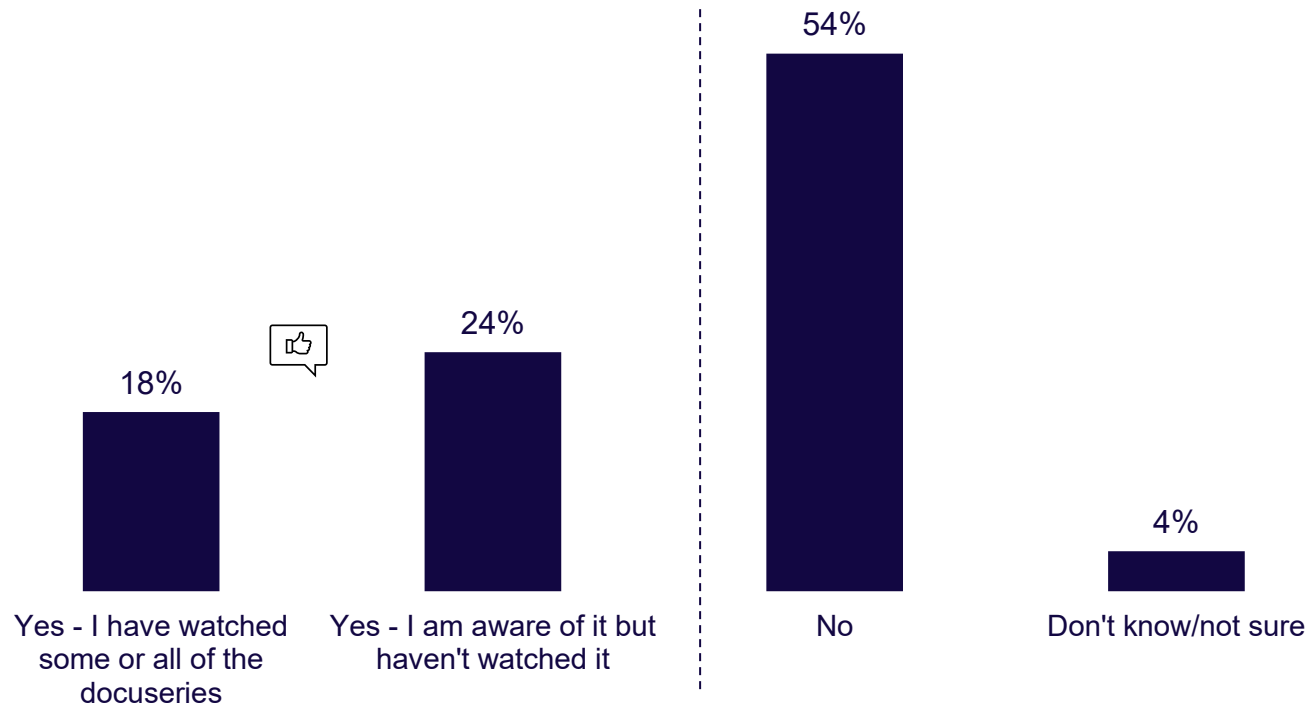
Llywodraeth Cymru  
Welsh Government

**KUBI**  
**KALLOD**



42% stated they were aware of the TV docuseries "Welcome to Wrexham".

### Heard or watched the TV docuseries "Welcome to Wrexham"



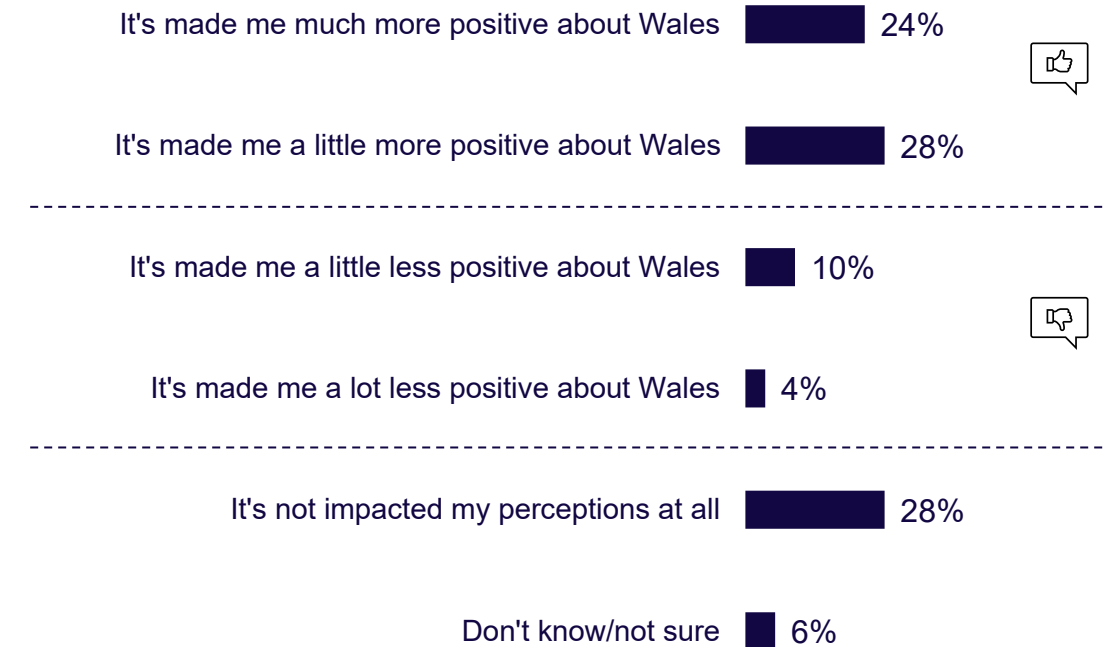
G1. Before filling out this questionnaire, had you heard or watched the TV docuseries "Welcome to Wrexham"?  
Total base size, n=1151.

Of those who are aware of “Welcome to Wrexham”, a third stated they ‘talked about Wrexham or Wales with other people’. A notable majority agreed that it made them more positive about Wales.

### “Welcome to Wrexham” influence



### “Welcome to Wrexham” impact perception of Wales



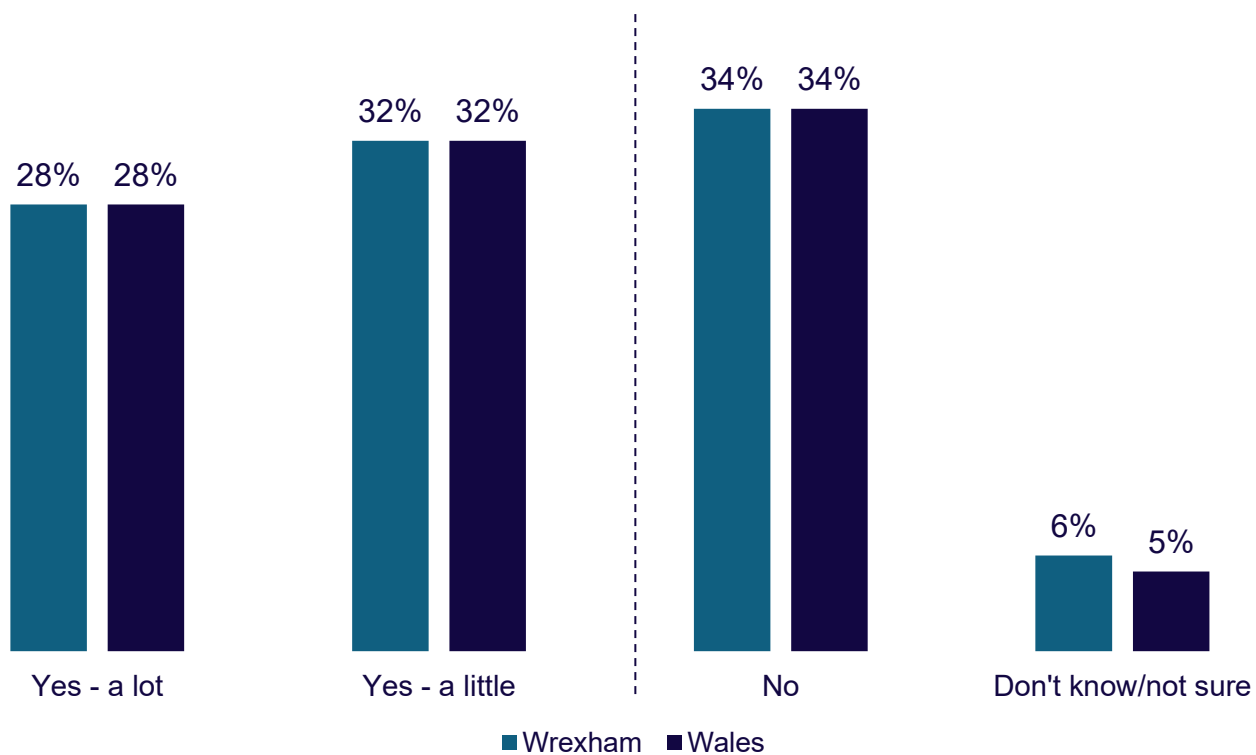
G2. Which, if any, of the following have you done as a result of hearing about or watching the TV docuseries "Welcome to Wrexham"?

G3. How if at all, has the docuseries “Welcome to Wrexham” impacted your perceptions of Wales? All who are aware of “Welcome to Wrexham”, n=482.



# The majority of those who are aware of “Welcome to Wrexham” had increased interest in visiting both Wrexham and Wales.

## “Welcome to Wrexham” increased interest in visiting Wrexham/Wales?





## **"Welcome to Wrexham" Docuseries boosts Welsh visibility**

A notable number of UK holidaymakers are aware of the TV docuseries, sparking conversations and enhancing the visibility of Wrexham and Wales.

## **Positive perceptions of Wales rise following Docuseries**

A notable portion of viewers reported a more positive outlook on Wales after watching "Welcome to Wrexham," highlighting the impact of media on tourism perceptions.

## **Docuseries drives tourist interest in Wrexham and Wales**

The majority of those familiar with the docuseries express a heightened interest in visiting Wrexham and Wales, indicating the series' effectiveness in boosting tourism interest.



# REASONS FOR NOT VISITING WALES



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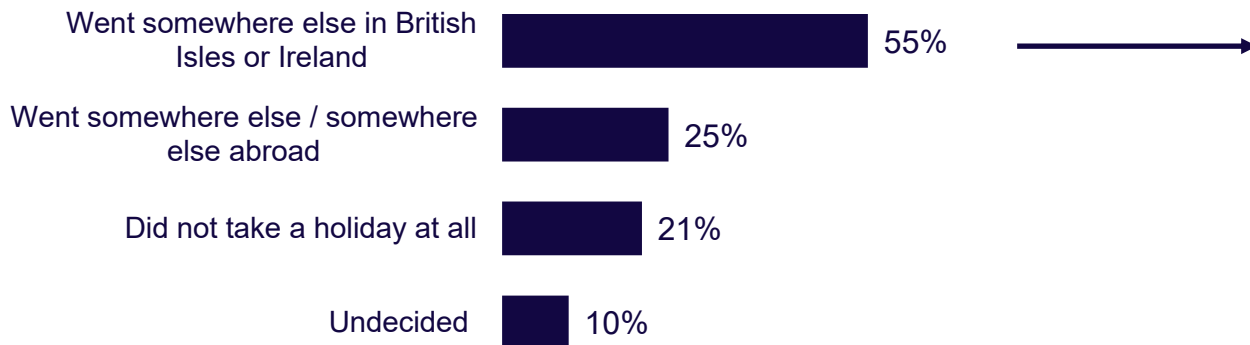
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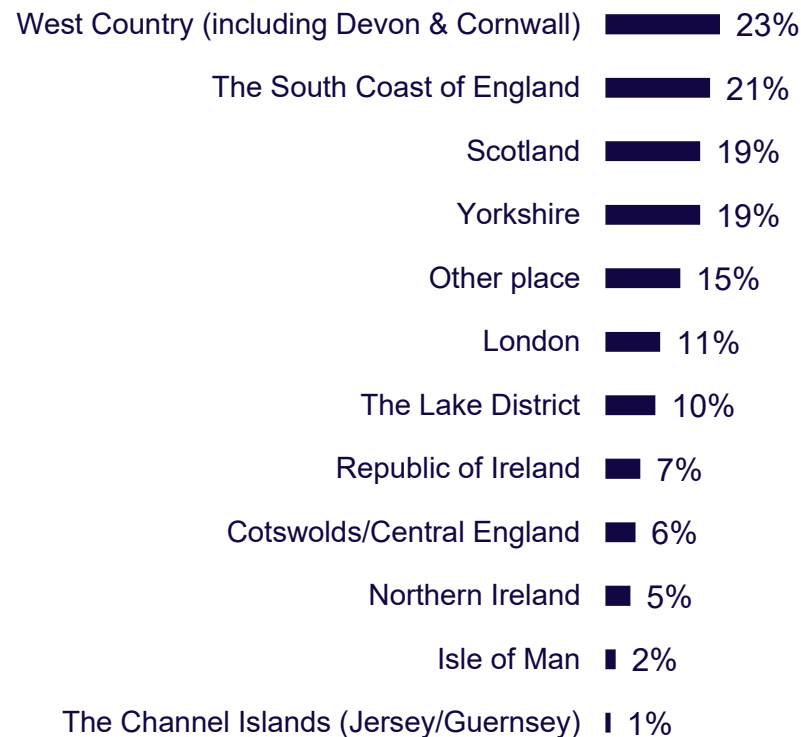


Of non-Wales trip takers, two thirds did not consider an overnight trip in Wales in 2023. Just over half decided to go elsewhere in British Isles or Ireland, with the West Country being the most popular destination.

**23%** of non-Wales trip takers were considering an overnight trip in Wales in 2023



### Where in British Isles or Ireland?



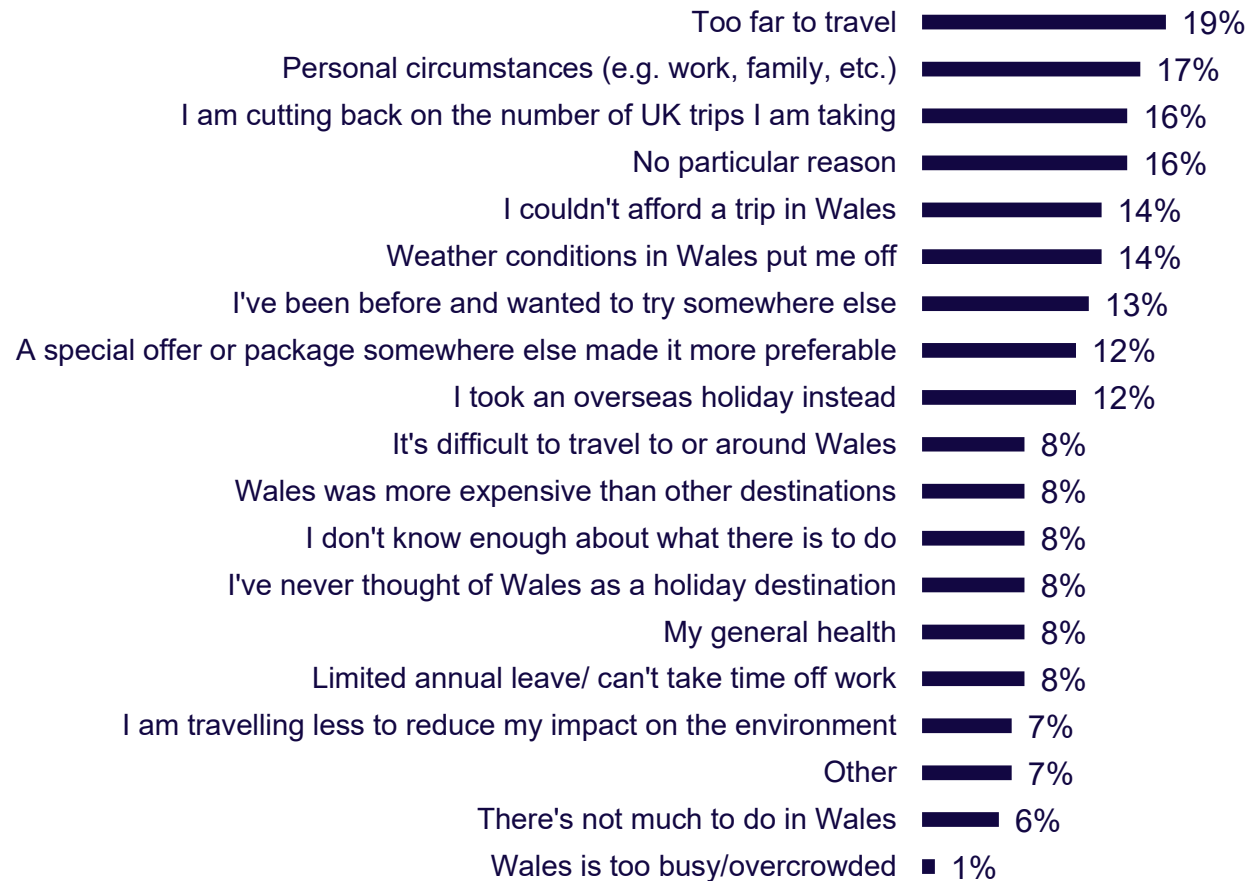
E1. You indicated that you did not take a short break or holiday in Wales in 2023. Were you considering a trip in Wales in 2023 at any stage?

E2. Did you go somewhere else for a short break or holiday in 2023 or did you not take one at all? Non-Wales trip takers 2023, n=713.

E3. To which of the following areas of the British Isles and Ireland did you go on your short break or holiday in 2023? Went to British Isles or Ireland, n=390.

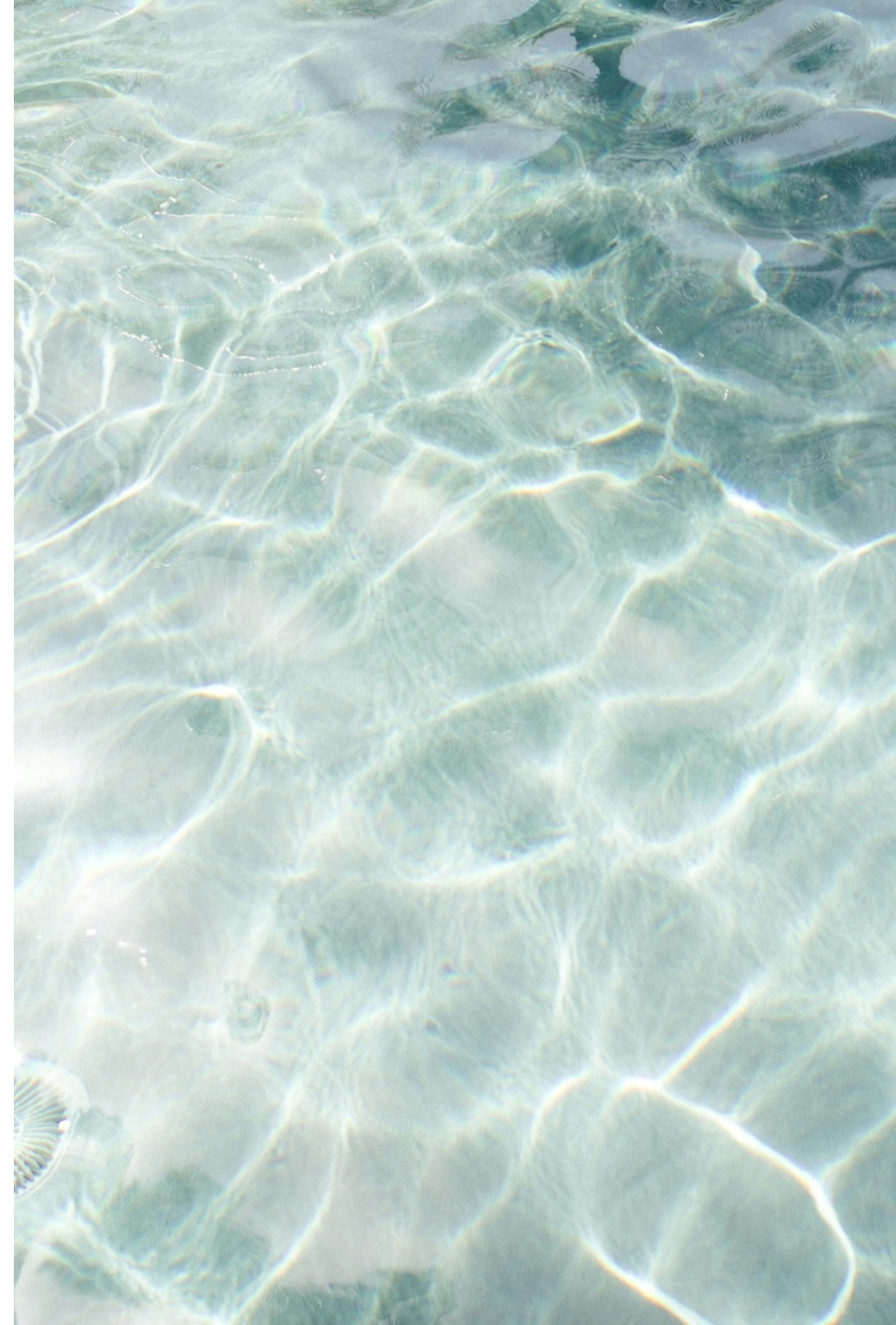
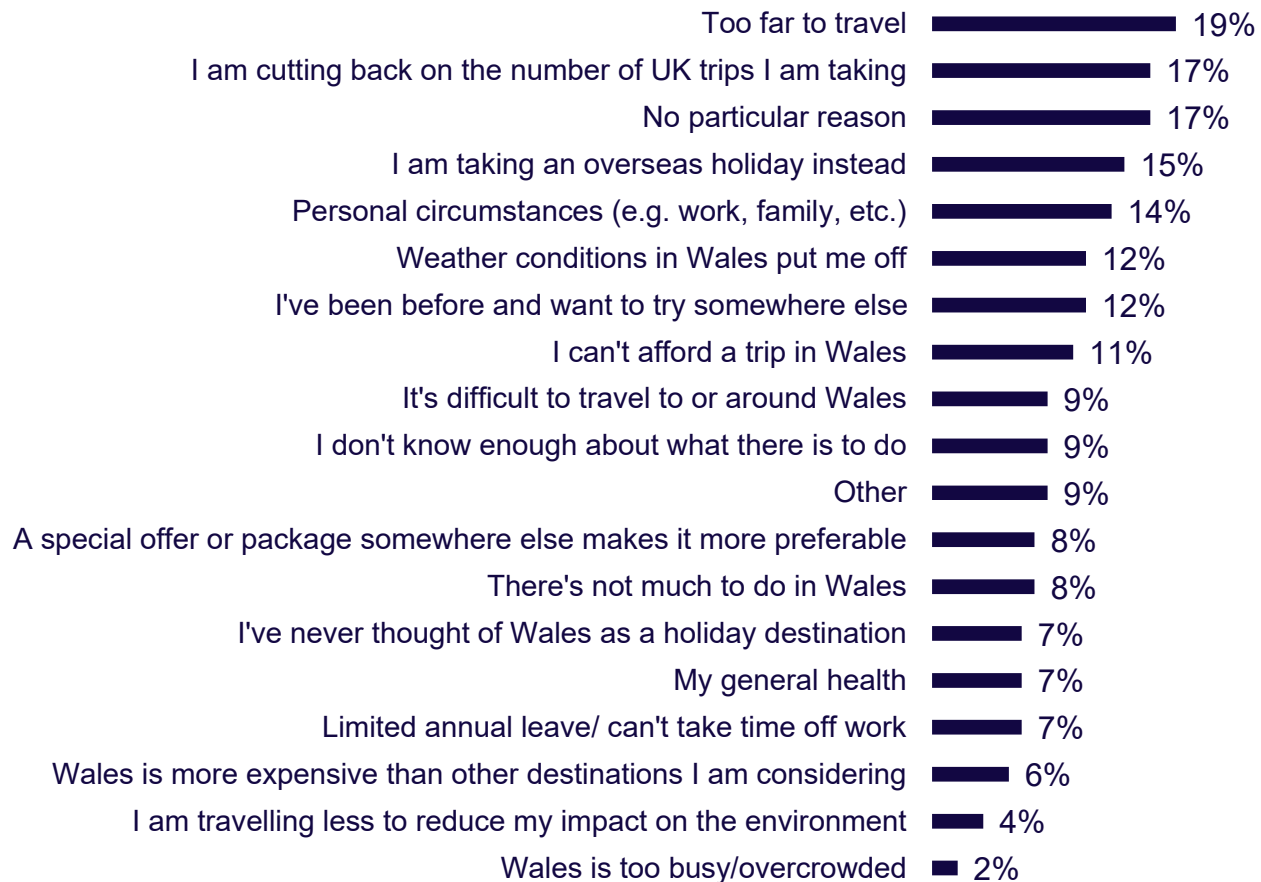
# Distance and personal circumstances were the top two reasons for not visiting Wales in 2023.

## Reasons for not visiting Wales in 2023



In 2024, the primary reason for not planning to visit Wales is also that it is too far to travel, mirroring the top rationale from 2023. This was closely followed by people deciding to cut back on domestic tourism in general.

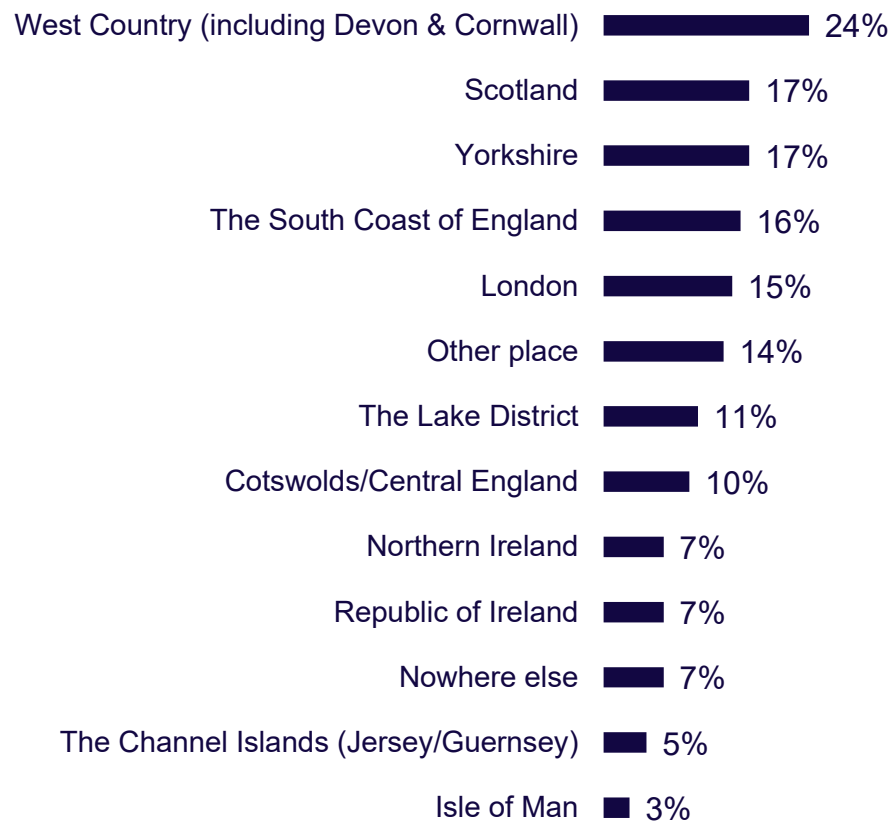
### Reasons for not planning to visit Wales in 2024





Among those who are not planning to visit Wales in 2024, the West Country (24%) is the most popular UK and Ireland destination.

### UK and Ireland locations considered for visiting in 2024



## Reasons for not visiting Wales in 2023 or planning to visit in 2024

### Distance and personal reasons deter Wales visits in 2023

Two-thirds of potential visitors did not consider Wales for overnight trips, primarily due to travel distance and personal circumstances.

### Travel proximity influences UK holiday choices

More than half of the non-Wales travellers chose other destinations within the British Isles or Ireland, with the West Country emerging as the most popular alternative.

### Travel distance remains a barrier for 2024 Wales trips

Continuing from 2023, the primary deterrent for potential visitors in 2024 is the considerable travel distance to Wales, compounded by a general reduction in domestic tourism plans.



# MOTIVATION & PERCEPTIONS



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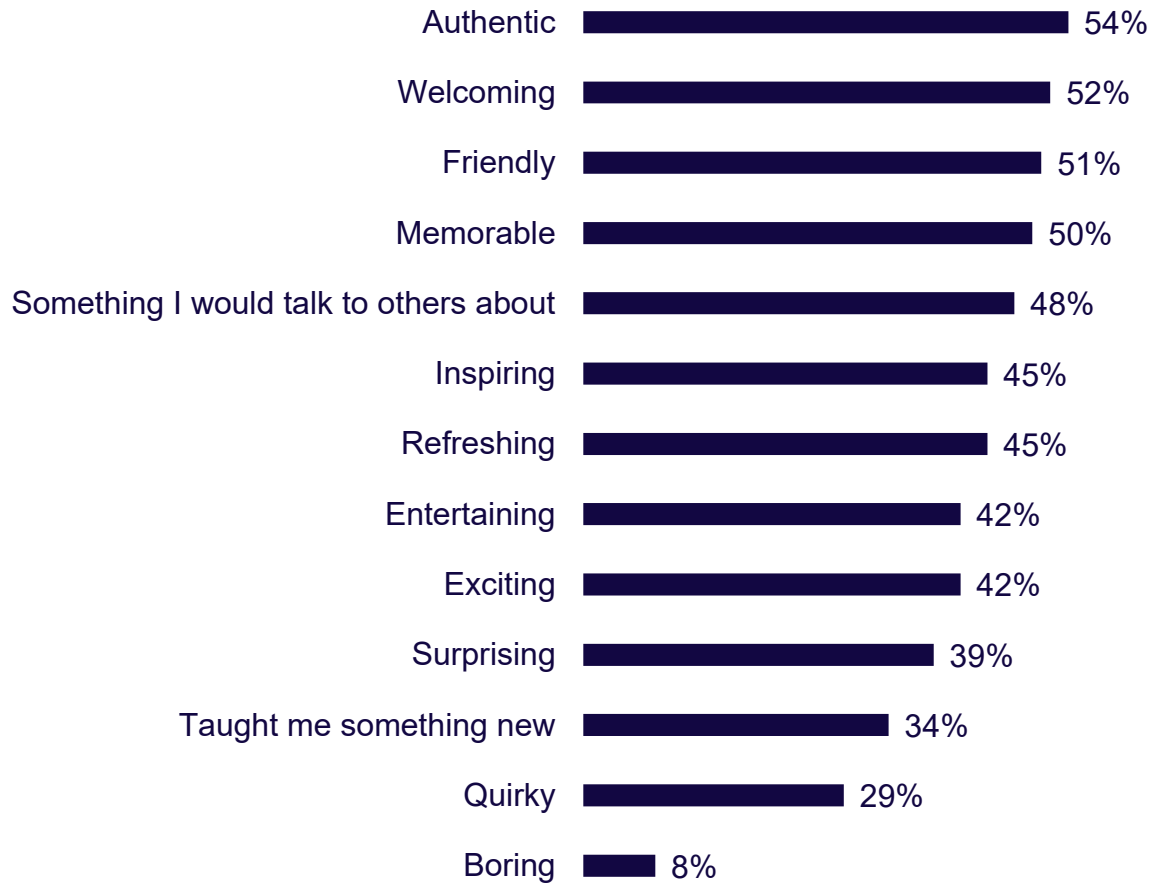
**KUBI  
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# More than half associate Wales with being authentic, welcoming and friendly.

## Association with Wales



I2. Please select all the holiday destinations you associate with the following words.  
Total base size, n=1151.



There are a broad range of associations with Wales. 58% agree that Wales is a place which is rich in history and heritage, with plenty of intriguing spots to explore beyond the capital city.

### Statements association with Wales








## A welcoming destination

UK holidaymakers hold a generally positive view of Wales, frequently associating it with authenticity, friendliness, and a welcoming atmosphere. These perceptions paint Wales as a genuine and hospitable destination.



## Cultural heritage

The UK domestic holiday market most commonly associates Wales with a rich history and abundant opportunities for exploration. Wales is seen as an area of historical and cultural significance, particularly appealing to those interested in heritage.