Tourism profile – Wales Local Authorities 2011-16

Title: Tourism profile – Wales Local Authorities 2011-16
Subtitle: Summary of tourism trends for local authorities in Wales 2011 – 2016

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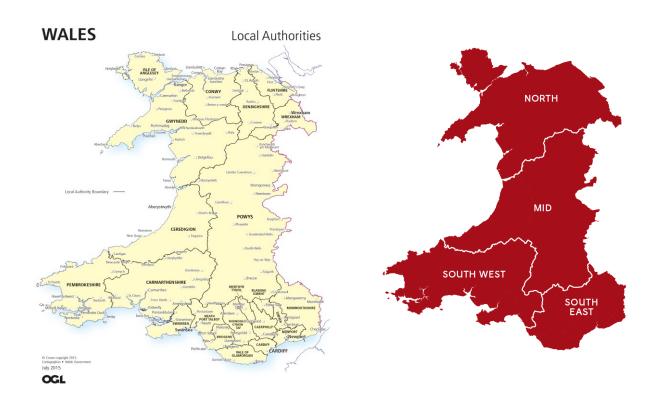
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This report contains tourism-related data on local authorities in Wales for the period 2011-2016 Please also refer to the four Wales regional tourism profiles for further comparative information. Following the advice of the Office for National Statistics, in order to maximise statistical robustness, figures are presented as annual averages over 3 years. 2016 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, bedstock supply information as well as employment statistics covering the tourism sector, one of the Welsh Government's nine priority sectors

Tourism profile – Wales Local Authorities
Summary of tourism trends for local authorities in Wales
2011 – 2016

Map of Welsh local authorities

Map of regions of Wales

Introduction

The tables in this profile contain tourism-related data for the 22 Local Authorities in Wales during the period 2011 - 2016. The data is sorted alphabetically by local authority. Please note that the data is presented using 3-year rolling averages, as the sample sizes of the various tourism surveys used to compile this profile would be too small to give statistically reliable data for each local authority on an annual basis.

The profile contains summary tables on domestic overnight, international overnight and domestic day visitors to Wales, as well as employment statistics covering the tourism sector, one of the Welsh Government's nine priority sectors. In order to provide context to the data for the individual Welsh local authorities, we have also provided data for the overall GB-level, Wales-level and the four regions of Wales shown in the map above. Please refer also to the four Wales regional tourism profiles published along with this local authority profile for comparative information on a Wales regional basis.

GB Domestic Visitors to Wales

Great Britain Tourism Survey

The GBTS is a continuous survey of the GB population that is the source of official statistics measuring the volume and value of overnight trips taken by British residents throughout Britain.

Trips (thousands)	2011-2013	2012-2014	2013-2015	2014-2016
GB	125,186	121,055	120,524	119,374
Wales	9,743	9,845	10,127	9,919
North Wales	3,488	3,655	3,713	3,626
Mid Wales	1,618	1,717	1,763	1,750
South East Wales	2,310	2,231	2,473	2,471
South West Wales	2,160	2,089	2,081	2,014

Nights (millions)	2011-2013	2012-2014	2013-2015	2014-2016
GB	383.059	370.464	366.751	362.068
Wales	34.450	34.496	34.986	34.751
North Wales	13.354	13.575	13.199	13.222
Mid Wales	6.244	6.535	6.794	6.819
South East Wales	5.494	5.291	6.097	6.213
South West Wales	8.243	8.166	8.153	7.907

Spend (£ millions)	2011-2013	2012-2014	2013-2015	2014-2016
GB	£ 23,312	£ 23,320	£ 23,603	£ 23,532
Wales	£ 1,673	£ 1,673	£ 1,802	£ 1,800
North Wales	£ 582	£ 591	£ 639	£ 639
Mid Wales	£ 262	£ 281	£ 309	£ 311
South East Wales	£ 374	£ 361	£ 418	£ 421
South West Wales	£ 397	£ 390	£ 386	£ 387

GB Domestic overnight trips (thousands) to Local Authorities in Wales 2011-2016

Region	Local Authority	2011-2013	2012-2014	2013-2015	2014-2016
South East	Blaenau Gwent	32	27	43	41
South East	Bridgend	211	238	213	235
South East	Caerphilly	73	58	59	58
South East	Cardiff	1,142	1,102	1,273	1,191
South West	Carmarthenshire	397	366	331	320
Mid	Ceredigion	574	574	622	589
North	Conwy	892	929	978	928
North	Denbighshire	675	784	710	676
North	Flintshire	204	200	208	184
North	Gwynedd	1,479	1,660	1,679	1,743
North	(Isle of) Anglesey	530	453	497	427
South East	Merthyr Tydfil	16	30	43	33
South East	Monmouthshire	363	350	368	388
South West	Neath and Port Talbot	86	77	84	81
South East	Newport	194	194	187	240
South West	Pembrokeshire	1,138	1,144	1,118	1,031
Mid	Powys	583	624	620	642
South East	Rhondda Cynon Taf	125	99	88	64
South West	Swansea	550	512	556	590
South East	(The) Vale of Glamorgan	98	108	161	192
South East	Torfaen	70	39	55	42
North	Wrexham	151	167	180	200

GB Domestic Nights spent (millions) in Local Authorities in Wales 2011-2016

Region	Local Authority	2011-2013	2012-2014	2013-2015	2014-2016
South East	Blaenau Gwent	0.077	0.067	0.131	0.144
South East	Bridgend	0.743	0.724	0.677	0.704
South East	Caerphilly	0.170	0.175	0.144	0.144
South East	Cardiff	2.454	2.415	2.843	2.635
South West	Carmarthenshire	1.377	1.293	1.198	1.166
Mid	Ceredigion	2.416	2.412	2.480	2.249
North	Conwy	3.274	3.397	3.562	3.425
North	Denbighshire	2.307	2.378	2.218	2.167
North	Flintshire	0.621	0.694	0.692	0.574
North	Gwynedd	6.538	7.094	6.604	7.317
North	(Isle of) Anglesey	1.938	1.634	1.826	1.577
South East	Merthyr Tydfil	0.030	0.065	0.131	0.113
South East	Monmouthshire	0.850	0.835	1.038	1.116
South West	Neath and Port Talbot	0.205	0.164	0.184	0.196
South East	Newport	0.366	0.336	0.355	0.517
South West	Pembrokeshire	5.025	5.199	5.141	4.848
Mid	Powys	1.996	2.025	2.112	2.206
South East	Rhondda Cynon Taf	0.354	0.222	0.221	0.202
South West	Swansea	1.635	1.510	1.630	1.697
South East	(The) Vale of Glamorgan	0.256	0.317	0.407	0.503
South East	Torfaen	0.195	0.135	0.151	0.134
North	Wrexham	0.387	0.422	0.445	0.446

GB Domestic Tourism Spend (£ millions) on overnight trips in Local Authorities in Wales 2011-2016

Region	Local Authority	2011-2013	2012-2014	2013-2015	2014-2016
South East	Blaenau Gwent	£ 3	£ 3	£ 7	£ 7
South East	Bridgend	£ 38	£ 44	£ 34	£ 38
South East	Caerphilly	£ 10	£ 6	£ 6	£ 6
South East	Cardiff	£ 215	£ 206	£ 242	£ 222
South West	Carmarthenshire	£ 66	£ 60	£ 49	£ 46
Mid	Ceredigion	£ 90	£ 88	£ 94	£ 86
North	Conwy	£ 171	£ 164	£ 184	£ 178
North	Denbighshire	£ 102	£ 104	£ 98	£ 102
North	Flintshire	£ 29	£ 27	£ 26	£ 19
North	Gwynedd	£ 253	£ 300	£ 321	£ 337
North	(Isle of) Anglesey	£ 85	£ 63	£ 80	£ 85
South East	Merthyr Tydfil	£ 1	£ 3	£ 6	£ 5
South East	Monmouthshire	£ 49	£ 47	£ 57	£ 64
South West	Neath and Port Talbot	£ 9	£ 7	£ 8	£ 11
South East	Newport	£ 27	£ 25	£ 31	£ 54
South West	Pembrokeshire	£ 233	£ 241	£ 241	£ 247
Mid	Powys	£ 91	£ 100	£ 113	£ 124
South East	Rhondda Cynon Taf	£ 11	£ 9	£ 9	£ 11
South West	Swansea	£ 89	£ 83	£ 87	£ 88
South East	(The) Vale of Glamorgan	£ 11	£ 13	£ 20	£ 25
South East	Torfaen	£ 9	£ 6	£ 7	£ 5
North	Wrexham	£ 17	£ 22	£ 25	£ 28

International Visitors to Wales

International Passenger Survey

IPS is a survey undertaken by the Office for National Statistics collecting information about overseas passengers entering and leaving the UK, which is the main source of statistics on the volume and value of international visits to Wales.

Visits (thousands)	2011-2013	2012-2014	2013-2015	2014-2016
UK	31,523	32,717	34,397	36,037
Wales	867	885	924	992
North Wales	235	232	253	274
Mid Wales	80	82	87	98
South East Wales	436	441	467	497
South West Wales	175	191	191	205

Spend (£ millions)	2011-2013	2012-2014	2013-2015	2014-2016
UK	£ 9,157	£ 20,440	£ 21,583	£ 22,027
Wales	£ 342	£ 355	£ 376	£ 407
North Wales	£ 75	£ 76	£ 82	£ 88
Mid Wales	£ 35	£ 37	£ 39	£ 45
South East Wales	£ 168	£ 165	£ 175	£ 178
South West Wales	£ 62	£ 74	£ 76	£ 90

International trips (thousands) to Local Authorities in Wales 2011-2016

Region	Local Authority	2011-2013	2012-2014	2013-2015	2014-2016
South East	Blaenau Gwent	3.8	3.2	3.0	2.6
South East	Bridgend	20.5	18.2	19.9	22.4
South East	Caerphilly	9.7	10.4	13.1	15.1
South East	Cardiff	296.7	299.5	319.0	339.9
South West	Carmarthenshire	30.4	28.1	28.0	23.7
Mid	Ceredigion	29.0	35.1	38.1	44.1
North	Conwy	56.0	63.7	71.3	81.8
North	Denbighshire	30.2	28.4	30.7	34.6
North	Flintshire	16.0	17.4	19.0	19.8
North	Gwynedd	81.9	77.7	79.5	88.4
North	(Isle of) Anglesey	44.8	38.5	44.0	48.2
South East	Merthyr Tydfil	5.0	5.1	4.9	3.2
South East	Monmouthshire	35.4	36.6	36.0	38.2
South West	Neath and Port Talbot	13.6	16.6	14.8	15.7
South East	Newport	48.8	50.7	54.4	56.9
South West	Pembrokeshire	60.2	74.3	73.3	89.5
Mid	Powys	38.5	34.8	38.2	39.0
South East	Rhondda Cynon Taf	8.9	10.8	10.0	12.8
South West	Swansea	74.6	76.9	78.8	79.7
South East	(The) Vale of Glamorgan	9.4	10.4	12.8	15.1
South East	Torfaen	5.3	5.9	6.3	6.9
North	Wrexham	27.0	27.6	31.5	31.9

International Spend (£ millions) in Local Authorities in Wales 2011-2016

Region	Local Authority	2011-2013	2012-2014	2013-2015	2014-2016
South East	Blaenau Gwent	£ 1.0	£ 0.9	£ 0.6	£ 0.4
South East	Bridgend	£ 8.2	£ 6.4	£ 4.4	£ 6.1
South East	Caerphilly	£ 2.7	£ 3.2	£ 4.9	£ 5.6
South East	Cardiff	£ 112.6	£ 117.4	£ 123.2	£ 122.4
South West	Carmarthenshire	£ 7.7	£ 9.4	£ 9.1	£ 2.4
Mid	Ceredigion	£ 17.5	£ 19.6	£ 15.6	£ 21.7
North	Conwy	£ 20.2	£ 20.7	£ 21.1	£ 22.4
North	Denbighshire	£ 8.1	£ 8.3	£ 10.9	£ 13.3
North	Flintshire	£ 3.7	£ 5.8	£ 5.9	£ 6.9
North	Gwynedd	£ 27.7	£ 26.1	£ 26.0	£ 27.7
North	(Isle of) Anglesey	£ 8.7	£ 7.9	£ 9.5	£ 7.7
South East	Merthyr Tydfil	£ 1.1	£ 1.1	£ 0.9	£ 0.6
South East	Monmouthshire	£ 12.3	£ 11.2	£ 10.9	£ 12.1
South West	Neath and Port Talbot	£ 3.8	£ 4.1	£ 5.1	£ 5.2
South East	Newport	£ 16.0	£ 12.9	£ 12.5	£ 3.2
South West	Pembrokeshire	£ 17.8	£ 21.1	£ 20.9	£ 23.8
Mid	Powys	£ 13.1	£ 11.9	£ 18.3	£ 16.2
South East	Rhondda Cynon Taf	£ 4.9	£ 4.5	£ 8.5	£ 9.1
South West	Swansea	£ 32.4	£ 39.6	£ 40.6	£ 48.5
South East	(The) Vale of Glamorgan	£ 6.1	£ 6.7	£ 7.5	£ 6.9
South East	Torfaen	£ 2.6	£ 1.2	£ 1.3	£ 1.8
North	Wrexham	£ 10.8	£ 12.1	£ 14.0	£ 16.8

GB Domestic Day Visitors to Wales

[Great Britain Day Visits Survey](#)

GBDVS is a continuous survey of the GB population which is the source of official statistics measuring the volume and value of tourism day trips taken by British residents throughout Britain.

Visits (millions)	2011-2013	2012-2014	2013-2015	2014-2016
GB	1,857	1,872	1,801	1,803
Wales	112	107	97	97
North Wales	29	28	26	28
Mid Wales	12	14	13	11
South East Wales	47	43	38	37
South West Wales	24	23	21	21

Spend (£ millions)	2011-2013	2012-2014	2013-2015	2014-2016
GB	£ 62,498	£ 63,161	£ 61,938	£ 62,560
Wales	£ 3,770	£ 3,669	£ 3,240	£ 3,432
North Wales	£ 857	£ 1,051	£ 889	£ 1,052
Mid Wales	£ 381	£ 363	£ 354	£ 307
South East Wales	£ 1,727	£ 1,622	£ 1,379	£ 1,533
South West Wales	£ 729	£ 740	£ 701	£ 694

Day visits (millions) undertaken to Local Authorities in Wales 2011-2016

Region	Local Authority	2011-2013	2012-2014	2013-2015	2014-2016
South East	Blaenau Gwent	0.67	0.63	0.67	0.61
South East	Bridgend	4.88	4.34	4.12	4.67
South East	Caerphilly	2.05	1.92	1.59	2.25
South East	Cardiff	20.98	19.07	16.41	14.51
South West	Carmarthenshire	6.16	5.52	5.39	5.25
Mid	Ceredigion	4.91	6.90	6.77	5.74
North	Conwy	6.98	6.76	6.26	7.45
North	Denbighshire	5.02	5.05	3.71	4.47
North	Flintshire	3.62	4.43	4.44	4.13
North	Gwynedd	7.11	6.43	6.00	6.23
North	(Isle of) Anglesey	3.18	2.72	2.34	2.50
South East	Merthyr Tydfil	1.00	1.00	0.88	0.93
South East	Monmouthshire	3.87	3.94	3.73	3.01
South West	Neath and Port Talbot	2.58	2.28	1.98	2.15
South East	Newport	3.69	3.77	3.38	3.45
South West	Pembrokeshire	6.15	6.16	4.75	5.42
Mid	Powys	6.75	6.40	5.94	5.42
South East	Rhondda Cynon Taf	3.50	3.02	2.98	3.39
South West	Swansea	9.26	9.33	8.45	8.30
South East	(The) Vale of Glamorgan	3.53	3.33	3.23	3.14
South East	Torfaen	2.77	2.44	1.39	1.07
North	Wrexham	2.76	3.19	3.56	3.06

Spend (millions) on day visits to Local Authorities in Wales 2011-2016

Region	Local Authority	2011-2013	2012-2014	2013-2015	2014-2016
South East	Blaenau Gwent	£ 11	£ 10	£ 9	£ 7
South East	Bridgend	£ 140	£ 141	£ 121	£ 205
South East	Caerphilly	£ 35	£ 34	£ 24	£ 67
South East	Cardiff	£ 1,054	£ 973	£ 840	£ 834
South West	Carmarthenshire	£ 158	£ 165	£ 165	£ 170
Mid	Ceredigion	£ 139	£ 157	£ 167	£ 145
North	Conwy	£ 235	£ 260	£ 216	£ 250
North	Denbighshire	£ 116	£ 138	£ 110	£ 184
North	Flintshire	£ 66	£ 197	£ 193	£ 232
North	Gwynedd	£ 214	£ 208	£ 188	£ 204
North	(Isle of) Anglesey	£ 155	£ 146	£ 58	£ 81
South East	Merthyr Tydfil	£ 26	£ 23	£ 19	£ 21
South East	Monmouthshire	£ 98	£ 82	£ 91	£ 89
South West	Neath and Port Talbot	£ 62	£ 53	£ 43	£ 39
South East	Newport	£ 125	£ 156	£ 113	£ 132
South West	Pembrokeshire	£ 198	£ 202	£ 197	£ 171
Mid	Powys	£ 243	£ 206	£ 187	£ 162
South East	Rhondda Cynon Taf	£ 91	£ 61	£ 56	£ 86
South West	Swansea	£ 311	£ 320	£ 297	£ 314
South East	(The) Vale of Glamorgan	£ 75	£ 74	£ 61	£ 67
South East	Torfaen	£ 73	£ 68	£ 43	£ 24
North	Wrexham	£ 71	£ 101	£ 124	£ 100

Tourism Sector Employment

The Welsh Government supports industry-led investment in nine key sectors of which tourism is one. Priority sector statistics can be found on the highlighted link.

Tourism Sector Employment (thousands)	2011	2012	2013	2014	2015	2016
Wales	117.7	119.2	123.0	123.1	131.6	131.2
North Wales	28.5	29.7	30.7	27.5	32.2	31.2
Mid Wales	7.2	9.7	8.5	9.5	12.1	10.8
South East Wales	57.1	52.6	55.7	59.3	58.4	59.4
South West Wales	24.9	27.1	28.2	27.0	29.0	30.1

Tourism Sector Employment (thousands) by local authority in Wales 2011-2016

Region	Local Authority	2011	2012	2013	2014	2015	2016	% 2016 *
South East	Blaenau Gwent	1.4	1.1	1.4	1.7	1.6	1.2	0.9%
South East	Bridgend	5.1	3.7	4.8	4.5	6.1	6.3	4.8%
South East	Caerphilly	3.6	4.4	3.3	4.1	4.5	4.4	3.4%
South East	Cardiff	21.7	19.4	22.6	24.3	20.9	21.3	16.2%
South West	Carmarthenshire	5.4	5.4	7.2	4.8	6.6	7.5	5.7%
Mid	Ceredigion	2.9	3.2	3.4	4.3	5.0	4.8	3.7%
North	Conwy	5.8	5.7	6.1	5.4	6.7	7.0	5.3%
North	Denbighshire	4.1	4.7	4.4	3.6	2.8	4.1	3.1%
North	Flintshire	3.8	4.2	3.7	4.4	4.8	5.4	4.1%
North	Gwynedd	8.1	8.9	9.4	7.9	9.6	7.3	5.6%
North	Isle of Anglesey	2.8	3.7	3.9	2.7	4.0	3.5	2.7%
South East	Merthyr Tydfil	1.6	2.0	1.1	1.4	1.7	1.8	1.4%
South East	Monmouthshire	4.8	3.9	4.9	4.3	4.7	4.5	3.4%
South West	Neath Port Talbot	3.5	3.7	3.5	3.5	4.3	4.3	3.3%
South East	Newport	4.7	5.4	4.4	5.7	5.3	5.9	4.5%
South West	Pembrokeshire	5.9	6.5	7.8	5.8	7.2	7.9	6.0%
Mid	Powys	4.3	6.5	5.1	5.2	7.1	6.0	4.6%
South East	Rhondda Cynon Taf	6.0	6.1	7.3	6.3	6.1	7.3	5.6%
South West	Swansea	10.1	11.5	9.7	12.9	10.9	10.4	7.9%
South East	The Vale of Glamorgan	5.1	3.9	3.3	4.4	4.4	4.4	3.4%
South East	Torfaen	3.1	2.7	2.6	2.6	3.1	2.3	1.8%
North	Wrexham	3.9	2.5	3.2	3.5	4.3	3.9	3.0%

Please note that the last column % 2016 shows the percentage of tourism employment within the local authority of all tourism employment in Wales 2016.

Sources used in this profile

The surveys and other sources used in this profile are Great Britain Tourism Survey (GBTS), International Passenger Survey (IPS), Great Britain Day Visitor Survey (GBDVS) and the Welsh Government Priority Sector Statistics.

Great Britain Tourism Survey

The Great Britain Tourism Survey (GBTS**),** is a national continuous consumer survey measuring the volume and value of overnight trips taken by residents of Great Britain, providing volumes, values and characteristics of domestic tourism within Great Britain. The survey measures participation in overnight tourism trips taken to destinations in GB by residents of England, Scotland and Wales.

GBTS replaced the previous United Kingdom Tourism Survey (UKTS) which also included trips to Northern Ireland running from 1989 until 2010 inclusive. GBTS is jointly sponsored by VisitEngland, VisitScotland and Visit Wales (the Tourism Department of the Welsh Government).

The GBTS survey is conducted continuously throughout the year, using face-to-face interviewing, as part of the TNS in-home omnibus surveys. Weekly omnibus surveys are conducted with a representative sample of 2,000 adults aged 16 and over within GB. Respondents are asked whether they have taken trips in the UK in the previous four calendar weeks that involved at least one night away from home.

When such trips are reported, further questions are asked about a maximum of three trips - the most recent three trips - with a core set of questions for all three trips and additional questions for the most recent trip.

The results are reported in terms of total GB population values. Therefore, the data are weighted to correct for differences between the sample distribution and that of the population and to gross the sample values up to the population.

International Passenger Survey

The IPS survey is undertaken by the Office for National Statistics and collects information about passengers entering and leaving the UK and has been running continuously since 1961.

The IPS conducts between 700,000 and 800,000 interviews a year of which over 250,000 are used to produce estimates of overseas travel and tourism.

Interviews are carried out at all major airports and sea routes, at Eurostar terminals and on Eurotunnel shuttle trains.

Great Britain Day Visits Survey

GBDVS is the source of official statistics on day visits by British residents to destinations throughout Britain.

The survey is undertaken jointly with VisitWales, VisitEngland and VisitScotland. Its aim is to measure the volume, value and profile of Tourism Day Visits taken by GB residents to destinations in GB.

Fieldwork commenced at the beginning of 2011, and the 2016 survey took the form of some 35,000 online interviews throughout Britain. The Wales resident sample was boosted to approximately 5,000 in order to permit more detailed secondary analysis.

GBDVS 2016 includes estimates of the total volume and expenditure of Tourism Day Visits and the main results regarding activities undertaken, destination type, transport types used, money spent during visits and the profile of visitors. Results are provided at an overall GB level and individually for visits taken to destinations in England, Scotland and Wales. Wherever possible (sample sizes permitting), results are also provided at a regional level.

GBDVS 2016 was undertaken using an online methodology with a total of 32,391 interviews conducted with adults aged 16 and over who were resident in England, Scotland and Wales during 52 weekly survey waves. Survey respondents were selected from an online panel with demographic quotas based on age, gender, working status, socio-economic status and area of residence applied in every survey wave to increase the representativeness of the achieved sample.

Tourism Sector Employment

The Welsh Government supports industry-led investment in nine key sectors, known as the priority sectors of which tourism is one. The Welsh Government Priority Sector Statistic is an annual report, which includes data on Gross Value Added (GVA), employee jobs, hourly earnings by gender, employment by qualification level and some local authority estimates.

These statistics are published to assist the priority sector panels, sector teams and the wider public by providing information on the priority sectors and to outline what official statistics are currently available.