

Introduction

This factsheet provides summary tables of key tourism figures to North Wales in 2006 and 2007. Definitions of the terms used in this report, along with the Sources of information used, can be found in the Appendix.

Key Facts

Information on domestic visits

- North Wales accounted for around a third of trips, bed nights and spend by UK visitors in Wales in 2007 and 2006.
- North Wales had 2.95 million trips in 2007 and 3.24 million trips in 2006 (a decrease of 9% from 2006). This accounted for 11.43 million bed nights in 2007 and 12.91 million bed nights in 2006 (a decrease of 11% from 2006). Spend on visits was £476.27 million in 2007 and £513.66 million in 2006 (a decrease of 7% from 2006). (Table 1)
- In 2007, the average length of stay was 3.87 nights. Average spend per night was £42 and per trip was £161. (Table 2)
- The purpose of most trips in both 2007 and 2006 was to go on holiday (82% in 2007 and 84% in 2006). More trips are made for this purpose in North Wales than

trips to Wales as a whole. 1-3 night holidays made up 36% of all 2007 trips and 40% of all 2006 trips. (Figure 1)

- 1-3 night holidays made up 36% of all 2007 trips and 40% of all 2006 trips. 4-7 night holidays made up 28% of 2007 trips and 27% of 2006 trips. 8+ night holidays made up 6% of 2007 trips and 7% of 2006 trips (Figure 2).
- 48% of visitors on trips made advance bookings in 2007 (45% in 2006). In the main these were made through an accommodation provider (32% of all 2007 trips and 26% of 2006 trips). Followed by booking online, which was used on 16% of 2007 trips and 14% of 2006 trips. (Table 4)
- Most people used a car on the longest part of the journey (82% in 2007 and 84% in 2006). (Figure 3)
- Most trips were made in the July-Sept quarter, 1.2 million trips in 2007 and 1.33 million trips in 2006 (down 10% from 2006). Oct-Dec 2007 saw an increase in the trips from 2006 during this period up 29% from 0.51 million trips in 2006 to 0.66 million trips in 2007. August was the busiest month in 2007 with 18% of all trips, whereas July was the busiest month in 2006 with 16% of all trips. (Table 6 and Figure 4)

- The largest type of accommodation used was self catering in rented accommodation in 2007, on 27% of trips (23% in 2006). In 2006 the largest type of accommodation used was caravans on 29% of trips (23% in 2007). (Table 8)
- Accommodation was the biggest area of spending, accounting for 34% of spend in 2007 and 32% in 2006. This was followed by eating and drinking out at 21% of spend in 2007 and 18% in 2006. (Table 9)

Visitor profile

- In 2007 21% of trips were made by 35-44 year olds (29% in 2006) (Table 10)
- Women marginally accounted for more trips, nights and spend than men in both 2007 and 2006. (Table 10)
- Social class ABs took the largest amount of trips in 2007 (29% and 26% in 2006). Whereas, in 2006, DEs took the largest amount of trips (29% and 25% in 2007). ABs comprised the largest proportion of spend in 2007 (30%), whereas in 2006 it was C1s (31%). The proportion of DEs trips, nights and spend to North Wales is greater than Wales as a whole. (Table 10)
- Around 41-2% of trips taken in 2007 and 2006 were taken by those working full-time. 24% in 2007 and 23% in 2006 were retired. (Table 10)

Region of residence

- People making trips to Wales were in the main from England (88% of trips in 2007 and 2006). The largest group of these hailed from the North West (40% in 2007 and 45% in 2006) and then from the West Midlands (20% in 2007 and 15% in 2006). (Table 11)
- The proportion of people visiting from Wales, was much smaller for North Wales than Wales as a whole. With people from Wales making 9% of trips to North Wales in 2007 and 2006, compared to around 20% for Wales as a whole. Scottish residents took 2% of trips in 2007 and 1% in 2006. (Table 11)

Occupancy

- Hotel room occupancy averaged 59% in 2007 and 57% in 2006. Guest house and B&Bs room occupancy averaged 41% in 2007 and 43% in 2006. Self catering independent's occupancy averaged 61% in both 2007 and 2006. (Table 12)
- For April-October static park occupancy in 2007 was 59% and 63% in 2006. Occupancy of touring pitches was 40% in 2007 and 45% in 2006. (Table 12)

INFORMATION ON DOMESTIC VISITORS TO NORTH WALES

Table 1. Regions in Wales visited

Millions

	Trips			Bednights			Spend		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
North Wales	3.24	2.95	-8.95	12.91	11.43	-11.46	£513.66	£476.27	-7.28
Mid Wales	1.89	1.64	-13.23	7.75	6.08	-21.55	£283.34	£199.20	-29.7
South West Wales	1.92	1.90	-1.04	8.55	7.87	-7.95	£410.89	£315.32	-23.26
South East Wales	2.36	2.23	-5.51	6.27	5.81	-7.34	£387.1	£364.66	-5.8

Source: United Kingdom Tourism Survey 2006 and 2007. All expenditure is in historic prices. Note: the sum of regional totals does not necessarily equate to the Wales total due to some respondents not specifying a particular region and some visiting more than one region.

Table 2. Trip Characteristics

Millions

	Average length of stay (nights)			Average spend per night			Average spend per trip		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
North Wales	3.98	3.87	-2.76	£40	£42	5	£159	£161	1.26
Mid Wales	4.1	3.71	-9.51	£37	£33	-10.81	£150	£121	-19.33
South West Wales	4.45	4.14	-6.97	£48	£40	-16.67	£214	£166	-22.43
South East Wales	2.66	2.61	-1.87	£62	£63	1.61	£164	£164	0
Wales	3.79	3.63	-4.22	£45	£44	-2.22	£170	£160	-5.88

Source: United Kingdom Tourism Survey 2006 and 2007. All expenditure is in historic prices.

Table 3. Purpose of Trips to North Wales

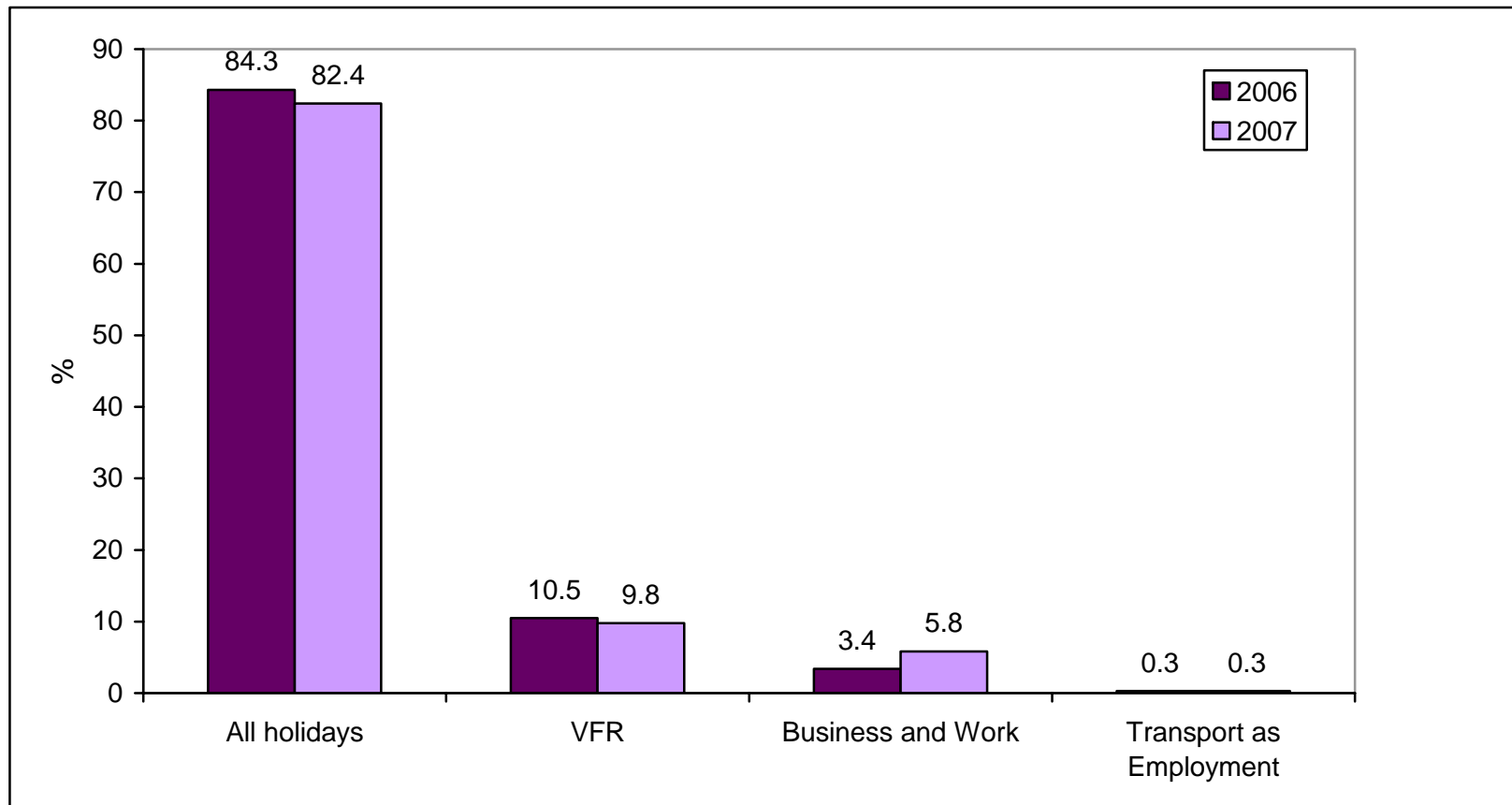
Millions

	Trips			Bednights			Spend		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
All holidays	2.73	2.43	-10.99	11.59	10.08	-13.03	£448.98	£402.47	-10.36
VFR ^(a)	0.34	0.29	-14.71	0.79	0.66	-16.456	£28.59	£27.71	-3.08
Business and work	0.11	0.17	54.55	0.21	0.55	161.9	£23.39	£36.52	103.49
Transport as employment	0.01	0.01	0	0.03	0.01	-66.67	£3.91	£1.54	-60.61
Total	3.24	2.95	-8.95	12.91	11.43	-11.46	£513.66	£476.27	-7.28

Source: United Kingdom Tourism Survey 2006 and 2007

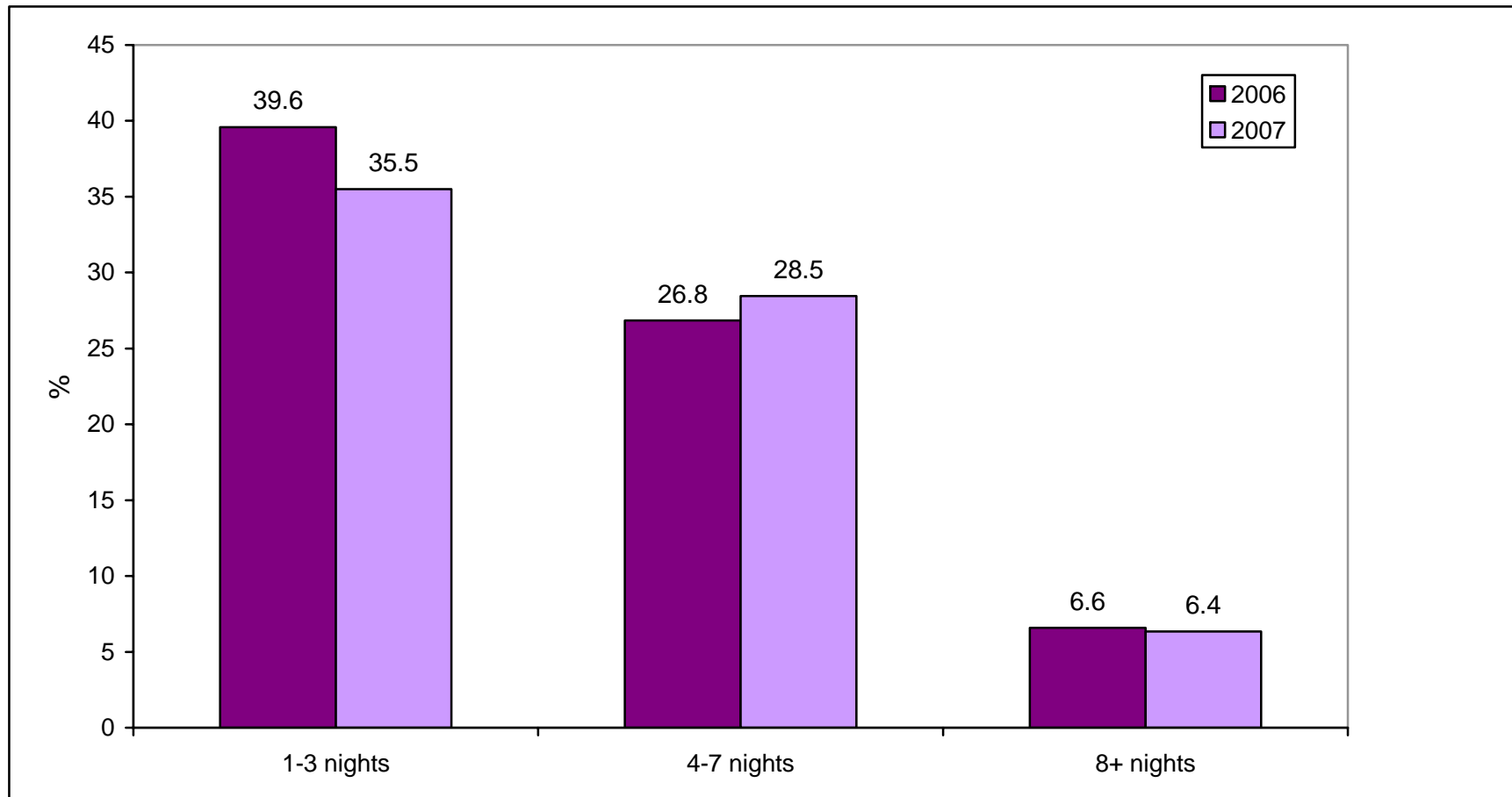
(a) Visiting friends and family not on holiday

Figure 1. Trips by purpose (% breakdown)



Source: United Kingdom Tourism Survey 2006 and 2007

Figure 2. Trips by length of holiday (% breakdown)



Source: United Kingdom Tourism Survey 2006 and 2007

Table 4. Advance booking methods

	%	
	2006	2007
All advance firm bookings	45.34	47.66
Accommodation provider	26.19	32.4
Booked online	13.96	15.86
Tour operator or travel company	5.86	4.73
Transport provider	3.12	4.19
A high street or on-line travel agent	3.45	3.82
Other source	3.77	1.64
Tourist Board or Tourist Information Centre	2.08	1.32
Did not make any firm bookings before trip	46.85	38.87
Don't know	7.81	13.47

Source: United Kingdom Tourism Survey 2006 and 2007

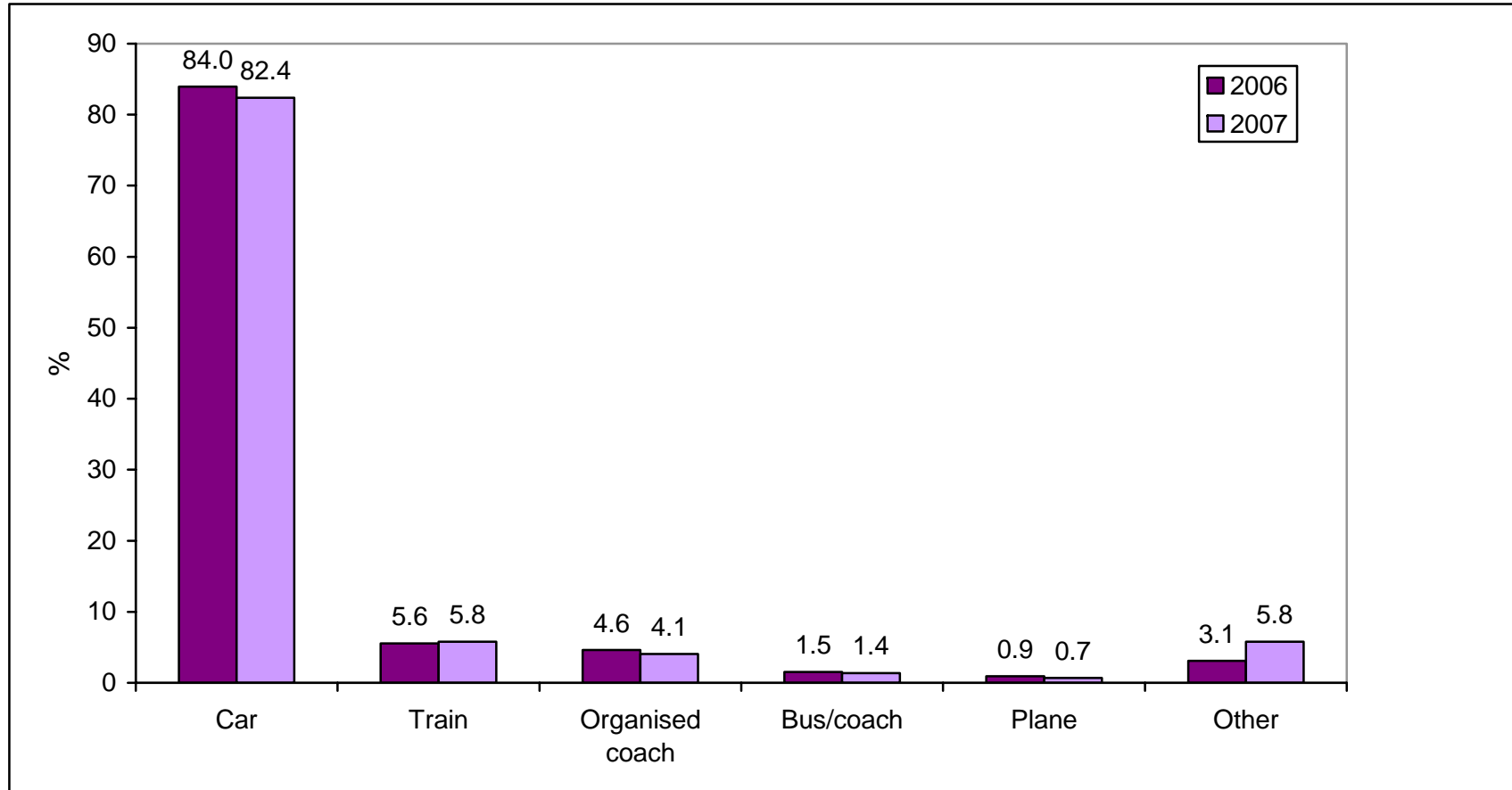
Table 5. Transport used on longest part of journey

Millions

	Trips			Bednights			Spend		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Car	2.72	2.43	-10.66	10.88	9.71	-10.75	£415.57	£388.45	-6.53
Train	0.18	0.17	-5.56	0.65	0.53	-18.46	£22.13	£24.19	9.31
Organised coach	0.15	0.12	-20	0.67	0.55	-17.91	£42.28	£27.18	-35.71
Bus/coach	0.05	0.04	-20	0.19	0.18	-5.26	£8.35	£7.57	-9.34
Plane	0.03	0.02	-33.33	0.08	0.08	0	£5.04	£6.21	23.21
Other	0.1	0.17	70	0.43	0.38	-11.63	£20.27	£22.66	11.79
Total	3.24	2.95	-8.95	12.91	11.43	-11.46	£513.66	£476.27	-7.28

Source: United Kingdom Tourism Survey 2006 and 2007

Figure 3: Transport used on longest part of journey (% breakdown)



Source: United Kingdom Tourism Survey 2006 and 2007

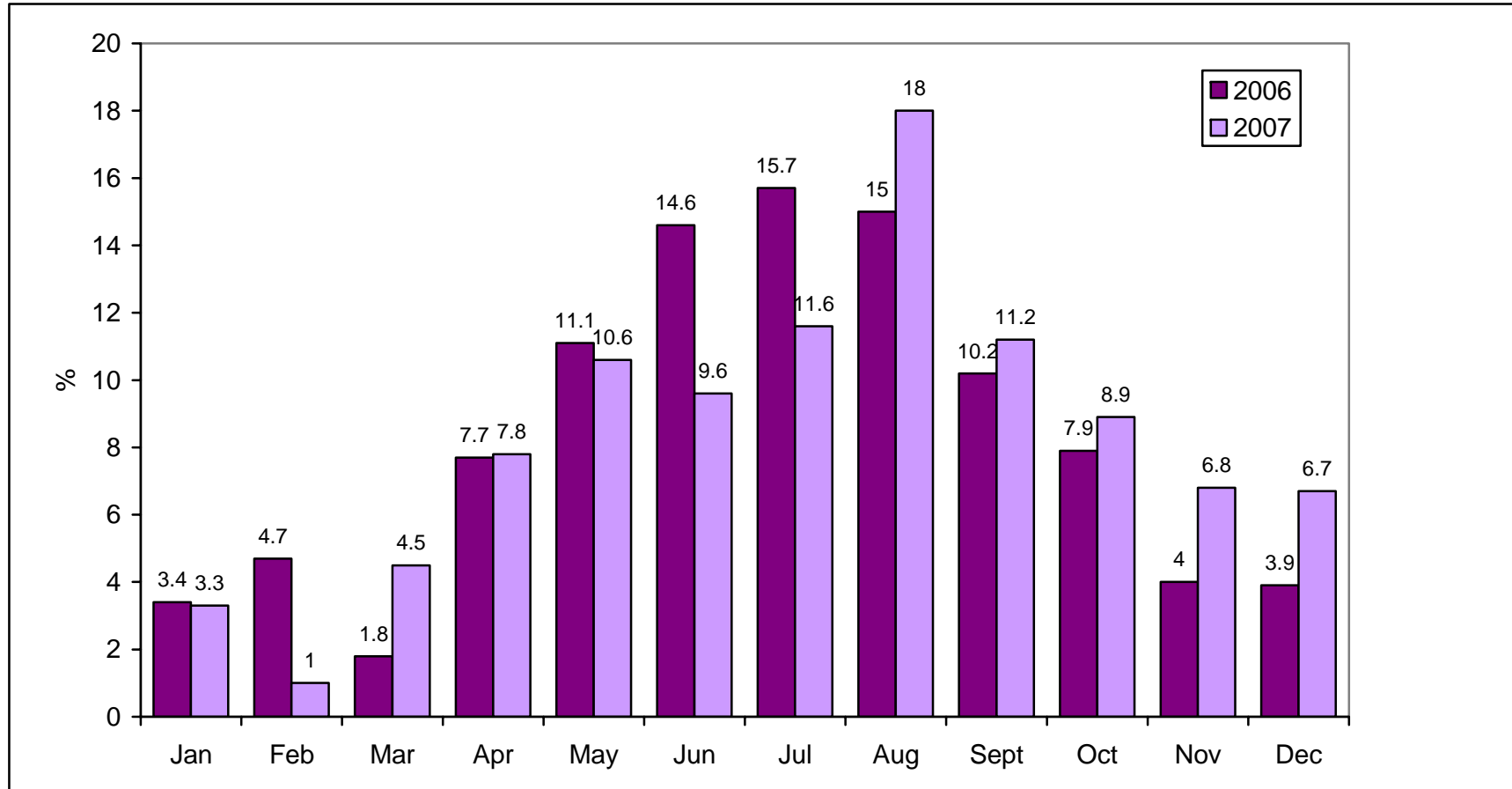
Table 6. Time of visit by quarter

Millions

	Trips			Bednights			Spend		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Jan – Mar	0.32	0.26	-18.75	0.78	0.77	-1.28	£41.87	£32.02	-23.53
Apr – Jun	1.08	0.83	-23.15	3.63	2.97	-18.18	£150.51	£122.14	-18.85
Jul - Sept	1.33	1.2	-9.77	7	5.7	-18.57	£245.58	£211.36	-13.93
Oct - Dec	0.51	0.66	29.41	1.5	1.99	32.67	£75.7	£110.75	46.3
Total	126.29	123.46	-2.24	400.07	394.41	-1.41	£20,965	£21,238	1.30

Source: United Kingdom Tourism Survey 2006 and 2007

Figure 4. Month trip started (% breakdown)



Source: United Kingdom Tourism Survey 2006 and 2007

*Dates of Easter: 2007 = 6-9 April, 2006 = 14-17 April.

Table 7. Accommodation used

Millions

	Trips			Bednights			Spend		
	2006	2007	% Change	2006	2007	% Change	2006	2007	% Change
Friends /relatives home	0.67	0.74	10.45	2.29	2.48	8.3	£55.98	£69.46	24.08
Hotel/Motel/Guest house	0.68	0.65	-4.41	2.03	1.77	-12.81	£162.37	£140.62	-13.4
All Caravans	0.94	0.67	-28.72	4.76	2.87	-39.7-	£131.25	£82.43	-37.2
Towed	0.18	0.14	-22.22	0.71	0.84	18.31	£26.36	£20.35	-22.8
Static Owned	0.5	0.34	-32	2.72	1.28	-52.94	£51.8	£28.68	-44.63
Static Not-Owned	0.26	0.19	-26.92	1.34	0.75	-44.03	£53.1	£33.4	-37.1
Self-catering in Rented ^(a)	0.27	0.38	40.74	1.58	1.91	20.89	£74.39	£80.17	7.77
B&B/farm/private house	0.17	0.16	-5.88	0.38	0.5	31.58	£28.75	£33.39	16.14
Camping	0.3	0.14	-53.33	0.85	0.95	11.76	£23.71	£19.38	-18.26
Holiday camp/village	0.05	0.13	160	0.22	0.55	150	£8.53	£24.32	185.11
Hostel/University/School	0.03	0.03	0	0.11	0.08	-27.27	£4.17	£2.62	37.17

Source: United Kingdom Tourism Survey 2006 and 2007

(a) 'Rented' includes: flat/apartment/house/chalet/villa/bungalow/cottage.

Table 8. Accommodation used (% breakdown)

	%					
	Trips		Bednights		Spend	
	2006	2007	2006	2007	2006	2007
Friends /relatives home	20.67	25.08	17.74	21.7	10.9	14.58
Hotel/Motel/Guest house	20.99	22.03	15.73	15.49	31.61	29.53
All Caravans	29.01	22.72	36.87	25.2	25.55	17.31
Towed	5.56	4.75	5.5	7.35	5.13	4.27
Static Owned	15.43	11.53	21.07	11.2	10.08	6.02
Static Not-Owned	8.02	6.44	10.38	6.56	10.34	7.01
Self-catering in Rented ^(a)	23.15	27.12	12.24	16.71	14.48	16.83
B&B/farm/private house	5.25	5.42	2.94	4.37	5.6	7.01
Camping	9.26	4.75	9.06	11.81	4.62	4.07
Holiday camp/village	1.54	4.41	1.7	4.81	1.66	5.11
Hostel/University/School	0.93	1.02	0.85	0.7	0	0.59

Source: United Kingdom Tourism Survey 2006 and 2007

(a) 'Rented' includes: flat/apartment/house/chalet/villa/bungalow/cottage.

(Note that sum of regional totals does not necessarily equate to the Wales total due to some respondents not specifying a particular region and some visiting more than one region.)

Table 9. Detail of spend

		%
	2006	2007
Accommodation	31.71	34.22
Eating and drinking out	17.80	20.82
Travel costs to and from destination, and during the trip	16.64	14.53
Other shopping	11.97	10.95
Price of package holiday/inclusive trip	8.78	5.40
Buying clothes	5.63	6.03
Entertainment	4.64	5.79
Services or advice (e.g. travel guides, tourist information)	0.20	0.14

Source: United Kingdom Tourism Survey 2006 and 2007.

Table 10. UK visitor profile to North Wales

	%					
	Trips		Bed nights		Spend	
	2006	2007	2006	2007	2006	2007
Age						
16-24	7.73	11.19	5.4	11.06	5.78	11.04
25-34	12.21	15.83	10.46	17.94	9.89	14.04
35-44	28.84	21.25	30.57	18.5	26.55	21.28
45-54	17	15.87	16.32	12.83	16.27	13.96
55-64	17.27	19.11	14.89	19.37	19.4	22.07
65+	16.95	16.74	22.36	20.3	22.11	17.61
Gender						
Male	49.39	45.8	44.95	45.13	45.26	49.73
Female	50.61	54.2	55.05	54.87	54.74	50.27
Social Class						
AB	26.36	29.39	28.43	27.62	27.34	29.79
C1	25.3	26.19	25.38	22.27	30.53	24.5
C2	19.3	20.05	18.94	18.74	18	21.73
DE	29.04	24.37	27.26	31.37	24.13	23.99
Working Status						
30 hours or more per week	42.26	41.06	35.46	34.51	38.92	46.67
Less than 30 hours per week	15.31	13.77	15.21	16.67	15.71	11.44
Retired from full time job	22.53	23.94	26.77	26.75	28.5	24.33
Not working for some other reason	19.91	21.22	22.57	22.06	16.88	17.56

Source: United Kingdom Tourism Survey 2006 and 2007.

Table 11. Visitor region of residence

	%					
	Trips		Bed nights		Spend	
	2006	2007	2006	2007	2006	2007
England (net)	88.41	87.56	88.7	87.77	87.69	87.89
North West	44.99	40.44	40.25	43.97	34.18	40.08
West Midlands	14.94	19.71	14.01	18.25	14.32	16.89
Yorks & Humber	5.5	6.69	7.34	6.7	4.71	8.01
East Midlands	4.52	4.93	7.53	4.69	9.46	4.86
East of England	5.25	4.62	4.82	4.77	8.57	5.74
South East*	4.85	4.47	4.69	4.89	5.76	6.35
South West	4.48	4.14	6.08	2.9	5.96	3.73
London	2.09	2.3	1.56	1.34	2.21	1.9
North East	1.78	0.26	2.42	0.27	2.53	0.32
Wales	9.33	9.42	8.65	9.86	8.03	9.06
Scotland	1.26	2.26	1.49	1.79	2.22	2.58
Northern Ireland	1.01	0.76	1.16	0.58	2.06	0.47

Source: United Kingdom Tourism Survey 2006 and 2007.

*excludes London

Table 12. Occupancy (domestic & overseas)

	%									
	Hotel ^(a)		Guest House/ B&B ^(b)		Self catering (independents) ^(c)		Static Park ^(d)		Touring pitches ^(e)	
	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007
Jan	33	37	16	23	30	25	-	-	-	-
Feb	47	47	26	32	43	45	-	-	-	-
Mar	46	50	24	29	42	42	-	-	-	-
Apr	55	58	45	42	71	59	53	46	41	33
May	64	65	54	48	75	73	54	51	38	39
Jun	64	68	58	53	79	83	60	61	43	36
Jul	71	67	69	54	87	90	77	71	64	48
Aug	72	74	77	69	95	92	81	81	77	70
Sept	73	72	55	50	76	77	71	60	33	32
Oct	59	62	43	31	64	63	47	42	17	20
Nov	50	55	26	25	34	37	-	-		
Dec	42	46	24	21	40	40	-	-		
Year average	57	59	43	41	61	61	63	59	45	40

Source: Occupancy Surveys 2006 and 2007

(a) Room occupancy

(b) Room occupancy

(c) Occupancy is measured at the individual property level by expressing the number of weeks let each month as a proportion of the weeks and units available for rent

(d) Percentage of available caravans and/or chalets occupied

(e) Pitch occupancy

Note: static parks and touring pitches are generally closed November to March.

APPENDIX

Sources:

- United Kingdom Tourism Survey (UKTS) for 2006, 2007
- Visit Wales Occupancy Survey 2006, 2007

In this publication percentage figures may not add up to 100% due to rounding and, as with all surveys, the data are subject to sampling errors. Percentages are based on rounded figures to 2 decimal places.

The UKTS is sponsored jointly by the Welsh Assembly Government and the National Tourist Boards for Scotland, England and Northern Ireland.

DEFINITIONS

'A tourist trip' is defined as a stay of one or more nights away from home for holidays, visits to friends or relatives, business/conference trips or any other purposes except such activities as boarding education or semi-permanent employment.

'Tourist nights' are those spent away from home using any type of accommodation, or in transit, on a trip (as above).

'Tourist expenditure' is spending incurred while away from home on a tourist trip and on advance payments for such items as fares and accommodation. In this fact sheet expenditure is shown in historic prices.

For more information please contact:

Visit Wales Research Team
The Department for Heritage
Welsh Assembly Government
Brunel House, 2 Fitzalan Road
Cardiff, CF24 OUY

Email: tourismresearch@wales.gsi.gov.uk

Telephone: 029 2047 5358/5288