



TOURISM TO NORTH WALES 2005

CONTENTS

Domestic (UK) Tourism	p.2-4
Overseas Tourism	p.5-6
Serviced Accommodation Occupancy	p.7-8



Each of the four economic regions of Wales has a distinctive pattern of tourism. This research factsheet provides information on all overnight tourism trips and serviced occupancy in North Wales in 2005. The information has been sourced from the United Kingdom Tourism Survey, the International Passenger Survey and the Wales Serviced Accommodation Occupancy Survey. Regional profiles for South East, Mid and South West Wales are also available.

Key Facts



- In 2005 North Wales received 3.5 million UK overnight visitors, these visitors stayed over 13 million nights, spending 589 million.
- There was 235,000 overseas tourists to the area, they stayed for 1.98 million nights and spent 72 million pounds.
- The average hotel bedroom occupancy through the year is 54, peaking at 69% in August. For guest house and B&Bs the average occupancy was 43%, peaking at 79% in August.
- 50% of domestic (UK) visitors to North Wales came from the North West / Merseyside.



For further information or any other research enquiries please contact:
Ella Hastings (ella.hastings@wales.gsi.gov.uk, 02920 475 288) or
Ceri Hughes (ceri.hughes@wales.gsi.gov.uk, 02920 475 358) or
Visit the web address below

DOMESTIC TOURISM TO NORTH WALES 2005

Domestic (UK) Tourism to North Wales 2002-2005

	Trips (m)	Nights (m)	Spend (£m)
2002	3.8	14.0	475
2003	4.0	16.4	599
2004	3.3	12.0	530
2005	3.5	13.6	589

NB Please see 2005 UKTS Information (page 4)

Purpose of Trip 2005

	Trips (m)	Nights (m)	Spend (£m)
Total Holidays	3.1	10.3	425
Short (1-3 nights)	1.3	2.4	146
Long (4+ nights)	1.8	9.4	317
VFR*	0.3	1.3	36
Business	0.2	0.5	73
TOTAL	3.5	13.6	589

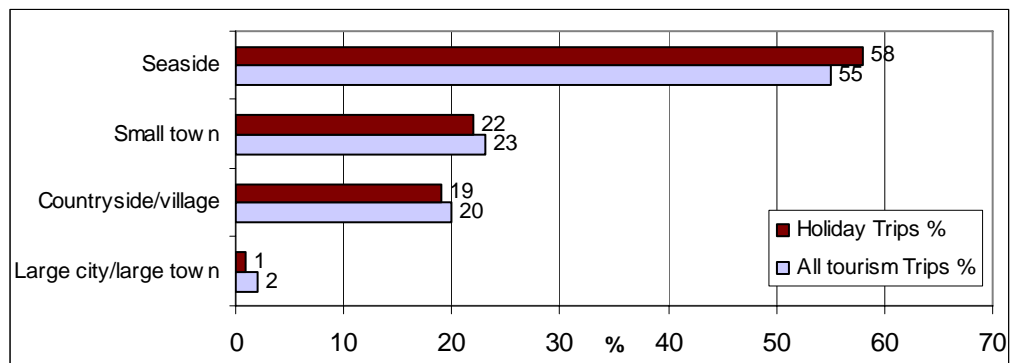
* visiting friends and relatives



89% of trips to North Wales were for holidays, the majority of these are for 4+ nights.

Average spend per trip in 2005 is £175 and £155 for holiday trips.

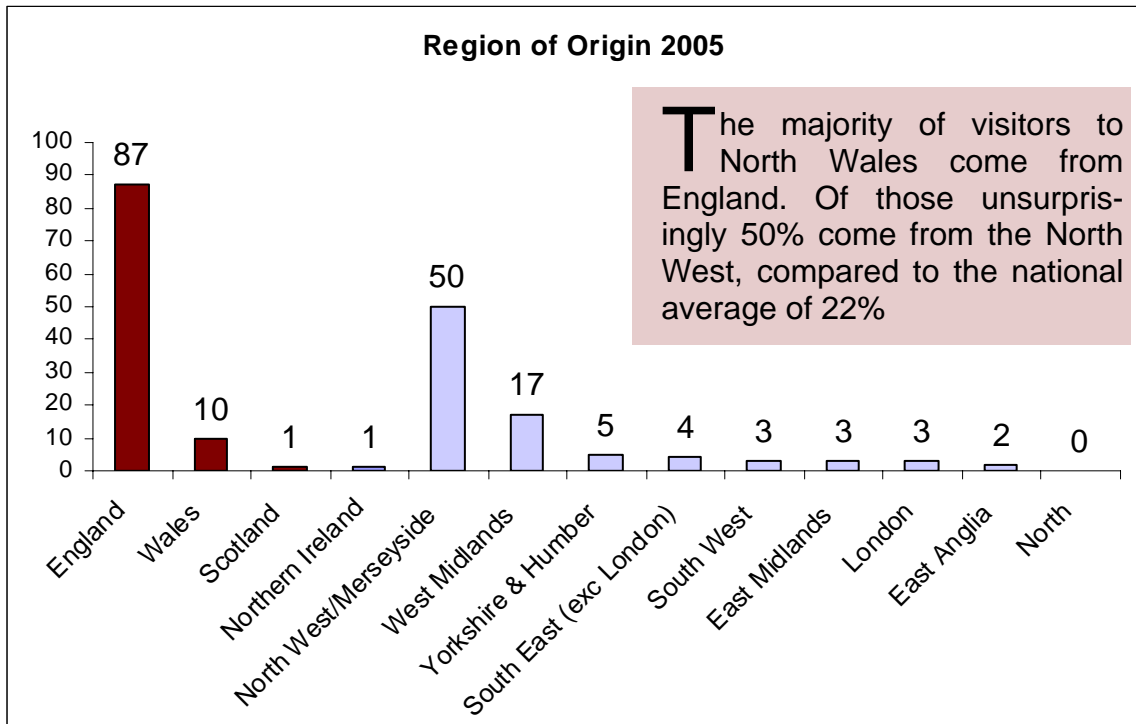
Accommodation & Location 2005



	Trips %	Nights %	Spend %
Hotel & Guest House	21	15	30
B&B/Farmhouse	4	1	8
Self Catering	4	6	5
Friends/Relatives home	25	21	22
Camping	7	5	4
Caravan			
-towed	13	17	10
-static	18	21	19
Other	8	12	4



Region of Origin



Length of Stay and Average Expenditure

	All Tourism Trips %	Holiday Trips %
1 night	8	6
2-3 nights	33	33
4-7 nights	25	26
8+ nights	28	30
BASE	3.5	3.1
Average length of stay	3.9 nights	3.8 nights
Average spend per trip	£175	£155
Average spend per night	£43	£41

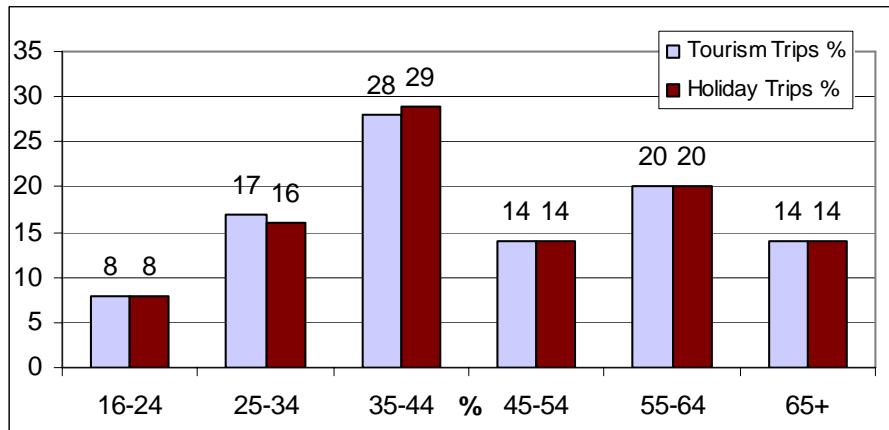


The average length of stay is just under 4 days for visits to North Wales. For this period the average spend is £175 for all trips and £155 for holidaymakers.



Car was the primary method of transportation to North Wales by domestic visitors (87%). The Train was used by 4%, Coach by 3%. It was an identical pattern for holiday makers with 87% travelling by car, 4% by train and 3% by coach.

Age profile of Visitors to North Wales %



As with Wales wide trends, the 35-44 age bracket shows the highest tendency to visit North Wales. However for North Wales the 55-64 age group is second highest

ABC1s fit the main profile of holidaymakers to this region, which closely matches the profile for Wales as a whole

Socio Economic Profile of Visitors to North Wales 2005

AB	31%
C1	29%
C2	21%
DE	20%



2005 UKTS Information

Following a review of the United Kingdom Tourism Survey, a decision was made by the four National Tourist Boards to change the contractor employed to undertake the survey. The new contractors TNS who were appointed in May 2005 undertook changes to the methodology of the survey. These changes mean that 2005 data is not directly comparable with previous years. Furthermore 2005 data is based on May - December interviewing and scaled up to give estimated full year figures. These figures have been rigorously checked for accuracy and consistency and approved by all of the National Tourist Bodies. Further information is available from the Visit Wales Research and Evaluation Department.

OVERSEAS TOURISM TO NORTH WALES 2005



Information in this section relates to Overseas Tourism and is taken from the International Passenger Survey. This survey is carried out by the Office for National Statistics (ONS). The methodology involves interviewing a stratified random sample of passengers entering and leaving the UK at airports and seaports.

Overseas Visits to North Wales 2002-2005

	Trips (000s)	Nights (Millions)	Spend (£ Millions)
2002	222	1.5	60
2003	240	1.3	67
2004	257	1.8	56
2005	235	2.0	72

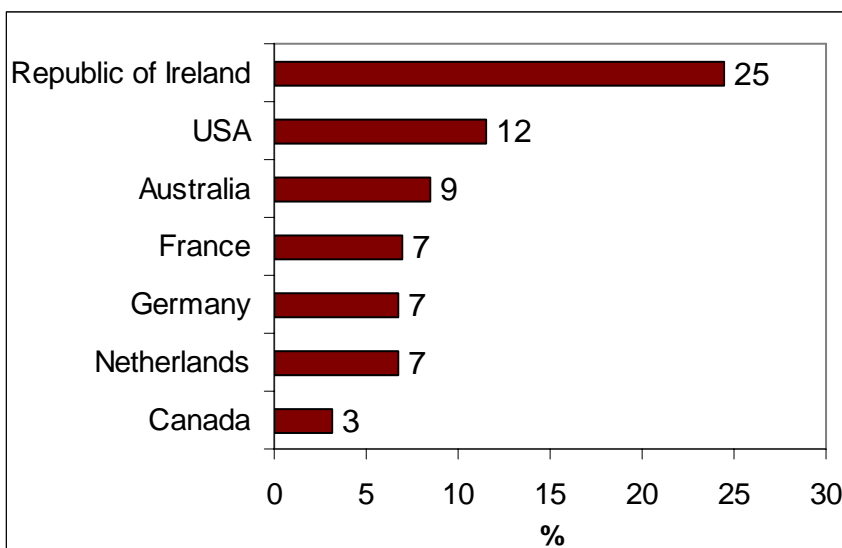
While the number of trips have reduced in 2005, the number of nights and spend has increased. Spend is up by 29%

Purpose of Visit 2005

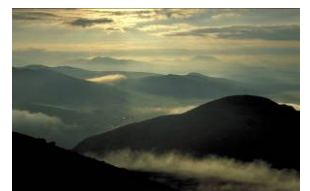


	Trips (000)	Nights (000)	Spend (£m)
Total Holidays	114	535	21.8
VFR	67	540	30
Business	39	348	17.2
Other	15	565	10.9
TOTAL	235	1984	71.9

Region of Origin 2005

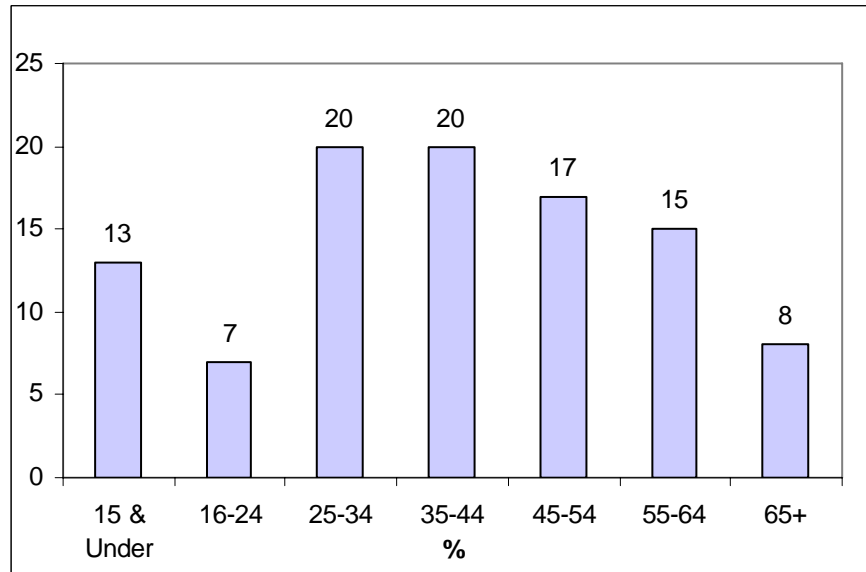


The Irish make up 1/4 of all the overseas tourists to North Wales. The USA is the second biggest contributor to tourism with 1 in 8 overseas visitors being American





Age of Overseas Visitors



25-44 year olds make up 40% of all the overseas visitors to North Wales.

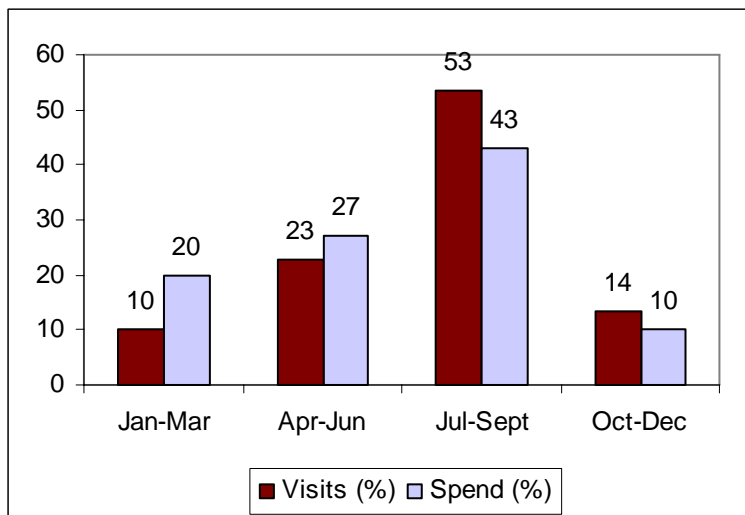
Seasonality and Average Expenditure



Average length of stay (nights)	8.4
Average expenditure per trip	£306
Average expenditure per night	£36

The visitors in Jul-Sept are less likely to be the highest spenders. In 2005 the highest spenders to North Wales visited during Mar - Jun.

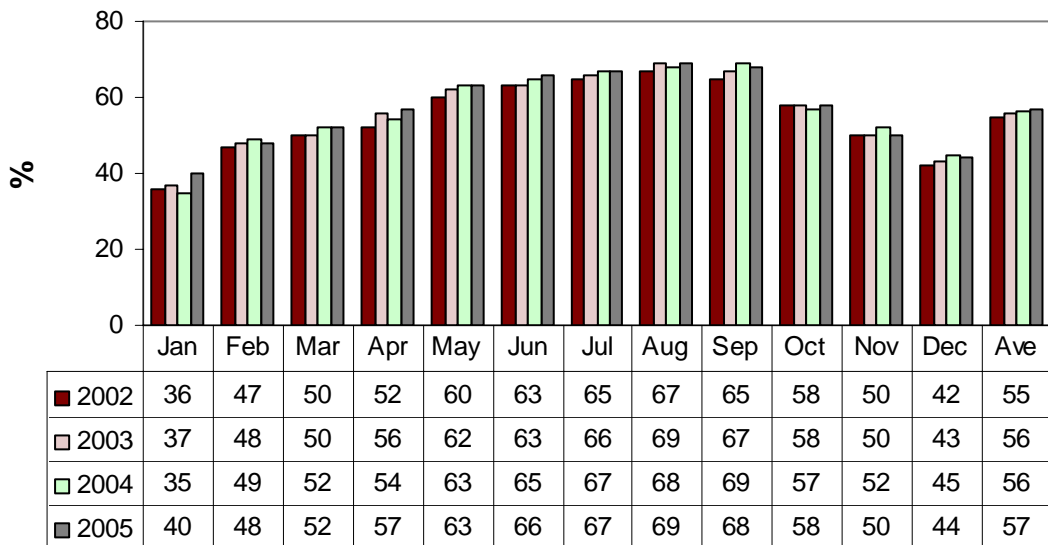
The average length of stay is over a week, which is positive for North Wales.



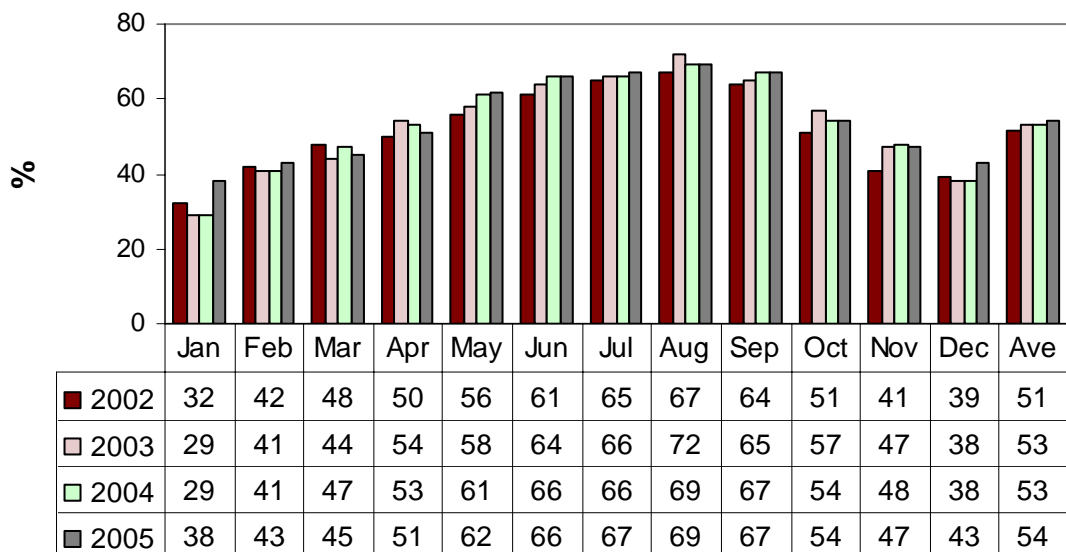


Hotel Bedroom Occupancy

Hotel Bedroom Occupancy 2002-2005



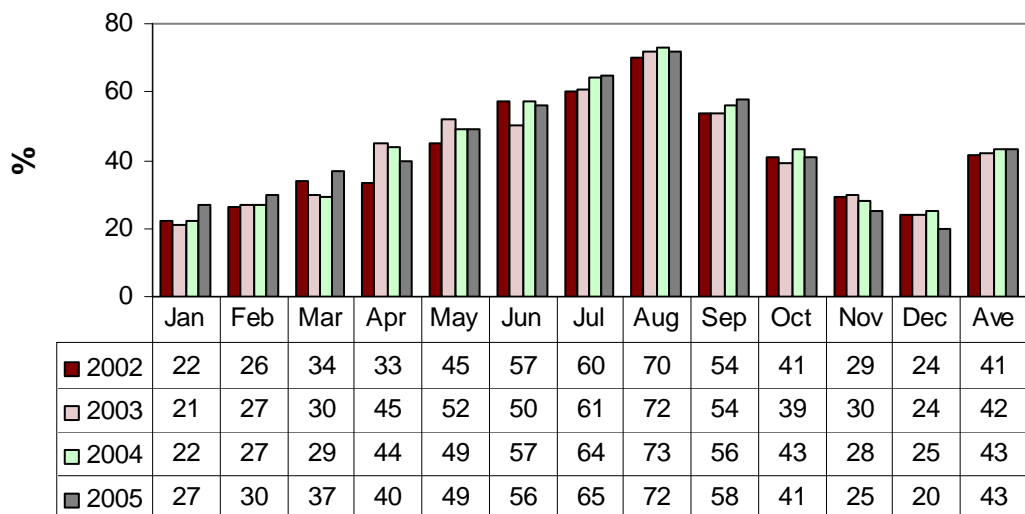
Hotel Bedroom Occupancy North Wales





Guest House & B&B Occupancy

GH/B&B Bedroom Occupancy Wales



GH/B&B Bedroom Occupancy North Wales

