

**VISITS TO TOURIST ATTRACTIONS  
2008**

**REPORT FOR VISIT WALES**



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## **APPENDIX 1: Guidelines and Survey Questionnaire**

## **A GUIDE TO READING THE TABLES**

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### **Confidentiality**

Visits figures are not published in the report if the tourist attraction operator / respondent specifically indicated that their figures should remain confidential.

### **Estimates/ Visits figures unavailable**

- If visits figures were estimated by operators, this is indicated with an asterisk (\*) following the number of visits in the tables in 2008, at the end of the report. If an attraction has estimated figures in 2008 it is assumed figures for previous years are also based on estimates, and vice versa.
- If the attraction was not yet open to the public, so that no visits figures were available, then 'not open' replaces the visits figures
- If the attraction was closed temporarily due to refurbishment, renovation etc. then 'closed' replaces the visits figures

### **Admission**

In the lists of tables, admission to the attraction is included in the column entitled 'entry'.

- If an attraction has an admission charge, the adult admission charge for high season 2008 is indicated. If this is not known the charge is left blank.

### **Abbreviations**

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#### **Regions**

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M	Mid Wales
N	North Wales
SE	South East Wales
SW	South West Wales

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#### **Ownership categories**

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Cadw <sup>†</sup>	Cadw	(Welsh Historic Monuments)
G	Government	(Government Agency/ Branch e.g. National Parks Authority, Education, National Museums and Galleries of Wales etc)
LA	Local Authority	
NT*	National Trust	
PO	Privately Owned	(Private individual owners, plc etc)
VG	Voluntary Group	

<sup>†</sup>Attractions in the CADW or National Trust ownership categories may only be managed by such organisations.

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## Tourist attraction categories

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HP	Historic Properties	Castles, Forts, Historic Houses, Palaces, Historic Monuments, Archaeological Sites, Other Historic Properties, Heritage Centres, Places of Worship
Theme	Leisure, Theme Parks	Leisure Parks, Theme Parks
MAG	Museums and/ or Art Galleries	Museums, Art Galleries, Science Centres, Technology Centres
Ind	Industrial/ craft attraction	
CP	Country Park, garden, other natural	
WL	Wildlife attraction	
R/T	Railway/ tramway	

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## Employee Abbreviations

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FTP	Full time permanent
PTP	Part time permanent
FTS	Full time seasonal
PTS	Part time seasonal
UV	Unpaid volunteer
UVP*	Unpaid volunteer permanent
UVS*	Unpaid volunteer seasonal

\*The breakdown of volunteers between seasonal and permanent was introduced for the first time in 2006.

Throughout the report, samples of ten or below are marked with an asterisk (\*) to denote the need for caution to be applied when looking at the results.

## EXECUTIVE SUMMARY

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- Amongst those attractions responding to the survey in both 2008 and 2007, visits to attractions in 2008 stood at almost 10,700,000 – up less than one percent on the volume of visits in 2007 which stood at nearly 10,600,000.
- Visits to free attractions between 2007 and 2008 increased by just over 4% and visits to free attractions now account for almost 49% of all visits. Those visits to paid attractions decreased by 0.5% over the same time period with paid visits accounting for 51% of all visits in 2008.
- Looking at the attractions by region within Wales, the volume of visits between 2007 and 2008 amongst those attractions responding in both years have risen most for those in the South East region (up just over 5%) compared to those in the Mid Wales region which has shown a decrease of nearly 9%.
- In terms of the category of attraction, themed attractions enjoyed the largest increase in visitor volumes between 2007 and 2008 – up nearly 28% during that period. This compares to historic properties which actually experienced a decline in visitor numbers, down nearly 8% during the same time period.
- The average admission charge in 2008 for an adult now stands at £5.00 – up nearly 6% on 2007 figure of £4.72. The 2008 charge for a child now stands at £2.95, up nearly 6% on the 2007 figure of £2.79.
- Gross revenue movement was up for 30% of attractions, down for a similar proportion (31%) and remained the same as 2007 for 39% of attractions.
- The average revenue per visitor in 2008, amongst those attractions that provided this level of information, breaks down as: £2.74 admission, £0.21 donations, £1.30 catering, £2.43 retail and £0.22 'other' with a total of £6.89 revenue per visitor.
- Amongst the 191 attractions who gave employment information, a total of 4,666 people are employed (either paid or otherwise) at attractions in Wales. The largest category of employment was *full time permanent* accounting for just over a quarter (26%) of employment.
- The majority of attractions (78%) did not have trouble recruiting staff, and the vast majority (96%) did not have trouble retaining staff during 2008.
- Looking at marketing spend, nearly six in ten (57%) of attractions responding said their spend remained at the same level as 2007. 29% said it was down on the previous year, and 15% said that it was up.

# **1. INTRODUCTION AND OBJECTIVES**

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## **1.1 Background**

Visit Wales (VW) have been conducting the Survey of Visits to Tourist Attractions since 1973. The remits of the research are to:

- determine and report visit numbers to attractions throughout Wales
- analyse collected data on visit numbers to identify current trends
- provide additional comparative analysis of data contained in the Survey of Visits to Tourist Attractions including visit figures, operations, funding, revenue, marketing and human resources
- analyse data according to attraction categories, the four economic regions of Wales, and admission charging policy.

## **1.2 Tourist attraction definition**

The research uses the tourist attraction definition<sup>1</sup> agreed upon by the four National Tourist Boards for the 2001 survey whereby a tourist attraction is:

“an attraction where it is feasible to charge admission for the sole purpose of sightseeing. The attraction must be a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education, rather than being primarily a retail outlet or a venue for sporting, theatrical or film performances. It must be open to the public without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents. In addition, the attraction must be a single business, under a single management, so that it is capable of answering the economic questions on revenue, employment etc. and must be receiving revenue directly from the visitors.”

## **1.3 Objectives**

The purpose of this report is to monitor trends in the tourist attraction sector in Wales in order to provide a greater understanding of the sector to both industry and public sector organisations and to disseminate the findings in a useful and valuable way to the wider industry.

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<sup>1</sup> This definition impacts on the Wales Millennium Centre, which could be categorised as ‘a retail outlet or a venue for ... theatrical ... performances’ which would exclude it from this research. The venue also does not neatly fall into the above classification as it is not strictly ‘a single business, under a single management’ but rather it comprises a theatre, building of architectural significance, cafes and art galleries. The visitor figures included in this report for the Millennium Centre do not include theatre goers, or visitors whose main purpose of visit is associated with the theatre (e.g. ticket sales/collection etc). For this reason, the Millennium Centre is listed in the following pages whilst recognising that it does not match the above definition of a tourist attraction in every respect. This must be taken into account when comparing with other entries.

## **2. METHODOLOGY**

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### **2.1 Conducting the research**

The research took place in two stages, depending on whether the attraction had seasonal opening times (early) or was open throughout the duration of the year (late). For early attractions the mailout was October 2008, with a reminder two weeks after mailout for non-responders. For late attractions, the mailout took place in January 2009, with reminders sent out two weeks after mailout for non-responders.

The survey materials were sent out in the language/s of choice in either an email or postal format. If postal research was asked for the respondent had a pre-paid envelope which they could use to return the completed survey.

The final returns from the above fieldwork were received on 3<sup>rd</sup> April, with data entry of the responses taking place after this point.

The questionnaire was based on that which has been used in previous years to ensure comparability and the ability to monitor trend data.

## 2.2 Survey distribution and response rate

The survey was distributed to a total of 517 attractions believed to fit the tourist attraction definition. The response rates for this year and previous two years are given in Table 2.1 below:

Table 2.1 Response rate

	<b>2008</b> Actual (percentage)	<b>2007</b> Actual (percentage)	<b>2006</b> Actual (percentage)
Total number of mailable attractions	517	519	498
Attractions completing survey and providing visitor figures in that year	235 (45%)	243 (47%)	266 (53%)
Attractions not able to give visitor figures	24 (5%)	9 (2%)	9 (2%)
Attractions not wishing to participate	-	20 (4%)	12 (2%)
Attractions closed	(included in 24 above)	31 (6%)	7 (1%)
<b>TOTAL RESPONSE RATE</b>	<b>259 (50%)</b>	<b>304 (59%)</b>	<b>294 (59%)</b>

Thus, while the response to the survey this year was 50% - the proportion actually providing visitor figures stands at (45%).

Furthermore, in order to ascertain the reliability of visits figures provided, in 2008 a total of 178 operators indicated which methods they used to calculate their visits figures. Results are shown in Table 2.2 below. Some operators use more than one method by which to calculate visitor numbers and therefore the percentages do not add up to 100.

Table 2.2 Visitor recording method

	Actual numbers	%
<b>Total sample</b>	<b>178</b>	
Ticket sales and/or group booking sales	78	44%
Mechanical or electronic method of counting	36	20%
Manual method of counting numbers	53	30%
Estimate made on the basis of sample count	21	12%
Sample count	9	5%
Other*	6	3%

\*Other methods of recording visitor numbers include visitor books, pebbles in bowls and takings per day.



### 3. Comparative Analysis of Visits to Tourist Attractions 2008/7 and 2008/6

This chapter analyses trends in the number of visits to attractions in Wales. It looks at those attractions that responded in both 2008 and 2007, as well as those attractions that responded in 2008 and 2006. Please note the base sizes will vary between the two as not all attractions responded across the three years.

#### 3.1 Overall comparisons

**Table 3.1 Comparison of overall yearly visits 2008/7 and 2008/6**

In both 2008 and 2007 a total of 169 attractions provided total visits figures. In the years 2008 and 2006 175 attractions provided total visits figures.

2008/7				2008/6			
Sample	Visits 2008	Visits 2007	Increase/decrease	Sample	Visits 2008	Visits 2006	Increase/decrease
169	10,660,201	10,586,274	+0.7%	175	10,780,842	9,750,589	+10.6%

Between 2008 and 2007 there has been less than a one percent increase in visitor volumes amongst attractions that responded. In 2008 there were approximately 10,700,000 visits a year amongst this sample. Looking at attractions responding in 2008 and 2006, this different sample yielded a more dynamic response with visitor numbers up nearly 11% from approximately 9,750,000 in 2006 to approximately 10,800,000 in 2008.

**Table 3.2 Comparison of yearly visits 2008/7 and 2008/6 for free and paid attractions**

2008/7					2008/6				
	Sample	Visits 2008	Visits 2007	Increase/decrease		Sample	Visits 2008	Visits 2006	Increase/decrease
Free	54	4,645,011	4,458,669	+4.2%	Free	57	4,378,844	3,395,686	+30%
Paid	105	4,851,351	4,877,469	-0.5%	Paid	106	5,666,746	5,615,386	+0.9%
<b>Total</b>	<b>159</b>	<b>9,496,362</b>	<b>9,336,138</b>	<b>+1.7%</b>	<b>Total</b>	<b>163</b>	<b>10,045,590</b>	<b>9,011,072</b>	<b>+11.5%</b>

Between 2008 and 2007 free attractions made the highest gains in visitor numbers, up 4.2% in 2008. Between the same years visitors to paid attractions fell by half a percent (0.5%). Between 2008 and 2006 amongst those that responded in the two years visits to free attractions were up 30% whereas those to paid attractions were only up just under 1%.

**Table 3.3 Comparison of yearly visits 2008/7 and 2008/6 by region in Wales**

2008/7					2008/6				
Sample		Visits 2008	Visits 2007	Increase/decrease	Sample		Visits 2008	Visits 2006	Increase/decrease
Mid	32	860,228	943,542	-8.8%	Mid	37	1,024,573	1,074,036	-4.6%
North	50	3,220,986	3,163,502	+1.8%	North	54	3,197,111	3,061,183	+4.4%
S East	46	4,352,031	4,135,997	+5.2%	S East	41	3,959,467	2,983,378	+32.7%
S West	41	2,226,956	2,343,233	-5.0%	S West	43	2,599,691	2,631,992	-1.2%
<b>Total</b>	<b>169</b>	<b>10,660,201</b>	<b>10,586,274</b>	<b>+0.7%</b>	<b>Total</b>	<b>175</b>	<b>10,780,842</b>	<b>9,750,589</b>	<b>+10.6%</b>

The South East of Wales shows the largest increase in visitor numbers: up just over 5% between 2007 and 2008, and up nearly 33% between 2006 and 2008. The latter rise is due primarily to the influence of a single attraction – namely the Wales Millennium Centre.

**Table 3.4 Comparison of yearly visits 2008/7 and 2008/6 by category**

2008/7					2008/6				
Sample		Visits 2008	Visits 2007	Increase/decrease	Sample		Visits 2008	Visits 2006	Increase/decrease
Historic properties	54	2,975,018	3,220,490	-7.6%	52	2,755,128	2,827,857	-2.6%	
Museum/ art gallery	49	3,774,517	3,487,614	+8.2%	51	3,495,877	2,470,879	+41.5%	
Industrial/ craft attraction	16	751,058	729,888	+2.9%	17	650,669	500,382	+30.0%	
Country park, garden, other natural	26	1,975,652	2,104,893	-6.1%	30	2,618,160	2,721,254	-3.8%	
Wildlife attraction	7*	199,904	212,574	-6.0%	7*	267,017	247,302	+8.0%	
Themed attraction, leisure park/ centre	2*	230,400	180,279	+27.8%	3*	210,725	192,039	+9.7%	
Railway/ tramway	13	713,034	600,536	+18.7%	14	748,266	750,876	-0.3%	
<b>Total</b>	<b>167</b>	<b>10,619,583</b>	<b>10,536,274</b>	<b>+0.8%</b>	<b>174</b>	<b>10,745,842</b>	<b>9,710,589</b>	<b>+10.7%</b>	

\*caution: low base

While themed attractions demonstrate the largest increase in visitors numbers between 2007 and 2008 (up nearly 28%) it should be noted that this is based on a sample of only two attractions.

The greatest decline in visitor numbers is at historic properties, down nearly 8% between 2007 and 2008 to just under 3,000,000 visits.

**Table 3.5 Comparison of yearly visits 2008/7 and 2008/6 by ownership**

2008/7					2008/6			
		Visits 2008	Visits 2007	Increase/ decrease	Sample	Visits 2008	Visits 2006	Increase/ decrease
Cadw	27	1,097,646	1,197,272	-8.3%	26	1,096,007	1,170,952	-6.4%
National Museum of Wales	7*	1,549,071	1,613,740	-4.0%	6*	1,320,311	1,256,854	+5.0%
Local Authority	50	2,933,746	2,795,499	+4.9%	62	3,192,451	3,232,428	-1.2%
The National Trust	12	845,548	899,926	-6.0%	9*	699,113	699,265	-0.02%
Private Owner/ Trust	71	4,114,353	3,923,836	+4.9%	70	4,353,123	3,243,939	+34.2%
Voluntary Group/ Assoc./ Trust	2*	119,837	156,001	-23.2%	2*	119,837	147,151	-19.4%
<b>Total</b>	<b>169</b>	<b>10,660,201</b>	<b>10,586,274</b>	<b>+0.7%</b>	<b>175</b>	<b>10,780,842</b>	<b>9,750,589</b>	<b>+10.6%</b>

\*caution: low base

Both Cadw and the National Trust in Wales show a decrease in visitor numbers between 2008 to 2007, and also 2008 and 2006. In 2008 the largest increases in visitor numbers over the previous year were seen in attractions that were owned by local authorities and also by attractions that were privately owned or as trusts – both categories experienced rises of nearly 5%.

**Table 3.6 Comparison of yearly visits 2008/7 and 2008/6 by geographic location**

2008/7					2008/6			
		Visits 2008	Visits 2007	Increase/ decrease	Sample	Visits 2008	Visits 2006	Increase/ decrease
Coastal	27	1,834,673	1,828,079	+0.4%	25	1,818,133	1,856,488	-2.1%
Rural	97	4,341,530	4,499,008	-4.1%	103	4,862,458	4,895,458	-0.7%
Urban	45	4,483,998	4,259,187	+5.3%	47	4,100,251	2,998,516	+36.7%
<b>Total</b>	<b>169</b>	<b>10,660,201</b>	<b>10,586,274</b>	<b>+0.7%</b>	<b>175</b>	<b>10,780,842</b>	<b>9,750,589</b>	<b>+10.6%</b>

In 2008 visitor numbers to urban attractions rose just over 5% over the previous year to nearly 4,500,000 visitors. Attractions in rural locations experienced a drop in visitor numbers over the same period: down just over 4% to approximately 4,350,000 visitors in 2008.

### 3.2 Comparison of monthly visits 2008/7 and 2008/6

141 visitor attractions provided a monthly breakdown of visits to their operation for both years 2008 and 2007, while 129 provided a breakdown for 2008 and 2006.

**Table 3.7** Monthly distribution of visits 2008/7 and 2008/6

	2008/7		2008/6			
	Sample	Visits 2008	Visits 2007	Sample	Visits 2008	Visits 2006
January	141	3.5%	3.4%	129	3.5%	2.8%
February		5.4%	4.6%		5.4%	4.1%
March		7.9%	5.4%		7.6%	4.5%
April		8.0%	11.2%		8.1%	11.5%
May		11.3%	10.2%		11.4%	9.9%
June		9.7%	10.0%		9.7%	11.1%
July		13.1%	12.7%		13.0%	14.2%
August		16.9%	16.8%		16.7%	18.7%
September		8.7%	8.8%		8.9%	8.5%
October		7.6%	8.2%		7.3%	7.2%
November		4.0%	4.6%		4.1%	3.8%
December		3.9%	4.1%		4.2%	3.7%

Looking at the monthly distribution of visits, in 2008 July and August accounted for three in ten (30%) of all visits – on a par with those of 2007 (29.5%).

**Table 3.8** Monthly distribution of visits 2008/7 and 2008/6 by admission

	2008/7				2008/6				
	Sample	Free 2008	2007	Paid 2008	2007	Free 2008	2006	Paid 2008	2006
January		4.9%	5.1%	2.1%	1.9%	4.7%	3.9%	2.4%	2.0%
February		7.2%	6.2%	3.8%	3.3%	6.8%	5.0%	4.2%	3.4%
March		8.7%	7.0%	7.2%	4.0%	8.2%	5.9%	7.1%	3.6%
April		7.9%	10.8%	7.8%	11.6%	8.0%	11.9%	8.0%	11.3%
May		10.2%	9.9%	12.3%	10.7%	10.5%	9.8%	12.3%	10.1%
June		9.0%	9.2%	10.4%	10.7%	9.0%	10.1%	10.3%	11.7%
July		12.1%	11.2%	14.1%	13.9%	12.2%	13.2%	13.8%	15.0%
August		14.5%	13.1%	19.5%	20.3%	14.4%	16.4%	18.8%	20.5%
September		8.0%	7.8%	9.4%	9.3%	8.5%	8.2%	9.3%	8.7%
October		7.7%	8.1%	7.3%	8.1%	7.5%	6.9%	7.1%	7.5%
November		5.3%	6.4%	2.8%	3.0%	5.3%	4.8%	3.1%	3.0%
December		4.6%	5.1%	3.2%	3.2%	4.9%	4.1%	3.6%	3.4%

Table 3.8 shows that paid attractions are more seasonal than free attractions: in 2008 27% of all visits to free attractions took place between July and August, compared to 34% for paid attractions during the same time scale.

### 3.3 Comparison of quarterly visits 2008/7 and 2008/6

Table 3.9 Quarterly distribution of visits 2008/7 and 2008/6

	2008/7		2008/6	
	Visits 2008	Visits 2007	Visits 2008	Visits 2006
Sample	141		129	
Jan – Mar	16.9%	13.4%	16.4%	11.4%
Apr – Jun	28.9%	31.4%	29.2%	32.5%
Jul – Sep	38.8%	38.3%	38.6%	41.4%
Oct - Dec	15.5%	16.9%	15.7%	14.7%

In 2008 a total of 32% of all visits to tourist attractions that responded to the survey were in the off-peak months of October - March. This compares to 30% during the same period in 2007.

Table 3.10 Quarterly distribution of visits 2008/7 by region

Region	Sample	Distribution of visits 2008				Distribution of visits 2007				Total visits	
		Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan – Dec 08	Jan – Dec 07
Mid Wales	23	9.8%	30.4%	49.2%	10.7%	6.6%	31.7%	48.8%	12.9%	499,126	592,713
North Wales	40	12.1%	30.8%	45.0%	12.0%	8.6%	34.9%	43.2%	13.4%	2,823,060	2,920,503
SE Wales	45	20.8%	28.1%	33.4%	17.7%	17.9%	29.2%	32.7%	20.2%	4,273,251	4,127,136
SW Wales	33	16.4%	27.2%	38.8%	17.4%	12.9%	30.9%	39.9%	16.2%	1,591,710	1,592,687
<b>Total</b>	<b>141</b>	<b>16.9%</b>	<b>29.9%</b>	<b>38.8%</b>	<b>15.5%</b>	<b>16.4%</b>	<b>29.2%</b>	<b>38.6%</b>	<b>15.7%</b>	<b>9,187,147</b>	<b>9,233,039</b>

A much higher proportion of visitors attend tourist attractions in non-peak season in South Wales compared to in Mid and North Wales. In 2008 nearly 39% attended an attraction in South East Wales between October and March, compared to 21% in Mid Wales during that period and 24.1% in North Wales.

**Table 3.11 Quarterly distribution of visits 2008/6 by region**

Region	Sample	Distribution of visits 2008				Distribution of visits 2006				Total visits	
		Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan – Dec 08	Jan – Dec 06
Mid Wales	21	10.4%	29.8%	47.9%	12.0%	6.9%	32.8%	47.8%	12.5%	499,360	491,272
North Wales	39	11.8%	30.4%	45.5%	12.3%	6.4%	33.7%	48.3%	11.6%	2,611,113	2,658,206
SE Wales	36	20.2%	27.8%	33.2%	18.7%	16.4%	31.2%	34.0%	18.4%	3,861,210	2,898,599
SW Wales	33	16.5%	30.6%	37.8%	15.0%	11.7%	32.8%	41.3%	14.0%	1,801,433	1,979,898
<b>Total</b>	<b>129</b>	<b>16.4%</b>	<b>29.2%</b>	<b>38.6%</b>	<b>15.7%</b>	<b>11.4%</b>	<b>32.5%</b>	<b>41.4%</b>	<b>14.7%</b>	<b>8,723,116</b>	<b>8,027,975</b>

As in table 3.10 (previously) 3.11 demonstrates that attractions in South East and South West Wales benefit from a more even spread throughout the year than those in the Mid and North of Wales. Interestingly, just over 16% of visits in 2008 took place in January to March, compared to just over 11% for the same period in 2006.

**Table 3.12 Quarterly distribution of visits 2008/7 by category**

Category	Sample	Distribution of visits 2008				Distribution of visits 2007				Total visits	
		Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan – Dec 08	Jan – Dec 07
Historic property	48	13.5%	31.0%	42.6%	12.9%	8.7%	32.3%	43.8%	15.1%	2,447,865	2,689,567
Museum or art gallery	44	21.6%	26.5%	33.1%	18.8%	19.1%	28.4%	32.1%	20.5%	3,654,720	3,422,991
Industrial or craft attr.	12	13.8%	26.7%	44.7%	14.8%	11.7%	30.3%	42.9%	15.1%	474,058	478,024
Country park, garden, other natural	20	16.5%	31.0%	36.9%	14.8%	14.3%	35.5%	35.1%	15.1%	1,717,188	1,779,911
Wildlife attr.	4*	14.1%	30.4%	43.7%	11.7%	8.1%	32.3%	46.1%	13.5%	110,748	104,905
Themed attr., leisure parks & centres	2*	12.0%	21.7%	56.9%	9.3%	6.6%	32.4%	50.0%	10.9%	230,400	180,279
Railway or tramway	10*	5.9%	31.0%	51.2%	11.8%	2.1%	33.8%	50.5%	13.6%	554,550	567,362
<b>Total</b>	<b>140</b>	<b>16.8%</b>	<b>28.9%</b>	<b>38.7%</b>	<b>15.5%</b>	<b>13.4%</b>	<b>31.4%</b>	<b>38.3%</b>	<b>16.9%</b>	<b>9,179,529</b>	<b>9,223,039</b>

\*caution: low base

In 2008 railways and tramways exhibited a highly seasonal picture, with over 82% of visits to these attractions taking place between April and September. This compares to the less seasonal attractions that fall into the category of “museums and art galleries” which had fewer than 60% of their annual visits during this period.

**Table 3.13 Quarterly distribution of visits 2008/6 by category**

Category	Sample	Distribution of visits 2008				Distribution of visits 2006				Total visits	
		Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan – Dec 08	Jan – Dec 06
Historic property	40	13.5%	30.6%	42.7%	13.2%	8.0%	33.4%	46.1%	12.6%	2,016,397	2,076,571
Museum or art gallery	40	20.9%	27.1%	33.7%	18.3%	18.2%	30.0%	33.3%	18.5%	3,205,681	2,222,544
Industrial or craft attr.	10*	10.0%	26.4%	48.0%	15.5%	8.6%	28.0%	46.7%	16.7%	309,448	347,557
Country park, garden, other natural	24	17.1%	31.3%	35.5%	16.2%	11.4%	34.5%	40.2%	13.8%	2,332,849	2,519,984
Wildlife attr.	2*	20.7%	29.8%	34.4%	15.0%	12.2%	28.5%	40.1%	19.2%	56,563	54,053
Themed attr., leisure parks & centres	2*	5.6%	21.3%	68.7%	4.4%	0.7%	3.6%	60.2%	5.6%	165,974	149,344
Railway or tramway	11*	6.4%	31.5%	50.3%	11.8%	2.4%	33.2%	51.6%	12.9%	636,204	657,962
<b>Total</b>	<b>129</b>	<b>16.4%</b>	<b>29.2%</b>	<b>38.6%</b>	<b>15.7%</b>	<b>8.8%</b>	<b>27.3%</b>	<b>45.5%</b>	<b>14.2%</b>	<b>8,723,116</b>	<b>6,028,015</b>

\*caution: low base

Looking at the peak quarter of July to September, in 2008 themed attraction visitor numbers peaked during this period with visits accounting for over two thirds (68.7%) of visits. This compares to museums and art galleries where 33.7% of visits took place in that time period.

**Table 3.14 Quarterly distribution of visits 2008/7 by geographic location**

Category	Sample	Distribution of visits 2008				Distribution of visits 2007				Total visits	
		Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan – Dec 08	Jan – Dec 07
Coastal	18	12.0%	31.2%	44.8%	12.0%	8.5%	32.5%	46.8%	12.2%	1,449,833	1,569,118
Rural	81	13.1%	30.9%	42.1%	13.8%	9.4%	34.2%	40.7%	15.7%	3,356,654	3,452,097
Urban	42	21.3%	26.6%	34.2%	18.0%	18.4%	28.8%	33.2%	16.6%	4,380,660	4,211,824
<b>Total</b>	<b>141</b>	<b>16.9%</b>	<b>28.9%</b>	<b>38.8%</b>	<b>15.5%</b>	<b>16.4%</b>	<b>29.2%</b>	<b>38.6%</b>	<b>15.7%</b>	<b>9,187,147</b>	<b>9,233,039</b>

Attractions located in urban settings are less seasonal than those based on the coast or in a rural location. In 2008 just over 39% of visits were made to attractions between October and March in urban locations compared to 24% for coastal locations.

**Table 3.15 Quarterly distribution of visits 2008/6 by geographic location**

Category	Sample	Distribution of visits 2008				Distribution of visits 2006				Total visits	
		Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan – Dec 08	Jan – Dec 06
Coastal	12	13.3%	30.4%	44.0%	12.4%	8.5%	32.6%	47.3%	11.7%	1,168,034	1,202,734
Rural	82	13.6%	30.9%	41.1%	14.3%	8.8%	33.9%	43.9%	13.4%	3,862,258	4,192,563
Urban	35	20.4%	27.1%	34.3%	18.2%	16.7%	30.2%	34.8%	18.3%	3,692,824	2,632,678
<b>Total</b>	<b>129</b>	<b>16.4%</b>	<b>29.2%</b>	<b>38.6%</b>	<b>15.7%</b>	<b>11.4%</b>	<b>32.5%</b>	<b>41.4%</b>	<b>14.7%</b>	<b>8,723,116</b>	<b>8,027,975</b>

The figures above reflect a similar pattern to those in table 3.14 with attractions in urban locations performing better in out of season periods compared to those in coastal settings.

### 3.4 Comparison of admission charges for paid attractions

**Table 3.16 Comparison of adult and child average charges (per attraction) 2008/7 and 2008/6**

	2008/7			2008/6		
	2008	2007	Increase/decrease	2008	2006	Increase/decrease
<b>Sample</b>		94		<b>Sample</b>	98	
Average adult admission charge	£5.00	£4.72	+5.9%	£5.05	£4.70	+7.4%
Average child admission charge	£2.95	£2.79	+5.7%	£2.89	£2.84	+1.8%

In 2008 the average adult admission charge was £5.00 – up by nearly 6% on 2007’s figure of £4.72. For children the average admission charge was £2.95, up nearly 6% on 2007’s figure of £2.79.

**Table 3.17 Comparison of adult and child average charges (per attraction) 2008/7/6**

	2008	2007	2006	2007-8	2006-7
<b>Sample</b>		80			
Average adult admission charge	£5.04	£4.78	£4.66	+5.4%	+2.6%
Average child admission charge	£2.94	£2.77	£2.87	+6.1%	-3.5%

Looking at admission charges using the same sample across three years, adult admissions have risen, to a greater extent between 2007 and 2008 than between 2006 and 2008. Children’s admission charges actually decreased amongst the samples who responded to the survey, down by 3.5% between 2006 and 2007.



**Table 3.18** Distribution of adult admission charges by range

	Sample not common			Sample common		
	2008	2007	2006	2008	2007	2006
<b>Sample</b>	<b>134</b>	<b>118</b>	<b>144</b>		<b>80</b>	
Less than £1.00	6.7%	6.8%	2.8%	6.3%	8.8%	8.8%
£1.01 - £1.99	2.2%	13.6%	11.8%	3.8%	1.3%	0.0%
£2.00 - £2.99	11.9%	15.3%	22.2%	11.3%	23.8%	23.8%
£3.00 - £3.99	29.1%	21.2%	20.8%	31.3%	18.8%	22.5%
£4.00 - £4.99	10.4%	8.5%	9.7%	10.0%	12.5%	12.5%
£5.00 - £5.99	13.4%	9.3%	9.7%	8.8%	8.8%	7.5%
£6.00 - £6.99	7.5%	11.9%	9.7%	7.5%	10.0%	11.3%
£7.00 - £7.99	7.5%	4.2%	4.2%	8.8%	6.3%	6.3%
£8.00 or over	11.2%	9.3%	9.0%	12.5%	10.0%	7.5%

The distribution reflects the increases in adult charges, as shown in the previous table.

## 4. Visits 2008

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This section presents analysis of visits data for year 2008.

Please note: not all base sizes are the same as not all respondents completed all sections of the questionnaires. Those not completing the relevant sections have been omitted from the tables, but included elsewhere in sections they have completed.

### 4.1 Visits 2008 (submitted by respondents)

Table 4.1 Overall visits 2008 by admission

Admission	Sample	Total visits 2008
Free	81	5,983,920
Paid	139	6,750,589
<b>Total</b>	<b>220</b>	<b>12,734,509</b>

Amongst those attractions submitting visitor figures, a total of nearly 12,750,000 visits were made in 2008: nearly 6,000,000 of which were free.

Table 4.2 Overall visits 2008 by admission and region

Region	Free Admission		Paid Admission		All Attractions	
	Sample	Total visits 2008	Sample	Total visits 2008	Sample	Total visits 2008
Mid Wales	14	244,069	31	981,424	45	1,225,493
North Wales	19	1,095,260	50	2,481,023	69	3,576,283
SE Wales	24	3,178,022	24	1,241,136	48	4,419,158
SW Wales	24	1,466,569	34	2,047,006	58	3,513,575
<b>Total</b>	<b>81</b>	<b>5,983,920</b>	<b>139</b>	<b>6,750,589</b>	<b>220</b>	<b>12,734,509</b>

Amongst those submitting visitor and submission data, the South East region attracted the highest volume of visits at just over 4,400,000 – compared to Mid Wales at just over 1,200,000.

**Table 4.3 Regions' share of attractions and visits 2008**

Region	% of attractions	% of visits 2008	Average visits per attraction per region
Sample	235	13,612,144	
Mid Wales	20%	9.2%	26,702
North Wales	31%	27.7%	52,393
SE Wales	23%	33.7%	84,904
SW Wales	26%	29.4%	64,516
<b>Total</b>	<b>235</b>		<b>57,924</b>

Average visits per attraction are highest for attractions based in South East Wales – at nearly 85,000 visits per attraction. This compared to Mid Wales attractions which have, on average, nearly 27,000 visits per attraction.

**Table 4.4 Overall visits 2008 by admission and category**

Category	Free Admission		Paid Admission		All Attractions	
	Sample	Total visits 2008	Sample	Total visits 2008	Sample	Total visits 2008
Historic property	7*	312,844	53	2,297,622	60	2,610,466
Museum or art gallery	41	3,473,536	22	477,898	63	3,951,434
Industrial or craft attraction	11	387,619	11	485,735	22	873,354
Country park, garden, other natural	19	1,782,575	21	1,544,520	40	3,327,095
Wildlife attraction	2*	18,154	10*	419,670	12	437,824
Themed attraction, leisure park/ centre	0		5*	743,392	5*	743,392
Railway or tramway	1*	9,192	14	42,678	15	51,870
<b>Total</b>	<b>81</b>	<b>5,983,920</b>	<b>139</b>	<b>6,750,589</b>	<b>220</b>	<b>12,734,509</b>

\*caution: low base

Free attractions to museums and art galleries make up the single largest group – accounting for nearly 3,950,000 visits in 2008.

**Table 4.5 Average visits 2008 by category**

<b>Category</b>	<b>Sample</b>	<b>Average visits 2008</b>
Historic property	65	47,412
Museum or art gallery	67	59,969
Industrial or craft attraction	24	38,363
Country park, garden, other natural	43	84,071
Wildlife attraction	13	34,025
Themed attraction, leisure park/ centre	14	148,678
Railway or tramway	4*	53,448
<b>Total</b>	<b>230</b>	<b>58,998</b>

\*caution: low base

Themed attractions enjoyed the largest volume of visits per attraction at 148,678 visits. The least-visited category of attraction was the wildlife attraction, with an average visitor number of just over 34,000 per attraction.

**Table 4.6 Overall visits 2008 by admission and geographic location**

<b>Location</b>	<b>Free Admission</b>		<b>Paid Admission</b>		<b>All Attractions</b>	
	<b>Sample</b>	<b>Total visits 2008</b>	<b>Sample</b>	<b>Total visits 2008</b>	<b>Sample</b>	<b>Total visits 2008</b>
Coastal	4*	37,062	28	1,414,087	32	1,451,149
Rural	33	1,631,238	91	3,782,216	124	5,413,454
Urban	44	4,315,620	20	1,554,286	64	5,869,906
<b>Total</b>	<b>81</b>	<b>5,983,920</b>	<b>139</b>	<b>6,750,589</b>	<b>220</b>	<b>12,734,509</b>

\*caution: low base

Visits to urban areas accounted for almost 5,900,00 visits in 2008, closely followed by those to rural areas at just over 5,400,000. Visits to coastal areas accounted for just over 1,450,000 visits in 2008.

Table 4.7 Average visits 2008 by geographic location

Location	Sample	Average visits 2008
Coastal	32	45,348
Rural	124	43,657
Urban	64	91,717
<b>Total</b>	<b>220</b>	<b>57,884</b>

Average visits are highest in urban areas with an average visit per attraction at nearly 95,000 compared to 43,650 for those in rural areas.

Table 4.8 Overall visits 2008 by admission and ownership

Ownership	Free Admission		Paid Admission		All Attractions	
	Sample	Total visits 2008	Sample	Total visits 2008	Sample	Total visits 2008
Cadw	-	-	29	1,104,785	29	1,104,785
Government	7*	1,549,071	-	-	7*	1,549,071
Local authority	44	2,374,036	30	2,260,240	74	4,634,276
National Trust	-	-	18	933,257	18	933,257
Private owner or trust	30	2,106,328	62	2,478,050	92	4,584,378
Voluntary group/ association/ trust	-	-	2*	119,837	2*	119,837
<b>Total</b>	<b>81</b>	<b>6,029,435</b>	<b>141</b>	<b>6,896,169</b>	<b>222</b>	<b>12,925,604</b>

\*caution: low base

Local authorities accounted for the largest share of attraction visits with just over 4,600,000 visits in 2008, closely followed by attractions that were privately owned or owned by a trust, with visit volumes at nearly 4,600,000.

Table 4.9 Average visits 2008 by ownership

Ownership	Sample	Average visits 2008
Cadw	29	38,096
Government	7*	221,295
Local authority	80	61,193
National Trust	18	51,847
Private owner or trust	99	50,603
Voluntary group/ organisation/ trust	2*	59,919
<b>Total</b>	<b>235</b>	<b>57,924</b>

\*caution: low base

The National Museum of Wales attracted the highest average visits per attraction, with an average in 2008 of 221,295. This compares to attractions owned by Cadw which receive on average 38,000 visits a year.

**Table 4.10 Overall visits 2008 by range of visits and admission**

Range of visits	Free Admission		Paid Admission		All Attractions	
	Sample	Total visits 2008	Sample	Total visits 2008	Sample	Total visits 2008
0-1,999	8*	6,933	9*	7,933	17	14,866
2,000-4,999	10*	31,060	11	38,792	21	69,852
5,000-9,999	8*	61,972	22	169,655	30	231,627
10,000-19,999	13	186,363	20	301,868	33	488,231
20,000-49,999	14	429,134	36	1,195,603	50	1,624,737
50,000-99,999	12	922,661	23	1,721,571	35	2,644,231
100,000-149,999	5*	637,654	10*	1,276,865	15	1,914,519
150,000-199,999	6*	998,706	3*	527,150	9*	1,525,856
200,000 and over	5*	2,709,437	5*	1,511,152	10*	4,220,589
<b>Total</b>	<b>81</b>	<b>6,029,435</b>	<b>139</b>	<b>6,750,589</b>	<b>220</b>	<b>12,780,024</b>

\*caution: low base

Of all the attractions responding to the survey in 2008, 10 attractions received visitor volumes of 200,000 and above, accounting for just over 4,220,000 of visits that year. These ten attractions account for one third (33%) of total visits in 2008.

## 4.2 Factors affecting visitation

Attraction operators were asked to indicate what positive and negative factors they believed had affected their total visits figures in 2008 compared to those in 2007. The comments they gave were unprompted – that is the answers were not pre-chosen, but recorded on blank lines for the respondent to write in.

**Table 4.11 Positive factors**

Most important positive factor	No.	
	responses	%
Weather	29	30.5%
Events/ temporary exhibitions	22	23.2%
Advertising/ marketing	15	15.8%
New/ improving what's on offer	10*	10.5%
Diversity/ improve what's on offer	6*	6.3%
Interest	5*	5.3%
Greater awareness	4*	4.2%
Word of mouth	2*	2.1%
Repeat visits	2*	2.1%

\*caution: low base

The weather, as in previous years, remains the most mentioned positive factor – responsible for driving visitors to indoor attractions when outdoor attractions are not feasible.

**Table 4.12 Negative factors**

<b>Most important negative factor</b>	<b>No. responses</b>	<b>%</b>
Weather	92	74.2%
Credit crunch	15	12.1%
Less school visits	10	8.1%
Budget/ lack of	3*	2.4%
On-site building works	2*	1.6%
Opening hours	2*	1.6%

\*caution: low base

The weather also remains a negative factor, accounting for nearly three quarters (74.2%) of negative mentions amongst those attractions responding to the survey. New for 2008 the credit crunch / poor economy was mentioned by just over 12% of attraction owners as a negative factor in visitor numbers, making it the second most-mentioned negative factor in terms of visitor numbers.

## 5. Operations

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### 5.1 Gross revenue movement

This section represents an overview of gross revenue, revenue generated from tourists, employment in tourism activities, marketing activities and upgrade/ investment in the attraction sector. It should be noted that, as in previous sections of the research, not all respondents answered all questions, and those not responding have been left out of the samples relevant to the individual questions.

Table 5.1 Gross revenue movement 2008/7/6 (different samples)

<b>Gross revenue movement</b>		<b>2008/7</b>	<b>2007/6</b>	<b>2006/5</b>
	<b>Sample</b>	<b>140</b>	<b>170</b>	<b>172</b>
Down		31.4%	18.8%	21.5%
Similar		38.6%	41.2%	30.2%
Up		30.0%	40.0%	40.7%
Not applicable		-	-	7.6%

It should be noted that the option 'not applicable' was not included on the questionnaire in 2007/6.

This year 30% of attractions said that their gross revenue was up, compared to approximately 40% in the two previous years.

Table 5.2 Average gross revenue movement 2008/7/6 (different samples)

<b>Gross revenue movement</b>	<b>2008/7</b>	<b>2007/6</b>	<b>2006/5</b>
Down	14%	13%	13%
Similar	-	-	-
Up	15%	26%	16%

Amongst those who stated whether their revenue was up or down, of those who stated revenue was down, on average it was down by 14% in 2008. Amongst those who stated their revenue was up, it was up on average 15% in 2008.



**Table 5.3 Average revenue movement 2008/7 by band**

Gross revenue movement band	Sample	%
Over -50% decrease	0	0.0%
-21% to -50% decrease	6*	4.7%
-11% to -20% decrease	12	9.4%
-1% to -10% decrease	16	12.5%
0% (no change)	54	42.2%
1% to 10% increase	22	17.2%
11% - 20% increase	10*	7.8%
21% - 50% increase	7*	5.5%
Over 50% increase	1*	1.0%
<b>Total</b>	<b>128</b>	
<b>Average trend</b>		<b>+1.1%</b>

\*caution: low base

For just over 42% of attractions revenue remained unaltered between 2007 and 2008. Interestingly 6% of attractions enjoyed a revenue increase of over 21% during this period.

**Table 5.4 Average revenue movement 2008/7 by category**

Category	Sample	Average revenue trend
Historic property	9*	+15.8%
Museum or art gallery	15	-3.2%
Industrial or craft attraction	11	+1.5%
Country park, garden, other natural	17	-2.9%
Wildlife attraction	9*	+6.3%
Themed attr., leisure parks and centres	1*	+12.0%
Railway or tramway	6*	+1.5%
<b>Total</b>	<b>75</b>	<b>+4.4%</b>

\*caution: low base

Those attraction categories enjoying the largest revenue increase were historic properties (nearly 16% increase between 2007 and 2008) and themed attractions (12%). Those suffering a decrease were museums and art galleries (down just over 3%) and country parks, gardens, other natural (down nearly 3%).

## 5.2 Average revenue per visitor (£) 2008

Attraction operators were asked to provide the average revenue (including VAT) per visitor, i.e. the total spend per category divided by total visitors to the attraction overall. In total 108 attractions provided the breakdown of such information.

Notes to understand the average revenue:

- Average revenue is calculated by adding the total average revenue provided by operators within each category and then dividing the results by the total number of responding attractions.
- The 'other' spend element includes workshops, hire, tuition etc.

**Table 5.5 Average visitor revenue per attraction by category**

Category	Sample	Admissions	Donations	Catering	Retail	Other	Total
Historic property	11	£2.13	£0.13	£0.33	£1.34	£0.18	£4.11
Museum or art gallery	19	£1.02	£0.38	£0.34	£0.88	£0.35	£2.97
Industrial or craft attraction	13	£1.65	£0.03	£0.67	£6.66	£0.04	£9.05
Country park, garden, other natural	15	£2.06	£0.13	£2.10	£2.55	£0.53	£7.37
Wildlife attraction	6*	£4.47	£0.07	£2.39	£1.42	£0.05	£8.40
Themed attr., leisure parks and centres	1**	-	-	-	-	-	-
Railway or tramway	11	£5.09	£0.54	£1.95	£1.70	£0.16	£9.44
<b>Average</b>	<b>Total 76</b>	<b>£2.74</b>	<b>£0.21</b>	<b>£1.30</b>	<b>£2.43</b>	<b>£0.22</b>	<b>£6.89</b>

\*caution: low base

\*\*Sample size too small and would breach confidentiality

Railway attractions have the highest admissions at £5.09 compared to museums or art galleries which average at £1.02. In terms of retail; industrial or craft attractions manage £6.66 per visitor, compared to £0.88 at museums and galleries.

**Table 5.6 Average visitor revenue per attraction by category and admission**

Category	Sample	Admissions	Donations	Catering	Retail	Other	Total
Historic property	Free	1**	-	-	-	-	-
	Paid	8*	£2.93	£0.10	£0.33	£1.73	£5.34
Museum or art gallery	Free	12	£0.00	£0.54	£0.72	£0.59	£2.37
	Paid	12	£1.85	£0.07	£0.29	£0.83	£3.08
Industrial or craft attraction	Free						
	Paid	6*	£0.00	£0.06	£0.51	£11.04	£11.69
Country park, garden, other natural		5*	£4.28	£0.00	£1.13	£2.48	£7.89
	Free	6*	£0.00	£0.33	£2.37	£2.87	£6.47
	Paid	8*	£3.39	£0.00	£2.09	£2.59	£8.27
Wildlife attraction	Free	-	-	-	-	-	-
	Paid	6*	£4.47	£0.07	£2.39	£1.42	£8.40
Themed attr., leisure parks and centres	Free	-	-	-	-	-	-
	Paid	-	-	-	-	-	-
Railway or tramway	Free	1*	-	-	-	-	-
	Paid	10*	£5.60	£0.60	£2.15	£1.82	£10.18
	<b>Average</b>	<b>Total</b>					
	<b>Free</b>	<b>26</b>	<b>£0.00</b>	<b>£0.31</b>	<b>£1.20</b>	<b>£4.83</b>	<b>£6.84</b>
	<b>Paid</b>	<b>49</b>	<b>£3.75</b>	<b>£0.14</b>	<b>£1.39</b>	<b>£1.81</b>	<b>£7.19</b>

\*caution: low base

\*\*Sample size too small and would breach confidentiality

The most noticeable difference in the above table is in terms of retail, with attractions that are free enjoying an average retail spend per visitor of £4.83 compared to £1.81 for attractions that are paid. This is particularly marked for industrial and craft attractions where the figures are £11.04 for free attractions and £2.48 for paid attractions fitting into this category.

**Table 5.7 Average visitor revenue per attraction by region**

Region	Sample	Admissions	Donations	Catering	Retail	Other	Total
Mid Wales	19	£2.63	£0.56	£1.24	£4.06	£0.40	£8.89
North Wales	24	£2.94	£0.22	£1.14	£2.09	£0.29	£6.68
South East Wales	20	£1.32	£0.06	£0.92	£0.79	£0.01	£3.10
South West Wales	12	£2.78	£0.02	£1.73	£2.61	£0.16	£7.30
<b>Average</b>	<b>75</b>	<b>£2.42</b>	<b>£0.22</b>	<b>£1.26</b>	<b>£2.39</b>	<b>£0.22</b>	<b>£6.51</b>

Average visitor revenue is highest in mid Wales at £8.89 and lowest in South East Wales at £3.10.

**Table 5.8 Average visitor revenue per attraction by region and admission**

Region		Sample	Admissions	Donations	Catering	Retail	Other	Total
Mid Wales	Free	6*	£0.00	£1.36	£0.33	£9.14	£1.00	£11.83
	Paid	13	£3.85	£0.19	£1.66	£1.71	£0.13	£7.54
North Wales	Free	8*	£0.00	£0.01	£1.34	£2.52	£0.75	£4.62
	Paid	16	£4.19	£0.32	£1.05	£1.87	£0.06	£7.49
South East Wales	Free	9*	£0.00	£0.09	£1.41	£0.77	£0.01	£2.28
	Paid	10*	£2.65	£0.04	£0.56	£0.80	£0.00	£4.05
South West Wales	Free	2*	£0.00	£0.03	£0.28	£4.33	£0.00	£4.64
	Paid	10*	£3.34	£0.02	£2.02	£2.27	£0.19	£7.84
<b>Average</b>	<b>Total</b>							
	<b>Free</b>	<b>25</b>	<b>£0.00</b>	<b>£0.38</b>	<b>£0.75</b>	<b>£4.19</b>	<b>£0.44</b>	<b>£5.76</b>
	<b>Paid</b>	<b>49</b>	<b>£3.51</b>	<b>£0.14</b>	<b>£1.32</b>	<b>£1.66</b>	<b>£0.10</b>	<b>£6.73</b>

\*caution: low base

The highest spend for free admission attractions was in Mid Wales with a spend of £11.83. This compares with South East Wales with a spend of £2.28. The highest spend for paid attractions occurs in South West Wales (£7.84) and the lowest in South East Wales (£4.05).

**Table 5.9 Average visitor revenue per attraction by geographic location**

Region	Sample	Admissions	Donations	Catering	Retail	Other	Total
Coastal	8*	£2.68	£0.03	£1.31	£1.41	£0.05	£5.48
Rural	47	£3.06	£0.34	£1.43	£2.91	£0.31	£8.05
Urban	20	£0.77	£0.04	£0.62	£1.31	£0.08	£2.82
<b>Average</b>	<b>Total 75</b>	<b>£2.17</b>	<b>£0.14</b>	<b>£1.12</b>	<b>£1.88</b>	<b>£0.15</b>	<b>£5.45</b>

\*caution: low base

Attractions in rural locations have a higher overall spend, at £8.05, compared to £5.48 in coastal locations and £2.82 for attractions in urban locations.

Table 5.10 Average visitor revenue per attraction by geographic location and admission

Region		Sample	Admissions	Donations	Catering	Retail	Other	Total
Coastal	Free	1*	-	-	-	-	-	-
	Paid	7*	£3.07	£0.03	£1.42	£0.84	£0.05	£5.41
Rural	Free	11	£0.00	£0.78	£1.59	£6.31	£1.04	£9.72
	Paid	36	£3.89	£0.21	£1.38	£1.88	£0.09	£7.45
Urban	Free	13	£0.00	£0.04	£0.61	£1.22	£0.05	£1.92
	Paid	7*	£2.19	£0.05	£0.65	£1.47	£0.13	£4.49
	<b>Average</b>	<b>Total</b>						
	<b>Free</b>	<b>25</b>	<b>£0.00</b>	<b>£0.41</b>	<b>£1.10</b>	<b>£3.77</b>	<b>£0.55</b>	<b>£5.82</b>
	<b>Paid</b>	<b>50</b>	<b>£3.05</b>	<b>£0.10</b>	<b>£1.15</b>	<b>£1.40</b>	<b>£0.09</b>	<b>£5.78</b>

\*caution: low base

The category enjoying the highest spend per visitor is free attractions in rural areas, with an average spend per visitor of £9.72. This compares to free attractions in urban areas with an average spend of £1.92.

### 5.3 Employment 2008

Attraction operators were asked to provide a breakdown of staff employed in tourism-related activities in 2008. A total of 191 attractions responded to this part of the survey.

Table 5.11 Total employees reported in 2008

Employment type	Sample 191	%
Full time permanents	1201	25.7%
Full time seasonals	276	5.9%
Part time permanents	728	15.6%
Part time seasonals	820	17.6%
Unpaid volunteers permanent	265	5.7%
Unpaid volunteers seasonal	1376	29.5%
<b>Total</b>	<b>4,666</b>	<b>100%</b>

Of the 191 attractions who responded a total of 4,666 individuals are said to be employed (paid or otherwise) at attractions they are responsible for. The single largest category of employment was unpaid seasonal volunteer – accounting for nearly 30% of all employment.

**Table 5.12 Total employees reported in 2008 by category**

Category	Total number of employees								% of employees						
	Sam- ple	FTP	FTS	PTP	PTS	UVP	UVS	Total	%FTP	%FTS	%PTP	%PTS	%UVP	%UVS	Sam- ple
Historic property Museum or art gallery	46	100	37	89	134	18	139	517	19.3%	7.2%	17.2%	25.9%	3.5%	26.9%	100%
Industrial or craft attr.	20	84	34	56	61	0	39	274	30.7%	12.4%	20.4%	22.3%	0%	14.2%	100%
Country park, garden, other natural	39	287	88	112	180	82	149	898	31.9%	9.8%	13.3%	20.0%	9.1%	16.6%	100%
Wildlife attraction	12	71	27	25	94	6	87	310	22.9%	8.7%	8.1%	30.3%	2.0%	28.1%	100%
Themed attr. Leisure park/centre	3*	64	14	80	44	0	38	240	26.7%	5.8%	33.3%	18.3%	0%	15.8%	100%
Railway or tramway	13	105	46	12	55	106	566	890	11.8%	5.2%	1.3%	6.2%	11.9%	63.6%	100%
<b>Total</b>	<b>187</b>	<b>1,190</b>	<b>265</b>	<b>728</b>	<b>799</b>	<b>265</b>	<b>1,412</b>	<b>4,659</b>	<b>24.9%</b>	<b>7.2%</b>	<b>16.7%</b>	<b>19.7%</b>	<b>4.3%</b>	<b>27.3%</b>	<b>100%</b>

\*caution: low base

Looking at employment by category of attraction, the highest proportion of full time employed people are found in attractions that are classified as country park, garden or other, with full time employed staff accounting for nearly 32% of their workforce. This compares to nearly 12% for attractions classed as railway or tramway.

**Table 5.13 Total employees 2008/7 and 2008/6**

	2008	2007	%2008/7	2008	2006	%2008/6
<b>Sample</b>		<b>102</b>			<b>104</b>	
Full time permanents	588	539	+9.1%	693	621	+11.6%
Full time seasonals	194	196	-1.0%	199	149	+33.6%
Part time permanents	244	245	-0.4%	459	301	+52.5%
Part time seasonals	568	585	-2.9%	375	426	-11.9%
Unpaid volunteers permanent	81	139	-41.7%	220	342	-35.7%
Unpaid volunteers seasonal	1,024	831	+23.2%	668	569	+17.4%

There has been a large decrease in the category of employment “unpaid volunteer permanent” and a large increase (although not directly comparable in scale) in the category “unpaid volunteer seasonal”.

Table 5.14 Recruitment difficulties 2008

<b>Recruiting difficulties</b>	<b>Sample</b>	<b>%</b>
Yes	13	8.7%
No	116	77.9%
N/A (no recruitment carried out)	20	13.4%
<b>Total</b>	<b>149</b>	<b>100%</b>

For the majority (nearly 78%) of attractions responding to this element of the survey, there were no recruitment difficulties of staff. Only 9% said they had recruitment difficulties.

Table 5.15 Retaining difficulties 2008

<b>Retaining difficulties</b>	<b>Sample</b>	<b>%</b>
Yes	6	4.5%
No	126	95.5%
<b>Total</b>	<b>132</b>	<b>100%</b>

Nearly 96% of attractions did not have an difficulties in retaining staff.

## **5.4 Marketing expenditure 2008/7**

Table 5.16 Marketing expenditure levels in 2008 compared with 2007

<b>Marketing expenditure levels</b>	<b>Sample</b>	<b>%</b>
Down	50	28.6%
Similar	99	56.6%
Up	26	14.8%
<b>Total</b>	<b>175</b>	<b>100%</b>

For nearly 57% of attractions, marketing expenditure levels in 2008 were similar to those in the previous year. For nearly 29% they were down and for nearly 15% they were up.

Table 5.17 Marketing expenditure levels in 2008 (compared with 2007), 2008 (compared with 2006) – different and common samples

	Sample	Common sample		Different samples	
		2008/7	2008/6	2008/7	2008/6
		<b>90</b>		<b>180</b>	
Down		16.7%	7.8%	28.6%	11.7%
Similar		65.6%	66.7%	26.6%	63.3%
Up		17.7%	25.6%	14.8%	25.0%
<b>Total</b>		<b>100.0%</b>	<b>100.1%</b>	<b>100%</b>	<b>100.0%</b>

Looking at common samples of attractions, the proportion that have said their marketing spend has increased between 2007 and 2008 has itself reduced from nearly 26% in 2007 to nearly 18% in 2008.



## 5.5 Foreign language services

Table 5.18 Provision of information and/or tours in foreign languages in 2008 and 2009

In this section of the questionnaire the respondents were asked whether their attraction catered for Welsh, French or German visitors linguistically. It should be noted that response to this question was low, with base sizes to each language indicated in the table below.

	2008			2009		
	Welsh	French	German	Welsh	French	German
No	12	7	8	11	7	7
Yes	108	33	28	86	25	19
<b>Total</b>	<b>120</b>	<b>40</b>	<b>36</b>	<b>97</b>	<b>32</b>	<b>26</b>

Of the 120 attractions who answered this question, 12 (10%) did not supply a tour or information in Welsh while 108 (90%) did do so. Looking at the year ahead, of the 97 respondents who completed the question, 11 said they would in future be supplying a tour/information in Welsh (11%).

## 5.6 Improvements/ upgrade 2008

Attraction operators were asked to indicate whether they had made any kind of upgrade or improvement to their attraction in 2007 (excluding normal repairs and upkeep).

**Table 5.19 Improvements/ upgrade in 2008**

Did upgrade/ improvements	Sample	%
Yes	58	36.9%
No	99	63.1%
<b>Total</b>	<b>157</b>	<b>100.0%</b>

Nearly two thirds (63%) had not made improvements with just over a third (37%) having made improvements.

**Table 5.20 Improvements/ upgrade in 2008 by band of investment**

Investment band	Sample	Total investment	% of attractions	% of total investment
Value not specified	14	n/a	24.1%	n/a
Under £1,000	1	£500	1.7%	0.00%
£1,000 - £4,999	10	£22,000	17.2%	0.2%
£5,000 - £9,999	5	£30,500	8.6%	0.2%
£10,000 - £19,999	8	£122,000	13.8%	0.9%
£20,000 - £49,999	8	£256,544	13.8%	1.8%
£50,000 - £99,999	3	£215,000	5.2%	1.5%
£100,000 - £249,999	3	£320,000	5.2%	2.3%
£250,000 - £499,999	3	£1,051,764	5.2%	7.6%
£500,000 - £999,999	0	£0	0%	0%
£1 million and over	3	£11,860,000	5.2%	85.5%
<b>Total</b>	<b>58</b>	<b>£13,878,308</b>	<b>100%</b>	<b>100%</b>
<b>Average investment</b>		<b>£239,281</b>		

Total improvements amounted to nearly £14,000,000 – with three attractions accounting for 86% of that value.

## 6 Visitor Profile 2008

### 6.1 Adult and children visits 2008

143 respondents indicated what proportion of their visitors were adults and what proportion were children.

**Table 6.1** Proportion of adult and child visitation by category

Category	Sample	Average % adults	Average % children
Historic property	21	71.8%	28.1%
Museum or art gallery	50	71.0%	29.0%
Industrial or craft attraction	18	76.0%	24.0%
Country park, garden, other natural	32	72.6%	27.4%
Wildlife attraction	6	63.4%	36.2%
Themed attracts, leisure parks & centres	3	48.3%	54.3%
Railway or tramway	13	70.9%	29.1%
<b>Total</b>	<b>143</b>	<b>71.3%</b>	<b>28.6%</b>

Overall nearly seven out of ten (71%) of visits were made by adults and nearly 29% by children. The proportions of children are highest for attractions that fall into the categories of themed attractions (54% children) and wildlife attractions (36% children).

**Table 6.2** Origin of visitors by category

Category	Sample	Average % overseas	Average % locals	Average % other UK
Historic property	11	13.9%	32.8%	53.3%
Museum or art gallery	36	8.6%	54.2%	34.7%
Industrial or craft attraction	15	8.9%	36.5%	54.9%
Country park, garden, other natural	27	5.7%	56.4%	37.9%
Wildlife attraction	6	4.2%	57.5%	38.3%
Themed attracts, leisure parks & centres	2	1.5%	83.0%	11.5%
Railway or tramway	11	5.5%	30.9%	63.6%
<b>Total</b>	<b>108</b>	<b>7.7%</b>	<b>48.4%</b>	<b>42.9%</b>

Overseas visitors are highest in their proportions at historic properties, accounting for nearly 14% of visitors. This compares to themed attractions where they account for nearly 2% of visitors.

**Table 6.3 Proportion of school visits by category**

Category	Sample	School visits 2007	Total visits 2007	% school visits
Historic property	22	88,697	1,119,155	7.9%
Museum or art gallery	53	287,045	3,691,625	7.8%
Industrial or craft attraction	18	21,039	692,183	3.0%
Country park, garden, other natural	31	87,111	3,248,238	2.7%
Wildlife attraction	8	28,506	387,823	7.4%
Themed attracts, leisure parks & centres	3	10,253	577,418	1.8%
Railway or tramway	12	22,340	597,049	3.7%
<b>Total</b>	<b>147</b>	<b>544,991</b>	<b>10,313,491</b>	<b>5.3%</b>

School visits account for around 5% of all visits to tourist attractions in Wales in 2008, according to those attractions that responded to this question. The attraction categories that have the highest proportions of school visits are historic properties (nearly 8%) and museums and art galleries (again nearly 8%).

Respondents were asked at the end of the questionnaire whether their attraction was VAQAS registered. Of the 235 attractions that responded a total of 152 (65%) were VAQAS registered with a further 8 (3%) planning to be so in 2009. It should be noted that sample generation of new attractions is done through the VAQAS registration database and this will therefore influence the percentage of VAQAS registered attractions in the sample.

## 7. Attractions Responding in 2008 – alphabetically arranged

Below are the attractions responding to the 2008 survey who have given visitor figures.

Owner	Name	Region	Category	2008	2007	2006	% 08/07	£ adult
PO	1940's Swansea Bay	SW	MAG	7050 *	7030	5866	0.3%	£4.95
NT	Aberconwy House	N	HP	16009	18031		-11.2%	£3.00
NT	Aberdulais Falls	SW	CP	21261	23654	21175	-10.1%	£3.63
PO	Abergavenny Museum & Castle	SW	MAG	19205 *		21793		
PO	Aberglasney Gardens	SW	CP	47535	47131	49500	0.9%	£7.00
PO	Abertillery & District Museum	SE	MAG	11430 *	10594	5130	7.9%	
PO	Aberystwyth Cliff Electric Railway	M	R/T	46635	53176	49488	-12.3%	£2.95
					13750			
LA	Afan Forest Park Visitor Centre	SW	CP	112883	0		-17.9%	
LA	Alyn Waters Country Park Visitor Centre	N	CP	84291	83472	50584	1.0%	
PO	Anglesey Sea Zoo	N	WL	85000 *		67253		£7.25
PO	Barmouth Sailors' Institute & Ty Gwyn	M	HP	5500 *	4500	4000	22.2%	
								£18.00
PO	Bay Island Voyages	SE	Other	7618	10000		-23.8%	0
Cadw	Beaumaris Castle	N	HP	67329	81638	75199	-17.5%	£3.70
LA	Beaumaris Court House	N	HP	2743	3696	4192	-25.8%	£3.00
LA	Beaumaris Gaol	N	HP	9383	10972	10044	-14.5%	£3.50
LA	Bersham Heritage Centre	N	MAG	7298		7393		£0.00
LA	Bersham Ironworks	N	Ind	2028		1693		£0.00
					15556	15810		
G	Big Pit: National Coal Museum	SE	MAG	165151	9	9	6.2%	
LA	Blackpill Wildlife Centre	SW	WL	420 *				
PO	Blaenavon Community Heritage & Cordell Museum	SE	MAG	949	1216		-22.0%	£1.00
Cadw	Blaenavon Ironworks	SE	HP	18677	8361	7012	123.4%	£0.00
PO	Blaina Museum & Heritage Centre	SE	MAG	3766	3820		-1.4%	
LA	Bodelwyddan Castle	N	MAG	39472		30680		£5.00
					15197	15113		
NT	Bodnant Garden	N	CP	138313 *	3	4	-9.0%	£7.20
PO	Bodrhyddan Hall	N	HP	782				£5.00
LA	Brecknock Museum & Art Gallery	M	MAG	19257	16290	14929	18.2%	£1.00
PO	Brecon Mountain Railway	SE	R/T	63096	70422	72710	-10.4%	£9.50
LA	Brickfield Pond	N	CP	59174 *	67863	65000	-12.8%	
LA	Bronze Bell Collection (Sailors Institute)	M	MAG	7500 *	9000	8500	-16.7%	
Cadw	Caerleon Roman Baths and Amphitheatre	SE	HP	40555	45009	44376	-9.9%	£3.10
PO	Caernarfon Air World	N	MAG	5000 *	9000	8750	-44.4%	£5.75
					19252	18771		
Cadw	Caernarfon Castle	N	HP	174964	0	3	-9.1%	£5.10
PO	Caernarfon Maritime Museum	N	MAG	1090	1001	1151	8.9%	£1.00
					10704			
Cadw	Caerphilly Castle	SE	HP	83167	8	90914	-22.3%	£3.70
LA	Caldicot Castle	SE	HP	26582		26644		£3.75
PO	Canolfan y Barcud - Kite Centre	M	WL	4500 *				
PO	Canolfan Y Plase	M	MAG	2000 *	3000	2500	-33.3%	
PO	Cantref Adventure Farm	M	WL	49500 *				£6.95

Owner	Name	Region	Category	2008	2007	2006	% 08/07	£ adult
LA	Cardiff Bay Visitor Centre	SE	Ind	193070	196764			
					4		-1.9%	
LA	Cardiff Castle	SE	HP	221903	22379	23148		£8.95
LA	Cardiff Museum Project	SE	MAG	23559	*	2	-0.8%	
LA	Carew Castle & Tidal Mill	SW	HP	34850	39690	33627	-12.2%	£3.50
LA	Carmarthenshire County Museum	SW	MAG	14030	13837	12685	1.4%	
Cadw	Carreg Cennen Castle	SW	HP	24590	27704	28234	-11.2%	£3.70
Cadw	Castell Coch	SE	HP	68544	65637	66900	4.4%	£3.70
LA	Castell Henllys Iron Age Fort	SW	HP	28949	27770	33320	4.2%	£3.50
PO	Caws Cenarth - Welsh Cheese	SW	Ind	4120	*	4380	-5.9%	
LA	Cefn Coed Colliery Museum	SW	MAG	10029	9686	13522	3.5%	£0.00
PO	Cefn Mably Farm Park	SE	WL	30000	*			£4.50
LA	Ceredigion Museum	M	MAG	35010	37485	32741	-6.6%	
Cadw	Chepstow Castle	SE	HP	60742	64637	69219	-6.0%	£3.70
LA	Chepstow Museum	SE	MAG	18829	18778	17313	0.3%	
NT	Chirk Castle	N	HP	94647	108892	98797	-13.1%	£8.28
LA	Clyne Gardens	SW	CP	417638				
PO	Coed Llandegla Forest Visitor Centre	N	CP	140000	*	0	16.7%	
NT	Colby Woodland Garden	SW	CP	27836	31199	29529	-10.8%	£3.81
					17634	16697		
Cadw	Conwy Castle	N	HP	163668	4	8	-7.2%	£4.70
PO	Conwy Nature Reserve	N	CP	86145		67137		£2.50
NT	Conwy Suspension Bridge	N	HP	13411	13702		-2.1%	£3.09
PO	Corris Craft Centre	M	Ind	85000	*	82000		
PO	Craig-y-Nos Country Park	SW	CP	87281	*	69898		
Cadw	Criccieth Castle	N	HP	34213	39066	39782	-12.4%	£3.10
LA	Cyfarthfa Castle Museum	SE	MAG	75924	68148	61396	11.4%	
LA	Dare Valley Country Park	SE	CP	80558		91100		
Cadw	Denbigh Castle	N	HP	9675	7734	8961	25.1%	£3.10
NT	Dolaucothi Gold Mines	SW	Ind	19765				£3.09
Cadw	Dolwyddelan Castle	N	HP	3540				£2.70
LA	Dyffryn Gardens	SE	CP	39919	*	35416	12.7%	£6.00
					20000			
PO	Electric Mountain	N	Ind	220000	*	0	10.0%	£7.00
					11510	10301		
NT	Erddig	N	HP	108234	3	9	-6.0%	£8.90
PO	Fairbourne and Barmouth Steam Railway	M	R/T	16700	*	17500	-4.6%	£7.20
PO	Felinwynt Rainforest & Butterfly Centre	M	WL	23353	*	35000	-33.3%	£4.90
					12413	12854		£17.50
PO	Ffestiniog Railway	N	R/T	115985	6	7	-6.6%	0
LA	Folly Tower	SE	HP	1116	23975	1420	-95.3%	
LA	Fourteen Locks Canal Centre	SE	CP	20260		18803		
						12665		
LA	Gelli Aur Country Park	SW	CP	126076	*	9		
PO	Glansvern Hall Gardens	M	CP	4055	4430	5047	-8.5%	£4.00
PO	Glyn-Coch Craft Centre & Farm	SW	Ind	3000	*			
						14912		
LA	Gnoll Estate	SW	CP	153846	*	1		
								£30.00
PO	Gower Coast Adventures	SW	Other	2000	*			0
PO	Great Orme Mines	N	Ind	30185	29767	31186	1.4%	£6.00
						13025		
LA	Great Orme Tramway	N	R/T	146559	15229	1	862.4%	£5.20
LA	Greenmeadow Community Farm	SE	WL	50384	41975	54693	20.0%	£4.50

Owner	Name	Region	Category	2008	2007	2006	% 08/07	£ adult
PO	Gwili Steam Railway	SW	R/T	25000 *	26000	28000	-3.8%	£6.00
LA	Gwynedd Museum and Art Gallery	N	MAG	12489		10905		
PO	Gypsy Wood Park	N	CP	7400	8663		-14.6%	£5.20
Cadw	Harlech Castle	M	HP	85659	94043	93212	-8.9%	£3.70
PO	Hergest Croft Gardens	M	CP	10444				£5.50
					12008			
LA	Holyhead Breakwater Country Park	N	CP	114395 *	7		-4.7%	
PO	Holyhead Maritime Museum	N	MAG	9000 *				£2.50
PO	Hywel Dda Gardens & Interpretive Centre	SW	CP	1068 *				
PO	Inigo Jones Slateworks	N	Ind	24890	29210	32060	-14.8%	£4.50
PO	Internal Fire, Museum of Power	M	MAG	6500				£4.50
LA	Joseph Parry's Ironworkers Cottage	SE	MAG	1264	1772	1574	-28.7%	
LA	Judge's Lodging	M	HP	10367	14019	13035	-26.1%	£5.25
Cadw	Kidwelly Castle	SW	HP	24600	27625	28660	-11.0%	£3.10
LA	Kidwelly Industrial Museum	SW	MAG	3391	2924	2411	16.0%	
PO	King Arthur's Labyrinth	M	Theme	44751		42695		£6.50
NT	Kymin (The)	SE	HP	3824		2492		
Cadw	Lamphey Bishop's Palace	SW	HP	524	2231		-76.5%	£3.10
Cadw	Laugharne Castle	SW	HP	9685	10666	10431	-9.2%	£3.10
LA	LC	SW	Theme	451138				£7.00
PO	Llanberis Lake Railway	N	R/T	70000 *	61821	68103	13.2%	£6.50
LA	Llancaiach Fawr Manor	SE	HP	57074	65330	46109	-12.6%	£5.75
PO	Llandaff Cathedral	SE	HP	47316 *	37028	19969	27.8%	
NT	Llanerchaeron	M	HP	32153				£6.26
PO	Llanfair Caverns	M	Ind	16500 *	16020	17800	3.0%	£4.50
PO	Llangollen Motor Museum	N	MAG	5257	5491	5346	-4.3%	£3.00
LA	Llanidloes Museum	M	MAG	3157	16290	2941	-80.6%	£1.00
LA	Llanyrafon Mill	SE	Ind	176 *	307		-42.7%	
						11289		
PO	Llechwedd Slate Caverns	N	Ind	102620	99757	1	2.9%	£9.25

Owner	Name	Region	Category	2008	2007	2006	% 08/07	£ adult	
LA	Lloyd George Museum	N	MAG	7204				£4.00	
PO	Llyn Brenig Visitor Centre	N	CP	157029	*	12861			
LA	Llyn Llech Owain Country Park	SW	CP	147757	*	4			
LA	Llynonn Mill	N	Ind	8781		15283		£2.00	
PO	Llys Ednowain Heritage Centre	N	MAG	232	342		-32.2%	£1.00	
PO	Llysyfran Reservoir Country Park	SW	CP	94510	*	94504	86541	0.0%	
LA	Loggerheads Country Park	N	CP	94742	*	8	0	-6.7%	
Cadw	Machinations	M	MAG	10444	*	6918	7137	51.0%	£1.50
PO	'Magic' (Chartered Boat)	SW	Other	60	*				
LA	Margam Country Park	SW	CP	154006	*		19265		
PO	Melin Tregwynt	SW	Ind	40000	*	25000	20000	60.0%	
LA	Minera Country Park & Iron Works	N	Ind	1533			1173		
PO	Model House Craft & Design Centre	SE	Ind	38517		37574	40211	2.5%	
LA	Moel Famau Country Park	N	CP	82458	*	94693	0	-12.9%	
LA	Moelfre Seawatch	N	WL	17734		20024	19065	-11.4%	
PO	Monmouth Castle & Regimental Museum	SE	HP	4310		4889	4816	-11.8%	
LA	Monmouth Museum	SE	MAG	22643		23274	24067	-2.7%	
PO	Museum of Modern Art	M	MAG	19708		18519	19013	6.4%	
LA	Museum of Speed	SW	MAG	37749		30759	24405	22.7%	
LA	Nant Mill Visitor Centre	N	CP	37249		40544	28238	-8.1%	
LA	Nantgarw China Works Museum	SE	MAG	3066		3427	2461	-10.5%	
PO	National Assembly Debating Chamber	SE	HP	139925		20411	0	-31.4%	
PO	National Botanic Garden of Wales	SW	CP	118747		15500	0	-23.4%	£8.00
PO	National Coracle Centre & Flour Mill	SW	Ind	4946		4909		0.8%	£3.00
G	National Museum Wales	SE	MAG	325716		9	0	-7.7%	
G	National Roman Legion Museum	SE	MAG	64192		63458	71419	1.2%	£4.00
PO	National Showcaves Centre for Wales	SW	CP	83117		81414	84700	2.1%	£11.50
G	National Slate Museum	N	MAG	122926		5	1	-6.6%	
G	National Waterfront Museum	SW	MAG	228760	*	24631	2	-7.1%	
G	National Wool Museum	SW	MAG	24347		21478	17565	13.4%	£0.00
LA	Neath Museum	SW	MAG	3279		2960	14050	10.8%	
PO	Neuadd Goffa Ceiriog	N	MAG	50	*		50		
LA	Newport Museum & Art Gallery	SE	MAG	59077		56369	61035	4.8%	
PO	Newport Wetlands Environmental, Educational & visitor Centre	SE	CP	25000	*				
NT	Newton House, Dinefwr Park & Castle	SW	CP	46250		38000		21.7%	£5.72
LA	Newtown Textile Museum	M	MAG	1862			1191		£1.00
LA	Norwegian Church	SE	MAG	120408	*	40000		201.0%	
LA	Nova	N	Theme	81529		67380		21.0%	£2.90
PO	Old Bell Museum	M	MAG	1926		2023	1908	-4.8%	£1.00
LA	Old Station	SE	HP	96000	*	85000	0	12.9%	
PO	Oriel Myrddin Gallery	SW	MAG	24000	*	23011	14500	4.3%	
Cadw	Oxwich Castle	SW	HP	8174		7518	8357	8.7%	£2.70
LA	Parc Howard Museum and Art Gallery	SW	MAG	13045			16454		



Owner	Name	Region	Category	2008	2007	2006	% 08/07	£ adult
PO	Park Hall Countryside Experience	M	WL	73000	*			£5.75
LA	Pembrey Country Park	SW	CP	401439	*	43985		
PO	Pembroke Castle	SW	HP	81706		4	2	-8.7%
PO	Pembrokeshire Candle Centre & Museum	SW	Ind	8843	*	8500	9800	4.0%
NT	Penrhyn Castle	N	HP	187271		21243	18300	
PO	Picton Castle & Woodland Gardens	SW	CP	21958		2	0	-11.8%
LA	Plantasia	SW	CP	90397			83356	£3.70
Cadw	Plas Mawr Elizabethan Town House	N	HP	25075			28011	-4.8%
LA	Plas Newydd	N	HP	9026			8687	3.9%
NT	Plas Newydd	N	HP	74589			66932	11.4%
NT	Plas-yn-Rhiw	N	HP	13366				£3.40
PO	Pontypool & Blaenavon Railway	SE	R/T	8735		7398	5434	18.1%
LA	Pontypridd Museum	SE	MAG	26708		9748	27376	174.0%
PO	Portmeirion	M	HP	216672		22327	23563	
NT	Powis Castle & Garden	M	HP	98022		1	6	-3.0%
LA	Powysland Museum & Montgomery Canal C'tr	M	MAG	8804		10237	93064	-4.3%
LA	Quaker Heritage Centre	M	MAG	1000	*	7363	9604	19.6%
Cadw	Raglan Castle	SE	HP	50873			3000	
PO	Red Kite Feeding Centre	M	CP	20153		55545	56107	-8.4%
PO	Rhiannon Welsh Gold Centre	M	Ind	40000	*	25000	30456	-19.4%
LA	Rhondda Heritage Park	SE	MAG	45274		50000	54000	-20.0%
Cadw	Rhuddlan Castle	N	HP	19391			49470	£5.60
LA	Rhyl Library, Museum & Arts Centre	N	MAG	28753	*	18478	19049	4.9%
PO	Rhyl Miniature Railway	N	R/T	9192	*	9500	1870	-3.2%
LA	Rhyl Suncentre	N	Theme	148871		11289	12404	
PO	Robert Owen Memorial Museum	M	MAG	620	*	9	6	31.9%
PO	Royal Regiment of Wales Museum (Cardiff) of the Welch Regiment (41st/69th Foot)	SE	MAG	67399		685	720	-9.5%
PO	RSPB Lake Vyrnwy Nature Reserve	M	CP	21823				14.9%
Cadw	Rug Chapel	N	HP	3599			2969	£3.70
LA	Ruthin Gaol	N	HP	10134	*	10299	11282	-1.6%
LA	Senedd-Dy Owain Glyndwr	M	HP	3000	*		1323	£1.50
PO	Shared Earth Trust, Denmark Farm	M	CP	1000	*			
LA	Shell Grotto	SE	HP	1303			1083	
PO	Silent World Aquarium & Reptile Collection	SW	WL	15887	*	16000		-0.7%
LA	Singleton Park & Botanical Gardens	SW	CP	59066				£5.00
LA	Sky Tower	N	Theme	17103			25298	£2.00
PO	Snowdon Mountain Railway	N	R/T	123703		12673	13106	£15.0
PO	Solva Woollen Mill	SW	Ind	11728	*	2	9	-2.4%
PO	South Stack Lighthouse	N	Ind	12189			15561	£4.00
PO	St Asaph Cathedral	N	HP	8704	*	8020	8860	8.5%
Cadw	St Davids Bishops Palace	SW	HP	22746		23240	25739	-2.1%
PO	St Davids Cathedral	SW	HP	270200	*	26970	27500	
G	St Fagans: National History Museum	SE	MAG	617979		0	0	0.2%
Cadw	Strata Florida Abbey	M	HP	3441		64228	58856	
PO	Swallow Falls	N	CP	91448		9	0	-3.8%
LA	Swansea Museum	SW	MAG	175604		3442	3503	0.0%
						19000	15723	0.0%
						0	9	-7.6%

Owner	Name	Region	Category	2008	2007	2006	% 08/07	£ adult
LA	Swansea Museum - Floating Exhibits	SW	MAG	11283				
PO	Talylyn Railway	M	R/T	46527	50426	50837	-7.7%	£12.00
PO	Techniquest	SE	MAG	188518	17836	18203		0
PO	Techniquest @ NEWI	SE	MAG	36261	6	4	5.7%	£6.90
PO	Teifi Valley Railway	M	R/T	18706	28312		28.1%	£4.50
PO	The Animalarium	M	WL	35983	18684	16881	0.1%	£5.50
PO	The Martello Tower (Guntower)	SW	Ind	5859	29000	31540	24.1%	£7.50
LA	The Oriel Myrddin Gallery	M	MAG	25000	5436	4956	7.8%	£2.00
PO	The Regimental Museum of the Royal Welsh	M	MAG	15326	15961	16689	-4.0%	£3.00
LA	The Tramshed	SW	MAG	7574				
Cadw	Tintern Abbey	SE	HP	60911	71785	71024	-15.1%	£3.70
NT	Toll House	N	HP	13402				£1.00
LA	Tredeggar House	SE	HP	20050	27885	10555	-28.1%	£6.05
PO	Trefriw Wells Spa	N	CP	508	2000	800	-74.6%	£2.00
PO	Trefriw Woollen Mills	N	Ind	37360	*			
Cadw	Tretower Court & Castle	M	HP	9843	12911	14960	-23.8%	£3.10
NT	Tudor Merchant's House	SW	HP	19705	17633	17055	11.8%	£2.70
LA	Ty Mawr Country Park Visitor Centre	N	CP	72249	76509	70744	-5.6%	
NT	Ty Mawr Wybrnant	N	HP	5199				£3.00
PO	University of Wales Aberystwyth, School of Art Gallery and Museum	M	MAG	6500	*	11000	-40.9%	
PO	Usk Rural Life Museum	SE	MAG	3597	3690	4283	-2.5%	£2.00
PO	Vale of Rheidol Railway	M	R/T	35232		34580		£13.50
Cadw	Valle Crucis Abbey	N	HP	7964	7598	7598	4.8%	0
PO	Voyages of Discovery	SW	Other	33000	*	40000	-17.5%	£2.70
PO	Wales Millennium Centre	SE	MAG	111934	88296	24413		£24.00
PO	Welsh Highland Railway	N	R/T	4	2	9	26.8%	0
PO	Welsh Royal Crystal	M	Ind	22196	19512	17627	13.8%	£5.50
PO	Welsh Wildlife Centre	M	WL	9604	11264	11958	-14.7%	
Cadw	Weobley Castle	SE	HP	8494	20000	17131	-57.5%	£3.10
PO	West Wales Eco Centre	SW	MAG	4714	4770		-1.2%	£2.70
PO	West Wales Museum of Childhood	SW	MAG	2100	*	3210		
Cadw	White Castle	SE	HP	6330				£5.00
LA	Wrexham County Borough Museum	N	MAG	7478	8452	8907	-11.5%	£2.70
PO	WWT National Wetland Centre Wales	SW	WL	14360	14806	12489	-3.0%	£0.00
PO	Ynys Hir Reserve Information Centre	M	CP	48069	50575	36882	-5.0%	£6.95
PO				13762	*	13947	-1.3%	

## 8. Top 10 Free and Paid Attractions

### 8.1 Top 10 Paid Attractions

Table 8.1 Top ten paid attractions responding in 2008

Owner	Name	Region	Category	2008	2007	2006	% 08/07	£ adult
LA	LC	SW	Theme	45113				£7.00
LA	Pembrey Country Park	SW	CP	40143	43985	41365	-8.7%	
LA	Cardiff Castle	SE	HP	22190	22379	23148	-0.8%	£8.95
PO	Electric Mountain	N	Ind	22000	20000			
PO	Portmeirion	M	HP	21667	22327	23563	10.0%	£7.00
PO	Techniquet	SE	MAG	18851	17836	18203	-3.0%	£7.00
NT	Penrhyn Castle	N	HP	18727	21243	18300	5.7%	£6.90
Cadw	Caernarfon Castle	N	HP	17496	19252	18771	-11.8%	
Cadw	Conwy Castle	N	HP	16366	17634	16697	-9.1%	£5.10
LA	Rhyl Suncentre	N	Theme	14887	11289	12404	-7.2%	£4.70
				1	9	6	31.9%	£7.95

### 8.2 Top 10 Free Attractions

Table 8.2 Top ten free attractions responding in 2008

Owner	Name	Region	Category	2008	2007	2006	% 08/07
PO	Wales Millennium Centre	SE	MAG	111934	88296	24413	
				4	2	9	26.8%
G	St Fagans: National History Museum	SE	MAG	617979	64228	58856	-3.8%
LA	Clyne Gardens	SW	CP	417638			
G	National Museum Wales	SE	MAG	325716	35307	29105	-7.7%
PO	St Davids Cathedral	SW	HP	270200	26970	27500	
G	National Waterfront Museum	SW	MAG	228760	24631		-7.1%
LA	Cardiff Bay Visitor Centre	SE	Ind	193070	19676		
LA	Swansea Museum	SW	MAG	175604	19000	15723	-1.9%
G	Big Pit: National Coal Museum	SE	MAG	165151	15556	15810	-7.6%
PO	Llyn Brenig Visitor Centre	N	CP	157029	9	9	6.2%
						12861	
						4	

## 9. List of Attractions by Admission (alphabetical order)

### 9.1 Paid Attractions

Owner	Name	Region	Category	2008	2007	2006	% 08/07	£ adult
PO	1940's Swansea Bay	SW	MAG	7050 *	7030	5866	0.3%	£4.95
NT	Aberconwy House	N	HP	16009	18031		-11.2%	£3.00
NT	Aberdulais Falls	SW	CP	21261	23654	21175	-10.1%	£3.63
PO	Aberglasney Gardens	SW	CP	47535	47131	49500	0.9%	£7.00
PO	Aberystwyth Cliff Electric Railway	M	R/T	46635	53176	49488	-12.3%	£2.95
PO	Anglesey Sea Zoo	N	WL	85000 *		67253		£7.25
								£18.0
PO	Bay Island Voyages	SE	Other	7618	10000		-23.8%	0
Cadw	Beaumaris Castle	N	HP	67329	81638	75199	-17.5%	£3.70
LA	Beaumaris Court House	N	HP	2743	3696	4192	-25.8%	£3.00
LA	Beaumaris Gaol	N	HP	9383	10972	10044	-14.5%	£3.50
PO	Blaenavon Community Heritage & Cordell Museum	SE	MAG	949	1216		-22.0%	£1.00
LA	Bodelwyddan Castle	N	MAG	39472		30680		£5.00
				13831	15197	15113		
NT	Bodnant Garden	N	CP	3 *	3	4	-9.0%	£7.20
PO	Bodrhyddan Hall	N	HP	782				£5.00
LA	Brecknock Museum & Art Gallery	M	MAG	19257	16290	14929	18.2%	£1.00
PO	Brecon Mountain Railway	SE	R/T	63096	70422	72710	-10.4%	£9.50
Cadw	Caerleon Roman Baths and Amphitheatre	SE	HP	40555	45009	44376	-9.9%	£3.10
PO	Caernarfon Air World	N	MAG	5000 *	9000	8750	-44.4%	£5.75
				17496	19252	18771		
Cadw	Caernarfon Castle	N	HP	4	0	3	-9.1%	£5.10
PO	Caernarfon Maritime Museum	N	MAG	1090	1001	1151	8.9%	£1.00
					10704			
Cadw	Caerphilly Castle	SE	HP	83167	8	90914	-22.3%	£3.70
LA	Caldicot Castle	SE	HP	26582		26644		£3.75
PO	Cantref Adventure Farm	M	WL	49500 *				£6.95
				22190	22379	23148		
LA	Cardiff Castle	SE	HP	3	2	9	-0.8%	£8.95
LA	Carew Castle & Tidal Mill	SW	HP	34850	39690	33627	-12.2%	£3.50
Cadw	Carreg Cennen Castle	SW	HP	24590	27704	28234	-11.2%	£3.70
Cadw	Castell Coch	SE	HP	68544	65637	66900	4.4%	£3.70
LA	Castell Henllys Iron Age Fort	SW	HP	28949	27770	33320	4.2%	£3.50
PO	Cefn Mably Farm Park	SE	WL	30000 *				£4.50
Cadw	Chepstow Castle	SE	HP	60742	64637	69219	-6.0%	£3.70
					10889			
NT	Chirk Castle	N	HP	94647	2	98797	-13.1%	£8.28
NT	Colby Woodland Garden	SW	CP	27836	31199	29529	-10.8%	£3.81
				16366	17634	16697		
Cadw	Conwy Castle	N	HP	8	4	8	-7.2%	£4.70
PO	Conwy Nature Reserve	N	CP	86145		67137		£2.50
NT	Conwy Suspension Bridge	N	HP	13411	13702		-2.1%	£3.09
Cadw	Criccieth Castle	N	HP	34213	39066	39782	-12.4%	£3.10
Cadw	Denbigh Castle	N	HP	9675	7734	8961	25.1%	£3.10
NT	Dolaucothi Gold Mines	SW	Ind	19765				£3.09
Cadw	Dolwyddelan Castle	N	HP	3540				£2.70

Owner	Name	Region	Category	2008	2007	2006	% 08/07	£ adult
LA	Dyffryn Gardens	SE	CP	39919 *	35416		12.7%	£6.00
				22000	20000			
PO	Electric Mountain	N	Ind	0 *	0	52585	10.0%	£7.00
				10823	11510	10301		
NT	Erddig	N	HP	4	3	9	-6.0%	£8.90
PO	Fairbourne and Barmouth Steam Railway	M	R/T	16700 *	17500	15479	-4.6%	£7.20
PO	Felinwynt Rainforest & Butterfly Centre	M	WL	23353 *	35000	20738	-33.3%	£4.90
				11598	12413	12854		£17.5
PO	Ffestiniog Railway	N	R/T	5	6	7	-6.6%	0
PO	Glansevern Hall Gardens	M	CP	4055	4430	5047	-8.5%	£4.00
								£30.0
PO	Gower Coast Adventures	SW	Other	2000 *				0
PO	Great Orme Mines	N	Ind	30185	29767	31186	1.4%	£6.00
				14655		13025		
LA	Great Orme Tramway	N	R/T	9	15229	1	862.4%	£5.20
LA	Greenmeadow Community Farm	SE	WL	50384	41975	54693	20.0%	£4.50
PO	Gwili Steam Railway	SW	R/T	25000 *	26000	28000	-3.8%	£6.00
PO	Gypsy Wood Park	N	CP	7400	8663		-14.6%	£5.20
Cadw	Harlech Castle	M	HP	85659	94043	93212	-8.9%	£3.70
PO	Hergest Croft Gardens	M	CP	10444				£5.50
PO	Holyhead Maritime Museum	N	MAG	9000 *				£2.50
PO	Inigo Jones Slateworks	N	Ind	24890	29210	32060	-14.8%	£4.50
PO	Internal Fire, Museum of Power	M	MAG	6500				£4.50
LA	Judge's Lodging	M	HP	10367	14019	13035	-26.1%	£5.25
Cadw	Kidwelly Castle	SW	HP	24600	27625	28660	-11.0%	£3.10
PO	King Arthur's Labyrinth	M	Theme	44751		42695		£6.50
Cadw	Lamphey Bishop's Palace	SW	HP	524	2231		-76.5%	£3.10
Cadw	Laugharne Castle	SW	HP	9685	10666	10431	-9.2%	£3.10
				45113				
LA	LC	SW	Theme	8				£7.00
PO	Llanberis Lake Railway	N	R/T	70000 *	61821	68103	13.2%	£6.50
LA	Llancaiaich Fawr Manor	SE	HP	57074	65330	46109	-12.6%	£5.75
NT	Llanerchaeron	M	HP	32153				£6.26
PO	Llanfair Caverns	M	Ind	16500 *	16020	17800	3.0%	£4.50
PO	Llangollen Motor Museum	N	MAG	5257	5491	5346	-4.3%	£3.00
LA	Llanidloes Museum	M	MAG	3157	16290	2941	-80.6%	£1.00
				10262		11289		
PO	Llechweidd Slate Caverns	N	Ind	0	99757	1	2.9%	£9.25
LA	Lloyd George Museum	N	MAG	7204				£4.00
LA	Llynnon Mill	N	Ind	8781		2508		£2.00
PO	Llys Ednowain Heritage Centre	N	MAG	232	342		-32.2%	£1.00
Cadw	Machinations	M	MAG	10444 *	6918	7137	51.0%	£1.50
				11874	15500	14600		
PO	National Botanic Garden of Wales	SW	CP	7	0	0	-23.4%	£8.00
PO	National Coracle Centre & Flour Mill	SW	Ind	4946	4909		0.8%	£3.00
G	National Roman Legion Museum	SE	MAG	64192	63458	71419	1.2%	£4.00
								£11.5
PO	National Showcaves Centre for Wales	SW	CP	83117	81414	84700	2.1%	0
NT	Newton House, Dinefwr Park & Castle	SW	CP	46250	38000		21.7%	£5.72
LA	Newtown Textile Museum	M	MAG	1862		1191		£1.00
LA	Nova	N	Theme	81529	67380		21.0%	£2.90
PO	Old Bell Museum	M	MAG	1926	2023	1908	-4.8%	£1.00
Cadw	Oxwich Castle	SW	HP	8174	7518	8357	8.7%	£2.70
PO	Park Hall Countryside Experience	M	WL	73000 *				£5.75

Owner	Name	Region	Category	2008	2007	2006	% 08/07	£ adult	
PO	Pembroke Castle	SW	HP	81706	82403	92211	-0.8%	£3.50	
PO	Picton Castle & Woodland Gardens	SW	CP	21958	19000	20399	15.6%	£5.95	
LA	Plantasia	SW	CP	90397		83356		£3.70	
Cadw	Plas Mawr Elizabethan Town House	N	HP	25075	26352	28011	-4.8%	£5.10	
NT	Plas Newydd	N	HP	74589	66932		11.4%	£7.50	
LA	Plas Newydd	N	HP	9026	8687		3.9%	£3.50	
NT	Plas-yn-Rhiw	N	HP	13366				£3.40	
PO	Pontypool & Blaenavon Railway	SE	R/T	8735	7398	5434	18.1%	£2.50	
				21667	22327	23563			
PO	Portmeirion	M	HP	2	1	6	-3.0%	£7.00	
					10237				
NT	Powis Castle & Garden	M	HP	98022	5	93064	-4.3%	£9.90	
Cadw	Raglan Castle	SE	HP	50873	55545	56107	-8.4%	£3.10	
PO	Red Kite Feeding Centre	M	CP	20153	25000	30456	-19.4%	£4.00	
LA	Rhondda Heritage Park	SE	MAG	45274		49470		£5.60	
Cadw	Rhuddlan Castle	N	HP	19391	18478	19049	4.9%	£3.10	
				14887	11289	12404			
LA	Rhyl Suncentre	N	Theme	1	9	6	31.9%	£7.95	
Cadw	Rug Chapel	N	HP	3599		2969		£3.70	
LA	Ruthin Gaol	N	HP	10134	*	10299	11282	-1.6%	£3.50
LA	Senedd-Dy Owain Glyndwr	M	HP	3000	*		1323		£1.50
PO	Silent World Aquarium & Reptile Collection	SW	WL	15887	*	16000		-0.7%	£5.00
LA	Sky Tower	N	Theme	17103					£2.00
				12370	12673	13106		£15.00	
PO	Snowdon Mountain Railway	N	R/T	3	2	9	-2.4%	0	
PO	South Stack Lighthouse	N	Ind	12189		15561		£4.00	
Cadw	St Davids Bishops Palace	SW	HP	22746	23240	25739	-2.1%	£3.10	
Cadw	Strata Florida Abbey	M	HP	3441	3442	3503	0.0%	£3.10	
PO	Swallow Falls	N	CP	91448	91452	88777	0.0%	£1.50	
								£12.00	
PO	Talyllyn Railway	M	R/T	46527	50426	50837	-7.7%	0	
				18851	17836	18203			
PO	Techniquet	SE	MAG	8	6	4	5.7%	£6.90	
PO	Techniquet @ NEWI	SE	MAG	36261	28312		28.1%	£4.50	
PO	Teifi Valley Railway	M	R/T	18706	*	18684	16881	0.1%	£5.50
PO	The Animalarium	M	WL	35983	*	29000	31540	24.1%	£7.50
PO	The Martello Tower (Guntower)	SW	Ind	5859	5436	4956	7.8%	£2.00	
PO	The Regimental Museum of the Royal Welsh	M	MAG	15326	15961	16689	-4.0%	£3.00	
Cadw	Tintern Abbey	SE	HP	60911	71785	71024	-15.1%	£3.70	
NT	Toll House	N	HP	13402				£1.00	
LA	Tredeggar House	SE	HP	20050	27885	10555	-28.1%	£6.05	
PO	Trefriw Wells Spa	N	CP	508	*	2000	800	-74.6%	£2.00
Cadw	Tretower Court & Castle	M	HP	9843	12911	14960	-23.8%	£3.10	
NT	Tudor Merchant's House	SW	HP	19705	17633	17055	11.8%	£2.70	
NT	Ty Mawr Wybrnant	N	HP	5199				£3.00	
PO	Usk Rural Life Museum	SE	MAG	3597	3690	4283	-2.5%	£2.00	
								£13.50	
PO	Vale of Rheidol Railway	M	R/T	35232		34580		0	
Cadw	Valle Crucis Abbey	N	HP	7964	7598	7598	4.8%	£2.70	
								£24.00	
PO	Voyages of Discovery	SW	Other	33000	*	40000	40000	-17.5%	0
PO	Welsh Highland Railway	N	R/T	22196	19512	17627	13.8%	£5.50	
PO	Welsh Wildlife Centre	M	WL	8494	20000	17131	-57.5%	£3.10	
Cadw	Weobley Castle	SE	HP	4714	4770		-1.2%	£2.70	
PO	West Wales Museum of Childhood	SW	MAG	6330				£5.00	
Cadw	White Castle	SE	HP	7478	8452	8907	-11.5%	£2.70	
PO	WWT National Wetland Centre Wales	SW	WL	48069	50575	36882	-5.0%	£6.95	

## 9.2 Free Attractions

Owner	Name	Region	Category	2008	2007	2006	% 08/07
PO	Abergavenny Museum & Castle	SW	MAG	19205	*	21793	
PO	Abertillery & District Museum	SE	MAG	11430	*	10594	7.9%
						13750	
LA	Afan Forest Park Visitor Centre	SW	CP	112883		0	-17.9%
LA	Alyn Waters Country Park Visitor Centre	N	CP	84291		83472	1.0%
PO	Barmouth Sailors' Institute & Ty Gwyn	M	HP	5500	*	4500	22.2%
LA	Bersham Heritage Centre	N	MAG	7298		7393	
LA	Bersham Ironworks	N	Ind	2028		1693	
						15556	
G	Big Pit: National Coal Museum	SE	MAG	165151		9	6.2%
LA	Blackpill Wildlife Centre	SW	WL	420	*		
Cadw	Blaenavon Ironworks	SE	HP	18677		8361	123.4%
PO	Blaina Museum & Heritage Centre	SE	MAG	3766		3820	-1.4%
LA	Brickfield Pond	N	CP	59174	*	67863	65000
LA	Bronze Bell Collection (Sailors Institute)	M	MAG	7500	*	9000	8500
PO	Canolfan Y Plase	M	MAG	2000	*	3000	2500
						19676	
LA	Cardiff Bay Visitor Centre	SE	Ind	193070		4	-1.9%
LA	Cardiff Museum Project	SE	MAG	23559	*	29364	
LA	Carmarthenshire County Museum	SW	MAG	14030		13837	12685
PO	Caws Cenarth - Welsh Cheese	SW	Ind	4120	*	4380	10000
LA	Cefn Coed Colliery Museum	SW	MAG	10029		9686	13522
LA	Ceredigion Museum	M	MAG	35010		37485	32741
LA	Chepstow Museum	SE	MAG	18829		18778	17313
LA	Clyne Gardens	SW	CP	417638			
						12000	
PO	Coed Llandegla Forest Visitor Centre	N	CP	140000	*	0	16.7%
PO	Corris Craft Centre	M	Ind	85000	*		82000
PO	Craig-y-Nos Country Park	SW	CP	87281	*		69898
LA	Cyfarthfa Castle Museum	SE	MAG	75924		68148	61396
LA	Folly Tower	SE	HP	1116		23975	1420
LA	Fourteen Locks Canal Centre	SE	CP	20260			18803
PO	Glyn-Coch Craft Centre & Farm	SW	Ind	3000	*		
							14912
LA	Gnoll Estate	SW	CP	153846	*		1
LA	Gwynedd Museum and Art Gallery	N	MAG	12489			10905
						12008	
LA	Holyhead Breakwater Country Park	N	CP	114395	*	7	-4.7%
PO	Hywel Dda Gardens & Interpretive Centre	SW	CP	1068	*		
LA	Joseph Parry's Ironworkers Cottage	SE	MAG	1264		1772	1574
LA	Kidwelly Industrial Museum	SW	MAG	3391		2924	2411
NT	Kymin (The)	SE	HP	3824			2492
PO	Llandaff Cathedral	SE	HP	47316	*	37028	19969
LA	Llanyrafon Mill	SE	Ind	176	*	307	
							-42.7%
						12861	
PO	Llyn Brenig Visitor Centre	N	CP	157029	*		4
PO	Llysyfran Reservoir Country Park	SW	CP	94510	*	94504	86541
						10158	16400
LA	Loggerheads Country Park	N	CP	94742	*	8	0
							-6.7%
						19265	
LA	Margam Country Park	SW	CP	154006	*		7

Owner	Name	Region	Category	2008	2007	2006	% 08/07
LA	Minera Country Park & Iron Works	N	Ind	1533		1173 12100	
LA	Moel Famau Country Park	N	CP	82458 *	94693	0	-12.9%
LA	Moelfre Seawatch	N	WL	17734	20024	19065	-11.4%
PO	Monmouth Castle & Regimental Museum	SE	HP	4310	4889	4816	-11.8%
LA	Monmouth Museum	SE	MAG	22643	23274	24067	-2.7%
PO	Museum of Modern Art	M	MAG	19708	18519	19013	6.4%
LA	Museum of Speed	SW	MAG	37749	30759	24405	22.7%
LA	Nant Mill Visitor Centre	N	CP	37249	40544	28238	-8.1%
LA	Nantgarw China Works Museum	SE	MAG	3066	3427 20411	2461	-10.5%
PO	National Assembly Debating Chamber	SE	HP	139925	0 35307	29105	-31.4%
G	National Museum Wales	SE	MAG	325716	9 13155	0 13015	-7.7%
G	National Slate Museum	N	MAG	122926	5 24631	1	-6.6%
G	National Waterfront Museum	SW	MAG	228760 *	2		-7.1%
G	National Wool Museum	SW	MAG	24347	21478	17565	13.4%
LA	Neath Museum	SW	MAG	3279	2960	14050	10.8%
LA	Newport Museum & Art Gallery	SE	MAG	59077	56369	61035	4.8%
PO	Newport Wetlands Environmental, Educational & visitor Centre	SE	CP	25000 *			
LA	Norwegian Church	SE	MAG	120408 *	40000	10200	201.0%
LA	Old Station	SE	HP	96000 *	85000	0	12.9%
PO	Oriel Myrddin Gallery	SW	MAG	24000 *	23011	14500	4.3%
LA	Parc Howard Museum and Art Gallery	SW	MAG	13045		16454	
LA	Pontypridd Museum	SE	MAG	26708	9748	27376	174.0%
LA	Powysland Museum & Montgomery Canal C'tr	M	MAG	8804	7363	9604	19.6%
LA	Quaker Heritage Centre	M	MAG	1000 *		3000	
PO	Rhiannon Welsh Gold Centre	M	Ind	40000 *	50000	54000	-20.0%
LA	Rhyl Library, Museum & Arts Centre	N	MAG	28753 *			
PO	Rhyl Miniature Railway	N	R/T	9192 *	9500	1870	-3.2%
PO	Robert Owen Memorial Museum	M	MAG	620 *	685	720	-9.5%
PO	Royal Regiment of Wales Museum (Cardiff) of the Welch Regiment (41st/69th Foot)	SE	MAG	67399	58653	49975	14.9%
PO	RSPB Lake Vyrnwy Nature Reserve	M	CP	21823			
PO	Shared Earth Trust, Denmark Farm	M	CP	1000 *			
LA	Singleton Park & Botanical Gardens	SW	CP	59066			
PO	Solva Woollen Mill	SW	Ind	11728 *	11000 26970	27500	6.6%
PO	St Davids Cathedral	SW	HP	270200 *	0 64228	0 58856	0.2%
G	St Fagans: National History Museum	SE	MAG	617979	9 19000	0 15723	-3.8%
LA	Swansea Museum	SW	MAG	175604	0	9	-7.6%
LA	Swansea Museum - Floating Exhibits	SW	MAG	11283			
LA	The Tramshed	SW	MAG	7574			
PO	Trefriw Woollen Mills	N	Ind	37360 *			
LA	Ty Mawr Country Park Visitor Centre	N	CP	72249	76509	70744	-5.6%
PO	University of Wales Aberystwyth, School of Art Gallery and Museum	M	MAG	6500 *	11000 111934		-40.9%
PO	Wales Millennium Centre	SE	MAG	4	2	9	26.8%
PO	Welsh Royal Crystal	M	Ind	9604 *	11264	11958	-14.7%
PO	West Wales Eco Centre	SW	MAG	2100 *		3210	
LA	Wrexham County Borough Museum	N	MAG	14360	14806	12489	-3.0%



## 10. List of Attractions by Region (alphabetical order)

### 10.1 Attractions located in Mid Wales

Owner	Name	Category	2008	2007	2006	% 08/07	£ adult
PO	Aberystwyth Cliff Electric Railway	R/T	46635	53176	49488	-12.3%	£2.95
PO	Barmouth Sailors' Institute & Ty Gwyn	HP	5500 *	4500	4000	22.2%	
LA	Brecknock Museum & Art Gallery	MAG	19257	16290	14929	18.2%	£1.00
LA	Bronze Bell Collection (Sailors Institute)	MAG	7500 *	9000	8500	-16.7%	
PO	Canolfan y Barcud - Kite Centre	WL	4500 *				
PO	Canolfan Y Plase	MAG	2000 *	3000	2500	-33.3%	
PO	Cantref Adventure Farm	WL	49500 *				£6.95
LA	Ceredigion Museum	MAG	35010	37485	32741	-6.6%	
PO	Corris Craft Centre	Ind	85000 *		82000		
PO	Fairbourne and Barmouth Steam Railway	R/T	16700 *	17500	15479	-4.6%	£7.20
PO	Felinwynt Rainforest & Butterfly Centre	WL	23353 *	35000	20738	-33.3%	£4.90
PO	Glansevern Hall Gardens	CP	4055	4430	5047	-8.5%	£4.00
Cadw	Harlech Castle	HP	85659	94043	93212	-8.9%	£3.70
PO	Hergest Croft Gardens	CP	10444				£5.50
PO	Internal Fire, Museum of Power	MAG	6500				£4.50
LA	Judge's Lodging	HP	10367	14019	13035	-26.1%	£5.25
PO	King Arthur's Labyrinth	Theme	44751		42695		£6.50
NT	Llanerchaeron	HP	32153				£6.26
PO	Llanfair Caverns	Ind	16500 *	16020	17800	3.0%	£4.50
LA	Llanidloes Museum	MAG	3157	16290	2941	-80.6%	£1.00
Cadw	Machinations	MAG	10444 *	6918	7137	51.0%	£1.50
PO	Museum of Modern Art	MAG	19708	18519	19013	6.4%	
LA	Newtown Textile Museum	MAG	1862		1191		£1.00
PO	Old Bell Museum	MAG	1926	2023	1908	-4.8%	£1.00
PO	Park Hall Countryside Experience	WL	73000 *				£5.75
PO	Portmeirion	HP	2	1	6	-3.0%	£7.00
NT	Powis Castle & Garden	HP	98022	5	93064	-4.3%	£9.90
LA	Powysland Museum & Montgomery Canal C'tr	MAG	8804	7363	9604	19.6%	£1.00
LA	Quaker Heritage Centre	MAG	1000 *		3000		
PO	Red Kite Feeding Centre	CP	20153	25000	30456	-19.4%	£4.00
PO	Rhiannon Welsh Gold Centre	Ind	40000 *	50000	54000	-20.0%	
PO	Robert Owen Memorial Museum	MAG	620 *	685	720	-9.5%	
PO	RSPB Lake Vyrnwy Nature Reserve	CP	21823				
LA	Senedd-Dy Owain Glyndwr	HP	3000 *		1323		£1.50
PO	Shared Earth Trust, Denmark Farm	CP	1000 *				
Cadw	Strata Florida Abbey	HP	3441	3442	3503	0.0%	£3.10
PO	Talyllyn Railway	R/T	46527	50426	50837	-7.7%	0
PO	Teifi Valley Railway	R/T	18706 *	18684	16881	0.1%	£5.50
PO	The Animalarium	WL	35983 *	29000	31540	24.1%	£7.50
LA	The Oriol Myrddin Gallery	MAG	25000				
PO	The Regimental Museum of the Royal Welsh	MAG	15326	15961	16689	-4.0%	£3.00
Cadw	Tretower Court & Castle	HP	9843	12911	14960	-23.8%	£3.10
PO	University of Wales Aberystwyth, School of Art Gallery and Museum	MAG	6500 *	11000		-40.9%	£13.5
PO	Vale of Rheidol Railway	R/T	35232		34580		0
PO	Welsh Royal Crystal	Ind	9604 *	11264	11958	-14.7%	
PO	Welsh Wildlife Centre	WL	8494	20000	17131	-57.5%	£3.10
PO	Ynys Hir Reserve Information Centre	CP	13762 *	13947	13800	-1.3%	

## 10.2 Attractions located in North Wales

Owner	Name	Category	2008	2007	2006	% 08/07	£ adult
NT	Aberconwy House	HP	16009	18031		-11.2%	£3.00
LA	Alyn Waters Country Park Visitor Centre	CP	84291	83472	50584	1.0%	
PO	Anglesey Sea Zoo	WL	85000 *		67253		£7.25
Cadw	Beaumaris Castle	HP	67329	81638	75199	-17.5%	£3.70
LA	Beaumaris Court House	HP	2743	3696	4192	-25.8%	£3.00
LA	Beaumaris Gaol	HP	9383	10972	10044	-14.5%	£3.50
LA	Bersham Heritage Centre	MAG	7298		7393		£0.00
LA	Bersham Ironworks	Ind	2028		1693		£0.00
LA	Bodelwyddan Castle	MAG	39472		30680		£5.00
			13831	15197	15113		
NT	Bodnant Garden	CP	3 *	3	4	-9.0%	£7.20
PO	Bodrhyddan Hall	HP	782				£5.00
LA	Brickfield Pond	CP	59174 *	67863	65000	-12.8%	
PO	Caernarfon Air World	MAG	5000 *	9000	8750	-44.4%	£5.75
			17496	19252	18771		
Cadw	Caernarfon Castle	HP	4	0	3	-9.1%	£5.10
PO	Caernarfon Maritime Museum	MAG	1090	1001	1151	8.9%	£1.00
				10889			
NT	Chirk Castle	HP	94647	2	98797	-13.1%	£8.28
			14000	12000			
PO	Coed Llandegla Forest Visitor Centre	CP	0 *	0		16.7%	
			16366	17634	16697		
Cadw	Conwy Castle	HP	8	4	8	-7.2%	£4.70
PO	Conwy Nature Reserve	CP	86145		67137		£2.50
NT	Conwy Suspension Bridge	HP	13411	13702		-2.1%	£3.09
Cadw	Criccieth Castle	HP	34213	39066	39782	-12.4%	£3.10
Cadw	Denbigh Castle	HP	9675	7734	8961	25.1%	£3.10
Cadw	Dolwyddelan Castle	HP	3540				£2.70
			22000	20000			
PO	Electric Mountain	Ind	0 *	0	52585	10.0%	£7.00
			10823	11510	10301		
NT	Erddig	HP	4	3	9	-6.0%	£8.90
			11598	12413	12854		£17.5
PO	Ffestiniog Railway	R/T	5	6	7	-6.6%	0
PO	Great Orme Mines	Ind	30185	29767	31186	1.4%	£6.00
			14655		13025		
LA	Great Orme Tramway	R/T	9	15229	1	862.4%	£5.20
LA	Gwynedd Museum and Art Gallery	MAG	12489		10905		
PO	Gypsy Wood Park	CP	7400	8663		-14.6%	£5.20
			11439	12008			
LA	Holyhead Breakwater Country Park	CP	5 *	7		-4.7%	
PO	Holyhead Maritime Museum	MAG	9000 *				£2.50
PO	Inigo Jones Slateworks	Ind	24890	29210	32060	-14.8%	£4.50
PO	Llanberis Lake Railway	R/T	70000 *	61821	68103	13.2%	£6.50
PO	Llangollen Motor Museum	MAG	5257	5491	5346	-4.3%	£3.00
			10262		11289		
PO	Llechwedd Slate Caverns	Ind	0	99757	1	2.9%	£9.25
LA	Lloyd George Museum	MAG	7204				£4.00
			15702		12861		
PO	Llyn Brenig Visitor Centre	CP	9 *		4		
LA	Llynnon Mill	Ind	8781		2508		£2.00
PO	Llys Ednowain Heritage Centre	MAG	232	342		-32.2%	£1.00
				10158	16400		
LA	Loggerheads Country Park	CP	94742 *	8	0	-6.7%	
LA	Minera Country Park & Iron Works	Ind	1533		1173		
					12100		
LA	Moel Famau Country Park	CP	82458 *	94693	0	-12.9%	
LA	Moelfre Seawatch	WL	17734	20024	19065	-11.4%	
LA	Nant Mill Visitor Centre	CP	37249	40544	28238	-8.1%	
			12292	13155	13015		
G	National Slate Museum	MAG	6	5	1	-6.6%	

Owner	Name	Category	2008	2007	2006	% 08/07	£ adult
PO	Neuadd Goffa Ceiriog	MAG	50 *		50		
LA	Nova	Theme	81529	67380		21.0%	£2.90
			18727	21243	18300		
NT	Penrhyn Castle	HP	1	2	0	-11.8%	
Cadw	Plas Mawr Elizabethan Town House	HP	25075	26352	28011	-4.8%	£5.10
LA	Plas Newydd	HP	9026	8687		3.9%	£3.50
NT	Plas Newydd	HP	74589	66932		11.4%	£7.50
NT	Plas-yn-Rhiw	HP	13366				£3.40
Cadw	Rhuddlan Castle	HP	19391	18478	19049	4.9%	£3.10
LA	Rhyl Library, Museum & Arts Centre	MAG	28753 *				
PO	Rhyl Miniature Railway	R/T	9192 *	9500	1870	-3.2%	
			14887	11289	12404		
LA	Rhyl Suncentre	Theme	1	9	6	31.9%	£7.95
Cadw	Rug Chapel	HP	3599		2969		£3.70
LA	Ruthin Gaol	HP	10134 *	10299	11282	-1.6%	£3.50
LA	Sky Tower	Theme	17103		25298		£2.00
			12370	12673	13106		£15.0
PO	Snowdon Mountain Railway	R/T	3	2	9	-2.4%	0
PO	South Stack Lighthouse	Ind	12189		15561		£4.00
PO	St Asaph Cathedral	HP	8704 *	8020	8860	8.5%	
PO	Swallow Falls	CP	91448	91452	88777	0.0%	£1.50
NT	Toll House	HP	13402				£1.00
PO	Trefriw Wells Spa	CP	508 *	2000	800	-74.6%	£2.00
PO	Trefriw Woollen Mills	Ind	37360 *				
LA	Ty Mawr Country Park Visitor Centre	CP	72249	76509	70744	-5.6%	
NT	Ty Mawr Wybrnant	HP	5199				£3.00
Cadw	Valle Crucis Abbey	HP	7964	7598	7598	4.8%	£2.70
PO	Welsh Highland Railway	R/T	22196	19512	17627	13.8%	£5.50
LA	Wrexham County Borough Museum	MAG	14360	14806	12489	-3.0%	£0.00

## 10.3 Attractions located in South West Wales

Owner	Name	Category	2008	2007	2006	% 08/07	£ adult
PO	1940's Swansea Bay	MAG	7050 *	7030	5866	0.3%	£4.95
NT	Aberdulais Falls	CP	21261	23654	21175	-10.1%	£3.63
PO	Abergavenny Museum & Castle	MAG	19205 *		21793		
PO	Aberglasney Gardens	CP	47535	47131	49500	0.9%	£7.00
			11288	13750			
LA	Afan Forest Park Visitor Centre	CP	3	0		-17.9%	
LA	Blackpill Wildlife Centre	WL	420 *				
LA	Carew Castle & Tidal Mill	HP	34850	39690	33627	-12.2%	£3.50
LA	Carmarthenshire County Museum	MAG	14030	13837	12685	1.4%	
Cadw	Carreg Cennen Castle	HP	24590	27704	28234	-11.2%	£3.70
LA	Castell Henllys Iron Age Fort	HP	28949	27770	33320	4.2%	£3.50
PO	Caws Cenarth - Welsh Cheese	Ind	4120 *	4380	10000	-5.9%	
LA	Cefn Coed Colliery Museum	MAG	10029	9686	13522	3.5%	£0.00
			41763				
LA	Clyne Gardens	CP	8				
NT	Colby Woodland Garden	CP	27836	31199	29529	-10.8%	£3.81
PO	Craig-y-Nos Country Park	CP	87281 *		69898		
NT	Dolaucothi Gold Mines	Ind	19765				£3.09
			12607		12665		
LA	Gelli Aur Country Park	CP	6 *		9		
PO	Glyn-Coch Craft Centre & Farm	Ind	3000 *				
			15384		14912		
LA	Gnoll Estate	CP	6 *		1		
							£30.00
PO	Gower Coast Adventures	Other	2000 *				0
PO	Gwili Steam Railway	R/T	25000 *	26000	28000	-3.8%	£6.00
PO	Hywel Dda Gardens & Interpretive Centre	CP	1068 *				
Cadw	Kidwelly Castle	HP	24600	27625	28660	-11.0%	£3.10
LA	Kidwelly Industrial Museum	MAG	3391	2924	2411	16.0%	
Cadw	Lamphey Bishop's Palace	HP	524	2231		-76.5%	£3.10
Cadw	Laugharne Castle	HP	9685	10666	10431	-9.2%	£3.10
			45113				
LA	LC	Theme	8				£7.00
			14775		15283		
LA	Llyn Llech Owain Country Park	CP	7 *		3		
PO	Llysyfran Reservoir Country Park	CP	94510 *	94504	86541	0.0%	
PO	'Magic' (Chartered Boat)	Other	60 *				
			15400		19265		
LA	Margam Country Park	CP	6 *		7		
PO	Melin Tregwynt	Ind	40000 *	25000	20000	60.0%	
LA	Museum of Speed	MAG	37749	30759	24405	22.7%	
			11874	15500	14600		
PO	National Botanic Garden of Wales	CP	7	0	0	-23.4%	£8.00
PO	National Coracle Centre & Flour Mill	Ind	4946	4909		0.8%	£3.00
							£11.50
PO	National Showcaves Centre for Wales	CP	83117	81414	84700	2.1%	0
			22876	24631			
G	National Waterfront Museum	MAG	0 *	2		-7.1%	
G	National Wool Museum	MAG	24347	21478	17565	13.4%	£0.00
LA	Neath Museum	MAG	3279	2960	14050	10.8%	
NT	Newton House, Dinefwr Park & Castle	CP	46250	38000		21.7%	£5.72
PO	Oriel Myrddin Gallery	MAG	24000 *	23011	14500	4.3%	
Cadw	Oxwich Castle	HP	8174	7518	8357	8.7%	£2.70
LA	Parc Howard Museum and Art Gallery	MAG	13045		16454		
			40143	43985	41365		
LA	Pembrey Country Park	CP	9 *	4	2	-8.7%	
PO	Pembroke Castle	HP	81706	82403	92211	-0.8%	£3.50
PO	Pembrokeshire Candle Centre & Museum	Ind	8843 *	8500	9800	4.0%	
PO	Picton Castle & Woodland Gardens	CP	21958	19000	20399	15.6%	£5.95

Owner	Name	Category	2008	2007	2006	% 08/07	£ adult
LA	Plantasia	CP	90397		83356		£3.70
PO	Silent World Aquarium & Reptile Collection	WL	15887 *	16000		-0.7%	£5.00
LA	Singleton Park & Botanical Gardens	CP	59066				
PO	Solva Woollen Mill	Ind	11728 *	11000		6.6%	
Cadw	St Davids Bishops Palace	HP	22746	23240	25739	-2.1%	£3.10
			27020	26970	27500		
PO	St Davids Cathedral	HP	0 *	0	0	0.2%	
			17560	19000	15723		
LA	Swansea Museum	MAG	4	0	9	-7.6%	
LA	Swansea Museum - Floating Exhibits	MAG	11283				
PO	The Martello Tower (Guntower)	Ind	5859	5436	4956	7.8%	£2.00
LA	The Tramshed	MAG	7574				
NT	Tudor Merchant's House	HP	19705	17633	17055	11.8%	£2.70
							£24.0
PO	Voyages of Discovery	Other	33000 *	40000	40000	-17.5%	0
PO	West Wales Eco Centre	MAG	2100 *		3210		
PO	West Wales Museum of Childhood	MAG	6330				£5.00
PO	WWT National Wetland Centre Wales	WL	48069	50575	36882	-5.0%	£6.95

## 10.4 Attractions located in South East Wales

Owner	Name	Category	2008	2007	2006	% 08/07	£ adult
PO	Abertillery & District Museum	MAG	11430 *	10594	5130	7.9%	£18.0
PO	Bay Island Voyages	Other	7618	10000		-23.8%	0
G	Big Pit: National Coal Museum	MAG	165151	9	9	6.2%	
PO	Blaenavon Community Heritage & Cordell Museum	MAG	949	1216		-22.0%	£1.00
Cadw	Blaenavon Ironworks	HP	18677	8361	7012	123.4%	£0.00
PO	Blaina Museum & Heritage Centre	MAG	3766	3820		-1.4%	
PO	Brecon Mountain Railway	R/T	63096	70422	72710	-10.4%	£9.50
Cadw	Caerleon Roman Baths and Amphitheatre	HP	40555	45009	44376	-9.9%	£3.10
Cadw	Caerphilly Castle	HP	83167	8	90914	-22.3%	£3.70
LA	Caldicot Castle	HP	26582		26644		£3.75
LA	Cardiff Bay Visitor Centre	Ind	193070	19676		-1.9%	
LA	Cardiff Castle	HP	221903	22379	23148		
LA	Cardiff Museum Project	MAG	23559 *	2	9	-0.8%	£8.95
Cadw	Castell Coch	HP	68544	29364			
PO	Cefn Mably Farm Park	WL	30000 *	65637	66900	4.4%	£3.70
Cadw	Chepstow Castle	HP	60742	64637	69219	-6.0%	£3.70
LA	Chepstow Museum	MAG	18829	18778	17313	0.3%	
LA	Cyfarthfa Castle Museum	MAG	75924	68148	61396	11.4%	
LA	Dare Valley Country Park	CP	80558		91100		
LA	Dyffryn Gardens	CP	39919 *	35416		12.7%	£6.00
LA	Folly Tower	HP	1116	23975	1420	-95.3%	
LA	Fourteen Locks Canal Centre	CP	20260		18803		
LA	Greenmeadow Community Farm	WL	50384	41975	54693	20.0%	£4.50
LA	Joseph Parry's Ironworkers Cottage	MAG	1264	1772	1574	-28.7%	
NT	Kymin (The)	HP	3824		2492		
LA	Llancaiach Fawr Manor	HP	57074	65330	46109	-12.6%	£5.75
PO	Llandaff Cathedral	HP	47316 *	37028	19969	27.8%	
LA	Llanyrafon Mill	Ind	176 *	307		-42.7%	
PO	Model House Craft & Design Centre	Ind	38517	37574	40211	2.5%	
PO	Monmouth Castle & Regimental Museum	HP	4310	4889	4816	-11.8%	
LA	Monmouth Museum	MAG	22643	23274	24067	-2.7%	
LA	Nantgarw China Works Museum	MAG	3066	3427	2461	-10.5%	
PO	National Assembly Debating Chamber	HP	139925	20411			
G	National Museum Wales	MAG	325716	0	29105	-31.4%	
G	National Roman Legion Museum	MAG	64192	35307	9	-7.7%	
LA	Newport Museum & Art Gallery	MAG	59077	56369	61035	4.8%	£4.00
PO	Newport Wetlands Environmental, Educational & visitor Centre	CP	25000 *		10200		
LA	Norwegian Church	MAG	120408 *	40000		201.0%	
LA	Old Station	HP	96000 *	85000	0	12.9%	
PO	Pontypool & Blaenavon Railway	R/T	8735	7398	5434	18.1%	£2.50
LA	Pontypridd Museum	MAG	26708	9748	27376	174.0%	
Cadw	Raglan Castle	HP	50873	55545	56107	-8.4%	£3.10
LA	Rhondda Heritage Park	MAG	45274		49470		£5.60

Owner	Name	Category	2008	2007	2006	% 08/07	£ adult
PO	Royal Regiment of Wales Museum (Cardiff) of the Welch Regiment (41st/69th Foot)	MAG	67399	58653	49975	14.9%	
LA	Shell Grotto	HP	1303		1083		
				64228	58856		
G	St Fagans: National History Museum	MAG	617979	9	0	-3.8%	
				17836	18203		
PO	Techniquest	MAG	188518	6	4	5.7%	£6.90
PO	Techniquest @ NEWI	MAG	36261	28312		28.1%	£4.50
Cadw	Tintern Abbey	HP	60911	71785	71024	-15.1%	£3.70
LA	Tredegar House	HP	20050	27885	10555	-28.1%	£6.05
PO	Usk Rural Life Museum	MAG	3597	3690	4283	-2.5%	£2.00
			111934	88296	24413		
PO	Wales Millennium Centre	MAG	4	2	9	26.8%	
Cadw	Weobley Castle	HP	4714	4770		-1.2%	£2.70
Cadw	White Castle	HP	7478	8452	8907	-11.5%	£2.70

## 11. Lists of Attractions by Attraction Category (alphabetical order)

### 11.1 Historic Property

Owner	Name	Region	2008	2007	2006	% 08/07	£ adult
NT	Aberconwy House	N	16009	18031		-11.2%	£3.00
PO	Barmouth Sailors' Institute & Ty Gwyn	M	5500 *	4500	4000	22.2%	
Cadw	Beaumaris Castle	N	67329	81638	75199	-17.5%	£3.70
LA	Beaumaris Court House	N	2743	3696	4192	-25.8%	£3.00
LA	Beaumaris Gaol	N	9383	10972	10044	-14.5%	£3.50
Cadw	Blaenavon Ironworks	SE	18677	8361	7012	123.4%	£0.00
PO	Bodrhyddan Hall	N	782				£5.00
Cadw	Caerleon Roman Baths and Amphitheatre	SE	40555	45009	44376	-9.9%	£3.10
			17496	19252	18771		
Cadw	Caernarfon Castle	N	4	0	3	-9.1%	£5.10
				10704			
Cadw	Caerphilly Castle	SE	83167	8	90914	-22.3%	£3.70
LA	Caldicot Castle	SE	26582		26644		£3.75
			22190	22379	23148		
LA	Cardiff Castle	SE	3	2	9	-0.8%	£8.95
LA	Carew Castle & Tidal Mill	SW	34850	39690	33627	-12.2%	£3.50
Cadw	Carreg Cennen Castle	SW	24590	27704	28234	-11.2%	£3.70
Cadw	Castell Coch	SE	68544	65637	66900	4.4%	£3.70
LA	Castell Henllys Iron Age Fort	SW	28949	27770	33320	4.2%	£3.50
Cadw	Chepstow Castle	SE	60742	64637	69219	-6.0%	£3.70
				10889			
NT	Chirk Castle	N	94647	2	98797	-13.1%	£8.28
			16366	17634	16697		
Cadw	Conwy Castle	N	8	4	8	-7.2%	£4.70
NT	Conwy Suspension Bridge	N	13411	13702		-2.1%	£3.09
Cadw	Criccieth Castle	N	34213	39066	39782	-12.4%	£3.10
Cadw	Denbigh Castle	N	9675	7734	8961	25.1%	£3.10
Cadw	Dolwyddelan Castle	N	3540				£2.70
			10823	11510	10301		
NT	Erddig	N	4	3	9	-6.0%	£8.90
LA	Folly Tower	SE	1116	23975	1420	-95.3%	
Cadw	Harlech Castle	M	85659	94043	93212	-8.9%	£3.70
LA	Judge's Lodging	M	10367	14019	13035	-26.1%	£5.25
Cadw	Kidwelly Castle	SW	24600	27625	28660	-11.0%	£3.10
NT	Kymin (The)	SE	3824		2492		
Cadw	Lamphey Bishop's Palace	SW	524	2231		-76.5%	£3.10
Cadw	Laugharne Castle	SW	9685	10666	10431	-9.2%	£3.10
LA	Llancaiach Fawr Manor	SE	57074	65330	46109	-12.6%	£5.75
PO	Llandaff Cathedral	SE	47316 *	37028	19969	27.8%	
NT	Llanerchaeron	M	32153				£6.26
PO	Monmouth Castle & Regimental Museum	SE	4310	4889	4816	-11.8%	
			13992	20411			
PO	National Assembly Debating Chamber	SE	5	0		-31.4%	
					10200		
LA	Old Station	SE	96000 *	85000	0	12.9%	
Cadw	Oxwich Castle	SW	8174	7518	8357	8.7%	£2.70
PO	Pembroke Castle	SW	81706	82403	92211	-0.8%	£3.50
			18727	21243	18300		
NT	Penrhyn Castle	N	1	2	0	-11.8%	
Cadw	Plas Mawr Elizabethan Town House	N	25075	26352	28011	-4.8%	£5.10



Owner	Name	Region	2008	2007	2006	% 08/07	£ adult
LA	Plas Newydd	N	9026	8687		3.9%	£3.50
NT	Plas Newydd	N	74589	66932		11.4%	£7.50
NT	Plas-yn-Rhiw	N	13366				£3.40
			21667	22327	23563		
PO	Portmeirion	M	2	1	6	-3.0%	£7.00
				10237			
NT	Powis Castle & Garden	M	98022	5	93064	-4.3%	£9.90
Cadw	Raglan Castle	SE	50873	55545	56107	-8.4%	£3.10
Cadw	Rhuddlan Castle	N	19391	18478	19049	4.9%	£3.10
Cadw	Rug Chapel	N	3599		2969		£3.70
LA	Ruthin Gaol	N	10134 *	10299	11282	-1.6%	£3.50
LA	Senedd-Dy Owain Glyndwr	M	3000 *		1323		£1.50
LA	Shell Grotto	SE	1303		1083		
PO	St Asaph Cathedral	N	8704 *	8020	8860	8.5%	
Cadw	St Davids Bishops Palace	SW	22746	23240	25739	-2.1%	£3.10
			27020	26970	27500		
PO	St Davids Cathedral	SW	0 *	0	0	0.2%	
Cadw	Strata Florida Abbey	M	3441	3442	3503	0.0%	£3.10
Cadw	Tintern Abbey	SE	60911	71785	71024	-15.1%	£3.70
NT	Toll House	N	13402				£1.00
LA	Tredeggar House	SE	20050	27885	10555	-28.1%	£6.05
Cadw	Tretower Court & Castle	M	9843	12911	14960	-23.8%	£3.10
NT	Tudor Merchant's House	SW	19705	17633	17055	11.8%	£2.70
NT	Ty Mawr Wybrnant	N	5199				£3.00
Cadw	Valle Crucis Abbey	N	7964	7598	7598	4.8%	£2.70
Cadw	Weobley Castle	SE	4714	4770		-1.2%	£2.70
Cadw	White Castle	SE	7478	8452	8907	-11.5%	£2.70

## 11.2 Museum or Art Gallery

Owner	Name	Region	2008	2007	2006	% 08/07	£ adult
PO	1940's Swansea Bay	SW	7050 *	7030	5866	0.3%	£4.95
PO	Abergavenny Museum & Castle	SW	19205 *		21793		
PO	Abertillery & District Museum	SE	11430 *	10594	5130	7.9%	
LA	Bersham Heritage Centre	N	7298		7393		£0.00
				15556	15810		
G	Big Pit: National Coal Museum	SE	165151	9	9	6.2%	
	Blaenavon Community Heritage & Cordell Museum	SE	949	1216		-22.0%	£1.00
PO	Blaina Museum & Heritage Centre	SE	3766	3820		-1.4%	
LA	Bodelwyddan Castle	N	39472		30680		£5.00
LA	Brecknock Museum & Art Gallery	M	19257	16290	14929	18.2%	£1.00
LA	Bronze Bell Collection (Sailors Institute)	M	7500 *	9000	8500	-16.7%	
PO	Caernarfon Air World	N	5000 *	9000	8750	-44.4%	£5.75
PO	Caernarfon Maritime Museum	N	1090	1001	1151	8.9%	£1.00
PO	Canolfan Y Plase	M	2000 *	3000	2500	-33.3%	
LA	Cardiff Museum Project	SE	23559 *	29364			
LA	Carmarthenshire County Museum	SW	14030	13837	12685	1.4%	
LA	Cefn Coed Colliery Museum	SW	10029	9686	13522	3.5%	£0.00
LA	Ceredigion Museum	M	35010	37485	32741	-6.6%	
LA	Chepstow Museum	SE	18829	18778	17313	0.3%	
LA	Cyfarthfa Castle Museum	SE	75924	68148	61396	11.4%	
LA	Gwynedd Museum and Art Gallery	N	12489		10905		
PO	Holyhead Maritime Museum	N	9000 *				£2.50
PO	Internal Fire, Museum of Power	M	6500				£4.50
LA	Joseph Parry's Ironworkers Cottage	SE	1264	1772	1574	-28.7%	
LA	Kidwelly Industrial Museum	SW	3391	2924	2411	16.0%	
PO	Llangollen Motor Museum	N	5257	5491	5346	-4.3%	£3.00
LA	Llanidloes Museum	M	3157	16290	2941	-80.6%	£1.00
LA	Lloyd George Museum	N	7204				£4.00
PO	Llys Ednowain Heritage Centre	N	232	342		-32.2%	£1.00
Cadw	Machinations	M	10444 *	6918	7137	51.0%	£1.50
LA	Monmouth Museum	SE	22643	23274	24067	-2.7%	
PO	Museum of Modern Art	M	19708	18519	19013	6.4%	
LA	Museum of Speed	SW	37749	30759	24405	22.7%	
LA	Nantgarw China Works Museum	SE	3066	3427	2461	-10.5%	
				35307	29105		
G	National Museum Wales	SE	325716	9	0	-7.7%	
G	National Roman Legion Museum	SE	64192	63458	71419	1.2%	£4.00
				13155	13015		
G	National Slate Museum	N	122926	5	1	-6.6%	
				24631			
G	National Waterfront Museum	SW	228760 *	2		-7.1%	
G	National Wool Museum	SW	24347	21478	17565	13.4%	£0.00
LA	Neath Museum	SW	3279	2960	14050	10.8%	
PO	Neuadd Goffa Ceiriog	N	50 *		50		
LA	Newport Museum & Art Gallery	SE	59077	56369	61035	4.8%	
LA	Newtown Textile Museum	M	1862		1191		£1.00
LA	Norwegian Church	SE	120408 *	40000		201.0%	

Owner	Name	Region	2008	2007	2006	% 08/07	£ adult
PO	Old Bell Museum	M	1926	2023	1908	-4.8%	£1.00
PO	Oriel Myrddin Gallery	SW	24000 *	23011	14500	4.3%	
LA	Parc Howard Museum and Art Gallery	SW	13045		16454		
LA	Pontypridd Museum	SE	26708	9748	27376	174.0%	
LA	Powysland Museum & Montgomery Canal C'tr	M	8804	7363	9604	19.6%	£1.00
LA	Quaker Heritage Centre	M	1000 *		3000		
LA	Rhondda Heritage Park	SE	45274		49470		£5.60
LA	Rhyl Library, Museum & Arts Centre	N	28753 *				
PO	Robert Owen Memorial Museum	M	620 *	685	720	-9.5%	
PO	Royal Regiment of Wales Museum (Cardiff) of the Welch Regiment (41st/69th Foot)	SE	67399	58653	49975	14.9%	
G	St Fagans: National History Museum	SE	617979	9	0	-3.8%	
LA	Swansea Museum	SW	175604	19000	15723		
LA	Swansea Museum - Floating Exhibits	SW	11283	0	9	-7.6%	
PO	Techniquest	SE	188518	17836	18203		
PO	Techniquest @ NEWI	SE	36261	6	4	5.7%	£6.90
LA	The Oriel Myrddin Gallery	M	25000	28312		28.1%	£4.50
PO	The Regimental Museum of the Royal Welsh	M	15326	15961	16689	-4.0%	£3.00
LA	The Tramshed	SW	7574				
PO	University of Wales Aberystwyth, School of Art Gallery and Museum	M	6500 *	11000		-40.9%	
PO	Usk Rural Life Museum	SE	3597	3690	4283	-2.5%	£2.00
PO	Wales Millennium Centre	SE	111934	88296	24413		
PO	West Wales Eco Centre	SW	4	2	9	26.8%	
PO	West Wales Museum of Childhood	SW	2100 *		3210		
LA	Wrexham County Borough Museum	N	6330				£5.00
LA	Wrexham County Borough Museum	N	14360	14806	12489	-3.0%	£0.00

## 11.3 Industrial or Craft Attraction

Owner	Name	Region	2008	2007	2006	% 08/07	£ adult
LA	Bersham Ironworks	N	2028		1693		£0.00
			19307	19676			
LA	Cardiff Bay Visitor Centre	SE	0	4		-1.9%	
PO	Caws Cenarth - Welsh Cheese	SW	4120 *	4380	10000	-5.9%	
PO	Corris Craft Centre	M	85000 *		82000		
NT	Dolaucothi Gold Mines	SW	19765				£3.09
			22000	20000			
PO	Electric Mountain	N	0 *	0	52585	10.0%	£7.00
PO	Glyn-Coch Craft Centre & Farm	SW	3000 *				
PO	Great Orme Mines	N	30185	29767	31186	1.4%	£6.00
PO	Inigo Jones Slateworks	N	24890	29210	32060	-14.8%	£4.50
PO	Llanfair Caverns	M	16500 *	16020	17800	3.0%	£4.50
LA	Llanyrafon Mill	SE	176 *	307		-42.7%	
			10262		11289		
PO	Llechwedd Slate Caverns	N	0	99757	1	2.9%	£9.25
LA	Llynnon Mill	N	8781		2508		£2.00
PO	Melin Tregwynt	SW	40000 *	25000	20000	60.0%	
LA	Minera Country Park & Iron Works	N	1533		1173		
PO	Model House Craft & Design Centre	SE	38517	37574	40211	2.5%	
PO	National Coracle Centre & Flour Mill	SW	4946	4909		0.8%	£3.00
PO	Pembrokeshire Candle Centre & Museum	SW	8843 *	8500	9800	4.0%	
PO	Rhiannon Welsh Gold Centre	M	40000 *	50000	54000	-20.0%	
PO	Solva Woollen Mill	SW	11728 *	11000		6.6%	
PO	South Stack Lighthouse	N	12189		15561		£4.00
PO	The Martello Tower (Guntower)	SW	5859	5436	4956	7.8%	£2.00
PO	Trefriw Woollen Mills	N	37360 *				
PO	Welsh Royal Crystal	M	9604 *	11264	11958	-14.7%	

## 11.4 Country Park, Garden, other Natural

Owner	Name	Region	2008	2007	2006	% 08/07	£ adult	
NT	Aberdulais Falls	SW	21261	23654	21175	-10.1%	£3.63	
PO	Aberglasney Gardens	SW	47535	47131	49500	0.9%	£7.00	
			11288	13750				
LA	Afan Forest Park Visitor Centre	SW	3	0		-17.9%		
LA	Alyn Waters Country Park Visitor Centre	N	84291	83472	50584	1.0%		
			13831	15197	15113			
NT	Bodnant Garden	N	3	*	3	4	-9.0%	£7.20
LA	Brickfield Pond	N	59174	*	67863	65000	-12.8%	
			41763					
LA	Clyne Gardens	SW	8					
			14000	12000				
PO	Coed Llandegla Forest Visitor Centre	N	0	*	0		16.7%	
NT	Colby Woodland Garden	SW	27836	31199	29529	-10.8%	£3.81	
PO	Conwy Nature Reserve	N	86145		67137		£2.50	
PO	Craig-y-Nos Country Park	SW	87281	*	69898			
LA	Dare Valley Country Park	SE	80558		91100			
LA	Dyffryn Gardens	SE	39919	*	35416		12.7%	£6.00
LA	Fourteen Locks Canal Centre	SE	20260		18803			
			12607		12665			
LA	Gelli Aur Country Park	SW	6	*	9			
PO	Glansevern Hall Gardens	M	4055	4430	5047	-8.5%	£4.00	
			15384		14912			
LA	Gnoll Estate	SW	6	*	1			
PO	Gypsy Wood Park	N	7400	8663			-14.6%	£5.20
PO	Hergest Croft Gardens	M	10444				£5.50	
			11439	12008				
LA	Holyhead Breakwater Country Park	N	5	*	7		-4.7%	
PO	Hywel Dda Gardens & Interpretive Centre	SW	1068	*				
			15702		12861			
PO	Llyn Brenig Visitor Centre	N	9	*	4			
			14775		15283			
LA	Llyn Llech Owain Country Park	SW	7	*	3			
PO	Llysyfran Reservoir Country Park	SW	94510	*	94504	86541	0.0%	
				10158	16400			
LA	Loggerheads Country Park	N	94742	*	8	0	-6.7%	
			15400		19265			
LA	Margam Country Park	SW	6	*	7			
					12100			
LA	Moel Famau Country Park	N	82458	*	94693	0	-12.9%	
LA	Nant Mill Visitor Centre	N	37249	40544	28238	-8.1%		
			11874	15500	14600			
PO	National Botanic Garden of Wales	SW	7		0	0	-23.4%	£8.00
							£11.5	
PO	National Showcaves Centre for Wales	SW	83117	81414	84700	2.1%	0	
PO	Newport Wetlands Environmental, Educational & visitor Centre	SE	25000	*				
NT	Newton House, Dinefwr Park & Castle	SW	46250	38000	41365	21.7%	£5.72	
			40143	43985				
LA	Pembrey Country Park	SW	9	*	4	2	-8.7%	
PO	Picton Castle & Woodland Gardens	SW	21958	19000	20399	15.6%	£5.95	
LA	Plantasia	SW	90397		83356		£3.70	
PO	Red Kite Feeding Centre	M	20153	25000	30456	-19.4%	£4.00	
PO	RSPB Lake Vyrnwy Nature Reserve	M	21823					
PO	Shared Earth Trust, Denmark Farm	M	1000	*				
LA	Singleton Park & Botanical Gardens	SW	59066					
PO	Swallow Falls	N	91448	91452	88777	0.0%	£1.50	
PO	Trefriw Wells Spa	N	508	*	2000	800	-74.6%	£2.00
LA	Ty Mawr Country Park Visitor Centre	N	72249	76509	70744	-5.6%		
PO	Ynys Hir Reserve Information Centre	M	13762	*	13947	13800	-1.3%	

## 11.5 Wildlife Attraction

Owner	Name	Region	2008	2007	2006	% 08/07	£ adult
PO	Anglesey Sea Zoo	N	85000 *		67253		£7.25
LA	Blackpill Wildlife Centre	SW	420 *				
PO	Canolfan y Barcud - Kite Centre	M	4500 *				
PO	Cantref Adventure Farm	M	49500 *				£6.95
PO	Cefn Mably Farm Park	SE	30000 *				£4.50
PO	Felinwynt Rainforest & Butterfly Centre	M	23353 *	35000	20738	-33.3%	£4.90
LA	Greenmeadow Community Farm	SE	50384	41975	54693	20.0%	£4.50
LA	Moelfre Seawatch	N	17734	20024	19065	-11.4%	
PO	Park Hall Countryside Experience	M	73000 *				£5.75
PO	Silent World Aquarium & Reptile Collection	SW	15887 *	16000		-0.7%	£5.00
PO	The Animalarium	M	35983 *	29000	31540	24.1%	£7.50
PO	Welsh Wildlife Centre	M	8494	20000	17131	-57.5%	£3.10
PO	WWT National Wetland Centre Wales	SW	48069	50575	36882	-5.0%	£6.95

## 11.6 Themed Attraction, Leisure Park, Centres

Owner	Name	Region	2008	2007	2006	% 08/07	£ adult
PO	King Arthur's Labyrinth	M	44751 45113		42695		£6.50
LA	LC	SW	8				£7.00
LA	Nova	N	81529 14887	67380 11289	12404	21.0%	£2.90
LA	Rhyl Suncentre	N	1	9	6	31.9%	£7.95
LA	Sky Tower	N	17103		25298		£2.00

## 11.7 Railway or Tramway

Owner	Name	Region	2008	2007	2006	% 08/07	£ adult
PO	Aberystwyth Cliff Electric Railway	M	46635	53176	49488	-12.3%	£2.95
PO	Brecon Mountain Railway	SE	63096	70422	72710	-10.4%	£9.50
PO	Fairbourne and Barmouth Steam Railway	M	16700 *	17500	15479	-4.6%	£7.20
			11598	12413	12854		£17.5
PO	Ffestiniog Railway	N	5 14655	6	7 13025	-6.6%	0
LA	Great Orme Tramway	N	9	15229	1	862.4%	£5.20
PO	Gwili Steam Railway	SW	25000 *	26000	28000	-3.8%	£6.00
PO	Llanberis Lake Railway	N	70000 *	61821	68103	13.2%	£6.50
PO	Pontypool & Blaenavon Railway	SE	8735	7398	5434	18.1%	£2.50
PO	Rhyl Miniature Railway	N	9192 *	9500	1870	-3.2%	
			12370	12673	13106		£15.0
PO	Snowdon Mountain Railway	N	3	2	9	-2.4%	0
							£12.0
PO	Talylyn Railway	M	46527	50426	50837	-7.7%	0
PO	Teifi Valley Railway	M	18706 *	18684	16881	0.1%	£5.50
							£13.5
PO	Vale of Rheidol Railway	M	35232		34580		0
PO	Welsh Highland Railway	N	22196	19512	17627	13.8%	£5.50

## APPENDIX 1

### SURVEY QUESTIONNAIRE & LETTER (below)

Dear Colleague,

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#### VISITS TO TOURIST ATTRACTIONS 2008 SURVEY

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Each year we conduct a survey of *Visits to Tourist Attractions in Wales* to inform both industry and government bodies on trends in this sector.

We would like to take this opportunity to thank all of you who set aside the time to fill in last year's survey. Without the valuable information you supplied we would not be able to prepare such comprehensive findings.

Please find enclosed a questionnaire (or several questionnaires if you have more than one attraction) requesting information on visitor numbers and other aspects of your operation during 2008. It has been sent to you in the language requested last year by a representative from your attraction. If you would prefer to receive the survey in Welsh or bilingually, or to complete the survey online, then please let me know.

When completing the survey if you provide *estimated* visits figures please do so with caution: when a large estimated increase or decrease in numbers is returned this can skew the national figure.

We would be grateful if you could return the survey as soon as possible.

If you require any further information regarding the questionnaire or any other related issues, please do not hesitate to contact either myself or Claire Peate at Beaufort Research (tel. 029 2037 8565 / [claire@beaufortresearch.co.uk](mailto:claire@beaufortresearch.co.uk)) who will be managing the project on our behalf.

Many thanks in anticipation of your continued co-operation for this and future surveys.

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**Angharad Penny Evans**  
**Senior Research Analyst, Visit Wales**  
**tel. 02920 475358 ([angharad.pennyevans@wales.gsi.gov.uk](mailto:angharad.pennyevans@wales.gsi.gov.uk))**

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Research, Visit Wales, Brunel House, 2 Fitzalan Road, Cardiff, CF24 0UY

Key findings from last year's survey can be found on the reverse of this letter, and you can download the full 62 page report free of charge from the Visit Wales website (<http://new.wales.gov.uk/topics/tourism/research/tourisminwales/attractionssurvey/?lang=en>) or contact me for a copy to be sent to you.

## ABOUT THE ATTRACTION

**1a** Please tick the main attraction category to be used for analysis purposes:

Castle/ fort <input type="checkbox"/>	Historic house/ palace <input type="checkbox"/>	Safari park/ zoo/ aquarium/ aviary <input type="checkbox"/>
Country park <input type="checkbox"/>	Historic monument/ archaeological site <input type="checkbox"/>	Science/ technology centre <input type="checkbox"/>
Distillery/ vineyard/ brewery <input type="checkbox"/>	Museum and/or art gallery <input type="checkbox"/>	Steam/ heritage railways <input type="checkbox"/>
Farm/rare breeds/ farm animals <input type="checkbox"/>	Nature reserve/ wetlands/ wildlife trips <input type="checkbox"/>	Theme park <input type="checkbox"/>
Garden <input type="checkbox"/>	Other historic property <input type="checkbox"/>	Archive <input type="checkbox"/>
Industrial/ craft workplace <input type="checkbox"/>	Other historic/ scenic transport operator <input type="checkbox"/>	Other (please specify below) <input type="checkbox"/>
Heritage/ visitor centre <input type="checkbox"/>	Place of worship (still in use) <input type="checkbox"/>	_____ <input type="checkbox"/>

**1b** What type of organisation owns the attraction?

CADW <input type="checkbox"/>	Privately owned <input type="checkbox"/>	Religious organisation <input type="checkbox"/>
Other Government Dept/ Agency <input type="checkbox"/>	Public company/ plc <input type="checkbox"/>	Other (please specify below) <input type="checkbox"/>
The National Trust <input type="checkbox"/>	Local Authority <input type="checkbox"/>	_____ <input type="checkbox"/>
Other charity/ trust <input type="checkbox"/>	Educational institution <input type="checkbox"/>	

## VISITORS

**2a** What were the visitor numbers to your attraction during the 2008 calendar year? *Please exclude special events outside normal opening hours or any private hire.*

i. Total visits numbers (paid and free) <input style="width: 100px;" type="text"/>	Is this number: exact? <input type="checkbox"/>	An estimate? <input type="checkbox"/>
ii. Total number of paid visits only <input style="width: 100px;" type="text"/>	Is this number: exact? <input type="checkbox"/>	An estimate? <input type="checkbox"/>

**2b** Please write in below the total number of visits (paid and free) by month in 2008. *Please indicated if closed all month.*

January <input style="width: 100px;" type="text"/>	Closed <input type="checkbox"/>	July <input style="width: 100px;" type="text"/>	Closed <input type="checkbox"/>
February <input style="width: 100px;" type="text"/>	<input type="checkbox"/>	August <input style="width: 100px;" type="text"/>	<input type="checkbox"/>
March <input style="width: 100px;" type="text"/>	<input type="checkbox"/>	September <input style="width: 100px;" type="text"/>	<input type="checkbox"/>
April <input style="width: 100px;" type="text"/>	<input type="checkbox"/>	October <input style="width: 100px;" type="text"/>	<input type="checkbox"/>
May <input style="width: 100px;" type="text"/>	<input type="checkbox"/>	November <input style="width: 100px;" type="text"/>	<input type="checkbox"/>
June <input style="width: 100px;" type="text"/>	<input type="checkbox"/>	December <input style="width: 100px;" type="text"/>	<input type="checkbox"/>

**2c** What method/s are used for recording / estimating visitor numbers?

From ticket sales and/or group booking sales <input type="checkbox"/>	Estimate made on the basis of sample count <input type="checkbox"/>
Mechanical or electronic method of counting (e.g. turnstile) <input type="checkbox"/>	Estimate only <input type="checkbox"/>
Manual method of counting numbers <input type="checkbox"/>	Other (please specify below) <input type="checkbox"/>

**2d** What percentage of visitors in 2008 (paid and free) fell into each category?

Adults <input style="width: 50px;" type="text"/> %	Children <input style="width: 50px;" type="text"/> %	Are these percentages: exact? <input type="checkbox"/>	An estimate? <input type="checkbox"/>
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**2e** Approximately how many school children visited your attraction as part of an organised group in 2008?

Number of school children <input style="width: 100px;" type="text"/>	Is this number: exact? <input type="checkbox"/>	An estimate? <input type="checkbox"/>
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**2f** Did you charge for admission to the main attraction in 2008?

Yes  No

**2g** What was the standard admission charge (in high season/ summer) per person for the main attraction in 2008 (including VAT)?

Adult £ <input style="width: 50px;" type="text"/> p	Child £ <input style="width: 50px;" type="text"/> p	Car parking fee £ <input style="width: 50px;" type="text"/> p
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**2h** What positive or negative factors do you believe affected your total visitor numbers in 2008 compared to 2007?

POSITIVE FACTORS

Most important factor: \_\_\_\_\_

Other factors: \_\_\_\_\_

NEGATIVE FACTORS

Most important factor: \_\_\_\_\_

Other factors: \_\_\_\_\_



2i In 2008 what percentage of visitors were from

Overseas     %      Wales     %      Rest of UK (excl. Wales)     %      = 100%

## OPERATIONS

3a How did the attraction's **gross revenue** in 2008 compare with 2007?      Up       Down       Similar

3b If gross revenue was up/ down – what was the percentage increase/ decrease?          %

3c Which of the following facilities, if any, were available to the public on site in 2008.      Catering       Retail

3d What is the estimated average revenue **per visitor** in each of the categories below – excluding revenue from special events outside normal opening hours or private hire. *Please include VAT. Per visitor figure is total spend for each category divided by total visitors to your attraction overall*

Admissions (A)      Donations (B)      Catering (C)      Retail (D)      Other (E)  
 £     p      £     p      £     p | £     p | £     p

TOTAL OVERALL AVERAGE SPEND (ie A+B+C+D+E above)  
 £     p+

3e Did you make any kind of upgrade or improvements to your attraction in 2008 (excluding normal repairs and upkeep)?      Yes       No

3f If yes, how much money was spent (including VAT)?  
 £

3g Please describe the main type of upgrade or improvements made:

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3h Did you provide any visitor information and/or tours in the following languages in 2008?      Welsh       French       German

3i Do you **intend** to provide any visitor information and/or tours in the following languages in 2009?      Welsh       French       German

## HUMAN RESOURCES

4a How many people were employed in any tourism-related activities in the attraction in 2008, including yourself, working owners, self-employed and/or any volunteers? *Please state numbers*

Permanent full-time               Seasonal full-time               Volunteers full-time           
 Permanent part-time               Seasonal part-time               Volunteers seasonal     

4b In 2008 did you have any difficulties recruiting and/or retaining staff?

Recruiting staff      Yes       No       N/A       Please give reason: \_\_\_\_\_  
 Retaining staff      Yes       No       Please give reason: \_\_\_\_\_

## MARKETING

5a Compared with 2007, was expenditure on marketing activities in 2008:      Up       Down       Similar

5b Which of the following media, if any, did you use in 2008 to promote your attraction

Involvement with Visit Wales campaigns/ brand/ brochures            Own publications/ leaflets        
 Regional publications produced by your Local Authority            Involvement with other promotional campaigns        
 National/ regional newspapers/ magazines            (please specify) \_\_\_\_\_  
 National/regional websites/portals            Other (please specify) \_\_\_\_\_  
 Own website            Don't promote business     

5c VAQAS is the Visitor Attraction Quality Assurance Service Cymru (see logo). Is the attraction:

...a VAQAS approved attraction        
 ...planning on becoming VAQAS approved in 2009        
 ...not VAQAS approved with no immediate plans to become so