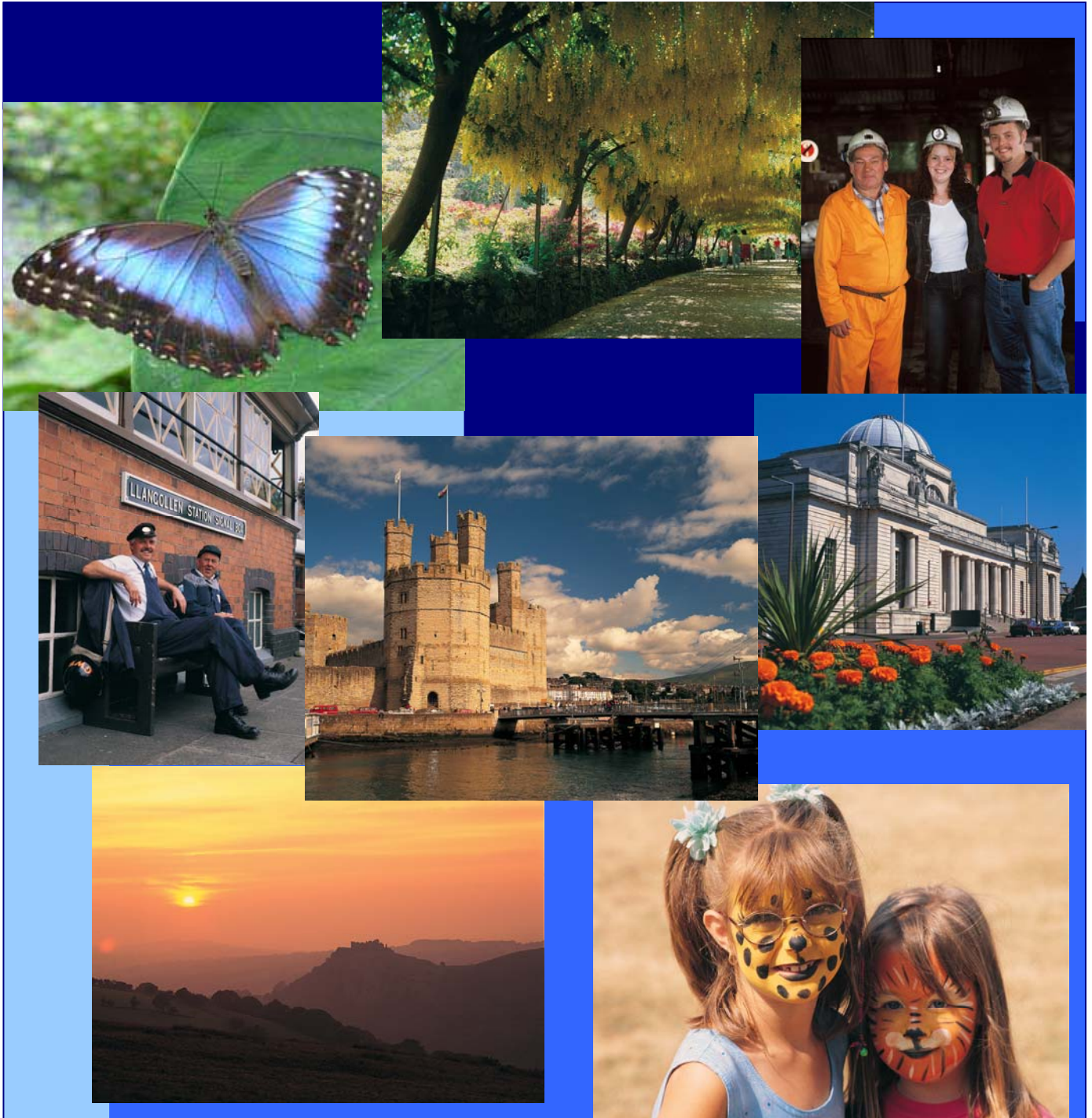


Visits to

TOURIST ATTRACTIONS 2005



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May 2006

Note

Statistics in the report are given in good faith on the basis of information contained in the Surveys of Visits to Tourist Attractions 2005, 2004 and 2003 which were completed and returned by individual operators/managers of attractions. Neither the Moffat Centre nor Visit Wales/The Wales Tourist Board can accept responsibility for errors or misrepresentations. All liability for loss, disappointment, negligence or other damage caused by the reliance on the information contained in this report is hereby excluded.

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CONTENTS

Acknowledgements	i
Contents	ii
Guide to read the tables	iv
1 General Analysis for 2005.....	1
2 Methodology.....	2
2.1 Background to the project	2
2.2 Tourist attraction definition	2
2.3 Objectives	2
2.4 Timescale	2
2.5 Survey distribution and response rate	3
3 Comparative Analysis of Visits to Tourist Attractions 2005/2004 and 2005/2003.....	4
3.1 Overall yearly visits comparisons 2005/2004 and 2005/2003.....	4
3.2 Comparison of monthly visits 2005/2004 and 2005/2003	6
3.3 Comparison of quarterly visits 2005/2004 and 2005/2003	7
3.4 Comparison of admission charges for paid attractions.....	9
4 Visits 2005.....	10
4.1 Visits 2005 (submitted by respondents).....	10
4.2 Factors affecting visitation.....	13
5 Operations	14
5.1 Gross revenue movement 2005/2004/2003	14
5.2 Average revenue per visitor (£) 2005.....	15
5.3 Average dwell time per visitor (minutes) 2005.....	18
5.4 Employment 2005.....	19
5.5 Marketing Expenditure 2005/2004	20
5.6 Improvements/upgrade 2005	21
6 Visitor Profile 2005	23
6.1 Adult and children visits 2005	23
6.2 Origin of visitors 2005.....	23
6.3 School visits 2005.....	24
7 Top 10 Free and Paid Attractions	25
7.1 Top 10 Paid Attractions	25
7.2 Top 10 Free Attractions.....	25
8 List of Attractions by Admission (alphabetical order)	26
8.1 Paid attractions.....	26
8.2 Free attractions.....	29
9 Lists of Attractions by Region (alphabetical order)	31
9.1 Attractions located in Mid Wales	31
9.2 Attractions located in North Wales	32
9.3 Attractions located in South West Wales	33
9.4 Attractions located in South East Wales	34

10	Lists of Attractions by Attraction Category (alphabetical order)	36
10.1	Animal-Related Attractions	36
10.2	Historic Properties	36
10.3	Leisure/Theme Parks	37
10.4	Museums and/or Art Galleries	38
10.5	Nature-Based Attractions	39
10.6	Steam/Heritage Railways	40
10.7	Workplaces	41
Appendix I	Surveys and Guidelines	42
	Endnotes	45

GUIDE TO READ THE TABLES

Confidentiality

Visits figures are not published in the report if the tourist attraction operator/respondent indicated 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.
- If visits figures were unknown, then 'DK' replaces the visits figures.
- 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'.

- F indicates the main element of the attraction is free of charge.
- If an attraction has an admission charge, the adult admission charge for high season 2005 is indicated. If this is not known or where there were various admission charges, this is indicated by 'P'.

Abbreviations

Regions

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

Ownership categories

Abbreviation	Category	Description
Cadw*	Cadw	Cadw – Welsh Historic Monuments
CT	Other Trust/Charity	
G	Government	Government Agency/Branch (e.g. National Parks Authority, Education, National Museums and Galleries of Wales, etc.)
LA	Local Authority	
NT*	The National Trust	
PO	Privately Owned	Private individual owners, plc, etc.
O	Other	Associations, Religious Organisations, etc.

Note: attractions in the Cadw or National Trust ownership categories may only be managed by such organisations.

Tourist attraction categories

Abbreviation	Category	Description
ANI	Animal-Related Attractions	Farms, Rare Breeds, Farm Animals, Zoos, Aquaria, Aviaries
HP	Historic Properties	Castles, Forts, Historic Houses, Palaces, Historic Monuments, Archaeological Sites, Other Historic Properties, Heritage Centres, Places of Worship
LTP	Leisure/ Theme Parks	Leisure Parks, Theme Parks
MAG	Museums and/or Art Galleries	Museums, Art Galleries, Science Centres, Technology Centres
NAT	Nature-Based Attractions	Country Parks and their Visitor Centres, Forest Parks, Gardens, Nature Reserves, Wetlands, Wildlife Trips
SR	Steam/Heritage Railways	Steam/Heritage Railways
WP	Workplaces	Distilleries, Vineyards, Industrial Workplaces, Craft Workplaces

Employees Abbreviations

Abbreviation	Employee
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 this year's questionnaire.*

1 General Analysis for 2005

Between 2005 and 2004, visits to Tourist Attractions in Wales increased slightly by +1.1%. The Free tourist attraction sector realised an increase at +2.4%, the Paid admission attractions recorded similar levels of visitation to 2005.

Visits increased for all attraction categories from 2004 to 2005 except for Workplaces and Historic Properties which experienced decreases in visits. In terms of percentage change, Museums and/or Art Galleries, which represented one third of the responding sample, recorded a modest increase in percentage change at +1.7%. Steam/Heritage Railways identified the highest increase in percentage change at +3.5%. In terms of real visits however, responding Nature Based Attractions identified the highest increase in actual number of visits at 78,822 followed by Museums and/or Art Galleries at 62,250 additional visits.

Visits to most regions across Wales were almost static in 2005 compared to 2004 except in South West Wales, where there was an increase in visits of +3.1%.

Attractions located in rural and urban areas realised increases in visits, whereas those in coastal areas experienced similar levels of visitation overall.

Wales continues to demonstrate a strong dependence on small attractions with over two thirds (68%) of the responding sample having recorded less than 50,000 visits in 2005.

Local Authority and Privately owned attractions dominated the responding sample both in terms of number of attractions (27% each) and proportion of recorded visits (33% and 23% respectively). The highest average number of visits was secured by Government owned attractions at 136,770, followed by Local Authority owned attractions (60,890), which highlights the importance of the public sector.

Of the 196 attraction operators who reported gross revenue movement from 2004 to 2005, some 38% reported an increase in gross revenue and 32% reported no change.

Animal-Related attractions experienced the highest gross revenue movement (+19.7%) in 2005 compared to 2004, followed by Steam/Heritage Railways (+8.8%).

Paid admission attractions generated an average revenue per visitor per attraction of £5.67 which was shaped by an average admission charge of £2.94 and retail spend of £1.67.

Free admission attractions generated on average £3.57 per visitor per attraction, primarily through retail sales.

Visitors spent far longer on average in Paid attractions than in Free attractions. Overall, they spent the longest time in Leisure/Theme Park Attractions (just over 4 hours on average per visit). The shortest average time was spent in Museums and/or Art Galleries attractions (1 hour and a quarter).

During 2005, around one third of the reported workforce was employed in permanent paid jobs, one quarter in seasonal paid positions, and two fifths in volunteer positions.

2 Methodology

2.1 Background to the project

VisitWales/The Wales Tourist Board has been conducting the Survey of Visits to Tourist Attractions since 1973. The Moffat Centre for Travel and Tourism Business Development, Glasgow Caledonian University was contracted to carry out the Survey on behalf of VisitsWales/The Wales Tourist Board from 2003 for a period of three years.

The remits of the research project are to:

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

2.2 Tourist attraction definition

The research uses the tourist attraction definition 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.'

2.3 Objectives

The purpose of the survey 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.

2.4 Timescale

The questionnaire sent to attractions was accompanied by a covering letter from VisitWales/the Wales Tourist Board, a set of guidelines and a freepost envelope. All documents were provided in both English and Welsh. These can be found in Appendix I.

In order to maximise response rate, the survey was distributed to seasonal operators in October 2005 with a further issue being distributed in December 2005 to the remaining attractions. A reminder questionnaire was issued in February 2006 to all attraction operators who had not returned their completed questionnaire by the deadline of 10 February 2006. Further reminders were undertaken by telephone and email until books closed at the end of April.

Data recording and cleaning was undertaken as questionnaires were received, and after closure of books. Report writing followed and the final draft was produced in May 2006.

2.5 Survey distribution and response rate

The survey was distributed to a total of 501 attractions that fit the tourist attraction definition outlined in section 2.2. Overall, a response rate of 57.1% was achieved, with 52.5% of surveyed attractions providing visits figures for 2005.

The responses are detailed in the table below.

Table 2.1 Response rate

	Sample	%
<i>Total number of target attractions</i>	<i>501</i>	
Attractions which completed the survey and provided visits figures for 2005	262	52.5%
Attractions which indicated they could not provide visits figures (e.g. do not monitor visitors / not enough staff to monitor visitors / not enough time, etc.)	11	2.2%
Attractions which indicated they did not wish to either provide visits figures or participate in the survey	1	0.2%
Attractions that closed permanently in 2005	4	0.8%
Attractions that were temporarily closed during 2005	7	1.4%
Total response rate	285	57.1%

Furthermore, in order to ascertain the reliability of visits figures provided, 212 operators indicated which methods they used to calculate their visits figures. Results are shown in Table 2.2 below.

Table 2.2 Visitor recording method

	Nos	%
<i>Total sample</i>	<i>212</i>	
Ticket sales and/or group booking sales	103	48.6%
Mechanical or electronic method of counting	36	17.0%
Manual method of counting numbers	76	35.8%
Estimate made on the basis of a sample count	17	8.0%
Estimate only	29	13.7%
Other*	4	1.9%

NB: some operators use more than one method to monitor visits, hence total exceeds 100%.

* Other methods of recording visitors include visitor books, pebbles in bowl, takings per day.

3 Comparative Analysis of Visits to Tourist Attractions 2005/2004 and 2005/2003

This chapter analyses trends in the number of visits to attractions in Wales that provided data for 2005/2004 and 2005/2003.

3.1 Overall yearly visits comparisons 2005/2004 and 2005/2003

249 attractions out of the total 262 responding attractions provided visits figures for both years 2005 and 2004, whereas 228 attractions provided visits figures for the years 2005 and 2003.

Table 3.1 Comparison of overall yearly visits 2005/2004 and 2005/2003

Sample	2005/2004			Sample	2005/2003		
	Visits 2005	Visits 2004	%05/04		Visits 2005	Visits 2003	%05/03
249	12,908,061	12,763,486	+1.1%	228	12,081,234	11,888,264	+1.6%

Overall, tourist attractions experienced a slight increase of +1.1% in visits in 2005 compared to 2004. Attraction operators that received increases in visits in addition of +10,000 and provided comments as to positive increases identified a variety of reasons for increases in visitation, such as the weather (which was the factor most quoted), popular changing temporary exhibitions and events and successful marketing and advertising practices.

Table 3.2 Comparison of yearly visits 2005/2004 and 2005/2003 for free and paid attractions

Admission	2005/2004				2005/2003			
	Sample	Visits 2005	Visits 2004	%05/04	Sample	Visits 2005	Visits 2003	%05/03
Free	107	6,464,375	6,313,025	+2.4%	92	6,128,369	5,833,402	+5.1%
Paid	142	6,443,686	6,450,461	-0.1%	136	5,952,865	6,054,862	-1.7%
Total	249	12,908,061	12,763,486	+1.1%	228	12,081,234	11,888,264	+1.6%

Paid admission attractions, which represent the majority (57.0%) of the responding sample, welcomed similar levels of visitors in 2005 compared with 2004, compared with free admission attractions which experienced an increase in visits of +2.4%. Both paid and free admission attractions that experienced decreases in visits tended to attribute this to competition, bad weather and economic conditions. Free admission attractions that received increases in visits of + 10,000 consisted mainly of Nature-Based attractions and Museums and/or Art Galleries.

When comparing 2005 visits with 2003, free admission attractions achieved a higher increase in visits at +5.1% compared to paid admission attractions which identified a more marked decrease in visits of -1.7%.

Table 3.3 Comparison of yearly visits 2005/2004 and 2005/2003 by region

Region	2005/2004				2005/2003			
	Sample	Visits 2005	Visits 2004	%05/04	Sample	Visits 2005	Visits 2003	%05/03
Mid Wales	51	1,926,400	1,944,285	-0.9%	50	1,968,146	2,011,581	-2.2%
North Wales	81	4,348,631	4,317,843	+0.7%	70	4,074,593	4,004,022	+1.8%
South East Wales	55	3,135,285	3,109,813	+0.8%	50	2,907,028	2,738,402	+6.2%
South West Wales	62	3,497,745	3,391,545	+3.1%	58	3,131,467	3,134,259	-0.1%
Total	249	12,908,061	12,763,486	+1.1%	228	12,081,234	11,888,264	+1.6%

In 2005, attractions in most regions experienced similar levels of visitation compared to the previous year except South West Wales, which saw an increase in visits of +3.1%. Operators in the South West regions commented on the popularity of events and temporary exhibitions and the weather.

Table 3.4 Comparison of yearly visits 2005/2004 and 2005/2003 by category

Category	2005/2004				2005/2003			
	Sample	Visits 2005	Visits 2004	%05/04	Sample	Visits 2005	Visits 2003	%05/03
Animal-Related Attractions	12	443,403	438,430	+1.1%	11	438,103	419,217	+4.5%
Historic Properties	66	2,483,242	2,499,690	-0.7%	65	2,464,931	2,441,679	+1.0%
Leisure/Theme Parks*	7	1,111,624	1,098,491	+1.2%	6	799,624	903,831	-11.5%
Museums and/or Art Galleries	85	3,796,586	3,734,336	+1.7%	74	3,635,896	3,421,070	+6.3%
Nature-Based Attractions	43	3,622,502	3,543,680	+2.2%	40	3,458,847	3,409,203	+1.5%
Steam/Heritage Railways	16	909,248	878,784	+3.5%	15	779,122	745,841	+4.5%
Workplaces	20	541,456	570,075	-5.0%	17	504,711	547,423	-7.8%
Total	249	12,908,061	12,763,486	+1.1%	228	12,081,234	11,888,264	+1.6%

**findings should be treated with caution since they are based on a small sample of attractions*

In 2005, most attraction categories experienced varying degrees of increases in visits when compared to 2004. Museums and/or Art Galleries, which represent one third of the responding sample (34%), experienced an increase in visits of +1.7%. This represents an additional 62,250 visits approximately. Steam/Heritage Railways identified the highest increase in visits at +3.5%. Only Workplaces and Historic Properties experienced decreases in visits of -5.0% and -0.7% respectively.

Table 3.5 Comparison of yearly visits 2005/2004 and 2005/2003 by ownership

Owner	2005/2004				2005/2003			
	Sample	Visits 2005	Visits 2004	%05/04	Sample	Visits 2005	Visits 2003	%05/03
Cadw	30	1,224,826	1,226,108	-0.1%	30	1,224,826	1,191,242	+2.8%
Government	13	1,902,775	1,910,416	-0.4%	13	1,902,775	1,829,565	+4.0%
Local Authority	71	4,376,109	4,246,332	+3.1%	64	4,119,906	3,882,456	+6.1%
The National Trust	15	658,214	654,023	+0.6%	14	637,091	645,232	-1.3%
Other Charity/Trust	54	1,739,786	1,707,136	+1.9%	50	1,740,945	1,708,878	+1.9%
Privately Owned	63	2,944,199	2,938,196	+0.2%	54	2,393,539	2,540,059	-5.8%
Other*	3	62,152	81,275	-23.5%	3	62,152	90,832	-31.6%
Total	249	12,908,061	12,763,486	+1.1%	228	12,081,234	11,888,264	+1.6%

**findings should be treated with caution since they are based on a small sample of attractions*

Local Authority-owned attractions, which represent just over one quarter of the responding sample, achieved the highest increase in visits in 2005 compared with the previous year at +3.1%. These are followed by attractions owned by Other Charity/Trusts (+1.9%). Attractions owned by Cadw, Government Departments/Agencies, The National Trust and Privately Owned attractions experienced similar levels of visitation in 2005 compared with 2004.

Table 3.6 Comparison of yearly visits 2005/2004 and 2005/2003 by geographic location

Location	2005/2004				2005/2003			
	Sample	Visits 2005	Visits 2004	%05/04	Sample	Visits 2005	Visits 2003	%05/03
Coastal	49	2,468,985	2,470,697	-0.1%	47	2,460,260	2,398,962	+2.6%
Rural	141	7,222,810	7,113,650	+1.5%	129	6,512,717	6,595,220	-1.3%
Urban	59	3,216,266	3,179,139	+1.2%	52	3,108,257	2,894,082	+7.4%
Total	249	12,908,061	12,763,486	+1.1%	228	12,081,234	11,888,264	+1.6%

Attractions located in coastal areas, which constitute one fifth of the sample experienced similar levels of visitation in 2005 compared with 2004. Attractions in rural and urban locations however experienced more marked movement of visits with increases of +1.5% and +1.2% respectively.

When comparing 2005 visits with 2003, attractions located in urban areas fared the best (+7.4%) compared to attractions situated in other geographic locations.

3.2 Comparison of monthly visits 2005/2004 and 2005/2003

Some 172 visitor attractions provided a monthly breakdown of visits to their operation for both years 2005 and 2004; and 158 visitor attractions for the years 2005 and 2003.

Table 3.7 Monthly distribution of visits 2005/2004 and 2005/2003

Month	2005	2004	2005	2003
<i>Sample</i>	<i>172</i>		<i>158</i>	
January	2.7%	2.6%	2.5%	2.5%
February	4.3%	4.3%	4.1%	3.8%
March	7.0%	4.8%	7.1%	5.0%
April	8.0%	10.3%	8.0%	10.0%
May	10.6%	10.4%	10.5%	10.5%
June	10.9%	11.1%	11.1%	10.4%
July	13.6%	14.4%	13.9%	14.5%
August	19.6%	19.2%	20.1%	20.7%
September	8.6%	8.9%	8.6%	8.5%
October	7.6%	7.1%	7.5%	7.2%
November	3.5%	3.4%	3.2%	3.5%
December	3.6%	3.5%	3.4%	3.4%
Total	100.0%	100.0%	100.0%	100.0%

Table 3.7 shows that the distribution of visits is almost identical when monthly distribution of visits is compared for 2005/2004 and 2005/2003. The pattern of visits indicates high seasonal fluctuations with one fifth of visits made during the month of August and one third of visits made during the months of July and August combined. January was the month with least proportion of visits regardless of the year.

Table 3.8 Monthly distribution of visits 2005/2004 and 2005/2003 by admission

Admission	2005/2004				2005/2003			
	<u>Free</u>		<u>Paid</u>		<u>Free</u>		<u>Paid</u>	
Month	2005	2004	2005	2004	2005	2003	2005	2003
<i>Sample</i>	<i>69</i>		<i>103</i>		<i>54</i>		<i>104</i>	
January	4.0%	3.9%	1.4%	1.3%	3.7%	4.0%	1.5%	1.3%
February	5.6%	5.9%	2.8%	2.7%	5.7%	5.6%	2.8%	2.4%
March	7.7%	6.5%	6.4%	3.1%	7.9%	7.1%	6.4%	3.3%
April	8.7%	10.1%	7.3%	10.5%	8.9%	9.7%	7.3%	10.2%
May	10.7%	10.5%	10.5%	10.3%	10.7%	10.1%	10.4%	10.9%
June	9.9%	10.3%	11.8%	12.0%	10.2%	9.3%	11.9%	11.3%
July	12.2%	12.8%	15.1%	16.0%	12.5%	12.7%	15.0%	15.9%
August	16.0%	15.5%	23.4%	23.0%	16.2%	16.5%	23.3%	24.0%
September	8.2%	8.3%	9.1%	9.4%	8.2%	8.1%	8.9%	8.8%
October	7.7%	7.4%	7.5%	6.8%	7.5%	7.7%	7.5%	6.8%
November	5.0%	4.5%	2.0%	2.2%	4.5%	4.9%	2.0%	2.4%
December	4.4%	4.2%	2.7%	2.8%	4.1%	4.4%	2.8%	2.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 3.8 shows that paid admission attractions tend to be more seasonal than free admission attractions with very low visitation during the winter months (under 3% for the months of January, February, November and December). Almost one quarter of visits occurred during the month of August only.

3.3 Comparison of quarterly visits 2005/2004 and 2005/2003

Table 3.9 Quarterly distribution of visits 2005/2004 and 2005/2003

Quarter	2005		2004	
<i>Sample</i>	<i>172</i>		<i>158</i>	
Jan-Mar	14.0%	11.8%	13.7%	11.3%
Apr-Jun	29.5%	31.8%	29.7%	30.9%
Jul-Sep	41.9%	42.5%	42.5%	43.7%
Oct-Dec	14.7%	13.9%	14.1%	14.1%
Total	100.0%	100.0%	100.0%	100.0%

Table 3.9 shows that there was very little fluctuation in quarterly visitation between the years 2005/2004 and 2005/2003 with just over two thirds of visits occurring during quarters two and three. Visits during quarter one showed a slight increase compared with previous years.

Table 3.10 Quarterly distribution of visits 2005/2004 by region

Region	Sample	Distribution of visits 2005				Distribution of visits 2004				Total visits	
		Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Dec05	Jan-Dec04
Mid Wales	31	12.3%	29.4%	45.0%	13.3%	10.2%	31.4%	45.3%	13.2%	1,193,837	1,213,468
North Wales	52	11.6%	30.6%	45.2%	12.5%	9.2%	33.8%	45.3%	11.7%	3,400,291	3,417,116
South East Wales	37	18.6%	28.9%	34.4%	18.1%	16.2%	29.6%	36.4%	17.8%	2,509,861	2,477,725
South West Wales	52	13.6%	28.6%	43.1%	14.7%	11.8%	31.5%	43.2%	13.5%	2,941,554	2,795,015
Total	172	14.0%	29.5%	41.9%	14.7%	11.8%	31.8%	42.5%	13.9%	10,045,543	9,903,324

Table 3.10 shows that the distribution of quarterly visitation to attractions across regions was similar in 2005 and 2004. Also, attractions located in South East Wales experienced the least seasonal pattern compared with all other regions.

Table 3.11 Quarterly distribution of visits 2005/2003 by region

Region	Sample	Distribution of visits 2005				Distribution of visits 2003				Total visits	
		Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Dec05	Jan-Dec03
Mid Wales	30	11.2%	29.7%	47.1%	12.0%	9.7%	31.2%	46.7%	12.4%	1,112,747	1,137,127
North Wales	51	10.7%	31.2%	46.7%	11.4%	7.8%	32.9%	47.5%	11.8%	3,113,317	3,097,575
South East Wales	37	18.5%	28.9%	34.3%	18.2%	15.8%	30.4%	35.4%	18.4%	2,557,250	2,389,640
South West Wales	40	13.6%	28.5%	43.8%	14.1%	12.1%	28.7%	45.8%	13.5%	2,173,071	2,202,837
Total	158	13.7%	29.7%	42.5%	14.1%	11.3%	30.9%	43.7%	14.1%	8,956,385	8,827,179

Table 3.11 shows that visitation during quarters three and four was similar in 2005 compared to 2003. Visitation during quarter one seems to account for a higher proportion of total visitation in 2005 than in 2003, which seems to have impacted on visitation during quarter two, which shows a lower proportion of visits in 2005 compared with 2003. This may be due to the fact that the Easter holiday took place in May in 2005, instead of April, as in previous years.

Table 3.12 Quarterly distribution of visits 2005/2004 by category

Category	Sample	Distribution of visits 2005				Distribution of visits 2004				Total visits	
		Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Dec05	Jan-Dec04
Animal-Related Attractions*	2	9.4%	28.8%	53.7%	8.1%	4.9%	30.1%	58.3%	6.6%	75,855	83,871
Historic Properties	49	11.3%	30.2%	46.3%	12.2%	8.3%	32.4%	47.4%	11.9%	2,100,891	2,124,527
Leisure/Theme Parks*	6	9.9%	26.4%	54.6%	9.1%	5.6%	29.8%	57.2%	7.5%	799,574	751,641
Museums and/or Art Galleries	60	19.3%	26.9%	34.3%	19.5%	16.8%	28.2%	36.6%	18.5%	3,288,026	3,250,110
Nature-Based Attractions	30	13.4%	33.5%	40.9%	12.3%	12.7%	36.5%	38.8%	12.0%	2,768,285	2,710,490
Steam/Heritage Railways	11	6.3%	27.4%	50.5%	15.7%	3.4%	32.9%	49.7%	14.0%	674,161	618,835
Workplaces	14	10.9%	28.2%	45.8%	15.1%	8.6%	28.5%	48.2%	14.7%	338,751	363,850
Total	172	14.0%	29.5%	41.9%	14.7%	11.8%	31.8%	42.5%	13.9%	10,045,543	9,903,324

*findings should be treated with caution since they are based on a small sample of attractions

Museums and/or Art Galleries and Nature-Based Attractions presented the least seasonal pattern whereas Leisure/Theme Parks and Steam/Heritage Railways presented the most seasonal patterns with over half of visits occurring during the third quarter.

Table 3.13 Quarterly distribution of visits 2005/2003 by category

Category	Sample	Distribution of visits 2005				Distribution of visits 2003				Total visits	
		Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Dec05	Jan-Dec03
Animal-Related Attractions*	3	9.0%	28.2%	55.2%	7.7%	4.0%	32.2%	55.8%	8.0%	79,755	82,671
Historic Properties	51	11.2%	30.4%	46.5%	11.9%	7.9%	32.3%	48.2%	11.6%	2,113,984	2,070,434
Leisure/Theme Parks*	5	8.2%	25.8%	59.7%	6.3%	1.6%	29.6%	63.9%	4.9%	600,574	712,477
Museums and/or Art Galleries	56	18.6%	27.4%	35.7%	18.2%	15.6%	29.7%	36.8%	17.9%	2,781,532	2,642,913
Nature-Based Attractions	21	14.2%	33.8%	39.2%	12.7%	15.5%	31.3%	38.3%	14.9%	2,338,534	2,291,015
Steam/Heritage Railways	12	6.2%	27.4%	51.2%	15.2%	2.8%	32.0%	51.7%	13.5%	710,479	662,539
Workplaces	10	12.3%	27.0%	44.5%	16.2%	8.4%	30.4%	44.8%	16.5%	331,527	365,130
Total	158	13.7%	29.7%	42.5%	14.1%	11.3%	30.9%	43.7%	14.1%	8,956,385	8,827,179

*findings should be treated with caution since they are based on a small sample of attractions

Table 3.14 Quarterly distribution of visits 2005/2004 by geographic location

Location	Sample	Distribution of visits 2005				Distribution of visits 2004				Total visits	
		Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Dec05	Jan-Dec04
Coastal	30	10.1%	31.1%	47.1%	11.7%	8.6%	33.5%	46.6%	11.3%	1,884,284	1,867,206
Rural	104	12.6%	29.7%	44.0%	13.7%	10.3%	32.7%	44.1%	13.0%	5,477,051	5,408,726
Urban	38	19.6%	27.8%	33.8%	18.8%	17.2%	28.8%	36.3%	17.7%	2,684,208	2,627,392
Total	172	14.0%	29.5%	41.9%	14.7%	11.8%	31.8%	42.5%	13.9%	10,045,543	9,903,324

Table 3.14 shows that overall, there is not much difference in the quarterly distribution of visits between 2005 and 2004 by geographic location, although there seemed to be an increase in visitation in quarter one, which seems to have impacted visitation during the following quarter.

Table 3.15 Quarterly distribution of visits 2005/2003 by geographic location

Location	Sample	Distribution of visits 2005				Distribution of visits 2003				Total visits	
		Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Dec05	Jan-Dec03
Coastal	30	9.6%	30.7%	48.4%	11.3%	10.2%	31.2%	47.1%	11.4%	1,801,513	1,760,366
Rural	93	12.6%	29.9%	44.4%	13.1%	9.5%	31.1%	46.0%	13.4%	4,741,573	4,830,964
Urban	35	18.9%	28.6%	34.5%	18.0%	15.9%	30.4%	35.9%	17.8%	2,413,299	2,235,849
Total	158	13.7%	29.7%	42.5%	14.1%	11.3%	30.9%	43.7%	14.1%	8,956,385	8,827,179

3.4 Comparison of admission charges for paid attractions

Table 3.16 Comparison of adult & child average charges (per attraction) 2005/2004 and 2005/2003

	2005	2004	%05/04	2005	2003	%05/03
<i>Sample</i>	107			114		
Average adult admission charge	£4.41	£4.29	+2.8%	£4.19	£3.84	+9.1%
Average child admission charge	£2.75	£2.64	+4.2%	£2.60	£2.36	+9.9%

Table 3.16 shows that of the 107 paid admission attractions for which admission prices are known for 2005 and 2004, adult charges rose on average by +2.8% compared with +4.2% for children admission charges.

Table 3.17 Comparison of adult & child average charges (per attraction) 2005/2004/2003/2002 (common sample over 4 years)

	2005	2004	2003	2002	%05-04	%04-03	%03-02	%02-01	%04-02
<i>Sample</i>	78								
Average adult admission charge	£4.19	£4.08	£3.88	£3.77	+2.7%	+5.2%	+2.9%	+8.1%	+11.2%
Average child admission charge	£2.72	£2.65	£2.51	£2.44	+2.8%	+5.6%	+2.7%	+8.5%	+11.5%

Table 3.17 shows that of the 78 paid admission attractions for which adult and child admission prices are known for four consecutive years (2002-2005), average adult admission rose by +11.2% in four years from £3.77 to £4.19, which represents an increase of 42 pence in total. Average child admission rose in a similar manner (+11.5%) across the same period from £2.44 to £2.72, representing an average increase of 28 pence.

Table 3.18 Distribution of adult admission charges by range

Range of adult admission charges	Sample Not Common			Common Sample		
	2005	2004	2003	2005	2004	2003
<i>Sample</i>	146	147	159	105		
Less than £1.00	0.7%	2.7%	1.3%	1.0%	1.0%	1.0%
£1.00 - £1.99	11.6%	10.9%	13.2%	9.5%	8.6%	8.6%
£2.00 - £2.99	24.0%	29.3%	32.7%	22.9%	29.5%	33.3%
£3.00 - £3.99	23.3%	21.1%	22.0%	26.7%	23.8%	24.8%
£4.00 - £4.99	10.3%	9.5%	11.9%	10.5%	10.5%	10.5%
£5.00 - £5.99	9.6%	10.9%	7.5%	8.6%	9.5%	8.6%
£6.00 - £6.99	9.6%	6.8%	5.0%	10.5%	8.6%	6.7%
£7.00 - £7.99	3.4%	2.7%	1.9%	4.8%	2.9%	1.9%
£8.00 or over	7.5%	6.1%	4.4%	5.7%	5.7%	4.8%

Table 3.18 shows that although there still is a clear concentration of paid admission attractions that charge adults £2.00-£3.99, adult admission charges have been increasing steadily. Indeed, in 2003, only around one fifth of attractions charged £5.00 and over, and in 2005, this had risen to almost one third of attractions.

4 Visits 2005

This section presents analysis of visits data provided by the 262 respondents.

4.1 Visits 2005 (submitted by respondents)

Table 4.1 Overall visits 2005 by admission

Admission	Sample	Total visits 2005
Free	114	6,848,928
Paid	148	6,517,960
Total	262	13,366,888

Table 4.1 shows that the tourist attraction sector is dominated by paid admission attractions in terms of number of attractions. However, free admission attractions welcomed more visits in 2005.

Table 4.2 Overall visits 2005 by admission and region

Region	Free Admission		Paid Admission		All Attractions	
	Sample	Total visits 2005	Sample	Total visits 2005	Sample	Total visits 2005
Mid Wales	24	1,070,488	30	918,458	54	1,988,946
North Wales	30	1,735,895	53	2,691,736	83	4,427,631
South East Wales	29	2,135,164	28	1,275,824	57	3,410,988
South West Wales	31	1,907,381	37	1,631,942	68	3,539,323
Total	114	6,848,928	148	6,517,960	262	13,366,888

South East Wales is the only region which shows a similar level of paid and free attractions. Generally, free admission attractions attracted more visits than paid admission attractions with the exception of North Wales, where paid attractions received 61% of all recorded visits to the region.

Table 4.3 Regions' share of attractions and visits 2005

Region	% of attractions	% of visits 2005	Average visits per attraction per region
<i>Sample</i>	<i>262</i>	<i>13,366,888</i>	
Mid Wales	20.6%	14.9%	36,832
North Wales	31.7%	33.1%	53,345
South East Wales	21.8%	25.5%	59,842
South West Wales	26.0%	26.5%	52,049
Total	100.0%	100.0%	51,019

The North Wales region identified the highest proportion of attractions as well as the highest proportion of visits in 2005 (around one third each). Attractions in South East Wales identified the highest average number of visits per attraction at 59,842 and those in Mid Wales the lowest at 36,832.

Table 4.4 Overall visits 2005 by admission and category

Category	Free Admission		Paid Admission		All Attractions	
	Sample	Total visits 2005	Sample	Total visits 2005	Sample	Total visits 2005
Animal-Related Attractions	4*	89,800	9*	357,603	13	447,403
Historic Properties	6*	196,713	62	2,425,985	68	2,622,698
Leisure/Theme Parks	2◇*	276,923	5*	834,701	7*	1,111,624
Museums and/or Art Galleries	58	3,084,659	31	877,522	89	3,962,181
Nature-Based Attractions	28	2,858,116	18	824,616	46	3,682,732
Steam/Heritage Railways	1◇*	5,670	16	949,124	17	954,794
Workplaces	15	337,047	7*	248,409	22	585,456
Total	114	6,848,928	148	6,517,960	262	13,366,888

*findings should be treated with caution since they are based on a small sample of attractions

◇ These attractions have authorised its visits for publication.

Museums and/or Art Galleries represented just over one third (34.0%) of the responding sample of attractions and attracted just under one third (29.6%) of reported visits in 2005, with approximately three quarters of those visits made to free admission Museums and/or Art Galleries.

Nature-Based Attractions, which represent only 17.5% of the responding sample attracted similar numbers of visits as Museums/Art Galleries, receiving just over one quarter of reported visits (27.6%). Free admission Nature-Based Attractions dominate this category both in terms of number of attractions and visits.

Historic Properties which represent just over one quarter of the responding sample are dominated by paid admission attractions (91.2%) which welcomed 92.5% of recorded visits.

Also, Leisure/Theme Parks achieved a remarkably high proportion of total recorded visits (8.3%) considering there were only 6 responding attractions (2.3% of responding sample).

Table 4.5 Average visits 2005 by category

Category	Sample	Average visits 2005
Animal-Related Attractions	13	34,416
Historic Properties	68	38,569
Leisure/Theme Parks	7	158,803
Museums and/or Art Galleries	89	44,519
Nature-Based Attractions	46	80,059
Steam/Heritage Railways	17	56,164
Workplaces	22	26,612
Total	262	51,019

Table 4.5 clearly identifies that Leisure/Theme Park attractions attracted the highest average number of visits in 2005 at 158,803. Workplaces recorded the lowest average number of visits per attraction at 26,612.

Table 4.6 Overall visits 2005 by admission by geographic location

Location	Free Admission		Paid Admission		All Attractions	
	Sample	Total visits 2005	Sample	Total visits 2005	Sample	Total visits 2005
Coastal	15	1,064,321	35	1,450,210	50	2,514,531
Rural	59	3,510,135	89	3,833,755	148	7,343,890
Urban	40	2,274,472	24	1,233,995	64	3,508,467
Total	114	6,848,928	148	6,517,960	262	13,366,888

Rural attractions dominate both the free and paid admission sectors, both in terms of number of attractions and volume of visits.

Table 4.7 Average visits 2005 by geographic location

Location	Sample	Average visits 2005
Coastal	50	50,291
Rural	148	49,621
Urban	64	54,820
Total	262	51,019

Attractions located in rural areas registered the lowest average of visits per attraction at 49,621 whereas those located in urban areas recorded the highest at 54,820.

Table 4.8 Overall visits 2005 by admission and ownership

Ownership	Free Admission		Paid Admission		All Attractions	
	Sample	Total visits 2005	Sample	Total visits 2005	Sample	Total visits 2005
Cadw	-	-	30	1,224,826	30	1,224,826
Government	11	1,837,431	3*	77,344	14	1,914,775
Local Authority	48	3,348,159	24	1,035,950	72	4,384,109
The National Trust	-	-	15	658,214	15	658,214
Other Charity/Trust	25	545,826	32	1,396,603	57	1,942,429
Privately Owned	26	923,904	44	2,125,023	70	3,048,927
Other	4*	193,608	-	-	4*	193,608
Total	114	6,848,928	148	6,517,960	262	13,366,888

**findings should be treated with caution since they are based on a small sample of attractions*

Table 4.8 shows that Local Authority and Privately-owned attractions dominate the responding sample both in terms of number of attractions and visits. Together, these two categories accounted for over half (54.1%) of all responding attractions, and over half (55.6%) of reported visits in 2005.

Table 4.9 Average visits 2005 by ownership

Ownership	Sample	Average visits 2005
Cadw	30	40,828
Government	14	136,770
Local Authority	72	60,890
The National Trust	15	43,881
Other Charity/Trust	57	34,078
Privately Owned	70	43,556
Other	4*	48,402
Total	262	51,019

**findings should be treated with caution since they are based on a small sample of attractions*

Table 4.9 clearly shows that Government-owned attractions attracted the highest average number of visits per attraction at 136,770 whereas attractions that are owned by 'Other Charity/Trust' recorded the lowest at 34,078.

Table 4.10 Overall visits 2005 by range of visits and admission

Range of visits	Free Admission		Paid Admission		All Attractions	
	Sample	Total visits 2005	Sample	Total visits 2005	Sample	Total visits 2005
0 - 1,999	8	11,029	6	7,329	14	18,358
2,000 - 4,999	10	29,641	17	60,308	27	89,949
5,000 - 9,999	14	92,937	22	159,577	36	252,514
10,000 - 19,999	18	259,423	27	396,629	45	656,052
20,000 - 49,999	23	710,088	34	1,102,598	57	1,812,686
50,000 - 99,999	18	1,276,533	25	1,798,812	43	3,075,345
100,000 - 149,999	9	1,138,087	7	923,588	16	2,061,675
150,000 - 199,999	8	1,372,314	6	1,015,131	14	2,387,445
200,000 and over	6	1,958,876	4	1,053,988	10	3,012,864
Total	114	6,848,928	148	6,517,960	262	13,366,888

Table 4.10 shows that only 10 attractions out of the responding sample of 262 attractions received over 200,000 visits in 2005. The tourist attraction sector in Wales remains dominated by small attractions receiving under 50,000. This is most notable in the paid admission sector with some 72% of responding paid admission attractions received under 50,000 visits in 2005 compared to 65% of free admission attractions.

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 2005 compared with 2004. Some 167 respondents provided positive and/or negative factors.

The weather was quoted as both the most important positive and negative factor that impacted on visitation in 2005 compared to 2004. Good weather is usually positive for outdoors attractions, and wet weather usually benefits indoors attractions.

Table 4.11 Positive factors

Most Important Positive factors	No. Responses		All Positive Factors	No. Responses	
		%			%
weather	42	25.1%	weather	44	26.3%
events/temporary exhibitions	28	16.8%	events/temporary exhibitions	34	20.4%
advertising/marketing	20	12.0%	advertising/marketing	31	18.6%
new/improved facilities	13	7.8%	new/improved facilities	17	10.2%
interest	6	3.6%	staff/management	9	5.4%

Note: it should be noted that percentages are calculated over the 167 respondents. Some respondents may have provided one or more answers.

Table 4.12 Negative factors

Most Important Negative factors	No. Responses		All Negative Factors	No. Responses	
		%			%
weather	56	33.5%	weather	64	38.3%
lack of funding/budget/finance	29	17.4%	lack of funding/budget/finance	31	18.6%
on-site building works	9	5.4%	on-site building works	10	6.0%
fewer visitors to area in general	7	4.2%	facilities/product need upgrade	8	4.8%
facilities/product need upgrade	5	3.0%	fewer visitors to area in general	8	4.8%
opening hours	5	3.0%	staff issues	7	4.2%

Note: it should be noted that percentages are calculated over the 167 respondents. Some respondents may have provided one or more answers.

5 Operations

This section presents an overview of gross revenue, revenue generated from tourists, time spent in attractions, employment in tourism activities, marketing activities and upgrade/investment in the attraction sector. It should be noted that not all 262 respondents provided answers to individual questions; therefore findings should be treated with caution if the responding sample is small in size.

5.1 Gross revenue movement 2005/2004/2003

Table 5.1 Gross revenue movement 2005/2004/2003 (different samples)

Gross revenue movement	2005/2004	2004/2003	2003/2002
<i>Sample</i>	<i>196</i>	<i>207</i>	<i>175</i>
Down	20.9%	17.9%	14.9%
Similar	32.1%	34.8%	21.7%
Up	38.3%	47.3%	63.4%
Not Applicable*	8.7%		

* This answer option was introduced for the first time in this questionnaire. This should be taken into account when comparing findings with previous years' results.

Gross revenue movement reported by the 196 responding attraction operators shows that in 2005 that 38.3% of operations experienced an increase in gross revenue in 2005 compared to 2004.

A smaller number of respondents (156) provided the percentage change in gross revenue from one year to the next. The results are presented in the table below.

Table 5.2 Average gross revenue movement 2005/2004/2003 (different samples)

Gross revenue movement	2005/2004	2004/2003	2003/2002
Down	36	31	24
Similar	62	72	38
Up	58	86	89
Total	156	189	151
Average trend	+3.8%	+6.6%	+11.8%

Overall, attraction operators experienced an increase in gross revenue of +3.8% from 2004 to 2005, which is considerably less than gross revenue movements reported in previous years.

Table 5.3 Average revenue movement 2005/2004 by band

Gross revenue movement band	Sample	%
Over -50% decrease	1	0.6%
-21% to -50% decrease	3	1.9%
-11% to -20% decrease	8	5.1%
-1% to -10% decrease	24	15.4%
0% - no change	62	39.7%
1% to 10% increase	34	21.8%
11% to 20% increase	10	6.4%
21% to 50% increase	11	7.1%
Over 50% increase	3	1.9%
Total	156	100.0%
Average trend	+3.8%	

Table 5.3 shows that just over one quarter of operators experienced an increase of 1 to 10% in gross revenue, and two fifths experienced no change in gross revenue from 2004 to 2005. Some 15% experienced a decrease in gross revenue ranging from -1 to -10%.

Table 5.4 Average revenue movement 2005/2004 by category

Category	Sample	Average revenue trend
Animal-Related Attractions	10	+19.7%
Historic Properties	24	-0.9%
Leisure/Theme Parks	7*	-4.1%
Museums and/or Art Galleries	61	+4.2%
Nature-Based Attractions	24	+3.3%
Steam/Heritage Railways	17	+8.8%
Workplaces	13	-3.0%
Total	156	+3.8%

**findings should be treated with caution since they are based on a small sample of attractions*

Animal-Related Attractions experienced the highest gross revenue movement (+19.7%) in 2005 compared to 2004, followed by Steam/Heritage Railways (+8.8%) and Museums and/or Art Galleries (+4.2%). Leisure/Theme Parks and Workplaces reported the most important decreases at -4.1% and -3.0% respectively.

5.2 Average revenue per visitor (£) 2005

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. Some 144 respondents provided the breakdown of such data.

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.
- Where a figure is presented for Average Admission in Free admission attractions, this relates to car park charges or admission to minor paid elements located within the attraction such as temporary paid exhibitions, etc.

Reported facilities:

- 107 operators indicated they had both catering and retail facilities
- 9 operators indicated they had catering facilities, but no retail facilities;
- 76 operators indicated they had retail facilities but no catering facilities;
- 1 operator indicated they had catering facilities, but did not provide information regarding retail facilities.

Table 5.5 Average visitor revenue per attraction by Category

Category	Sample	Admissions	Donations	Catering	Retail	Other	Total
Animal-Related Attractions*	6	£2.53	£1.67	£1.41	£5.26	£0.10	£10.97
Historic Properties	44	£1.82	£0.07	£0.34	£1.07	£0.00	£3.30
Leisure/Theme Parks*	6	£6.20	£0.00	£2.40	£1.17	£0.64	£10.41
Museums and/or Art Galleries	45	£0.77	£0.12	£0.41	£1.17	£0.05	£2.49
Nature-Based Attractions	17	£1.38	£0.15	£1.28	£1.87	£0.30	£4.99
Steam/Heritage Railways	14	£5.91	£0.06	£1.74	£1.67	£0.17	£9.55
Workplaces	12	£1.28	£0.00	£0.79	£5.13	£0.03	£7.24
Total	144	£2.01	£0.15	£0.78	£1.77	£0.10	£4.80

**findings should be treated with caution since they are based on a small sample of attractions*

The national average revenue per visitor per attraction was £4.80 in 2005 and was mainly generated through Admissions (£2.01 on average) and Retail sales (£1.77 on average).

Animal-Related Attractions and Leisure/Theme Parks recorded the highest average revenue per visitor per attraction at £10.97 and £10.41 respectively. Leisure/Theme Parks and Steam/Heritage Railways respectively identified the highest admissions average revenues (£6.20 and £5.91 respectively) and highest average catering revenues (£2.40 and £1.74). Animal-Related Attractions and Workplaces recorded the highest average revenues generated through retail (£5.26 and £5.13 respectively).

On the other hand, Museums and/or Art Galleries and Historic Properties, which represent 31% each of the 144 responding attractions, identified the lowest total average revenues per visitor per attraction at £2.90 and £3.30 respectively.

Table 5.6 Average visitor revenue per attraction by category and admission

Category	Admission	Sample	Admissions	Donations	Catering	Retail	Other	Total
Animal-Related Attractions	Free	◇						
	Paid*	4	£3.79	£0.00	£0.87	£1.64	£0.15	£6.46
Historic Properties	Free	◇						
	Paid	43	£1.87	£0.03	£0.35	£1.09	£0.00	£3.33
Leisure/Theme Parks	Free	◇						
	Paid*	5	£5.79	£0.00	£2.49	£1.31	£0.77	£10.35
Museums and/or Art Galleries	Free	30	£0.08	£0.16	£0.38	£1.01	£0.04	£1.63
	Paid	15	£2.15	£0.04	£0.45	£1.50	£0.07	£4.20
Nature-Based Attractions	Free*	8	£0.23	£0.09	£0.31	£0.25	£0.19	£1.07
	Paid*	9	£2.41	£0.20	£2.15	£3.32	£0.41	£8.48
Steam/Heritage Railways	Free	◇						
	Paid	13	£6.37	£0.07	£1.87	£1.80	£0.09	£10.20
Workplaces	Free*	8	£0.31	£0.00	£0.93	£5.24	£0.05	£6.53
	Paid*	4	£3.22	£0.00	£0.53	£4.91	£0.00	£8.65
Total	Free	51	£0.30	£0.35	£0.56	£1.95	£0.08	£3.21
	Paid	93	£2.94	£0.05	£0.90	£1.67	£0.11	£5.67

**findings should be treated with caution since they are based on a small sample of attractions*

◇ *Samples are too small and would breach confidentiality therefore findings are not disclosed.*

Overall, paid admission attractions generated on average £5.67 per visitor per attraction, mostly through admissions (£2.94) and retail (£1.67). Free admission attractions generated only £3.21 overall, the majority of which was generated through retail sales (£1.95).

Amongst paid admission attractions, Leisure/Theme Parks and Steam/Heritage Railways achieved the highest averages at £10.35 and £10.20 respectively, whereas amongst free admission attractions, highest average revenue was achieved by Workplaces at £6.53.

Table 5.7 Average visitor revenue per attraction by region

Region	Sample	Admissions	Donations	Catering	Retail	Other	Total
Mid Wales	24	£2.09	£0.47	£1.09	£2.84	£0.01	£6.45
North Wales	40	£2.73	£0.08	£0.76	£1.37	£0.09	£5.02
South East Wales	33	£1.44	£0.12	£0.42	£1.44	£0.03	£3.45
South West Wales	47	£1.74	£0.08	£0.88	£1.80	£0.21	£4.72
Total	144	£2.01	£0.15	£0.78	£1.77	£0.10	£4.80

Attractions in Mid Wales recorded the highest average revenue per visitor per attraction at £6.45 whereas those in South East Wales recorded the lowest at £3.45.

Table 5.8 Average visitor revenue per attraction by region and admission

Region	Admission	Sample	Admissions	Donations	Catering	Retail	Other	Total
Mid Wales	Free*	7	£0.21	£1.53	£1.62	£6.40	£0.00	£9.62
	Paid	17	£2.86	£0.04	£0.87	£1.37	£0.01	£5.14
North Wales	Free*	9	£0.14	£0.31	£0.48	£0.99	£0.15	£2.07
	Paid	31	£3.48	£0.01	£0.84	£1.48	£0.07	£5.88
South East Wales	Free	14	£0.00	£0.16	£0.49	£1.15	£0.00	£1.79
	Paid	19	£2.50	£0.08	£0.38	£1.65	£0.05	£4.66
South West Wales	Free	21	£0.58	£0.09	£0.28	£1.42	£0.14	£2.50
	Paid	26	£2.68	£0.07	£1.37	£2.12	£0.27	£6.52
Total	Free	51	£0.30	£0.35	£0.56	£1.95	£0.08	£3.21
	Paid	93	£2.94	£0.05	£0.90	£1.67	£0.11	£5.67

**findings should be treated with caution since they are based on a small sample of attractions*

The highest average spend per visitor per attraction for free admission attractions was recorded in Mid Wales at £9.62. Caution should be taken when interpreting this finding as it is based on a small sample of attractions with one attraction recording particularly high retail spend which impacts on the total average. The highest average spend for paid admission attractions was recorded in South West Wales at £6.52.

Table 5.9 Average visitor revenue per attraction by geographic location

Location	Sample	Admissions	Donations	Catering	Retail	Other	Total
Coastal	21	£2.23	£0.05	£0.64	£1.01	£0.07	£3.99
Rural	96	£2.19	£0.16	£0.93	£2.18	£0.11	£5.56
Urban	27	£1.20	£0.19	£0.33	£0.92	£0.08	£2.72
Total	144	£2.01	£0.15	£0.78	£1.77	£0.10	£4.80

Attractions in rural areas generated the highest average revenue per visitor at £5.56 whereas those in urban areas generated the lowest at £2.72 per visitor per attraction.

Table 5.10 Average visitor revenue per attraction by region and admission

Location	Admission	Sample	Admissions	Donations	Catering	Retail	Other	Total
Coastal	Free*	6	£0.22	£0.16	£0.67	£1.12	£0.23	£2.40
	Paid	15	£3.03	£0.01	£0.62	£0.96	£0.00	£4.63
Rural	Free	29	£0.47	£0.43	£0.74	£2.80	£0.05	£4.46
	Paid	67	£2.93	£0.04	£1.02	£1.91	£0.14	£6.04
Urban	Free	16	£0.01	£0.25	£0.18	£0.73	£0.08	£1.24
	Paid	11	£2.93	£0.11	£0.54	£1.20	£0.08	£4.86
Total	Free	51	£0.30	£0.35	£0.56	£1.95	£0.08	£3.21
	Paid	93	£2.94	£0.05	£0.90	£1.67	£0.11	£5.67

**findings should be treated with caution since they are based on a small sample of attractions*

The highest average visitor revenue for both paid and free admission attractions was recorded in rural areas at £6.04 and £4.46 respectively.

5.3 Average dwell time per visitor (minutes) 2005

Attraction operators were asked to provide the average time (in minutes) they estimated visitors spent in various elements of the overall attraction. Some 157 respondents provided the breakdown of such data.

Notes to understand the average dwell time:

- Average dwell time is calculated by adding the total average time provided by operators within each attraction element and then dividing the results by the total number of responding attractions.
- The 'Other' element includes time spent in workshops, tuition, etc.

The national average dwell time per visitor per attraction was 104 minutes in total in 2005.

Table 5.11 Average dwell time per visitor by admission (in minutes)

Admission	Sample	Attraction	Catering	Retail	Other	Total
Free	70	55	11	12	5	81
Paid	87	87	18	14	5	123
Total	157	72	15	13	5	104

There is a marked difference in average dwell time per visitor when considering attractions according to their admission policy. Indeed, visitors spent on average 42 minutes longer in paid admission attractions than they did in free admission attractions in 2005.

Table 5.12 Average dwell time per visitor by category (in minutes)

Category	Sample	Attraction	Catering	Retail	Other	Total
Animal-Related Attractions*	8	103	23	15	5	133
Historic Properties	25	67	10	9	4	90
Leisure/Theme Parks*	6	187	33	25	7	252
Museums and/or Art Galleries	58	53	8	11	3	75
Nature-Based Attractions	28	84	19	16	2	121
Steam/Heritage Railways	15	114	26	13	10	164
Workplaces	17	34	13	19	11	77
Total	157	72	15	13	5	104

**findings should be treated with caution since they are based on a small sample of attractions*

Visitors spent the longest time in Leisure/Theme Park Attractions (4 hours 12 minutes on average per visit), where the majority of the time was spent in the attraction element itself. Visitors spent the shortest time in Museums and/or Art Galleries and Workplaces (1 hour and a quarter and 1 hour and 17 minutes on average respectively).

Table 5.13 Average dwell time per visitor by region (in minutes)

Region	Sample	Attraction	Catering	Retail	Other	Total
Mid Wales	34	61	15	11	2	85
North Wales	42	78	12	11	8	109
South East Wales	32	81	11	14	3	109
South West Wales	49	69	18	16	5	109
Total	157	72	15	13	5	104

Visitors spent the same amount of time on average (just under 2 hours) in all regions, except in Mid Wales, where average dwell time was 1 hour and 25 minutes in 2005.

Table 5.14 Average dwell time per visitor by geographic location (in minutes)

Location	Sample	Attraction	Catering	Retail	Other	Total
Coastal	31	70	10	8	11	96
Rural	86	80	19	17	4	119
Urban	40	57	9	9	2	77
Total	157	72	15	13	5	104

Overall, visitors stayed longest in rural attractions at almost 2 hours, and visits were the briefest in urban attractions at just over 1 hour and a quarter.

5.4 Employment 2005

Attraction operators were asked to provide a breakdown of staff employed in tourism-related activities in 2005. Some 210 respondents provided the breakdown of such data.

Table 5.15 Total employees reported in 2005

Employment type	Sample	%
<i>Sample</i>	<i>210</i>	
Full time permanents	1,437	22.4%
Full time seasonals	526	8.2%
Part time permanents	566	8.8%
Part time seasonals	1,102	17.2%
Unpaid volunteers permanent*	1,505	23.4%
Unpaid volunteers seasonal*	1,286	20.0%
Total Staff	6,422	100.0%

* Operators were requested to break down volunteers into permanent and seasonal volunteers for the first time in this questionnaire.

Table 5.15 above identifies the reliance of the attraction sector on volunteers (43.4% of total workforce). Two fifths of the workforce employed in tourism-related activities were employed in a permanent manner, including volunteers.

Table 5.16 Total employees reported in 2005

Category	Sample	Total number of employees							% of employees						
		FTP	PTP	UVP	FTS	PTS	UVS	Total	FTP	PTP	UVP	FTS	PTS	UVS	Total
Animal-Related Attractions	11	45	15	313	5	61	27	466	9.7%	3.2%	67.2%	1.1%	13.1%	5.8%	100.0%
Historic Properties	35	136	74	234	89	272	277	1,082	12.6%	6.8%	21.6%	8.2%	25.1%	25.6%	100.0%
Leisure/Theme Parks	7	149	41	0	235	268	0	693	21.5%	5.9%	0.0%	33.9%	38.7%	0.0%	100.0%
Museums and/or Art Galleries	81	626	263	258	77	205	366	1,795	34.9%	14.7%	14.4%	4.3%	11.4%	20.4%	100.0%
Nature-Based Attractions	40	220	50	287	49	215	273	1,094	20.1%	4.6%	26.2%	4.5%	19.7%	25.0%	100.0%
Steam/Heritage Railways	16	172	25	411	65	54	337	1,064	16.2%	2.3%	38.6%	6.1%	5.1%	31.7%	100.0%
Workplaces	20	89	98	2	6	27	6	228	39.0%	43.0%	0.9%	2.6%	11.8%	2.6%	100.0%
Total	210	1,437	566	1,505	526	1,102	1,286	6,422	22.4%	8.8%	23.4%	8.2%	17.2%	20.0%	100.0%

Table 5.16 identifies that Steam/Heritage Railways rely the most on volunteers whilst Leisure/Theme Parks did not report employing volunteers at all. Museums and/or Art Galleries employed the most Permanent Paid staff in 2005. On the other hand, 72.6% of the workforce employed in tourism-related activities in Leisure/Theme Parks is employed on a seasonal basis.

Table 5.17 Comparison between employees in 2005/2004 and 2005/2003

Employment type	2005	2004	%05/04	2005	2003	%05/03
<i>Sample</i>	<i>157</i>			<i>143</i>		
Full time permanents	1,063	983	+8.1%	1,080	940	+14.9%
Part time permanents	427	406	+5.2%	425	387	+9.8%
Full time seasonals	458	604	-24.2%	379	596	-36.4%
Part time seasonals	924	716	+29.1%	853	544	+56.8%
Unpaid volunteers	2,021	2,112	-4.3%	1,838	1,671	+10.0%
Total	4,893	4,821	+1.5%	4,575	4,138	+10.6%

There seems to have been an increase in permanent and part-time seasonal positions and a decrease in full-time seasonal positions in 2005 compared to 2004.

Table 5.18 Recruiting difficulties 2005

Recruiting difficulties	Sample	%
No	135	64.6%
Yes	39	18.7%
N/A	35	16.7%
Total	209	100.0%

Just under two thirds of attractions indicated they had not experienced any difficulties in recruiting staff in 2005, and an additional 16.7% identified they had not had to recruit new staff. Of the 18.7% who did identify difficulties, the factors most quoted as barriers to recruitment were the lack of skilled/qualified applicants, seasonality of tourism posts, low pay rates and the unsocial hours worked (week-ends, holidays, long hours, etc.).

Table 5.19 Retaining difficulties 2005

Retaining difficulties	Sample	%
No	158	85.9%
Yes	26	14.1%
Total	184	100.0%

Some 26 respondents indicated they had had difficulties in retaining staff in 2005. Seasonality was the most quoted factor, with seasonal staff looking for permanent stable positions elsewhere.

5.5 Marketing Expenditure 2005/2004

Attraction operators were asked to indicate whether their expenditure on marketing activities had increased or decreased in 2005 compared to 2004. Some 198 respondents provided the breakdown of such data.

Table 5.20 Marketing expenditure levels in 2005 (compared with 2004)

Marketing expenditure levels	Sample	%
Down	24	12.1%
Similar	144	72.7%
Up	30	15.2%
Total	198	100.0%

Some 72.7% of respondents indicated they had spent similar levels of expenditure on marketing activities in 2005 compared with the previous year, whilst only 15.2% reported increases in their expenditure on such activities.

Table 5.21 Marketing expenditure levels in 2005 (compared with 2004), 2004 (compared with 2003) and 2003 (compared with 2002) - different & common samples

Marketing expenditure levels	Common sample			Different samples		
	2005/04	2004/03	2003/02	2005/04	2004/03	2003/02
Sample	111	111	111	198	195	195
Down	12.6%	9.9%	7.2%	12.1%	11.3%	7.2%
Similar	75.7%	71.2%	67.6%	72.7%	70.3%	66.7%
Up	11.7%	18.9%	25.2%	15.2%	18.5%	26.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Overall, from two thirds to three quarters of respondents spent similar levels of expenditure year on year.

Respondents were asked whether or not they had provided information or tours in Welsh, French and German in 2005; and whether they would provide such services in 2006. Responses are detailed below.

Table 5.22 Provision of information and/or tours in Welsh/foreign languages in 2005 and 2006

Provision of information and/or tours	2005			2006		
	Welsh	French	German	Welsh	French	German
No answer	59	81	83	72	84	85
No	57	141	148	53	135	141
Yes	146	40	31	137	43	36
Total (excluding no answers)	203	181	179	190	178	177

Overall, information or tours was mostly provided in Welsh, with very little provision of information/tours in French and even less in German.

5.6 Improvements/upgrade 2005

Attraction operators were asked to indicate whether they had made any kind of upgrade/improvement to their attraction in 2005 (excluding normal repairs and upkeep). Out of the 190 respondents, just over one third (69 respondents) indicated they had proceeded to upgrades/improvements in 2005.

Table 5.23 Improvements/upgrade in 2005

Did upgrade/improvements	Sample	%
<i>Sample</i>	<i>190</i>	
No	121	63.7%
Yes	69	36.3%

Of the 69 respondents who indicated they had upgraded/improved their attraction, only 54 provided a figure for capital investment.

Table 5.24 Improvements/upgrade in 2005 by band of investment

Investment band	Sample	Total investment	% of attractions	% of total investment
Under £1,000	7	£4,250	13.0%	0.0%
£1,000 - £4,999	7	£19,300	13.0%	0.2%
£5,000 - £9,999	7	£45,605	13.0%	0.4%
£10,000 - £19,999	4	£47,000	7.4%	0.4%
£20,000 - £49,999	10	£276,000	18.5%	2.3%
£50,000 - £99,999	4	£242,371	7.4%	2.0%
£100,000 - £249,999	7	£1,009,373	13.0%	8.5%
£250,000 - £499,999	2	£716,431	3.7%	6.0%
£500,000 - £999,999	1	£500,000	1.9%	4.2%
£1million and over	5	£9,081,250	9.3%	76.0%
Total	54	£11,941,580	100.0%	100.0%
Average investment		£221,140		

Table 5.24 shows that average reported capital investment is £221,140. However, this is influenced by only 6 attractions which spent over £500,000 in upgrade/improvements. Indeed, almost two thirds of attractions spent £49,999 or under upgrading or improving their product or facilities.

6 Visitor Profile 2005

6.1 Adult and children visits 2005

178 respondents indicated which proportion of their visitors they believed were adults and children. Overall, just over one quarter of visitors were children.

Table 6.1 Proportion of adult & child visitation by category

Category	Sample	Average % of Adults	Average % of Children
Animal-Related Attractions*	6	59.8%	40.2%
Historic Properties	30	73.7%	26.3%
Leisure/Theme Parks*	7	52.6%	47.4%
Museums and/or Art Galleries	70	72.7%	27.3%
Nature-Based Attractions	33	73.0%	27.0%
Steam/Heritage Railways	14	69.6%	30.4%
Workplaces	18	80.6%	19.4%
Total	178	72.2%	27.8%

**findings should be treated with caution since they are based on a small sample of attractions*

Workplaces, Historic Properties, Nature-Based Attractions and Museums and/or Art Galleries recorded the highest proportions of adult visitors (over 70%) whereas Leisure/Theme Parks recorded the highest proportion of child visits at 47.4% followed by Animal-Related Attractions (40.2%).

6.2 Origin of visitors 2005

171 respondents indicated which proportion of their visitors they believed were locals/within day trip distance of their attraction or from overseas. Overall, the majority of visitors to Welsh attractions were locals or day trippers (58.1%) and one third were from other parts of the UK. Only 8.5% of visitors on average were estimated to be from overseas.

Table 6.2 Origin of visitors by category

Category	Sample	Average % of Overseas	Average % of Locals	Average % of Other UK
Animal-Related Attractions*	9	3.9%	58.3%	37.8%
Historic Properties	27	14.3%	50.6%	35.1%
Leisure/Theme Parks*	6	3.8%	54.5%	41.7%
Museums and/or Art Galleries	64	8.8%	62.2%	28.6%
Nature-Based Attractions	33	6.9%	67.9%	25.4%
Steam/Heritage Railways	14	4.1%	44.1%	51.7%
Workplaces	18	8.6%	48.7%	42.7%
Total	171	8.5%	58.1%	33.3%

**findings should be treated with caution since they are based on a small sample of attractions*

Historic Properties, Museums and/or Art Galleries and Workplaces estimated they had the highest proportion of overseas visitors at 14.3%, 8.8% and 8.6% respectively. Local visitors and day trippers constituted just over two thirds of visitors to Nature-Based Attractions (67.9%), and just over three fifths of visitors to Museums and/or Art Galleries (62.2%). Steam/Heritage Railways attracted the highest proportion of visitors from other parts of the UK at 51.7%.

6.3 School visits 2005

183 respondents indicated how many school visits they had in 2005. Overall, school visits represented 6.8% of all visits.

Table 6.3 Proportion of school visits by category

Category	Sample	School visits 2005	Total visits 2005	% school visits
Animal-Related Attractions*	6	11,450	135,155	8.5%
Historic Properties	30	64,031	926,405	6.9%
Leisure/Theme Parks*	7	109,595	1,111,624	9.9%
Museums and/or Art Galleries	76	349,146	3,219,780	10.8%
Nature-Based Attractions	33	72,984	3,032,198	2.4%
Steam/Heritage Railways	14	15,175	714,834	2.1%
Workplaces	17	26,890	400,435	6.7%
Total	183	649,271	9,540,431	6.8%

**findings should be treated with caution since they are based on a small sample of attractions*

Museums and/or Art Galleries recorded the highest proportion of school visits at 10.8% followed by Leisure/Theme Parks (9.9%) and Animal-Related Attractions (8.5%).

In terms of visitor volume, Museums and/or Art Galleries welcomed the most school visits (349,146), followed by Leisure/Theme Parks (109,595) and Animal-Related Attractions the least at 11,450 reported school visits in 2005.

7 Top 10 Free and Paid Attractions

7.1 Top 10 Paid Attractions

Owner	Attraction	2003	2004	2005	%05/04	Category	Region
PO	Oakwood, Narberth	390,774	215,874	266,785	+23.6%	LTP	SW
CT	Portmeirion, Penrhyndeudreath	279,897	254,004	252,492	-0.6%	MAG	M
LA	Cardiff Castle, Cardiff	192,082	203,371	222,711	+9.5%	HP	SE
CT	Techniquest, Cardiff	175,145	184,323	183,301	-0.6%	MAG	SE
NT	Penrhyn Castle, Bangor	141,023	158,542	161,336	+1.8%	HP	N
LA	Great Orme Tramway, Llandudno	149,584	138,007	151,527	+9.8%	SR	N
NT	Bodnant Garden, nr Colwyn Bay	160,276	154,329	150,204	-2.7%	NAT	N
LA	Rhyl Suncentre, Rhyl	133,893	151,090	136,012	-10.0%	LTP	N
CT	Welsh Mountain Zoo and Botanical Gardens, Colwyn Bay	125,666	128,565	135,490	+5.4%	ANI	N
PO	Llechweidd Slate Caverns, Blaenau Ffestiniog	146,461	141,889	128,810	-9.2%	WP	N

7.2 Top 10 Free Attractions

Owner	Attraction	2003	2004	2005	%05/04	Category	Region
G	St Fagans National History Museum, Cardiff	625,739	631,731	622,472	-1.5%	MAG	SE
G	National Museum Cardiff, Cardiff	268,145	288,286	285,725	-0.9%	MAG	SE
LA	Wrexham Arts Centre, Wrexham	191,153	205,834	220,057	+6.9%	MAG	N
LA	Heatherton Country Sports Park, Tenby	190,000 *	195,000 *	199,000 *	+2.1%	LTP	SW
G	Aberystwyth Arts Centre, Aberystwyth ⁱ	158,321	161,647	173,897	+7.6%	MAG	M
G	Big Pit: National Mining Museum of Wales, Blaenavon	112,045	141,127	156,977	+11.2%	MAG	SE
PO	Llyn Brenig Visitor Centre, Corwen	156,569 *	130,679	148,008	+13.3%	NAT	N
CT	Wales Millennium Centre: artsExplorer Gallery, Cardiff ⁱⁱ	Not Open	Not Open	144,247 *		MAG	SE
O	Goleulong 2000 Lightship, Cardiff	DK	DK	131,456 *		HP	SE
G	National Slate Museum, Llanberis	137,018	134,367	122,688	-8.7%	MAG	N

8 List of Attractions by Admission (alphabetical order)

8.1 Paid attractions

Owner	Attraction (Paid Admission)	2003	2004	2005	%05/04	Entry	Category	Region
NT	Aberconwy House, Conwy	17,099	17,406	18,505	+6.3%	£2.60	HP	N
NT	Aberdulais Falls, Neath	20,473	18,975	17,596	-7.3%	£3.20	NAT	SW
PO	Anglesey Model Village and Gardens, Newborough	DK	10,500 *	10,500 *	0.0%	£2.25	NAT	N
PO	Bala Lake Railway, Bala	20,672	20,379	20,074	-1.5%	£7.00	SR	M
CT	Barry Island Railway Heritage Centre, Barry	11,620	12,548	12,100 *	-3.6%	£5.00	SR	SE
Cadw	Beaumaris Castle, Beaumaris	79,488	78,960	77,881	-1.4%	£3.00	HP	N
Cadw	Blaenavon Ironworks, Blaenavon	8,492	7,160	8,721	+21.8%	£2.00	WP	SE
CT	Bodelwyddan Castle, Bodelwyddan	37,590	35,064	36,979	+5.5%	£4.50	HP	N
NT	Bodnant Garden, nr Colwyn Bay	160,276	154,329	150,204	-2.7%	£5.50	NAT	N
PO	Borth Animalarium, Borth	27,500 *	31,115 *	30,000 *	-3.6%	£6.50	ANI	M
LA	Brecknock Museum & Art Gallery, Brecon	19,279	20,689	16,095	-22.2%	£1.00	MAG	M
PO	Brecon Mountain Railway, Merthyr Tydfil	70,732	75,843	73,937	-2.5%	£8.50	SR	SE
Cadw	Caerleon Roman Baths and Amphitheatre, Caerleon	44,185	44,657	45,149	+1.1%	£2.50	HP	SE
PO	Caernarfon Air World, Caernarfon	8,600 *	8,500 *	4,790 *	-43.6%	£4.50	MAG	N
Cadw	Caernarfon Castle, Caernarfon	193,330	201,467	192,505	-4.4%	£4.75	HP	N
CT	Caernarfon Maritime Museum, Caernarfon	1,382	1,004	1,191	+18.6%	£1.00	MAG	N
Cadw	Caerphilly Castle, Caerphilly	79,459	92,412	87,812	-5.0%	£3.00	HP	SE
G	Caldicot Castle, Caldicot	29,991	37,399	34,989	-6.4%	£3.50	HP	SE
LA	Cardiff Castle, Cardiff	192,082	203,371	222,711	+9.5%	£6.50	HP	SE
CT	Cardigan Heritage Centre, Cardigan	2,100 *	9,000 *	9,453	+5.0%	£2.00	MAG	M
PO	Carew Castle & Tidal Mill, Nr Tenby	34,662	36,015	32,280	-10.4%	£3.00	HP	SW
Cadw	Carreg Cennen Castle, Nr Llandeilo	32,982	28,772	27,047	-6.0%	£3.00	HP	SW
Cadw	Castell Coch, Cardiff	70,243	74,940	75,836	+1.2%	£3.00	HP	SE
G	Castell Henllys Iron Age Fort, Crymych	31,099	33,024	27,855	-15.7%	£3.00	HP	SW
PO	Cefn Mably Farm Park, St Mellons	17,000 *	14,757	19,281 *	+30.7%	£3.00	ANI	SE
Cadw	Chepstow Castle, Chepstow	64,103	66,718	64,851	-2.8%	£3.00	HP	SE
NT	Chirk Castle, Chirk	90,892	91,000 *	92,000	+1.1%	£6.40	HP	N
Cadw	Cilgerran Castle, Cilgerran	12,485	12,844	15,286	+19.0%	£2.50	HP	M
Cadw	Conwy Castle, Conwy	174,874	179,865	176,258	-2.0%	£4.00	HP	N
NT	Conwy Suspension Bridge, Conwy	13,675	13,285	13,336	+0.4%	£1.40	HP	N
LA	Cosmeston Medieval Village, Penarth	17,246	20,621	18,419	-10.7%	£3.50	HP	SE
Cadw	Criccieth Castle, Criccieth	38,319	38,579	40,640	+5.3%	£2.90	HP	N
Cadw	Denbigh Castle, Denbigh	10,287	9,539	10,184	+6.8%	£2.50	HP	N
PO	Devil's Bridge Waterfalls, Aberystwyth	38,000 *	38,400 *	38,800	+1.0%	£2.50	NAT	M
NT	Dolaucothi Gold Mines, Llanwrda	25,000 *	21,656	22,737	+5.0%	£3.20	HP	SW
Cadw	Dolwyddelan Castle, Dolwyddelan	6,454	5,879	5,587	-5.0%	£2.00	HP	N
LA	Dylan Thomas Boathouse, Laugharne	22,065	23,187	26,400	+13.9%	£3.00	HP	SW
PO	Electric Mountain, Llanberis	68,072	60,573	58,534	-3.4%	£6.50	WP	N
PO	Fairbourne and Barmouth Steam Railway, Fairbourne	19,000 *	18,000 *	17,500 *	-2.8%	£6.50	SR	M
PO	Felinwynt Rainforest & Butterfly Centre, Cardigan	20,000 *	23,668	20,670	-12.7%	£3.90	ANI	M
PO	Fonmon Castle, Barry ⁱⁱⁱ	21,300 *	650 *	500 *	-23.1%	£5.00	HP	SE
PO	Glansvern Hall Gardens, Welshpool	4,908	4,648	5,366	+15.4%	£3.50	NAT	M
CT	Gower Heritage Centre, Gower	32,459 *	45,449 *	60,036 *	+32.1%	£3.80	MAG	SW

Owner	Attraction (Paid Admission)	2003	2004	2005	%05/04	Entry	Category	Region
PO	Great Orme Mines, Llandudno	38,962	36,728	32,867	-10.5%	£5.00	HP	N
LA	Great Orme Tramway, Llandudno	149,584	138,007	151,527	+9.8%	£4.50	SR	N
LA	Greenmeadow Community Farm, Cwmbran	71,177	69,625 *	63,807 *	-8.4%	£7.00	ANI	SE
PO	GreenWood Forest Park, Y Felinheli	94,354	102,815	97,122	-5.5%	£7.50	LTP	N
PO	Gwili Steam Railway, Bronwydd	29,000 *	29,400 *	29,500 *	+0.3%	£5.00	SR	SW
Cadw	Harlech Castle, Harlech	85,852	91,533	95,155	+4.0%	£3.00	HP	M
PO	Inigo Jones Slateworks, Caernarfon	40,230	47,250	38,490	-18.5%	£4.00	WP	N
LA	Judge's Lodging, Presteigne	14,408	14,675	14,240	-3.0%	£4.50	MAG	M
Cadw	Kidwelly Castle, Kidwelly	26,685	29,730	30,037	+1.0%	£2.50	HP	SW
NT	Kymin (The), Monmouth	1,586	1,593	2,382	+49.5%	£2.00	HP	SE
Cadw	Lamphey Bishop's Palace, Pembroke	2,873	3,785	3,814	+0.8%	£2.50	HP	SW
Cadw	Laugharne Castle, Laugharne	8,883	10,229	9,987	-2.4%	£2.75	HP	SW
PO	Llanberis Lake Railway, Llanberis	61,053	59,454	64,288	+8.1%	£6.00	SR	N
CT	Llandudno Museum, Llandudno	3,982	4,017	3,474	-13.5%	£1.50	MAG	N
PO	Llanfair Caverns, Harlech	16,333 *	16,662	17,880	+7.3%	£3.90	MAG	M
PO	Llangollen Motor Museum, Llangollen	5,309	5,094	5,565	+9.2%	£3.00	MAG	N
PO	Llangollen Railway, Llangollen	72,223	89,391 *	109,017	+22.0%	£8.00	SR	N
LA	Llanidloes Museum, Llanidloes	3,166	3,108	3,018	-2.9%	£1.00	MAG	M
PO	Llechwedd Slate Caverns, Blaenau Ffestiniog	146,461	141,889	128,810	-9.2%	£8.75	WP	N
LA	Lloyd George Museum, Crickieth	7,939	7,438	6,633	-10.8%	£3.00	MAG	N
CT	Magic of Life Butterfly House, Aberystwyth	4,400	7,000	8,420	+20.3%	£4.00	ANI	M
PO	Manorbier Castle, Manorbier	24,224	22,952	21,482	-6.4%	£3.50	HP	SW
Cadw	Margam Stones Museum, Port Talbot	1,246	1,438	1,488	+3.5%	£2.00	MAG	SW
PO	Museum of Childhood, Beaumaris	7,537	7,509	6,536	-13.0%	£4.00	MAG	N
PO	National Showcaves Centre for Wales, Near Abercrave	90,076	90,014 *	83,777	-6.9%	£9.50	NAT	SW
LA	Newtown Textile Museum, Newtown	268	1,434	1,097	-23.5%	£1.00	MAG	M
PO	Oakwood, Narberth	390,774	215,874	266,785	+23.6%	£13.75	LTP	SW
CT	Old Bell Museum, Montgomery	2,519	2,664	2,300	-13.7%	£1.00	MAG	M
Cadw	Oxwich Castle, Oxwich	7,525	8,199	8,711	+6.2%	£2.00	HP	SW
LA	Oystermouth Castle, Oystermouth	8,000 *	DK	8,000 *		£1.00	HP	SW
CT	Pembroke Castle, Pembroke	88,061	96,828	94,781	-2.1%	£3.00	HP	SW
PO	Pembrokeshire Sheepdogs, St Davids	2,010	DK	4,000 *		£4.00	ANI	SW
NT	Penrhyn Castle, Bangor	141,023	158,542	161,336	+1.8%	£6.00	HP	N
CT	Pensychnant Nature Conservation Centre & Nature Reserve, Pensychnant	6,000 *	6,000 *	6,000 *	0.0%	£2.00	NAT	N
CT	Picton Castle & Woodland Gardens, Haverfordwest	21,593	21,681	20,083	-7.4%	£5.95	HP	SW
LA	Plantasia, Swansea	74,339	91,386	88,497	-3.2%	£3.30	NAT	SW
Cadw	Plas Mawr Elizabethan Town House, Conwy	17,418	22,726	29,238	+28.7%	£4.50	HP	N
NT	Plas-yn-Rhiw, Pwllheli	12,724	10,982	12,115	+10.3%	£3.40	HP	N
CT	Pleasure Steamers Waverley & Balmoral, Cardiff	52,000	61,000	58,000	-4.9%	P	HP	SE
CT	Pontypool & Blaenavon Railway, Blaenavon	3,678	4,235	4,594	+8.5%	£2.40	SR	SE
LA	Pontypool Museum, Pontypool	16,325	17,486	27,315	+56.2%	£1.20	MAG	SE
CT	Porthcawl Museum, Porthcawl	3,339 *	2,584	2,802 *	+8.4%	£0.50	MAG	SE
CT	Porthmadog Maritime Museum, Porthmadog	DK	2,720	2,657 *	-2.3%	£1.00	MAG	N
CT	Portmeirion, Penrhyndeudreath	279,897	254,004	252,492	-0.6%	£6.00	MAG	M
NT	Powis Castle & Garden, Nr Welshpool	113,191	99,275	95,814	-3.5%	£8.80	HP	M
LA	Powysland Museum & Montgomery Canal C'tr, Welshpool	7,386	7,657	8,974	+17.2%	£1.00	MAG	M
Cadw	Raglan Castle, Raglan	51,395	53,345	54,494	+2.2%	£2.75	HP	SE
PO	Red Kite Feeding Centre, Rhayader	29,284	33,350 *	25,108 *	-24.7%	£2.50	NAT	M

Owner	Attraction (Paid Admission)	2003	2004	2005	%05/04	Entry	Category	Region
LA	Rhondda Heritage Park, Trehafod	53,560	50,332	55,956	+11.2%	£5.60	MAG	SE
Cadw	Rhuddlan Castle, Rhuddlan	19,375	17,191	17,921	+4.2%	£2.75	HP	N
LA	Rhyl Suncentre, Rhyl	133,893	151,090	136,012	-10.0%	£6.50	LTP	N
Cadw	Rug Chapel, Corwen	3,275	3,376	3,530	+4.6%	£2.50	HP	N
G	Skomer Island National Nature Reserve, Haverfordwest	14,123	13,422	14,500	+8.0%	£6.00	NAT	SW
LA	Sky Tower, Rhyl	39,852	27,481	22,782	-17.1%	£1.50	LTP	N
PO	Spaceguard Centre, Knighton	3,457	3,163	3,423	+8.2%	£5.00	MAG	M
Cadw	St Davids Bishops Palace, St Davids	25,390	28,588	28,728	+0.5%	£2.50	HP	SW
PO	Stone Science, Penraeth	39,500	40,268	40,295	+0.1%	£3.40	MAG	N
Cadw	Strata Florida Abbey, Tregaron	5,104	3,959	4,595	+16.1%	£2.25	HP	M
PO	Sugar Loaf Vineyard, Abergavenny	2,000 *	3,000 *	3,500 *	+16.7%	£3.00	WP	SE
NT	Swtan, Holyhead	1,900 *	1,970	1,860	-5.6%	£2.00	HP	N
CT	Talylyn Railway, Tywyn	50,925	49,539	52,103	+5.2%	£6.10	SR	M
CT	Techniquest, Cardiff	175,145	184,323	183,301	-0.6%	£6.90	MAG	SE
CT	Tenby Museum & Art Gallery, Tenby	19,212	19,406	17,471	-10.0%	£2.50	MAG	SW
CT	The Martello Tower (Guntower), Pembroke Dock	4,928	4,583	4,594	+0.2%	£1.00	HP	SW
CT	The Royal Regiment of Wales Museum, Brecon	17,205	16,919	16,542	-2.2%	£3.00	MAG	M
CT	The Ugly House, Capel Curig	5,483	6,000 *	10,000 *	+66.7%	£1.00	HP	N
Cadw	Tintern Abbey, Tintern	86,013	74,640	73,061	-2.1%	£3.25	HP	SE
LA	Tredeggar House, Newport	9,126	15,221	12,117	-20.4%	£5.40	HP	SE
Cadw	Tretower Court & Castle, Crickhowell	12,952	13,573	13,421	-1.1%	£2.50	HP	M
NT	Tudor Merchant's House, Tenby	15,145	17,000	16,051	-5.6%	£2.20	HP	SW
NT	Ty Mawr Wybrnant, Penmachno	6,336	7,300 *	6,463	-11.5%	£2.60	HP	N
PO	Usk Castle, Usk	DK	4,382 *	5,188 *	+18.4%	£1.00	HP	SE
CT	Usk Rural Life Museum, Usk	3,327	3,327	3,637	+9.3%	£2.00	MAG	SE
CT	Vale of Rheidol Railway, Aberystwyth	38,753	38,032	36,318	-4.5%	£12.00	SR	M
Cadw	Valle Crucis Abbey, Llangollen	6,790	7,821	7,867	+0.6%	£2.00	HP	N
PO	Voyages of Discovery, St. Davids	45,000 *	40,000 *	40,000 *	0.0%	£18.00	NAT	SW
CT	Welsh Highland Railway, Porthmadog	16,000 *	13,048	16,000 *	+22.6%	£4.95	SR	N
CT	Welsh Mountain Zoo and Botanical Gardens, Colwyn Bay	125,666	128,565	135,490	+5.4%	£7.50	ANI	N
Cadw	Weobley Castle, Llanrhidian	5,425	5,240	6,024	+15.0%	£2.00	HP	SW
Cadw	White Castle, Nr. Abergavenny	10,340	8,943	8,998	+0.6%	£2.00	HP	SE

8.2 Free attractions

Owner	Attraction (Free Admission)	2003	2004	2005	%05/04	Category	Region
LA	Abergavenny Museum, Abergavenny	17,002	17,058 *	19,479	+14.2%	MAG	SW
CT	Abertillery & District Museum, Abertillery	3,500 *	4,000 *	3,000 *	-25.0%	MAG	SE
G	Aberystwyth Arts Centre, Aberystwyth ⁱ	158,321	161,647	173,897	+7.6%	MAG	M
LA	Alyn Waters Country Park Visitor Centre, Wrexham ^{iv}	15,567	14,972	14,203	-5.1%	NAT	N
PO	Attic Gallery, Swansea	DK	7,000 *	7,000 *	0.0%	MAG	SW
PO	Avondale Glass, Kilgetty	DK	10,000 *	15,000 *	+50.0%	WP	SW
CT	Barmouth Sailors' Institute, Barmouth	4,000 *	4,550 *	2,500 *	-45.1%	MAG	M
LA	Bersham Heritage Centre, Wrexham	DK	7,733	7,663	-0.9%	MAG	N
LA	Bersham Ironworks, Wrexham	DK	1,882	1,745	-7.3%	WP	N
G	Big Pit: National Mining Museum of Wales, Blaenavon	112,045	141,127	156,977	+11.2%	MAG	SE
LA	Brickfield Pond, Rhyl	49,803 *	45,403 *	62,570	+37.8%	NAT	N
PO	Bronze Bell Collection (Sailors Institute), Barmouth	Not Open	4,000 *	5,000 *	+25.0%	MAG	M
G	Bwlch Nant yr Arian Visitor Centre, Aberystwyth	55,000 *	57,000 *	60,000 *	+5.3%	NAT	M
LA	Carmarthenshire County Museum, Carmarthen ^v	12,235	6,468	13,385	+106.9%	MAG	SW
PO	Caws Cenarth - Welsh Cheese, Boncath	10,000 *	10,000 *	10,000	0.0%	WP	SW
PO	CC 2000, Narberth	54,958	66,231	77,923	+17.7%	LTP	SW
LA	Cefn Coed Colliery Museum, Neath	8,055	7,558	5,652	-25.2%	MAG	SW
LA	Ceredigion Museum, Aberystwyth	38,436	36,754	34,658	-5.7%	MAG	M
LA	Chepstow Museum, Chepstow	15,521	13,646	19,832	+45.3%	MAG	SE
G	Coed y Brenin Forest Park, Dolgellau	90,000 *	75,000 *	75,000 *	0.0%	NAT	M
PO	Corris Craft Centre, Machynlleth	80,000 *	80,000 *	80,000 *	0.0%	WP	M
LA	Craig-y-Nos Country Park, Pen-y-cae	73,098	66,199	72,892	+10.1%	NAT	SW
LA	Cyfarthfa Castle Museum, Merthyr Tydfil	48,887	62,841	65,719	+4.6%	MAG	SE
LA	Dylan Thomas Centre, Swansea	100,348	120,965	120,965	0.0%	MAG	SW
CT	Ellins Tower Seabird Centre, Holyhead	19,000 *	20,700 *	22,516 *	+8.8%	NAT	N
LA	Elliot Colliery Winding House, New Tredegar	DK	2,152	2,655 *	+23.4%	MAG	SE
LA	Folly Tower, Pontypool	1,402	1,625	1,685	+3.7%	HP	SE
LA	Gelli Aur Country Park, Carmarthen	119,353	124,374 *	127,046 *	+2.1%	NAT	SW
PO	Glyn-Coch Craft Centre & Farm, St Clears	3,900 *	3,317 *	3,817	+15.1%	WP	SW
O	Goleulong 2000 Lightship, Cardiff	DK	DK	131,456 *		HP	SE
LA	Gwynedd Museum and Art Gallery, Bangor	11,830 *	10,308	10,610	+2.9%	MAG	N
G	Hafod Gardens, Pontrhydygroes, Ystrad-Meurig	DK	DK	12,000 *		NAT	M
LA	Heatherton Country Sports Park, Tenby	190,000 *	195,000 *	199,000 *	+2.1%	LTP	SW
LA	Joseph Parry's Ironworkers Cottage, Merthyr Tydfil	2,742	2,522	1,867	-26.0%	MAG	SE
CT	Kidwelly Industrial Museum, Kidwelly	2,235	2,567	2,321	-9.6%	MAG	SW
O	Llandaff Cathedral, Llandaff	30,232 *	30,105 *	25,657 *	-14.8%	HP	SE
CT	Llangollen Museum of Local History, Llangollen ^{vi}	DK	26,372 *	34,006 *	+28.9%	MAG	N
CT	Llanrwst Almshouses, Llanrwst	10,403 *	16,500 *	7,969 *	-51.7%	MAG	N
PO	Llyn Brenig Visitor Centre, Corwen	156,569 *	130,679	148,008	+13.3%	NAT	N
LA	Llyn Llech Owain Country Park, Llanelli	120,423	136,505 *	132,953 *	-2.6%	NAT	SW
PO	Llysyfran Country Park, Haverfordwest	88,500 *	84,500 *	82,937 *	-1.8%	NAT	SW
LA	Loggerheads Country Park, Nr Mold	186,504 *	190,345 *	180,040 *	-5.4%	NAT	N
PO	Machinations, Llanbryn-mair ^{vii}	11,000 *	9,877 *	7,930 *	-19.7%	MAG	M
LA	Margam Country Park, Port Talbot	200,000 *	165,957 *	202,763 *	+22.2%	NAT	SW
PO	Mission Gallery, Swansea	15,282	19,673	19,077	-3.0%	MAG	SW
CT	Model House Craft & Design Centre, Llantrisant	42,908	43,064	41,739	-3.1%	WP	SE
LA	Moel Famau Country Park, Nr Mold	131,288 *	162,999 *	164,865 *	+1.1%	NAT	N
CT	Monmouth Castle & Regimental Museum, Monmouth	5,265	5,223	5,149	-1.4%	MAG	SE

Owner	Attraction (Free Admission)	2003	2004	2005	%05/04	Category	Region
LA	Monmouth Museum, Monmouth	18,368	23,544	26,374	+12.0%	MAG	SE
CT	Museum of Modern Art, Heol Penrally, Machynlleth	20,382	20,193	18,368	-9.0%	MAG	M
LA	Museum of Speed, Pendine	22,684	26,930	29,079	+8.0%	MAG	SW
LA	Nant Mill Visitor Centre, Wrexham	14,086	29,198	31,171	+6.8%	NAT	N
LA	Nantgarw China Works Museum, Nantgarw ^{viii}	3,209	553	2,193	+296.6%	MAG	SE
CT	Narrow Gauge Railway Museum, Tywyn	DK	DK	12,850		MAG	SW
PO	National Coracle Centre & Flour Mill, Newcastle Emlyn	5,668	6,868	6,124	-10.8%	WP	SW
G	National Library of Wales Exhibition Centre, Aberystwyth	86,933	100,175	87,695	-12.5%	MAG	M
G	National Museum Cardiff, Cardiff	268,145	288,286	285,725	-0.9%	MAG	SE
G	National Roman Legion Museum, Caerleon	65,188	67,648	71,108	+5.1%	MAG	SE
G	National Slate Museum, Llanberis	137,018	134,367	122,688	-8.7%	MAG	N
LA	Neath Museum & Art Gallery, Neath	12,708	17,760 *	12,404 *	-30.2%	MAG	SW
PO	New Quay Honey Farm, New Quay	39,950 *	38,500 *	39,000 *	+1.3%	ANI	M
LA	Newport Museum & Art Gallery, Newport	DK	68,870	68,845	-0.0%	MAG	SE
LA	Newport Transporter Bridge Visitor Centre, Newport	11,004	9,302	8,385	-9.9%	MAG	SE
LA	Ocean Lab, Goodwick	62,550 *	85,111 *	77,800 *	-8.6%	MAG	SW
CT	Offa's Dyke Centre, Knighton	24,154	25,081	24,613	-1.9%	NAT	M
LA	Old Station, nr Chepstow	107,130 *	100,000 *	105,000 *	+5.0%	NAT	SE
CT	Oriel Mostyn Gallery, Llandudno	58,823	55,152	52,000 *	-5.7%	MAG	N
CT	Oriel Myrddin Gallery, Carmarthen	17,308	13,037	12,681	-2.7%	MAG	SW
CT	Oriel Plas Glan y Weddw Art Gallery, Pwllheli ^{ix}	6,559	7,577 *	26,000 *	+243.1%	MAG	N
LA	Parc Howard Museum and Art Gallery, Llanelli	10,874	12,877	12,417	-3.6%	MAG	SW
PO	Parva Farm Vineyard, Chepstow	3,050 *	2,775 *	5,400 *	+94.6%	WP	SE
LA	Pembrey Country Park, Llanelli	445,683	428,629 *	427,859	-0.2%	NAT	SW
PO	Pembrokeshire Candle Centre & Museum, Newport	10,000 *	10,000 *	9,500 *	-5.0%	WP	SW
LA	Porthkerry Country Park, Barry	DK	150,000 *	150,000 *	0.0%	NAT	SE
LA	Quaker Heritage Centre, Dolgellau	3,000 *	3,000 *	3,000 *	0.0%	MAG	M
PO	Rhiannon Welsh Gold Centre, Tregaron	55,000 *	57,000 *	52,000 *	-8.8%	WP	M
CT	Rhyl Miniature Railway, Mold	5,128	5,584	5,670	+1.5%	SR	N
CT	Robert Owen Memorial Museum, Newtown	650 *	770 *	770 *	0.0%	MAG	M
CT	Royal Cambrian Academy of Art, Conwy	20,366	25,519	33,387	+30.8%	MAG	N
CT	Royal Regiment of Wales Museum (Cardiff) of the Welch Regiment (41st/69th Foot), Cardiff ^x	40,633	56,263	35,316	-37.2%	MAG	SE
LA	Ruthin Craft Centre Gallery, Ruthin	88,146	88,906	80,476	-9.5%	MAG	N
LA	Shell Grotto, Pontypool	1,019	1,302	1,420	+9.1%	HP	SE
G	St Fagans: National History Museum, Cardiff	625,739	631,731	622,472	-1.5%	MAG	SE
LA	Swansea Museum, Swansea	72,036	75,751	105,724	+39.6%	MAG	SW
LA	The Nelson Museum & Local History Centre, Monmouth	18,398	25,961	26,374	+1.6%	MAG	SE
PO	The Old Smithy Crafts & Heritage Centre, Newcastle Emlyn	7,000 *	5,200 *	4,000 *	-23.1%	WP	SW
PO	Thomas Museum, Nr Llandrindod Wells	3,500 *	DK	5,000 *		MAG	M
LA	Ty Mawr Country Park Visitor Centre, Wrexham	61,314	63,552	72,990	+14.9%	NAT	N
PO	Veteran Horse Society, St Dogmaels, Cardigan	DK	300 *	800 *	+166.7%	ANI	M
CT	Wales Millennium Centre: artsExplorer Gallery, Cardiff ⁱⁱ	Not Open	Not Open	144,247 *		MAG	SE
PO	Welsh Royal Crystal, Rhayader	23,705	17,858	14,722	-17.6%	WP	M
LA	Wepre Country Park, Connah's Quay	200,000 *	200,000 *	200,000 *	0.0%	NAT	N
CT	West Wales Eco Centre, Newport	Closed	1,373	3,155	+129.8%	NAT	SW
LA	Wrexham Arts Centre, Wrexham	191,153	205,834	220,057	+6.9%	MAG	N
LA	Wrexham County Borough Museum, Wrexham	DK	12,692	19,395	+52.8%	MAG	N

9 Lists of Attractions by Region (alphabetical order)

9.1 Attractions located in Mid Wales

Owner	Attraction (Mid Wales)	2003	2004	2005	%05/04	Entry	Category
G	Aberystwyth Arts Centre, Aberystwyth ⁱ	158,321	161,647	173,897	+7.6%	F	MAG
PO	Bala Lake Railway, Bala	20,672	20,379	20,074	-1.5%	£7.00	SR
CT	Barmouth Sailors' Institute, Barmouth	4,000 *	4,550 *	2,500 *	-45.1%	F	MAG
PO	Borth Animalarium, Borth	27,500 *	31,115 *	30,000 *	-3.6%	£6.50	ANI
LA	Brecknock Museum & Art Gallery, Brecon	19,279	20,689	16,095	-22.2%	£1.00	MAG
PO	Bronze Bell Collection (Sailors Institute), Barmouth	Not Open	4,000 *	5,000 *	+25.0%	F	MAG
G	Bwlch Nant yr Arian Visitor Centre, Aberystwyth	55,000 *	57,000 *	60,000 *	+5.3%	F	NAT
CT	Cardigan Heritage Centre, Cardigan	2,100 *	9,000 *	9,453	+5.0%	£2.00	MAG
LA	Ceredigion Museum, Aberystwyth	38,436	36,754	34,658	-5.7%	F	MAG
Cadw	Cilgerran Castle, Cilgerran	12,485	12,844	15,286	+19.0%	£2.50	HP
G	Coed y Brenin Forest Park, Dolgellau	90,000 *	75,000 *	75,000 *	0.0%	F	NAT
PO	Corris Craft Centre, Machynlleth	80,000 *	80,000 *	80,000 *	0.0%	F	WP
PO	Devil's Bridge Waterfalls, Aberystwyth	38,000 *	38,400 *	38,800	+1.0%	£2.50	NAT
PO	Fairbourne and Barmouth Steam Railway, Fairbourne	19,000 *	18,000 *	17,500 *	-2.8%	£6.50	SR
PO	Felinwynt Rainforest & Butterfly Centre, Cardigan	20,000 *	23,668	20,670	-12.7%	£3.90	ANI
PO	Glansevern Hall Gardens, Welshpool	4,908	4,648	5,366	+15.4%	£3.50	NAT
G	Hafod Gardens, Pontrhydygroes, Ystrad-Meurig	DK	DK	12,000 *		F	NAT
Cadw	Harlech Castle, Harlech	85,852	91,533	95,155	+4.0%	£3.00	HP
LA	Judge's Lodging, Presteigne	14,408	14,675	14,240	-3.0%	£4.50	MAG
PO	Llanfair Caverns, Harlech	16,333 *	16,662	17,880	+7.3%	£3.90	MAG
LA	Llanidloes Museum, Llanidloes	3,166	3,108	3,018	-2.9%	£1.00	MAG
PO	Machinations, Llanbrynmair ^{vii}	11,000 *	9,877 *	7,930 *	-19.7%	F	MAG
CT	Magic of Life Butterfly House, Aberystwyth	4,400	7,000	8,420	+20.3%	£4.00	ANI
CT	Museum of Modern Art, Heol Penrally, Machynlleth	20,382	20,193	18,368	-9.0%	F	MAG
G	National Library of Wales Exhibition Centre, Aberystwyth	86,933	100,175	87,695	-12.5%	F	MAG
PO	New Quay Honey Farm, New Quay	39,950 *	38,500 *	39,000 *	+1.3%	F	ANI
LA	Newtown Textile Museum, Newtown	268	1,434	1,097	-23.5%	£1.00	MAG
CT	Offa's Dyke Centre, Knighton	24,154	25,081	24,613	-1.9%	F	NAT
CT	Old Bell Museum, Montgomery	2,519	2,664	2,300	-13.7%	£1.00	MAG
CT	Portmeirion, Penrhyndeudreath	279,897	254,004	252,492	-0.6%	£6.00	MAG
NT	Powis Castle & Garden, Nr Welshpool	113,191	99,275	95,814	-3.5%	£8.80	HP
LA	Powysland Museum & Montgomery Canal C'tr, Welshpool	7,386	7,657	8,974	+17.2%	£1.00	MAG
LA	Quaker Heritage Centre, Dolgellau	3,000 *	3,000 *	3,000 *	0.0%	F	MAG
PO	Red Kite Feeding Centre, Rhayader	29,284	33,350 *	25,108 *	-24.7%	£2.50	NAT
PO	Rhiannon Welsh Gold Centre, Tregaron	55,000 *	57,000 *	52,000 *	-8.8%	F	WP
CT	Robert Owen Memorial Museum, Newtown	650 *	770 *	770 *	0.0%	F	MAG
PO	Spaceguard Centre, Knighton	3,457	3,163	3,423	+8.2%	£5.00	MAG
Cadw	Strata Florida Abbey, Tregaron	5,104	3,959	4,595	+16.1%	£2.25	HP
CT	Tallylyn Railway, Tywyn	50,925	49,539	52,103	+5.2%	£6.10	SR
CT	The Royal Regiment of Wales Museum, Brecon	17,205	16,919	16,542	-2.2%	£3.00	MAG
PO	Thomas Museum, Nr Llandrindod Wells	3,500 *	DK	5,000 *		F	MAG
Cadw	Tretower Court & Castle, Crickhowell	12,952	13,573	13,421	-1.1%	£2.50	HP
CT	Vale of Rheidol Railway, Aberystwyth	38,753	38,032	36,318	-4.5%	£12.00	SR
PO	Veteran Horse Society, St Dogmaels, Cardigan	DK	300 *	800 *	+166.7%	F	ANI
PO	Welsh Royal Crystal, Rhayader	23,705	17,858	14,722	-17.6%	F	WP

9.2 Attractions located in North Wales

Owner	Attraction (North Wales)	2003	2004	2005	%05/04	Entry	Category
NT	Aberconwy House, Conwy	17,099	17,406	18,505	+6.3%	£2.60	HP
LA	Alyn Waters Country Park Visitor Centre, Wrexham ^{iv}	15,567	14,972	14,203	-5.1%	F	NAT
PO	Anglesey Model Village and Gardens, Newborough	DK	10,500 *	10,500 *	0.0%	£2.25	NAT
Cadw	Beaumaris Castle, Beaumaris	79,488	78,960	77,881	-1.4%	£3.00	HP
LA	Bersham Heritage Centre, Wrexham	DK	7,733	7,663	-0.9%	F	MAG
LA	Bersham Ironworks, Wrexham	DK	1,882	1,745	-7.3%	F	WP
CT	Bodelwyddan Castle, Bodelwyddan	37,590	35,064	36,979	+5.5%	£4.50	HP
NT	Bodnant Garden, nr Colwyn Bay	160,276	154,329	150,204	-2.7%	£5.50	NAT
LA	Brickfield Pond, Rhyl	49,803 *	45,403 *	62,570	+37.8%	F	NAT
PO	Caernarfon Air World, Caernarfon	8,600 *	8,500 *	4,790 *	-43.6%	£4.50	MAG
Cadw	Caernarfon Castle, Caernarfon	193,330	201,467	192,505	-4.4%	£4.75	HP
CT	Caernarfon Maritime Museum, Caernarfon	1,382	1,004	1,191	+18.6%	£1.00	MAG
NT	Chirk Castle, Chirk	90,892	91,000 *	92,000	+1.1%	£6.40	HP
Cadw	Conwy Castle, Conwy	174,874	179,865	176,258	-2.0%	£4.00	HP
NT	Conwy Suspension Bridge, Conwy	13,675	13,285	13,336	+0.4%	£1.40	HP
Cadw	Criccieth Castle, Criccieth	38,319	38,579	40,640	+5.3%	£2.90	HP
Cadw	Denbigh Castle, Denbigh	10,287	9,539	10,184	+6.8%	£2.50	HP
Cadw	Dolwyddelan Castle, Dolwyddelan	6,454	5,879	5,587	-5.0%	£2.00	HP
PO	Electric Mountain, Llanberis	68,072	60,573	58,534	-3.4%	£6.50	WP
CT	Ellins Tower Seabird Centre, Holyhead	19,000 *	20,700 *	22,516 *	+8.8%	F	NAT
PO	Great Orme Mines, Llandudno	38,962	36,728	32,867	-10.5%	£5.00	HP
LA	Great Orme Tramway, Llandudno	149,584	138,007	151,527	+9.8%	£4.50	SR
PO	GreenWood Forest Park, Y Felinheli	94,354	102,815	97,122	-5.5%	£7.50	LTP
LA	Gwynedd Museum and Art Gallery, Bangor	11,830 *	10,308	10,610	+2.9%	F	MAG
PO	Inigo Jones Slateworks, Caernarfon	40,230	47,250	38,490	-18.5%	£4.00	WP
PO	Llanberis Lake Railway, Llanberis	61,053	59,454	64,288	+8.1%	£6.00	SR
CT	Llandudno Museum, Llandudno	3,982	4,017	3,474	-13.5%	£1.50	MAG
PO	Llangollen Motor Museum, Llangollen	5,309	5,094	5,565	+9.2%	£3.00	MAG
CT	Llangollen Museum of Local History, Llangollen ^{vi}	DK	26,372 *	34,006 *	+28.9%	F	MAG
PO	Llangollen Railway, Llangollen	72,223	89,391 *	109,017	+22.0%	£8.00	SR
CT	Llanrwst Almshouses, Llanrwst	10,403 *	16,500 *	7,969 *	-51.7%	F	MAG
PO	Llechwedd Slate Caverns, Blaenau Ffestiniog	146,461	141,889	128,810	-9.2%	£8.75	WP
LA	Lloyd George Museum, Criccieth	7,939	7,438	6,633	-10.8%	£3.00	MAG
PO	Llyn Brenig Visitor Centre, Corwen	156,569 *	130,679	148,008	+13.3%	F	NAT
LA	Loggerheads Country Park, Nr Mold	186,504 *	190,345 *	180,040 *	-5.4%	F	NAT
LA	Moel Famau Country Park, Nr Mold	131,288 *	162,999 *	164,865 *	+1.1%	F	NAT
PO	Museum of Childhood, Beaumaris	7,537	7,509	6,536	-13.0%	£4.00	MAG
LA	Nant Mill Visitor Centre, Wrexham	14,086	29,198	31,171	+6.8%	F	NAT
G	National Slate Museum, Llanberis	137,018	134,367	122,688	-8.7%	F	MAG
CT	Oriel Mostyn Gallery, Llandudno	58,823	55,152	52,000 *	-5.7%	F	MAG
CT	Oriel Plas Glan y Weddw Art Gallery, Pwllheli ^x	6,559	7,577 *	26,000 *	+243.1%	F	MAG
NT	Penrhyn Castle, Bangor	141,023	158,542	161,336	+1.8%	£6.00	HP
CT	Pensychnant Nature Conservation Centre & Nature Reserve, Pensychnant	6,000 *	6,000 *	6,000 *	0.0%	£2.00	NAT
Cadw	Plas Mawr Elizabethan Town House, Conwy	17,418	22,726	29,238	+28.7%	£4.50	HP
NT	Plas-yn-Rhiw, Pwllheli	12,724	10,982	12,115	+10.3%	£3.40	HP
CT	Porthmadog Maritime Museum, Porthmadog	DK	2,720	2,657 *	-2.3%	£1.00	MAG
Cadw	Rhuddlan Castle, Rhuddlan	19,375	17,191	17,921	+4.2%	£2.75	HP
CT	Rhyl Miniature Railway, Mold	5,128	5,584	5,670	+1.5%	F	SR

Owner	Attraction (North Wales)	2003	2004	2005	%05/04	Entry	Category
LA	Rhyl Suncentre, Rhyl	133,893	151,090	136,012	-10.0%	£6.50	LTP
CT	Royal Cambrian Academy of Art, Conwy	20,366	25,519	33,387	+30.8%	F	MAG
Cadw	Rug Chapel, Corwen	3,275	3,376	3,530	+4.6%	£2.50	HP
LA	Ruthin Craft Centre Gallery, Ruthin	88,146	88,906	80,476	-9.5%	F	MAG
LA	Sky Tower, Rhyl	39,852	27,481	22,782	-17.1%	£1.50	LTP
PO	Stone Science, Pentraeth	39,500	40,268	40,295	+0.1%	£3.40	MAG
NT	Swtan, Holyhead	1,900 *	1,970	1,860	-5.6%	£2.00	HP
CT	The Ugly House, Capel Curig	5,483	6,000 *	10,000 *	+66.7%	£1.00	HP
LA	Ty Mawr Country Park Visitor Centre, Wrexham	61,314	63,552	72,990	+14.9%	F	NAT
NT	Ty Mawr Wybrant, Penmachno	6,336	7,300 *	6,463	-11.5%	£2.60	HP
Cadw	Valle Crucis Abbey, Llangollen	6,790	7,821	7,867	+0.6%	£2.00	HP
CT	Welsh Highland Railway, Porthmadog	16,000 *	13,048	16,000 *	+22.6%	£4.95	SR
CT	Welsh Mountain Zoo and Botanical Gardens, Colwyn Bay	125,666	128,565	135,490	+5.4%	£7.50	ANI
LA	Wepre Country Park, Connah's Quay	200,000 *	200,000 *	200,000 *	0.0%	F	NAT
LA	Wrexham Arts Centre, Wrexham	191,153	205,834	220,057	+6.9%	F	MAG
LA	Wrexham County Borough Museum, Wrexham	DK	12,692	19,395	+52.8%	F	MAG

9.3 Attractions located in South West Wales

Owner	Attraction (South West Wales)	2003	2004	2005	%05/04	Entry	Category
NT	Aberdulais Falls, Neath	20,473	18,975	17,596	-7.3%	£3.20	NAT
LA	Abergavenny Museum, Abergavenny	17,002	17,058 *	19,479	+14.2%	F	MAG
PO	Attic Gallery, Swansea	DK	7,000 *	7,000 *	0.0%	F	MAG
PO	Avondale Glass, Kilgetty	DK	10,000 *	15,000 *	+50.0%	F	WP
PO	Carew Castle & Tidal Mill, Nr Tenby	34,662	36,015	32,280	-10.4%	£3.00	HP
LA	Carmarthenshire County Museum, Carmarthen ^v	12,235	6,468	13,385	+106.9%	F	MAG
Cadw	Carreg Cennen Castle, Nr Llandeilo	32,982	28,772	27,047	-6.0%	£3.00	HP
G	Castell Henllys Iron Age Fort, Crymch	31,099	33,024	27,855	-15.7%	£3.00	HP
PO	Caws Cenarth - Welsh Cheese, Boncath	10,000 *	10,000 *	10,000	0.0%	F	WP
PO	CC 2000, Narberth	54,958	66,231	77,923	+17.7%	F	LTP
LA	Cefn Coed Colliery Museum, Neath	8,055	7,558	5,652	-25.2%	F	MAG
LA	Craig-y-Nos Country Park, Pen-y-cae, Swansea Valley	73,098	66,199	72,892	+10.1%	F	NAT
NT	Dolaucothi Gold Mines, Llanwrda	25,000 *	21,656	22,737	+5.0%	£3.20	HP
LA	Dylan Thomas Boathouse, Laugharne	22,065	23,187	26,400	+13.9%	£3.00	HP
LA	Dylan Thomas Centre, Swansea	100,348	120,965	120,965	0.0%	F	MAG
LA	Gelli Aur Country Park, Carmarthen	119,353	124,374 *	127,046 *	+2.1%	F	NAT
PO	Glyn-Coch Craft Centre & Farm, St Clears	3,900 *	3,317 *	3,817	+15.1%	F	WP
CT	Gower Heritage Centre, Gower	32,459 *	45,449 *	60,036 *	+32.1%	£3.80	MAG
PO	Gwili Steam Railway, Bronwydd	29,000 *	29,400 *	29,500 *	+0.3%	£5.00	SR
LA	Heatherton Country Sports Park, Tenby	190,000 *	195,000 *	199,000 *	+2.1%	F	LTP
Cadw	Kidwelly Castle, Kidwelly	26,685	29,730	30,037	+1.0%	£2.50	HP
CT	Kidwelly Industrial Museum, Kidwelly	2,235	2,567	2,321	-9.6%	F	MAG
Cadw	Lamphey Bishop's Palace, Pembroke	2,873	3,785	3,814	+0.8%	£2.50	HP
Cadw	Laugharne Castle, Laugharne	8,883	10,229	9,987	-2.4%	£2.75	HP
LA	Llyn Llech Owain Country Park, Llanelli	120,423	136,505 *	132,953 *	-2.6%	F	NAT
PO	Lllysyfran Country Park, Haverfordwest	88,500 *	84,500 *	82,937 *	-1.8%	F	NAT
PO	Manorbier Castle, Manorbier	24,224	22,952	21,482	-6.4%	£3.50	HP
LA	Margam Country Park, Port Talbot	200,000 *	165,957 *	202,763 *	+22.2%	F	NAT
Cadw	Margam Stones Museum, Port Talbot	1,246	1,438	1,488	+3.5%	£2.00	MAG

Owner	Attraction (South West Wales)	2003	2004	2005	%05/04	Entry	Category
PO	Mission Gallery, Swansea	15,282	19,673	19,077	-3.0%	F	MAG
LA	Museum of Speed, Pendine	22,684	26,930	29,079	+8.0%	F	MAG
CT	Narrow Gauge Railway Museum, Tywyn	DK	DK	12,850		F	MAG
PO	National Coracle Centre & Flour Mill, Newcastle Emlyn	5,668	6,868	6,124	-10.8%	F	WP
PO	National Showcaves Centre for Wales, Nr Abercrave	90,076	90,014 *	83,777	-6.9%	£9.50	NAT
LA	Neath Museum & Art Gallery, Neath	12,708	17,760 *	12,404 *	-30.2%	F	MAG
PO	Oakwood, Narberth	390,774	215,874	266,785	+23.6%	£13.75	LTP
LA	Ocean Lab, Goodwick	62,550 *	85,111 *	77,800 *	-8.6%	F	MAG
CT	Oriel Myrddin Gallery, Carmarthen	17,308	13,037	12,681	-2.7%	F	MAG
Cadw	Oxwich Castle, Oxwich	7,525	8,199	8,711	+6.2%	£2.00	HP
LA	Oystermouth Castle, Oystermouth	8,000 *	DK	8,000 *		£1.00	HP
LA	Parc Howard Museum and Art Gallery, Llanelli	10,874	12,877	12,417	-3.6%	F	MAG
LA	Pembrey Country Park, Llanelli	445,683	428,629 *	427,859	-0.2%	F	NAT
CT	Pembroke Castle, Pembroke	88,061	96,828	94,781	-2.1%	£3.00	HP
PO	Pembrokeshire Candle Centre & Museum, Newport	10,000 *	10,000 *	9,500 *	-5.0%	F	WP
PO	Pembrokeshire Sheepdogs, St Davids	2,010	DK	4,000 *		£4.00	ANI
CT	Picton Castle & Woodland Gardens, Haverfordwest	21,593	21,681	20,083	-7.4%	£5.95	HP
LA	Plantasia, Swansea	74,339	91,386	88,497	-3.2%	£3.30	NAT
G	Skomer Island National Nature Reserve, Haverfordwest	14,123	13,422	14,500	+8.0%	£6.00	NAT
Cadw	St Davids Bishops Palace, St Davids	25,390	28,588	28,728	+0.5%	£2.50	HP
LA	Swansea Museum, Swansea	72,036	75,751	105,724	+39.6%	F	MAG
CT	Tenby Museum & Art Gallery, Tenby	19,212	19,406	17,471	-10.0%	£2.50	MAG
CT	The Martello Tower (Guntower), Pembroke Dock	4,928	4,583	4,594	+0.2%	£1.00	HP
PO	The Old Smithy Crafts & Heritage Centre, Newcastle Emlyn	7,000 *	5,200 *	4,000 *	-23.1%	F	WP
NT	Tudor Merchant's House, Tenby	15,145	17,000	16,051	-5.6%	£2.20	HP
PO	Voyages of Discovery, St. Davids	45,000 *	40,000 *	40,000 *	0.0%	£18.00	NAT
Cadw	Weobley Castle, Llanrhidian	5,425	5,240	6,024	+15.0%	£2.00	HP
CT	West Wales Eco Centre, Newport	Closed	1,373	3,155	+129.8%	F	NAT

9.4 Attractions located in South East Wales

Owner	Attraction (South East Wales)	2003	2004	2005	%05/04	Entry	Category
CT	Abertillery & District Museum, Abertillery	3,500 *	4,000 *	3,000 *	-25.0%	F	MAG
CT	Barry Island Railway Heritage Centre, Barry	11,620	12,548	12,100 *	-3.6%	£5.00	SR
G	Big Pit: National Mining Museum of Wales, Blaenavon	112,045	141,127	156,977	+11.2%	F	MAG
Cadw	Blaenavon Ironworks, Blaenavon	8,492	7,160	8,721	+21.8%	£2.00	WP
PO	Brecon Mountain Railway, Merthyr Tydfil	70,732	75,843	73,937	-2.5%	£8.50	SR
Cadw	Caerleon Roman Baths and Amphitheatre, Caerleon	44,185	44,657	45,149	+1.1%	£2.50	HP
Cadw	Caerphilly Castle, Caerphilly	79,459	92,412	87,812	-5.0%	£3.00	HP
G	Caldicot Castle, Caldicot	29,991	37,399	34,989	-6.4%	£3.50	HP
LA	Cardiff Castle, Cardiff	192,082	203,371	222,711	+9.5%	£6.50	HP
Cadw	Castell Coch, Cardiff	70,243	74,940	75,836	+1.2%	£3.00	HP
PO	Cefn Mably Farm Park, St Mellons	17,000 *	14,757	19,281 *	+30.7%	£3.00	ANI
Cadw	Chepstow Castle, Chepstow	64,103	66,718	64,851	-2.8%	£3.00	HP
LA	Chepstow Museum, Chepstow	15,521	13,646	19,832	+45.3%	F	MAG
LA	Cosmeston Medieval Village, Penarth	17,246	20,621	18,419	-10.7%	£3.50	HP
LA	Cyfarthfa Castle Museum, Merthyr Tydfil	48,887	62,841	65,719	+4.6%	F	MAG
LA	Elliot Colliery Winding House, New Tredegar	DK	2,152	2,655 *	+23.4%	F	MAG
LA	Folly Tower, Pontypool	1,402	1,625	1,685	+3.7%	F	HP

Owner	Attraction (South East Wales)	2003	2004	2005	%05/04	Entry	Category
PO	Fonmon Castle, Barry ⁱⁱⁱ	21,300 *	650 *	500 *	-23.1%	£5.00	HP
O	Goleulong 2000 Lightship, Cardiff	DK	DK	131,456 *		F	HP
LA	Greenmeadow Community Farm, Cwmbran	71,177	69,625 *	63,807 *	-8.4%	£7.00	ANI
LA	Joseph Parry's Ironworkers Cottage, Merthyr Tydfil	2,742	2,522	1,867	-26.0%	F	MAG
NT	Kymin (The), Monmouth	1,586	1,593	2,382	+49.5%	£2.00	HP
O	Llandaff Cathedral, Llandaff	30,232 *	30,105 *	25,657 *	-14.8%	F	HP
CT	Model House Craft & Design Centre, Llantrisant	42,908	43,064	41,739	-3.1%	F	WP
CT	Monmouth Castle & Regimental Museum, Monmouth	5,265	5,223	5,149	-1.4%	F	MAG
LA	Monmouth Museum, Monmouth	18,368	23,544	26,374	+12.0%	F	MAG
LA	Nantgarw China Works Museum, Nantgarw ^{viii}	3,209	553	2,193	+296.6%	F	MAG
G	National Museum Cardiff, Cardiff	268,145	288,286	285,725	-0.9%	F	MAG
G	National Roman Legion Museum, Caerleon	65,188	67,648	71,108	+5.1%	F	MAG
LA	Newport Museum & Art Gallery, Newport	DK	68,870	68,845	-0.0%	F	MAG
LA	Newport Transporter Bridge Visitor Centre, Newport	11,004	9,302	8,385	-9.9%	F	MAG
LA	Old Station, nr Chepstow	107,130 *	100,000 *	105,000 *	+5.0%	F	NAT
PO	Parva Farm Vineyard, Chepstow	3,050 *	2,775 *	5,400 *	+94.6%	F	WP
CT	Pleasure Steamers Waverley & Balmoral, Cardiff	52,000	61,000	58,000	-4.9%	P	HP
CT	Pontypool & Blaenavon Railway, Blaenavon	3,678	4,235	4,594	+8.5%	£2.40	SR
LA	Pontypool Museum, Pontypool	16,325	17,486	27,315	+56.2%	£1.20	MAG
CT	Porthcawl Museum, Porthcawl	3,339 *	2,584	2,802 *	+8.4%	£0.50	MAG
LA	Porthkerry Country Park, Barry	DK	150,000 *	150,000 *	0.0%	F	NAT
Cadw	Raglan Castle, Raglan	51,395	53,345	54,494	+2.2%	£2.75	HP
LA	Rhondda Heritage Park, Trehafod	53,560	50,332	55,956	+11.2%	£5.60	MAG
CT	Royal Regiment of Wales Museum (Cardiff) of the Welch Regiment (41st/69th Foot), Cardiff ^x	40,633	56,263	35,316	-37.2%	F	MAG
LA	Shell Grotto, Pontypool	1,019	1,302	1,420	+9.1%	F	HP
G	St Fagans: National History Museum, Cardiff	625,739	631,731	622,472	-1.5%	F	MAG
PO	Sugar Loaf Vineyard, Abergavenny	2,000 *	3,000 *	3,500 *	+16.7%	£3.00	WP
CT	Techniquet, Cardiff	175,145	184,323	183,301	-0.6%	£6.90	MAG
LA	The Nelson Museum & Local History Centre, Monmouth	18,398	25,961	26,374	+1.6%	F	MAG
Cadw	Tintern Abbey, Tintern	86,013	74,640	73,061	-2.1%	£3.25	HP
LA	Tredeggar House, Newport	9,126	15,221	12,117	-20.4%	£5.40	HP
PO	Usk Castle, Usk	DK	4,382 *	5,188 *	+18.4%	£1.00	HP
CT	Usk Rural Life Museum, Usk	3,327	3,327	3,637	+9.3%	£2.00	MAG
CT	Wales Millennium Centre: artsExplorer Gallery, Cardiff ^{vi}	Not Open	Not Open	144,247 *		F	MAG
Cadw	White Castle, Nr. Abergavenny	10,340	8,943	8,998	+0.6%	£2.00	HP

10 Lists of Attractions by Attraction Category (alphabetical order)

10.1 Animal-Related Attractions

Owner	Attraction (Animal-Related Attractions)	2003	2004	2005	%05/04	Entry	Region
PO	Borth Animalarium, Borth	27,500 *	31,115 *	30,000 *	-3.6%	£6.50	M
PO	Cefn Mably Farm Park, St Mellons	17,000 *	14,757	19,281 *	+30.7%	£3.00	SE
PO	Felinwynt Rainforest & Butterfly Centre, Cardigan	20,000 *	23,668	20,670	-12.7%	£3.90	M
LA	Greenmeadow Community Farm, Cwmbran	71,177	69,625 *	63,807 *	-8.4%	£7.00	SE
CT	Magic of Life Butterfly House, Aberystwyth	4,400	7,000	8,420	+20.3%	£4.00	M
PO	New Quay Honey Farm, New Quay	39,950 *	38,500 *	39,000 *	+1.3%	F	M
PO	Pembrokeshire Sheepdogs, St Davids	2,010	DK	4,000 *		£4.00	SW
PO	Veteran Horse Society, St Dogmaels, Cardigan	DK	300 *	800 *	+166.7%	F	M
CT	Welsh Mountain Zoo and Botanical Gardens, Colwyn Bay	125,666	128,565	135,490	+5.4%	£7.50	N

10.2 Historic Properties

Owner	Attraction (Historic Properties)	2003	2004	2005	%05/04	Entry	Region
NT	Aberconwy House, Conwy	17,099	17,406	18,505	+6.3%	£2.60	N
Cadw	Beaumaris Castle, Beaumaris	79,488	78,960	77,881	-1.4%	£3.00	N
CT	Bodelwyddan Castle, Bodelwyddan	37,590	35,064	36,979	+5.5%	£4.50	N
Cadw	Caerleon Roman Baths and Amphitheatre, Caerleon	44,185	44,657	45,149	+1.1%	£2.50	SE
Cadw	Caernarfon Castle, Caernarfon	193,330	201,467	192,505	-4.4%	£4.75	N
Cadw	Caerphilly Castle, Caerphilly	79,459	92,412	87,812	-5.0%	£3.00	SE
G	Caldicot Castle, Caldicot	29,991	37,399	34,989	-6.4%	£3.50	SE
LA	Cardiff Castle, Cardiff	192,082	203,371	222,711	+9.5%	£6.50	SE
PO	Carew Castle & Tidal Mill, Nr Tenby	34,662	36,015	32,280	-10.4%	£3.00	SW
Cadw	Carreg Cennen Castle, Nr Llandeilo	32,982	28,772	27,047	-6.0%	£3.00	SW
Cadw	Castell Coch, Cardiff	70,243	74,940	75,836	+1.2%	£3.00	SE
G	Castell Henllys Iron Age Fort, Crymmych	31,099	33,024	27,855	-15.7%	£3.00	SW
Cadw	Chepstow Castle, Chepstow	64,103	66,718	64,851	-2.8%	£3.00	SE
NT	Chirk Castle, Chirk	90,892	91,000 *	92,000	+1.1%	£6.40	N
Cadw	Cilgerran Castle, Cilgerran	12,485	12,844	15,286	+19.0%	£2.50	M
Cadw	Conwy Castle, Conwy	174,874	179,865	176,258	-2.0%	£4.00	N
NT	Conwy Suspension Bridge, Conwy	13,675	13,285	13,336	+0.4%	£1.40	N
LA	Cosmeston Medieval Village, Penarth	17,246	20,621	18,419	-10.7%	£3.50	SE
Cadw	Criccieth Castle, Criccieth	38,319	38,579	40,640	+5.3%	£2.90	N
Cadw	Denbigh Castle, Denbigh	10,287	9,539	10,184	+6.8%	£2.50	N
NT	Dolaucothi Gold Mines, Llanwrda	25,000 *	21,656	22,737	+5.0%	£3.20	SW
Cadw	Dolwyddelan Castle, Dolwyddelan	6,454	5,879	5,587	-5.0%	£2.00	N
LA	Dylan Thomas Boathouse, Laugharne	22,065	23,187	26,400	+13.9%	£3.00	SW
LA	Folly Tower, Pontypool	1,402	1,625	1,685	+3.7%	F	SE
PO	Fonmon Castle, Barry ⁱⁱⁱ	21,300 *	650 *	500 *	-23.1%	£5.00	SE
O	Goleulong 2000 Lightship, Cardiff	DK	DK	131,456 *		F	SE
PO	Great Orme Mines, Llandudno	38,962	36,728	32,867	-10.5%	£5.00	N
Cadw	Harlech Castle, Harlech	85,852	91,533	95,155	+4.0%	£3.00	M
Cadw	Kidwelly Castle, Kidwelly	26,685	29,730	30,037	+1.0%	£2.50	SW
NT	Kymin (The), Monmouth	1,586	1,593	2,382	+49.5%	£2.00	SE

Owner	Attraction (Historic Properties)	2003	2004	2005	%05/04	Entry	Region
Cadw	Lamphey Bishop's Palace, Pembroke	2,873	3,785	3,814	+0.8%	£2.50	SW
Cadw	Laugharne Castle, Laugharne	8,883	10,229	9,987	-2.4%	£2.75	SW
O	Llandaff Cathedral, Llandaff	30,232 *	30,105 *	25,657 *	-14.8%	F	SE
PO	Manorbier Castle, Manorbier	24,224	22,952	21,482	-6.4%	£3.50	SW
Cadw	Oxwich Castle, Oxwich	7,525	8,199	8,711	+6.2%	£2.00	SW
LA	Oystermouth Castle, Oystermouth	8,000 *	DK	8,000 *		£1.00	SW
CT	Pembroke Castle, Pembroke	88,061	96,828	94,781	-2.1%	£3.00	SW
NT	Penrhyn Castle, Bangor	141,023	158,542	161,336	+1.8%	£6.00	N
CT	Picton Castle & Woodland Gardens, Haverfordwest	21,593	21,681	20,083	-7.4%	£5.95	SW
Cadw	Plas Mawr Elizabethan Town House, Conwy	17,418	22,726	29,238	+28.7%	£4.50	N
NT	Plas-yn-Rhiw, Pwllheli	12,724	10,982	12,115	+10.3%	£3.40	N
CT	Pleasure Steamers Waverley & Balmoral, Cardiff	52,000	61,000	58,000	-4.9%	P	SE
NT	Powis Castle & Garden, Nr Welshpool	113,191	99,275	95,814	-3.5%	£8.80	M
Cadw	Raglan Castle, Raglan	51,395	53,345	54,494	+2.2%	£2.75	SE
Cadw	Rhuddlan Castle, Rhuddlan	19,375	17,191	17,921	+4.2%	£2.75	N
Cadw	Rug Chapel, Corwen	3,275	3,376	3,530	+4.6%	£2.50	N
LA	Shell Grotto, Pontypool	1,019	1,302	1,420	+9.1%	F	SE
Cadw	St Davids Bishops Palace, St Davids	25,390	28,588	28,728	+0.5%	£2.50	SW
Cadw	Strata Florida Abbey, Tregaron	5,104	3,959	4,595	+16.1%	£2.25	M
NT	Swtan, Holyhead	1,900 *	1,970	1,860	-5.6%	£2.00	N
CT	The Martello Tower (Guntower), Pembroke Dock	4,928	4,583	4,594	+0.2%	£1.00	SW
CT	The Ugly House, Capel Curig	5,483	6,000 *	10,000 *	+66.7%	£1.00	N
Cadw	Tintern Abbey, Tintern	86,013	74,640	73,061	-2.1%	£3.25	SE
LA	Tredegar House, Newport	9,126	15,221	12,117	-20.4%	£5.40	SE
Cadw	Tretower Court & Castle, Crickhowell	12,952	13,573	13,421	-1.1%	£2.50	M
NT	Tudor Merchant's House, Tenby	15,145	17,000	16,051	-5.6%	£2.20	SW
NT	Ty Mawr Wybrnant, Penmachno	6,336	7,300 *	6,463	-11.5%	£2.60	N
PO	Usk Castle, Usk	DK	4,382 *	5,188 *	+18.4%	£1.00	SE
Cadw	Valle Crucis Abbey, Llangollen	6,790	7,821	7,867	+0.6%	£2.00	N
Cadw	Weobley Castle, Llanrhidian	5,425	5,240	6,024	+15.0%	£2.00	SW
Cadw	White Castle, Nr. Abergavenny	10,340	8,943	8,998	+0.6%	£2.00	SE

10.3 Leisure/Theme Parks

Owner	Attraction (Leisure/Theme Parks)	2003	2004	2005	%05/04	Entry	Region
PO	CC 2000, Narberth	54,958	66,231	77,923	+17.7%	F	SW
PO	GreenWood Forest Park, Y Felinheli	94,354	102,815	97,122	-5.5%	£7.50	N
LA	Heatherton Country Sports Park, Tenby	190,000 *	195,000 *	199,000 *	+2.1%	F	SW
PO	Oakwood, Narberth	390,774	215,874	266,785	+23.6%	£13.75	SW
LA	Rhyl Suncentre, Rhyl	133,893	151,090	136,012	-10.0%	£6.50	N
LA	Sky Tower, Rhyl	39,852	27,481	22,782	-17.1%	£1.50	N

10.4 Museums and/or Art Galleries

Owner	Attraction (Museums and/or Art Galleries)	2003	2004	2005	%05/04	Entry	Region
LA	Abergavenny Museum, Abergavenny	17,002	17,058 *	19,479	+14.2%	F	SW
CT	Abertillery & District Museum, Abertillery	3,500 *	4,000 *	3,000 *	-25.0%	F	SE
G	Aberystwyth Arts Centre, Aberystwyth ⁱ	158,321	161,647	173,897	+7.6%	F	M
PO	Attic Gallery, Swansea	DK	7,000 *	7,000 *	0.0%	F	SW
CT	Barmouth Sailors' Institute, Barmouth	4,000 *	4,550 *	2,500 *	-45.1%	F	M
LA	Bersham Heritage Centre, Wrexham	DK	7,733	7,663	-0.9%	F	N
G	Big Pit: National Mining Museum of Wales, Blaenavon	112,045	141,127	156,977	+11.2%	F	SE
LA	Brecknock Museum & Art Gallery, Brecon	19,279	20,689	16,095	-22.2%	£1.00	M
PO	Bronze Bell Collection (Sailors Institute), Barmouth	Not Open	4,000 *	5,000 *	+25.0%	F	M
PO	Caernarfon Air World, Caernarfon	8,600 *	8,500 *	4,790 *	-43.6%	£4.50	N
CT	Caernarfon Maritime Museum, Caernarfon	1,382	1,004	1,191	+18.6%	£1.00	N
CT	Cardigan Heritage Centre, Cardigan	2,100 *	9,000 *	9,453	+5.0%	£2.00	M
LA	Carmarthenshire County Museum, Carmarthen ^v	12,235	6,468	13,385	+106.9%	F	SW
LA	Cefn Coed Colliery Museum, Neath	8,055	7,558	5,652	-25.2%	F	SW
LA	Ceredigion Museum, Aberystwyth	38,436	36,754	34,658	-5.7%	F	M
LA	Chepstow Museum, Chepstow	15,521	13,646	19,832	+45.3%	F	SE
LA	Cyfarthfa Castle Museum, Merthyr Tydfil	48,887	62,841	65,719	+4.6%	F	SE
LA	Dylan Thomas Centre, Swansea	100,348	120,965	120,965	0.0%	F	SW
LA	Elliot Colliery Winding House, New Tredegar	DK	2,152	2,655 *	+23.4%	F	SE
CT	Gower Heritage Centre, Gower	32,459 *	45,449 *	60,036 *	+32.1%	£3.80	SW
LA	Gwynedd Museum and Art Gallery, Bangor	11,830 *	10,308	10,610	+2.9%	F	N
LA	Joseph Parry's Ironworkers Cottage, Merthyr Tydfil	2,742	2,522	1,867	-26.0%	F	SE
LA	Judge's Lodging, Presteigne	14,408	14,675	14,240	-3.0%	£4.50	M
CT	Kidwelly Industrial Museum, Kidwelly	2,235	2,567	2,321	-9.6%	F	SW
CT	Llandudno Museum, Llandudno	3,982	4,017	3,474	-13.5%	£1.50	N
PO	Llanfair Caverns, Harlech	16,333 *	16,662	17,880	+7.3%	£3.90	M
PO	Llangollen Motor Museum, Llangollen	5,309	5,094	5,565	+9.2%	£3.00	N
CT	Llangollen Museum of Local History, Llangollen ^{vi}	DK	26,372 *	34,006 *	+28.9%	F	N
LA	Llanidloes Museum, Llanidloes	3,166	3,108	3,018	-2.9%	£1.00	M
CT	Llanrwst Almshouses, Llanrwst	10,403 *	16,500 *	7,969 *	-51.7%	F	N
LA	Lloyd George Museum, Criccieth	7,939	7,438	6,633	-10.8%	£3.00	N
PO	Machinations, Llanbrynmair ^{vii}	11,000 *	9,877 *	7,930 *	-19.7%	F	M
Cadw	Margam Stones Museum, Port Talbot	1,246	1,438	1,488	+3.5%	£2.00	SW
PO	Mission Gallery, Swansea	15,282	19,673	19,077	-3.0%	F	SW
CT	Monmouth Castle & Regimental Museum, Monmouth	5,265	5,223	5,149	-1.4%	F	SE
LA	Monmouth Museum, Monmouth	18,368	23,544	26,374	+12.0%	F	SE
PO	Museum of Childhood, Beaumaris	7,537	7,509	6,536	-13.0%	£4.00	N
CT	Museum of Modern Art, Heol Penrally, Machynlleth	20,382	20,193	18,368	-9.0%	F	M
LA	Museum of Speed, Pendine	22,684	26,930	29,079	+8.0%	F	SW
LA	Nantgarw China Works Museum, Nantgarw ^{viii}	3,209	553	2,193	+296.6%	F	SE
CT	Narrow Gauge Railway Museum, Tywyn	DK	DK	12,850		F	SW
G	National Library of Wales Exhibition Centre, Aberystwyth	86,933	100,175	87,695	-12.5%	F	M
G	National Museum Cardiff, Cardiff	268,145	288,286	285,725	-0.9%	F	SE
G	National Roman Legion Museum, Caerleon	65,188	67,648	71,108	+5.1%	F	SE
G	National Slate Museum, Llanberis	137,018	134,367	122,688	-8.7%	F	N
LA	Neath Museum & Art Gallery, Neath	12,708	17,760 *	12,404 *	-30.2%	F	SW
LA	Newport Museum & Art Gallery, Newport	DK	68,870	68,845	-0.0%	F	SE
LA	Newport Transporter Bridge Visitor Centre, Newport	11,004	9,302	8,385	-9.9%	F	SE

Owner	Attraction (Museums and/or Art Galleries)	2003	2004	2005	%05/04	Entry	Region
LA	Newtown Textile Museum, Newtown	268	1,434	1,097	-23.5%	£1.00	M
LA	Ocean Lab, Goodwick	62,550 *	85,111 *	77,800 *	-8.6%	F	SW
CT	Old Bell Museum, Montgomery	2,519	2,664	2,300	-13.7%	£1.00	M
CT	Oriel Mostyn Gallery, Llandudno	58,823	55,152	52,000 *	-5.7%	F	N
CT	Oriel Myrddin Gallery, Carmarthen	17,308	13,037	12,681	-2.7%	F	SW
CT	Oriel Plas Glan y Weddw Art Gallery, Pwllheli ^{ix}	6,559	7,577 *	26,000 *	+243.1%	F	N
LA	Parc Howard Museum and Art Gallery, Llanelli	10,874	12,877	12,417	-3.6%	F	SW
LA	Pontypool Museum, Pontypool	16,325	17,486	27,315	+56.2%	£1.20	SE
CT	Porthcawl Museum, Porthcawl	3,339 *	2,584	2,802 *	+8.4%	£0.50	SE
CT	Porthmadog Maritime Museum, Porthmadog	DK	2,720	2,657 *	-2.3%	£1.00	N
CT	Portmeirion, Penrhyndeudreath	279,897	254,004	252,492	-0.6%	£6.00	M
LA	Powysland Museum & Montgomery Canal C'tr, Welshpool	7,386	7,657	8,974	+17.2%	£1.00	M
LA	Quaker Heritage Centre, Dolgellau	3,000 *	3,000 *	3,000 *	0.0%	F	M
LA	Rhondda Heritage Park, Trehafod	53,560	50,332	55,956	+11.2%	£5.60	SE
CT	Robert Owen Memorial Museum, Newtown	650 *	770 *	770 *	0.0%	F	M
CT	Royal Cambrian Academy of Art, Conwy	20,366	25,519	33,387	+30.8%	F	N
CT	Royal Regiment of Wales Museum (Cardiff) of the Welch Regiment (41st/69th Foot), Cardiff ^x	40,633	56,263	35,316	-37.2%	F	SE
LA	Ruthin Craft Centre Gallery, Ruthin	88,146	88,906	80,476	-9.5%	F	N
PO	Spaceguard Centre, Knighton	3,457	3,163	3,423	+8.2%	£5.00	M
G	St Fagans: National History Museum, Cardiff	625,739	631,731	622,472	-1.5%	F	SE
PO	Stone Science, Pentraeth	39,500	40,268	40,295	+0.1%	£3.40	N
LA	Swansea Museum, Swansea	72,036	75,751	105,724	+39.6%	F	SW
CT	Techniquet, Cardiff	175,145	184,323	183,301	-0.6%	£6.90	SE
CT	Tenby Museum & Art Gallery, Tenby	19,212	19,406	17,471	-10.0%	£2.50	SW
LA	The Nelson Museum & Local History Centre, Monmouth	18,398	25,961	26,374	+1.6%	F	SE
CT	The Royal Regiment of Wales Museum, Brecon	17,205	16,919	16,542	-2.2%	£3.00	M
PO	Thomas Museum, Nr Llandrindod Wells	3,500 *	DK	5,000 *		F	M
CT	Usk Rural Life Museum, Usk	3,327	3,327	3,637	+9.3%	£2.00	SE
CT	Wales Millennium Centre: artsExplorer Gallery, Cardiff ⁱⁱ	Not Open	Not Open	144,247 *		F	SE
LA	Wrexham Arts Centre, Wrexham	191,153	205,834	220,057	+6.9%	F	N
LA	Wrexham County Borough Museum, Wrexham	DK	12,692	19,395	+52.8%	F	N

10.5 Nature-Based Attractions

Owner	Attraction (Nature-Based Attractions)	2003	2004	2005	%05/04	Entry	Region
NT	Aberdulais Falls, Neath	20,473	18,975	17,596	-7.3%	£3.20	SW
LA	Alyn Waters Country Park Visitor Centre, Wrexham ^{iv}	15,567	14,972	14,203	-5.1%	F	N
PO	Anglesey Model Village and Gardens, Newborough	DK	10,500 *	10,500 *	0.0%	£2.25	N
NT	Bodnant Garden, nr Colwyn Bay	160,276	154,329	150,204	-2.7%	£5.50	N
LA	Brickfield Pond, Rhyl	49,803 *	45,403 *	62,570	+37.8%	F	N
G	Bwlch Nant yr Arian Visitor Centre, Aberystwyth	55,000 *	57,000 *	60,000 *	+5.3%	F	M
G	Coed y Brenin Forest Park, Dolgellau	90,000 *	75,000 *	75,000 *	0.0%	F	M
LA	Craig-y-Nos Country Park, Pen-y-cae, Swansea Valley	73,098	66,199	72,892	+10.1%	F	SW
PO	Devil's Bridge Waterfalls, Aberystwyth	38,000 *	38,400 *	38,800	+1.0%	£2.50	M
CT	Ellins Tower Seabird Centre, Holyhead	19,000 *	20,700 *	22,516 *	+8.8%	F	N
LA	Gelli Aur Country Park, Carmarthen	119,353	124,374 *	127,046 *	+2.1%	F	SW
PO	Glansevern Hall Gardens, Welshpool	4,908	4,648	5,366	+15.4%	£3.50	M
G	Hafod Gardens, Pontrhydygroes, Ystrad-Meurig	DK	DK	12,000 *		F	M

Owner	Attraction (Nature-Based Attractions)	2003	2004	2005	%05/04	Entry	Region
PO	Llyn Brenig Visitor Centre, Corwen	156,569 *	130,679	148,008	+13.3%	F	N
LA	Llyn Llech Owain Country Park, Llanelli	120,423	136,505 *	132,953 *	-2.6%	F	SW
PO	Llysyfran Country Park, Haverfordwest	88,500 *	84,500 *	82,937 *	-1.8%	F	SW
LA	Loggerheads Country Park, Nr Mold	186,504 *	190,345 *	180,040 *	-5.4%	F	N
LA	Margam Country Park, Port Talbot	200,000 *	165,957 *	202,763 *	+22.2%	F	SW
LA	Moel Famau Country Park, Nr Mold	131,288 *	162,999 *	164,865 *	+1.1%	F	N
LA	Nant Mill Visitor Centre, Wrexham	14,086	29,198	31,171	+6.8%	F	N
PO	National Showcaves Centre for Wales, Near Abercrave	90,076	90,014 *	83,777	-6.9%	£9.50	SW
CT	Offa's Dyke Centre, Knighton	24,154	25,081	24,613	-1.9%	F	M
LA	Old Station, nr Chepstow	107,130 *	100,000 *	105,000 *	+5.0%	F	SE
LA	Pembrey Country Park, Llanelli	445,683	428,629 *	427,859	-0.2%	F	SW
CT	Pensychnant Nature Conservation Centre & Nature Reserve, Pensychnant	6,000 *	6,000 *	6,000 *	0.0%	£2.00	N
LA	Plantasia, Swansea	74,339	91,386	88,497	-3.2%	£3.30	SW
LA	Porthkerry Country Park, Barry	DK	150,000 *	150,000 *	0.0%	F	SE
PO	Red Kite Feeding Centre, Rhayader	29,284	33,350 *	25,108 *	-24.7%	£2.50	M
G	Skomer Island National Nature Reserve, Haverfordwest	14,123	13,422	14,500	+8.0%	£6.00	SW
LA	Ty Mawr Country Park Visitor Centre, Wrexham	61,314	63,552	72,990	+14.9%	F	N
PO	Voyages of Discovery, St. Davids	45,000 *	40,000 *	40,000 *	0.0%	£18.00	SW
LA	Wepre Country Park, Conna's Quay	200,000 *	200,000 *	200,000 *	0.0%	F	N
CT	West Wales Eco Centre, Newport	Closed	1,373	3,155	+129.8%	F	SW

10.6 Steam/Heritage Railways

Owner	Attraction (Steam/Heritage Railways)	2003	2004	2005	%05/04	Entry	Region
PO	Bala Lake Railway, Bala	20,672	20,379	20,074	-1.5%	£7.00	M
CT	Barry Island Railway Heritage Centre, Barry	11,620	12,548	12,100 *	-3.6%	£5.00	SE
PO	Brecon Mountain Railway, Merthyr Tydfil	70,732	75,843	73,937	-2.5%	£8.50	SE
PO	Fairbourne and Barmouth Steam Railway, Fairbourne	19,000 *	18,000 *	17,500 *	-2.8%	£6.50	M
LA	Great Orme Tramway, Llandudno	149,584	138,007	151,527	+9.8%	£4.50	N
PO	Gwili Steam Railway, Bronwydd	29,000 *	29,400 *	29,500 *	+0.3%	£5.00	SW
PO	Llanberis Lake Railway, Llanberis	61,053	59,454	64,288	+8.1%	£6.00	N
PO	Llangollen Railway, Llangollen	72,223	89,391 *	109,017	+22.0%	£8.00	N
CT	Pontypool & Blaenavon Railway, Blaenavon	3,678	4,235	4,594	+8.5%	£2.40	SE
CT	Rhyl Miniature Railway, Mold	5,128	5,584	5,670	+1.5%	F	N
CT	Tallylyn Railway, Tywyn	50,925	49,539	52,103	+5.2%	£6.10	M
CT	Vale of Rheidol Railway, Aberystwyth	38,753	38,032	36,318	-4.5%	£12.00	M
CT	Welsh Highland Railway, Porthmadog	16,000 *	13,048	16,000 *	+22.6%	£4.95	N

10.7 Workplaces

Owner	Attraction	2003	2004	2005	%05/04	Entry	Region
PO	Avondale Glass, Kilgetty	DK	10,000 *	15,000 *	+50.0%	F	SW
LA	Bersham Ironworks, Wrexham	DK	1,882	1,745	-7.3%	F	N
Cadw	Blaenavon Ironworks, Blaenavon	8,492	7,160	8,721	+21.8%	£2.00	SE
PO	Caws Cenarth - Welsh Cheese, Boncath	10,000 *	10,000 *	10,000	0.0%	F	SW
PO	Corris Craft Centre, Machynlleth	80,000 *	80,000 *	80,000 *	0.0%	F	M
PO	Electric Mountain, Llanberis	68,072	60,573	58,534	-3.4%	£6.50	N
PO	Glyn-Coch Craft Centre & Farm, St Clears	3,900 *	3,317 *	3,817	+15.1%	F	SW
PO	Inigo Jones Slateworks, Caemarfon	40,230	47,250	38,490	-18.5%	£4.00	N
PO	Llechwedd Slate Caverns, Blaenau Ffestiniog	146,461	141,889	128,810	-9.2%	£8.75	N
CT	Model House Craft & Design Centre, Llantrisant	42,908	43,064	41,739	-3.1%	F	SE
PO	National Coracle Centre & Flour Mill, Newcastle Emlyn	5,668	6,868	6,124	-10.8%	F	SW
PO	Parva Farm Vineyard, Chepstow	3,050 *	2,775 *	5,400 *	+94.6%	F	SE
PO	Pembrokeshire Candle Centre & Museum, Newport	10,000 *	10,000 *	9,500 *	-5.0%	F	SW
PO	Rhiannon Welsh Gold Centre, Tregaron	55,000 *	57,000 *	52,000 *	-8.8%	F	M
PO	Sugar Loaf Vineyard, Abergavenny	2,000 *	3,000 *	3,500 *	+16.7%	£3.00	SE
PO	The Old Smithy Crafts & Heritage Centre, Newcastle Emlyn	7,000 *	5,200 *	4,000 *	-23.1%	F	SW
PO	Welsh Royal Crystal, Rhayader	23,705	17,858	14,722	-17.6%	F	M

APPENDIX I SURVEYS AND GUIDELINES

GUIDELINES TO COMPLETION OF QUESTIONNAIRE SURVEY OF VISITS TO TOURIST ATTRACTIONS 2005

Guidelines are provided for selected questions where a more detailed explanation is required.

For the purpose of this research the definition of a Tourist Attraction is:

...an attraction where the main purpose is sightseeing. The attraction must be a permanent 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.

This definition excludes open land attractions where there are problems in monitoring visitor figures such as picnic sites, piers and quays. This definition also excludes organisations that are primarily retail outlets and where there are no separate figures collected for the attraction element only.

SECTION ONE

1.3 Tick only one category that describes the visitor attraction element of your organisation. To add meaning to each category, some examples are provided below to help guide your choice of category:

Survey Category	Other Appropriate Categories
Castle / Fort	Fort, Citadel, Defence Tower
Country Park	Forest Park
Distillery, Vineyard or Brewery	Cider Farm, Alcohol Centred Attraction.
Museum and/or Art Gallery	*Including Industrial, Mining, Science, Transport Museums and Galleries of Modern Art
Garden	Arboretum, Botanical Garden.
Heritage / Visitor Centre	Park/Information/Orientation Centre, Cultural Interpretation Centre, Park Ranger Centre
Historic House/Palace	**House and Garden, Royal Residence
Historic Monument/Archaeological Site	Standing Stones, Ancient Monument
Other Historic Property	Lighthouse, Windmill, Other Mill, Historic Ships
Safari Park / Zoo / Aquarium / Aviary	Medium or larger-scale animal enclosures/tanks, exotic animals
Farm, Rare Breeds, Farm Animals	Attractions involving enclosed farm animals
Nature Reserve / Wetlands / Wildlife Trips	Attractions that contain natural habitat environments for fauna, birds and wildlife, including wildlife trips i.e. seal/dolphin watching
Steam / Heritage Railway	Steam railways in working condition (<i>not</i> museum)
Other Historic/Scenic transport operator	Sightseeing boats, chair lifts, cable cars
Place of Worship	Attractions regardless of religion (still in use)
Theme Park	Entertainment Park, permanent fun fair
Science / Technology Centre	Science Centres that are not museums
Industrial or Craft Workplaces	Operating Industrial or Craft Attraction
Other	Miniature railways or villages.
*Museum and/or Art Gallery: Excludes contemporary art centres and galleries and antique centres that have the primary purpose of retailing.	
**House and Garden attractions that record separate visitor numbers should complete a separate form under each category, house and garden where possible. If not you should tick the main attraction category.	

If separate visitor numbers are collected for two attraction aspects such as free entry to a garden that contains another attraction such as a historic house with an entry charge, please fill in a separate questionnaire for each attraction. Similarly estates containing a variety of paid attractions such as historic buildings, museums, animal attractions etc. should, if possible, provide separate data for each.

SECTION TWO

- 2.1 The credibility of this research reflects the level of accuracy of recorded visitor figures. If estimates are provided please ensure the figures you provide are a true representation. If visitor numbers were recorded for year 2004 please check that the figure provided in Question 2.1 is correct. If it is not, please enter the correct figure in the boxes provided.
- 2.2 The figures you provide in this question for year 2005 should preferably be for the calendar year, i.e. January to December. Figures provided should record **only** those visits that involve people visiting the visitor attraction element of your organisation. An example of this would be shops/retail outlets with a secondary attraction element. Only figures for those visiting the attraction element require to be recorded on the survey form. Please also tick the appropriate box to indicate whether the figures you provide are exact or an estimate.
- 2.3 There are **two elements** to this question. If you are unable to provide monthly visitor figures please provide monthly opening so that seasonality can be identified.
- 2.5 Please provide percentage breakdown of adults and children for year 2005 **not** number of individuals.
- 2.8 Please complete adult and child admission charges to main attraction. Car parking fee refers to on site parking provided for the sole use of the attraction.

Survey of Visits to Tourist Attractions 2005



This survey is conducted by the Moffat Centre for Travel and Tourism Business Development, Glasgow Caledonian University, on behalf of the Wales Tourist Board. Please return the completed questionnaire in the Freepost envelope provided by or you can complete the survey online at www.moffatcentre.com/moffat_forms/WTBe.pdf

If any of the information printed below is incorrect or missing, please write in correct details.

ID

Contact name
Position
Name of attraction
Address

Tel
Fax
Email
Website

NB: if the questionnaire should be sent to a different (central mailing) address, please supply separate details.

Please answer each question by ticking the appropriate box or writing in the space provided.

SECTION ONE - ATTRACTION DETAILS

1.1 First year the attraction was open to the public:

Is the year quoted above correct? Yes No If No or missing, please indicate the correct year:

1.2 Please tick the main attraction category to be used for analysis purposes:

- | | | |
|--|---|---|
| <input type="checkbox"/> 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 or 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"/> Other (please specify below)..... |
| <input type="checkbox"/> Industrial/Craft Workplace..... | <input type="checkbox"/> Other Historic/Scenic Transport Operator | |
| <input type="checkbox"/> Heritage/Visitor Centre..... | <input type="checkbox"/> Place of Worship (still in use)..... | |

1.3 Please indicate what type of organisation owns the attraction:

- | | | |
|---|---|--|
| <input type="checkbox"/> Cadw..... | <input type="checkbox"/> Privately Owned..... | <input type="checkbox"/> Religious Organisation..... |
| <input type="checkbox"/> Other Government Department/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"/> Other Trust/Charity..... | <input type="checkbox"/> Educational Institution..... | |

SECTION TWO - VISITORS

2.1 In the 2004 survey, your organisation provided us with visits figure of:

Is this correct? Yes No

If No or missing, please indicate the correct 2004 visits figure: , , Is this number: Exact? An Estimate?

2.2 Visitor numbers (including school visits) during 2005 (Calendar Year).

Please exclude special events outside normal opening hours or any private hire.

a) Total visits numbers (paid and free) , , Is this number: Exact? An Estimate?

b) Total number of paid visits only , , Is this number: Exact? An Estimate?

2.3 Please write in below the total number of visits (paid and free) by month in 2005 and tick whether open or closed.

	Total number			Please tick if Open Closed all/part month			Total number			Please tick if Open Closed all/part month	
January	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	July	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
February	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	August	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
March	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	September	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
April	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	October	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
May	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	November	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
June	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	December	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>

2.4 What method(s) is/are used for recording/estimating visitors?

- | | |
|---|---|
| From ticket sales and/or group booking sales <input type="checkbox"/> | Estimate made on the basis of a 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: _____) <input type="checkbox"/> |

2.5 What percentage of visitors in 2005 (paid and free) fell into each category?

Adults: % Children: % Are these percentages: Exact? An Estimate?

2.6 Approximately how many school children visited your attraction as part of an organised group in 2005?

Number of school children: , , Is this number: Exact? An Estimate? 7 6 4 2 3 3 8 7 3 3

2.7 Did you charge for admission to the main attraction in 2005? Yes No

2.8 Please provide the standard admission charge (in high season/summer) per person for the main attraction in 2005 (including VAT)
 Adult: £ . p Child: £ . p Car parking fee: £ . p

2.9 Please indicate which positive and negative factors you believe affected your total visitor numbers in 2005 compared to 2004:
Positive factors
 Most important factor: _____
 Other factors: _____
Negative factors
 Most important factor: _____
 Other factors: _____

2.10 Origin of visitors
 a) What percentage of total visitors in 2005 do you estimate were from overseas? %
 b) What percentage of total visitors do you estimate lived locally or within day trip distance of your attraction? %

SECTION THREE - OPERATIONS NONE OF THIS INFORMATION WILL BE PROVIDED TO ANY THIRD PARTY

3.1 Gross revenue
 How did the attraction's gross revenue in 2005 compare with 2004? Up Down Similar Not Applicable*
 What was the percentage increase/decrease? % *No revenue generating activities/facilities

3.2 Please indicate which facilities were available to the public on site in 2005: Catering: Yes No Retail: Yes No

3.3 Please provide an estimate of the average revenue (including VAT) per visitor (i.e. total spend for each category divided by total visitors to your attraction overall) - excluding revenue from special events outside normal opening hours or private hire.
 Admissions: £ . p + Donations: £ . p + Catering: £ . p + Retail: £ . p + Other: £ . p = Overall average spend: £ . p
 Please specify 'Other' (if relevant): _____

3.4 On average, how long do your visitors spend (in minutes) in the following:
 Attraction: mins + Catering: mins + Retail: mins + Other: mins = Overall average time spent at the attraction: mins

3.5 Did you make any kind of upgrade or improvements to your attraction in 2005? (excluding normal repairs and upkeep) Yes No
 If Yes, how much money was spent? (including VAT) £ , ,
 Please describe the main type of upgrade or improvements made: _____

3.6 Did you provide any visitor information and/or tours in the following languages in 2005? (Please tick Yes or No for each language option)
 Welsh: Yes No French: Yes No German: Yes No
 Do you intend to provide information and/or tours in the following languages in 2006? (Please tick Yes or No for each language option)
 Welsh: Yes No French: Yes No German: Yes No

SECTION FOUR - HUMAN RESOURCES

4.1 How many people were employed in any tourism-related activities in the attraction in 2005, including yourself, working owners, self-employed and/or any volunteers? (Please enter numbers)
 Full-time permanent: , Part-time permanent: , Unpaid volunteers permanent: ,
 Full-time seasonal: , Part-time seasonal: , Unpaid volunteers seasonal: ,

4.2 In 2005, did you have any difficulties recruiting and/or retaining staff?
 Recruiting staff: Yes No N/A* Please give reason: _____
*Did not recruit staff in 2005.
 Retaining staff: Yes No Please give reason: _____

SECTION FIVE - MARKETING

5.1 Compared with 2004, was expenditure on marketing activities in 2005: Up Down Similar

The information from this survey will be used to assess trends in the attraction sector. Information about your attraction (except visitor numbers) will be held in strictest confidence by the Moffat Centre and the Wales Tourist Board. Apart from visitor numbers, it will only be used summed with data from other attractions. If you wish your visitor numbers not to be published, please tick the box below.
 I would like visitor numbers to be kept confidential

Data protection: the information on this form will be processed in accordance with the Market Research Society Code of Conduct and the Data Protection Act 1998.

I declare that the information provided on this form is true and accurate to the best of my knowledge.
 Signed _____ Date _____
 Name (BLOCK CAPITALS) _____ Job title _____
 Email _____ Telephone _____

Thank you for participating in this survey. Please return the completed questionnaire in the Freepost envelope provided to the Moffat Centre, Glasgow Caledonian University, FREEPOST SC06277, GLASGOW, G4 0BR. Or you can complete this form online at www.moffatcentre.com/moffat_forms/WTBe.pdf 4957338739

ENDNOTES

- * Estimated figure: These attractions provided an estimated figure for the number of visits in the year.
- i Aberystwyth Arts Centre: figures represent those to Galleries 1 and 2 only. It is estimated that some 65,000 people visit additional exhibitions housed in the Café and the Ceramics Gallery. This also excludes educational activities and workshops. Overall, some 650,000 visits are estimated to have been made to the Centre (this includes attending theatre and cinema performances, etc).
- ii Wales Millennium Centre: artsExplorer Gallery: the Centre opened to the public late November 2004.
- iii Fonmon Castle: in this report, only visitors to the Castle are included. In the past, figures provided included attendances to events and functions (as the 2003 visits figure shows).
- iv Alyn Waters Country Park Visitor Centre: the Centre closed from August til December 2004 for refurbishment.
- v Carmarthenshire County Museum: it closed from November 2003 till May 2004 for refurbishment.
- vi Llangollen Museum of Local History: in 2004, the Museum was only open from April to December.
- vii Machinations: The Museum of Mechanical Magic Gallery, one of the attraction elements within Machinations, incurs an entry fee.
- viii Nantgarw China Works Museum: it was closed from January till August 2004 for improvement.
- ix Oriel Plas Glan y Weddw Art Gallery: there was a change in the method of counting visitors in 2005. Visits figures now include those to both the Gallery and the tea room. Also, the Gallery changed admission policy in 2005 and is now free of charge.
- x Royal Regiment of Wales Museum (Cardiff) of the Welch Regiment (41st/69th Foot): the Museum was forced to reduce days of opening from April 2005, explaining the decrease in visits compared to 2004.