

Pembrokeshire's Facts of Tourism

Pembrokeshire's population is 122,400 (2011 Census)

Volume and Value of Tourism to Pembrokeshire per annum (Source: STEAM Research 2011):

- Total Number of Visitors is 4,225,700, of which 1,911,100 are Day Visitors
- Total Number of Tourist Days is 13,981,100
- Therefore, the average length of stay is 3.31 days (Tourist Days divided by Visitors)
- Total Visitor Spend is £569,940,000, of which £349,200,000 is Direct Spend (accommodation, attractions etc)
- The equivalent of 14,180 full time jobs are directly supported by tourism, with another 2,085 indirectly supported

Attractions and Activities (2012)

- Pembrokeshire has 97 Visitor Attractions
- 64 of the 97 attractions are open all year
- 23 attractions participate in Visit Wales' Visitor Attractions Quality Assurance Scheme (VAQAS)
- Most of the attractions are small, with fewer than 10,000 visitors per annum

- 66 organisations offer activities
- 39 of the 66 organisations offer water based activities as a whole or significant part of their business

- There are about 1,490 miles of Public Rights of Way in Pembrokeshire
- About 495 miles of the 1,490 lies within the National Park, including the 186-mile Coast Path

According to the Cadw 2008 Historic Environment Position Statement, there are:

- 2,869 Listed Buildings, of which 1,946 are within the National Park
- 505 Scheduled Ancient Monuments, of which 271 are within the National Park
- 24 Conservation Areas (areas of special interest due to their townscape quality)
- 20 Parks and Gardens

Accommodation Stock

(Source: Pembrokeshire County Council Bed Stock Survey 2012)

	<u>Establishments</u>	<u>% of Total</u>	<u>Rooms/Units/Pitches</u>	<u>% of Total</u>	<u>Bed Spaces</u>	<u>% of Total</u>
ALTERNATIVE ACCOMMODATION	7	0.2%	61	0.2%	251	0.3%
Wigwams	6	0.2%	60	0.2%	247	0.2%
Nomadic Structures	1	0.0%	1	0.0%	4	0.0%
CARAVAN & CAMPING	251	7.9%	17,475	70.8%	72,093	72.8%
Camping Park	35	1.1%	1,159	4.7%	4,837	4.9%
Holiday Park	81	2.5%	8,209	33.3%	33,707	34.1%
Touring Park	18	0.6%	478	1.9%	1,893	1.9%
Holiday & Touring Park	18	0.6%	1,726	7.0%	7,326	7.4%
Holiday & Camping Park	2	0.1%	115	0.5%	465	0.5%
Camping & Touring Park	72	2.3%	3,724	15.1%	14,859	15.0%
Holiday, Touring & Camping Park	25	0.8%	2,064	8.4%	9,006	9.1%
HOSTEL, BUNKHOUSE OR UNIVERSITY	31	1.0%	352	1.4%	1,469	1.5%
Hostel	17	0.5%	139	0.6%	667	0.7%
Activity Accommodation	4	0.1%	81	0.3%	264	0.3%
Group Accommodation	5	0.2%	72	0.3%	310	0.3%
Backpacker Accommodation	1	0.0%	8	0.0%	22	0.0%
Bunkhouse	4	0.1%	52	0.2%	206	0.2%
SELF CATERING	2,443	76.6%	3,544	14.4%	18,534	18.7%
Self Catering	1,854	58.1%	2,883	11.7%	15,035	15.2%
Agency	589	18.5%	661	2.7%	3,499	3.5%
SERVICED ACCOMMODATION	457	14.3%	3,254	13.2%	6,616	6.7%
Hotel	75	2.4%	1,422	5.8%	2,868	2.9%
Guest House	110	3.4%	652	2.6%	1,335	1.3%
Restaurant with Rooms	5	0.2%	42	0.2%	104	0.1%
B&B	146	4.6%	436	1.8%	896	0.9%
Farmhouse	35	1.1%	113	0.5%	244	0.2%
Inn	57	1.8%	345	1.4%	692	0.7%
Guest Accommodation	29	0.9%	244	1.0%	477	0.5%
TOTALS	3,189		24,686		98,963	