

# Domestic Tourism to Wales in 2007, 2008 and 2009

This factsheet provides summary tables of key tourism figures to Wales in 2007, 2008 and 2009. Definitions of the terms used in this report, along with the sources of information used, can be found in the Appendix.

## Wales Performance 2009

- In 2009 UK residents made 8.95 million visits involving at least one night's overnight stay, over 5% up in comparison with 2008 (8.49 million).
- Related expenditure was £1,413 million, compared with £1,411 million in 2008.

## UK Comparison

- In 2009, the total volume of staying trips in the UK by UK residents rose by 7% (to 126.01 million) in comparison with 2008 (Table 1).
- Wales' share of all overnight trips taken by UK residents in the UK in 2007, 2008 and 2009 was 7.2%, 7.2% and 7.1% respectively, whilst Wales' share of related expenditure accounted for 6.7%, 6.7% and 6.5% in 2007, 2008 and 2009 respectively.
- The average length of stay in 2009 in Wales was 3.67 nights and the average spend per trip was £158 (a decrease of 5% on 2008). (Table 2)
- All nations saw a slight decrease in the average spend per night since 2008. In Wales as a whole the average spend per night was £43. (Table 2)

## Regions of Wales

- North Wales received 2.99 million trips in 2009 (3.18 million trips in 2008), South East Wales 1.96 million trips (2.22 million in 2008), South West Wales 2.13 million (1.64 million trips in 2008) and Mid Wales 1.75 million trips (1.42 million in 2008). (Table 3)
- North Wales has consistently recorded the highest number of trips to Wales. The South East displayed a poorer picture than 2008 with decreases in trip numbers, nights and spend. South West Wales and Mid Wales recorded increases in trips nights and spend compared to 2008.
- South East Wales attracts more business visitors and a greater proportion of visitors use hotels/B&Bs in the region. Average spend per night in the South East is thus higher than in the other regions, although it is significantly down on 2008 (a decrease of 15%). (Table 4)

## Profile of domestic visits

- Holidays account for the greatest proportion of trips to Wales (78% in 2009). Trips Visiting Friends and Relatives (non-holiday) also recorded a slight increase compared to 2008 whilst the volume of overnight business trips to Wales declined by 28%. No doubt influenced by the economic climate. (Figure 1)
- Holiday tourism in 2009 showed a 6% increase compared to 2008. (Table 5)
- The significance of the 4-7 night holiday trips to Wales has shown a steady increase

since 2007. In 2009, 1-3 night holidays made up around 43% of all trips, 4-7 night holidays made up around 30% of all trips and 8+ night holidays made up nearly 6% of all trips. (Figure 2)

- Car transport was the main type of transport used on the longest part of a journey accounting for around 84% of journeys annually (Table 7). All other forms of transport showed decreases in 2009 compared to 2008. (Figure 3)
- 40% of staying trips to Wales are taken during the third quarter (Table 8). In 2009, almost a fifth of all staying trips to Wales were started in August. (Figure 4)
- Friends'/relatives' home is the most commonly used form of accommodation used (28% of trips in 2008 and 2009), followed by hotel/motel/guesthouse (21% in 2009 compared to 25% in 2008), caravan (21% in 2008 and 2009), self catering (9.5% in 2009 and 7% in 2008), followed by B&B/private house/ farm house (6% in both 2009 and 2008). (Table 9)
- Accommodation accounted for the largest proportion of expenditure by staying visitors 34% in 2009. In 2009, eating and drinking out overtook travel costs as the second greatest cost. (Table 10)
- 48% of UK staying visitors made advance bookings in 2009. In the main these were made through an accommodation provider (30%). Booking via the internet has increased year-on-year since 2007 (Table 6).

### Visitor profile

- In 2009 and 2008 around 27% of trips were taken by 35-44 year olds. (Table 11)
- Social groups ABC1 account for the largest volume of trips, nights and spend in 2007, 2008 and 2009. ABs made 31% of all staying trips to Wales and C1s made a further 36% of trips in 2009. (Table 11)
- Most trips to Wales were made by people in full time employment (50% in 2009, 52% in 2008, 47% in 2007) whilst retired visitors recorded 18% of trips in 2009, 17% in 2008 and 20% in 2007. (Table 11)

### Region of residence

- Residents of Wales accounted for 19% of trips in 2009 (22% of trips in 2008 and 18% in 2007) but they do not match the spending levels of visitors residing in England. 79% of trips to Wales in 2009 (76% in 2008) were made by people from England. A substantial proportion of visits were made by people from the North West (18% in 2009, 19% in 2008 and 21% in 2007) and people from the West Midlands (15% in 2009, 16% in 2008 and 18% in 2007). (Table 12)

### Tourist Information Centres

- In 2009 Wales' Tourist Information Centres (61 centres are in the network) welcomed 2,984,521 visitors, of which 432,634 were from overseas (14%) an 8% increase compared to 2008.
- The average number of visitors per TIC was 48,926.

**Table 1. Domestic visits to the nations of the UK, 2007, 2008 and 2009**

									Millions
	Trips			Nights			Spend (£)		
	2007	2008	2009	2007	2008	2009	2007	2008	2009
Wales	8.85	8.49	8.95	32.1	31.9	32.88	1417.53	1411.25	1412.83
England	100.17	95.53	102.95	307.8	295.38	312.91	16531.03	16433.34	17280.51
Scotland	13.12	12.15	12.46	47.44	44.19	46.08	2836.34	2812.22	2735.63
UK	123.46	117.71	126.01	394.41	378.39	398.75	21238.16	21107.21	21881.1

Source: United Kingdom Tourism Survey 2007, 2008 and 2009. All expenditure is in historic prices.

**Table 2. Domestic visits to the nations of the UK by trip characteristics, 2007, 2008 and 2009**

	Average length of stay (nights)			Average spend per night (£)			Average spend per trip (£)		
	2007	2008	2009	2007	2008	2009	2007	2008	2009
Wales	3.63	3.76	3.67	44.16	44.24	42.97	160.17	166.22	157.86
England	3.07	3.09	3.04	53.71	55.63	55.23	165.03	172.02	167.85
Scotland	3.62	3.64	3.70	59.79	63.64	59.37	216.18	231.46	219.55
UK	3.19	3.21	3.16	53.85	55.78	54.87	172.02	179.32	173.65

Source: United Kingdom Tourism Survey 2007, 2008 and 2009. All expenditure is in historic prices.

**Table 3. Domestic visits to Wales by region, 2007, 2008 and 2009**

Millions									
	Trips			Nights			Spend (£)		
	2007	2008	2009	2007	2008	2009	2007	2008	2009
Wales	8.85	8.49	8.95	32.1	31.9	32.88	1417.53	1411.25	1412.83
North Wales	2.95	3.18	2.99	11.43	11.98	12.17	476.27	499.5	516.68
Mid Wales	1.64	1.42	1.75	6.08	5.7	6.57	199.2	241.5	251.21
South West Wales	1.9	1.64	2.13	7.87	6.72	8.2	315.32	261.86	357.42
South East Wales	2.23	2.22	1.96	5.82	6.77	4.99	364.66	385.81	243.13

Source: United Kingdom Tourism Survey 2007, 2008 and 2009. All expenditure is in historic prices.

**Table 4. Domestic visits to the regions of Wales by trip characteristics, 2007, 2008 and 2009**

	Average length of stay (nights)			Average spend per night (£)			Average spend per trip (£)		
	2007	2008	2009	2007	2008	2009	2007	2008	2009
Wales	3.63	3.76	3.67	44.16	44.24	42.97	160.17	166.22	157.86
North Wales	3.87	3.77	4.07	41.67	41.69	42.46	161.45	157.08	172.8
Mid Wales	3.71	4.01	3.75	32.76	42.37	38.24	121.46	170.07	143.55
South West Wales	4.14	4.1	3.85	40.07	38.97	43.59	165.96	159.67	167.8
South East Wales	2.61	3.05	2.55	62.66	56.99	48.72	163.52	173.79	124.05

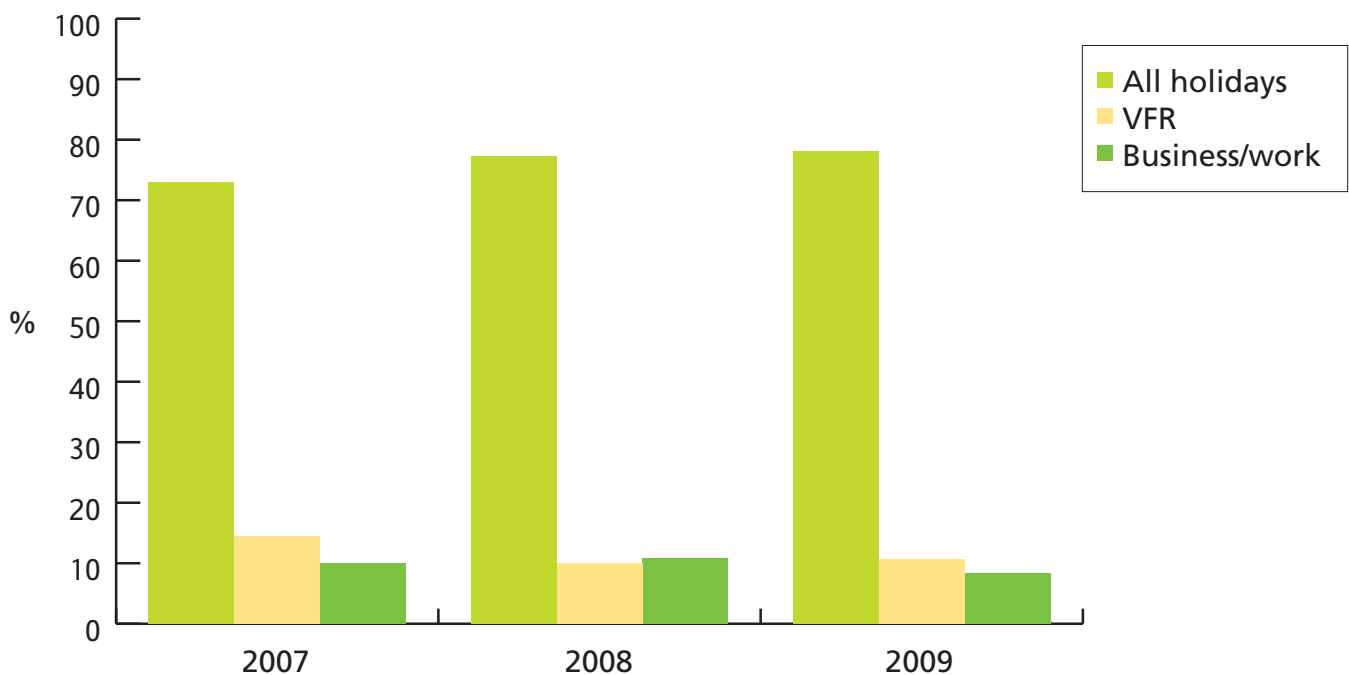
Source: United Kingdom Tourism Survey 2007, 2008 and 2009. All expenditure is in historic prices.

Table 5. Domestic visits to Wales by trip purpose, 2007, 2008 and 2009

Millions									
	Trips			Nights			Spend (£)		
	2007	2008	2009	2007	2008	2009	2007	2008	2009
All holidays	6.46	6.56	6.98	26.16	26.01	27.54	1054.99	1065.84	1152.82
VFR(a)	1.28	0.85	0.95	3.15	3.01	2.26	113.61	89.85	93.4
Business/work(b)	0.89	0.91	0.75	2.12	2.44	2.21	215.48	234.66	144.71
Total	8.85	8.49	8.95	32.1	31.9	32.88	1417.53	1411.25	1412.83

Source: United Kingdom Tourism Survey 2007, 2008 and 2009. All expenditure is in historic prices.  
 (a) Visiting friends and relatives not on holiday  
 (b) Includes transport as employment

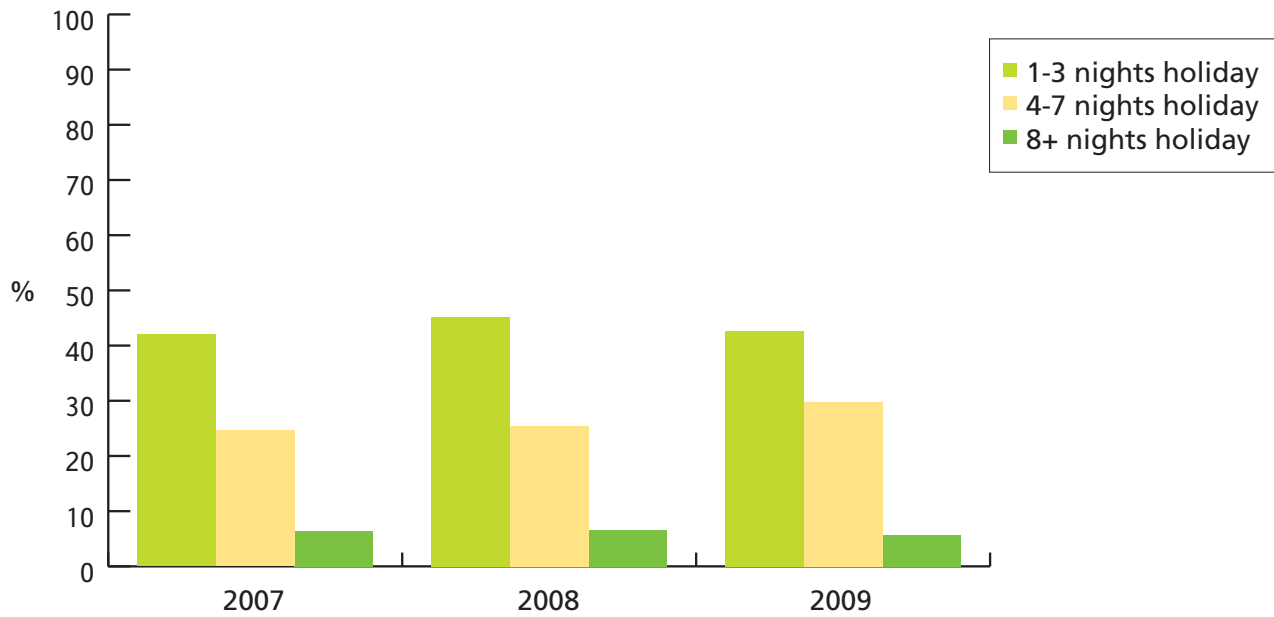
Figure 1. Percentage split of domestic trips to Wales by trip purpose, 2007, 2008 and 2009



Source: United Kingdom Tourism Survey 2007, 2008 and 2009.



Figure 2. Percentage split of domestic holiday trips to Wales by length of holiday, 2007, 2008 and 2009



Source: United Kingdom Tourism Survey 2007, 2008 and 2009.

Table 6. Domestic visits to Wales by advance booking methods, 2007, 2008 and 2009

	%		
	Spend		
	2007	2008	2009
All advance firm bookings	43.82	46.4	47.93
Accommodation provider	28.26	28.12	29.86
Booked online	18.68	21.02	26.69
Tour operator or travel company	3.33	5.22	5.7
Transport provider	6.57	5.91	3.8
High street or on-line travel agent	2.45	1.99	1.66
Tourist Board or Tourist Information Centre	1.2	1.52	1.46
Through some other source	3.05	3.65	4.83
Did not make any firm bookings before trip	46.15	43.19	44.81
Don't know	10.29	10.4	7.26

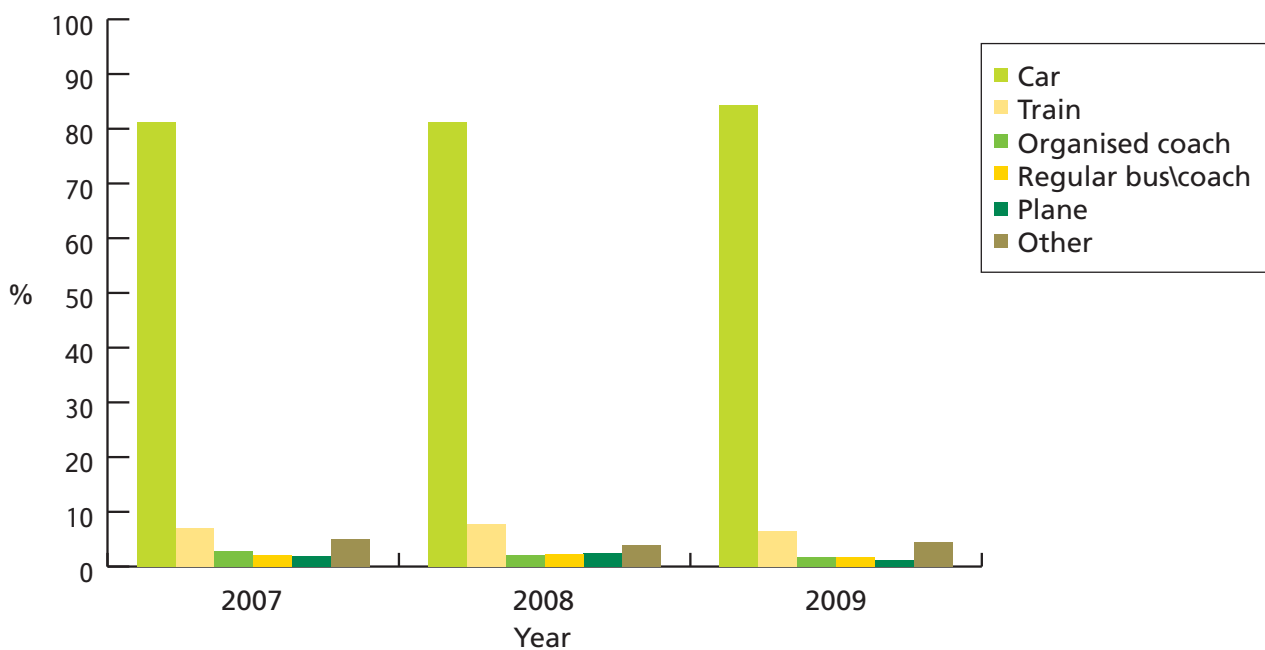
Source: United Kingdom Tourism Survey 2007, 2008 and 2009. All expenditure is in historic prices. Note: The sum of the individual advance booking methods is greater than the total, as more than one booking method may be recorded.

Table 7. Domestic visits to Wales by transport used on longest part of journey, 2007, 2008 and 2009

Millions									
	Trips			Nights			Spend (£)		
	2007	2008	2009	2007	2008	2009	2007	2008	2009
Car	7.18	6.9	7.55	27.04	25.25	27.01	1143.85	1080.01	1189.27
Train	0.62	0.66	0.58	1.84	2.84	2.26	92.39	127.84	84.22
Organised coach	0.25	0.18	0.16	0.95	0.62	0.6	54.34	40.07	34.97
Regular bus\coach	0.18	0.2	0.15	0.62	1.08	0.41	22.16	31.2	24.04
Plane	0.17	0.21	0.11	0.52	0.86	0.39	47.86	72.99	22.43
Other	0.44	0.34	0.41	1.12	1.26	2.22	56.93	59.14	57.9
Total	8.85	8.49	8.95	32.1	31.9	32.88	1417.53	1411.25	1412.83

Source: United Kingdom Tourism Survey 2007, 2008 and 2009. All expenditure is in historic prices.

Figure 3. Percentage split of domestic trips to Wales by transport used on longest part of journey, 2007, 2008 and 2009



Source: United Kingdom Tourism Survey 2007, 2008 and 2009.

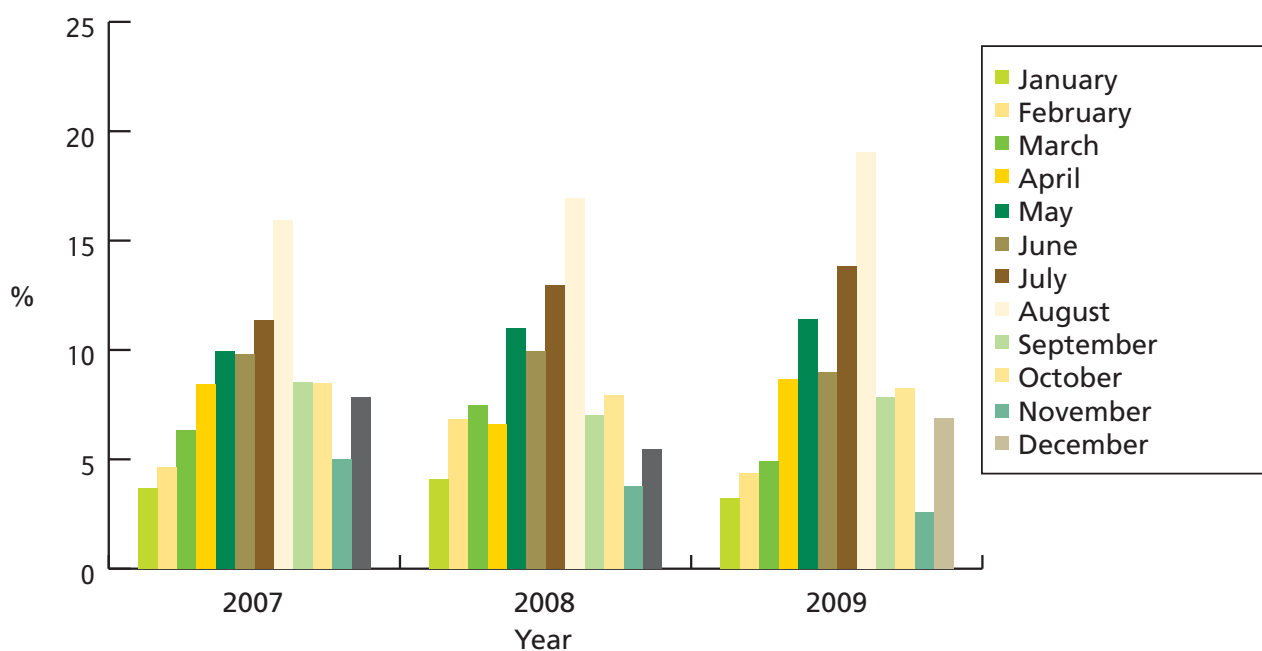


Table 8. Domestic visits to Wales by quarter, 2007, 2008 and 2009

Millions									
	Trips			Bednights			Spend (£)		
	2007	2008	2009	2007	2008	2009	2007	2008	2009
Jan - Mar	1.3	1.56	1.12	3.46	4.19	3.08	210.23	235.93	145.17
April - June	2.49	2.34	2.6	9.14	8.52	9.45	350.1	397.91	412.01
July - Sept	3.17	3.13	3.64	13.75	14.24	16.07	552.6	531.98	649.95
Oct - Dec	1.89	1.45	1.59	5.75	4.96	4.27	304.6	245.43	205.7
Total	8.85	8.49	8.95	32.1	31.9	32.88	1417.53	1411.25	1412.83
%									
Jan - Mar	14.67	18.4	12.52	10.78	13.13	9.38	14.83	16.72	10.28
April - June	28.18	27.55	29.07	28.48	26.7	28.74	24.7	28.2	29.16
July - Sept	35.79	36.92	40.7	42.83	44.63	48.88	38.98	37.7	46
Oct - Dec	21.36	17.13	17.72	17.91	15.54	13	21.49	17.39	14.56

Source: United Kingdom Tourism Survey 2007, 2008 and 2009. All expenditure is in historic prices.

Figure 4. Percentage split of domestic visits to Wales by month trip started, 2007, 2008 and 2009



Source: United Kingdom Tourism Survey 2007, 2008 and 2009.

\*Dates of Easter: 2007 = 6-9 April; 2008 = 21-24 March; 2009 = 2-5 April

Table 9. Domestic visits to Wales by accommodation used, 2007, 2008 and 2009

Millions									
	Trips			Bednights			Spend (£)		
	2007	2008	2009	2007	2008	2009	2007	2008	2009
Friends/relatives home	2.91	2.36	2.46	9.49	8.7	8	272.59	232.18	233.77
Hotel/Motel/Guest house	2.02	2.08	1.86	4.8	5.48	4.34	478.91	486.18	400.7
All Caravans	1.58	1.79	1.92	7.56	8.9	8.69	203.63	250.49	266.94
Towed	0.48	0.5	0.53	2.89	2.67	2.32	67.26	71.11	68.63
Static Owned	0.73	0.79	0.88	3.03	3.56	3.81	71	86.12	94.34
Static Not-Owned	0.37	0.5	0.51	1.64	2.67	2.56	65.37	93.26	103.97
Self-catering in Rented(a)	0.8	0.59	0.85	4.44	3.11	4.82	182.31	179.83	242.11
B&B/farm/private house	0.51	0.5	0.56	1.56	1.6	1.61	111.88	110.18	122.93
Camping	0.42	0.68	0.67	1.72	2.11	2.2	42.21	55	54.26
Holiday camp/village	0.22	0.15	0.16	0.92	0.62	0.75	38.87	28.34	33.18
Hostel/University/School	0.1	0.17	0.27	0.26	0.4	0.85	13.45	23.25	24.3
%									
Friends/relatives home	32.92	27.86	27.54	29.57	27.26	24.32	19.23	16.45	16.55
Hotel/Motel/Guest house	22.8	24.5	20.73	14.95	17.17	13.19	33.78	34.45	28.36
All Caravans	17.78	21.12	21.46	23.57	27.91	26.43	14.36	17.75	18.9
Towed	5.37	5.9	5.88	9.01	8.38	7.06	4.74	5.04	4.86
Static Owned	8.25	9.29	9.87	9.45	11.17	11.58	5.01	6.1	6.68
Static Not-Owned	4.16	5.93	5.71	5.11	8.36	7.79	4.61	6.61	7.36
Self-catering in Rented(a)	8.99	7.05	9.49	13.83	9.74	14.65	12.86	12.75	17.14
B&B/farm/private house	5.76	5.89	6.24	4.84	5.01	4.89	7.89	7.81	8.7
Camping	4.74	8.06	7.51	5.34	6.6	6.69	2.98	3.9	3.84
Holiday camp/village	2.4	1.69	1.82	2.85	1.96	2.27	2.74	2.01	2.35
Hostel/University/School	1.18	2.06	3.04	0.8	1.25	2.58	0.95	1.65	1.72

Source: United Kingdom Tourism Survey 2007, 2008 and 2009. All expenditure is in historic prices.  
(a) Rented includes: flat/apartment/house/chalet/villa/bungalow/cottage



Table 10. Percentage share of trips taken by domestic visitors to Wales by spending, 2007, 2008 and 2009

	%		
	2007	2008	2009
Accommodation	31.82	34.78	34.2
Eating and drinking out	20.49	17.94	20.44
Travel costs to and from destination, and during the trip	18.26	19.74	18.3
Other shopping	10.76	10.63	10.53
Entertainment	6.85	5.79	6.14
Buying clothes	6.34	5.35	4.5
Price of package holiday/inclusive trip	3.61	3.6	3.49
Services or advice (e.g. travel guides, tourist information)	0.14	0.22	0.15

Source: United Kingdom Tourism Survey 2007, 2008 and 2009.

Table 11. Domestic visits to Wales by visitor profile, 2007, 2008 and 2009

		%								
		Trips			Bednights			Spend (£)		
		2007	2008	2009	2007	2008	2009	2007	2008	2009
Age	16-24	11.02	10.57	12.04	10.36	8.7	11	10.42	8.18	11.79
	25-34	15.93	17.65	14.68	15.06	17.88	12.72	17.67	16	13.27
	35-44	25.59	27.09	28.02	24.52	28.43	27.78	25.74	27.56	24.4
	45-54	17.3	18.26	18.91	15.12	16.15	18.53	15.41	19.82	19.44
	55-64	15.67	14.48	14.01	16.92	13.86	14.34	17.68	16.74	16.5
	65+	14.48	11.94	12.35	18.02	14.97	15.63	13.08	11.69	14.6
Gender	Male	46.61	50.79	46.3	45.79	48.7	45.41	52.65	58.11	49.09
	Female	53.39	49.21	53.7	54.21	51.3	54.59	47.35	41.89	50.91
Social Class	AB	35.24	34.96	31.36	33.78	32.57	28.78	37.3	37.68	31.38
	C1	28.42	29.82	36.38	27.34	31.79	38.26	27.25	30.41	39.3
	C2	18.45	17.55	16.68	17.14	17.4	16.61	18.77	17.13	15.7
	DE	17.89	17.68	15.58	21.74	18.24	16.36	16.69	14.78	13.62
Working Status	30 hours or more per week	45.69	52.28	50.38	38.77	45.51	45.13	52.92	57.99	50.3
	Less than 30 hours per week	13.5	14.34	12.13	14.23	15.67	12.61	11.59	12.4	11.21
	Retired from full time job	20.31	16.87	18.36	25.38	20.26	21.98	19.23	17.3	22.01
	Not working for some other reason	20.51	16.5	19.14	21.62	18.55	20.28	16.26	12.31	16.48

Source: United Kingdom Tourism Survey 2007, 2008 and 2009. All expenditure is in historic prices.

Table 12. Domestic visits to Wales by visitor region of residence, 2007, 2008 and 2009

	%								
	Trips			Bednights			Spend (£)		
	2007	2008	2009	2007	2008	2009	2007	2008	2009
Wales	17.93	22.23	18.54	15.02	18.91	14.86	12.89	14.67	12.85
England (net)	79.07	75.72	79.07	81.45	78.93	82.92	81.27	81.55	84.2
North West	20.56	18.54	18.36	21.5	17.78	21.98	21.61	18.57	20.65
West Midlands	18.34	15.78	14.74	18.29	17.72	15.75	16.09	14.82	16.63
South West	9.4	9.52	11.42	8.91	8.34	9.84	7.87	10.43	8.37
South East*	9.44	9.28	8.92	11.06	9.51	10.16	12.93	8.43	8.89
London	6.62	5.62	6.85	6.3	5.15	5.42	7.16	6.35	7.66
East of England	4.53	6.55	6.21	4.65	7.34	6.71	5.11	9.24	6.34
East Midlands	4.99	5.48	5.7	5.54	6.61	6.1	4.94	6.63	6.82
Yorks & Humberside	4.49	3.92	5.11	4.44	5.22	5	4.87	5.15	6.08
North East	0.7	1.03	1.77	0.76	1.25	1.96	0.69	1.93	2.77
Scotland	2.61	1.61	1.73	2.83	1.83	1.31	5.16	3.25	1.74
Northern Ireland	0.4	0.44	0.66	0.7	0.33	0.91	0.67	0.54	1.22

Source: United Kingdom Tourism Survey 2007, 2008 and 2009.

\*Excludes London

## Appendix

### Sources

- United Kingdom Tourism Survey (UKTS) for 2007, 2008 and 2009
- Tourist Information Centres

The UKTS is a national consumer survey measuring the volume and value of tourism trips taken by residents of the United Kingdom. It is jointly sponsored by the Welsh Assembly Government and the National Tourist Boards for Scotland, England and Northern Ireland.

In this publication percentage figures may not add up to 100% due to rounding and, as with all surveys, the data are subject to sampling errors. Percentages are based on rounded figures to 2 decimal places. The confidence with which researchers generally wish to make estimates is 95% that is, they wish to be sure that there is only a 5% chance that the estimate has been obtained by chance. The table below shows the predicted ranges or variations for the different samples and key variables:

Table A. Confidence limits for UKTS 2007, 2008 and 2009

	Trips			Bednights			Spend (£)			%
	2007	2008	2009	2007	2008	2009	2007	2008	2009	
UK	2.0	2.3	2.2	3.1	3.2	2.8	2.1	3.0	2.9	
England	2.1	2.5	2.4	2.3	3.2	3.0	2.1	3.3	3.2	
Scotland	7.1	5.6	5.2	11.2	8.0	9.0	8.1	8.7	8.0	
Wales	8.2	5.5	5.9	10.3	9.9	8.6	11.2	9.4	8.9	

Source: United Kingdom Tourism Survey 2007, 2008 and 2009

### Definitions

- 'A tourist trip' is defined as a stay of one or more nights away from home for holidays, visits to friends or relatives, business/conference trips or any other purposes except such activities as boarding education or semi-permanent employment.
- 'Tourist nights' are those spent away from home using any type of accommodation, or in transit, on a trip (as above).
- 'Tourist expenditure' is spending incurred while away from home on a tourist trip and on advance payments for such items as fares and accommodation. In this fact sheet expenditure is shown in historic prices.

## Further information

For more information please contact:

Visit Wales Research Team, Social Research Division,  
Welsh Assembly Government, Brunel House,  
2 Fitzalan Road, Cardiff, CF24 OUY

Email: [tourismresearch@wales.gsi.gov.uk](mailto:tourismresearch@wales.gsi.gov.uk)

Telephone: 029 2047 5358/5288

