

SOCIAL RESEARCH NUMBER:

48/2016

PUBLICATION DATE:

21/07/2016

Wales Visitor Attractions Survey 2015

Following feedback from the industry, this year it was decided to undertake the Attractions Survey in two parts, the first focusing solely on visitor numbers to attractions. Attractions were identified as having taken part in previous surveys, through Visit Wales' database or as members of WAVA, and were initially contacted by email with a request to take part in the survey.

Although all attractions who could be identified were contacted, the emphasis in terms of recontacting any attractions who had not responded was on attractions who had reported the largest numbers of visitors in previous surveys.

Visit Wales would like to thank all attractions who participated in the survey, and would also like to thank Hannah Quincey of WAVA, who co-ordinated responses from WAVA. In all, 154 attractions responded to the survey, of whom 149 were able and willing to supply figures for 2015. The overwhelming majority of attractions also supplied figures for 2014 also, with 146 supplying figures for both years. A number of attractions also supplied some context for the figures. Some figures, particularly for free to enter attractions such as parks, are estimates as the exact numbers are not known.

Overall, the figures are generally positive, with 91 of the 146 attractions who supplied figures for both 2014 and 2015 reporting that their visitor numbers remained constant or increased.

Attraction	2014 Visits	2015 Visits	% Change	Notes
1940's Swansea Bay	9,789	9,880	1%	
Aberconwy House	20,208	21,850	8%	
Aberdulais Falls	24,824	26,855	8%	
Aberystwyth Arts Centre	N/A	588,861	N/A	
Afan Forest Park	213,011	208,473	-2%	
Amgueddfa'r Mor/ Porthmadog Maritime Museum	4,111	4,664	13%	
Amlwch Copper Kingdom	5,496	7,897	44%	
Anglesey Sea Zoo	63,709	75,183	18%	
Barmouth Sailors' Insitute, Ty Gwyn, & Ty Crwn	3,500	4,000	14%	
Beaumaris Castle	86,854	82,368	-5%	
Big Pit National Coal Museum	149,087	147,085	-1%	
Blaenavon Ironworks	22,467	29,107	30%	
Blaina Heritage Museum	5,720	5,689	-1%	
Bodelwyddan Castle	51,832	59,506	15%	
Bodnant Garden	193,415	226,998	17%	
Bodrhyddan Hall and Gardens	2,009	1,878	-7%	
Brechfa Forest	11,618	14,847	28%	
Brecknock Museum & Art Gallery	3,188	1,203	-62%	Currently closed except for special events
Bwlch Nant Yr Arian	94,898	106,426	12%	
Byd Mary Jones	817	6,466	691%	Centre opened 5th October 2014
Caerleon Roman Baths and Amphitheatre	55,977	60,192	8%	
Caernarfon Castle	175,216	195,352	11%	
Caerphilly Castle	107,887	93,421	-13%	
Carreg Cennen Castle	21,776	23,345	7%	
Castell Coch	69,418	69,004	-1%	
Chepstow Castle	56,976	59,463	4%	
Chirk Castle	126,223	143,327	14%	
Cilgerran Castle	17,894	19,416	9%	
Coed y Brenin Forest Park	131,171	143,233	9%	
Colby Woodland Garden	39,298	43,089	10%	
Conwy Castle	184,758	204,172	11%	
Conwy Nature Reserve	74,672	74,217	-1%	
Craft in the Bay	100,712	101,180	0%	
Criccieth Castle	43,528	45,715	5%	
Cwmcarn Forest	225,904	193,802	-14%	
Cyfarthfa Castle Museum	71,516	55,057	-23%	
DangerPoint	1,063	781	-27%	
Denbigh Castle	12,584	10,154	-19%	
Dinas Rock	40,762	39,077	-4%	

Attraction	2014 Visits	2015 Visits	% Change	Notes
Dinefwr	41,983	64,705	54%	
Dingle Local Nature Reserve	60,000	60,000	0%	
Dolaucothi Estate	18,154	22,420	23%	
Dolwyddelan Castle	5,768	4,645	-19%	
Dyffryn	71,569	90,668	27%	
Dylan Thomas Boathouse	20,839	22,869	10%	
Ebbw Vale Works Museum	818	924	13%	
Electric Mountain	125,000	132,000	6%	
Erddig	130,349	143,075	10%	
Felin Cochwillan Watermill	31	19	-39%	Currently appointment only
Firing Line	58,553	74,170	27%	
Folly Farm	490,000	500,000	2%	
Garwnant Visitor Centre	85,452	85,725	0%	
Glynn Vivian Art Gallery	59,014	29,178	-51%	
Great Orme Tramway	178,406	196,920	10%	
Greenwood Forest Park	146,301	142,119	-3%	
Gwili Steam Railway	29,513	36,077	22%	
Gwydir Forest Park	N/A	235,816	N/A	
Hafod Estate	20,932	21,457	3%	
Hafren Forest	17,232	17,816	3%	
Harlech Castle	75,512	89,038	18%	
Haverfordwest Town Museum	3,725	4,082	10%	
Hergest Gardens.	8,749	9,198	5%	
Holyhead Breakwater Country Park	120,000	120,000	0%	
Kidwelly Castle	29,359	31,686	8%	
Lake Vyrnwy Nature Reserve	17,951	14,923	-17%	
Lamphey Bishop's Palace	2,856	3,220	13%	
Laugharne Castle	15,807	12,209	-23%	
Llancaiach Fawr Manor	60,399	64,907	7%	
Llanerchaeron	38,010	43,054	13%	
Llanidloes Museum	1,480	1,567	6%	
Llyn Alwen/Brenig	29,569	33,936	15%	
Margam Country Park	216,790	309,430	43%	
Margam Stones Museum	438	139	-68%	
Melin Tregwynt	25,000	30,000	20%	
Menai Heritage	2,178	1,690	-22%	
Moel Famau	74,554	71,931	-4%	
MOMA Machynlleth	19,619	21,354	9%	
Monmouth Castle & Regimental Museum	4,473	4,432	-1%	
Mostyn Gallery Ltd	74,704	79,064	6%	
Myddfai Community Hall and Visitor Centre	10,745	11,306	5%	

Attraction	2014 Visits	2015 Visits	% Change	Notes
Narrow Gauge Railway Museum	15,767	17,884	13%	
National Library of Wales	84,530	79,545	-6%	
National Museum Cardiff	444,986	472,544	6%	
National Roman Legion Museum	69,965	70,695	1%	
National Slate Museum	154,608	140,828	-9%	
National Waterfront Museum	264,949	257,617	-3%	
National Wool Museum	34,817	33,653	-3%	
Newborough Forest	301,924	319,320	6%	
Newport Museum and Art Gallery	38,898	28,562	-27%	
Newport Wetlands Nature Reserve	99,219	104,067	5%	
Newtown Textile Museum	839	74	-91%	Open by appointment only in 2015
Old Bell Museum	2,672	2,237	-16%	
Oriel Myrddin Gallery	22,839	19,910	-13%	
Oriel y Parc	136,797	135,152	-1%	
Oxwich Castle	6,070	6,336	4%	
Oystermouth Castle	21,000	24,500	17%	Significant interruption from building work carried throughout 2015
Pembrey Country Park	440,000	343,811	-22%	
Penrhyn Castle	93,587	111,948	20%	
Pierhead	90,119	84,067	-7%	
Plas Cadnant Hidden Gardens	12,275	17,272	41%	2014 figures run from April only
Plas Mawr Elizabethan Town House	24,738	23,658	-4%	
Plas Newydd	113,061	128,536	14%	
Plas yn Rhiw	16,252	17,296	6%	
Pontypridd Museum	22,427	21,873	-2%	
Porth y Swnt	15,136	13,767	-9%	
Porthcawl Museum	4,338	5,217	20%	
Porthkerry Country Park	130,000	130,000	0%	
Portmeirion	203,301	195,695	-4%	
Powis Castle	126,007	156,921	25%	
Powysland Museum	4,404	5,040	14%	
Radnorshire Museum	4,458	4,445	0%	
Raglan Castle	59,385	66,058	11%	
Ramsey Island Nature Reserve	4,588	2,432	-47%	
Rheilffordd Llyn Padarn / Llanberis Lake Railway	67,252	71,134	6%	

Attraction	2014 Visits	2015 Visits	% Change	Notes
Rhuddlan Castle	20,701	25,872	25%	
Rug Chapel	3,387	2,674	-21%	
Senedd	82,005	74,845	-9%	
Snowdon Mountain Railway	131,144	132,252	1%	
Snowdon Summit	445,890	449,657	1%	
South Stack Lighthouse	14,039	15,024	7%	
South Stack Nature Reserve	113,849	113,950	0%	
St David's Bishop's Palace	24,646	24,308	-1%	
St David's Cathedral	257,000	275,700	7%	
St Fagans National History Museum	566,209	531,231	-6%	
St Illtyd's Church	300	300	0%	
Storiol	19,411	12,788	-34%	Closed between September 5th 2015 and 30th January 2016 due to refurbishment
Strata Florida Abbey	6,391	5,280	-17%	
Swansea Museum	152,677	153,536	1%	
Talacre	N/A	102,563	N/A	
Tal-y-Llyn Railway	43,625	43,612	0%	
Tenby Museum & Art Gallery	16,957	17,082	1%	
The Gate	41,813	38,961	-7%	
The Judge's Lodging	11,022	11,959	9%	
The LC	772,476	803,498	4%	
The Old Station	122,722	130,254	6%	
The Play King	134,000	147,000	10%	
The Regimental Museum of The Royal Welsh	10,441	11,943	14%	
Tintern Abbey	67,520	70,808	5%	
Tredegarr House	77,661	90,584	17%	
Tretower Court & Castle	11,537	13,587	18%	
Tudor Merchants House	22,131	24,658	11%	
Ty Mawr Wybrnant	6,158	5,577	-9%	
Valle Crucis Abbey	8,117	7,355	-9%	
Welsh Mountain Zoo	153,612	162,116	6%	
Weobley Castle	2,495	2,071	-17%	
White Castle	8,603	7,682	-11%	
Wickedly Welsh Chocolate	30,000	40,000	33%	
Wrexham County Borough Museum	35,068	32,104	-8%	
Ynys-hir Nature Reserve	16,208	14,226	-12%	

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