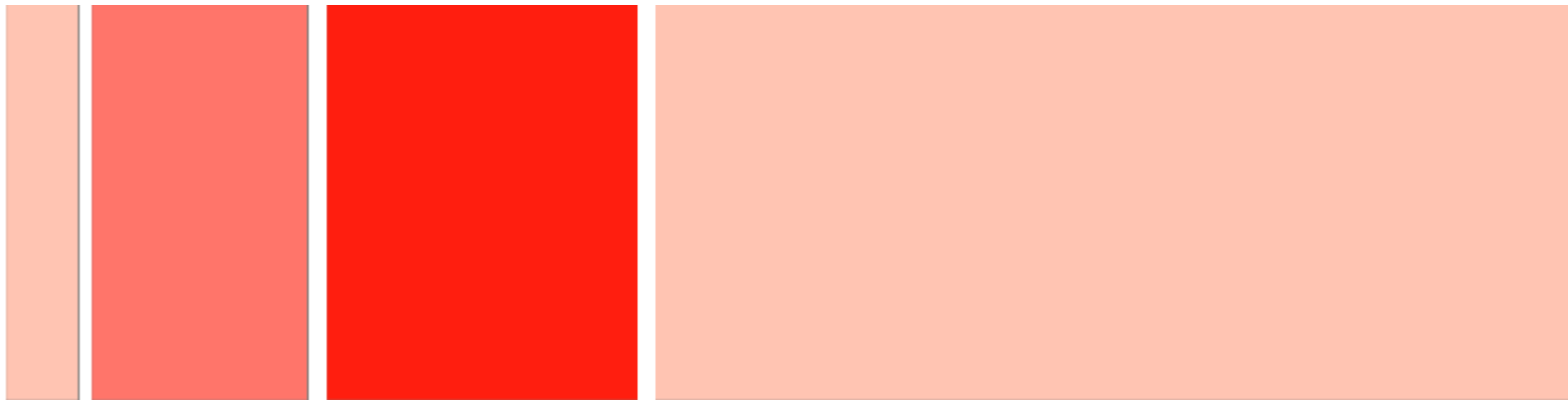


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Visits to Tourist Attractions in Wales 2017

Summary Data



Visits to Tourist Attractions in Wales – 2017

Research on behalf of Visit Wales

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The logo for Beaufort Research, featuring the text "beaufortresearch" in a white, lowercase, sans-serif font, centered within a solid purple rectangular background.

Views expressed in this report are those of the researcher and not necessarily those of the Welsh Government

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Welsh Government Social Research, 23 August 2018

Introduction

Visit Wales have been conducting the Survey of Visits to Tourist Attractions since 1973. The annual survey is designed to monitor trends in the tourist attraction sector in Wales.

This report provides a summary of key data from the 2017 survey, which was conducted by Beaufort Research between May to early July 2018. A detailed report providing full data will follow in autumn 2018.

For 2017 the majority of fieldwork was conducted via an online survey, although a few attractions chose to email back a completed form or to answer the questions over the phone. A total of 238 attractions took part in the 2017 survey, with 237 providing visit numbers.

Key data

Table 1: Top ten paid attractions 2017

Name	Region**	Category**	Owner**	No. of visits 2016	No. of visits 2017	% change	£ Adult
1 LC Waterpark & Leisure Complex	SW	THEME	PO	784,522	796,149	+1.5%	£7.00
2 Folly Farm	SW	FARM	PO	490,000	480,000	-2.0%	£14.00
3 Cardiff Castle	SE	HP	LA	301,349	319,131	+5.9%	£13.00
4 Bodnant Garden	N	CP	NT	242,898	255,949	+5.4%	£14.60
5 Electric Mountain Visitor Centre	N	SC/T	PO	NP*	250,000	-	£9.00
6 Conwy Castle	N	HP	Cadw	208,887	221,652	+6.1%	£8.95
7 Great Orme Tramway	N	R/T	LA	208,850	205,495	-1.6%	£7.50
8 Caernarfon Castle	N	HP	Cadw	195,151	204,675	+4.9%	£8.95
9 Techniquest	SE	SC/T	PO	190,000	189,000	-0.5%	£8.00
10 Erddig	N	HP	NT	162,911	163,758	+0.5%	£8.80

* NP = not provided

** See appendix for key to abbreviations used

Table 2: Top ten free attractions 2017

Name	Region**	Category**	Owner**	No. of visits 2016	No. of visits 2017	% change
1 Wales Millennium Centre1	SE	MAG	PO	1,264,458	1,082,494	-14.6%
2 Snowdon Summit Visitor Centre	N	CP	PO	465,000	654,077	+40.7%
3 St Fagans National Museum of History	SE	MAG	AC - NMW	504,402	553,090	+9.7%
4 National Museum Cardiff	SE	MAG	AC - NMW	509,981	539,550	+5.8%
5 Pembrey Country Park	SW	CP	LA	491,641	470,000	-4.4%
6 Newborough National Nature Reserve	N	WL	NRW	492,259	449,771	-4.5%
7 Pontcysyllte Aqueduct	N	HP	PO	NP*	333,363	-
8 Cardiff Visitor Centre	SE	OTHER	LA	277,712	322,671	+16.2%
9 Gwydir Forest Park	N	WL	NRW	NP*	317,405	-
10 St David's Cathedral	SW	HP	PO	271,700	287,000	+5.7%

* NP = not provided

** See appendix for key to abbreviations used

1 The Wales Millennium Centre, which could be categorised as 'a retail outlet or a venue for ... theatrical ... performances', does not neatly fall into the classification of an attraction, as it is not strictly 'a single business, under a single management' but rather it comprises a theatre, building of architectural significance, cafés and art galleries. The visitor figures included in this report for the Wales Millennium Centre do not include theatre goers, or visitors whose main purpose of visit is associated with the theatre (e.g. ticket sales/collection etc.). For this reason, the Millennium Centre is listed in the 2017 Attractions Report, whilst recognising that it does not match the above definition of a tourist attraction in every respect. This must be taken into account when comparing with other entries.

Table 3: Visit numbers 2014-17

Name	2014	2015	2016	2017
1940s Swansea Bay	9,789	9,880	10,286	10,345
Aberconwy House	20,208	21,850	22,039	22,773
Aberdulais Tin Works & Waterfall	24,824	26,855	26,129	30,301
Abergavenny Museum & Castle	-	-	-	28,530
Aberglasney Gardens	-	-	-	35,000
Aberystwyth Cliff Railway	-	-	64,038	64,000
Aberystwyth University School of Art Gallery & Museum	-	-	11,000	11,000
Afan Forest Park	213,011	208,473	218,319	198,638
Airworld Aviation Museum	-	-	7,059	7,299
Amlwch Copper Kingdom	5,496	7,897	-	5,890
Andrew Logan Museum of Sculpture	-	-	-	1,800
Anglesey Sea Zoo	63,709	75,183	73,251	72,901
Bangor Cathedral	-	-	-	14,860
Beaumaris Castle	86,854	82,368	82,335	90,807
Beaumaris Court House	-	-	-	1,000
Beaumaris Gaol	-	-	-	6,280
Big Pit National Coal Museum	149,087	147,085	109,008	141,969
Blaenavon Community Museum	-	-	-	3,100
Blaenavon Ironworks	22,467	29,107	29,468	39,366
Blaenavon World Heritage Centre	-	-	43,605	42,228
Bodnant Garden	193,415	226,998	242,898	255,949
Bodnant Welsh Food Centre	-	-	-	150,000
Bodrhyddan Hall	2,009	1,878	1,237	1,500
Breakout Cardiff	-	-	-	16,000
Brechfa Forest	11,618	14,847	-	10,363
Brecon Cathedral	-	-	-	110,000
Brecon Mountain Railway	-	-	76,371	80,000
Bwlch Nant yr Arian Visitor Centre	94,898	106,426	124,659	119,202
Byd Mary Jones World	817	6,466	-	3,300
Cadair Idris Visitor Centre & Cadair Tea Room	-	-	20,136	57,166
Caerleon Roman Fortress and Baths	55,977	60,192	61,119	61,208
Caernarfon Castle	175,216	195,352	195,151	204,675
Caerphilly Castle	107,887	93,421	101,624	143,869
Caldey Island	-	-	-	50,000
Caldicot Castle & Country Park	-	-	-	60,000
Canaston	-	-	-	8,615
Cardiff Castle	-	-	301,349	319,131
Cardiff Visitor Centre	-	-	277,712	322,671
Cardigan Bay Marine Wildlife Centre	-	-	16,831	18,635
Cardigan Castle	-	-	-	30,000
Cardigan Island Coastal Farm Park	-	-	-	20,000

Name	2014	2015	2016	2017
Carew Castle & Tidal Mill	-	-	45,432	48,744
Carmarthen Castle	-	-	24,522	23,534
Carmarthenshire County Museum	-	-	-	11,641
Castell Coch	69,418	69,004	69,789	75,710
Castell Henllys Iron Age Fort	-	-	-	25,000
Castle & Regimental Museum Monmouth	4,473	4,432	-	4,056
Cefn Coed Colliery Museum	-	-	-	9,000
Ceredigion Museum & Gallery	-	-	-	22,974
Ceunant Llenyrch	-	-	-	9,890
Chepstow Castle	56,976	59,463	59,868	59,781
Chirk Castle & Garden	126,223	143,327	150,414	162,351
Cilgerran Castle	17,894	19,416	20,347	17,385
City Sightseeing Tours Cardiff	-	-	10,000	78,320
Cloverlands Model Car Museum	-	-	-	950
Coed Rhayader	-	-	-	3,951
Coed y Brenin Forest Park	131,171	143,233	162,021	147,489
Coed y Cerrig National Nature Reserve	-	-	-	10,792
Coedydd Aber National Nature Reserve	-	-	-	42,759
Colby Woodland Garden	39,298	43,089	47,138	47,102
Conwy Castle	184,758	204,172	208,887	221,652
Conwy Nature Reserve	74,672	74,217	76,501	83,448
Conwy Suspension Bridge	-	-	21,350	21,350
Cors Caron National Nature Reserve	-	-	-	43,332
Cosmeston Lakes Country Park	-	-	-	250,000
Cosmeston Medieval Village	-	-	-	41,645
Court Cupboard Gallery	-	-	3,269	3,360
Craft in the Bay	100,712	101,180	83,177	109,326
Craft Renaissance Gallery	-	-	-	6,000
Criccieth Castle	43,528	45,715	47,935	42,863
Cwm Byddog Nature Reserve	-	-	-	750
Cwm Weeg Gardens	-	-	-	601
Cwmcarn Forest	225,904	193,802	224,932	191,426
Cwmdud	-	-	-	3,152
Cynon Valley Museum	-	-	2,324	8,015
DangerPoint	1,063	781	755	7,506
Dare Valley Country Park	-	-	-	200
Denbigh Castle	12,584	10,154	10,555	10,156
Denmark Farm Conservation Centre	-	-	-	1,000
Devil's Bridge Waterfalls	-	-	46,124	48,000
Dinas Rock	40,762	39,077	32,094	49,253
Dolaucothi Gold Mines	18,154	22,420	22,296	26,134
Dyfed Shire Horse Farm	-	-	-	10,000

Name	2014	2015	2016	2017
Dyffryn Gardens	71,569	90,668	111,522	128,842
Dyfi Forest	-	-	-	42,397
Dylan Thomas Centre	-	-	-	157,685
Ebbw Vale Works Museum	818	924	755	814
Electric Mountain Visitor Centre	125,000	132,000	-	250,000
Ellins Tower Seabird Centre	-	-	270,569	284,907
Erddig	130,349	143,075	162,911	163,758
Firing Line: Cardiff Castle Museum of the Welsh Soldier	58,553	74,170	87,696	115,339
Foel Farm Park	-	-	-	40,000
Folly Farm	490,000	500,000	490,000	480,000
Garwnant Visitor Centre	85,452	85,725	109,135	99,110
Gate St Clears	41,813	38,961	-	40,015
Glynn Vivian Art Gallery	59,014	29,178	-	42,682
Go Below Underground Adventures	-	-	36,646	23,000
Great Orme Family Golf	-	-	-	2,500
Great Orme Tramway	178,406	196,920	208,850	205,495
Gregynog Hall	-	-	-	850
Gwydir Forest Park	-	235,816	-	317,405
Hall at Abbey-Cwm-Hir	-	-	5,500	8,000
Harlech Castle	75,512	89,038	98,877	116,216
Holyhead Maritime Museum	-	-	-	4,149
Horse Drawn Boats Llangollen	-	-	-	68,000
Howell Harris Museum	-	-	2,100	350
Inigo Jones Slate Works	-	-	-	40,000
Internal Fire - Museum of Power	-	-	6,500	6,723
Judge's Lodging	11,022	11,959	9,487	8,364
Kidwelly Castle	29,359	31,686	31,852	39,344
Kidwelly Industrial Museum	-	-	-	721
Kymin (The)	-	-	5,908	5,938
Lampeter Museum	-	-	1,086	926
Last Invasion Tapestry, Fishguard	-	-	16,726	20,000
Laugharne Castle	15,807	12,209	12,859	13,779
LC Waterpark & Leisure Complex	772,476	803,498	784,522	796,149
Llandegfedd Reservoir Visitor Centre	-	-	1,040	175,400
Llanerchaeron	38,010	43,054	45,795	48,873
Llangollen Motor Museum	-	-	-	5,000
Llangollen Railway	-	-	-	100,000
Llanymynech Wharf Visitor Centre	-	-	-	400
Llanyrafon Mill	-	-	293	404
Llyn Alwen / Brenig	29,569	33,936	124,744	50,305
Llyn Mair	-	-	-	13,332
Llyn Padarn & Padarn Country Park	-	-	108,557	136,550

Name	2014	2015	2016	2017
Llynonn Mill	-	-	-	4,000
Loggerheads Country Park	-	-	224,040	250,000
Maesfron Hall and Gardens	-	-	-	2,000
Manor Wildlife Park	-	-	-	78,562
Merthyr Mawr Warren National Nature Reserve	-	-	-	86,002
Minera Lead Mines	-	-	-	397
Mission Gallery	-	-	11,953	31,000
Moel Famau Forest	74,554	71,931	-	84,937
Monty's Brewery Visitor Centre	-	-	-	7,366
Morfa Dyffryn	-	-	-	60,215
Morfa Harlech National Nature Reserve	-	-	-	86,172
Museum of Speed	-	-	-	15,956
Nantclywd Y Dre	-	-	-	2,266
Narrow Gauge Railway Museum	15,767	17,884	-	16,757
National Assembly for Wales	82,005	74,845	84,208	108,921
National Beekeepers Wales	-	-	-	24,000
National Coracle Centre & Flour Mill	-	-	3,209	2,779
National Museum Cardiff	444,986	472,544	509,981	539,550
National Roman Legion Museum	69,965	70,695	69,926	70,021
National Slate Museum	154,608	140,828	122,007	145,969
National Waterfront Museum	264,949	257,617	265,235	268,622
National Wool Museum	34,817	33,653	26,394	36,909
Newborough National Nature Reserve & Forest	301,924	319,320	492,259	449,771
Newport Cathedral (St Woolos)	-	-	-	2,754
Newport Medieval Ship	-	-	-	2,200
Newport Wetlands Nature Reserve	99,219	104,067	109,323	114,887
Newton House, Dinefwr Park & Castle	-	-	76,258	87,994
Newtown Textile Museum	839	74	405	1,061
North Wales Bowls Centre	-	-	-	34,500
Norwegian Church	-	-	-	30,000
Ocean Lab	-	-	1,646	3,970
Old Bell Museum	2,672	2,237	1,949	2,019
Old Station	122,722	130,254	140,600	115,000
Oriel Mostyn Gallery	74,704	79,064	-	80,000
Oriel Myrddin Gallery	22,839	19,910	19,833	19,609
Oriel Plas Glyn-y-Weddw Arts Centre	-	-	-	126,567
Oriel y Parc	136,797	135,152	142,000	136,000
Oxwich Castle	6,070	6,336	6,587	6,233
Oxwich National Nature Reserve	-	-	-	12,060
Oystermouth Castle	21,000	24,500	22,000	25,000
Parc Howard Museum & Art Gallery	-	-	-	12,281
Pembrey Country Park	440,000	343,811	491,641	470,000

Name	2014	2015	2016	2017
Pembroke Dock Heritage Centre	-	-	7,350	8,081
Pembrokeshire Candle Centre	-	-	12,000	2,000
Penmaenmawr Museum	-	-	389	966
Penrhyn Castle	93,587	111,948	115,561	110,820
Picton Castle & Gardens	-	-	31,450	32,968
Plas Mawr	24,738	23,658	24,542	26,904
Plas Newydd	113,061	128,536	146,528	143,206
Plas yn Rhiw	16,252	17,296	17,285	8,637
Playbarn at Brynich	-	-	-	29,902
Pontcysyllte Aqueduct	-	-	45,221	333,363
Pontypridd Museum	22,427	21,873	8,948	8,882
Porth y Swnt	15,136	13,767	12,893	14,591
Porthcawl Museum	4,338	5,217	-	9,245
Powis Castle & Garden	126,007	156,921	154,828	145,325
Quackers Play Centre	-	-	30,000	28,000
Quarry Hospital Visitor Centre	-	-	17,547	18,487
Raglan Castle	59,385	66,058	67,497	67,046
Regimental Museum of The Royal Welsh (Brecon)	10,441	11,943	10,684	8,599
Rhayader Tunnel	-	-	-	5,000
Rheidol Visitor Centre & Power Station	-	-	-	3,000
Rheilffordd Corris Railway	-	-	-	4,782
Rhiw Valley Light Railway	-	-	562	500
Rhuddlan Castle	20,701	25,872	26,906	22,532
RibRide	-	-	9,514	15,000
Royal Mint Experience	-	-	52,859	93,850
Royal Welch Fusiliers Regimental Museum	-	-	-	112,129
Rug Chapel	3,387	2,674	2,744	2,108
Ruperra Castle	-	-	265,503	277,123
Ruthin Craft Centre	-	-	65,484	68,272
Sidney Nolan Trust	-	-	1,628	1,911
Snowdon Mountain Railway	131,144	132,252	117,077	130,266
Snowdon Summit Visitor Centre	445,890	449,657	465,000	654,077
Solva Woollen Mill	-	-	-	20,000
South Stack Cliffs Nature Reserve	113,849	113,950	115,269	121,197
South Wales Miners' Museum	-	-	-	1,000
Spaceguard Centre	-	-	2,336	2,422
St David's Bishop Palace	24,646	24,308	24,947	26,802
St David's Cathedral	257,000	275,700	271,700	287,000
St Fagans National Museum of History	566,209	531,231	504,402	553,090
Stackpole Walled Gardens & Visitor Centre	-	-	25,494	25,289
Strata Florida Abbey	6,391	5,280	5,380	5,550
Surf Snowdonia	-	-	-	180,000

Name	2014	2015	2016	2017
Swansea Community Boat Trust	-	-	12,000	6,000
Talacre	-	102,563	116,941	128,671
Techniquest	-	-	190,000	189,000
Techniquest Glyndwr	-	-	-	73,025
Tenby Museum & Art Gallery	16,957	17,082	16,073	14,514
Tintern Abbey	67,520	70,808	71,360	74,497
Tredegar House	77,661	90,584	94,091	89,194
Tretower Court & Castle	11,537	13,587	13,849	14,704
Tudor Merchant's House	22,131	24,658	24,044	25,185
Tŷ Halen, Saltcote & Visitor Centre	-	-	18,758	18,965
Tŷ Mawr Country Park Visitor Centre	-	-	51,533	75,000
Tŷ Mawr Medieval Hall	-	-	-	12
Tŷ Mawr Wybrnant	6,158	5,577	5,350	4,015
Usk Castle	-	-	-	8,532
Valle Crucis Abbey	8,117	7,355	7,626	6,395
Van Road Trails	-	-	-	6,437
Wales Millennium Centre	-	-	1,264,458	1,082,494
Welsh Highland Railway	-	-	84,448	79,464
Welsh Mountain Zoo	153,612	162,116	161,602	151,152
Welshpool & Llanfair Light Railway	-	-	26,875	35,000
White Castle Vineyard	8,603	7,682	-	1,500
Winding House Museum	-	-	-	9,041
Wireless in Wales Radio Museum	-	-	-	300
Workhouse History Centre Llanfyllin	-	-	1,550	2,850
Wrexham County Borough Museum & Archives	35,068	32,104	36,422	45,626
WWT Llanelli Wetland Centre	-	-	-	70,000
Xcel Bowl	-	-	230,000	133,000
Ynys Las	-	-	-	119,541

Appendix

Abbreviations

CATEGORY	ACRONYM	EXPLANATION
Regions	M	Mid Wales
	N	North Wales
	SE	South East Wales
	SW	South West Wales
Ownership	Cadw †	Cadw (Welsh Historic Monuments)
	LA	Local Authority
	AC - NMW	Amgueddfa Cymru – National Museums Wales
	NRW	Natural Resources Wales
	NT †	National Trust
	PO	Privately owned (private individual owners, organisation / trust etc.)
	RSPB	The Royal Society for the Protection of Birds
Tourist attractions	A / A	Adventure / activity attraction
	CP	Country park, garden, other natural
	Farm	Farm / rare breeds
	F / D	Food or drink attraction
	HP	Historic properties, castles, forts, historic houses, palaces, historic monuments, archaeological sites, other historic properties, heritage centres, places of worship
	IND	Industrial / craft attraction
	MAG	Museums and / or art galleries, arts centres
	R / T	Railway / tramway / travel / transport attraction / tours
	SC / T	Science / technology centre
	Theme	Leisure parks, theme parks
	WL	Wildlife or nature reserve
	OTH	Other attraction

†Attractions in the Cadw or National Trust ownership categories may only be managed by such organisations