



Wales Tourism Business Barometer Wave 1, Easter 2019 – Summary

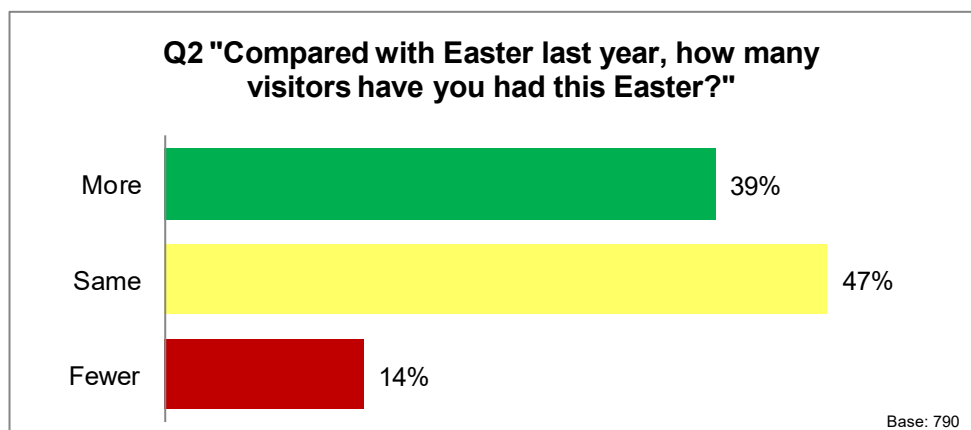
What is the Tourism Barometer?

The Wales Tourism Business Barometer gives quick feedback on how the tourism industry in Wales is performing at key times during the year. This research wave relates to the Easter period.

Strategic Research and Insight, an independent research agency, has conducted 819 telephone interviews with tourism businesses in the following sectors: serviced accommodation, self catering, caravan & campsites, hostels, attractions, activity providers and restaurants, pubs and cafes.

Late Easter and better weather attract visitors

Most (86%) businesses have increased or maintained their visitor levels this Easter. Among the 39% increasing their visitors, 'better weather' is the most common reason – cited by two thirds of these respondents. Many parts of Wales enjoyed glorious sunshine for the whole of the Easter weekend. The chance of having good weather was helped by Easter falling late this year – one third of those increasing their visitor numbers cite 'late Easter' as a positive factor.



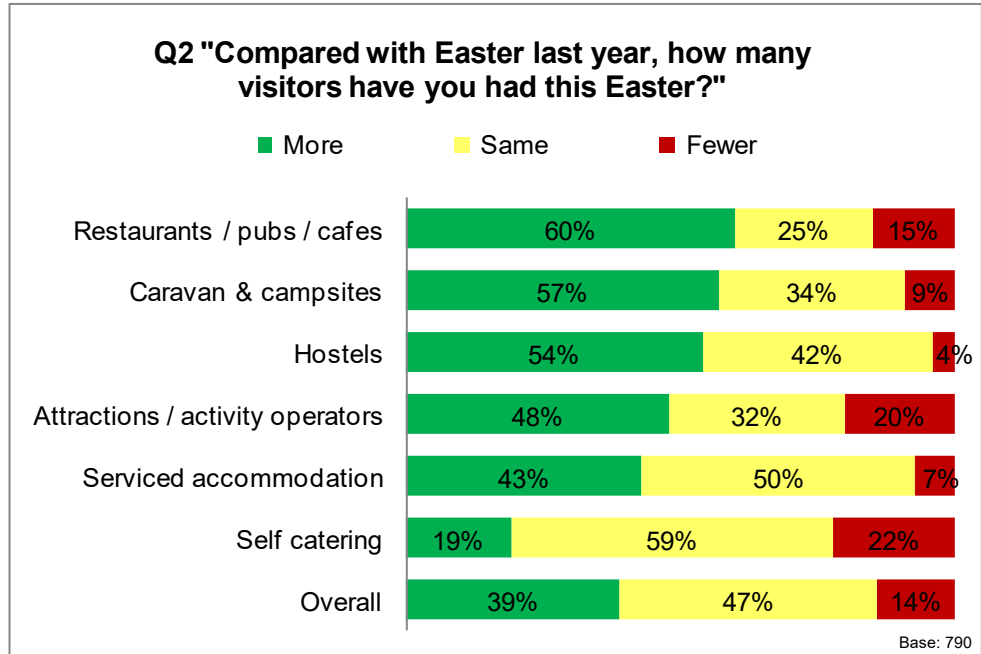
All regions of Wales performing well

South West Wales has enjoyed a particularly good Easter, with 44% of businesses increasing their visitors. All regions of Wales are up on balance, for the main reasons of better weather and late Easter discussed above.

Sectors more able to capitalise on good weather at short notice have benefitted more

Sectors where visitors don't have to book far in advance or at all have performed particularly well, whereas the self catering sector, where bookings tend to be made further in advance, has been steady.

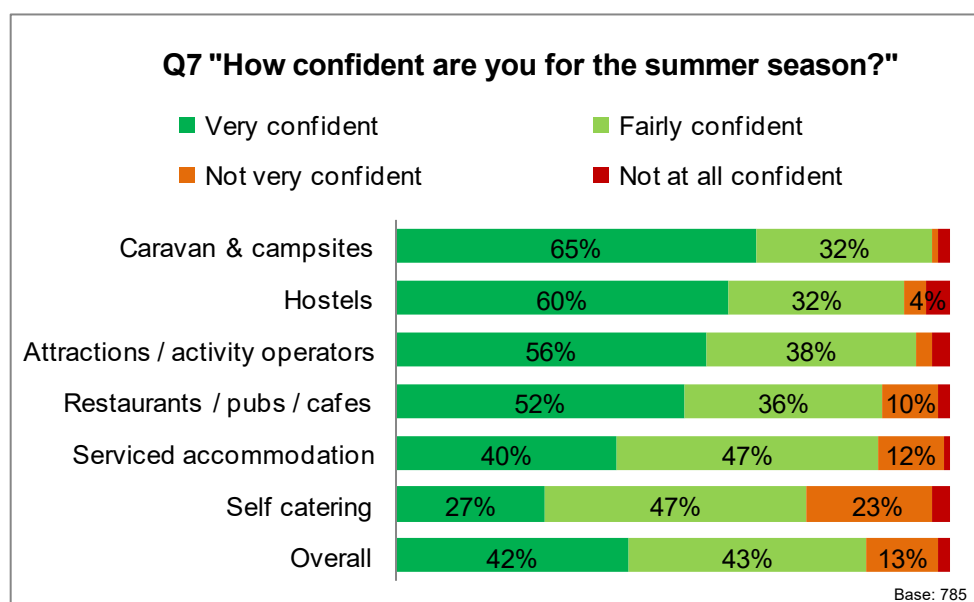
The attractions sector is up overall, but indoor attractions have been quieter because 'good' weather for everyone else is not necessarily 'good' for them.



High confidence for the summer

Following a fine Easter, the vast majority (85%) of operators are confident for the summer. A sunny Easter has led to the very weather-dependent caravan & camping sector feeling particularly optimistic – 97% of caravan & camping operators are confident for the summer.

A fuller report on this research wave will be published later in May.



Full Research Report: Lydall, A. (2019). Wales Tourism Business Barometer – Wave 1, Easter 2019.
Cardiff: Welsh Government, GSR report number 22/2019.
Available at: <https://gov.wales/tourism-barometer-wave-1-2019>

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

For further information please contact:
Research and Insights Team
Visit Wales
Economy, Skills and Natural Resources Group
QED Centre, Treforest Estate
Pontypridd, Rhondda Cynon Taf
CF37 5YR

Email: tourismresearch@gov.wales

Mae'r ddogfen yma hefyd ar gael yn Gymraeg.
This document is also available in Welsh.

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