

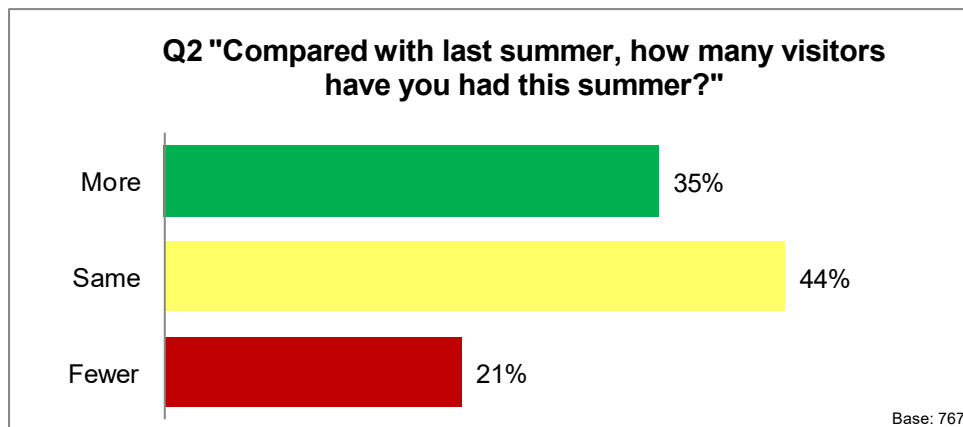


Wales Tourism Business Barometer Wave 3, Summer 2019 – Summary

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 summer.

Strategic Research and Insight, an independent research agency, has conducted 800 telephone interviews with tourism businesses in the following sectors: serviced accommodation, self catering, caravan & campsites, hostels, attractions, activity providers and restaurants, pubs and cafes.



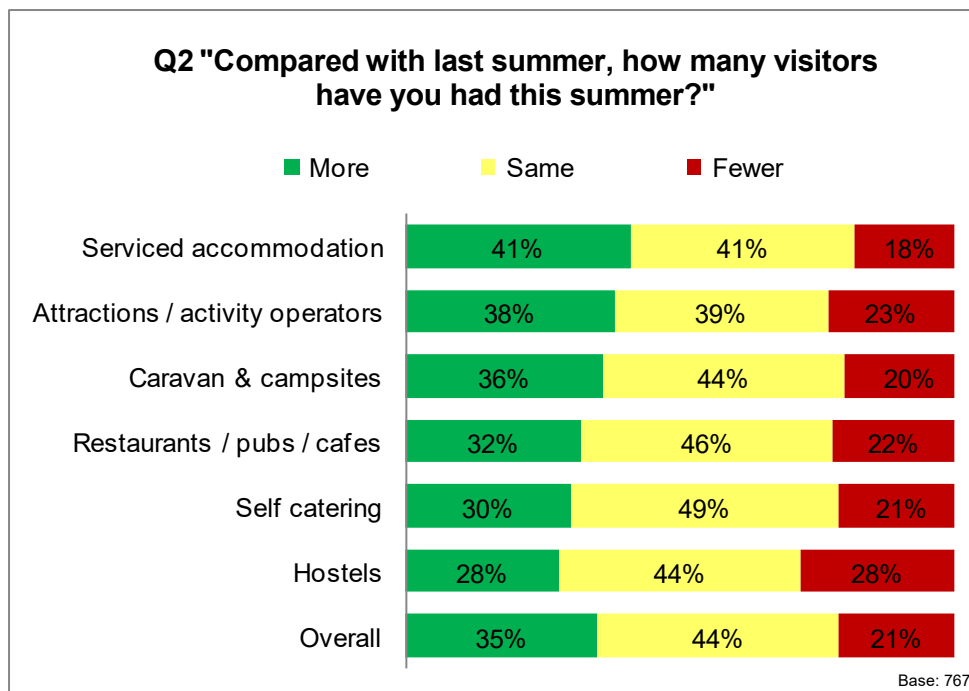
Good season for the industry

Most (79%) businesses have increased or maintained their visitor levels this summer. Among those reporting an increase in visitors, about a quarter (26%) cite the weather as a reason. However, the weather is also cited as a key factor on performance among a fifth of those reporting fewer visitors.

About one in six (16%) businesses reporting increased visitors cite 'more British people staying in the UK' as a factor, and some qualify by saying the weak pound is influencing this. However, 'Brexit uncertainty' is cited as a key factor on performance by around a fifth of those reporting fewer visitors.

Consistent picture across the four regions of Wales

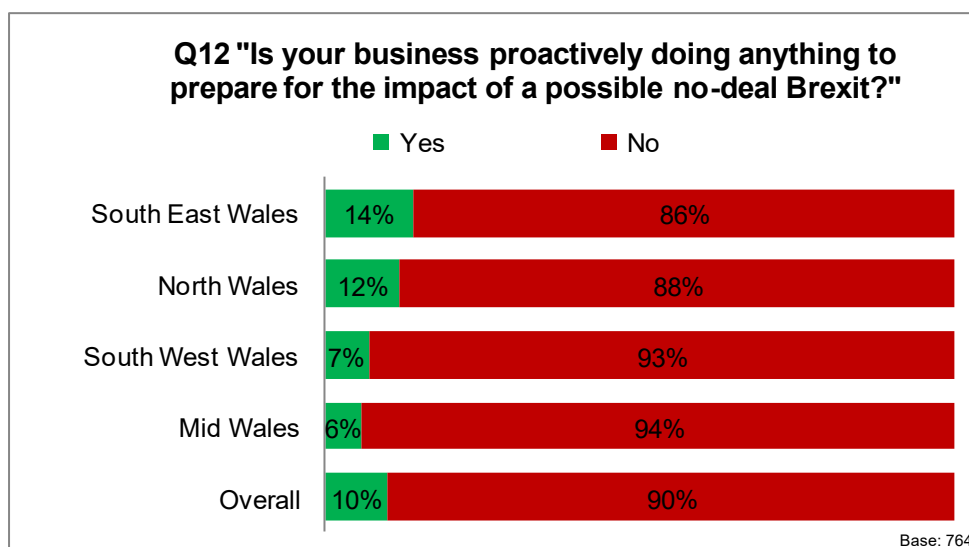
Overall industry performance is reflected across the four regions of Wales (North, Mid, South West, South East). Results between the regions do not differ significantly.



Serviced sector performing particularly well

About two in five (41%) serviced accommodation businesses have increased their visitors this summer – a higher proportion than in other accommodation sectors. The weather is the most common reason cited.

No sector seems to be down on balance, showing that the successful summer season has spread to all parts of the tourism industry.



Little preparation for no-deal Brexit

Tourism businesses in Wales are mostly doing nothing to prepare for a possible no-deal Brexit, especially those in South West and Mid Wales. Most interviews were conducted before MPs voted in favour of legislation to try and block leaving the EU without a deal.

Confidence for the autumn is 'fair' on the whole in each sector. A fuller report on this research wave will be published later in September.

Full Research Report: Lydall, A. (2019). Wales Tourism Business Barometer – Wave 3, Summer 2019.

Cardiff: Welsh Government, GSR report number 41/2019.

Available at: <https://gov.wales/tourism-barometer>

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

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Mae'r ddogfen yma hefyd ar gael yn Gymraeg.

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