

# Tourism Potential – some statistics

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# Domestic Visitors

- Strong foundations...
- In 2009:
  - Some 9 million trips
  - 32.8 million nights
  - Staying longer, but spending less

	UK	Wales	% of UK
Trips	126,006,000	8,949,000	7.1
Nights	398,749,000	32,880,000	8.2
Spending	21,881,000	1,413,000	6.5
Av. nights per trip	3.21	3.67	114.3
Av. spend per trip	£179	£158	<b>88.3</b>
Av. spend per night	£56	£43	<b>76.8</b>

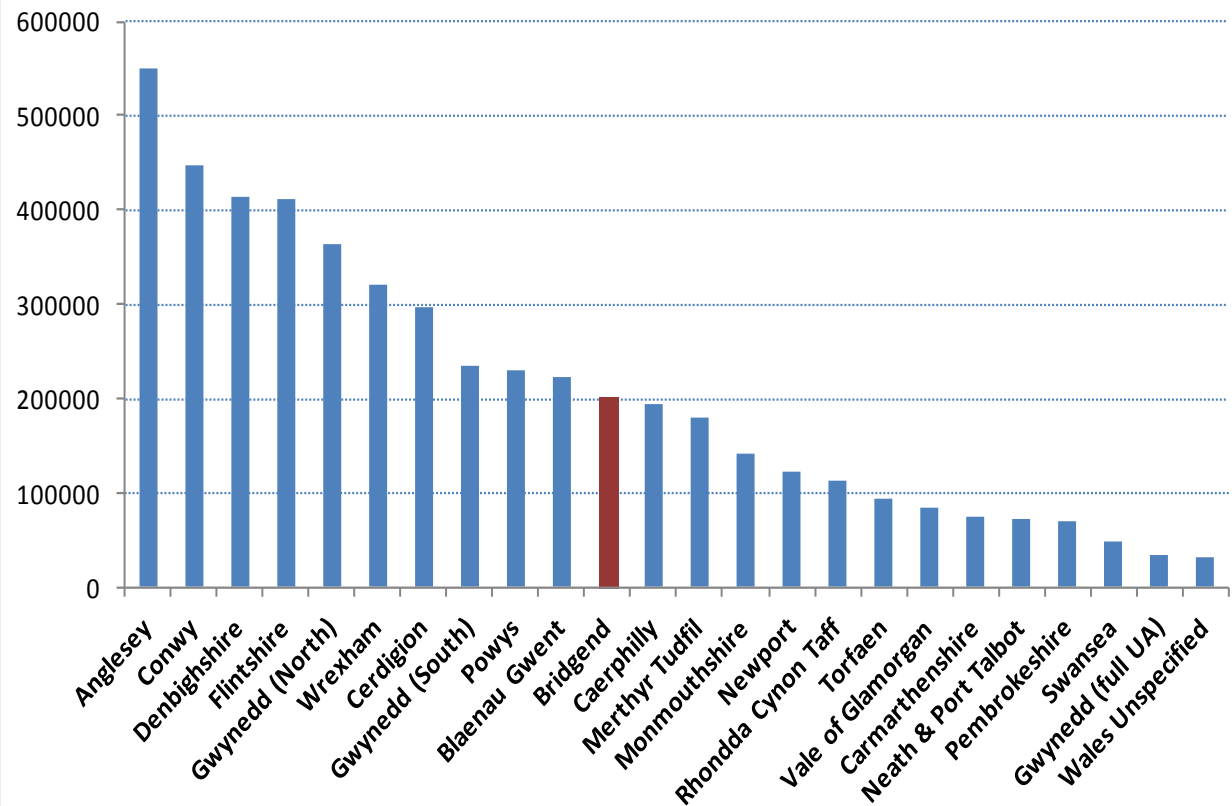
- Into recession, numbers of trips and nights growing strongly but spending static.

– Source *The UK Tourist – Statistics (January to December 2009)*

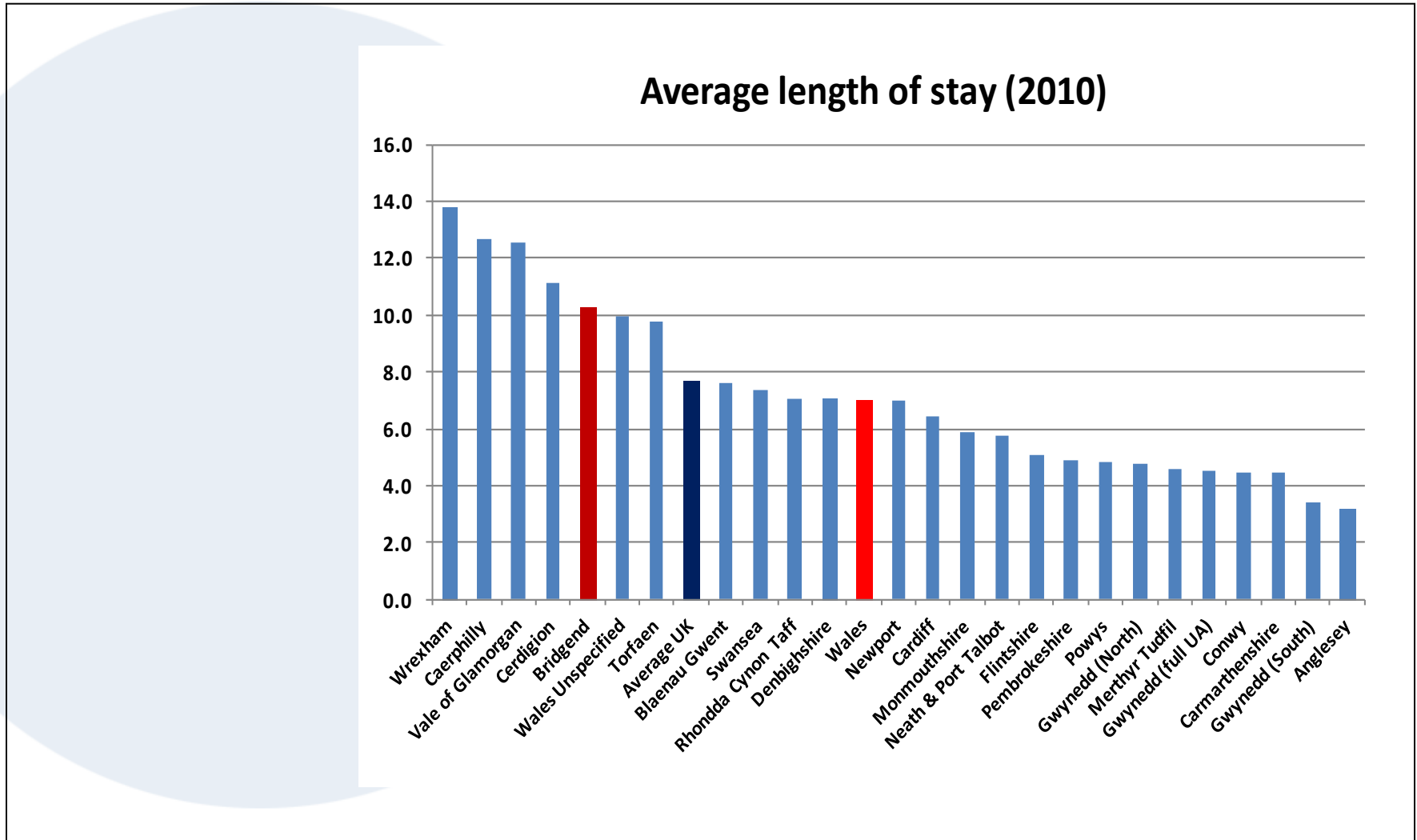
# International Visitors - Volume

- Bridgend attracted 202,460 international visitor nights in 2010.
- 3% of Welsh market.
- Cardiff attracted around one third of all visits.

## Total Visitor Nights 2010 (excl. Cardiff)



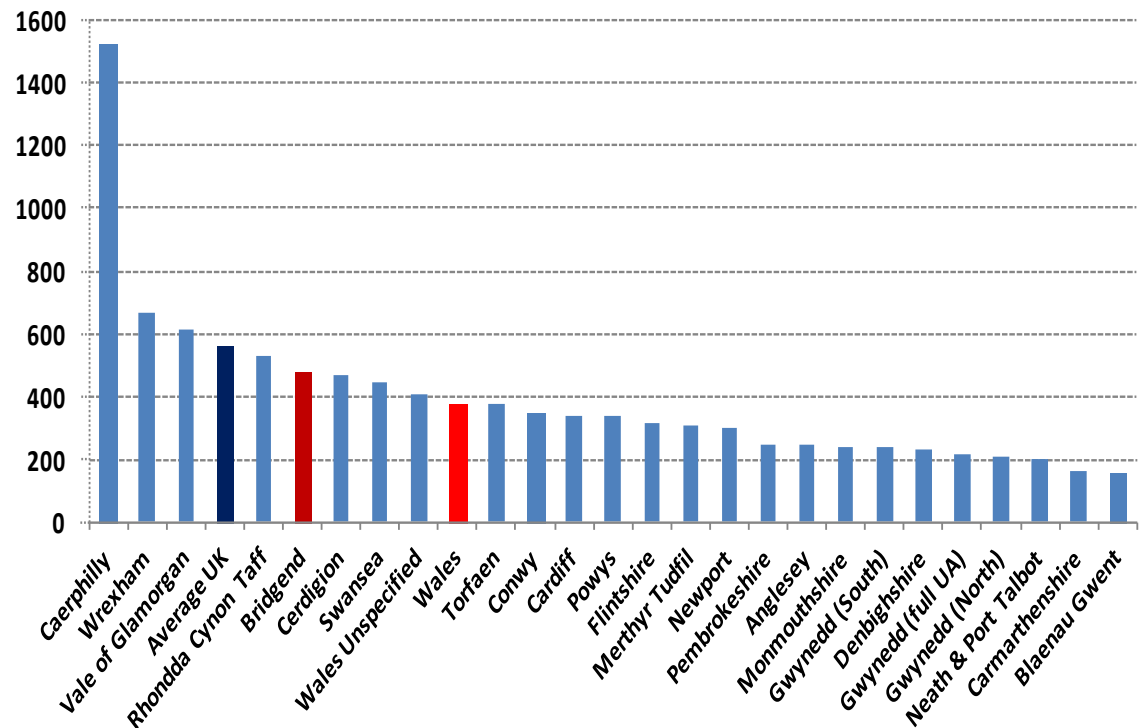
# International Visitors - Duration



# International Visitors - Spending

- So Bridgend is competitive:
  - £8.3m direct spend
  - Above average length of stay
  - Spending above national average
  - Accessible, affordable, attractive
- If Bridgend average spend increased to UK average = £1.6 million additional direct spend

## Average Spend per staying visit £ (2010)



Source: IPS 2010 – Visit Britain