

GWYNEDD

Destination KPI's

Gwynedd includes the Snowdonia National Park, Pen Llŷn AONB, over 200 miles of coastline, World Heritage Sites and world renowned tourism attractions



Headlines 2013-2018/9 KPI review

(2018 annual data except where noted) are:

- **11%** increase in the number of visitors to **7.37 Million**
- Tourist nights & Days have also increased by **11%**
- **23%** increase in Economic value to **£1.12 Billion**
- **15,500** jobs supported by tourism expenditure, (the second highest concentration of such jobs in England and Wales by resident population-15%)
- **14%** growth in the number of accommodation businesses to **3,212** (2011-2019) Gwynedd has the highest percentage of tourism businesses in Wales providing an estimate 136,585 tourism bed spaces.
- **6%** increase in bedspaces to **136,585** (2011-2019)
- **47%** increase in visitors to the Snowdon Summit Visitor Centre (2014-2017)
- **102** events supported by Gwynedd Council, adding **£34 million** to the local economy (2014-2018)

Accommodation Type

Category	Number	%
Serviced	346	10.8
Self Catering	2,424	75.5
Caravan & Camping	366	11.4
Bunk House, Campus, Hostel	52	1.6
Other	24	0.7
Total	3212	100

****Does not include Air B&B properties. Estimate Feb 2019 additional 745 properties****

Destination Indicators -Volume & Value

Indicator	2013	2018	%
Visitors (m)	6.63	7.37	+11%
Tourist Nights (m)	16.84	18.73	+11%
Tourist Days (m)	20.21	22.53	+11%
Economic Value (m)	907	1,118	+23%

Visitor Profile

Visitors to Gwynedd are from:
Wales 46%,UK 50%,Overseas 4%

Most visitors are in socio-economic groups ABC1* (75%) whilst just a quarter (25%) are in C2DE*

Average number in group 4.3

Main make up of groups:

- Couples 29%
- Family with young children 24%
- Family with older children 19%

Main reasons for visiting:

- landscape / countryside / coast
- outdoor or sporting activities
- historical and cultural sites / attractions

9.3 out of 10 satisfaction rate

*2019 profiling results

Digital engagement

2015-19

Average 580% growth in Official social media channels



3.1 million users have viewed the official www.visitsnowdonia.info website during 4.1 million sessions (2015-2019). Over 1 million users annually

