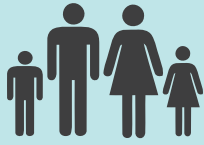


2022 Visitor Survey

Mainly couples and families from higher ABC1 social grades



74%

repeat visits



Visitors are mainly over 55's followed closely by 35-54

42%

over 55 yrs

37%

35 - 54 yrs

The coast, beaches, scenery & landscape remain the key reasons for visiting



Overnight Visitors



£ 45 per person per night

Day Visitors



£ 29 per person per day



Walking most popular activity



Where visitors come from:

47% Other parts of Wales

14% South West

9% West Midlands

6% Greater London

Average length of stay:



4.8 nights

Overnight visitors now account for almost 6 in 10 of all visitors



Visitors placed the highest importance and lowest satisfaction on the availability and cleanliness of public toilets.



Most popular paid for accommodation

Self catering



Hotels



Caravans



96%

recommend a visit



99%

said their visit was 'Very Enjoyable or Enjoyable'

