

**ADVANCED SUBSIDIARY GCE
APPLIED TRAVEL AND TOURISM**

G720/CS

Unit 1: Introducing Travel and Tourism

PRE-RELEASE CASE STUDY

JANUARY 2008

To be opened on receipt



INSTRUCTIONS TO TEACHERS

- This case study **must** be opened and given to candidates on receipt.

INFORMATION FOR CANDIDATES

- You **must** make yourself familiar with the case study before you sit the examination.
- You **must not** take notes into the examination.
- A clean copy of the case study will be given to you with the question paper.

This document consists of **15** printed pages and **1** blank page.

TOURISM TRENDS

February 2006

This trend report draws upon the Wales Tourist Board's (WTB) own research and also derives information from other relevant sources. Its aim is to provide an early picture of tourism performance and more general economic trends.

WALES – UNITED KINGDOM DOMESTIC TOURISM SURVEY RESULTS 2002–2004

Based on data derived from the United Kingdom Tourism Survey

Purpose of trip	Trips (Millions)					Nights (Millions)					Expenditure (£Millions)				
	02	03	04	% change 02/04	% change 03/04	02	03	04	% change 02/04	% change 03/04	02	03	04	% change 02/04	% change 03/04
Holiday															
1–3 Night	5.3	4.7	3.6	-32	-23	10.4	9.2	7.6	-27	-17	582	508	466	-20	-8
4–7 Night	2.9	3.2	2.1	-28	-34	15.3	17.6	11.1	-27	-37	496	613	524	6	-15
8+ Night	0.6	0.8	0.6	0	-25	6.4	9.5	6.6	3	-31	119	191	141	18	-26
ALL HOLIDAYS	8.8	8.7	6.3	-28	-28	32.1	36.3	25.3	-21	-30	1197	1312	1131	-6	-14
VFR	1.9	1.8	1.7	-11	-6	4.8	4.9	4.3	-10	-12	166	195	136	-18	-30
Business/Work	1.0	1.0	0.6	-40	-40	2.5	2.5	1.4	-44	-44	166	188	184	11	-2
Other	0.2	0.2	0.3	50	50	0.3	2.1	0.5	67	-76	13	72	42	223	-42
WALES TOTAL (rounded)	11.9	11.7	8.9	-25	-24	39.7	45.8	31.5	-21	-31	1542	1767	1493	-3	-16

OVERSEAS TOURISM MARKET

During 2004 information from the International Passenger Survey (IPS) indicated that:

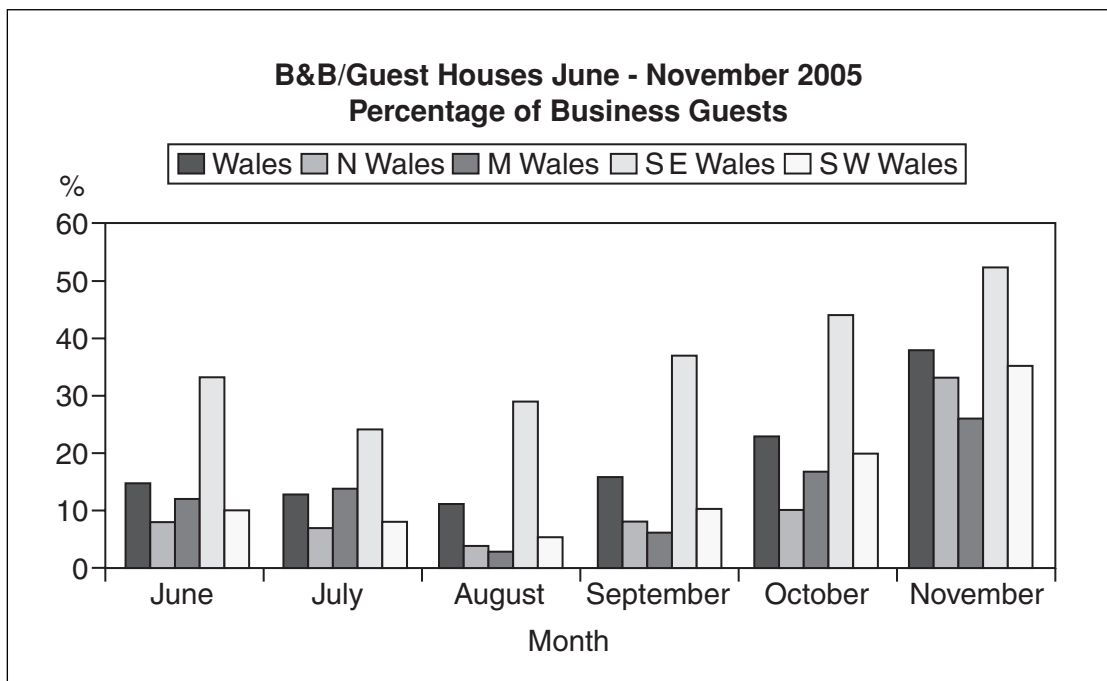
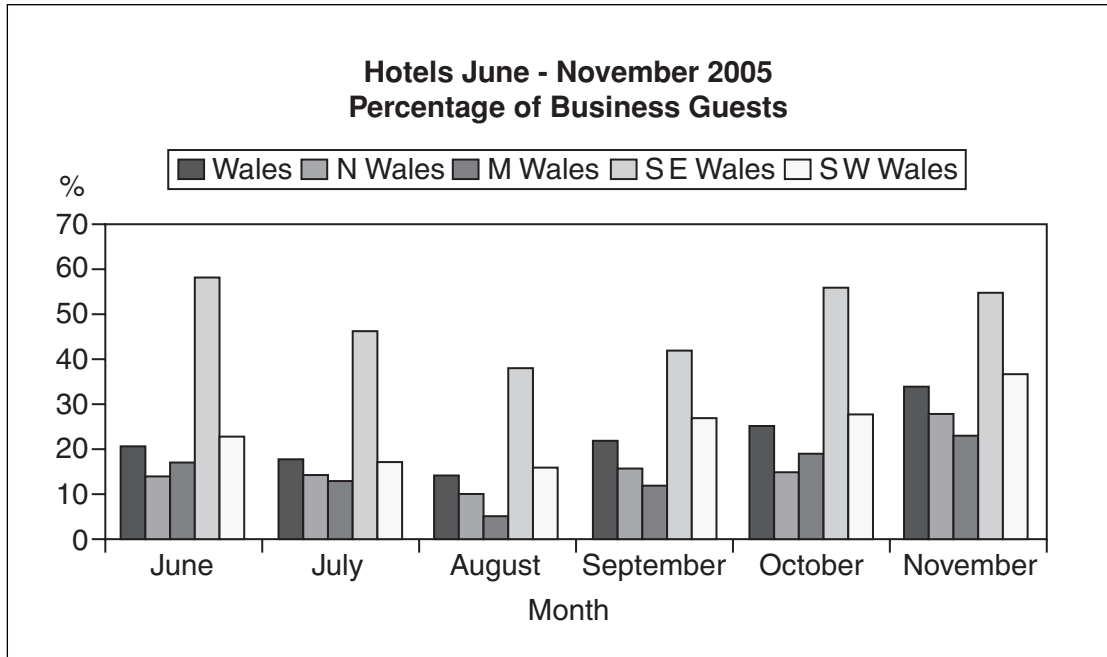
- there were a total of 1.013 million overseas visits to **Wales**, an increase of 13.3%;
- total spending by overseas visitors to **Wales** increased by 15.5% to £311 million, when compared with 2003.

Document 1b

WTB SERVICED OCCUPANCY SURVEY – BUSINESS GUESTS

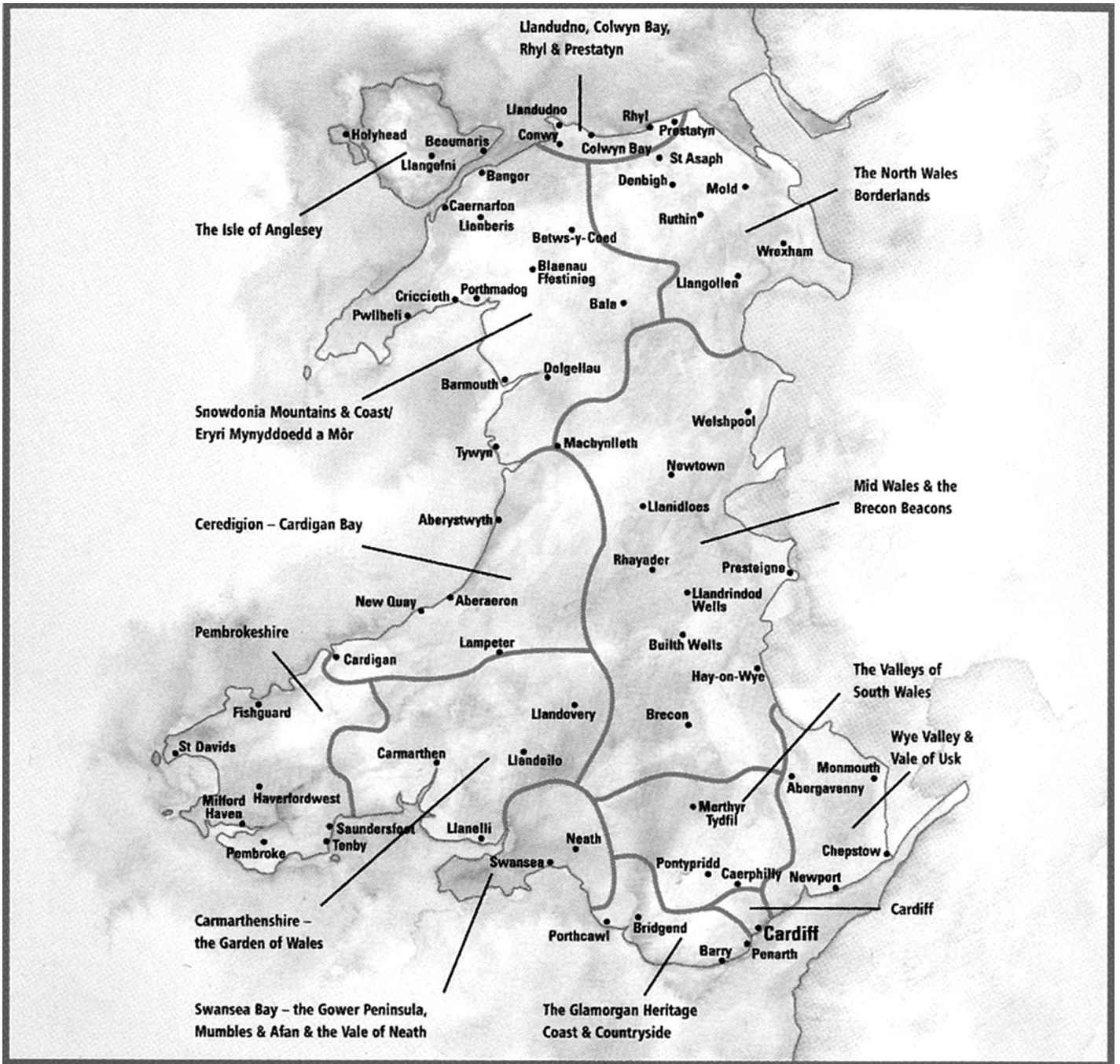
Since February 2001 the WTB's Serviced Occupancy Survey has collected data on the percentage of business guests staying in hotels and B&B/guest houses in Wales.

- As the charts show the percentage of business guests varies significantly between the regions, with South East Wales showing the highest percentage of business occupancy.
- The relative importance of business visitors to Wales overall is higher in the 'out of season' months – February to April.



Source: Tourism Trends, <http://new.wales.gov.uk>

WALES – TOURIST AREAS



Document 2b

*TAKE YOUR PICK ... Some of Wales's Holiday Areas***The Isle of Anglesey**

An untouched 125-mile coastline of sandy bays and cliffs, designated an Area of Outstanding Natural Beauty. Small resorts, magnificent beaches, historic sites, family attractions, walks and wildlife – plus the elegant coastal town of Beaumaris.

Tel +44 (0) 1248 752434

e-mail: tourism@anglesey.gov.uk
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For Llandudno/Colwyn Bay:

Tel +44 (0) 1492 876413/530478

e-mail: llandudno@nwtic.com

colwynbay@nwtic.com

www.llandudno-tourism.co.uk

www.colwyn-bay-tourism.co.uk

For Rhyl/Prestatyn:

Tel +44 (0) 1745 344515/355068

e-mail: rhyl.tic@denbighshire.gov.uk

www.rhyl-prestatyn.co.uk

The North Wales Borderlands

A wonderfully diverse area – the mountains and valleys around Llangollen, the rolling countryside of Wrexham, the wildlife haven of the Dee Estuary. You'll find a wealth of history and a wide range of activities.

Tel +44 (0) 1352 759331

e-mail: mold@nwtic.com

www.borderlands.co.uk

Snowdonia Mountains and Coast/Eryri Mynyddoedd a Môr

An exciting destination that includes the Snowdonia National Park, Llŷn Peninsula and the Cambrian Coastline. It's the ideal location with quality accommodation and a wide range of attractions and activities including castles, narrow-gauge railways, golf, cycling, walking, Areas of Outstanding Natural Beauty and a Heritage Coast. A perfect setting to plan your holiday, short break or day out, any time of the year.

Tel +44 (0) 1341 423558 (24hr)

e-mail: tourism@gwynedd.gov.uk

www.visitsnowdonia.info

Ceredigion – Cardigan Bay

Some of the UK's finest coast and countryside scenery. Holiday areas include New Quay, Aberystwyth, Devil's Bridge, the Cambrian Mountains and the Teifi Valley. Ideal for maritime and countryside pursuits, including sailing, birdwatching, angling, cycling and walking. Central for touring Wales.

Tel +44 (0) 1970 612125

e-mail: brochure@ceredigion.gov.uk

<http://tourism.ceredigion.gov.uk>

Pembrokeshire

Choose between the lively resorts of Tenby and Saundersfoot or the peace and quiet of charming St Davids. You'll find more Blue Flag and Seaside Award beaches than in any other county in the UK, all set in the magnificent Pembrokeshire Coast National Park. Pembrokeshire's brochure is packed with holiday ideas and a wide choice of accommodation including quality seafront hotels, character cottages, clifftop campsites, charming B&Bs and working farms.

Tel +44 (0) 8705 103103

e-mail: tourism@pembrokeshire.gov.uk

www.visitpembrokeshire.co.uk

Carmarthenshire – the Garden of Wales

The county is one beautiful and exciting garden ... Savour the freedom of the great outdoors on foot, bike or in a car. Explore the rich heritage and culture, myths and legends, with spectacularly sited castles and picturesque market towns. Come and explore our garden – you won't be disappointed!

Tel +44 (0) 1558 824226

e-mail:

tourism@carmarthenshire.gov.uk

www.tourlink.co.uk

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Unwind in the UK's first Area of Outstanding Natural Beauty. Relax on our award-winning beaches, explore our unspoilt countryside and take in our breathtaking scenery. Some of the UK's best locations for walking, cycling, watersports and golf combined with all the fabulous attractions and events in Swansea, Wales's vibrant maritime city by the sea.

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e-mail: tourism@swansea.gov.uk

www.visitswanseabay.com

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Surprising natural beauty is the backdrop to a region packed with heritage attractions – from medieval castles and ancient monuments to mining museums and narrow-gauge railways. The landscape also provides a perfect canvas for walking, cycling, riding, golf and many other activities.

Tel +44 (0) 29 2088 0011

e-mail: info@heritage-breaks.co.uk

www.heritagebreaks.co.uk

The Glamorgan Heritage Coast and Countryside

The dramatic Heritage Coast and popular seaside resorts of Barry Island and Porthcawl, nestling by lovely Vale countryside and Welsh hills. Discover the special character of this beautiful area, steeped in ancient history and on the doorstep of Cardiff, Wales's vibrant capital.

Tel +44 (0) 1446 709328 or

+44 (0) 1656 672928

e-mail:

tourism@valeofglamorgan.gov.uk

tourism@bridgend.gov.uk

www.valeofglamorgan.gov.uk

www.bridgend.gov.uk

Cardiff

Cardiff, the capital city of Wales is exciting and dynamic, with world-class attractions such as Cardiff Castle and the Millennium Stadium. Cardiff Bay offers entertainment for everyone with boat tours, attractions, festivals and events.

Tel +44 (0) 29 2022 7281

e-mail:

visitor@thecardiffinitiative.co.uk

www.visitcardiff.info

Wye Valley and Vale of Usk

The borderland where ... King Arthur ruled, the Romans bathed, the Normans settled, pilgrims worshipped, Turner sketched, Wordsworth penned, Chartists protested, culture is celebrated, films are located, vineyards ripen, salmon leap, markets bustle, foodies feast and golfers drive. Treasured by us. Inspiring you!

Tel +44 (0) 1633 644842

e-mail:

tourism@monmouthshire.gov.uk

www.visitwyevalley.com

NATIONAL MUSEUMS & GALLERIES OF WALES

Big Pit: National Mining Museum of Wales

www.nmgw.ac.uk

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Sponsored by
Welsh Assembly
Government

Big Pit: National Mining Museum of Wales is a real coal mine and one of the UK's leading mining museums. With facilities to educate and entertain all ages, Big Pit guarantees an exciting and informative day out.



New

- Exciting multi-media displays of modern mining
- New museum exhibitions in the original pithead baths
- Colliery buildings open to the public for the first time



All this, and the world-famous underground tour. Go 300ft underground with a real miner and see what life was like for the thousands of men who worked at the coal face.

Big Pit stands on the edge of Blaenafon; a town which had a vital part to play in the industrial revolution. This revolution transformed the landscape, culture and society of Wales, UK and the world.

Awarding World Heritage Status to the town and landscape marked the wider impact of Blaenafon's unique industrial heritage.



Facilities

- Guided underground tours
- Pithead baths canteen offering meals and snacks
- Coffee shop open during peak season
- Gift shop offering quality souvenirs
- Wheelchairs available on request
- Baby changing facilities
- Coach and car parking

Planning your visit

- Children must be one metre tall to go underground
- Underground tours take approximately one hour
- Please wear warm clothing and sensible footwear
- Wheelchair users need to book in advance for underground tours
- All groups of ten or more should be booked in advance
- A 'Planning Your Visit' guide is available for groups
- Children under 16 years old must be accompanied by an adult at all times
- An Access Guide is available on our website (www.nmgw.ac.uk) or by phoning 01495 790311.



How to find us

M4 - follow the brown tourism signs from J25a (westbound) or J26 (eastbound). Also signposted off A465 at Brynmawr and Abergavenny.



Admission: Free!

Opening times:

Mid February to 30 November:
seven days a week, 9.30am - 5pm.
Underground tours run frequently between 10am-3.30pm.

Contact us

Big Pit: National Mining Museum of Wales,
Blaenafon, Torfaen. NP4 9XP
Tel: 01495 790311 Fax: 01495 792618
E-mail: bigpit@nmgw.ac.uk www.nmgw.ac.uk

Details correct at time of going to print. January 2005.

Designed and produced by Mediadesign 01874 730748



INSPIRATIONAL HERITAGE

CASTLE COCH

Cardiff, South Wales 2005/06



SITE DETAILS

ADMISSION CHARGES:
Adults £3, Reduced Rate £2.50,
Family Ticket £8.50*
 *Family ticket: 2 adults and up to 3 children under 16 years. Children under 12 must be accompanied by an adult. Children under 5 free. Prices valid until 31st March 2006. No dogs allowed.

OPENING HOURS:
 Last admission 30mins before closing.
SUMMER 2005:
 18 Mar-31 May 9.30am-5pm daily.
 1 June-30 Sept. 9.30am-6pm daily.
WINTER 2005/06:
 1 Oct-31 Oct. 9.30am-5pm daily.
 1 Nov-31 Mar. 9.30am-4pm Mon.-Sat.
 11am-4pm Sun.
 Between 4 January and 11 February 2006 inclusive, the monument will be closed for essential conservation works.

LOCATION



Derived from digital data supplied by Lovell Johns, Oxford
 Cartographics, National Assembly for Wales

MEMBERSHIP 2005 / 06

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All details subject to change without notice. The opening times listed are for this site only. For all other sites referred to in this leaflet please contact the Cadw Marketing Desk on 01443 33 6000, or contact the custodian at each site. Unless otherwise stated, all photographs are the copyright of Cadw and must not be reproduced without written permission.

design: www.blacksheep.info

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Llywodraeth Cymru
Welsh Assembly Government

www.cadw.wales.gov.uk

VISITOR INFORMATION

- Admire the fantastic furnishings, fireplaces, and extravagant decoration in the castle including stained glass windows from the chapel
- Guidebook available
- On-site exhibitions and tea room
- On-site gift shop has a full range of quality gifts and souvenirs
- Splendid views from the towers
- Bring a picnic and enjoy the woodland setting
- Audio tours available
- Ideal area for walkers and cyclists
- Visit the conservation and picnic area of Forest Farm
- The nearby golf course is open to non-members
- A 'Visitor Attraction Quality Assurance Service' awarded site

I N S P I R A T I O N A L H E R I T A G E

THE BEAUTIFUL, FABLED HOME OF THE WORLD'S WEALTHIEST MAN'

Castell Coch, on the outskirts of Cardiff, is the ultimate fairytale castle. Its conical towers and needle-sharp turrets peek out from a wooded slope, presenting a vision more in tune with the Bavarian countryside, the pages of Sleeping Beauty, or even the studios of Walt Disney than a Welsh hillside. It is, of course, a romantic fantasy, a late 19th-century creation inspired by the spirit of the Victorian Age.

It was conceived by architect William Burges for his patron, the Marquis of Bute, as a companion piece to the Marquis's main

home at Cardiff Castle. Lord Bute, who owned Cardiff's booming docklands and was reputedly the wealthiest man in the world, gave the 'eccentric genius' Billy Burges free rein to create a Victorian dream of the Middle Ages. Burges died suddenly in 1881 before his work was finished. Completed by colleagues, Castell Coch remains faithful to a unique vision which, although undeniably extravagant, was underpinned by a profound knowledge of medieval architecture. While the exterior (complete with working portcullis and drawbridge) faithfully echoes the look of a medieval castle, within the walls the exuberant spirit

of the Victorian Age takes over completely. Castell Coch is a rich feast of decoration, detail and allusion. Look out for the dazzling ceilings, the scenes from Aesop's Fables on the walls, the bird and animal mouldings around the doors, and the fantastic furnishings and fireplaces. The castle's location is also enchanting. Hidden away in beautiful woodlands, it overlooks a gorge in the Taff Valley from the site of the original 13th-century Castell Coch (the 'Red Castle').

Source: Cadw, www.cadw.wales.gov.uk

Document 5

Hilton Cardiff

KINGSWAY, CARDIFF CF10 3HH
 T +44 (0)29 2064 6300 F +44 (0)29 2064 6333 www.hilton.co.uk/cardiff



Feel the passion of a city reborn

Feel the passion.

This luxury five star hotel is almost within kicking range of the Millennium Stadium – and is just as striking in design. The style continues inside where state-of-the-art facilities combine with traditional hospitality to great effect.

At your service...

- swimming pool, sauna, spa, steam room and fully-equipped gym.
- 2 health and beauty salons (call 02920 646410 to pre-book beauty treatments).
- 197 Deluxe air-conditioned bedrooms, including 39 Executive Rooms on 2 floors and 22 Junior and 3 Executive suites.
- our refurbished Razzi Piano Bar and Restaurant offers delicious and flavoursome menus featuring local specialities and the best of British and international cuisine.
- our Steam bar offers an all-day light menu; in the evening it becomes one of Cardiff's most glamorous and stylish bars.



Indulge yourself with a relaxing massage

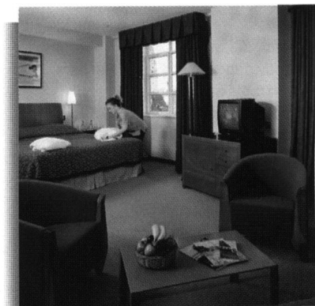
Things to do...

In the City itself, one of the most exciting places to visit is Cardiff Bay (hotel packages available). Home to exciting visitor attractions such as the new Millennium Centre and the Techniquest Discovery Centre. Other exciting attractions include the National Museums and Galleries of Wales, and Cardiff Castle. And of course you can take a tour of the amazing Millennium Stadium. 2005 sees Cardiff celebrating its Centenary as a City and 50 years as a Capital City. Events taking place include the International Festival of Musical Theatre during April (hotel packages available), and the Welsh Proms in June at nearby at St. David's Hall.



The millennium stadium

Every bedroom comes with full air-conditioning as standard along with high speed broadband internet access. Executive Rooms include use of the Executive Lounge, where stunning views accompany complimentary breakfast and refreshments all day. And, with our great restaurant and impressive leisure facilities, you may find it hard to leave this wonderfully relaxing hotel.



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£119
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Per Room Per Night, based on 2 adults sharing	B&B	DB&B
1st April to 31st October	from £119	from £149

Credit card guarantee required at the time of booking. Cancellations must be made prior to 4pm on the day of arrival. Rate will vary depending on the number of persons occupying the room.

- LivingWell health club.
- Chargeable parking available. (£10 per night).
- Free/reduced admission to selected local attractions.

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WYESIDE CARAVAN & CAMPING PARK



Llangurig Road, Rhayader,
Powys LD6 5LB

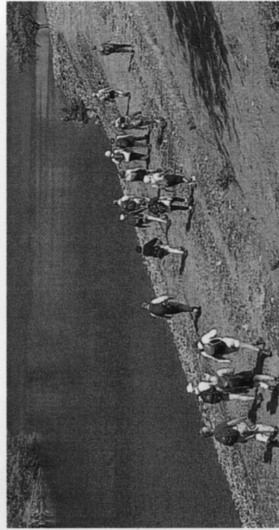
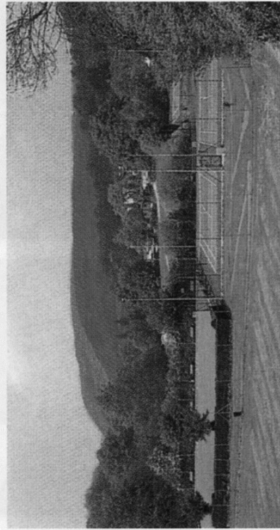
Tel: 01597 810183

The Activities

There are many activities to be enjoyed in the locality, with numerous outdoor pursuits such as pony trekking, hiking (Rhayader is the start of the Wye Valley walk), canoeing on the Wye, or even hanggliding for the more adventurous.

Alternatively, if you prefer more leisurely pastimes, fishing is permissible on certain stretches of the Wye and Ithon, as well as the Elan Valley reservoirs and private lakes.

Golf is also available, with a course (open to visitors) in Llandrindod Wells which is 19 km from Rhayader.



In addition to the above activities, the beaches of Aberystwyth and Borth are only a 45 minute drive away.

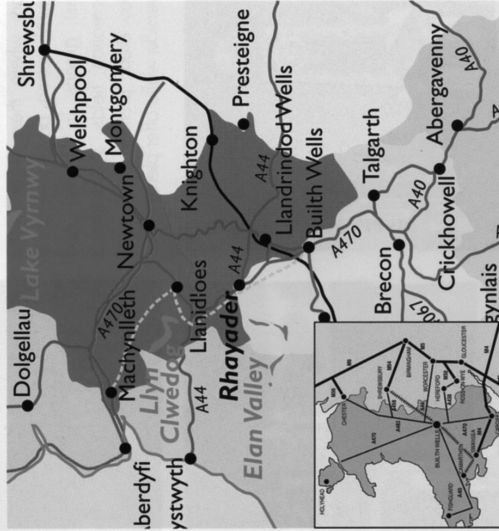
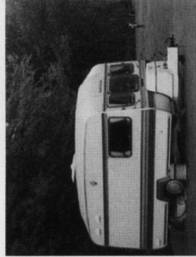
Rhayader Carnival week is in July as well as Rhayader Choir Festival and Victorian Festival in Llandrindod Wells and the Royal Welsh Show at Builth Wells.

For further information about any of these events, please contact the local information office.

The Location

The Wyeside Caravan Park is situated 400 metres north of Rhayader town centre on the A470.

Travelling time by car is about 4 hours from London, 2 hours from the West Midlands, 2½ hours from Manchester.



Designed and Printed by WPRINT, Newtown (01686) 624137

THE SITE IS OPEN FROM 1ST FEBRUARY UNTIL THE END OF NOVEMBER.

For enquiries and advance bookings please contact:

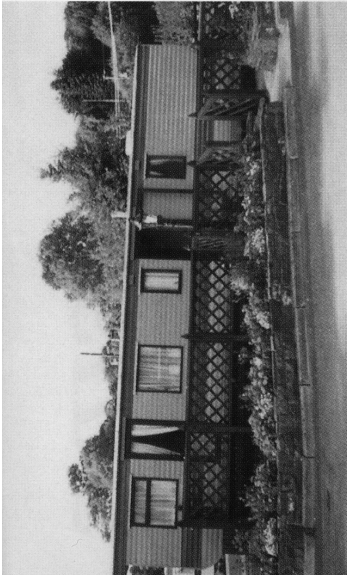
The Warden,
The Lodge, Wyeside Caravan Park, Rhayader.

Tel: 01597 810183

www.wyesidecamping.co.uk

e-mail: info@wyesidecamping.co.uk

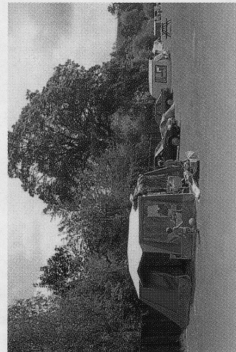
For information about the area, contact the tourist information office. Tel 01597 810591



The Site

The *Wyeside Caravan and Camping site* is well established, being popular with both British and continental visitors alike.

The site is nestled on the peaceful banks of the River Wye, just 400 metres from Rhayader town centre in beautiful Mid-Wales. With many activities to enjoy on and around the site it is an ideal holiday centre for young and old alike.



There are 2 first class toilet and shower blocks with free showers, also pot washing areas, a launderette and tourist information centre.

39 static caravans are on site mainly privately owned.

Fully equipped static caravans can be hired.

WYESIDE

CARAVAN & CAMPING PARK

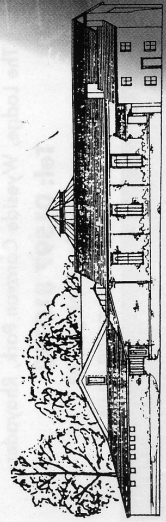


The Facilities

The site is adjacent to the council owned *Woun Capel Park* where there is tennis (3 courts), putting, bowls (one of the best greens in Wales) and recreation fields. A children's play area 'premier park', and riverside walks offer plenty to do.



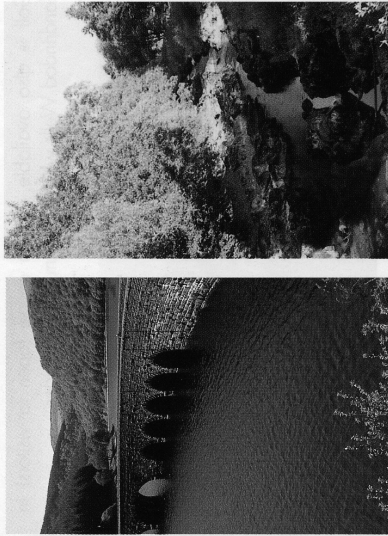
There is a *leisure complex* in Rhayader which incorporates a 20 metre swimming pool, squash courts, fitness centre, sun beds, bar and cafe, and is open to the public all year.



The Area

A short walk from the site is Rhayader town centre, a friendly Welsh market town where there are shops, hotels, restaurants, inns, cafes, library and museum, plus a tourist information office.

Rhayader is situated amid beautiful Mid-Wales countryside, being only 5 km from the Elan Valley with its magnificent scenery and dramatic reservoir complex.



This is excellent walking country, especially for naturalists and bird-watchers, as there are a great variety of birds, flora and fauna, to be found in the area.

The camp site is an ideal base for a leisurely holiday, and is perfect for touring central Wales and the unspoilt coastline of Cardigan Bay, which is within easy driving distance.



Document 7

ACTIVE HOLIDAYS IN WALES

UK Residents' Active Holidays in Wales

Wales is well known to have some of the most beautiful scenery and landscape in the world. What is becoming more evident is how this landscape is being harnessed as a centre for people interested in a more active holiday. The Welsh activity market is becoming an increasingly important growth sector.

United Kingdom Tourism Survey asked respondents to indicate whether they undertook a large range of activities and whether the activity was the main purpose of the holiday or not. The range of activities being: swimming; diving; sailing/boating; canoeing; windsurfing; water skiing; fishing; walking; cycling; field/nature study; petrocentric activities (mountaineering, rock climbing, abseiling, caving, potholing); horse/pony riding; shooting/stalking/hunting; snow skiing; adrenaline sports (bungee jumping, white water rafting); golfing; tennis; taking part in any other particular sport; health/fitness activities.

Main Points

- UK residents take on average 1.2 million trips in Wales per year where a specific activity is the purpose for the trip.
- This equates to 18% of holidays to Wales by UK residents being undertaken with one or more activities being the main purpose of the trip.
- When on holiday in Wales, over 83% of UK residents undertake one or more specific activities (8% more than domestic holidays to the whole UK).

14% of UK holidaymakers to Wales came to undertake an activity as the main purpose of their trip. They accounted for 15% of expenditure, but only 12% of bed nights. Activity holidaymakers take short breaks and are high spenders. The vast majority of holidaymakers take part in some form of activity while in Wales.

Visitors to Wales, where an activity was the main purpose of their holiday trip, stayed on average 0.6 nights less than general holidaymakers.

Figures do indicate that visitors coming to Wales for an activity holiday are slightly less seasonal than general UK holidaymakers. 40% of all trips occur during the peak quarter of July – September, whereas only 36% of activity trips take place during this period. Interestingly, activity holidays in January – March are nearly three percentage points ahead of all holiday trips during that period.

Holidaymakers coming to pursue their chosen activity are prepared to spend extra on accommodation – being far more likely to stay in paid serviced establishments than general holidaymakers. They come for only a couple of nights but seem to want comfortable lodgings in which to rest following participation in their activity.

There are slight differences in the regions of origin of those coming to pursue an activity in Wales as the main purpose of their trip – these holidaymakers do seem to be prepared to travel that little bit further. If their chosen activity is good to do in Wales, then that is where they will go.

With respect to where the 'actives' go in Wales, perhaps not surprisingly, a higher percentage of them gravitate towards North Wales compared to all holidaymakers. Obviously, North Wales has a lot to offer those seeking an active holiday.

Holidaymakers who come to Wales with an activity as the main purpose of their holiday comprise a higher proportion of males than general holidaymakers (63% against 50%). This group is also more likely to belong to social groups AB (33% against 28%).

Overseas Residents' Activity Holidays in Wales

Walking/hiking/rambling was the most popular active pursuit undertaken – around six in ten visitors undertook this activity whilst in Wales (61%). This was very similar to the comparative figure recorded in 2000 (63%).

Field/nature studies/bird watching were undertaken by 19% of visitors (compared to 18% in 2000).

Around one in eight respondents also were swimming outdoors (12%). This is higher than the comparative figure recorded in 2000 (7%).

Not surprisingly, there were some notable variations in participation levels across the main origin markets and lifecycle segments.

Young independents: Young independents exhibited fairly similar participation profiles to the average for all overseas visitors. However, this market was more likely than average to go sailing/yachting/boating or windsurfing (98%) and mountain biking (5%).

Families: Families were the lifecycle segment more likely than average to visit an activity park (21%), outdoor swimming (23%) and indoor swimming (20%).

Empty nesters: Generally, participation levels in some of the more active pursuits were slightly lower than the overall averages. For example, 53% went hiking/walking (61% overall) and 5% went swimming outdoors (12% overall).

German visitors: Hiking/walking/rambling and orienteering were particularly popular amongst this market with around eight in ten visitors participating in this type of activity (79%). Also particularly popular amongst this market segment were field study/nature study/bird and wildlife watching and outdoor swimming, each undertaken by a third of them (34%). German visitors were also the market most likely to go mountaineering/rock climbing (14%).

Dutch visitors: Similar to the German market, Dutch visitors were more likely than average to go hiking/walking (76%) and participate in a field study/nature study or bird/wildlife watching (38%). Cycling was also more important than average amongst this market (17%).

Source: Active Holidays in Wales, <http://new.wales.gov.uk>

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