

Research Report

Pembrokeshire Bedstock Survey 2021



Prepared for:
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1. Executive summary

- Bedstock audits provide a snapshot of a given area's accommodation, ranging from small bed and breakfast establishments to large corporate hotels, as well as self-catering holiday flats and caravan parks.
- Visit Pembrokeshire commissioned Beaufort Research to undertake a Bedstock Survey consisting of an online and telephone survey with accommodation providers as well as to carry out desk research to find new accommodation providers in Pembrokeshire. The surveys and desk research were conducted from October 2021 to January 2022.
- The county's last Bedstock Survey was undertaken over 11 years ago, so a thorough Bedstock update was required for Visit Pembrokeshire to have a more up to date picture of the accommodation provision within Pembrokeshire.
- The study indicates that there are 5,030 accommodation businesses in Pembrokeshire. This total includes 73 businesses that offer two or more different types of accommodation so there was a total of 5,116 different types of accommodation at the time of the survey. This is higher than the 3,235 included on Visit Pembrokeshire's previous database from 2010.

Summary table below

Type of accommodation	Number of businesses in 2010	Number of businesses in 2021	Number of bedspaces in 2010	Number of bedspaces in 2021
Serviced	458	227	6,636	4,838
Self-catering	2,490	4,619	18,637	26,970
Camping and Caravan	249	227	71,902	67,533
Hostel, Bunkhouse or University	31	22	1,469	1,311
Alternative	7	21	251	347
TOTAL	3,235	5,116	98,895	100,999

- In 2021, there were considerably fewer providers offering serviced accommodation than in previous years (227 cf. 458). This decrease could be as a result of the growing demand for Airbnb-style accommodation and, as a consequence, Hotels, B&B and Guesthouse businesses could have converted their properties into self-catering units. The number of camping and caravan accommodation decreased slightly (249

cf. 227 businesses in 2021) as some have either ceased trading altogether or changed the type of accommodation they offer.

- In contrast, the number of businesses offering self-catering accommodation increased from 2,490 to 4,619 in 2021. This equates to 5,423 self-catering units as some businesses have multiple self-catering cottages or apartments. Therefore, there has been an increase of 2,129 self-catering accommodation businesses. If the 2,037 Airbnb properties were excluded from this total there was still an increase in the number of self-catering accommodation.
- The total number of bed spaces in Pembrokeshire increased since 2010 from 98,895 to 100,999 in 2021. This is an increase of 2,104 bedspaces which is perhaps a smaller increase than expected given the increase in the number of accommodation providers in the county. This is because there has been a decrease in the capacity of every type of accommodation apart from self-catering and alternative accommodation. The most noticeable decrease in capacity occurred amongst camping and caravan accommodation providers (dropping 4,369 bedspaces).
- Almost six in ten businesses (59%) were located within the Pembrokeshire Coast National Park, whilst just over two fifths (41%) were located outside the national park boundary.
- Serviced accommodation had the highest average prices per night, while self-catering units were more expensive on average than camping and caravan accommodation.
- Half (50%) of accommodation businesses who took part in the survey were not graded. However, over two fifths (42%) had been graded by Visit Wales.

2. Introduction

2.1 Background and context

The Coronavirus pandemic has had a devastating impact on the tourism sector across Wales and the rest of the UK. Lockdown measures and travel restrictions, which had to be imposed by the UK and Welsh Government to contain the spread of the disease, meant that the vast majority of accommodation businesses had to remain closed for prolonged periods of time in 2020 and the beginning of 2021. However, the uncertainty and complications around travelling abroad encouraged more people to holiday in the UK in the summer of 2021 and so gave the tourism sector a much needed boost in the latter half of 2021.

In the Autumn of 2021, Visit Pembrokeshire commissioned Beaufort Research to undertake a Bedstock Survey consisting of an online and telephone survey with accommodation providers. In addition, desk research was carried out to find new accommodation providers in the county, including those who use websites such as Airbnb to let out a room in their house or market their accommodation business.

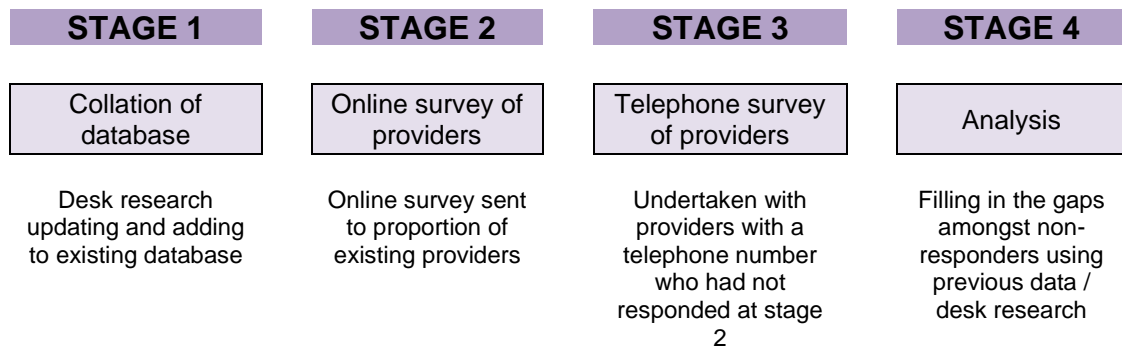
Bedstock audits provide a snapshot of a given area's accommodation, ranging from small bed and breakfast establishments to large corporate hotels, as well as self-catering holiday flats and caravan parks. The county's last Bedstock Survey was undertaken over 11 years ago, so updated data was required for Visit Pembrokeshire and partners to have a more up to date picture of the accommodation provision within Pembrokeshire.

The basic information collected in the survey, such as the type of accommodation provided, the number of bedrooms and bedspaces, grading etc. is essential to help Visit Pembrokeshire and Visit Wales to plan to better meet the needs of future visitors, and to enhance the county's share of the tourism market. The data gathered also gives Visit Pembrokeshire and Visit Wales the evidence to continue to demonstrate tourism as a major contributor to the local economy.

The outputs of the survey are in this summary report and a fully populated database of accommodation providers in Pembrokeshire in Excel.

2.2 Methodology

The research aimed to identify and then engage with as many accommodation providers in Pembrokeshire as possible, through a four-stage approach:



2.2.1 Collation of the database for accommodation providers

Comprehensive desk research was undertaken by a team of Beaufort researchers throughout the fieldwork period from October to December 2021. The desk researchers were fully briefed by the executive responsible for the survey and their work monitored closely.

The initial desk research was undertaken to source telephone numbers for those accommodation providers without contact details on the original database provided by Visit Pembrokeshire.

In addition, new accommodation was sourced using the following websites:

- Airbnb
- Booking.com
- Coastal Cottages
- Cottages.com
- FBM Holidays
- Powells Cottage Holidays
- Quality Cottages
- West Wales Holiday Cottages

All the available information on these websites were manually recorded for each property and has been included in the database of accommodation providers, including links to each property. It was not possible to contact any of the providers sourced through Airbnb or the various agency websites directly by telephone, however, because no contact details are listed. It is not possible to contact the

individual owners of the agency-managed properties, while it is only possible to contact 'hosts' on Airbnb through the Airbnb website.

The total number of providers sourced through agency websites were 2,174 while the total number of Airbnb properties recorded were 2,037 properties. The number of properties sourced through agencies was originally higher but some were duplicates as the same properties were recorded on more than one agency website or were also on Airbnb.

2.2.2 Online survey of accommodation providers

Beaufort scripted the agreed bedstock questionnaire in SNAP and then distributed the survey link to all the accommodation providers on their current database who had email address that had been sourced previously or during Beaufort's desk research. The questionnaire was bilingual so owners could take part in their preferred language.

The link to the online survey was first sent on 18th of October 2021 to over 1,079 accommodation businesses with an email address. 737 were delivered successfully and 342 bounced back. A reminder email was sent a week later (25th of October) to those businesses who had not responded to the survey. An open link survey was also shared with Visit Pembrokeshire who then publicised the survey on their social media accounts and sent it to accommodation providers on their mailing list throughout November.

A total of 156 accommodation providers took part in the survey online, either by being mailed a link to the survey by Beaufort or by completing the survey via the open link which was shared by Visit Pembrokeshire. This represents a response rate of approximately 21% of those we had valid email addresses for.

2.2.3 Telephone survey of accommodation providers

Establishments that had not already completed the survey online, were then contacted via telephone and invited to take part in the survey over the phone. We were unable to make contact with businesses where no telephone number was provided and where it was not possible to source their number online through desk research.

Beaufort thoroughly deduped the telephone numbers on the original database provided by Visit Pembrokeshire to avoid contacting the same individuals multiple times about different elements of their business. Businesses who offered more than

one type of business (e.g. self catering units and serviced accommodation) were listed multiple times on the original database. This resulted in a total of 1,013 providers for Beaufort to contact at the telephone stage of the project.

Interviews were conducted during the day and in the evening depending on proprietors' / managers' availability. Several calls had to be made to some establishments in order to secure an interview as managers / proprietors were often unavailable. If the respondent was willing to take part but the time was not convenient, an appointment was made to re-contact them to complete the survey. The telephone fieldwork took place between 11th of November 2021 and 10th of January 2022. The prolonged fieldwork period also helped to increase the likelihood of making contact with the proprietors.

The table below outlines the outcomes for the contact with all accommodation providers included in the telephone survey:

TABLE 1 – Telephone survey outcomes

Response to the survey amongst Accommodation providers	Number of establishments	Percentage
Unable to make contact (answer phone, no answer, maximum number of calls reached)	328	32%
Successful interview	241	24%
Refused	217	21%
Confirmed that they had ceased trading entirely or business was no longer offering accommodation	163	16%
Invalid number / wrong number - unable to source alternative number	53	5%
Outside target group (did not offer tourist accommodation or was located outside Pembrokeshire)	11	1%
TOTAL	1,013	99%

Businesses were called 15 times before they reached the maximum number of contacts. Some of the accommodation businesses (especially caravan and camping businesses) were closed during the fieldwork period so it is possible that there were no staff members there to answer the phone.

On average, 8 calls were made to each establishment to obtain an outcome. Most accommodation businesses were closed during the fieldwork period.

2.2.4 Analysis: filling in the gaps for bedstock survey

Where the accommodation providers either refused to take part or Beaufort were unable to make contact with them, desk research was carried out to ascertain whether the business was still operating and, if so, what their current capacity was. Where the business details had been captured via Airbnb or through an Agency website, this information was used instead as it was more up to date than the original database.

Where it was not possible to obtain current capacity information via desk research, the information from the previous database was used. This accounts for 422 providers.

Where accommodation providers did not take part in either the online survey or the telephone survey, no responses are available for the additional questions asked at the end of the survey (e.g. max/min no. of employees, grading and walking / cycling friendly etc).

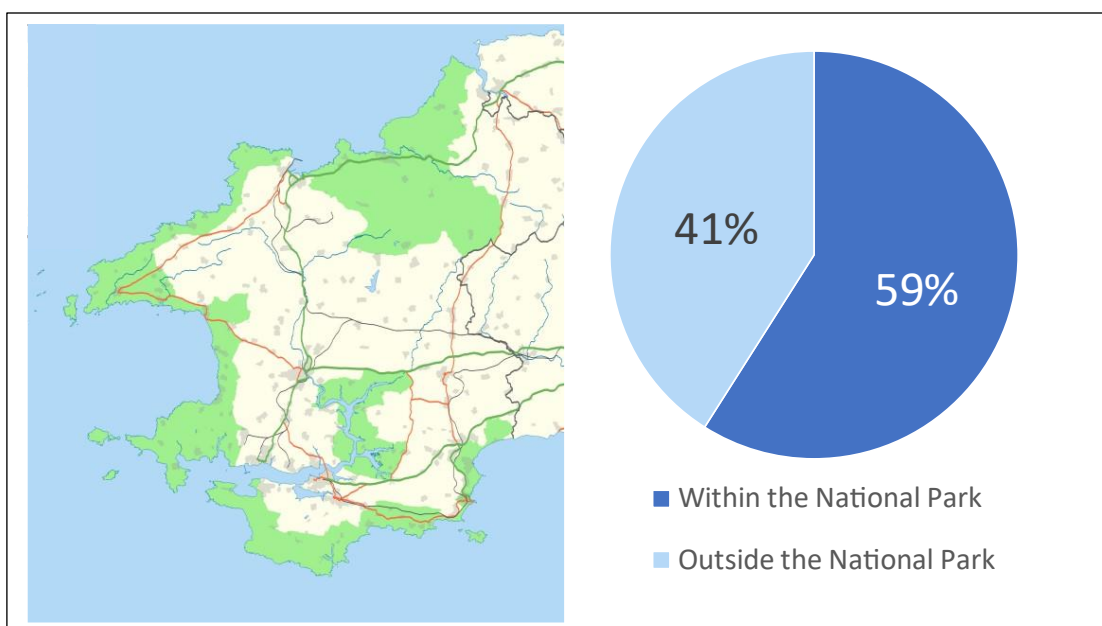
3. Main findings

3.1 Businesses located within the National Park

Over 5,000 accommodation businesses were identified in Pembrokeshire. The chart below shows a map of the Pembrokeshire Coast National Park (areas noted in green) on the left and the proportion of accommodation businesses that are located within the Pembrokeshire Coast National Park compared to those located outside the National Park on the right.

Almost six in ten businesses (59%) were located within the national park whilst just over two fifths (41%) were located outside the national park. This is despite the fact that the latter represents a larger geographical area.

CHART 1 – Number of accommodation providers by type



Base: All accommodation businesses in Pembrokeshire: (5,030)

Please note: Where it was possible to source a postcode for the business, the data is more accurate as the National Park Authority provided a list of postcodes within the National Park. However, where it was not possible to source a postcode for the business, i.e. accommodation sourced through agency websites and Airbnb, the location of the nearest town or village was used instead.

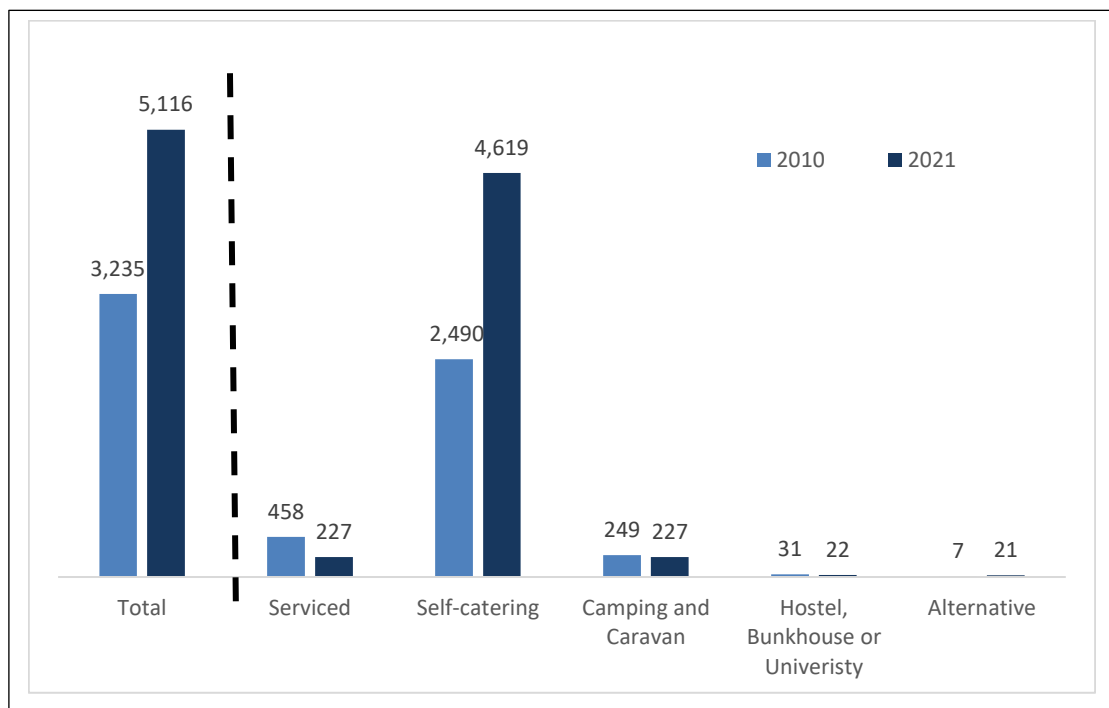
3.2 Bedstock provider volumes

This section looks at the volume of known accommodation providers in Pembrokeshire. The Agency-managed and Airbnb properties have been included in the self-catering category throughout this report.

The study indicates that there are 5,030 accommodation businesses in Pembrokeshire. This total includes 73 businesses that offer two or more different types of accommodation so there was a total of 5,116 different types of accommodation at the time of the survey. This is higher than the 3,235 included on Visit Pembrokeshire’s previous database from 2010.

Chart 2 below shows the number of known providers broken down by the different types of accommodation.

CHART 2 – Number of accommodation providers by type



Base: All accommodation types in Pembrokeshire: previous data (3,235) 2021 (5,116)

In 2021, there were considerably fewer providers offering serviced accommodation than in previous years (227 cf. 458). This decrease could be as a result of the growing demand for Airbnb style accommodation and so Hotels, B&B and Guesthouse businesses could have converted their properties into self-catering units. It is also possible that some serviced hospitality businesses would have had to cease trading during the 2020/2021 lockdown periods when it was harder for serviced accommodation to operate at full capacity if at all.

In contrast, the number of businesses offering self-catering accommodation increased from 2,490 to 4,619 in 2021. This equates to 5,423 self-catering units as some businesses have multiple self-catering cottages or apartments. Therefore, there has been an increase of 2,129 self-catering accommodation businesses. If the 2,037 Airbnb properties were excluded from this total there was still an increase in the number of self-catering accommodation.

The number of camping and caravan accommodation decreased slightly (249 cf. 227 businesses in 2021) as some have either ceased trading altogether or changed the type of accommodation they offer.

The number offering hostel or bunkhouse type of accommodation also decreased slightly (22 cf. 31). Again, this was largely because some had ceased trading or were now categorising their accommodation as self-catering instead.

Conversely, the number offering accommodation categorised as 'alternative' (this included accommodation such as Yurts, Bell tents and Gypsy caravans) had increased from 7 to 21. This equates to 98 individual units.

3.3 Serviced accommodation in more detail

Looking at the types of serviced accommodation available in Pembrokeshire, the majority of the businesses classified themselves as Guesthouses or B&Bs (60% of all serviced accommodation). Over a fifth of all serviced accommodation classified themselves as hotels, while less than one in ten serviced accommodation businesses were categorised as Inns, Farmhouses or restaurants with rooms (8%, 7% and 3% respectively).

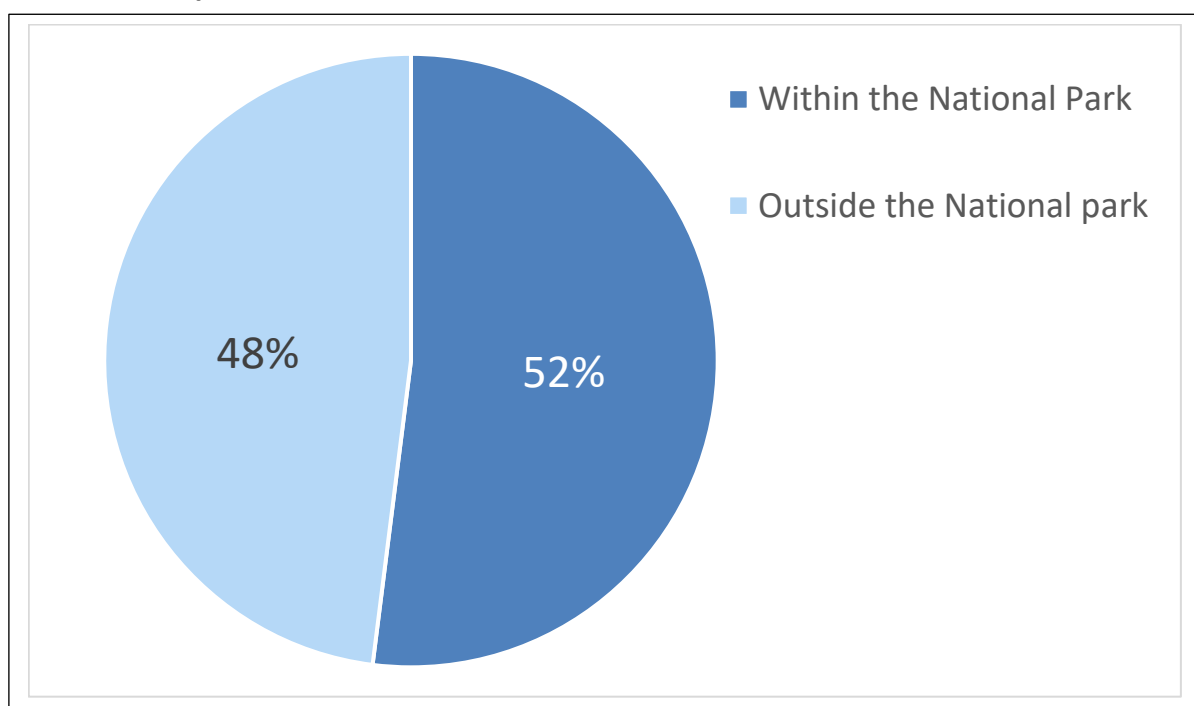
The breakdown in the proportion of the types of serviced accommodation within the county has stayed relatively consistent, although hotels accounted for a higher proportion of all serviced accommodation in 2021 compared to 2010 (22% cf.16%) – see Table 2 overleaf for more detail.

TABLE 2 – Serviced accommodation businesses broken down by category

Category of Serviced accommodation	Number of businesses in 2021	Proportion of 2021 serviced accommodation	Proportion of 2010 serviced accommodation
B&Bs and Guesthouses	136	60%	62%
Hotel	51	22%	16%
Inns	18	8%	12%
Farmhouse	15	7%	8%
Restaurant with rooms	7	3%	1%
TOTAL	227	100%	99%

Half of all serviced accommodation offered in Pembrokeshire was located within the National Park, while half was located outside the National Park. This is perhaps not surprising as serviced accommodation tends to be located in larger towns and villages. The larger towns are evenly distributed within and outside the National Park with Newport, Tenby, Saundersfoot and St Davids within the National Park, and Haverfordwest, Pembroke, Milford Haven and Fishguard outside the National Park boundary.

CHART 3 – Proportion of Serviced accommodation within the National Park



Base: All Serviced accommodation in Pembrokeshire: (227)

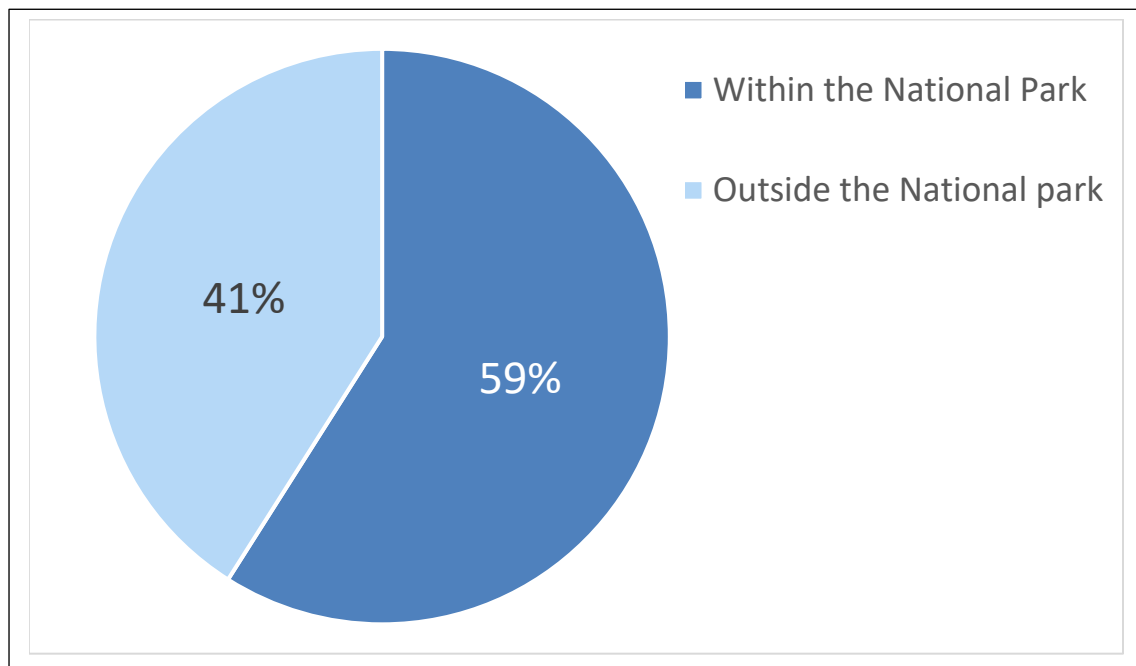
3.4 Self-catering accommodation in more detail

As stated previously, 4,619 businesses offered self-catering accommodation which equated to 5,423 separate self-catering units (cottages or apartments). The majority of listings only had one or two self-catering units but there were 9 businesses with over 20 units (ranging from 22-46 units).

Almost half of self-catering units were managed by an agency (48%).

Chart 4 below shows that around six in ten (59%) of self-catering accommodation was based within the Pembrokeshire Coast National Park, whilst two fifths (41%) was located outside the National Park boundary.

CHART 4 – Proportion of Self-catering accommodation within the National Park



Base: All Self-catering accommodation in Pembrokeshire: (4,619)

3.5 Camping and Caravanning accommodation in more detail

Looking at the types of camping and caravan accommodation available in Pembrokeshire, a third of businesses (32%) described themselves as Camping and Touring Parks, while around a quarter (26%) described themselves as Holiday Parks. A further fifth (11%) of businesses described themselves as a Camping Park and the same proportion of businesses offered a broad range of accommodation so described themselves as Holiday, Touring and Camping Parks (11%).

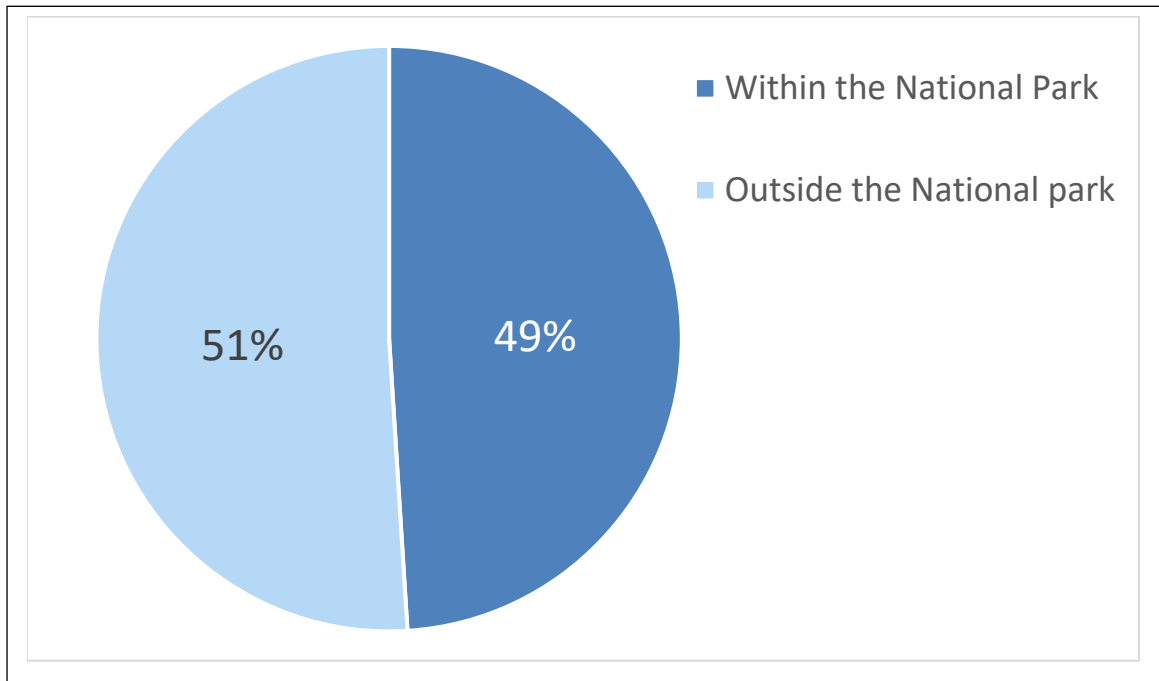
In 2010 the highest proportion of camping and caravan businesses categorised themselves as Holiday Parks (32% cf. 26% in 2021) – see table 3 below for more detail.

TABLE 3 – Camping and caravan accommodation businesses broken down by category

Category of camping and caravan accommodation	Number of businesses in 2021	Proportion of 2021 camping and caravan accommodation	Proportion of 2010 camping and caravan accommodation
Camping and Touring Park	72	32%	29%
Holiday Park	60	26%	32%
Camping Park	26	11%	14%
Holiday, Touring and Camping Park	25	11%	10%
Touring Park	20	9%	7%
Holiday and Touring Park	19	8%	7%
Holiday and Camping Park	4	2%	1%
Other	1	<1%	-
TOTAL	227	100%	100%

Chart 5 overleaf shows that around half (49%) of camping and caravan accommodation was based within the Pembrokeshire Coast National Park, whilst 51% was located outside the National Park boundary.

CHART 5 – Proportion of camping and caravan accommodation within the National Park



Base: All camping and caravan accommodation in Pembrokeshire: (227)

3.5 Bed spaces

As discussed in the methodology section earlier in the report (2.2.4), bed spaces are calculated by the proprietor of the accommodation and, where not known, we have tried to source the information through desk research or, if this was not possible, assumed that the number of bed spaces is the same as previous years.

Bedspaces can be harder for camping and caravan accommodation providers to state accurately, therefore bedspace is calculated by multiplying the total number of pitches and units available by four.

3.3.1 Overall number of bed spaces in 2021 compared to 2010

Chart 6 overleaf shows the number of bed spaces (reported and assumed) for known accommodation providers in Pembrokeshire. The chart shows both the overall total number of bed spaces and the numbers across the different types of accommodation.

The total number of bed spaces in Pembrokeshire has increased since 2010 from 98,895 to 100,999 in 2021. This is an increase of 2,104 bedspaces which is perhaps a smaller increase than expected given the increase in the number of accommodation providers in the county. This is because there has been a decrease in the capacity of every type of accommodation apart from self-catering and alternative accommodation.

The most noticeable decrease in capacity occurred amongst camping and caravan accommodation providers (dropping 4,369 bedspaces).

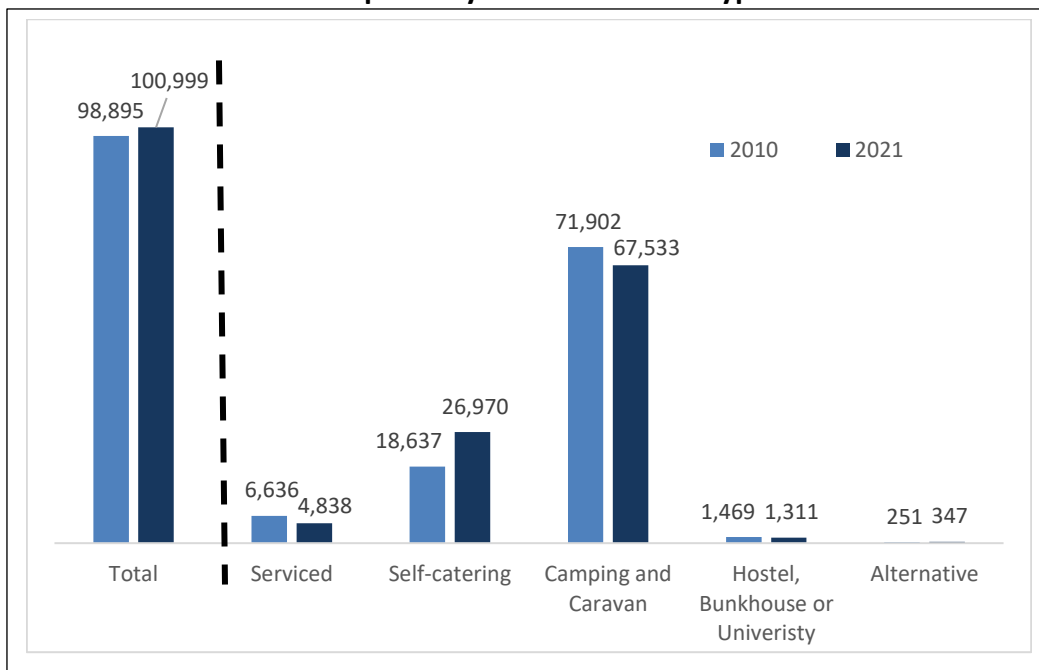
This is to some extent due to there being 22 fewer businesses offering camping and caravan accommodation but some of the businesses who took part in both 2010 and 2021 reported having fewer pitches or units available. For example, Newgale Holiday Park reported having capacity for 740 in 2021 whereas in 2010 the capacity was recorded as 1,090. Similarly, Trewayne Farm near Saundersfoot had a capacity of 608 in 2021 compared with 1,164 in 2010.

Furthermore, the bedspaces for serviced accommodation had also decreased from 6,636 to 4,838 (a drop of 1,798 bedspaces). Again, this is because there are 231 fewer businesses offering serviced accommodation.

This could be due to several factors:

- Some smaller guesthouses and B&Bs might have ceased trading because of the Coronavirus pandemic or because of the increased competition from, sometimes cheaper, accommodation listed on websites such as Airbnb and Vrbo,
- Some providers have changed the type of accommodation they offer i.e. only offering self-catering accommodation. This could either be because of the Coronavirus pandemic and businesses finding it easier to offer self-catering accommodation since 2020 rather than serviced accommodation or it may be because there is more demand for self-catering accommodation generally,
- Some service accommodation owners have retired and sold the businesses since the last survey.

CHART 6 – Number of bedspaces by accommodation type



Base: All accommodation types in Pembrokeshire: previous data (3,235) 2021 (5,116)

There has also been a decrease in the number of bedspaces in Hostel and Bunkhouse type accommodation. This is again because some businesses have ceased trading e.g. Millennium Hostel, St Non’s Retreat Centre and Walkers Lodge. In addition, some Hostel and Bunkhouse accommodation providers categorised their accommodation as self-catering in 2021, such as Hamilton Lodge, Court House and Felin Hescwm Refuge.

In contrast, the bedspaces in self-catering accommodation had increased by 8,333 by 2021. This was largely because Airbnb listings were included in the database and because more businesses were choosing to offer self-catering accommodation instead of other types of accommodation.

In addition, there was an increase in the number of bed spaces in alternative accommodation. This increase is smaller than expected because in 2010 it was recorded that Allt y Coed had 40 wigwams which equated to 160 bedspaces while in 2021 the owner of Allt y Coed said they had 5 nomadic structures which equated to 18 bed spaces.

Overall, the total number of bedspaces in Pembrokeshire increased by 2,104, which represents an increase of 2% in the county's capacity.

3.4 Maximum and minimum rates by accommodation type

This section looks at the reported maximum and minimum rates provided by the businesses who took part in the survey online or via telephone.

The maximum rates are usually the rates charged during the peak season when demand is highest, and businesses are likely to be at their busiest. In contrast, the minimum rates are usually the rates charged during the off-peak season when demand is at its lowest.

The rates are calculated differently for each of the different accommodation types – serviced accommodation rates are per person per night (including breakfast) and hostel and bunkhouse, and alternative accommodation are calculated on a price per night. However, the self-catering and camping and caravan accommodation rates are for the unit / pitch for the week.

Table 3 below shows serviced accommodation had the highest average prices per night, while self-catering units were more expensive on average than camping and caravan accommodation – see Table 4 below for more details.

TABLE 4 – Average minimum and maximum rates by accommodation type

Accommodation type	Minimum in 2021	Maximum in 2021
Per person per night (incl. breakfast)		
Serviced	£63.05	£99.58
Alternative	£62.00	£98.76
Hostel, Bunkhouse or University	£26.44	£40.33
Per unit / pitch for the week		
Self-catering	£527.06	£1,322.08
Camping and caravan	£108.01	£328.23

Base: All accommodation providers who took part in the survey either online or via telephone (397)

3.5 Maximum and minimum number of employees by accommodation type

This section looks at the reported maximum and minimum number of employees of the businesses who took part in either the online or the telephone survey.

Table 5 below shows the average minimum and maximum number of employees by the different accommodation type.

It is likely that some accommodation businesses will employ more people during the peak season in order to cope with the increased demand while there will be less need of seasonal employees during the off-peak months when the accommodation businesses are quieter.

As expected, the average number of employees is higher for the serviced accommodation businesses because the level of interaction with guests is higher due to the nature of the business.

TABLE 5 – Average maximum and minimum number of employees by accommodation type

Accommodation type	Minimum	Maximum
Serviced	5	9
Hostel, Bunkhouse or University	3	8
Camping and Caravan	3	6
Self-catering	2	4
Alternative	1	3

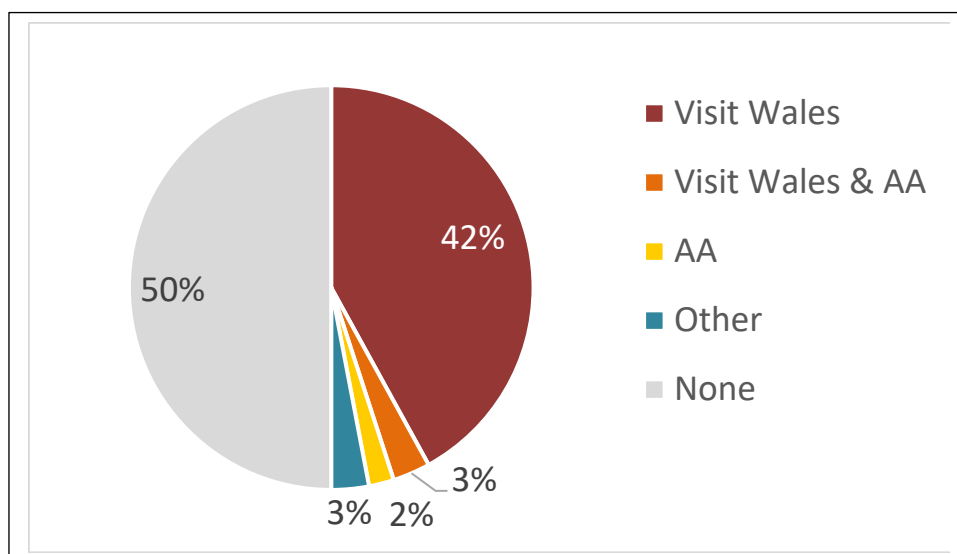
Base: All accommodation providers who took part in the survey either online or via telephone (397)

3.6 Graded accommodation

It was only possible to capture grading information for businesses who took part in the survey as they could confirm whether their businesses were graded by Visit Wales, the AA, other providers or a combination of more than one organisation. Chart 7 below shows the proportion of businesses graded by each.

Half (50%) of accommodation businesses who took part in the survey were not graded. However, over two fifths (42%) were graded by Visit Wales – usually between 3 and 5 stars. 3% of the businesses who took part were graded by the AA and Visit Wales and a further 3% were graded by other organisations. Only 2% of businesses were graded by the AA only.

CHART 7 – Proportion of accommodation providers who have been graded



Base: All accommodation providers who took part in the survey either online or via telephone (397)

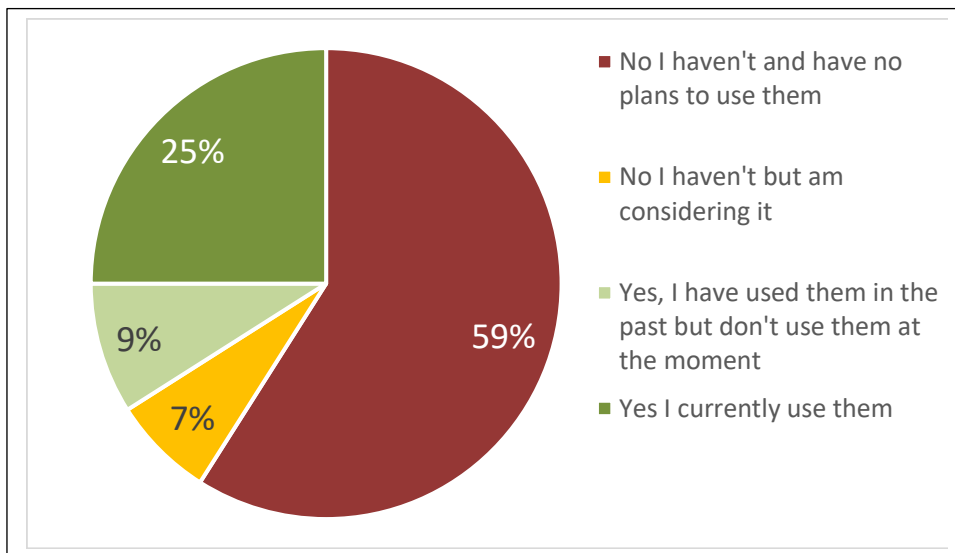
3.7 Use of Airbnb

Accommodation providers who took part in the survey either online or over the phone were asked if they had been or were currently listed on Airbnb’s website.

Chart 8 below shows that almost six in ten (59%) of the accommodation providers who took part in the survey were not listed on Airbnb’s website, nor did they have any plans to be listed in the future. A further 7% said they were not currently listed but would consider it for the future.

In contrast around a quarter (25%) of the accommodation providers who took part in the survey said that they were currently listed on Airbnb – the majority of which were self-catering accommodation. Just over one in ten (9%) of businesses had been listed on Airbnb in the past but were not currently advertising their accommodation on their site.

CHART 8 – Proportion of accommodation providers who are listed on Airbnb



Base: All accommodation providers who took part in the survey 2021 (397)

Appendix

Questionnaire

Bedstock survey Questionnaire

Purpose

Visit Pembrokeshire has been asked by Visit Wales to contribute towards a 2021 pan-Wales Bedstock Survey along with all other local authorities in Wales. We would be grateful for your assistance in helping us to achieve an accurate picture of the tourism accommodation bedstock in Pembrokeshire, as well as contributing towards the overall picture across Wales.

This information is vital to demonstrate the volume and value of tourism to the area. The basic information we require from the Pembrokeshire 2021 Bedstock Survey is essential to help us all plan to better meet the needs of our current visitors, provide the right sort of accommodation, to enhance our share of the changing tourism market and to justify tourism as a significant contributor to the local economy. Therefore, we would be very grateful if you could take a moment to complete this questionnaire, which will only take 5-10 minutes of your time. The last Pembrokeshire bedstock survey was conducted over 11 years ago and a lot has changed since then.

If you have more than one type of accommodation, we ask that you concentrate on one type first as similar questions will appear later in the questionnaire if you have more than one type of accommodation.

Your data

Business and personal details will remain strictly confidential within the partnership organisations (Beaufort Research, Visit Pembrokeshire and Visit Wales). The information you supply will be kept by Beaufort Research for a maximum of 3 months after the completion of the project and will be kept by Visit Pembrokeshire indefinitely. The data will also be shared with Visit Wales.

The telephone numbers and email addresses used for this survey have been supplied by Visit Pembrokeshire or, where the information is publicly available, they have been sourced by Beaufort Research through desk research.

The questionnaire should only take around 5-10 minutes to complete.

Contact us

If you have any questions about this questionnaire or the accommodation database, please contact:

Catrin Davies, Senior Research Executive at Beaufort Research
catrin@beaufortresearch.co.uk

If your property no longer operates as an accommodation, we would appreciate if you could contact us. Please send an email to catrin@beaufortresearch.co.uk

You have the right to withdraw your consent to participating in this exercise at any point.

Please confirm you are happy to take part?

Yes

No

Q.1 Would you like to continue in English or Welsh?

English

Welsh

Q2 Please confirm the name of your accommodation business?

Q.3 Please can you tell me what type of accommodation you offer at {Accommodation}?

Note: If your business offers more than one type of accommodation, we ask that you concentrate on one type first as similar questions will be asked later in the questionnaire if you have more than one type of accommodation.

MULTI CODE

Serviced accommodation

Self-catering accommodation

Camping and Caravanning accommodation

Hostel/ Bunkhouse/ University

Alternative accommodation

Section 1. Serviced Accommodation

Q.4 Which of the following categories best describe the nature of your serviced accommodation?

B&B	
Farmhouse B&B	
Guest House	
Hotel	
Inn	
Restaurant with rooms	
Other (please specify)	

Q.5 What are the total numbers of bedrooms available?

Q.6 What are the total numbers of bed spaces available? (e.g. 1 double bed = 2 bed spaces)

Q.7 Which months is your serviced accommodation open in a typical year? Please tick only those months where they are open for the majority of the month.

Full 12 months	
January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	

Q.8a Is your business graded by Visit Wales or the AA?

Visit Wales	
AA	
Other- which	
None	

Q.8b If so, how many stars or what grade do you have?

Q.9a What is the minimum price per person per night? (This should include breakfast)

Q.9b What is the maximum price per person per night? (This should include breakfast)

Q.10a What is your minimum number of employees?

Q.10b What is your maximum number of employees?

Section 2. Self-catering

Note: Please include details of Serviced apartments in this section.

Q.4 How many self-catering units are available to rent in Pembrokeshire?

Q.5a Are the self-catering units managed by an agency?

Yes

No

If Yes,

Q.5b Please tell me the name of the Agency that manages the accommodation?

Q.6 What are the total numbers of bed spaces available? (e.g. 1 double bed = 2 bed spaces)

Q.7 Which months is your self-catering accommodation open in a typical year?

Please tick only those months where they are open for the majority of the month.

Full 12 months	
January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	

Q.8a Is your business graded by Visit Wales or the AA?

Visit Wales	
AA	
Other- which	
None	

Q.8b If so, how many stars or what grade do you have?

Q.9a What is the minimum price per unit (e.g. cottage or apartment) for the week?

Q.9b What is the maximum price per unit (e.g. cottage or apartment) for the week?

Q.10a What is your minimum number of employees?

Q.10b What is your maximum number of employees?

Section 3. Camping and Caravanning

Q.4 Which of the following categories best describe the nature of your Camping and Caravanning accommodation?

(Tick all that apply)

Camping Park	
Holiday Park	
Touring Park	
Holiday and Touring Park	
Holiday and Camping Park	
Holiday, Touring and Camping park	
Camping and Touring Park	
Other (Please specify)	

Q.5 How many tent only pitches do you offer?

Q.6 How many touring caravan pitches do you offer?

Q.7 How many static caravan pitches do you offer?

Privately owned _____

For hire _____

Total _____

Q.8 How many chalets do you offer?

Privately owned _____

For hire _____

Total _____

Q.9 Which months is your Camping and caravanaccommodation open in a typical year?

Please tick only those months where they are open for the majority of the month.

Full 12 months	
January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	

Q.10a Is your business graded by Visit Wales or the AA?

Visit Wales	
AA	
Other- which	
None	

Q.10b If so, how many stars or what grade do you have?

Q.11a What is the minimum price per tent pitch for the week?

Q.11b What is the maximum price per tent pitch for the week?

Q.11c What is the minimum price for a touring caravan pitch for the week?

Q.11d What is the maximum price for a touring caravan pitch for the week?

Q.11e What is the minimum price for a static unit for the week?

Q.11f What is the maximum price for a static unit for the week?

Q.12a What is your minimum number of employees?

Q.12b What is your maximum number of employees?

Section 4. Hostel/ Bunkhouse/ University

Q.4 Which of the following categories best describe the nature of your accommodation?

Activity Accommodation	
Bunkhouse	
University Campus	
Hostel	
Backpacker Hostel	
Camping Barn	
Group Accommodation	
Other (Please specify)	

Q.5 What are the total numbers of bedrooms available?

Q.6 What are the total numbers of bed spaces available? (e.g. 1 double bed = 2 bed spaces)

Q.7 Which months is your serviced accommodation open in a typical year?
Please tick only those months where they are open for the majority of the month.

Full 12 months	
January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	

Q.8a Is your business graded by Visit Wales or the AA?

Visit Wales	
AA	
Other- which	
None	

Q.8b If so, how many stars or what grade do you have?

Q.9a What is the minimum price per person per night?

Q.9b What is the maximum price per person per night?

Q.10a What is your minimum number of employees?

Q.10b What is your maximum number of employees?

Section 5. Alternative accommodation

Q.4 Which of the following categories best describe the nature of your accommodation?

WigWams	
Nomadic Structures	
Romany Caravans	
Other (Please specify)	

Q.5 What are the total numbers of bedrooms available?

Q.6 What are the total numbers of bed spaces available? (e.g. 1 double bed = 2 bed spaces)

Q.7 Which months is your serviced accommodation open in a typical year?

Please tick only those months where they are open for the majority of the month.

Full 12 months	
January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	

Q.8a Is your business graded by Visit Wales or the AA?

Visit Wales	
AA	
Other- which	
None	

Q.8b If so, how many stars or what grade do you have?

Q.9a What is the minimum price per person per night?

Q.9b What is the maximum price per person per night?

Q.10a What is your minimum number of employees?

Q.10b What is your maximum number of employees?

Ask all

Q.14 Is your accommodation cycling friendly? If unsure: The accommodation provider must be happy to have cyclists stay. Cycling friendly accommodation will have somewhere safe and secure to store visitors' bikes and have bike wash facilities available.

Yes
No

Q.15 Is your accommodation walking friendly? If unsure: The accommodation provider would need to have facilities for hanging up and drying wet clothes and somewhere to store or clean muddy shoes.

Yes
No

Q.16 Is your accommodation dog friendly?

Yes – all areas
Yes – some areas
No

Q.17 Have you used Airbnb to market your accommodation?

Yes I currently use them
Yes, I have used them in the past but don't use them at the moment
No I haven't but am considering it
No I haven't and have no plans to use them

Ask all

Q.18 Is your accommodation business located within the Pembrokeshire Coast National Park?

Yes
No
Don't know

Ask all

Owner contact details

Business address

House name / Number:
Street Name:
Address:
Village/ Town:
Postcode:
Owner Name:
Telephone number:
Email address:
Website:

If the above property/ properties is / are agency managed or let please give the name of the agency below.

Name of agency:

Address 2

Name of property/properties:
Street Name:
Address:
Village/ Town:
Local authority:
Postcode:
Telephone number:
Email:.....
Website:

Additional Comments

Please use the space below to outline any additional information relating to the business included in this survey.

Many thanks for taking the time to fill in this questionnaire.

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