

# Tourism in English Counties

2006 – 2009

Average Trip Volumes and Values

Domestic and Inbound

# Tourism in English Counties

- The two major tourism surveys in the UK (UKTS for domestic tourism and IPS for inbound tourism) interview extremely large samples of respondents, and yet it is difficult to conduct analysis below regional level as base sizes can become too small to be robust.
- This means that there can be a large degree of fluctuation in results for individual counties when considering results for single years, especially if this data needs to be further analysed by trip purpose.
- To counteract this, the following analysis uses data from a four year period, 2006 – 2009 to calculate an average annual volume and value for each of England's counties.
- Please note that the "total visits" analysis considers only inbound tourism and domestic overnight tourism – data is unavailable at county level for tourism day visits.

# Top 10 Counties by Visitor Numbers

## All Visits - Domestic and Inbound

### Average 2006 - 2009

	<b>Domestic Visits ('000)</b>	<b>Domestic Spend (£m)</b>
<b>ENGLAND TOTAL</b>	<b>100,128</b>	<b>£16,620</b>
London	10,585	£2,198
Devon	5,198	£1,010
Cornwall & Scilly Isles	4,409	£1,095
North Yorkshire	4,394	£715
Cumbria	3,671	£718
Hampshire	3,609	£463
Kent	3,592	£368
West Midlands	3,586	£539
Greater Manchester	3,550	£620
Dorset	3,283	£562

	<b>Inbound Visits ('000)</b>	<b>Inbound Spend (£m)</b>
<b>ENGLAND TOTAL</b>	<b>26,974</b>	<b>£14,062</b>
London	14,940	£8,114
Greater Manchester	1,098	£388
West Midlands	998	£345
Kent	861	£256
Merseyside	640	£220
Hampshire	627	£225
Surrey	612	£218
Oxfordshire	597	£263
East Sussex	586	£256
Berkshire	582	£242

# Top 10 Counties by Visitor Numbers

## Domestic Tourism – Holiday and Business Trips

### Average 2006 - 2009

	<b>Holiday Visits ('000)</b>	<b>Holiday Spend (£m)</b>
<b>ENGLAND TOTAL</b>	<b>42,409</b>	<b>£8,846</b>
London	3,331	£930
Devon	3,171	£718
Cornwall & Scilly Isles	3,140	£920
North Yorkshire	2,842	£524
Cumbria	2,738	£582
Dorset	1,941	£410
Lancashire	1,914	£358
Norfolk	1,799	£376
Somerset	1,643	£297
Lincolnshire	1,622	£276

	<b>Business Visits ('000)</b>	<b>Business Spend (£m)</b>
<b>ENGLAND TOTAL</b>	<b>15,845</b>	<b>£3,633</b>
London	2,712	£752
West Midlands	1,219	£269
Greater Manchester	942	£231
West Yorkshire	566	£120
Hampshire	563	£103
Devon	458	£92
North Yorkshire	436	£79
Tyne and Wear	431	£104
Kent	415	£83
Essex	373	£73

# South East England County Analysis

## All Visits

### Average 2006 - 2009



	<b>Total Visits ('000)</b>	<b>Total Spend (£m)</b>	<b>Domestic Visits ('000)</b>	<b>Domestic Spend (£m)</b>	<b>Inbound Visits ('000)</b>	<b>Inbound Spend (£m)</b>
Kent	4,453	£624	3,592	£368	861	£256
Hampshire	4,236	£688	3,609	£463	627	£225
East Sussex	2,927	£626	2,342	£370	586	£256
West Sussex	2,195	£403	1,758	£265	438	£138
Oxfordshire	2,173	£466	1,576	£203	597	£263
Berkshire	2,097	£465	1,515	£223	582	£242
Surrey	2,036	£382	1,425	£164	612	£218
Buckinghamshire	1,309	£251	998	£146	310	£105
Isle of Wight	1,109	£246	1,059	£231	50	£15

# South East England County Analysis

## Domestic Tourism

### Average 2006 - 2009



	<b>Domestic Visits ('000)</b>	<b>Domestic Spend (£m)</b>	<b>Holiday Visits ('000)</b>	<b>Holiday Spend (£m)</b>	<b>Business Visits ('000)</b>	<b>Business Spend (£m)</b>
Kent	3,592	£368	1,086	£145	415	£83
Hampshire	3,609	£463	1,213	£203	563	£103
East Sussex	2,342	£370	1,136	£215	223	£52
West Sussex	1,758	£265	863	£157	210	£50
Oxfordshire	1,576	£203	492	£83	288	£51
Berkshire	1,515	£223	435	£75	321	£79
Surrey	1,425	£164	261	£32	241	£52
Buckinghamshire	998	£146	215	£34	235	£55
Isle of Wight	1,059	£231	788	£197	34	£9

# South West England County Analysis

## All Visits

### Average 2006 - 2009



	<b>Total Visits ('000)</b>	<b>Total Spend (£m)</b>	<b>Domestic Visits ('000)</b>	<b>Domestic Spend (£m)</b>	<b>Inbound Visits ('000)</b>	<b>Inbound Spend (£m)</b>
Devon	5,663	£1,175	5,198	£1,010	465	£166
Cornwall / Scilly Isles	4,701	£1,200	4,409	£1,095	293	£105
Dorset	3,622	£726	3,283	£562	340	£164
Somerset	3,582	£624	3,090	£471	493	£153
Bristol	2,098	£409	1,652	£255	446	£154
Gloucestershire	1,840	£321	1,573	£215	268	£107
Wiltshire	1,762	£281	1,483	£205	279	£75

# South West England County Analysis

## Domestic Tourism

### Average 2006 - 2009



	<b>Domestic Visits ('000)</b>	<b>Domestic Spend (£m)</b>	<b>Holiday Visits ('000)</b>	<b>Holiday Spend (£m)</b>	<b>Business Visits ('000)</b>	<b>Business Spend (£m)</b>
Devon	5,198	£1,010	3,171	£718	458	£92
Cornwall / Scilly Isles	4,409	£1,095	3,140	£920	211	£42
Dorset	3,283	£562	1,941	£410	240	£47
Somerset	3,090	£471	1,643	£297	338	£81
Bristol	1,652	£255	386	£59	409	£102
Gloucestershire	1,573	£215	601	£117	214	£38
Wiltshire	1,483	£205	598	£116	215	£43



# East of England County Analysis

## All Visits

### Average 2006 - 2009



	<b>Total Visits ('000)</b>	<b>Total Spend (£m)</b>	<b>Domestic Visits ('000)</b>	<b>Domestic Spend (£m)</b>	<b>Inbound Visits ('000)</b>	<b>Inbound Spend (£m)</b>
Norfolk	3,190	£593	2,988	£522	203	£71
Essex	2,853	£429	2,292	£250	561	£179
Cambridgeshire	1,941	£376	1,399	£155	542	£221
Suffolk	1,887	£339	1,674	£230	213	£109
Hertfordshire	1,807	£307	1,365	£159	442	£148
Bedfordshire	911	£144	667	£68	244	£76

# East of England County Analysis

## Domestic Tourism

### Average 2006 - 2009



	<b>Domestic Visits ('000)</b>	<b>Domestic Spend (£m)</b>	<b>Holiday Visits ('000)</b>	<b>Holiday Spend (£m)</b>	<b>Business Visits ('000)</b>	<b>Business Spend (£m)</b>
Norfolk	2,988	£522	1,799	£376	311	£59
Essex	2,292	£250	672	£88	373	£73
Cambridgeshire	1,399	£155	353	£40	273	£49
Suffolk	1,674	£230	729	£132	190	£35
Hertfordshire	1,365	£159	196	£30	290	£64
Bedfordshire	667	£68	118	£14	114	£21

# North West England County Analysis

## All Visits

### Average 2006 - 2009



	<b>Total Visits ('000)</b>	<b>Total Spend (£m)</b>	<b>Domestic Visits ('000)</b>	<b>Domestic Spend (£m)</b>	<b>Inbound Visits ('000)</b>	<b>Inbound Spend (£m)</b>
Greater Manchester	4,647	£1,008	3,550	£620	1,098	£388
Cumbria	3,881	£782	3,671	£718	211	£64
Lancashire	3,443	£624	3,170	£507	273	£117
Merseyside	2,254	£491	1,614	£270	640	£220
Cheshire	1,803	£323	1,452	£217	351	£106

# North West England County Analysis

## Domestic Tourism

### Average 2006 - 2009



	<b>Domestic Visits ('000)</b>	<b>Domestic Spend (£m)</b>	<b>Holiday Visits ('000)</b>	<b>Holiday Spend (£m)</b>	<b>Business Visits ('000)</b>	<b>Business Spend (£m)</b>
Greater Manchester	3,550	£620	1,016	£199	942	£231
Cumbria	3,671	£718	2,738	£582	298	£55
Lancashire	3,170	£507	1,914	£358	272	£55
Merseyside	1,614	£270	564	£118	257	£67
Cheshire	1,452	£217	465	£88	297	£60

# East Midlands County Analysis

## All Visits

### Average 2006 - 2009



	<b>Total Visits ('000)</b>	<b>Total Spend (£m)</b>	<b>Domestic Visits ('000)</b>	<b>Domestic Spend (£m)</b>	<b>Inbound Visits ('000)</b>	<b>Inbound Spend (£m)</b>
Lincolnshire	2,840	£447	2,692	£398	148	£50
Derbyshire	1,961	£283	1,769	£224	192	£59
Nottinghamshire	1,866	£357	1,559	£244	307	£113
Leicestershire (inc Rutland)	1,397	£241	1,145	£147	252	£95
Northamptonshire	1,182	£174	979	£116	203	£58

# East Midlands County Analysis

## Domestic Tourism

### Average 2006 - 2009



	<b>Domestic Visits ('000)</b>	<b>Domestic Spend (£m)</b>	<b>Holiday Visits ('000)</b>	<b>Holiday Spend (£m)</b>	<b>Business Visits ('000)</b>	<b>Business Spend (£m)</b>
Lincolnshire	2,692	£398	1,622	£276	240	£48
Derbyshire	1,769	£224	826	£117	171	£33
Nottinghamshire	1,559	£244	525	£118	333	£63
Leicestershire (inc Rutland)	1,145	£147	269	£51	290	£47
Northamptonshire	979	£116	251	£38	206	£41

# Heart of England County Analysis

## All Visits

### Average 2006 - 2009



	<b>Total Visits ('000)</b>	<b>Total Spend (£m)</b>	<b>Domestic Visits ('000)</b>	<b>Domestic Spend (£m)</b>	<b>Inbound Visits ('000)</b>	<b>Inbound Spend (£m)</b>
West Midlands	4,584	£884	3,586	£539	998	£345
Hereford & Worcester	1,581	£234	1,391	£174	190	£60
Warwickshire	1,373	£253	1,114	£172	258	£82
Staffordshire	1,310	£196	1,141	£144	169	£52
Shropshire	1,185	£180	1,080	£146	104	£34

# Heart of England County Analysis

## Domestic Tourism

### Average 2006 - 2009



	<b>Domestic Visits ('000)</b>	<b>Domestic Spend (£m)</b>	<b>Holiday Visits ('000)</b>	<b>Holiday Spend (£m)</b>	<b>Business Visits ('000)</b>	<b>Business Spend (£m)</b>
West Midlands	3,586	£539	775	£129	1,219	£269
Hereford & Worcester	1,391	£174	544	£88	205	£36
Warwickshire	1,114	£172	434	£82	283	£49
Staffordshire	1,141	£144	404	£59	179	£38
Shropshire	1,080	£146	394	£71	150	£30



# North East England County Analysis

## All Visits

### Average 2006 - 2009



	<b>Total Visits ('000)</b>	<b>Total Spend (£m)</b>	<b>Domestic Visits ('000)</b>	<b>Domestic Spend (£m)</b>	<b>Inbound Visits ('000)</b>	<b>Inbound Spend (£m)</b>
Tyne and Wear	1,968	£452	1,598	£303	371	£150
Northumberland	1,019	£180	952	£162	66	£18
Durham	988	£164	897	£126	91	£37
Other Yorkshire (formerly Cleveland) (UKTS)						
Tees Valley / Cleveland (IPS)*	364	£55	305	£33	59	£22

\*Note: County definitions vary slightly across the two surveys

# North East England County Analysis

## Domestic Tourism

### Average 2006 - 2009



	<b>Domestic Visits ('000)</b>	<b>Domestic Spend (£m)</b>	<b>Holiday Visits ('000)</b>	<b>Holiday Spend (£m)</b>	<b>Business Visits ('000)</b>	<b>Business Spend (£m)</b>
Tyne and Wear	1,598	£303	497	£100	431	£104
Northumberland	952	£162	667	£126	50	£10
Durham	897	£126	292	£43	146	£38
Other Yorkshire (formerly Cleveland) (UKTS)						
Tees Valley / Cleveland (IPS)	305	£33	81	£10	48	£8

\*Note: County definitions vary slightly across the two surveys

# Yorkshire County Analysis

## All Visits

### Average 2006 - 2009



	<b>Total Visits ('000)</b>	<b>Total Spend (£m)</b>	<b>Domestic Visits ('000)</b>	<b>Domestic Spend (£m)</b>	<b>Inbound Visits ('000)</b>	<b>Inbound Spend (£m)</b>
North Yorkshire	4,786	£842	4,394	£715	392	£128
West Yorkshire	3,123	£521	2,636	£355	487	£166
South Yorkshire	1,969	£273	1,753	£186	216	£87
East Yorkshire	1,026	£127	1,008	£120	18	£7
North Lincolnshire	202	£31	146	£16	56	£15

# Yorkshire County Analysis

## Domestic Tourism

### Average 2006 - 2009



	<b>Domestic Visits ('000)</b>	<b>Domestic Spend (£m)</b>	<b>Holiday Visits ('000)</b>	<b>Holiday Spend (£m)</b>	<b>Business Visits ('000)</b>	<b>Business Spend (£m)</b>
North Yorkshire	4,394	£715	2,842	£524	436	£79
West Yorkshire	2,636	£355	584	£96	566	£120
South Yorkshire	1,753	£186	329	£39	251	£54
East Yorkshire	1,008	£120	447	£59	150	£26
North Lincolnshire	146	£16	22	£2	31	£5

# London Analysis

## All Visits

### Average 2006 - 2009



	<b>Total Visits ('000)</b>	<b>Total Spend (£m)</b>	<b>Domestic Visits ('000)</b>	<b>Domestic Spend (£m)</b>	<b>Inbound Visits ('000)</b>	<b>Inbound Spend (£m)</b>
London	25,524	£10,312	10,585	£2,198	14,940	£8,114

# London Analysis

## Domestic Tourism

### Average 2006 - 2009



	<b>Domestic Visits ('000)</b>	<b>Domestic Spend (£m)</b>	<b>Holiday Visits ('000)</b>	<b>Holiday Spend (£m)</b>	<b>Business Visits ('000)</b>	<b>Business Spend (£m)</b>
London	10,585	£2,198	3,331	£930	2,712	£752

# Tourism in English Counties

2006 – 2009

Average Trip Volumes and Values

Domestic and Inbound