

## England Tourism Facts 2000

### ▶ Volume and Spending of Tourists in England 2000

	<b>Trips/Visits</b>	<b>Nights</b>	<b>Spending</b>
	Millions	Millions	£ Millions
<b>UK Residents</b>	140.4	439.2	19,890
<b>Overseas Residents</b>	21.5	181.1	11,358

### ▶ Purpose of Tourism in England 2000

	<b>UK Residents</b>		<b>Overseas Residents</b>	
	Trips	Spending	Visits	Spending
	Millions	£ Millions	Millions	£ Millions
<b>Holidays</b>	82.7	12,413	8,142	3,701
<b>Business</b>	19.1	4,321	5,720	3,737
<b>Visiting Friends &amp; Relatives</b>	34.4	2,521	5,274	2,019
<b>Other</b>	4.2	635	2,348	1,900

### ▶ Holidays in England 2000

	<b>UK Residents</b>		
	Trips	Nights	Spending
	Millions	Millions	Millions
<b>Holidays 1-3 Nights</b>	53.7	102.2	6,242
<b>Holidays 4-7 Nights</b>	22.6	119.9	4,598
<b>Holidays 8+ Nights</b>	6.5	70.0	1,573
<b>Total Holidays</b>	82.7	292.1	12,413

### ▶ Average Expenditure 2000

	<b>UK Residents</b>		<b>Overseas Residents</b>	
Average Spend per Trip	£142	Average Spend per Visit	£528	
Average Spend per Night	£45	Average Spend per Day	£63	

### ▶ Tourism Expenditure by Category 2000

		<b>UK Residents</b>
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	£ Millions	% of Total
Package trip	820	4
Accommodation (non package trip)	5,290	24
Travel	3,790	17
Services or advice	450	2
Buying clothes	1,550	7
Eating and drinking	4,370	20
Other shopping	1,530	7
Entertainment	1,450	7
Other expenses	640	12
<b>Total</b>	<b>100</b>	<b>100</b>

### ▶ Distribution of Tourism in England 2000

	UK Residents		Overseas Residents	
	Trips Millions	Spending £ Millions	Visits Millions	Spending £ Millions
Cumbria	5.0	770	0.2	52
Northumbria	5.6	738	0.4	169
North West	14.8	1,975	1.3	448
Yorkshire	13.1	1,691	0.9	259
Heart of England	23.4	2,793	2.3	770
East of England	13.2	1,537	1.8	681
London	18.5	3,070	13.1	6,902
South West	18.6	3,122	1.6	554
Southern	14.7	2,052	2.1	775
South East	12.1	1,490	2.1	705
England unspecified	4.7	653	0.1	43
<b>TOTAL ENGLAND</b>	<b>140.4</b>	<b>19,890</b>	<b>21.5</b>	<b>11,538</b>

### ▶ Seasonality of Tourism in England 2000

	UK Residents	Overseas Residents
	% of Trips	% of Visits
Jan, Feb, Mar	19	20
Apr, May, Jun	27	27
Jul, Aug, Sep	30	31
Oct, Nov, Dec	23	22

**Note:** Figures may not add due to rounding.

### ▷ Origin of Tourists to England 2000

	UK Residents		Overseas Residents	
	% of Trips		% of Visits	
South East	16	USA	18	
London	13	France	11	
North West Merseyside	12	Germany	11	
Yorks & Humber	10	Republic of Ireland	7	
South West	10	Netherlands	5	
Eastern	10	Italy	4	
West Midlands	9	Spain	4	
East Midlands	7	Australia	3	
North East	4	Belgium	3	
Scotland	4	Canada	3	
Northern Ireland	1	Sweden	3	
Wales	3	Other Countries	28	
Total	100	Total	100	

**Note:** Figures may not add due to rounding.

### ▷ Accommodation Used in 2000

	UK Residents	
	% Trips	% Spending
<b>Hotel/Motel/Guesthouse</b>	25	40
<b>B&amp;B/Farmhouse B&amp;B</b>	7	8
<b>Rented house/Flat/Chalet</b>	5	8
<b>Hostel/University/School</b>	1	1
<b>Friends/Relatives home</b>	49	28
<b>Second home/Timeshare</b>	1	1
<b>Camping</b>	2	1
<b>Towed Caravan</b>	3	2
<b>Other</b>	9	11

**Notes:** Figures may over add due to more than one accommodation type being used during a trip.

### ▷ Serviced Accommodation Occupancy 2000

	2000	1999
<b>Room Occupancy</b>	60%	60%
<b>Bedspace Occupancy</b>	44%	44%

### ▷ Transport Used 2000

	UK Residents
	% of Trips
Car	73
Train	14
Regular Bus/Coach	5
Organised Coach	2
Plane	3
Other	2

**Note:** Transport used on the longest part of the journey from home to the destination. Longest means distance, not time.

### ▷ Transport Used to Travel to England 2000

	Overseas Residents
	% of Visits
Air	73
Sea	15
Tunnel	12

### ▷ Age Profile 2000

	UK Residents	Overseas Residents
	% of Trips	% of Visits
0-15	n/a	7
16-24	16	12
25-34	22	23
35-44	21	23
45-54	15	19
55-64	12	10
65+	14	5

### ▷ Social Profile 2000

	UK Residents
	% Trips
AB	29
C1	31
C2	19
DE	21

**Note:** Social Profile Definitions.

 **10 Most Visited Paid Admission Attractions in England**



Attraction	Location	Number of Visits 2000	Number of Visits 1999
<b>Millennium Dome</b>	London	6,516,874	N/A
<b>British Airways London Eye</b>	London	3,300,000	N/A
<b>Alton Towers</b>	Alton	2,450,000	2,650,000
<b>Madame Tussaud's</b>	London	2,388,000	2,640,000
<b>Tower of London</b>	London	2,303,167	2,428,603
<b>Natural History Museum</b>	London	1,577,044	1,696,725
<b>Chessington World of Adventure</b>	Chessington	1,500,000	1,550,000
<b>Legoland Windsor</b>	Windsor	1,490,000	1,620,000
<b>Victoria &amp; Albert Museum</b>	London	1,344,113	1,251,396
<b>Science Museum</b>	London	1,337,432	1,483,234

 **Most Visited Free Admission Attractions in England**



Attraction	Location	Number of Visits 2000	Number of Visits 1999
<b>Blackpool Pleasure Beach</b>	Blackpool	6,800,000	7,100,000
<b>British Museum</b>	London	5,466,246	5,460,537
<b>National Gallery</b>	London	4,897,690	4,964,879
<b>Tate Modern</b>	London	3,873,887	N/A
<b>Pleasureland Theme Park</b>	Southport	2,600,000	2,500,000
<b>Adventure Island</b>	Southend-on-Sea	2,500,000	2,000,000
<b>York Minster</b>	York	1,750,000	1,900,000
<b>Pleasure Beach</b>	Great Yarmouth	1,500,000	1,500,000

**Note:** Excludes 2 attractions where operators did not authorise figures for publication.