

England Tourism 2001

▶ Volume and Spending of Tourists in England 2001

	Trips/Visits	Nights	Spending
	Millions	Millions	£ Millions
UK Residents	131.9	409.2	20,278
Overseas Residents*	19.3	167.0	9,922

▶ Purpose of Tourism in England 2001

	UK Residents		Overseas Residents	
	Trips	Spending	Visits	Spending
	Millions	£ Millions	Millions	£ Millions
Holidays	80.1	12,988	6.6	2,883
Business	18.4	4,435	5.2	3,284
Visiting Friends & Relatives	31.2	2,513	5.3	2,003
Other	2.2	341	2.2	1,751
All Purposes	131.9	20,278	19.3	9,922

▶ Holiday Tourism in England 2001

	UK Residents			Overseas Residents		
	Trips	Nights	Spending	Visits	Nights	Spending
	Millions	Millions	£ Millions	Millions	Millions	£ Millions
Holidays 1-3 Nights	51.6	97.3	6,408	2.50	5.7	611
Holidays 4-7 Nights	21.7	115.4	4,687	2.35	11.8	949
Holidays 8+ Nights	6.8	68.8	1,893	1.72	28.7	1,323
Total Holidays	80.1	281.4	12,988	6.57	46.2	2,883

Note: There is no regional distribution of Nil Nights visits to the UK for overseas residents. The above data is for staying visits only

▶ Average Expenditure 2001

	UK Residents		Overseas Residents
Average Spend per Trip	£154	Average Spend per Visit	£514
Average Spend per Night	£50	Average Spend per Day	£59

▶ Tourism Expenditure by Category 2001

		UK Residents
	£ Millions	% of Total
Package trip	1,220	6
Accommodation (non package trip)	5,470	27
Travel	3,530	17
Services or advice	300	1
Buying clothes	1,650	8
Eating and drinking	4,440	22
Other shopping	1,470	7
Entertainment	1,600	8
Other expenses	600	3
Total	20,280	100

Note: Spending is rounded to the nearest £10 Million

▶ Distribution of Tourism in England 2001

	UK Residents		Overseas	
	Trips	Spending	Visits	Spending
	Millions	£ Millions	Millions	£ Millions
Cumbria	4.5	738	0.21	40
Northumbria	4.3	628	0.44	172
North West	13.7	2,093	1.25	396
Yorkshire	11.0	1,452	0.80	262
Heart of	22.2	2,832	2.04	675
East of England	13.0	1,799	1.43	525
London	16.9	2,995	11.45	5,845
South West	19.8	3,291	1.37	462
Southern	13.3	1,929	1.89	849
South East	12.6	1,843	2.00	674
England	4.2	679	0.06	23

unspecified				
TOTAL ENGLAND	131.9	20,278	19.32	9,922

▷ Seasonality of Tourism in England 2001

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

▷ Origin of Tourists to England 2001

	UK Residents		Overseas Residents
	% of Trips		% of Visits
South East	17	USA	17
London	12	France	12
South West	11	Germany	10
West Midlands	10	Irish Republic	7
North West Merseyside	10	Netherlands	6
Eastern	10	Italy	4
East Midlands	9	Spain	4
Yorks & Humber	9	Australia	3
North East	4	Belgium	3
Scotland	4	Sweden	3
Wales	4	Canada	3
Northern Ireland	1	Other Countries	28
Total	100	Total	100

▷ Overseas Tourism by Country of Residence 2001

Germany	1,875	634
Republic of Ireland	1,315	358
Netherlands	1,083	316
Italy	762	382
Spain	752	282
Australia	658	466
Belgium	620	129
Other Countries	6,674	4,656
Total	19,320	9,922

▶ **Accommodation Used in 2001**

		UK Residents
	Trips %	Spending %
Hotel/Motel/Guesthouse	26	40
B&B/Farmhouse B&B	6	7
Rented House/Flat/Chalet	6	9
Hostel/University/School	1	1
Friends/Relatives Home	48	28
Second home/Timeshare	1	1
Camping	2	1
Towed Caravan	2	2
Other	10	11

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

▶ **Accommodation Used by Overseas Residents in 2001**

		Overseas Residents
	Visits %	Spending %
Hotels etc	46	47
Bed & Breakfast	4	3
Camping/Mobile Home	1	0
Hostel	4	6
Holiday Village/Centre	0	0
Rented House	3	8
Paying Guest	4	4
Free Guest	38	27
Own Home	2	3
Other	5	1

Note: IPS accommodation category definitions

▷ **Serviced Accommodation Occupancy**

	2001	2000
Room Occupancy	59%	60%
Bedspace Occupancy	43%	44%

▷ **Transport Used 2001**

	UK Residents
	% of Trips
Car	74
Train	13
Regular Bus/Coach	4
Organised Coach	2
Plane	3
Other	4

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 2001**

	Overseas Residents
	% of Visits
Air	73
Sea	15
Tunnel	12

▷ **Age Profile 2001**

	UK Residents	Overseas Residents
	% of Trips	% of Visits
0-15	n/a	7
16-24	16	13
25-34	21	24
35-44	22	22
45-54	16	19
55-64	12	10
65+	14	5

▷ Social Profile 2001

	UK Residents
	% of Trips
AB	31
C1	32
C2	19
DE	18

Note: Social Profile Definitions.

▷ 10 Most Visited Paid Admission Attractions in England

Attraction	Location	Number of Visits 2001	Number of Visits 2000
British Airways London Eye	London	3,850,000*	3,300,00
Tower of London	London	2,019,210	2,303,167
Eden Project	St Austell	1,700,000	498,000
Natural History Museum	London	1,696,176	1,576,048
Legoland Windsor	Windsor	1,632,000	1,490,000
Victoria & Albert Museum	London	1,446,344	1,344,113
Science Museum	London	1,352,649	1,337,432
Flamingo Land Theme Park & Zoo	Kirby Misperton	1,322,000*	1,301,000
Windermere Lake Cruises	Ambleside	1,241,918	1,172,219
Canterbury Cathedral	Canterbury	1,151,099*	1,263,140

Note: *Estimates

▷ 10 Most Visited Free Admission Attractions in England

Attraction	Location	Number of Visits 2001	Number of Visits 2000
Blackpool Pleasure Beach	Blackpool	6,500,000	6,800,00
Naitonal Gallery	London	4,918,985*	4,897,690
British Museum	London	4,800,938	5,466,246
Tate Modern	London	3,551,885	3,873,887
Sutton Park	Sutton Park	3,500,000*	2,500,000

Pleasureland Theme Park	Southport	2,100,000*	2,100,000
Clacton Pier	Clacton-on-Sea	1,750,000*	1,000,000
York Minster	York	1,600,000*	1,750,000
Thetford Forest Park	Santon Downham	1,500,000*	1,500,000
Pleasure Beach	Great Yarmouth	1,500,000*	1,500,000

Note: *Estimates