

England Tourism Facts 2002

▶ Volume and Spending of Tourists in England 2002

	Trips/Visits	Nights	Spending
	Millions	Millions	£ Millions
UK Residents	134.9	415.8	20,788
Overseas Residents	20.5	175.3	10,313

Sources: United Kingdom Tourism Survey (UKTS)/International Passenger Survey (IPS)

▶ Purpose of Tourism in England 2002

	UK Residents		Overseas Residents	
	Trips	Spending	Visits	Spending
	Millions	£ Millions	Millions	£ Millions
Holidays	79.8	13,252	6.7	3,098
Business	19.1	4,416	5.6	3,276
Visiting Friends & Relatives	33.7	2,810	5.8	2,210
Other	2.2	309	2.4	1,730
All Purposes	134.9	20,788	20.5	10,313

Sources: United Kingdom Tourism Survey (UKTS)/International Passenger Survey (IPS)

▶ Holiday Tourism in England 2002

	UK Residents		
	Trips	Nights	Spending
	Millions	Millions	£ Millions
Holidays 1-3 Nights	51.2	97.9	6,778
Holidays 4-7 Nights	22.1	117.0	4,812
Holidays 8+ Nights	6.4	66.0	1,662
Total Holidays	79.8	280.9	13,252

Sources: United Kingdom Tourism Survey (UKTS)

▶ Average Expenditure 2002

	UK Residents		Overseas Residents	
Average Spend per Trip	£154	Average Spend per Visit	£58	
Average Spend per Night	£50	Average Spend per Day	£502	

Sources: United Kingdom Tourism Survey (UKTS)/International Passenger Survey (IPS)

▶ **Tourism Expenditure by Category 2002**

		UK Residents
	£ Millions	% of Total
Package trip	850	4
Accommodation (non package trip)	5,460	26
Travel	3,710	18
Services or advice	370	2
Buying clothes	2,120	10
Eating & drinking	4,430	21
Other shopping	1,480	7
Entertainment	1,720	8
Other expenses	650	3
Total	20,790	100

Sources: United Kingdom Tourism Survey (UKTS)

Note: Spending is rounded to the nearest £10 million. This data is only available at a UK level for overseas visitors, please see UK Tourism Facts 2002

▶ **Distribution of Tourism in England 2002**

	UK Residents		Overseas Residents	
	Trips	Spending	Visits	Spending
	Millions	£ Millions	Millions	£ Millions
Cumbria	4.3	728	0.18	41
Northumbria	4.8	868	0.53	169
North West	14.5	2,316	1.37	466
Yorkshire	12.2	1,595	0.86	303
Heart of England	24.6	3,166	2.59	881
East of England	14.5	1,704	1.66	616
London	16.1	2,818	11.60	5,788
South West	21.0	3,900	1.43	526
Tourism South East*	25.5	3,420	3.85	1,504
- Southern	14.6	2,065	----	----
- South East	10.9	1,355	----	----
England Unspecified	----	----	0.07	19
TOTAL	134.9	20,788	20.54	10,313

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Sources: United Kingdom Tourism Survey (UKTS)/International Passenger Survey (IPS)

Note: *On 1st April 2003 the Southern Tourist Board and the South East England Tourist Board merged to form Tourism South East.

▷ Seasonality of Tourism in England 2002

	UK Residents	Overseas Residents
	% of Trips	% of Visits
Jan, Feb, Mar	21	19
Apr, May, Jun	26	26
Jul, Aug, Sep	29	30
Oct, Nov, Dec	24	24

Sources: United Kingdom Tourism Survey (UKTS)/International Passenger Survey (IPS)

▷ Origin of Tourists to England 2002

	UK Residents		Overseas Residents
	% of Trips		% of Visits
South East	16	USA	16
Eastern	12	France	12
London	11	Germany	10
North West Merseyside	11	Irish Republic	8
South West	11	Netherlands	5
Yorks & Humber	10	Spain	4
East Midlands	9	Italy	4
West Midlands	9	Australia	3
North East	3	Belgium	3
Scotland	4	Canada	3
Wales	4	Other Countries	32
Northern Ireland	1		
Total	100	Total	100

Sources: United Kingdom Tourism Survey (UKTS)/International Passenger Survey (IPS)

▷ Overseas Tourism by Country of Residence 2002

Germany	2,110	645
Irish Republic	1,686	510
Netherlands	1,106	333
Spain	897	408
Italy	889	374
Australia	670	460
Belgium	665	154
Other Countries	6,788	4,635
Total	20,542	10,313

Sources: International Passenger Survey (IPS)

▶ Accommodation Used in 2002

		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	3	2
Other	9	10

Sources: United Kingdom Tourism Survey (UKTS)

Note: UKTS accommodation definitions. Figures may over add due to more than one accommodation type being used.

▶ Accommodation Used by Overseas Residents in 2002

		Overseas Residents
	Visits %	Spending %
Hotels etc	45	47
Bed & Breakfast	4	3
Camping/Mobile Home	1	0
Hostel	4	6
Holiday Village/Centre	0	0
Rented House	2	7
Paying Guest	3	4
Free Guest	39	28
Own Home	2	3
Other	5	2

Other	5	2
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Sources: International Passenger Survey (IPS)

Note: IPS accommodation definitions.

 **Serviced Accommodation Occupancy** 

	2002	2001
Room Occupancy	60%	59%
Bedspace Occupancy	44%	43%

Source: United Kingdom Occupancy Survey (UKOS)

 **Type of Location Stayed at on Holiday by Domestic Tourists 2002** 

		UK Residents
	Trips	Spend
Seaside	26%	29%
Large City/Large Town	30%	29%
Small Town	19%	16%
Countryside/Village	24%	24%
Not stated	1%	1%

Source: United Kingdom Tourism Survey

 **Transport Used 2002** 

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

Sources: United Kingdom Tourism Survey (UKTS)

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 2002** 

	Overseas Residents
	% of Visits
Air	74
Sea	16
Tunnel	10

Tunnel	10
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Sources: International Passenger Survey (IPS)

 **Age Profile 2002** 

	UK Residents	Overseas Residents
	% of Trips	% of Visits
0-15	n/a	6
16-24	16	13
25-34	21	24
35-44	22	22
45-54	17	19
55-64	11	11
65+	13	5

Sources: United Kingdom Tourism Survey (UKTS)/International Passenger Survey (IPS)

 **Social Profile 2002** 

	UK Residents
	% of Trips
AB	33
C1	31
C2	18
DE	17

Sources: United Kingdom Tourism Survey (UKTS)

Note: Social profile definitions

 **Major Paid Admission Attractions** 

Attraction	Location	Visits 2002	Visits 2001
British Airways London Eye	London	4,090,000	3,850,000E
Tower of London	London	1,940,856	2,019,183
Eden Project	St Austell	1,832,482E	1,700,000
Legoland Windsor	Windsor	1,453,000	1,632,000
Flamingo Land Theme Park & Zoo	Kirby Misperton	1,393,300E	1,322,000E
Windermere Lake Cruises	Ambleside	1,266, 027	1,241,918
Drayton Manor	Tamworth	1,200,000E	960,000E

Canterbury Cathedral	Canterbury	1,110,529E	1,151,099E
Westminster Abbey	London	1,058,854	986,354

Source: Survey of Visits to Visitor Attractions

Note: The table above only contains data on attractions which responded to the Survey of Visits to Visitor Attractions and gave permission for their information to be published. E=estimate.

▶ Major Free Admission Attractions

Attraction	Location	Visits 2002	Visits 2001
Blackpool Pleasure Beach	Blackpool	6,200,000	6,500,000
Tate Modern	London	4,618,632	3,551,885
British Museum	London	4,607,311	4,800,938
National Gallery	London	4,130,973E	4,918,985E
Natural History Museum	London	2,957,501	1,696,176
Victoria & Albert Museum	London	2,661,338	1,446,344
Science Museum	London	2,628,374	1,352,649
Pleasureland Theme Park	Southport	2,000,000E	2,000,000E
Eastbourne Pier	Eastborne	1,900,000E	2,000,000E
York Minster	York	1,570,500E	1,600,000E

Source: Survey of Visits to Visitor Attractions

Note: The table above only contains data on attractions which responded to the Survey of Visits to Visitor Attractions and gave permission for their information to be published. E=estimate.