

England Tourism Facts 2003

▶ Volume and Spending of Tourists in England 2003

	Trips	Nights	Spending
	Millions	Millions	£ Millions
UK Residents	121.3	371.9	20,560

Source: United Kingdom Tourism Survey (UKTS)

▶ Purpose of Tourism in England 2003

	UK Residents	
	Trips	Spending
	Millions	£ Millions
Holiday, Pleasure/Leisure	54.3	10,244
Visiting friends and relatives, mainly as a holiday	16.5	1,917
Business	18.4	5,059
Visiting Friends and Relatives	29.3	2,832
Other	2.7	509
All Purposes	121.3	20,560

Source: United Kingdom Tourism Survey (UKTS)

▶ Holiday Tourism in England 2003

	UK Residents		
	Trips	Nights	Spending
	Millions	Millions	£ Millions
Holidays 1 - 3 nights	45.9	87.6	6,455
Holidays 4 - 7 nights	19.4	102.6	4,275
Holidays 8+ nights	5.5	53.3	1,420
Total Holidays	70.8	243.5	12,150

Source: United Kingdom Tourism Survey (UKTS)

▶ Average Spend in England 2003

	UK Residents
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Average Spend per Trip	£169
Average Spend per Night	£55

Source: United Kingdom Tourism Survey (UKTS)

▷ Tourism Spend in England by Category 2003

		Uk Residents
	£ Millions	% of Total
Package Trip	850	4
Accommodation (non package trip)	5,540	27
Travel	3,610	18
Service or advice	370	2
Buying clothes	1,890	9
Eating & drinking	4,480	22
Other shopping	1,570	8
Entertainment	1,580	8
Other expenses	670	3
Total	20,560	100

Source: United Kingdom Tourism Survey (UKTS)

Note: Spending is rounded to the nearest £10 million.

▷ Distribution of Domestic Tourism in England by Government Office Region 2003

	UK Residents	
	Trips	Spending
	Millions	£ Millions
West Midlands	10.8	1,633
East of England	11.8	1,654
East Midlands	9.6	1,352
London	14.3	3,212
North West	16.0	2,615
North East	4.8	825
South East	20.7	2,999
South West	22.8	4,265
Yorkshire & the Humber	13.1	1,930
Total England	121.3	20,560

Source: United Kingdom Tourism Survey (UKTS)

▷ Seasonality of Tourism in England 2003

	UK Residents
	% of Trips
Jan, Feb, Mar	22
Apr, May, Jun	26
Jul, Aug, Sep	30
Oct, Nov, Dec	22

Source: United Kingdom Tourism Survey (UKTS)

 **Origin of Tourists to England by Government Office Region 2003** 

	UK Residents
	% of Trips
South East	17
London	12
North West	11
East of England	10
West Midlands	9
South West	10
Yorkshire & the Humber	11
East Midlands	8
North East	4
Wales	4
Scotland	4
Northern Ireland	1
Total	100

Source: United Kingdom Tourism Survey (UKTS)

 **Accommodation Used by UK Residents in England 2003** 

		UK Residents
	Trips %	Spending %
Hotel/Motel/Guesthouse	29	42
B&B/Farmhouse B&B	6	8
Rented House/Flat/Chalet	6	9
Hostel/University/School	1	1
Friends/Relatives Home	44	25
Second Home/Timeshare	1	1
Camping	3	2
Towed Caravan	2	1
Other	12	12

Source: United Kingdom Tourism Survey (UKTS)

▷ Serviced Accommodation Occupancy in England 2003

	2003	2002	2001
Room Occupancy	60%	60%	59%
Bedspace Occupancy	45%	44%	43%

Source: United Kingdom Occupancy Survey (UKOS)

▷ Type of Location Stayed at on Holiday by Domestic Tourists 2003

	UK Residents	
	Trips	Spend
Seaside	27	29
Large City/Large Town	30	30
Small Town	19	17
Countryside/Village	24	23
Not stated	1	1

Source: United Kingdom Tourism Survey (UKTS)

▷ Transport Used within England 2003

	UK Residents
	% of Trips
Car	73
Train	14
Regular Bus/Coach	4
Organised Coach	2
Plane	3
Other	3

Source: United Kingdom Tourism Survey (UKTS)

▷ Age Profile 2003

	UK Residents
	% of Trips
16 - 24	15
25 - 34	19
35 - 44	23
45 - 54	18
55 - 64	13

65+	12
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Source: United Kingdom Tourism Survey (UKTS)

 **Social Profile 2003**

	UK Residents
	% of Trips
AB	35
C1	33
C2	18
DE	15

Source: United Kingdom Tourism Survey (UKTS)

 **Major Paid Admission Attractions in England 2003**

Attraction	Region	Visits 2003
British Airways London Eye	London	3,700,000
Tower of London	London	1,972,263
Eden Project	South West	1,404,372
Flamingo Land Theme Park & Zoo	Yorkshire & The Humber	1,398,800E
Windermere Lake Cruises	North West	1,337,879
Legoland Windsor	South East	1,321,128
New Metroland	North East	1,200,000E
Chester Zoo	North West	1,160,234
Kew Gardens	London	1,079,424
Canterbury Cathedral	South East	1,060,166E

Source: Survey of Visits to Visitor Attractions England 2003

Note: The table above contains data only on attractions which responded to the survey and gave permission for their total visits to be published. E= estimate

 **Major Free Admission Attractions in England 2003**

Attraction	Region	Visits 2003
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Science Museum	London	2,886,850
Victoria & Albert Museum	London	2,257,325
Pleasureland Theme Park	North West	2,100,000E
Eastbourne Pier	South East	1,600,000E
Pleasure Beach	East	1,500,000E

Source: Survey of Visits to Visitor Attractions England 2003

Note: The table above contains data only on attractions which responded to the survey and gave permission for their total visits to be published. E = estimate R = revised

Sources:

UK Residents - United Kingdom Tourism Survey (UKTS), sponsored by the UK Statutory Boards

Attractions Data - Survey of Visits to Visitor Attractions England 2003, sponsored by VisitBritain, English Heritage and Museums Libraries & Archives Council

Occupancy Data - United Kingdom Occupancy Survey (UKOS), sponsored by the UK Statutory Boards