

UK Tourism Facts 2000

▶ Volume and Spending of Tourists in 2000

	Trips/Visits	Nights	Spending
	Millions	Millions	£ Millions
UK Residents	175.4	576.4	26,132
Overseas Residents	25.2	203.8	12,805

▶ Purpose of Tourism in the UK 2000

	UK Residents			Overseas Residents		
	Trips	Nights	Spending	Visits	Nights	Spending
	Millions	Millions	Millions	Millions	Millions	Millions
Holiday	106.0	392.7	16,494	9.3	67	4,383
Business	23.7	60.4	5,641	7.3	30	4,048
Visiting Friends or Relatives	40.6	104.5	3,179	5.8	63	2,271
Other	5.1	18.8	818	2.7	44	2,068
All Purposes	175.4	576.4	26,132	25.2	204	12,805

▶ Holiday Tourism in the UK 2000

	UK Residents	
	Trips	Spending
	Millions	£ Millions
Holidays 1-3 Nights	67.2	7,858
Holidays 4-7 Nights	29.8	6,288
Holidays 8+ Nights	8.9	2,348
Total Holidays	106.0	16,494

▶ Average Expenditure 2000

	UK Residents		Overseas Resident	
Average Spend per Trip	£149	Average Spend per Visit	£503	
Average Spend per Night	£45	Average Spend per Day	£52	

▷ Tourism Expenditure by Category 2000

	UK Residents		Overseas Residents	
	% of Total	£ Millions	% of Total	£ Millions
Accommodation*	30	7,820	33.3	4,265
Eating Out	22	5,730	20.6	2,640
Total Shopping	15	3,930	26.0	3,330
----clothes	8	2,010	12.8	1,640
----other shopping	7	1,920	13.2	1,690
Travel within the UK	20	5,150	9.2	1,180
Entertainment	7	1,950	6.0	370
Services etc.	2	550	1.0	510
Other	4	1,000	1.0	510
Total	100	26,130	100.0	12,805

Notes: For overseas residents figures International Passenger Survey 1997 percentages have been applied to 2000 total expenditure. *For domestic tourism the non accommodation elements of package trips have been allocated to the accommodation category. (Package trips represent 5% of total domestic expenditure in the UK) **Entertainment includes visits to tourist attractions, historic houses, theatres etc.

▷ Duration of All Tourism Trips 2000

	UK Residents		Overseas Residents	
	% of Trips		% of Visits	
0 Nights	n/a		8	
1 Night	29		13	
2 Nights	27		14	
3 Nights	15		13	
4 Nights	9		10	
5 Nights	5		6	
6 Nights	3		4	
7 Nights	6		6	
8- 10 Nights	3		7	
11-13 Nights	1		4	
14 Nights	2		2	
15-17 Nights	1		2	
18-20 Nights	*		1	
21-60 Nights	1		6	
61+	n/a		2	

Note: * Less than 0.5%

▷ Month of All Tourism Trips 2000

	UK Residents	Overseas Residents
	% of Trips	% of Visits
January	5	7
February	6	6
March	8	8
April	9	9
May	9	9
June	9	10
July	10	11
August	12	11
September	9	9
October	9	7
November	6	7
December	8	6

 **Seasonality of All Tourism Trips 2000**

	UK Residents	Overseas Residents
	% of Trips	% of Visits
Jan, Feb, Mar	19	20
Apr, May, Jun	27	27
Jul, Aug, Sept	31	32
Oct, Nov, Dec	23	22

 **Distribution of Overseas Tourism 2000**

	Visits	Nights	Spending
	Millions	Millions	£ Millions
Cumbria	0.22	1.0	52
Northumbria	0.44	4.1	169
North West	1.32	9.7	448
Yorkshire	0.92	6.4	259
Heart of England	2.28	17.4	770
East of England	1.80	14.8	681

TOTAL WALES	0.98	6.3	267
Nothern Ireland	0.30	1.4	107
Oil Rigs/Travelling	0.16	0.2	6
Isle of Man	0.02	0.1	12
Channel Islands	0.04	0.3	23
Nil Nights	2.00	N/A	110
TOTAL UK	25.21	203.8	12,672

Notes: Non-addition within the visits column are due to the fact that some visitors stay in more than one region/country. The expenditure figure excludes the spending of nil nights transit visitors and of overseas residents departing directly from the Channel Islands.

Distribution of Domestic Tourism 2000

	Trips	Nights	Spending
	Millions	Millions	£ Millions
Cumbria	5.0	16.8	770
Northumbria	5.6	16.4	738
North West	14.8	40.6	1,975
Yorkshire	13.1	42.2	1,691
Heart of England	23.4	62.2	2,793
East of England	13.2	39.8	1,537
London	18.5	42.4	3,070
South West	18.6	75.4	3,122
Southern	14.7	47.9	2,052
South East	12.1	38.7	1,490
TOTAL ENGLAND	140.4	439.2	19,890
Scotland	19.0	70.4	3,699
Wales	13.4	49.1	1,654
Nothern Ireland	3.4	14.4	669
TOTAL UK	175.4	576.4	26,132

Top Towns visited by Overseas Residents 2000

York	310
Bath	300
Brighton/Hove	260
Cardiff	240
Inverness	220
Liverpool	190
Nottingham	190
Newcastle-upon-Tyne	180
Stratford-upon-Avon	170
Coventry	170
Reading	170
Bournemouth	150

Note: Includes visits for all purposes: holidays, visits to friends & relatives, business & work and other purposes.

▷ Origin of Tourists 2000

	UK Residents		Overseas Residents
	% of Trips		% of Visits
North East	4	USA	16
North West Merseyside	12	France	12
Yorks & Humber	9	Germany	11
East Midlands	7	Irish Republic	8
West Midlands	9	Netherlands	6
South West	9	Belgium	4
Eastern	9	Italy	4
London	12	Spain	3
South East	14	Australia	3
Wales	5	Canada	3
Northern Ireland	2	-	-
Scotland	9	Other Countries	30
Total	100	Total	100

Note: Figures may over add due to rounding.

▷ Overseas Tourism by Country of Residence 2000

	Visits	Nights	Spending
--	---------------	---------------	-----------------

Belgium	997	2,694	219
Italy	949	8,044	472
Spain	849	8,613	409
Australia	777	12,169	517
Canada	772	8,906	445
Other Countries	7,396	83,095	5,375
Total	25,209	203,857	12,805

▶ Accommodation Used by UK Residents 2000

	Trips	Spending
	%	%
Hotel/Motel/Guesthouse	25	39
B&B/Farmhouse B&B	7	8
Rented house/Flat/Chalet	5	8
Hostel/University/School	1	1
Friends/Relatives Home	47	27
Second Home/Timeshare	1	1
Camping	2	1
Towed Caravan	3	2
Other	12	11

▶ Serviced Accommodation Occupancy 2000

	2000	1999
Bedspace Occupancy	43%	42%
Room Occupancy	58%	58%

▶ Sources of Information Used 2000

UK Residents	Trips
	Millions
All Trips	175.4
Internet (any website)	13.2
Teletext on ITV	4.8
Neither Internet or Teletext used for enquiries	156.8
Don't know	1.1

▶ Booking Characteristics 2000

UK Residents	Trips
	Millions
All Trips	175.4
Firm Booking via the Internet	2.5
Firm Booking made in Person	9.2
Firm booking via Telephone	46.2

▷ Transport Used 2000

	UK Residents
	% of Trips
Car	73
Train	13
Regular Bus/Coach	5
Organised Coach	2
Motorised Caravan/Campervan	1
Motorcycle	*
Bicycle	*
Plane	4
Boat/Ship	1
Other	2

Note: *Less than 0.5%. Transport used on the longest part of the journey from home to the destination. Longest means distance, not time.

▷ Transport Used to Travel to the UK 2000

	Overseas Residents
	% of Visits
Air	71
Sea	17
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	22	23
45-54	16	19
55-64	11	10
65+	14	5

65+	14	5
-----	----	---

 **Social Profile 2000**

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

Note: Social Profile Definitions.

 **Most Visited Paid Admission Attractions in the UK 2000**

Attraction	Location	Visits 2000	Visits 1999
Millennium Dome	London	6,516,874	N/A
British Airways London Eye	London	3,300,000	N/A
Alton Towers	Alton	2,450,000	2,650,000
Madame Tussaud's	London	2,388,000	2,640,000
Tower of London	London	2,303,167	2,428,603
Natural History Museum	London	1,577,044	1,696,725
Chessington World of Adventures	Chessington	1,500,000	1,550,000
Legoland Windsor	Windsor	1,490,000	1,620,000
Victoria & Albert Museum	London	1,344,113	1,251,396
Science Museum	London	1,337,432	1,483,234
Flamingo Land Theme Park & Zoo	Kirby Misperton	1,301,000	1,197,000
Canterbury Cathedral	Canterbury	1,263,140	1,318,065
Westminster Abbey	London	1,230,000	1,260,000
Edinburgh Castle	Edinburgh	1,204,285	1,219,720
Windermere Lake Cruises	Newby Bridge	1,172,219	1,140,207
Windsor Castle	Windsor	1,127,000	1,280,000
Chester Zoo	Chester	1,118,000	1,065,000
St.Paul's Cathedral	London	937,025	1,068,336
Roman Baths	Bath	932,566	918,867

Note: Excludes 1 attraction where operator did not authorise figures for publication

 **Most Visited Free Admission Attractions in the UK 2000**

Attraction	Location	Visits 2000	Visits 1999
Blackpool Pleasure Beach	Blackpool	6,800,000	7,100,000
British Museum	London	5,466,246	5,460,537
National Gallery	London	4,897,690	4,964,879
Tate Modern	London	3,873,887	N/A
Pleasureland Theme Park	Southport	2,600,000	2,500,000
Adventure Island	Southend-on-Sea	2,500,000	2,000,000
York Minster	York	1,750,000	1,900,000
Pleasure Beach	Great Yarmouth	1,500,000	1,500,000
Tate Britian	London	1,204,147	1,822,428
National Portrait Gallery	London	1,178,400	999,842
Kelvingrove Art Gallery & Museum	Glasgow	1,003,169	1,051,050
Chester Cathedral	Chester	1,000,000	1,000,000
Clacton Pier	Clacton-on-Sea	1,000,000	1,000,000
Birmingham Museum & Art Gallery	Birmingham	735,994	714,613
World Famous Old Blacksmith`s Shop Centre	Gretna Green	697,226	651,005
Tate Liverpool	Liverpool	653,789	674,929

Note: Excludes 4 attractions where operators did not authorise figures for publication