

UK Tourism Facts 2002

▶ Volume and Spending of Tourists in 2002

	Trips/Visits	Nights	Spending
	Millions	Millions	£ Millions
UK Residents	167.3	531.9	26,699
Overseas Residents	24.2	199.3	11,737

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

▶ Purpose of Tourism in the UK 2002

	UK Residents		Overseas Residents	
	Trips	Spending	Visits	Spending
	Millions	£ Millions	Millions	£ Millions
Holidays	101.7	17,352	7.7	3,702
Business	23.3	5,552	7.2	3,573
Visiting Friends or Relatives	39.6	3,428	6.4	2,514
Other	2.7	365	2.9	1,910
All Purposes	167.3	26,699	24.2	11,737

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

▶ Holiday Tourism in the UK 2002

	UK Residents	
	Trips	Spending
	Millions	£ Millions
Holidays 1-3 Nights	64.5	8,713
Holidays 4-7 Nights	28.9	6,379
Holidays 8+ Nights	8.3	2,260
Total Holidays	101.7	17,352

Sources: United Kingdom Tourism Survey (UKTS)

▶ Average Expenditure 2002

	UK Residents		Overseas Residents
Average Spend per Trip	£160	Average Spend per Visit	£480
Average Spend per Night	£50	Average Spend per Day	£58

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

▶ Tourism Expenditure by Category 2002

	UK Residents		Overseas Residents	
	% of Total	£ Millions	% of Total	£ Millions
Accommodation*	30	8,010	33.3	3,908
Eating Out	21	5,680	20.6	2,418
Total Shopping	17	4,500	26.0	3,052
---clothes	10	2,660	12.8	1,502
---other shopping	7	1,840	13.2	1,549
Travel within the UK	19	5,060	9.2	1,080
Entertainment**	8	2,190	2.9	340
Services etc.	2	470	4.0	469
Other	3	790	4.0	469
Total	100	26,700	100	11,737

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

Notes: For overseas residents figures International Passenger Survey 1997 percentages have been applied to 2002 total expenditure.

*For domestic tourism non accommodation elements of package trips have been allocated to the accommodation category. (Package trips represent 4% or £1,130 million of total domestic expenditure in the UK). **Entertainment includes visits to tourist attractions, historic houses, theatres etc.

Duration of All Tourism Trips 2002

	UK Residents	Overseas Residents
	% of Trips	% of Visits
Nil nights	n/a	8
1 night	30	14
2 nights	27	14
3 nights	14	12
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	1	3
15-17 nights	1	2
18-20 nights	*	2
21-60 nights	*	6
61+	n/a	2

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

Note: *less than 1%

Month of All Tourism Trips 2002

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

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

▶ Seasonality of All Tourism Trips 2002

	UK Residents	Overseas Residents
	% of Trips	% of Visits
Jan, Feb, Mar	21	19
Apr, May, Jun	26	26
Jul, Aug, Sep	29	31
Oct, Nov, Dec	24	24

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

▶ Distribution of Overseas Tourism in 2002

	Visits	Nights	Spending
	Millions	Millions	£ Millions
Cumbria	0.18	1.0	41
Northumbria	0.53	3.9	169
North West	1.37	9.5	466
Yorkshire	0.86	7.5	303
Heart of England	2.59	21.1	881
East of England	1.66	13.6	616

NORTHERN IRELAND	0.28	1.7	126
Oil Rigs/Travelling	0.22	0.4	15
Isle of Man	0.02	0.2	5
Channel Islands	0.02	0.1	9
Other UK	0.01	0	2
Nil Nights	1.87	0	89
TOTAL UK	24.18	199.3	11,618

Source: International Passenger Survey (IPS)

Note: Non-addition within the visits column are due to the fact that some visitors stay in more than one region/county. The expenditure figure excludes the spending of nil nights transit visitors and of overseas residents departing directly from the Channel Islands. *On 1st April 2003 the Southern Tourist Board and the South East England Tourist Board merged to form Tourism South East.

▷ Distribution of Domestic Tourism in 2002

	Trips	Nights	Spending
	Millions	Millions	£ Millions
Cumbria	4.3	13.0	728
Northumbria	4.8	13.4	868
North West	14.5	39.3	2,316
Yorkshire	12.2	36.3	1,595
Heart of England	24.6	64.8	3,166
East of England	14.5	44.3	1,704
London	16.1	35.4	2,818
South West	21.0	87.1	3,901
Tourism South East*	25.5	77.3	3,420
- Southern*	14.6	45.8	2,065
- South East*	10.9	31.5	1,355
TOTAL ENGLAND	134.9	415.8	20,787
Scotland	18.5	64.5	3,683
Wales	11.9	39.8	1,543
Northern Ireland	2.8	9.3	525
TOTAL UK	167.3	531.9	26,699

Sources: United Kingdom Tourism Survey (UKTS)

Note: *On 1st April 2003 the Southern Tourist Board and the South East England Tourist Board merged to form Tourism South East. Separate figures are shown to allow comparisons with previous years.

▷ Top Towns Visited by Overseas Residents 2002

Glasgow	400
Oxford	390
Bristol	310
Cambridge	280
Cardiff	280
Newcastle-upon-Tyne	240
Brighton/Hove	230
York	230
Bath	200
Nottingham	200
Liverpool	190
Inverness	180
Coventry	160
Reading	150
Canterbury	150
Leeds	140

Source: International Passenger Survey (IPS)

 **Origin of Tourists 2002**



	UK Residents		Overseas Residents
	% of Trips		% of Visits
South East	14	USA	15
London	11	France	13
North West Merseyside	11	Germany	11
Eastern	10	Irish Republic	10
West Midlands	9	Netherlands	6
South West	9	Spain	4
Yorks & Humber	9	Italy	4
East Midlands	8	Belgium	4
North East	3	Australia	3
Wales	5	Canada	3
Scotland	9	-	-
Northern Ireland	2	-	-
-	-	Other Countries	27
Total	100	Total	100

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

 **Overseas Tourism by Country of Residence 2002**



France	3,077	17,735	733
Germany	2,556	15,392	743
Irish Republic	2,439	9,927	674
Netherlands	1,419	6,276	384
Spain	1,010	9,348	444
Italy	977	7,749	406
Belgium	966	2,999	180
Australia	702	11,678	531
Canada	660	7,810	338
Other Countries	6,763	80,634	4,861
Total	24,180	199,285	11,737

Sources: International Passenger Survey (IPS)

▶ Accommodation Used by UK Residents in 2002

	Trips	Spending
	%	%
Hotel/Motel/Guesthouse	26	40
B&B/Farmhouse B&B	7	8
Rented house/Flat/Chalet	6	9
Hostel/University/School	1	1
Friends/Relatives Home	47	27
Second Home/Timeshare	1	1
Camping	2	1
Towed Caravan	3	2
Other	11	10

Sources: United Kingdom Tourism Survey (UKTS)

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

▶ Accommodation Used by Overseas Residents in 2002

	Visits	Spending
	%	%
Hotels etc	45	46
Bed & Breakfast	5	4
Camping/Mobile Home	1	1
Hostel	4	6
Holiday Village/Centre	0	0
Rented House	3	6
Paying Guest	3	4
Free Guest	39	28
Own Home	2	3
Other	5	2

Sources: International Passenger Survey (IPS)

Note: IPS accommodation category definitions

▶ Serviced Accommodation Occupancy 2002

	2002	2001
Room Occupancy	58%	57%
Bedspace Occupancy	44%	42%

Source: United Kingdom Occupancy Survey (UKOS)

▶ Sources of Information Used in 2002

	UK Residents
	Millions
All Trips	167.3
Internet (any website)	25.7
Teletext on ITV	3.1
Neither Internet or Teletext Used for Enquiries	138.2
Don't know whether Internet or Teletext used	----

Sources: United Kingdom Tourism Survey (UKTS)

▶ Booking Characteristics in 2002

	UK Residents
	Millions
All Trips	167.3
Firm Booking via the Internet	8.1
Firm Booking made in Person	8.7
Firm Booking via Telephone	44.3
Firm Booking via E-mail	1.8
Firm Booking via Post	2.4
Firm Booking made in some other way	0.9
No Booking	100
Don't Know	0.6

Sources: United Kingdom Tourism Survey (UKTS)

▶ Transport Used 2002

	UK Residents
	% of Trips
Car	73
Train	12
Regular Bus/Coach	4
Organised Coach	2

Motorised Caravan/Campervan	1
Motor Cycle	*
Bicycle	*
Plane	4
Boat/Ship	1
Other	2

Sources: United Kingdom Tourism Survey (UKTS)

Note: *less than 1% 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 2002

	Overseas Residents
	% of Visits
Air	71
Sea	18
Tunnel	11

Source: International Passenger Survey (IPS)

▶ Age Profile 2002

	UK Residents	Overseas Residents
	% of Trips	% of Visits
0-15	n/a	6
16-24	15	12
25-34	21	23
35-44	23	23
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	19
DE	18

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 Family Theme Park	Tamworth	1,200,000E	960,000E
Edinburgh Castle	Edinburgh	1,153,317	1,126,680
Chester Zoo	Chester	1,134,949	1,060,433
Canterbury Cathedral	Canterbury	1,110,529E	1,151,099E
Westminster Abbey	London	1,058,854	986,354
Kew Gardens	Richmond	969,188	989,352
Windsor Castle	Windsor	931,042	904,164
London Zoo	London	891,028	906,923
Roman Baths	Bath	845,608	864,989
New MetroLand	Gateshead Metro Centre	810,000E	650,000E
Royal Academy of Arts	London	794,042	910,276
St Paul's Cathedral	London	781,364	837,894
Stonehenge	Amesbury	759,697	677,378
The Deep	Hull	750,000E	Not Open

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
Blackpool Pleasure Beach	Blackpool
Tate Modern	London
British Museum	London
National Gallery	London
Natural History Museum*	London
Victoria & Albert Museum*	London
Science Museum*	London
Pleasureland Theme Park	Southport

	Kelvingrove Art Gallery & Museum	Glasg
	Somerset House	Lond
	Flamingo Family Fun Park	Hastin
	Chester Cathedral	Chest
	The Lowry	Salf
	Poole Pottery	Poo

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. Excludes one attraction where operator did not authorise figures for publication. E=estimate. *National Museums and Galleries that changed admission policy from paid admission to free admission in 2000 or 2001.