

## UKTS 2004 Results- East Midlands

### ▶ Volume and Spending of Tourists in the East Midlands 2004

| UK Residents         | Trips    | Nights   | Spend    |
|----------------------|----------|----------|----------|
|                      | Millions | Millions | Millions |
| <b>EAST MIDLANDS</b> | 8.0      | 24.1     | 1,201    |
| <b>Notts.</b>        | 1.8      | 4.8      | 352      |
| <b>Derby</b>         | 1.8      | 5.3      | 260      |
| <b>Leics.</b>        | 1.1      | 3.4      | 169      |
| <b>Rutland</b>       | 0.1      | 0.2      | 14       |
| <b>Northants.</b>    | 1.0      | 2.1      | 114      |
| <b>Lincs.</b>        | 2.2      | 8.3      | 293      |
| <b>England</b>       | 101.4    | 314.0    | 18,960   |

Source: United Kingdom Tourism Survey (UKTS)

### ▶ Purpose of Trip to the East Midlands (Volume and Spending) 2004

| UK Residents   | Trips    | Spend      |
|--|----------|------------|
|  | Millions | £ Millions |
| <b>Holiday, Pleasure/Leisure</b>                           | 3.4      | 569        |
| <b>Visiting friends and relatives, mainly as a holiday</b> | 1.2      | 126        |
| <b>Visiting friends and relatives</b>                      | 1.8      | 171        |
| <b>Business</b>  | 1.3      | 299        |
| <b>Other</b>   | 0.2      | 37         |
| <b>All Purposes</b>  | 8.0      | 1,201      |

Source: United Kingdom Tourism Survey (UKTS)

### ▶ Average Expenditure in the East Midlands 2004

|                                | UK Residents |
|--------------------------------|--------------|
| <b>Average Spend per Trip</b>  | £149         |
| <b>Average Spend per Night</b> | £50          |

Source: United Kingdom Tourism Survey (UKTS)

### ▶ Tourism Spend by Category in the East Midlands 2004

|   |            | <b>UK Residents</b> |
|---|------------|---------------------|
|   | £ Millions | % of Total          |
| <b>Package trip</b>                     | 30         | 3                   |
| <b>Accommodation (non package trip)</b> | 350        | 30                  |
| <b>Travel</b>                           | 210        | 17                  |
| <b>Services or advice</b>               | 30         | 2                   |
| <b>Buying clothes</b>                   | 130        | 10                  |
| <b>Eating and drinking</b>              | 260        | 22                  |
| <b>Other shopping</b>                   | 70         | 5                   |
| <b>Entertainment</b>                    | 70         | 6                   |
| <b>Other expenses</b>                   | 50         | 4                   |
| <b>Total</b>                            | 1,200      | 100                 |

**Source:** United Kingdom Tourism Survey (UKTS)

**Notes:** \*Entertainment includes visits to tourist attractions, historic houses, theatres etc. Spending is rounded to the nearest £10 million.

#### ▶ Location Stayed at in the East Midlands 2004

|                              | <b>UK Residents</b> |
|------------------------------|---------------------|
|                              | % of Trips          |
| <b>Seaside</b>               | 11                  |
| <b>Large city/large town</b> | 35                  |
| <b>Small town</b>            | 23                  |
| <b>Countryside/village</b>   | 30                  |
| <b>Not stated</b>            | 1                   |

**Source:** United Kingdom Tourism Survey (UKTS)

#### ▶ Seasonality of Tourism in the East Midlands 2004

|                      | <b>UK Residents</b> |
|----------------------|---------------------|
|                      | % of Trips          |
| <b>Jan, Feb, Mar</b> | 17                  |
| <b>Apr, May, Jun</b> | 27                  |
| <b>Jul, Aug, Sep</b> | 32                  |
| <b>Oct, Nov, Dec</b> | 24                  |

**Source:** United Kingdom Tourism Survey (UKTS)

#### ▶ Origin of Tourists to the East Midlands 2004

|                  | UK Residents |
|------------------|--------------|
|                  | % of Trips   |
| Yorkshire        | 11           |
| North West       | 10           |
| East Midlands    | 20           |
| South East       | 13           |
| East of England  | 11           |
| North East       | 4            |
| West Midlands    | 10           |
| South West       | 6            |
| London           | 11           |
| Scotland         | 2            |
| Wales            | 3            |
| Northern Ireland | 1            |
| <b>Total</b>     | <b>100</b>   |

Source: United Kingdom Tourism Survey (UKTS)

#### ▶ Accommodation Used in the East Midlands (Volume and Spend) 2004

|                             | % of Trips | UK Residents<br>% of Spending |
|-----------------------------|------------|-------------------------------|
| Hotel/Motel/Guesthouse      | 21         | 33                            |
| B&B/Farmhouse B&B           | 6          | 6                             |
| Rented<br>House/Flat/Chalet | 6          | 10                            |
| Hostel/University/School    | 2          | 2                             |
| Friends/Relatives Home      | 42         | 25                            |
| Second Home/Timeshare       | *          | *                             |
| Camping                     | 3          | 4                             |
| Towed Caravan               | 5          | 2                             |
| Other                       | 16         | 16                            |

Source: United Kingdom Tourism Survey (UKTS)

Note: \* means less than 1%. UKTS accommodation category definitions. Figures may over add due to more than one accommodation type being used.

#### ▶ Transport Used in the East Midlands 2004

|                          |    |
|--------------------------|----|
| <b>Car</b>               | 78 |
| <b>Train</b>             | 9  |
| <b>Regular Bus/Coach</b> | 5  |
| <b>Organised Coach</b>   | *  |
| <b>Plane</b>             | 3  |
| <b>Other</b>             | 5  |

**Source:** United Kingdom Tourism Survey (UKTS)

**Note:** \* means less than 1%. Transport used on the longest part of your journey from home to the destination. Longest means distance, not time.

 **Age Profile of Tourists in the East Midlands 2004** 

|                | <b>UK Residents</b> |
|----------------|---------------------|
|                | % of Trips          |
| <b>16 - 24</b> | 15                  |
| <b>25 - 34</b> | 19                  |
| <b>35 - 44</b> | 24                  |
| <b>45 - 54</b> | 19                  |
| <b>55 - 64</b> | 11                  |
| <b>65+</b>     | 11                  |

**Source:** United Kingdom Tourism Survey (UKTS)

 **Social Profile of Tourists in the East Midlands 2004** 

|           | <b>UK Residents</b> |
|-----------|---------------------|
|           | % of Trips          |
| <b>AB</b> | 36                  |
| <b>C1</b> | 31                  |
| <b>C2</b> | 19                  |
| <b>DE</b> | 14                  |

**Source:** United Kingdom Tourism Survey (UKTS)