

UKTS Results 2004- England

▶ Volume and Spending of Tourists in England 2004

	Trips	Nights	Spend
	Millions	Millions	£ Millions
UK Residents	101.4	314	18,960

Source: United Kingdom Tourism Survey (UKTS)

▶ Purpose of Tourism in England 2004

	UK Residents	
	Trips	Spending
	Millions	£ Millions
Holiday, Pleasure/Leisure	43.9	9,777
Visiting friends and relatives mainly as a holiday	15.1	1,968
Business	15.0	3,921
Visiting Friends and Relatives	22.89	2,454
Other	4.4	784
All Purposes	101.4	18,960

Source: United Kingdom Tourism Survey (UKTS)

▶ Holiday Tourism in England 2004

	UK Residents		
	Trips	Nights	Expenditure
	Millions	Millions	£ Millions
Holidays 1 - 3 Nights	37.2	70.7	5,708
Holidays 4 - 7 Nights	17.1	90.5	4,752
Holidays 8+ Nights	4.8	47.5	1,286
Total Holidays	59.0	208.7	11,746

Source: United Kingdom Tourism Survey (UKTS)

▶ Average Spend in England 2004

	UK Residents
Average Spend per Trip	£187
Average Spend per Night	£60

Source: United Kingdom Tourism Survey (UKTS)

▶ Tourism Spend in England by Category 2004

	UK Residents	
	£ Millions	% of Total
Package Trip	770	4
Accommodation (non package trip)	5,090	27
Travel	3,150	17
Services or advice	47	2
Buying clothes	1,970	10
Eating & drinking	4,200	22
Other shopping	1,280	7
Entertainment	1,360	7
Other expenses	670	4
Total	18,960	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.

Distribution of Domestic Tourism in England by Government Office Region 2004

	UK Residents	
	Trips	Spending
	Millions	£ Millions
West Midlands	8.6	1,447
East of England	10.0	1,641
East Midlands	8.0	1,201
London	12.8	2,759
North West	12.9	2,337
North East	3.8	700
South East	16.6	3,006
South West	20.5	4,103
Yorkshire	10.0	1,584
Total England	101.4	18,960



Source: United Kingdom Tourism Survey (UKTS)

Seasonality of Tourism in England 2004

	UK Residents
	% of Trips
Jan, Feb, Mar	23
Apr, May, Jun	25
Jul, Aug, Sep	29
Oct, Nov, Dec	23



Oct, Nov, Dec	23
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Source: United Kingdom Tourism Survey (UKTS)

 Origin of Tourists to England by Government Office Region 2004 

	UK Residents
	% of Trips
South East	16
London	11
North West	10
East of England	10
West Midlands	10
South West	11
Yorkshire	10
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 2004 

		UK Residents
	Trips %	Spending %
Hotel/Motel/Guesthouse	29	43
B&B/Farmhouse B&B	6	7
Rented House/Flat/Chalet	5	9
Hostel/University/School	1	1
Friends/Relatives Home	43	26
Second Home/Timeshare	1	1
Camping	2	1
Towed Caravan	3	2
Other	11	11

Source: United Kingdom Tourism Survey (UKTS)

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

 Serviced Accommodation Occupancy in England 2004 

Room Occupancy	62%	60%	60%	59%
Bedspace Occupancy	46%	45%	44%	43%

Source: United Kingdom Tourism Survey (UKTS)

▶ Type of Location Stayed at on Holiday by Domestic Tourists 2004

	UK Residents	
	% of Trips	% of Spend
Seaside	28	33
Large city/Large town	31	30
Small town	17	14
Countryside/Village	24	22
Not stated	1	1

Source: United Kingdom Tourism Survey (UKTS)

▶ Transport Used Within England 2004

	UK Residents
	% of Trips
Car	72
Train	14
Regular Bus/Coach	4
Organised Coach	2
Plane	4
Other	4

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 2004

	UK Residents
	% of Trips
16 - 24	16
25 - 34	20
35 - 44	23
45 - 54	17
55 - 64	13
65+	12

Source: United Kingdom Tourism Survey (UKTS)



	UK Residents
	% of Trips
AB	36
C1	32
C2	17
DE	15

Source: United Kingdom Tourism Survey (UKTS)

Sources:

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