

UKTS 2004- North West

▶ Volume and Spending of Tourists to the North West 2004

UK Residents	Trips	Nights	Spend
	Millions	Millions	£ Millions
NORTH WEST	12.9	38.9	2,337
Cumbria	3.3	11.3	590
Lancashire	3.3	10.3	616
Merseyside	1.5	3.7	241
Greater Manchester	3.6	9.7	661
Cheshire	1.4	3.8	230
ENGLAND	101.4	314.0	18,960

Source: United Kingdom Tourism Survey (UKTS)

▶ Purpose of trip to the North West (Volume and Spending) 2004

UK Residents	Trips	Spend
	Millions	£ Millions
Holiday, Pleasure/Leisure	6.2	1,284
Visiting friends and relatives, mainly as a holiday	1.6	195
Visiting friends and relatives	2.7	288
Business	1.8	463
Other	0.5	107
All Purposes	12.9	2,337

Source: United Kingdom Tourism Survey (UKTS)

▶ Average Expenditure in the North West 2004

	UK Residents
Average Spend per Trip	£177
Average Spend per Night	£59

Source: United Kingdom Tourism Survey (UKTS)

▶ Tourism Spend by Category in the North West 2004

		UK Residents
	£ Millions	% of Total
Package trip	80	3
Accommodation (non package trip)	610	26

Travel	410	17
Services or advice	50	2
Buying clothes	250	11
Eating and drinking	500	21
Other shopping	170	7
Entertainment	160	7
Other expenses	110	5
Total	2,340	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 North West 2004

	UK Residents
	% of Trips
Seaside	18
Large city/Large town	36
Small town	22
Countryside/village	23
Not stated	1

Source: United Kingdom Tourism Survey (UKTS)

▶ Seasonality of Tourism in the North West 2004

	UK Residents
	% of Trips
Jan, Feb, Mar	23
Apr, May, Jun	25
Jul, Aug, Sep	29
Oct, Nov, Dec	24

Source: United Kingdom Tourism Survey (UKTS)

▶ Origin of Tourists to the North West 2004

North East	7
West Midlands	9
South West	10
London	10
Scotland	7
Wales	4
Northern Ireland	1
Total	100

Source: United Kingdom Tourism Survey (UKTS)

▶ Accommodation Used in the North West (Volume and Spending) 2004

		UK Residents
	% of Trips	% of Spending
Hotel/Motel/Guesthouse	36	47
B&B/Farmhouse B&B	10	11
Rented House/Flat/Chalet	4	8
Hostel/University/School	1	1
Friends/Relatives Home	36	21
Second Home/Timeshare	1	1
Camping	2	1
Towed Caravan	3	2
Other	9	9

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 North West 2004

	UK Residents
	% of Trips
Car	75
Train	11
Regular Bus/Coach	4
Organised Coach	2
Plane	4
Other	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 North West 2004

	UK Residents
	% of Trips
16 - 24	17
25 - 34	19
35 - 44	22
45 - 54	19
55 - 64	12
65+	11

Source: United Kingdom Tourism Survey (UKTS)

 Social Profile of Tourists to the North West 2004



	UK Residents
	% of Trips
AB	35
C1	33
C2	16
DE	17

Source: United Kingdom Tourism Survey (UKTS)