

## UKTS Results 2004- South East

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

| UK Residents      | Trips    | Nights   | Spend      |
|-------------------|----------|----------|------------|
|                   | Millions | Millions | £ Millions |
| <b>SOUTH EAST</b> | 16.6     | 48.5     | 3,006      |
| Hants             | 3.3      | 9.2      | 477        |
| Isle of Wight     | 1.2      | 5.2      | 269        |
| Berkshire         | 1.6      | 3.6      | 220        |
| Buckinghamshire   | 1.1      | 3.1      | 138        |
| Oxon              | 1.5      | 3.3      | 261        |
| Kent              | 2.5      | 6.9      | 336        |
| Surrey            | 1.4      | 4.0      | 187        |
| East Sussex       | 2.4      | 7.9      | 819        |
| West Sussex       | 1.9      | 5.3      | 298        |
| England           | 101.4    | 314.0    | 18,960     |

Source: United Kingdom Tourism Survey (UKTS)

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

| UK Residents                                    | Trips    | Spend      |
|---|----------|------------|
|   | Millions | £ Millions |
| Holiday, Pleasure/Leisure                       | 6.9      | 1,626      |
| Visiting friends and relatives mainly a holiday | 2.6      | 284        |
| Visiting friends and relatives                  | 4.3      | 394        |
| Business  | 2.1      | 567        |
| Other   | 0.8      | 136        |
| All Purposes                                    | 16.6     | 3,006      |

Source: United Kingdom Tourism Survey (UKTS)

### ▶ Average Expenditure in the South East 2004

|                         | UK Residents |
|-------------------------|--------------|
| Average Spend per Trip  | £179         |
| Average Spend per Night | £61          |

Source: United Kingdom Tourism Survey (UKTS)

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

|  | UK Residents |
|--|--------------|
|--|--------------|

|                                  | £ Millions   | % of Total |
|----------------------------------|--------------|------------|
| Package trip                     | 220          | 7          |
| Accommodation (non package trip) | 680          | 22         |
| travel                           | 440          | 15         |
| Services or advice               | 170          | 6          |
| Buying clothes                   | 290          | 9          |
| Eating and drinking              | 740          | 25         |
| Other shopping                   | 180          | 6          |
| Entertainment                    | 220          | 7          |
| Other expenses                   | 70           | 2          |
| <b>Total</b>                     | <b>3,010</b> | <b>100</b> |

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 South East 2004

|                       | UK Residents |
|-----------------------|--------------|
|                       | % of Trips   |
| Seaside               | 24           |
| Large city/Large town | 31           |
| Small town            | 21           |
| Countryside/village   | 23           |
| Not stated            | 1            |

Source: United Kingdom Tourism Survey (UKTS)

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

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

Source: United Kingdom Tourism Survey (UKTS)

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

|                  |     |
|------------------|-----|
| North West       | 7   |
| East Midlands    | 6   |
| South East       | 28  |
| East of England  | 11  |
| North East       | 3   |
| West Midlands    | 8   |
| South West       | 10  |
| London           | 15  |
| Scotland         | 4   |
| Wales            | 4   |
| Northern Ireland | 1   |
| Total            | 100 |

Source: United Kingdom Tourism Survey (UKTS)

#### ▶ Accommodation Used in the South East (Volume and Spending) 2004

|                          |            | UK Residents  |
|--------------------------|------------|---------------|
|                          | % of trips | % of Spending |
| Hotel/Motel/Guesthouse   | 31         | 54            |
| B&B/Farmhouse B&B        | 5          | 5             |
| Rented House/Flat/Chalet | 3          | 4             |
| Hostel/University/School | 1          | 1             |
| Friends/Relatives Hom    | 48         | 31            |
| Second Home/Timeshare    | *          | *             |
| Camping                  | 2          | 1             |
| Towed Caravan            | 2          | 1             |
| Other                    | 11         | 10            |

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 South East 2004

|                   | UK Residents |
|-------------------|--------------|
|                   | % of Trips   |
| Car               | 69           |
| Train             | 13           |
| Regular Bus/Coach | 4            |
| Organised Coach   | 3            |
| Plane             | 5            |
| Other             | 6            |

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 South East 2004 

|         | UK Residents |
|---------|--------------|
|         | % of Trips   |
| 16 - 24 | 17           |
| 25 - 34 | 18           |
| 35 - 44 | 22           |
| 45 - 54 | 16           |
| 55 - 64 | 13           |
| 65+     | 14           |

Source: United Kingdom Tourism Survey (UKTS)

 Social Profile of Tourists in the South East 2004 

|    | UK Residents |
|----|--------------|
|    | % of Trips   |
| AB | 38           |
| C1 | 32           |
| C2 | 17           |
| DE | 14           |

Source: United Kingdom Tourism Survey (UKTS)