

## UKTS Results 2004- South West

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

UK Residents	Trips	Nights	Spend
	Millions	Millions	£ Millions
<b>SOUTH WEST</b>	20.5	80.1	4,103
<b>Glouces.</b>	1.7	4.2	253
<b>South Glouces.</b>	0.0	0.0	2
<b>Cornwall</b>	4.0	22.5	1,232
<b>Devon</b>	5.6	22.5	1,061
<b>Somerset</b>	1.7	6.0	287
<b>Wilts.</b>	1.6	3.9	240
<b>Area formerly known as Avon</b>	2.7	6.7	374
<b>West Dorset</b>	1.4	5.8	215
<b>East Dorset</b>	2.5	8.4	430
<b>England</b>	101.4	314.0	18,960

Source: United Kingdom Tourism Survey (UKTS)

### ▶ Purpose of Trip to the South West (Volume and Spend) 2004

UK Residents	Trips	Spend
	Millions	£ Millions
<b>Holiday, Pleasure/leisure</b>	11.4	2,837
<b>Visiting friends and relatives mainly as a holiday</b>	2.9	337
<b>Visiting friends and relatives</b>	3.3	366
<b>Business</b>	1.8	411
<b>Other</b>	1.1	152
<b>All Purposes</b>	20.5	4,103

Source: United Kingdom Tourism Survey (UKTS)

### ▶ Average Expenditure in the South West 2004

	UK Residents
<b>Average Spend per Trip</b>	£194
<b>Average Spend per Night</b>	£50

Source: United Kingdom Tourism Survey (UKTS)

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

		<b>UK Residents</b>
	£ Millions	% of Total
<b>Package trip</b>	140	3
<b>Accommodation (non package trip)</b>	1,380	34
<b>Travel</b>	610	15
<b>Services or advice</b>	70	2
<b>Buying clothes</b>	280	7
<b>Eating and drinking</b>	870	21
<b>Other shopping</b>	260	6
<b>Entertainment</b>	320	8
<b>Other expenses</b>	170	4
<b>Total</b>	4,100	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 South West 2004

	<b>UK Residents</b>
	% of Trips
<b>Seaside</b>	40
<b>Large city/Large town</b>	22
<b>Small town</b>	16
<b>Countryside/village</b>	21
<b>Not stated</b>	1

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

#### Seasonality of Tourism in the South West 2004

	<b>UK Residents</b>
	% of Trips
<b>Jan, Feb, Mar</b>	20
<b>Apr, May, Jun</b>	25
<b>Jul, Aug, Sep</b>	35
<b>Oct, Nov, Dec</b>	20

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

#### Origin of Tourists to the South West 2004

	% of Trips
Yorkshire	3
North West	7
East Midlands	7
South East	20
East of England	7
North East	2
West Midlands	11
South West	26
London	11
Scotland	1
Wales	5
Northern Ireland	*
<b>Total</b>	<b>100</b>

Source: United Kingdom Tourism Survey (UKTS)

#### ▶ Accommodation Used in the South West (Volume and Spend) 2004

	% of Trips	UK Residents % of Spending
Hotel/Motel/Guesthouse	23	28
B&B/Farmhouse B&B	8	9
Rented House/Flat/Chalet	13	23
Hostel/University/School	*	*
Friends/Relatives Home	34	17
Second Home/Timeshare	2	1
Camping	4	2
Towed Caravan	3	3
Other	15	17

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 West 2004

	UK Residents
	% of Trips
Car	82
Train	7
Regular Bus/Coach	4
Organised Coach	2
Plane	2
Other	3

**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 West 2004

	UK Residents
	% of Trips
16 - 24	13
25 - 34	19
35 - 44	26
45 - 54	17
55 - 64	13
65+	12

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

#### Social Profile of Tourists in the South West 2004

	UK Residents
	% of Trips
AB	35
C1	32
C2	16
DE	16

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