

UKTS Results 2004

▶ Volume and Spending of Tourists in 2004

	Trips/Visits	Nights	Spending
	Millions	Millions	£ Millions
UK Residents	126.6	408.9	24,357

Source: United Kingdom Tourism Survey (UKTS)

▶ Purpose of Tourism in the UK 2004

	UK Residents	
	Trips	Spending
	Millions	£ Millions
Holiday, Pleasure/Leisure	57.2	12,813
Visiting friends and relatives, mainly as a holiday	18.3	2,538
Business	17.8	4,840
Visiting Friends and Relatives	27.8	3,092
Other	5.3	1,019
All Purposes	126.6	24,357

Source: United Kingdom Tourism Survey (UKTS)

▶ Holiday Tourism in the UK 2004

	UK Residents	
	Trips	Spending
	Millions	£ Millions
Holidays 1- 3 Nights	46.9	7,297
Holidays 4 - 7 Nights	22.4	6,229
Holidays 8+ Nights	6.3	1,824
Total Holidays	75.5	15,130

Source: United Kingdom Tourism Survey (UKTS)

▶ Average Expenditure 2004

	UK Residents
Average Spend per Trip	£192
Average Spend per Night	£60

Source: United Kingdom Tourism Survey (UKTS)

 **Tourism Spend in the UK by Category 2004** 

	UK Residents	
	% of Total	£ Millions
Package trip	4	1,090
Accommodation (non package trip)	27	6,460
Eating out	22	5,330
Total Shopping	17	4,060
---clothes	10	2,470
---other shopping	7	1,590
Travel within the UK	17	4,260
Entertainment*	7	1,770
Services etc.	2	560
Other	3	830
Total	100	24,360

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.

 **Duration of All Tourism Trips 2004** 

	UK Residents	
	% of Trips	
1 night	29	
2 nights	27	
3 nights	15	
4 nights	9	
5 nights	5	
6 nights	3	
7 nights	6	
8 - 13 nights	3	
14 nights	2	
15+	2	
Average number of nights	3.37	

Source: United Kingdom Tourism Survey (UKTS)

 **Month of All Tourism Trips 2004** 

January	7
February	7
March	8
April	9
May	8
June	8
July	10
August	11
September	8
October	8
November	6
December	8

Source: United Kingdom Tourism Survey (UKTS)

Seasonality of All Tourism Trips 2004

	UK Residents
	% of Trips
Jan, Feb, Mar	22
Apr, May, Jun	26
Jul, Aug, Sep	29
Oct, Nov, Dec	23

Source: United Kingdom Tourism Survey (UKTS)

Distribution of Domestic Tourism by Government Office Region 2004

	Trips	Nights	Spend
	Millions	Millions	£ Millions
West Midlands	8.6	21.2	1,447
East of England	10	31.9	1,641
East Midlands	8	24.1	1,201
London	12.8	29.7	2,759
North West	12.9	38.9	2,337
Cumbria	3.3	11.3	590
North East	3.8	10.4	700
South East	16.6	48.5	3,006
South West	20.5	80.1	4,103
Yorkshire	10	26.9	1,584
Total England	101.4	314	18,960
Total UK	126.6	408.9	24,357

Source: United Kingdom Tourism Survey (UKTS)

▷ Origin of Tourists by Government Office Region 2004

	UK Residents % of Trips
South East	15
London	10
North West	11
East of England	9
West Midlands	9
South West	10
Yorkshire	9
East Midlands	7
North East	4
Wales	5
Scotland	9
Northern Ireland	2
Total	100

Source: United Kingdom Tourism Survey (UKTS)

▷ Accommodation Used by UK Residents 2004

	Trips %	Spending %
Hotel/Motel/Guesthouse	30	43
B&B/Farmhouse B&B	7	7
Rented House/Flat/Chalet	6	10
Hostel/University/School	1	1
Friends/Relatives Home	42	25
Second Home/Timeshare	1	1
Camping	2	1
Towed Caravan	3	2
Other	11	11

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.

▷ Serviced Accommodation Occupancy 2004

	2004	2003	2002	2001
Room Occupancy	61%	59%	59%	57%
Bedspace Occupancy	45%	44%	44%	42%

Bedspace Occupancy	45%	44%	44%	42%
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Source: United Kingdom Occupancy Survey (UKOS)

▶ Booking Characteristics in 2004

	UK Residents
	Millions
All Trips	126.6
Firm Booking via the Internet	13.0
Firm Booking made in Person	6.0
Firm Booking via the Telephone	31.5
Firm Booking via Email	2.3
Firm Booking via Post	1.5
Firm Booking made in some other way	0.7
No Booking	70.7
Don't Know	0.6

Source: United Kingdom Tourism Survey (UKTS)

▶ Transport Used Within The UK in 2004

	UK Residents
	% of Trips
Car	71
Train	13
Regular Bus/Coach	4
Organised Coach	2
Motorised Caravan/Campervan	1
Motor Cycle	1
Bicycle	*
Plane	6
Boat/Ship	*
Other	3

Source: United Kingdom Tourism Survey (UKTS)

Note: * - 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 Domestic Tourists 2004

25 - 34	20
35 - 44	24
45 - 54	17
55 - 64	13
65+	12

Source: United Kingdom Tourism Survey (UKTS)

 **Social Profile 2004**



	UK Residents
	% of Trips
AB	35
C1	32
C2	17
DE	16

Source: United Kingdom Tourism Survey (UKTS)

Sources:

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