

## UKTS 2004 Results- West Midlands

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

UK Residents	Trips	Nights	Spend
	Millions	Millions	£ Millions
<b>WEST MIDLANDS</b>	8.6	21.2	1,447
<b>Staffs.</b>	1.2	2.9	194
<b>Shropshire</b>	1.0	2.7	139
<b>West Midlands</b>	4.2	9.6	680
<b>Warwicks</b>	1.1	2.5	193
<b>Herefordshire</b>	0.3	1.1	86
<b>Worcestershire</b>	0.9	2.2	149
<b>England</b>	101.4	314.0	18,960

Source: United Kingdom Tourism Survey (UKTS)

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

	Trips	Spend
	Millions	£ Millions
<b>Holiday, Pleasure/Leisure</b>	2.6	420
<b>Visiting friends and relatives mainly as a holiday</b>	1.5	190
<b>Visiting friends and relatives</b>	2.1	245
<b>Business</b>	2.0	510
<b>Other</b>	0.4	83
<b>All Purposes</b>	8.6	1,447

Source: United Kingdom Tourism Survey (UKTS)

### ▶ Average Expenditure in the West Midlands 2004

	UK Residents
<b>Average Spend per Trip</b>	£166
<b>Average Spend per Night</b>	£67

Source: United Kingdom Tourism Survey (UKTS)

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

		<b>UK Residents</b>
	£ Millions	% of Total
<b>Package trip</b>	30	2
<b>Accommodation (non package trip)</b>	400	27
<b>Travel</b>	250	17
<b>Services or advice</b>	20	1
<b>Buying clothes</b>	150	11
<b>Eating and drinking</b>	320	22
<b>Other shopping</b>	90	6
<b>Entertainment</b>	120	8
<b>Other expenses</b>	70	5
<b>Total</b>	1,450	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 West Midlands 2004

	<b>UK Residents</b>
	% of Trips
<b>Seaside</b>	2
<b>Large city/Large town</b>	49
<b>Small town</b>	24
<b>Countryside/village</b>	24
<b>Not stated</b>	1

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

#### ▶ Seasonality of Tourism in the West Midlands 2004

	<b>UK Residents</b>
	% of Trips
<b>Jan, Feb, Mar</b>	27
<b>Apr, May, Jun</b>	23
<b>Jul, Aug, Sep</b>	25
<b>Oct, Nov, Dec</b>	25

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

#### ▶ Origin of Tourists to the West Midlands 2004

	UK Residents
	% of Trips
Yorkshire	7
North West	10
East Midlands	5
South East	15
East of England	8
North East	3
West Midlands	17
South West	11
London	10
Scotland	7
Wales	7
Northern Ireland	1
<b>Total</b>	<b>100</b>

Source: United Kingdom Tourism Survey (UKTS)

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

	% of Trips	UK Residents % of Spending
Hotel/Motel/Guesthouse	34	49
B&B/Farmhouse B&B	6	7
Rented House/Flat/Chalet	2	5
Hostel/University/School	1	3
Friends/Relatives Home	45	27
Second Home/Timeshare	1	1
Camping	1	1
Towed Caravan	4	2
Other	7	5

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 West Midlands 2004

<b>Car</b>	76
<b>Train</b>	12
<b>Regular Bus/Coach</b>	3
<b>Organised Coach</b>	1
<b>Plane</b>	3
<b>Other</b>	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 West Midlands 2004

	<b>UK Residents</b>
	% of Trips
<b>16 - 24</b>	16
<b>25 - 34</b>	25
<b>35 - 44</b>	23
<b>45 - 54</b>	18
<b>55 - 64</b>	11
<b>65+</b>	8

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

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

	<b>UK Residents</b>
	% of Trips
<b>AB</b>	38
<b>C1</b>	33
<b>C2</b>	14
<b>DE</b>	16

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