

UKTS Results 2004- Yorkshire

▶ Volume and Spending of Tourists in Yorkshire 2004

UK Residents	Trips	Nights	Spend
	Millions	Millions	£ Millions
YORKSHIRE	10.0	26.9	704
North Yorks	4.1	12.6	704
West Yorks	3.2	7.3	558
South Yorks	1.6	3.0	192
East Yorks/North Lincs.	1.1	4.0	130
England	101.4	314.0	18,960

Source: United Kingdom Tourism Survey (UKTS)

▶ Purpose of Trip to Yorkshire (Volume and Spend) 2004

UK Residents	Trips	Spend
	Millions	£ Millions
Holiday, Pleasure/Leisure	4.2	739
Visiting friends and relatives mainly as a holiday	1.5	209
Visiting friends and relatives	2.3	233
Business	1.5	361
Other	0.3	42
All Purposes	10.0	1,584

Source: United Kingdom Tourism Survey (UKTS)

▶ Average Expenditure in Yorkshire 2004

	UK Residents
Average Spend per Trip	£158
Average Spend per Night	£58

Source: United Kingdom Tourism Survey (UKTS)

▶ Tourism Spend by Category in Yorkshire 2004

		UK Residents
	£ Millions	% of Total
Package trip	40	2
Accommodation (non package trip)	400	25
Travel	290	19
Services or advice	20	2
Buying clothes	180	11
Eating and drinking	420	26
Other shopping	80	5
Entertainment	120	8
Other expenses	40	2
Total	1,590	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 Yorkshire 2004

	UK Residents
	% of Trips
Seaside	17
Large city/Large town	42
Small Town	18
Countryside/Village	22
Not stated	1

Source: United Kingdom Tourism Survey (UKTS)

▶ Seasonality of Tourism in Yorkshire 2004

	UK Residents
	% of Trips
Jan, Feb, Mar	21
Apr, May, Jun	28
Jul, Aug, Sep	29
Oct, Nov, Dec	23

Source: United Kingdom Tourism Survey (UKTS)

▶ Origin of Tourists to Yorkshire 2004

	UK Residents
	% of Trips
Yorkshire	28
North West	12
East Midlands	8
South East	10
East of England	5
North East	9
West Midlands	7
South West	4
London	8
Scotland	7
Wales	3
Northern Ireland	*
Total	100

Source: United Kingdom Tourism Survey (UKTS)

▶ Accommodation Used in Yorkshire 2004

		UK Residents
	% of Trips	% of Spending
Hotel/Motel/Guesthouse	29	44
B&B/Farmhouse B&B	9	8
Rented House/Flat/Chalet	3	5
Hostel/University/School	1	1
Friends/Relatives Home	43	32
Second Home/Timeshare	*	*
Camping	3	2
Towed Caravan	3	2
Other	10	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 Yorkshire 2004

Train	12
Regular Bus/Coach	5
Organised Coach	1
Plane	3
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 Yorkshire 2004

	UK Residents
	% of Trips
16 - 24	16
25 - 34	18
35 - 44	26
45 - 54	16
55 - 64	14
65+	11

Source: United Kingdom Tourism Survey (UKTS)

▶ Social Profile of Tourists in Yorkshire 2004

	UK Residents
	% of Trips
AB	34
C1	33
C2	17
DE	16

Source: United Kingdom Tourism Survey (UKTS)