

East Midlands Tourism 2000-03

▶ Volume of Tourists in the East Midlands 2000 - 2003

	UK Residents			
	Trips (Millions)			
	2000	2001	2002	2003
EAST MIDLANDS	10.5	9.6	10.9	9.6
Notts.	2.0	2.3	2.9	2.4
Derbys.	2.8	2.7	2.0	1.9
Leics.	1.6	1.2	1.6	1.3
Rutland	*	*	0.1	0.1
Northants.	1.0	0.8	1.3	1.1
Lincs.	3.1	2.7	3.1	2.9
ENGLAND	140.4	131.9	134.9	121.3

Source: United Kingdom Tourism Survey (UKTS)

▶ Nights Spent by Tourists in the East Midlands 2000 - 2003

	UK Residents			
	Nights (Millions)			
	2000	2001	2002	2003
EAST MIDLANDS	27.4	27.9	30.3	28.0
Notts.	4.3	6.1	6.8	6.0
Derbys.	7.0	8.1	5.7	5.0
Leics.	3.3	3.0	3.8	4.0
Rutland	0.1	0.1	0.3	0.2
Northants.	2.4	2.2	3.0	2.3
Lincs.	10.2	8.5	10.8	10.5
ENGLAND	439.2	409.2	415.8	371.9



Source: United Kingdom Tourism Survey (UKTS)

▶ Spending of Tourists in the East Midlands 2000 - 2003

	UK Residents			
	Pounds (Millions)			


	2000	2001	2002	2003
EAST MIDLANDS	1,169	1,182	1,385	1,352
EAST MIDLANDS	251	368	400	328
Derbys.	311	273	285	259
Leics	147	124	187	162
Rutland	7	7	13	6
Northants.	81	90	136	178
Lincs.	373	319	364	418
ENGLAND	19,890	20,278	20,788	20,560

Source: United Kingdom Tourism Survey (UKTS)

 **Purpose of Trip to the East Midlands (Volume) 2000 - 2003** 

	UK Residents			
	Trips (Millions)			
	2000	2001	2002	2003
Holiday, pleasure/leisure	4.0	4.1	4.2	4.0
Visiting friends and relatives, mainly as a holiday	1.8	1.9	2.1	1.3
Business	1.5	1.1	1.2	1.8
Visiting friends and relatives	2.9	2.3	3.2	2.3
Other	0.3	0.2	0.2	0.1
All Purposes	10.5	9.6	10.9	9.6

Source: United Kingdom Tourism Survey (UKTS)

 **Purpose of Trip to the East Midlands (Spend) 2000 - 2003** 

Visiting friends and relatives, mainly as a holiday	147	149	185	129
Business	275	232	218	323
Visiting friends and relatives	176	149	225	199
Other	36	16	15	38
All purposes	1,169	1,182	1,385	1,352

Source: United Kingdom Tourism Survey (UKTS)

▶ Average Expenditure in the East Midlands 2000 - 2003

	UK Residents			
	2000	2001	2002	2003
Average Spend per Trip	£89	£91	£96	£115
Average Spend per Night	£43	£42	£46	£48

Source: United Kingdom Tourism Survey (UKTS)

▶ Tourism Spend by category in the East Midlands 2000 - 2003

	UK Residents	
	£ Millions	% of Total
Package trip	40	3
Accommodation (non package trip)	340	25
Travel	240	18
Services or advice	20	1
Buying clothes	160	12
Eating & drinking	300	22
Other shopping	110	8
Entertainment	110	9
Other expenses	30	2
Total	1,350	100

Source: United Kingdom Tourism Survey (UKTS)

Note: Spending is rounded to the nearest £10 million.

▶ Location Stayed at in the East Midlands 2000 - 2003

	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Seaside	13	15	13	15
Large city/large town	35	31	36	34
Small town	21	25	23	23
Countryside/village	31	28	28	27
Not stated	1	1	*	1

Source: United Kingdom Tourism Survey (UKTS)

Note: * means less than 1%.

▶ Seasonality of Tourism in the East Midlands 2000 - 2003

	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Jan, Feb, Mar	24	19	21	22
Apr, May, Jun	28	24	26	25
Jul, Aug, Sept	28	32	30	32
Oct, Nov, Dec	21	26	23	21

Source: United Kingdom Tourism Survey (UKTS)



▶ Origin of Tourists to the East Midlands 2000 - 2003

	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Yorkshire & the	17	13	15	15
North West	8	8	7	11
East Midlands	20	21	24	23
South East	11	13	12	13
East of England	11	8	10	11
North East	4	4	3	4
West Midlands	8	10	8	6

Scotland	2	3	2	2
Wales	3	2	3	2
Northern Ireland	*	*	1	1
Total	100	100	100	100

Source: United Kingdom Tourism Survey (UKTS)



Note: * means less than 1%.

 Accommodation Used in the East Midlands (Volume) 2000 - 2003 

	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Hotel/Motel/Guesthouse	21	21	21	22
B&B/Farmhouse B&B	5	5	4	6
Rented House/Flat/Chalet	6	7	7	7
Hostel/School/University	1	1	1	2
Friends and Relatives Home	52	50	52	44
Second Home/Timeshare	*	1	*	1
Camping	1	1	2	2
Towed Caravan	4	4	3	3
Other	11	13	13	18

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.

 Accommodation Used in the East Midlands (Spending) 2000 - 2003 

	UK Residents			
	% of Spend			
	2000	2001	2002	2003
Hotel/Motel/Guesthouse	32	31	32	32
B&B/Farmhouse B&B	6	7	6	7

Home				
Own Second Home	*	*	*	*
Camping	1	1	2	1
Towed Caravan	3	4	2	1
Other	14	16	14	20

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 East Midlands 2000 - 2003** 

	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Car	81	80	81	81
Train	10	10	10	10
Regular Bus/Coach	4	4	2	3
Organised Coach	1	1	1	1
Plane	2	*	1	2
Other	3	3	4	4



Source: United Kingdom Tourism Survey (UKTS)

Note: * means less than 1%.

 **Age Profile of Tourists in the East Midlands 2000 - 2003** 



	UK Residents			
	% of Trips			
	2000	2001	2002	2003
16 - 24	16	16	19	15
25 - 34	22	24	24	20
35 - 44	25	21	21	24
45 - 54	14	17	16	20
55 - 64	9	11	11	12
65+	13	12	10	9

Source: United Kingdom Tourism Survey (UKTS)

 **Social Profile of Tourists in the East Midlands 2000 - 2003** 

	UK Residents			
	% of Trips			
	2000	2001	2002	2003
AB	29	27	29	35
C1	32	33	33	31
C2	20	20	18	22
DE	20	21	20	13



Source: United Kingdom Tourism Survey (UKTS)

 Major Paid Admission Attractions in the East Midlands 2003 

Attraction	County/Unitary Authority	Visits 2003
Chatsworth	Derbyshire	687,297
Twycross Zoo	Leicestershire	476,343
Lincoln Cathedral	Lincolnshire	193,525E
Belton House	Lincolnshire	171,166
Lincoln Castle	Lincolnshire	153,421
Skegness Natureland Seal Sanctuary	Lincolnshire	143,411
Midland Railway Centre	Derbyshire	120,000E
Kedleston Hall	Derbyshire	116,899
Sudbury Hall	Derbyshire	115,781
National Tramway Museum	Derbyshire	111,832

Source: Survey of Visits to Visitor Attractions England 2003

Note: The table above contains data only for attractions which responded to the survey and gave permission for their total visits to be published. E=estimate

 Major Free Admission Attractions in the East Midlands 2003 

Attraction	County/Unitary Authority
Wicksteed Park	Northampton
Abbey Pumping Station	Leicester City
Denby Pottery Visitor Centre	Derbyshire
Ye Olde Pork Pie Shoppe	Leicestershire
Ferrers Centre for Arts & Crafts	Leicestershire
Skegness Water Leisure Park	Lincolnshire
Central Museum & Art Gallery	Northampton
Newark Castle	Nottingham
Derby City Museum and Art Gallery	Derby City

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Fun Farm	Lincolnshire

Source: Survey of Visits to Visitor Attractions England 2003

Note: The table above contains data only for attractions which responded to the survey and gave permission for their total visits to be published. E=estimate