

East of England Tourism 2000-03

▶ Volume of Tourists in the East of England 2000 - 2003

	UK Residents			
	Trips (Millions)			
	2000	2001	2002	2003
EAST OF ENGLAND	13.2	13.0	14.5	11.8
Norfolk	3.4	3.9	4.5	3.4
Suffolk	2.1	2.0	1.4	1.8
Cambs.	2.2	2.0	2.8	1.5
Essex	3.1	2.7	2.9	2.6
Bedfordshire	1.0	0.9	1.0	1.1
Hertfordshire	1.5	1.6	2.1	1.6
ENGLAND	140.4	131.9	134.9	121.3

Source: United Kingdom Tourism Survey (UKTS)

▶ Nights Spent by Tourists in the East of England 2000 - 2003

	UK Residents			
	Nights (Millions)			
	2000	2001	2002	2003
EAST OF ENGLAND	39.8	41.0	44.3	37.6
Norfolk	12.5	13.8	15.9	13.1
Suffolk	6.4	6.9	4.4	5.9
Cambs.	5.8	5.1	7.8	3.5
Essex	9.4	7.4	8.2	6.7
Bedfordshire	2.5	1.9	3.0	4.6
Hertfordshire	3.2	5.9	5.0	3.8
ENGLAND	439.2	409.2	415.8	371.9



Source: United Kingdom Tourism Survey (UKTS)

▶ Spending of Tourists in the East of England 2000 - 2003

	UK Residents			
	Pounds (£ Millions)			



	2000	2001	2002	2003
EAST OF ENGLAND	1,537	1,799	1,704	1,654
Norfolk	510	573	616	540
Suffolk	225	313	163	314
Cambs.	265	233	332	188
Essex	307	283	276	240
Bedfordshire	88	91	107	175
Hertfordshire	142	306	210	198
ENGLAND	19,890	20,278	20,788	20,560

Source: United Kingdom Tourism Survey (UKTS)

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

	UK Residents			
	Trips (Millions)			
	2000	2001	2002	2003
Holiday, pleasure/leisure	4.9	5.4	5.2	4.9
Visiting friends and relatives mainly as a holiday	1.9	2.4	2.5	1.8
Business	2.1	1.7	1.6	1.5
Visiting friends and relatives	4.0	3.3	4.9	3.2
Other	0.3	0.2	0.2	0.4
All Purposes	13.2	13.0	14.5	11.8

Source: United Kingdom Tourism Survey (UKTS)

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

and relatives, mainly as a holiday				
Business	387	359	318	350
Visiting friends and relatives	244	279	347	287
Other	25	28	24	63
All Purposes	1,537	1,799	1,704	1,654

Source: United Kingdom Tourism Survey (UKTS)

▶ Average Expenditure in the East of England 2000 - 2003

	UK Residents			
	2000	2001	2002	2003
Average Spend per Trip	£116	£138	£118	£140
Average Spend per Night	£39	£44	£38	£44

Source: United Kingdom Tourism Survey (UKTS)

▶ Tourism Spend by Category 2003

	UK Residents	
	£ Millions	% of Total
Package Trip	30	2
Accommodation (non package trip)	440	26
Travel	360	22
Services or advice	20	1
Buying clothes	120	7
Eating & drinking	380	23
Other shopping	80	5
Entertainment	140	9
Other expenses	80	5
Total	1,650	100

Source: United Kingdom Tourism Survey (UKTS)

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

▶ Location Stayed at in the East of England 2000 - 2003

	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Seaside	19	21	17	20
Large city/large town	27	27	29	26
Small town	23	24	25	26
Countryside/village	30	28	28	26
Not stated	1	1	1	1

Source: United Kingdom Tourism Survey (UKTS)

▶ Seasonality of Tourism in the East of England 2000 - 2003

	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Jan, Feb, Mar	18	18	21	23
Apr, May, Jun	29	23	25	23
Jul, Aug, Sept	29	33	29	32
Oct, Nov, Dec	24	26	25	21

Source: United Kingdom Tourism Survey (UKTS)

▶ Origin of Tourists to the East of England 2000 - 2003

	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Yorkshire & the North West	7	4	6	7
East Midlands	6	4	6	5
South East	8	11	8	11
East of England	14	13	13	16
North East	30	28	33	24
West Midlands	2	3	2	2
South West	6	5	6	7
London	5	6	7	6
Scotland	16	19	14	16
	4	3	3	3

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

Source: United Kingdom Tourism Survey (UKTS)



Note: * means less than 1%.

 Accommodation Used in the East of England (Volume) 2000 - 2003 

	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Hotel/Motel/Guesthouse	21	20	16	21
B&B/Farmhouse B&B	6	5	4	5
Rented House/Flat/Chalet	5	6	5	8
Hostel/University/School	1	1	1	1
Friends/Relatives Home	53	52	56	50
Second Home/Timeshare	2	1	2	2
Camping	1	2	2	2
Towed Caravan	2	2	5	2
Other	11	13	12	14

Source: United Kingdom Tourism Survey (UKTS)

Note: UKTS accommodation category definitions. Figures may over add due to more than one accommodation type being used.


 Accommodation Used in the East of England (Spend) 2000 - 2003 

	UK Residents			
	% of Spending			
	2000	2001	2002	2003
Hotel/Motel/Guesthouse	35	30	27	29
B&B/Farmhouse B&B	8	6	6	5
Rented	13	11	7	13
Hostel/University/School	1	*	1	1
Friends/Relatives Home	31	37	34	27
Second	2	1	2	1
Camping	1	1	2	2

Camping	1	1	2	2
Towed Caravan	2	2	3	2
Other	12	16	18	20


Source: United Kingdom Tourism Survey (UKTS)

Note: UKTS accommodation category definitions. Figures may over add due to more than one accommodation type being used. * means less than 1%.

 **Transport Used in the East of England 2000 - 2003**

	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Car	77	81	79	82
Train	11	8	10	9
Regular Bus/Coach	5	2	2	2
Organised Coach	1	2	1	1
Plane	3	3	3	3
Other	3	3	4	3

Source: United Kingdom Tourism Survey (UKTS)

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


	UK Residents			
	% of Trips			
	2000	2001	2002	2003
16 - 24	14	12	17	14
25 - 34	23	21	22	18
35 - 44	20	21	20	22
45 - 54	16	18	17	19
55 - 64	12	11	12	13
65+	15	17	13	13

Source: United Kingdom Tourism Survey (UKTS)

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

	2000	2001	2002	2003
AB	29	28	32	35
C2	30	33	29	30
C2	20	20	19	18
DE	21	19	19	17


Source: United Kingdom Tourism Survey (UKTS)

 Major Paid Admission Attractions in the East of England 2003

Attraction	County/Unitary Authority	Visits 2003
Whipsnade Wild Animal Park	Bedfordshire	470,934
Imperial War Museum Duxford	Cambridgeshire	442,772
Norwich Cathedral	Norfolk	380,000E
Southend-on-Sea Pier	Southend-on-Sea	379,526
Paradise Wildlife Park	Hertfordshire	260,000E
High Lodge Forest Centre	Suffolk	248,000E
Kings College Chapel	Cambridgeshire	201,887
Go Bananas	Essex	200,000E
Willows Farm Village	Hertfordshire	198,500
Anglesey Abbey	Cambridgeshire	165,173

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 of England 2003

Attraction	County/Unitary Authority	Visits 2003
Pleasure Beach	Norfolk	1,500,000E
Wood Green Animal Shelters	Cambridgeshire	321,663E
Mannings Amusement Park	Suffolk	270,000E
St Albans Cathedral	Hertfordshire	247,600E

Walter Rothschild Zoological Museum	Hertfordshire	80,614
Candlemaker Workshop	Norfolk	75,000E
Kettle`s Yard	Cambridgeshire	71,375

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