

North East Tourism 2000 to 2003

▶ Volume of Tourists to the North East 2000 - 2003

	UK Residents			
	Trips (Millions)			
	2000	2001	2002	2003
NORTH EAST	5.6	4.3	4.8	4.8
Northumberland	0.9	1.0	1.1	1.1
Durham	1.2	0.9	0.7	0.6
Tyne and Wear	3.0	1.9	2.3	2.2
Tees Valley	0.5	0.6	0.8	0.9
ENGLAND	140.4	131.9	134.9	121.3

Source: United Kingdom Tourism Survey (UKTS)

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

	UK Residents			
	Nights (Millions)			
	2000	2001	2002	2003
NORTH EAST	16.4	12.3	13.4	13.3
Northumberland	3.1	3.1	4.3	3.6
Durham	3.2	2.0	1.7	1.8
Tyne and Wear	8.5	5.5	5.4	5.6
Tees Valley	1.6	1.8	1.9	2.3
ENGLAND	439.2	409.2	415.8	371.9

Source: United Kingdom Tourism Survey (UKTS)

▶ Spending of Tourists in the North East 2000 - 2003

	UK Residents			
	Pounds (Millions)			
	2000	2001	2002	2003
NORTH EAST	738	628	868	825
Northumberland	93	127	166	151
Durham	133	128	83	137
Tyne and Wear	454	311	519	421
Tees Valley	57	62	100	116

ENGLAND	19,890	20,278	20,788	20,560
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Source: United Kingdom Tourism Survey (UKTS)

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

	UK Residents			
	Trips (Millions)			
	2000	2001	2002	2003
Holiday, pleasure/leisure	2.1	1.6	1.8	2.1
Visiting friends and relatives, mainly as a holiday	1.1	1.0	0.9	0.7
Business	0.9	0.6	0.8	0.6
Visiting friends and relatives	1.3	1.2	1.2	1.1
Other	0.2	*	*	0.1
All Purposes	5.6	4.3	4.8	4.8

Source: United Kingdom Tourism Survey (UKTS)

Note: * means less than 1%.

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

	UK Residents			
	Spend (Millions)			
	2000	2001	2002	2003
Holiday, pleasure/leisure	268	297	306	368
Visiting friends and relatives, mainly as a holiday	104	98	129	126
Business	235	71	280	196
Visiting friends and relatives	117	141	143	115
Other	14	22	10	21
All Purposes	738	628	868	825

Source: United Kingdom Tourism Survey (UKTS)

▶ Average Expenditure in the North East 2000 - 2003

	UK Residents			
	2000	2001	2002	2003
Average Spend per Trip	£132	£146	£181	£172
Average Spend per Night	£45	£51	£65	£62

Source: United Kingdom Tourism Survey (UKTS)

▶ Tourism Spend by Category in the North East 2003

	UK Residents	
	£ Millions	% of Total
Package Trip	70	9
Accommodation (non package trip)	180	22
Travel	150	18
Services or advice	20	3
Buying clothes	90	11
Eating and drinking	200	24
Other shopping	50	5
Entertainment	50	6
Other expenses	20	2
Total	830	100

Source: United Kingdom Tourism Survey (UKTS)

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

▶ Location Stayed at in the North East 2000 - 2003

	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Seaside	16	18	13	15
Large city/large town	45	37	46	49
Small town	16	20	20	20
Countryside/village	23	24	20	16
Not stated	*	1	1	*

Source: United Kingdom Tourism Survey (UKTS)

Note: * means less than 1%.

▶ Seasonality of Tourism to the North East 2000 - 2003

	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Jan, Feb, Mar	19	18	22	18
Apr, May, Jun	30	23	28	28
Jul, Aug, Sept	26	28	24	30
Oct, Nov, Dec	25	31	27	24

Source: United Kingdom Tourism Survey (UKTS)

▶ Origin of Tourists to the North East 2000 - 2003

	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Yorkshire & the Humber	12	15	18	14
North West	13	11	13	15
East Midlands	7	6	5	8
South East	9	8	9	7
East of England	5	8	11	10
North East	21	18	15	19
West Midlands	5	9	4	5
South West	4	4	8	2
London	9	8	4	6
Scotland	12	9	8	11
Wales	3	2	2	2
Northern Ireland	1	1	1	1
Total	100	100	100	100

Source: United Kingdom Tourism Survey (UKTS)

▶ Accommodation Used in the North East (Volume) 2000 - 2003

	UK Residents			
	% of Trips			

	2000	2001	2002	2003
Hotel/Motel/Guesthouse	25	25	31	30
B&B/Farmhouse B&B	10	5	7	5
Rented House/Flat/Chalet	3	6	2	6
Hostel/School/University	1	1	1	2
Friends/Relatives Home	49	54	49	47
Second Home/Timeshare	*	*	1	*
Camping	*	1	1	3
Towed Caravan	1	4	2	1
Other	16	7	10	8

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 North East (Spend) 2000 - 2003

	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Hotel/Motel/Guesthouse	39	37	50	47
B&B/Farmhouse B&B	11	7	9	6
Rented House/Flat/Chalet	9	13	2	9
Hostel/School/University	1	1	1	3
Friends and Relatives Home	30	33	28	29
Second Home/Timeshare	*	*	1	*
Camping	*	1	2	1
Towed Caravan	1	2	1	1
Other	12	14	7	6

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 North East 2000 - 2003

	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Car	72	71	74	77
Train	14	14	12	12
Regular Bus/Coach	4	4	5	3
Organised Coach	2	3	1	2
Plane	3	2	3	2
Other	4	6	3	3

Source: United Kingdom Tourism Survey (UKTS)

▶ Age Profile of Tourists in the North East 2000 - 2003



	UK Residents			
	% of Trips			
	2000	2001	2002	2003
16 - 24	18	16	19	22
25 - 34	18	19	21	18
35 - 44	22	23	23	20
45 - 54	18	17	20	21
55 - 64	10	12	9	8
65 +	14	12	9	10

Source: United Kingdom Tourism Survey (UKTS)

▶ Social Profile of Tourists in the North East 2000 - 2003



	UK Residents			
	% of Trips			
	2000	2001	2002	2003
AB	29	30	40	33
C1	27	31	30	35
C2	25	19	14	13
DE	20	20	16	19

Source: United Kingdom Tourism Survey (UKTS)

▶ Major Paid Admission Attractions in the North East 2003



Attractions	County/Unitary Authority	Visits 2003
New Metroland	Tyne and Wear	1,200,000E
The Alnwick Garden	Northumberland	515,613
Beamish, The North of England Open Air Museum	Durham	336,134
Alnwick Castle	Northumberland	272,312
Cragside House & Gardens	Northumberland	160,655
High Force Waterfall	Durham	142,952E
Bamburgh Castle	Northumberland	120,030E
Wallington House Walled Garden	Northumberland	116,754
Housesteads Roman Fort	Northumberland	115,631
Bowes Museum	Durham	100,000E

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 North East 2003 

Attraction	County/Unitary Authority	Visits 2003
Baltic The Centre for Contemporary Arts	Tyne and Wear	714,329
Sunderland Museum & Winter Gardens	Tyne and Wear	305,869
St Aidan's Winery	Northumberland	225,000E
Barter Books	Northumberland	200,000E
Discovery Museum	Tyne and Wear	199,914
Carlisle Park	Northumberland	195,000E
Dorman Museum	Tees Valley	160,617
Northumbria Craft Centre & Chantry Bagpipe Museum	Northumberland	158,250
Castle Eden Dene National Nature Reserve	Durham	150,000E
Durham Dales Centre	Durham	125,899E

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